



Australia Day 2023 Community Grants Recipient Briefing

**Reflect. Respect. Celebrate.
We're all part of the story.**



Australia Day

Reflect. Respect. Celebrate.

Privacy



Australia Day

Reflect. Respect. Celebrate.

» Please note that this meeting will be recorded



Overview



Australia Day

Reflect. Respect. Celebrate.

1. Who is the NADC?
2. Grants results
3. Administration
4. Aboriginal and/or Torres Strait Islander recognition
5. Inclusivity & Accessibility
6. The Story of Australia: Key messages
7. Information kit
8. Creative ideas
9. Photography Competition
10. Helpful links
11. Questions



Who is the National Australia Day Council?



Australia Day

Reflect. Respect. Celebrate.

- 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



Grants – Thank you



Australia Day

Reflect. Respect. Celebrate.

Thank you for applying!

- Support for Australia Day community events is as strong as ever
- A record 531 grant applications were received
- 413 applications were approved
- Total funding of \$8,990,000 has been awarded

Administration



Australia Day

Reflect. Respect. Celebrate.

Contracts and Invoices

In order to receive payment before Christmas, signed Grant Agreements along with a correctly rendered invoice for the first installment of 80% will need to be uploaded via the online portal by 15 December 2022

Variations

- » If a variation to the Grant Agreement is required, email Grants@australiaday.org.au briefly outlining the variation sought and the reason it is required
- » A variation form will be issued via SmartyGrants. You will only need to update the areas that you would like to change
- » A notification and link to the form will be emailed to you
- » Once the variation form has been submitted, NADC will consider the request and issue a letter of variation if accepted



Australia Day

Reflect. Respect. Celebrate.

Acquittal – by 31 May 2023

- A reporting template will be provided via SmartyGrants. You will need to provide:
 - Declaration that the funds have been spent in accordance with the grant agreement
 - Photographs showing the Australia Day designs in the public place or at the Australia Day event or activity
 - High-quality promotional photographs or video of the event depicting attendees and participants

Recognition of Aboriginal and/or Torres Strait Islander Peoples



Australia Day

Reflect. Respect. Celebrate.

A large number of applicants are hosting events that include a significant Aboriginal or Torres Strait Islander peoples cultural component with some applicants centring their event on an Aboriginal or Torres Strait Islander perspective.

The aim of this is to help build meaningful engagement and cultural awareness between Indigenous and non-Indigenous communities.

It is vital that you consult with your local Aboriginal or Torres Strait Islander community when planning your event.

In the first instance we would encourage you to go to your local council or the Australian Institute of Aboriginal and Torres Strait Islander Studies (aiatsis.gov.au)



Inclusivity & Accessibility



Australia Day

Reflect. Respect. Celebrate.

Grant funding included accessibility costs – e.g. hire of ramps or other accessibility equipment; Auslan interpretation; live captioning services

Consult the [Australian Human Rights Commission guidelines](#) by IncludeAbility on how to hold an accessible and inclusive event

Some examples:

- Captions on video content on screens
- Providing a contact for accessibility requirements during promotion of event
- Sufficient unobstructed floor space for people who use wheelchairs
- Signage indicating where accessible bathrooms are located
- Modifying a physical activity or game

Key messages



Australia Day

Reflect. Respect. Celebrate.

- Australia Day is a day to reflect, respect and celebrate.
- A day to **reflect** on our past and accept the truth of our history, **respect** that we all have a contribution to make to the Story of Australia and **celebrate** being part of a diverse and multicultural nation.
 - Each Council and organisation will have slightly nuanced messages to communicate and focus on
 - 2023 Australia Day key messages can be found [on our website](#)
 - They have also been incorporated into various templates the NADC are providing e.g. media release, speech notes, etc



- » The Australia Day branding is to be used and does form part of the assessment for the grant.
 - Clearly use the Australia Day designs in equal proportion to other marketing
 - Display them in all use public spaces
 - Use branding Up to and on Australia Day

- » Australia Day Council *Aussie Merchandise* is available for purchase:
<https://australiadaysa.com.au/collections>





- Grant recipients will be provided with a tailored information kit that includes templates and guidelines. Please read them and share within your organisation – they include:
 - Key messaging
 - Media release to promote your event
 - Social media guide
 - Speaking notes
 - Branding guidelines

- A reminder the [Grants page](#) also has...
 - Australia Day artwork assets to download
 - Photo competition information
 - Australia Day 2022 report and video

Creative ideas



Australia Day

Reflect. Respect. Celebrate.



Photo competition



Australia Day

Reflect. Respect. Celebrate.

Tell the Story of Australia in a new way

Reflect. Respect. Celebrate

25 Jan – 31 Mar

3 finalists
selected per S&T

NADC selects
national winner

Winner announced
by 26 May

Photos to be used for future promotional material

Enter here: <https://australiadayphotocompetition.awardsplatform.com/>

Photo competition



Australia Day

Reflect. Respect. Celebrate.

The competition is also a chance to promote your region, event, organisation and community culture. Encourage participation!

How to promote

- Talk about the competition in speeches
- Feature it on your website
- Create social media posts
- Print our flyer with entry link
- Include it in your newsletters



Helpful links



Australia Day

Reflect. Respect. Celebrate.

Photography competition

- [How to enter](#)
- [Terms and conditions, consent forms and more info](#)

Australia Day campaign

- [Campaign link](#)
- [Merchandise to purchase](#)
- [Design assets to download](#)
- [Key messaging](#)

Aboriginal acknowledgement

- Learn what country you're on ([AIATSIS](#))
- [Welcome to Country information](#)

Australia Day Messaging



The Story of Australia





Questions



Australia Day

Reflect. Respect. Celebrate.

