TIMELINE AND REPORTING

TIMELINE

November 2026

- Review the resources available on the host council portal and familiarise yourself with your tasks and responsibilities over the coming months.
- Refer to the social media kit for ideas on how you can promote your Australia Day event. You can also promote it through your website and our Australia Day event calendar via australiaday.org.au.
- An Ambassador lapel pin will be sent to you from your state or territory Australia Day Council/Committee to be presented to your Ambassador on Australia Day.
- Your state or territory Australia Day Council/Committee representative will be in touch to advise who your allocated Ambassador is. You will be provided with the Ambassador's biography and photo to include in your promotional activities.
- Start planning the announcement of your Ambassador, using the tips in the social media kit.

DECEMBER 2026

- Make contact with your Ambassador, introduce yourself and provide them with a copy of the Ambassador Event Brief detailing your event and their role on the day.
- Officially announce your Australia Day Ambassador (e.g. launch or media release).

JANUARY 2027

- Finalise planning for your Australia Day event.
- Ambassador program rolls out across Australia on 26 January 2027.

FEBRUARY 2027

- Send a thank you letter to your Ambassador.
- Report to your state or territory Australia Day Council/Committee.

REPORTING

As a participant in the Ambassador Program, you are required to report key details about your event and your Ambassador's involvement. Your state or territory Australia Day Council/Committee will guide you through this process. Please review the reporting requirements prior to your event to ensure you collect the required information on the day.

The information and feedback you provide ensures continued growth and enhancement of the program. If you received a Community Grant, reports must be submitted to the National Australia Day Council by 30 April 2027.