

**The Pearcey Foundation**

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# **2021 Sponsorship Opportunities**

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**Pearcey**  

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FOUNDATION

# Invitation from the Pearcey Foundation Chair

Australia has a long history of successful technology innovations of global significance. Rooted in that pioneering effort, the Pearcey Foundation celebrates, supports and informs the achievements and the future of Australian computing and advanced technologies.

Every year, we recognise these achievements and entrepreneurial successes with peer-to-peer awards to individuals drawn from right across our nation: embracing industry, government and academia. As well, the Pearcey Foundation continuously drives thought leadership through community activities like the annual Pearcey Oration in which distinguished industry experts address contemporary critical challenges the nation faces, many of which are wrought by the rapid evolution of information and communications technologies.

We are an entirely volunteer driven organisation with charity status under Federal ACNC regulation. Over the last 23 years, we have relied entirely on the passion of our volunteers and the good will of our supporters to sustain and grow our Foundation.

We do hope you will consider coming on board to support the Pearcey Foundation as a sponsor of our portfolio of activities, or with specific support for one or more particular initiatives.

Yours sincerely



Wayne Fitzsimmons OAM  
Pearcey Foundation, Chair

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# 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.

The Pearcey Foundation was established to advance the Australian information and communication technology sector. It does this by:

- **Hosting events** to inform the community, encourage debate and contribute towards policy, regarding critical contemporary issues impacting Australia as a result of the advancement of new emerging technologies in society;
- **Bestowing Awards** on individuals who have made significant contributions towards developing and sustaining the Australian information and communication technology sector; and
- **Driving important initiatives**, working closely with related organisations such as CSIRO, Data61, ACS, AIIA, Engineers Australia and many others to benefit the industry, including: The Pearcey Institute - creating, facilitating, fostering and sustaining an innovative, entrepreneurial, fair and productive Australia through research, policy advice and facilitation activities related to digital technologies; and ICT Heritage - various projects to capture, maintain and preserve the historical achievements in the Australian ICT industry.



# Supporting Australian Innovation

In case you hadn't heard, we have a great track record of innovation in Australia. Here is a small sample of some of the more significant achievements!

- In 1851 James Harrison invented the mechanical refrigerator in Geelong. Patented in 1860.
- In the 1890s, Henry Sutton from Ballarat, was a global pioneer in the development of the telephone, storage batteries, radio and even an early form of television.
- In 1905 George Michell at the University of Melbourne invented and patented the thrust block, today universally used in marine vessels.
- Australia set to work its first digital computer in 1949 and, in fact, we were the third nation in the world to do so. The designer was Dr Trevor Pearcey who was, at that time, a scientist at the CSIR Radiophysics Laboratory.
- In September 1951, the first public demonstration of computer-generated music occurred at Sydney University during Australia's first Computer conference co-hosted by CSIRO and the University.
- In 1952 CSIRO scientist Alan Walsh invented the atomic absorption spectrometer, considered to be one of the most significant advances in analytical chemistry of the 20th century.
- The creation of the first aircraft 'black box', in 1957, was the work of Dave Warren at the Aeronautical Research Labs, Fisherman's Bend in Victoria.
- CSIRO Radiophysics did it again in 1987....inventing WiFi!
- And in 2012, a research team led by Australian UNSW engineers created the first working quantum bit based on a single atom in silicon, opening the way to ultra-powerful quantum computers of the future!



– 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.”*



– Dr Bronwyn Evans  
CEO, Engineers Australia

*“Every aspect of our modern world relies upon computer and communications technology. It's so important to record and celebrate the men and women who have kept Australia at the forefront of the most rapid, pervasive, change in history.”*

# Why support the Pearcey Foundation?

The work of the Pearcey Foundation demonstrates Pearcey's foundational role in influencing generations of Australian, and global, technology innovators. Extending beyond honouring Dr Pearcey's legacy, your involvement in supporting the Pearcey Foundation and its annual program of events, awards and initiatives will allow you to connect with those making significant advancements in the fields in which Pearcey was a trailblazer and associate your organisation with the clever endeavours of our pioneers past, present and emerging.

It is a unique opportunity to celebrate our Australian digital heritage by being associated with the Pearcey Foundation. An independent and truly collaborative organisation, the Pearcey Foundation is seeking partnerships with organisations that seek to:

- Tell our stories to elevate Australian innovation and inspire the next generation
- Document achievements of organisations and individuals
- Build an archive to acknowledge the Australian contribution to the digital age

Benefits of being a sponsor of the Pearcey Foundation include:

- 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
- Associate your organisation with the clever endeavours of our pioneers both past and present.
- Access the extensive Pearcey network - academics, entrepreneurs and senior leaders from government and enterprise,
- 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



– 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.”*



– John Grant  
Former CEO, Data#3

*“Recording and celebrating our past provides context and lessons for those in the present.”*

# 2021 Events, Awards and Initiatives

## Building on Success

In what was a trying 2020 for many, the Pearcey Foundation continued to nourish, connect and grow its diverse community from academia, industry, government, R&D and more – running a series of seven *Pearcey Conversations* plus the annual Oration, Roundtable and national Award events (mostly online), attracting over 800 attendees from across Australia, and more than doubling its mailing list since the beginning of the year.

In 2021, the Pearcey Foundation seeks to build on the success and momentum of recent years and to increase its focus on partnerships with like-minded organisations, continuing to reflect the depth and breadth of Australian innovation.

<p><b>Pearcey Conversations</b> <i>The last Wednesday of every other month</i></p>	<p>A bi-monthly online seminar series held on the last Wednesday afternoon of every second month via Zoom Webinar. These lively discussions, involving thought leaders from the diverse Pearcey community sharing their valuable insights and perspectives around current and important topics of interest, attract an engaged audience of 50-100 each month.</p> <p>Past Pearcey Conversation topics have included WiFi; Self-Reliance and Resilience and Tertiary Computer Science; and have involved the likes of Professor Neil Weste, VP Engineering, Morse Micro; Professor Elanor Huntington – Dean of Engineering and Computer Science, ANU and Sally-Ann Williams – CEO, Cicada Innovations. Recordings of past Pearcey Conversations available to view <a href="#">here</a>.</p>
<p><b>Her Story</b></p>	<p>As part of Ada Lovelace Day (on Tuesday 13 October 2020) the Pearcey Foundation, with the support of Tech Girls Movement, celebrated Women’s contribution to Australia’s digital age with a special online event – launching Pearcey’s ‘Her Story’ - letters to my younger self.</p> <p>In 2021, the Pearcey Foundation will continue to celebrate ‘Her Story’, via the Pearcey Blog, Pearcey Conversations and another similar event to mark Ada Lovelace Day in October, applauding and shining a light on some of the extraordinary female pioneers of Australia’s computing industry – as well as the current and future leaders in the tech space, as they share their stories.</p>

More opportunities →

<h2>The Annual Pearcey Oration</h2>	<p>The Pearcey Oration is presented each year by an eminent thought-leader reflecting on critical contemporary issues impacting our nation, arising from the introduction and adoption of new and advanced technologies into our society. Past Orations have been given by the ABC’s Science Show host Robyn Williams, Victoria’s Lead Scientist Amanda Caples; Roger Taylor, Chair of the UK Centre for Data Ethics and Innovation and the late Paul Shetler’s 2018 provocative Oration entitled “Be Bold Australia”.</p> <p>More about the Pearcey Foundation annual Oration and past Orators <a href="#">here</a>.</p>
<h2>Pearcey State and National Awards</h2>	<p>The prestigious <a href="#">Pearcey National Awards</a> – including the Pearcey Medal, Hall of Fame and Entrepreneur of the Year - are presented to outstanding individuals each year, in conjunction with State based ICT Entrepreneur Awards around the nation. The Pearcey Foundation will hold its State Award program of events in Aug-Oct 2021 - and conclude with the National Awards Dinner in November 2021.</p>
<h2>Student activities</h2>	<p>With support from industry professionals, the Pearcey Foundation and Museums Victoria staff, high school students will have the opportunity to hack digital solutions in response to our changing world.</p>
<h2>Pearcey Recognising and Celebrating Historical Events</h2>	<p>On 24 February 2022 in Sydney, the Pearcey Foundation will hold the <a href="#">Riding the Digital Wave Summit</a> to celebrate the 70th anniversary of the first computing conference held in Australia - and consequently the emergence of computer science as a discipline and profession in its own right.</p> <p>In August 1951, the conference was held at the Sydney University Department of Electrical Engineering. David Myers, Professor at University of Sydney, wrote many years later that the conference <i>“was a turning point in Australia and that after that time computing became increasingly a study in its own right rather than a plaything of specialists. Anyone wishing to consider the state of the art at the end of the first half of this century would be well advised to read the report of that conference.”</i></p> <p>At this conference, Trevor Pearcey publicly demonstrated Australia’s first digital computer for the first time, which could even play music.</p> <p>To be hosted by the University of Sydney, this Summit aims to attract attendees ranging from academia, government, industry and enterprise to entrepreneurs and students – to hear insights and learnings from a cast of industry thought leaders, exploring the building blocks of Australia’s Computer Science heritage, and how it has and will continue to inform our future - across areas such as Space, Health, Government and Women – to Quantum, Nanoscience, AI and IoT. Speakers at the Summit include Prof. Genevieve Bell, Dr. Ian Oppermann and Dr. Jon Whittle.</p> <p>More of what the Pearcey Foundation has been up to in recent years to celebrate significant milestones here: <a href="http://pearceycentenary.org.au">pearceycentenary.org.au</a></p>

<h2>The Pearcey Institute Roundtables</h2>	<p>Early in 2018, a new entity was registered with ASIC – The Pearcey Institute (PI) chaired by Mr Denis Tebbutt. The essence of the PI role is to create, facilitate, foster and sustain an innovative, entrepreneurial, fair and productive Australia through research, policy advice and active collaboration.</p> <p>Each year, the Pearcey Institute hosts a roundtable involving key industry figures to discuss a specific topic of national importance around ICT and the digital future of Australia.</p> <p>In 2021, the <a href="#">Pearcey Institute Roundtable</a> will address <i>The Future of Work</i>.</p>
<h2>The Heritage Project</h2>	<p><b>Phase 1:</b> The Pearcey Foundation has commissioned a new history of the Australian computer industry. The book, now well underway, will incorporate oral histories and the collection of documents and artefacts about Australia’s long and significant role in the history of information technology.</p> <p>The Pearcey Foundation will encourage, and where possible participate in (currently in progress with the University of Sydney), the gathering of oral histories and biographies and the identification and cataloguing of significant objects and documents held by organisations or individuals.</p> <p><b>Phase 2:</b> The Pearcey Foundation plans to develop a Virtual Museum of Australian ICT heritage, similar to the Charles Babbage Institute at the University of Minnesota, which will provide a single access point or “one stop shop” which links to the many and varied collections and archives across Australia, which record our journey in the digital age.</p> <p>The Pearcey Foundation will establish and maintain an on-line repository of oral histories, biographies, images and digitised documents with linkages to other physical and virtual collections across Australia.</p>

To view the current (developing) 2021 Pearcey Foundation calendar of events, please visit: [heritage.pearcey.org.au/events/](https://heritage.pearcey.org.au/events/)



# Partnership Opportunities

Individuals and organisations are invited to support the Pearcey Foundation through sponsorship and philanthropic partnerships.

We hope you will consider showing your commitment to the history and future of scientific discovery in Australia, in whatever way possible.

## Be a Pearcey Ambassador!

Sponsorship packages are available to suit varying levels of support and budget. Company or Individual Ambassador Sponsorships are available for overall support of the Pearcey Foundation and its full suite of 2021 national events, awards and initiatives – including branding across all platforms from \$3K for individuals and \$10K for companies. Please talk to us if you would like to become a Pearcey Foundation Ambassador.

For more strategic sponsorship – please consider aligning your organisation with one or more of the following flagship Pearcey Foundation 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. Let’s support the Pearcey Foundation and its vital initiatives!”*

## Pearcey Annual Oration

A highlight on the Pearcey events calendar each year, the Pearcey Oration is run as a dinner event that is the culmination of a day(s) of other thought leadership activities, as part of the Victorian Government Innovation Festival. Delivered every year since 2008, this Oration is the most significant, sustained event of its type in the nation.

*Being held on Wednesday 1 September 2021*

	Exclusive			
Sponsor Level	Diamond	Platinum	Gold	Silver/Table Sponsor
Investment	\$40,000	\$15,000	\$10,000	\$5,000
Logo on all printed and electronic marketing material and campaigns, newsletters and invitations	✓	✓	✓	✗
Tickets to attend the Oration plus seats at the Head Table (including the Orator and other key VIPs)	2 tables of 10 Plus 2 seats at the Head table	1 table of 10 Plus 1 seat at the Head table	1 table of 10	1 table of 10
Discount on tickets to share with your network	✓	✓	✓	✓
Recognition and logo in digital presentation and background media during networking	✓	✓	✓	✓
Banner Placement at the Oration	Own banner on stage and Foyer	Own banner side of stage and Foyer	Own banner in Foyer only	✗
Company description on Oration webpage (no. of words)	400	200	50	✗
Logo and hotlink from Oration webpage to sponsor homepage	✓	✓	✓	✓
Acknowledgement as sponsor by MC during the event	✓	✓	✓	✓
Logo on attendee name tags	✓	✗	✗	✗
Speaking role at the event (4 min Welcome)	✓	✗	✗	✗
Inclusion in printed flyer at Table	Logo and full page ad	Logo and half page ad	Logo only	Logo only

## The Riding the Digital Wave Summit

As part of the Pearcey Heritage Project and in association with other leading industry associations, the Pearcey Foundation will celebrate the transformation and impact of Computer Science over the decades and explore what the future holds at a full day Summit in Sydney. Speakers include Prof. Genevieve Bell, Dr. Ian Oppermann and Dr. Jon Whittle.

*Being held at the Refectory, The University of Sydney on 24 February 2022*

Sponsor Level	Exclusive			
	Diamond	Platinum	Gold	Silver
Investment	\$40,000	\$15,000	\$10,000	\$5,000
Logo on all printed and electronic marketing material and campaigns, newsletters and invitations	✓	✓	✓	✗
Tickets to attend the Summit	25	15	10	5
Discount on tickets to share with your network	✓	✓	✓	✓
Recognition and logo in digital presentation and background media during networking	✓	✓	✓	✓
Banner Placement at the Summit	Own banner on stage and Foyer	Own banner side of stage and Foyer	Own banner in Foyer only	✗
Company description on Heritage webpage and in Program Booklet at the event (no. of words)	400	200	50	✗
Logo and hotlink from Heritage webpage to sponsor homepage	✓	✓	✓	✓
Acknowledgement as sponsor by MC during the event	✓	✓	✓	✓
Logo on attendee name tags	✓	✗	✗	✗
Speaking role at the event (4 min Welcome)	✓	✗	✗	✗
MC role at the event	✓	✓	✗	✗
Opportunity to have a representative to help guide program planning	✓	✓	✗	✗

## Other Partnership opportunities

Partnership opportunities are also available for the Pearcey Conversations, State Awards, Pearcey Institute Roundtable, Her Story, the student program of activities and the Heritage Project book and virtual museum.

If you are interested in coming on board to support and align your organisation with the Pearcey Foundation on any of these wonderful events and/or initiatives, we would love to hear from you!

## About Dr Trevor Pearcey

(5 March 1919 – 27 January 1998)

Dr Trevor Pearcey was an outstanding Australian ICT Pioneer. Most notably, he led the project team that built one of the world's earliest digital computers, the CSIR Mark 1 (later known as CSIRAC). CSIRAC was built between 1947 and 1949. It is believed to be the fourth operational stored program electronic computer ever constructed. Only the UK and the USA beat Australia into the computer age. As the oldest surviving stored program electronic computer in the world, CSIRAC is currently on show at the Melbourne Scienceworks Museum. In addition, Dr Trevor Pearcey was a visionary. In February 1948, Dr Pearcey wrote: It is not inconceivable that an automatic encyclopædic service operated through the national teleprinter or telephone system will one day exist. Today, people call this the World Wide Web!

## Charity Status for the Pearcey Foundation

The national committee of the Pearcey Foundation (PF) has registered with the Australian Charities National Commissioner (ACNC) as a first step towards achieving Deductible Gift Recipient (DGR) status.

# Contact

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 work with you to tailor a sponsorship package to suit your needs.



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