

AUSTRALIA DAY 2026

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.

Australia Day

- Australia Day provides us all with the opportunity to Reflect. Respect. Celebrate.
- 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.
- Australia Day is a day to connect with family, friends and community – to celebrate the freedoms we share and the values and beliefs we hold.
- Australia Day is about the ever-evolving story of our nation – our history, our identity and, above all, our people.
- Australia Day reminds us of the common bond we share as Australians, connected by a desire for unity, and the promise of safety, stability and prosperity.
- We can be proud of who we are as a nation - our democracy, the strength, diversity and generosity of our people and our beautiful natural environment

Reflect. Respect. Celebrate.

- What Australia Day means to each of us depends on who we are, where we come from and how we came to be Australian.
 - We are all shaped by our own experiences and can celebrate living in a nation where everyone's views, beliefs and contributions are valued.
 - We are all part of the story of Australia: from the First Australians to the descendants of settlers, children of migrants and those 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.
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- We reflect on the timeless history of our nation – 65,000 years – and recognise Aboriginal and Torres Strait Islander Peoples’ survival, resilience and enduring culture.
 - Take a moment to pay respect to the cultures, stories, histories and contributions of the Australians who lived, worked and fought for our way of life.
 - 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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