

24 October 2021

SIA Ref: 21/LET/1016

A Request for Support to Establish an Australian National Submarine Museum

I am writing to seek your advice on how you might support the establishment of a National Submarine Museum. I hope to open a discussion that addresses your expectation of a National Submarine Museum, and how we might achieve that objective. Ultimately, it will need your support if it is to exist, but that request is for another day.

A museum in the 21st Century seeks to present the past in a manner that engages and encourages the visitor to imagine the future.

The activities of submarines in Australia's history are little known and yet their effect in Australia's history has been very significant. The recent announcement to acquire nuclear powered submarines is the beginning of another very significant effect of submarines in Australia's history.

The SIA is proposing a National Submarine Museum to tell the story of submarines in Australia's past, present, and future. The concept is a network of the existing physical museums linked by a virtual museum and work has begun with the creation of a pilot at www.ansmpilot.org.au

Our vision is that the virtual museum will engage, entertain, and educate visitors so that they can better understand the history and excite their imagination for the future of submarines

I have attached a discussion piece on how the Submarine Museum might be supported and I would be most grateful for your feedback to Peter Horobin (who is leading this activity) at p.horobin@submarinemuseum.org.au

Yours sincerely



Mark Sander
Commodore RAN Rtd
President

Attachment: Options for Support to Establish an Australian National Submarine Museum

Options for Support to Establish an Australian National Submarine Museum

Background

Each of us has a concept of the past, the present and the future. We make decisions for our future based upon our perspective of our experience and knowledge of the past. We can only take our perspective from the present.

As time progresses, we receive feedback that confirms or changes our perspective, and so we have the opportunity to change our plans and expectations for our future.

Today, Australia is in transition as its perspective of its itself is challenged by the feedback from climate change, social change¹, the COVID-19 pandemic, a more assertive China, and the realisation that Australia's past extends some 50,000 years beyond 1788.

Submarines are a relatively new invention and yet their effect in Australia's history has been very significant. The recent announcement to acquire nuclear powered submarines is the beginning of another very significant effect of submarines in Australia's history.

A 21st Century Submarine Museum

A museum in the 21st Century seeks to present the past in a manner that engages and encourages the visitor to imagine the future.

Our vision is a virtual museum that will engage, entertain, and educate visitors so that they can better understand the history and excite their imagination for the future of submarines.

The concept intended in the National Submarine Museum is a network of the existing physical museums linked by the virtual museum.

Why?

Australia was an early adopter of submarines with the inclusion of HMAS *AE1* and *AE2* in the fleet that was the very beginnings of the Royal Australian Navy.

- *AE2* was the first Allied submarine to penetrate the Dardanelles on 25th April 1915. In so doing *AE2* initiated the first submarine campaign in history.
- Allied submarines based in Fremantle and Brisbane played a key role in the War in the Pacific from 1942 -1945.
- Australians serving in British Royal Navy submarines served with distinction in all theatres during WWII.
- Australian conventionally powered submarines have and continue to exert influence in Australia's interest at exceptionally long ranges from their base, a *modus operandi* that is amongst the most demanding of any submarine force in peacetime.
- Australian developed technology makes our submarines among the most effective.

¹ For example- the "Me Too Movement", the "Uluru Statement from the Heart" and the use and misuse of social media.



- Australia is a large continent with maritime responsibility for 10% of the Earth's surface, and even greater areas of interest. Submarines uniquely enhance its influence so that Australia enjoys international status well above that which its comparatively small population would otherwise deserve.

However, very few Australians are aware of these facts and there is nowhere that they can readily access to find out.

Australia and the World are undergoing significant social, economic, political, cultural change. This change is having fundamental influence. Australians are an intelligent community, and an informed public is a pre-requisite in effective defence strategy and policy formulation.

The transition to nuclear powered submarines is at the forefront of that change, and as in 1914/15 submariners will lead one of the most significant changes in Australia's history. It will not succeed unless the whole of Australian community feels it has ownership of the program.

What?

The Submarine Institute of Australia proposes to establish a National Submarine Museum whose purpose is to bring into the national conversation the significance of submarines in Australia's past, present, and future.

There are several high-quality submarine exhibits around Australia, including *Onslow* at the Sea Museum, *Ovens* at the Western Australian Maritime Museum, and the Holbrook Submarine Museum. Our vision is that these physical exhibits are linked by a Virtual Museum (an ideas driven website) to present the national story of submarines in Australia.

The network of the physical exhibits and the Virtual Museum will be the Australian National Submarine Museum.

Where?

Ultimately the Virtual Museum will need a home. At this stage we have identified three options, as follows:

1. It is hosted in an existing museum and is operated by that museum's staff.
2. A Submarine Technology Interpretive Centre is established (in Adelaide) and this entity hosts and supports the Virtual Museum.
3. The Virtual Museum operates as a stand-alone entity. This is the most costly option and has the greatest risk.

Your views on these, and other options you may suggest would be extremely helpful.

When?

We have established a pilot version of the Virtual Museum at www.ansmpilot.org.au This is the basis from which the Virtual Museum will evolve within the means available to us to an advanced multi-media exhibition.

Our goal is to launch the ANSM during 2022.

We will launch the program seeking support at the Submarine Institute Technology Conference (SubSTEC6) to be held in Adelaide 8 – 10 November 2021



How can you help?

Money

Money is important. We have a sponsorship program outlined at Table 1 below. Your suggestions for its improvement would be immensely helpful.

Table 1 - Types of Sponsorship

Sponsorship	Amount	Period	Benefit to the sponsor
Founding Sponsor	\$50,000	Paid over two years	<ol style="list-style-type: none"> 1. Named as a Founding Sponsor at the top of the acknowledgement section of Virtual Museum and in all Museum publications in perpetuity. 2. Have naming rights to a gallery in the Virtual Museum.
Gallery Sponsor	\$40,000	Paid over two years	<ol style="list-style-type: none"> 1. Named as a Gallery Sponsor in the acknowledgement section of Virtual Museum and in all Museum publications for the two years of funding. 2. Have naming rights to a gallery in the Virtual Museum for the two years of funding.
Exhibition Sponsor	\$30,000	Paid over one year	<ol style="list-style-type: none"> 1. Named as an Exhibition Sponsor in the acknowledgement section of Virtual Museum and in all Museum publications for the one year of funding. 2. Have naming rights to an exhibition in the Virtual Museum for the two years of funding. 3. Work with the Virtual Museum curator to present an exhibition of the Sponsor's capability, carrying own costs to develop the exhibition.



Sponsorship	Amount	Period	Benefit to the sponsor
Gold Sponsor	\$25,000	Annual	1. Named as a Gold Sponsor in the acknowledgement section of Virtual Museum and in all Museum publications for the one year of funding.
Silver Sponsor	\$20,000	Annual	1. Named as a Silver Sponsor in the acknowledgement section of Virtual Museum and in all Museum publications for the one year of funding.
Bronze Sponsor	\$15,000	Annual	1. Named as a Bronze Sponsor in the acknowledgement section of Virtual Museum and in all Museum publications for the one year of funding.
Event Sponsor	To be decided (Sponsorship fee plus costs)	Case by case	1. Work with the ANSM team and possible one of the physical museums to conduct an event in support of the Submarine Museum and the Sponsor. E.g. <ul style="list-style-type: none"> • Evening reception • Breakfast or lunch • Workshop • Online seminar/ Podcast

Content

There are other ways in which you may wish to participate.

This is a Virtual Museum, and it is likely that you will have digital material that exhibits aspects of submarines which are provided by your company. We would like to collaborate with you to present that content to the public through the Virtual Museum.

Technology

It is highly probable that you have access to very advanced online presentation technology. You might wish to make that technology available to the Virtual Museum.



Skills

The SIA is truly fortunate to have attracted highly qualified people to the ANSM Project Team. They include the Conservator of the Tasmanian Museum and Art Gallery, a historiographer who is an Associate of the University of Melbourne, a senior communications specialist from Adelaide, a senior archivist, a leading creative artist from the Perth Hills and two recently retired flag rank naval officers.

We urgently need skilled curators, web designers, web developers, archivists, and educators. If there are people in your organisation with these skills and who are available to participate in the further development of the Virtual Museum, they will be very welcome.

Who?

This project has been started by the SIA and managed by one of its sub committees.

During the next 18 months this needs to change to a structure that is sustainable for the long term.

You might wish to participate as a leader in the future structure and to that end we would like to hear from you now.

How do you Participate?

To express interest in this opportunity, please contact Peter Horobin through the SIA at:

Australian National Submarine Museum Project
PO Box 241,
Deakin West,
ACT 2600

Or at p.horobin@submarinemuseum.org.au

Or Mobile +61 448 410 101

