



*Growing the Electromagnetic Warfare
community to ensure future Defence
& National Security*



SPONSORSHIP PROSPECTUS

FY 25/26

Association of Old Crows - Australian Chapter (AOC Australia)
Electronic Warfare (EW) | Electromagnetic Spectrum Operations (EMSO)
Cyber Electromagnetic Activities (CEMA) | Information Operations (IO)

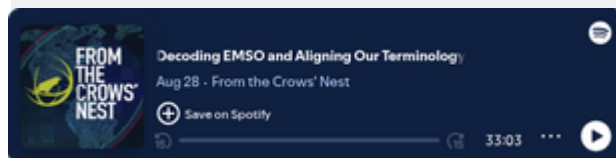
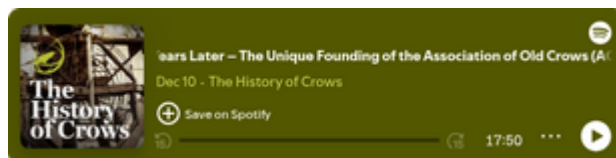
www.aocaustralia.com

LDI November 2024

What's an 'Old Crow'?

The name "crow" emerged from the first large-scale use of Electronic Warfare during the WWII Battle of Britain and the US/Allied bombing raids over Europe. The Allied Radar Countermeasure operators used the code name "ravens" and employed receivers and transmitters to monitor and jam threat frequencies. Military jargon later changed "ravens" to "crows" and since that time, the defence of (and maneuver within) the Electromagnetic Spectrum (EMS) has been undertaken by "crows" across the military, government, industrial base, and academia.

After the end of the war this group of professionals were referred to as the "Old Crows" and then in 1964, Association of Old Crows was founded in the US. Last year we celebrated 60 years with over 65 chapters and 14,000 members internationally!



These are interactive Spotify links to the Old Crows Podcasts with some episodes you might be interested in!

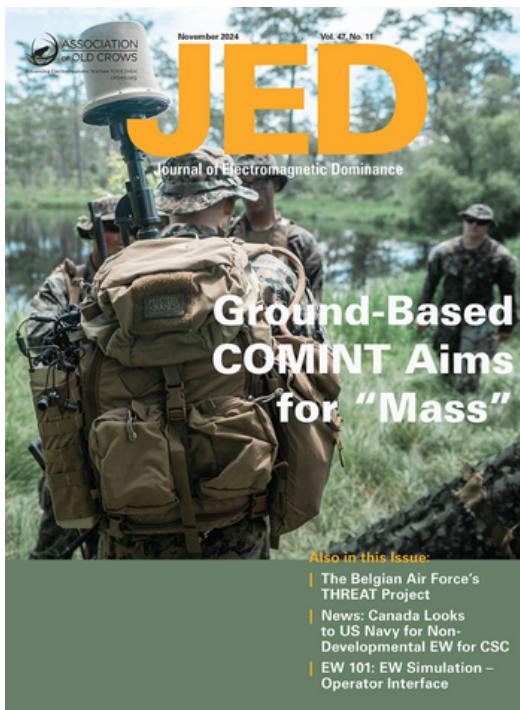


60th Anniversary Challenge coins from 2024



Interactive link to a video on the History of the Old Crows

Our world-leading Journal of Electromagnetic Dominance



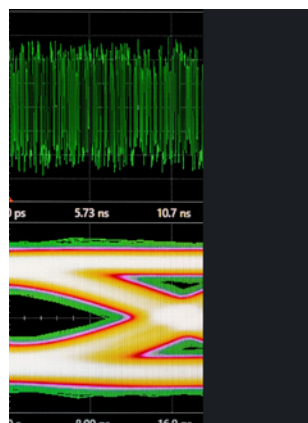
This picture links to the online Nov 2024 Issue of JED

The Journal of Electromagnetic Dominance (JED) is the official publication of the Association of Old Crows (AOC), as an independent, nonprofit, international professional association promoting public understanding in the science and practice of EW, SIGINT and related disciplines.

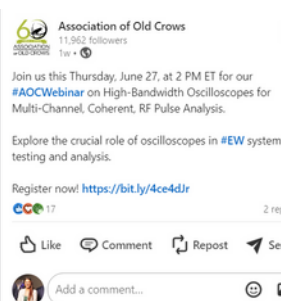
Our mission is to be the "journal of record" for EW and SIGINT professionals in the military, industry and academia. The AOC's 14,000+ members read the Journal of Electromagnetic Dominance (JED) for its intelligent coverage and insightful analysis of news, trends and business opportunities in the global electronic warfare (EW) and signals intelligence (SIGINT) market, including military offensive cyber operations. JED covers all aspects of the market, including airborne electronic attack, self-protection EW systems, and tactical SIGINT programs associated with weapons systems ranging from aircraft to surface ships, submarines, ground vehicles, and satellites. Our readers include military, government and industry leaders around the world.



Featuring call for papers for the AUKUS event to be held May 2025 in California



The AOC International Calendar of events is filled with webinars that you can attend to upskill your technical knowledge and stay at the forefront of the profession. Follow us on LinkedIn!



About AOC Australia



Subject-matter-expert (Dr Chris Young from Jenkins Engineering Defence Systems) showcasing insights at our Sydney Networking Lunch, June 2024, to an audience of 40 AOC members and invited guests, in front of media wall with FY23/24 Sponsor Logos.

The Australian chapter refer to ourselves as “AOC Australia” with an intention to shift our brand and membership away from being a group of “aged and outdated” individuals to more accurately represent the group of modern professionals in our ranks. Similar to other international chapters of the AOC, the Australian chapter put our Aussie twist on the AOC logo - replacing the crow with an Australian bird, a wedge-tail eagle. The wedge-tail eagle is Australia’s largest bird of prey, one of the biggest eagles in the world; and is an Australian symbol of protection and guidance.

AOC Australia is the local Chapter of the Association of Old Crows, and is the national peak professional body for Electromagnetic Warfare Professionals. This includes Electronic Warfare (EW), Electromagnetic Spectrum Operations (EMSO), Cyber Electromagnetic Activities (CEMA), Information Operations (IO), and other Information Warfare (IW) related capabilities.

The organisation is a shared “community of practice” that provides a means of connecting members and organisations nationally and internationally across Government, industry, and academia to promote the exchange of ideas and information, and provides a platform to recognize advances and contributions in this field.

We run a calendar of local Australian events that extend upon the global community’s calendar, providing networking, professional education and development, conventions, awards, competitions, and workshops to grow our local EW community.

MISSION

Our mission is to be Australia's premier body for Electromagnetic Warfare professionals.

GOAL

Our goal is to connect, strengthen, educate, and advocate for Australia's Electronic Warfare (EW) & broader Information Warfare (IW) community; and to support uplift of Australia's EW/ IW capability in pursuit of national security outcomes.

Amplifying Impact: A Historic Merger of the AOC Australia and New Zealand Chapters

The electromagnetic battlespace is evolving — and so are we.

In a landmark decision, the Australian and New Zealand chapters of the Association of Old Crows (AOC) have officially merged, forming a unified Australasian Chapter under the global AOC banner. This strategic move marks not just a new chapter, but a bold new era for electromagnetic warfare (EW) collaboration in the region.

A Shared Legacy in Electromagnetic Warfare

The AOC is a powerhouse in advancing electronic warfare, information operations, and spectrum dominance. Both the Australian and New Zealand chapters have long been pillars of this mission:



Australia has hosted some of the region's most influential EW conferences, uniting defense experts, technologists, and thought leaders in Canberra and beyond.



New Zealand has been equally instrumental in building a skilled local EW community, with a strong emphasis on training, education, and regional awareness

By coming together, these two trailblazing chapters are aligning their strengths, resources, and networks, creating unparalleled opportunities for growth and impact.



Why AOC Australia & AOC New Zealand Merger Matters — And Why It's the Perfect Time to Join Us

The newly formed AOC Australasian Chapter isn't just a bigger organization — it's a smarter, more agile, and more influential force in the Indo-Pacific.

Larger Recruitment Pool

New Zealand has a pool of untapped professionals that are able to work in Australia within Defence EW projects, sponsors will now have access to a bigger pool of candidates for recruitment.

One Voice, Global Reach

The merger creates a unified platform to engage with international partners, influence policy, and foster regional security collaboration at scale.

Unified Events, Amplified Impact

Sponsors and participants will now gain access to larger, more dynamic conferences, industry showcases, and technical workshops — reaching audiences across two nations with a single investment.

A Regional Hub for Innovation

The chapter will drive EW research, workforce development, and knowledge exchange through joint initiatives that put Australia and New Zealand on the map as leaders in spectrum operations.

Why Sponsor the New Australasian Chapter?

Sponsorship is more than a logo — it's a strategic alignment with the region's most trusted EW institution. You'll be joining a community of innovators, defense stakeholders, and academic leaders shaping the future of electronic warfare and information dominance. Sponsorship benefits include:

High-impact brand exposure at major EW events | Access to key defense and industry leaders | Co-branding in training, summits, and research | Align with national security and innovation initiatives



The advertisement features the AOC Australian Chapter logo at the top left and the Raytheon Australia logo at the top right. On the left is a portrait of MAJGEN Colin Karotam in military uniform. To his right, his name and title are listed: "MAJGEN Colin Karotam, First Assistant Director-General Expeditionary and Transnational Intelligence, Commander Defence SIGINT and Cyber Command, - Australian Signals Directorate -". Below this, it states "Keynote Address". The dates and location are "26-28 Sep 23 | Adelaide, SA", with the website "www.aocaustralia.com/convention23". At the bottom are logos for Mellori, DEWC Services, Nova Systems, and L3HARRIS.

Advertisement for keynote speaker MAJGEN Colin Karotam for Convention 23 including FY23/24 sponsors logos

Programs and Activities

AOC Australia runs a core program of events, including:

CLASSIFIED BRIEFS

Following suit with our US HQ, our Classified events are a unique opportunity for our appropriately-cleared members to hear briefs from APS and ADF representatives on EW-related topics. Our speakers range from across the services and groups. We also facilitate classified briefs from Industry to ADF & APS upon request. Contact us for more information.

ANNUAL CONVENTION

The Annual Convention will bring together the IW community and its stakeholders to showcase advancements and achievements over the past year. The conference includes international attendees, and tackles topical issues for the IW community. The 2023 Convention was held in Adelaide and had over 300 attendees including keynote speakers from across Government, Defence, Industry & Academia as well as regional and international partners. Sponsor branding and presence at the event demonstrates your profile within IW and your community outreach to encourage new members to the field. Convention 24 was held at QT Canberra 19-20 September, 2024 and was preceded by a classified day. The theme was “innovating through uncertainty” – [more info can be found here](#).



Vice Admiral Tim Barrett
Chair at the AOC Convention 2024

Chaired by Vice Admiral Tim Barrett, the 2024 convention theme was “Innovating Through Uncertainty” where we discussed the rapidly evolving technologies in the IW/Cyber Domain and how Australia will continue to remain dominant in this space against our adversary.



Major General Warren Gould
Speaker

Topics included Electronic Warfare, Information Operations, Cyber Warfare, SIGINT, Spectrum Management, Space Operations, NAVWAR, Simulations and Strategic Issues & Regional Perspectives.

[Click here to know more about our 2024 Convention program.](#)

Programs and Activities

AUSTRALIAN EW AWARDS

The Annual Awards Gala gives Defence & Industry an opportunity to showcase exceptional employees and projects within the IW Sector. The Awards are held at the Annual Conference, to reflect community achievements over the preceeding year. Awards (image below) can include: lifetime achievement award, industry achievement awards (individual & company), excellence in Defence IW (Air Force, Navy, Army, Other), science & research achievement, early career award, essay competition award, excellence in project management, excellence in HR, community engagement award (individual & company).



Our Platinum Convention Sponsor presenting the prestigious Ross Treherne Shield



LinkedIn post listing the Awards

Sponsor branding at the event showcases your input to the field and demonstrates your support for excellence within the community.

VIP DINNER

The Annual VIP Dinner is an intimate dinner that typically includes representation from Defence and Industry seniors. The purpose of the event is to provide an exclusive opportunity for our Premium and Gold Sponsors to understand more about the Defence landscape that will affect your business, and to showcase your dedication to the IW community with key stakeholders. This event is non-ticketed, and attendees beyond the sponsor allocation is highly restricted. This event is not for Silver or Bronze Sponsors.




Table Branding at Convention 23 showcasing our FY23/24 Premium Sponsor

Programs and Activities

ANNUAL ESSAY COMPETITION

We run an annual Essay Competition to share our members thoughts on the future of EW. This year, RADM David Mann, Head Joint Capability is the official sponsor of our competition, will help us to judge the Essay winner and will provide a note for the published Essay compilation.

[Click here to read our Essay Competition Winning submissions, including a letter from our Defence Supporter, Head Joint Capabilities Rear Admiral David Mann.](#)



YOUR LOGO HERE

???

What is the future of Electronic Warfare?

A. Effective adaptation of new EW technologies	B. Enhancement of CEMA
C. Decreasing our vulnerability to IO & influence	D. Other

AOC Australia
ESSAY COMPETITION
\$500 CASH PRIZE!
Due 25 Aug 2024

"IN-CONVERSATION" SERIES



AOC Australia
1,323 followers
9mo •

We're excited to announce another special guest for our 2024 Convention
"Women in IW Breakfast" - MAJGEN Ana Duncan, Commander Cyber ...more




Major General Ana Duncan AM CSC
Commander Cyber Command, JCG
Special Guest at the Women in IW Breakfast
AOC Convention (18-20 September 2024), Canberra

Last year, our most popular event was the "Women in EW Breakfast" as an opportunity to support a movement towards a balance in gender representation within the industry. This year, our event was in Canberra, "Amanda Selway (GM @ Raytheon) in-conversation with Kyla Limmer (Head of Global Defence Division @ Fujitsu) and CAPT Kate Pisani (Director Navy Cyber and Space, RAN)", providing the community an opportunity to hear from senior women about their professional and personal journey and experience in the sector.

Example of a LinkedIn post featuring our upcoming speaker for the Women in EW Breakfast on 20 Sept 2024

Programs and Activities

ONLINE LUNCH & LEARN SEMINARS

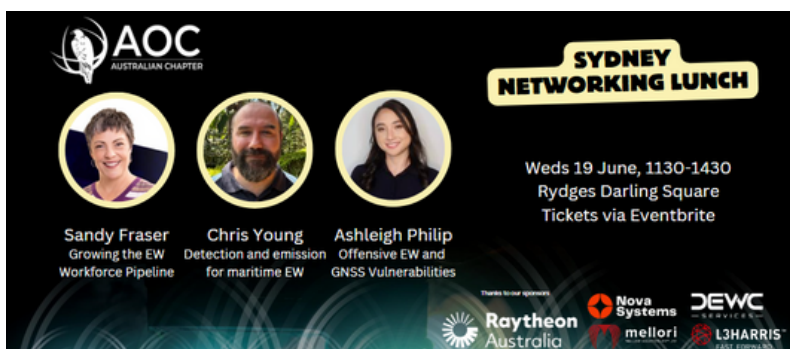
AOC Australia facilitates a program of regular online professional development sessions to augment the webinar program hosted by the international body of the Association of Old Crows. These webinars are designed to showcase Australian Information Warfare professionals and their capabilities in an educational forum. The seminars range from foundational sessions, through to expert tutorials and live demonstrations of technology, through to briefs requested by members (eg. We held a seminar from an IW recruitment-specialist to provide tips to alleviate recruitment issues.)



Our FY23/24 Gold Sponsor, DEWC, presenting the event welcome at our Adelaide Networking Lunch, April 2024. DEWC Spoke to our members and guests about their recruitment program and their recent awards as an employer of choice, demonstrating their commitment to growing and supporting EW professionals.

NETWORKING EVENTS

AOC Australia hosts quarterly networking events for members and sponsors. These networking events focus on a topical community issue and usually feature relevant invited speaker/s. Networking events will be hosted across states – in FY23/24 the events were held across Brisbane, Adelaide, Canberra, Sydney with subject-matter experts discussing topics relevant to the tactical, operational, strategic, policy and industry representative lenses. Networking events provide an opportunity for you to connect with your customer, to strengthen your industry relationships, find qualified staff to grow your workforce, and understand the landscape of IW so that you can grow your company influence. Each event will invite a Sponsors Representative to present the Sponsor's Welcome and all Sponsors are welcome to display merchandise and banners at these events. Sponsors logos are also shown on the media wall.



Examples of LinkedIn posts advertising our Monthly Online Lunch & Learn sessions (June 2024)

Programs and Activities

In addition to these core events, AOC Australia hosts a number of member-focussed initiatives designed to provide advocacy and professional development for the Information Warfare community. Professional development events support our membership to learn and develop their skills. Sponsors can access these events to support and upskill their employees, and grow their internal IW workforce capability by leveraging the experience and expertise within the AOC Australia and AOC International chapters.

Non-core events include:

SPECTRUM WORKING GROUP (SWG)

The SWG is a Defence industry group that advocates for Defence industry in the domestic and international spectrum regulatory environments. There is currently limited representation of Information Warfare needs in this forum, leading to steady erosion of the spectrum rights and accesses that may underpin future capability. The SWG provides a way for all Information Warfare organisations, regardless of size, to gain access to the regulatory process. We provide a way for members to understand current regulatory discussion topics, to engage on common areas of concern, and to provide input into the decision-making cycle. The SWG has 3-monthly meetings with AOC Members, and regular meetings across the Government agencies with an interest in spectrum activities.



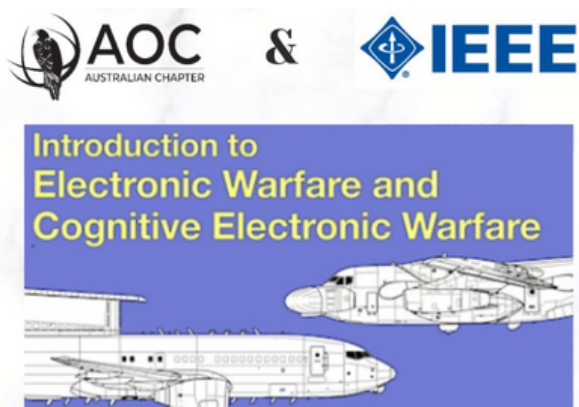
Example of LinkedIn post advertising an upcoming meeting for the Spectrum Working Group – become our sponsor and add your logo!

GENERAL MEETINGS

The AGMs are ad-hoc gatherings of members to discuss the organisation's performance, governance and future plans. These are also an opportunity for members to network. Sponsors are typically not invited to these events, but we do display sponsor branding and give our sponsors a formal thank you upon open & close of the event. The AOC usually supplement the individual events with a local sponsor to support outreach at local levels.

Programs and Activities

SHORT COURSES, TUTORIALS



AOC Australia collaborates with other industry bodies to delivery short courses by visiting international experts and local subject-matter experts. Previous courses have included both introductory and advanced topics, and are held across the country based on availability.



Example of a short-course AOC ran in Nov 2023, in collaboration with IEEE, with advertising including logos from our FY23/24 Sponsors.

DIRECT EMAILS & LINKEDIN

AOC Australia primarily uses LinkedIn and Direct Emails to communicate with our members and community. We send our membership monthly emails, and we also share monthly emails with our Defence sponsors and advocates to keep them in the loop and ensure they're able to attend events.

WORKSHOPS

AOC runs workshops to facilitate hands-on learning opportunities for members, including the opportunity to build skills across IW domains to make them effective practitioners for their organisations. Workshops vary in format and duration but crucially involve active participation rather than passive listening and are led by experts or instructors who discuss case studies, undertake wargaming, or hold practical exercises or demonstrations.

SITE VISITS & LAB TOURS

Site visits and tours are targeting to help our uniformed and APS members to understand industry better. It helps members to better understand how industry works, builds trust through transparency with Government, and encourages direct engagement with industry so that together we can build stronger relationships so that stakeholders can make better-informed decisions based on real-world conditions.

Programs and Activities

JOBS BOARD

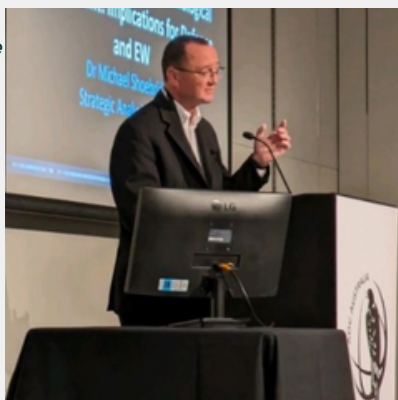
Sponsors will have the ability to post their EW-related jobs to a dedicated community of IW professionals. Jobs will be extracted and advertised to members throughout the year via our mailing list and on LinkedIn – including to professionals who are not actively looking for work or checking the Jobs Board regularly.

DEFENCE EVENTS

The AOC Supports various private events for the IW community to acknowledge key efforts towards the Joint Domain and encourage recognition of specialists in the IW field. including in this field. During our introduction speeches we always thank our sponsors, and include sponsor branding on any marketing materials distributed on the day.

Where practicable, AOC Australia records events for the access of its members and sponsors who were unable to attend.

Keynote presenter, Michael Shoebridge speaking at Convention 23 in Adelaide.



Subject-matter-expert (Sachini Jayasooriya, Nova Systems) presenting at our Canberra Networking Lunch, May 2024, to an audience of 40 AOC members and invited guests in front of media wall with Sponsors Logos

Our FY23/24 Bronze Sponsors, JEDS, talking to potential customers and employees, and giving away some merch at their exhibition booth @ Convention 23 in Adelaide.



LinkedIn post featuring our FY23/24 Sponsors Branding with the AOC Gold Sponsors logo

Our Team



Nathan Johnson

President



Katherine Head

Director



Lauren Hassall

CEO



Glen Deards

Treasurer



Allan Dundas

Director



Glenn Odium

SWG Lead



Peter Jenkins

Director



Shavi Nachman

Director



Jeff Malone

Director

Corporate Sponsorship

AOC Australia's Corporate Sponsorship program demonstrates your dedication to growing Defence & Defence Industry's Information Warfare community and future capability. It demonstrates your workforce commitment and expertise contribution to all parts of IW – including Electronic Warfare (EW), Electromagnetic Warfare, Electromagnetic Spectrum Operations (EMS Ops), Cyber Warfare, Cyber Electromagnetic Activities (CEMA), Information Operations (IO), and Cognitive Warfare – and supports you to find the IW professionals you need, when you need them.

By partnering with AOC Australia, you have a variety of ways to connect with members throughout the year, stay relevant to your customer base, participate in high-level discussions, and nurture relationships with key contacts. The sponsorship program is open to any industry, government, or academic organisation from the Information Warfare community.

Sponsors will receive benefits from 01 July 25 through to 30 June 26. These benefits include branding, exposure, and ticket entitlements as detailed in the following pages.

Sponsorship Tiers

	Bronze \$5,000	Silver \$12,500	Gold \$30,000	Platinum \$70,000
Convention <ul style="list-style-type: none"> Tiered partner acknowledgement on website, signage & conference materials pocket program and delegate pack Trade booth Opportunity to support additional convention items Tickets for staff to attend convention Tickets to the VIP Dinner 	25% discounted booth 1 ticket	50% discounted booth 4 tickets	1 booth 8 tickets	double booth 12 tickets VIP Dinner Branding
LinkedIn & Website <ul style="list-style-type: none"> Tagged post Logo on our website 	✓	✓	✓	✓
Classified Days <ul style="list-style-type: none"> Opening address & branding 				✓
Networking Events <ul style="list-style-type: none"> Tickets & Branding 	1 ticket at each	2 tickets at each	4 tickets at each	8 tickets at each
'In-conversation' Events <ul style="list-style-type: none"> Tickets & speakers 	1 ticket at each	2 tickets at each	4 tickets at each	8 tickets at each
Use of AOC Australia Sponsorship Logo	✓	✓	✓	✓
Lunch & Learn <ul style="list-style-type: none"> Branding & Speakers 			✓	✓
AOC Australia Communications <ul style="list-style-type: none"> Branding & Company Highlight 			✓	✓
Jobs Board			✓	✓
Spectrum Working Group				✓



**SECURE YOUR SPONSORSHIP
WITH US BEFORE YOUR
COMPETITION DOES**

Association of Old Crows – Australian Chapter
contact@aocaustralia.com
www.aocaustralia.com
ABN 86 623 646 012