



# 2023 AUSTRALIA DAY COMMUNITY EVENT GRANT RECIPIENT INFORMATION KIT

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# BRIEFING NOTE

## Background

The National Australia Day Council (NADC) is providing over 400 grants to councils and community organisations, allowing Australians around the nation to reflect, respect and celebrate on Australia Day 2023.

## Australia Day 2023 Community Events Grant Program

Australia Day event hosts receive grants of up to \$20,000 to organise, promote and host Australia Day events that encourage their community to reflect, respect and celebrate.

Events will feature the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' branding and messaging, applied in a way that is right for individual communities.

Grant recipients collaborating with local Aboriginal and Torres Strait Islander communities to incorporate activities that reflect and respect the history, culture and perspectives of local First Nations peoples can receive additional funding of up to \$10,000.

Grant applications were assessed against guidelines that required applicants to demonstrate how their event would incorporate the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' branding and messaging, support local businesses and comply with any relevant public health guidelines. Grant acquittals will be assessed against the criteria detailed in the guidelines.

## Information materials

This information kit has been developed to support and guide event communications and promotions and ensure the requirements to use the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' are appropriately met. It has been distributed to all councils and community groups that have received an Australia Day 2023 Community Events Grant.

More information and further support is available by emailing [grants@australiaday.org.au](mailto:grants@australiaday.org.au) or visiting [australiaday.org.au](https://australiaday.org.au)

# KEY MESSAGES

## Overarching

- Australia Day is a day to reflect, respect and celebrate.
- There are as many Australia Days as there are Australians, with each of us finding our own meaning and significance shaped by our own experience and history.
- For some, it is a day of reflection and sorrow, a day that reminds us of how far we have to go on the path to reconciliation.
- For many, it is a day to reflect on how far we have come - a day that symbolises the opportunity, safety and stability that life in Australia promises and provides.
- For all of us, Australia Day is a day to listen to each other, accept our history and show understanding and respect for those around us, united in the belief that our best days lie ahead.
- 26 January marks the beginning of new chapter in a story passed down through thousands of generations.
- The Story of Australia tells of hardship and pain and a better future for the millions of people who came to Australia to build a safe, inclusive and prosperous life – and who have helped shape our national identity.
- Australia Day is to respect what we can take for granted – living in a free and fair nation where everyone can contribute and belong.

## History

- On Australia Day we reflect on the pivotal day in the history of our ancient continent.
- It is a day to acknowledge past wrongs while we show respect and celebrate Aboriginal and Torres Strait Islander Peoples' survival, resilience and enduring culture.
- It is a day to respect the deep connection to Country that First Nations people feel, and to reflect on how we are all defined by the land on which we live, work and play, from the freshwater to the saltwater, the rainforest to the desert.

## **Australia Day 2023: How to *Reflect, Respect and Celebrate*.**

- Australia Day is a day to reflect on our past, accept the truth of our history, respect that we all have a contribution to make to the Story of Australia and celebrate being part of a diverse and multicultural nation.

## *Reflect*

- Australia Day begins with reflection, on our history and the 65,000 years of history and continuous culture that thrived on this land before European settlement.
- Australia Day is a day to learn more about our true history. Many will gather at services in cities and towns around the nation to stand with First Nations Australians in moments of mourning, truth-telling and celebration of timeless and enduring culture.
- These events are an opportunity to join in the time-honoured practice of storytelling to preserve language, history and culture.
- Australia Day is a day to reflect on the sacrifices others have made just to call Australia home – fleeing a homeland, leaving behind family and friends and taking difficult and dangerous journeys in pursuit of a better future.

### *Respect*

- We pay respect to the stories, histories and contributions of the Australians who lived, worked and fought for the values and freedoms we often take for granted.
- We can show our respect by gathering with family, friends, and community at a local Australia Day event or citizenship ceremony.
- We can take a quiet moment to respect that we are privileged to belong to a nation that is free, inclusive and multicultural

### *Celebrate*

- On Australia Day, we celebrate being part of a proud, ancient, multicultural nation that values the contribution of each and every citizen.
- We celebrate thousands of generations of enduring culture and survival, learn more about the Country we live on and listen and learn from Indigenous ways of being and doing.
- We celebrate surrounded by friends, family and community, at home, at an event, at the beach or in the park.
- We can celebrate over a meal. There's nothing more Australian than sharing a meal, whether its banh mi or a burger, a souvlaki or a snag or a pho or a pavlova. It's about connection, and community.
- To help plan your Australia Day, visit [australiaday.org.au](http://australiaday.org.au).

### **Australia Day**

- Australia Day is a time for all Australians to reflect, respect and celebrate.
- Just as there are those who are concerned about the date and what it means for First Nations people, there are those for whom the day holds great meaning.
- Regardless of what we believe, Australia Day is a day to reflect on our history and learn from the experiences of others
- We are privileged to live in a nation where we can all have our views, values and beliefs.

# TEMPLATE MEDIA RELEASE

## Reflect, respect and celebrate the spirit of community on Australia Day 2023

XX JANUARY, 2023

In suburbs and towns around the nation, Australians will come together on Australia Day to reflect, respect and celebrate the strength and spirit of their local communities.

Hundreds of local community events will be held around the country on Australia Day 2023, with the National Australia Day Council providing funding to host over 400 events.

In [Community Name], [Organisation Name] host [Event Name] is encouraging community members to get together to reflect, respect and celebrate their local community.

[Insert details about the event, including activities, location and times]

[Spokesperson] said doing something Australian like getting together with family or friends or going to a local community event is what Australia Day is all about.

[Insert quotes from spokesperson relevant to local community and event].

NADC Chief Executive Karlie Brand said the NADC received a record number of grant applications from local government authorities and community organisations to support local Australia Day events and activities, including over 170 that have collaborated with local indigenous communities to share First Nations stories, histories and perspectives, and celebrate their enduring culture.

"There are as many Australia Days as there are Australians, with each of us finding our own meaning and significance shaped by our own experience and history," Ms Brand said.

"Australia Day is a day to reflect on our past, accept the truth of our history, respect that we all have a contribution to make to the Story of Australia and celebrate being part of a truly diverse and multicultural nation."

To help plan your Australia Day visit [australiaday.org.au](https://australiaday.org.au)

# TEMPLATE SPEAKING NOTES

*The following speaking notes can be inserted into a spokesperson's Australia Day address.*

- Australia Day is a time for all Australians to reflect, respect and celebrate.
- On Australia Day, we reflect on the past, present and future.
- Today above all others, we reflect on our nation's past.
- We live on ancient Country, our history began more than 65,000 years ago.
- For some of us, today is a day of sorrow and mourning, a day that reminds of loss, displacement and dispossession - a reminder of how far we have to go on the path to reconciliation
- For many, it is a day to reflect on how far they have come - a day that symbolises the opportunity, safety and stability that life in Australia promises and provides.
- For all of us, Australia Day is a day to unite in the belief that by listening to each other, accepting our history and showing understanding and respect for those around us, our best days lie ahead.
- We begin today by paying respect to the deep connection to Country that First Nations people feel and to reflect on how we are all defined by the land on which we live, work and play, from the freshwater to the saltwater, the rainforest to the desert.
- The Story of Australia tells of loss, hardship and pain.
- But it is also a story success over adversity, prosperity and a better future for the millions of people who came to Australia to build a safe, inclusive and prosperous life – and whose contribution helped shape our national identity.
- Australia Day is to respect what we can take for granted – living in a free, fair and prosperous nation where everyone can contribute and belong.
- Australia Day is a day to reflect on our past, accept the truth of our history, respect that we all have a contribution to make to the Story of Australia and celebrate being part of a truly diverse and multicultural nation.

## *Reflect*

- Australia Day begins with reflection, on our history and the 65,000 years of history and continuous culture that thrived on this land before European settlement.
- Australia Day is a day to learn more about our true history.
- Right now, Australians are gathering in cities and towns around the nation to stand with First Nations Australians in moments of mourning, truth-telling and celebration of timeless and enduring culture.
- These events are an opportunity to join in the time-honoured practice of storytelling to preserve language, history and culture.

## *Respect*

- Australia Day is a day to reflect on the sacrifices others have made just to call Australia home – fleeing a homeland, leaving behind family and friends and taking difficult and dangerous journeys in pursuit of a better future.
- We pay respect to the stories, histories and contributions of the Australians who lived, worked and fought for the values and freedoms we often take for granted.
- We can show our respect by gathering with family, friends, and community at a local Australia Day event or citizenship ceremony.
- We can take a quiet moment to respect that we are privileged to belong to a nation that is free, inclusive and multicultural

## *Celebrate*

- On Australia Day, we celebrate being part of a proud, ancient, multicultural nation that values the contribution of each and every citizen.

- We celebrate thousands of generations of enduring culture and survival, learn more about the Country we live on and listen and learn from Indigenous ways of being and doing.
- We celebrate surrounded by friends, family and community, at home, at an event, at the beach or in the park.

## Closing

- But to me, the best way to reflect, respect and celebrate is to do something Australian like this - getting together with family and friends and community
- This event – and hundreds more like it - is supported by the National Australia Day Council
- In 2023, the National Australia Day Council is running a photo competition to tell the Story of Australia in a new way.
- Images connect us and can show us how each local community reflects, respects and celebrates on Australia Day.
- A picture can tell a thousand words, but in this competition, pictures just need to tell eleven words: Reflect, Respect and Celebrate. We're all part of the story.
- We'd like to invite you to take a special photo from today that for you captures the essence of Reflect, Respect, Celebrate. We're all part of the Story.
- Three finalists from each state and territory will be selected with the overall winner chosen by the NADC Board.
- Entries can depict reflection on the past, present and future, respect for each other's stories, contributions and hopes or celebrating being Australian and part of a proud, ancient, multicultural nation that values each citizen.
- All finalists and the overall winner will receive cash prizes. Winning photos may be to help promote Australia Day activities in the future.
- For more information on how to enter or to view the competition guidelines visit <https://www.australiaday.org.au/get-involved/photo-competition>

# SOCIAL MEDIA GUIDE

## Hashtags

The NADC invites organisations that have received grants to help promote and amplify the reflect, respect, celebrate message for Australia Day 2023.

This can be done by using the following hashtags:

**#REFLECTRESPECTCELEBRATE**

**#WEREALLPARTOFTHESTORY**

**#AUSTRALIADAY**

Event hosts are encouraged to use these hashtags with each social media post about the Australia Day event.

## Hashtags

### 1. EVENT PROMOTION

This Australia Day, gather with friends, family and community to reflect, respect and celebrate. For details on Australia Day events in [locality] visit [link]. #REFLECTRESPECTCELEBRATE

### 2. AMBASSADOR ANNOUNCEMENT

We're pleased to announce that [Ambassador] will be joining residents of [locality] to reflect, respect and celebrate this Australia Day. For details, visit [link]. #REFLECTRESPECTCELEBRATE #AUSTRALIADAY

### 3. LOCAL COUNCIL CITIZENSHIP AWARDS

Congratulations to the recipients of [locality]'s Australia Day Awards. We are proud to have such extraordinary citizens call [community] home. #REFLECTRESPECTCELEBRATE #WEREALLPARTOFTHESTORY #AUSTRALIADAY

### 4. WELCOME NEW CITIZENS

Welcome to [locality]'s [number of conferees] newest Australian citizens, who chose Australia Day to accept their citizenship. #REFLECTRESPECTCELEBRATE #WEREALLPARTOFTHESTORY

### 5. INSERT DO SOMETHING AUSTRALIAN TWEET

Reflect, respect and celebrate this Australia Day and Do Something Australian – for ideas and activities, visit [australiaday.org.au/dosomethingaustralian](http://australiaday.org.au/dosomethingaustralian) #REFLECTRESPECTCELEBRATE #WEREALLPARTOFTHESTORY

### 6. CAPTURE THE ESSENCE OF AUSTRALIA DAY AND WIN

A picture tells 1000 words, but you only need nine. Take a photo that says 'Reflect. Respect. Celebrate – we're all part of the story' and you could win. Visit [link] for more information



# BRANDING GUIDELINES

## Introduction

This year, the **National Australia Day Council** grants program will enable Australians in every state and territory to get together and reflect, respect and celebrate.

Congratulations on receiving an Australia Day 2022 Community Grant.

As part of your application, you were required to detail how you planned to display Australia Day-branded '*Reflect. Respect. Celebrate. We're all part of the story.*' promotional material and collateral.

This guide has been developed to help you correctly use the Australia Day branding to be displayed at an event or public space in the lead up to and on Australia Day 2022.

Wherever possible, you are strongly encouraged to use locally-owned businesses to manufacture or print promotional items displaying the Australia Day Designs.

Should you not have access to local printing or production facilities, assets will be able to be purchased online from the **Australia Day Council Aussie Merchandise program**.

If you have any further questions, please email [grants@australiaday.org.au](mailto:grants@australiaday.org.au).

## Branding requirements

All grant recipients have signed a short form agreement with the NADC:

- » requiring that each Australia Day event uses the '*Reflect, Respect, Celebrate. We're all part of the story*' message
- » requiring that each grant recipient acknowledges the NADC's support through use of the NADC's logo or signage (subject to approval by the NADC)
- » acknowledging that the NADC may list Australia Day event/s on the NADC website
- » requiring that as part of the grant acquittal reporting process, the following will be provided by 30 May 2022:
  - › a final report verifying grant funds have been spent in line with the agreement
  - › photos showing the Australia Day designs in the public place or at the Australia Day event or activity
  - › high-quality photos or videos showing attendees and participants at the event/s with the NADC branding in position.

## The National Australia Day Brand

The Australia Day brand is inspired by the fluidity of Australia's many cultures coming together.

The tagline 'Reflect. Respect. Celebrate.' is included in the main logo, and all versions of the logo.

### The logo – stacked version

The tagline 'Reflect. Respect. Celebrate.' is included in the main logo, and all versions of the logo. The font is ITC Avant Garde.

The stacked version of the main logo is as shown on the right, as well as the mono version and the reversed version of the stacked logo.

### Main logo



### Mono logo



### Reversed logo



### Clear space around the logo

It is very important to isolate both versions of the logo properly to increase legibility.

Always maintain the clear space, even when proportionally scaling the logo. Use the width of 2 capital As proportionate to the A in Australia Day, all the way around the logo.



### Space between the logo and tagline

The correct distance between the logo and tagline is equal to the height of the capital A in Australia Day.



### Minimum size

The Australia Day logo should appear equal to or larger than any other logos, or as large as appropriate if appearing in isolation. The words **Australia Day** must be legible in all executions.



Event co-branding

When placed with other logos and promotional material, it is preferable that the Australia Day logo appears equal to or larger than any other logos.

In relation to other logos, the Australia Day logo should, wherever possible, appear in the most prominent position on any page. For example, if aligned horizontally with other logos, it is preferable that the Australia Day logo appears to the left of all other logos or appears above other logos when placed vertically.

Logo color palette

Colour palette - Logo

When it comes to using the colour palette in mediums and channels such as print and digital, it is very important to follow the provided values.

Here are the gradients used in the Australia Day logo, including selected colour points that can be used in campaign collateral, for headings and design elements.




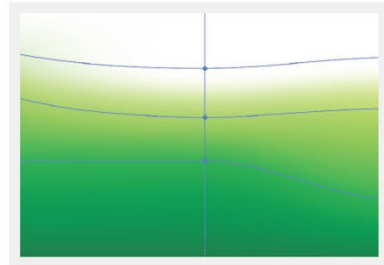
### Green, gold and white gradient

These are the colours used to make up the gradient in all of the assets. Please do not change the gradient colours.

The gradient is used as a background on many of the assets. It is setup as a gradient mesh as shown on the right.

If the artwork needs to be modified to fit a certain size of banner (or other design) the background can be resized. If possible, please keep the spacing and gradient mesh the same.

							
C 0	R 255	C 34	R 249	C 70	R 84	C 83	R 45
M 0	G 255	M 0	G 157	M 9	G 171	M 32	G 113
Y 0	B 255	Y 73	B 49	Y 90	B 84	Y 100	B 56
K 0		K 0		K 0		K 22	



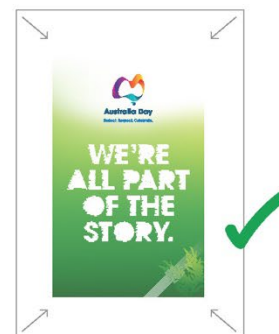
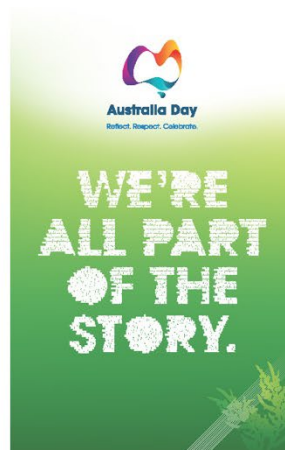
### Resizing event assets

Please do not change the design.

That means no changes to colours. No removing design elements or adding design elements.

You may resize the background, adjust design elements to suit the size and dimensions.

Note: Make sure you adjust the stroke of the lines as they may appear too thin or too thick depending on how your resize the artwork.





## 2022 Showcase

A spread of images from Australia Day 2022 showing the branding being Used correctly and creatively



# MERCHANDISE

Grant recipients are required to ensure appropriate use and placement of the '*Reflect. Respect. Celebrate. We're all part of the story*' message and branding in line with the branding guidelines. The NADC recognises that some grant recipients may not have the ability to produce their own event collateral and has partnered with the Australia Day Council of South Australia to provide merchandise that can be purchased for you.

## Australia Day Council of South Australia merchandise offers

### Click on the links for more information

Plan an Australia Day event to remember with two value-for-money bundles, featuring the most popular items from the **Reflect. Respect. Celebrate. We're all part of the story.** collection of signage, event materials, pins, and badges.

Councils, community groups and not for profit organisations are invited to browse these products, which meet the Community Grants for Australia Day 2023 requirements and will help with reporting on your activities.

To make your event planning easier, two bundles are available.

**We're all Part of the Story The Complete Bundle:** Priced at \$1500 this bundle comprises of the large pull-up banner, 1 vinyl banner 3000mm wide x 1000mm high, 3 social media frames, 4 A2 posters and 1 lectern sign.

Other products include a **Bow Banner**, **8000mm x 1200mm Road Banner** and **2925mm x 2215mm Media Wall**.

There is also a **Belonging Collection** for new citizens and Citizens of the Year, including lapel badges and medallions in presentation cases and certificates.



**For more information, visit [australiadaysa.com.au/collections/the-story-of-us-reflect-respect-celebrate](https://australiadaysa.com.au/collections/the-story-of-us-reflect-respect-celebrate)**