

## **MEDIA RELEASE : Heroes of Australia (HoA) The Wall of Fame**

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# **A Salute To Australia's Unsung Heroes**

### **What is a Hero?**

*Definition:* "a person who, in the opinion of others, has special achievements, abilities, talent or personal qualities and is regarded as a role model or ideal."

## **Heroes of Australia The Wall of Fame**

### **A LEGACY PROJECT FOR ALL AUSTRALIANS**

- **What Is Heroes Of Australia?** HoA is a genuine **Legacy Project** designed to add another layer of recognition for the most deserving and respected of Australians who have performed distinguished military service or been selfless and significant contributors to Australian society. Standout role models, trailblazers, pioneers, visionaries, HoA is a place to archive, preserve and perpetuate the memories, the awards, ceremonies and events for family, forever and free of charge.
- **Where Will The Wall Of Fame Be?** Each plaque on the Heroes of Australia Wall of Fame will be a personal digital profile of an Aussie hero on it's own 2<sup>nd</sup> tier internet domain at <http://www.HeroesofAustralia.com.au> upgraded as the internet changes. The Wall of Fame is not another data base waiting to be hacked and cherry picked for advertising. For security, each "Plaque" will be behind it's own firewall and "owned" by the hero or their legatees.
- **How Will It Happen?** The "Plaques" are an individually crafted digital showcase of a person's life's achievements. Written in the first person, by peers or by legatees the plaques will be the personal account of an Aussie life and deeds; with photos, videos, documents and links.
- **Who Is Eligible?** It's about ordinary Aussies who have done and are doing extra-ordinary or significant things that benefit the community, generally. The Wall of Fame is intended as an open (just Google the name, no log-in) free and easily assessable archive in which to preserve the deeds, talents and achievements of Australians whose contributions as significant persons are deserving of recognition on The Wall of Fame, for the benefit of future generations.
- **Why?** Because we all know all Aussies are Australian, but (unfortunately) we also know that not every Australian is an Aussie. So what is an Aussie, what does it mean to be "true blue" and is it important that we protect and preserve the Aussie ethos – the "hallmark" of a real Aussie.

The evolution of the Aussie character harks back to an era long bygone when mateship, a "fair go", the soapbox in the park and a common on which to graze our horse were all an inherent part of the Aussie community; it was a time when a handshake was the yardstick by which we measured a man's integrity. It was a time before door locks when we trusted our neighbours, a time when social networking meant word of mouth and local gossip – in short, is it worth protecting and preserving, you be the judge.