

The Labour History Society SA

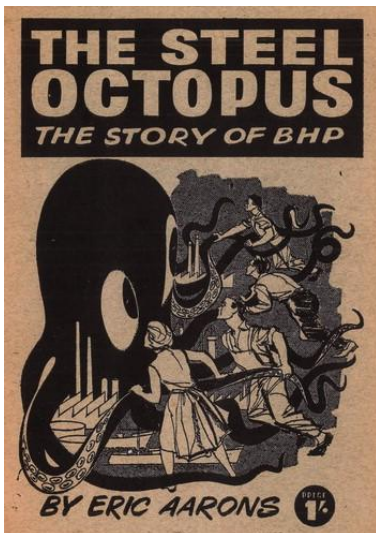
Invites you to hear

Tom Buchanan and Tom Mackay

**A Company's Country: BHP and Australian Culture during the
"Golden Age of Capitalism"**

Sunday 17th June at 2.00 p.m.

At the Box Factory, 59 Regent Street South Adelaide



BHP, formerly Broken Hill Proprietary Inc., has a long history of stressing its significance to the Australian nation. It has an equally long history of trying to shape not only what ordinary Australians think about the company itself but also what they think about industry, consumption, and free-enterprise more broadly. Based upon their recent research, Tom Buchanan and Tom Mackay will discuss the origins of these public relations efforts and will show how BHP sought to shape socio-economic attitudes during the Cold War and Australia's "Golden Age of Capitalism". They will look at BHP's broader national strategy as well as its post-WWII vision for Whyalla in South Australia. In doing so, they intend to highlight the importance of exploring Australian capitalism from the top as well as the bottom.

Tom Buchanan is a Senior Lecturer at the University of Adelaide. He has a long-term interest in the history of capitalism. His early work focused on the history of enslaved people in the midst of America's nineteenth-century market revolution. Currently, he is researching the culture of capitalism in the context of twentieth-century Australia.



Tom Mackay is a Visiting Research Fellow in the Department of History at the University of Adelaide. He is an Americanist and Australianist scholar with an interest in the history of capitalism and has been published in several reputable academic journals.



All welcome – free event - no bookings necessary – afternoon tea provided
Enquiries: Jude Elton at jude.elton@internode.on.net