

REPORT OF THE HON. SIR EDWARD WILLIAMS, KCMG, KBE.
COMMISSIONER-GENERAL OF EXPO 88

TO BE PRESENTED BY THE AMBASSADOR FOR AUSTRALIA,
HIS EXCELLENCY MR E.R. POCKOCK, TO THE GENERAL ASSEMBLY
OF THE BUREAU OF INTERNATIONAL EXPOSITIONS IN PARIS
ON 14 DECEMBER 1988

This Office has already written a formal report reciting the general nature of its involvement in the 1988 Specialised Exposition - Brisbane, almost universally referred to as World Expo 88.

The appropriate Minister of the Government of Australia (See General Regulation Clause 4.1), the Minister for Arts, Sport, the Environment, Tourism and Territories has ruled that in the present economic circumstances I will not personally present the Report of the Commissioner General of Expo 88 to the General Assembly. Therefore I will not be present to speak to that Report, and to personally answer any questions or deal with comments or matters affecting the Exposition as they bear on my role. In my view it is necessary and desirable that I should, in supplementing my formal report with subjective matters, expand upon some aspects in greater detail.

Brisbane - 1988

Expo 88 was an unqualified success. Few would dispute this though many may gauge success by varying standards. Virtually every Australian would rise in strident protest at any suggestion to the contrary. Expo 88 made many people very happy.

To adopt the phrase coined many months before Expo opened by the United States Ambassador to Australia, Mr Bill Lane, it became "The Jewel in our Bicentennial Crown". There are many who would agree that it was an important, if not the most important, event in the history of Australia's 200 years. Not only was it the first International Exposition held this century in the Southern Hemisphere, it was an event which, complemented by the Bicentennial celebrations, brought an imposing array of National Day guests and high level visitors to our shores in numbers hitherto thought unattainable. The "tyranny of distance" that we in this country have heard so much about and which many have long-since conquered by our own thirst for travel, has hopefully either been laid to rest or put into proper perspective by the multitude and type of international visitors. The people and the States and Territories of Australia banded together in wholehearted support.

Interstate and intrastate land, air, sea and river traffic focussed on Brisbane in ever increasing numbers as never before. Accommodation at all levels, whether in Brisbane or within 150km was strained to the utmost. "Locals" opened their doors to friends and visitors in numbers never before contemplated.

So Australians are well satisfied - indeed overjoyed - by what Expo 88 produced, namely a remarkably happy, enjoyable, informative and at most times comfortable venue in which to pass hours and hours of one's time, ever leaving with a wish to spend more time and to return if possible. It showed Australia and Australians in a new perspective to many if not most of the

nations of the world, whether participants or otherwise, and hopefully to our country's advantage.

Expositions - Their Future

All of this said, where does Expo 88 fit into the scheme of BIE-sponsored International Expositions, past or future? Over the last two years much has been written and circulated on the future course BIE-sponsored International Expositions might or should take. Decisions must eventually be taken by the representatives of member countries, including of course my own. In submitting this Report, perhaps I may be permitted to offer some personal views which may assist future deliberations in which I will play no part.

Obviously the character of International Expositions is changing, and rapidly so. The satellite has provided a new dimension to our lives and our thinking. Almost contemporaneously we see worldwide, man's most recent achievements or his attempts thereat.

1851 is light years away. The lofty motives that inspired Expositions in that and later years have been supplanted largely by the prime purpose of inducing the participation of reasonable numbers of participants by giving them and the host country the opportunity of achieving financial viability, whether by the end of the Expo or in the long term. In the process of so doing people are invited to enter the gates with an expectation of entertainment, enjoyment and relaxation. Education, though important, has necessarily taken a lesser role.

So we had in Brisbane what were referred to as "theme pavilions", namely The Holy See (also an International Participant), Captain Cook Navigator, and Magna Carta. A theme which could be appropriate for these challenging and unique displays had to be one without precise definable limitations such as "Leisure in the Age of Technology".

This raises the question: How important to the future of the Bureau of International Expositions is strict observance of the theme of a specialised Exposition? These three pavilions collectively added another dimension to a wide range of excellent international pavilions which were in themselves supported by those of "other governments" and corporates of a high standard. This extremely well-designed Exposition, functioning on approximately 40 hectares of land, even with attendances of 120,000 visitors per day seldom seemed overcrowded except at one or two particular bottlenecks brought about, on occasions, by the appeal of the entertainment provided there. Indeed the range of entertainment and sitescaping played a significant role in making this Expo, arguably no doubt one of the happiest of Expos.

In assessing the future nature and length of Expositions which delegates will register, they will no doubt pay regard to the venues of those classed as successful over the last decade, be it one in a relatively isolated part of the world or in the middle of a highly populous locale. They will consider also the coincidental support that comes from associated events such as a Centennial, Bicentennial or Quincentennial.

Finally, might I remind delegates of the attitude expressed by some of them to the future of Expositions and their duration immediately post-New Orleans in 1984, and ask them to contrast that with the enthusiasm and euphoria following the two successful Expositions in Vancouver 1986 and Brisbane 1988. All of these were Expositions of a vastly different kind from those that originated in 1851.

A clear definable future for International Expositions needs to result from mature, objective consideration of a vast number of factors. I have mentioned but a few.

Whether or not they agree with all or part of the sentiments expressed, delegates might find some topics of interest in an article, "Summertime in Brisbane" in the commendable publication of Alfred Heller, "World's Fair" Vol. VIII No. 4 Fall 1988. This particular publication is also a convenient place in which to find under "Report from Paris", an article by the Vice President of the BIE, Mr Ted Allan, in which he deals with some of the matters to which I have made reference.

A handwritten signature in black ink on a light pink background. The signature is written in a cursive style and reads "E.S. Williams". There is a long horizontal flourish underneath the name.

E.S. WILLIAMS

6 December 1988

COMMISSIONER-GENERAL'S REPORT

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Organisational Framework

The General Regulations state that Expo 88 is established under the general authority of the appropriate Minister of the Government of Australia.

A Ministerial Council was established to oversight planning of Expo 88.

The membership of the Ministerial Council comprised:

- The Honourable the Premier and Treasurer of Queensland
- The Honourable the Deputy Prime Minister of Australia
- The Honourable the Deputy Premier of Queensland and Minister responsible for Expo 88
- The Honourable the Australian Government Minister responsible for Expo 88
- The Right Honourable the Lord Mayor of Brisbane

The Brisbane Exposition and South Bank Redevelopment Authority (the Authority) was established by an Act of the Queensland Government in 1984. The Authority was responsible for acquisition of the land, the design development of the site, the planning of the operation of the site, the detailed negotiations for participation and the day-to-day operation of the site. The Australian Government had a representative on the Board of the Authority. The Commissioner-General and his Deputy attended as observers.

The Hon. Sir Edward Williams KCMG, KBE was appointed Commissioner-General of Expo 88 by the Australian Government in March 1984. As Commissioner-General, he was authorised, in accordance with Article 12 of the Convention Relating to International Expositions, to represent the Australian Government for all purposes in connection with the Convention and all matters concerning the Exposition.

The Commissioner-General of Expo 88

The Hon. Sir Edward Williams KCMG, KBE was born at Yungaburra, North Queensland in 1921. He is married with seven children.

Sir Edward was admitted as a Barrister in Australia in 1946 after war service overseas as a RAAF Pilot. He was a Justice of the Supreme Court of Queensland from 1971 to 1984.

He was Chairman of the XII Commonwealth Games Australia Foundation Limited from its inception in January 1977.

In 1977 Sir Edward was appointed by the Australian Government to conduct the Australian Royal Commission of Inquiry into Drugs. He was subsequently commissioned by the Governments of Victoria, Queensland, Western Australia and Tasmania.

He was a Member of the International Narcotics Control Board (UN) from 1982 to 1987.

On 26th January, 1983, Sir Edward received the Australian of the Year Award. On 6th June, 1983, he received the Queenslander of the Year Award.

On 8th March, 1984 the Australian Government appointed Sir Edward Commissioner-General of Expo 88.

The Roles and Responsibilities of the Commissioner-General

The roles and responsibilities of the Commissioner-General of Expo 88 are conferred by the BIE Convention and the General and Special Regulations.

A definitive statement outlining the roles and responsibilities of the Commissioner-General of Expo 88 and the Authority was agreed in March 1987. A copy of this statement was forwarded to the Secretary General of the BIE.

Comparisons are inevitably made between Expositions - the way they are planned, the way they are conducted, the roles of governments, the roles of key office holders, and so forth.

The precedents and traditions of other Expositions, which are sometimes different for the same situation, were often quoted when discussions took place regarding certain issues. Unfortunately, there are no rules or guidelines formally issued by the BIE to cover these precedents and traditions.

The Commissioner-General's Suite

The Commissioner-General's suite comprised two Deputies and three Assistant Directors.

The two Deputies were Robert Wait, responsible for the overall management of the Office of the Commissioner-General and protocol matters; and Philip Rees, who directed the Office and took particular responsibility for operational matters relating to international participants.

The Assistant Directors were Anne McDonald, who undertook research and preparation of speeches; Jane Fowler, who provided the secretariat service to the Steering Committee of the College of Commissioners-General and arranged Ministerial representation at National Days; and Karen Curtis who directed the Protocol Section.

The suite was ably assisted by an Office Manager, five Protocol Officers and eight support staff. See Appendix 1.

Australian Government Contribution

The total investment by the Australian Government in Expo 88 was considerable.

In addition to funding the costs of building and operating the Australia pavilion and the operation of the Office of the Commissioner-General, the Australian Government contributed to a number of other cost areas, as follows:

- Assistance towards the cost of the participation of developing countries - \$2, 030, 000.
- Contribution towards the cost of the overseas promotion of Expo 88 - \$400,000;
- Assistance towards the cost of the participation of Australian States and Territories - \$600,000.

The Australian Government also met all costs associated with the provision of federal support services, including Customs and Immigration and aspects of Security Services and Protocol Support.

International Recruitment

In September 1984, the Prime Minister issued invitations to participate in the Exposition to all countries with which Australia enjoys normal relations. The Prime Minister was also personally active in securing a commitment to participate from several overseas governments.

Whilst primary responsibility for international recruitment rested with the Office of Commissioner-General, as preparations progressed the work load was shared with the International Participation Division of the Authority which eventually undertook a vast amount of the detailed negotiations and planning for the eventual participation of governments.

Meetings of the College of Commissioners-General

The Commissioner-General of Expo 88 convened meetings of the College of Commissioners-General. They were held as follows:

- 18/19 February 1987
- 10/11 June 1987
- 28 October 1987
- 25 October 1988

The meetings of 18/19 February 1987 and 28 October 1987 were held in conjunction with International Planning Meetings. The Planning Meetings were organised and staged by the Expo 88 Authority.

At its meeting of 19 February 1987, the Commissioners-General of Section elected Mr Hugh Tunnell (Britain) as interim President of the Steering Committee of the College.

At the meeting of 28 October 1987 Dr Damaso de Lario (Spain) was elected President of the Steering Committee, Mr Ian Fraser (New Zealand) Vice President and Ms Katy Kalb (USA) Rapporteur.

The Steering, Committee of the College of Commissioners-General

During the six month period of operation of Expo 88, the Steering Committee met weekly. Meetings usually began with a closed working session. Representatives of the Office of the Commissioner-General and the Authority were then invited to join the discussion.

Secretariat support was provided to the meetings by the Office of the Commissioner-General.

The Executive of the Steering Committee also met regularly with the Chairman of the Authority. The Office of the Commissioner-General was not represented at these meetings and, for the most part, it was not necessary for his Office to be made aware of the nature and content of the discussions.

The Steering Committee raised operational and Queensland Government matters with the Authority representatives. Issues where there was a clearly identifiable Australian Government involvement were pursued with the Office of the Commissioner-General.

Most issues were resolved through bilateral negotiations.

Minutes of the meetings of the Steering Committee have been copied to the Secretary-General of the BIE.

The Steering Committee served a useful function in raising and debating issues relevant to the Australian Government. The professional conduct of the Steering Committee and its willingness to debate issues and use the forum effectively paid dividends in securing concessions from the Australian Government on behalf of all international participants.

The role of the Steering Committee at international expositions should not be undersold.

The contribution of Dr de Lario, Mr Fraser, Ms Kalb and the other members of the Steering Committee played an all important part in making Expo 88 a

successful Exposition. They deserve appropriate recognition.

Protocol

During the planning stages for the Exposition a Protocol Committee was established. The Committee was made up of representatives of the Australian Government (Departments of Prime Minister and Cabinet, and Foreign Affairs and Trade and the Office of the Commissioner-General) , and the Queensland Government (Premier's Department, Queensland Governor's Office and the Authority).

The Committee established guidelines for the varying aspects of protocol activity at Expo 88. These were submitted to the College of Commissioners-General in the form of the Protocol Regime.

Following the College's consideration of the Protocol Regime it was accepted by all parties as the basis for arranging protocol activities on the Expo site.

The Office of Commissioner-General established a Protocol Section with responsibility for aspects of National Day arrangements and for facilitation of guests and senior officers of the Australian Government.

The Australian Government agreed that the Authority have responsibility for implementing protocol activities on the Expo site which resulted in the protocol staff of the Office of the Commissioner-General and the Authority working closely and harmoniously together.

National Days

A schedule of the National Days and National Day guests is at Appendix 2.

The basic framework for National Days was agreed between the interested parties and outlined in the Protocol Regime.

Detailed planning for each National Day was undertaken by a group comprising representatives of the relevant international participants, the Office of the Commissioner-General and the Authority.

At each National Day ceremony speakers were as follows:

- National Day Guest
- Commissioner-General of Expo 88
- Australian Government Minister
- Queensland Government Minister
- Chairman of the Expo Authority

The Commissioner-General hosted the National Day luncheon at the Australia Pavilion for all international participants (except Italy, pursuant to the wishes of its Commissioner-General).

Judging by the many comments and correspondence received from National Day Guests, these days can be regarded as significant highlights of Expo 88 having contributed considerably to the furthering of friendly relations with Australia.

Visits by BIE Officials

The esteemed President of the BIE, M. Jacques Sol Holland, visited Brisbane as a guest of the Commissioner-General of Expo 88 in April/May 1988 to participate in the Opening Ceremonies.

His presence in Brisbane was recognised by Her Majesty The Queen of Australia when she invited M. Sol Rolland to a function on the Royal Yacht Britannia.

The President participated in, and spoke at, the BIE Flag Handover from the Commissioner-General of Expo 86, Ambassador Patrick Reid to the Commissioner-General of Expo 88, the Hon Sir Edward Williams, in the presence of the Rt Hon The Lord Mayor of Brisbane at the Brisbane City Hall. Later the President spoke at the Expo 88 Opening Ceremony in the presence of Her Majesty The Queen.

M. Sol Rolland undertook an extensive program at Expo 88 visiting many international participants' pavilions and having discussions with many Commissioners-General or Deputy Commissioners-General.

Madame Marie Helena Defrene, the Secretary General of the BIE, visited Brisbane as a guest of the Commissioner-General of Expo 88 for the Closing Ceremonies.

The Commissioner-General of Expo 88 returned the BIE flag to Madame Defrene, who in turn handed it to the Commissioner-General of the next registered BIE event, Expo 90, and then handed a BIE Flag to the Commissioner-General of Expo 92.

Madame Defrene met with the Steering Committee of the College of Commissioners-General, had discussions with a number of Commissioners-General and visited many international participants' pavilions.

Mr E. R. Allan OBE, Vice President of the BIE and Mrs Allan visited Expo 88 in late October 1988. Mr Allan was present at a number of the discussions Madame Defrene had with international participants. He visited many pavilions and was present at the Closing Ceremony.

STAFF OF THE OFFICE OF THE
COMMISSIONER GENERAL OF EXPO 88

Commissioner-General of Expo 88

The Hon. Sir Edward Williams KCMG, KBE

Personal Assistant

Evelyn Wight

Deputy Commissioners-General

Robert Wait

Philip Rees

Personal Assistants

Camilla Coghlan

Lyn Heppner

Assistant Directors

Karen Curtis (Protocol)

Jane Fowler (Liaison)

Anne McDonald (Research)

Office Manager

Tim Stouter

Protocol Officers

Karen Camody

Franziska Clarence

Kathleen Lansdowne

David McAllister

Gai Rogers

Support Staff

Donna Ah See

Gabrielle Bright

Wendy Cory

Annette Fitzgerald

Sarah Mitchell

Kathleen Phelan

Simon Russell

Craig Williamson

LIST OF NATIONAL DAYS AND NATIONAL DAY GUESTS

<u>Country</u>	<u>National Day</u>	<u>Guest of Honour</u>
Union of Soviet Socialist Republics	12 May	Mr Y.A. Israel USSR Minister and Chairman of the State Committee for Hydro- Meterology and Control of Environment
Greece	22 May	His Excellency Mr Ioannis Haralambopolous, Deputy Prime Minister and Minister for Defence
Kenya	1 June	The Hon. K.S.Matiba, EGH, MP, Minister for Transport and Communications
Holy See	9 June	His Eminence Cardinal Sir James Freeman, KBE
Philippines	12 June	The Hon. J.A. Gonzalez Secretary for Tourism
Spain	14 June	His Majesty the King of Spain
Australia	18 June	The Hon. R.J.L.Hawke, AC, MP, Prime Minister
Canada	1 July	The Hon. Don Mazankowski Deputy Prime Minister
United States of America	4 July	Mr Marvin L. Stone Deputy Director United States Information Service
Japan	8 July	His Excellency Ihei Ochi Minister of Construction
Sri Lanka	19 July	The Hon. Ranasinghe Premadasa Prime Minister
People's Republic of China	20 July	His Excellency Mr Jia Shi Chairman, China Council for the Promotion of International Trade
France	23 July	Mr Brice Lalonde Secretary of State to the Prime Minister in Charge of Environmental Matters

Yugoslavia	25 July	His Excellency Mr Milan Pavic, Chairman Chamber of Economy
Switzerland	1 August	Mr Jean-Pascal Delamuraz Federal Councillor, Minister for Economic Affairs, Vice-President of the Swiss Federation
Britain	5 August	The Rt. Hon. Margaret Thatcher FRS, MP. Prime Minister
Singapore	9 August	Dr Lee Boon Yang, Minister of State for National Development and State Affairs
Pakistan	14 August	Mr Main Mumtaz Abdullah Additional Secretary Ministry of Commerce
Korea	15 August	His Excellency Byong-Wha Ahn Minister of Trade and Industry
New Zealand	17 August	The Rt. Hon. David Lange MP Prime Minister
Hungarian People's Republic	20 August	The Hon. Istvan Stadinger President, National Assembly
Vanuatu	24 August	His Excellency Ati George Sokomanu MBE President
Republic of Indonesia	25 August	His Excellency Mr Soesilo Soedarman Minister for Tourism, Post and Telecommunications
Federal Republic of Germany	27 August	Dr Martin Bangemann Minister for Economic Affairs
Solomon Islands	30 August	The Rt. Hon. Ezekiel Alebua, MP Prime Minister
Malaysia	31 August	The Hon. Dato' Sabbaruddin Chik Minister of Culture and Tourism
Western Samoa	3 September	The Hon. Tofilau Eti Alesana, MP Prime Minister
Fiji	6 September	The Rt. Hon. Ratu Sir Kamisese Mara, GCMG, KBE

Prime Minister

Cook Islands	8 September	His Excellency Sir Tangaroa Tangaroa, MBE, Queen's Representative
Kingdom of Tonga	10 September	His Majesty King Taufa'ahau Tupou IV King of Tonga
Papua New Guinea	16 September	His Excellency Sir Kingsford Dibela GCMG, KstG Governor-General
Nepal	19 September	His Royal Highness Prince Gyanendra Bir Bikram Shah
Thailand	26 September	His Royal Highness Crown Prince Maha Vajiralongkorn
European Community	28 September	His Excellency Mr Ove Jull Jorgensen, Head of the EC Delegation to Australia and New Zealand
Cyprus	1 October	His Excellency Dr Procopis Vanezis High Commissioner to Australia
Brunei	4 October	His Excellency Dato' Paduka Haji Selamat Bin Haji Munap Deputy Minister of Development
Italy	12 October	His Excellency the Hon. Francesco Cossiga President
United Nations	24 October	Mr Bertrand de Looz Executive Liaison, Department of Public Information