



ENGINEERS
AUSTRALIA

Sponsorship Proposal

Reshaping the Hunter
How engineering reinvented a region

Engineers Australia, Newcastle



Your chance to be a part of history

The Hunter Region is barely recognisable. Over the past three decades the changes in its industrial base, significant developments in infrastructure and move to a more sophisticated workforce has seen a region previously reliant on its steel and coal emerge as a hub of innovation, collaboration, and structural change.

With the Port of Newcastle at its heart, and a thriving network of industrial, technological and service-based sectors, the Hunter has reinvented itself.

Underpinning this revitalisation has been the innovation and dedication of the engineering sector. What was once traditionally focused on traditional engineering sectors such as civil, mechanical, structural and electrical, the engineering discipline now has even greater depth and contribution as it broadened its scope to work alongside the needs of a changing economy with a renewed focus toward innovation.

In recognition of the engineering sectors contribution to the region, Members of the Newcastle Division of Engineers Australia, Engineering Heritage Branch, are project managing the writing and publication of a book titled "Re-shaping The Hunter."

Planned as a follow-up to the Institution's previously released "Shaping The Hunter," published in 1982, the book is a celebration of the work undertaken by the Engineering sector in the development of the Hunter Region and will also serve as a historical reference of this challenging period of the region's history.

The content will be an engaging narrative. Focusing on the re-emergence of the Hunter Region following the eventual full closure of the BHP Steelworks in 1998.

It will illustrate the re-focus and emergence of new skills and capabilities in the engineering sector and reference other economic contributors such as mining, the Port of Newcastle, manufacturing, education, and health and will include reference to the 1989 Newcastle earthquake and its effects on the engineering and construction sectors.

The book will further explore how globalisation, technological change, environmental concerns, and other factors have driven change. Ultimately, the book will demonstrate how the engineers of today have been able to adapt, survive and thrive, just as their forebears have done.

The purpose of this publication would be to:

- illustrate the engineering sector's vital contribution to the Hunter Region
- demonstrate the diversity and flexibility of the engineering sector
- present a case study of how a region can re-invent itself
- demonstrate the pathway the engineering profession can provide
- be used for continuous professional development within Engineers Australia membership and University of Newcastle student-faculty
- give an insightful read and valuable contribution to the recording of the region's history.

Representatives of the Hunter Region's engineering and economic community have the opportunity to support this special publication as a sponsor or partner.

The publication

To be written by award-winning author Evan McHugh, with graphic design by Michelle Havenstein, the production quality of Reshaping the Hunter will reflect the essential and historical nature of the publication. Calling on his love of the Hunter Region and using his experience as the writer of over 19 books, Evan will shape the engineering history of the region into a factual, illuminating, entertaining and historically valuable publication.

Using the natural and built environments of the region as inspiration, experienced Graphic Designer Michelle Havenstein will design the full-colour glossy book in for visual appeal and enjoyable reading.

At a glance

- Scheduled release date: late 2020
- Book size: A4, 160 pages
- Quality: softcover, perfect bound, gloss stock
- Colour: full-colour publication throughout
- RRP: \$40



Content

As a regional publication, the content will represent the entire area of the Hunter and take inspiration from crucial focus areas including:

- The Port of Newcastle
- Coal Transport
- Modern mining
- Transport infrastructure
- The Pasha Bulker event
- Ampcontrol, Varley's and similar regional success stories
- Defence engineering
- Newcastle Stadium
- Newcastle earthquake
- Energy Infrastructure
- Women in Engineering
- Tomago Aluminium
- CSIRO Energy Centre
- University of Newcastle Research Centres
- Emergence Environmental Engineering

Audience

With its engaging narrative, historical relevance and as a showcase of the ingenuity of the region's engineering sector, the book will appeal to a wide audience.

Your opportunity to partner in this historical book

Demonstrate your commitment and contribution to the Hunter Region by featuring in this premier publication showcasing how the engineering and economic community re-shaped The Hunter.

Publication Partner – \$10,000

- Five invitations to attend the launch
- 10 copies of the publication
- Logo recognition in the front pages of the publication
- Logo recognition on all communication pieces associated with the launch of the publication - e.g., media releases, invitations to events, social media
- Logo recognition on the Newcastle website under 'Reshaping the Hunter'
- Opportunities to pre-order extra copies of the publication at \$30

Publication Supporter – \$5,000

- Two invitations to attend the launch
- 5 copies of the publication
- Recognition in the Sponsors List in the front of the publication
- Inclusion on the Sponsors List on the Newcastle website under 'Reshaping the Hunter'
- Opportunities to pre-order extra copies of the publication at \$30

Meet our Author



Evan McHugh is an award-winning author who has written for everything from the London Times and National Geographic to The Australian and Brisbane Courier. He was promoted to editor of Australian Computing at the age of only 23. That magazine went on to be recognised by McGraw-Hill International as it's best new

product of 1985. In television he's worked on Beyond 2000 and The Big Byte. He wrote the Official Guide to Sydney for the 2000 Olympic Games.

He has written nineteen books including Outback Heroes; Red Centre, Dark Heart; Outback Pioneers; Birdsville: My Year In The Back Of Beyond, The Drovers, Bushrangers, Outback Stations, Shipwrecks: Australia's Greatest Maritime Disasters, Stockmen and The Shearers.

His National Geographic Sydney won the PATA Award for Best Travel Guide in the Asia-Pacific and was described by The New York Times as "a thorough and thoughtfully produced book". Red Centre, Dark Heart won the Ned Kelly Award for Best Crime Non-Fiction.

He has also been a runner-up in the Canberra Times National Short Story Competition. Evan is 57, was born in Sydney and has been based in the Hunter Region since 2009, where he has embraced its rich agricultural, viticultural and industrial diversity.

Photography credit: Michelle Havenstein

Further Information

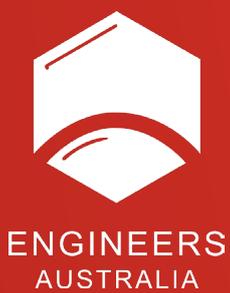
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