HOSTING AN AUSTRALIA DAY AMBASSADOR

ABOUT THE PROGRAM

Every year around 300 proud Australia Day Ambassadors visit towns and cities across the nation to inspire and unite communities and encourage participation in Australia Day events.

The Australia Day Ambassador Program aims to:

- promote the meaning of, and participation in, Australia Day
- increase community spirit and the involvement of all Australians in Australia Day
- enhance Australia Day events at a local and regional level
- recognise outstanding Australian individuals for their achievements
- share the stories of Australia Day Ambassadors with all Australians
- celebrate our nation's newest citizens
- acknowledge our history and inspire our future.

The program can be tailored to fit your local community and your Australia Day events. We encourage you to make the most of your Ambassador while they are visiting your community.

Resources have been developed to provide you with the information you need to host an Ambassador in your community. All resources are available online on the host council portal.

ROLES AND RESPONSIBILITIES

There are three major stakeholders involved in the delivery of the Australia Day Ambassador Program:

- the state or territory Australia Day Council/Committee
- the Host Council
- the Ambassador

Outlined below are the roles and responsibilities of each.

State or Territory Australia Day Council/Committee

- Manage the recruitment of host councils and Ambassadors.
- Welcome and acknowledge upcoming participation in the Ambassador Program.
- Ensure all Ambassadors complete the Ambassador Declaration.
- Develop a thorough induction plan for all Ambassadors.
- Match Ambassadors with participating host councils.

- Direct Ambassadors and host councils to register an account to access program resources online at australiaday.org.au.
- If applicable, liaise with Ambassadors to arrange their travel bookings. Travel costs that may be covered include:
    - return airfares for the Ambassador
    - taxi expenses to and from the airport and/or event
    - hire car (value of mid-size car) or loan car
    - kilometre reimbursement if the Ambassador's own car is used (according to current ATO guidelines) or as agreed with the state or territory Australian Day Council/Committee.
- Distribute Ambassador lapel pins to host councils and resources, lanyards and travel information to Ambassadors.
- Promote Ambassadors to help generate awareness and participation in Australia Day events.
- Invite Ambassadors to state or territory Australia Day Council/Committee events held during the year.

Host council

- Arrange accommodation as required for the Ambassador with breakfast included. Accommodation costs will only be covered for the number of nights required for the Ambassador to attend the event. Any additional nights are at the Ambassadors' own cost.
- Contact Ambassador in advance of the event to introduce themselves and provide a completed Ambassador Event Brief detailing event information including their role on the day. If the Ambassador is required to speak at the event, confirm the length of the speech and explain the Australia Day key messaging provided on the online portal.
- Provide ongoing liaison as required, keeping the Ambassador informed of any changes that affect their involvement.
- Consider additional opportunities to engage the Ambassador during their stay, such as dinner or drinks with the Mayor to make the most of the Ambassador's time in your region
- Ensure the Ambassador is properly briefed on logistical requirements; getting to and from the event, parking instructions, who will greet them etc.
- Profile the Ambassador in your pre-event marketing and publicity.
- On Australia Day, host the Ambassador throughout your event, ensuring their role is clear and they know what's expected of them. The Mayor should present the lapel pin to the Ambassador and thank them for their participation in the program, typically at the end of their speech.
- Acknowledge the Ambassador's participation.
- Consider opportunities for involving Ambassadors in year-round activities.

Ambassadors

- Volunteer their time to attend an event(s) on Australia Day.
- If required, prepare an Australia Day address to deliver at the event, which includes information about themselves, their achievements and Australia Day key messages. Speech guidelines and talking points are provided in the online Ambassador portal.
- Participate in other activities as agreed with their host council.

- Where relevant and agreed, Ambassadors will consider being involved in year-round activities.

CONTACTING YOUR AUSTRALIA DAY AMBASSADOR

Once you have the important details locked in, you should start liaising with your Ambassador on their role at your Australia Day event. This is also a good time to mention potential additional activity throughout the upcoming year that may be appropriate for their involvement

By December, you should receive confirmation of which Ambassador will be attending your event. Once provided with their contact details, confirm:

- if they are happy to participate in local media to promote your event or attend any media launches in the lead up
- their travel details and how much time they will spend in your area.
- what activities they are happy and able to participate in while in your community on Australia Day
- their role on the day and advise if they are required to make a speech

An Ambassador Event Brief is available to assist with this process. Please ensure this is completed and sent to your Ambassador so they have all event details.

By confirming these details early, you will ensure the Ambassador is comfortable and has the information they need to prepare for the day.