Australia Day

EVENT ORGANISERS TOOL KIT
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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 supporting 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 activities.

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 exactly what you’re looking for, email us: info@australiaday.org.au

The Australia Day Toolkit is a collation of information that has been provided by each State and Territory Australia Day organisation and the National Australia Day Council to local community organising committees.
Australia Day and our nation

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, 65% 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 National Australia Day 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
Australia Day events and protocol

There are a number of ceremonial aspects to many Australia Day events which have become both a tradition and an important 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 and a half 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 organising the Citizenship and Affirmation Ceremonies 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.
- Never let the flag touch the ground. This is a sign of respect.
- The flag should never be flown if it is damaged or faded. 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.

For more information please see http://www.itsanhonour.gov.au/symbols/flag.cfm#flying

Flag Raising Ceremony and Australian Citizenship Ceremony being held together

It is quite common to hold a Flag Raising and Citizenship Ceremony together or back to back. It is important to still treat them as separate events though. You need to follow all the protocols 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 at 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 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 flags 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 and Territory 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 Its An Honour website: itsanhonour.gov.au/symbols/flags.cfm
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. reconciliation.org.au, or (02) 6273 9200

› If you cannot arrange for an Elder to attend your event or if your event is too small to warrant a formal Welcome to Country 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 on 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.

- 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

> 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. 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 through their contribution to our nation;
> They are a drawcard for regional celebrations;
> The chance to hear stories of the Ambassador’s achievements which illustrate the many opportunities Australia offers; and
> 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: australiaday.org.au/ambassadors/

Wendy Stapleton delivers her Ambassador address at Moonee Valley City Council for Australia Day 2015
Ambassador Nadine Blayney at Willoughby Council with Mayor Councillor Gail Giles-Gidney
Choosing your Australia Day event

Hundreds of events are held around the nation on Australia Day in local communities. Research shows 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
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 close look at your community. Understanding your local community, and how it might be changing, will 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 ideas and participation, 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; and
› Underutilised resources in the community.
Questions to guide discussion around the eight components of a local community

**PEOPLE**

Which best describes the population: Mainly people of retirement age? Mainly young parents? Mainly middle aged? A large number of young people?

Are there groups of residents who have lived in the region for less than six months?

Is there any basis for describing your community as ‘multicultural’?

Is your impression that there are a lot of people who have lived in the area for more than 30 years?

**CULTURAL IDENTITY**

Are communities within your local government area known for something unique or characteristic of the area?

How do you ‘sell’ your community to others?

Does the community have a sense of unity? What is this based on (e.g. best vanilla slices in region, high proportion of successful sports people, defence force settlement area, historic settlement, architectural richness, low cost housing, and attraction to retirees)?

**OPPORTUNITIES**

Where would you go to find leaders in the community?

What strategies do you use to attract volunteer support for events?

Are there groups in the community you could invite to talk about events and what they might like to see happen on Australia Day? How would you find this information?

**COMMUNITY SERVICES**

Where would you go to find or contact community-based services provided through local government?

Are there ways that community members get help and support other than through local, state or federal government processes?

Do you have a community centre? What are its main uses?

How long since you contacted an Australia Day Organiser to come to a committee meeting or to provide you with suggestions or information?
### 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 or local area?

### 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, listen to them and respect their ideas.

› You could prepare by brainstorming ways to create opportunities to ask young people what their ideas are; what they would value and 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 that they can relate to.
Here are ideas of things that have proven successful for some local event organisers in the past:

- Battle of the bands or a band day/concert
- 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 for 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 to them
- Ask young people 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 an event 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 multicultural 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; and
› Create dynamic and relevant celebrations

Catering for differences can harness energies and knowledge, reinvigorate event organisation and 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 on page 30).

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 a 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:

› Some 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.
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 (see page 54)

➤ Community and group team games
  • Australia Day Trivia Quiz (see page 56) (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.

[Images of line drawings for colouring]

[Links to resources page]
THONGS

AUSTRALIAN, ABORIGINAL AND TORRES STRAIT ISLANDER FLAGS

CITIZENSHIP CEREMONY

UTE 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 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. australiaday.org.au/event-organisers/resources/

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 your 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 media networks before, during, and after an event is critical to your promotional strategy and successful attendee engagement. Every audience from tweens to grannies now use social-so make sure you’re also in that space 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 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 give away tickets or prizes
› 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 nearly 200,000 tweets received in 2014 and 2015 below are just a few examples:
Indian #wedding party borrowing our #cricket set on #AustraliaDay for a great photo op! #congratulations #canberra pic.twitter.com/AlhXSQoEdd
3:01pm

Happy #AustraliaDay from the @QldAmbulance Operations Centre in Cairns. EMD Sherylyn Cargill #myEMSDay #emspics pic.twitter.com/nzAkJr5UJ0
3:47pm

Bubbles & Blush @bubblesandbrush

Caught the end of the #AustraliaDay #ferryrace while walking across the Harbour Bridge :) pic.twitter.com/kwMNYxZMcc
3:44pm

@sydney_sider: Happy Australia day from London #AustraliaDay pic.twitter.com/Dyi2Vb90eWX
9:55am

Australia Day @GaDay

Some of our newest citizens receive their certificates from PM@TonyAbbottNHR #AustraliaDay pic.twitter.com/EtEzk1T0fs
10:52am
Sponsorship

Sponsorship provides valuable 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 opportunities.

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 proposed sponsorship (more details about possible events are on page 25).

Businesses are reluctant to provide cash, goods or services unless they see a benefit for themselves. 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 valuable 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.

➢ Some sponsor benefits can include:
  • Reach - local, state or national? Is it aligned to the sponsor’s target market?
  • Integrating sponsor message with your communication strategy
  • Brand alignment to Australia Day and increase sponsor awareness
  • Staff engagement opportunists
  • Marketing opportunities; this can include event activation, product sampling etc.

➢ 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).

➢ How would sponsorship be evaluated and measured? Collaboratively set KPI’s for the sponsorship.

➢ 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 create 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 outline 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 activity and some possibilities.
Working with the media

Your local media can help to attract audiences to Australia Day celebrations to help promote and publicise your events and activities. 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. Many local newspapers close down over Christmas-New Year. Make contact in December to confirm deadlines.

› 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.

› January is generally a quiet time for the news media and so your Australia Day activity could be helpful to the local media.

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).

› A story with a great picture opportunity is always highly sought after.

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.

› Ensure there is a strong photo/filming opportunity as part of your launch.

› 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.

How to do a risk assessment – refer to template

Identify it

List all of the hazards or possible situations associated with the event activity that may expose people to injury, illness or disease. List these hazards in the ‘hazards’ column of the template. Some examples of hazards have been provided for your reference.

Assess it

Rate or assess what the ‘likelihood’ is of people being exposed to the hazard and what the ‘consequences’ could be as a result of the hazard occurring.

Fix it

Identify what practical measures could be put in place to eliminate or reduce the likelihood of the hazard occurring. This is where changes are made to the event to reduce the risks.

Use this to guide you as to what type of controls you could put in place to manage the hazards once you have assessed their risk level.

<table>
<thead>
<tr>
<th>LIKELIHOOD</th>
<th>RISK RANKING MATRIX</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH</td>
<td>5 10 15 20 25</td>
</tr>
<tr>
<td>SIGNIFICANT</td>
<td>4 8 12 16 20</td>
</tr>
<tr>
<td>MODERATE</td>
<td>3 6 6 12 15</td>
</tr>
<tr>
<td>LOW</td>
<td>2 4 6 8 10</td>
</tr>
<tr>
<td>NEGLIGIBLE</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>CONSEQUENCE</td>
<td>NEGLIGIBLE LOW MODERATE MAJOR CATASTROPHIC</td>
</tr>
</tbody>
</table>

LIKELIHOOD RANKING MATRIX

- NEGLIGIBLE
- LOW
- MODERATE
- MAJOR
- CATASTROPHIC
## LIKELIHOOD DEFINITIONS

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>- It is expected to occur in most circumstances</td>
</tr>
<tr>
<td></td>
<td>- There is a strong likelihood of the hazards reoccurring</td>
</tr>
<tr>
<td>Significant</td>
<td>- Similar hazards have been recorded on a regular basis</td>
</tr>
<tr>
<td></td>
<td>- Considered that it is likely that the hazard could occur</td>
</tr>
<tr>
<td>Moderate</td>
<td>- Incidents or hazards have occurred infrequently in the past</td>
</tr>
<tr>
<td>Low</td>
<td>- Very few known incidents of occurrence</td>
</tr>
<tr>
<td></td>
<td>- Has not occurred yet, but it could occur sometime</td>
</tr>
<tr>
<td>Negligible</td>
<td>- No known or recorded incidents of occurrence</td>
</tr>
<tr>
<td></td>
<td>- Remote chance, may only occur in exceptional circumstance</td>
</tr>
</tbody>
</table>

## CONSEQUENCE DEFINITIONS

<table>
<thead>
<tr>
<th>Consequence</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catastrophic</td>
<td>- Multiple of single death</td>
</tr>
<tr>
<td></td>
<td>- Costs to Event of up to $5 million</td>
</tr>
<tr>
<td></td>
<td>- International and National Media outrage</td>
</tr>
<tr>
<td>Major</td>
<td>- Serious health impacts on multiple or single persons or permanent disability.</td>
</tr>
<tr>
<td></td>
<td>- Costs to Event between $2.5 – $5 million</td>
</tr>
<tr>
<td></td>
<td>- National media outrage</td>
</tr>
<tr>
<td>Moderate</td>
<td>- More than 10 days rehabilitation required for injured persons</td>
</tr>
<tr>
<td></td>
<td>- Costs to Event between $200,000 and $2.5 million</td>
</tr>
<tr>
<td></td>
<td>- Local media and community concern</td>
</tr>
<tr>
<td>Low</td>
<td>- Injury to person resulting in lost time and claims</td>
</tr>
<tr>
<td></td>
<td>- Costs to Event between $50,000 and $200,000</td>
</tr>
<tr>
<td></td>
<td>- Minor isolated concerns raised by stakeholders, customers</td>
</tr>
<tr>
<td>Negligible</td>
<td>- Persons requiring first aid</td>
</tr>
<tr>
<td></td>
<td>- Costs to Event up to $50,000</td>
</tr>
<tr>
<td></td>
<td>- Minimum impact to reputation</td>
</tr>
</tbody>
</table>
EXAMPLES OF EVENT HAZARDS

Security
Bomb threats
Cash handling

People
Security staff numbers
Patron demographics
Inappropriate use of staff
Alcohol
Training/induction
Lack of relevant certification/licences
Background checks of staff

Hazardous Substances/ Dangerous Goods
Fuel storage
Cleaning products
Water/waste water
Pyrotechnics, explosives
Inappropriate labelling
Poisons

The event
Communication equipment
Asset protection
Entry control

Legal
Interaction with law enforcement agencies
Unsolicited acts of violence, theft
Planning
Possible acts of terrorism
Emergency management
Contingency planning

Accessibility
Ramps
Parking
Public transport
Signage
Access to venues
Egress
Seating

Materials handling
Mechanical handling
Food handling safety
Furniture fixture and equipment
Transport between venues/ Locations/storage
Weights, height, dimensions
Condition of terrain, path of travel

Contractors
Co-ordinating contractors
Communication
Legal compliance
Job safety analysis/ risk assessment and safety plans
Training/ Licencing
Accreditation
Contracts

Vehicle safety
Maintenance
Security of vehicles
Vehicle/people segregation
Speed
Refuelling
Parking supervision
Lack of training
Permits and certification/licensing
Outdoor broadcast vehicles
Electrical safety
Inappropriate use of paths for vehicles
Accessibility during emergency
Management
Loading operations – docks and people

Staff
First aid
Food preparation/safety
Fatigue
Conditions – excessive heat/cold
Competency/suitability
Violence,
Crowd misbehaviour
Welfare – breaks,
Sun exposure -sunscreen,
Temperature extremes – heat /cold
Cultural issues
Transport

Working at height
Scaffolds – licenced /trained erectors
Unsafe Use of Winches
Unsafe use of Ladders
Proximity to Overhead power lines
Edge protection (off roofs or platforms)
Camera platforms
Rigging/lighting
Improper use of Safety harnesses -

Slips and trips
Electrical cables across pathways
Uneven ground, loose surfaces
Adverse Weather
Flooring design/surfaces
Poor design or placement of barriers
Poor Lighting
Inadequate Queuing systems
Edge protection
Climbing for vantage points
Inappropriate footwear

Electrical safety
Qualification of contractors
Power supply – no spiking,
Overloading systems/ switchboards
Faulty Power tools
Faulty insulation
Underground services
Protection of leads
Cables/height/paths ways
Location in relation to other equipment

Fire safety
Evacuation plans
Fire prevention plan
Dangerous Goods storage
Knowledge and use of equipment
Appropriate firefighting equipment
Obstruction and security of firefighting equipment
Pyrotechnics (fireworks or fire amusement displays)
Warning and communication system
Fire ban days -

Manual handling
Excessive weight or awkward dimensions
Lack of Mechanical aids
Poor packaging by suppliers
Time lines/ lead times
Lack of staff
Crowd control – security
Training
# Risk Assessment Template

<table>
<thead>
<tr>
<th>Task/Issue/Hazard</th>
<th>What could go wrong?</th>
<th>Person/s affected &amp; location</th>
<th>Risk Rating</th>
<th>Risk Control Measures</th>
<th>Person responsible</th>
</tr>
</thead>
</table>
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 to 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 are where improvements can be made.

**Opportunities for evaluation**

There are many places or moments during and after events when you can collect feedback. Here are 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 brief 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 facilitator is not to present his/her own opinion but to create the 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 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 Council.

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 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 of 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: australiaday.org.au/event-organisers/resources/

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 Council of Western Australia: wa.australiaday.org.au/get-involved/aussie-of-the-month/
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 the 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? australiadayatwork.com.au

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, at australiaday.org.au/australia-day/awards-and-recipients/australia-day-achievement-medallions/orderform or by email medallions@australiaday.org.au 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 recipients’ 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 the 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 – are set apart by the public nomination process: any one can nominate Australia’s next Australian of the Year.

The Commonwealth Bank is the Principal Partner of the Awards and has supported them for more than 35 years.

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 Governor-General awards Australians who have contributed significantly to the Australian community with a range of Australian Honours.

The council for the Order of Australia considers nominations from the public and makes recommendations for appointment to the Governor-General. These awards are administered by the Honours secretariat, as part of the Governor-General’s Office at Government House, Canberra.

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

The below templates are all available to download at:

australiaday.org.au/event-organisers/resources/

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
Australia Day Crossword
ACROSS
1. _______ National park is situated in the top part of the Northern Territory and is almost 20,000 square kilometres in size
3. Also known as Rabbit-Eared Bandicoots
7. Famous Australian, Ned ______
8. Famous rock in the Northern Territory
9. In which state is Australia’s oldest Bridge, the Richmond bridge, found?
11. _______ Barton was the first prime minister
14. On Australia Day we ______ what’s great
16. What national gemstone is sometimes referred to as the “fire in the dessert”?
17. In a song he composed in 1922 Jack O’Hagan wrote, ‘There’s a track winding back, to an old fashioned shack, along the ______ to Gundagai
18. Some say this tasty meringue dessert was invented in New Zealand. Others say it is Australian. What is its name?
20. Australian Wild dog
21. Australian Olympian, _______ Fraser
23. What animal features on the Western Australian Flag?
26. Salty food paste made from yeast
28. Off the coast of SA this place has an abundance of wildlife including koalas, echidnas and seals. It is Kangaroo ________
31. If you come from “the land down under where women glow”, what do men do?
32. This famous Australian brand of swimwear had its origins on Bondi Beach. The name has been used since 1928.
34. What do you call the Aussie favourite sponge cake cubes dipped in chocolate and rolled in coconut?
35. Isolated mining city in the far west of outback New South Wales (2 words)
36. Where is the big banana located?

Down
2. This Australian Bird likes a good laugh!
3. These mammals, which often live in caves, find their way about by echolocation which is much like radar. They are sometimes referred to as flying foxes
4. According to the words of the Australia’s National Anthem, in what sort of strains should we sing?
5. Leaves eaten by koalas
6. Which state has Australia’s smallest town
10. Which Australian Band has a street in Melbourne’s CBD named after it?
12. Longest Australian river
13. Paul Hogan starred in the movie blockbuster ‘Crocodile_____’
14. On Australia Day, many new Australians take an oath and become what?
15. Popular Australian footwear
18. A native plant, kangaroos_____
19. The ___________ were held in 1956 (Melbourne) and in 2000 (Sydney)
20. The Tasmanian ________ is now regarded as extinct, having not officially been seen since the 1930s
22. In the list of the world’s 10 most venomous snakes, how many are from Australia?
24. The golden ________ is Australia’s floral emblem
25. Banjo _______ wrote Waltzing Matilda
27. In which Australian township are the annual country music awards staged ever year, where the winners receive a “Golden Guitar”.
29. The leader of the Kelly gang
30. The platypus and echidna are very unusual mammals because they lay..?
32. Australia’s largest bird?
Australian Trivia

Questions

General
1. What is the floral emblem of Australia?
2. What do the letters in the airline name Qantas stand for?
3. What is the international telephone code for Australia?
4. Name the two faces on the $100 note?
5. In which year was Vegemite first sold in Australia - 1923, 1933 or 1943?
6. Who is the Lamington named after?
7. The Kangaroo and the Emu hold the shield in the Australian coat of arms. Why?
8. National Wattle day is the first day of which month?
9. Below the Union Jack on the Australian flag is the “Star of Federation”. How many points does this star have?

Geography
10. What is Australia’s largest inland city?
11. Australia has the largest sand island in the world. What is it named?
12. On which river is the Tasmanian city of Devonport?
13. In which South Australian town was former Prime Minister Bob Hawke born in 1929?
14. Which body of water separates Tasmania from mainland Australia?

Sporting
15. Which former Australian cricket captain was born on Australia Day?
16. In which year was the Melbourne Cup first run?
17. Name the winning yacht of the first Sydney to Hobart race

Entertainment
18. Who directed the 1986 film Crocodile Dundee?
19. Which song did John ‘Farnsey’ Farnham have a number one hit with for an amazing 7 weeks in 1986?
20. Which of these former ‘Neighbours’ stars have not had a number one hit in Australia? Natalie Imbruglia, Delta Goodrem or Holly Valance
21. Which of these Australian groups are not from Brisbane? Savage Garden, Powderfinger or Eskimo Joe
Arts and Literature

1. Who wrote the poem “My Country” which includes the lines “I love a sunburnt country, A land of sweeping plains”?

2. Who designed the Sydney Opera House?

3. What is the title of the longest Australian novel written? Infinite Jest, Remembrance Rock or Poor Fellow My Country

4. Who is the only Australian to win a Nobel Prize for literature? Patrick White, Henry Lawson or Stella Miles Franklin

5. Who was the author of popular children’s books, Blinky Bill?

History and Science

6. In what year was Advance Australia Fair proclaimed as the national anthem by the Governor General?

7. The name “Australia Day” was used initially in which state in 1931?

8. Who was the first prime minister of Australia?

9. Who received the inaugural Australian of the Year award at Melbourne’s Australia Day Luncheon in 1961?

10. In what year was gold first discovered in Victoria and NSW to begin the ‘Gold Rush’?
Answers

General
1. Wattle
2. Queensland and Northern Territory Aerial Services
3. +61
4. Dame Nellie Melba Sir John Monash
5. 1923
6. Lord Lamington, the 8th Governor of Queensland, from 1895 to 1901
7. Because they cannot walk backwards
8. September
9. Seven (7)

Geography
10. Canberra
11. Fraser Island
12. Mersey
13. Bordertown
14. Bass Strait

Sporting
15. Kim Hughes
16. 1861
17. Rani

Entertainment
18. Peter Faiman
19. You’re The Voice
20. Natalie Imbruglia
21. Eskimo Joe
Arts and Literature
1. Dorothea Mackellar
2. Joern Utzon
3. Poor Fellow My Country by Xavier Herbert (850,000 words),
4. Patrick White, Henry Lawson or Peter Carey
5. Dorothy Wall

History and Science
6. 1984
7. Victoria
8. Sir Edmund Barton
9. Sir Macfarlane Burnet
10. 1851