Australia Day Ambassador
Reflect. Respect. Celebrate.

TEMPLATE MEDIA RELEASE

[LOCATION NAME] TO REFLECT, RESPECT AND CELEBRATE ON AUSTRALIA DAY <YEAR> WITH AUSTRALIA DAY AMBASSADOR <INSERT NAME> <DATE>

The **first paragraph** should include the Australia Day Ambassador's, name, credentials and the community they will visit on Australia Day.

The **second paragraph** may be a quote from the local Mayor or Councillor expressing their delight about hosting a high achieving guest and be supported by one of our key messages.

The **third paragraph** should detail how the Ambassador will be involved/what they will do at the community event.

The **fourth paragraph** may detail information about the Australia Day Ambassador program. "The Australia Day Ambassador Program is one of the longest running and most successful national Australia Day programs, sending high achieving Australians to around 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 contributed greatly to the community."

The **fifth paragraph** may include some our key messages, such as "Australia Day is about so much more than the events of one day – it is about who we are as a nation and what we aspire to be. It is our day – but can be marked your way."

The **sixth paragraph** should include details of your Australia Day event.

For more information, contact: **<insert contact name and number>**

Accessibility & First Nations recognition

You may wish to include details around accessibility or how your Australia Day event will include Aboriginal and/or Torres Strait Islander recognition.