





# EFARM AUSTRALIA DAY 2025





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Cover image: Food vendor at Great Australian Bites, Brisbane Supplied by State of Queensland

## **MESSAGE FROM THE CEO**

Welcome to the Australia Day 2025 Report. It captures activity from around the country and reflects the values that bind us as a nation.

Across Australia, from capital cities to remote communities, people participated in the day, their way, attending gatherings that reflected our unique, rich cultural tapestry.

Traditional ceremonies paying respect to Aboriginal and Torres Strait Islander peoples' survival, resilience and enduring culture were interspersed with multicultural events that reflected the stories, histories and people whose families travelled here centuries ago, and those more recently arrived.

Remembering also those who lived, worked and fought for the values and freedoms we sometimes take for granted, Australia Day has become a day that encapsulates everything we are today as a nation and what we aspire to be.

Our Australia Day Community Events Grant Program delivered around \$4.85 million in federal government funding across all regions, from major cities to remote areas.

Over 700 federally supported events were hosted by councils and local community groups around the country to reflect, respect and celebrate with their communities – an increase of 15 per cent on last year.

Grant applications that included significant Aboriginal or Torres Strait Islander elements were eligible to apply for additional funding, acknowledging the deep connection to Country that First Nations people have. Over \$4.3 million was also provided for major events in cities around the country, organised by our Australia Day National Network.

Our shared aim is to increase participation and engagement across all sectors of the community. And while most people are looking for a positive celebration, it is important the day remain inclusive of all perspectives.

On the eve of Australia Day, the 2025 Australians of the Year were announced: Neale Daniher AO; Brother Thomas Oliver Pickett AM; Dr Katrina Wruck; and Vanessa Brettell and Hannah Costello. 2025 is also the 65th anniversary of these Awards that celebrate the achievements and contributions of those making a positive difference to the lives of others.

As Australians there is much of which we can be proud – our democracy, our shared values, the strength, diversity and generosity of our people and our beautiful natural environment. However you spent the day, I hope you were reminded that we are all shaped by our own experiences, and we celebrate living in a nation where everyone's views, beliefs and contributions are valued.



Mark Fraser AO CVO
Chief Executive Officer
National Australia Day Council



FLIGHT show, Canberra



## **ABOUT THE NADC**

# The National Australia Day Council (NADC) works to ensure that celebrations of Australia Day encourage:

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

# The NADC promotes our national day to inspire national pride and unity through these core programs:

- The celebration of Australia Day, which encourages all Australians to Reflect, Respect and Celebrate
- The Australian of the Year Awards
- · Australian citizenship and civic values programs
- · The Australia Day Ambassador program

The NADC Corporate Plan outlines its priorities with the purpose of inspiring 'national pride and unity through participation and engagement in its central message: Reflect, Respect, Celebrate'.

#### **Priorities include:**

- Telling the stories of inspiring Australians
- Empowering Australians to Reflect, Respect and Celebrate

#### The Australia Day National Network

The Australia Day National Network is an affiliate group of state and territory organisations that helps facilitate the celebration of Australia Day and being Australian, and recognises inspirational Australians through the Australian of the Year Awards.

Through the Network, the NADC helps Australia's local government authorities, not-for-profits and community organisations deliver Australia Day events that encourage participation, promote meaning and celebrate citizenship.

### **AUSTRALIA DAY 2025 OVERVIEW**

The NADC's focus for Australia Day 2025 was to encourage Australians to participate in the day, their way.

#### To support this, the NADC delivered:

- A \$4,855,000 Australia Day Community Events Grant Program supporting 736 community and council events around the nation, including those with significant Aboriginal and Torres Strait Islander elements
- A \$4,373,000 Capital City Event Funding Program, including the Australia Day Live event in Sydney, broadcast on ABC TV and ABC iview
- The National Citizenship and Flag Raising Ceremony from Canberra, broadcast on ABC
   TV and ABC iview
- · The Australia Day Ambassador program
- · The Australian of the Year Awards program
- A national Acknowledgement of Country video package, featuring Australian of the Year alumni, used during the ABC TV Awards broadcast and available publicly thereafter
- · Australia to Me Is... social media campaign





## **PRIVATE WELCOME CEREMONY**

Australia Day 2025 in Canberra began with a Private Welcome Ceremony on the parklands of Lake Burley Griffin, where our nation's leaders gathered with the Traditional Custodians of the land to share a moment of reflection and respect.

Supported by the NADC and hosted by the United Ngunnawal Elders Council, the Ceremony was attended by Her Excellency the Honourable Sam Mostyn AC, Governor-General of the Commonwealth of Australia and the Honourable Anthony Albanese MP, Prime Minister of Australia

Ngunnawal elders and knowledge holders have hosted this event for several years, symbolically welcoming the nation as a whole.



# NATIONAL CITIZENSHIP AND FLAG RAISING CEREMONY

Under a cloudy sky on the shore of Lake Burley Griffin, the National Citizenship and Flag Raising Ceremony in Canberra brought together Australians new and old.

Each year, the Governor-General, Prime Minister, diplomatic corps and Australian of the Year Awards recipients and alumni attend the official morning event. It welcomes some of our newest citizens, shares their stories and reminds us of the importance of unity and the stories that shape our collective identity. It also reflects on Aboriginal and Torres Strait Islander peoples' continuous connection to country.

The ceremony, which included a bomber fly over, the Band of the Royal Military College and a 21-gun salute, is delivered in collaboration with the Department of Home Affairs, the National Australia Day Council, Australian Defence Force and the ABC.

Total viewers on ABC TV and ABC iview: 185,000 Watch here







## **COMMUNITY EVENTS**

From Tasmania's Bruny Island to Bunbury's Koombana Bay in Western Australia, cities, suburbs and towns came together to honour the ever-evolving story of our nation and celebrate the strength and spirit of their communities.

In 2025, the NADC helped councils, not-for profit community organisations and government entities deliver 736 local community events and activities on and around Australia Day through \$4.855 million in grants funding provided by the Federal Government.

#### **Australia Day Community Events Grant Program**

2025 Australia Day Community Event Grant Program recipients received \$10,000 to organise, promote and host inclusive Australia Day events that encouraged their communities to reflect, respect and celebrate.

An additional \$5,000 was avaliable to grant recipients for events with significant Aboriginal and/or Torres Strait Islander elements, providing opportunities for communities and councils to collaborate with local Indigenous groups.

Just over 56 per cent of overall approved 2025 grant applicants had an Aboriginal/Torres Strait Islander component to their Australia Day event.

Local councils play an important role in bringing communities together and comprised most of the successful applications. Almost 22 per cent of government entities who applied for the 2025 grant were either applying for the first time or returning after a break from the program.

A sample of events is showcased on the following pages.



# **NEW SOUTH WALES**

#### **Sutherland Shire Council**

An amazing line-up of entertainment was on offer at the ever-popular Australia Day Cronulla Vibes concert, with crowd-goers enjoying a performance from headliners Furnace and the Fundamentals along with other local musical talent. Locals also engaged with the culture and customs of the region's traditional custodians at a Sunset Cultural Ceremony in Woronora.

Other family-friendly long weekend events throughout the Sutherland Shire drew crowds: an estimated 13,000 attended free pool parties in Sutherland, Engadine and Caringbah – almost triple the number of attendees recorded at last year's events – and almost 5,000 attended the Cinema Under the Stars outdoor movie screenings at Cronulla and Engadine.





#### **Australian South Sea Islanders**

The Different Colours One People event saw 300 participants promoting understanding of Aboriginal and Torres Strait Islander culture through music, food, cultural performances and yarning circles. A symposium hosted by Wiradjuri youth, streamed live on social media, encouraged dialogue around multiculturalism and First Nations experiences. Many attendees had never previously engaged with First Nations community members.

They also explored the history of Pirrama Park as a former Sugar Wharf. The event fostered community engagement and appreciation for diverse cultures, leaving attendees with a renewed awareness of the ongoing journey towards social justice for all Australians.







#### **Wollondilly Shire Council**

Attracting 7000 people over the day, new citizens were welcomed and community volunteers recognised in Picton Botanic Garden and Hume Oval precincts. Following a veterans flag parade, citizenship ceremony and Australia Day Awards, the mayor's fishing competition saw youngsters up to 12-years-old vying for prizes.

The day's free program also included a giant waterslide, obstacle course, rock climbing wall, reptile display and vintage cars. A two-hour Aboriginal cultural walk with a traditional Dharawal knowledge holder around the Bargo River Gorge Potholes Reserve identified endemic plant species, bush tucker and medical plants, also gifted to participants.

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# **NORTHERN TERRITORY**

#### **Litchfield City Council**

The celebration at the Freds Pass Market Shed brought together an estimated 400 attendees, opening with a Welcome to Country and smoking ceremony from both the Larrakia and Limilngan-Wulna peoples. This reflected Litchfield's unique position between these two nations.

The Rotary Club of Litchfield/ Palmerston hosted a community breakfast and the Litchfield Lions Club a delicious morning tea to keep the community fuelled for the day's festivities.

The Fun Run organised by Darwin Rural Hash House Harriers supported sepsis awareness, reinforcing the community spirit of giving back. The festivities continued with live music, family entertainment and Aboriginal craft activities.





#### **Department of Corrections**

A consultation with the youth in Don Dale Youth Detention Centre and Alice Springs Correctional Centre invited them to provide input on their Australia Day. The result was activities that facilitated connection to communities, culture and history.

The youth, predominantly Aboriginal, cooked wattle seed damper, fish and kangaroo stew with vegetables and rice. They also enjoyed a didgeridoo performance and yarning circle, encouraging conversation about cultural connections, Aboriginal language and tribal groups.







#### **Nhulunbuy Corporation**

Yolgnu and napaki (black and white) together as one: a reference to how Australia Day is done in East Arnhem Land. Nhulunbuy Corporation incorporated the world's oldest living culture with the multiculturalism of the community. They celebrated with a bungul – a meeting place of dance, song and ritual, highlighting two worlds that exist but complement each other.

The event at the Nhulunbuy Town Hall included a citizenship ceremony and awards to recognise the hard work done by many in the community.

# **VICTORIA**

#### **Mansfield Shire Council**

Delivered with Delatite Drivers Car Club, Horsepower In The High Country at Mansfield Botanic Park brought car enthusiasts and community together live music, face painting and Australianthemed craft activities, while Sunday welcomed new citizens and recognised Citizens of the Year.

A morning tea at the Ngobi Gardens was an opportunity to exchange poetry, passages and stories with local Aboriginal elders. Clap stick followed, celebrating Taungurung and from the 600 attendees raised over \$20,000 towards Mansfield Autism Statewide Services.





#### **Rotary Club of Altona City**

Australia Day in Hobsons Bay marked the 25th anniversary of the Millennium thousands of messages from local students, residents and organisations were placed in plastic capsules and lowered into a 12-tonne concrete vault. In 2025, the vault was opened and messages started their return home to Over at Altona Meadows Central Square Shopping Centre, shoppers enjoyed a showcase of digeridoo performances by Indigenous artist Paul Kelly, a bush band, an all-women's ukelele group and



#### **Filipino Community Council of Victoria** Incorporated

together for a vibrant showcase of the rich Filipino heritage. The event pride through traditional and modern performances, while speeches by local engagement.

strengthened community bonds and local markets. The gathering also served as a platform for various Filipino-Australian organisations to network and



# QUEENSLAND

#### **Mackay Triathlon Club**

The Australia Day Aquathlon offered Mackay residents a fun challenge for all ages and abilities. Spanning three weeks, including Australia Day, the series of runs, pool swims and sprints was designed to promote health, fitness and social engagement. It offered a welcoming introduction to multisport racing, particularly for beginners and younger athletes, and strengthened community connections by bringing together families, local clubs and volunteers.

Aquathlon prioritised inclusivity, ensuring the event was accessible to all members of the community. The challenge highlighted Mackay's outdoor lifestyle, reinforcing pride in the region's natural environment and promoting belonging through sport and celebration.





#### **Lockyer Valley Regional Council**

Lockyer Valley Regional Council paid tribute to those who are improving the social fabric of the Valley and welcomed new Australian citizens. There were cultural displays, bush tucker walks, Indigenous art workshops and a performance by the local scout group.

Collaborations between Council and some of the region's small businesses included morning tea sourced from Indigenous business Native Oz Bushfoods, and a unique gift for award winners – a handcrafted pen made from wood sourced locally – made and donated by Lockyer Woodcrafters. The group's focus is woodwork, building friendships and providing retired men with social opportunities to check in with each other.







#### Tamil Association of Queensland

Fostering a strong sense of belonging and unity, the Tamil Association of Queensland united diverse communities to celebrate shared Australian values. The event showcased Tamil culture while honouring Aboriginal and Torres Strait Islander heritage.

Activities such as cricket, badminton, volleyball, traditional music, games, award presentations and shared meals encouraged intercultural understanding and appreciation.
The event also engaged younger generations, helping them embrace Australia's multicultural identity and the importance of respecting all cultures.

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# WESTERN AUSTRALIA

#### **Chinese Dance Australia Incorporated**

Close to 4000 of Perth's Chinese community come together each year on Australia Day to celebrate the contributions of Chinese migrants to Australian society, strengthening their sense of belonging.

At Scarborough Community Centre, Aboriginal and Torres Strait Islander speakers, musicians and artists enriched the celebration through language, music, storytelling and dance performances. Craft workshops and shared traditions highlighted the Chinese community's rich cultural heritage and offered attendees opportunities for cultural exchange.



#### **Shire of Waroona**

It was a showcase of the local culture, creativity and community spirit that makes Waroona so special. Kicking off with a delicious Aussie breakfast by the Waroona Lions, the day included meaningful activities such as cultural craft activities from the Waroona Aboriginal and Torres Strait Islander Corporation.

An art display by local artists captured the beauty of Waroona's landscapes, from sea to scarp, through vibrant paintings, photography and other creative works. The celebration also included a parade full of energy and pride with the Shire's Fire and Emergency Services, St John Ambulance Waroona and the Waroona Police. But it was a foam party that stole the show for the kids!



#### **Walpole Community Resource Centre**

Ave a G'day in Walpole has become one of the most attended Australia Day events. Live music, Australian food such as the Billy Tea and Damper stall, dress up and thong throwing competitions along with a jumping castle entertained almost 1000 attendees over the day.

Children were actively involved in hands-on experiences including the Yowie Wilderness Walk, sheep dog demonstrations and sheep shearing under expert guidance. These activities introduced young attendees to traditional farming skills and increased their environmental awareness.







# SOUTH AUSTRALIA

#### **Waikerie Australia Day Incorporated**

Over 2000 people travelled to attend the annual Waikerie Australia Day Extravaganza at Waikerie Football Oval. Uniting family, friends and the wider community with food, drinks, rides, a live band and fireworks, the carnival-style event attracts new people to the rural town in the Riverland region and benefits both tourism and the local economy.

Rides brought joy to kids of all ages, while food stalls offered a variety of options to cater to different tastes. A smoking ceremony offered a moment for attendees to acknowledge the rich cultural heritage of Australia.





#### **Lutheran Disability Services**

Australia Day provided an opportunity to bring the community together and promote Aboriginal businesses, businesses run by people living with a disability and small family businesses.

Attendees enjoyed a cultural culinary experience, sampling native foods like crocodile sausage and kumquat jam with lemon myrtle scones for the first time. They were invited to write a description on cards of what being Australian meant to them, displayed with their photos taken in a photobooth. Entertainment was also provided by people living with a disability.



# AUSTRALIAN CAPITAL TERRITORY

## **Celebration of African Australians Incorporated**

It was a spectacular testament to the beauty of cultural diversity in Australia. The Afro-Aboriginal Cultural Fusion Event brought together community elders, cultural leaders, musicians, dancers, volunteers and local families for a truly intergenerational and inclusive gathering.

Elders from both Aboriginal and African backgrounds led powerful storytelling sessions, encouraging dialogue and giving many a renewed sense of belonging and pride in their heritage. Audience members participated in the dynamic and rhythmic movements of African tribal dance, along with the graceful storytelling of Aboriginal dance.



The spectacular celebration has set the foundation for more collaborative community initiatives that bridge cultures.





## Canberra Seniors Centre Incorporated

The Canberra Seniors Centre has long been reducing social isolation in the ACT community. The Australia Day event brought people across all ages and backgrounds together for an evening of cultural recognition, music and dancing.

A Welcome to Country and smoking ceremony, led by respected Ngunnawal Elder Bradley Bell, helped deepen understanding of First Nations culture, before a buffet lunch encouraged conversation and connection over a shared meal.

A line-dancing group took the floor, teaching attendees simple but energetic dances, but it was a group singalong of We Are Australian that left a memorable mark.



#### Nepalese Association of Agriculture, Forestry and Environment in Australia Incorporated

It was a unique Australia Day blending education, community engagement and environmental stewardship. Environmental experts shared knowledge around Tidbinbilla's conservation, biodiversity and sustainability, while Indigenous community leaders shared the area's deep connection to culture and history.

A guided walk highlighted the issue of cultural burning in Australia. The ancient practice of controlled, low-intensity fires reduces the risk of catastrophic fires and helps to maintain ecological balance.





# **TASMANIA**

#### **Meander Valley Council**

The Meander Valley Community Celebration showcased the strength, kindness and generosity that make the Valley so vibrant. The lively event on the Westbury Village Green honoured the dedication of the Valley's local community members through their annual Volunteer Awards. Aboriginal elder Uncle Hank Horton's smoking ceremony used local tree species to acknowledge diversity within communities. Westbury RSL volunteers ensured everyone was well-fed with catering showcasing local produce. Music performed by local artists had people moving to the sounds of jazz, while the Deloraine Dramatic Society brought some theatre to the day.





#### **Derwent Valley Council**

On the banks of the beautiful Derwent River, Derwent Valley Council hosted its annual Community Citizen of the Year Awards ceremony at The Esplanade. The mayor and 2023 TAS Senior Australian of the Year Dr Frances Donaldson (an Australia Day Ambassador) were there to recognise outstanding contributions to the local community.

Following the ceremony, free entry into the New Norfolk Swimming Pool for the community added to the day's celebrations. The festivities continued with a free family fun day organised by the Lions Club of New Norfolk, offering a BBQ, ice cream, youth activities and live entertainment.







## **AMBASSADOR PROGRAM**

Every year, over 300 proud Australia Day Ambassadors visit towns and cities to inspire and unite communities.

The opportunity to connect with inspiring individuals from all walks of life, while celebrating the diversity and achievements of communities, has been well received by both ambassadors and councils.

Ambassadors were provided with key communication materials, empowering them in their roles. Assets for local councils also helped to promote and welcome Ambassadors.

"The experience was incredible, being able to share my journey and inspire people was such a blessing and I'll never forget it!"

#### **Jordy Humphrey**

Litchfield Council Australia Day Ambassador Northern Territory

"Being part of the Australia Day Ambassador Program has been an enriching and humbling experience for our council... The program not only fosters a deep sense of national pride, but it also encourages a spirit of unity and collaboration, allowing our community to come together in meaningful ways. We are grateful for the chance to be part of such an impactful initiative that continues to shape and inspire future generations of Australians."

**Charters Towers Regional Council** Queensland







## **MELBOURNE**

**AUSTRALIA DAY 2025 REPORT** 

The Official Flag Raising Ceremony, hosted by the Governor of Victoria and attended by the Premier of Victoria, dignitaries and representatives of Victoria's multi-faith and multicultural communities, marked the beginning of Melbourne's Australia Day.

The Government House Open Day has become a mainstay of the program and provides a focal point of Australia Day celebrations in Victoria. Over 10,000 visitors explored the grounds and State Apartments while enjoying picnics on the Western Lawn with food from culturally diverse food stalls, watched a 21-gun salute and RAAF heritage aircraft flyover and interacted with community organisations such as Country Fire Authority, the Royal Flying Doctor Service, Country Women's Association of Victoria, Life Saving Victoria and others.

Mainstage performances reflected the rich talent of Victorians, from the Royal Australian Navy Band to a Bollywood Dance Troupe, drummers and yidaki performances.





Photos supplied by Department of Premier and Cabinet, State Government of Victoria

# **AUSTRALIA DAY 2025 REPORT CANBERRA** Over three nights, the visually spectacular FLIGHT attracted 93,500 spectators to celebrate the spirit, stories and resilience of Australia through an immersive drone show over Canberra's Lake Burley Griffin. With accompanying narrative and music, it showcased Australia's identity and spirit through creative storytelling in the sky using drone technology to bring symbolic imagery to life. Representing values that resonate with all Australians, each show presented a distinct narrative, blending reverence for Indigenous culture and First Nations peoples' enduring connection to this land, with pride in Australia's iconic contributions to sport, arts and worldchanging inventions. The first show, titled Identity – Through the Lens, explored the evolving story of what it means to be Australian, while the second show, Inventions - Into the Mind, highlighted Australia's legacy of creativity, innovation and humour.

FLIGHT drone scene highlighting the full potential of women











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Photos by ASB Creative

## **ADELAIDE**

AUSTRALIA DAY 2025 REPORT

Three thousand people attended Adelaide's Mourning in the Morning on the banks of the River Torrens/ Karrawirra Parri, a poignant start to the Australia Day Council of South Australia program. Yankunytjatjara woman and language expert Karina Lester delivered a powerful keynote on the importance of reviving and protecting First Nations languages.

Adelaide's Aus Lights on the River then began with the vibrant Respecting Country Parade. Drumming groups created a powerful rhythm that united drummers and the crowd, setting the tone for a spectacular evening.



## **PERTH**

Auspire – Australia Day Council WA collaborated with the City of Perth for all to reflect, respect and celebrate on Australia Day. Starting in the morning, several hundred attendees were welcomed to country in Victoria Gardens with a smoking ceremony and traditional dance by Corroboree for Life. The Rotary Club of Heirrison supplied a tasty BBQ breakfast.

By mid-afternoon, Langley Park came alive with 70,000 people enjoying family entertainment, rides, games and exhibitions, and in the beautiful Supreme Court Gardens, the Birak Concert celebrated Aboriginal and Torres Strait Islander cultures and communities with local and interstate music artists.

In the heart of it all, the Reflect Respect Celebrate Film Dome featured *Six Noongar Seasons* and *Koora Koora:* A *Long Long Time Ago*, captivating audiences. Australian-themed giveaways and a roaming photo booth gave visitors a memento of the occasion.

The Reflect Respect Celebrate Eat Zone, which represented our many cultures through a diverse array of cuisine, was a great place to refuel and relax before the day culminated with a dazzling drone and fireworks show over the Swan River.

Watch highlights from Australia Day 2025 in Perth







Photos supplied by Auspire – Australia Day Council (WA)

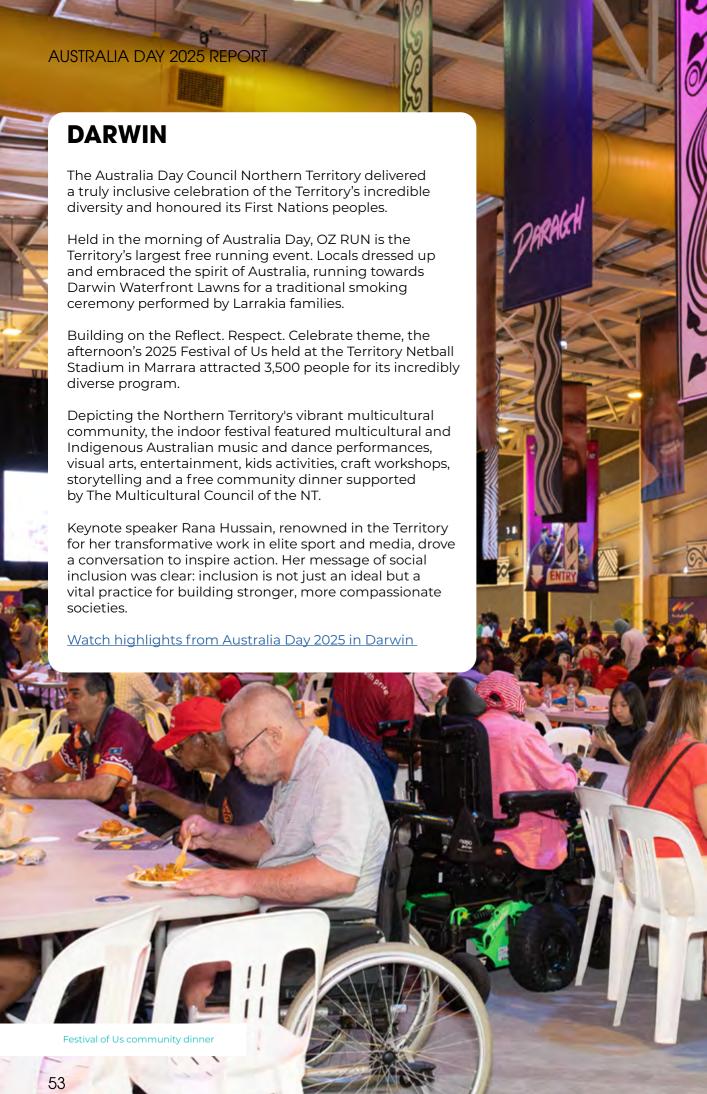








Photos supplied by Australia Day Council Northern Territory



## **BRISBANE**

South Bank Parklands put on a deliciously unforgettable experience as Great Australian Bites transformed the Riverside Green into a lively hub of family-fun, food and entertainment.

Hosted by Brooke Hanson OLY OAM, the jam-packed live stage program showcased local home-grown talent, captivating cooking demonstrations and exciting musical performances.

Queenslanders celebrated the flavours of the sunny state with a vibrant selection of pop-up stalls from local producers and food trucks. Celebrity chef Miguel Maestre took to the Chef's Kitchen stage to wow the crowd with a demonstration of his famous paella. Some of Queensland's most talented culinary experts also made an appearance, including internationally renowned chef, restaurateur, television presenter and author Peter Kuruvita.

The Jake Newell and Alisha Todd Duo, Kirsten Swann Duo, Stephen Ward Band and Tribal Experiences lit up the main stage with an exciting musical program, ensuring a toe-tapping good time for the whole family. Attendee numbers reached 5,000 across the day.

For the little ones, there was plenty of free familyfriendly activities including face painting, craft workshops, lawn games and a sensory zone.





Photos supplied by State of Queensland

**AUSTRALIA DAY 2025 REPORT** 

## **SYDNEY**

Australia Day in Sydney is one of the city's largest annual major events, hosting more than 100,000 people each year.

The free-to-attend, day-long program invites everyone to mark the day their way and takes place across a precinct encompassing Barangaroo, Sydney Harbour, Circular Quay, Sydney Opera House, The Rocks and Darling Harbour.

NADC funding supported the delivery of Dawn Reflection and the WugulOra Morning Ceremony, along with the spectacular Australia Day Live concert.

Aboriginal advisors, creative directors and cultural artists and performers were involved in guiding the Australia Day in Sydney program, which honoured the world's oldest living culture through traditional ceremonies and performances.



Indigenous artwork *River Life* by James P Simor

#### Dawn Reflection

Representing First Nations at first light, a beautiful piece of Aboriginal art – titled *River Life* – illuminated the sails of the Sydney Opera House at sunrise.

Reflecting in the waters of our timeless harbour, it was a quiet time to recall our country's unfolding story, told in many voices across countless generations. 2025 is the fifth year that Indigenous art has illuminated the morning sails.

"For our peoples, water is not just a commodity, but a language, a community and a source of knowledge and law."

James P Simon (of the Wiradjuri-Biripi people)

#### WugulOra Morning Ceremony

For the past two decades, Australians have gathered for WugulOra (meaning 'One Mob'), in Barangaroo Reserve on the morning of 26 January to acknowledge and celebrate First Nations culture through music, dance, language and storytelling.

The ceremony included a Welcome to Country by Yvonne Weldon AM – a proud Wiradjuri woman, speeches from the NSW Governor and NSW Premier, song and dance performances, and the national anthem sung in English and Eora. Broadcast live on NITV, it cleansed the way for new beginnings.

#### Hear from those who created the first event back in 2003





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Photos supplied by Destination NSW



# AUSTRALIAN OF THE YEAR AWARDS

Since its inception in 1960, the Australian of the Year Awards have provided a focal point for Australia Day celebrations and a forum for the recognition of outstanding achievement.

Announced on the eve of Australia Day by the Prime Minister and broadcast live on ABC TV and ABC iview, the Australian of the Year Awards have long celebrated those who demonstrate inspiration, service and excellence and who are examples of the Australians we can aspire to be.

2025 marks 65 years of the Australian of the Year Awards. Past Australians of the Year were invited to the Canberra program of events.

Alumni in attendance were: Grace Tame (2021), Simon McKeon AO (2011), Keith Potger AO and Athol Guy AO (1967), Taryn Brumfitt (2023), Mark Taylor AO (1999), Dick Smith AC (1986), Dr James Muecke AM (2020), Prof Patrick McGorry AO (2010) Rosie Batty AO (2015), Prof Fiona Wood AO (2005), Dr Richard Harris SC OAM and Dr Craig Challen SC OAM (2019) Robert de Castella AO MBE (1983) and Prof Michael Dodson AM (2009).

#### The 2025 recipients are:

- Australian of the Year: Neale Daniher AO, co-founder, FightMND and former Australian Rules footballer from VIC
- Senior Australian of the Year: Brother Thomas Oliver Pickett AM, co-founder of Wheelchairs For Kids from WA
- Young Australian of the Year: Dr Katrina Wruck, scientist from QLD
- Australia's Local Hero: Vanessa Brettell and Hannah Costello, co-founders of Cafe Stepping Stone from the ACT

Total audience numbers on ABC including repeats, ABC iview and ABC News coverage was 523,000 and a national reach of 1.2 million





AUSTRALIA DAY 2025 REPORT REFLECT. RESP<mark>ECT.</mark> CELEBRATE.

## **AUSTRALIA TO ME IS...**

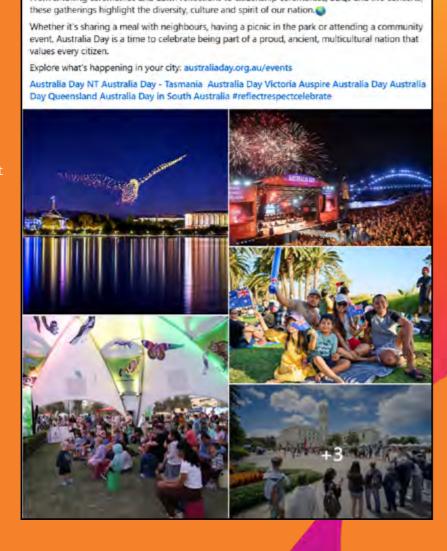
Once again, a video campaign for social media was delivered in the lead up to Australia Day featuring 2025
Australian of the Year Awards state and territory recipients. The videos aimed to encourage reflection and highlight the diversity of thought for our nation.

Aus Day •

In just 5 days, communities across the country will come together.

The NADC also featured content on socials that showcased the activity that happens in communities and cities on Australia Day to help promote the hundreds of free events available.

The Australia Day Live Sydney broadcast was promoted with the words of William Barton, 2023 QLD Australian of the Year and the concert's co-creative director.



From smoking ceremonies and dawn reflections to citizenship ceremonies, BBQs and live concerts,





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