

# AUSTRALIA DAY AMBASSADOR KEY MESSAGES

---

## Australia Day Ambassador Program

- The Australia Day Ambassador Program is 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 to Australia Day events and activities

## Australia Day

- Australia Day is a time for all Australians to reflect, respect and celebrate.
- We're all part of the story of Australia – from those whose ancestors walked on Country for tens of thousands of years to the newest Australian citizens.
- On Australia Day, we reflect on our past, accept the truth of our history and respect that we all have a contribution to make to the Story of Australia. We celebrate being part of a diverse and multicultural nation.

## Our 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.
- Changing the date will not change history, we need to change how we observe the day.

## Australia Day 2023

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.

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.

Changing the date will not change history, we need to change how we observe the day.

---

### *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](https://australiaday.org.au)
-

## Australia Day Photography Competition

- The Australia Day Photography Competition invites you to tell the Story of Australia in a new way: through the eyes of your camera.
- We want to see all the ways local communities reflect, respect and celebrate on Australia Day – their way.
- Competition entries must be taken on the 26 January 2023.
- Three finalists from each state and territory will be selected with the overall national winner chosen by the National Australia Day Council's Board.
- All finalists and national winner receive cash prizes.
- For more information on how to enter, visit [australiaday.org.au](http://australiaday.org.au) > Get Involved: [australiaday.org.au/get-involved/photo-competition](http://australiaday.org.au/get-involved/photo-competition)

## The Story of Australia poem

The Story of Australia features everyday Australians reading the lines of an original poem, *The Story of Australia*.

*The story of Australia  
Is the story of me  
It's the story of you  
It's the story of we  
In parts it is painful  
In parts it is raw  
In others it's beautiful  
Inspiring great awe  
It tells of many people  
From far and wide  
And those who've been here  
Since the beginning of time  
It brings us together  
And tears us apart  
We all have our views  
So where do we start?  
By listening to each other  
And sharing our part.*

---