

AUSTRALIA DAY AMBASSADOR KEY MESSAGES

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 provide inspiration and pride to Australia Day events and activities

Overarching

- Australia Day is a time for all Australians to reflect, respect and celebrate.
- Australia Day is about the ever-evolving story of our nation – our history, our lives and, most of all, our people.
- What Australia Day means to each of us depends on who we are, where we come from and how we came to be Australian.
- From the First Australians, whose ancestors lived on these lands for tens of thousands of years, to the descendants of settlers, children of migrants and those recently arrived, Australia Day is a day to come together to reflect, respect and celebrate being part of our nation's story.
- It is a day to reflect on our complete and complex history, and to understand that acknowledging and reconciling our past helps lay a path to a stronger future.
- As Australians, we are connected by a shared desire for unity, and the promise of safety, stability and prosperity that Australia represents.
- Australia Day is a day to listen to each other, accept our history and show understanding and respect for those around us, united in the belief that our best days lie ahead.

Reflect, Respect, Celebrate

- This Australia Day, pause and reflect on the timeless history of our nation – 65,000 years, or more than 2,500 generations – of history and continuous culture.
 - Come together with thousands of fellow Australians to take part in time-honoured practices of storytelling and wisdom-sharing with First Nations people.
 - Attend a local citizenship ceremony or Australia Day event and reflect on the sacrifices others have made to call Australia home and celebrate their commitment and contribution.
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- Take a moment to pay respect to the stories, histories and contributions of the Australians who lived, worked and fought for the values and freedoms we sometimes take for granted.
- Whether you go to an organised event, gather with family and friends or enjoy some time alone, Australia Day is a time to celebrate being part of a proud, ancient, multicultural nation that values the contribution of every citizen.
- A great way to celebrate diversity is to connect over food! Whether it's a lasagna or a lamington, a biryani or a burger – Australia Day gives us a chance to belong to the vibrant communities around us.

Our history

- On Australia Day we reflect on the history of our ancient continent.
- It is a day to acknowledge past wrongs while we show respect and celebrate Aboriginal and Torres Strait Islander Peoples' survival, resilience and enduring culture.
- It is a day to respect the deep connection to Country that First Nations people have, and to reflect on how we are all defined by the land on which we live, work and play, from the freshwater to the saltwater, the rainforest to the desert.

Australia Day 2024

- It is your day and can be marked your way. Australia Day is a day to reflect and respect that we are all shaped by our own experiences, and to celebrate living in a nation where everyone's views, beliefs and contributions are valued.
 - It's about connection as much as it is about conversation: we come together as a nation to celebrate our diversity, respect what makes us unique and reflect on the Australia we aspire to be.
 - Understanding and being part of the continuing story of Australia is a way we can all belong.
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