

REFLECT.
RESPECT.
CELEBRATE.
**AUSTRALIA
DAY 2023**
REPORT



Australia Day

Reflect. Respect. Celebrate.



NADC

National
Australia Day
Council

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Australian Government

The National Australia Day Council is proudly supported by the Australian Government.



MESSAGE FROM THE CEO



Australia Day is a time to reflect, respect and celebrate the stories of those who help shape our nation, our own stories and those of the people around us.

Each year, in cities around the country, Australians mark our national day in a way that embraces our history, but also reflects the Australia we aspire to be: one that seeks unity and understanding.

For many, Australia Day begins with reflection on the 65,000 years of continuous culture that has existed on this land and the traditions that have been passed down from generation to generation.

Australia Day is a day for all citizens to celebrate the stories, histories and contributions of those who came before them and worked and fought for values and freedoms we enjoy today.

Above all, Australia Day is a day that inspires reflection and celebration of being part of a proud, ancient and truly multicultural nation.

Australia Day 2023 saw unprecedented demand for the National Australia Day Council's (NADC) Australia Day Community Events Grants program. In total, the NADC supported more than 700 events run by local councils and community groups around the nation.

Applicants that collaborated with local Aboriginal and Torres Strait Islander communities were eligible this year to apply for an additional amount of up to \$10,000. This funding helped foster stronger ties between Indigenous and non-Indigenous communities in hundreds of locations around Australia.

On the eve of Australia Day, the 2023 Australians of the Year were named. I would again like to congratulate four remarkable Australians—Taryn Brumfitt, Tom Calma AO, Amar Singh and Awer Mabil—for their incredible achievements.

I would also like to acknowledge the support of the Department of Prime Minister and Cabinet for providing almost \$9 million to deliver more than 700 community events, and \$5 million for major events in Sydney, Brisbane, Adelaide, Perth, Canberra, Hobart and Darwin in 2023.

While the conversation about our national day continues to evolve, Australia Day remains a moment to embrace the entirety of our history and celebrate all we have in common and aspire to be.

Mark Fraser AO CVO
Chief Executive Officer
National Australia Day Council

ABOUT THE NADC



ABOUT THE NADC

Who we are and what we do

The National Australia Day Council works to ensure that celebrations of Australia Day encourage:

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

The NADC promotes our national day to inspire national pride and unity through these core programs:

- The celebration of Australia Day, which encourages all Australians to Reflect, Respect and Celebrate
- The Australian of the Year Awards
- Australian citizenship and civic values programs
- The Australia Day Ambassador program.

Our Priorities

The NADC Corporate Plan outlines its priorities with the purpose of inspiring 'national pride and unity through participation and engagement in its central message: Reflect, Respect, Celebrate—we're all part of the story'. The priorities include:

- Telling the stories of inspiring Australians
- Empowering Australians to Reflect, Respect and Celebrate.

The Australia Day National Network

The Australia Day National Network is an affiliate group of state and territory organisations which helps facilitate the celebration of Australia Day and being Australian and recognises inspirational Australians through the Australian of the Year Awards.

Through the Network, the NADC helps Australia's 537 local government authorities and hundreds of not-for-profit and community organisations deliver Australia day events that encourage participation, promote meaning and celebrate citizenship.

AUSTRALIA DAY 2023 OVERVIEW

The NADC's focus for Australia Day 2023 was centered on encouraging Australians to gather with friends, family and their community to Reflect, Respect and Celebrate. To do this, the NADC delivered:

- An \$8.9 million Australia Day Community Events Grants program supporting more than 700 community and council events around the nation, including many with significant Aboriginal and Torres Strait Islander involvement

- A \$5 million program of major events in capital and major cities, including the Australia Day live event in Sydney which was broadcast around the nation live on ABC TV
- The annual National Flag Raising and Citizenship Ceremony on 26 January
- Additional requirements for grant-funded events to be accessible and inclusive
- The Australia Day Ambassador program
- The Australian of the Year Awards
- The Australia Day Photography Competition





REFLECT,
RESPECT,
CELEBRATE
**WE'RE ALL
PART OF
THE STORY**



The NADC's theme and central message for Australia Day is Reflect, Respect, Celebrate—we're all part of the story. Launched in 2020, this message is delivered throughout Australia Day activities, which include hundreds of events held in communities around the nation on 26 January.

Australia Day is a day to reflect on The Story of Australia. For some, Australia Day is a day to express sadness and loss, for others it's a day to reflect on what it means to live in a free, inclusive and multicultural society.

On Australia Day, we celebrate being part of a proud, ancient, multicultural nation that values the contribution of each and every citizen—an inclusive nation where we listen and respect each other's stories and aspirations.

AUSTRALIA DAY 2023 EVENTS



Local government and community organisations play a vital role in delivering Australia Day events.

In 2023, the NADC helped councils and not-for-profit community organisations deliver more than 700 local community events and activities on Australia Day with the support of \$14 million in grants funding provided by the Federal Government.

Community grants

The \$20,000 Australia Day Community Events Grants were open to local councils and not-for-profit organisations, and were provided to applicants who designed and delivered Australia Day events that gave their communities the opportunity to come together and Reflect, Respect and Celebrate.

The NADC also offered an extra \$10,000 in funding for events that incorporated reflection, respect and celebration of Aboriginal and Torres Strait Islander culture, such as smoking ceremonies, welcomes to country and cultural performances like storytelling and dance. Almost 180 of the 400 grant recipients received this additional funding.





Busselton Jetty

Another Shrimp on the Barbie was hosted at the 158-year-old, heritage-listed, Busselton Jetty, the longest timber-piled Jetty in the Southern Hemisphere. More than 30 local businesses showcased their offerings, supported by Jetty staff and volunteers.



Photo: Tralee Cable

Shire of Mount Magnet

The Mount Magnet community celebrated on the bank of the Baramaia Creek with an awards ceremony, music from local entertainers and a picnic where 300 hampers were prepared and distributed.



Photo: Shire of Cue

Shire of Cue

Event started with water slides, BBQ and awards ceremony then entertainment and dancing, culminating in fireworks which were a huge hit.

SOUTH AUSTRALIA



Photo: City of Mount Gambier



Photo: Rob Lang Photography

City of Port Lincoln

The City and Eyre Peninsula Broadcasters hosted a bacon and eggs breakfast on the Port Lincoln Foreshore with an Australia Day ceremony that included a Welcome to Country and National Australia Day Address, the National Anthem and a citizenship ceremony.

City of Mount Gambier

The close-knit communities of Mount Gambier and the District Council of Grant collaborate on Australia Day to showcase local service clubs, local businesses and local musicians. This year, an AUSLAN interpreter facilitated the morning's event prompting this feedback: "... it was a most amazing experience to attend the performances and presentations with an AUSLAN interpreter, at the Australia Day event. Thanks to the organiser's foresight in bringing an interpreter to it to make it more inclusive for all."

Telugu Association of South Australia

Australia Day was celebrated with performances and workshops from a range of artists as a way of creating connections, understanding, acceptance and tolerance at this celebration of Australia's multiculturalism.



VICTORIA

CELEBRATING

#australiaday
#reflectrespectcelebrate



City of Casey

The City of Casey hosted its Citizenship Ceremony at Bunjil Place where 200 adults and 39 children became Australian Citizens watched on by families and friends, from a total of 34 nationalities present—living proof that Australia is a wonderfully multicultural society.



Photo: Benalla Rural City

Benalla Rural City

Benalla Rural City's district community's Australia Day ceremonies have strengthened and grown over the years to celebrate the meaning of what it means to be Australian in this great country and also recognising the diverse views surrounding the date of Australia Day.

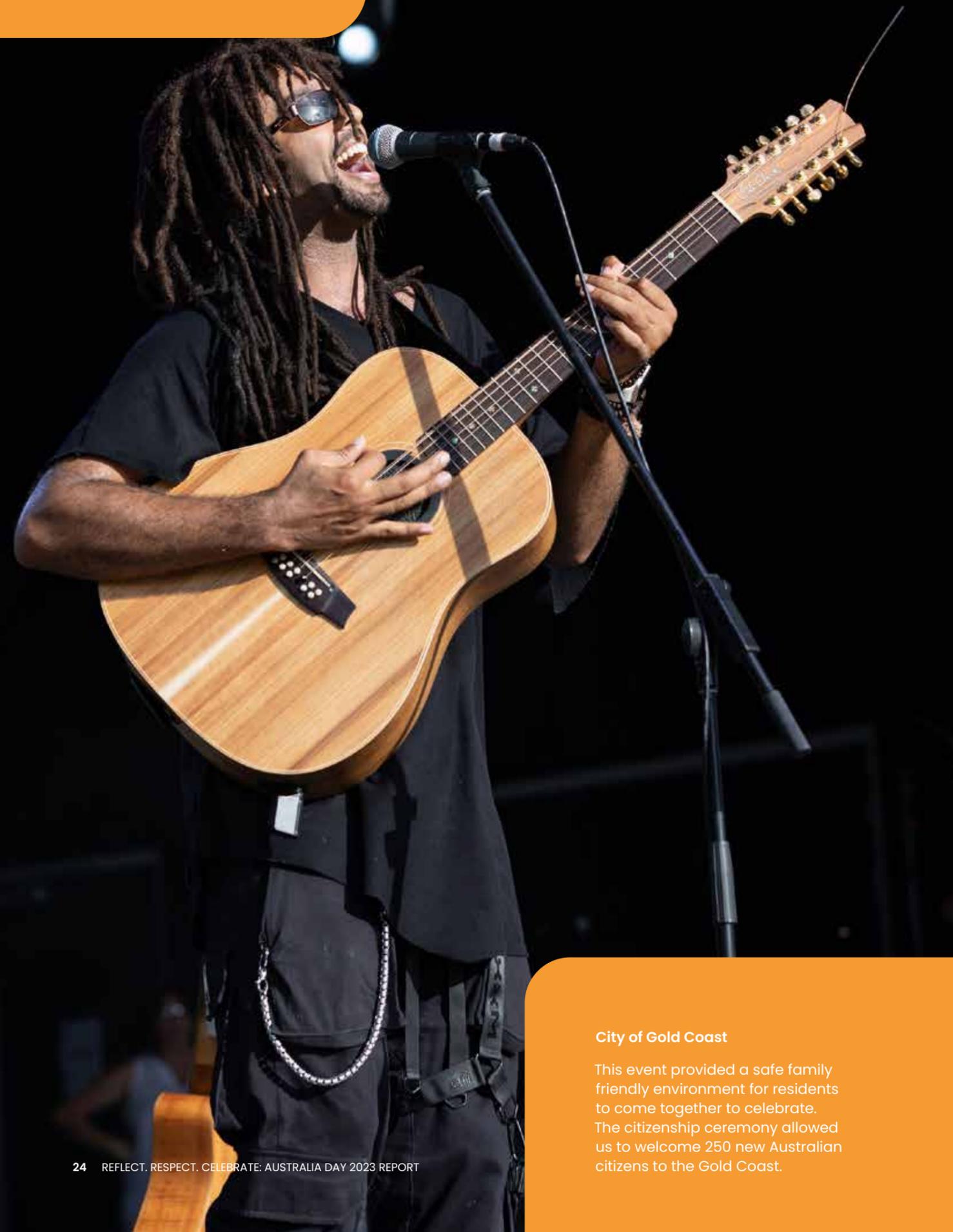


Photo: Wonthaggi Rotary

Rotary Club of Wonthaggi

Three regional communities came together to celebrate Australia Day under the theme 'Inclusion and Diversity'. Inverloch celebrated through a traditional Aussie BBQ. Leongatha held a community art show with special awards for Australian landscapes. Wonthaggi hosted a breakfast as a precursor to its awards ceremony.

QUEENSLAND



City of Gold Coast

This event provided a safe family friendly environment for residents to come together to celebrate. The citizenship ceremony allowed us to welcome 250 new Australian citizens to the Gold Coast.



Photo: Nadine Gray

Wondai Regional Art Gallery

In the small town of Wondai, QLD the Regional Art Gallery played host to a day of art, music and community spirit, starting with a free breakfast attended by 180 locals.

North Burnett Regional Council

Guests were treated to a delicious BBQ breakfast cooked and served by the Lions Club of Eidsvold, fruit platters by the Eidsvold Horse and Pony Club and refreshments served by the Eidsvold Queensland Country Women's Association. A highlight was the Yumbin Dancers singing the Australian National Anthem and *I am Australian* in Wakka Wakka language. Council acknowledged the Yumbin Dancers for being an integral part of the ceremony and being role models in the local community.



Photo: North Burnett Regional Council



Photo: Tori Etheridge

Gunnedah Meals on Wheels

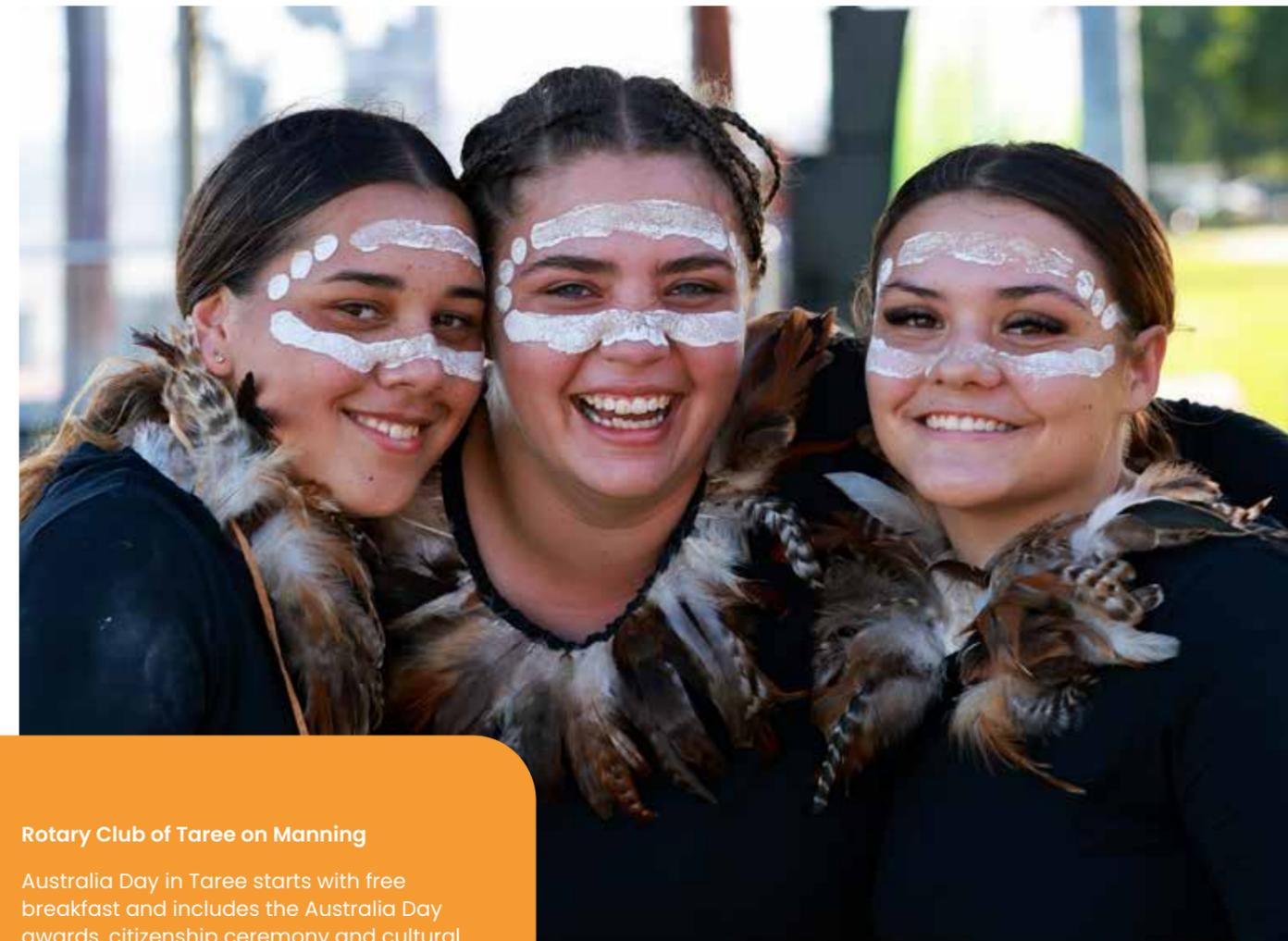
This was a special event for the entire community, but particularly Gunnedah's elderly residents, their carers and families at The Imperial Hotel beer garden. It was such a success that planning is already underway for next year.



Photo: Karem Photography

City of Liverpool Chamber of Commerce and Industry Inc

Liverpool Chamber hosted the Australia Day Family Fun event to help families and children from low socio-economic disadvantaged backgrounds come together and celebrate the day. Liverpool is a culturally diverse LGA, with 60 per cent of the people from non-English speaking households. The Chamber wanted these families to feel part of the Australian story and many reported they were grateful for this new opportunity to celebrate together.



Rotary Club of Taree on Manning

Australia Day in Taree starts with free breakfast and includes the Australia Day awards, citizenship ceremony and cultural stalls during the afternoon. The evening concert is free for all and finishes with a family fireworks display.



George Town Council

The people of George Town and around Launceston gathered in great numbers to celebrate Australia Day at the George Town Swimming Pool for a pool party for 400 including live music and free lunch with ice cream.



Photo: Circular Head Council

Circular Head

The Circular Head Australia Day Awards and Citizenship Ceremony Breakfast was a free event attended by 150 people to recognise and support the wonderful contribution nominees and previous recipients have made to the community. The evening culminated in the annual fireworks display with families taking a picnic beside the Duck River.



Bruny Bowls and Community Club

Australia Day at Adventure Bay is an inclusive all-day event to celebrate Australia Day with local musicians, performers, producers and businesses.

AUSTRALIAN CAPITAL TERRITORY



Photo: National Museum of Australia

Canberra

Pakistan Australia Friendship Association celebrated Australia Day lunch event at the National Museum of Australia attended by 250 people.



ATN Canberra

This Australia Day event is the Red, Blue and White Family Day at Yerrabi Pond District Park and celebrates Canberra's diverse communities with music, dances, Indigenous performances and street foods from Bangladesh, India and Nepal.

HelpingACT

An Australia Day BBQ and food hampers organised for those in need, including the homeless, refugees, asylum seekers, domestic violence victims, students in financial difficulty and other vulnerable members of the community.



Photo: Manar Ahmad

NORTHERN TERRITORY



Multicultural Council of the Northern Territory:

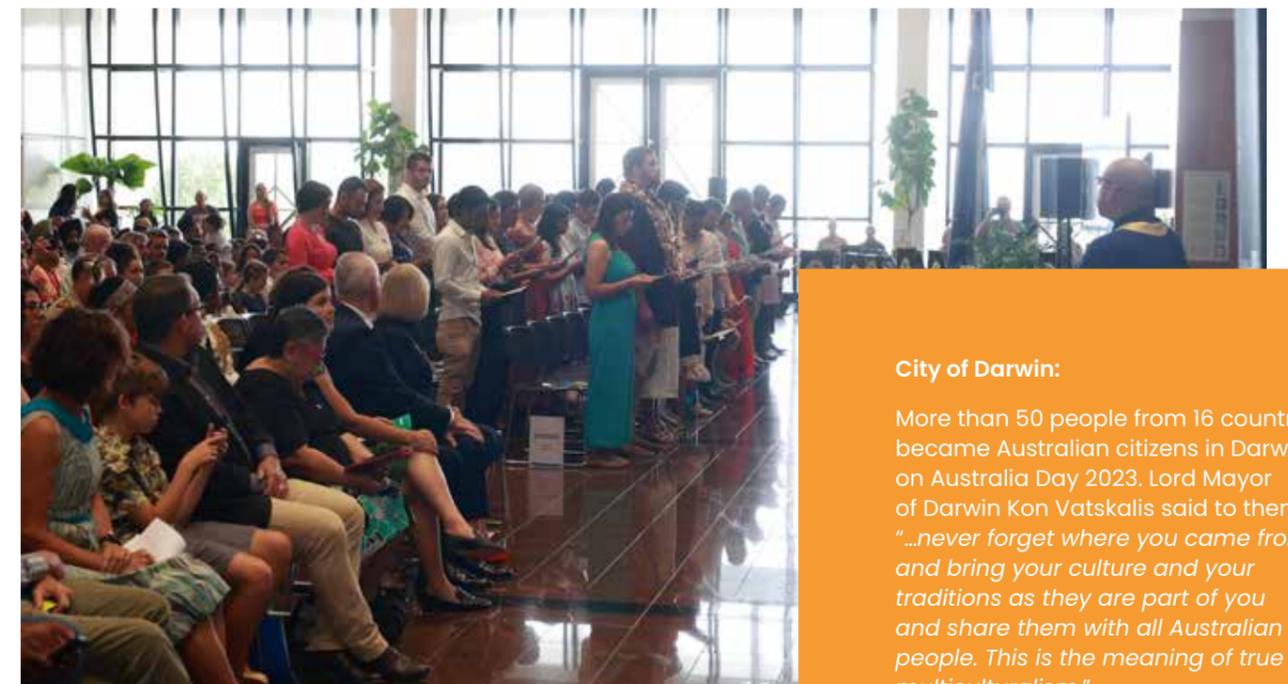
The 'OzFusion' Australia Day event is a free family event held in Darwin to celebrate NT's dynamic multiculturalism through a program of engaging performances and food.



Nhulunbuy Corporation:

The Nhulunbuy Corporation works closely with all the surrounding Yolŋu and community organisations to present a coming together on Australia Day.

Photo: Morgan Hill-Morse



City of Darwin:

More than 50 people from 16 countries became Australian citizens in Darwin on Australia Day 2023. Lord Mayor of Darwin Kon Vatskalis said to them: "...never forget where you came from and bring your culture and your traditions as they are part of you and share them with all Australian people. This is the meaning of true multiculturalism."

Photo: George F Photography

AUSTRALIA DAY EVENTS 2023

Capital city events

These grants were offered to organisers of major landmark events in each of the state and territory capitals. Overall, \$5 million was provided for flagship Australia Day events.

The national Australia Day event, Australia Day Live, was again hosted at Sydney Harbour and broadcast live on ABC TV, including live crosses to simultaneous events and activities around Australia. The broadcast was viewed by a peak audience of 528,000 on the evening of 26 January.

All abilities

In a first for the NADC's annual community grants and capital city event funding programs, applicants this year were required to include universal accessibility considerations as part of their application for event funding.

Welcome to Country in the nation's capital

Australia Day 2023 again began with a private Welcome to Country ceremony at Nerang Pool, Commonwealth Park, Canberra attended by the Prime Minister, the Hon Anthony Albanese MP and Governor-General, His Excellency General the Honourable David Hurley, AC DSC (Retd).

Supported by the NADC and hosted by the United Ngunnawal Elders Council, the event provided an opportunity for the nation's leaders to gather with the traditional custodians of the land and share a moment of reflection and respect.

National Citizenship and Flag Raising Ceremony

The National Citizenship and Flag Raising Ceremony was again broadcast live on ABC TV from the Rond Terrace, on the shore of Lake Burley Griffin in Canberra.

The ceremony included a reflection on Aboriginal and Torres Strait Islander history and a focus on continuous connection to country on the land that is today the nation's capital. Attended by the Prime Minister, Governor-General and members of the diplomatic corps, the event culminated with a citizenship ceremony to welcome some of our newest citizens and share their stories.

Australian of the Year Awards

The Australian of the Year Awards provide an opportunity for Australians to Reflect, Respect and Celebrate our nation's finest individuals and highest achievers.

The 2023 Australians of the Year are:

- Taryn Brumfitt, Australian of the Year, from South Australia
- Tom Calma AO, Senior Australian of the Year, from the Australian Capital Territory
- Awer Mabil, Young Australian of the Year, from South Australia
- Amar Singh, Australia's Local Hero, from New South Wales.

The 2023 Australian of the Year broadcast was viewed by a national live TV audience of 576,000.

Ambassador Program

Every year, more than 300 proud Australia Day Ambassadors visit towns and cities to inspire and unite communities.

Ambassadors were supported with key communications material to ensure the program was delivered consistently around the country. Event checklists were made available both to Ambassadors and the councils participating in the Ambassador Program.

Australia Day 2023 Photography Competition

Following a successful pilot project in 2022, the Australia Day Photography Competition was again held in 2023 to tell the Story of Australia through images taken in local communities, showing how they Reflect, Respect and Celebrate – their way.

The competition was open to the public, councils and community groups. The winning entry came from Western Australia's Karlung Wheels In Motion Indigenous Corporation.



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