

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.

Overarching

- Australia Day is a day to reflect, respect and celebrate.
- Australia Day is about the ever-evolving story of our nation – our history, our lives and most of all our people.
- It is a day that reminds us of the common bond we share as Australians, connected by a desire for unity, and the promise of safety, stability and prosperity.
- As Australians, there is much of which we can be proud - our democracy, our values, the strength, diversity and generosity of our people and our beautiful natural environment.

Reflect, Respect, Celebrate

- This Australia Day, pause and reflect on the timeless history of our nation – 65,000 years, or more than 2,500 generations – of history and continuous culture.
 - Come together with thousands of fellow Australians to take part in time-honoured practices of storytelling and wisdom-sharing with First Nations people, respecting and preserving language, history and culture.
 - Attend a local citizenship ceremony or Australia Day event and reflect on the sacrifices others have made to call Australia home and celebrate their commitment and contribution.
 - Take a moment to pay respect to the stories, histories and contributions of the Australians who lived, worked and fought for the values and freedoms we sometimes take for granted.
 - Whether you go to an organised event, gather with family and friends or enjoy some time alone, Australia Day is a time to celebrate being part of a proud, ancient, multicultural nation that values the contribution of every citizen.
 - A great way to connect is to share a conversation or a meal. Whether it's a lasagna or a lamington, a biryani or a burger – Australia Day gives us a chance to feel part of the community around us.
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History

- What Australia Day means to each of us depends on who we are, where we come from, and how we came to be Australian.
- From the First Australians, whose connection to this land continues for tens of thousands of years, to the descendants of settlers, children of migrants and those recently arrived, Australia Day is a day to reflect, respect and celebrate being part of our nation's story.
- It is a day to reflect on our complete and complex history, and to understand that acknowledging and reconciling our past helps lay a path to a stronger future.
- It is a day to acknowledge the past, 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 have, 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 2024

- Australia Day is a day for all Australians 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.
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