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THE HON PATRICK GORMAN MP  
ASSISTANT MINISTER TO THE PRIME MINISTER

Reference: MS23-000582

Mr John Foreman OAM  
Chair  
National Australia Day Council  
Old Parliament House  
King George Terrace  
CANBERRA ACT 2600

Dear Mr Foreman

*John*

As the Minister responsible for the National Australia Day Council (NADC), I provide you with my Statement of Expectations, setting out my priorities for the important work of the NADC.

The NADC is responsible for engaging Australians in the celebration of our nation on 26 January each year. It is an opportunity to commend our strengths and achievements, and to contemplate together the nation we want to build for generations of future Australians.

In doing so, I want the NADC to consider its work in these four areas of focus:

Australia Day must belong to everyone. Australia Day celebrations should engender a sense of belonging to our great nation and its future. The NADC's encouragement for Australians to 'reflect, respect, and celebrate' has been well received by the nation. This sentiment should be built upon, in practical and tangible ways. For example, the NADC should consider developing guidance and tools to grant recipients to promote First Nations engagement on capital city and regional community events and promote engagement on the NADC website.

All Australians who wish to join with their community for shared celebrations or reflections on Australia Day or should be able to do so. The NADC is providing grant funding to Australia Day event organisers in capital cities and regional communities, with the expectation that these grants will promote accessibility, ensuring that all Australians can participate in the celebrations.

Increased support for recipients of the Australian of the Year Award. The Australian of the Year is in a unique position to bring Australians together through recognition of their exceptional contributions to our community. Any Australian worthy of recognition by all Australians as the nation's person of the year must be able to take full advantage of the opportunity, regardless of their existing financial position or support network.

To ensure that any Australian can perform in their award year, the NADC should assist recipients of the Australian of the Year by providing additional financial assistance, as set out

in the 2023-24 Budget, and provide other supports for recipients. This could include, but need not be limited to, administrative support, facilitating professional skills development or assisting in impactful communications.

The NADC should make it a priority to seek out new sponsorships. Sponsorship has previously provided Australia Day celebrations and the Australian of the Year with networks, funding and further assistance to help boost the profile of the celebrations. Sponsors should understand the significance of the day and that it means different things to different people and reflect the ethics and practices consistent with community expectations. I kindly request the implementation of a quarterly reporting submissions to PMC.

All decision-making within the NADC should be informed by the guiding principles of accountability and transparency. Reflecting the community's expectations of its investment in the NADC, all outcomes should yield exceptional value for money. Consistent with the Government's APS Net Zero Emissions by 2030 policy, the NADC should also prioritise to reducing its greenhouse gas emissions to net zero by 2030.

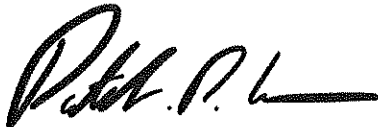
The NADC Board and staff can rely on support from and collaboration with the Department of the Prime Minister and Cabinet and my office.

I want to thank the NADC Board and staff for their efforts in delivering the Australia Day 2023 program and I look forward to working with the NADC Board and its executive team to continue to strengthen and encourage public engagement with Australia's national day.

In line with past practices, I ask that this letter and your response are published on the NADC website.

Copies of this letter have been provided to all directors and to the Chief Executive Officer.

Yours sincerely



PATRICK GORMAN

12 / 09 / 2023