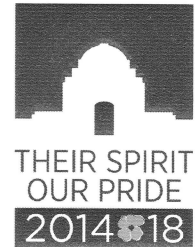


Dr Brendan Nelson
Director



29 November 2017
ENQU10006-059203AF

Lt. Col. Bruce Cameron MC, RAAC (Retd)
~~22 Campbell Street~~
Campbell ACT 2612

Dear Lt. Col. Cameron

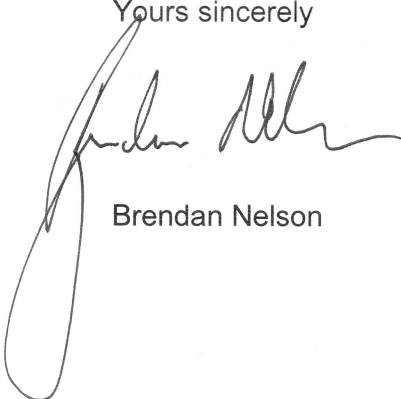
Thank you for your letter of 13 November 2017, and for your kind words about the Memorial. Thank you too, for your feedback about the current stock line of snow globes in the Memorial Shop.

One of the Memorial's fundamental priorities is to engage and educate our younger generation about the Australian experience of war. In response to our concerted efforts in this regard, the Memorial has received a large increase of school-aged children on educational tours, and we have found that they gravitate to the souvenirs that are deliberately pitched to an audience of this age.

That said, it is equally important that our Shop stocks products that are befitting of the purpose and objectives of the Memorial, and respectful of the service and sacrifice that we are here to commemorate and I agree that this particular item does not honour the objectives of the Memorial. As such, I have asked the Memorial's Head of Retail and Online Services to discontinue this line and explore opportunities to replace it with more appropriate products.

I appreciate you taking the time to write to me to bring this matter to my attention and I hope to welcome you to the Memorial again soon.

Yours sincerely



Brendan Nelson