

# AUSTRALIA AT EXPO 82



## AUSTRALIA AT THE KNOXVILLE INTERNATIONAL ENERGY EXPOSITION

- ENERGY DOWN UNDER -

### Background

The two level Australian Pavilion presents Australia's role in the world energy system and portrays the country and the life-style of its people.

The decision to participate in the 1982 World's Fair was taken by the Australian Government in July 1981. A high level Advisory Committee was appointed to recommend to the government the nature and scale of Australia's participation. The members of the committee represented the fields of Energy, Government, Unions, Media and Culture and included individuals from both government and private enterprise.

The actual design of the Pavilion and the exhibit was undertaken by a small group of architects from the Australian Department of Transport and Construction who specialise in exhibition design.

### Exhibits

On approaching the Pavilion, fair visitors see some of the typical features of the Australian landscape.

Windmills and kangaroos are common in rural "outback" Australia.

The vegetation of eucalyptus trees, tree ferns and grevillia are all native to Australia.

Not so common a sight in Australia are two large paraboloid mirror reflectors used to harness the sun's energy and generate power. These dishes represent new technology for outback regions using this abundant source of energy in a dry and hot land.

The solar collectors on the east side of the Pavilion provide its hot water requirements. These are becoming quite a common sight in Australian cities and suburbs.

energy down under

From either of the two entrances to the Pavilion visitors are directed to the lower level and the start of the Australian exhibit.

A large mural of Sydney Harbour reproduced on carpet first greets visitors.

Acrylic maps of the world and Australia serve to remind visitors where Australia is located geographically and of the extent and location of its energy resources.

A twelve screen video presentation provides an insight into the Australian way of life - that of a developed nation with enterprising and fun loving people.

Technology, resources and developments in the energy field are portrayed in the remaining areas of the lower level.

A model of an offshore gas drilling platform, resource samples, tree ferns, opals, wind generators, a process for the disposal of nuclear waste and T.V. monitors complement each other to give a balanced message about ENERGY - DOWN UNDER.

A moving walkway takes visitors to Level Two.

The importance of conservation of liquid fuels is the final energy message and is presented via a three screen video exhibit using cartoon characters and a catchy theme tune.

The major exhibit in Level Two is an audio-visual which uses eighty projectors and five large screens to show something of the Australian way of life. Each screen has a different theme and takes about a minute and a half to run through its sequence of interrelated slides. The visitor leaves the area with an impression of the Australian landscape, wildlife, outback, cities, industries, leisure activities and people.

The final display area in the Pavilion features a series of Changing Exhibits covering the themes Sport; Science and Agriculture; and Art, Film and Architecture. Each of these exhibits is shown for two months with the current display, Arts, Film and Architecture, running from 1 September to 31 October.

#### The Community

Australia's participation in the Knoxville International Energy Exposition is not confined to the Exposition grounds.

Australia's National Week was held from June 14 to June 20 and included activities both on and off site. The Deputy Prime Minister and Minister for Trade and Resources, the Rt. Hon. J. Douglas Anthony C.H., M.P. represented the Australian Government during the celebrations.

The highlights of the week were the Australian "Night of Stars" concert at the Civic Auditorium (featuring Australian artists Peter Allen, Air Supply, Julie Anthony, Rolf Harris, Col Joye, John MacNally, Trisha Noble, Diana Trask and Seona McDowell), the Flag Raising Ceremony at the Tennessee State Amphitheatre and the reception hosted by the Deputy Prime Minister at the Hyatt Regency Hotel. Some of the artists gave additional performances on site at the Elm Tree Theatre and Tennessee State Amphitheatre and there was a program of Australian films shown at the Clarence Brown Theatre.

As part of Australia's participation in the Knoxville International Energy Exposition the Knoxville Zoological Park and the Australian Government have worked together to establish an Australian Section at the Knoxville Zoo. The section was officially launched by the Deputy Prime Minister during Australia Week with the presentation of two kangaroos. The section now contains several kangaroos, cockatoos and other native Australian fauna.

A number of talks to schools and organisations in the Knoxville area have been given by Australian Staff. This program will continue for the duration of the Fair.

#### Staff

Over thirty Australians represent Australia at the Exposition. In addition eleven staff were engaged in Knoxville to supplement the Australian contingent.

Twenty four Attendants from all around Australia guide visitors through the pavilion and are able to answer questions on the exhibits and Australia generally.

The senior members of the Australian staff are:

Mr. Eric Wigley (Commissioner General)

Mr. John Maddern (Deputy Commissioner General)

Mr. Brian James (Pavilion Manager)

#### Further Information

If further information is required about Australia's participation please contact Ms. Fiona Thompson on 971-4350.