



Australia Day Community Programs

By registering for the Australia Day Ambassador Program your Local Council is agreeing to the following conditions of the Australia Day 2025 Ambassador Program.

Australia Day in NSW is driven by our communities. Each year councils across the state host hundreds of civic and fun, family friendly events and programs that bring their communities together to reflect, respect and celebrate what makes us proud about our nation, our shared histories, our diverse communities, our cherished freedoms, our Australian spirit and sense of belonging that unites us.

For more than 30 years, almost all Local Government Areas in NSW have hosted Australia Day Ambassadors to support and participate in their events, shine a light on the community and inspire its people.

Australia Day Ambassadors are high achieving, engaging Australians from diverse backgrounds. They are widely regarded as inspiring role models who have made significant contributions to their communities and nation. They possess strong communication skills and are committed to volunteering their time and sharing their stories to promote community participation in Australia Day and really getting to know their host community and region.

Conditions of Participation

- Local Councils have a duty of care for Ambassadors during their visit. Local Councils are responsible for the safety and wellbeing of Ambassadors. All activities involving Ambassadors must be deemed a safe and comfortable environment. Please review the 'Hosting an Ambassador' information available at australiaday.org.au
- Local Councils are entitled to one Australia Day Ambassador per Local Government Area (LGA). The Australia Day Council of New South Wales (ADCNSW) will make best endeavours to allocate an Ambassador to every registered LGA.
- Where requested, we may consider allocating additional Ambassadors to cover multiple townships in your LGA, particularly where it is not practical for one Ambassador to travel long distances to attend all the planned events and engagement opportunities. However, this will only be possible after at least one Ambassador has been allocated to each registered LGA and if there are additional Ambassadors available.
- Australia Day committees, community groups and local event organisers who wish to engage an Australia Day Ambassador should liaise with their LGA to request and invite the Ambassador to their Australia Day events. LGAs are encouraged to make the most of and utilise their Ambassador and should consider requests and opportunities



for the Ambassador to appear at or attend other community events to supplement their council program where suitable and time permits.

- ADCNSW will consider nominations for new Ambassador candidates should your LGA identify someone you wish to invite directly – for instance an inspirational leader in your local community. However, for the Ambassador to be recognised and onboarded under the official Australia Day Ambassador Program and access Ambassador templates, resources and travel support, we ask that a biography and sufficient background information be provided to ADCNSW in advance of the candidate being invited or confirmed. ADCNSW will assess the candidate's eligibility against our selection criteria and provide endorsement on behalf of ADCNSW. If successful, candidates may be subject to a police check or be required to attain a working with children check prior to commencing the role.
- Australia Day Ambassadors will be allocated to your local area only once all requested Stage 1 and 2 information has been submitted to ADCNSW. For Ambassadors to be suitably allocated we require details of your proposed Australia Day event program including event locations, times, type of event and the type of engagement/role the Ambassador is to undertake.

Travel and Hospitality Conditions

- ADCNSW only supports and coordinates travel for Ambassadors registered under the ADCNSW Australia Day Ambassador Program.
- Ambassadors are entitled to travel with one guest. ADCNSW will cover the travel costs for the Ambassador and one guest.
- LGAs must arrange and cover accommodation with breakfast included for the Ambassador and their guest for at least

one night or as required for the number of nights the Ambassador is required to attend the council's Australia Day community events program.

- Host councils should include meals or a catering provision for the Ambassador and their guest for the event/s during the Ambassador's duties.
- In some circumstances, Ambassadors may wish to travel with more than one guest ie children or wish to extend their trip in the community. Where possible, ADCNSW will advise the host LGA. Please note that it is the Ambassadors responsibility to cover the cost of any additional accommodation, meals, travel extensions, changes and other associated fees. LGAs are encouraged to assist in making arrangements if requested by the Ambassador or notify ADCNSW.

Communications and Media

- LGAs agree to profile the Ambassador in pre-event marketing and publicity. Host councils should consider opportunities for Ambassadors to engage in local media, photo, and social media opportunities to promote the community and their involvement in the Ambassador Program.
- LGAs agree to contact and liaise with their Ambassador in advance of the visit to introduce themselves and provide a completed event brief. The event brief should detail information on the Ambassador's role for each event for the duration of the Australia Day program including speaking requirements, VIPs attending, dress code, and key contact details.
- ADCNSW will provide the event brief template that will be pre-populated with details the LGA has provided in their Stage 1 and 2 registration forms.
- LGAs are encouraged to brief their Ambassador on the community and region, including facts and highlights of the area, what it's known for, some of the trending or



key topics, stories and events that have taken place recently. Other helpful information to support Ambassadors' preparations including for speaking and media engagements leading up to and during their visit including details around demographics, what the community is passionate about and suggested topics or focus areas that are relevant to your community ie the community has been hit with natural disasters messages of resilience, hope and togetherness would be fitting from the Ambassador.

- LGAs are encouraged to work with their Ambassador to consider additional opportunities to engage with the community ie attending community BBQs, meet and greets at libraries, nursing homes, schools or other local sporting and multicultural organisations' Australia Day celebrations.
- ADCNSW encourages host councils to conduct a phone or video briefing in the week leading up to Australia Day to run through the visit schedule with their Ambassador.
- All participating LGAs are required to complete a short online program evaluation. ADCNSW will conduct the survey which asks for key information regarding your experience, your community events, the Ambassador's involvement and provides an

opportunity to provide feedback for future improvements.

Privacy and Information

- In registering and participating in the Australia Day Ambassador Program, ADCNSW may share or retain your details. All details submitted by LGAs to ADCNSW remain confidential and will be handled in line with the NSW Government Privacy and Personal Information Handling Policy.
- LGAs are at the heart of our communities, and the ADCNSW values both your contribution and insights. The ADCNSW may contact LGAs throughout the year to invite you to relevant events in your region, to notify you of relevant opportunities or grants or to provide updates and feedback.

Contact

For more information, please contact the Australia Day Council of NSW

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Australia Day Ambassador Program Participation Acknowledgement

To participate all Local Government Area's must acknowledge:

By submitting the online Australia Day 2025 Ambassador Program Registration Form, I acknowledge I have read, understand and accept the terms and conditions of participation on behalf of my organisation.