



FOUNDATION EXPO '88

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Foundation Expo '88 First Year Milestones

30 April 2004 to 30 April 2005

“The Balcony”, Cafe San Marco, Southbank Parklands, Brisbane

Today, 30 April 2005, sees the successful anniversary of the First Year of Foundation Expo '88. It also marks the 17th Anniversary of the Official Opening of World Expo '88, here on this very site.

The Foundation, born out of an idea to keep the World Expo '88 dream alive in our hearts, for now and for future generations, is three-tiered – with one structure becoming foundation to the other – a web-site, an Association, and a Museum.

The web-site has been running for one year now – today. It has considerably raised the profile of World Expo '88 amongst other similar World Exposition web-sites, both government and private, and I am proud to say without any hesitation that it is the premier on-line reference to World Expo '88 on the World-Wide Web. The site has also raised awareness in the Government, Arts and Media Sectors, of the need of a commemorative organisation for World Expo '88, as well as reminding these important stakeholders of the rich cultural heritage left to us by the Exposition, as Australians, as Queenslanders, and as Brisbanites.

News of the Foundation is disseminated via e-mail to significant on-line community groups such as A.M.O.L., the Australian Museums On-Line forum; the expomuseum.com Discussion Forum, as well as the on-line World Expo '88 Group discussion forum, and through the Foundation Expo '88 web-site 'News-Press' page.

The twice-yearly meetings of the Foundation – held on the anniversary dates of the Official Opening and Closing Ceremonies of World Expo '88 – 30 April and 30 October, are another forum where World Expo '88 discussion and debate can take place. Minutes from the meetings are published to the Foundation web-site the day after the meeting.

The web-site also features a “Museum Archives” page, a digital representation of representative memorabilia from World Expo '88 – largely drawn from the Executive Director's own purchases, as well as the occasional donation from the general public. The on-line presence of the Museum has grown to some 30 items, and this collection continues to grow.

For it's first year of operation, the Foundation can be proud of a most successful record, and one that certainly precedes further success.

Key First Year Milestones of the Foundation are:

- **Front Page coverage in the Brisbane City newspaper 'The Independent', May 2004**
 - Radio Interview with Steve Austin on ABC Radio 4QR, May 2004
- **Radio Interview with Tony Murphy on 4BC '1988 Memories' segment, May 2004**
- Attendance at launch of “Showing Off: Queensland At World Expositions 1863-1988”, Parliament House, September 2004

- **Attendance at the "Cities & Museums Forum", Queensland College of Art, Griffith University Southbank, September 2004**
- Interview with James Maccormick, MBE, Joint Chief Architect of World Expo '88, October 2004
- **Attendance at the 'Linimo Design Award', at the site of World Expo 2005, Aichi, Japan. The magnetically-levitated 'Linimo' linear motor car is the primary means of transport to the Exposition site from the City of Nagoya. Winner of the design competition for the exterior of one of the trains was Urso S.A. Chappell, web-master and Editor of expomuseum.com. This was the first opportunity for Foundation Expo '88 and ExpoMuseum.com to meet in person . I look forward to keeping and maintaining contact. November 2004**
- Radio Interview with Dr Judith McKay, Queensland Museum, on Queensland's role at World Expositions, and World Expo 2005 Japan, ABC Radio 612AM. February 2005.

The web-site continues to attract a wide audience of international and Australian visitors, with over 100 visits on the first day of the site, on April 30, 2004. Since then the site has averaged 300 visits per month, with 45% of this being Australian and 55% international visitors. Over 60% of the visits are referred by expomuseum.com, which features it's own page on World Expo '88, with another 10% from the wikipedia internet encyclopaedia listing on World Expo '88.

Other projects on the horizon with regards to the web-site's development are:

- Conclusion of migration of site from AOL to new domain name foundationexpo88.org
 - Review and update of all Pavilion listings
- Internet licence to host official theme song of World Expo '88 "Together We'll Show the World".

These endeavours will considerably raise the profile of the web-site amongst World Exposition sites, as well as securing Foundation Expo '88's position as the premier on-line reference to the 1988 World Exposition.

2005/2006 shall see the Foundation begin to approach Southbank Corporation and other businesses at Southbank for possible usage of office/display space on the former World Expo '88 site – the now Southbank Parklands – for purposes of a physical Museum space, however humble it's beginnings may be - commemorating World Expo '88.

Keep tuned to the World Expo '88 Discussion Forum for further news.

As the Foundation grows in numbers and interest, it is hoped one day for Foundation Expo '88 to attain incorporation status, which will no doubt be an important base for a community-led World Expo '88 Museum.

We look forward to your continued support.

John McGregor
 Founder and Foundation Executive Director
Foundation Expo '88

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