

ROLLS-ROYCE COMMITS TO INAUGURAL SPONSORSHIP FOR PROPOSED NEW GENERATION RUSI WEBSITE

The National President of the Royal United Services Institute of Australia (RUSI), Vice Admiral Chris Ritchie AO RANR (and former Chief of Navy) has welcomed the commitment of Rolls-Royce Australia to provide sponsorship for a second generation website that will enable RUSI to offer a members-only service as well as accept membership applications via the Internet.



Pictured here signing the agreement with Air Vice-Marshal Roxley McLennan AO Retd, Vice President Defence Aerospace Australia of Rolls-Royce, VADM Ritchie (seated right) thanked Rolls-Royce for its generous support to RUSI.

VADM Ritchie noted that RUSI has decided to focus its efforts on a re-developed website in furthering its aims of promoting informed debate, and improving public awareness and understanding, of defence and national security.

Through the auspices of the now evolving website, RUSI hopes to be able to offer all existing members as well as the wider community a better quality of service, including an expanding library of quality transcripts of presentations given to all RUSI state and territory organisations by prominent speakers with expertise in the many elements that contribute to the national security and defence spectrum.

Emphasis on the website as a major means of communicating with its membership reflects a recognised need to be more relevant to younger generations who are increasingly interested in discussing and debating national security and defence issues, VADM Ritchie said.

He noted that RUSI's aims are to promote informed debate and to improve public awareness and understanding of defence and national security and while the Department of Defence generously

supports RUSI management activities nation-wide, the bulk of RUSI's endeavours to engage with both active and retired defence personnel as well as the broader community rely heavily on membership subscriptions and voluntary effort.

Whereas RUSI has in the past obtained sponsorship for its tri-ennial seminars on a short-term basis, the agreement with Rolls-Royce marks a step forward in being the first of what he hopes to be a longer term relationship with sponsors focussed on maximising the potential of the website to meet RUSI's aims.

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