

2024 Australia Day Ambassador Briefing

NADC

National
Australia Day
Council

Australian
of the Year
▶ Awards


Reflect. Respect. Celebrate.



Australia Day

Reflect. Respect. Celebrate.

Agenda

1. Who is the NADC?
 2. About the Ambassador Program
 3. Key Messages
 4. Ambassador Portal: Tools and Resources
 5. Social Media Tools
 6. Questions / Discussion
- 

Who is the NADC?

- Not-for-profit, government-owned organisation based in Canberra
- Works with Australia Day National Network (state and territory organisations) to facilitate Australia Day activity and the Australian of the Year Awards

Strategic focus areas for the NADC are:

- **Meaning:** To promote the meaning of Australia Day and being Australian
- **Participation:** To unite all Australians through celebration and reflection
- **Recognition:** To acknowledge active citizenship and achievement

Ambassador Program

- One of the longest-running and most successful national Australia Day Programs, sending high achieving Australians to over 300 community celebrations nationwide every Australia Day
- Ambassadors are past recipients of the Australian of the Year Awards, sportspeople, scientists, businesspeople, actors and community workers who provide inspiration and pride around Australia Day events and activities

<https://vimeo.com/480160859>



Ambassador Program

NADC

Provides the platform inspiring Australians to share their stories.

State and Territory Network

Work at a local level to promote Ambassador engagement and encourage local Australia Day events.

LGAs

Provide events to bring the community together.
Engage Ambassadors to attend community activities.

Ambassadors

Attend Australia Day events.
Share their inspiring stories.

Ambassador Program

Being an Ambassador

- Your contribution to your community and to Australia has brought you to this program.
- Be yourself, share your thoughts and ideas and celebrate our national day with the community.
- Your state or territory Australia Day Council will be your main point of contact.

What to expect

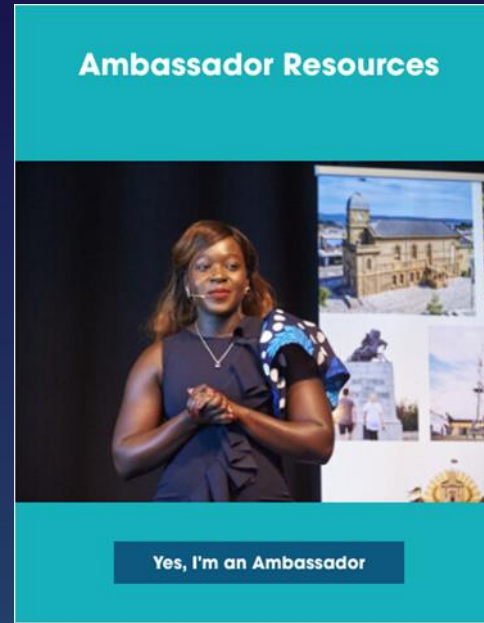
- The activities are as diverse as the communities you visit.
- You will meet dignitaries and local members of the community, state or territory.
- Be inspired by the enthusiasm of communities large and small celebrating what's great about Australia.

Key Messages

Reflect. Respect. Celebrate. We're all part of the story.

- Australia Day is a day to reflect, respect and celebrate
- It is a day to come together and celebrate the values, beliefs and freedoms we share
- It is your day and can be marked your way. Australia Day is a day to reflect and respect that we are all shaped by our own experiences, and to celebrate living in a nation where everyone's views, beliefs and contributions are valued.
- It's about connection as much as it is about conversation: we come together as a nation to celebrate our diversity, respect what makes us unique and reflect on the Australia we aspire to be.
- Key messages have also been incorporated into various templates (media release, speech notes, etc)
- Australia Day events aim to be inclusive of all Australians and each Council will have slightly nuanced messages to communicate and focus on.

Ambassador Resources






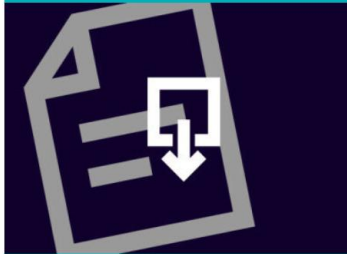
- No need to register
- Resources can also be found on the Australia Day website for the Councils hosting Ambassadors, with their own tailored templates to promote your participation

<http://www.australiaday.org.au/get-involved/ambassador/ambassador-portal>

Ambassador Resources

➤ Resources include:

- 2024 key messages
- Social media kit
- Speech template
- Acknowledgement of Country
- Declaration and Biography forms
- Ambassador checklist in the lead up and on Australia

Being an Ambassador	2024 Ambassador Key Messages	Ambassador declaration	Ambassador biography form
			
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Ambassador Resources

Social Media Tools



[@CelebrateAustraliaDay](https://www.facebook.com/CelebrateAustraliaDay)



[@australiaday](https://www.instagram.com/australiaday)



[@OzDay](https://twitter.com/OzDay)

Include the following hashtags

#REFLECTRESPECTCELEBRATE

#WEREALLPARTOFTHESTORY

#AUSTRALIADAY



Sample social tile, posts and other tools [available on our website](#)

Questions ?

Your state and territory representatives will put you in contact with your Local Council and they will organise the details on where and when you need to be on Australia Day.

