THE AUSTRALIAN WAR MEMORIAL
GIVING CAMPAIGN
Our Origins

Deeply moved by what he saw and experienced on the battlefields of France in 1916, war correspondent Charles Bean resolved to ensure that the fallen men and their efforts were never forgotten. After he returned to Australia, he convinced the public and government to build a memorial and museum in the nation’s capital, Canberra. But it would take many years for Bean’s vision to be realised. Progress was hampered by the Great Depression, a limited budget and a protracted architectural competition, yet the determination of Bean and John Treloar (Director of the Memorial from 1920 to 1952) never wavered. They continued to work tirelessly to build the national collection and oversee major exhibitions of war memorabilia in Melbourne and Sydney. Although conceived in the First World War, the Australian War Memorial was not complete until Australia was embroiled in another. The official opening took place on Remembrance Day, 11 November 1941. Australians were full of admiration and pride for what had been achieved – the creation of the soul of the nation.

As the scale of the new war became apparent, the Memorial’s galleries were revised to include the Second World War. From 1952 further space was allocated, first to Korea, then Vietnam, then Iraq and now Afghanistan. All Australians can now honour the men and women who served, and continue to serve, their country with such distinction in wars, conflicts and international peacekeeping operations.

Many a man lying out there at Pozières or in the low scrub at Gallipoli, with his poor tired senses barely working through the fever of his brain, has thought in his last moments:

“Well – well – it’s over; but in Australia they will be proud of this.”

C.E.W. Bean, founder of the Australian War Memorial

Australia gave unsparingly, ungrudgingly, the best and the bravest of our young manhood … And it is in their honour that this Memorial has been erected.

Governor-General Lord Gowrie VC at the opening of the Memorial in 1941
Dr Brendan Nelson AO
DIRECTOR, AUSTRALIAN WAR MEMORIAL

My connection with the Australian War Memorial started many years ago. My own family’s story goes back to the Gallipoli landing. But as Australia’s Defence Minister, I was privileged and often humbled to meet many of the men and women of our defence forces. Again and again, they did their job proudly, capably and with a sense of both honour and duty to protect Australia and uphold our values.

To know the Australian War Memorial is to understand Australia. In our journey of discovery we learn who we are and what makes us tick. It is here that we reveal ourselves as a people. The political capital of our nation resides in our parliament at the other end of Anzac Parade. But its soul is the Australian War Memorial.

Young Australians in search of belonging, meaning, and values for the world they want (rather than the one they think they are going to get) increasingly find their journey ends at the Australian War Memorial. Silent sentinels are enshrined in stained glass windows above the Tomb of the Unknown Australian Soldier. They represent fifteen values that transcend all else and inform character:

- Resource
- Candour
- Devotion
- Curiosity
- Independence
- Comradeship
- Ancestry
- Patriotism
- Chivalry
- Loyalty
- Coolness
- Control
- Audacity
- Endurance
- Decision

The Australian War Memorial

It has been over 100 years since Charles Bean first conceived the idea for the Australian War Memorial on the bloody battlefields of the First World War. Since then, the Memorial has grown from an idea into a highly acclaimed and sacred cultural icon that represents the values and aspirations of the Australian nation.

In a world Charles Bean could not possibly have foreseen, we remain true to his vision, striving to make this history live in every possible way. Today, the Australian War Memorial is considered one of the most significant memorials in the world, attracting over a million visitors each year. It is a focal point for the nation to honour the service and sacrifice of the more than 102,800 Australian men and women who died serving their country. It acknowledges all those who proudly served the nation in the uniforms of the Australian Army, Royal Australian Navy and Royal Australian Air Force.

The Memorial is more than a monument. It is a place which brings together veterans, families, men, women, school students and young adults, and connects them with our national history and cultural identity. It is a place where a vast collection of war relics, official and private records, art, photographs, film and sound come together to keep alive the stories of the servicemen and servicewomen who have done so much for us as a nation.

“Here is their spirit, in the heart of the land they loved; and here we guard the record which they themselves made.”

C.E.W. Bean, 1948
Playing an important role

Understanding who we are as Australians and where we have come from is critical to the continued development of our young nation. The Australian War Memorial has a crucial role in enhancing and enriching our learning and understanding.

It is our purpose to commemorate the sacrifice of Australians who have died in war and on operations. Our mission is to help people remember, interpret and understand the Australian experience of war and its enduring impact on our society.

The Australian War Memorial is a living, breathing record of our nation’s military history – a place where people are drawn to reflect on the past and gain a deeper understanding of military service during numerous conflicts that have shaped our history, our country, and our way of life.

Visiting the Memorial is an experience that touches the soul. People not only leave with new knowledge and perspective, they also feel more connected with our past and our country, and have a greater appreciation of the freedoms we enjoy as a nation that is young and free.

“It is easy to forget in our fast-paced modern world the sacrifices so many people have made to ensure that Australia is a great country to live in and to hand on to our children. Every Anzac Day we remember those sacrifices, but visiting the Australian War Memorial takes that remembrance a step further in an attempt to truly understand our history.

You can’t go there as you would to another museum, where you can look at the displays with a modicum of emotional detachment. Which is why you need to visit the Australian War Memorial at least once in your life.”

Anne Sutherland-Smith, visitor
Inspiring passionate support

The Australian War Memorial was built upon the passion of people determined to honour the incredibly selfless contribution of our servicemen and servicewomen. Today, the support of individuals and businesses who share a belief in our mission is more important than ever.

Private funding enables the Australian War Memorial to look beyond core activities and explore exciting new ways to educate and inspire visitors. It ensures the Memorial can focus on the future and continue to meet the changing needs and expectations of visitors.

The Australian War Memorial recently launched The Giving Campaign, a major fundraising initiative for businesses and individuals looking to make a significant impact with their generosity.

Those who take up this opportunity will play a major role in the ongoing development of the Memorial and make possible a number of projects to extend and expand our work.

“"For many years I have been an active contributor to the Australian War Memorial. I am a supporter, not out of obligation, but rather the immense pride I feel as an Australian, for the role of the Australian War Memorial and the servicemen and servicewomen who they honour. By supporting the Memorial through The Giving Campaign, I know I am helping to continue to tell the stories of those who serve and protect us. I am helping to preserve their legacy. The Memorial is like a family. They safeguard our military heritage and history, and are the keepers of the stories that helped forge our nation’s character. I’m so pleased that in some small way, the work we do together is helping our country remember them. Supporting the Australian War Memorial is personally incredibly fulfilling.”

Richard Rolfe OAM, campaign donor
Touching the hearts and souls of Australians, young and old

The Australian War Memorial needs financial contributions in five key areas to make possible a range of projects, programs and activities. Supporters of The Giving Campaign can direct their gift to an area of their choice, or request that it is applied where it will make the greatest impact.

EXHIBITIONS AND DISPLAYS The Memorial has a vast collection which is both exhibited and displayed online, and underpins historical research and interpretation, nationally and internationally. With increased financial support, further innovation can be achieved through access to, and interpretation of, the Memorial’s collection. An engaging and valuable visitor experience is crucial to the fulfilment of the Memorial’s purpose, and therefore it is essential that we continue to respond to the changing needs and expectations of our visitors.
EDUCATION AND PUBLIC PROGRAMS The Australian War Memorial is a valuable educational resource for schools across Australia. We conduct a range of programs at the Memorial and in classrooms that are interactive and draw on real objects and fascinating stories. All programs are linked to national curriculum profiles for History, English, Visual Arts, Science and Technology.

Your contribution to developing the Memorial’s education program would allow more schools across Australia access to resources – specifically, digital resources such as virtual excursions and online content – designed to invigorate classroom lessons, inspire historical investigation, and add meaning to commemorative activities.

COMMEMORATION There is at least one ceremony every day at the Australian War Memorial, which requires significant staffing, infrastructure and equipment. This commemorative activity is perhaps the most important role we undertake. Our ceremonies are deeply moving and often transformational, particularly for those who have undertaken military service.

Significant investment in this area will ensure that we can continue to deliver a range of ceremonies, including our daily Last Post Ceremony.
This painting, *Cure for Pain* by Australian artist eX de Medici, was donated through the Australian Government’s Cultural Gifts Program by Erika Krebs-Woodward. (ART96843)

**DIGITAL ENGAGEMENT** Nothing tells the story of the Australian experience of war better than our extensive digitised collection of letters, diaries, photographs, film and objects. Thanks to online and digital initiatives, more people than ever are able to easily connect and engage with Australia’s military history.

Further investment in digital engagement is essential for the Memorial to reach new audiences, and to enhance the experience of visitors.

**COLLECTION DEVELOPMENT AND ACQUISITION** The Memorial’s collection is a vital element in helping Australians reflect on and understand the impact of war on our nation. The tradition – begun by Charles Bean, of collecting in the field, commissioning new works, and purchasing – continues today, so that the stories of contemporary service can be told for new generations. The Memorial’s collection tells the story of Australia’s experience of war through its many artworks, photographs, films, sound recordings, personal writings, and official records. The unique and comprehensive collection also includes vehicles, aircraft, weaponry, and large technology objects, as well as awards to individuals and units for service and valour.

Your help will enable us to maintain, develop, and make the collection available for the inspiration of all Australians and visitors to our country.
Bringing people together

We would like to invite you to support The Giving Campaign and join a generous group of exceptional Australians who perform a significant role in the ongoing development of the Australian War Memorial.

This is a rare opportunity to make your mark on a beloved national icon and demonstrate your commitment to the values you share with the memorial – values such as loyalty, respect, mateship, and freedom.

Those who join The Giving Campaign will be acknowledged for their generosity and vision and become part of the Memorial’s proud history.

The Australian War Memorial needs you to help us share our powerful stories and touch the souls of more Australians.

FOR MORE INFORMATION
To further explore your involvement in The Giving Campaign please contact

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MEL DOYLE CAMPAIGN AMBASSADOR

My first visit to the Australian War Memorial was an exceptionally moving experience and one which I will never forget. I found the place to be equally beautiful, terrifying and captivating. I learnt so much in just one day and left with a new appreciation and respect for the incredible sacrifice of those who put their lives on the line, so that today we enjoy an Australia that is “young and free”.

I am very proud to be an Ambassador for this fundraising campaign and to help the Australian War Memorial expand its critically important role. As a journalist, I understand the power of storytelling to educate, to move, and to define a culture.

So please join me in sharing the stories of the brave men and women who gave so much for Australia. With your support, current and future generations of Australians will have the opportunity to appreciate what it means to be Australian.

KERRY STOKES AC CHAIRMAN OF THE COUNCIL OF THE AUSTRALIAN WAR MEMORIAL

I’m deeply proud of the work of the Australian War Memorial. Their role in informing and interpreting our experience of war is just as important now as it was when the Australian War Memorial opened during the Second World War. The amassed collection, stories and exhibitions, whether on display at the Memorial, at other locations across the country or online, must continue to resonate with all Australians for generations to come.

I have myself been fortunate to have personally supported the Memorial in the achievement of projects and enhancing the collection. I feel it’s our combined duty to do so.

Australia is a vibrant, multicultural and free nation. We should understand and be proud of what the men and women of our defence forces have done for us, and what they continue to do for our freedom – today and into the future.
Readers of Aboriginal and Torres Strait Island descent are advised that there are images of deceased Indigenous people in this publication.