

AUSTRALIA DAY AMBASSADOR KEY MESSAGES

Australia Day Ambassador Program

- The Australia Day Ambassador Program is one of the longest-running and most successful national Australia Day Programs sending high achieving Australians to over 300 community celebrations nationwide every Australia Day
- Ambassadors are past recipients of the Australian of the Year Awards, sportspeople, scientists, businesspeople, actors and community workers who provide inspiration and pride to Australia Day events and activities

Australia Day

- Australia Day is a time for all Australians to reflect, respect and celebrate.
- We're all part of the story of Australia – from those whose ancestors walked on Country for tens of thousands of years to the newest Australian citizens.
- On Australia Day, we reflect on the past, present and future.
- On Australia Day, we listen and respect each other's stories, contributions and aspirations.
- On Australia Day, we celebrate being Australian together fair and free

Australia Day 2022

- Australia Day 2022 we once again reflect on being surrounded by friends, family and community.
- It is a day to respect that the return of simple pleasures, once taken for granted, have been hard earned.
- Australians are resilient – we roll up our sleeves, help others and unite to overcome any challenge.
- Australia Day is when we celebrate the simple act of being together.

Our history

- On Australia Day we reflect on our past.
 - We live on ancient Country, our history began more than 65,000 years ago.
 - On Australia Day we reflect on Aboriginal and Torres Strait Islander history and culture and how European settlement forever changed how they lived their lives.
 - And we celebrate thousands of generations of enduring culture, learning more about the Country we live on and listening to new perspectives on our history.
 - On Australia Day we celebrate being part of a proud, ancient, multicultural nation that values the contribution of each and every citizen.
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January 26

- Australia Day is a time for all Australians to come together to reflect, respect and celebrate.
- It is a day to respect that for many, Australia Day represents a difficult time – the interruption of more than 65,000 years of continuous culture and history.
- Changing the date of Australia Day will not change that history – it is important that we reflect on our nation's history, to learn from it and to celebrate our ancient history and exciting future.

NADC Australia Day photo competition

- This year, the National Australia Day Council has launched a photo competition to tell the Story of Australia in a new way.
 - Images connect us and can show us how each local community reflects, respects and celebrates on Australia Day.
 - A picture can tell a thousand words, but in this competition, pictures just need to tell ten words: Reflect, Respect and Celebrate. We're all part of the story.
 - Three finalists from each state and territory will be selected with the overall winner chosen by the NADC Board.
 - Entries can depict reflection on the past, present and future, respect for each other's stories, contributions and hopes or celebrating being Australian and part of a proud, ancient, multicultural nation that values each citizen.
 - All finalists and the overall winner will receive cash prizes. Winning photos may be used to help promote Australia Day activities in the future.
 - For more information on how to enter or to view the competition guidelines visit <https://australiaday.org.au/get-involved/grants-information/>.
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