

# BEING AN AUSTRALIA DAY AMBASSADOR

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The activities of an Australia Day Ambassador are as diverse as the communities they visit. You may officiate in judging competitions, present Australia Day community awards, help cook a barbeque, present certificates at citizenship ceremonies or deliver an address that captures the spirit of being a proud Australian.

On the day, you will meet dignitaries and local members of the community, get a taste of life in a different part of your state or territory, and be inspired by the enthusiasm communities large and small have for celebrating what's great about Australia.

It's important to remember that your contribution to your community and to Australia has brought you to this program. Be yourself, share your thoughts and ideas and celebrate our national day with the community in a positive and inclusive way.

Please remember, as an Australia Day Ambassador the views and opinions you express in this role reflect on our national day and your state or territory Australia Day Council.

Your state or territory Australia Day Council will be your main point of contact and will liaise with you about travel and provide details about the event and community you will be attending. They will be in touch with you in December to discuss the event, your role on the day, planned media activities and promotion leading up to the event.

## The announcement

There may be a media announcement about your appointment as an Australia Day Ambassador.

If you are profiled in local media, your event contact will work with you. This could be providing quotes for media releases, taking part in radio interviews or attending a media launch.

Talking point examples:

- I am honoured to be chosen as an Australia Day Ambassador.
  - I'm looking forward to joining the <insert town name> community on Australia Day.
  - Australia Day is about the ever-evolving story of our nation – our history, our identity and, most of all, our people.
  - From the First Australians to the descendants of settlers, children of migrants and those recently arrived, Australia Day is a day to reflect, respect and celebrate our part in our nation's story
  - It is a day to reflect on our complete and complex history, and to understand that acknowledging and reconciling our past helps lay a path to a stronger future.
  - 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.
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## Checklist

In the lead up to Australia Day:

- The [Ambassador Declaration](#) must be completed prior to your role as an Australia Day Ambassador and provided to your state or territory Australia Day Council contact.
- If required, participate in a background and police check.
- Complete the [biography form](#) and return to your state or territory Australia Day Council contact.
- Refer to your [social media toolkit](#) on how to share your news that you will be a 2025 Australia Day Ambassador with your networks.
- Someone from your host council will contact you in December to confirm the details of your visit and role on Australia Day. They'll also provide you with an event brief containing key information relating to your attendance.
- Your state or territory Australia Day Council contact will be in touch with you to confirm your travel arrangements.

## Speech guidelines and template

In the lead up to the day, spend time preparing and learn about the community you're visiting and what's planned for their Australia Day activities.

Australia Day Ambassadors are often invited to deliver a speech. Depending on the type of event, this speech may form part of a formal occasion like a citizenship ceremony or a more relaxed event like a community barbeque.

Wherever and however you deliver the speech, it's an important part of the community's celebrations. It adds meaning to the day.

A [speech template](#) is provided, however you may wish to prepare your own. If you do, here are some things to remember:

- Start by acknowledging VIPs and dignitaries – these names will be in the event brief provided by your host council
  - Welcome everyone
  - Acknowledge Country – see the [Welcome to and Acknowledgment of Country](#) for sample wording
  - Thank the community for the invitation
  - Get to know the community – find out about the area and the people who live there by visiting the council website
  - Incorporate Australia Day [Ambassador key messages](#)
  - Share your story – your background, achievements and why you have been selected as an Australia Day Ambassador
  - If appropriate, you might consider looking back on any challenges over the past year
  - Consider talking about what you reflect on, respect and celebrate on Australia Day and encourage your audience to think about the same
  - End the speech by thanking your host council and community
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## On Australia Day

You will receive an Australia Day lanyard which should be worn throughout the day so that the community can identify you as the Australia Day Ambassador.

You will also be presented with a commemorative lapel pin at the Australia Day event.

Arrive with plenty of time before your official duties commence. Meet your host and confirm your role for the day. Use the key messages for Australia Day Ambassadors in your speech and interviews.

Most importantly, make the most of the day and enjoy getting to know the local community!

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