



STATEMENT

Sponsorship at the Memorial

Like many galleries and museums, sponsorship has long been an integral part of the Memorial's budget. It is not something new. The Memorial has been successful in this area and enjoys the support of many high profile corporate organisations and individuals within the community.

In 1988, the eternal flame in the Commemorative Area was sponsored by the Australian Gas Association and now ActewAGL. There is a small brass plaque within the area noting this generous sponsorship. There are many other examples of sponsorship within the Memorial. A major capital appeal chaired by Dame Beryl Beaurepaire raised \$8M by the time it concluded in 1996. Much of this was money from sponsors. The situation now is that the Memorial has many additional and much-valued public programs that are supported by revenue other than from appropriation. This not only includes sponsorship but also donations and revenue from e-business, food and beverage concessions, venue hire, shop and staff consultancies.

The Memorial has a very well established budget process that is integrated into its corporate planning. Indeed, earlier this year the ANAO^[1] in a report said that the Memorial displayed better practice for its financial management of projects. The Memorial is sensitive to its many stakeholders in the wider community who have a close interest in what we do. We respect their views. However, it is just not possible to satisfy everyone no matter how hard you try.

In the matter of sponsorship of the closing ceremony, the Memorial does not seek to offend anyone in the matter of commemoration, but its strong view is that the closing ceremony continues to be conducted with dignity and is not commercialised in any way. The many expressions of support have been heartening.

In this current economic downturn, like all other government agencies, we have taken a responsible approach to manage within our available funding and will continue to do so.

Further information:

^[1] The Australian National Audit Office Report, No 20, 2008/09

Marylou Pooley

0412 646 298

Leigh Harris (02) 6243 4575

0409 600 038

media@awm.gov.au

Emma Campbell (02) 6263 6627

media@awm.gov.au

2 October 2009