

AUSTRALIA DAY 2025

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 day to reflect, respect and celebrate.
- Australia Day is about the ever-evolving story of our nation – our history, our identity and most of all our people.
- Australia Day is a day that reminds us of the common bond we share as Australians, connected by a desire for unity, and the promise of safety, stability and prosperity.
- As Australians, there is much of which we can be proud - our democracy, our shared values, the strength, diversity and generosity of our people and our beautiful natural environment.

Reflect, Respect, Celebrate

- Australia Day is a day to reflect on, and pay respect to, the cultures, stories, histories and people from all walks of life, from First Australians to those whose families travelled here centuries ago, and those more recently arrived.
 - Australia Day is a day we can celebrate the deep connection to Country that First Nations people have and reflect on how we are all shaped by the land on which we live, work and play – from the freshwater to the saltwater, the rainforest to the desert.
 - 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 it's sharing a meal with neighbours, having a picnic in the park or attending a community event, Australia Day is a time to celebrate being part of a proud, ancient, multicultural nation that values every citizen.
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History

- 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.
- From the First Australians to the descendants of settlers, children of migrants and those recently arrived, Australia Day is a day to reflect, respect and celebrate our part in 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.
- It is a day to acknowledge the past, to respect and celebrate Aboriginal and Torres Strait Islander Peoples' survival, resilience and enduring culture.

Australia Day 2025

- Australia Day gives us time to connect with family, friends and community – a day to celebrate the freedoms we share and the values and beliefs we hold.
 - What Australia Day means to each of us depends on who we are, where we come from, and how we came to be Australian.
 - 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 is our day – but can be marked your way.
 - Australia Day is about so much more than the events of one day – it is about who we are as a nation and what we aspire to be.
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