



**Australian Government**  
**Department of Defence**

## **DEFENCE MEDIA RELEASE**

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### **Intimate insight into Army's people**

The [Australian Army](#)'s new online advertising campaign, *Under a Rising Sun*, is a bold initiative that aims to correct some of the myths about the military and assist the recruiting effort, Deputy Chief of Army Major General Paul Symon announced today.

Aimed at addressing incorrect public perceptions about the Army, the primarily online campaign for the first time gives an up-close and personal look into the lives and backgrounds of five serving Army personnel and their families to unveil their real stories.

"This campaign showcases five people who serve in the Army today and reveals their stories—warts and all," Major General Symon said.

"It is an exciting concept; we know that Australians are proud of their Anzac heritage and it's something every soldier in the Army today aspires to live up to."

With research indicating that approximately one in four of all candidates decide to join the Services because they know someone already serving, the campaign aims to also build the emotional attachment the wider public have with the Australian Army.

"Bringing a deeper understanding of the journey our people take throughout their careers through video and imagery is a vital element of the campaign," Major General Symon said.

"It highlights there is no one type of individual who looks to join the Army—everyone is different and this is something we value.

"I am proud of the individuals who have agreed to participate in this campaign.

"They all have inspiring stories to tell, so I encourage everyone to have a look and make up their own minds about what the Army really has to offer."

The new campaign will consist of an initial four-week television campaign launching on Sunday 6 Jun 2010. The website will go live Friday 4 June 2010.

#### **More information**

Campaign website: [www.defencejobs.gov.au/risingsun](http://www.defencejobs.gov.au/risingsun)

Defence Force Recruiting hotline: 13 19 01

#### **Media contact**

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