Australia Day Ambassador
Reflect. Respect. Celebrate.

AUSTRALIA DAY 2027 AMBASSADOR KEY MESSAGES

Australia Day Ambassador Program

- The Australia Day Ambassador Program is a popular nationwide program where high achieving Australians visit approximately 300 community celebrations 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 about who we are as a nation and what we aspire to be.
- Australia Day is a celebration of our people and a day to connect with family, friends and community.
- Every year, on 26 January, we reflect on the ever-evolving story of our history, our identity and, above all, our people.
- Who we are and where we come from influences what makes us Australian, and we can all find something meaningful in Australia Day.
- No matter who we are or where we come from, we are all part of the Australian story.
- Respect for each other, a fair go for all Australians and a commitment to inclusion in our nation's story are core beliefs we uphold as Australians.
- On Australia Day, we are reminded of our common bond as Australians connected by our unity, respect for one another, and the promise of safety, stability and prosperity.
- Generations of Australians have contributed and selflessly served to shape the nation we are today.
- We are proud of who we are as a nation - our democracy, the strength of our diversity, the generosity of our people and our beautiful natural environment.

Reflect. Respect. Celebrate.

- Australia Day provides us all with the opportunity to *Reflect. Respect. Celebrate* what it is to be Australian.
- A time to reflect on our history, stories and shared journey as a nation.

- From the First Australians to the descendants of settlers, children of migrants and those recently arrived - we are all part of the story of Australia.
- Aboriginal and Torres Strait Islander peoples hold a deep connection to this land spanning thousands of generations. We acknowledge their enduring cultures and contributions to this day.
- Australians respect a diversity of cultures, experiences and contributions that make us who we are. It is this diversity that strengthens and unites us.
- We are shaped by our own experiences and can celebrate living in a free and modern nation where everyone's views, beliefs and contributions are valued.
- Whether it's sharing a meal with mates, having a picnic and games in the park or attending a community event. Australia Day is a time to reflect on and celebrate what being Australian means to you.