

## ***Commemorating Australian Peacekeeping – Past, present and Future***



### **Australian Peacekeeping Memorial Project Chairman's Report 27<sup>th</sup> August 2009**

This Report outlines activities and achievements of the Australian Peacekeeping Memorial Project (APMP) since its third Annual General Meeting conducted in Canberra in July 2008.

The **vision** of the APMP is to create a national memorial that will appropriately honour the sacrifice of Australian Peacekeepers in the service of international peace and security, and recognise the courage and professionalism of Australian Peacekeepers in the face of the particular challenges of their operations. The Memorial will also be a focus for recognising the continuing significant contribution by Australians to international peacekeeping.

Many elements of the Project have progressed well over the last 3 plus years. The APMP has established a solid structure based on a hard working volunteer committee and supporters. It has established an informative website, engaged many significant Australian identities and achieved several of our original objectives. The APMP have been allocated a prominent Memorial site on ANZAC Parade by the Canberra National Memorials Committee. The project has consolidated wide spread bipartisan support from Federal Parliament and strong moral support from past and present Peacekeepers and ex service organizations across Australia. Importantly this includes current members from the ADF, AFP, the RSL, the APPVA, the UNPAA and the UNAA. The Memorial design competition has been successfully completed and an outstanding design concept has been announced. By September 2009 a fully developed and costed design for the Peacekeeping Memorial and working drawings will be completed and ready for construction.

To complete the APMP has now been estimated to cost approximately \$M 4. Due to a number of reasons, not the least of which is the impact of the global financial crisis, insufficient funds have been raised to commence the construction phase of the project. A large sum of money would need to be raised this year to feel comfortable in progressing into the construction phase according to the original schedule. The APMP committee has assessed this as unlikely in the current economic environment, and July 2009 convened a special meeting in Canberra to review the way ahead.

That meeting:

. Decided that the APMP must continue and that we needed to refocus and revitalize the Project, particularly our publicity and fund raising campaigns,

. Noted that our previous deadlines were self imposed and therefore agreed to adjust our target completion date to 14 September 2012 (The 65<sup>th</sup> Anniversary of Australian Peacekeeping),

. Confirmed that the Australian Peacekeeping Memorial should be a high quality Memorial located on the allocated site on ANZAC Parade and that lesser quality, cheaper solutions on alternate sites are not acceptable,

. Confirmed that the Memorial should be constructed from the detailed design and documentation that has been developed from the Super Colossal design concept which won the design competition,

. Agreed to develop the APMP on a national structure based on the present constitution as a non profit organisation incorporated in the ACT,

. Agreed to develop an APMP Capital fundraising campaign to seek donations from a range of sources,

. Decided to refocus the APMP publicity campaign aimed at a broad levels of groups across the Australian community, but in particular to address our past, present and future peacekeepers,

. Decided to seek a number of key Australians to act as ambassadors to support the APMP,

. Noted that we need to advise all APMP Members, donors and supporters of the revised project aims and dates,

. Noted there may be an opportunity to link the APMP to the Government campaign as a candidate for a seat on the UN Security Council in 2013/14 (Selected in Oct 2012), and

. Agreed to use the ANZAC Parade site as a part of our publicity campaign, including conducting activities there on appropriate dates (29 May, 14 Sep, and 24 Oct)

A draft Futures Plan to direct this renewed focus has been distributed for comment to the APMPC. I have also written to all our principal donors and supporters outlining our proposed way ahead.

Since the last AGM, the APMP Committee has formally met ten times over the period and we have had one special meeting with patrons in July 2009

Our Patrons Lieutenant General John Sanderson AC, Ms Geraldine Doogue AO, and Commissioner Mick Keelty APM, have been most supportive of our activities. In May 2009 the Governor General HE Ms Quentin Bryce AC graciously agreed to become the patron in Chief of the APMP. They have all graciously agreed to continue as patrons of the Memorial Project except Commissioner Keelty who would prefer we approach another Policeman to act as the third patron following his retirement as Federal Commissioner on 2<sup>nd</sup> September 2009.

All executive members of the Committee have volunteered to stand again for their positions. Representatives of the ADF, AFP, RSL, UNAA, APPVA and UNPAA remain active on the APMP Committee. The DVA is also regularly invited to attend our meetings as observers and have been updated on our progress. In particular, the APPVA and the UNPAA have donated additional funds to assist with the administration of the APMP. The Police Federation of Australia and The AFP IDG have also provided meeting venues for our committee during the last year. We are most grateful for the excellent support that we are receiving from a wide range of organisations and individuals.

### **Memorial Design and Project Management**

The Design competition was completed in July 2008 and the winning design concept by Super Colossal, a Sydney based architect firm, was recommended to the Canberra national memorials Committee in August 2008. They approved the character of the design concept in November 2009, and the winner was announced by the Minister for Veterans Affairs, Alan Griffin MP at Parliament House on 19<sup>th</sup> December 2009.

Since then our Project Development member, Warren Lewis and our pro bono Project Management firm, Woods Bagot Pty Ltd, have very effectively guided the development of the design with the architect and his team of consultants to an excellent final design. Final documentation and works approval is now proceeding. Approximately \$250K has been spent to date on the design competition and development of the chosen design.

### **Publicity and Marketing**

We have attempted to increase awareness of the APMP through our partner organisations, various publications and addresses and a number of specific activities over the last 13 months.

The Chairman and Vice Chairman have addressed several community groups directly on Australian Peacekeeping and the APMP, and raised the Project in a wide range of forums, such as the UNAA (NSW), UNPAA, RUSI (NSW), Rotary and RSL groups. Articles have been published in the AFP Magazine "Platypus",

the APPVA magazine "Peacekeeper", the RUSI (NSW) magazine, the UNPAA "True Blue", the RSL paper "Stand To", the ADA magazine "Defender" and several defence industry magazines. An article on the Qantas donation was published in their in-flight magazine. In addition we have released a number of periodic media releases although these have met with limited response.

In August 2008 the APMP was promoted during an AFL game at the MCG at which we also launched a Peacekeeping Bear as merchandise. Initial sales were good but there has been few sold since. Complimentary bears were sent to Patrons, ADF and AFP heads, and overseas ADF and AFP contingent commanders without much response. We should continue to promote and develop the sale of the PK bears on our website and with our support groups.

We must take advantage of the fact that there are a large number of past present and future peacekeepers within the ADF and the AFP. It is critical to get our young men and women returning from overseas missions to understand and support this Memorial.

Our APMP web site at [www.peacekeepingmemorial.org.au](http://www.peacekeepingmemorial.org.au) continues to be regularly visited. We continue to get membership applications by both mail and electronic means. All activities are recorded on the APMP website news page.

Nevertheless, we need to broaden our publicity and marketing and further engage national newspapers and media outlets. To assist this activity a pro bono publicity agent Parker and Parker provided some support to us during 2008 but with the departure of our contact there this agency has not been as active in 2009.

We have encouraged our major support organisations to further develop publicity and to encourage greater membership. The ADF, the AFP, the APPVA and the UNPAA are all developing such plans and we hope to see increase membership and publicity in a number of forums over the next few months.

An APMP Banner, brochure, posters and the design model are available to help advertise the APMP. We plan to expand the use of these as part of our future plan.

### **Fund Raising**

APMP fundraising is still moving slowly. I would appreciate if all our supporters could continue to assist the fundraising effort by encouraging Australian benefactors, the Federal Government and Opposition and Corporate Australia to financially support the Memorial.

In Sep 2008 we organized a dinner at Parliament House for Canberra based Defence Industry. Speakers included General Sanderson (Patron), Dr Mike

Kelly, Parliamentary Secretary for Defence Support and host, and Duncan Lewis (Dep Sec PM &C) as Guest Speaker. This was well attended and interest was shown in the Memorial project. A further round of appeals targeted to key companies was conducted in Apr 2009 with little response. Our industry representative is developing options for publicity at future Defence industry seminars.

To raise a donor sum of \$3.5 million we will need to conduct a capital campaign with a Fundraising Chairman (normally a major sponsor) supported by a full time coordinator and a separate fundraising committee -see Evelyn Mason report. Finding the right Fundraising Chairman and setting up this campaign is a major challenge. This campaign will seek both one time and phased donations over 3 years. We need to assess how and when such a campaign should be commenced. Our target date allows us three financial years for our fundraising campaign 2009/10, 2010/11, 2011/12.

## **Conclusion**

In summary, it has been a busy and at times difficult 13 months.

Nevertheless, I consider that we are still in a very sound position to support our vision but we now need to follow through our resolve to refocus and reinvigorate the Project, particularly our publicity in the community and with past and present peacekeepers. We must also develop an effective fundraising campaign.

I would like to sincerely thank everyone who has been associated with the APMP over the last three plus years. They have given wonderful support to the Project and I congratulate all for the significant progress that has been made. In particular, I wish to express my admiration and appreciation to all the APMP volunteer committee and sub committee members, to our patrons, and to our donors, supporters and advisers.

I look forward to working with you all to successfully progress our vision over the next 12 months.

Major General Tim Ford AO (Retd)  
Chairman  
Australian Peacekeeping Memorial Project  
27<sup>th</sup> August 2009