

Brigadier Doug Formby (Retd)
President
RSL Qld State Branch

18th January 2010

Dear

The Last Post Ring Tone

The RAR National Association appreciates the RSL Qld Branch's efforts to increase the public's recognition of Remembrance Day through the sale of poppies by digital means, but, we believe that in offering the Last Post as a ring tone to the sales campaign the RSL has overstepped the mark of military tradition.

We are dismayed with the seemingly crass commercial nature that the Last Post has been used for marketing purposes in disregard to the special significance of this unique military bugle call.

The RSL is seen by many as the guardian of military customs, but this inclusion in your digital sales campaign has, in our opinion, sullied the RSL's good name in the eyes of many in the defence community of veterans, widows, the ex-service and current serving persons and their families.

Whilst the RSL has labeled the \$2.00 charge for this download as a 'donation', many RSL members and the broader defence community view your decision as equivalent to 'selling' The Last Post. We understand that copyright may be owned by the British Ministry of Defence and if so that your use of it for a commercial purpose would have been with the owner's agreement.

Traditionally, the Last Post is that haunting bugle call that signifies the end of the day and sadly the end of life. It is played at military funerals as a final farewell and at all military commemoration services such as on ANZAC Day, Remembrance Day etc as a symbol that, with duty done, the dead may now rest in peace. On all of these occasions it is customary to stand in silence as a mark of respect and in remembrance.

The RSL Qld Branch's decision as announced by you in a media release of the 13th January 2010. to exclude The Last Post from being available as a ring tone in your 2010

Poppy Appeal is appreciated. It is seen by many as recognition by your governing body that the original decision was unwise.

Duty First.

Yours Sincerely

Major General Hori Howard AO MC ESM (Retd)
National President.
Signed by Ted Chitham
on direction by the National President