

Australia Day 2022 Community Event Grants Recipient Briefing

**Reflect. Respect. Celebrate.
We're all part of the story.**



Today We Will Cover



Australia Day

Reflect. Respect. Celebrate.

1. Australia Day 2022 Community Events Grants
2. The Story of Australia - Reflect. Respect. Celebrate. We're all part of the story.
3. Creative Guidelines
4. Tools and Resources
5. Administration
6. Questions / Discussion

Australia Day 2022

Community Grants Overview



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- » 550+ applicants
- » 534 approved grants
- » \$11 million total funding
- » 194 grants, \$1.94 million for additional Aboriginal and Torres Strait Island acknowledgement elements

More grants, more money and bigger, better events than ever before.

Why Was The Story of Australia Developed?



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- » Previous campaign retired in 2019
- » Identified need for a new campaign that was more inclusive of *all* Australians
- » Desire to include real Australians with real stories
- » Acknowledgment that there is no one way to spend Australia Day

What Is The Story of Australia?



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- » The NADC campaign that celebrates The Story of Australia – a modern, diverse and inclusive nation
- » Features real Australians from different backgrounds reading a poem dedicated to the story of our nation
- » It acknowledges that, like any good story, The Story of Australia has high points, and low points. In parts it is beautiful, and in others it is raw

The Story of Australia



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TV Commercial

» Click on the link below to view the TV Commercial:

https://www.youtube.com/watch?time_continue=2&v=5iOMy9Tg9Bg&feature=emb_logo



What Is The Story of Australia Message?



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- » Australia Day is a day to reflect, respect and celebrate
- » In 2022, it is a day to once again be surrounded by friends, family and community
- » It is a day to reflect on our past, respect the contribution we all make and celebrate being together and being Australian
- » Detailed messages and templates are available, please read them and share within your organization, they include:
 - Media releases
 - Speaking notes
 - Social media tools
 - Key messages



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THE STORY OF AUSTRALIA

Australia Day 2021

Over the past year our nation has faced fire, flood, drought and the coronavirus pandemic.

On Australia Day 2021, we reflect on the selfless and courageous sacrifice of thousands of first responders and frontline workers who put the safety and wellbeing of others before their own.

We reflect on the resilience of communities and the spirit of helping, giving and supporting that defines us as Australians.

We respect the stories, histories and contributions of all Australians, especially those who have given so much over the past year.

Australia Day 2021 is a day for us to celebrate and thank the first responders and frontline workers who kept going to work, so that the rest of us could stay safe at home.

On Australia Day we celebrate being Australian together.

Reflect, respect, celebrate – we're all part of the story.

On Australia Day, we reflect on our nation's true history, which began tens of thousands of years ago with the First Australians – the world's oldest living culture – and on the impact that European settlement had on our First Australians and their way of life.

We respect their extensive knowledge of land, sea and sky, which allowed them to care for Country as they would a family member.

We reflect on our modern history – the waves of immigration that have shaped us into one of the world's great multicultural success stories.

We respect that, regardless of where we come from, the faith we follow or the language we grew up speaking, we are all Australian and we all have a contribution to make.

And we celebrate our nation's place in the world – a proud, ancient, multicultural nation built on shared values that allow us to enjoy the freedoms and opportunities that other nations aspire to.

We celebrate Country and how the land and sky defines our Australian identity – from the saltwater to the freshwater, from the rainforest to the desert.

About The Story of Australia

The National Australia Day Council's campaign celebrates the extraordinary achievement that is our nation. It is a story that began tens of thousands of years ago and has untold chapters still to write.

The stars of the campaign are everyday Australians from across the nation reading an original poem, *The Story of Australia*.

In 2021, the campaign recognises the contributions and sacrifices made by Australians in response to the coronavirus pandemic. People like Leanne, a nurse, and Alex, a primary school teacher.

Who Is In The Story of Australia?



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08/10/2020 10:00



I'm proud to be a teacher.
Our kids are so resilient.
Australia's future is in great hands.

Alex

We're all part of the story.

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08/10/2020 10:00




Food is our business and passion.
COVID made things tough.
Family kept us going.

Husky

We're all part of the story.

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08/10/2020 10:00



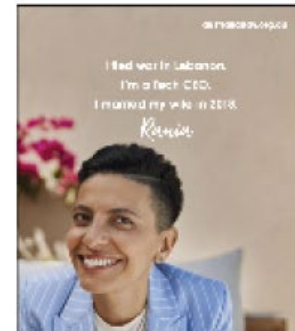
We're in this together.
We've united to fight COVID.
Family matters more than ever.

Leanne

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08/10/2020 10:00




I fled war in Lebanon.
I'm a tech CEO.
I married my wife in 2018.

Rania

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08/10/2020 10:00



I love my job.
I love my family.
I love my mother.

Joshua

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08/10/2020 10:00



I am a volunteer.
It's been no without.
My mates are the heroes.

Red

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08/10/2020 10:00




I am stolen generation.
I find this day tough.
Family helps you heal.

Christine

We're all part of the story.

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08/10/2020 10:00



I'm a hip hop dancer.
I'm a published author.
I'm a proud Australian.

Nesya

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Where And When Will It Appear?



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From the beginning of January, you will start to see *The Story of Australia* in the media:

- » 60-second, 30-second and 15-second TV commercials on free to air and Pay TV
- » Print advertisements will appear in national and regional papers
- » Radio ads will run on metro and regional commercial radio
- » Digital advertising online
- » Videos featuring talent from the TVC sharing their stories can be seen online at australiaday.org.au
- » Social presence #wereallpartofthestory #reflectrespectcelebrate

Creative Guidelines



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Creative Guidelines



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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



Australia Day

Reflect. Respect. Celebrate.

Mono logo



Australia Day

Reflect. Respect. Celebrate.

Reversed logo



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Creative Guidelines



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2021 Showcase



How Can You Play A Role?



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- » Include campaign branding at events and activities in the lead up to and on Australia Day
- » Encourage your community to share their stories
- » Include links to the NADC website from your website
- » Include relevant messaging in your Australia Day communications
- » Speak to your state or territory's stakeholder engagement team for more ideas
- » Use the hashtags on social media #wereallpartofthestory #reflectrespectcelebrate
- » Visit australiaday.org.au

Merchandise



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- » Branded collateral is available for purchase from the Australia Day Council of South Australia
- » To download free and print locally go to:
[Grants Information Page - Australia Day](#)
- » To purchase merchandise, go to:
australiadaysa.com.au/collections



Contracts and Invoices

- » In order to receive payment before Christmas, signed Grant Agreements along with a correctly rendered invoice for the first installment of 80% will need to be uploaded via the online portal by 16 December 2021

Variations

- » If a variation to the Grant Agreement is required, email Grants@australiaday.org.au briefly outlining the variation sought and the reason it is required
- » A variation form will be issued via SmartyGrants. You will only need to update the areas that you would like to change
- » A notification and link to the form will be emailed to you
- » Once the variation form has been submitted, NADC will consider the request and issue a letter of variation if accepted



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Acquittal – by 30 May 2022

- » A reporting template will be provided via SmartyGrants
- » You will need to provide:
 - Declaration that the funds have been spent in accordance with the grant agreement
 - Photographs showing the Australia Day Designs in the public place or at the Australia Day event or activity
 - High quality promotional photographs or vide of the event depicting attendees and participants

Questions / Discussion



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

