

**Question on notice no. 358**

**Portfolio question number: 96**

**Additional estimates**

**Foreign Affairs, Defence and Trade Committee, Defence Portfolio**

**Senator Jordon Steele-John:** asked the Australian War Memorial on 4 March 2020

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(3. The donations that arms companies make to the Memorial are a tiny proportion of the money these companies make from arms sales. What do they get out of these donations?

**Answer —**

Answer attached

**OFFICIAL**

**Senate Standing Committee on Foreign Affairs, Defence and Trade  
Additional Estimates 2019 - 2020 – 4 March 2020  
Answers to questions on notice from the Veterans' Affairs portfolio**

**Question 96**

**Outcome: All Program: All**  
**Topic: AWM Donations**  
(Written Question on Notice)

**Senator Jordon Steele-John asked:**

The donations that arms companies make to the Memorial are a tiny proportion of the money these companies make from arms sales. What do they get out of these donations?

**Answer**

Cultural institutions routinely rely on partnerships and corporate support to supplement revenue and sustain their operations. These arrangements commonly and understandably involve acknowledgment or recognition of the supportive individual or organisation.

Such partnerships help and enhance the Memorial's mission to assist Australians to remember, interpret and understand the Australian experience of war and its enduring impact on our country.

The Memorial is a statutory authority which operates in-part by government funding and also by self-generated revenue and in-kind support. This includes funds generated through venue/function hire fees, the Memorial shop and online retail store, the Friends of the Memorial program, individual donations and corporate partnerships.

These companies partner with the Memorial in the delivery of mainly public programs to help tell the story and raise awareness of the Australian experience of war; and in peacekeeping and humanitarian operations.

Recognition of support and contractual sponsorship benefits received are provided via multiple channels; which could be via corporate branding, program and activity naming rights, venue hire waivers for functions, invitations and attendance allocations to major ceremonies, print, advertising and media recognition tailored to each agreement, as appropriate, mindful of the Memorial's significant commemorative activities.