

media release

Australia Day LIVE 9

8 January 2009

Shining the spotlight on Canberra this Australia Day

The national focus will be on Canberra this Australia Day with four television networks broadcasting the national celebrations. Network Ten, the Nine Network, Sky News and XYZ Networks through their Music MAX channel will be televising the Australian of the Year Awards and the Australia Day Live concert to their respective audiences.

The celebration kicks off with the announcement of the Australian of the Year Awards hosted by the Nine Network's Today Show breakfast hosts Karl Stefanovic and Lisa Wilkinson.

Video Hits will get the youth of Australia up and rocking with a dynamic show hosted by their own Fuzzy followed by a contemporary music show televised on Music Max. Sky News will broadcast their entire network's programming from The Deck at Regatta Point from 6:00am on 26 January, Australia Day, including a live broadcast of the flag raising and Australian citizenship ceremony.

Each of these fantastic events is a program of the National Australia Day Council.

"Working with four very distinct broadcasters allows us to reach a larger audience with content that is specifically tailored to their audiences' tastes, said Warren Pearson, Chief Executive Officer of the National Australia Day Council.

"Australia Day is a celebration of all that is great about Australia and being Australian and the 2009 line up will reflect the diverse country that is Australia, says Pearson.

"The two distinct genres – youth and adult contemporary – that this year's lineup caters too has been a deliberate strategy to broaden the appeal of the Australia Day Live concert to a wider audience," says Pearson.

The television audience watching at home will be joined by an expected capacity 35,000 crowd on the Lawns of Parliament House to watch the concert live.

Further line up announcements will be made in the coming days. For more information visit www.australiaday.org.au