



## STATEMENT OF INTENT NATIONAL AUSTRALIA DAY COUNCIL 1 February 2009 to 31 January 2010

The National Australia Day Council will inspire national pride and spirit to enrich the life of all Australians by promoting participation in events and programs, enhancing the meaning of Australia Day and recognising active citizenship and achievement.

To achieve its aims, the Council will lead a stakeholder network including the state and territory affiliate organisations, local Australia Day committees, corporate partners and sponsors and governments at all levels.

In addition to maximising efficiencies and effectiveness of the programs and maintaining the financial viability of the organisation, the Council will focus on four key priorities:

- Build and protect the brand
- Lead, empower and resource the network
- Connect with all Australians
- Demonstrate Council's value to grow resources and programs

The Council's work will foster positive Australian identity, promote social inclusion and cohesion, provide network connectiveness, consolidate and promote the brand and strengthen and sustain the affiliate network.

The Council will undertake a significant program of activities to promote participation in and the celebration of Australia Day. These activities will include a national marketing and communications campaign; national celebrations in the Australian Capital Territory including the national flag raising ceremony, national citizenship ceremony and the national television events; and the state and territory Australia Day lunches. The Council will also seek to enhance celebrations in communities across the nation by presenting a community conference and publishing a community resource kit.

The Council's goal of enhancing the meaning of Australia Day will be delivered through promoting citizenship ceremonies and the Australian Citizenship Affirmation, school and community education resources, the national marketing campaign and providing resources to support local event organisers.

The Council's flagship program to promote recognition through the acknowledgment of active citizenship and achievement will be the Australian of the Year Awards. The Australian of the Year Award program includes the selection of the Australian of the Year, the Senior Australian of the Year, the Young Australian of the Year and Australia's Local Hero. Associated activities will include the Australian of the Year Awards documentary and community tours by award recipients. Another Council program that will promote and encourage active citizenship and achievement is the Australia Day achievement medallion and certificate program.

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The National Australia Day Council undertakes to fulfill the objectives set out in this statement of intent to its fullest ability in 2009-10 to further enhance the meaning and celebration of Australia Day and continue to encourage active Australian citizenship and achievement.

A handwritten signature in black ink, appearing to read 'Adam Gilchrist', with a long horizontal stroke extending to the right.

Adam Gilchrist  
Chair  
National Australia Day Council  
31 March 2009