



THE HON BEN MORTON MP
ASSISTANT MINISTER TO THE PRIME MINISTER AND CABINET

Reference: MS20-000356

Ms Danielle Roche OAM
Chair
National Australia Day Council
Old Parliament House
King George Terrace
CANBERRA ACT 2600

Dear Ms Roche

It is common for Ministers to provide Statements of Expectations to agencies within their portfolio setting out objectives and priorities. In line with this standard practice, I write to outline my expectations for the National Australia Day Council for the remainder of 2019-20 and 2020-21.

I expect the National Australia Day Council (NADC) to pursue its core mission to “actively promote our national day to all Australians with a view to inspire national pride and unity through participation and engagement across all sectors of the community” on 26 January each year.

For Australia Day 2020 the NADC successfully refreshed and renewed its communications with the central theme of “reflect, respect and celebrate – we’re all part of the story”. This was supported by a new advertising campaign aiming to increase participation in Australia Day activities, build social cohesion and foster national pride.

Key to the refreshed communications is a more inclusive Australia Day because Australia Day is a time to acknowledge that we are all part of the story of Australia. Historically Australia Day has focussed solely on celebration and less as an opportunity to reflect on the impact European settlement had on indigenous Australians and their way of life. Australia Day is an opportunity to bind as a nation, where we can reflect on our past, respect the contribution of many and celebrate our future with optimism.

Australia Day is an opportunity reflect on our shared history and 60,000 year plus journey. It is a day to respect our different views and backgrounds, by sharing our stories and listening to others. And it is a day to celebrate our nation, its achievements and its people, our resilience in the face of adversity and to better understand the Westminster foundations of our free and fair democracy and the rule of law that underpins who we are as a people.

Recently Australia has faced harsh challenges – drought, floods, Black Summer bushfires and the unprecedented coronavirus pandemic. In maintaining NADC’s core mission to inspire national pride and unity, for Australia Day 2021 I expect the NADC, in communicating the existing themes

of reflect, respect and celebrate, to emphasise our nation's resilience and the ability of Australians to rise above these and other challenges.

The NADC is responsible for how Australia Day is celebrated nationally. This includes ensuring that Australia Day messages and themes are communicated consistently across Australia, including at Australia Day events in capital cities, suburban, regional and remote Australia. Within the framework of the national message, Australia Day is an opportunity for local communities to reflect, respect and celebrate what's unique to their community, in their own way.

In addition to this and building on Australia Day 2020's communications and activities, during the period from now until to 30 June 2021, I expect the NADC to:

- integrate reflect, respect and celebrate themes from the refreshed communications, emphasising the resilience of the Australian people and their spirit, into business as usual activities and identify and implement opportunities to share these messages and themes with wider audiences, including through existing channels such as the Australian of the Year Awards, Australian of the Year alumni, sponsors and partners;
- build a suite of resource materials and engage with state and territory Australia Day organisations, local governments, local Australia Day committees and the Ambassador network to ensure the themes of refreshed communications reach a wider and more diverse audience in the lead up to Australia Day 2021, including regional Australians and ethnically diverse communities; and
- measure the effectiveness of the communications and the campaign and report back to the Government on the findings before the end of June 2021.

Australia Day means something different to everyone, but as highlighted in the refreshed communications campaign it is a day for unity rather than division. National discussions around Australia Day are an opportunity for the NADC to provide leadership with the aim of:

- encouraging Australians to reflect, respect and celebrate on Australia Day;
- uniting all Australians through more events and celebrations of Australia Day which acknowledge Australia's Indigenous history and multiculturalism and using the day as an opportunity to reflect on the impact modern Australia had on Aboriginal and Torres Strait Islander peoples, cultures and traditions and the waves of migration that have brought people from all the world to make Australia their home, each making their own unique contribution to Australia and its way of life;
- supporting local governments and event organisers to deliver Australia Day programs that incorporate the themes outlined above;
- promoting civic knowledge and good citizenship, Australian values (as detailed in *Life in Australia: Australian Values and Principles*) and achievement and how this contributes to Australia's story;
- utilising Australia's national symbols that represent what is unique about our nation, reflecting different aspects of our cultural life and history in materials, communications and at events;
- using the Australian of the Year Awards to highlight the stories of exceptional people in our community that best embody our great Australian spirit; and
- encouraging Australian of the Year award nominations that reflect Australia's depth of community and individual contributions, enterprise, service and achievements across a range of fields.

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

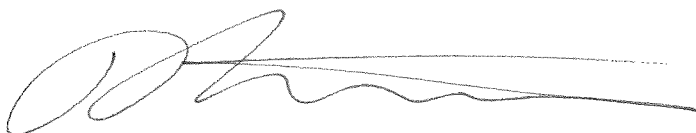
I expect the NADC to manage its financial affairs properly and responsibly. In addition to the core funding the NADC receives from the Australian Government, I encourage you to continue to foster partnerships with public and private sector sponsors.

Consistent with current practice and good corporate governance principles, I expect this Statement of Expectations and NADC's corresponding Statement of Intent to be made available on your website.

I thank the NADC Board for their efforts in delivering the Australia Day 2020 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.

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

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ben Morton', with a long horizontal flourish extending to the right.

BEN MORTON

27 / 5 / 2020