

HERITAGE OF THE AIR

MODERNISM, MACHINES,
MIGRATION, MEMORIES

14—17 November 2019
Canberra, Australian Capital Territory

 [air_heritage](#) heritageoftheair.org.au



Credit: Child-size model of an aeroplane, Queensland, ca. 1925,
John Oxley Library, State Library of Queensland



Australian Government
Australian Research Council



HERITAGE
OF THE AIR





Invitation

Be a part of Heritage of the Air national conference in Canberra, Australia in November 2019.

As the centenary of Australian civil aviation approaches in 2021, this conference will be Australia's first interdisciplinary event devoted to understanding the heritage of aviation and its relationships to broader themes of modernism, technology, migration and memory – themes that epitomise the legacy of the tumultuous 20th century. We will explore these themes through a series of world-leading keynote speakers, diverse presentations and discussion panels, workshops, and exhibitions.

The Heritage of the Air ARC Linkage Project, led by the University of Canberra and Airservices Australia, is partnering with Australia ICOMOS, Canberra Modern, International Scientific Committee on 20th Century Heritage' (ISC20C) and Aviation Cultures to present this innovative event. The conference aims to connect diverse audiences and initiate a community wide dialogue around what a century of civil aviation has meant for Australia and the world. The conference will appeal to heritage and museum professionals, academics and researchers, community advocates, as well as aviation professionals and enthusiasts.

This conference will be a unique opportunity for communities to come together to discuss aviation heritage and related material culture and histories. We look forward to welcoming you on board!

Conference Themes

Modernism

How has aviation shaped, and been shaped by, the philosophies of modernism in diverse fields such as architecture, fashion and industrial design?

Migration

How has aviation shaped new kinds of communities: for example, FIFO, transnational, corporate, and digital? How has aviation influenced migration globally and within Australia?

Machines

How does aviation relate to technological utopianism, technology and culture, surveillance, AI, airmindedness, more-than-human assemblages, vibrant materiality?

Memories

How has aviation been remembered, collected, conserved and imagined through the 20th century through the combination of futurism and nostalgia?

Why fly with us?

Our partners

Engaging with the public's enduring fascination with aviation, this conference will connect you with the heritage and material culture of aviation as it is collected, curated and treasured within Australian communities. This work is largely voluntary and thus this event will be a contribution and acknowledgement of this important work. The conference will be promoted widely and amongst the well-established networks of our partner organisations. We are planning for 200 - 250 delegates from a range of sectors, with diverse backgrounds and interests. Our previous experience shows that the event will easily attract this number and will likely sell out early.

Heritage of the AIR

The Heritage of the AIR ARC Linkage project is developing exciting exhibitions, accessible digital collections and heritage resources, as well as scholarly publications about the heritage of Australian civil aviation.

Australia ICOMOS

Australia ICOMOS is the Australian arm of the global organisation ICOMOS (the International Council on Monuments and Sites). With over 600 members, Australia ICOMOS has an active network of cultural heritage professionals who promote best practice in cultural heritage. This conference will enrich dialogue around the theme of 'Shared Cultures-Shared Heritage-Shared Responsibility' in the lead up to the major General Assembly of ICOMOS, Sydney 2020.

Aviation Cultures

Aviation Cultures is a successful conference brand developed by a partnership based at the University of Sydney. Participants with an interest in aviation from academia, cultural institutions, industry and the community attend Aviation Cultures. In 2018, the fourth annual Aviation Cultures conference was sold out with 100 attendees and with a waiting list for cancellations.

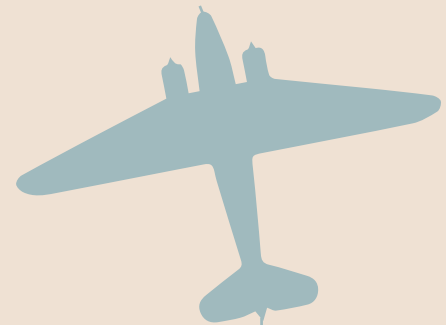
Canberra Modern

The Canberra Modern team develop an annual program of events to showcase Canberra's unique mid-century places. Canberra Modern events promote the heritage of Canberra's modernist character, heritage and uniqueness. With a strong local reputation for innovative events and activities, Canberra Modern will bring its unique flair to enliven the conference in a fun and fresh way.

ISC20C

The ICOMOS Twentieth Century Heritage International Scientific Committee focuses its efforts on conserving and celebrating mid to late twentieth-century places that are most at risk through lack of recognition and protection.

**Whatever the weather,
our conference partners will
ensure a smooth and pleasant
journey for delegates.**



In flight entertainment

Destination Canberra

The 'Heritage of the Air' conference will be held in Canberra, Australia. Conference events will be held in venues that highlight Canberra's unique modernist design legacy.

An opening reception will be held with an airport theme. This will provide an opportunity for networking drinks, with entertainment provided throughout the evening.

The conference dinner and social event will feature live music and present opportunities for delegates to enjoy retro-fashion, food, music, cocktails and more.

Professional development workshops will be held in association with the conference by a range of interest groups. For example, techniques in digital heritage, large-scale technology conservation and oral history workshops will be explored.

In addition to key speakers and panel presentations, other entertainment and learning opportunities will include behind the scenes access to the Australian War Memorial Collection, an exhibition, and a conference artist-in-residence.



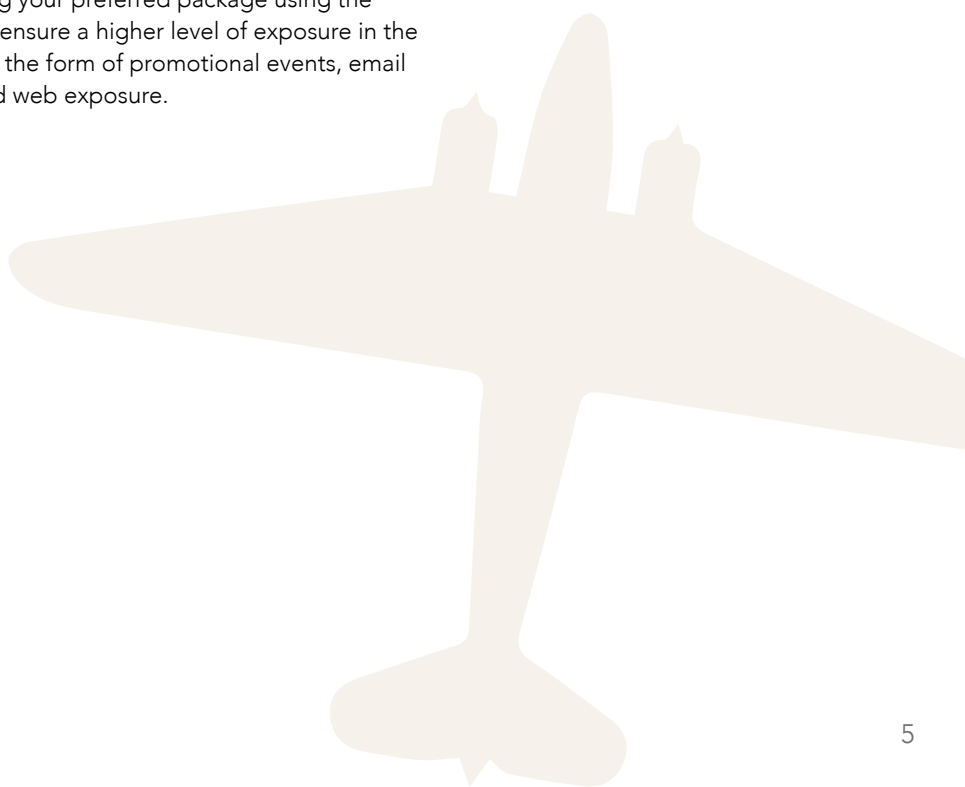


About sponsorship

The conference will provide sponsors with unique marketing and communication access to the heritage, aviation and academic sectors. Promotional material will not only reach delegates at the conference, but through our website, social media initiatives and post conference publications, will have national and international exposure both before and after this special event. Sponsors will receive acknowledgement, benefits and entitlements in line with their level of contribution, including advertising on the website, flyers, social media, delegate packs and displays. There are four levels of sponsorship outlined in this prospectus, along with specific sponsorship components. Alternatively, we also welcome the opportunity to develop customised packages that meet your sponsorship requirements. Sponsorship funds may be used to support:

- Participation of international key note speakers
- Participation of Indigenous people and Traditional Owners
- Participation of students presenting papers
- Entertainment and special events
- Delegate packs and banners
- Funding conference prizes and awards

As sponsorship packages are limited, we recommend early confirmation to avoid missing your preferred package using the attached form. This will also ensure a higher level of exposure in the lead up to the conference in the form of promotional events, email broadcasts, social media and web exposure.



Package Type	Package Cost	Prior to the Conference	At the Conference
First Class Sponsor (One only)	Over \$10,000 ex GST	<ul style="list-style-type: none"> Logo with acknowledgement and link to your website from the conference website. Logo and acknowledgement on front cover of conference registration form. 	<ul style="list-style-type: none"> Opportunity to make a 10-minute presentation within the conference program. Opportunity to display banner in plenary room for the duration of conference (banner to be provided by sponsor). Four full Conference Registrations (includes Welcome Reception and Conference Cocktail Party ticket). Logo and acknowledgement on conference signage. Logo and acknowledgement on session room slides. Opportunity to place one piece of advertising material into delegate pack. Acknowledgement by Conference Chair during opening ceremony. One full page ad in electronic conference program.
Business Class Sponsors (Four only)	\$7,000 ex GST	<ul style="list-style-type: none"> Logo with acknowledgement and link to your website from the conference website. Logo and acknowledgement in registration and conference brochure (subject to sponsor confirming prior to print deadlines). 	<ul style="list-style-type: none"> Two full Conference Registrations (includes Welcome Reception and Conference Cocktail Party ticket). Company signage at the entry foyer of the conference venue (provided by sponsor). Logo and acknowledgement on conference signage. Logo and acknowledgement on session room slides. Opportunity to place one piece of advertising material into delegate pack. Acknowledgement by Conference Chair during opening ceremony. One half page ad in the electronic conference program.
Premium Sponsors	\$5,000 ex GST	<ul style="list-style-type: none"> Logo with acknowledgement and link to your website from the conference website. Logo and acknowledgement in registration brochure (subject to sponsor confirming prior to print deadlines). 	<ul style="list-style-type: none"> One full Conference Registration (includes Welcome Reception and Conference Cocktail Party ticket). Logo and acknowledgement on conference signage. Opportunity to place one piece of advertising material into delegate pack. Acknowledgement by Conference Chair during opening ceremony. Logo and acknowledgement in conference program.



Package Type	Package Cost	Prior to the Conference	At the Conference
Special Event Sponsorship (Welcome Reception) <i>The Welcome Reception will be an exciting aviation themed event. Music, food, drinks, and an innovative aviation themed exhibition will be on display.</i>			
(one only for each event)	\$3,000 ex GST	<ul style="list-style-type: none"> • Logo with acknowledgement and link to your website from the conference website. • Logo and acknowledgement in registration brochure (subject to sponsor confirming prior to print deadlines). • Logo and acknowledgement in conference program. 	<ul style="list-style-type: none"> • Opportunity to make a short welcome speech at the sponsored event. • One full Conference Registration (includes Welcome Reception and Conference Cocktail Party ticket). • Four additional tickets to the function you are sponsoring. • Logo and acknowledgement on conference promotional material. • Opportunity to place one piece of advertising material into delegate satchel. • Acknowledgement by Conference Chair during opening ceremony. • Company signage at the entry foyer of the event venue (provided by sponsor) • The opportunity to display company promotional material at the event.
Special Event Sponsorship (Conference Party) <i>The Conference Party will be organised in collaboration with the 'mid-century mod' event experts from Canberra Modern on Saturday evening and feature music, dancing, themed food and cocktails that celebrate the Golden Age of flying. The ticket price for these events will be kept to a minimum and it is anticipated that the majority of delegates will attend. As a special event sponsor, you would be entitled to the benefits and acknowledgement as set out below.</i>			
		<ul style="list-style-type: none"> • Logo with acknowledgement and link to your website from the conference website. • Logo and acknowledgement in registration brochure (subject to sponsor confirming prior to print deadlines). • Logo and acknowledgement in conference program. 	<ul style="list-style-type: none"> • Opportunity to make a short welcome speech at the sponsored event. • One full Conference Registration (includes Welcome Reception and Conference Cocktail Party ticket). • Four additional tickets to the function you are sponsoring. • Logo and acknowledgement on conference promotional material. • Opportunity to place one piece of advertising material into delegate satchel. • Acknowledgement by Conference Chair during opening ceremony. • Company signage at the entry foyer of the event venue (provided by sponsor). • The opportunity to display company promotional material at the event.
Delegate Packs (one only) <i>Each delegate to the Conference and associated events will receive a delegate pack and there is an opportunity to sponsor this pack.</i>			
	\$5,000 ex GST		<ul style="list-style-type: none"> • One full Conference Registration (includes Welcome Reception and Conference Cocktail Party ticket). • Logo with acknowledgement and link to your website on conference website. • Logo and acknowledgement in conference program. • Logo featured on the delegate pack <p>* Note — delegate pack form and contents will be selected by the conference committee in consultation with the sponsor.</p>

Sustainability at the 2019 Conference

This event will adhere to the NSW Principals and Guidelines for Event Sustainability. We aim to:

- Minimise waste generation.
- Maximise recycling.
- Minimise energy consumption.
- Minimise impacts on climate change.

We recognise that meetings and events can have negative impacts on both the community and the environment if not properly planned. There are a number of steps that we are already taking to create a responsible event.

Resource use and Procurement

- Avoid, reduce and recycle resources, where possible.
- Purchase products and services that are less greenhouse-gas intensive in their production, transport and use.
- Work with suppliers to ensure the availability of environmentally preferential products and services.

Energy use and Purchase

- Reduce energy use and increase our energy efficiency through behavioural change and purchasing energy efficient equipment for lighting, air conditioning and office equipment.

Waste

- Recycle all recyclable items, where appropriate systems are available, including organic waste, packaging and office supplies.
- Ensure that the recycling process for paper, cardboard, organics, plastic, glass and aluminium is operating effectively by ensuring processes are in place for suppliers.
- Reduce waste through sustainable purchasing.

Sponsorship confirmation

Individual Sponsorship Packages

The conference committee also welcomes the opportunity to negotiate individual sponsorship packages to meet your specific marketing or promotional requirements. This may include in-kind support. Should you wish to discuss your specific sponsorship requirements and any ideas you may have that are not covered in this prospectus please contact Conference Organiser Bradley Hayden.

Sponsorship Application

Please go [here](#) to complete your sponsor application form. Upon receipt of your application we will process for approval and you will be issued a confirmation and tax invoice for the full amount due. By submitting your application, you are deemed to have read and accepted the following terms and conditions

Terms and Conditions

- All rates listed above are exclusive of GST.
- Placement and size of logos included in the Conference material will be at the discretion of the committee and will reflect the level of support given by your organisation.
- All signage displayed as part of your package is to be supplied by the sponsor.
- All advertisements included as part of your package is to be supplied by the sponsor.
- Proposed content and/or theme of a presentation to delegates must be approved in principal by the committee.
- The Conference Committee requests each sponsor who is provided with a hyperlink from the Conference website, to respond with a reciprocal link from your organisation's website to the Conference website.
- All company representatives attending and participating in the Conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a registration is still required.
- Sponsor registrations include a nametag, delegate pack, day catering (M/T Lunch and A/T) during Conference hours.

Cancellation Policy

***Once sponsorship is confirmed.**

- Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 25% of the full payment amount will be incurred should confirmed agreements be cancelled more than 45 days out from the conference.
- Cancellations of confirmed sponsors within 45 days of the conference will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the Conference Secretariat (details below).

More Information

Visit <https://heritageoftheair.org.au/>

Or contact

Mr Bradley Hayden

Conference Secretariat

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