

TEMPLATE MEDIA RELEASE

[LOCATION NAME] TO REFLECT, RESPECT AND CELEBRATE ON AUSTRALIA DAY <YEAR> WITH AUSTRALIA DAY AMBASSADOR <INSERT NAME> <DATE>

The **first paragraph** should include the Australia Day Ambassador's, name, credentials and the community they will visit on Australia Day.

The **second paragraph** may be a quote from the local Mayor or Councillor expressing their delight about hosting a high achieving guest.

The **third paragraph** should detail how the Ambassador will be involved/what they will do at the community event.

The **fourth paragraph** may detail information about the 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 contributed greatly to the community."

The **fifth paragraph** may include messages that relate to the Australia Day campaign such as "Australia Day is a time for all Australians to come together to reflect, respect and celebrate. It is a day to reflect on the past, present and future – to think about where we have been and where we are going as a nation, a day to listen to each other and respect each other's stories and contributions and it's a day to celebrate together and celebrate being Australians."

The **sixth paragraph** should encourage residents to reflect, respect and celebrate as they're all part of the story of Australia and include details of your Australia Day event.

For more information contact: **<insert contact name and number>**

COVID Safe events

Depending on the COVID Safe regulations that may in place in your state or territory, you may wish to include details about the COVID Safe measures that will be in place at your Australia Day event.
