

## #handsoffAnzacHall Social Media Campaign

### About the campaign

Time is quickly running out to stop approval being granted for the Australian War Memorial's planned \$498 million redevelopment, which includes the demolition of Anzac Hall, a young building and recipient of the Sir Zelman Cowen Award for Public Architecture.

The Institute has launched a new campaign on social media inviting all Australians to show their support for Anzac Hall by sharing stories of their experiences with it.

It is easy to support the campaign with a quick social media post, like or share and we would love to have your support and for you to help spread the word across your social networks.

### Action you can take to help save Anzac Hall

How you can help:

- 1. Like and share posts:** We are rolling out a series of social media posts across Instagram ([institute\\_architects\\_au](https://www.instagram.com/institute_architects_au)), Twitter (@AusINSArchitect), Facebook (<https://www.facebook.com/AusINSArchitects/>) and LinkedIn (<https://www.linkedin.com/company/australian-institute-of-architects>). Please like or share these posts.
- 2. Share your own stories:** Did you visit Anzac Hall as a school student? On a work trip? With family? Please share the story and photos of your experience with this award-winning building. Don't forget to use **#handsoffAnzacHall**
- 3. Tell your friends:** Do your friends and family care about heritage? The more people who share the campaign on their networks, the wider its reach and the bigger its impact. Let's really see what we can do using the potential multiplier effect social media offers as a force for good.
- 4. Sign the petition:** You can also sign our petition to the Australian Parliament <https://wp.architecture.com.au/anzachall/petition/>

### Background

The Australian War Memorial has not been upfront about the demolition of Anzac Hall in their public consultations and have misrepresented the level of public support while also downplaying community concern.

The campaign aims to raise awareness of the proposal and provide a line of direct communication for members of the community regarding the proposal.

The stories showcased in this campaign demonstrate that the debate is not “just about a building” as the Australian War Memorial Director has claimed, but rather highlight Anzac Hall’s value as home to two decades’ worth of shared moments and treasured memories.

The Australian Institute of Architects is particularly concerned about failures of due process and the consequences for other icons if the Australian War Memorial, a preeminent national institution, is permitted to disregard its heritage obligations.

The campaign also provides an opportunity for supporters to raise other issues with the redevelopment.

Importantly the campaign will also help document the legacy of this relatively young, award-winning building which still has decades of life left in it.

### Key approval milestones

The redevelopment proposal is currently undergoing assessment under the EPBC Act, with a decision due by the Federal Environment Minister, the Hon Sussan Ley MP, no later than 11 December 2020.

The [Public Works Committee](#) is also due to table its report and recommendation to the Australian Parliament from the public inquiry it commenced in April this year.

These are the final two approval milestones prior to the project being considered by the National Capital Authority.

### Other materials you can download and share

- Campaign hero image (JPG)
- Sample campaign post 1 (PDF)
- Sample campaign post 2 (PDF)

