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## Update for Patrons December 2010

Dear APMP Patrons and Ambassador,

On behalf of the APMP Committee and members, I extend to you the very best wishes for a joyous Christmas and wonderful New Year. Thank you for the support that you have contributed to the Australian Peacekeeping Memorial during the last year.

### Design and Construction

Detailed preparation for the planned construction of the Memorial continues to proceed well. We have a firm construction cost plan prepared by our pro bono quantity surveyors, works approval has been provided by the National Capital Authority, commercial negotiation of a contract with our preferred construction contractor continues, and we are on track to undertake prototype construction of critical elements of the memorial starting in January 2011. Providing we can raise the necessary funding there are no impediments to the construction of the Memorial in 2012.

### Marketing

Redstone Marketing continue to assist us in developing our marketing and fundraising strategy. Since my last report to you we have developed a revised APMP brochure and a lightweight model of the latest Memorial design. With the support of the Defence Material Organisation, an APMP stand was developed and displayed at the recent Land Warfare Conference in Brisbane. This attracted considerable interest, and contacts were established to several Australian companies and State governments that are likely to provide support to the Memorial. An updated APMP stand will also be staffed by the APMP at the larger Avalon Air Show in Melbourne in March 2011. Additionally the APMP has established a new donor status of "APMP Mate of Peacekeeping". It is hoped this donation option, that encourages regular contributions, will be used by individuals that wish to support the Memorial. I have issued a challenge to the Chief of The Defence Force and the Commissioner of the Australian Federal Police to deliver major support for this option by our serving peacekeepers. Regular updates of our general progress are available on our website at [www.peacekeepingmemorial.org.au](http://www.peacekeepingmemorial.org.au).

### Fundraising

The APMP continues to have great difficulty in attracting the large donations we need to fund construction of the Memorial. Over the last 8 months we have approached a number of Australian companies, including those that have contributed before, to support the Memorial but with little success. The AFP and our police services plus veteran organisations continue to actively promote the APMP but this has not attracted any major contributions by individuals or firms. We do need to raise in excess of \$2 million, being the bulk of our construction costs, in the coming year if we are to commence construction as planned in early 2012.

#### PATRON-IN-CHIEF

Her Excellency Ms Quentin Bryce, AC Governor-General of the Commonwealth of Australia

PATRONS ● John Sanderson, AC ● Geraldine Doogue, AO ● Tony Negus APM

The APMP has made a submission to the Anzac Centenary Committee for support to the memorial, noting that the tradition of the original Anzacs is continued today in our military and police peacekeepers. Over 90,000 Australians have served in over 60 Missions since 1947, and the opening of the Australian Peacekeeping Memorial prior to the Anzac Centenary in 2015 would be a tribute to that anniversary.

### **Political support**

The APMP continues to receive broad bipartisan political support. Since the Federal election we have engaged with the relevant new Ministers and Shadow Ministers to offer briefings on the APMP. One issue we have still failed to resolve is the re-granting of Designated Gift Recipient status for the APMP. This lapsed last year and despite several approaches to Treasury and DVA, we have yet to regain this status. The lack of DGR has a negative impact on our fundraising campaign.

### **Ambassador for APMP**

In August we approached Major Matina Jewell (Retd) to be an ambassador for the APMP. You will be aware that Matina is a peacekeeping veteran from Timor and the Middle East, who sustained a career-ending injury in Lebanon in 2006. You may have seen her profile on the ABC documentary "Australia Story" earlier this year. Matina has agreed to be an APMP Ambassador and is now actively supporting our publicity campaign.

### **Vice Chair**

Unfortunately, our Vice Chairman, Matt Burke OAM has recently resigned due to the pressure of work. Matt has been with the project since inception and has been a very strong and dedicated supporter of the APMP. He has organised many of our successful promotion events and we will be the poorer for his absence. I have approached Major General Ian Gordon AO (Retd) to be a replacement and will nominate him to be our Vice Chair at our next APMP Committee meeting in January. Ian has a distinguished record in the ADF including deployment on three peacekeeping missions in command positions. He has been an active supporter of the APMP and will enhance the APMP Committee.

### **APMP National Office**

The APMP national office has developed well since it was established earlier this year. It is our national point of contact and is staffed Tuesday to Thursday by our national manager, Major Fred McArdle on 62154203.

Tim Ford  
Chairman APMP

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