



MEDIA ALERT

AUSTRALIA DAY 2012 MEDIA OPPORTUNITIES

Issue: Thursday 12 January 2012

<p>WEDNESDAY 18 JANUARY 2012</p> <p>TIME: 10.00am for a 10:30am start Finish at 11.30am</p> <p>WHERE: Hickson Road Reserve, Hickson Rd, The Rocks (Next to Hyatt Hotel)</p> <p>Please note: Media to arrange own parking</p> <p>MEDIA CONTACT: Edelman paul.binney@edelman.com 0415 695 482 jennifer.ngai@edelman.com 0405 158 815 amy.sanders@edelman.com 0413 910 512</p>	<p>*Interview, filming and photo opportunities with Australia Day Ambassadors & Talent available*</p> <p>2012 Australia Day Program Announcement</p> <p>WHAT: A sneak peek at the exciting range of events that will be taking place on Thursday 26 January and the lead up to Australia Day alongside Australia Day Ambassadors.</p> <p>HOSTS: Angelos Frangopoulos, Chairman of the Australia Day Council of NSW will provide an overview.</p> <p>PHOTO/FILMING OPPS: The media call will provide media with visual elements of Ambassadors and celebrities enjoying Australia Day in a backyard atmosphere with a BBQ, a game of backyard cricket and the Sydney Harbour backdrop.</p> <ul style="list-style-type: none">• BBQ with Australia Day Harbour Ambassador Jessica Watson and upcoming Australia Day new Citizens• Backyard cricket match with Australia Day Ambassadors (Rick Timperi - Olympian, Charlie Brown – Fashion Designer, Susie Elelman – TV Presenter) and Australia Day 'Have a Go Sports representatives from Netball NSW (Mo'onia Gerrard) and Rugby Union (Adam Ashley-Cooper and Daniel Halangahu)• Official announcement and preview of the Australia Address speaker Dr Charles Teo and speech• Performance from Ngaiire creating a unique live experience, both theatrically and musically brilliant, who will also be performing on Australia Day• Interview opportunities with Australia Day Ambassadors, talent and spokespeople. <p>Please register interest by Tuesday 17 January 2012 with paul.binney@edelman.com</p>
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**FRIDAY
20 JANUARY 2012**

TIME: 12pm for 12:30pm
start. 2.30pm finish

WHERE: Exhibition Hall 5,
Sydney Convention &
Exhibition Centre, Darling
Harbour

Media meet at the media
desk outside Hall 5

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2012 Australia Day Lunch Sponsored by Australia Post

WHAT: The Australia Day Lunch is the perfect occasion to come together and celebrate our achievements as a nation. Recognised as Australia's largest annual corporate lunch, the Australia Day 2012 Lunch brings together 1,500 representatives from the business, government and community sector. This exclusive business event is sponsored by Australia Post and will see the announcement of their new Australian Legends.

PROGRAM:

MC

Jennifer Byrne, Journalist and Broadcaster

Music

George Ellis and the Sydney Youth Orchestra

Speakers

Her Excellency Professor Marie Bashir AC CVO, Governor of New South Wales

Angelos Frangopoulos, Chairman of the Australia Day Council of NSW

Australia Day Message

The Honourable Barry O'Farrell MP Premier of New South Wales

Sneaky Sound System

Miss Connie Mitchell and Black Angus McDonald performing two songs

Australia Post Legends

Honouring the champions of Australia's four codes of football:

Australian Rules, Football (soccer)

Rugby League and Rugby Union.

Please register interest by Thursday 19 January 2012 with paul.binney@edelman.com

SUNDAY
22 JANUARY 2012

TIME: Media arrival 10.30am
Formal proceedings
commence 10.50am –
11.30am

WHERE: Dockside, Darling
Room 1 & 2, Quay 1
The Balcony Level, Cockle
Bay Wharf,
Darling Harbour

Parking is available at the
Convention and Exhibition
Centre at own cost. Car park
entry is located off Darling
Drive.

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Australia Day Presents Launch

WHAT

Join host and iconic Australian Kate Ritchie when we announce the inspiring AUSSIEVAULT national winning entries from the *Living Australian* Online Photography Competition and *Reel Australia* Online Short Film Competition. Highlights from each competition will be showcased as part of the Australia Day Presents Launch. Australia Day Ambassadors will also be on hand to share their Australia Day experiences.

WINNERS PRESENTATION

Kate Ritchie and Angelos Frangopoulos, Australia Day Council of NSW Chairman will announce the winners of both competitions.

AUSTRALIA DAY AMBASSADOR Q&A: Australia Day Ambassadors will speak about their role as Ambassador and the theme "Make your Mark, Australia"

- Donny Galella - Fashion Designer and Stylist
- Judy Nunn - Actor and Author
- Bruce Venables – Actor and Author
- Iva Davies – Singer/Composer
- Robyn Moore – Voice of Blinky Bill

PERFORMANCE

Iconic Australian singer, John Williamson

Note: John Williamson will also be performing on Australia Day in Hyde Park

ATTENDEES

Australia Day Ambassadors and Australia Day sponsors & supporters will be attending

Please register interest by Friday 20 January 2012 with paul.binney@edelman.com

MONDAY
23 JANUARY 2012

TIME: Media arrival 5:30pm
Official Proceedings
6pm – 7.15pm

WHERE: Sydney
Conservatorium of Music,
Macquarie St, Sydney

Media to make own parking
arrangements. Limited Link
van parking available.

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Q&A with Professor Charles Teo AM available post Address

2012 Australia Day Address

WHAT

Tapping into the national spirit, the Australia Day Address has been the cornerstone of Australia Day and the essence of January 26th. Since its inception in 1997, it has become one of our nation's most important and respected commentaries. Associate Professor Charles Teo AM will deliver the Address in 2012.

As an internationally acclaimed neurosurgeon and pioneer in keyhole minimally invasive techniques, Professor Teo has truly made his mark on the nation. Drawing on his experiences, he will share with us the unique contributions which have made his Australia great.

Q&A

Following the Address Official Proceedings there will be a short media conference to ask Professor Charles Teo AM questions about his Address.

All media are required to register your interest for both the Address and post media conference by Friday 20 January with paul.binney@edelman.com

Sky News will broadcast the Address live

ABC Radio National broadcast the Address on 576am at 12:05pm on Thursday, 26 January 2012.

ABC News 24 will broadcast the speech by Associate Professor Charlie Teo AM at 11:30 pm on Monday, 23 January 2012.

**WEDNESDAY
25 JANUARY 2012**

TIME:

Opportunity 1: Between
1pm to 2pm (Hyde Park
North)

WHERE:

Opportunity 1: Hyde Park
North – Meet at Archibald
Fountain

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Australia Day 2012 Bump In/Rehearsals

WHAT: Visual opportunity - Hyde Park North Bump In and Woggan-ma-gule Rehearsals at Farm Cove

Opportunity 1

Head to Hyde Park for the Australia Day Bump In where you can witness the heart of Sydney's CBD preparing for the nation's big day.

See large amounts of sausages and onions being delivered in preparation for Australia Day BBQs, Hank the Herford Bull settling into Hyde Park and the whip cracking preparations, bump in of the giant AUSTRALIA letters so Australians can make their mark on Australia and write their message and the general hustle and bustle of Hyde Park as anticipation builds.

Opportunity 2 – TV weather crosses

- The Woggan-ma-gule rehearsals ahead of Australia Day will be taking place at the Band Lawn in Farm Cove, Royal Botanic Gardens taking place from 6.00pm. This is an opportunity to capture the performers prepare for the 2012 Woggan-ma-gule Ceremony, the 'meeting of the waters', maintains the age-old custodial traditions of the Darug Nation on the lands of the Gadigal and neighbouring clans.
- Hyde Park – backdrop of stages, Hank the Hereford Bull will be in Hyde Park until 7.00pm

Please note there are no scheduled media events, this is an opportunity to capture bump in and rehearsals the day before Australia Day.

Please register your interest with paul.binney@edelman.com by Tuesday 24 January

**THURSDAY
26 JANUARY**

TIME: Celebrations start at 8:00am and continue until nightfall

WHERE: Sydney's CBD and Harbour foreshore

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Australia Day 2012

WHAT: Australia Day 2012 will delight and entertain all age groups with a diverse range of events and activities on offer. Sydney's stunning city and Harbour will be transformed into a playground of free events and activities, celebrating everything great about being Australian.
Visit www.australiaday.com.au for full event listings and locations

CBD HIGHLIGHTS:

- 8am - Woggan-ma-gule Morning Ceremony
- 8.30am - The Body Science Great Australian Swim
- 10am - The Big Telly featuring Hereford Prime beef cooking demonstrations. Hank the Bull will also be in Hyde Park
- 10am - NRMA Motorfest
- 2pm - The Lord Mayor's Citizenship Ceremony in Hyde Park
- 3.30pm - Kate Ritchie will present the winners of the Reel Australia Short Film Competition
- All day - Living Australian outdoor photography exhibition

ON THE HARBOUR & ALONG THE WATER'S EDGE:

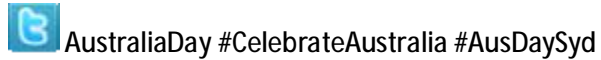
- 11am - Ferrython
- 11:30am - The Rocks Australia Day
- 11.30am - Darling Harbour Australia Day
- 12.15pm - RAN Search and Rescue
- 1.15pm - The 176th Australia Day Regatta
- 3pm - The Sydney Ports Jazz on the Water

Other NSW highlights:

- 8am - Wollongong (Wollongong Harbour) - Cliff Road & Marine Drive
- 4pm - Blacktown (Morreau Reserve, Rooty Hill) - Ross Wilson, and Justice Crew live performance
- 6pm - Parramatta (Parramatta Park) - DIG 1100 Concert Tim Freedman from The Whitlams and headlining act Thirsty Merc
- 6:30pm - Penrith (Sydney International Regatta Centre) - Australia Day Spectacular

Please refer to the Australia Day Media Manual (<http://www.australiaday.com.au/mediaandnews/mediamaterial.aspx>) for all your Australia Day information, road closures and media contacts for the day

For more information or to join the conversation please visit www.australiaday.com.au



NEW iPhone and Android phone apps at australiaday.com.au/mobileapps



IMPORTANT INFORMATION – Sydney Harbour Bridge Closure

The Sydney Harbour Bridge will be closed for up to three weekends in January (13-16, 20-23, 27-30) from 10pm Friday until 5am Monday. Please plan ahead, allow plenty of time to travel to events and catch public transport.

Australia Day events on 26 January will not be affected by the weekend closures of the Sydney Harbour Bridge

For Further Information

T: 1800 822 486

For maps, clearway information or to sign up for SMS alerts visit www.rms.nsw.gov.au