

The Pearcey Foundation

Heritage Project



Pearcey
FOUNDATION

**Sponsorship
Opportunities**

Invitation from the Pearcey Foundation Chair

It's time to celebrate Australia's unique digital heritage!

The Pearcey Foundation couldn't be more excited to be taking the lead on creating an important piece of our national Heritage – the History of ICT in Australia. On behalf of our National Committee, I am seeking your participation in this project which will draw attention to the central role our ICT achievements have played, and will continue to play, in sustaining our nation's wealth and well-being.

Following on from a brilliant and heartwarming milestone year for the Pearcey Foundation in 2019 – celebrating one hundred years since Dr Trevor Pearcey's birth and the 70th anniversary of the creation of Australia's first computer, CSIRAC – we do hope you might consider partnering with us on this legacy journey, and we thank you in advance for your support.

Your sincerely,



Wayne Fitzsimmons OAM
Pearcey Foundation, Chair

Snapshot of the Heritage Project

Eureka! A history of the Australian computer industry from Pearcey to the cloud

Written by journalist and computer historian
Graeme Philipson

Editorial Advisory Group led by respected ICT
academic, Peter Thorne AM

*Celebrating the personalities and leaders of
Australia's tech industry from woe to go*

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Heritage Project Content

Eureka! From Pearcey to the Cloud

The Story of the Australian Computer Industry Through the Digital Age

The Pearcey Foundation has commissioned a new history of the Australian computer industry. The book will be the first phase in the Foundation's major ICT industry Heritage Program, which will also incorporate oral histories and the collection of documents and artefacts about Australia's long and significant role in the history of information technology.

The book will be researched and written by Graeme Philipson, one of Australia's leading computer journalists and historians of the industry. It will concentrate on the people who made computing in Australia what it is, including biographies of the 50 plus industry figures who have been awarded Pearcey Medals or inducted to the Pearcey Hall of Fame since these awards were instituted in 1998.

The story starts with Trevor Pearcey in the late 1940s when he designed CSIRAC, only the fourth stored program digital computer in the world. The 70 years since then span a human lifetime and encompass the achievements of an outstanding group of people. The book will be a lasting contribution to the remarkable heritage of the Australian ICT industry and the many achievements of the people who made it happen.

An outline of the book

The Early Years: Trevor Pearcey and the CSIR Mark 1 • When computers had names • Commercial computing in the 1950s • Early users in Government and Academia

Australia Gets a Computer Industry – The 1960s: Control Data and Australia's biggest computer deal • IBM shakes up the industry • The other major vendors • Computers in Government in the 1960s • Societies and Associations

The Roaring 70s: Fujitsu shakes things up • The minicomputer revolution Part 1 • Australian manufacturing • IT in Australian Universities in the 1960s and 1970s • Software and services • The birth of the DBMS

The PC Revolution: The birth of personal computing • Australian PC manufacturing • PC software and the PC wars • The Australian PC market in 1990

Enterprise Computing in the 1980s and 90s: The minicomputer revolution Part 2 • The evolution of corporate software • Australia's major corporate computer users • Computers in Government • The end of the mainframe wars • IT Journalism and Public Relations

Australian Software Shows the Way: The Australian software industry 1980-2000 • Australian financial software and ERP suppliers • The Australian IT services industry 1980-2000 • The investment community • Academic and research computing

The Internet and the Comms Revolution: Computer communications before the Internet • Australian data communications companies • The evolution of the Internet • Australia invents WiFi • From mobile phones to smartphones

Into the 21st century: The rise of search and social media • Cloud computing and ubiquitous networking • Key technologies • Australian software in the 21st century • The future of the Australian IT industry

Why the Project Matters

'From Pearcey to the Cloud' will constitute a significant advance in the recognition of Australia's ICT heritage. We urge the industry to support it to:

- Tell our stories to inspire the next generation
- Document achievements of organisations and individuals
- Build an archive to acknowledge Australia's contribution to the digital age

Be part of something bigger!

The Pearcey Foundation intends to extend the Heritage Project well beyond Phase One (the book) – with the aim to become 'the' central repository – hosting a 'virtual museum' of Australia's computing artefacts, documents and oral histories from key players. Your support of the project will contribute to:

- A curated, dedicated and maintained website to support the project
- Open forums for discussion and input from the industry
- A platform for sharing 'chunks' of the story as it unfolds
- Regular blog updates from Graeme Philipson (and others)
- Video interviews and compelling content
- A network of national and State-based events (online and offline) for connecting and sharing
- Shared access to existing oral histories, images, documents
- An archive of links to sources publications, papers etc



– Alan Noble

Founder, Australian Ocean Lab and Former Engineering Director, Google Australia

"Australians are a nation of storytellers. Stories make us laugh and they make us cry, they remind us who we are and they inspire us, and let us celebrate our successes and failures. Australia has much to celebrate when it comes to the digital age, from pioneering work in computer science through to innovative cloud services. The Pearcey Foundation Heritage Project will be an inspiration to future generations of Australians."



– Alex Zelinsky AO

Vice-Chancellor and President, University of Newcastle

"The Pearcey Foundation's project to document Australia's achievements in the computer age is a critically important endeavour. A central repository, that documents the central role of our universities and CSIRO and the individual contributions of academics and entrepreneurs, will be an essential resource for future policy makers and for students, research workers and entrepreneurs."

Opportunities to support

Get involved in the Pearcey Heritage Project to:

- Show your support for the heritage as well as the growth of the industry
- Position your company at the centre of this important record of Australia's ICT history
- Support the Pearcey Foundation in its efforts to raise awareness of the critical role science, research and commercialisation play in a sustainable and globally competitive Australia
- Ensure your brand is top of mind within the Australian ICT community

Benefits of being a sponsor of the Pearcey Heritage Project include:

- Vast coverage through extensive branding opportunities on the dedicated Pearcey Heritage Project website and the final online and printed publications of the book
- Being involved in a legacy project which will be used as a reference source by future Australians for years to come
- Demonstrate your dedication to celebrating the pioneers of the past and to shaping the future of Australia
- Access the Friends of Pearcey network – a strong community of individuals from across science, academia and industry



– **Charlie Day**
Former CEO, Innovation and
Science Australia

“Australians have all too often seen themselves as observers rather than participants in the digital revolution, but that does not do justice to our history. The Pearcey Foundation plays a very important role in highlighting the real contributions Australians have made in the past, and in so doing will help inspire the next generation of Australian digital innovators.”



– **John Grant**
Former CEO, Data#3

“Recording and celebrating our past provides context and lessons for those in the present. This is a very important piece of work.”



– **Dr Bronwyn Evans**
CEO, Engineers Australia

“Every aspect of our modern world relies upon computer and communications technology. This important publication will record and celebrate the men and women who have kept Australia at the forefront of the most rapid, pervasive, change in history.”

Sponsorship Opportunities

We are pleased to offer the following opportunities to support Phase One of the Heritage Project.

**All prices exclusive of 10% gst*

| Sponsor Level for the Heritage Project | Platinum (Exclusive) | Gold (4 only) | Silver |
|--|-------------------------|------------------|-----------|
| | \$40,000 | \$10,000 | \$5,000 |
| Opportunity to nominate a representative to join the Editorial Advisory group | ✓ | ✗ | ✗ |
| Acknowledgement as a project partner in the online and printed versions of the book (due for completion early 2021) | ✓ | ✓ | ✓ |
| Logo on all printed and electronic marketing materials, on any published content (video or other) and on the website | ✓ | ✓ | ✓ |
| Company description on the Heritage Project webpage (# of words) with hotlink to sponsor homepage | 200 | 100 | Logo only |
| Opportunity to nominate and/or host a State-based event in conjunction with the project | ✓ | ✗ | ✗ |
| Forever aligned to Australia's computing history! | ✓ | ✓ | ✓ |

Other Opportunities to Support the Pearcey Foundation

During 2020, alongside this initial phase of the Heritage Project, annual Pearcey events including the State and National Awards, as well as fabulous new initiatives, such as the monthly *Pearcey Conversations* and an event to Celebrate Women's Contribution to Australia's computing industry are well underway and gaining momentum!

Please talk to us if you would like to be involved as a partner for any of these wonderful events.



- Martin Hosking
CEO, Redbubble

"Probably no industry in Australia has more unsung heroes than our computing industry. We need to tell the story of this industry if we are to understand what Australia has achieved, but more importantly what it can achieve. The individuals and companies who have made a mark in ICT in Australia have often done so against the background of a lack of interest by Government and the media. We need to shine the light on what has been achieved to show what may be possible in order that a more dynamic and innovative base to our economy may be realised."



- Professor Mary O'Kane AC
Independent Planning
Commission Chair and former
NSW Chief Scientist and
Engineer

"Australia has made some fascinating contributions to the global development of ICT. Understanding the evolution of computing here and its impact here and around the world is very important - particularly as we have recently lost some of our early heroes. Thus this Pearcey Foundation initiative is vital! Let's support it!"

Event Sponsorship Opportunities

*All prices exclusive of 10% gst

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| <p>Pearcey Conversations <i>The last Wednesday of every month</i></p> | <p>Monthly online seminar series, Pearcey Conversations – held on the last Wednesday afternoon of every month via Zoom Webinar. During these sessions the Pearcey community have the opportunity to hear valuable insights on shared topics of interest, and engage with thought leaders from within the diverse Pearcey community and beyond.</p> <p>Partnership – would include a digital co-branding package on all virtual collateral and throughout the monthly live streamed events - including the post-production videos. The Pearcey Conversations audience of 150 members is growing every month and the conversations continue to provoke ongoing discourse among the esteemed community well after each seminar. You can view past Pearcey Conversations here.</p> | <p>From \$4k (per Conversations) or come on as a Pearcey Conversation Event Partner for \$15k</p> |
| <p>Pearcey Foundation celebrating Ada Lovelace Day <i>Tuesday 13 October 2020</i></p> | <p>Celebrating Women’s contribution to Australia’s computing industry – to be held on Ada Lovelace Day! Ann Moffatt; Alison Harcourt; Helen Vorrath and Judithe Sheard are amongst the amazing contributors already confirmed.</p> <p>Partnership – We are thrilled to invite you to join Pearcey in celebrating the rich contribution of women to the history of computing in Australia. This hybrid event aims to uncover the unsung brains behind some of Australia’s most influential technology. Show your support for the rich history and future of Australian women in technology, innovation and computing. Support for this online and nation-wide event will include a collaborative digital marketing approach, social media reach and multi- locational co-branding opportunities.</p> | <p>From \$5k as a supporting sponsor to \$25k for Title sponsorship</p> |

More opportunities →

Pearcey National Awards

Thursday 19 November 2020

The Pearcey Foundation will hold its annual National Awards Dinner in Sydney (and virtually) on Thursday 19 November 2020. As well as the presentation of the winners of the prestigious [2020 Pearcey National Awards](#) – including the Pearcey Medal, Hall of Fame and Entrepreneur of the year, guests will hear from an industry thought-leader and have the rare opportunity to safely network face-to-face and via online platforms.

Partnership – The work of the Pearcey Foundation – particularly the Pearcey Awards’ recognition of national technological and entrepreneurial excellence – demonstrates Pearcey’s foundational role in influencing generations of Australian, and global, technological innovators. Your involvement in this event will allow you to connect with those making significant advancements in the fields in which Pearcey was a trailblazer. Become a partner to demonstrate your commitment to fostering the current work of Australia’s brightest ICT and entrepreneurial minds, who will be honoured in the Pearcey Awards and help to support the Pearcey Foundation in its efforts to raise awareness of the critical role science, research and commercialisation play in a sustainable and globally competitive Australia.

From \$5k as a supporting sponsor to \$25k for Title sponsorship

For more information regarding the Pearcey Foundation or upcoming community events and partnership opportunities please visit – heritage.pearcey.org.au/events/ or email – carolyn@teamslatts.com.au

About the Pearcey Foundation

The Pearcey Foundation Inc. is a not-for-profit organisation founded in 1998 in memory of a great Australian computer pioneer, Dr Trevor Pearcey.

Aims

- The Pearcey Foundation aims to:
- Elevate the profile of ICT in Australia
- Recognise outstanding Australians contributing to the sector
- Facilitate in-depth policy debate on how to best make use of the transformative digital technologies that are reshaping Australian society and its economy

pearcey.org.au



If you would like to be part of the Pearcey Heritage Project in any way – or would like to support any of the Pearcey Foundation 2020 initiatives or events – we'd love to hear from you!

Please get in touch with:

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Slatterys, on behalf of the Pearcey Foundation

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We would be more than happy to tailor any of these sponsorship options to suit your needs.



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