



## Australian War Memorial

Australian Tourism Awards  
Major Tourist Attraction  
HALL OF FAME

# MEDIA RELEASE

## TransACT Sponsorship

The Australian War Memorial is pleased to announce that TransACT will sponsor its closing ceremonies. The sponsorship deal is for three years.

The daily closing ceremony is held each day at 4.50pm, and features the haunting tones of a piper; or a bugler playing the Last Post in the Commemorative Area.

In addition to the daily closing ceremonies, on the first Wednesday of the month, Australia's Federation Guard mount a catafalque party on the Tomb of the Unknown Australian Soldier in the Hall of Memory. Historically, the catafalque was a support for a coffin, but it has come to be represented by a remembrance stone or tomb. A catafalque party was originally appointed to guard a coffin from theft or desecration – now it performs a ceremonial role to honour the dead.

“TransACT’s sponsorship of the closing ceremonies gives visitors to the Memorial an opportunity to reflect on the sacrifices as the core of the Australian experience of war,” said Steve Gower, Director of the Australian War Memorial.

“We are delighted to have TransACT as a major sponsor at the Memorial, and we look forward to a strong and lasting partnership,” Steve Gower said.

TransACT Chief Executive Officer Ivan Slavich said, “Supporting the community is a priority for TransACT, and through this sponsorship agreement we hope to assist the Australian War Memorial in their ongoing efforts to ensure that the Australian experience of war and its enduring impact on our society is remembered.”

**What:** Photo opportunity with Steve Gower, Director, Australian War Memorial and Ivan Slavich, Chief Executive Officer, TransACT with bugler in the Commemorative Area

**Where:** Commemorative Area  
Australian War Memorial  
Treloar Crescent Campbell ACT

**When:** 11am, Tuesday 22 September

### Further information:

Leigh Harris (02) 6243 4575 0409 600 038 [media@awm.gov.au](mailto:media@awm.gov.au)

Emma Campbell (02) 6263 6627

[media@awm.gov.au](mailto:media@awm.gov.au)

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