



**ARCHBISHOP'S COMMITTEE FOR  
THE GREAT JUBILEE**

16 May 1999

COMMERCIALLY SENSITIVE – URGENT & CONFIDENTIAL

The Most Rev Barry J Hickey  
Archbishop of Perth  
Catholic Church Office  
Victoria Square  
PERTH WA 6000

Dear Archbishop,

**SPONSORSHIP OF GREAT JUBILEE CELEBRATIONS**

This one will give you a chuckle but I am serious. I can actually give you the exact instant I thought of it as my eyeball opened and saw the digital numbers on my bedside clock at 2.46 am on Sunday morning and I had to get up and type this!!! This will actually pay for all your Great Jubilee Celebrations and probably those for half the rest of the world. I'm writing to ask for your OK to give it a go.

You'll get another chuckle because it is a very Catholic idea and probably only something that the son of a Catholic publican might suggest even if it was the Holy Spirit that put such an outrageous thought in my mind at such an ungodly hour of a Sunday morning.

Would you give me the OK to approach either Carlton & United or Lion Nathan to offer the sponsorship for the brewing of an exclusive Great Jubilee beer?

I already know from Ben Gatto that the sponsorship deal the Vatican is negotiating with commercial sponsors is a \$US10,000 up front, non-refundable fee plus 15% of sales. This idea is so good that I am sure either Lion Nathan or Carlton & United would try and take it on internationally so we would need to firstly negotiate locally with the potential sponsor and then negotiate with the sponsorship arm of the Vatican so that we gain a special benefit to the Archdiocese of Perth for coming up with the idea.

I have already been talking to Maurice Brockwell (he's already offered to sponsor The Record's contribution to the video), what I would like is to have your OK that Maurice and I jointly approach one of these brewers to negotiate a national or international sponsorship arrangement. I have not yet mentioned this idea to Maurice but would like to do so as early as possible this coming week.

I am sure it can be marketed in a way that helps promote the whole message of Jubilee and which is not exploitative or degrading of the deeper spiritual and cultural messages. (e.g. Along the lines of the style of promotion that Lion Nathan use for their 1857 brand.) Obviously this idea needs to be kept highly confidential and would require clearance at Vatican level just as soon as we had a preliminary agreement in place with the sponsor at local



level. From what Ben Gatto tells me, the Vatican will want the lion's share of any major commercial sponsorship arrangement, but even if that is the case, a sponsorship of this size would easily generate so much revenue that it could easily cover all the Great Jubilee costs for the whole of Australia let alone just our celebrations here in Western Australia.

My only fear in this is that one of the great European breweries or vintners may have already done a deal with the Vatican for something like this. On the other hand, you never know your luck in the big city and it never ceases to amaze me what bizarre agencies the Holy Spirit chooses to use to achieve his ends and in what totally unexpected places. It is not completely out of the question that this might be the answer to your own extended prayer to not only find the where-with-all for the Jubilee but to find the readies to complete St Mary's Cathedral. My own education and elevation into the professional circles of civilisation was paid for from the sale of Swan Lager and Emu Draught, so I do not carry any baggage with me that having a brewer as the major sponsor of the Great Jubilee celebrations would be an uncouth thing.

I'll look forward to your response,

Yours sincerely,



BRIAN COYNE

