2017 AUSTRALIA DAY SUPPORTER KIT

Australia Day means something different to everyone, so celebrate your way on 26 January.
For more information visit australiaday.org.au
Australia Day is our largest national day of celebration with over 65 per cent of Australians acknowledging, recognising or celebrating the day in 2016. It’s a day for all Australians to celebrate what’s great about Australia and being Australian, and appreciate how we all contribute to the Australian community.

On Australia Day, we come together as a nation to reflect on our past, celebrate the present and look confidently to our future.

Australia Day is a day driven by communities – the hundreds of celebrations held in each town, suburb or city are the foundation of its ongoing success. Over 780 local community celebrations take place on 26 January right across the nation. They generate immense community spirit and celebrate enduring Australian values.

The aim of ‘celebrate Australia Day - your way’ is to add meaning to the day that builds a sense of belonging and showcases the diversity of Australia and the different ways we all celebrate. We are encouraging you to reflect on how you view Australia Day, and your sense of national pride.
Australia Day is a day for all Australians, no matter where our personal stories began. On Australia Day, we come together as a nation to reflect and acknowledge our past, celebrate the present and look confidently to the future.

- Australia Day means something different to everyone and it’s important that all Australians participate in a way that is right for them.
- Australia Day is a well-entrenched tradition in Australia and is widely engaged with by Australians from all walks of life. It’s a day that most Australians choose to spend with friends and family - around a BBQ, at an event or at home watching on TV.
- Australia Day is a day to reflect on and celebrate all the things we love about Australia: our people, the land, diversity, sense of fair go, lifestyle, democracy and the freedoms we all enjoy.

It’s a day we embrace our remarkable diversity. We are a multicultural nation and we celebrate this on Australia Day more than any other day, with more than 16,000 new Australians choosing to become citizens on 26 January.

However you choose to commemorate or celebrate being Australian on Australia Day, the NADC encourages all Australians to do so in an inclusive and respectful manner.

We respect the views of Indigenous Australians - the longest continuing culture on the planet. We acknowledge that some consider it a day of mourning or as a day to mark the survival of their ongoing traditions and cultures. It is important that these views are respected and that collectively, we look to have constructive dialogue about this history and about what Australia Day can become for future generations.
“As Chair of the National Australia Day Council, I take great pride in the role that we play in inspiring national pride and building a sense of belonging in this great country of ours.

Australia Day is as much about our nation’s past as it is about the future.

It’s a day to reflect on our national journey: think about our past, celebrate the present and look confidently to the future.

It’s a day to celebrate what’s great about Australia – the people, land, diversity, sense of fair go, lifestyle and the freedoms we all enjoy.

And, it’s a day to welcome new Australians, with over 16,000 people each year choosing Australia Day to become Australians citizens.

Our nation has been built on its remarkable diversity – let’s celebrate our diversity on 26 January, and every other day.

I encourage you to celebrate Australia Day in an inclusive way and to demonstrate mutual respect and understanding of others.

Thank you and happy Australia Day.”

BEN ROBERTS - SMITH VC, MG
CHAIRMAN
NATIONAL AUSTRALIA DAY COUNCIL
WE WANT TO HEAR YOUR STORIES

This Australia Day we will be sharing the stories of everyday Australians, community groups and organisations celebrating Australia Day in their own way.

We’ve reached out to you because we would love your help in putting us in touch with people and communities who are willing to share their stories.

By sharing your story, you’ll be helping to highlight the uniqueness and diversity in our community, and inspiring other Australians to celebrate Australia Day their way.

Every single event, no matter big or small, is integral to the success of Australia Day.

You can support Celebrate Australia Day Your Way by:

- **Identifying spokespeople and case studies**
  Help us by putting us in touch with any people in your organisation that would be willing to share their story in the media.

- **Writing an opinion piece about Australia Day and why it’s an important day for your organisation**
  This could come from your CEO or a Board Member. We can work with you to help you draft this content.

- **Hold a media event or launch**
  Be available to have a photographer and/or news team capture your event or celebration.

WE WANT TO KNOW

HOW YOU CELEBRATE

What is great about Australia is all the unique ways that we participate in the day.

We would love to know how your team plans on celebrating the day!

DID YOU KNOW ABOUT AUSTRALIA DAY AT WORK?

Start your celebrations early by hosting an Australia Day at Work morning tea, lunch or barbecue event in your workplace.

Australia Day at Work is a chance to celebrate what’s great about Australia and being Australian with your work colleagues. It’s a great opportunity to get together as a team for a morning tea or lunch and remember how lucky we are to live in Australia.

Register your workplace for an Australia Day at Work and you’ll receive a FREE Australia Day event pack with printable decorations, recipes and games ideas. Plus you could WIN one of 20 catering packs valued at $300.
Here are some easy ideas about how you can help to promote the campaign on Facebook, Twitter, Instagram and Snapchat.

- Post your own message about how you’ll be celebrating Australia Day
- Share photos of what you’re getting up to on Australia Day
- Retweet, share or regram content posted by NADC.

Use the official #australiaday hashtag and tag us in your post so we can see what you’re up to and share your content via our channels.

- Instagram: @australiaday
- Twitter: @ozday
- Facebook: @CelebrateAustraliaDay

For some inspiration, here’s some suggested content you could post in the lead up to and on Australia Day.

**TWITTER**

- #AustraliaDay is an opportunity to reflect on all we love about Australia – the land, our people, a fair go & the freedoms we all enjoy!
- #AustraliaDay is an opportunity to celebrate our diverse multicultural communities and the common values that make us one.
- This #AustraliaDay, we’re reflecting on our past and looking confidently towards the future.
- #AustraliaDay means something different to everyone. All across the nation, we respect the different ways that people are observing the day.

If you’re using Twitter, your #AustraliaDay post will be catalogued in a digital exhibition delivered in partnership with Twitter Australia and the National Museum of Australia.
SHOW YOUR SUPPORT ON SOCIAL MEDIA

FACEBOOK AND INSTAGRAM CONTENT
For some inspiration, here’s some suggested content you could post in the lead up to and on Australia Day.

Instagram
Australia Day is an opportunity to acknowledge and appreciate how we all contribute to our communities. This Australia Day, celebrate your way! For more information on #AustraliaDay and how to get involved, visit australia.org.au

Instagram
We’re proud to be part of our multicultural nation and on Australia Day we come together to celebrate our rich diversity! There are more citizenship ceremonies held on Australia Day than any other day - what a way to welcome our newest Australians! #AustraliaDay

Instagram
Australia Day means something different to everyone, and it’s important that we all participate in a way that is right for us and that we respect differing views. #AustraliaDay

To download image and text visit: www.australiaday.org.au/australia-day/your-way/

SOCIAL MEDIA IMAGES
Here are some images you are free to use to complement your post.

To download image and text visit: www.australiaday.org.au/australia-day/your-way/
HELP US PROMOTE PARTICIPATION IN AUSTRALIA

We can provide you with tailored content about the importance of Australia Day for your:

- Internal or external EDMs
- Printed newsletter or magazine
- Website or blog.

CO-BRANDED COLLATERAL AND RESOURCES

1. **Posters**
   Download and print our posters at and display at your event, home or workplace.

2. **Email signature**
   Use our Australia Day themed email signature to show your support for our national day.

3. **Celebrate Your Way web banner**
   Add a web banner to your website.

4. **Social media tiles**
   Access our suite of social media images including:
   - Facebook and Instagram images and tiles
   - Twitter images and tiles
   - Facebook cover image.

Download all these resources at [www.australiaday.org.au/australia-day/your-way/](http://www.australiaday.org.au/australia-day/your-way/)
The National Australia Day Council is the coordinating body for Australia Day celebrations across the nation and for the Australian of the Year Awards. The NADC heads a network of eight state and territory Australia Day affiliate organisations and 780 local Australia Day committees.

Established in 1979 as the National Australia Day Committee, the vision was to make future Australia Day celebrations ‘truly national and Australia-wide’.

In 1984 the Committee became the NADC, and two major dates since then - Australia’s Bicentenary in 1988, and the Centenary of Federation in 2001 - shaped today’s focus on encouraging Australians to participate in and reflect on the meaning of Australia Day.

A not-for-profit government owned social enterprise within the Prime Minister’s portfolio responsibilities, NADC has a close working relationship with the Department of the Prime Minister and Cabinet and reports to the Commonwealth Parliament under the provisions of the Public Governance, Performance and Accountability Act (2013).

The operations of the company are overseen by a board of Directors appointed by the Prime Minister.

The NADC is generously supported by the Australian Government through the Department of the Prime Minister and Cabinet.

**NATIONAL AUSTRALIA DAY COUNCIL AND RECONCILIATION**

While acknowledging there is much more to do, the NADC is proud of making a contribution to reconciliation. The NADC has developed, and is committed to a Reconciliation Action Plan - an initiative of Reconciliation Australia that enables organisations to turn good intentions into actions.

NADC thanks the staff of Reconciliation Australia for helping us appreciate the importance of Reconciliation. With their support, we take pride in our leadership role and hope others will join us in making a contribution to the process. Read our Reconciliation Action Plan [here](#).
DO YOU THINK THE DATE OF AUSTRALIA DAY SHOULD BE CHANGED?

The NADC does not set the date for Australia Day. It’s certainly something the people of Australia should have a role in discussing if it were to be changed. We respect the views of Aboriginal and Torres Strait Islander people who consider it a day of mourning or those who see it as a day to mark the survival of Australia’s ongoing traditions and cultures - the longest continuing culture on the planet.

We encourage constructive dialogue about the significance of the date for Aboriginal and Torres Strait Islander people. Acknowledging history is a key part of reconciliation. However people choose to commemorate or celebrate being Australian on Australia Day, the NADC encourages all Australians to do so in an inclusive and respectful manner that creates unity.

DO YOU THINK AUSTRALIA DAY IS BECOMING MORE INCLUSIVE?

There has been a shift in the past decade where more and more Australians recognise the importance of celebrating our national day – people from all walks of life. We are a multicultural nation, and we celebrate this on Australia Day. There are more citizenship ceremonies held on Australia Day than any other day, which is a fantastic way to welcome our newest Australians into the community. It’s vital that Australia Day is an inclusive day where everyone is welcome – to that end we ALL have a role to play in respecting different views of Australia Day, actively engaging with people of all backgrounds and understanding we all come from different cultures and experiences.

MOST PEOPLE SEE AUSTRALIA DAY AS JUST A DAY OFF, RIGHT?

Four in five Australians see Australia Day as being more meaningful than just a day off. It’s a day to come together as a nation to celebrate what we love about being Australian. Australia Day is one of the most celebrated days in the country, with high participation rates and levels of engagement. In 2016, more than 65 per cent of Australians acknowledged, recognised or celebrated Australia Day. Many people take this day as an opportunity to celebrate our nation with family and friends, and often at the hundreds of community-based events around the nation.
NATIONAL AUSTRALIA DAY COUNCIL

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