

Australia Day 2011 is the third year of an overarching three year “Australian Identity and Culture” (AI&C) campaign. The signature campaign for Australia Day 2011 is a film campaign and competition, currently being developed. This will be added to the associated components developed in 2009 and 2010, which are:



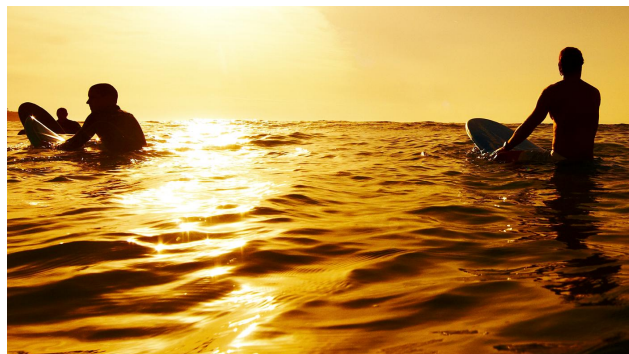
Website: AUSSIEVAULT.COM.AU

A unique social history website has been created to house all AI&C campaigns.

The site is dynamic, modern and thought provoking as well as acting as a time capsule, evolving each year, with a collection of Australia’s opinions and social history.

AUSSIEVAULT.COM.AU houses multimedia content and pose questions throughout the year to capture Australians’ thoughts on subjects affecting Australians such as current affairs and world events.

A one-stop shop for Aussies to express themselves and their vision for our nation.



‘Living Australian’ Online Photographic Campaign

This was the signature campaign for Australia Day 2010.

‘Living Australian’ is an online photographic campaign housed on the website.

Participants are asked to submit a quality photograph that represents their visual interpretation of “Living Australian” through the categories of:

1. My Landscape (includes landscapes, symbols/ions)
2. My Sports
3. My Heroes
4. My Life (includes mates, family, faith, culture, expats)

People are encouraged to share in the Australian spirit by connecting with each other, giving their own personal perspectives of life in Australia. Publicity will focus on the campaign’s unique entries.



The campaign and competition was launched in mid October 2009. The campaign has a competition component where an overall winner was announced and awarded a prize in January 2010. The target audience is the online market, professional and amateur photographers and non-event goers.



Advance Australia Dare

Launched in 2009 and continuing due to its popularity, Advance Australia Dare is a call to action for Australians to submit a video of themselves singing one verse of the Australian National Anthem in a musical genre that is meaningful to them.

It's about driving patriotism in a fun and creative way, embracing our Aussie anthem through a unique and personal rendition.

This campaign is primarily driven online at www.advanceaustraliadare.com.au and will also be accessible through the new website. The most favourite renditions will be featured on live digital screens in numerous states and local government areas on Australia Day, in front of hundreds of thousands of Australians.



Written Opinion Pieces

Prominent Australians including writers, social commentators, actors, musicians and media personalities, together with the general public are invited to give their interpretation of what Australian Identity and Culture means to them through written opinion pieces.

The result is an expanding collection of unique Australian social history where our countrymen and women can contribute their own personal reflections and distinctive experiences as Australians.

This campaign aims to reinvigorate and capture Australia's sense of cultural identity and encourage citizens to reflect on the values we hold true. Written opinion pieces will be targeted at media throughout the year.

SPONSORSHIP OPPORTUNITY

There are numerous sponsorship opportunities associated with the Australian Identity and Culture theme, including overarching presenting rights or sponsorship of individual campaigns, with the opportunity for significant branding and consumer engagement.

For further information regarding sponsorship please contact:

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AUSTRALIA DAY COUNCIL OF NSW

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

Our 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, ADCNSW finds 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.

"Celebrating national pride doesn't get much better than this."

Hon Michael Egan
Chairman, Australia Day Council of NSW