

2022 AUSTRALIA DAY COMMUNITY EVENT GRANT RECIPIENT INFORMATION KIT

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BRIEFING NOTE

Background

The National Australia Day Council (NADC) is providing more than 550 grants of up to \$30,000 to local councils and community organisations, allowing Australians in every state and territory to get together and reflect, respect and celebrate on Australia Day 2022.

A record number of applications led to a total of \$11 million in grants to Australian local government authorities and community organisations as part of the NADC's Australia Day 2022 Community Events Grants program.

Australia Day 2022 Event Grant Program

Australia Day event hosts have received grants of up to \$20,000 to deliver events to encourage community participation in Australia Day events and activities.

Events will feature the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' branding and enable Australians to reflect, respect and celebrate Aboriginal and Torres Strait Islander peoples' histories and cultures and support communities and industries affected by the economic impacts of COVID-19.

Grant recipients that are collaborating with local Aboriginal and Torres Strait Islander communities to incorporate activities that reflect and respect the history of local indigenous people and celebrate their culture were eligible to receive up to an additional \$10,000.

All grant recipients will need to detail how they plan to display Australia Day-branded '*Reflect. Respect. Celebrate. We're all part of the story.*' promotional material, collateral and messaging into their events. They will also need to provide information on how the event will comply with their state or territory's COVID Safe regulations and have contingency plans should public health restrictions prevent in-person events on Australia Day 2022.

Information materials

The information kit has been developed to support and guide event communications and promotions and ensure the requirements to use the NADC's '*Reflect. Respect. Celebrate. We're all part of the story*' are appropriately met. It has been distributed to all councils and community groups that have received an Australia Day 2022 Community Events Grant.

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

KEY MESSAGES

Overarching

- Australia Day is a time for all Australians to reflect, respect and celebrate.
- The best way to reflect, respect and celebrate is to do something Australian – get together with family and friends or go to a local Australia Day event.
- We're all part of the story of Australia – from those whose ancestors walked on Country for tens of thousands of years to those who came in the waves of migration that followed on to our newest 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

- This Australia Day, we reflect on being surrounded by friends, family and community.
- It is a day to respect the return of simple pleasures and celebrate the simple act of being together.
- The pandemic tested our national character, but as Australians we are resilient and roll up our sleeves and help others to overcome any challenge.
- On Australia Day we reflect, respect and celebrate, and we do something Australian like getting together with family and friends, or going to a local Australia Day event.
- To help plan your Australia Day, visit australiaday.org.au.

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 the lasting impact that European settlement has had on that culture.
- We celebrate thousands of generations of enduring culture, learn more about the Country we live on and listen 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.
- On Australia Day, we celebrate the waves of migration that helped forge Australia's place as one of the world's great multicultural successes.

Australia Day

- Australia Day is a time for all Australians to come together to reflect, respect and celebrate.
- Australia Day is a day to be united, not divided.
- Changing the date will not change history, we need to change how we observe the day.
- It is important we reflect on our nation's history and learn from it, celebrate our ancient history and be optimistic about our future.

TEMPLATE MEDIA RELEASE

Listening to each other's stories the key to Australia Day

More than 500 local community events and activities will be held around the country on Australia Day 2022 with the support of the National Australia Day Council (NADC).

In [Community Name], [Organisation Name] host [Event Name] is encouraging community members to get together to reflect, respect and celebrate on Australia Day 2022.

[Spokesperson] said doing something Australian like getting together with family or friends of going to a local community event is what Australia Day is all about.

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

NADC Chief Executive Karlie Brand said that on Australia Day we reflect on the past, present and future, listen and respect each other's stories, contributions and aspirations and celebrate being Australian together, fair and free.

"This year, the NADC received a record number of grant applications from local government authorities and community organisations to support local Australia Day events and activities, including [Insert total number] that have collaborated with local indigenous people to celebrate their culture."

"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," Ms Brand said

"We also celebrate the waves of migration that helped forge Australia's place as one of the world's great multicultural successes.

"On Australia Day, we celebrate thousands of generations of enduring culture, learn more about the Country we live on and listen to new perspectives on our history, and we celebrate being part of a proud, ancient, multicultural nation that values the contribution of each and every citizen."

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

TEMPLATE SPEAKING NOTES

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

Australia Day is a time for all Australians to reflect, respect and celebrate.

- 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 as we are all part of the Story of Australia.
- On Australia Day, we celebrate being Australian together, fair and free.
- On Australia Day, we reflect on our past.
- We live on ancient Country, our history began more than 65,000 years ago.
- We reflect on Aboriginal and Torres Strait Islander history and culture and lasting impact that European settlement had on that culture.
- We celebrate thousands of generations of enduring culture, learn more about the Country we live on and listen 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
- We're all part of the Story of Australia – from those whose ancestors walked on Country for tens of thousands of years, to the waves of migrants that followed and on to our newest Australian citizens.
- This Australia Day, we reflect on once again being surrounded by friends, family and community.
- It is a day to respect the return of simple pleasures once taken for granted – and celebrate the act of being together.
- But to me, the best way to reflect, respect and celebrate is to do something Australian like getting together with family and friends, or going to a local Australia Day event.
- Reflect, respect, celebrate – we're all part of the story.

SOCIAL MEDIA GUIDE

Hashtags

The NADC invites organisations that have received grants to help promote and amplify the reflect, respect, celebrate message for Australia Day 2022.

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

5. INSERT DO SOMETHING AUSTRALIAN TWEET

Reflect, respect and celebrate this Australia Day and Do Something Australian – for ideas and activities, visit australiaday.org.au/dosomethingaustralian #REFLECTRESPECTCELEBRATE #WEREALLPARTOFTHESTORY

BRANDING GUIDELINES

A Brief Guide to Using the Australia Day Brand

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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 2022 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 2022.

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 30 May 2022:
 - › 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.

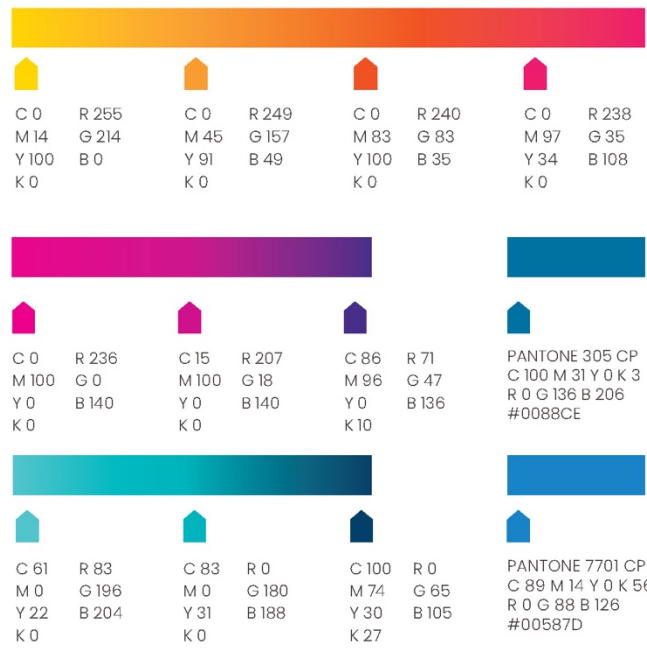
In relation to other logos, the Australia Day logo should, wherever possible, appear in the most prominent position on any page. For example, if aligned horizontally with other logos, it is preferable that the Australia Day logo appears to the left of all other logos or appears above other logos when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

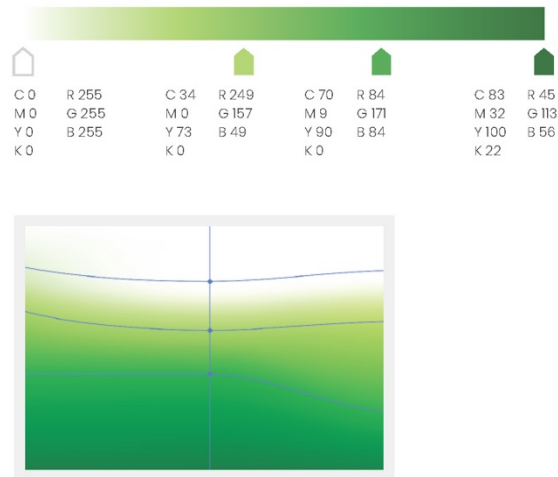


Green, gold and white gradient

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.



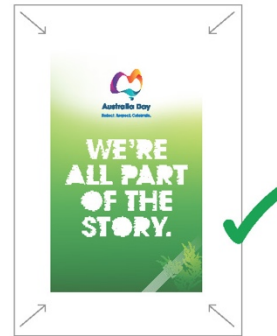
Resizing event assets

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.



2021 Showcase

A spread of images from Australia Day 2021 showing the 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.

To download branded material free and have this printed locally, please go to [Grants Information Page - Australia Day](#)

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. To purchase branded merchandise, please go to australiadaysa.com.au/collections

Australia Day Council of South Australia merchandise offers

Click on the links for more information

Plan an Australia Day event to remember with two value-for-money bundles, featuring the most popular items from the **Reflect. Respect. Celebrate. We’re all part of the story.** collection of signage, event materials, pins, and badges.

Councils, community groups and not for profit organisations are invited to browse these products, which meet the Community Grants for Australia Day 2022 requirements and will help with reporting on your activities.

To make your event planning easier, two bundles are available.

We’re All Part of the Story 2022 Bundle: Priced at \$620 this bundle comprises of the large pull-up banner, 2 social media frames, 2 posters, a lectern sign, 20 lapel pins in velvet presentation cases, bunting featuring the Australian Flag, the Aboriginal Flag, and the Torres Strait Islander Flag. Purchase this bundle now at this special price and you will receive two FREE A2 posters.



We’re all Part of the Story Popular Bundle: Priced at \$1000 this bundle comprises of the large pull-up banner, 1 vinyl banner 3000mm wide x 1000mm high, 3 social media frames, 4 A2 posters and 1 lectern sign.



Other products include a **Bow Banner**, **8000mm x 1200mm Road Banner** and **2925mm x 2215mm Media Wall**.

There is also a **Belonging Collection** for new citizens and Citizens of the Year, including lapel badges and medallions in presentation cases and certificates.

For more information, visit australiadaysa.com.au/collections/the-story-of-us-reflect-respect-celebrate