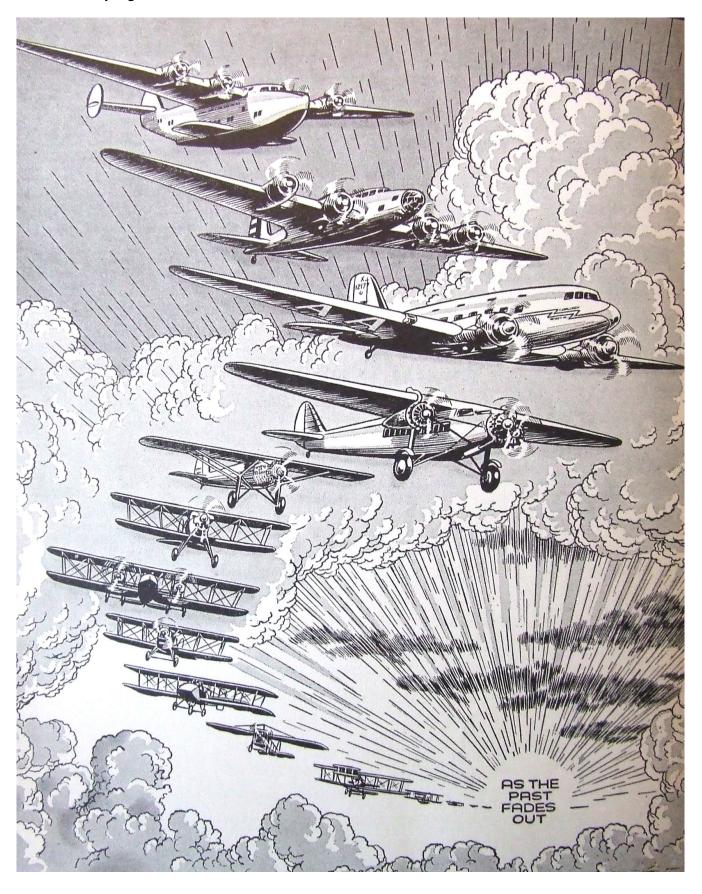
Aviation Cultures Mk. II Technology · Culture · Heritage

Conference programme and abstracts

10-11 December 2015



Thursday 10 December - New Law Lecture Theatre 026, University of Sydney

Session 1: Laur	nch (Chair: Peter Hobbins)	
9.00-9.05	Stephen Gaukroger	Opening
9.05-9.50	Delia Falconer	The Buried Blériot: Chile's first "martyr of aviation"
9.50–10.15	Christopher Lee	Aviation celebrity and the Australian public: incantations of Sir Charles Kingsford Smith in Roger McDonald's <i>Slipstream</i>
10.15-10.40	Leigh Edmonds	Australian aviation and society: the feedback loop
10.40-11.00	Morning tea	
Session 2: Cul	ture (Chair: Daniela Helbig)	
11.00–11.25	Amanda Roberts, Chris Baumann & Wujin Chu	Flying the skies stylishly: the impact of airline uniforms on consumer brand perceptions and preferences
11.25–11.50	Arratee Ayuttacorn	Thai gendered subjectivities and in-flight sexual harassment
11.50–12.15	Margaret Robinson	Qantas hosties: "a portrait of feminine fury"
12.15-1.05	Prudence Black	"Dual control": popular representations of aviatrices and flight hostesses in the 1930s
	Jess Kean	The figure of the hostess: bodies, technologies and ideals of
	Adam Gall	femininity in early commercial aviation Agency and adventure in the aircraft cabin: popular fiction, flight attendants and feminine subjectivity
1.05-2.00	Lunch	
Session 3: Tec	hnology (Chair: Prudence Black)	
2.00-2.25	Jane Ferguson	Gold members: crony capital and airspace in Myanmar
2.25-2.50	Brett Holman	Comparing Hendon: aerial theatre in context
2.50-3.15	Garth O'Connell	"Projecting power through paper propaganda" – impressions of
		Australians through imperial Japanese eyes during the Second World War
3.15-3.40	Fiona Berry	Australians through imperial Japanese eyes during the Second
3.15-3.40 3.40-4.10	Fiona Berry Afternoon tea	Australians through imperial Japanese eyes during the Second World War Air-minded music: airplanes, aviators and popular music in
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Friday 11 December – Powerhouse Museum → New Law Lecture Theatre 106, University of Sydney

Session 4: Collection tour			
8.45-9.00	Arrival	Assemble at Harris St entrance of Powerhouse Museum	
9.00-10.30	Matthew Connell	Behind-the scenes tour of MAAS aviation material	
10.30-11.00	Bus transfer to University of Sydney – assemble at Harris St entrance		
Session 5: Heritage (Chair: Tracy Ireland)			
11.00-12.00	John Hill	Connecting flight: the airport as museum for aviation's big picture	
12.00-12.25	Roger Meyer & Phil Vabre	How to make the uninteresting interesting: the Airways Museum as a case study	
12.25-12.50	Antony Grage	The need for a national aviation museum	
12.50–1.40	Lunch		
1.40-2.05	Steve Campbell-Wright	Aviation memory sites: where on earth do we go to remember flying?	
2.05-2.30	Justine Lloyd	Aeronostalgia: aviation cultures of everyday life	
2.30-2.55	David Crotty	Heritage branding and identity	
2.55-3.20	Jennifer Wilson	Austin Byrne's Southern Cross Memorial: a window on aviation fanaticism	
3.20-3.45	Mark Lax	From front line bomber to museum piece: writing and preserving the history of the F-III	
3.45-4.15	Afternoon tea		
Session 6: Ro	undtable (Chair: Peter Hobbins)		
4.15-4.25	Tracy Ireland	Aviation voices	
4.25-5.15	Panel discussion	Aviation cultures: destination unknown?	



Abstracts (arranged by author)

Ayuttacorn, Arratee

Thai gendered subjectivities and in-flight sexual harassment

This paper explores the gendered subjectivities of Thai male and female flight attendants. It also focuses gender performance within gender and class norms in broader Thai society. The study aims to investigate the ways in which flight attendants construct certain forms of subjectivity to cope with incidences of in-flight sexual harassment perpetrated by both passengers as well as colleagues. This research is based on two principal methods: first, I employ reflexive participant observation, as I had worked as a flight attendant prior to engaging in anthropological research. Data are gathered on long-haul flights, as well as fieldwork during layover and leisure activities. Second, this paper also draws upon data gathered from eight in-depth interviews with flight attendants of varied ages, sex, and rank within the company. From this interview material, it is revealed how flight attendants seek to construct their subjectivities and present themselves as professionals, in spite of the transgressions they must deal with. The study shows that flight attendants constitute a new subjectivity through socialization and emotional management. Their subjectivity is strategically produced to distance themselves from dominant powers.

Berry, Fiona

Air-minded music: airplanes, aviators and popular music in Australia

This paper looks at the early twentieth century phenomenon of 'air-mindedness', as expressed through music. Aviation, and particularly the feats of individual celebrated aviators, provided a popular source of inspiration for producers of popular music in its earliest commodified form- sheet music. Collections of aviation-themed sheet music such as Bella C. Landauer's, now held at the Smithsonian Museum in the USA, reveal that aviation captivated music producers and amateur performers around the world. Australia was certainly no exception; local aviation triumphs and heroes were celebrated musically, with Amy 'Johnnie' Johnson alone inspiring at least twelve sheet music tributes in 1930. Interestingly, female lyricists and composers are particularly heavily represented among the creators of these works. This paper will explore aviation-themed sheet music produced in Australia between 1900 and 1940: who commissioned it; who composed it (with a particular focus on female creators); who bought it and why; how well it sold; and how it celebrated aviation, both through cover art and the music itself.

Black, Prudence

"Dual control": popular representations of aviatrices and flight hostesses in the 1930s

The 1930s saw an increase in images of young women 'taking flight' as they appeared in newsreels, film, fiction and advertisements in their new roles as aviatrices and flight hostesses. These modern women took to the skies in planes made from rags, sticks and wire, and in their pioneering roles were at the forefront of the renegotiation of gender roles and social relations between men and women at that time. This paper discusses three films from this period; Dual Control (1932), Christopher Strong (1933), and Air Hostess (1933) to consider the 'feelings of flight', and what it meant for young women embarking on careers where they were continually tested for their 'alterity' of being independent, adventurous and cosmopolitan.

Campbell-Wright, Steve

Aviation memory sites: where on earth do we go to remember flying?

By its very nature, aviation is a human endeavour that does not occur at a fixed place; and unlike most other technological achievements of the twentieth century, the significant events of aviation's past do not always have an obvious place for remembrance and interpretation. For example, the most dramatic elements of Alcock and Brown's crossing of the Atlantic occurred mid-ocean after taking-off from Canada and landing in Ireland, yet the most tangible element of their achievement—their aircraft—is displayed in London. Where to interpret aviation heritage is a problem faced by cultural heritage bodies that interpret aviation cultural heritage in Australia and internationally. Associated with this problem is the question of the interpretive value to be placed on the artefacts from aviation's past versus the intangible elements of significance. In the footsteps of Pierre Nora, who theorised sites of memory, my research proposes the framework of aviation memory sites as a means of examining the ways in which aviation heritage is remembered and interpreted. While some aviation memory sites are

actual places, others include the corpus of writing on aviation—from academic works to popular fiction—and the intangible cultural heritage practices that attend aviation today. Exploring the nature of aviation memory sites and their relationship to events and artefacts may help to better understand the cultural impact of aviation in Australia and the world.

Crotty, David

Heritage branding and identity

Although many businesses value their history, in recent years substantial investment has been made by older firms to establish museum facilities and incorporate heritage into their brand messaging. Mercedes-Benz, Harley Davidson and Ferrari have established museums at their places of origin. Heritage is increasingly used to differentiate and position brands in a crowded marketplace. A more strategic and nuanced approach to the management of corporate heritage is emerging. With new social media channels of communication and insatiable demand for content, there are opportunities for corporate heritage in the online and real world. To mark the 70th anniversary of the flying kangaroo logo, Qantas recently unveiled its 'Retro Roo', a new Boeing 737-800 in 1970s Qantas 'ochre stripe' livery. Not only does this provide obvious opportunities for media coverage, it has played a subtle yet significant role in building staff engagement and opening up conversations about Qantas beyond financial performance. This aircraft has been used for such diverse roles as operating the first Perth-Singapore service, appearing at the Avalon air show and marking the 40th anniversary of the evacuation of Darwin following Cyclone Tracy.

Drawing on curatorial experience in large public museums and in the private sector, this presentation offers some insights and ideas about the role of corporate heritage in branding and communication with particular reference to Qantas. The upcoming Qantas centenary in 2020 will focus attention on heritage matters providing further opportunities and challenges.

Edmonds, Leigh

Australian aviation and society: the feedback loop

We understand that technology is socially constructed. The opposite is also true, that society is shaped by technology. From the making of fire and invention of the wheel to the arrival of the Boeing 747 and computers, what people do and how they do it has been shaped by the technologies they use. Affecting and being affected are two sides of the same coin, creating a feedback loop.

The interesting thing is that Australian historians barely recognize this fact. They write about social changes such as those in gender and politics, but rarely about how new technologies such as aviation have reshaped society. They might note the flight of the Southern Cross or the bombing of Darwin, but they seem blind to how those events were harbingers of great social change in Australia. For example, the speed and comfort of domestic jet airliners reshaped Australian life by making face-to-face contact between people in distant places commonplace, and so changed the experience of Australian life. Long range intercontinental air transport has had a similar effect and changed the way in which Australia and Australians relate to the rest of the world.

In turn, society shapes aviation through, for example, safety policy, industry regulation and the operation of the marketplace. Thus, unnoticed in most historical understanding, Australian society and aviation have developed in a symbiotic relationship, both affecting each other in a feedback loop. This paper explores some of the ways in which this process has changed Australia from an isolated to a globalized society in less than a century, and how that has changed Australian aviation.

Falconer, Delia

The Buried Blériot: Chile's first "martyr of aviation"

In January 1914, my great uncle, Lieutenant Francisco Mery Aguirre, became the "first martyr of Chilean aviation" when his monoplane crashed at the El Bosque air field during a test flight. With great public ceremony, Mery was interred in a military vault at the Santiago General Cemetery; meanwhile the Chilean Army buried the shattered plane not far from where it fell at its School of Aviation. Drawing on archival work in Chile, this paper attempts to understand Lieutenant Mery's death and the curious burial of his plane in terms of local and international cultural contexts. It also considers how to narrate this event within a subsequent family history marked by agoraphobia.

Ferguson, Jane M

Gold members: crony capital and airspace in Myanmar

The recent "opening up" of Myanmar's economy to countries formerly imposing sanctions has induced a flurry of activity in the country, including a property boom in Yangon and increased traffic within the country's airspace. Supposedly open skies are anything but: instead, the air is comprised of a patchwork of overlapping sovereignties, a tangled web of legal and logistical networks, and as air geographer Peter Adey terms is, an interlocking system of aerial geographies (Adey 2008). Some of the specific legal and economic complexities of airspace sovereignty in Myanmar offer insights to political and economic power writ large. In studying both the geographic notions of air space, as well as the country's selective engagement with conventions of the International Civil Aviation Organization, this paper seeks to describe how certain forms of capital fly Myanmar's skies.

Gall, Adam

Agency and adventure in the aircraft cabin: popular fiction, flight attendants and feminine subjectivity

Mid-century popular and marketing representations of the female flight attendant contributed to a set of tensions between the attendant as alluring spectacle and her situation as labouring worker. Thus female attendants had to contend with the sometimes negative effects of the image of a glamorous and sexy hostess/stewardess including aesthetic labour to conform to a company sanctioned version of that image. At the same time—across the 1950s and 1960s—the work of cabin crew was sped up, intensified, and anonymised through increased passenger numbers and diminished flight times. Yet as critics have argued, modern feminine subjectivity is constituted as much through its spectacularisation as against it: the contradictions that made the work of the flight attendant more difficult also generated an increasingly visible position to act, speak and desire within. This position, as well as its scene of operation—the aircraft cabin—was quickly picked up in a range of media and thus exceeded the physical cabin and became a mobile part of the popular culture of women and girls as work life in the cabin was adopted for mass market storytelling.

This paper considers the stewardess/hostess as a figure of feminine adventure in post-World War II popular narratives—in particular in fiction for girls and women. It will offer this consideration alongside accounts of flight attendant work drawn from interviews undertaken and labour histories assembled as part of an ARC project led by Prudence Black, 'A Modern Profession: The Australian Flight Hostess 1936-1984'.

Grage, Antony

The need for a national aviation museum

There is a need for a National Aviation Museum and Archive in Australia, to complement the Australian War Memorial and the National Maritime Museum. Many of the aeroplanes significant to the Australian aviation heritage are dispersed in various museums around the country. The truly important aircraft should be collected and preserved in a central museum which should also be a central archive collection of significant artefacts, books and documents.

There is a large number of aviation museums around Australia, a clear indicator of the public fascination with flying machines, yet no single museum represents all ages and uses of aviation. Yet the majority are run by volunteers, are underfunded, the exhibits are over-crowded, and too many aircraft are left out in the weather.

Ogden lists 122 aviation museums in Australia with 1,042 aircraft. Of these, some 134 types could be considered significant to Australian aviation history. Of course, convincing a museum to part with its prized possession may be a sticking point, but one that is usually solved by swapping.

The great aviation museums of the world are state-funded. The cost of running them is large, and they are in population centres where the numbers of visitors can justify and support their existence. Not one of our top class museums provides the complete story of aviation, which can only be told by a National Aviation Museum. Many cities would see this as a tourism asset.

Helbig, Daniela



La trace de Rome? Aerial photography and archaeology in Mandate Syria and Lebanon

The 'view from above' and the resulting reconfiguration of geographical space through aviation have long been central themes of the cultural history of aviation, which has predominantly focused on Western Europe and the United States. This paper shifts attention to the role of aviation in the political context of the French Mandate in Syria and Lebanon after the First World War, where aviation as a technological and scientific achievement was an important part of the Mandate's so-called *mission civilisatrice.* I examine the work of the French Jesuit, military intelligence officer, and aerial observer Antoine Poidebard in order to place the aerial photographic view in the context of archaeology and historiography in Mandate Syria and Lebanon, two scholarly disciplines intrinsically bound up with political legitimization. I show how Poidebard's work transforms the 19th-century use of photography in archaeological practice by combining an aerial view with the ambition of studying the historical past.

In suggesting that the past thus rendered present escapes the complexities of narrative accounts, Poidebard's work is portrayed as providing a stable referent for appeals to the past. If rather ineffective in military terms, I argue that the role of aviation within the Mandate is better understood through this contribution to a politicized historiography engaged in rewriting the region's past.

Hill, John H.



Connecting flight: the airport as museum for aviation's big picture

The situational relevance of presenting commercial aviation history within an international airport is self-evident. Beyond the obvious, however, and with more than thirty years of public exhibitions and educational programming, SFO Museum at San Francisco International Airport has sought to connect its audience to a bigger picture of flight as a sociocultural phenomenon where human factors extend well beyond the arc of the air route, the confines of the airframe, and the gates of the airline terminal. This paper will explore ways that professional practices at SFO Museum are applied to the development and management of a specialized museum, library, and archival collection. It will also elaborate how the collection is utilized as a public resource for research and approached through curatorial interpretation to create broader understanding of air transport's cross-disciplinary influences and world-shaping powers.

Hobbins, Peter



Data versus discipline: accounting for accidents in the Royal Australian Air Force, 1937-47

From well before World War II, the Royal Australian Air Force (RAAF) prosecuted an ambiguous policy in regard to 'flying discipline'. While 'safety first' was the watchword for civil aviation, military aircrew were expected to balance discipline against bravado, initiative and astute responsiveness to rapidly changing circumstances. If such finely controlled aggressiveness defined a normative 'spirit of the service', it proved a particularly malleable term. In a culture which attributed 70% of accidents to disobedience of orders or poor airmanship, flying discipline was all at once a problem of individual loyalty, local command, effective training and political expediency. Blame for a series of fatal pre-war crashes, for instance, ostensibly sidelined the Chief of the Air Staff in 1939. Yet by mid-1940, calculating that the "loss of an aircraft may, at this stage, be equal to the loss of six or more pilots", his replacement slated responsibility for matériel wastage to unit commanders. Another year on, every service pilot was required "to give his word of honour not intentionally to break any flying regulation, order or instruction".

As the RAAF began calculating and circulating accident data, it became apparent that crashes were not necessarily being averted. Rather, they migrated throughout the system as flyers and commanders shied away from risk whilst under scrutiny, often compromising both piloting skills and the 'spirit of the service'. Citing examples from accident inquiries spanning 1937–47, this paper considers how attempts to account for and manage blame adversely mobilised human factors well beyond the cockpit.

Holman, Brett

Comparing Hendon: aerial theatre in context

The RAF Pageants held between 1920 and 1937 at Hendon in north London were an annual series of air shows, in which military aircraft put on impressive displays of aerobatics and formation flying, climaxing with an elaborate set piece in which a battle scenario with an imaginary enemy was acted out, for the entertainment and edification of the spectators. These pageants were hugely popular among all social classes, being witnessed each year by hundreds of thousands of people directly and many millions more indirectly through newsreels. Hendon was undoubtedly the most important British venue for staging aerial theatre, the use of aviation spectacle to project images of future warfare, national power and technological prowess. However, the RAF Pageants were not unique. In this paper 1 will compare them with: equivalent forms of theatre employed by the British Army and the Royal Navy; similar forms of aerial theatre staged internationally, for example in Italy, the Soviet Union and Australia; and different kinds of aerial theatre used by the RAF itself, particularly Empire Air Day. This comparative approach will enable me to demonstrate the importance of Hendon and its influence, and to understand the relationship between the specific form of aerial theatre and the messages it conveyed about war, nation and technology.

Kean, Jess

The figure of the hostess: bodies, technologies and ideals of femininity in early commercial aviation

The role of the air hostess has often been read as one which, especially in the early years, condensed and exploited expectations of femininity. These accounts typically focus on the fact that The Hostess was required to perform aesthetic and emotional labour alongside her central safety and service functions, all of which were subject to explicit and extensive scrutiny. Rather than understanding femininity as a stable quality which can be enforced or observed, this paper argues that the practices and ideals of Hostess-femininity must be understood in relation to both the material and discursive conditions of her labour. The Air Hostess' style of professional femininity – increasingly visible in the period – developed around the design quirks of particular aircraft and commercial strategies for 'domesticating' the sky. On the ground the limits of the technology were frequently – and, at times, spuriously – used to justify recruitment limitations and employee regulations. Once in the air, gendered dynamics and practices developed in relation to the length of the skirt, the width of the galley, the height of the wing spar. Meanwhile, the image of The Hostess was mobilised in the re-imagining of aircraft, and flight itself, as commercial aviation became a means of mass transportation. Combining personal narratives, embodied practices, and representations of Hostessing from the 50s to the 70s, this paper argues that the theorisation of the Air Hostess' femininity cannot be separated from the material and discursive specificities of her profession.

Kightly, James

Tested testers: re-learning to fly the Boxkite

To commemorate the centenary of the first flight of an Australian military aircraft, on 1 March 2014, Bristol Military Biplane 'Boxkite' replica VH-XKT was flown at Point Cook to much military and media fanfare. Perhaps the most fascinating aspect of the project was the oddities thrown up by state-of-the-art modern military testing protocols applied to a century-old design.

The test team naturally assumed that twenty-first century knowledge of flight and safety was superior to 1911 understanding. But a modern approach and expectations simply didn't fit critical aspects of the project and therefore the team were, in a real sense, re-learning how to fly the 'old way'.

The Boxkite replica aircraft was privately designed and built by 'Project 2014' supported by the Royal Australian Air Force Museum. It was the brainchild of two volunteers and entirely funded by private donation. On the replica nearing completion, the RAAF took ownership and assigned a team of modern aviation professionals to test it. The archaic, obsolete Boxkite was subjected to the test protocols of the Australian Commonwealth's Aircraft Research & Development Unit.

This paper examines how modern test processes met 1911 technology and what this reveals about how we value and understand intangible history and operational experience — or overlook it. It examines how recreating an historical event turned out to be just as tricky, in a new way, a century on.

Lax. Mark



From front line bomber to museum piece: writing and preserving the history of the F-III

The 120,000 visitors the RAAF Museum at Point Cook in Victoria each year can stand inside the hangars and ponder on one of the RAAF's most controversial aircraft - the F-III. One called the Boneyard Wrangler is beautifully preserved therein, testament to a bygone era were big and powerful were part of what an air force was all about. A second is stored and several adorn museums and bases around the country. Originally ordered in the 1960s by the Menzies Government as a political sop, the controversy began from contract signature and continued for nearly 40 years, with cost blowouts, a ten year delay to delivery and significant technical problems. Decried by the press, loved by the populace, the aircraft changed the way the RAAF thought about its mission and about how it could contribute to the Australian strategic debate. Finally, when its withdrawal from service was announced for 2010, public and media pressure was brought to bear to keep the aircraft beyond 2020 because of its range and precision and its deterrent effect. The paper discusses the challenge of undertaking a heritage assessment on an aircraft that lasted four decades by considering what to keep, where it should be preserved and the process that involved.

Lee, Christopher



Aviation celebrity and the Australian public: incantations of Sir Charles Kingsford Smith in Roger McDonald's Slipstream

Roger McDonald's papers in the NLA show the extensive research into the biography and mythology of Sir Charles Kingsford Smith that went into the writing of his second novel Slipstream (1982). The novel turns on the dubious expectations of the extent that private character might form the basis of a public celebrity. The theme is introduced through an account of the annual memorial gathering of the men who knew and flew with 'Roy Hilman' and the commemorative rituals and relics which they had developed in order to recall a particular version of that aviator as a national hero. This account is disagreeable, however, and the third person narrator quickly establishes a telling interest in the alternate stories of Hilman's lesser-known associates. Over the course of a novel that reprises the key events of Kingsford Smith's life that interest moves to expose the symptomatic character of legend and the mysterious fascination that specific individuals and the public more broadly display for celebrity aviation. In the Golden Age of Aviation something that may always be unrecoverable went missing.

Lloyd, Justine



Aeronostalgia: aviation cultures of everyday life

Aviation has become part of everyday life, in turns banal and anxiety-producing. This situation is most striking when compared with the 'romance' associated with flying and aviation technologies of the first part of the twentieth century. By the 1980s this romanticism was fraying at the edges, and by the 1990s -- when I started researching the history of Sydney airport in order to understand tensions around its location in the heart of its southern suburbs – aviation's cultural capital had well and truly declined, with very little 'romance' left be recuperated. Yet the enchantment of air travel persists, and creates an uncanny sense of nostalgia for a more perfect future. This nostalgia is often evoked by retro advertising and reclaimed by architectures of airport design that seek to intertwine the heroic achievements of early aviators with the post-jet mass travel era. This paper will outline some approaches which may explain this historical situation, and thereby to understand aviation's role in contemporary society. In order to do so, I survey a range of examples of material culture of aviation, and focus on the Qantas historical exhibition within the company's terminal at Sydney airport as a fascinating example of corporate and technological history within an 'aeronostalgic' frame.

Meyer, Roger and Phil Vabre



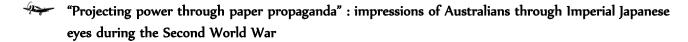
How to make the uninteresting interesting: the Airways Museum as a case study

Aviation is a highly technical business. Like an iceberg, most people only see and experience aircraft, and to a limited extent airports, but there is a large and diverse infrastructure that is essential for the facilitation of civil aviation. This includes airports, navigation aids, communication and surveillance systems, and air traffic control. These infrastructure elements are collectively known as the 'airways' system. The airways system has been in existence almost as long as manned, powered flight and itself has a parallel important but little-known history of innovation and development, hardship and triumph. However,

being for the most part of a highly technical and specialised nature, much of the airways system is unknown and even impenetrable outside of an equally specialised audience.

This, then, was the problem confronting the Civil Aviation Historical Society (CAHS), custodians and operators of the Airways Museum: how to make the history of the airways known, intelligible and interesting to both industry participants and to lay people with an interest in aviation or history (or both). The strategies adopted use the combined strengths of both the Airways Museum collection and the extensive CAHS archival collections. They include: improving internal processes by seeking accreditation under the Museums Australia program; holding regular activities designed to draw visitors to the Airways Museum such as guest speakers, Film Nights and an annual 'Open Day'; developing extensive interpretive displays in the Museum itself, using static and audio-visual materials; developing outreach programs such as a very large and broad website, and more recently a Facebook page; and developing closer ties with both lay researchers and the academy.

O'Connell, Garth



Between 1942 and 1944 both mainland Australia and its Pacific territories were subjected to over 100 attacks by the Imperial Japanese Army and Navy. This includes the host city of our conference, which had four separate submarine launched float plane reconnaissance missions conducted over Sydney Harbour before and after the naval attacks on Sydney in May and June 1942.

To impress upon their people and the world their military might and successes, the Imperial Japanese military published a diverse range of paper based propaganda such as periodicals, posters and souvenir postcards which were widely distributed within the home islands and the Japanese occupied territories throughout Asia. Postcards in particular were very popular, being cheap, easy to mass produce and distribute.

Amongst the many different incidents, people, and battles from across the Asia-Pacific region depicted in this extensive propaganda program Australian forces feature prominently in several of these works. This includes attacks on Australia itself with the bombing of Darwin, the midget submarine attack on Sydney Harbour, the Battle of Savo Island and the brutal jungle fighting in New Guinea and the islands. Australian air, sea and ground forces are shown at the receiving end of Imperial Japanese military might.

This paper will highlight the long Japanese art tradition of paper and how this medium was employed for wartime propaganda and discusses their context, styles, and historical accuracy (or lack thereof). A selection of these original wartime pieces will be brought along to the conference to allow delegates a closer inspection.

Roberts, Amanda, Chris Baumann and Wujin Chu

Flying the skies stylishly: the impact of airline uniforms on consumer brand perceptions and preferences

Flight attendant uniforms are a prominent element of visual branding and a potential site of brand differentiation for airlines. However, little has been said regarding the impact of flight attendant uniforms on consumer behaviour. This exploratory study examines the relationship between consumer opinions on airline uniforms and intentions towards the airline brand based on the uniform. The quantitative survey results found that certain elements of a uniform influenced brand preference, particularly with regards to intention to use an airline based on its uniform. Geographical variations were recorded, with brand heritage and a sense of history within the uniform revealed as more important for Western airlines, whilst functionality proved significant for Asian and Middle Eastern airlines.

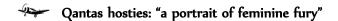
The study provides a framework to explain how attributes of flight attendant dress affect consumer brand preference, and offers a number of theoretical and managerial implications based on the findings.

Roberts-Pedersen, Elizabeth

Between psyche and soma: aviation psychiatry in world war ii

While the shell shock epidemic of World War One forged a new role for psychiatrists in modern militaries, the focus of their clinical work and their post-war reflections tended to centre on the particular stresses of trench warfare on the infantry. In this paper, I consider how this theorising was applied – or not applied – to Allied air forces in World War II, in particular around vexed questions of morale and discipline, and the ramifications of this transposition for our characterisation of the military psychiatry of the period. As I will argue, psychiatry's encounter with wartime aviation demonstrates the persistence of historic tensions between psyche and soma in psychiatric theory and practice.

Robinson, Margaret



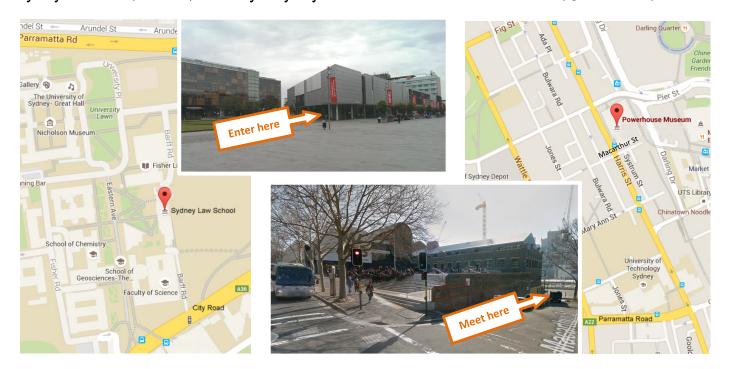
It is central to the stereotype of the passive female worker that women lack a commitment to paid employment, are poor unionists who are reluctant to strike, and are often denied leadership in the labour movement. When Qantas was Australia's sole international carrier, the airlines' flight hostesses, middle-class women who were highly organised, militant and successful, challenged this stereotype. The paradoxes of their work environment provided the spur for collective action. They were subjected to authoritarian supervision and regulation while enjoying greater freedom than many other women workers. As the hostess on board Qantas aircraft until the 1980s, they were isolated from each other and denied equal opportunity in a culture of male dominance. Such a work environment demanded resilience and independence. The role of flight hostess, as defined by Qantas in its selection criteria, gave rise to group of women whose personal qualities, social background and select number combined to override the limitations of gender and afford them greater status than that of the flight stewards. Qantas flight hostesses were also isolated in the federal structure of their union; the Overseas Branch in Sydney was distant from the wider domestic Airline Hostesses' Association based in Melbourne. Their very isolation saw the Qantas women turn to their union branch for company, fostering a strong sense of community and purpose. For some 30 years the minority Overseas Branch maintained its independence within the AHA and from the Flight Stewards Association while initiating many of the major industrial gains won by Australian air hostesses as working women.

Wilson, Jennifer

Austin Byrne's Southern Cross Memorial: a window on aviation fanaticism

During the early decades of human flight, aviators were often admired for their feats of daring, becoming famous and infamous as the media followed their successes and failures. The National Museum of Australia holds the Southern Cross Memorial, a collection of more than 900 items, including artworks, design materials, photographs and documents, created and collected by Austin Byrne. Byrne was not an aviator, and was not related to, or a friend of Charles Kingsford Smith or Charles Ulm, but he dedicated six decades of his life to constructing, touring and promoting his memorial to the pilots and aircraft that inspired him. Born in 1902, Byrne lived near Mascot aerodrome for most of his life, befriending many prominent aviators and aviation personalities in order to assemble his memorial. Although Byrne's dedication went beyond that of the average aviation fan, his passion was not unique during aviation's daring decades. This paper examines the creation and context of Byrne's Southern Cross Memorial through the collection objects, each shaped by Byrne's own hands and his unique vision of what a memorial to his heroes should look like.





Getting there

Registration: bottom floor, Law School Annexe, Barff Rd.

By train: Redfern is the closest train station. It is a 10-minute walk via Abercrombie Street. Central station is a 15-minute walk along City Road and George Street; however, buses to and from Central are frequent and easy to catch from Parramatta Road or City Road.

By bus: If you are arriving by bus, there are convenient stops on Parramatta Road and City Road at our main entrances. The nearest stops to the Sydney Law School are University Avenue on Parramatta Road, and Eastern Avenue on City Road.

Parking: With limited parking on campus, we encourage you to use public transport or walk. Daytime casual parking rates: \$24 flat rate (valid to 6am next morning).

Getting there

Tour starts: Junction Café (opens 8.30 am), Macarthur St.

By train, bus or light rail: The Powerhouse Museum is close to Darling Harbour, Chinatown, Central Station (Sydney Terminal), Broadway bus station (Railway Square), and Exhibition Centre Sydney Light Rail Station.

Walking: The Goods Line provides an accessible pedestrian route from Central Station, past the iconic Dr Chau Chak Wing Building designed by Frank Gehry.

Parking: There is limited metered street parking near the museum, located on Harris St, Macarthur St and adjacent streets. Novotel Sydney Central car park, 179 Thomas Street, Haymarket and Harbourside Car park, 100 Murray Street, Pyrmont offer discounted \$14 all day parking is available for Powerhouse Museum visitors.

Supported by the Sydney Centre for the Foundations of Science.

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