

Anniversary events

celebrated all over

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It's not often you are involved in planning a huge series of events like the AFP's 25th anniversary celebrations. Few people stay in a job long enough to mark milestones of this kind, so it was with some trepidation and a much excitement that the Marketing and Publications team began the task.

While the initial objective of the anniversary was to celebrate 25 years in law enforcement and service to the community, the AFP was also keen to recognise the achievements of its people, record our history, bring the organisation together and use the celebrations as a launch pad for our future.

The centrepiece events included an official anniversary dinner and the production of a suite of corporate livery and gifts, we wanted to ensure the participation of each and every office, no matter how far from headquarters.

Planning committees were set up in each office and without exception, every one of them came up with great ideas and innovative ways to celebrate our birthday.

Things really kicked off with the Commissioner's National Press Club address in July, but throughout the year local committees organised all manner of events and displays.

There were medal presentations around the country; cocktail parties and stakeholder functions; a leadership forum, a display in the High Court of Australia, attendance at local



Sydney's cake, well ... took the cake!

shows and safety expos, morning teas and trivia nights, several glittering balls, a community policing expo, a family and friends days and presentation of the keys to the city in Canberra.

Staff overseas also celebrated with morning teas and stakeholders events, and a proactive media strategy gained us valuable exposure in both local and national media outlets.

A 25th anniversary mark was included on all electronic stationery, we made silver stickers and silver and white balloons, water bottles, chocolates and umbrellas were stamped with the anniversary logo and a commemorative pin was struck for every staff member.

Kids at family days around the country were treated to showbags with colouring books and pencils and an etched glass plaque was designed as a gift for international visitors and law enforcement partners.

To round off the celebration we will publish *Beyond the Call*, a pictorial history of the AFP and an historic timeline has been published on AFPHub.

We produced stories and pictures for *AFP News* along with a 25th anniversary section of the Commissioner's Home Page, posters for



every office and a special edition of *Platypus Magazine*.

Six hundred people attended the official anniversary dinner held at Parliament House, hosted by the Commissioner with Andrew Denton as Master of Ceremonies.

If you're impressed by numbers, the items produced for the anniversary included:

- 10,000 stickers
- 7000 lapel pins
- 5000 chocolates
- 2000 showbags,
- 2000 balloons,
- 2000 colouring books,
- 2000 packs of colouring pencils
- 1200 pictorial history books
- 1000 notepads
- 1000 pens
- 500 water bottles
- 200 plaques,
- 70 flags
- 36 golf umbrellas
- 25 golfing gift sets
- 3 sets of travelling banners

... and 10,894 paper cut out platypuses to decorate tables at the anniversary dinner!

Top Left: Adelaide's family day had a special visit from Constable Kenny Koala and, by the looks of it, the Port Adelaide Football Club makeup artist.

Top Right: Federal Agent David Craig, Manager Cairns Office, presenting Queensland Assistant Commissioner Peter Barron with an AFP 25th Anniversary commemorative plaque.

Middle Right: Australia's Ambassador to the United Nations John Dauth and Federal Agent Dick Moses cut a cake in New York.

Bottom Right: Queensland Police Commissioner Bob Atkinson receives an anniversary plaque from Manager Brisbane Office Paul Jevtovic.





Alongside the celebrations, members, former members and friends participated in the Australasian Police Basketball Games and the AFP Games in venues around the ACT.

We had international guests attend a conference on identity fraud and brought together law enforcement and intelligence community stakeholders from around the country; we caught up with old friends and made new ones.

We celebrated our birthday.

A sincere thanks from the whole team to each and every one of you for making this anniversary one to remember.

Now, who's going to plan our 30th?

Then there were all the other activities

If you're going to celebrate a milestone, you might as well go all out. And that's exactly what AFP offices around the country did.

Anniversary planning committees were set up in each location to make sure everyone had a say in the celebrations and each region did things with their own local flair and flavour.

Top Left: Federal Agent Shane Austin presents a plaque to the Director of Colombia's Administrative Department of Security (DAS) Dr Jorge Noguera Cotes.

Second top left: The AFP London office hosted a function on 4 November 2004 in the Main Exhibition Hall of the Australian High Commission and was attended by about 200 guests

Pictured (left to right) are Federal Agents Paul Morris, Kimberley Bates, Deputy High Commissioner Bill Tweddell, and Federal Agents Scott Sykes, Karen Beck and Alex Fadeyev.

Left: In Islamabad Federal Agent Rohan Pike hosted a small gathering on 16 October to mark the anniversary. In attendance were Jan and Grahame Niemann along with the Australian High Commissioner, Ms Zorica McCarthy, Head of the Special Investigation Group (Federal Investigation Agency) Mr Mirza Mohammad Yasin and long-standing Saudi Arabian Drug Liaison Officer, Mr Khaled Alasmari.

Below: Melbourne office hosted a reunion of former employees.





In July Commissioner Keely addressed the National Press Club, which was broadcast live on ABC television. July also saw the Sydney office open its doors to friends and family for a fun day of learning all about what mum and dad really do at work.

Planned events in August included the Brisbane office's annual display at Ekka, Queensland's answer to the Royal Easter Show and Darwin hosted a display at the local public safety expo.

Events in September ranged from a banner display at the Winchester Centre in the ACT to a morning tea in the Tasmanian office and happy hour in Sydney. Brisbane held their own family and friends' day and Melbourne teamed up with Victoria Police to host a Women in Leadership forum.

October, our anniversary month, was a hive of activity including displays at the Perth Show, a cocktail function in Brisbane and unveiling of their Wall of Fame, a family day in Adelaide and the ACT Community Policing Expo in Canberra.

The Australasian Police Basketball Games were a hit at the Tuggeranong Sports Centre in Canberra as were specially designed 25th anniversary flags proudly displayed on flagpoles around the ACT.

The AFP Games were held at venues throughout the ACT with sports including swimming, mountain biking and road cycling, shooting, ten pin bowling, darts, athletics, touch football and indoor soccer.

Sets of banners made travelled the country

throughout the year, including a three-week stint in foyer of the High Court in Canberra, while Adelaide hosted a stakeholder function later in the month.

The national anniversary dinner was held on 16 October at Parliament House, followed on 17 October by the hugely successful family day at Manuka Oval organised by an ACT geographic area team. From jumping castles to sausage sizzles and special guests, it was a great day for all.

Foundation Day, 19 October, was marked by the handing of the keys to the city to Commissioner Keely by ACT Chief Minister Jon Stanhope, preceded by a moving parade through the streets of Canberra.

On the same day Sydney office held a special breakfast and Perth celebrated over morning tea. The Sydney trivia night was a huge success, along with Adelaide's happy hour.

Rounding off celebrations was Perth's anniversary ball and drinks for Melbourne's retired members and friends and a family fun day.

Top: Sydney's family day packed in the children with some of them receiving very special treatment.

Second Top Right: Former General Manager Western Operations Nick Anticich receives a plaque from current Manager Perth Office John Beveridge.

Middle Right: Tasmania Police Deputy Commissioner Jack Johnson receives an anniversary plaque from Manager Hobart Office Chris Salmon.

Bottom Right: ACT Chief Police Officer John Davies gets assistance in cutting an anniversary cake at the ACT Policing display at Belconnon Mall.

