# Table of Contents

Hints, tips and tools for Australia Day 4  

Australia Day and our nation 5  
  Significance 6  
  A consistent message 6  

Australia Day events and protocol 7  
  Citizenship ceremonies 8  
  Affirmation ceremonies 9  
  Flag raising ceremonies 10  
  The Australian flag and flag flying 11  
  Welcome to or acknowledgement of country 13  
  The Australian National Anthem 14  
  Australia Day Ambassador Program 15  

Choosing your Australia Day event 16  
  Knowing your community 17  
  The importance of getting to know your local community 17  
  Questions to guide discussion around the eight components of a local community 18  
  Attracting young people to your events 20  
  Inclusive events 22  
  Inclusive catering 23  
  Case study 25  
  List of event Ideas 26  

Planning your Australia Day event 29  
  Promoting your event 30  
  Sponsorship 33  
  Working with the media 35  
  Risk management 37  
  Photography 38  
  Volunteers 39  
  Evaluation and reporting 42
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia Day awards</td>
<td>45</td>
</tr>
<tr>
<td>Citizen of the Year</td>
<td>46</td>
</tr>
<tr>
<td>Generic Australia Day certificate</td>
<td>46</td>
</tr>
<tr>
<td>Aussie of the Month</td>
<td>46</td>
</tr>
<tr>
<td>Australia Day Achievement Medallions</td>
<td>47</td>
</tr>
<tr>
<td>The Australian of the Year Awards</td>
<td>48</td>
</tr>
<tr>
<td>Australia Day Honours and Order of Australia</td>
<td>49</td>
</tr>
<tr>
<td>Merchandise</td>
<td>49</td>
</tr>
<tr>
<td>Resources</td>
<td>50</td>
</tr>
<tr>
<td>Templates</td>
<td>50</td>
</tr>
<tr>
<td>Generic</td>
<td>50</td>
</tr>
<tr>
<td>NADC</td>
<td>50</td>
</tr>
<tr>
<td>Event planners</td>
<td>50</td>
</tr>
</tbody>
</table>
Hints, tips and tools for Australia Day

Local community events are integral to the success of Australia Day - our largest national day of celebration.

The Australia Day National Network is committed to resourcing community event organisers to help them deliver successful events and enhance their local celebrations.

In consultation with local Australia Day event organisers across the nation, the Australia Day Toolkit has been produced to provide community event organisers with relevant and useful tools and resources to enhance their events.

The Toolkit promotes the delivery of meaningful, inclusive events and encourages a greater connectivity and alignment of celebrations across the states and territories.

The Toolkit doesn’t purport to tell you how to run your event or dictate what your celebrations should consist of. Rather, it is designed to inspire and encourage users by providing comprehensive materials to guide you through all stages of your event, from brainstorming and planning through to delivery and evaluation.

Whether you are an experienced event organiser or planning an Australia Day community event for the first time, the Toolkit is your one-stop-shop!

If you don’t find what you’re looking for, email us: info@australiaday.org.au

The Australia Day Toolkit is a collation of information that has been offered by each state and territory Australia Day organisation and the National Australia Day Council to local community organising committees.
Australia Day is a day driven by communities, and the hundreds of celebrations held in each town, suburb or city are the foundation of its ongoing success. And Australia Day is big. Over 780 local community celebrations take place on 26 January right across the nation. They generate immense community spirit, they are authentic and genuine, they celebrate enduring Australian values and they are for everyone - family, fun and free.

In this section:
Significance
A consistent message
Significance

On Australia Day we come together as a nation to celebrate what’s great about Australia and being Australian. It’s the day to reflect on what we have achieved and what we can be proud of in our great nation. It’s the day for us to re-commit to making Australia an even better place for the future.

Australia Day celebrations reflect contemporary Australia: our diverse society and landscape, our remarkable achievements and our bright future. It also is an opportunity to reflect on our nation’s history, where we have come from and how we can shape our future.

Without doubt Australia Day is the largest day of national celebration. On Australia Day, 51% of the nation’s population attend either an organised community event, or get together with family and friends with the intention of celebrating our national day. Many more spend the public holiday relaxing with family and friends, because after all Australia Day is a day for all Australians to spend in a way that is right for them.

A consistent message

Consistent language builds a brand and becomes part of the national picture of Australia Day. These are the key messages agreed to by the Australian Nation Network to be used across all materials.

› Let’s celebrate all the great things about Australia and being Australian. For example our people, land, diversity, sense of fair go, lifestyle, democracy and the freedoms we all enjoy

› Australia Day is a day to reflect on our national journey: acknowledge our past, rejoice in the present and look confidently to our future

› On Australia Day let’s recommit to making Australia an even better place

› Australia Day is a day for all Australians – whatever their background. Our multicultural nation, and our acceptance of diversity, is one of the things that makes Australia great

› Australia Day means something different to everyone, so celebrate your way on 26 January. For more information on events near you, visit australiaday.org.au
There are a number of ceremonial aspects to many Australia Day events which have become both a tradition and a symbol of our national day.

This section of the Australia Day Toolkit provides information on the main ceremonial aspects of 26 January - citizenship ceremonies, flag-raising ceremonies and singing of the national anthem - as well as providing information on Australia Day Ambassadors.

**In this section:**

- Citizenship ceremonies
- Affirmation ceremonies
- Flag raising ceremonies
- The Australian flag and flag flying
- Welcome to or acknowledgement of country
- The Australian National Anthem
- Australia Day Ambassador Program
Citizenship ceremonies

For most people the last step to becoming an Australian Citizen is to make the Australian Citizenship Pledge at an Australian Citizenship Ceremony. These ceremonies provide an important opportunity to officially welcome new citizens as full members of the Australian community and have become an integral part of Australia Day celebrations. Since the first Australian Citizenship Ceremony in 1949, more than four million people have chosen to become Australian citizens.

Helpful tips

- Citizenship ceremonies have both personal and legal dimensions. Citizenship brings with it significant rights and responsibilities, including the right to vote, stand for public office, and travel on an Australian passport.
- Before the ceremony begins each candidate should receive an Australian Citizenship Pledge card, displaying the words of the pledge of commitment as a citizen of the Commonwealth of Australia.
- In keeping with other Commonwealth official occasions, the following national symbols must be present in a citizenship ceremony.
  - Commonwealth Coat of Arms and portrait of the Queen
  - The Australian National Flag
  - Aboriginal and Torres Strait Islander flags may be displayed
- Australian National Anthem must be played at the end of the ceremony.
- When the minister attends a ceremony, he/she must be invited to speak immediately after the opening address, before any other official speeches.
> It is not a legal requirement that:
> • Australian citizenship certificates be presented to candidates attending a ceremony, or
> • Australian citizenship certificates be presented by the presiding officer or other authorising officers.

However, both of these are common practice.

> The Department of Immigration and Border Protection (DIBP) encourages incorporating Indigenous elements into a citizenship ceremony. If a local Aboriginal or Torres Strait Islander is not in attendance to perform a welcome to country the presiding officer or other appropriate person should publicly acknowledge the traditional owners of the land where the ceremony is taking place.

It is important to note when using the Citizenship and Affirmation Ceremonies Tool that all Citizenship Ceremonies are administered by the DIBP. There are clear protocols which must be followed in relation to Citizenship ceremonies. You can find more information here: [http://www.citizenship.gov.au/_pdf/australian-citizenship-ceremonies-code.pdf](http://www.citizenship.gov.au/_pdf/australian-citizenship-ceremonies-code.pdf)

### Affirmation ceremonies

The Australian Citizenship Affirmation can be included as part of every citizenship ceremony and gives the whole community the opportunity to affirm their loyalty to Australia and its people. It’s a wonderful way to bring the whole community together to celebrate our values on Australia Day.

The Affirmation can also be included at other events to help people articulate or learn about our shared Australian values, such as at school assemblies or workplace events.

All the resources and information you need to include the Affirmation are sent to you free of charge, so why not include the Affirmation in your next event? Visit [http://www.australianaffirmation.org.au/](http://www.australianaffirmation.org.au/)

The Affirmation reads:

> As an Australian citizen,
> I affirm my loyalty to Australia and its people,
> whose democratic beliefs I share
> whose rights and liberties I respect,
> and whose laws I uphold and obey.

**Helpful tips:**

> The Affirmation Ceremony should be foreshadowed at the beginning of the function or Citizenship Ceremony to allow those present to consider whether they wish to participate.
> It should be made clear that participation is voluntary and that recitation of the affirmation has no legal effect.
> An Australian citizenship affirmation ceremony must be led by an Australian citizen
> Australian citizenship affirmation cards with the words of the affirmation should be placed on seats or handed to guests as they arrive (available for order, free of charge [http://www.australianaffirmation.org.au/resources/](http://www.australianaffirmation.org.au/resources/))
Flag raising ceremonies

Holding an Australia Day Flag Raising Ceremony is an opportunity to celebrate and build community pride in our nation and are popular traditions for 26 January across the nation.

Flag Raising Protocol

- The flag should be raised briskly and lowered ceremoniously.
- The flag should be raised no earlier than first light and lowered no later than dusk.
- When the flag is raised or lowered, or when it is carried in a parade or review, everyone present should be silent and face the flag. People in uniform should salute.
- The flag should always be flown freely and as close as possible to the top of the flagpole with the rope tightly secured.
- Unless all flags are raised and lowered simultaneously, the Australian National Flag should be raised first and lowered last.
- When the Australian National Flag is flown with flags of other nations, all flags should be the same size and flown on flagpoles of the same height.
- When flying with only one other national flag, the Australian National Flag should fly on the left of a person facing the flags.
- Two flags should not be flown from the same flagpole.
- The flag may be flown at night only when it is illuminated.
- The flag should never be flown if it is damaged, faded or dilapidated. When the material of a flag deteriorates it should be destroyed privately and in a dignified way. i.e. it may be cut into small unrecognisable pieces then disposed of with the normal rubbish collection.


Flag Raising Ceremony and Australian Citizenship Ceremony being held together

It is quite common to hold the Flag Raising and Citizenship Ceremony together or back to back. It is important to still treat them as separate events though. You still need to follow all the protocol from both events, see previous however there are some things you still need to consider;

- You still need to play the national anthem at the end of the Citizenship ceremony even if you have already played it as part of the Flag Raising ceremony.
- The flag you have raised should remain raised until the end of the Citizenship ceremony.
- If you are holding a welcome or acknowledgement of country this would normally go at the start of the Citizenship Ceremony, so the end of the Flag Raising ceremony.
The Australian flag and flag flying

On Australia Day, people all over the country will fly the Australian National Flag, as well as the Aboriginal and Torres Strait Islander Flags.

Protocols

As the nation’s foremost symbol, the Australian National Flag should be used with respect and dignity. These protocols are to assist you when flying or using the flag.

➢ You must display the Australian, Aboriginal and Torres Strait Islander flag together.

➢ The correct order for displaying them is Australian, Aboriginal and then Torres Strait Islander from left to right when looking at the stage. If you are also displaying your State or Territory flag, the order would be Australian, your State or Territory, Aboriginal and then Torres Strait Islander from left to right again.

➢ The flags should not be flown upside down, always ensure they are flown correctly.

➢ All flags must be the same size.

➢ If flying all state flags the order is as follows:
  • Australian
  • NSW
  • VIC
  • QLD
  • WA
  • SA
  • TAS
  • ACT
  • NT
  • Aboriginal
  • Torres Strait Islander
  • If you have access to another Australian Flag it would go at the end as well as the start.
State flags

NEW SOUTH WALES

VICTORIA

QUEENSLAND

WESTERN AUSTRALIA

SOUTH AUSTRALIA

TASMANIA

AUSTRALIAN CAPITAL TERRITORY

NORTHERN TERRITORY

You can find out more about these flags and the correct way to fly them by visiting the It's An Honour website.
Welcome to or acknowledgement of country

Incorporating welcoming and acknowledgement protocols into official meetings and events recognises Aboriginal and Torres Strait Islander peoples as the First Australians and custodians of their land. It promotes an awareness of the past and ongoing connection to place of Aboriginal and Torres Strait Islander Australians and it is recommended that this acknowledgement be included in all Australia Day events.

**Welcome to Country**

› A welcome to country is a ceremony performed by an Aboriginal or Torres Strait Islander elder who welcomes visitors to their traditional land. It can take many forms, depending on the particular culture of the traditional owners. It can include singing, dancing, smoking ceremonies or a speech in traditional language or English.

› To arrange a welcome to country you need to speak to your local Elders. If you do not know who your local elders are you can contact Reconciliation Australia for their assistance.

› If you cannot arrange for an Elder to attend your event or if your event is too small to warrant a formal Welcome to County you can make an Acknowledgement of Country.

**Acknowledgement of Country**

› An Acknowledgement of Country is a way of showing awareness of and respect for the traditional owners of the land which a meeting or event is being held, and of recognising the continuing connection of Aboriginal and Torres Strait Islander peoples to their Country.

› An Acknowledgement of Country can be informal or formal and involves visitors acknowledging the Aboriginal or Torres Strait Islander owners of the land as well as the long and continuing relationship between Indigenous peoples and their Country. At a meeting, speech or formal occasion the speaker can begin the proceedings by offering an Acknowledgement of Country. Unlike a Welcome to Country, it can be performed by a non-Indigenous person. There are no set protocols or wording for an Acknowledgement of Country, though often a statement may take the following form:

‘I would like to acknowledge that this meeting is being held on the traditional lands of the *<insert traditional area name>* people, and pay my respect to elders both past and present.’

OR

‘I am honoured to be on the ancestral lands of the *<insert traditional area name>* people. I acknowledge the First Australians as the traditional custodians of the continent, whose cultures are among the oldest living cultures in human history. I pay respect to the elders of the community and extend my recognition to their descendants who are present.’

Information provided from the Reconciliation Australia Fact Sheet ‘Welcome to and Acknowledgement of Country’.
The Australian National Anthem

The Australian National Anthem is used at important public ceremonies, sporting and community events. All Australians are encouraged to sing the Australian National Anthem as it invokes a feeling of national pride and spirit.

To assist with your event planning there are protocols for use of the Australian National Anthem.

Below are a few helpful tips:

- The Commonwealth owns copyright in the words of the Australian National Anthem as proclaimed. It also holds copyright to particular arrangements of music of the Australian National Anthem, which are available for download from [http://itsanhonour.gov.au/symbols/anthem.cfm](http://itsanhonour.gov.au/symbols/anthem.cfm).

- As copyright owner, the Commonwealth makes the Australian National Anthem freely available for use within the community for non-commercial purposes.

- While permission is not required to use, perform or record the Australian National Anthem for non-commercial purposes, there is a requirement to seek permission for commercial use of the anthem. The words and music are in the public domain.

The two authorised verses of the Australian National Anthem, as proclaimed in 1984, are:

```
Australians all let us rejoice,
For we are young and free;
We've golden soil and wealth for toil;
Our home is girt by sea;
Our land abounds in nature's gifts;
Of beauty rich and rare;
In history's page, let every stage
Advance Australia Fair

In joyful strains then let us sing,
Advance Australia Fair

Beneath our radiant Southern Cross,
We'll toil with hearts and hands,
To make this Commonwealth of ours
Renowned of all the lands,
For those who've come across the seas
We've boundless plains to share,
With courage let us all combine
To advance Australia fair.

In joyful strains then let us sing,
Advance Australia fair.
```
Downloads

The following resources can be downloaded from: [http://www.itsanhonour.gov.au/symbols/anthem.cfm](http://www.itsanhonour.gov.au/symbols/anthem.cfm)

- The words of the Australian National Anthem
- The music scores for orchestra, brass band, choir and piano for the Australian National Anthem
- An audio file of The Australian National Anthem
- An audio-visual performance on DVD and an audio CD of the anthem available.

Australia Day Ambassador Program

The Australia Day Ambassador Program is an initiative that sees high achieving and proud Australians attend local Australia Day celebrations across the nation. Woolworths has been the Major Sponsor of the Ambassador Program for over a decade, and continues to support the initiative generously. In cities, regional areas and in the country, Australia Day Ambassadors volunteer their time and energy to inspire pride and celebration in hundreds of local communities.

Participation of an Australia Day Ambassador in community events is regularly cited as one of the highlights of community celebrations.

The benefits of having an Australia Day Ambassador at your Australia Day celebrations include:

- The opportunity for your local community to meet and listen to Australians who have distinguished themselves by their contribution to their country
- They are a drawcard for regional celebrations
- The chance to hear stories of the Ambassador’s achievements which illustrate the many opportunities Australia offers
- The opportunity to reinforce the diversity of achievers in Australia.

To register your area for an Ambassador, contact your State representative or visit the [website](http://www.itsanhonour.gov.au/symbols/anthem.cfm)
Choosing your Australia Day event

Hundreds of events are held around the nation on Australia day in local communities. Research show people like to be in their local town and community during this day of celebration. To support you in preparing your event, here is some information on selecting the best type of event to reflect your community values and resources. We have also included a list of the most popular events held to help.

In this section:

Knowing your community
The importance of getting to know your local community
Questions to guide discussion around the eight components of a local community
Attracting young people to your events
Inclusive events
Inclusive catering
Case study
List of event Ideas
Knowing your community

We live in communities which are continually evolving, just as we live in a country which is in a continual state of change and modification. Whether it’s the economic, cultural, social or environmental landscape, a look at snapshots from the past can show us just how things have changed.

When you’re planning your Australia Day events, it’s a good idea to have a look at your community. Understanding your local community, and how it might be changing, to assist in planning new, relevant events and programs for your Australia Day celebrations.

The importance of getting to know your local community

Australia Day events are created and designed with local communities firmly in mind. They are the outcome of local community energies, support from national, state and territory Australia Day councils, and support from local organisations, businesses, residents.

Local Australia Day organisations and committees are made up of local residents who know their region. However, looking afresh at community resources and functions can identify new paths and avenues to explore in the overall objective of celebrating our pride in Australia and being Australian.

Additional insights that could be identified include:

› Groups that might be interested in becoming involved in celebrations and events
› Groups (including leaders and decision makers) that could be invited to talk to organisers about what they would like and value
› Sources of support that have not been previously recognised
› Community leaders, potential sources of volunteer and participant contributions
› Underutilised resources in the community
Questions to guide discussion around the eight components of a local community

<table>
<thead>
<tr>
<th>PEOPLE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Which best describes the population: Mainly people of retirement age? Mainly young parents? Mainly middle aged? A large number of young people?</td>
<td></td>
</tr>
<tr>
<td>Are there groups of residents who have lived in the region for less than six months?</td>
<td></td>
</tr>
<tr>
<td>Is there any basis for describing your community as 'multicultural'?</td>
<td></td>
</tr>
<tr>
<td>Is your impression that there are a lot of people who have lived in the area for more than 30 years?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CULTURAL IDENTITY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Are communities within your local government area known for something unique or characteristic of the area?</td>
<td></td>
</tr>
<tr>
<td>How do you ‘sell’ your community to others?</td>
<td></td>
</tr>
<tr>
<td>Does the community have sense of unity? What is this based on (e.g. best vanilla slices in region, high proportion of successful sports people, soldier settlement area, historic settlement, architectural richness, low cost housing, and attraction to retirees)?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Where would you go to find leaders in the community?</td>
<td></td>
</tr>
<tr>
<td>What strategies do you use to attract volunteer support for events?</td>
<td></td>
</tr>
<tr>
<td>Are there groups in the community you could invite to talk about events and what they might like for Australia Day? How would you find this information?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNITY SERVICES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Where would you go to find or contact community-based services provided through local government?</td>
<td></td>
</tr>
<tr>
<td>Are there ways that community members get help and support other than through local, state or federal government processes?</td>
<td></td>
</tr>
<tr>
<td>Do you have a community centre? What are its main uses?</td>
<td></td>
</tr>
<tr>
<td>How long since you contacted an Australia Day Organiser to come to a committee meeting or to provide you with suggestions or information?</td>
<td></td>
</tr>
</tbody>
</table>
**SPACES AND LOCATIONS**

What geographic resources are special or unique to your community?

Where do community groups meet for social interactions, picnics etc.?

What spaces are popular with communities/community groups?

What features other than shopping provisions or accommodation are attractions of your community?

**SOURCES OF INFORMATION FOR AUSTRALIA DAY ORGANISERS**

What is the main source of information and ideas for Australia Day celebrations?

What have you tried in the last few years to enrich Australia Day celebrations?

What research has the local council completed in the recent past that could be helpful?

Do you know names and contact details of events specialists in your local council?

**GROUPS**

What are the main sporting and recreation groups in the community?

What un-official social groups exist?

Is there a ‘green'/environment/sustainability group?

What are the main arts-related groups in the community?

Have new groups developed in the community as a result of government initiatives or humanitarian initiatives?

**EMPLOYMENT AND INDUSTRY**

What industries are the biggest employers (e.g. manufacturing, shops and retail, tourism and hospitality, education, mining, farming)?

It is vital that you record the patterns and information you have collected. This process is a means of improvement, rather than an end in itself.
Attracting young people to your events

Event organisers often ask how they can better engage the young people in their community. Research suggests that young people are very active participants in Australia Day celebrations. While young people learn about Australia Day at school, there are lots of things you can do to involve them in your community celebrations on Australia Day.

Proposition

- To capture young people’s interest in Australia Day activities and to entice engagement you need make a commitment to engage with them-to talk to them, to listen to them and to respect their ideas.
- You could prepare by brainstorming ways to create opportunities to ask young people what their ideas are, what they would value, what they would enjoy.

Use knowledge and experience of local council and local community groups

- Local councils have resources that you can use and people you can consult.
- You may have more success connecting and making opportunities to talk with young people if you use the knowledge of local youth workers or people who are directly involved with young people (e.g. council, youth groups, sporting groups, volunteer associations).
- Local council youth workers and some local community groups will also be able to help you identify young leaders in the community.

Make the context and your objectives clear

- In your discussions with young people, you will need to explain why you are interested in their ideas and also tell them the objectives and aims of celebrating Australia Day.
- Try and hold a specific event for teenagers-most people in this age group don’t want to attend events with their parents. Young people like to attend events that held by other people that they can relate to.
Here are ideas of things that have proved successful for some local event organisers in the past:

- Battle of the bands or a band day
- Sporting events such as cricket matches, rugby games etc.
- Swimming competitions
- Movie nights
- Australia Day disco or dance party
- A social evening / afternoon outdoors with a band performing
- Approach local schools and youth clubs to try and get young people involved in volunteering with your Australia Day events.
- Fashion parade - where local young people can make an outfit that can be paraded (perhaps theme it ‘Australia Day fashions of the future’)
- Arrange a debate between youth groups or schools about what Australia Day means
- Ask kids to write poems/songs about Australia Day, with finalists presenting their poems/songs at your celebrations
- Kite flying - encourage people to make Australia Day kites and fly them at the same time on Australia Day.
- Prepare clever Aussie anagrams (e.g. how many words can be made from the letters in ‘Australia Day’?)
- Think up your own great Aussie slogan
Inclusive events

Australia is a dynamic, diverse and multi-cultural nation. It’s important that we reflect this in the way we celebrate Australia Day.

Being inclusive means that Australians of all ages, gender, sexual orientation, ability level, disability, socio-economic circumstances, location, linguistic differences and ethnic background have the chance to participate and feel included in our community.

By being inclusive we:

> Treat people with respect by acknowledging and accepting differences
> Demonstrate Australia’s ‘fair go’ ethos
> Value the interests and experiences of individuals
> Create dynamic and interesting celebrations.

Catering for differences can harness energies and knowledge, reinvigorate event organisation, add colour and spectacle to an event.

A commitment to inclusivity does not mean that Australia Day organisers should not design and offer events targeted at specific groups in the community, but rather that we are mindful of our community as a whole.
Consultation and planning

Invite and include participants from diverse cultural groups in Australia Day event planning. They will be able to offer valuable advice as well as use their own social networks to encourage greater participation.

Publicity and promotion

Public representations of groups are powerful. Take care that all forms of communication and publicity encompass both diversity and a sense of pride in Australia (see the Promoting your event tool).

Your posters, publicity and promotion will develop from and within your community, and will express your community experiences, demographic features and local culture.

Consider using a number of languages on posters and in advertising to emphasise that all are welcome.

Inclusive catering

At many events, different groups experience difficulties obtaining appropriate food. These guidelines on catering for different requirements are based on culture, belief systems, and health.

This is not to suggest the traditional Aussie Barbeque is inappropriate, although recognition of inclusive catering may lead to some Australia Day Barbeque events being 'more than just a sausage sizzle'!

Halal, kosher and vegetarian and vegan foods:

» Serving an option of vegetarian and vegan food will cater for people from most religions and cultural backgrounds

» Many organisers will feel uncertainty about halal, kosher and vegetarian foods. Muslims and Jews do not eat pork and are usually hesitant to eat at functions that serve pork because of the fear that the non-pork dishes may have come into contact with pork during preparation

» It is not only the ingredients that make food/s halal or kosher, but also the way food is prepared and how it is served

» Many people from South Asia, South-East and East Asia do not eat beef.

Food sensitivities:

» Food sensitivities such as lactose and gluten intolerance are surprisingly common

» Some people are allergic or sensitive to particular foods such as nuts, shellfish or egg protein

» Serve food such as fresh fruit and vegetables, foods that are low in fat, gluten-free and dairy-free.

Information on ingredients:

» Label food (e.g. halal, pork-free, beef-free, vegetarian, vegan, kosher)

» Provide a list of ingredients whenever possible.
Spaces, settings and food:

› Ensure halal, kosher and vegetarian food are on a separate table from general meat dishes

› Where possible, use a separate barbeque plate for vegetarian/vegan foods.

Alcohol and culturally inclusive events:

› Many potential participants are concerned that if alcohol and non-alcoholic drinks are served together, it may appear as though they are accessing alcohol

› Separate the areas serving alcoholic and non-alcoholic drinks, with the main gathering area in the middle.
Case study

This event case study offers a brief account of a multi-faith ceremony at the Parklands at South Bank, Brisbane. Thanks to the Queensland Commemorative Events and Celebrations Committee in the Department of the Premier and Cabinet.

Celebrating the rich diversity of Queensland - an inclusive event

Each year, the Queensland Government holds a multi-faith ceremony on the eve of Australia Day to celebrate the rich diversity of Queensland. Spiritual leaders from across Queensland come together at the Parklands at South Bank for the multi-faith ceremony, highlighting the importance of multiculturalism and unity in Queensland.

Diversity
The ceremony is a vibrant and diverse gathering of religious groups from across the state, with religious leaders conducting prayers and messages based on the theme ‘respecting cultures’.

Multi-faith
In 2007 the ceremony was attended by faith representatives from the Foguangshan Chung Tian Temple, Temple Shalom, Queensland Churches Together, the Brisbane Sikh Temple, the Regional Baha’i Council of Queensland, the Hindu Community, Imam Darra Mosque and the Evergreen Taoist Church.

Unity, harmony, respect and hope
In 2009 the invitation to attend contains the words ‘Queensland celebrates unity, harmony, respect and hope’.

Inspired symbols
The event uses symbols to celebrate unity within Australia’s diverse community. In 2007 guests were invited to write a prayer or message on a card which was displayed on a pine tree at the Nepalese Peace Pagoda for the ceremony. In 2008 messages, sayings and prayers of hope were written on multicoloured pin-wheels. The idea was that the messages of hope were dispersed in the wind via the pinwheel.

Multicultural voices
In 2007, Brisbane Birrallee Voices serenaded the 130 guests with the song Adimus and entertainment after the ceremony included the talented Carl Rathus playing the Shakuhatchi with Takako Nishibori on the Koto instruments from Japan.

Inclusive
Members of the general public are invited to join in these celebrations, which involve a vibrant and diverse gathering of religious groups from across Queensland.
List of event Ideas

› Art-related activities
  • Photography exhibition

› Concerts
  • Battle of the bands
  • National anthem singing competition

› Local spaces and environments
  • Planting a tree
  • Acknowledging a physical place as a significant site

› Inclusive events
  • Demonstration / peer teaching / workshops on culturally specific musical instrument / game or sport

› Engaging young people
  • Youth bands
  • ‘Still call Australia Home’ construction challenge with found materials—construct a shed or small building
  • Colouring in competition for small children (local paper may run this)

› Eating and feasting
  • Multicultural food stalls
  • Cooking demonstrations

› Competitions for individuals
  • Anthem Singer competition (for Flag Raising / Citizenship ceremony etc.)
  • Most creative use of flags E.g. mural, mobile, cake decoration, apron, costume
  • Aussie themed crossword

› Community and group team games
  • Australia Day Trivia Quiz (possible to team up with a local club, could run in conjunction with local paper)
  • Tug of war
  • Human machines / Iron man / Iron woman

› Best Australia Day costume
  • Hats category
  • Contemporary category
Line drawings for colouring

The National Australia Day Council grants permission to reproduce these line drawings for non-commercial and personal use, to:

> Local Australia Day event organisers
> Teachers, schools and other education institutions
> Media, and
> Individuals

To request permission for any other uses email info@australiaday.org.au

The National Australia Day Council owns the copyright to these illustrations. These illustrations were created by cartoonist John Martin.
THONGS

AUSTRALIAN, ABORIGINAL AND TORRES STRAIT ISLANDER FLAGS

CITIZENSHIP CEREMONY

UTES FESTIVAL
Planning your Australia Day event

The planning and logistics of an event are the foundation for a successful day. Now that you have your concept this section will assist you with preparation in the lead up to and on the day of your event.

In this section:
Promoting your event
Sponsorship
Working with the media
Risk management
Photography
Volunteers
Evaluation and reporting
Promoting your event

Local context
Remember that the local promotion and advertising will be the most important to your community and sponsors. So while your state/territory Australia Day council or committee works across the state/territory to increase awareness of Australia Day in general, it is your advertising and promotion that will drive people to your events and attract the attention of potential supporters and sponsors.

Don’t be afraid to ask people to help you promote your event. Often shops and community centres and recreation groups will be happy to help promote an event, particularly in a quieter time of year.

Registering your event
Another great way of letting people in your local community and surrounds know about your event/s and Ambassador’s visit is by adding it to the national calendar of events on australiaday.org.au. This is a simple and quick process, all you need to do is visit the website and fill in the relevant information. Anyone that searches for activities happening in your area will be able to see your event information.

Flyers and posters
Make up simple flyers and posters to distribute to local shops, schools, libraries and clubs. Templates are available for you to download.

Logos and branding
Using the Australia Day logo in accordance with the style guide helps to ensure its value and integrity. It clearly promotes your event as part of a state-wide and national celebration. For additional information please refer to the style guide: http://www.australiaday.org.au/storage/2-styleguidedownload.pdf

Collaborations and working together
Consider joint promotions with other Australia Day committees in the region. This can be very successful with television and radio networks that broadcast to a larger area.

Investigate joint promotions with other events on or around Australia Day. This can reduce costs, expand the size of the team working on promotion, and possibly also lead to longer-term benefits of association.

Social Media
Being active on social networks before, during, and after an event is critical to your promotional strategy and successful attendee engagement. Every audience from tweens to grannies uses social- so make sure you’re present in order to reach your target audience. Platforms like Twitter, Facebook, and Instagram can be excellent ways to promote your event.
#AustraliaDay

The National Australia Day Council in partnership with the National Museum of Australia and Twitter support the use of #AustraliaDay to encourage a genuine and inclusive celebration of our national day. Using the #AustraliaDay hashtag is a wonderful way to connect all the Australia Day events that happen across the nation.

Ways you can get involved:

› Promote the hashtag at your event and on promotional materials for Australia Day
› Use the hashtag yourself as you upload images from your event to social media
› Encourage your dignitaries at your events to get involved using the hashtag
› Set up a Facebook page, or use your local council page to promote discussion about your event
› Provide a ‘like’ button on your web site so people can promote your event for you to their Friends
› When using twitter you could hold a “Retweet to Win” campaign to giveaway tickets or passes
› Offer a Sneak Peek by giving potential attendees real-time access to keynote speakers, panellists and other important guests who will be at the event
› Go visual and generate buzz by hinting at the headline act

With over 78,000 tweets received for 2014 below are just a few examples:
Sponsorship

Sponsorship provides key support for Australia Day celebrations.

Securing sponsorship for events can sometimes be difficult and as each event and sponsor are different, there’s not really a single formula that can be used to find and keep sponsors. However, here are some tips, guidelines and examples to help you in seeking sponsorship.

What is sponsorship?

A good rule of thumb is to treat sponsorship as a business partnership, with firm outcomes required by both sides.

You must have a clear idea of the nature of the event you are hoping to find sponsorship for. You’ll need to do some careful thinking, decision making and preparation so that you are appropriately prepared for the invitation to consider or propose sponsorship (more details about possible events are in the Events ideas tool.)

Businesses are reluctant to provide cash, goods or services unless they see a benefit for themselves. Fortunately, these benefits aren’t always tangible and that is why many organisations are willing to sponsor events that they see as worthwhile for the community.

It’s also important to remember that once you get a sponsor, you need to work hard to keep them. A happy sponsor can be a useful ambassador for your event and can help you attract other supporters from your community.

Guidelines for sponsorship

Preparation before approaching a potential sponsor

- Outline your event particulars—who you want to attend, how long it will run etc
- Develop a budget and outline areas where you may need help—remember that goods and services are a form of sponsorship too, and some sponsors may find it easier to provide goods and services than a monetary contribution.
- Brainstorm with organisers/committee members what you may be able to offer the sponsor in return for their contributions—you will need to think creatively.
- Discuss the target markets of your potential sponsors and how you can help them to achieve their goals/reach their target markets through their engagement with Australia Day celebrations.
- Actively establish and make known your need for sponsorship—this will mean networking, attending community functions, engaging in, even initiating discussions of Australia Day events and issues, suggesting synergies. This active role may yield some unexpected expressions of interest in sponsorship (e.g. the sponsor may ask: How can we help? Is there anything we can do? We are very interested in keeping the elderly active).

Modify your preparation (above) as needed, after the initial meetings or phone conversations with the potential sponsor.
**Approaching a potential sponsor**

- Your initial objective is to make an opportunity to speak with the potential sponsor.
- Two-way communication (e.g., face-to-face meeting or phone conversation) at the outset is definitely the best way of beginning communication. It will have a much bigger impact than a letter.
- It is important in the first meeting that you don’t go in with a full proposal, but that you provide a clear and brief account of the opportunity.
- In the first meeting, ask potential sponsors what they are looking for with sponsorship. One of your goals is to get information about what might be of interest to them. This information may help tailor your ideas on mutual benefits and will help to develop a sponsorship agreement of relevance to the sponsor’s business or image.
- You need to have specific ideas of where sponsors’ money or services will go. Sponsors will ask for this information.
- ‘Fit’ is essential for a company considering a sponsorship. You need to identify possible link/s between the work and focus of the company and your planned Australia Day events. For example, links could be: health; wellbeing; quality; local produce; community welfare; supporting youth; serving a specific section of the community for years.
- Check potential sponsors’ web sites or corporate publications for the criteria by which they consider sponsorship, any existing sponsorships and partnerships they have, any community involvement they already undertake and what their brand ‘values’ are.
- If the first contact is by phone, you could send a follow up ‘teaser’ to the sponsor to elicit interest. This could be a simple but effective brochure or one page outline explaining why you would like to meet or, even better, what’s in it for them. Ideally the potential sponsor will be curious to know more. This is not a formal proposal but will provide the potential sponsor with an idea of the event and some possibilities.
Working with the media

Your local media can help to attract audiences to Australia Day celebrations to help promote and publicise events. They may also be interested in reporting on your event for the local news.

In addition to your own local promotion, there is lots of other Australia Day information coming through the media throughout January. The National Australia Day Council implements nationwide promotion of participation in and the meaning of Australia Day. State and territory Australia Day Councils and Committees promote events and awards in their state-wide advertising campaigns.

Tips for working with the media

Deadlines and communication with the media

› Be aware of media deadlines. Deadlines are different for newspapers, radio and television. Check with journalists when they need information and images by.

› When calling the media, be brief and to the point. It is a good idea to ask for the person most likely to be interested in your news. You can monitor local media to see which journalists cover similar stories and ask for them by name.

› Send media releases to the right journalist/news editor.

Finding a newsworthy hook or angle

› Remember that while your event is important to you, it doesn’t automatically mean the media will think it is newsworthy.

› If possible, offer the media a hook or angle about your event that will catch their attention. For example, local media like local angles and local personalities. Humour, quirky stories and human interest angles are always popular, as are anniversaries or milestones (e.g. the first or biggest).

Time management and efficiency with media

› Keep invitations to the media brief, with just the basic information—time, date, location, and a brief description of events.

› When media call you for information, provide it as quickly as possible. If you need to gather information and get back to them, check when their deadline is and make sure you have their name and direct contact details. If you cannot provide the information by the time they need it, tell them when you will be able to provide it.

› If you are providing a spokesperson who the media can interview, make sure that they are prepared and available from the time the media release goes out (including after hours).
Ethics, honesty and a professional approach

- Don't make promises you cannot keep, as this can have a big impact on media planning space and stories and you relationship with the media in the long-run.

- Do not lie. If you do not know an answer or are unsure what to say to a difficult question don’t be afraid to say ‘I don’t know, I’ll have to check and get back to you on that’. It is better to be sure of what you are saying than to make an error. However, you should try not to be ignorant too often, and always get back to the media with an answer as soon as possible, and by their deadline.

Know your material

- Know your facts and your organisation. Make sure you are up-to-date on relevant statistics and components of your event to ensure the accuracy of your statements to the media.

- It can help to try and anticipate what some of the questions might be and work out your responses, so that you are practiced at answering them.

Ensure media have the information and accept you can’t control the outcome

- Contact the media at least two weeks before your event to let them know it is coming up. Most media are reluctant to guarantee that they will attend an event, because it depends on what else is happening on the day, but you can at least follow up a few days prior to remind them and make sure they have the details in their diary.

- Be realistic and objective. At times the media’s aims and yours will be incompatible, or other events will impact on the media coverage your event receives

Holding a media launch

- As the name suggests, a media launch is a significant media event which marks the commencement of an event or series of celebrations. It gives the media something to report on prior to your event.

- This event is usually a feature of larger communities.

- Sometimes the launch coincides with another event and so synergies and economies are possible.

- Consider using a rehearsal as a media event to promote the real event to come.

Using radio and Community Service Announcements

- Some radio stations run free Community Service Announcements (CSAs) for non-profit events and organisations. All you have to do is write a short script—the length will depend on the radio station’s own rules, but usually up to 30 seconds—and they’ll read it out on air for you at certain times over an agreed period.

- Remember to write out the names of people, places or things in full (no acronyms) and also add the phonetic spellings of in brackets of any words the radio presenter may need help to pronounce.
Risk Management

Whenever you are putting on any event you need to be aware of possible risks and outcomes, and take steps to control their consequences.

Risk management involves identifying risks and then working to minimise or manage them. By helping you identify and subsequently analyse risks, this tool provides you with greater insights into risks and their consequences.

The attached template outlines how to conduct a risk management assessment.
Photography

There are three main requirements if you plan to display, use or publish the photographs.

1. You must organise the completion of a photo release form/s if you plan to publish the photos in any form. This means that:
   - You must obtain clearance to use /publish the photographs from the people in the photograph who can be easily seen identified
   - You must provide them with some statement of the possible uses of the photographs
   - The form must be signed by the person in the photograph.

   This requirement protects you from charges of invasions of privacy, and ensures that the people in the photo understand what the photos are being used for. Completion of a photo release form protects both parties. It is most convenient if the release form can be completed when the photographs are taken, but this it is not always easy to achieve.

2. If you display or publish photos with Indigenous people in them you must provide a warning to Indigenous and Torres Strait Islanders.
   - It is important that you are aware of and respect Indigenous and Torres Strait Islander’s belief systems when taking and using Australia Day photos.
   - If you publish or display photos containing Indigenous and Torres Strait Islanders, you must include at the start of the publication advice to Indigenous and Torres Strait Islanders that the photos may contain images of deceased persons and images of places that could cause sorrow.

   NOTE: Both requirements 1 and 2 above apply if the shots capture clearly and closely facial detail that makes identification easy. If the shots are long shots of groups the completion of a photo release is not required.

3. You must provide the opportunity for people to decline to be photographed.
   - At large events, an announcement could be made (or a screen announcement projected) stating that photographs will be taken for publicity purposes.
   - Organisers must make it clear that there is a designated area where no photographs will be taken.
   - Organisers must announce that people who do not want to be photographed should move to a designated area where no photographs will be taken.

How to have selected photos of our local Australia Day celebrations available for people to see and enjoy
   - State and territory Australia Day councils and committees welcome receiving photographs of your event.
   - Photographs may also be posted on local council web sites. You will need seek permission for this from the local council.
   - Your local newspaper or local radio station website might publish your photographs both as a lead up to Australia Day celebrations and in a report on the event. You could be proactive by preparing ideas/notes for newspapers and then seeking some coverage.
Volunteers

Volunteers play a vital role in many community events, including Australia Day.

Who volunteers?

In 2010, 6.1 million people (36%) of the Australian population aged 18 years and over participated in voluntary work.

There are three key things that volunteers value and cite as the rewards of volunteering:

▶ A feeling of self-worth
▶ The appreciation they receive
▶ A strong sense of ‘family’, friendship and camaraderie.

Recruiting and attracting volunteers

Invite people who you feel have the right skills or expertise to help you recruit volunteers:

▶ It may be an opportunity to involve existing volunteers who are looking for some extra involvement
▶ Perhaps there is someone with marketing, promotional or public speaking experience
▶ Maybe there are newer volunteers who may be good contributors
▶ If appropriate, consider inviting a representative from the local ethnic community to participate

Remember, if you are going to invite an outsider (not already a volunteer) to be on your committee they may not know much about your organisation. To win them over, you have to promote yourselves a little.

Consider your local Council. Perhaps their publicity officer or another staff member would like to help. You might find that these people already have contacts and records of people looking for things to do who might be suitable and available.

If you are interested in recruiting young people:

▶ Market your position with young people in mind
▶ Think of the image that you are portraying
▶ Be flexible about working around young people’s other commitments such as study and part-time paid work
▶ Don’t forget to check that your volunteer insurance policy covers younger volunteers.
Attracting volunteers

Create a list of what you can offer a volunteer:

- List what’s in it for them (e.g. a reference, something to add to their CV, training, opportunities to meet new people, personal satisfaction, helping a cause they believe in, or learning new skills)
- Tell your volunteers if your committee can offer added benefits (e.g. reimbursement for travel expenses, monthly get togethers for staff and volunteers)
- Prepare a job description listing tasks so people know exactly what they are volunteering to do
- Think creatively about your volunteer roles—divide tasks into ‘projects’ and think about which tasks could be done by a team of volunteers
- Try to identify some work requiring short commitment (possibly through identifying more project-based tasks).

Ideas for invitations to volunteers:

- Use newsletters regularly to invite parents, grandparents, and friends to volunteer.
- Place an ad in the local paper or distribute flyers in local shops to invite members of the local community to volunteer.
- Approach your local radio station to see if you can talk about your need for volunteers and the benefits (even better if you have some enthusiastic volunteers who can join you to give their firsthand experience).
- Consider attending an event (for example a sports carnival, or agricultural show) and asking the organisers about volunteer interest. You could ask permission to place a poster or invitation to volunteer in a prominent spot at these venues.
Showing flexibility and sensitivity to volunteers other commitments:

> Be flexible about the timing of involvement—some people may need to regularly change the day that they help to fit in with their other commitments. Remember, many people are juggling work, study and family so may need to adjust their volunteering hours as their commitments change.

> Make it easy for people to get involved. Minimise the screening/induction process. Invite the volunteer in so that you can meet them and tell them more about the possibilities or about what you are looking for and, if you are happy that they can perform the role and they are still interested in helping you, set a time for them to start.

> Provide a choice of jobs that volunteers can help with. Not everyone enjoys the same thing (e.g. creating publicity materials, preparing food, working at a computer, filing, collecting resources).

> Introduce shorter shift options or shorter blocks of time during peak periods.

Sources of volunteers:

> Some local council have volunteer coordinators. Contact them to ensure your Australia Day events are listed as an option for potential community volunteers.

> Find volunteers for events by approaching your local service clubs, such as Lions Australia (www.lionsclubs.org.au), Rotary in Australia (www.rotary.org.au), and Scouts and Rovers (www.nsw.scouts.com.au), as well as educational and training institutions that offer event courses.

> Youth officers in the community may have ideas and be in contact with young people who might be interested in volunteer work.

**Rights and responsibilities in relation to volunteers**

You need to be aware of your rights and responsibilities in relation to volunteers including insurance, occupational health and safety, orientation and training, and reference, police and other checks.

**Insurance**

You should seek professional advice about the type of insurance you will require to cover volunteer activity. You should also check to ensure that any existing insurance policies cover volunteers. Some you might consider are:

> Volunteers/workers
> Personal accident
> Public liability motor vehicle
> Professional indemnity liability

Occupational health and safety:

Volunteers are entitled to the same safe conditions that are provided to paid employees.

Appropriate orientation and training:

Organise orientation and training to ensure volunteers are able to do their assigned job effectively. Note that volunteers serving alcohol at a licensed event must be trained in the responsible service of alcohol.

Reference, police or other checks:

Depending on the role assigned to a volunteer (such as working with children), it may be necessary to carry out checks. If checks are relevant, volunteers should always be advised and their permission sought.
Evaluation and reporting

We can all learn from experiences and there is always room for improvement.

Here are some guidelines for evaluation of events to help you assess what worked, what didn’t work and where improvements can be made.

Opportunities for evaluation

There are many places or moments during and after events when you can collect feedback. Here’s a couple of examples.

1. Survey at an event
   - Conduct a survey or provide feedback forms during the event. Ask people what they liked about your event and what they think could be improved.
   - If you do intend to conduct a survey, the venue or landowner should be consulted prior to the event.
   - Ask people attending the event if they know who the sponsors are. If large numbers of people associate the sponsor with the event, this will prove valuable when renegotiating sponsorships for the following year.

2. Debriefing

   Casual debriefing:
   - You can engage in debriefing very casually at an event or in meeting places or walking home from an event.
   - What is in fact a debriefing may appear to the participant simply a conversation and exchange of ideas.

   More formal debriefing:
   - To be of benefit, debrief as soon after the events as possible.
   - For a debrief meeting include as many people as possible who were involved in the event. This might include staff, regulatory authorities, volunteers, emergency services, etc.
   - Invite participants to the debrief meeting well in advance of the proposed date so people have the date in their diaries.
   - Circulate an agenda that covers the key areas for discussion (even if there are only a few questions).
   - If you send the agenda/questions beforehand, people can prepare their feedback for the meeting.

3. Evaluation sheet to all key stakeholders
   - You could send out an evaluation sheet to all key stakeholders (especially those who can’t attend the debrief).
   - You could seek feedback from suppliers, performers, venue managers and security guards as well as those directly involved with coordinating the event.
**Guidelines for debriefing**

These guidelines are relevant regardless of the size of the group or project/participants. The same approach can be applied to a small project involving only three or four people or a project involving a large number of people and multiple projects.

**Facilitator role:**

- There should be a facilitator—someone who leads the discussion (not the organiser).
- The facilitator or Australia Day organiser prepares a set of questions.
- The task of the facilitator is not to present his/her own opinion but to create a possibility for all participants to contribute their ideas and feelings.
- The facilitator needs to make acceptable practice clear (e.g. to make sure there are no personal attacks on people).
- The facilitator has to ‘keep an eye open’ to make sure individuals are not sitting passively and not getting off the track.
- The facilitator should acknowledge time constraints while also assuring the group that their contributions are important.

**Key questions**

Two key questions can be very effective in structuring a debriefing:

- What went well?
- What didn’t go well?

**Within each key question you can ask:**

- Why did things happen?
- What will we do differently and better next time?
- How can we use this information?
**Guidelines for reports**

You may like to consider writing a formal report about your Australia Day celebrations. This will be particularly useful if you are required to report back to your local council, sponsors or supporters. Each community and event is different, so every Australia Day report will be different. Here is a suggestion of how you might lay out a report, and a sample report. However, it is up to you to decide what elements you think will be most useful for you to include.

**Australia Day Report template**

1. **OVERVIEW**
   
   Focuses on context and organisation; on the ‘nuts and bolts’ features.
   
   - Australia Day Organiser’s objectives
   - Governance
   - Australia Day Program
   - Budget and sponsorship

2. **PROGRAMS**
   
   Details programs and initiatives of the states or territories or the National Australia Day body.
   
   List and give a brief account of programs, for example
   
   - Sports awards
   - Local Government Awards
   - Ambassadors Program

3. **EVENTS**
   
   Describes the local Australia Day events-name, place, time, atmosphere, scale. It describes the events that bring people together at the local level.
   
   Events specific to this community
   
   - Citizenship and Flag Raising
   - Australia Day lunch
   - List a brief account of event.

4. **RECOMMENDATIONS**
   
   This section records the successes, changes and suggestions for future events and programs. List between 5 and 15 recommendations, depending on the scale of your event.
Each year our nation celebrates the achievement and contribution of eminent Australians through various awards for Australia Day, and awards that are associated with Australia Day.

**In this section:**
- Citizen of the Year
- Generic Australia Day certificate
- Aussie of the Month
- Australia Day Achievement Medallions
- The Australian of the Year Awards
- Australia Day Honours and Order of Australia
Citizen of the Year

The Citizen of the Year Award is predominately run by local government across the states of Australia. Broadly, it is a program rewarding community service at a local level and is administered through a nomination program, which is assessed by a local selection committee and/or Councillors, and Awards in the form or certificates and prizes are awarded at official Australia Day functions.

Award categories may include:

› Citizen of the Year
› Sportsperson of the Year
› Senior Citizen of the Year
› Student of the Year - this is determined by the administering local government organisation.

In New South Wales the state Australia Day Council (the Australia Day Council of New South Wales) provides information for New South Wales local governments on administering a Citizen of the Year Program as well as providing 'official' Citizen of the Year certificates. Go to: www.australiaday.com.au

You should directly contact your local government organisation to see if it runs a Citizen of the Year Program.

Generic Australia Day certificate

A generic Australia Day certificate that could be tailored for your Citizen of the Year program is available for download.

Aussie of the Month

The Aussie of the Month program is an encouragement and recognition program for primary school students. It is currently run throughout the school year in Tasmania, Western Australia and Victoria and is a free program.

Primary schools order Aussie of the Month certificates and gifts from their relevant state Australia Day organisation. Primary schools award the certificate to a student monthly based on their own criteria, for example best behaviour or most improved.

See these websites for more information:

Australia Day Tasmania
Australia Day Committee (Victoria)
Australia Day Council of Western Australia
Australia Day Achievement Medallions

The Australia Day Achievement Medallion is an inspiring way to acknowledge the contribution to the nation of individuals or teams in the public service.

The Australia Day Achievement Medallion and certificate program is administered by the National Australia Day Council.

Australia Day Achievement Medallions provide government departments and agencies with the opportunity to acknowledge the contribution of their staff for outstanding performance of special projects or in performance of their core duties.

Australia Day Medallions are reserved for the highest level of recognition for staff and are particularly relevant when presented in the lead up to Australia Day, 26 January.

Presenting Australia Day Achievement Medallions

A great way to recognise recipients is to incorporate the presentation ceremony into your organisation or department’s Australia Day activities- why not host an Australia Day at work event?

A more formal event may include a guest speaker or presenter from your organisation, having the national flags (Australian, Aboriginal and Torres Strait Islands) raised or integrating Australian writing and music.

Many organisations circulate the list of Australia Day Medallion recipients and their citations after the presentation

How the program works

Criteria: The criteria for or purpose of awarding Australia Day Achievement Medallions is determined by the organisation or department presenting them.

Ordering

You can order Australia Day Achievement Medallions online, by email or by calling the National Australia Day Council on (02) 6120 0600.

Remember to include the number of medallions you require and your organisation’s name and contact details. An invoice will be sent to you after your order is received.

Engraving

There is space for names to be engraved on medallions. The coordination and cost of engraving is the responsibility of the organisation or department placing the order.

Acknowledgement

The National Australia Day Council will publish a list of recipient’s names on its website following Australia Day.

Email the names to medallions@australiaday.org.au

More information: The National Australia Day Council Limited administers the Australia Day Achievement Medallion program.
The Australian of the Year Awards

The Australian of the Year Awards are Australia’s pre-eminent Award for recognition of leadership, vision, and the embodiment of great Australian values. They are Australians who make us proud.

There are four categories:

› Australian of the Year
› Young Australian of the Year
› Senior Australian of the Year
› Australia’s Local Hero

The Australian of the Year Awards - which are administered by the National Australia Day Council and sponsored by the Commonwealth Bank - are set apart by the public nomination process: any one can nominate Australia’s next Australian of the Year.

To nominate an Australian who makes you proud, go to: www.australianoftheyear.org.au
Australia Day Honours and Order of Australia

On Australia Day and the Queen’s Birthday holiday the Australian Government awards Australians who have contributed significantly to the Australian community with a range of Australian Honours.

This program is not administered by the Australia Day national network organisations (state and territory Australia Day Councils and Committees or the National Australia Day Council).

For more information and to nominate go to:

Or contact:

Secretary
Order of Australia
Government House
CANBERRA ACT 2600
1800 552 275

Merchandise

Aussie Merchandise is run by the Australia Day Council of South Australia. They are an independent, non-profit organisation set up to promote our National Day and to celebrate what’s great about Australia and being Australian.

For more information visit: http://www.aussiemerchandise.com.au/
Resources


http://www.your.australiaday.org.au/

Australian Government, It’s An Honour website, Australian National Flag,

www.australianoftheyear.org.au


Templates

Generic

› Australia Day Certificate
› Australia Day Invitation
› Australia Day Poster

NADC

› Certificate
› Event program
› Event Invitation
› Event menu
› Event name card
› Event name tag
› Press ad – Horizontal
› Press ad
› Web – Leader board
› Web – Skys
› Web - Square

Event Planners

› Crossword
› Line drawings x 11
› Trivia
› Photography exhibition