

PROMOTING YOUR EVENT AND AMBASSADOR

Hosting an Ambassador is a great way to generate interest in and promote your Australia Day event. Below is some information and ideas to get you started.

Add your event to australiaday.org.au

Let the community know about your event and the Ambassador's visit by adding it to your state's calendar of events on australiaday.org.au. This is a simple and quick process that ensures anyone who searches for Australia Day activities in your area will find your event.

Issue a media release announcing your Ambassador and your Australia Day events

Media releases are a great way to spark interest and generate local awareness in your events

- contact your local newspaper, radio station or television station to find the best person to receive your media release.
- once a release has been distributed, be prepared for journalists to contact you for more information – respond as quickly as possible to these enquiries.
- include contact details for enquiries both during and out of business hours.
- ensure the release is distributed with plenty of time to allow media (especially local newspapers) to meet publication/broadcast deadlines.
- anyone mentioned in the release must be contacted and their involvement discussed - approval from your Australia Day Ambassador must be sought if they are mentioned or quoted in a media release.

A [media release template](#) is available on the portal.

Hold a media event

Holding a media launch and inviting your local media provides an opportunity to showcase your event and gives the media a chance to get more information, footage or photographs for their stories.

Local community media and promotion

Community media is often the most powerful way to share your message. Investigate some of the unique promotional channels that may be available in your local area, for example:

- the Mayor's column in the local newspaper
 - community radio
 - noticeboards at community centres and local shops
 - publishing a news item on local community websites.
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AUSTRALIA DAY EVENT RESOURCES

A range of templates and resources are available on the Australia Day website to assist you in delivering and promoting your Australia Day event.

These include:

- [Information](#) to assist with planning your Australia Day event
 - [Free artwork](#) to produce signage and other branded items
 - [Tips](#) for working with the media
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