

ANZAC CENTENARY MOTIF ('BRANDING') - STATEMENT FROM THE ROYAL AUSTRALIAN REGIMENT CORPORATION

You will be aware of the criticism related to this matter reported in the press late last week, and more recently the Minister of Veterans Affairs' comments released today. (sent to you earlier this afternoon)

The Corporation's Chairman and National President Michael von Berg has released the following statement on the Subject. Please distribute it to your networks.

"Several media organisations have approached the Royal Australian Regiment Corporation in relation to the recent furore regarding the "branding" of the Anzac Centenary.

The Board of the Corporation took it upon itself to establish the facts before commenting and is of the view that the newspaper articles were somewhat ambiguous and confusing, creating "angst" among the veteran community.

Some very distinguished individuals and ex serving members of the armed forces have been appointed to The Centenary of Anzac Committee and any suggestion that this committee is in some way denigrating the spirit and image of the Anzac tradition is unwarranted. The research that is currently being conducted is to ensure that whatever is done to "package" this special time in our history is done correctly.

The term "branding" conjures up crass images which while understandable is not the intent or direction that the committee is taking. Many other historic events celebrated in the past have had a logo designed to identify and showcase the events and the Anzac Centenary, which will run for five years, is no different. .

Everyone is entitled to an opinion but we think it's unfair to criticise the research methodology being employed by the committee without being aware of all of the facts. We have every confidence in the Anzac Centenary Committee and believe that they should be allowed to get on with this very important task.

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For information about the Anzac Centenary go to
<http://www.anzaccentenary.gov.au/contact.htm>