

2025 Australia Day Ambassador Briefing

NADC

National
Australia Day
Council

Australian
of the Year
Awards


Reflect. Respect. Celebrate.



Australia Day

Reflect. Respect. Celebrate.

Agenda

1. Who is the NADC?
 2. About the Ambassador Program
 3. Key Messages
 4. Ambassador Portal: Tools and Resources
 5. Social Media Tools
 6. Questions / Discussion
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Who is the NADC?

- Not-for-profit, government-owned organisation based in Canberra
- Works with Australia Day National Network (state and territory organisations) to facilitate Australia Day activity and the Australian of the Year Awards

Strategic focus areas for the NADC are:

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

Ambassador Program

<https://vimeo.com/480160859>

- One of the longest-running and most successful national Australia Day Programs, sending high achieving Australians to over 700 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 around Australia Day events and activities



Ambassador Program

NADC

Provides the platform inspiring Australians to share their stories.

State and Territory Network

Work at a local level to promote Ambassador engagement and encourage local Australia Day events.

LGAs

Provide events to bring the community together.
Engage Ambassadors to attend community activities.

Ambassadors

Attend Australia Day events.
Share their inspiring stories.

Ambassador Program

Being an Ambassador

- Your contribution to your community and to Australia has brought you to this program.
- Be yourself, share your thoughts and ideas around our national day with the community.
- Your state or territory Australia Day Council will be your main point of contact.

What to expect

- The activities are as diverse as the communities you visit.
- You will meet dignitaries and local members of the community, state or territory.
- Be inspired by the enthusiasm of communities large and small celebrating what's great about Australia.

Key Messages

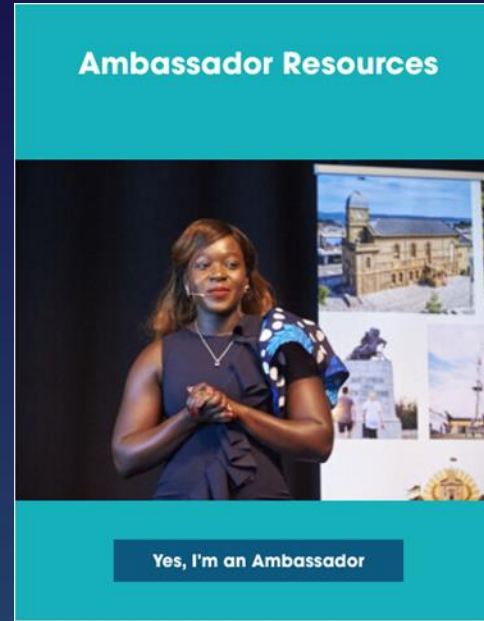
Reflect. Respect. Celebrate.

- Australia Day is a day to reflect, respect and celebrate.
- It's 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.

Key messages have also been incorporated into various templates (media release, speech notes, etc)

- Australia Day events aim to be inclusive of all Australians and councils will have slightly nuanced messages to communicate.
- See [our website](#) for all the 2025 Australia Day key messages for Ambassadors.

Ambassador Resources



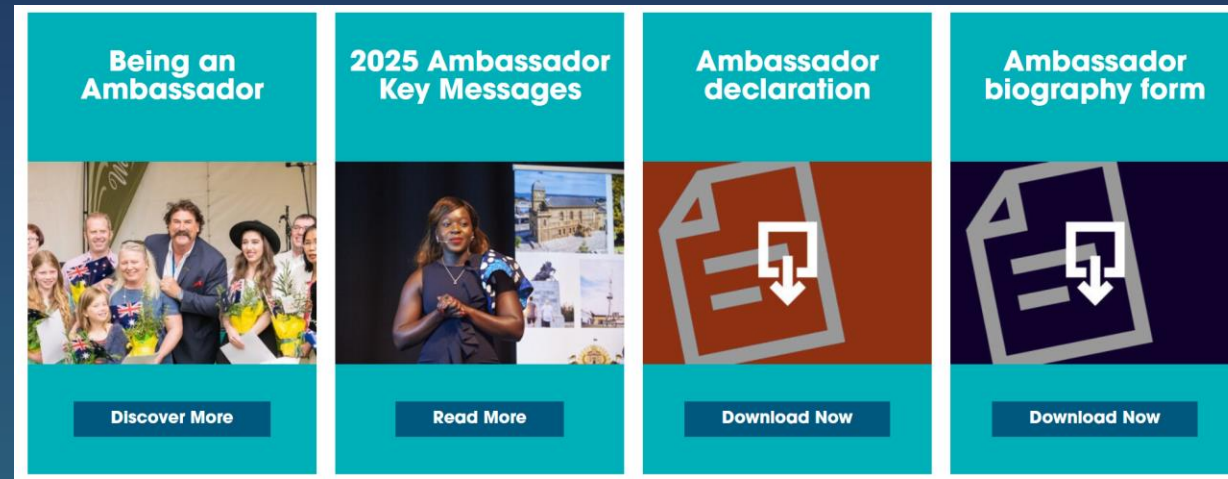
- No need to register
- Resources can also be found on the Australia Day website for the Councils hosting Ambassadors, with their own tailored templates to promote your participation

<http://www.australiaday.org.au/get-involved/ambassador/ambassador-portal>

Ambassador Resources

➤ Resources include:

- 2025 key messages
- Social media kit
- Speech template
- Acknowledgement of Country
- Declaration and Biography forms
- Ambassador checklist in the lead up and on Australia Day



Ambassador Resources

Social Media Tools



[@CelebrateAustraliaDay](https://www.facebook.com/CelebrateAustraliaDay)



[@australiaday](https://www.instagram.com/australiaday)



[@AustraliaDay](https://twitter.com/AustraliaDay)

Include the following hashtags

#REFLECTRESPECTCELEBRATE

#AUSTRALIADAY



Sample social tile, posts and other tips [available on our website](#)

Questions?

Your state and territory representatives will put you in contact with your local council and they will organise the details on where and when you need to be on Australia Day.

