

# 2026 Australia Day Ambassador Briefing

**NADC**

National  
Australia Day  
Council

Australian  
of the Year  
**Awards**


Reflect. Respect. Celebrate.



**Australia Day**

Reflect. Respect. Celebrate.

# Agenda

1. Who is the NADC?
  2. About the Ambassador Program
  3. Key Messages
  4. Ambassador Portal: Tools and Resources
  5. Social Media Tools
  6. Questions / Discussion
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# Who is the NADC?

- Not-for-profit, government-owned organisation based in Canberra
- Works with Australia Day National Network (state and territory organisations) to facilitate Australia Day activity and the Australian of the Year Awards

Strategic focus areas for the NADC are:

- **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
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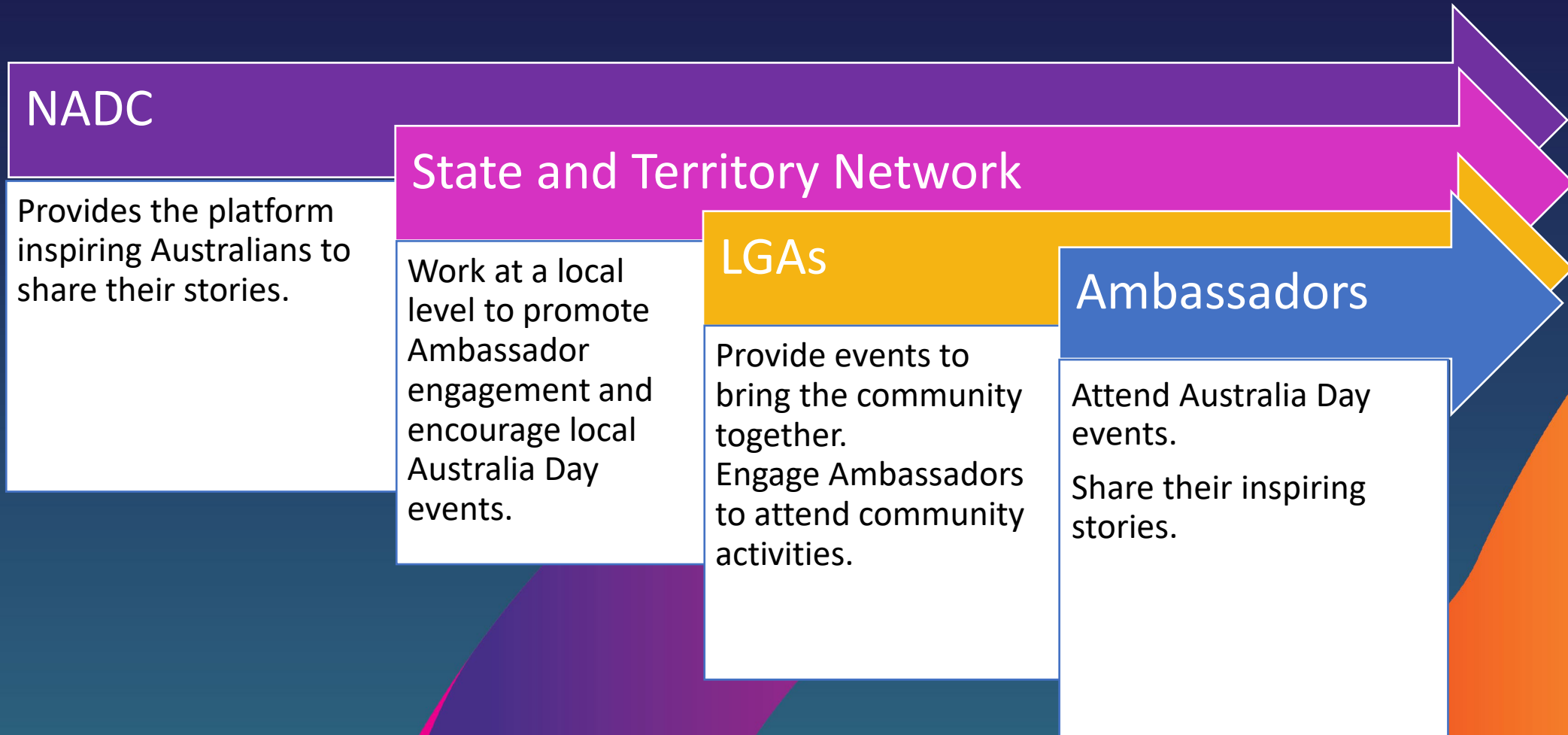
# Ambassador Program

- 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 around Australia Day events and activities

<https://vimeo.com/480160859>



# Ambassador Program



# Ambassador Program

## Being an Ambassador

- Your contribution to your community and to Australia has brought you to this program.
- Be yourself, share your thoughts and ideas and celebrate our national day with the community.
- Your state or territory Australia Day Council will be your main point of contact.

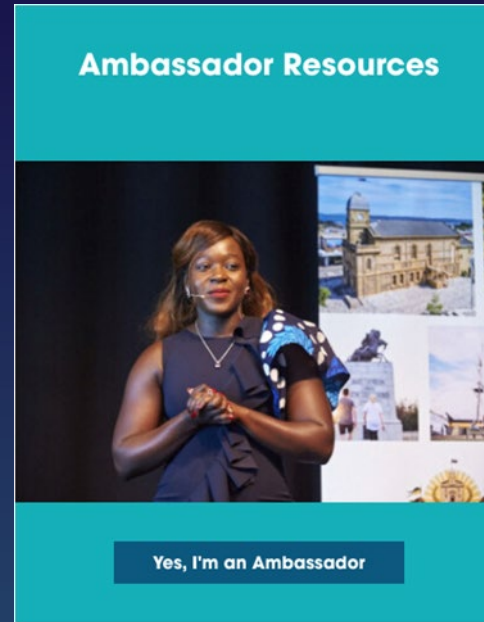
## What to expect

- The activities are as diverse as the communities you visit.
- You will meet dignitaries and local members of the community, state or territory.
- Be inspired by the enthusiasm of communities large and small celebrating what's great about Australia.

# Key Messages

- Australia Day is when we reflect on the best of Australians.
- The stories that inspire us and our shared future which unites us.
- Australia Day 2026 brings our communities and our country together.
- Australians are brave, caring and support one another.
- Every single day Australians show their love of this nation in their actions. We volunteer, we look out for our neighbours, we work to provide essential services and we see Australians bravely save the lives of their fellow citizens.
- Australia is known around the world as a welcoming and caring nation.
- On Australia Day we see the world's oldest continuous culture welcome our newest citizens.
- We pride ourselves on the open, diverse and inclusive society we have chosen to build. This has been essential to Australia's prosperity.
- Every Australian, no matter their race or religion, must be able to enjoy their life in Australia.
- Australia Day is an opportunity to again commit ourselves to an Australia where everyone feels safe and can be proud of who they are, regardless of their religious, ethnic or cultural background.
- Australia's resilience & the freedoms we enjoy are underpinned by our shared democratic values

# Ambassador Resources



- No need to register
- Resources can be found on the Australia Day website.

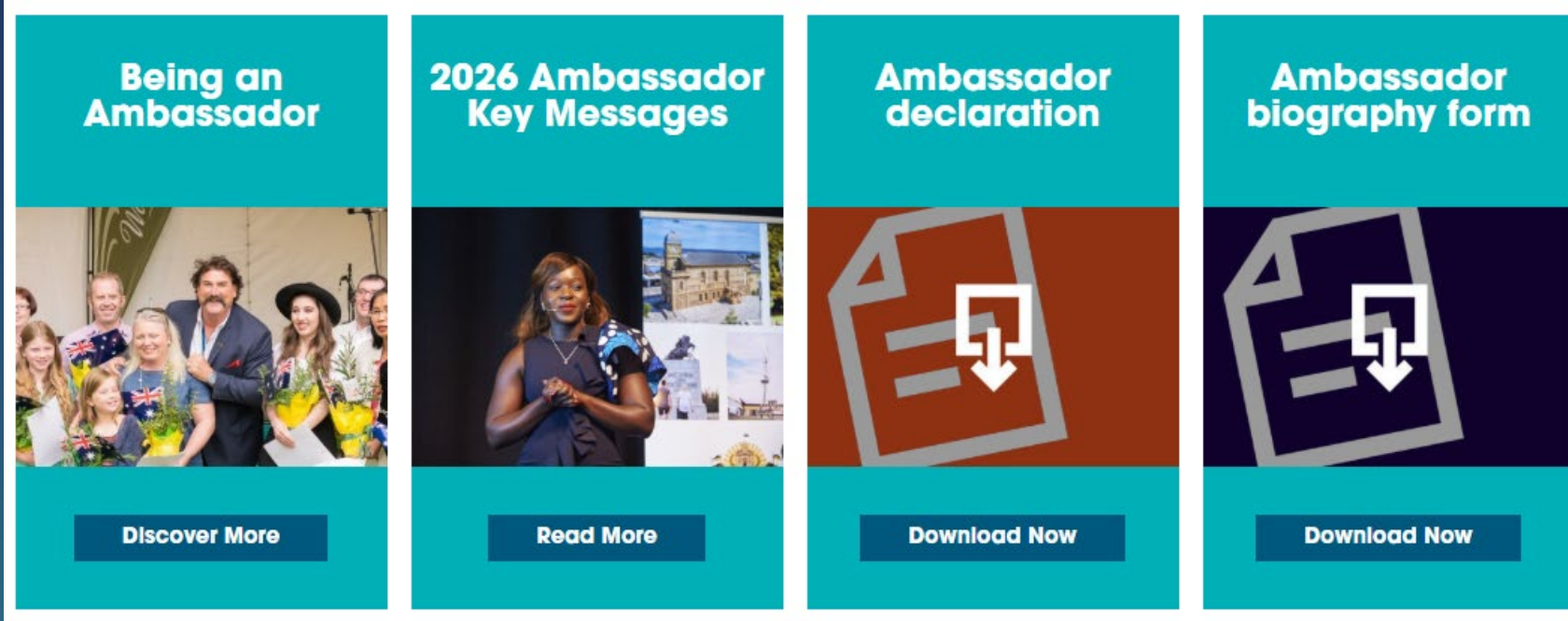
<http://www.australiaday.org.au/get-involved/ambassador/ambassador-portal>



# Ambassador Resources

➤ Resources include:

- 2026 key messages
- Social media kit
- Speech template
- Acknowledgement of Country
- Declaration and Biography forms
- Ambassador checklist in the lead up to and on Australia Day



# Ambassador Resources

## Social Media Tools



@CelebrateAustraliaDay



@australiaday



@OzDay

Include the following hashtags

**#REFLECTRESPECTCELEBRATE**  
**#WEREALLPARTOFTHESTORY**  
**#AUSTRALIADAY**



Sample social tile, posts and other tools [available on our website](#)

# Questions ?

Your state and territory representatives will put you in contact with your Local Council and they will organise the details on where and when you need to be on Australia Day.