

MAGNA CARTA EXHIBIT

Magna Carta Day: Wednesday 15 June.

The cornerstone of civil rights in the western world, the Magna Carta, will be on show at Expo.

The document, signed by King John in 1215, will be part of a historical display from the Lincoln Cathedral in England.

The Magna Carta, or Great Charter, was negotiated with the King at a meeting with his discontented bishops and barons at Runnymede.

The document set out the law and made the King undertake to abide by it.

Although it contained no specific statement of civil rights, it did provide for the right to a fair hearing by his peers before any could be imprisoned.

Another clause has been said to provide for the principle of no taxation without representation.

When the document was signed, the only way to spread the news was for it to be written out and sent to the major centres of population.

Only four of these exemplars, as the documents are known, survive.

Two others are in the British Museum, one of which was damaged by fire in 1752, and the fourth is housed in Salisbury Cathedral in England.

The well preserved Lincoln exemplar arrived at the Cathedral within a month of the document being signed by King John on 15 June, 1215.

The Magna Carta, along with other related artifacts, will be housed in its own special medieval-style pavilion at World Expo 88.

The Lincoln exemplar is the only one ever to receive an export licence.

MALAYSIA PAVILION

Agreement to participate: 23 October 1987

Commissioner-General: Mr Abdullah Jonid

National Day: Wednesday, 31 August

Pavilion details: K124 E (638 square metres)

Architect/Designers: Kumpulan Jetson (M) Sdn Bhd
Span Design Group Pty Ltd
Cobon International (Aust) Pty Ltd

Theme: Malaysia - As old as time, as new as tomorrow

Exhibit: The pavilion's Cultural Arcade consists of four sections depicting the lifestyles of the major ethnic groups of Malaysia - Malays, Chinese, Indians and the people of Sabah/Sarawak. Artifacts and traditional attire of these people are on show.

Malaysian-made products associated with leisure, such as beachware and sailing boats, are presented. Also in the exhibition area is an insight into Malaysia's development in heavy industry.

A fun map highlights Malaysia's interesting attractions. Malaysian Airlines System also exhibits in the pavilion.

Entertainment: The entertainment will feature daily cultural performances on the pavilion stage as well as additional cultural performances at the Amphitheatre during the National Day celebrations.

Restaurant: Take away Malaysian cuisine "satay" is served near the entrance garden area.

Shop: Malaysian handicrafts and batik are on sale.

Other features: The Malaysia Pavilion is located in a building shared with Switzerland, Thailand, the Philippines and possibly Brunei. However, an arcade separates them from the Malaysia Pavilion.

EXPO CITY MARCHING BAND

The 65-piece Expo City Marching Band provides a unique form of entertainment, encompassing theatrics, dancing, marching and a wide variety of quality music.

Band members, selected from throughout Australia, perform a variety of musical fanfares ranging from classical to jazz to rock, pop and Broadway.

The band leads the colourful Lunchtime Parade daily then breaks up into a number of smaller bands including an 18-piece Big Band, a 13-piece Pep Band, a seven-piece rock band, two Fanfare groups, saxophone and sousaphone quartets and trombone and flute trios.

It is different to marching bands usually seen in Australia. The style of marching means the band is not only used in ceremonies but is an entertainment entity in itself.

The band's march routines range from precision drills to squad manoeuvres. Members break up into squads for different marching patterns and routines in which they play and dance at the same time.

MARKETINGMarketing's Function:

The Marketing Division is the commercial arm of World Expo 88. This division is the major revenue earner that assists the Authority to meet its mission of conducting the Exposition at no cost to the Australian taxpayer. Its sections include Ticketing, Corporate sponsorship and Corporate exhibiting and supply.

The Marketing Division has also the responsibility for marketing positioning the Exposition ie. its look and its style.

The market positioning for World Expo 88 is the premier international attraction of Australia's Bicentennial year which combines the fun of celebration with the learning of the world's cultures, technology and human achievement.

Marketing responsibilities:

- Market positioning
- Market Research
- Ticketing Sales Policies
- Ticketing Distributors
- Design of the Exposition symbols, logos and music
- Advertising
- Sales merchandising
- Corporate exhibiting recruitment
- Corporate Sponsorship
- Corporate Supply
- Travel
- Corporate servicing
- Marketing the Exposition site
- Marketing the Queensland Performing Arts Centre Programme
- Manages the Expo Convention Centre and the Bulletin Executive Club

Marketing Advertising Agencies:

- Expo site - George Patterson Sydney Head Office.
- "World Expo on Stage" - John Singletons.

Progress Benchmarks:

- At January 1988 the total official forecast of 7.8 million visits sold.
- Have attracted more than \$120 million corporate investment on site.
- Have attracted an all-time World Exposition record of 112 corporations investing on-site.

MATER HOSPITAL EXHIBIT

The Mater Misericordiae Public Hospital is responsible for manning and maintaining the medical stations across the Expo site.

The Mater's caring philosophy through the generations is the focus of the hospital's display in The Plaza.

The Mater Hospital, only a short distance away from the Expo site, has grown from a single 130-bed hospital, built in 1910, to a complex of four hospitals which provide a complete range of services from obstetric and neo-natal care, to services for the aged.

The three public hospitals in the complex also serve as teaching hospitals for undergraduate medical students at the University of Queensland.

MEDIA

The media section, run by the Communications Division, will be located in Media House.

STAFF: Media staff supply Expo 88 information, conduct press conferences, write and distribute news releases and assist with radio, television and press interviews.

BRIEFING: During Expo a daily press briefing will be held at 9am in the press conference room, second floor of the Media Centre.

PRESS CONFERENCES: During Expo these will be held as required by World Expo 88 and participant countries and corporations.

BULLETINS: A daily bulletin on World Expo 88 entertainment will be published and available from the Media Centre.

EXPONET: Through this computer system, Media will be kept informed of programmes, special functions, schedule changes, access to the computer's data base.

MEDIA ASSISTANCE: The Queensland branch of the Australian Journalists' Association - an affiliate of the International Federation of Journalists - is located at 25 Anderson Street, Fortitude Valley, Brisbane. Telephone (07) 252 3098. The Queensland branch invites visiting Media to contact the A.J.A. if assistance is required during World Expo 88.

For further information please contact:

Mr Paul Bird
Media Relations Manager
World Expo 88
PO Box 1988
SOUTH BANK Q 4101

Telephone (07) 840 1988 - until 1 April, 1988
(07) 840 1270

MEDIA CENTRE

A Media Centre, run by the Communications Division, will serve as a working base for reporters, photographers and camera crews attending the Exposition.

The centre will be located on Floors 2 and 3 of Media House. This building is within the Expo site opposite Russell Street.

It will be the focal point for all media activity during World Expo 88, providing daily briefings and a complete media information service.

FACILITIES: A PABX telephone system will operate with PIN numbers - credit cards accepted are American Express, Visa, Mastercard and Bankcard. Reverse charge, pay as you call and card telephones will also operate as will direct country dialling reverse charge system to the following countries - United States, Canada, Japan, Italy, France and the United Kingdom. Staff operated telex and facsimile services will also be available. Organisations may apply to Telecom for the installation of private telephones, telex and facsimile services. Company billing is available only to companies with an established Australian office and a Telecom credit rating.

PHOTO DIVISION: Hanimex/Fuji are providing black and white and colour processing facilities. An area has been allocated for the transmission of pictures worldwide. Telecom need early advice on picture wire circuitry.

RADIO/TELEVISION FACILITIES: Editing facilities and equipment will not be provided by World Expo 88. Brisbane television and radio stations and private organisations listed in the Media Kit can be approached for assistance.

Special newsrooms have been allocated mainly to Brisbane media organisations. These organisations will equip their own newsroom and most will be able to assist Australian, interstate and overseas television and radio organisations seeking filing facilities.

HOURS OF OPERATION: 7am to 11pm, seven days a week.

MEDIA GUIDE BOOK: A media guide book will be distributed with accreditation.

ACCREDITATION/MEDIA PASSES

Accreditation categories for bona fide media are:

- . Permanent passes - for duration of World Expo 88, or
- for continuous stay of 15/31 days.
- . Day Pass - to be issued on application.

Media accreditation passes will be issued at 26A Cordelia Street, South Brisbane, a short walk from the Melbourne Street gate entrance to Media House.

Passes are available only to working journalists. They are not available to spouses or family members.

TELEVISION RIGHTS - The live Rights for the Opening and Closing Day ceremonies plus live broadcasts the Rights holder select for National Days are held by Brisbane television station, TVO. Applications for studio and visual signals of these exclusive days should be made to TVO.

VEHICLE ACCESS TO SITE: This is limited to the movement of heavy equipment outside regular operating hours. Written authorisation is required from the Media Centre.

MEDIA PARKING: Applications must be made to the Media Centre for a limited stay reservation to unload media equipment. Vehicles will not be permitted on-site between the hours of 8.30am and 11.00pm. Illegally parked vehicles may be towed away.

MEDIA RESTRICTIONS: Media representatives will be restricted to public areas of the site unless otherwise specifically authorised by Media Relations staff, or staff of Participants or operators employed within the particular area. All tours of service and employees' areas must be approved in advance by the Media Relations Supervisor.

FOR FURTHER INFORMATION CONTACT:

Mr Greg Turnbull
Media Centre Operations Manager
Media Centre
World Expo 88
PO Box 1988
SOUTH BRISBANE Q 4101

Telephone: (07) 840 1270 - Media House

MEDIALIST

This system maintains the details of international media personnel visiting the Exposition, including the type of media represented and the possible periods of their stay.

MERCHANDISE

The World Expo 88 Authority has appointed Bulkships Supply Pty Ltd (trading as TNT Leisure) as the merchandise concessionaire. This company is responsible for the day to day merchandising operation.

Located throughout the site and as part of many international and corporate pavilions are merchandise outlets offering everything from Australian gemstones to posters, international curios, shoe repair, T shirts and hats. Authentic Aboriginal products are featured exclusively at one concession outlet while another specializes in a variety of Australian merchandise.

The range of merchandise available at Expo will include items featuring the official mascot, Expo Oz and the Authority's logos.

Sixty percent of the available merchandise space on the World Expo 88 site will sell a range of logoed souvenir product. The remaining 40 percent will sell a range of specialty products.

A range of logoed souvenir product is also being sold off-site through major Department Stores and Souvenir shops.

International and Corporate Participants are bound by the terms of the Special and General Regulations and participation contracts in connection with the sale of merchandise product from within pavilions.

For further information please contact:

Ms Marilyn Elliot
Merchandise Manager
World Expo 88
PO Box 1988
SOUTH BRISBANE Q 4101

Telephone (07) 840 1988

MINDERS

This is a computer system which schedules the activities of the volunteers who look after the Special Guests while they are visiting the site. It contains details of the times and days on which they are available, their special aptitudes and interests, etc. Rosters are produced by the system allocating personnel to the visits of the Special Guests.

MODEL/PREVIEW CENTRE

Leading up to the opening of World Expo 88, briefings on the planning and progress of the Exposition were available at Expo headquarters. A Preview Centre was opened to the public on 22 May 1986 at World Expo 88 House, 234 Grey Street, South Bank.

The Preview Centre was designed for briefing to international delegates, corporate representatives, community groups and the general public.

Visitors to the centre enjoyed an audio-visual presentation on World Expo 88 in a theatre seating over 60 people.

A feature of the centre was an illuminated World Expo 88 site model.

The Model Room closed on 18 March, 1988. The model is now on show in the Queensland Museum.

MODEL FACTS

- . The model is one of the largest ever constructed in Australia. It is 6.2 metres long and 1.9 metres wide. When it was flown to Paris to be shown at the International Bureau of Expositions in December 1984 the total package weighed 1.4 tonnes.
- . Constructed by Brisbane model maker, Peter Sands.
- . The model took up to six weeks to make, with ten people working around the clock to get it ready for the Paris showing.
- . The model is made from copper wire and numerous types of plastic. It is minutely detailed, showing landscaping, cars and hand painted figures on the site.

MONORAIL

The monorail encompasses a 2.3 kilometre loop of the site. It is designed to give passengers a bird's eye view of the Expo site, its international and corporate pavilions and the Brisbane River. The monorail winds in and out of the massive "Sun Sails" canopies stretched across the site, over the Pacific Lagoon area, and right through the Queensland Pavilion.

Budget	-	\$A12 million
Builders	-	Von Roll-Habegger of Switzerland. Assembled and track constructed by John Holland (Construction) Pty Ltd.
Capacity	-	44,000 passengers per day on four 9-carriage trains, 100 seats per train.
Facilities	-	the carriages are accessible to wheelchairs.
Height	-	four and a half to eight metres above the ground.
Speed	-	22 kilometres per hour average, 27 kilometres per hour top speed.
Stations	-	two - one at the southern end of the site and the other at the northern end.

GATES: There are four admission gates - one each at the northern and southern ends of the site, one on the river bank for a ferry terminal and one through World Expo Park.

PAVILIONS: The pavilions at World Expo 88 are temporary, modular structures, which are being fitted out by individual exhibitors. They reflect the hues of the tropics, ranging in colour from blue through green to yellow.