

IN CONFIDENCE



ROYAL UNITED SERVICE INSTITUTE  
QUEENSLAND

Value Proposition

March 2019



# Royal United Service Institute Queensland

## Our Philosophy

*We believe that defence and security are important national interests. If  
Australia is not secure it is not sovereign.*

*RUSI Queensland contributes to public awareness on these issues. It  
advocates for strong national security, including a credible defence  
presence in Queensland and the ability to operate effectively in the Indo-  
Pacific region, or domestically as necessary. RUSI Queensland supports  
deeper integration with Industry and strong international relationships.  
We provide an open source of government and community reference for  
these matters.*

*RUSI Queensland conducts independent research, public seminars and  
lectures focused on Australia's strategic challenges and opportunities.  
We provide public comment where appropriate.*

# Overview

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The Royal United Service Institute (RUSI) of Queensland is pleased to present this value proposition.

The RUSI brand is internationally well known and regarded. From its origins in the United Kingdom, RUSI organisations have developed worldwide, including in Australia. We aim to contribute to the public debate on the most important national interest – defence and security. We take pride in our advocacy for a secure and sovereign Australia.

RUSI Queensland is the perfect platform for corporations and individuals to examine issues relevant to Australia’s strategic security. The spectrum of issues that RUSI Queensland can address ranges from domestic support (assistance to the civil community and power when appropriate to disaster relief management), to regional security missions and, ultimately, to engagement in the nation’s conflicts and wars, either in coalition or independently.

Recent global and regional shifts in the balance of power have caused a significantly increased focus on our region, the Indo-Pacific. Australia’s defence strategy and policies have shifted accordingly, but the depth of public discussion and awareness of these issues has been left largely to political statements and media bites. For example, the role of Defence industry in Queensland is a significant economic game changer for this State, but the value of this investment is not understood beyond industry and government insiders. And it is rarely acknowledged that Queensland holds a significant portion of the Australian Defence Force capability, ready to act at short-notice in defence of the nation.

More needs to be said in this country about defence and national security. What are our strengths, vulnerabilities, opportunities and threats? Where and in what form is the defence budget best invested in Queensland? How can the public contribute to, and influence, national security thinking? These topics, and others can be safely illuminated by RUSI Queensland.

The document is divided into two sections. The first describes our organisation. The second describes the value of association we provide to our various stakeholders and sponsors.

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## About Us

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RUSI Queensland is one of seven independent state and territory-based Constituent Bodies (CBs) that together form the Royal United Institute for Defence and Security Studies – Australia.

The aim of RUSIDSS-A is to promote informed debate to improve public awareness and understanding of defence and national security. RUSI Queensland's aim is consistent with the national body.

### ***Our corporate governance and funding***

RUSI Queensland is a registered Association incorporated in Queensland.

Our organisation is funded by a combination of grants, corporate sponsorship, member subscriptions and fee-for-service activities.

RUSI Queensland enjoys access to Defence facilities for administrative offices, libraries, meetings and events. This access is governed by a License Agreement between Defence and RUSIDSS-A (on behalf of itself and the CBs).

### ***Our membership***

Our membership consists entirely of natural persons. Together with the other CBS, we have over 2000 members across Australia. Our membership demographic reflects primarily retired senior Service personnel, although we are seeing a resurgence of community interest, including from the emergency services sector, as well as from mid-ranking serving Australian Defence Force personnel and their families.

Membership is open to anybody with an interest in national security and defence.

## ***Our activities***

The RUSI enterprise conducts national and State-based activities. In Queensland, these events have ranged from lectures to international conferences on topics as diverse as 100 years of warfare, to the value of defence industry investment, to the political trajectories of regional nations. We also have the capacity to muster subject matter expertise to address specific tasks, either as a self-initiated undertaking or in response to an external commission.

RUSI Queensland also plays an important role in engaging the Department of Defence and the Australian Defence Force. Through long-standing personal associations, and by virtue of our Licence Agreement with Defence, RUSI Queensland enjoys privileged access to the Defence senior leadership.

Our monthly day time and evening lecture program is well attended and always interesting. We also conduct special events such as dinners and conferences to round out the annual program. We charge a modest admission fee for these events that usually include a light meal and refreshments. Lectures are usually held at Victoria Barracks, Brisbane, but we are increasingly using city central venues for our special events.

RUSI Queensland maintains a substantial library as a service to members and the public. This is an important resource for both students and those with a more general interest in defence and security matters. Access to the library is available to all, free of charge. The collection includes important historical items that have been gathered in the course of more than a century. Underscoring the depth of our relationship with Defence, the library is housed on Defence premises.

RUSI Queensland provides news and information to its members through a variety of print, electronic and social media communications means.

## ***Our relationships***

RUSI Queensland is a very well-established member of the defence and national security community in Australia and internationally. We have a strong brand that is immediately recognised by the Defence Organisation, by other institutions working in the sector and by the wider national

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security community. We have formal relationships with Defence through our grant arrangement, and our License Agreement. We also have wide and deep personal connections with senior leaders in the Australian Defence Force. The RUSI enterprise is explicitly cited in Defence reports as an example of a civil organisation that supports Defence's objective of 'promoting discussion of national security and defence matters'.

# Our Value to Stakeholders

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## *Our Members*

RUSI Queensland provides value to its members in three ways:

- **Advocacy.** We provide a credible, independent and respected voice on matters of defence and national security.
- **Research and Advisory.** We can provide comment on policy development and interpretation, analyse and comment on strategic challenges, and conduct strategic risk assessments. We can mentor at all levels and provide guidance on professional development opportunities.
- **Showcase Events.** We can showcase sponsors and supporters through our annual events program.

## *Defence and Government*

Defence and government have long acknowledged their interest in a robust and mature debate about national security and defence issues. RUSI Queensland is an institution focussed entirely on this objective. We do not advocate any partisan political interest – we are committed to canvassing the full range of issues and views fairly. We do not lobby Defence or government to achieve a particular outcome, although we will make our position on topics clear to all.

The distinction in what we do is clear. We advocate for a strong and secure Australia, not party-political policies or any particular government department.

## *Sponsors*

By supporting RUSI Queensland, sponsors can help us to enrich the national security and defence debate in Australia, which remains a

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relatively underdeveloped space. Academic expertise is vested in a small number of universities and think tanks. Practitioners are sometimes reluctant to participate due to the sensitivity of their responsibilities. And few journalists are able to develop the depth of knowledge to write authoritatively on national security and defence issues. However, by drawing on its wide range of contacts, RUSI Queensland can present subject matter experts from across government, academia, industry and the media, and open all sides of an issue without fear or favour. This makes us an ideal vehicle for those who genuinely seek to broaden and deepen the national security and defence debate in this country.

Sponsors can harness our brand and long-standing reputation as leader in the field to enhance their own profiles and credentials as supporters of the national security and defence debate. Our website and linkages to the whole RUSI enterprise offer sponsors national level recognition. Working with RUSI Queensland, sponsors can achieve placement and penetration at local level, across Australia, and internationally.

By engaging through RUSI Queensland, sponsors can access our extensive networks that include civilian and military decision makers and influencers, experienced industry practitioners, scholars and students. Engagement offers the opportunity to hear how others in the national security and defence community are thinking and help shape the direction of debate.