

REFLECT.
RESPECT.
CELEBRATE.
**AUSTRALIA
DAY 2022**
REPORT



Australia Day

Reflect. Respect. Celebrate.



NADC

National
Australia Day
Council

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CHAIR INTRODUCTION



The Story of Australia has in some way shaped all of our lives, from the place we live to the way we see our place in the world, and what it means to each of us to be Australian.

The National Australia Day Council's work to tell the Story of Australia in a new way began in 2020 with a national advertising campaign to introduce the *Reflect. Respect. Celebrate—We're all part of the story* message.

The Story of Australia quickly became one of the most successful Government-supported communications campaigns in recent memory—with more than 80 per cent of people supporting its message, tone and inclusivity.

In 2021, the NADC—with the support of the Federal Government and partly in response to the COVID-19 pandemic—added another layer to this work in the form of \$20,000 grants for community Australia Day events.

Our focus for Australia Day 2022 was to deepen and broaden our engagement with communities around the nation. On any measure, this work was a success. On 26 January 2022, in all corners of our nation, Australians came together at more than 530 events hosted by councils and local community groups to reflect, respect and celebrate with their communities.

The Australia Day 2022 Community Events Grant program launched in October 2021 with \$7.5 million in funds—enough to provide \$20,000 grants to an estimated 375 recipients. Interest in hosting Australia Day events exceeded the NADC's most ambitious expectations and the grants were oversubscribed.

I would like to acknowledge the support of the Department of Prime Minister and Cabinet, which helped the NADC secure a further \$3.5 million in funding to increase the funding pool to \$11 million and, allowing an total of 534 community grant applications to be approved.

The NADC offered additional funding to applicants whose event program included elements that encouraged attendees to reflect and respect the history and perspectives of their local Aboriginal and Torres Strait Islander communities and celebrate their enduring culture. Almost 200 applicants took this opportunity to strengthen their ties to Traditional Owner groups in their communities—a significant uptake in year one.

The following feedback from Balonne Shire Council in Queensland speaks to the success of this investment: *"For many years, the relationship with our Indigenous community has been fading, and this year it was our mission to reach out and rebuild those relationships. We were able to involve the local Indigenous groups in a respectful and meaningful way by making them part of the celebrations and providing a platform to express themselves."*

While conversation continues about the best way for Australians to reflect and respect on our history and celebrate our achievements and being Australian, participation in Australia Day remains strong. Fostering and facilitating this participation remains the NADC's most important work.

The NADC is pleased to provide this report on our work to encourage all Australians to Reflect, Respect and Celebrate on Australia Day 2021

Danielle Roche OAM, Board Chair,
National Australia Day Council.

ABOUT THE NADC



ABOUT THE NADC

Who we are and what we do

The National Australia Day Council works to ensure that celebrations of Australia Day encourage:

- **Participation** To unite all Australians through celebration and reflection
- **Meaning** To promote the meaning of Australia Day and being Australian
- **Recognition** To acknowledge active citizenship and achievement.

The NADC promotes our national day to inspire national pride and unity through these core programs:

- The celebration of Australia Day, which encourages all Australians to Reflect, Respect and Celebrate
- The Australian of the Year Awards
- Australian citizenship and civic values programs
- The Australia Day Ambassador program.

Our Priorities

The NADC Corporate Plan 2020–2024 outlines its priorities with the purpose of inspiring 'national pride and unity through participation and engagement in its central message: Reflect, Respect, Celebrate—we're all part of the story'. The priorities include:

- Telling the stories of inspiring Australians
- Empowering Australians to reflect, respect and celebrate.

The Australia Day Network

The Australia Day Network is an affiliate group of state and territory organisations which helps facilitate the celebration of Australia Day and being Australian and recognises inspirational Australians through the Australian of the Year Awards.

Through the Australia Day Network, the NADC helps Australia's 537 local government authorities and hundreds of not-for-profit and community organisations deliver Australia day events that encourage participation, promote meaning and celebrate citizenship.

AUSTRALIA DAY 2022: OVERVIEW

The NADC's focus for Australia Day 2022 was firmly on participation—encouraging Australians to gather with friends, family and their community to Reflect, Respect and Celebrate. To do this, the NADC delivered:

- The Story of Australia advertising campaign (TVCs, radio outdoor, digital)
- An \$11 million Australia Day Community Events grants program supporting 530 community and council events around the nation
- A program of major events in capital and major cities, including the Australia Day live event in Sydney which was broadcast around the nation live on ABC for the first time

- The annual National Flag Raising and Citizenship Ceremony on 26 January
- The extension of the NADC's program to increase Aboriginal and Torres Strait Islander engagement, with new additional funding for welcomes to country, smoking ceremonies and cultural elements in community events
- The Australia Day Ambassador program
- The Australian of the Year Awards.





REFLECT,
RESPECT,
CELEBRATE
**WE'RE ALL
PART OF
THE STORY**

THE STORY OF AUSTRALIA

The Story of Australia campaign features every day Australians reading an original poem, *The Story of Australia*.

the story of Australia

It's the story of me

It's the story of you

It's the story of we

In parts it is painful

In parts it is raw

In others it's beautiful

Inspiring great awe

It tells of many people

From far and wide

And those who've been here

Since the beginning of time

It brings us together

And tears us apart

We all have our views

So where do we start?

By listening to each other

And sharing our part.



REFLECT, RESPECT, CELEBRATE WE'RE ALL PART OF THE STORY

The NADC's theme and central message for Australia Day is Reflect, Respect, Celebrate—we're all part of the story. Launched in 2020, this message is delivered through an annual advertising campaign, the Australian of the Year Awards and Australia Day activities, which include hundreds of events held in communities around the nation on 26 January.

The Reflect, Respect, Celebrate message invites Australians to reflect on the most pivotal date in our nation's history—26 January—and to see the events that preceded and followed it from multiple perspectives.

For some, Australia Day is a day to celebrate all the opportunities provided by living in a free, multicultural society. For others it is a chance to reflect on their own citizenship and what it means to be Australian. And for many, 26 January represents a day of sadness, mourning and reminder of colonisation.

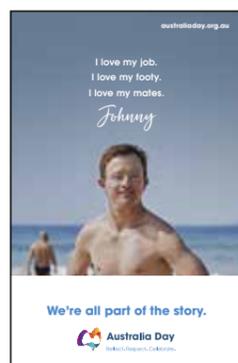
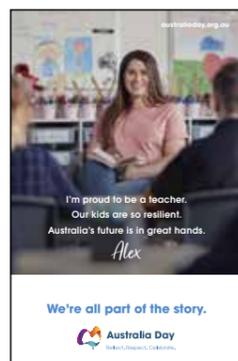
The Story of Australia asks all Australians to reflect on origins of modern Australian and the impact this had on First Australians and their way of life. It asks Australians to respect First Nations peoples' deep connection to land, sea and sky, and respect what it means to be welcomed to Country—to be invited to share and continue a legacy of more than 65,000 years of continuous culture.

And it invites us to celebrate this unique and precious culture, as well as the contribution every Australian has made to giving our nation its envied place in the world, from the waves of migrants who fled war and hardship to make this country home during the 20th century, to the newest arrivals who accept their citizenship on Australia Day. We are all part of *The Story of Australia*.

ABOUT THE 2022 CAMPAIGN

In 2022, *The Story of Australia* comprised an integrated advertising, communications, and community engagement campaign. The core advertisement aired between 2 and 26 January 2022 in multiple formats and through a range of channels, including:

- 60-second and 30-second television commercials featuring Australians reading the lines of an original poem, *The Story of Australia*
- 30-second radio advertisements encouraging listeners to visit the NADC website and plan their Australia Day
- Outdoor radio and digital advertising as part of a major media campaign
- Media partnerships with major outlets including, SevenWest Media and Australian Community Media, Southern Cross Austereo radio.



Do Something Australian Digital activation

For the first time in 2022, the NADC launched a complementary digital and social campaign under The Story of Australia umbrella. The *Do Something Australian* campaign challenged audiences to look beyond the accepted norms of what is Australian and learn more about the way multiculturalism has shaped our nation's food, music, language, culture and experiences. The campaign featured a content series that included:

- Australians sharing their favourite multicultural foods and recipes
- Artists explaining how music from around the world had influenced their own
- Australia Day playlists featuring Australian artists
- Content and listings promoting Australia Day events and activities.

Communications and stakeholder engagement

A supporting program of communications and community engagement included:

- Direct engagement, campaign briefings and messaging materials (speech notes, media releases, social media background briefings) provided to Australia's 537 local government authorities and hundreds of not-for-profit and community organisations
- Earned media, including opinion and editorial coverage in major daily newspapers

CAMPAIGN RESULTS

Campaign exposure and acceptance

For the third consecutive year, *The Story of Australia* was well received by Australians.

Almost three-quarters (72 per cent) of all Australians recalled being exposed to the campaign, either by seeing the 60-second TVC, 30-second TVC, outdoor advertising, social media or hearing a radio advertisement.¹

Overwhelmingly, those who saw the campaign felt it was inclusive of all Australians (82 per cent). Sixty-one per cent Aboriginal and Torres Strait Islander people who saw the campaign shared that view.

Post-campaign analysis shows that people who saw the campaign were more likely to agree that Australia Day is inclusive of all Australians, regardless of background or age (43 per cent, as opposed to 16 per cent among those who did not see the campaign) and that they feel proud to be Australian on Australia Day (48 per cent, as opposed to 26 per cent among those who did not see the campaign).

Exposure to *The Story of Australia* led to a decline in negative perceptions of Australia Day. Those who saw the campaign were less likely to agree that Australia Day doesn't mean much to them (a 4-point improvement) and that celebrating Australia Day is not acceptable for people like me (a 5-point improvement).

Participation in formal Australia Day events stabilised in 2022 following declines in 2021 (42 per cent in 2022 compared to 43 per cent in 2021 and 55 per cent in 2020, pre-COVID19)²

A focus for the NADC in 2023 will be to continue to encourage engagement and participation in formal and informal Australia Day events that provide an opportunity to Reflect, Respect and Celebrate.



1. Resolve Strategic, post-campaign track, February 2022.
2. FiftyFive 5, Australia Day 2022 Participation, page 24

AUSTRALIA DAY 2022 EVENTS



AUSTRALIA DAY 2022 EVENTS

Local government and community organisations play a vital role in delivering Australia Day events.

In 2022, the NADC approved grants funding to 534 councils and not-for-profit community organisations for community events on Australia Day—a total investment of \$11 million. The Australia Day 2022 Community Grants Program exceeded the inaugural 2021 program in both the value of grants awarded and the number of events supported, demonstrating a strong desire for grassroots community Australia Day events in cities and regions around Australia.

Major events funding

In 2022, funding was offered to organisers of major events in each state and territory.

A total of \$7.5 million was invested to deliver events in Sydney, Brisbane, Adelaide, Perth, Canberra and Darwin.

The flagship national Australia Day event, Australia Day Live, was again held on the shores of Sydney Harbour.

For the first time in 2022, Australia Day Live comprised a live concert and broadcast event with a national activation. The broadcast included crosses to events and activities at locations around Australia, from Uluru in the Northern Territory to Victoria's 12 Apostles to Karratha, in Western Australia.

More than half a million Australians watched the telecast on the evening of 26 January, the culmination of a day of activities that encouraged reflection, respect and celebration—from the WugulOra ceremony at Barangaroo, to the Salute to Australia tri-forces event and citizenship ceremony on Sydney Harbour to the national concert in the evening.

\$20,000 Australia Day 2022 Community Events Grants

Open to the Australia Day Network, local councils and not-for-profit organisations, these grants were provided to applicants who designed and delivered Australia Day events that gave their communities the opportunity to come together and Reflect, Respect and Celebrate.

In 2022, the NADC also offered an extra \$10,000 in funding for events that incorporated reflection, respect and celebration of Aboriginal and Torres Strait Islander culture, such as smoking ceremonies, welcomes to country and cultural performances like storytelling and dance. Almost 200 of the 530 grant recipients received this additional funding.

"For many years, the relationship with our Indigenous community has been fading, and this year it was our mission to reach out and rebuild those relationships. We were able to involve the local Indigenous groups in a respectful and meaningful way by making them part of the celebrations and providing a platform to express themselves. They contributed more than we were expecting for the day; our request was just for them to deliver a Welcome to Country because we did not want to disrespect them in any way, but they went above and beyond with their delivery."

Community Development Officer,
Balonne Shire Council.





Australia Day in Narrandera
 Location: Narrandera, NSW
 Attendees: 1485

Australia Day hosted in and around Narrandera included a community breakfast with the Narrandera Lions Club food van and a live broadcast of an official Australia Day ceremony. Following speeches from local dignitaries and an Australia Day ambassador, community members took part in Australiana games as part of the event. Activities included free kayak hire, river tours and tours of Indigenous sacred sites.

Taree Australia Day Ceremony and Concert

Location: Taree, NSW
 Attendees: 1350

Held at Queen Elizabeth Park, Taree's Australia Day celebrations included a free community breakfast hosted by Rotary, Lions and Quota Clubs, as well as Mid Coast Council. In the evening, the community gathered for a free family concert with dancing and culturally diverse performances. Both the breakfast and the concert included speeches, Indigenous activities and school participation. Thirty-six people received their Australian citizenship at a Citizenship Ceremony and Australia Day Awards were presented to members of the local community.





Shire of Dumbleyung Australia Day Awards & Family Event
 Location: Dumbleyung, WA
 Attendees: 300

Dumbleyung's name derives from the Indigenous word Dambling, meaning large lake or inland sea. In 2022, the community of Dumbleyung, situated on the Dumbleyung Lake Nature Reserve, gathered for an Australia Day event that showcased and celebrated local Indigenous culture through music, dance, arts, medicine, food and storytelling. In the evening, there was a special 'picnic under the stars' event. With a strong focus on sharing the local Indigenous history and culture, there was a smoking ceremony, cultural tour and football celebrity appearances. The celebration also included market stalls, supporting local businesses.

Alice at the Beach

Location: Alice Springs, NT
 Attendees: 450

Despite being more than 1500km from the nearest beach, Alice Springs hosted a beach-themed Australia Day celebration with sandpits, paddle pools and waterslide in the Ghan Gardens at the National Road Transport Hall of Fame. Community groups, the RSL and Rotary and Territory Clubs were involved in the beach party, with a barbeque and other refreshments throughout the day. The Australia Day celebration also included Mini Ghan Desert Express electric train rides and other activities.





Australia Day – The Indian Way

Location: Cranbourne, Vic
Attendees: 180

Australia and India share a close bond that is never closer than on 26 January, which is both Australia Day and Indian Republic Day. In 2022, members of Victoria's Indian community gathered in Cranbourne to celebrate the heritage of both Australian and Indian cultures. The event included a Welcome to Country, national anthems, dinner, community reflection, musical performances, and fun activities such as a cookoff and karaoke. As part of the festivities, attendees were encouraged to reflect on their cultural heritage and contribution to the Australian community, respect the diversity of the Australian culture, and celebrate their life in Australia.

Av a' G'day in Walpole

Location: Walpole WA
Outer Regional Australia
Attendees: 600

On Australia Day 2022, the community of Walpole in the southwest of Western Australia gathered at Pioneer Park for a large community event hosted by the Walpole Community Resource Centre. Activities included an awards ceremony, live music, Aussie tucker, market stalls, sheep dog trials, shearing demonstrations and games. With speeches, Acknowledgement of Country and an official Australia Day address, the community was invited to think about the "Reflect. Respect. Celebrate. We're all part of the story. Australia Day message.



Australia Day in the Moreton Bay Region

Location: Moreton Bay, Qld
Attendees: 2000

Held in Scarborough and Bribie Island, Queensland, local Australia Day celebrations included community events at seaside locations, so festivities could be combined with the most Australia of Australia Day activities—a trip to the beach. Events included a Welcome to Country, live entertainment, food vendors and an activity zone with an “Australia Day Gratitude Project” installation. The project encouraged event participants to write what they loved about living in Australia. There were many activities including a mechanical surfboard, face painting and concluded with fireworks display over the water.



Ipswich Australia Day Celebration

Location: Ipswich, Qld
Attendees: 2500

Australia Day in Ipswich, Queensland, was celebrated with a free community family friendly event that included a Welcome to Country from members of the Yagara People—the traditional owners of the land surrounding Ipswich—dancing, musical performances and a singalong to Australian rock classics by five-piece cover band, Chester. The event included inflatable water slides, food trucks and playing in the Tulmur Place zero-depth water play zone. The event was held in the Ipswich CBD, and included Indigenous performances of the Yagara people.



AUSTRALIA DAY 2022 EVENTS

Welcome To Country

The NADC is committed to fostering greater acknowledgement and understanding of Aboriginal and Torres Strait islander perspectives, histories and cultures on Australia Day.

For the first time in 2022, Australia Day in Canberra began with a Welcome to Country attended by the Prime Minister and Governor-General, His Excellency General David Hurley, AC. Supported by the NADC, directed by artistic director and Quandamooka man Wesley Enoch, AM, and hosted by the United Ngunnawal Elders Council, the event provided an opportunity for the nation's leaders to gather with the traditional custodians of the land around nation's capital and share a moment of reflection and respect.

National Citizenship and Flag Raising Ceremony

Australia Day 2022 again began with the National Citizenship and Ceremony broadcast live from the Rond Terrace, on the shore of Lake Burley Griffin in Canberra.

Opening with a smoking ceremony and Welcome to Country provided by elders of the United Ngunnawal Elders Council, the traditional owners of the land surrounding Canberra, the ceremony included a reflection on Aboriginal and Torres Strait history and a focus on continuous connection to country on the land that is today the nation's capital. Attended by the Prime Minister, Governor-General and members of the overseas diplomatic corps, the event culminates with a citizenship ceremony.

In 2022, a national audience of 239,000 people watched a live broadcast on ABC.

Australian of the Year Awards

The Australian of the Year Awards provide an opportunity for Australians to Reflect, Respect and Celebrate our nation's finest individuals and highest achievers.

The 2022 Australians of the Year were:

- Dylan Alcott, Australian of the Year, from Victoria
- Valmai Dempsey, Senior Australian of the Year, from the ACT
- Dr Daniel Nour, Young Australian of the Year, from NSW
- Shanna Wahn, Australia's Local Hero, from NSW.

The 2022 Australian of the Year broadcast was viewed by a national live TV audience of 639,000.



IN THEIR
WORDS
**OPINION
LEADERS**
ON OUR
NATIONAL
DAY



THIS COUNTRY HAS A HABIT OF FORGETTING HISTORY, LET'S KEEP THE DATE

Wesley Enoch

Year after year we ask the same question about Australia Day. How can we celebrate our national day on January 26?



Some say change the date. Some see it as a tradition we should never change. We have been having this same debate since 1988, or at least 1994 when it was first legislated we had to have Australia Day on January 26. Do you remember when this wasn't the case and Australia Day was just whatever long weekend we could arrange at the end of summer? The last burst of holiday before we went back to school and work.

Well, here's something provocative—I don't want to change the date. As a Quandamooka man living on country I think we should be reminded of our colonial history, and the heartbreak that means for our people, every day. I don't want to brush away the past 234 years and somehow forget what happened. This country has a habit of forgetting its history.

No—I want the date of our National Day to stand as a spur to discuss our history and remember the trials and tribulations of Indigenous Australia. Changing the date is easy, confronting our past is the harder thing to do. How can we commemorate the painful past and still celebrate our hopes for a better future?

Yes—it may make some people feel uncomfortable but unless we can find our way through the heartache, injustice and suffering that has brought us to this present time we will never fulfil our potential as a nation. Our future will always feel limited if we choose to limit our understanding of our fullest past.

Poet and activist Oodgeroo Noonuccal wrote: "Let no one say the past is dead, the past is all around us and within." Unless we can bring ourselves to speak the truth-telling required and the humanity to hear it I don't want to change the date.

We are entering a new phase of Australian history where the 35-year promise of Treaty is again heard on the radio and seen on the television. A time when sovereignty is being discussed with vigour in the corridors of power and the Uluru Statement from the Heart calls out to enshrine a Voice to Parliament.

This is the legacy of the Reconciliation movement. The symbolism of walking across bridges 20 years ago has led us to the brink of real change. These are things to celebrate and acknowledge, the hard work of our elders and the vision of those who have gone before us.

The history of Survival Day concerts across the country is testament to our ability to find optimism in the face of hardship and to encourage more change. Hope should not be a panacea that replaces real change, but optimism should be present every day to demonstrate to our children that change is possible.

Noel Pearson talks of the three grand narratives of our country: the First Nations' narrative of the longest continuous cultures on Earth, the Second Nations' stories of the arrival of the British and the colonial project, and the Third Nations' stories of Australia as the most successful multicultural, multiethnic nation on Earth.

Our national day is an amalgam of these three narratives, it is our lived experience, our neighbourhoods, classrooms, and workplaces. These three narratives intertwine and have earned the right to be acknowledged as part of our national character—we are a country of blackfellas and refos, wogs, whitebreads, skips and just-off-the-boaters.

If we change the date prematurely we lose the spur to discuss and debate the meaning of what it is to be Australian. We need to find a way to celebrate our discomfort.

There is a new tradition forming on the evening of January 25 as we gather to reflect on the Indigenous history of this country. At Sydney Festival there is The Vigil and in Canberra this year Nainmurru Nguurruu—caring for the campfire.

These events are about quiet contemplation, and reflection, thoughtfulness and honouring over 60,000 years of living on this Land. We must find ways of reflecting on all our history not just selected parts. We need to find ways to respect the three narratives as part of our broader storytelling.

We need to find new ways to celebrate who we are in a way that builds connections between communities and families.

The themes of reflect, respect, celebrate are open enough for everyone to find their own pathway. For me reflecting our full history, respecting and celebrating my family, elders and survival. How will you reflect, respect, celebrate?

Wesley Enoch is a writer and director. He hails from Stradbroke Island (Minjeribah) and is a proud Quandamooka man. He is the QUT Indigenous Chair of Creative Industries.

Originally published in *The Age* and *Sydney Morning Herald*, 25 January 2022.

PRIDE AND RESPECT UNITE US

Danielle Roche OAM

News that Melbourne has been asked to consider hosting the 2026 Commonwealth Games reminds us of the greatest moment in the history of the Sporting Capital, the 1956 Olympic Games, and a timely reminder of the power of unity on the eve of Australia Day.



In 1956, three days before the end of the Melbourne Olympics, a 17-year-old Chinese-Australian boy sat down in his father's restaurant in Bourke Street, Melbourne, and wrote an urgent letter to the Chairman of the Australian Olympic Committee.

He wanted organisers to change the Closing Ceremony so that athletes would participate not under the flags of individual nations, but as one. They would not be defined by nationality, race or religion—but simply as Olympians.

The boy wrote: "There will be only one nation. War, politics and nationality will all be forgotten. What more could anybody want, if the whole world could be made as one nation?"

John Ian Wing's vision came to define the 1956 Melbourne Olympics as the Friendly Games. It was also repeated at subsequent Olympic Games, including Atlanta in 1996, where I was able to march together with athletes from every corner of the globe.

The sentiment of John Ian Wing's vision is captured in the National Australia Day Council's 2022 Australia Day campaign.

The campaign asks Australians to Reflect, Respect and Celebrate—because we're all part of the story, from those whose ancestors walked on Country for tens of thousands of years, to those who came in the waves of post-war migration, to our newest citizens.

The campaign provides a snapshot of a proud multicultural nation, and every day Australians making their own contribution.

People like Leanne, a WA nurse who assisted in setting up her hospital's response to the pandemic, and Alex, a South Australian school teacher educating and guiding young Australians. And like Steve, a proud Kamilaroi and Anaiwan man who is dedicated to celebrating and promoting Australia's multicultural achievements.

There is no doubt that, for some, Australia Day serves as a reminder for what followed rather than what occurred on 26 January 1788. We must respect that the day can symbolise loss, dispossession and colonisation.

We cannot ignore this history, and we cannot pretend it didn't happen. We must recognise that there is an opportunity for Australia Day to become a day that moves us closer towards understanding and reconciliation.

We live on ancient Country—our history began more than 65,000 years ago. Australia Day is an important day to reflect on a rich legacy of Aboriginal and Torres Strait Islander history and culture—as well as the lasting impact that European settlement has had on that culture.

We also celebrate thousands of generations of enduring culture, learn more about the Country we live on and listen to different perspectives on our history.

This year the National Australia Day Council provided 534 grants to support councils and community—run Australia Day events. These events will combine the reflection, respect and celebration—for the past and our history, for the present and, most importantly, the future. More people become Australian citizens on Australia Day than any other day, choosing to build their future here above anywhere else in the world. For these people, Australia Day represents the promise of a better future for them and their children. This is worth celebrating.

This Australia Day also provides us with something just as precious as the promise of a better future—being together in the here and now, and the opportunity to reconnect and celebrate with family and mates.

Rarely has so much been asked of a nation and its people than in the past two years. We do not need to look far to see the difference that a simple act of courage and kindness can make.

Running towards an emergency to protect lives and property so that others can flee to safety. Turning up to work, day in, day out, to care for the sick even though it means risking your own health. Rolling up your sleeve to get a vaccine to protect yourself, your loved ones—and those you've never even met.

These are the everyday acts of courage, kindness and community that make ours such a special place to live.

Sixty-six years later, John Ian Wing's vision has come to define Australia—the fundamental truth that no matter where we come from, how long our family has been here, or what language we speak, we are all Australian.

This Australia Day, let us reflect, respect and celebrate the contributions we have all made to the Story of Australia. Happy Australia Day.

Danielle Roche OAM, Board Chair,
National Australia Day Council.

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