

# address

australia Day



Eminent Australians voice their opinions and ideas on subjects affecting our nation

The charter of the Australia Day Council of NSW is to create celebrations, programs and activities that foster and build a strong sense of national pride.

The Australia Day Address is an important, long-standing and successful initiative which assists us in delivering our charter.

Since its inception in 1997, and in a fitting build up to our National Day, the official Australia Day Address has become one of the nation's most important and respected commentaries.

Delivered in the week leading up to Australia Day, the Address is presented to an exclusive audience of 400 influential guests at the Conservatorium of Music, Sydney.

The Australia Day Address reaches a significant number of Australians as it is broadcast live to an international audience on Sky News and through ABC Radio National on Australia Day itself.

Australia Day means many things to many people - but for us all it is a time for reflection, anticipation and ultimately a celebration of our national identity. The Address taps into this essence and enables one proud Australian to articulate what 26th January means to them.

It is a massive honour for any citizen to be asked to speak publicly on this day ...

It is the wonder which this continent has introduced into all our lives, it is the spaciousness and hope with which this society has endowed most of us, that I praise today, as Australians, raising their face to the sun above the barbecue, praise the same luckiness, and wouldn't be dead for quids. Happy Birthday, Australia.

**Thomas Keneally AO**  
1997 Australia Day Address

2010	General Peter Cosgrove AC MC (Retd)
2009	Her Excellency Professor Marie Bashir AC CVO
2008	The Hon. James Spigelman AC
2007	Kim Williams AM
2006	David Bussau AM
2005	Richard Pratt AC
2004	Robyn Nevin AM
2003	Rick Farley
2002	Dr Tim Flannery
2001	Dr Bryan Gaensler
2000	Dr Lowitja O'Donoghue AC
1999	Phoebe Fraser
1998	Peter Garrett AM
1997	Thomas Keneally AO



## THE EVENT

January 2011  
Conservatorium of Music, Sydney

The Australia Day Address is delivered as a lecture to an audience of 400 invited guests representing federal, state & local government, business and interest groups pertaining to the speaker's background.

The event commences at 6:00pm. An MC oversees the evening, which features a "Welcome to Country" and an official acknowledgement by the NSW Premier or their representative.

The formal part of the evening is approximately just over one hour. Following the Address, a cocktail reception is held for all guests in the atrium of the Conservatorium – with the event concluding at approximately 9:00pm.

The Address is likely to be televised live in Australia & New Zealand via Sky News and available online at [www.australiaday.com.au](http://www.australiaday.com.au). ABC Radio National 574AM also broadcast the Address on Australia Day, 26 January.

## THE OPPORTUNITY

Sponsorship of the official Australia Day Address will position this organisation as a driving force for encouraging and stimulating national debate, opinion and discussion.

A sponsorship package features:

- § Naming rights as exclusive event sponsor
- § Prominent signage / branding at the event
- § Media exposure via Sky News and ABC Radio National
- § Staff and client engagement opportunities at the event
- § Official speaking role at the event (thanking Speaker)
- § Acknowledgement & recognition on printed event collateral

As a sponsor of Australia Day this organisation will also enjoy further branding, acknowledgement, hospitality and networking benefits (throughout the year) associated with our broader events program.



## AUSTRALIA DAY COUNCIL OF NSW

The Australia Day Council of NSW is the premier organisation in Australia delivering inspirational events and programs which celebrate being Australian.

Chairman, the Honourable Michael Egan oversees the Council's delivery of 5,000 Australia Day events and the participation of 2 million people across NSW annually.

With so much to be proud of, we find it a joy and privilege working so closely with business, government and community networks to deliver unique events that inspire us as Australians.

What helps make these celebrations truly Australian is that they are enthusiastically supported by business and corporate partners.

## CORPORATE FAMILY

The Australia Day Council of NSW had established enduring relationships with our partners, sponsors, supporters and corporate club members.

Over 100 organisations form our corporate family. This dynamic and diverse corporate network enjoys significant branding, networking and hospitality benefits from a calendar of inspirational events.

The Australia Day Council of NSW invites your organisation to partner with us and assist in building national spirit through state-wide events, celebrations and education.

For further information please contact:

### Amanda Moran

Australia Day Council of NSW

Tel: 02 9513 2000

Email [AustraliaDay@dpc.nsw.gov.au](mailto:AustraliaDay@dpc.nsw.gov.au)

