Anzac Centenary Advisory Board
Report to Government

1 March 2013
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Foreword

On 4 August 2014, worldwide commemorations marking the centenary of the First World War will start, continuing until 2018. For Australians, the ‘Anzac Centenary’ will be one of the most significant commemorations to take place in the lives of current generations. The war was a vast tragedy and had profound, devastating and enduring consequences for many nations, their peoples and their families, including in Australia. Alongside the trauma and loss, the war also witnessed the service and sacrifice of thousands of Australian volunteer servicemen and servicewomen. Service and sacrifice that was characterised by courage, endurance, tenacity, resilience, selflessness and mateship. Values that defined a young nation and the character of her people.

The Centenary will be a period when our experience of war and conflict during the First World War and over a century of service will receive significant national attention and analysis, as well as deeply personal individual and family reflections and emotions. For this reason, the Board’s view of the Centenary is broad, multifaceted and, at times, challenging.

The Anzac Centenary program has been developed progressively—particularly over the past twelve months—following a series of Australian Government decisions. The Board’s ongoing advice has been communicated regularly to the Minister Assisting the Prime Minister on the Centenary of Anzac. The additions to the program we are proposing in this report constitute our final strategic advice on the composition of the program.

With the great generation of Australians who participated in our national effort in the Second World War approaching the end of their lives, it will be particularly important to commemorate and remember their service and sacrifice during the Centenary period. Similarly, we must also remember and engage those who participated in Korea, Vietnam and all conflicts and peacekeeping operations of the modern era, including Afghanistan. These considerations are the central focus of the Century of Service theme.

Unfortunately, we live in a world that is far from peaceful and Australian servicemen and servicewomen will continue to face dangers. Some will bear wounds and injuries from their experiences—physical, emotional and mental. Learning from the experiences of Australians at war and their families over the last century or more remains vitally important and relevant today.

A central theme of our report is that community involvement in the Centenary is critical to its success. The participation of individuals and communities is the
vehicle for passing a unifying Anzac legacy to current and future generations of Australians from all backgrounds. We believe that business also has a strong role to play and should consider how it may assist. There is clearly a vital role for government and bipartisanship, at all levels, as a catalyst for a successful Centenary; however, the Centenary is far more than government policy. No group ‘owns’ the Anzac Centenary—it belongs to the whole community. The Anzac legacy is an inheritance for all of us.

The Board has consulted with a range of interested parties—the community, the business sector, state and territory governments and overseas governments—in developing its program. We have also actively engaged to distil and enhance some of the ideas presented to us. We thank all those individuals and organisations that have submitted ideas on the Anzac Centenary. The ideas submitted have helped shape the program.

The Board has grouped its recommended initiatives into three streams of activity—‘education and research’, ‘commemoration’, and ‘arts and culture’—each with its own series of initiatives. If commemoration is the heart of the Centenary then education and research is its head. Improving education and awareness, especially for younger generations of Australians, is one of the most important legacies that can come from the Centenary.

The commencement of the Anzac Centenary is now less than two years away. Detailed planning and delivery of the Anzac Centenary program constitutes a major national effort, one which the Australian people will expect to be done to a standard of excellence. When Australians look back at the end of 2018 and reflect on what the Anzac Centenary has meant to them, we hope they recognise it as having been a powerful, engaging and challenging time. That it left a reinvigorated national awareness and increased knowledge of Australia’s military history and the service and sacrifice of earlier and current generations of Australian servicemen and servicewomen. We urge all Australians to take an active interest in the development of Australia’s Anzac Centenary commemorations, and to participate—in their communities and at national events—in the Centenary program from 2014 to 2018.

Air Chief Marshal Angus Houston AC, AFC (Ret’d)
Chair
Anzac Centenary Advisory Board

1 March 2013
Overview

The Board’s Task

i. In October 2011, the Australian Government established the Anzac Centenary Advisory Board (the Board) to provide strategic advice to the Australian Government in relation to the planning and implementation of Anzac Centenary initiatives. The program of agreed initiatives would be delivered through existing government departments.

ii. A range of significant Anzac Centenary initiatives has already been announced by the Australian Government, largely over the past twelve months. The Board’s input to the program has been ongoing since its establishment and this report provides the Board’s final strategic advice on the composition of the program. The report has a focus on education and commemoration—the head and heart of the Anzac Centenary.

Rabaul to Return and Century of Service

iii. Fundamental to the Anzac Centenary commemoration program are two related themes:

- *Rabaul to Return*—between 2014 and 2018, commemorations will take place to mark the centenary of the First World War and the service and sacrifice of those who participated. More than 60,000 Australians lost their lives during the First World War. Thousands died later from their wounds, putting the toll closer to double the number who died during the conflict. For tens of thousands of Australians, the effects of the First World War did not end on Armistice Day in November 1918, nor when the surviving troops returned home over the next few years. Unfortunately, this is the experience of every war. The Board considers that one of the most important legacies that should come from the Centenary is a far deeper understanding and a more constructive approach to the ongoing impacts of war on those who are involved.

- *Century of Service*—the 2014–18 period will also be a time to commemorate more than a century of service and sacrifice by the men and women who have served, and continue to serve, Australia and its allies during war and on peacekeeping operations.
A unifying inheritance

iv. The Anzac Centenary will be a period when Australians’ experience of war and conflict will receive significant national attention and analysis, as well as deeply personal reflections and emotions. The Anzac Centenary will be far more than a recollection of past events. It is as much about the present and the future. It is about commemorating earlier generations of Australian servicemen and servicewomen and honouring those who continue that legacy today. It will be a time to discover the people behind the events and the numbers.

v. Contemporary Australia is very different in many ways from the Australia of 100 years ago, and has been shaped by the subsequent experience of war and peace. The Anzac Centenary is about capturing an inheritance whose values are still relevant today and to our future as a nation. We need to re-express this experience for a changed Australian society in which, thankfully, the Anzac tradition remains strong. It can never be taken for granted.

vi. The Board has no doubt that the Anzac Centenary will be a powerful and unifying occasion, facilitated by initiatives that actively foster the participation of all Australians. There is a vital role for governments, at all levels, to act as a catalyst for a successful Centenary; a bipartisan approach is of great importance to the commemorations. However, the Centenary is far more than government policy. No group ‘owns’ the Anzac Centenary—it belongs to the whole community.

vii. The Board feels strongly that the Centenary program needs to balance major national projects with significant community outreach. It needs to empower communities from coast to coast to commemorate and remember their own history of service and sacrifice, and in ways of their own choosing. It needs to be inclusive by encouraging communities from different cultural and linguistic backgrounds to participate to enhance their knowledge and understanding of Australia’s experience of war and its impact on our national identity and character.

viii. Volunteers and civil society must be actively engaged wherever possible. This is not only because of the operational support that they can so effectively provide, or because this is squarely in line with the objective of community engagement, but because volunteerism aligns with Anzac values. Just as bipartisanship is vital at the political level so, more generally, the commemoration program must enjoy wide community support and not be a subject of controversy and division. Difficult issues, such as the management of numbers for the 100th anniversary at Gallipoli, should continue to be worked through in a
transparent, consultative fashion with the community, relevant organisations, and with those affected.

ix. Business also has a strong role to play and the Board urges companies to consider how they may assist, whether that is through donations to the Anzac Centenary Public Fund or through in-kind support.

x. The Anzac Centenary will provide a unique opportunity to commemorate, reflect on and further strengthen Australia’s special relationship with New Zealand. The Anzac experience is as important to New Zealand as it is to Australia, and this legacy is crucial to understanding the close and vital ties that exist between the two countries today. It is important to include a New Zealand perspective in relevant parts of the Centenary program—both in Australia and overseas—as this will facilitate a deeper appreciation of our shared history and modern relationship. The Anzac history, traditions and legacy of the two countries are distinct, but also deeply interrelated. In the many points where the two countries’ programs intersect, opportunities for cooperation should be seized.

Consultation, participation and deliberation

xi. The Board’s role to date has seen it involved heavily in the tasks of consultation, participation and deliberation. The Board:

- has consulted widely with the Australian community and business sector, all levels of government, and key overseas interests to gather views on what the Centenary should look like and encompass

- together with its working groups, has also participated actively with a number of stakeholders on preparing possible proposals in areas of need, and to modify, integrate and distil other ideas and proposals to improve their focus and cost-effectiveness

- has deliberated on the many proposals before it, using a strategic framework to arrive at its recommendations. The Board’s ongoing advice has been communicated regularly to the Minister Assisting the Prime Minister on the Centenary of Anzac.

Strategic framework

xii. The Board has established a strategic framework to assist with developing its views on a robust, integrated and cost-effective program. It includes three objectives—education, engagement and empowerment—to be achieved by three broad streams of activity:
education and research

commemoration

arts and culture.

A set of principles has also been developed to summarise what the Board thinks is important in developing its views on the Centenary program. Many of the Board’s proposals support more than one objective and this adds to their value.

If the Centenary program meets or exceeds the requirements of the Board’s strategic framework, the Board considers that the Centenary has every chance of being successful and a source of pride for Australians. There is still a substantial task ahead in delivering the program, but the plan of action has been rigorously developed.

Education and research

The Board considers that an improved and broader understanding of Australia’s military experience, its impacts and its lessons, would be one of the most important legacies of the Centenary. The Board is recommending a wide-ranging Anzac Centenary education and research program of activities with multiple initiatives.

- A high-quality Anzac Centenary travelling exhibition. An interactive travelling exhibition for the digital age could be a flagship Anzac Centenary project. It would bring the Centenary to many people in rural and regional Australia who otherwise would have limited opportunities to be involved. It may also travel to urban communities. The Board considers that a travelling exhibition would act as a catalyst for involvement by communities. A visit by the exhibition could be coordinated with Centenary events being organised by the local community to enhance the overall experience. The potentially high cost of a travelling exhibition means this is an initiative well-suited to private sector donations.

- The Exhibition in a Box initiative being developed by the Australian War Memorial and the National Archives of Australia to assist communities develop their own Anzac Centenary exhibitions. This initiative could complement a visit by the travelling exhibition and also support grassroots Centenary events in communities that will not be visited by the exhibition.
• **An educational and research scholarships and history grants scheme** that offers the potential to enhance research and teaching, including of Australia’s military history and the experience, impact and lessons of Australians’ involvement in war.

• Support for a proposal by the Australian War Memorial and the Australian National University to convene an **international history conference focusing on the Gallipoli campaign**. The organisers propose to invite outstanding scholars and writers from all the representative nations involved in the Gallipoli campaign. They will present original research on the Gallipoli campaign.

• Greater recognition of the role of **women**—in the services and on the home front. The involvement of women in the Australian Defence Force has altered much since the end of the Second World War and especially since the Vietnam War. Women today represent almost 14 per cent of the Australian Defence Force permanent workforce. The impact of war and loss on **widows**—and on women and **families** as a result of supporting those who bear physical, emotional and mental wounds and injuries of war—also deserves to be recognised and reflected upon.

• **A comprehensive education and communications campaign** to inform Australians of the opportunities to visit and learn about Australia’s experience of war on the Western Front afforded by the **Australian Remembrance Trail**. The Australian Remembrance Trail is a partnership with regional governments and local communities in France and Belgium, building upon the existing efforts of those communities—in places dating back to the 1920s—to commemorate the service and sacrifice of Australians in the First World War. Completion of the Australian Remembrance Trail will provide an outstanding and original opportunity to visit and learn about Australia’s significant contribution to the First World War (see Figure 2 on page 37).

• **Digitisation of the repatriation records** of a sample of surviving First World War servicemen and servicewomen. Australian servicemen and servicewomen who returned to Australia at the end of the First World War, and had formal contact with the repatriation authorities, generated repatriation records. This initiative would make a unique historical record accessible to all. It would support new research, including into the personal and social impact of the First World War and into the repatriation process. It would not only be important academically but also in helping to discover more
about the individual servicemen and servicewomen who fought in some of the most atrocious battles of the First World War and who returned home and had to find their way again in civilian society, often carrying physical, mental and emotional wounds.

- The role of **Indigenous Australians** in the Australian Defence Force deserves greater recognition. It is important to make it clear that this is not an exercise in political correctness but that appropriate recognition of Indigenous Australians in our efforts at war and in our military is well overdue. For example, non-Europeans were officially barred from serving in Australia's armed forces at the time of the First World War. Notwithstanding this, many Indigenous Australians fought in the war.

- The role of **Australians** from **diverse cultural and linguistic backgrounds** in defending our freedom and values deserves to be recognised. Even though the White Australia policy persisted into the 1960s, the make up of Australia's armed forces has always reflected the country's diversity. If we are to make the Anzac tradition a unifying inheritance for today's Australians, the connections must be made to contemporary Australian society, its diversity and its values. The Centenary provides a very rare and special opportunity to do this.

- A clear ongoing focus on evidence-based research on **posttraumatic stress disorder**. This will contribute to a positive legacy from the Centenary of effective treatment for affected veterans. Australia is in a position to contribute world-class research. We have a national interest—and an obligation to our servicemen and servicewomen—in being a significant player in the international research effort and in continually monitoring current and emerging Australian and international research and experience with a view to improving treatment and, to the extent possible, the means of prevention.

- Development of **documentaries** and **programming** with Anzac Centenary themes. All forms of transmission should be utilised—television, cinema, radio and online, as well as the use of new and emerging communications technologies.

- The phenomenal growth and rapid evolution of **social media** applications—Facebook, Twitter, Flickr, YouTube—creates opportunities to engage with Australians and visitors with real-time information about events and initiatives and to interact with
individual people about their expectations and experiences. These possibilities should be promoted. The sharing of information and personal interaction will also be a vehicle to disseminate the values, principles and culture of a respectful and creative Anzac Centenary commemoration.

- An educational, protective and preservative initiative for the submarine, HMAS AE2. The role and the fate of the AE2—the largest Australian relic from the Gallipoli campaign—is poorly understood. Today, it lies at the bottom of the Sea of Marmara in present-day Turkey. The vessel was not located until 1998. The Board considers that a threshold level of protection and preservation of this historic relic is important, as is an appropriate educational campaign, targeted largely to younger Australians. This initiative will be possible if support from private sector donations is forthcoming.

**Commemoration**

The Board is in no doubt that the Anzac Centenary period will be a time when Australians will want to engage in commemorative activity in substantially greater numbers. In Australia, the principal focus will be the 2015 Anzac Day services. Greater participation by members of the Australian Defence Force and young Australians should be encouraged. To the maximum extent possible the traditional order of service should be maintained, although the special nature of the 2015 services suggests there may be scope to enhance the Anzac experience at the national service in Canberra and at Gallipoli. At the Gallipoli dawn service or the Lone Pine service a special **Hands of Friendship** ceremony between former adversaries could be added to the traditional service. The Board acknowledges the physical limitations on how many people will be able to participate safely in the Gallipoli and Lone Pine 2015 Anzac Day services and possibly other services. While this process is being managed by the Department of Veterans’ Affairs in close consultation with Turkey as the host country, as well as New Zealand, the Board considers that avenues to increase the opportunity for engagement with the Centenary at Gallipoli should be explored. This would include encouragement of visits on other key anniversary dates through the length of the eight-month campaign. What is important is developing a solution that has the widest acceptance in the community and also with the Turkish Government.
xvii. 4 August 2014 will be the centenary of the outbreak of the First World War. Shortly after, in September 2014, the centenary of Australia’s first military campaign of the First World War—removal of German forces and subsequent occupation of German New Guinea—will take place. This campaign also saw the loss of the submarine, HMAS AE1, the Royal Australian Navy’s first wartime loss. These events are most worthy of appropriate commemoration, possibly at Rabaul.

xviii. The importance of Albany, Western Australia, to the Anzac story should be recognised at a national level. The first convoy carrying the Australian Imperial Force and New Zealand Expeditionary Force (later to be known as the Anzacs) left Albany for Egypt and Gallipoli on 1 November 1914. At the time they left, the troops believed they were bound for Europe and only discovered en route that their destination was Egypt. Even when they reached Egypt, they were not aware that they would eventually be sent to Gallipoli. The Board considers that a commemoration at Albany to mark the departure of the first convoy on and around 1 November 2014 should occur. It must be a respectful event, recognising what faced the servicemen and servicewomen onboard at Gallipoli and the Western Front. The event warrants national broadcasting and should be a catalyst for substantial Albany volunteer and community participation in the event. The first convoy also provides a backdrop for the HMAS Sydney/SMS Emden engagement at the Cocos (Keeling) Islands, which should also be appropriately commemorated.

xix. Annual programs of significant domestic and international commemorative events, observances and services should be developed and published as early as practicable for each successive year of the Centenary. This will help Australians to plan so they may attend events, services and observances, including alternatives to participating in iconic services where attendance is limited by geographic, safety and security factors.

xx. The Board welcomes the Australian Government’s announcement in December 2012 of provision of Deductible Gift Recipient status to a proposed National Boer War Memorial and a proposed National Peacekeepers’ Memorial, allowing donations to be tax deductible. It also welcomes the Government’s decision to provide $0.2 million funding towards the proposed National Boer War Memorial.
Arts and culture

xxi. Artistic creations and performances will provide powerful and diverse ways to explore a wide range of themes and to engage and educate people with the sweep of experiences, values and emotions of those men and women who were involved in the First World War and in other wars and hostilities. The Board believes that there is scope for all forms of artistic expression to be used to explore and convey to Australians of all ages, backgrounds and cultural and linguistic heritages, the multitude of stories, reflections and messages about Australia’s military experiences.

xxii. Most artistic creations and events with Anzac Centenary themes will be inspired and proceed during the Centenary in the traditional way, although the Board and governments may wish to be involved in supporting some of the more complex proposals. The Board wishes to mention a few artistic initiatives and proposals that it believes are worthy of support—a Gallipoli Symphony, an Australian War Requiem, an Australian–New Zealand War Art Exhibition, an Australian Defence Force play that personalises Australia’s recent experience of war with performers including veterans who have been physically or mentally wounded in recent operations, and the ‘Black Diggers’ project, inspired by the Indigenous Australians who enlisted during 1914–18.

xxiii. States and territories conduct major arts festivals each year. These are frequently international events with broad programs in terms of the creative media being employed, and a range of content being performed or exhibited. The Board’s Chair has met with the organisers of major festivals to make them aware of the Anzac Centenary period and to request their consideration of artistic ideas and events that could contribute to the Centenary.

xxiv. The establishment of an Artistic Director to help coordinate and promote artistic events and initiatives for the Centenary should be considered as a cost-effective way to support the integration of Centenary themes into numerous artistic events.

Funding and merchandising

xxv. Through a number of previous decisions, the Australian Government has already committed approximately $115 million in funding for Anzac Centenary-related initiatives. This includes $5 million to build an Australian War Memorial in Wellington, New Zealand, allocated in the 2007–08 Budget; and $10 million for the Australian Remembrance Trail,
committed in the 2009–10 Budget. The Board recognises that any requests for additional Commonwealth funding arising from this report will need to be considered in this context and be carefully targeted and justified. This is the reason the Board has engaged in a rigorous process to identify what it believes to be appropriate additional proposals.

xxvi. The Board is confident that the Australian corporate sector will wish to support, and be associated with, the Anzac Centenary through financial and other means. Corporate donations will be facilitated by an appropriate policy framework, especially clarity about which proposals have been endorsed by the Australian Government for possible private funding and the establishment of an Anzac Centenary Public Fund to hold corporate donations. Recognition of corporate involvement should be consistent with the dignity of the Anzac Centenary.

xxvii. Notwithstanding their merits, it is clear that total state and territory funding requests of the Australian Government will be substantial and some requests are not yet fully defined. In the Board’s view, the total funding request is unsustainable. The Board’s suggested approach is that an equitable share of donated funding to the Centenary held in the Anzac Centenary Public Fund be earmarked for these proposals and a consistent and fair approach to sharing this pool between states and territories be determined. This approach recognises that many corporations have close ties to particular states and territories and their capital cities, and state and territory governments should be well-placed to approach these corporate citizens.

xxviii. It will be essential to be able to demonstrate to the public that all monies or in-kind support received by the Government have gone into Anzac-related activities, and that any surplus is not taken by the Government for consolidated revenue. While business donors will, of course, be looking to derive reputational benefit from association with the Anzac Centenary, this will be best achieved by demonstrating to the public that they are supporting a community cause. Donations should be in accord with the companies’ community service values and programs, rather than driven by their commercial marketing strategies.

xxix. Likewise, merchandising must be fully in line with the solemn spirit and dignity of the commemoration. The principal objective should be to make available to the public an appropriate and affordable range of items that provide a sense of involvement and serve as souvenirs of this unique occasion in Australia’s life. As with corporate funding, any revenue generated by the sale of official merchandise and donated
funds remaining at the conclusion of the Centenary should be contributed to appropriate Anzac Centenary legacy initiatives.

The Board’s future role

xxx. Following discussions with the Minister Assisting the Prime Minister on the Centenary of Anzac on appropriate ongoing governance arrangements, the Board recommends that it should continue to operate throughout the Anzac Centenary until 2018. The Board sees its future role as continuing to be advisory to the Government and engaging with the community. However, it is also proposing stronger roles in informing Australians about the agreed program and strategic advice to the Government on its implementation, including advice on priorities in the disbursement of donated funds.

Delivery

xxx. The detailed planning and delivery of the Anzac Centenary program constitutes a major national effort, one which the Australian people will expect to be done to a standard of excellence. Resourcing and organisation should recognise this. There are many first-class capabilities within government but for a major exercise of this kind not all of the skills needed for successful planning and delivery exist to the full extent that is needed—most notably in areas such as cultural administration, marketing, merchandising and communication, including social media. It will also be important for government to draw upon expertise from specialists in the event industry.

xxxii. Given the limited time available before the commencement of the Centenary in August 2014, the progressive announcement of elements of the program has allowed implementation planning to get under way, while further proposals are being considered.

xxxiii. Clearly, as much resourcing as possible should go into the final product, rather than management, logistics and administration, but inadequate resourcing for the latter will become one of the highest risks for the program when Australia moves from the strategic to the operational phase.

xxxiv. When Australians look back in November 2018 and reflect on what the Anzac Centenary has meant to them, it is vital that they have a sense of pride and greater knowledge and understanding of Australia’s military history and the contribution of earlier and current generations of Australian servicemen and servicewomen to the Australian character.
xxxv. If the Anzac Centenary program leaves this legacy, it would have helped carry forward the Anzac spirit and values. This is the aim of the Board’s recommendations.
Recommendations

Overall approach to the commemoration

Recommendation 1

The Board recommends that the Anzac Centenary commemoration be built around two uniting themes:

• *Rabaul to Return*, which will recognise Australia’s experience in the First World War, extending from the little-known first military engagement in New Guinea, through Gallipoli and the conflicts in the Middle East and Europe, to the under-recognised efforts and challenges involved in the return home of our servicemen and servicewomen and their re-engagement with civilian life.

• *Century of Service*, which will recognise the more than 100 years of other service since the Boer War to the present day and how this continues the Anzac tradition (paragraphs 1.26–1.42).

Recommendation 2

The Board recommends that the commemoration activities should:

• be grouped into coherent streams of activities that can be understood readily by the Australian public, who are the ultimate ‘owners’ of the commemoration. These should be ‘education and research’, ‘commemoration’, and ‘arts and culture’

• where possible, leave a lasting legacy of benefit to Australia well beyond the commemoration itself

• while focusing principally on activities within Australia, also include appropriate and cooperative international activities with First World War allies, notably New Zealand, France, Belgium and the United Kingdom; and adversaries, notably Turkey (see Appendix 4 for international activities).
**Recommendation 3**

The Board recommends that, rather than only taking a top-down approach, the commemoration should:

- provide strong encouragement of initiatives generated by communities and organisations throughout Australia, including rural and regional Australia
- provide support for state and territory initiatives, including recognition, use of the Anzac Centenary logo, and funding, where appropriate.

**Travelling exhibition**

**Recommendation 4**

The Board recommends that a centrepiece for the engagement of communities, particularly in rural and regional Australia, be a national Anzac Centenary travelling exhibition:

- the type, scope and length of the exhibition may vary depending on funding availability
- the preferred option is development of a high-quality digital travelling exhibition, which could receive funding from the pool of corporate donations collected through the Anzac Centenary Public Fund, together with the possibility of a modest advance of ‘seed funding’ provided by the Government to initiate the project
- the possibility of using the Australian Broadcasting Corporation’s local and regional facilities to support the exhibition, including its sites, buildings and communication and transmission equipment, could also be explored
- taking into account the uncertainties of funding, the Board notes that there could be alternatives to a travelling exhibition, in order to maximise the impact and community engagement from scarce resources—for example, an air show around which local community events could be organised. Such an air show could also stand as a worthwhile initiative in its own right (paragraphs 2.5–2.12).
Exhibition in a Box

Recommendation 5

The Board recommends that the Exhibition in a Box initiative being developed by the Australian War Memorial in conjunction with the National Archives of Australia be supported to assist communities develop their own Anzac Centenary exhibitions. This initiative allows communities to download a range of materials and provides support for them to produce and customise their own exhibitions relevant to their own histories (paragraph 2.13).

Other support for communities

Recommendation 6

The Board recommends that in addition to the travelling exhibition and Exhibition in a Box initiatives:

- communities throughout Australia should be fully encompassed in the significant nationwide Centenary activities, such as education, the collection and telling of personal stories, and the use of media, including, importantly, social media

- communities, in putting together their own commemorative programs, should to the extent that it is feasible be able to draw upon a menu of support, including information materials, visits by expert speakers (including historians), and Australian Defence Force involvement (including visits by servicemen and servicewomen, band performances and so on) (paragraph 5.19).

Educational scholarships and grants

Recommendation 7

The Board recommends that a scalable Anzac Centenary Educational Scholarships and History Grants Program be established. The program could include:

- higher degree scholarships to allow students to undertake a higher degree by research on a topic relating to Australian military history and the home front. Recipients should be encouraged to take up teaching duties during their degrees to build their tertiary teaching skills and to prepare them for an academic career, if they wish to pursue one
• **Anzac scholarships (New Zealand)**, along the lines of a Monash or Rhodes scholarship, to allow a small number of Australian postgraduate students to study in New Zealand universities and New Zealand postgraduate students to study in Australian universities

• **Anzac scholarships (Turkey)** to allow a small number of undergraduate, postgraduate and academic exchanges between Australian and Turkish universities, supporting study by Australian students and academics in Turkish studies and Turkish students and academics in Australian studies. The various scholarship programs that the Board proposes should be reviewed on an annual basis to ensure that they complement, rather than duplicate, existing scholarships

• **history grants** to support and encourage academic and non-academic research into the experience and impact of Australian involvement in the First World War

• support for a proposal by the Australian War Memorial and the Australian National University to convene an international history conference focusing on the Gallipoli campaign (paragraphs 2.14–2.17).

### Contribution of women and families

**Recommendation 8**

The Board recommends that improved awareness and understanding of the contribution of women in the armed services and on the home front be promoted through all relevant initiatives of the Anzac Centenary program:

• for example, representing women who served during war and conflicts and strongly representing them in all Anzac Centenary material

• over the past century women have made an increasingly active and direct role in Australia’s defence

• women and families have often shared the effects of, and supported, those with wounds and injuries (paragraphs 2.21–2.23).
Australian Remembrance Trail

Recommendation 9

The Board recommends the Australian Remembrance Trail along the Western Front be accompanied by a comprehensive education and communications campaign to inform Australians of the opportunities to visit and learn about Australia’s experience of war on the Western Front. Visitors to the Australian Remembrance Trail will be able to view the principal areas in which Australians fought, visit high-quality interpretative centres presenting Australian material, and access related sites of Australian interest. The interpretative materials presented assume no prior knowledge of the subject and will be available in a mix of traditional and digital media formats both for travellers and those at home, providing ample opportunity for education and contemplative reflection (paragraphs 2.24–2.29 and Figure 2 on page 37).

Digitisation of repatriation records

Recommendation 10

The Board recommends that the repatriation records of a sample of First World War returned servicemen and servicewomen be digitised to make them more accessible, especially for Australian researchers and historians, and for the families and descendants involved:

- Australian servicemen and servicewomen who returned to Australia at the end of the First World War, and had formal contact with the repatriation authorities, generated repatriation records
- a sample drawn from the survivors of those servicemen and servicewomen who initially left from Albany in late 1914 for Egypt, Gallipoli and later to the Western Front would be highly poignant and informative
- the precise composition and size of the sample to be determined following a scoping study (paragraphs 2.30–2.32).

Mental health research and treatment

Recommendation 11

The Board recommends that one of the principal and most fitting legacies of the Centenary should be to equip Australia to play an even stronger leadership role in evidence-based mental health research and treatment in order to support effective treatment for affected veterans:
• options include the establishment of an Australian Centre of Excellence, not only conducting research into posttraumatic stress disorder but facilitating treatment and prevention

• corporate donations collected in the Anzac Centenary Public Fund may contribute to the value that could be added by this proposal (paragraph 2.38).

Documentaries and programming

Recommendation 12

The Board recommends that a range of high-quality documentaries, other programming and content for all forms of transmission, including social media, be promoted to inform Australians of all aspects of the Anzac history and legacy:

• there should be maximum cooperation with all media organisations proposing initiatives in this area

• the national role of the Australian Broadcasting Corporation (ABC) should be acknowledged through support for the ABC and Screen Australia to develop history documentary programming to commemorate and raise awareness of the Anzac Centenary

• a particular emphasis should be placed on the collection and telling of the personal stories of individuals involved in the conflicts in which Australia has participated—the servicemen and servicewomen themselves and also others, such as people on the home front (paragraphs 2.39–2.46).

HMAS AE2

Recommendation 13

The Board recommends that a level of protection and preservation should be given to the submarine HMAS AE2 as a war relic of historical importance to Australia:

• the means of protection and preservation are scalable and could be initiated by installation of a navigational buoy to alert vessels of its position, coupled with establishment of a no-fish/no-anchor zone with the cooperation of Turkish authorities

• community awareness about the submarine’s role should also be improved through educational initiatives
• funding for the educational initiatives could be provided from the Anzac Centenary Public Fund (paragraphs 2.47, 2.48).

Indigenous Australians

Recommendation 14

The Board recommends that the role of Indigenous Australians in the Australian Defence Force deserves greater recognition and this should be promoted through all relevant initiatives of the Anzac Centenary program. For example, it may be appropriate to examine the evidence on the issue of belated recognition of Indigenous members of the services who were denied medals and whether, during the Anzac Centenary, a formal inquiry might be conducted into how any injustice could be rectified (paragraphs 2.33, 2.34).

Australians from diverse cultural and linguistic backgrounds

Recommendation 15

The Board recommends that improved awareness and understanding of the contribution of Australians from diverse cultural and linguistic backgrounds in the Australian Defence Force be promoted through all relevant initiatives of the Anzac Centenary program:

• for example, representing a broad array of cultural groups in the portrayal of personal stories, as migration patterns have changed over time and the stories need to appeal to both older and newer migrants

• we need only look at the Roll of Honour at the Australian War Memorial to illustrate the multicultural diversity of Australia’s defence forces and the service and sacrifice made by servicemen and servicewomen from many cultural and linguistic backgrounds (paragraphs 2.35–2.37).

Anzac Day services

Recommendation 16

The Board recommends in relation to Anzac Day services that efforts be made to:

• increase involvement of Australian Defence Force personnel and young Australians at all 2015 Anzac Day services, in Australia and overseas, including through creative initiatives such as a youth choir and visits by
young servicemen and servicewomen to regional communities to tell their stories and share their experiences

- without altering the core, formal elements of the Anzac Day services, develop a small number of appropriate complementary activities in recognition of the special status of the 100th anniversary at Gallipoli. In particular, this should include the design and organisation, in collaboration with Turkey, of a suitable *Hands of Friendship* component for either the 2015 Anzac Day Lone Pine service or the 2015 Anzac Day dawn service at Gallipoli. Also, possible inclusion of a special and compelling Gallipoli Centenary Oration at the national service in Canberra, reflecting upon Australia’s wartime service and sacrifice

- explore options to increase the opportunity for engagement with the Centenary at Gallipoli. This would include encouragement of visits on other key anniversary dates through the length of the eight-month Gallipoli campaign (paragraphs 3.7–3.12 and 3.17).

**Centenary of the outbreak of the First World War**

**Recommendation 17**

The Board recommends that on 4 August 2014, the centenary of the outbreak of the First World War be recognised by a small number of symbolic national events, which all Australians may witness through national broadcasts, with some elements designed for direct participation (paragraph 3.13).

**Australia’s first military campaign**

**Recommendation 18**

The Board recommends that in September 2014, Australia’s first military campaign of the First World War, which removed the German forces and subsequently occupied German New Guinea, be recognised by an appropriate commemoration. This was also the occasion of the loss of HMAS *AE1*—the Royal Australian Navy’s first submarine and the Navy’s first wartime loss (paragraphs 3.14).
Albany convoy commemoration

Recommendation 19

The Board recommends that on or around 1 November 2014, the departure of the first convoy carrying Australian and New Zealand troops be recognised by an appropriate commemoration in Albany, Western Australia; and the role of HMAS Sydney off the Cocos (Keeling) Islands in protecting the convoy also be appropriately commemorated (paragraphs 3.27–3.32).

Program of commemorative events

Recommendation 20

The Board recommends that an annual program of major domestic and international commemorative events be developed and made public, as early as practicable, for each successive year of the Centenary to assist Australians in planning to attend events and services (paragraph 3.18–3.23).

Arts and culture

Recommendation 21

The Board recommends that arts bodies and cultural institutions, including state and territory arts festivals, consider how they might support development, performance and/or exhibition of a diverse range of high-quality artistic creations with an Anzac Centenary theme. The Board especially recommends support for:

- the Gallipoli Symphony
- an Australian War Requiem
- a Joint Australian-New Zealand War Art Exhibition
- the ‘Black Diggers’ project (Sydney Festival)
- an Australian Defence Force play, based on the experiences of troops with veterans of recent operations participating in the project (paragraph 4.1–4.9).
Funding

Recommendation 22

The Board recommends that a proportion of corporate donations made to the Anzac Centenary and collected in the Anzac Centenary Public Fund be available for funding state and territory Anzac Centenary proposals:

- this funding pool be distributed to states and territories according to a consistent and equitable approach
- the Board to provide strategic advice to the Government on the priorities for the disbursement of donated funds (paragraphs 5.10–5.13).

Merchandise

Recommendation 23

The Board recommends that development and retail of quality official Anzac Centenary merchandise be supported, including through adoption of the Board’s merchandising principles (paragraph 5.14–5.16).

Recommendation 24

The Board recommends that any surplus generated by the sale of official merchandise and any remaining donated funds at the conclusion of the Centenary be contributed to worthwhile charities associated with military service, such as scholarships for children of contemporary veterans (paragraph 5.15).

Implementation

Recommendation 25

The Board recommends that the scale, complexity, duration, required dignity and quality of the Anzac commemoration, and the high level of public expectations, be acknowledged. To move effectively from 2013 onwards through the next stages of planning, preparation and delivery will require an adequately resourced organisational structure, which is able to draw upon expertise from both within and outside government. This includes the need to draw upon an experienced director/coordinator for an artistic program (paragraphs 7.1–7.3).
Australians stand over the grave of their comrade, mortally wounded in the Boer War in January 1902.

(AWM A04945)

Crew of HMAS Sydney pose on deck after sinking the German raider Emden, November 1914.

(AWM EN0211)

Men of the AIF in a trench at Lone Pine after the battle, with Australian and Turkish dead on the parapet, Gallipoli, August 1915.

(AWM A02025)

Members of the 53rd and 54th Battalions at a machine-gun post in Peronne, France, September 1918.

(AWM E03183)
Australian and New Zealand service nurses arrive in Crete after evacuation from Greece, some bearing wounds from a bombing raid, April 1941.

(AWM 007614)

A member of the 2/48th Battalion rests after carrying casualties from the front line, Tarakan, Borneo, May 1945.

(AWM 089463)

Crew members of No. 467 Squadron RAAF celebrate the 100th operation of Lancaster bomber S for Sugar, Lincolnshire, England, May 1944.

(SUK12337)

Crew of HMAS Australia examine parts of a Japanese kamikaze plane that crashed into the ship during the battle of Lingayen Gulf, January 1945.

(AWM P02018.346)
Having chased Chinese forces out of hilly country in central Korea, men of the 3rd Battalion, the Royal Australian Regiment, carry out their casualties, February 1951.

(AWM HOBJ2082)

A gun crew of HMAS Murchison fires while on patrol in the Han Estuary, Korea, 1951.

(AWM P03069.001)

A RAAF Forward Air Controller pilots a Cessna Bird Dog over a forward area, Vietnam, c. 1967.

(AWM P01953.010)

Members of the 5th Battalion, the Royal Australian Regiment, evacuate a casualty of a booby trap grenade, Phuoc Tuy Province, Vietnam, October 1966.

(AWM COA/66/0877/VN)
Australians land at Suai Beach as part of INTERFET, East Timor, October 1999.

(Dept of Defence V99_100_24)

Members of Combat Team Quintus hold position on a patrol in Al Muthanna Province during Operation Catalyst, Iraq, March 2006.

(Dept of Defence 20060320adf8099240_001)

Members of Combat Team Tusk establish patrol formations as they step off during operations in the Baluchi Valley in southern Afghanistan, March 2009.

(Dept of Defence 20090331adf8185016_0017)

Crew of a RAAF Hercules from No. 37 Squadron conduct a search and rescue operation in the Solomon Islands, July 2010.

(Dept of Defence 20100724adf8114832_028)
Part One

The Anzac Centenary and Australia’s preparations
1  Planning, concepts and progress to date

The aims of this chapter are to outline the following:

• importance of the Anzac Centenary
• work of the National Commission on the Commemoration of the Anzac Centenary that preceded the Board
• establishment and role of the Board
• Board’s strategic framework
• Board’s tasks of consultation, participation, deliberation
• international context to the Board’s work
• theme of *Rabaul to Return*
• theme of *Century of Service*
• the developing Anzac Centenary program.

Importance of the Anzac Centenary

1.1 Between 2014 and 2018, worldwide commemorations will take place to mark the centenary of the First World War and the service and sacrifice of those who participated. This will be one of the most significant commemorations to take place in the lives of current generations. From Australia’s perspective, out of a population of four to five million, over 400,000 Australians enlisted and more than 330,000 served overseas during the conflict—men and women from different socio-economic and ethnic backgrounds, including Indigenous Australians. Two referendums to introduce conscription failed and Australia had a wholly volunteer force.

1.2 More than 60,000 Australians lost their lives during the war. Thousands died later from their wounds, putting the toll closer to double the number who died during the conflict. By 1920, about 90,000 Australian ex-
servicemen were receiving war disability pensions.$^1$ In 1931, there were over 280,000 recipients of pension payments for disabled soldiers and the dependants of those who had not returned.$^2$ These tragic figures convey something of the huge personal toll of the First World War—lives lost on the battlefield and as a result of injury; ongoing physical, mental and emotional wounds and suffering; civilian casualties; and impacts on families and loved ones. These figures also give a glimpse into the profound and pervasive social impact of the war across Australia.

1.3 The 2014–18 period will also be a time to commemorate more than a century of service and sacrifice by the men and women who have served, and continue to serve, Australia and its allies in war, conflict and peacekeeping. The Board strongly endorses this wider scope. The Anzac Centenary will be far more than a look back at past events. It will be a period when Australians' experience of war and conflict for over a century will receive significant national attention and analysis, as well as deeply personal reflections and emotions. It will be about commemorating earlier generations of Australian servicemen and servicewomen and honouring those who today continue that heritage. It will be a time to discover the people behind the events and the numbers.

1.4 There is clearly a vital role for government, at all levels, as a catalyst for a successful Centenary, through leadership, provision of an organisational framework, active fostering of participation and involvement, and through funding important initiatives. A bipartisan approach is of great importance to the success of the commemorations. However, the Centenary is far more than government policy. No group ‘owns’ the Anzac Centenary—it belongs to the whole community. The Board is strongly of the view that to be successful, the Centenary has to engage the whole nation—the community and business sector, as well as government. The Anzac legacy is an inheritance for all of us.

Work of the National Commission

1.5 On Anzac Day 2010, the then Australian Prime Minister announced the formation of the National Commission on the Commemoration of the Anzac Centenary (the National Commission). The National Commission was tasked with undertaking public consultation in order to identify the broad themes, scale, scope and shape of what a commemorative

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$^1$ Larsson, M., *Shattered Anzacs: Living with the Scars of War*, University of New South Wales Press Ltd, University of NSW, 2009.

program for the Anzac Centenary from 2014–18 might look like. This also included other significant Australian military anniversaries and service outside of the First World War, under the theme of a *Century of Service*.

1.6 The National Commission reported to the Australian Government in March 2011, making a number of recommendations, including proposals for:

- a suite of education-related projects
- a range of community engagement projects, including a community grants program
- a mobile exhibition to travel to regional, rural and remote areas
- establishment of a Boer War Memorial, a National Peacekeeping Memorial, and restoration, refurbishment and enhancement of existing memorials
- a series of commemorative events and services to mark significant anniversaries from the First World War and other conflicts and peacekeeping operations in which Australia has been involved
- a *Hands of Friendship* component to be incorporated into the dawn service in 2015
- an Anzac Centre for the Study of Peace, Conflict and War
- an Anzac Interpretive Centre and commemoration of the first convoy carrying Australian and New Zealand troops from Albany, Western Australia to Egypt and Gallipoli
- collaboration between the Commonwealth Government, state and territory governments, international cooperation and collaboration with the corporate sector
- development of a logo for the Anzac Centenary program
- future governance arrangements, especially an Anzac Centenary Advisory Board (the Board) as an independent body to continue the work of the National Commission. The National Commission also proposed establishment of a range of advisory and stakeholder groups to provide specific expertise and advice.
Establishment and role of the Board

On 12 October 2011, the Prime Minister and the Minister Assisting the Prime Minister on the Centenary of Anzac announced the Board’s establishment. Additionally, the Minister announced the formation of six working groups in February 2012—Education and Curriculum; Military and Cultural History; Business; Ceremonial and Commemorations; Youth; and Engagement with state, territory and local government. The Board subsequently also established several advisory groups, including a Creative Advisory Group, a Funding Partnerships Committee (which subsumed the Business Working Group) and a Multicultural Group. The Board’s principal tasks are to:

• provide strategic advice and recommendations on the planning and implementation of Anzac Centenary events and initiatives to the Minister

• develop a program of commemorative activities in the years leading to, and throughout, the period 2014–18 for the Government to consider (the Board’s terms of reference, membership and membership of the working groups, are at Appendix 1).

The core of the Board’s work has been framed by the National Commission’s proposals. Accordingly, the Board has examined all of the National Commission’s recommendations. In addition, it asked its working groups to consider the National Commission’s report and submissions to the National Commission. The establishment of the Board has elicited a considerable amount of interest and, although the Board did not call for submissions, it received, and continues to receive, further ideas and proposals for commemorative initiatives. The Board has also been asked to examine some of the ideas that have been sent to the Australian Government. The Board wishes to thank all those individuals and organisations that have submitted ideas on the Anzac Centenary. The Board strongly supports community involvement and a ‘bottom-up’ approach to the Centenary. The ideas submitted have helped shape the proposed Anzac Centenary program contained in this report and in earlier government decisions.

The National Commission’s recommendations and advice provided by the Board have contributed to a number of Anzac Centenary initiatives already announced by the Australian Government. A compilation of these initiatives is provided at the end of this chapter in the section on ‘The developing Anzac Centenary program’.
The recommendations made by the Board in this report are intended to provide practical, value-for-money approaches to the remaining ideas raised by the National Commission, as well as some additional proposals that the Board considers important. This includes a close examination of the outcomes of two scoping studies announced by the Government in April 2012 into ideas recommended by the National Commission. These studies were into a travelling exhibition to communities across Australia, and an event to commemorate the first convoy that left Albany, Western Australia, in November 1914 for Egypt and Gallipoli (see paragraphs 2.5–2.12 and 3.27–3.32, respectively). The Board has also examined the National Commission proposal to establish an Anzac Centre for the Study of Peace, Conflict and War (see paragraphs 2.14, 2.15).

**Board’s strategic framework**

The Board has adopted a strategic framework to assist with developing its proposals. The importance of a strategic framework is that it transparently sets out what the Board believes should be the underlying rationale and values that shape and focus the Centenary program, not only in its development but also in its implementation. The framework includes:

- three objectives that the Board considers should be achieved by the Centenary program
- a set of essential principles.

A diagram outlining the steps involved in developing the Anzac Centenary program, including the Board’s strategic framework, is depicted in Figure 1.

**Objectives**

The Board’s three proposed objectives for the program are:

- **Education**: an improved understanding of Australians’ experience of war, ranging from matters of national strategy to impacts on families and individuals
- **Engagement**: greater personal connection to the service, sacrifice and other experiences of war of Australian servicemen and servicewomen, especially through commemorative and community involvement
• **Empowerment**: greater capacity for communities and individuals to commemorate the Anzac Centenary in ways of their own choosing.

1.14 The overwhelming majority of the Board’s proposals contribute to more than one of these objectives, expanding their benefits. For example, the proposal for a travelling exhibition delivers educational benefits and also seeks to engage local communities and empower them to contribute their own physical artefacts, histories and memories for local exhibitions. These three objectives will be achieved by three broad streams of activity:

• education and research
• commemoration
• arts and culture.

1.15 These streams provide focus to the two parallel themes that shape and organise the commemorations. These themes are *Rabaul to Return* to cover the First World War and *Century of Service* to cover Australia’s other involvement in wars, conflicts and peacekeeping operations from the Boer War to the present.

1.16 The Board emphasises the critical importance it places on engaging and empowering communities and individual Australians to participate in their own ways in the Anzac Centenary. For it is by participation that the Anzac inheritance may be passed onto future generations. A great many of the proposals and recommendations contained in this report seek to engage and empower Australians to become involved in the Centenary.

**Principles**

1.17 The following principles have been developed by the Board and used in devising and assessing its recommended program:

• preserve the sanctity of the Anzac legacy and uphold the core traditions of Anzac

• commemorate and improve awareness and understanding of the service, sacrifice and experiences of Australian servicemen and servicewomen at war, in and after the First World War and over a *Century of Service*

• be innovative, where appropriate, in improving awareness, understanding and outreach
balance ‘top-down’ and ‘bottom-up’ initiatives, supporting national initiatives and also empowering local communities to commemorate in ways of their choosing

be multifaceted and objective, addressing a broad range of issues relating to service and sacrifice

seek to engage all Australians, wherever they live, including rural and regional communities, with a personalised experience

remember and commemorate the Anzac history, traditions and legacy Australia shares with New Zealand, and improve understanding of the importance and vitality in the modern world of this special relationship

provide well-designed, targeted and implementable proposals that represent value for money

leave an enduring and unifying legacy for current and future generations.

1.18 If the program that is implemented meets these principles well and is focused on the outcomes of education, engagement and empowerment, then the Board believes that commemoration of the Centenary will be successful and a source of pride for Australians. There is still a substantial task ahead in delivering the program but the plan of action has been rigorously developed.
Consultation, participation and deliberation

1.19 The Board’s work to date has seen it involved heavily in the tasks of consultation, participation and deliberation:

- **Consultation.** The Board has consulted widely with the community and business sectors, other stakeholders and key international parties (see Appendix 3 for a summary of Board consultations). Stakeholders have been engaged at the highest level of the states and territories and in the larger regional centres.

- **Participation.** The Board and its working groups have actively participated with a number of Centenary stakeholders to generate
possible proposals in areas of perceived need, and to modify and
distil other proposals to improve their value. This has included
integrating separate but related proposals into a more coherent and
cost-effective option. An example of this is the proposed Anzac Centenary education and research program of activities.

• Deliberation. This has involved the Board’s consideration of the
numerous proposals that it has received against its strategic
framework. Inevitably, this has meant a considerable number of
proposals have not been recommended, or have been
amalgamated into more strategic options. The Board has provided
ongoing advice to the Minister Assisting the Prime Minister on the
Centenary of Anzac relating to its deliberations, key outcomes and
recommendations from each of the Board’s eight meetings to
February 2013.

International context to the Board’s work

1.20 The 100th anniversary of the First World War will be a significant period
for the nations that were involved. Preparations are generally well under
way (see Appendix 4). In most cases, there is a growing interest
between the respective nations and Australia to develop appropriate
joint initiatives, and there is ongoing liaison at Ministerial and
departmental levels. This liaison builds on the close planning
relationships between Australia, New Zealand and Turkey, around
planning and delivery of annual Anzac Day services. The Board’s Chair
has also met government officials from many of these countries (see
Appendix 3).

1.21 The New Zealand Government is planning significant domestic and
international projects and ceremonies under its First World War
Centenary Program, known as WW100. A First World War Centenary
Panel has been established to help steer this program. New Zealand’s
active commemorative and ceremonial program will include at least one
major national commemoration to mark each of the main theatres of
service for New Zealand forces in the First World War (Gallipoli, the
Western Front and Sinai/Palestine). A number of legacy projects are
under development, including the establishment of a National War
Memorial Park in Wellington, which includes the construction of an
Australian War Memorial, and the establishment of an
Education/Interpretive Centre in the same precinct. Heritage trails will
be developed in Gallipoli and on the Western Front, and the Auckland
War Memorial Museum’s online database of First World War personnel
records (Cenotaph) will be enhanced. A range of community, heritage
and educational programs are also proposed, with $17 million of Lottery Grants funding made available to support these activities. Giving expression to the Anzac relationship with Australia will be a priority for New Zealand, and cooperation between the two countries has been close.

1.22 The British Prime Minister announced the United Kingdom’s approach to the Centenary in October 2012. The key features include: extensive refurbishment of the First World War galleries at the Imperial War Museum; establishment of a Centenary Education Program aimed at providing opportunities for teachers and students to visit First World War battlefields and to study local individuals who fought in the First World War; encouragement and support, including funding, for local communities to conduct their own memorial events; and national days of commemoration on significant dates.

1.23 A significant commemorative program is expected in France, given that many of the war’s major battles were fought on French soil. The centenaries of these battles are expected to be significant international occasions. French deaths in the First World War, including from its colonies, amounted to almost 1.4 million, together with some 300,000 civilian deaths attributable to the war. Various levels of government are expected to host a raft of commemorative initiatives spanning the Centenary, including some nationally symbolic events to be hosted by the French Government and many other decentralised events under the control of local authorities. There may be joint activities with Australia.

1.24 Belgium was also convulsed by war on its soil and the anniversaries of major battles are expected to be significant events. The associated museums e.g. Ieper (Ypres) and Passchendaele are being refurbished in readiness for the expected increase in visitor numbers during the Centenary. An important part of this relationship is likely to be joint activities, particularly in 2017. This may lead to 2017 being recognised as the ‘Year of Belgium in Australia’ and ‘Year of Australia in Belgium’ (see example of Turkey in paragraph 1.25 below). There could be similar arrangements with other nations with which Australia was involved during the First World War, e.g. France.

1.25 Turkey is also expected to have significant official, community-based, academic and sporting commemorations. In April 2012, the Prime Ministers of Australia and Turkey made a joint declaration on Centenary commemorations between the two countries. The year 2015 will be known as ‘Year of Turkey in Australia’ and the ‘Year of Australia in Turkey’. Proposals submitted by Australian individuals and entities to be
carried out in Turkey would be assessed and discussed with Turkish authorities. A joint coordination body may be established to include the relevant ministries and cultural agencies. It is anticipated that each government will secure funding for the activities organised by themselves for the centenary commemorations of 2015.

**Rabaul to Return**

1.26  *Rabaul to Return* will trace and commemorate Australia’s involvement in the First World War from the seizure of German New Guinea in September and October 1914 to the return of the surviving Australian servicemen and servicewomen in 1919–20, following the signing of the Armistice in November 1918 and the Treaty of Versailles in June 1919. The First World War commenced on 4 August 1914. Australia’s first military campaign of the War involved a joint Navy and Army expeditionary force, as well as most of the Australian fleet, which removed the German forces and subsequently occupied German New Guinea, where German wireless stations supporting German naval raiders posed a threat. The campaign was successful, with some casualties. This was also the occasion of the loss of HMAS *AE1*—the Royal Australian Navy’s first submarine and the Navy’s first wartime loss—although not to enemy action. It vanished without trace with all 35 crew members.

1.27 The first convoys that carried troops of the Australian Imperial Force and New Zealand Expeditionary Force, later to be known collectively as the Anzacs, gathered at Albany, Western Australia in late 1914. The first convoy left for Egypt and Gallipoli on 1 November 1914. At the time they left, the troops believed they were bound for Europe and only discovered en route that their destination was Egypt. Even when they reached Egypt, they were not aware that they would eventually be sent to Gallipoli.

1.28 The Gallipoli campaign, from April 1915 to January 1916, involved over 50,000 Australian troops and involved casualties of over 26,000, including over 8,000 dead. Numerous volumes have been written about the campaign and its obvious profound impact on Australia and national values. While there have been nuanced changes in how Anzac Day is seen and commemorated by Australians over the years, Anzac Day has become invested with potent and unifying meaning. Anzac Day is today a time to remember and commemorate all Australians who served and died in all wars, conflicts, and peacekeeping operations. For this and other reasons, the 100th anniversary of the landings on 25 April 1915 will be the single most important day in the Anzac Centenary.
1.29 After Gallipoli, Australian troops were involved in the dreadful carnage of the Western Front. In the costly stalemate of 1916 and 1917 to the turning points in 1918 that ultimately led to victory, Australian troops paid a tragic price, alongside the vast casualties of other Allied forces. Australian casualties for the three years of fighting on the Western Front (1916–18) amounted to over 180,000 men. Of these, over 46,000 died, over 100,000 were wounded and 16,000 were gassed.3

1.30 Australian troops fought in some significant campaigns and battles:
- in 1916, at Fromelles, and on the Somme at Pozières and Mouquet Farm
- in 1917, at Bapaume and Bullecourt in France and at Messines, the Third Battle of Ypres, including Menin Road, Polygon Wood, Broodseinde, Poelcapelle and Passchendaele in Belgium
- in 1918, at Villers-Bretonneux, Hamel, Amiens, Mont St Quentin, Peronne and against the Hindenburg Line.

1.31 The centenaries of these battles and engagements, especially of Villers-Bretonneux on Anzac Day 2018, and of the Armistice on 11 November 2018, will be significant commemorative events.

1.32 Over seventy-five per cent of Australia’s war dead from the First World War died on the Western Front. Over the years, and for a range of reasons, the legacy of the Gallipoli campaign has come to overshadow in the wider community, the involvement and sacrifice of Australians in other campaigns and battles during the First World War, including the Western Front. Similarly, the Western Front is assumed by many to refer to France and not Belgium. The role of Australian forces in Belgium in 1917 is not well understood. The Centenary should be a time to improve awareness, understanding and commemoration of Australians’ involvement in other theatres of the war, as well as reflecting on the sacrifices at Gallipoli.

1.33 Australian ground troops and airmen also fought in the Middle East—Sinai, Palestine (including the capture of Beersheba in 1917) and Syria. These troops made a major contribution to the collapse of the Ottoman forces.

1.34 The Royal Australian Navy was active throughout the First World War, as part of a combined Allied force. An early success, in November

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1914, involved the HMAS Sydney, which was part of the naval protection of the convoys departing from Albany. It engaged the German vessel, Emden, off the Cocos (Keeling) Islands ahead of the convoy, and disabled it. The Emden subsequently ran aground. The Australian submarine, HMAS AE2, was involved in the Gallipoli campaign. It was Australia’s first naval vessel lost in battle and still lies where it sank.

1.35 The small Australian Flying Corps operated over the Western Front and the Middle East. The Corps had the distinction of remaining a part of the Australian Imperial Force, rather than being subsumed into the Royal Flying Corps or, in 1918, the Royal Air Force. The first Australian airmen to go to war were members of the Mesopotamian Half Flight, sent to provide aerial support to the British effort against the Turks in southern Mesopotamia. They reached Basra in May 1915, flew their first operational mission on 31 May and remained in that theatre of war until the Turkish victory at Kut in April 1916. In the Middle East, by January 1918, equipped with the formidable Bristol Fighter, Australian airmen along with their British counterparts gained aerial dominance and played a key role in the defeat of Turkey during the final months of the year. Australia also fielded three line squadrons on the Western Front, deployed for photo reconnaissance, ground attacks, offensive patrolling, bombing operations against targets well to the rear of enemy lines, and low-level reconnaissance missions.

1.36 Australia’s first military flight took place at Point Cook, near Melbourne, on 1 March 1914. The centenary of this event is expected to be commemorated on 1 March 2014 at a national air show at Point Cook. While this event does not occur strictly within the Rabaul to Return time frame, the air show will also be an occasion to commemorate the role of the Australian Flying Corps in the First World War. It will also highlight the leading role played by Australian Flying Corps aviators in the development of civil aviation in Australia. These include Hudson Fysh and Paul McGinness who, in 1920 with several other individuals, established the air service that became known as the Queensland and Northern Territory Aerial Services Ltd (QANTAS). Air shows will continue through the Centenary period, including the Avalon Air Show in March 2015. The concept of conducting a number of regional air shows in March–April 2015 is also being explored. These shows may be seen as stand-alone initiatives or could contribute to the travelling exhibition proposal recommended by the Board (see paragraphs 2.5–2.12).
1.37 It is important that the service and sacrifice of each of the three services is recognised and commemorated during the Anzac Centenary. Chapters 2 and 3 contain proposals on this.

**Century of Service**

1.38 The idea of a *Century of Service* has been developed to give Australians the opportunity to commemorate their fellow countrymen and women who have fought and served, and continue to fight and serve, in all wars, conflicts and peacekeeping operations. The concept stretches from the Boer War, in which Australia was engaged at the time of Federation in 1901, to contemporary conflicts in Iraq, Afghanistan and peacekeeping operations.

1.39 It is an opportunity to remember Australians who have died as a result of war. More than 102,000 Australians are recorded as war dead on the Australian War Memorial’s Roll of Honour. Added to these are the many thousands who died subsequently, as a result of their injuries. Many other Australians died while serving with Allied forces, the merchant navy, philanthropic organisations, as war correspondents, artists or photographers, in war preparations, peacekeeping or as civilian war casualties.

1.40 While the emphasis will necessarily and appropriately be on the role of Australian service personnel, it will be an explicit objective of the Board’s recommended proposals to give appropriate recognition to the role of others, such as Australians on the home front. This will be one of several ways in which the Anzac Centenary commemorations will be deliberately broader than in the past, with the aim of bringing home to Australians the multifaceted impact of war. This will also be achieved through greater recognition of specific groups, including Indigenous Australians and Australians from non-English backgrounds. This broader view is also supported by the extended time period from the very outset of hostilities (Rabaul) to return (that is, well past the Armistice and into the experience of repatriation of troops).

1.41 The 2014–18 period will contain significant anniversaries of non-First World War battles and engagements. These include: 75th anniversary of the start of the Second World War in September 2014; 65th anniversary of the start of the Korean War in June 2015; 70th anniversary of the end of the Second World War/Victory in the Pacific in August 2015; 50th anniversary of the arrival of Australia’s first combat battalion in Vietnam; and 25th anniversary of the departure of HMAS
Brisbane and Sydney to the Persian Gulf for Operation Desert Shield in October 2015.

1.42 It would be artificial to keep the two strands of the Anzac Centenary completely separate. Commemorations and educational initiatives relating to the First World War and a Century of Service partially overlap. For example, some educational projects enhance awareness of service and sacrifice, irrespective of the war.

The developing Anzac Centenary program

1.43 The Anzac Centenary program has been developing through a number of stages and steps. The Australian Government has already made a range of decisions and commitments, including on funding, particularly over the past twelve months. These have been based largely on the National Commission’s ideas and the views of the Board. Decisions taken to date have laid a solid foundation for a successful Centenary. These initiatives are summarised below and are in addition to decisions to establish the National Commission and the Board. Importantly, given the limited time available before the commencement of the Centenary in August 2014, the progressive announcement of elements of the program has allowed implementation planning to proceed, while further proposals are being considered.

1.44 The Government has responded to the National Commission’s recommendation for the creation of a single symbol or logo for the Anzac Centenary program. The Department of Veterans’ Affairs undertook a developmental process involving creative agencies and extensive stakeholder and public consultation to select a design that had wide resonance with the community. The Board supported the findings of the consultation process and the preferred logo was agreed by the Government. The logo is included at Appendix 2. It is a registered trademark, protected by law, and there are strict guidelines to protect the logo from misuse. It may be used for non-commercial purposes only and any use of the logo for commercial gain or enterprise is strictly prohibited. The logo cannot be used for merchandising purposes, unless approved by the Australian Government. The Board strongly encourages those who wish to use the logo to make contact with the Department of Veterans’ Affairs through the contact details provided at Appendix 2.

1.45 Through a number of previous decisions, the Australian Government has already committed approximately $115 million in funding for Anzac Centenary-related initiatives. This includes $5 million to build an
Australian War Memorial in Wellington, New Zealand, allocated in the 2007–08 Budget; and $10 million for the Australian Remembrance Trail, committed in the 2009–10 Budget (see paragraphs 2.24–2.29). Other initiatives include:

- a refurbishment program of the Australian War Memorial’s First World War galleries to introduce new technologies and help generations of Australians learn about the nation’s involvement in the First World War. The refurbishment is expected to be completed in time for Anzac Day in 2015

- a commitment towards the refurbishment of war graves to ensure individual and collective memorials to war dead, in Australia and overseas, are properly maintained

- a community grants program to be provided during 2013–14 to help communities carry out their own Anzac Centenary commemoration projects

- additional funding for the running of commemorative services overseas in 2015

- funding for the Anzac Interpretive Centre, Albany

- funding to assist with a scoping study for a convoy commemorative event in Albany to commemorate the first convoy carrying the Australian Imperial Force and New Zealand Expeditionary Force that departed from Albany on 1 November 1914

- funding to assist with a scoping study for a travelling exhibition that would provide an educational experience to visitors, especially in rural, regional and remote areas of Australia

- funding for an Arts and Culture Fund, commencing in 2014–15, to support individuals, artists and cultural institutions to develop commemorative displays and artistic creations that showcase the nation’s military history

- a communications, online multimedia, community awareness and education program with broad community reach to assist Australians to learn more about the nation’s military history

- provision of Deductible Gift Recipient status to the Anzac Centenary Public Fund. This Fund will be established to receive donations from corporate and other private donors
• provision of Deductible Gift Recipient status to a proposed National Boer War Memorial and a proposed National Peacekeepers’ Memorial, allowing donations to be tax deductible. The Government is also providing $0.2 million towards the proposed National Boer War Memorial

• support for the work of the Anzac Centenary Advisory Board, 2012–13 to 2018–19.
Commemoration

A veteran of the Korean War explains the significance of the Roll of Honour to a group of school students at the Australian War Memorial, July 2010.

(DVA image 2010_07_01DVA073)

Dawn service at the Anzac Commemorative Site, Anzac Cove, Gallipoli, 25 April 2005

(Dept of Defence image 20050425ran08965616_058; photographer Petty Officer Damian Pawlenko)

Australia’s Federation Guard conducts a Royal Guard at the Australian War Memorial Remembrance Day ceremony, 11 November 2005

(Dept of Defence image 20051111afg0589864_076; photographer Able Seaman Neil Richards)

Anzac Day, Canberra, 25 April 2006

(Dept of Defence image 20060425cpa74181_023; photographer Kevin Piggott)
Three members of HMAS Warramunga farewell family and friends prior to departure from HMAS Stirling for a deployment to the Persian Gulf, August 2006

(Dept of Defence image 20060831frand8297357_160084; photographer ABPH Nadia Monteith)

A member of the Royal Australian Air Force plays the Last Post at a ceremony commemorating the Battle of Britain, Hobart, September 2006

(Dept of Defence image 20060917adf8161479_102; photographer Leading Aircraftman Rodney Welch)

An Australian Flight Lieutenant serving in a medical team that provided vital health care assistance in the wake of earthquakes in Pakistan, greets local residents in Dhanni, November 2005

(Dept of Defence 20051125adf8239682_0428; photographer CPL Neil Ruskin)

Australian soldiers commemorate the dawn service at Camp Terendak, Tallil, Iraq

(Dept of Defence image 20080425sadf8246638_509; photographer Corporal Micael Davis)
Commanding Officer of 11 Squadron, Wing Commander Warren McDonald marches with RAAF flying boat member Robert Clark in the ANZAC Day 2008 commemorative march.

(Dept of Defence image 20080425raaf8298528_0139; photographer AC Glen McCarthy)

Norforce soldiers graduating the Defence Indigenous Development Program ‘dress-right’ during their final parade at the Katherine Rural College in the Northern Territory

(Dept of Defence image 20091216adf8243523_201; photographer Gunner Shannon Joyce)

Turkish and Australian veterans of the Gallipoli campaign greet each other as friends during a return to the battlefield in 1990

(Image courtesy of Vedat Acikalin)

Barbara Harris, who served with the RAAF Nursing Service (RAAFNS) in World War II, poses with the RAAFNS Banner

(Dept of Defence image 20100425raaf8178707_0041; photographer Sergeant William Guthrie)
A memorial service to honour Private Nathan Bewes’ memory was held by his unit, the 6th Battalion, Royal Australian Regiment (6RAR), at the 6RAR Memorial, Gallipoli Barracks, Enoggera on 16 July 2010

(A Dept of Defence image 20100716raaf8504677_0036; photographer LACW Kylie Gibson)

Australian children participate in a Remembrance Day service at their local primary school, November 2002

(DVA image)

School students lay a wreath at a local memorial constructed with funds from a DVA community grant at Poona, Qld, in 2011

(DVA image)

Australian high-school students meet students of the Victoria School during a study tour of the Western Front

(DVA image)
Part Two

The Board’s proposals


2  Education and research

The aims of this chapter are to outline the Board’s development of an Anzac Centenary education and research program of activities, including:

- the scope and importance of education and research to the Anzac Centenary
- a national travelling exhibition and *Exhibition in a Box*
- educational scholarships and research grants
- Anzac Interpretive Centre, Albany
- greater recognition of the role of women in the Armed Services and on the home front
- Australian Remembrance Trail
- digitisation of selected First World War repatriation records
- greater recognition of the role of Indigenous Australians
- greater awareness of the contribution of Australians from diverse cultural and linguistic backgrounds
- posttraumatic stress disorder research
- programming, documentaries and use of technology, including social media
- HMAS AE2.

Scope and importance

2.1 The National Commission emphasised the vital importance of improving knowledge, awareness, research and understanding of Australian military history and the experience of Australians at war. The Board concurs with this view and considers that improving education and awareness, especially for younger generations of Australians, to be one of the most important legacies that can come from the Centenary. Our understanding of Australia’s military experience has to be multifaceted
and objective. It is essential that the opportunity is taken during the Anzac Centenary to refresh and improve Australians’ understanding of the substantial range of issues covered by Australia’s military experience. We need to recognise that there are many perspectives and interpretations that the facts can elicit, and there is a need to acknowledge mistakes and wrongs, as well as honour the overwhelming heritage of courage, resilience and selflessness. A multifaceted perspective on Australia’s military experience could include the following themes:

- broad-based analysis of military campaigns from the Boer War to Iraq and Afghanistan
- the home front, including families
- social impacts of war, including impacts on communities
- economic impacts of war
- political implications
- women and war
- the requirements for securing and maintaining peace
- peacekeeping
- Indigenous Australians and war
- war and Australians from diverse cultural and linguistic backgrounds
- physical and mental impacts of war on veterans, their families and the families of the deceased, and how to provide effective care and treatment.

2.2 Centrepieces of the National Commission’s educational and research proposals were recommendations for a mobile exhibition and to establish an Anzac Centre for the Study of Peace, Conflict and War. In addition, the National Commission proposed the development of a suite of education-related projects, including school-based programs, documentaries, scholarships and academic exchange programs.

2.3 The Board also received a number of education and research-related submissions from academic institutions, foundations and cultural institutions. It considered all the proposals before it, seeking to:
• identify important educational themes relating to Australia’s experience of war and hostility

• assess the best, most cost-effective, ways to meet these themes.

2.4 The Board believes that an integrated Anzac Centenary education and research program of activities is an essential initiative of the Centenary to enhance knowledge and understanding across the Australian community. The following proposals seek to meet important Anzac Centenary educational themes outlined above in an effective way. Importantly, they may be combined during the implementation phase to create richer, multidimensional and cost-effective initiatives. As an illustration, a travelling exhibition could readily combine with local broadcasting, personal histories and use of social media to create an interactive, educational and highly engaging experience, bringing together the broad expanse of history with personal stories.

National travelling exhibition and Exhibition in a Box

2.5 The Board considers that a travelling exhibition has the potential to bring the Anzac Centenary to many people in rural and regional Australia who otherwise would have limited ability to be involved and actively engaged. It may also travel to urban communities. However, while a travelling exhibition will be of high benefit, it is also likely to be of high cost and a range of options should be considered. The Government committed $245,000 in the 2012–13 Budget to assist with a scoping study for a travelling exhibition. The Australian War Memorial has managed the scoping study and engaged two companies to undertake key aspects: Gibson Group from New Zealand to examine development of the Anzac History Wall (the Wall) and MI Associates from Sydney to develop a business plan for a nationwide touring exhibition involving transporting the Wall on a road vehicle.

2.6 The National Commission’s initial proposal envisaged an exhibition of First World War memorabilia, artefacts and interactive displays to provide an educational experience to visitors. The proposal emphasised touring rural, regional and remote areas to provide these communities with an opportunity to be involved in the nationwide commemorative event. However, the Board has been mindful that Australia’s national cultural institutions would understandably not wish to risk damage to fragile and high-value physical objects in a mobile exhibition and this would likely limit the range, quality and interest of the exhibits.
2.7 Accordingly, the most significant change from the National Commission’s proposal envisaged by the scoping study is a move away from a traditional travelling exhibition concept to far greater use of interactive technology through a large-scale Wall. The Wall is a 12-metre long mobile, self-contained, interactive electronic video mechanism that presents historical and exhibition content in digital format. The Wall would allow numerous visitors to explore simultaneously photographs, film, artworks, images of objects, letters, maps and other factual and interpretive material from the Australian War Memorial’s collections. It would facilitate the telling of personal stories against the backdrop of the sweep of historical events in which the individuals participated.

2.8 Another significant benefit of an interactive travelling exhibition is that it is able to act as a backdrop for local community events, facilitating community engagement. For example, it could provide a suitable scene for a local commemorative event or school involvement. Similarly, the digital wall is able to deliver special exhibitions, such as on war correspondents or the Red Cross etc. The start and closing dates of the exhibition and timing at key locations in its itinerary could be planned to coincide with major commemorative dates.

2.9 A travelling Anzac History Wall offers an immensely rich and rewarding educational experience. However, it would undeniably be a complex and expensive undertaking. The lead-time for developing the travelling exhibition, in terms of data and interpretive content, technology, logistics planning, and staff provision, is long—estimated at some two years from approval to on-the-road delivery. It is inevitable that the project, if approved, would not be operational for the commencement of the Centenary but could be operational during 2015.

2.10 The Board has considered the two broad options—a traditional touring exhibition and a more interactive, digital option. It believes that the Anzac History Wall offers clear advantages in terms of engaging Australians, but acknowledges that the high cost will be a significant factor in Government decision making. Accordingly, if pursued, it should be considered as a scalable proposition with various options, based on variations in scope and the extent and duration of the touring timetable. For example, a well-designed one-year tour, involving two Walls and two road vehicles, could put the exhibition within reasonable reach of a significant proportion of rural and regional Australians. Involvement of local media—print, radio, television and through the internet and social media, including the Australian Broadcasting Corporation’s extensive local networks—would greatly assist with publicising the tour’s local
itinerary, generating local participation in all its forms. The possibility of utilising the Australian Broadcasting Corporation’s local facilities to support the exhibition, including its sites, buildings and communication and transmission equipment, could also be explored.

2.11 A travelling exhibition for the digital age could be a flagship Anzac Centenary project. The Board is of the view that this would be a highly visible and attractive initiative, suited to corporate donations through the Anzac Centenary Public Fund and in-kind support. The costs of undertaking the tour, including on-site support and interpretive staff, could be contained by the involvement of volunteers. The lead-time for developing such an exhibition may mean that the Government needs to provide some initial ‘seed funding’ or a repayable advance to allow preparations to start, as up-front corporate funding is unlikely to be sufficient. The Board considers that an interactive, digital tour should only be contemplated if sufficient firm commitments to the Anzac Centenary Public Fund have been secured from business. This is a challenge for Australia’s business community.

2.12 Should a travelling exhibition (digital or traditional) not be feasible, particularly because of funding uncertainties, then alternatives should be explored to ensure that rural and regional Australia still has the opportunity for close engagement in the Centenary. An alternative might be provided by an exhibition organised around a regional air show, which could act as a catalyst for local community events. Such air shows could be worthwhile events in their own right.

2.13 Similarly, the Australian War Memorial’s Exhibition in a Box initiative, developed in conjunction with the National Archives of Australia, could provide a value-adding initiative in conjunction with the travelling exhibition or be a stand-alone feature for local communities. The initiative would provide access to material from the collections of the Australian War Memorial and National Archives of Australia, as well as related historical and interpretative information, to local community groups, including local councils, schools, historical and genealogical societies. Communities will be able to download everything they need to produce and customise their own Anzac Centenary exhibition. Communities could choose to print material from the online resources to create a physical exhibition, an online exhibition or a combination of both. This initiative will encourage communities to complement an exhibition with local material drawn from collections held by organisations and/or individuals.
Anzac Centenary educational scholarships and research grants

2.14 The Board’s proposal for an Educational Scholarships and Research Grants Program has developed from its consideration of the National Commission’s recommendation for an Anzac Centre for the Study of Peace, Conflict and War. The proposed Centre was intended to be a high-profile initiative to honour the memory of the original Anzacs in the best way possible—by working towards understanding conflict and focusing attention on how the risk that future Australians will have to take part in war might be reduced. The National Commission sought to establish a tertiary education centre focusing on the study of the nature of social conflicts, causes of violence and definitions of peace, as well as research into new approaches for resolving conflicts. The proposal sought to establish a degree-granting institution as an adjunct to an existing university, rather than as a stand-alone entity.

2.15 The Board acknowledges that a new dedicated tertiary centre would certainly provide a highly visible and independent educational and research body, and one worthy of contributing to the Anzac legacy. However, the Board has needed to weigh up whether the considerable cost of establishing a new educational centre would provide sufficient benefits, compared to making better use of existing educational resources and improving access to these resources. There are existing tertiary institutions, including the Australian National University and the Australian Centre for the Study of Armed Conflict and Society at the Australian Defence Force Academy, which provide tertiary education services that already cover, or can be adapted to cover, the space identified by the National Commission. The Board believes, on balance, that a merit-based Anzac Centenary Educational Scholarships and Research Grants Program would provide a viable alternative to a new centre and deliver value for money. This approach should deliver a targeted program that makes better use of existing tertiary resources, avoids the overlaps from having separate proposals and is able to be administered in a far more efficient way than multiple educational scholarships and grants. This would be a prestigious program that honours the Anzac heritage, as the National Commission envisaged.

2.16 The proposal for an Anzac Centenary Educational Scholarships and Grants Program ideally has five elements:

- Higher degree scholarships, allowing an annual intake of students to undertake a higher degree by research over a three-year period with any Australian university on a topic relating to Australian
military history and the experience of Australia at war. Recipients should be encouraged to take up teaching duties during their degrees to build their tertiary teaching skills and to prepare them for an academic career, if they wish to pursue one.

- Funding of two Anzac scholarships to allow one Australian postgraduate student to study in a New Zealand university and one New Zealand postgraduate student to study in an Australian university, along the lines of a Monash or Rhodes scholarship.

- A small number of undergraduate, postgraduate and academic exchanges between Australian and Turkish universities, supporting study by Australian students and academics in Turkish studies and Turkish students and academics in Australian studies. The various scholarship programs that the Board proposes should be reviewed on an annual basis to ensure that they complement, rather than duplicate, existing scholarships.

- Provision of history grants to support and encourage research into the experience and impact of Australian involvement in the First World War. This should be a broadly accessible scheme, not targeted purely at university-level research, but also embrace non-institutional, independent and family, local and non-professional historians. Outcomes could include books, articles, websites and other forms of publication, such as translations of important texts originally published in languages other than English.

- Grant funding support for a proposal by the Australian War Memorial and the Australian National University to convene an international history conference focusing on the Gallipoli campaign. The proposal aims to present original research and to heighten awareness and interest among the public, academics, defence and veteran community and media to commemorate the most significant Anzac Centenary anniversary in 2015.

2.17 The proposed Anzac Centenary Educational Scholarships and Grants Program is scalable depending on funding availability. For example, it may be varied by:

- the number of scholarships or grants in each element
- the value of each scholarship or grant
- the number of years of operation of the program
- depending on priorities, the removal of one or more of the elements.
Anzac Interpretive Centre, Albany

2.18 The importance of Albany to the Anzac story should be recognised nationally and permanently. The National Commission recommended establishment of an Anzac Interpretive Centre, both physical and online, at Albany. The combination of a physical and virtual centre will significantly improve accessibility to the Centre’s interpretive and educational content and hence enhance its value for money. Following an initial scoping study funded by the Australian Government, the Australian and Western Australian Governments have contributed funding to enable its development.

2.19 The Board considers that successful delivery of a sustainable Anzac Interpretive Centre will be a complex undertaking. It is important that all aspects of the envisaged Centre contribute to it being on a financially sound basis to avoid the risk of future dependence on subsidies or deterioration of the Centre’s capabilities and associated impacts on the Anzac heritage. The initiative need not be large scale; rather, the emphasis must be on developing a practical, sustainable Centre that provides a high-quality visitor experience within an improved, attractive and well-maintained precinct.

2.20 The Centre’s building, interpretive content, use of information and communications technology, and online presentation have to be well-planned and executed. There will need to be close coordination between the three levels of government and numerous agencies. Due to the complexities involved, operational commencement by 1 November 2014 (the centenary of the first convoy) may not be achievable.

Greater recognition of the role of women and families

2.21 In advancing the aim of an objective and multifaceted approach to the Anzac Centenary, the Board considers that light needs to be shone upon the previously underplayed role of women and families, as part of the Anzac inheritance. For over a century of our country’s involvement in war and conflict, Australian women have known the emotional burden of waiting at home for news of their loved ones serving overseas. They and their families have cared, and continue to care, for their loved ones who bear the physical, emotional and mental wounds of conflict. Women and families share the effects of those wounds and injuries. Likewise, there have been many war widows throughout the century and these women also need to be recognised. It is understood that the
War Widows Guild will develop a proposal for consideration in the near future. Women have also made an increasingly direct and active contribution to Australia’s defence, serving in military and civilian roles both at home and abroad. Since the turn of the 20th century the roles available to Australian women during times of war and conflict have undergone a dramatic expansion. Today they serve at the forefront of peacekeeping operations and in combat support duties. During the Boer War (1899–1902), women served as patriotic war fund workers, school teachers and nurses. During the First World War little changed in relation to the role of women. Again, their role was mainly on the home front but more women served overseas, some of those who worked in casualty clearing stations close to the front were awarded Military Medals for bravery. Much altered during the Second World War with the huge demand for people, both in the armed forces and in industry. This helped lead to the opening up of the job market to women and the creation of the women’s auxiliary services. However, the more traditional female roles of fundraising and civilian volunteer work at home still remained. Over 450,000 Australians were members of the Red Cross during the Second World War, of whom 95 per cent were women. One of the Red Cross’s key roles was providing support for prisoners of war and their families.4

2.22 The involvement of women in the Australian Defence Force has altered much since the end of the Second World War and especially since the Vietnam War. Women today represent almost 14 per cent of the Australian Defence Force permanent workforce. In September 2011, the Minister for Defence announced that the Government had formally agreed to the removal of gender restrictions from Australian Defence Force combat roles. Women currently serving as members of the Australian Defence Force were entitled to apply for a career in a combat role from January 2013, provided they meet all the requirements, with direct entry recruitment expected to commence from January 2016.

2.23 All relevant Anzac Centenary activities should consider whether they are representing the roles of women adequately. For example, explaining how they have served in the armed forces and at home, including telling the stories of strong and resilient women.

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4 Material in this section has been drawn extensively from Oppenheimer, M., Australian Women and War, Department of Veterans’ Affairs, Canberra, 2008.
Australian Remembrance Trail

2.24 The central place of Gallipoli in the Australian story has to date overshadowed the achievements of the approximate 300,000 Australians who served on the Western Front and their part in the eventual defeat of the Central Powers. Their story is one of triumph and tragedy, of unimaginable losses to a young nation and an extraordinary part in the course of history.

2.25 The Board supports the development of the Australian Remembrance Trail along the Western Front as a most significant and appropriate contribution to the commemoration of Australian service on the Western Front in France and Belgium (see Figure 2). On completion, a comprehensive education and communications campaign needs to be initiated to inform all Australians of the opportunities to visit and learn about Australia’s experience of war on the Western Front.

2.26 The Board notes that the Trail will constitute a comprehensive and easily accessible set of materials and options to inform and guide visitors of all ages, levels of fitness and varying amounts of time to travel. Subject to the traveller’s available time, visitors will be able to view some or most of the principal areas in which Australians fought, visit high-quality interpretative centres presenting Australian material, and access related sites of Australian interest. The interpretative materials presented assume no prior knowledge of the subject and will be available in a mix of traditional and digital media formats. The Trail and associated materials will provide ample opportunity for contemplative reflection.

2.27 In the 2009–10 Federal Budget, the Government committed $10 million to develop, in partnership with French and Belgian regional and local authorities, a Trail for completion by the Centenary, which will allow Australian and other visitors to interpret the Australian experience of war on the Western Front. It was decided not to establish a single national interpretative centre—the model employed by Britain at Thiepval and by Canada at Vimy. Instead, the Australian Remembrance Trail builds upon the existing efforts of French and Belgian communities to commemorate Australian service, some of which date back to the 1920s. The Trail spans much of the nearly 200 kilometres of the Western Front where Australians served: from the Channel coast of Belgium to Montebrehain in France.
The key locations on the Australian Remembrance Trail are marked with the ‘Rising Sun’ emblem of the Australian Imperial Force. The Trail can be accessed at any point, but is most readily commenced at either Ieper in the north, or Villers-Bretonneux in the south.
In a partnership approach, generally funded equally by Australia and France, the project will deliver, in time for the Centenary, the following:

**In France:**

- **A new museum at Fromelles**, adjacent to the Fromelles (Pheasant Wood) Military Cemetery, to be opened in 2013. This museum will tell the story of the Australians’ first battle in France, the disastrous 1916 Battle of Fromelles. It will also tell the story of the 2009 recovery from Pheasant Wood of the remains of 250 Australian and British soldiers who died at Fromelles in 1916, and their reinterment and commemoration in the Fromelles War Cemetery. Nearby are the existing Cobbers memorial, and V.C. Corner Australian Cemetery and Memorial.

- **A new museum at Bullecourt**, building on the efforts of Jean and Denise Letaille. This new museum opened on Anzac Day 2012 and tells the story of the two bloody battles fought by Australians at Bullecourt in April and May 1917. Since the opening of the new museum, visitation has increased 400%. Nearby in the Bullecourt Memorial Park is the Digger memorial, site of an Australian Government led ANZAC Day service.

- **At Pozieres**, where Australia sustained 23,000 casualties in a little over six weeks in 1916, improved visitor facilities will provide new interpretation, parking, traffic access, toilet and picnic facilities. A number of walks, supported by both traditional signage and digital media will encompass points of significance including the 1st Division Memorial, the Gibraltar blockhouse captured by Australians, and the Windmill site, ‘a ridge more densely sown with Australian sacrifice than any other spot on earth’ (Charles Bean).

- **At Villers-Bretonneux** an extension to and major refurbishment of the Franco Australian Museum, which commemorates the decisive battle fought there by Australians on the night of 24–25 April 1918. Located within the Victoria School, which was built with money raised in Australia after the War, the museum also honours the remarkable relationship between the town and Australia, which continues to this day. Close by are the Australian National Memorial, site of the Australian Government led ANZAC Day dawn service, and the Adelaide Cemetery, from where the Unknown Soldier was disinterred before his reinterment in the Hall of Memory at the Australian War Memorial in Canberra in 1993. Major roadworks and parking facilities to improve visitor safety and access
at the Australian National Memorial at Villers-Bretonneux will also be undertaken.

- **At Mont St Quentin and Peronne**, working in partnership with *l’Historial de la Grande Guerre*, the Trail will deliver materials that will allow visitors to interpret the battles for the Mont and Peronne, considered by many to be among the greatest achievements of the Australian Army in the War.

- The Trail incorporates the existing Australian Corps Memorial at **Le Hamel** which commemorates and interprets the 4 July 1918 Battle of le Hamel, fought by the Australian Corps, led for the first time by General John Monash. This ‘model victory’ would become the template for future Allied operations on the Western Front.

In **Belgium**, the Australian Government has contributed to:

- A new interpretative centre at **Ploegsteert**, to be opened in 2013, which focuses on the Australian contribution to the Battle of Messines. Located adjacent to the Ploegsteert Memorial, the new centre is also close to Toronto Avenue Cemetery, the only all-Australian cemetery in Belgium.

- A new Australian display at the Memorial Museum Passchendaele 1917, in **Zonnebeke**, to be opened in 2013. Nearby is Tyne Cot Cemetery, the largest Commonwealth war graves cemetery in the world, which incorporates wartime German blockhouses captured by Australians.

- The In Flanders Fields Museum at **Ieper** (Ypres), which reopened in 2012 after a major refurbishment, has incorporated new Australian content. A short walk away is the Menin Gate Memorial to the Missing, site of the moving Last Post Ceremony each evening and a remarkable point at which to start or finish a visit to the Western Front.

2.29 The project, which will be self-sustaining in French and Belgian hands on completion, also provides for a web-based Virtual Visitors’ Centre. The Virtual Visitors’ Centre will provide for Trail audio, imagery and other materials to be accessed by all forms of digital devices, including mobile phones, by both visitors to the former Western Front and Australians and others at home.
Digitisation of selected First World War repatriation records

2.30 Australian servicemen and servicewomen who returned to Australia at the end of the First World War, and had formal contact with the repatriation authorities, generated repatriation records. The vast majority of surviving Department of Veterans' Affairs repatriation records are held by the National Archives of Australia. There is no doubt that digitising these records would be of great value to researchers and historians, and would provide a unique insight into the personal and social impact of the First World War and into the repatriation process. The initiative would also be of benefit to the families and descendants of those individuals who were repatriated. The growing interest in family history, let alone any professional value, suggests that digitised repatriation records would have a substantial and interested audience. The service records of First World War servicemen and servicewomen have already been digitised.

2.31 The Board has considered the merits of digitising these records. While there would be substantial benefits, it is clear that the process is very expensive. The National Archives has an ongoing program of scanning the permanent retention value records in its custody and making them publicly accessible on their internet site, although this would take time. The Board consequently proposed the possibility of accelerating the digitisation of repatriation records of a selection of veterans—the survivors of those who initially left from Albany for Egypt and Gallipoli in late 1914 and later to the Western Front. Access to the records of this group would be especially poignant and informative. It would still not be a straightforward process to complete digitisation of these records early in the Centenary period. The records are currently in paper form and many are extremely fragile, requiring manual treatment. Each identified veteran could also have three or four different files, including for registration, medical treatment, hospitalisation and pension entitlements, and possibly across several states and territories, so the scope of the task is not yet known. There are also privacy issues to consider, as the records may include sensitive personal issues that surviving relatives might wish to remain private.

2.32 The Board considers this to be an important project, not only to enable historical and social research but also in discovering more about the individual servicemen and servicewomen who fought in some of the most atrocious battles of the First World War and who returned home and had to find their way again in civilian society, often carrying physical, mental and emotional wounds. The Department of Veterans’
Affairs is undertaking a scoping exercise with National Archives of Australia. If feasible at a reasonable cost and with appropriate privacy safeguards, the digitisation project should be considered for funding.

**Greater recognition of the role of Indigenous Australians**

2.33 Non-Europeans were officially barred from serving in Australia’s armed forces at the time of the First World War. Notwithstanding this, many Indigenous Australians fought in the war. Despite prejudice in civilian life, Indigenous Australians received the same pay and conditions as other military personnel. Unfortunately, when they returned to civilian life, they faced discrimination. While hundreds of Indigenous men served in the Australian Imperial Force during the First World War, in 1939, at the beginning of the Second World War, the Army and Navy rejected all applications from Aboriginals, Torres Strait Islanders and others not ‘substantially of European origin or descent’. The only exceptions were Indigenous men who enlisted very early in the war before recruiting officers were fully appraised of enlistment policy. The RAAF alone, facing heavy manpower demands, accepted suitable recruits, including Indigenous Australians. Only in mid-1941, when the threat from Japan became serious, did the Australian armed services, now requiring a substantial increase in the number of recruits, abandon their previously held attitudes to Indigenous Australians and allow them to enlist in large numbers. Enlistment restrictions were abandoned in 1949 and since then Indigenous Australians have served in all conflicts in which Australia has been involved.\(^5\) The Department of Veterans’ Affairs has a campaign to identify Indigenous members of the veterans’ community.

2.34 Appropriate recognition of the role of Indigenous Australians in our efforts at war and to our military is well overdue. The Anzac Centenary provides a unique national occasion to set this right. For example, it may be appropriate to examine the evidence on the issue of belated recognition of Indigenous members of the services who were denied medals and whether, during the Anzac Centenary, a formal inquiry might be conducted into how any injustice could be rectified. There will be many other opportunities in the Centenary’s educational, commemorative and artistic programs to acknowledge the reality that there has been discrimination (reflective of broader social attitudes), but

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thankfully these attitudes have changed over time, and this process is continuing.

Greater awareness of the contribution of Australians from diverse cultural and linguistic backgrounds

2.35 It is vital that the commemorative period reflects the diversity of Australia’s community and that the program is inclusive of all Australians. It must provide all Australians with opportunities to engage in the Centenary. Even though the White Australia policy persisted into the 1960s, the make up of Australia’s armed forces has always reflected the country’s diversity. The Australian Imperial Force in both World Wars comprised people of many nationalities, as did the forces that Australia sent to Korea, Vietnam, other more recent conflicts and on peacekeeping missions. For example, two of the most well-known Chinese–Australian service personnel, Billy Sing and Jack Wong Sue, served in the First and Second World Wars, respectively. Billy Sing became famous at Gallipoli for his skill as a sniper. Later, on the Western Front in 1917, he led a unit in counter-sniper operations during the Battle of Polygon Wood during the Passchendaele campaign, for which he was awarded the Belgian Croix de Guerre. Jack Wong Sue served with the Australian Imperial Force during the Second World War, most notably as a member of the elite Z Special Unit with which he served behind Japanese lines in Borneo. He received the Distinguished Conduct Medal for ‘leadership, gallantry and cold-blooded courage of the highest order’, as well as the United States Submarine Combat Insignia (submarines were used to insert members of the Special Forces on some operations).

2.36 We need only look at the Roll of Honour at the Australian War Memorial to illustrate the multicultural diversity of Australia’s defence forces and the service and sacrifice made by servicemen and servicewomen from many cultural and linguistic backgrounds. The multicultural face of the present day Australian Defence Force, across all ranks, provides a powerful image of the changing face of Australia.

2.37 The Board has formed a group, under His Honour Judge Rauf Soulio, to develop further effective ways to involve our Indigenous and multicultural communities in the Centenary commemorations and other activities, and to broaden understanding of the contribution of Australians from different cultural and linguistic backgrounds. The Group has identified three key themes:
• **The face of the Australian Defence Force**—raising awareness of the contributions of women, Indigenous Australians and Australians from culturally diverse backgrounds. This may be achieved by including relevant stories in Anzac Centenary material, e.g. in the series of personal stories, *Exhibition in a Box*, art exhibitions, the travelling exhibition, through education grants under the Anzac Centenary Educational Scholarships and Grants Program etc. Consideration might also be given to using such material in future Australian Defence Force recruitment campaigns targeting Australians from diverse backgrounds.

• **Engagement with communities**—both to improve multicultural Australians’ understanding of the Anzac story and its importance to Australia’s national identity, and to ensure that awareness within the community of diversity in Australia’s military experience is improved. One initiative could be to invite key cultural leaders to major services and observances. The Board also considers that engaging local communities from those countries where Australian forces have operated, or were based, in campaigns in the First and Second World Wars and in more recent campaigns has told the story of Australians in overseas campaigns, and will continue to do so. These communities will include the more readily apparent, such as the French and Belgian communities, but also newer communities in Australia, such as the Vietnamese, Ethiopian, Eritrean, Afghani, Iraqi, and East Timorese communities.

• **The impact of war on migration**—global conflict has affected migration to Australia, and continues to do so. This is considered a topic worthy of future research and awareness raising.

**Posttraumatic stress disorder research**

2.38 The Board considers that one of the most important legacies that should come from the Centenary is a far deeper understanding of and a more constructive approach to the ongoing impacts of war on those who are involved. A major issue is recognition of the impact of service in periods of conflict on veterans’ mental health and the consequential impact on veterans’ families. The Board acknowledges that recognition of mental health issues by the medical profession and policy makers has improved substantially. A major contributor to this improvement is investment in mental health research. The Board considers that a clear ongoing focus on evidence-based research on posttraumatic stress disorder is essential to ensure that there is a positive legacy from the Centenary of effective treatment for affected veterans. This important
issue warrants continual monitoring, led by the Department of Veterans’ Affairs in cooperation with the Department of Defence, including of current and emerging Australian and international research and experience. One of the options is the establishment of an Australian Centre of Excellence to conduct research and to facilitate treatment and prevention. The Board considers that corporate donations in this area, collected through the Anzac Centenary Public Fund, could make a significant contribution to research in a vital area of mental health.

**Programming, documentaries and use of technology, including social media**

2.39 The Board is conscious that many opportunities are available for media organisations to develop programming with Anzac Centenary themes, including documentaries, creative dramatic material and programs with commemorative content. This includes programming from mainstream media companies to specialised outlets, such as the History Channel. There is scope for significant cooperation between media organisations in this area. The Board wishes to encourage the development of a range of high-quality programming and content for all forms of transmission—television, cinema, radio, online and use of new and emerging communications technologies, such as social media.

2.40 Media organisations have a significant role to play in engaging the community through providing landmark programming and other material to explore, document and commemorate significant issues from Australia’s military and peacekeeping experience. Films and documentaries shown on television and online will probably be the most accessible way in which awareness and understanding of the Anzac Centenary will be enhanced. High-quality documentaries have the capacity to re-tell Australia’s military history and experiences in new and engaging ways, giving the past an immediacy and freshness that links Australians today with the personal stories of the men and women who participated in events decades ago.

2.41 In conjunction with the Department of Veterans’ Affairs and Screen Australia, the Australian Broadcasting Corporation is currently planning a series of relevant history documentaries. The Board considers that financial support for the Australian Broadcasting Corporation—the national broadcaster—and Screen Australia to develop high-quality documentaries to commemorate and raise awareness of the Anzac Centenary is appropriate.
Radio is well-suited to provide in-depth programs covering the range of conflicts and peacekeeping operations in which Australians have been involved, and to explore a range of issues. Radio is also an ideal medium for broadcasting music of all genres relevant to the Centenary, including new compositions. The history of reporting of conflicts in which Australia has been involved, using the archives of the Australian Broadcasting Corporation, other media organisations and from other national cultural institutions, provides another compelling set of viewpoints on war.

Use of new information and communications technologies offers an exciting range of possibilities for engaging the community with Anzac Centenary events, messaging and values in more effective ways. The phenomenal growth of social media use in Australia—Facebook, Twitter, Flickr, YouTube—creates opportunities to engage with Australians and visitors with real-time information about events and initiatives and to interact with individual people about their expectations and experiences. Engagement can be far more personal, informal, informative and interactive, and larger numbers of clients can be involved cost-effectively. The sharing of information and personal interaction will also be a vehicle to disseminate the values, principles and culture of a respectful and creative Anzac Centenary commemoration. The Board encourages a particular focus on curriculum-linked material for schools. While younger generations may be more readily engaged through new interactive technologies, older Australians are also likely to use social media, as well as more traditional approaches to communication.

The huge growth of smartphones and tablet computers opens up opportunities to provide current information to people when and where they need it; for example, location-based information about important sites or commemorations, including Centenary-related apps.

All communication activities should include a range of social engagement tactics, such as online communication, social networking and other new technologies, as part of a broader communication approach.

The Board encourages all government and non-government agencies and organisations involved with providing services and information during the Anzac Centenary to develop holistic approaches to communication with emphasis on social engagement through new technologies. Social media is evolutionary and ongoing usage will
require upgrading and consideration of the budgetary impacts of rapidly changing technologies and applications.

**HMAS AE2**

2.47 The HMAS AE2 took part in operations leading to the occupation of German New Guinea, including the surrender of Rabaul on 13 September 1914. It was the first Allied vessel to pass through the Dardanelles and enter the sea of Marmara. This happened on 25 April 1915. It was Australia's first vessel lost to enemy action and is the largest Australian relic from the Gallipoli campaign. It was scuttled by its crew after being struck by fire from an Ottoman torpedo boat, the Sultanhisar. The submarine's crew was subsequently rescued by the Sultanhisar. The AE2 lies at the bottom of the Sea of Marmara in present-day Turkey. The vessel was not located until 1998. Its preservation is endangered by inquisitive divers, as well as from fishing nets and vessels’ anchoring. Expert advice is against floating the AE2, as this would be dangerous and prohibitively expensive.

2.48 The Board acknowledges the work of the AE2 Commemorative Foundation Limited in seeking to protect, preserve and examine the vessel, and to improve awareness of the AE2’s role in the First World War and its current physical condition. The Board considers that cost-effective efforts to protect and preserve the vessel from further deterioration and damage are worthwhile. For example, installation of a navigational buoy marking the submarine’s position, in conjunction with seeking to establish a no-fish/no-anchor zone with the cooperation of the Turkish authorities, would provide a threshold level of protection. Educational efforts to raise Australians’ understanding of the importance of the AE2, especially targeted at younger Australians, are also important. These measures could be funded by corporate donations through the Anzac Centenary Public Fund.
3 Commemoration

The aims of this chapter are to outline the Board’s views on:

- the scope and importance of commemoration during the Anzac Centenary
- the special relationship with New Zealand
- commemorative services and events
- *Hands of Friendship*
- calendar of domestic and international commemorative services and events
- protocol for senior-level attendance at Anzac Day services
- convoy commemorative event, Albany
- memorials
- Centenary overlay on a range of events, services and activities.

Scope and importance

3.1 Commemoration is about acknowledging, remembering, respecting and valuing the service and sacrifice of Australian servicemen and servicewomen who have served, and continue to serve, Australia and its allies in war and peacekeeping operations. It also connects Australians at a personal level to the nation’s military heritage and the Anzac inheritance. The Board has no doubt that the Anzac Centenary period will be a time when Australians will want to engage in commemorative activity in substantially greater numbers. Australians, including younger generations, have shown through their attendance at Anzac Day services that the emotional link to the Anzac heritage is strong and growing stronger, despite the passing years and the huge changes in Australia’s society, culture and demographic make-up since 1914–18. There are several main reasons for this:

- many Australians, including immigrants in the decades since the First World War, have family links with those who fought or have been otherwise affected by war. They have deep personal reasons to remember and acknowledge the loss, sacrifices and experiences of their forebears and relatives. It is likely that the combination of
growing interest in family history and the Anzac Centenary will lead many other Australians to discover ‘Diggers’ in their family trees

- whether they have personal links to those who fought or not, Australians want to understand their military past and what it tells them about themselves and Australia’s place in the world

- many of our most cherished collective values are felt acutely in periods of war and conflict

- the service and sacrifices in our own time by members of the Australian Defence Force, and the growth of terrorism, are constant and often painful reminders that it is not a peaceful world and the experiences of Australia at war remain vitally important and relevant.

3.2 There are recognised international, national, state and territory, and local places and events that are the focus of commemoration for Australians, especially at:

- the Australian War Memorial

- national and international days of remembrance and observance, especially those focused on Anzac Day and Remembrance Day, but also on anniversaries of important campaigns, battles and service

- Australia’s overseas war memorials, commemorative sites and cemeteries, such as the Anzac Commenorative Site, Gallipoli and the Australian National Memorial at Villers-Bretonneux, France

- national memorials to commemorate those who served in particular wars or types of service, especially memorials along Anzac Parade in Canberra

- state and territory capital city memorials, e.g. the Shrine of Remembrance in Melbourne and the Anzac Memorial in Sydney

- war cemeteries, graves, memorials, honour rolls etc spread across urban, rural and regional areas.

3.3 These sites and anniversaries will be increasingly important during the Centenary period. Accordingly, the Board is focusing attention on what needs to be done to enhance them, and to enhance Australians’ involvement with them.
3.4 The Australian Government has already provided some additional funding support to improve these memorial and commemorative opportunities. This includes $27 million to refurbish the First World War galleries at the Australian War Memorial; $8.1 million to refurbish official war graves, cemeteries and memorials; and $14.4 million for the running of commemorative services overseas in 2015. Additionally, $5 million was committed in the 2007–08 Budget for the Australian War Memorial in Wellington, New Zealand, and $10 million was committed in the 2009–10 Budget to develop the Australian Remembrance Trail.

3.5 Preparations need to be taken to cater for an unprecedented increase in Australians wishing to engage in commemorative activity during the Centenary period. The Board believes targeted efforts need to be made to meet this increased level of interest. These proposed initiatives are outlined below.

**Special relationship with New Zealand**

3.6 The Anzac Centenary is a time to remember and commemorate publicly the special relationship between Australia and New Zealand that was forged in battle at Gallipoli in 1914. The relationship has continued to grow and deepen since then. Both nations use the term ‘Anzac’ with justifiable pride. This relationship is alive and strong today, and joint activities with New Zealand must form a central element of the Centenary commemorations and be reflected across the three streams of activity proposed by the Board. Illustrative examples include:

- a proposal for several Australia–New Zealand Anzac scholarships
- involvement of New Zealanders in a *Hands of Friendship* ceremony at Gallipoli
- construction of an Australian War Memorial in the National War Memorial precinct in Wellington, New Zealand. The memorial will commemorate the shared efforts of both countries in both war and peace, and will complement the Australia–New Zealand Memorial on Canberra’s Anzac Parade
- a joint war art exhibition
- no doubt, numerous joint sporting events. The Board notes that Australia and New Zealand will jointly host the Cricket World Cup in 2015 and the Rugby Union World Cup will also take place in 2015. There is also a possibility of a tri-nations soccer tournament
involving Turkey, New Zealand and Australia around Anzac Day 2015.

**Commemorative services and events**

3.7 The Board is in no doubt that the heart of Australians’ commemorative activity during the Centenary period will be the 2015 Anzac Day services, both domestic and international. These will be historic, solemn and emotive occasions and planning, public information, organisation and broadcasting should reflect this. The unique character of these services should be recognised by appropriate additional features that do not detract from the time-honoured order of service. For example, the Board supports measures to increase involvement of Australian Defence Force personnel and young Australians at all Anzac Day services, both in Australia and overseas. This may be achieved in creative ways, such as participation by youth choirs. The Board also supports an appropriate *Hands of Friendship* component in one of the Gallipoli services.

3.8 It is clear that interest in attending the most iconic service, the dawn service on Anzac Day 2015 in Gallipoli, will far outstrip the safe capacity of the site. The Anzac Commemorative Site, where the dawn service is held, is in a rugged and remote part of Turkey, surrounded by thick scrub, steep terrain and bounded by the Aegean Sea. The Site is extremely constrained, with no opportunity for expansion. A safe and secure environment has to be guaranteed for all attendees, and at the same time maintenance of solemn and respectful commemorations. In order to achieve this, the governments of Turkey, Australia and New Zealand have formally agreed to limit the capacity of the Anzac Commemorative Site for the 2015 dawn service to 10,500 participants. This consists of 8,000 places to be made available for Australians, 2,000 places for New Zealand, with the remaining 500 allocated for official guests and representatives from Commonwealth and other nations. The Government has decided that the allocation of places for Australians will be decided through the process of a ballot.

3.9 The Board acknowledges the reality that there are severe physical constraints on attendance numbers at Anzac Day, 2015 at Gallipoli, and that attendance needs to be managed equitably and efficiently with sufficient lead-time for attendees to make their travel plans. While this process is being managed by the Department of Veterans’ Affairs in close consultation with the host country Turkey, and New Zealand, the Board considers that approaches to increase the opportunity for engagement with the Centenary at Gallipoli should be explored. What is
important is developing a solution that has the widest acceptance in the community and with the Turkish Government.

3.10 A critical message is that there will be other services, in Australia and internationally, on Anzac Day and at other times. In relation to Gallipoli services during 2015, the Board supports consideration of other services being held to coincide with the centenaries of important events during the eight-month Gallipoli campaign in addition to the Anzac and Allies’ landing on 25 April 1915. For example, the beginning of the Battle of Lone Pine on 6 August, the Nek on 7 August and evacuation of the last Anzacs on 20 December. Consideration should also be given to a weekly commemoration service at Gallipoli during the centenary period of the campaign, which might involve a small number of Australians, including a chaplain, an Australian Defence Force member and a bugler.

3.11 The National Anzac Day Service in Canberra in 2015 will also be a special occasion. The Board considers that some additional features could be incorporated, as long as they do not detract from the recognised order of service. For example, a Gallipoli Centenary Oration, reflecting upon Australia’s wartime experiences and sacrifices, could be considered.

3.12 There will also be services at other iconic sites. For example, the Anzac Day dawn service at the Australian National Memorial, Villers-Bretonneux, in France, is a deeply moving commemoration. This will be held annually throughout the Anzac Centenary, including in 2018—the centenary of the engagement at Villers-Bretonneux, when Australian and Allied troops held the German advance. A few months later, the Allies launched their own offensive that eventually led to victory. The centenaries of other famous First World War engagements where Australians fought alongside other Allied forces will also see commemorative services being held. Additionally, a commemorative service held at the Menin Gate in Belgium on Remembrance Day in 2017 should be considered. Australia’s role in the Middle East campaign, including the mounted charge at Beersheeba in October 1917, should also be commemorated in 2017. It is possible, because of high levels of interest, that some overseas services in addition to Anzac Day 2015 at Gallipoli, may also require a level of management of attendance to ensure safety for participants.

3.13 The Board considers that on 4 August 2014, the centenary of the start of the First World War should be recognised by a small number of symbolic national events, which all Australians may witness through
national broadcasts, with some elements designed for direct participation. Some options include:

- a small service at the Australian War Memorial in front of the Tomb of the Unknown Soldier

- a short address by the Governor-General or Prime Minister at the Australian War Memorial

- playing of the Last Post followed by a minute’s silence, to be replicated nationwide. The Sydney Festival has proposed 1,000 buglers to give effect to this

- addresses to Parliament by the Prime Minister and the Leader of the Opposition.

3.14 Commemorative events to mark the New Guinea action and the loss of the HMAS AE1 on their centenaries in 2014 would be warranted and could be conducted at Rabaul or mounted with a suitable Royal Australian Navy ship. The action between HMAS Sydney and the SMS Emden is also significant, particularly for the Royal Australian Navy. Accordingly, the Board proposes that a small service be held, if feasible, on board a Royal Australian Navy ship off Cocos on the centenary of the engagement.

3.15 The Centenary period will also see commemorative services for significant non-First World War anniversaries, including from the Second World War, Korean War, Vietnam War, Malayan Emergency and peacekeeping operations. There will also be opportunities to visit sites of profound importance to Australians at quieter periods.

3.16 The Australian Broadcasting Corporation broadcasts the major national and international Anzac Day services, allowing the vast majority of Australians who cannot attend personally to witness or hear them electronically. The Board believes that these broadcasts are essential and should be publicised well in advance.

**Hands of Friendship**

3.17 Hands of Friendship is a symbolic gesture where a small number of representatives from former adversaries, such as current serving members of the respective defence forces, descendants of veterans and young people, meet and exchange gifts or items of symbolic importance and lay wreaths. The Board considers that a suitable Hands of Friendship component for either the 2015 Anzac Day Lone Pine
service or the 2015 Anzac Day dawn service at Gallipoli, should be held. It may also be appropriate in the years leading up to 2015 that a modest symbolic element in one or more of the Gallipoli Anzac Day services be undertaken; for example, a single representative from each of Australia, New Zealand and Turkey could jointly lay a single wreath.

Calendar of domestic and international commemorative services and events

3.18 The Anzac Centenary commemorative program needs to be planned so that major events and initiatives are implemented to a timetable that coincides, as far as possible, with the original events that are being commemorated. For some events, timetabling needs to have significant historical precision; for example, commemorating the first convoy’s assembly off Albany on and around 1 November 2014. For others, the Board considers it would be valuable to nominate a longer period as the focus for commemorative and educative events. For example, nominating 2018 as ‘The Road to Armistice and Return’. Other periods could focus on a particular type of service that draws together both the First World War and a Century of Service. For example, ‘Women at War’ or ‘Indigenous Australians’.

3.19 It is understood that the Department of Veterans’ Affairs Education Portal will provide links to information on significant anniversaries and historical sources of community interest throughout the Anzac Centenary period. There will also be provision for the portal to link to, and gather information on, events happening at a national, state and local level during the commemorative period.

3.20 Commemorative events and initiatives relating to the First World War could be broadly scheduled during the Centenary as follows:

- 2014: Outbreak of war/Rabaul/Albany/Cocos (Keeling) Islands
- 2015: Gallipoli
- 2016: Western Front/the Somme
- 2017: Western Front/Ypres, Sinai/Palestine
- 2018: ‘The Road to Armistice and Return’.

3.21 Themes should also be identified for the national Anzac Day and Remembrance Day services at the Australian War Memorial throughout the Centenary period. The following themes could be considered:
• 2014: Remembrance Day—New Guinea Campaign, Albany, HMAS Sydney/SMS Emden
• 2015: Anzac Day and Remembrance Day—Gallipoli
• 2016: Anzac Day—the Somme and Fromelles
• 2016: Remembrance Day—the Somme and Pozieres
• 2017: Anzac Day—Bullecourt
• 2017: Remembrance Day—Ypres
• 2018: Anzac Day—Villers-Bretonneux, Hamel
• 2018: Remembrance Day—Armistice and 100 Days.

3.22 Recognised national commemorative themes could apply also to other domestic commemorative services and also to international services that Australia manages. Events and initiatives relating to a Century of Service could also be broadly themed.

3.23 The Board considers that the Department of Veterans’ Affairs may be well placed to develop and make public, as early as practicable for each successive year of the Centenary, annual calendars of major domestic and international commemorative events, observances and services. These calendars could be developed in consultation with ex-service organisations and other relevant organisations. The calendars could be divided into First World War and Century of Service events, recognising that there will be some cross-over; for example, recognition of important Anzac Centenary themes, such as multicultural service. Appendixes 5 and 6 contain respectively indicative programs for Rabaul to Return and Century of Service anniversaries for 2014–15, which could form a basis for annual calendars of commemorative events. (These are included in this report as examples only, as the actual calendars may have different events and/or timings.)

 Protocol for senior-level attendance at Anzac Day services

3.24 The governments of Australia, New Zealand and Turkey agree that given the capping of attendance numbers at Gallipoli in 2015, there will also be a requirement to limit numbers of attendance of official guests. Recommendations regarding the allocation of places for official guests for Australia, New Zealand, Turkey and other nations associated with
the Gallipoli campaign will be addressed by the Government. The Board considers that in circumstances in which places available to the general public will need to be limited, numbers of official guests should be kept to an absolute minimum.

3.25 The Australian War Memorial in Canberra, can expect increased numbers at its services on Anzac Day 2015 and, as the national institution for commemoration in Australia, senior government representation at these services will be essential and expected from the Australian community. In 2015, the two key locations with Australian representation at the highest levels (Governor-General and Prime Minister) should be at the Gallipoli and Australian War Memorial services. Similarly, in 2018, this approach should be considered for the services at Villers-Bretonneux, France and the Australian War Memorial in Canberra.

3.26 The Board notes that if the opening of the Australian War Memorial in the New Zealand National War Memorial Park in Wellington is planned to occur on Anzac Day 2015, this would provide additional pressures on senior level representation.

**Convoy commemorative event, Albany**

3.27 The Board considers that a commemoration, on and around 1 November 2014, of the centenary of the departure of the first convoy from Albany, is warranted. On that date, 36 merchant vessels departed from Albany, together with three cruisers—the Australian Navy ships, HMAS *Melbourne* and *Sydney* and the HMS *Minotaur*. Two more vessels carrying troops from South Australia and Western Australia, along with the Japanese cruiser, *Ibuki*, joined the convoy two days later.

3.28 The Australian Government provided funding in the 2012–13 Budget for a scoping study into an Albany convoy commemorative event. The study was undertaken by MI Associates in association with David Atkins Enterprises (DAE) and Diane Bernstein Design (DBD), and was overseen by a working group comprising the main stakeholders from the Commonwealth, Western Australia and Albany. It was chaired by the Department of Veterans’ Affairs. The scoping study was provided to the Board in December 2012.

3.29 It is clear from the scoping study that anything approaching a full-scale restaging of the convoy would be extremely expensive, even if it were logistically feasible. The Board does not consider this to be a realistic option. The Board favours a much smaller scale symbolic event that is reflective of the sombre reality of the experiences that faced the
servicemen and servicewomen onboard the convoys when they reached Gallipoli and later the Western Front. A handful of Australian naval vessels, together with the possibility of some foreign naval vessels, could provide the core of a significant event. A naval presence by New Zealand should be encouraged, given the importance to New Zealand of the convoys that left Albany. A number of private vessels could also be involved. The Board considers that modest involvement by the Army, including reservists, would contribute to the event.

3.30 The Board believes that community-driven initiatives lie at the heart of the Centenary. A convoy commemorative event at Albany would be greatly enhanced by volunteer involvement from the local community, especially in relation to onshore activities.

3.31 The importance of the Albany convoys to the shared history of Australia and New Zealand may warrant senior-level representation from both nations, together with senior representation from Western Australia. The event is deserving of national broadcasting.

3.32 The commemoration at Albany also provides a backdrop for the HMAS Sydney engagement with the German naval vessel, SMS *Emden*, at the Cocos (Keeling) Islands.

Memorials

3.33 The presence of a physical memorial—gravestones, campaign and service memorials, honour rolls etc—can provide a powerful symbol connecting us, both as individuals and as a nation, to Australia’s military legacy and to the service and sacrifice of tens of thousands of Australian servicemen and servicewomen. The Board notes that social research undertaken for the National Commission suggests that Australians do not want new memorials built when significant memorials for a particular conflict or battle already exist.6 Funding for new memorials has to be carefully targeted.

3.34 The Australian Government has programs that communities may use to repair and upgrade community memorials, as well as construct new memorials in some cases. The Australian Government’s *Saluting Their Service* program facilitates communities, organisations and individuals taking an active role in commemoration and to ensure that the service of today’s Australian Defence Force is properly recognised. Modest grants to preserve, repair and upgrade community memorials, honour

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rolls, plaques etc may be accessed. The program may also fund construction of new community war memorials where none currently exist and where the memorial will be the focus of community commemoration. The Government has also announced an Anzac Centenary community grants program providing $100,000 to each federal electorate ($15 million in total), available during 2013–14. The program is designed to help local communities commemorate the Centenary in ways of their own choosing, including to support construction and refurbishment of First World War memorials and honour boards.

3.35 The Board welcomes the Government’s announcement in December 2012, providing Deductible Gift Recipient status to a proposed National Boer War Memorial and a proposed National Peacekeepers’ Memorial, allowing donations to be tax deductible. The Government has also announced that it is providing $0.2 million funding towards a proposed National Boer War Memorial.

3.36 The Board notes that there are other suggestions for major memorials in various parts of Australia, such as a proposed Australian–Turkish Friendship Memorial in Melbourne. The Board considers that such proposals could be considered for funding by state and territory governments, using a share of corporate donations made to the Anzac Centenary through the Anzac Centenary Public Fund, as proposed by the Board in Chapter 5.

Centenary overlay on a range of events, services and activities

3.37 In addition to a program of special initiatives designed for the commemoration, the Centenary period will see business-as-usual activities continuing in the commemoration space and the broader community and business sectors. Overlaying business-as-usual activity with Anzac Centenary messages, in a respectful way, will be a very powerful way of raising awareness and commemorating the Anzac legacy. The Board encourages all levels of government and their agencies—as well as business, community groups, cultural and sporting codes and organisations etc—to consider how they may integrate the Centenary into their related activities. Some examples include:

- special media programs
- series of stamps, coins and associated competitions
• regular events commemorating Australia’s military heritage
• re-naming streets or buildings
• sporting events across all codes, for example Australia–New Zealand sporting matches; Australia–Turkey soccer, basketball and volleyball matches; and a possible tri-nations’ soccer tournament on Anzac Day 2015.
4 Arts and culture

The aims of this chapter are to outline the Board’s views on the importance of broad artistic expression of Anzac Centenary themes, including:

- a Gallipoli Symphony
- an Australian War Requiem
- a joint Australian–New Zealand War Art Exhibition
- state and territory arts festivals
- an Anzac Centenary Artistic Director.

Scope and importance

4.1 The Board is of the view that high-quality artistic creations will provide powerful and diverse ways to explore a wide range of themes and to engage and educate people with the sweep of experiences, values and emotions of those men and women who were involved in the First World War and in other wars and hostilities. The range of possibilities includes music, theatre, dance, visual arts, sculpture, literature, poetry, films, multimedia etc. The Board believes that there is scope for all forms of artistic expression to be used to convey to Australians of all ages and backgrounds the multitude of themes, stories, reflections and messages about Australia’s military experiences.

4.2 The Board wishes to encourage artists—and artistic, creative and cultural organisations—to consider how they may use their talents to participate in the Anzac Centenary. Most artistic creations and events with Centenary themes will be inspired and proceed during the Centenary without much or any intervention by the Board or government at any level. This is as it should be, as the Anzac Centenary is far more than a ‘top-down’ exercise; indeed it draws its strength from communities and individuals participating in their own ways, inspired by their own reflections. Australia’s communities, cultural institutions and individual Australians will undoubtedly use their creativity to explore issues in a range of ways.

4.3 The Board notes that in April 2012, the Australian Government announced the establishment of an Arts and Culture Fund with funding
available from 2014–15. This Fund will help contribute to individuals’ creative participation in the Centenary. However, additional sources of funding may be required. The Board has also established a Creative Advisory Group—to assist with considering and facilitating artistic and creative contributions during the Centenary. The Board wishes to mention a few artistic initiatives that it believes are worthy of support.

**Gallipoli Symphony**

4.4 In 2006, as part of the preparations for the Anzac Centenary, the Department of Veterans’ Affairs commissioned the ‘Gallipoli Symphony’ as a creation to symbolise the triumph of cooperation and friendship over adversity. By 2015, the symphony will be a culmination of ten years of cooperative development between composers from Australia, New Zealand and Turkey. The full symphony will be approximately one hour long and some movements have already been performed in the early hours of Anzac Day as part of the reflective program at Gallipoli. As well as the live performance, video has been shot of each composer as they undertake their work and they are interviewed about the experience. These short documentaries also form part of the reflective program. It is proposed that the international premiere of the Gallipoli Symphony be held in Turkey in 2015, followed by performances in Australia and New Zealand. Financial support—both private and public—will allow the work to be performed at a wider range of venues so more people have the opportunity to listen to it.

**Australian War Requiem**

4.5 The composition and performance of a major new choral work—an Australian War Requiem—to commemorate the centenaries of the outbreak of the First World War and the Gallipoli campaign, would be a significant artistic contribution to the Centenary. The proposal by the Sydney University Graduate Choir would draw on the texts of excerpts of letters exchanged between Australian mothers and their sons at the front. This proposal has the support of the Board and of the Governor of New South Wales, who is familiar with the choir and the composer.

**Joint Australian–New Zealand War Art Exhibition**

4.6 A joint Australian–New Zealand War Art Exhibition was first proposed by New Zealand and is strongly supported by the Board. War art held in Australian (including state and territory) and New Zealand galleries, the Australian War Memorial, Archives New Zealand, other cultural institutions and private collections provide historically important and creative works that the Board believes should be widely accessible to
the people of both countries during the Centenary. Such an exhibition would be a significant joint cultural event. Planning by the Australian War Memorial and Archives New Zealand is aimed at developing a significant, high-quality exhibition of war art from the time of the First World War up to contemporary conflicts and peacekeeping operations. The expectation is that the exhibition would undertake some limited touring within Australia, as well as being shown in New Zealand.

State and territory arts festivals

4.7 States and territories conduct major arts festivals each year. These are frequently international events with broad programs in terms of the creative media being employed, and a range of content being performed or exhibited. The Chair has met with the organisers of major festivals to make them aware of the Anzac Centenary period and to request their consideration of artistic ideas and events that could contribute to the Centenary. These could range from exploring a relevant theme in an existing presentation to development of a new initiative. The Board considers that Australia’s arts festivals provide very valuable and creative opportunities through which Australians may explore the impact of war. An illustration of a festival event is the theatrical/musical creation, the ‘Black Diggers’ project, being planned for presentation at the Sydney Festival in 2014. The event is inspired by the Indigenous Australians who enlisted during 1914–18. Despite fighting and dying for Australia, at that time Indigenous Australians were prohibited from voting, marrying non-Indigenous partners or buying property.

4.8 A further illustration of the educational power of artistic events is the proposal for an Australian Defence Force play that personalises Australia’s recent experience of war, with performers including veterans who have been physically or mentally wounded in recent operations. The play would help educate audiences about the impact and challenges of military operations, including wounds and injuries, on servicemen, servicewomen and their families. The play could also aid the recovery of the wounded, injured and ill servicemen and servicewomen involved, and give the community an opportunity to demonstrate their support for wounded veterans and their families.
Anzac Centenary Artistic Director

4.9 The Board believes that there would be value in establishing the position of an Anzac Centenary Artistic Director to provide ongoing advice and facilitation for a suite of creative activities to commemorate the Centenary throughout the commemorative period.
5 Funding and merchandising

The aims of this chapter are to outline the Board’s views on:

- funding issues
- private funding
- state and territory proposals
- merchandising
- increased funding for self-generated community commemorative initiatives
- competitions and prizes.

Funding issues

5.1 Taking into account all initiatives that will contribute to a memorable commemorative period, the Australian Government has already committed approximately $115 million in funding for Anzac Centenary-related initiatives. The Board recognises that any requests for additional Commonwealth funding arising from this report will need to be considered in this context and be carefully justified. This is the reason the Board has engaged in a rigorous process to identify what it believes to be essential additional proposals.

5.2 The proposals have been selected on the basis of their merits, irrespective of funding availability or funding sources. Two other important factors will impact on funding decisions:

- lead-times—the start of the Centenary in August 2014 is approaching fast. Essential projects that have long lead times between approval of funding and project completion require early decision making if they are to be ready on time. For this reason the Board supports the progressive announcement of Centenary initiatives, as this enables implementation planning and execution to proceed for some initiatives, while other proposals are being considered.
• some projects are more amenable to private funding. Private funding will be encouraged by a suitable policy framework (see next section).

Private funding

5.3 The Board wishes to encourage Australian companies to contribute financially (as well as in-kind) to the Anzac Centenary. The Board believes that the Australian corporate sector will wish to contribute to, and be associated with, such an important national commemoration, not for commercial advantage but as part of their community involvement. Private funding will be of considerable benefit to the Centenary, supporting a more substantial and varied program, and allowing the Government to target its funding to priority national proposals, proposals that are not suited to private funding, and to facilitate commencement of time-constrained projects.

5.4 The engagement of the corporate sector with the Anzac Centenary program is certainly welcome but there are sensitivities that must be taken into account, which the Board believes are well recognised within the community and business sectors, as well as government.

• First, it will be essential to be able to demonstrate to the public and business sector that all monies or in-kind support received by the Government have gone into Anzac-related activities, and that any surplus is not taken by the Government for consolidated revenue but is directed towards Anzac-related legacies.

• Second, while corporate sector donors will be looking to derive reputational benefit from association with the Anzac Centenary, they would recognise that this will best be achieved by demonstrating to the public that they are supporting a community cause. This means that the recognition of donors must be dignified. The donations should be akin to companies’ community service programs and not their commercial marketing.

5.5 The Board’s private funding coordinator, Mr Lindsay Fox, has been discussing funding with the corporate sector. The Board believes that corporate donations of reasonable total magnitude will be forthcoming over the period of the Centenary if a supportive and principled framework is put in place. It is expected that the value of donations will grow gradually over a period of years.

5.6 Corporate funding contributions for the Centenary will be facilitated once the Government has decided on those elements of the Centenary
program that it endorses for possible corporate funding donations. Certainty on the specific projects that the Australian Government has endorsed will be a major boost to attracting public donations. For this reason, the Board has indicated in this report the main projects and areas of the Centenary program that it proposes could be appropriate for corporate funding. These include a travelling exhibition, an Australian Centre of Excellence for Posttraumatic Stress Disorder Research, state and territory government proposals (see next section) and support for the AE2 initiative.

5.7 The establishment of an Anzac Centenary Public Fund to hold corporate and other private donations, and which is listed as a Deductible Gift Recipient fund for tax deduction purposes, will greatly assist in facilitating collection of a pool of private donations. All contributors will be recognised on the Anzac Centenary website. It should be noted that donors to the Public Fund will not be able to use the Anzac Centenary logo in recognition of their donation, as this will be seen as receiving a benefit in return for the donation and impact on the application of tax deductibility.

5.8 The Board recognises that companies might come forward to offer funding on a sponsorship basis, and in particular propose to associate themselves with specific Centenary projects. The Board recommends that the Government should not rule this out, but that recognition of such sponsors should not be such as to commercialise the commemorative projects and must be consistent with the dignity and inclusiveness of the commemoration. Therefore such proposals would need careful and sensitive consideration.

5.9 Funds collected from private sector donations must be kept distinctly separate from government funds. Arrangements need to be transparent and meet the highest levels of probity to ensure community and business confidence in the collection, maintenance and use of private donations.

State and territory proposals

5.10 As part of the ongoing development of their own Anzac Centenary programs, a number of state and territory governments have submitted costed flagship proposals to the Australian Government seeking funding support.

5.11 The Victorian Government has announced a commitment of $22.5 million towards a $45 million redevelopment at the Shrine of Remembrance in Melbourne, aimed at improving the Shrine’s
educational infrastructure. The project would see the current disused undercroft area used as dedicated exhibition space and educational facilities. A dedicated exhibition would house the 'Devanha' lifeboat used in the Gallipoli landings. The Victorian Government is seeking a matching $22.5 million commitment from the Australian Government.7

5.12 The Northern Territory Government has requested Australian Government funding support for a proposed Borella Ride educational and commemorative event. This aims to recreate, over a two-to-three-week period, the efforts of Albert Borella who, with an Indigenous Australian, Charlie, walked, swam, rode, travelled by horse-drawn coach, rail and sea to enlist for the First World War. Despite knockbacks, Albert Borella was finally successful in enlisting and received a Military Medal in May 1917 and the Victoria Cross in September 1918. He also re-enlisted for service in the Second World War. As well as a re-enactment, the Borella Ride will seek to discover more about the Indigenous man, Charlie.

5.13 The New South Wales Government has submitted a funding proposal to the Australian Government for an Education and Interpretation Centre to be added to the Anzac Memorial Building at Hyde Park, Sydney. The Board is aware of other smaller scale proposals and that other states and territories are contemplating their own flagship projects. It is anticipated that further requests for funding support from the Australian Government will be forthcoming.

5.14 The Board has considered these proposals—whether they are firm, costed government-to-government requests or emerging ideas. Notwithstanding their merits, it is clear that total state and territory funding requests of the Australian Government will be substantial and some requests are not yet fully defined. In the Board’s view, the total funding request of the Australian Government is unsustainable. The Board’s suggested approach is that an equitable share of donated funding to the Centenary, collected in the Anzac Centenary Public Fund, be earmarked as a funding contribution for state and territory proposals. A consistent and fair approach to sharing this pool between states and territories should be determined. This approach recognises that many corporations have close ties to particular states and territories and their capital cities, and state and territory governments and local stakeholders should be well placed to approach these corporate citizens. The Board considers it is well placed to provide

7 Minister for Veterans’ Affairs, Victoria, media release, 1 May 2012.
strategic advice to the Government on priorities relating to the disbursement of donated funds.

**Merchandising**

5.15 Merchandise must be fully in line with the solemn spirit and dignity of the commemoration. Any resulting surplus to government from a merchandise program must go towards an appropriate Anzac Centenary legacy program.

5.16 According to the Australian War Memorial, which has a retail arm selling quality souvenirs, Australians want lasting mementos of important events like the Anzac Centenary. The Board supports production and sale of a small but appropriate range of merchandise. The following principles should apply to Anzac Centenary merchandising:

- The national Anzac Centenary program for 2014–2018 should produce a range of associated official merchandise.

- This official range should be small, limited and discrete.

- The reputation and best interests of the Anzac Centenary program should be paramount when selecting the range of official merchandise. The risk of damage to both the program and the Government should be low.

- The official merchandise should be appropriate and dignified and should not debase the commemorative nature of the Anzac Centenary program. All official merchandise should be in keeping with the spirit of the Anzac Centenary program and not commercialise the Anzac Centenary.

- The official merchandise should appeal to a range of age groups and sections of society.

- The use of the Anzac Centenary program logo on official merchandise should be in accordance with the logo guidelines agreed by the Government.

- The sale of official merchandise at Anzac Centenary program activities should not jeopardise the sanctity of those events.

- Any revenue gained through the sale of official merchandise should be set aside and provided to an appropriate legacy, such as a scholarship program for children of contemporary veterans.
• A unified and coordinated approach for official merchandising for the Anzac Centenary should be adopted and the Department of Veterans’ Affairs through its various interdepartmental mechanisms should pursue this aim.

• The current legislative protection of the word ‘Anzac’ provides a useful mechanism to control merchandising associated with the Anzac Centenary and this must be maintained.

• State, territory and local government authorities should endorse their own merchandising principles having regard to the principles endorsed by the Board and agreed to by the Government.

If the proposal to produce and sell appropriate Anzac Centenary merchandise is agreed by the Government the next step should involve development of a tender process to engage a specialist merchandising company appropriate for the Anzac Centenary.

Funding and other support for self-generated local community commemorative initiatives

The Board has no doubt that the Anzac Centenary will be a powerful and unifying occasion, facilitated by initiatives that actively foster the participation of all Australians. The Board feels strongly that the Centenary program has to balance major national projects with significant outreach through the empowerment of communities to commemorate and remember their own history of service and sacrifice in ways of their choosing.

The Board fully endorses the Government’s decision to establish an Anzac Centenary local community grants program providing $100,000 to each federal electorate ($15 million in total), available during 2013–14. The program is designed to help local communities commemorate the Centenary in ways of their own choosing.

The Board considers that in developing their own commemorative events, local communities should be able to draw upon other material assistance in addition to the funding support provided by government grant programs. The Exhibition in a Box initiative should prove very valuable. Also, the Board encourages national, state and territory institutions to support local communities by developing Anzac Centenary outreach programs. For example, visits by experts from universities and cultural institutions (including historians), and Australian Defence Force visits (e.g. by servicemen and servicewomen).
Competitions and prizes

5.21 A valuable way to encourage grassroots participation in the Centenary is through competitions and prizes aimed especially at local groups, such as schools and children, local sporting clubs and through local media and libraries. These competitions should have a strong local content, such as writing, painting or filming local military and commemorative sites and events, or involving local community clubs. They may have a strong educational element aimed at children, e.g. identifying how Australia’s military heritage is reflected in local place names. While many of these competitions will be funded by their organisers, the guidelines for an expanded local grants program should allow funding support for locally initiated competitions and prizes. The Board also notes that some states and territories run statewide competitions and prizes with an Anzac theme, and may increasingly do so as the Centenary approaches. The Board supports such competitions and prizes.
6 Future role of the Board

The aims of this chapter are to outline the Board’s views on:

- the future role of the Board
- its future structure and operation.

Future role of the Board

6.1 The future role and structure of the Board will be decided by the Government. What is presented in this chapter are the views of the Board based on its assessment of functions that are still required during the Anzac Centenary period, where it believes it has a contribution to make.

6.2 Once the Government has taken decisions on the basis of this report, the role of the Board will clearly change. The Anzac Centenary implementation phase will expand. The amount and tempo of Anzac Centenary activity will increase markedly and will continue until 2018–19. While the nature of the Board’s work will change, there will be much to do to ensure the program is delivered successfully, on time and on budget. The agency that will have prime responsibility for implementation will be the Department of Veterans’ Affairs. The Board is an advisory body and does not see a direct implementation role for itself; however, there are still key roles it may play, based on its skills and experience. These include:

- public information, communication, an ambassadorial role and community outreach—informing the community about the upcoming program of Anzac Centenary events, delivering presentations etc

- assisting successful delivery by a strategic-level check that the program is on track, in terms of timely and successful project delivery and key themes and messages etc, in support of the Department of Veterans’ Affairs

- facilitating a whole-of-governments approach across the three levels of government and internationally. As states, territories, local government and other countries develop their programs, it will be essential to ensure a cooperative approach to coordinating relevant events
• strategic advice to the Government on priorities for the disbursement of donated funds collected in the Anzac Centenary Public Fund

• specific as-required advisory tasks—assisting as an additional resource in areas where implementation may be complex.

6.3 The Board sees the transition from its current functions to proposed new functions as evolutionary, simply reflecting how its main tasks should change as the Anzac Centenary moves from its strategic program developmental to implementation phase.

Future structure and operation of the Board

6.4 There will be less need for the full Board to meet in future; however, it is envisaged that smaller sub-groups and committees with particular functions may serve a useful purpose and will need to meet as often as circumstances require.

6.5 Most of the Board’s working groups disbanded at the end of 2012, after performing a valuable role in providing expert advice in their fields of expertise. A number of significant proposals recommended by the Board have derived from the detailed work of the working groups. A few groups may be called upon for specific advice in the future, if required. The State, Territory and Local Government Group should remain in operation, given the ongoing importance and value of its work during the implementation phase.
7 Conclusion: management of delivery

The aims of this chapter are to outline the Board’s views on:

- the task of delivering the Anzac Centenary
- responsibilities
- criteria for success.

Task of delivering the Anzac Centenary

7.1 There is only a relatively short time until the start of the Anzac Centenary in August 2014. There is much hard work to undertake between now and then, and throughout the Centenary period to 2018–19. The delivery task has already started with implementation under way on some of the Government’s initiatives that were announced in April 2012 and earlier.

7.2 The months ahead will be critically important in ensuring that a successful Centenary program is delivered. There is a large range of projects to plan, coordinate, develop and deliver over an extended time frame, which will require timely decision making on approvals and funding, an integrated policy and planning framework, detailed implementation planning and a determined and focused delivery effort. This requires adequate resourcing and clear accountabilities. The Board considers that it would not be in the best interests of the Centenary program if there was insufficient resourcing of the functions of planning, coordinating, managing and delivering the proposals that the Government endorses.

7.3 The detailed planning and delivery of the Anzac Centenary program constitutes a major national effort, and one that the Australian people will expect to be done to a standard of excellence. Resourcing and organisation should recognise this. There needs to be acceptance that not all of the skills for successful planning and delivery reside within government—most notably in areas such as cultural administration, marketing, sponsorship, merchandising and media communication. It will be important for government to draw upon expertise from specialists in the event industry. Clearly, as much resourcing as possible should go
into the final product rather than management, logistics and administration, but inadequate resourcing for the latter will become one of the highest risks for the program when Australia moves from the strategic to the operational phase.

**Responsibilities**

7.4 Given the range of tasks and time frames, it is essential that there are clear lines of responsibility for delivery of the Anzac Centenary program (including *Century of Service*). It is acknowledged that principal responsibility for implementation rests with the Minister Assisting the Prime Minister on the Centenary of Anzac and the Department of Veterans’ Affairs. However, other groups have crucial tasks to undertake, and their commitment to fulfilling them effectively is essential. Key organisations and sectors include:

- other Australian Government departments, depending on the area of responsibility of the proposal. For example, responsibility for development of an educational scholarships and history grants program should rest with the Department of Education, Employment and Workplace Relations
- state and territory governments and their relevant agencies
- local government and local communities
- the Australian War Memorial
- the National Archives of Australia, the National Gallery, the National Portrait Gallery, the Royal Australian Mint, the National Museum of Australia, the National Library and other national cultural institutions
- the Australian Defence Force and the Department of Defence
- ex-service organisations
- media and programming organisations
- business sector
- the Anzac Centenary Advisory Board.

7.5 There are consultative arrangements already in place with these groups and organisations. These arrangements will be vital over the coming months and years to ensure the Anzac Centenary program is planned and delivered effectively.
Criteria for success

7.6 When Australians look back at the end of 2018 and reflect on what the Anzac Centenary has meant to them, how will they judge whether it has been a success? The Board considers the following to be important measures. The Centenary has:

- been a powerful, engaging and challenging time, leaving a reinvigorated national awareness and increased knowledge of Australia’s military history and the service and sacrifice of earlier and current generations of Australian servicemen and servicewomen
- developed a greater understanding of how our military history has shaped our national identity and defined our national character
- delivered a multifaceted national program to a high professional standard, and also empowered communities to commemorate in ways of their own choosing
- enhanced and refreshed the ‘Anzac landscape’ of commemorative, educational and interpretive elements
- forged a personal connection with the lives and experiences of former and current servicemen and servicewomen, giving a sense of pride in their achievements
- increased the understanding of all Australians about the costs and impacts of military engagement on our society
- united Australians of all backgrounds and locations through celebration of the Anzac spirit and the values that have become synonymous with the Australian character
- supported a far more constructive understanding and approach to the ongoing impacts of war on those who are involved.

7.7 If the Anzac Centenary program leaves this legacy, it would have helped carry forward the Anzac spirit and values.
Appendix 1  
Details of ACAB

Terms of reference
The Anzac Centenary Advisory Board (‘the Board’) will provide strategic advice and recommendations on the planning and implementation of Anzac Centenary events and initiatives to the Minister. The Board will work with the Department of Veterans’ Affairs and Anzac Centenary Interdepartmental Working Party and Taskforce to oversee the development of an encompassing, accessible and appropriate program of commemorative events and activities over the centenary period 2014–2018, including the recommendation and development of specific initiatives and programs delivered as part of centenary commemorations as agreed by the Minister and the Government. In doing so the Board will:

1. Identify and propose to the Minister potential sponsors, partnerships and philanthropic stakeholders and engage with them as required.

2. Examine current and potential education activity and propose a program of engaging and innovative education opportunities for the Anzac Centenary program, including but not limited to interpretive/educational materials.

3. Develop a consultation program with the Australian community at the state and local level about planning and programming and to identify potential collaborators and stakeholders for the Centenary commemorations.

4. Propose a broad and accessible program at the national level of domestic commemorative events and activities that will engage Australians and provide opportunities to mark the significance of the Anzac Centenary.

5. Develop an engagement and communication strategy with all levels of the Australian community and assist in delivering that strategy.

6. Develop and participate in a visits program to promote the Centenary and engage Australians, including public speaking, media engagements, fundraising and outreach activities.

7. Liaise with identified stakeholders in other countries with whom collaborative partnerships may be entered into or where Australian contribution towards identified activities may assist in the development
and delivery of an international commemorative program for the Centenary.

8. Develop and propose to the Minister any legacy initiatives, including advice on feasibility, appropriateness and inclusiveness.

9. Advise on and maintain an awareness of current and emerging risks associated with the proposed initiatives within or for the Anzac Centenary program as a whole.

10. The Board will be informed by a range of advisory and stakeholder groups. These groups will provide critical information and advice on key initiatives to the Board on Centenary proposals. Members of the Board will chair working groups according to their background, expertise and links to key stakeholders.

11. The implementation of the Centenary program proposed by the Board and as agreed by the Government will be the responsibility of the Anzac Centenary Section within the Department of Veterans’ Affairs, the Interdepartmental Anzac Centenary Taskforce and associated working groups, as well as identified communities, groups, associations and individuals within the broader Australian community.
Membership

- Air Chief Marshal Angus Houston AC AFC (Ret’d)—Former Chief of the Defence Force, Chair Anzac Centenary Advisory Board
- The Hon. Arch Bevis—former Parliamentary Secretary for Defence
- Professor David Horner AM—Official Historian of Australian Peacekeeping, Humanitarian and Post-Cold War Operations
- Air Marshal Mark Binskin AO—Vice Chief of the Defence Force (ex officio)
- Major General Brian Howard AO MC ESM (Ret’d)—Board Member of the Royal Australian Regiment Corporation
- Mr Luke Bowen—Executive Director, Northern Territory Cattlemen’s Association
- Dr Jackie Huggins AM FAHA—Adjunct Professor, Centre for Australian Indigenous History, Australian National University
- Mr Ian Campbell PSM—Secretary, Department of Veterans’ Affairs (ex officio)
- The Hon. Sandy Macdonald—former Parliamentary Secretary for Defence
- Professor Christine Charles—Chair of the Resources Technology Innovation Centre
- Brigadier Bill Rolfe AO (Ret’d)—former Services Member of the Repatriation Commission
- Rear Admiral Ken Doolan AO RAN (Ret’d)—National President of the Returned and Services League of Australia (ex officio)
- His Honour Judge Rauf Soulio—Chair of the Australian Multicultural Council
- His Excellency Major General (Rtd) Martyn Dunne—New Zealand High Commissioner to Australia (ex officio)
- Mr Peter FitzSimmons AM—journalist and author
- Professor Margaret Gardner AO—Vice-Chancellor and President, Royal Melbourne Institute of Technology
- The Late Mr James Strong AO—former Chair of Woolworths
• Mrs Kathryn Greiner AO—Chair of Bio Tech Capital
• Rear Admiral Davyd Thomas AO CSC RANR—former Deputy Chief of Navy
• Mr Sandy Hollway AO—former CEO and Board Member of the Sydney Organising Committee for the 2000 Olympic Games
• Ms Deborah Thomas—Director of Media, Public Affairs and Brand Development, ACP Magazines.

Previous membership to the Board included:

• The Hon. Con Sciacca AO—former Minister for Veterans’ Affairs. Mr Sciacca resigned from the Board due to personal reasons.
• Ms Liz Ellis AM—former Australian Netball Captain; sports broadcaster and Board Member of the Australian Sports Commission. Ms Ellis did not commence work with the Board as she was on maternity leave and resigned from the Board due to competing priorities.
Working groups

Education and Curriculum Group
Providing advice on how to best incorporate the Centenary in the national curriculum and identifying education opportunities for primary and secondary school students, as well as developing strategies to build a lasting legacy of the Centenary through new media.

Membership
- Professor Glyn Davis AC (Chair of the Group)—Vice Chancellor and Professor of Political Science, University of Melbourne
- Professor Joan Beaumont—Dean of Education, College of Arts and Social Sciences, Australian National University
- Ms Jennet Cole-Adams—educator and author
- Corporal Mark Donaldson VC—Victoria Cross recipient and former Young Australian of the Year
- Associate Professor Simon Forrest—Director, Centre of Aboriginal Studies at Curtin University
- Mr Paul Kiem—President, History Teachers’ Association of Australia (ex officio)
- Mr George Moscos—Board Member, Veterans’ Children Education Board Legacy (ex officio)
- Mr Robert Randall—Deputy Chief Executive Officer and General Manager Curriculum, Australian Curriculum, Assessment and Reporting Authority (ex officio)
- Corporal Ben Roberts-Smith VC MG—Victoria Cross recipient
- Ms Kylie Russell—war widow and advocate for veterans’ families
- Ms Joanne Sherrin—Teacher Librarian, Bradshaw Primary School, Alice Springs
- Head of Australian War Memorial Education and Visitors Services
- The Hon. Sandy Macdonald—Anzac Centenary Advisory Board Mentor
- Dr Jackie Huggins AM FAHA—Anzac Centenary Advisory Board Mentor.
Military and Cultural History Group
Advising the Board on military and cultural history for both Australian and other relevant nations; providing advice on the historical content of events, products and programs developed for the Centenary program.

Membership

- Professor Bruce Scates (Chair of the Group)—Chair of History and Australian Studies, National Centre for Australian Studies, Monash University
- Dr Chris Clark—Head, Office of Air Force History, Department of Defence (ex officio)
- Professor Mick Dodson AM—Director, National Centre for Indigenous Studies, Australian National University
- Mr Lambis Englezos AM—military historian and advocate
- Professor Jeffrey Grey—Professor of History, School of Humanities and Social Sciences, University of New South Wales Canberra at the Australian Defence Force Academy
- Major Matina Jewell (Ret’d)—former Australian Army Officer and UN peacekeeper
- Mr Roger Lee—Head, Australian Army History Unit, Department of Defence (ex officio)
- Professor John Maynard—ARC Australian Research Fellow with Umulliko Research Centre, University of Newcastle
- Dr Ross McMullin—historian and biographer
- Associate Professor Melanie Oppenheimer—School of Humanities, University of New England
- Dr Peter Pedersen—Head, Research Centre, Australian War Memorial
- Mr John Schumann—singer–songwriter/strategic communications consultant
- Ms Wendy Sharpe—artist
- Dr David Stevens—Director, Strategic and Historical Studies, Sea Power Centre—Australia, Department of Defence (ex officio)
• Professor David Horner AM—Anzac Centenary Advisory Board Mentor

• Rear Admiral Davyd Thomas AO CSC RANR—Anzac Centenary Advisory Board Mentor.

**Youth Group**

Giving young Australians a chance to have input into the development of the program to ensure the Centenary connects with our younger generation.

**Membership**

• Ms Yassmin Abdel-Magied—founder and President of Youth Without Borders

• Ms Alix Biggs—2009 Australian Young Historian; 2010 ACT Young Historian and Simpson Prize winner

• Mr Griffin Blizzard—2011 Young Citizen of the Year

• Ms Claire Chisholm—2004–05 recipient of the Premier of Victoria’s Spirit of Anzac Prize

• Mr William Close—former Regular Army Officer

• Ms Dannielle Kitchen—war widow and advocate for veterans’ families

• Ms Alexandra McKinnon—2011 Winner National History Challenge, ‘In War and Peace’ category

• Ms Rebecca Richards—Rhodes scholar

• Mr Benson Saulo—2011 Australian Youth Ambassador to the United Nations

• Ms Kaitlyn Sawrey—cross media reporter, HACK Triple J

• Professor Christine Charles—Anzac Centenary Advisory Board Mentor.
State, Territory and Local Government Group
Providing strategic advice to assist and ensure state and locally run events are managed successfully on the ground.

Membership
- Mr Ian Campbell PSM—Chair of the Group, Secretary of the Department of Veterans’ Affairs
- Dr Michele Bruniges—Director General, Department of Education and Communities, Managing Director of TAFE NSW
- Dr Peter Hertan—Deputy Secretary, Sport, Recreation and Veterans, Department of Planning and Community Development
- Mrs Ann Downey—Director, Office of the Director-General, Queensland Department of Communities
- Mr David Smith—Deputy Director General—Coordination, Western Australia Department of the Premier and Cabinet
- Mr Bill Denny AM—Director, Veterans SA
- Mr Greg Johannes—Deputy Secretary, Tasmanian Department of Premier and Cabinet
- Mr Rod Applegate—Deputy Chief Executive, Department of the Chief Minister, Northern Territory
- Mr Jeremy Lasek—Executive Director, Culture and Communications, Australian Capital Territory
- Mr John Pritchard—Executive Director, Policy and Research, Australian Local Government Association
- Mr Luke Bowen—Anzac Centenary Advisory Board Mentor
- Major General Brian Howard AO MC ESM (Ret’d)—Anzac Centenary Advisory Board Mentor.
Ceremonial and Commemorative Group
Advising on and informing commemorative and ceremonial activities for the Centenary.

Membership
- Major General Paul Stevens AO (Ret’d) (Chair of the Group)—former Repatriation Commissioner; former Director, Office of Australian War Graves
- Ms Robyn Archer AO—Creative Director for the Centenary of Canberra
- Mrs Audrey Blood OAM—National President, War Widows’ Guild of Australia (ex officio)
- Mr Warren Brown—political cartoonist, editorial journalist
- Ms Elizabeth (Liz) Cosson AM CSC—DVA representative (ex officio)
- Dr Bulent Dellal OAM—Executive Director, Australian Multicultural Foundation
- Reverend Monsignor Stuart Hall—Principal Chaplain, RAN, Director General Chaplaincy—Navy (ex officio)
- Mr Frank Leverett—Assistant Secretary, Ceremonial and Hospitality, Department of the Prime Minister and Cabinet (ex officio)
- Major General David McLachlan AO (Ret’d)—State President of the Returned and Services League of Australia (Victorian Branch) Inc
- Lieutenant Colonel Ian McLean AM CSC (Ret’d)—Director of Music—Army, Department of Defence
- Major General Greg Melick AO RFD SC—Head, Centenary of Anzac Planning Team, Department of Defence (ex officio)
- Warrant Officer Class One Lynne Foster OAM—Regimental Sergeant Major Ceremonial, Australian Defence Force (ex officio)
- Mr Alan Ward—Acting Director, Protocol and Visits, Department of Defence
- Major Stephen Ward OAM—Manager, First World War events—Army, Department of Defence
- Mr Sandy Hollway AO—Anzac Centenary Advisory Board Mentor.
Business Group

Advising the Board on opportunities for business participation for the Centenary, including potential sponsorship, philanthropy, profit and non-profit ventures, and partnerships with government.

Membership

- Mrs Kathryn Greiner AO (Chair of the Group)
- Mr Lindsay Fox AC—founder Linfox Group
- Ms Catherine Harris AO PSM—Chair, Harris Farm Markets
- Mr Steven Skala AO—Vice Chairman, Australia and New Zealand Deutsche Bank AG
- Ms Gabrielle Trainor—Company Director and Adviser
- The Hon. Arch Bevis—former Parliamentary Secretary for Defence
- Professor Christine Charles—Chair of the Resources Technology Innovation Centre
- Brigadier Bill Rolfe AO (Ret’d)—former Services Member of the Repatriation Commission
- Ms Deborah Thomas—Director of Media, Public Affairs and Brand Development, ACP Magazines
- Rear Admiral Davyd Thomas AO CSC RAN—former Deputy Chief of Navy.

Multicultural Group

The Board agreed that a multicultural group be established to ensure that the report to the Government reflects the diversity of our community and that the Anzac Centenary program is inclusive of all Australians.

Membership

- His Honour Judge Rauf Soulio (Chair of the Group)
- Ms Deborah Thomas—Board member
- Professor Bruce Scates—member of the Military and Cultural History Group
- Ms Yassmin Abdel-Magied—member of the Youth Group
- Mr Hass Dellal—member of the Commemorative and Ceremonial Group
• Dr Tim Soutphommasane—columnist with *The Age* newspaper in Melbourne; Board Director of the National Australia Day Council; member of the Australian Multicultural Council

• Ms Carla Wilshire—Migration Council Australia

• Ms Nola Anderson—A/g Director of the Australian War Memorial

• Mr Warren Pearson—Department of Immigration and Citizenship

• Ms Justine Greig—A/g Director-General, People Strategies and Culture Branch, Department of Defence.

**Creative Group**

Providing specific advice in relation to creative concepts particularly in the arts and culture space for the Anzac Centenary. The membership brings together a range of specialists in the creative arena.

**Membership**

• Major General Paul Stevens AO (Ret’d) (Chair of the Group)—former Repatriation Commissioner; former Director, Office of Australian War Graves

• Ms Robyn Archer AO—Creative Director for the Centenary of Canberra

• Lieutenant Colonel Ian McLean AM CSC (Ret’d)—Director of Music—Army, Department of Defence

• Mr Sandy Hollway AO—Anzac Centenary Advisory Board representative

• Mr John Schumann—singer–songwriter/strategic communications consultant

• Ms Wendy Sharpe—artist

• Mr Warren Brown—political cartoonist, editorial journalist

• Ms Claire Chisholm—2004–05 recipient of the Premier of Victoria’s Spirit of Anzac Prize.
Appendix 2  Anzac Centenary 2014–2018 logo

All applications for use of the logo or word ‘Anzac’ must be made in writing.

For more information, please contact:

Director, Anzac Centenary Policy and Programs
Department of Veterans’ Affairs
GPO Box 9998
Canberra ACT 2601

Phone: 133 254
Regional callers: 1800 555 254
International callers: +61 2 6289 1133
Email: anzacentenarylogo@dva.gov.au

For further information on the word Anzac, see:
www.dva.gov.au/protectionofanzac
Appendix 3 Consultation

This appendix provides information on the consultative program that the Board has undertaken since its establishment in October 2011. As outlined in the body of this report, the Board considers that consultation with the community, business sector and stakeholders to be one of the key foundation tasks in the creation of its recommended initiatives. The Board has met eight times up to February 2013. Each of its working groups has also generally met several times, apart from the Business Working Group, which was subsumed by a Partnerships Committee that met for the first time in September 2012.

Submissions and correspondence

The Board has examined all of the recommendations of the former National Commission on the Commemoration of the Anzac Centenary. In addition, it asked the working groups to consider the National Commission’s report and submissions that had made to the National Commission. The establishment of the Board has elicited a considerable amount of interest and, although the Board did not call for submissions, it has received and continues to receive ideas and proposals for commemorative initiatives. The Board has also been asked to examine some of the ideas that have been sent to the Australian Government.

Stakeholder meetings

The Board has met numerous stakeholders, either through their attendance at Board meetings or meetings undertaken around Australia by the Chair. The Minister Assisting the Prime Minister on the Centenary of Anzac has been a guest at a number of Board meetings, and the Prime Minister has been a guest at one meeting. The Chair has visited every state and territory to discuss their respective proposals for the Anzac Centenary. This includes meetings with every state and territory government to discuss possible Anzac Centenary projects and other initiatives. The Chair has also visited Albany in Western Australia, given the important role played by Albany in Australia’s First World War military history.

The Chair has met government representatives from other countries that are developing First World War centenary commemorative programs. These meetings occurred either overseas or in Canberra and include representatives from New Zealand, Turkey, France, United Kingdom, Belgium, India, Canada, Ireland, Germany, Pakistan, Malta and Bangladesh.
Speeches and presentations

Presentations around the country are valuable in informing community and stakeholder groups about progress and preparations for the Anzac Centenary. Since being appointed, the Chair has delivered approximately 25 speeches in towns and cities across Australia to increase community awareness and build anticipation of the Anzac Centenary as a commemoratory period of national and international significance.
Appendix 4 International events

The Centenary of the First World War will be a significant global commemoration. The war had a devastating and profound impact on many nations and their peoples. Not only in terms of the scale of the human costs but also the traumatic effects on people’s outlooks and attitudes, and changes and transformations in society, the economy, geopolitics and national boundaries, technology and many other areas. Many nations faced the ravages of years of warfare in their towns and countryside, leaving the physical marks of conflict for years to come. As so often happens, the war accelerated positive changes, such as in technology and medicine—and the carnage bore witness to much courage and tenacity—but overwhelmingly it was a vast tragedy. Preparations for the Centenary are under way in many of the countries involved, and major plans and proposals are outlined below. Many of these, like those in Australia, are still evolving and developing and the final programs may vary from the outlines presented, which are based on currently available information. A major theme with developing international programs is the broad wish for international cooperation and joint commemorative, cultural, educational and sporting projects.

United Kingdom

The British Prime Minister outlined the British Government’s plans for the Centenary in October 2012. They include:

- extensive refurbishment of the First World War galleries at the Imperial War Museum
- establishment of a Centenary Education Program aimed at providing students and teachers with opportunities to visit First World War battlefields and also to study people from their local areas who fought in the war
- encouragement and support, including financial support, for local communities to conduct their own memorial events
- significant dates will be remembered with national days of commemoration, including 4 August 2014 (centenary of declaration of war), 1 July 2016 (marking the first day of the Battle of the Somme), 11 November 2018 (marking Armistice Day), with other events to commemorate battles and hostilities at Jutland, Gallipoli and Passchendaele
• a senior advisory board, chaired by the Secretary of State for Culture, will oversee the program and see that plans are delivered.

The Imperial War Museum will take a lead role in the Centenary and provide a four-year cultural program, in addition to the opening of the new permanent First World War galleries at the Imperial War Museum, London, including:

• an exhibition at Imperial War Museum North (Manchester)
• learning activities in all five branches of the Museum—London, Belfast, North, Duxford and Churchill Show Rooms
• loans to other museums and institutions
• performances, broadcasts, retail products, publications and online projects.

Other projects being undertaken by the Imperial War Museum include:

• Faces of the First World War, a project that will make previously unseen images from the Museum’s collections available online
• Voices of the First World War, a series of podcasts that delves into the Museum’s Sound Archive
• partnering with organisations interested in taking part through their website: www.1914.org/partners
• launch of the First World War Centenary Partnership, an initiative for any national and international organisations that will be commemorating the occasion.

The Commonwealth War Graves Commission plans to have all its sites prepared for the centenary period. It has a First World War timeline that will be the main framework for the Commission’s communication, information and education program for 2014–18. The timeline represents a geographical and chronological summary of the First World War described through four fronts. The fronts will be further subdivided into separate theatres of war. The Commission intends to identify those cemeteries and memorials associated with these sites and the program will be focused on them. These sites will then be grouped together as ‘cluster sites’, organised around a generic theme, such as around former advanced dressing stations and field hospital locations.

Funding is being sourced from the British Government, and corporate and social donors, including the Heritage Lottery Fund.
New Zealand

The New Zealand Government has established a First World War Centenary Panel—the equivalent of Australia’s Anzac Centenary Advisory Board. As the name of the panel suggests, New Zealand’s program at home and abroad will focus on the commemoration of the centenary of the First World War. The emphasis within this centenary program will be on unearthing and telling New Zealand’s stories of the war and the ceremonial focus will be on Anzac Day 2015 and other key dates of significance to New Zealanders during the First World War (such as the anniversaries of the Battles of the Somme, Passchendaele, Messines, the liberation of Le Quesnoy, and the Sinai/Palestine campaign). The anniversaries of events from subsequent conflicts that fall during the 2014–18 period will be commemorated through separate programs.

Key components of New Zealand’s First World War centenary program include:

- the completion of a Memorial Park at the National War Memorial in Wellington. The Memorial Park will become a useable public space for commemorations and allow for the establishment of national memorials within the park. The Australian Government, in 2015, will become the first to install a memorial

- the establishment of an Education/Interpretation Centre related to New Zealand’s war history within the National War Memorial precinct. This facility will include the development of an exhibition and interpretation space and provide education facilities that cater for the rising number of school visits to the National War Memorial

- the development of Heritage Trails in Gallipoli and on the Western Front to improve interpretation related to battlefield sites of significance to New Zealand and to encourage more New Zealand visitors to these sites. Emphasis will be placed on making key sites of significance more accessible to New Zealanders. The trail will include a mix of digital and physical resources, as well as support to local museums and institutions to enhance their New Zealand content, in order to facilitate a better understanding of New Zealand’s role in the First World War, rather than the creation of large infrastructure projects

- the development of an enhanced online database for family history research, linked with access to personnel records of those who served during the First World War, through the Auckland War memorial Museum’s Cenotaph project. The enhancement of the database includes exploring the purchase of the New Zealand Expeditionary Force database developed by Professor Peter Dennis of the Australian Defence Force Academy
the publication of a multi-volume history that provides the first comprehensive account of New Zealand’s role in the First World War. The Centenary History of New Zealand and the First World War will consist of a series of at least eight thematic books written by well-known and highly respected historians that explore the New Zealand experience of the war from a wide range of perspectives.

Over NZ$17 million in lottery funding has been earmarked for community events and projects of national significance. Another key focus of New Zealand’s program will be the First World War centenary website, which has been designed as a living resource for the commemorations as well as a tool for engagement with the community. There will also be a significant ‘real-time’ history project through online and social media. A rich level of activity during the centenary will be community-driven and led.

The New Zealand Government has been working closely with the Australian Government as both countries prepare for the centenary. Many ceremonial events in Australia, New Zealand and further afield are of significance to both countries and preparations for these are being undertaken in the spirit of Anzac cooperation.

France


The report outlines an approach where the French Government shares governance arrangements with commemoration partners, particularly local authorities. It is proposed that various levels of government will host a raft of commemorative initiatives spanning the Centenary, including some symbolic events to be hosted by the French State, but also many other decentralised events under the control of local authorities.

The report outlines five major initiatives that will structure the foundations of the Centenary. These are:

- a high-level international event that will promote France’s cultural influence in other countries
• a major cultural event in which all national cultural and scientific players will play a significant role on commemorating the First World War

• an educational event aimed at educating local populations on the history of the First World War, with educational support

• a high-level memorial event to celebrate national cohesion

• an opportunity for economic and tourist development.

The schedule of commemorative programs and events is proposed to be divided into four cycles:

• A state-led commemorative ‘curtain raiser’ and six programmed events until the end of 2014. These include a European opening at Sarajevo on 28 June 2014 with European Heads of State and Government; a French national holiday on 14 July 2014 to honour all the nations that participated in the First World War; the commemoration of the 100th anniversary of the assassination of Jean Jaures on 31 July 2014; a decentralised commemoration of the general entry into war in August 2014; the commemoration of the First Battle of the Marne in September 2014; and the entry into the Pantheon of Maurice Genevoix on 11 November 2014.

• Beginning in 2015, the second commemorative cycle will focus on decentralised and locally hosted initiatives. The French Government plans to support local authorities in producing major events, such as the anniversary of the Battle of the Somme.

• At the end of 2018, the third commemorative cycle commences, as the French Government will take overall governance responsibility for the Centenary of the Armistice.

• The commemorative climax in 2019–20 will be the epilogue of the Centenary with the commemoration of the signing of the Treaty of Versailles.

Planning will be overseen by a dedicated inter-ministerial structure that will be under French Government authority. A public committee will also be created to oversee conception and implementation of the centenary commemoration program. It is understood that funding will be shared between the French Government, local authorities and significant private sector funding.

There will be possibilities for joint activities, including the possibility of Australia being a Nation of Honour at the 14 July Parade on the Avenue des Champs Elysees in 2016.
The Museum of the Great War in Meaux was inaugurated by former French President Nicolas Sarkozy on 11 November 2011. The museum showcases more than 50,000 artefacts and a main exhibition covering the First Battle of the Marne, virtual trenches and full-sized reconstructions of period train stations in Paris and Berlin.

**Belgium**

Belgium’s commemorative years will be 2014, 2017 and 2018, with 2017 being the 100th anniversary of the Battle of Ieper (Ypres). The Belgian Government has appointed a Special Envoy on Commemorations in the Prime Minister’s Office. A key theme in Belgium’s approach is to follow an inclusive view of the First World War, as it considers all nations were victims.

Belgium’s multi-year program is expected to include a bottom-up approach through a standardised process for proposals to be submitted by federal institutions, municipalities and individuals in 2013. Proposals are to highlight memorial sites and artefacts, education and/or involve youth. Emphasis will be on collective memory, promoting peace and tolerance, solidarity and partnership.

As the Belgian state is comprised of three regions—Flanders, Walloonia and the Brussels Capital—it has established a Federal Organising Committee. Coordination for all projects is being undertaken by the Belgian Coordination Committee (BCC) reporting to the Federal Organisation Committee to ensure the three regions have a synergetic approach to building and delivering a joint program.

Belgium’s proposed program will follow six stages as outlined below:

- **Stage I**—Commemorating the ‘war of movement’—a national commemoration with high-level international participation to pay tribute to fallen soldiers.

- **Stage II**—In between the ‘war of movement’ and the trench warfare—a national commemoration of the resistance of the Belgian army and population around Ypres.

- **Stage III**—A major turning point in modern warfare: first gas attack on 22 April 1915—the Belgium Government will support initiatives linked to the prohibition of the use of chemical weapons.

- **Stage IV**—Ordinary citizens and the Royal Family: united in resisting the enemy. Brussels is to host commemorative activities focusing on ordinary life in occupied Belgium and resistance against the German rule.
• Stage V—1917: the Battle of Ypres.
• Stage VI—11 November 1918: celebrating victory and the start of reconstructing Belgium—this will focus on the benefits of peace, international solidarity and the changes the First World War brought to society.

On 23 November 2012, a memorandum of understanding was signed between the governments of Australia and Belgium, committing both countries to cooperate closely in the lead-up to the centenary of the First World War and significant Second World War anniversaries. The memorandum includes stronger education of younger generations to learn about and build an appreciation for the shared military history of the two countries, and strengthening ties between veterans’ organisations and cultural institutions.

Flanders
The Government of Flanders has established ‘The Great War Centenary (2014–18)’ project office to prepare and coordinate the project. A central project working group has been set up, chaired by the Secretary-General of the Flemish Department of Foreign Affairs, and the working group also serves as an advisory body for the Government of Flanders. The Flemish Minister for Tourism has earmarked funding for recreational tourism projects that commemorate the Great War. Forty-four projects were selected as being eligible for subsidies. Five of these projects were approved and publicised:

- the In Flanders Fields Museum and opening up of the Belfry Tower in Ypres
- the Museum Garden and ‘legacy’ at the Memorial Museum Passchendaele 1917 in Zonnebeke
- the Poperinge Centenary Behind the Front Line and Talbot House in Poperinge
- the modernisation of the Yser Tower Museum and the Yser Tower site
- a new visitor centre at the lock complex in Nieuwpoort.

A cultural program is to be developed for each commemorative year (2014–18) and will take place during significant historical commemorative events. The Flemish Public Broadcasting Company, VRT, will devote special programming to the First World War in the run up to 2014. This is expected to include radio, television and online programming. Documentaries and a fictional television series are examples of what could be played during the 2014–18 period.
Turkey

Official planning for the Centenary commemorations is in its early stages. The Turkish Ministry for Foreign Affairs has appointed a coordinator for Anzac Affairs and it is expected that a national commission will be established to assist with commemoration arrangements.

In April 2012, the Prime Ministers of Australia and Turkey made a joint declaration on Centenary commemorations between the two countries. The year 2015 will be known as ‘Year of Turkey in Australia’ and the ‘Year of Australia in Turkey’. Proposals submitted by Australian individuals and entities to be carried out in Turkey would be assessed and discussed with Turkish authorities. A joint coordination body may be established to include the relevant ministries and cultural agencies. It is anticipated that each government will secure funding for the activities organised by themselves for the centenary commemorations of 2015.

A number of joint community, academic and sporting proposals have been raised but, at this stage, progress with their development and funding is unclear. The following are illustrative; further proposals may be forthcoming:

- establishing a ‘clearing house’ for capturing, reviewing and coordinating the ideas and activities around Gallipoli/Anzac issues, especially those initiated by the community and academic institutions
- a joint international student scholarship is proposed between the Canakkale Onsekiz Mart University (COMU) and universities within Australia
- various surf life saving clubs have shown interest in commemorating the Anzac Centenary with activities such as education and competition tours to strengthen the bonds between the countries, including a surf life saving exchange program
- to continue the underwater mapping exercise at Anzac and at other major beachheads, and for the project to align with any future joint historical and archaeological team that may undertake similar exercises
- the Gallipoli Memorial Club in Sydney established two competitions—the Gallipoli Art Prize Competition in Australia, and the Canakkale Art Prize Competition in Turkey. It is proposed to tour the winning and highly commended art works in Australia, New Zealand and Turkey in 2014–15 to 2016–17
- joint sporting events, for example soccer, volleyball and handball, including the possibility of an Australia–Turkey–New Zealand soccer tournament in April 2015.
Appendix 5  

*Rabaul to Return*  
indicative domestic and international program, 2014–15

(Example only, as actual program will differ from this)

**Domestic program**

<table>
<thead>
<tr>
<th>Date</th>
<th>Day/anniversary</th>
<th>Possible event/initiative</th>
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<tbody>
<tr>
<td>4 August 2014</td>
<td>100th anniversary of the commencement of the First World War</td>
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<tr>
<td>10 August 2014</td>
<td>100th anniversary of commencement of voluntary recruitment for Australian Imperial Force (WWI)</td>
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<tr>
<td>13 August 2014</td>
<td>100th anniversary of the establishment of the Australian Red Cross</td>
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<tr>
<td>19 August 2014</td>
<td>100th anniversary of departure of expeditionary force from Australia to capture German possessions in Pacific (WWI)</td>
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<tr>
<td>3 September 2014</td>
<td>Merchant Navy Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>11 September 2014</td>
<td>100th anniversary of Australian Naval and Military Expeditionary Force landing at Rabaul, New Guinea</td>
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</tbody>
</table>
| 1 November 2014    | 100th anniversary of the departure of the convoy carrying the AIF and New Zealand Expeditionary Force from Albany for Egypt | Albany Convoy commemorative event  
Opening of the Anzac Interpretive Centre in Albany |
<p>| 9 November 2014    | 100th anniversary of HMAS <em>Sydney</em> disabling German cruiser SMS <em>Emden</em> in Battle of Cocos (Keeling) Islands, Indian Ocean | Naval commemorative service on Cocos (Keeling) Islands                                     |
| 11 November 2014   | Remembrance Day                                                                 | Annual observance                                                                         |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Day/anniversary</th>
<th>Possible event/initiative</th>
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<tbody>
<tr>
<td>January 2015</td>
<td>Australia Post WWI commemorative stamp issued</td>
<td>DVA education resource</td>
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<td></td>
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<td>Sydney Festival</td>
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<td></td>
<td>National Multicultural Festival (ACT)</td>
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<td></td>
<td></td>
<td>Opening of National Archives of Australia ‘Australian Experiences of WWI at Home’ exhibition (ACT) (exhibition to run from January to September 2015)</td>
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<tr>
<td>February 2015</td>
<td></td>
<td>Anticipated official launch of AWM redeveloped First World War Galleries (ACT)</td>
</tr>
<tr>
<td>19 February 2015</td>
<td>100th anniversary of the commencement of the Allied warships’ bombardment of Turkish defences of the Dardanelles</td>
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<tr>
<td></td>
<td></td>
<td>Avalon Air Show ‘Anzac’ theme including WWI aircraft (VIC)</td>
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<td></td>
<td></td>
<td>Anzac Air Show Travelling Exhibition</td>
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<td>Adelaide Festival (SA)</td>
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<tr>
<td></td>
<td></td>
<td>Ten Days on the Island Festival (TAS)</td>
</tr>
<tr>
<td>18 March 2015</td>
<td>100th anniversary of the conclusion of the Battle of Canakkale, Dardanelles</td>
<td></td>
</tr>
<tr>
<td>April 2015</td>
<td>Opening of expanded Shrine of Remembrance (VIC)</td>
<td>Opening of Australian Turkish Friendship Memorial Sculpture (VIC)</td>
</tr>
<tr>
<td>Date</td>
<td>Day/anniversary</td>
<td>Possible event/initiative</td>
</tr>
<tr>
<td>--------------------</td>
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</tr>
<tr>
<td>25 April 2015</td>
<td>Anzac Day—100th anniversary of first landings by Australian and Allied forces on Gallipoli Peninsula, Turkey</td>
<td>Locally organised Anzac Day commemorations will occur in communities across Australia Digitisation of WWI records History of Anzac Day publication by Monash University Launch of South Australian Virtual War Memorial Storage and display of WWI glass plate negatives (Fairfax Media) AFL game</td>
</tr>
<tr>
<td>8 May 2015</td>
<td>100th anniversary of Australian involvement in the Second Battle of Krithia, Gallipoli Campaign</td>
<td></td>
</tr>
<tr>
<td>19 May 2015</td>
<td>100th anniversary of Turkish counterattack on ANZAC forces, Gallipoli Campaign</td>
<td></td>
</tr>
<tr>
<td>24 May 2015</td>
<td>100th anniversary of formal truce to bury dead of 19 May battle, Gallipoli Campaign</td>
<td></td>
</tr>
<tr>
<td>Late May</td>
<td>Reconciliation Week—Indigenous veterans' ceremonies</td>
<td>Annual observance week</td>
</tr>
<tr>
<td>August 2015</td>
<td></td>
<td>Darwin Festival (NT)</td>
</tr>
<tr>
<td>6–9 August 2015</td>
<td>100th anniversary of the beginning of the Battle of Lone Pine and 100th anniversary of the charge of an Australian Light Horse Brigade at the Nek, Gallipoli campaign</td>
<td></td>
</tr>
<tr>
<td>September 2015</td>
<td></td>
<td>Floriade (ACT)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Brisbane Festival (QLD)</td>
</tr>
<tr>
<td>3 September 2015</td>
<td>Merchant Navy Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>October 2015</td>
<td></td>
<td>Melbourne International Arts Festival</td>
</tr>
<tr>
<td>10 October – 12 November 2015</td>
<td>100th anniversary of the first Coo-ee March from Gilgandra to Sydney</td>
<td>Re-enactment of Coo-ee March from Gilgandra to Sydney (NSW)</td>
</tr>
<tr>
<td>11 November 2015</td>
<td>Remembrance Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>20 December 2015</td>
<td>100th anniversary of the evacuation of the last Anzac troops from Gallipoli Peninsula</td>
<td></td>
</tr>
</tbody>
</table>
### International program

<table>
<thead>
<tr>
<th>Date</th>
<th>Day/anniversary</th>
<th>Possible event/initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 September 2014</td>
<td>100th anniversary of the loss of HMAS <em>AE1</em> off New Guinea</td>
<td>Naval commemorative service off Rabaul</td>
</tr>
<tr>
<td>February 2015</td>
<td></td>
<td>Australia and New Zealand cricket match</td>
</tr>
<tr>
<td>25 April 2015</td>
<td>Anzac Day—100th anniversary of first landings by Australian and Allied forces on Gallipoli Peninsula, Turkey</td>
<td>DVA will coordinate international commemorative services, including at Gallipoli, Villers-Bretonneux in France, Hellfire Pass in Thailand, Sandakan in Borneo, and Port Moresby and Isurava in Papua New Guinea NRL Australia vs New Zealand test match</td>
</tr>
<tr>
<td>29 April 2015</td>
<td>100th anniversary of the loss of HMAS <em>AE2</em> in Sea of Marmara during Gallipoli Campaign</td>
<td>Naval commemorative service at site of wreck</td>
</tr>
<tr>
<td>May 2015</td>
<td></td>
<td>New Zealand matches—volleyball, basketball, netball, soccer</td>
</tr>
</tbody>
</table>
## Appendix 6  
### Century of Service
indicative domestic and international program, 2014–15

(Example only, as actual program will differ from this)

### Domestic program

<table>
<thead>
<tr>
<th>Date</th>
<th>Day/anniversary</th>
<th>Possible event/initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 August 2014</td>
<td>70th anniversary of Cowra NSW breakout by Japanese prisoners of war (WWII)</td>
<td></td>
</tr>
<tr>
<td>18 August 2014</td>
<td>Vietnam Veterans’ Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>3 September 2014</td>
<td>Merchant Navy Day and Battle for Australia Day</td>
<td>Annual observances</td>
</tr>
<tr>
<td>3 September 2014</td>
<td>75th anniversary of the commencement of WWII</td>
<td></td>
</tr>
<tr>
<td>14 September 2014</td>
<td>National Peacekeeper and Peacemaker Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>15 September 2014</td>
<td>75th anniversary of mobilisation of militia and establishment of Second Australian Imperial Force (2nd AIF) for service overseas announced by Australian Government (WWII)</td>
<td></td>
</tr>
<tr>
<td>11 October 2014</td>
<td>115th anniversary of commencement of Boer War</td>
<td></td>
</tr>
<tr>
<td>24 October 2014</td>
<td>United Nations Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>10 November 2014</td>
<td>50th anniversary of the announcement of reintroduction of National Service on 10 November 1964</td>
<td></td>
</tr>
<tr>
<td>11 November 2014</td>
<td>Remembrance Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>January 2015</td>
<td></td>
<td>DVA education resource Sydney Festival National Multicultural Festival (ACT)</td>
</tr>
<tr>
<td>10 January 2015</td>
<td>75th anniversary of First convoy of Second Australian Imperial Force (2nd AIF) sailing for Middle East in 1940 (WWII)</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Day/anniversary</td>
<td>Possible event/initiative</td>
</tr>
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<td>-----------------------</td>
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<td>-------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>26 January 2015</td>
<td>70th anniversary of commencement of first Sandakan, Borneo death march in 1945</td>
<td></td>
</tr>
<tr>
<td>13 February 2015</td>
<td>50th anniversary of First Australian SAS Squadron advance party departed for Borneo for Indonesian Confrontation</td>
<td></td>
</tr>
<tr>
<td>14 February 2015</td>
<td>National Servicemen's Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>March 2015</td>
<td></td>
<td>Royal Australian Mint coin release</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adelaide Festival (SA)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ten Days on the Island Festival (TAS)</td>
</tr>
<tr>
<td>24 April 2015</td>
<td>Kapyong Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>1 May – August 2015</td>
<td>70th anniversary of the beginning of the Borneo Campaign (WWII)</td>
<td></td>
</tr>
<tr>
<td>8 May 2015</td>
<td>70th anniversary of end of WWII in Europe in 1945. Victory in Europe (VE) Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>27 May 2015</td>
<td>50th anniversary of First Australian battalion departing for Vietnam War</td>
<td></td>
</tr>
<tr>
<td>Late May</td>
<td>Reconciliation Week—Indigenous veterans’ ceremonies</td>
<td>Annual observance week</td>
</tr>
<tr>
<td>29 May 2015</td>
<td>Sandakan Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>25 June 2015</td>
<td>65th anniversary of commencement of Korean War</td>
<td></td>
</tr>
<tr>
<td>1 July 2015</td>
<td>Reserve Forces Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>10 July – 31 October</td>
<td>75th anniversary of Battle of Britain (WWII)</td>
<td></td>
</tr>
<tr>
<td>10 July 2015</td>
<td>70th anniversary of commencement of operations in Borneo (Labuan)</td>
<td></td>
</tr>
<tr>
<td>15 July 2015</td>
<td>75th anniversary of the 1940 formation of the Volunteer Defence Corps (VDC) formed for home defence (WWII)</td>
<td></td>
</tr>
<tr>
<td>19 July 2015</td>
<td>75th anniversary of sinking of Italian cruiser <em>Bartolomeo Colleoni</em> by HMAS <em>Sydney II</em> off Crete (WWII)</td>
<td></td>
</tr>
<tr>
<td>Date</td>
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<tr>
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</tr>
<tr>
<td>26 July 2015</td>
<td>75th anniversary of the formation of the WWII Royal Australian Air Force Nursing Service (RAAFNS)</td>
<td></td>
</tr>
<tr>
<td>27 July 2015</td>
<td>Korea Veterans’ Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>August 2015</td>
<td></td>
<td>Darwin Festival (NT)</td>
</tr>
<tr>
<td>6 and 9 August 2015</td>
<td>70th anniversary of the dropping of the atomic bombs on Hiroshima and Nagasaki by US forces in 1945 (WWII)</td>
<td></td>
</tr>
<tr>
<td>18 August 2015</td>
<td>Vietnam Veterans’ Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>September 2015</td>
<td></td>
<td>Floriade (ACT) Bangkok Festival</td>
</tr>
<tr>
<td>2 September 2015</td>
<td>Battle for Australia Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>2 September 2015</td>
<td>70th anniversary of the formal surrender of Japan in WWII in 1945</td>
<td></td>
</tr>
<tr>
<td>3 September 2015</td>
<td>Merchant Navy Day</td>
<td>Annual observance</td>
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<tr>
<td>October 2015</td>
<td></td>
<td>Melbourne International Arts Festival</td>
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<tr>
<td>10 October 2015</td>
<td>25th anniversary of departure of HMAS Brisbane and Sydney to Persian Gulf for Operation Desert Shield</td>
<td></td>
</tr>
<tr>
<td>24 October 2015</td>
<td>United Nations Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>11 November 2015</td>
<td>Remembrance Day</td>
<td>Annual observance</td>
</tr>
<tr>
<td>22 November 2015</td>
<td>70th anniversary of the formation of the War Widow's Guild</td>
<td></td>
</tr>
</tbody>
</table>

**International program**

<table>
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<tr>
<th>Date</th>
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<td></td>
<td>New Zealand matches—volleyball, basketball, netball, soccer</td>
</tr>
<tr>
<td>15 August 2015</td>
<td>70th anniversary of the end of WWII—Victory in the Pacific (VP Day)—Sandakan Day</td>
<td>Annual observance with service held at Sandakan Memorial Park, Sabah</td>
</tr>
</tbody>
</table>
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