



## FOUNDATION EXPO '88

*Progressing the World Expo '88 Vision*

– A non-government not-for-profit entity celebrating Brisbane's World Expo '88 –

John R McGregor - Founder and Foundation Executive Director

# Report

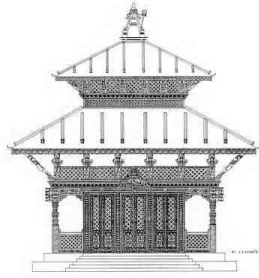
2nd Anniversary General Meeting

Sunday 30 April 2006

3.00p.m.-5.45p.m.

Café San Marco, Southbank Parklands, Brisbane  
Former Site of World Expo '88

18th Anniversary of the Opening Ceremony of World Expo '88



Dear Friends, Colleagues and Supporters:

It is with great pleasure that I present today, the 18th Anniversary of the Official Opening Ceremony of World Expo '88, this 2nd Anniversary General Meeting Report of Foundation Expo '88.

Today is also the fifth public meeting of the Foundation – which has met every six months since its inception on 30 April 2004 – on the anniversary days of the Opening and Closing Ceremonies of World Expo '88.

Much work has been conducted in this time – and there is also much more work to be done.

Today I will not spend much time on the first 18 months of activities of the Foundation – but rather a summary of the activities of the Foundation in the last six months.

As you know the 30 April 2005 General Meeting – with Dr Judith McKay from the Queensland Museum as Keynote Speaker – was a landmark event – and also saw – albeit one page only – the launch of the Foundation web-site at it's new domain address of <http://www.foundationexpo88.org>.

This was a significant and important step in the marketing and brand awareness of the Foundation Expo '88 project – an official domain name that was not only easy to remember and identify with – but also one easy to say. Nonetheless, the Foundation still maintains its AOL Hometown account, and the original page on the AOL server still directs people to the new site at [foundationexpo88.org](http://www.foundationexpo88.org), where, I am pleased to report, the migration of the site from AOL Hometown is virtually complete, with numerous new pages and interactive media that would not have been possibly previously.

Other features from the AOL service however, still remain, and in this case, I refer to the web-site's discussion forum e-Group – the World Expo '88 Discussion Forum – which now has a pleasant 38 members. The Discussion Forum exists as a private subscriber/member only e-Group – where e-mails are sent to all group members, as well as being archived at the Group's AOL page. Any person with internet access can join the Group – as well as cancel membership at any time – and membership is free. Members of the Discussion Forum receive news concerning the Foundation's web-site projects and updates, as well as being a forum for World Expo '88-related discussion

and general Australian World Expositions news. There are other features to this service – a Photo Album and Calendar for Events page, as well as a Chat provision whereby members can discuss issues in 'real time' – and it is hoped that in the near future – a bi-monthly sessioned Chat may also become part of the Foundation's activities.

A new feature added to the Foundation web-site recently is part of a new world-wide storm to hit the internet – Internet Blogs – or on-line diaries that can be read by anyone – and even make comments. 'Blogging' as the verb is known – has become a hit especially for those on the move – backpackers and friends who want to keep in touch with their families and friends around the world as they travel – and offers a new unique insight into a person's day-to-day life and projects. As it is, Foundation Expo '88 has risen to the challenge, and as of 9 March 2006 I established the World Expo '88 Ideas Centre! Blog – hosted and moderated at AOL Journals – a forum specifically designed to allow – in a more immediate and 'connecting' fashion – greater expression of the Foundation's dreams and ideas for a physical Museum space for World Expo '88, and the 20th Anniversary celebrations in 2008. The official address for the Blog – linked to on the Foundation's Table of Contents page – is <http://journals.aol.com/foundationexpo88/WorldExpo88IdeasCentre>.

In this sense, the latter forum represents a significant shift of the Foundation's activities from focus on the web-site as a Museum in itself, to the establishment and running of a World Expo '88 Museum at Brisbane's south-side, with a social and administrative arm – a World Expo '88 Historical Association, to be called the 'Friends of the Pagoda Association' – named after the successful 'Save the Pagoda Committee' and 'Friends of the Pagoda' group established during the end of World Expo '88 in 1988 and 1989. With the famous Nepalese Peace Pagoda from World Expo '88 that now graces the Southbank Parklands Brisbane River fore-shore as its name-sake and future centre – I propose the formation of this Association as an incorporated association which would deal with all matters regarding the Museum and World Expo '88 – with the Nepalese Peace Pagoda first floor as venue. More details on my thoughts in this regard can be found at the Ideas Centre! Blog.

So, as we speak, the first year of the Foundation – 30 April 2004 to 30 April 2005 – has seen the Foundation's web-presence elevated to that of an official domain name – [www.foundationexpo88.org](http://www.foundationexpo88.org) – easier to remember – and a better marketing communications tool for the Foundation's activities and government and non-government, media, museums, art galleries, and exhibitions sectors contacts.

In particular, the last six months of the Foundation's activities – from 30 October 2005 to today – have seen considerable fine-tuning of the site's visual and text impact across the scope of the whole web-site:

- the launch of a new branding across all the Foundation's web-pages;
- new ways of interacting with the Foundation logo through the browser and desktop, with browser address bar logo icon, and desktop shortcut clickable express hyperlink to the Foundation Expo '88 web-site;
- re-drafting of all the pre-liminary Expo pages at 'About World Expo '88', and the National and International Pavilions pages, including a new Pavilions pages entry and exit statement where upon entry to each Pavilion, one is

- presented with the background image of a World Expo '88 Pavilions Passport - with Passport Stamp of that Pavilion. Courtesy of the Ruth Gabriel Collection;
- Updated Copyright and Terms & Conditions pages - highlighting the increased role of Moral Rights in copyright, and work-by-work copyright owner reference, linked to on each web-page by a Foundation Expo '88 watermark copyright clickable logo that follows the visible viewing screen of the visitor;
  - Optimization of photograph images, enabling faster page download speeds for dial-up and broadband viewers;
  - A considerably beefed-up Entertainment page, including:
    - ◆ new listings for all of the Exposition's entertainment venues;
    - ◆ new pages on the Expo Day and QANTAS Light Fantastic Night Parades - featuring photographs from the Foundation's Ruth Gabriel and Damian McGreevy collections - kind donations;
    - ◆ a new page on all the Expo Theme Weeks;
    - ◆ 'The Best of the Best' - a brief selection of the top world entertainment at Expo, and at the nearby Queensland Cultural Centre;
    - ◆ A new page of all the speaker and topic details of the popular 'World Expo '88 Celebrity Speakers Forum';
    - ◆ A Foundation compilation of The Courier Mail's 'Expo Today' columns, covering entertainment and attendance figures for every single day of the Exposition - bar a few;
    - ◆ A 'World Expo '88 at the Queensland Cultural Centre' page - featuring the popular back of Expo '88 Souvenir Program Guide advertisement for the Centre during Expo, as well as events and exhibitions held;
  - A new 'Transport' page - featuring the 'Go Easy to Expo' campaign fridge magnet;
  - A new 'Design & Communications' page - with thanks to former Keynote Speaker - Expo Co-Chief Architect Mr James Maccormick MBE;
  - New 360° panorama photos of Southbank, and the City and Southbank today from Highgate Hill, and from the Goodwill Bridge - by the Executive Director, for the 'Southbank Today' and 'Where's Brisbane?' pages;
  - Improved << >> (Forwards - Backwards) Photo interaction at the 'Photos' pages;
  - An 'Expo FAQs' Chapter on 10 essential Expo questions - in depth - with an Australian perspective! Highly recommended. A special feature project by the Executive Director;
  - The World Expo '88 Ideas Centre! Blog - hosted at AOL Journals - starting 9 March 2006;
  - 'Expo Oz Embassy' - everything you wanted to know about Expo Oz; 'A Brief Guide to Australia in the 1980s' - a year-by-year summary of this most eventful decade; 'Australia at World Expositions' - Australia's representation at the great World Exhibitions. These pages to be completed as time allows!
  - A new 'World Expo '88 in The Courier Mail' page - highlighting The Courier Mail's role as official Expo newspaper - and link to a selection of scanned documents;
  - The launch of an annual Brisbane Winter calendar event for the first two Sundays of June - the World Expo '88 Art Heritage Trail Walk, proudly led by the Executive Director. One can survey the Trail and the works displayed at the web-site 'About World Expo '88' pages;

- The Expo 2020 uluru page updated to include theme and anniversary celebration details, as well as a new exclusive open forum discussion page at <http://expo2020uluru.forumwise.com>, with branch specific discussion fora including 'Welcome'; 'Themes'; 'Opening & Closing'; 'Pavilions'; 'Attractions & Infrastructure'; 'Photos & Sketches'; and 'Miscellanea'. A free service with service-content context text advertisements, any person can jot their thoughts here - and even sketch ideas for their country's pavilion - as an open page for discussion and inspirations. A scale-representation of the Indigenous Australia Pavilion - the world's tallest structure at 1,000 metres height, also features here.
- A 'Visit Zaragoza Spain Expo 2008' link to the official Zaragoza Expo 2008 web-site now takes the place of the 'Visit World Expo 2005 Japan' link. This link is to be continually updated to the official site of the next scheduled B.I.E. World Exposition;
- A 'Donate!' page - highlighting the on-going maintenance, representation, and other costs of running a Foundation - as well as facility for an on-line e-Donation through eBay and PayPal services. This page also highlights the important role donors and volunteer helpers can make;
- New 'COMING SOON!' pages -
  - ◆ 'Your Hosts and Hostesses' - photographs and stories of their work;
  - ◆ 'Honorary Ambassadors' - who were they - what was their role?;
  - ◆ 'The World Expo '88 Time Capsule' - who designed it? what was collected?;
  - ◆ 'The Human Factor at World Expo '88' - in the Art pages;
  - ◆ 'Humanoid Greetings from the Future of Technology' - a new special feature page on the humanoid robot clones that greeted guests to the Expo;

Furthermore, major entry points to the site have been designed for greater Expo '88-specific visual impact, and streamlined delivery.

Projects over the next 12 months include:

- Research for the Expo Oz Embassy, Australia at World Expositions pages;
- Development and launch of a commercial arm to the web-site, with not-for-profit and cost-covering objectives;
- Greater networking with relevant Brisbane Arts, Media, and Government sector stake-holders, and;
- a greater engagement with the 'Save the Pagoda' committee and former members, as well as Southbank Corporation, with purpose of re-inaugurating the committee, and making official application for incorporation status of the 'Friends of the Pagoda Association', within the State of Queensland - to take place one months time from today's meeting - from 2.00p.m. to 4.00p.m. Sunday 28 May 2006. An advertisement will be placed in the Courier Mail one week prior to the meeting, announcing interest in the positions of President, Secretary, and Treasurer, with official application lodgement on 29 May. This new branch of Foundation Expo '88 will meet once-monthly with the aims of:
  - ◆ establishing an administrative and social arm to the Foundation;
  - ◆ becoming the incorporated association for all matters regarding the

- Nepalese Peace Pagoda and World Expo '88;
- ◆ establishing a World Expo '88 Museum at the Pagoda.

Thus, the inter-relational structure of the new entities closely follows the three-tiered development plan of the Foundation Expo '88 project.

1. The Foundation Expo '88 web-site continues as a virtual Museum, with new link and pages for the new Association - serving as it's communication and networking base;
2. The Friends of the Pagoda Association Incorporation works for the goal of establishing the World Expo '88 Museum at the First Floor level of the Nepalese Peace Pagoda, and becomes the Management core of the Museum;
3. The World Expo '88 Museum becomes the international physical repository for World Expo '88, and is operated and maintained by volunteer staff - all members of the Association, with running costs assisted by membership fees, product placement, and donations.

Now is also the time to start considering ways in which Brisbane can celebrate the 20th Anniversary of World Expo '88 in 2008 - some ideas for which I have also mentioned in the World Expo '88 Ideas Centre! Blog. We are spurred on in this instance by the soon 20th Anniversary Celebrations of Vancouver's Expo '86 - who will be hosting a 20th Anniversary Re-Union at the False Creek former Expo site in just two weeks time, charging a commemorative \$19.86. I pipped in mooting that we - World Expo '88 - are hot on their tails - and that we may charge \$19.88 for our own World Expo '88 Re-Union in 2008!

Other ideas - a Book Prize for World Expo '88 Art - an annual event for new and original works - from paintings to digital photography - to academic treatises - with annual prize being awarded each 30 April Meeting. And, an on-line World Expo '88 Memorabilia Shop - coming soon!

I attach with this report a draft of the Association Rules for the Friends of the Pagoda Association Incorporation - to be discussed and decided upon at the inaugural Sunday 2.00p.m. 28 May 2006 Meeting - here at Café San Marco.

I also attach a report of the visits statistics for the web-site's First Year at <http://www.foundationexpo88.org>.

I hope you enjoy reviewing this report. I look forward to working with you as the Foundation's further goals develop, and envelope Brisbane Town.

NOTE:

The new logo as represented at the head of this report is a reproduction of a sketch of the Nepalese Peace Pagoda, from a document in the Friends of the Pagoda archives - entitled 'The Peace Pagoda of Nepal' - a special commemorative document chronicling the Pagoda's construction, arrival, and new re-dedication at Southbank.

It is used here as a visual gateway reference in time between Foundation Expo '88's 2nd Anniversary and the desire for a re-inauguration of 'The Friends of the Pagoda Association Incorporation' in 2006.