

2024 AUSTRALIA DAY COMMUNITY EVENT GRANT RECIPIENT INFORMATION KIT

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BRIEFING NOTE

Background

The National Australia Day Council (NADC) – with the support of the Federal Government – is providing over \$4.6 million in grants to councils and community organisations to help Australians around the nation reflect, respect and celebrate on Australia Day 2024.

Australia Day 2024 Community Events Grant Program

In 2024, Australia Day event hosts receive grants of up to \$10,000 to organise, promote and host Australia Day events that encourage their community to reflect, respect and celebrate.

Events are to feature the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' branding and messaging, in a way that is right for individual communities.

Grant recipients collaborating with local Aboriginal and Torres Strait Islander communities to incorporate activities that reflect and respect the history of local First Nations people and celebrate their culture can receive additional funding of up to \$5,000.

Since 2021, the NADC's Australia Day Community Events grants have helped deliver thousands of community events, from Welcomes to Country to citizenship ceremonies, from morning teas to multicultural festivals.

Grant applications were assessed against guidelines that required applicants to demonstrate how their event would incorporate the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' branding and messaging, support local businesses, be inclusive for all, and comply with any relevant public health guidelines. Grant acquittals will be assessed against the criteria detailed in the [guidelines](#).

Information materials

To ensure the requirements to use the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' are appropriately met, the NADC has developed this toolkit to support and guide event communications and promotions. It has been circulated to all councils and community groups that have received an Australia Day 2024 Community Events Grant.

More information and further support is available by emailing grants@australiaday.org.au or visiting australiaday.org.au

KEY MESSAGES

The following speaking notes can be inserted into a spokesperson's Australia Day address

Overarching

- Australia Day is a day to reflect, respect and celebrate.
- Australia Day is about the ever-evolving story of our nation – our history, our lives and most of all our people.
- It is a day that reminds us of the common bond we share as Australians, connected by a desire for unity, and the promise of safety, stability and prosperity.
- As Australians, there is much of which we can be proud - our democracy, our values, the strength, diversity and generosity of our people and our beautiful natural environment.

Reflect, Respect, Celebrate

- This Australia Day, pause and reflect on the timeless history of our nation – 65,000 years, or more than 2,500 generations – of history and continuous culture.
- Come together with thousands of fellow Australians to take part in time-honoured practices of storytelling and wisdom-sharing with First Nations people, respecting and preserving language, history and culture.
- Attend a local citizenship ceremony or Australia Day event and reflect on the sacrifices others have made to call Australia home and celebrate their commitment and contribution.
- Take a moment to pay respect to the stories, histories and contributions of the Australians who lived, worked and fought for the values and freedoms we sometimes take for granted.
- Whether you go to an organised event, gather with family and friends or enjoy some time alone, Australia Day is a time to celebrate being part of a proud, ancient, multicultural nation that values the contribution of every citizen.
- A great way to connect is to share a conversation or a meal. Whether it's a lasagna or a lamington, a biryani or a burger – Australia Day gives us a chance to feel part of the community around us.

History

- What Australia Day means to each of us depends on who we are, where we come from, and how we came to be Australian.
- From the First Australians, whose connection to this land continues for tens of thousands of years, to the descendants of settlers, children of migrants and those recently arrived, Australia Day is a day to reflect, respect and celebrate being part of our nation's story.
- It is a day to reflect on our complete and complex history, and to understand that acknowledging and reconciling our past helps lay a path to a stronger future.
- It is a day to acknowledge the past, respect and celebrate Aboriginal and Torres Strait Islander Peoples' survival, resilience and enduring culture.
- It is a day to respect the deep connection to Country that First Nations people have, and to reflect on how we are all defined by the land on which we live, work and play, from the freshwater to the saltwater, the rainforest to the desert.

Australia Day

- Australia Day is a day for all Australians to reflect, respect and celebrate.
- It is a day to come together and celebrate the values, beliefs and freedoms we share.
- It is your day and can be marked your way. Australia Day is a day to reflect and respect that we are all shaped by our own experiences, and to celebrate living in a nation where everyone's views, beliefs and contributions are valued.
- It's about connection as much as it is about conversation: we come together as a nation to celebrate our diversity, respect what makes us unique and reflect on the Australia we aspire to be.

TEMPLATE MEDIA RELEASE

Australia Day 2024 – Reflect, Respect, Celebrate your day your way

XX JANUARY, 2024

Australians are being encouraged to come together this Australia Day to reflect, respect and celebrate their day in their way.

The National Australia Day Council (NADC) is supporting hundreds of local communities host Australia Day events around the nation and is encouraging Australians to celebrate being part of a proud, ancient, multicultural nation that values the contribution of every citizen.

In [Community Name], [Organisation Name] host [Event Name] is encouraging community members to get together and mark Australia Day their way.

[Insert details about the event, including activities, location and times]

[Spokesperson] said Australia Day is a day to reflect, respect and celebrate the ever-evolving story of our nation – our history, our lives and most of all, our people.

[Insert quotes from spokesperson relevant to local community and event].

NADC Chief Executive Mark Fraser AO CVO said the NADC provided grants to councils and community organisations to support local Australia Day events and activities, with additional funding for those that collaborated with local Indigenous communities to share First Nations stories, histories and perspectives, and celebrate their enduring culture.

“As Australians, we are connected by a shared desire for unity, and the promise of safety, stability and prosperity that Australia represents,” Mr Fraser said.

“Australia Day is a day to listen to each other, accept our history and show understanding and respect for those around us.”

To help plan your Australia Day, visit australiaday.org.au

SOCIAL MEDIA GUIDE

The NADC invites organisations that have received grants to help promote and amplify the reflect, respect, celebrate message for Australia Day 2024.

This can be done by using the following hashtags:

#REFLECTRESPECTCELEBRATE

#WEREALLPARTOFTHESTORY

#AUSTRALIADAY

Event hosts are encouraged to use these hashtags with each social media post about the Australia Day event.

Hashtags

1. EVENT PROMOTION

This Australia Day, gather with friends, family and community to reflect, respect and celebrate. For details on Australia Day events in [locality] visit [link]. #REFLECTRESPECTCELEBRATE

2. AMBASSADOR ANNOUNCEMENT

We're pleased to announce that [Ambassador] will be joining residents of [locality] to reflect, respect and celebrate this Australia Day. For details, visit [link]. #REFLECTRESPECTCELEBRATE #AUSTRALIADAY

3. LOCAL COUNCIL CITIZENSHIP AWARDS

Congratulations to the recipients of [locality]'s Australia Day Awards. We are proud to have such extraordinary citizens call [community] home. #REFLECTRESPECTCELEBRATE #WEREALLPARTOFTHESTORY #AUSTRALIADAY

4. WELCOME NEW CITIZENS

Welcome to [locality]'s [number of conferees] newest Australian citizens, who chose Australia Day to accept their citizenship. #REFLECTRESPECTCELEBRATE #WEREALLPARTOFTHESTORY

BRANDING GUIDELINES

Introduction

This year, the **National Australia Day Council** grants program will enable Australians in every state and territory to get together and reflect, respect and celebrate.

Congratulations on receiving an Australia Day 2024 Community Grant.

As part of your application, you were required to detail how you planned to display Australia Day-branded *Reflect. Respect. Celebrate. We're all part of the story.* promotional material and collateral.

This guide has been developed to help you correctly use the Australia Day branding to be displayed at an event or public space in the lead up to and on Australia Day 2024.

Wherever possible, you are strongly encouraged to use locally-owned businesses to manufacture or print promotional items displaying the Australia Day Designs.

Should you not have access to local printing or production facilities, assets will be able to be purchased online from the **Australia Day Council Aussie Merchandise program**.

If you have any further questions, please email grants@australiaday.org.au.

Branding requirements

All grant recipients have signed a short form agreement with the NADC:

- » requiring that each Australia Day event uses the *Reflect, Respect, Celebrate. We're all part of the story* message
- » requiring that each grant recipient acknowledges the NADC's support through use of the NADC's logo or signage (subject to approval by the NADC)
- » acknowledging that the NADC may list Australia Day event/s on the NADC website
- » requiring that as part of the grant acquittal reporting process, the following will be provided by 30th April 2024:
 - › a final report verifying grant funds have been spent in line with the agreement
 - › photos showing the Australia Day designs in the public place or at the Australia Day event or activity
 - › high-quality photos or videos showing attendees and participants at the event/s with the NADC branding in position.

The National Australia Day Brand

The Australia Day brand is inspired by the fluidity of Australia's many cultures coming together.

The tagline 'Reflect. Respect. Celebrate.' is included in the main logo, and all versions of the logo.

The logo – stacked version

The tagline 'Reflect. Respect. Celebrate.' is included in the main logo, and all versions of the logo. The font is ITC Avant Garde.

The stacked version of the main logo is as shown on the right, as well as the mono version and the reversed version of the stacked logo.

Main logo



Mono logo



Reversed logo



Clear space around the logo

It is very important to isolate both versions of the logo properly to increase legibility.

Always maintain the clear space, even when proportionally scaling the logo. Use the width of 2 capital As proportionate to the A in Australia Day, all the way around the logo.



Space between the logo and tagline

The correct distance between the logo and tagline is equal to the height of the capital A in Australia Day.



Minimum size

The Australia Day logo should appear equal to or larger than any other logos, or as large as appropriate if appearing in isolation. The words 'Australia Day' must be legible in all executions.



Event co-branding

When placed with other logos and promotional material, it is preferable that the Australia Day logo appears equal to or larger than any other logos.

In relation to other logos, the Australia Day logo should, wherever possible, appear in the most prominent position on any page. For example, if aligned horizontally with other logos, it is preferable that the Australia Day logo appears to the left of all other logos or appears above other logos when placed vertically.

Logo color palette

Colour palette – Logo

When it comes to using the colour palette in mediums and channels such as print and digital, it is very important to follow the provided values.

Here are the gradients used in the Australia Day logo, including selected colour points that can be used in campaign collateral for headings and design elements.

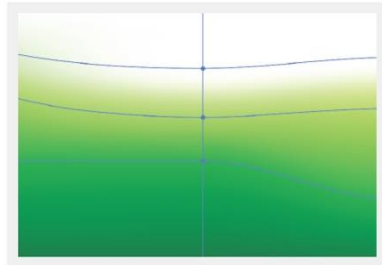
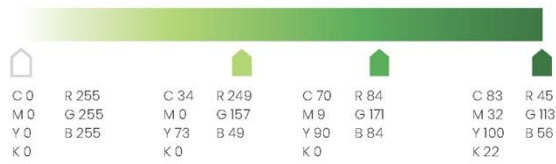
C 0 M 14 Y 100 K 0	R 255 G 214 B 0	C 0 M 45 Y 91 K 0	R 249 G 157 B 49
C 0 M 83 Y 100 K 0	R 240 G 83 B 35	C 0 M 97 Y 34 K 0	R 238 G 35 B 108
C 0 M 100 Y 0 K 0	R 236 G 0 B 140	C 15 M 100 Y 0 K 0	R 207 G 18 B 140
C 86 M 96 Y 0 K 10	R 71 G 47 B 136	PANTONE 305 CP C 100 M 31 Y 0 K 3 R 0 G 136 B 206 #0088CE	
C 61 M 0 Y 22 K 0	R 83 G 196 B 204	C 83 M 0 Y 31 K 0	R 0 G 180 B 188
C 100 M 74 Y 30 K 27	R 0 G 65 B 105	PANTONE 7701 CP C 89 M 14 Y 0 K 56 R 0 G 88 B 126 #00587D	

Green, gold and white gradient

These are the colours used to make up the gradient in all of the assets. Please do not change the gradient colours.

The gradient is used as a background on many of the assets, it is setup as a gradient mesh as shown on the right.

If the artwork needs to be modified to fit a certain size of banner (or other design) the background can be resized. If possible, please keep the spacing and gradient mesh the same.



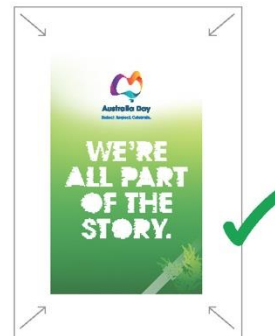
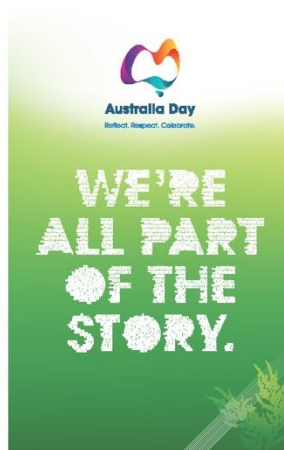
Resizing event assets

Please do not change the design.

That means no changes to colours. No removing design elements or adding design elements.

You may resize the background, adjust design elements to suit the size and dimensions.

Note: Make sure you adjust the stroke of the lines as they may appear too thin or too thick depending on how your resize the artwork.



USING THE AUSTRALIA DAY BRAND

This spread of images demonstrates branding being used correctly and creatively in communities across Australia.



MERCHANDISE

Grant recipients are required to ensure appropriate use and placement of the '*Reflect. Respect. Celebrate. We're all part of the story*' message and branding in line with the branding guidelines. The NADC recognises that some grant recipients may not have the ability to produce their own event collateral and has partnered with the Australia Day Council of South Australia to provide merchandise that can be purchased for you.

Australia Day Council of South Australia merchandise

While local printing is always encouraged, councils, community groups and not-for-profit organisations are invited to browse these products which meet the Community Grants for Australia Day 2024 requirements. It will help with reporting on your activities.

For more information, visit:

shop.australiadaysa.com.au/collections/the-story-of-us-reflect-respect-celebrate

