



Australia Day Ambassador Program

Local Government Area Program Timeline

Stage 1: Registration and Information

November

The Australia Day Council of NSW (ADCNSW) opens registrations for the Australia Day Ambassador Program and the Local Citizen of the Year Awards Program. You will need to complete two online forms:

A. Complete online Stage One Registration Form – Submit your Ambassador requirements:

- Advise duration your Ambassador is required and appropriate accommodation. Please consider events the day prior to Australia Day and available travel options (e.g. limited flights) which may impact how long your Ambassador should stay.
- Advise recommended method of travel. If your recommended travel method is flying, please include any notes about recommended airport, flights or availability in the ‘travel notes’ section of the form.
- Provide brief summary of events and activities your Ambassador will participate in during their visit, to assist ADCNSW in allocating the best Ambassador for your program. Details do not have to be final, and can be amended later.
- Advise Traditional Custodians of the Land.

B. Order hardcopy NSW Local Citizen of the Year Awards certificates – submit online order form.

- Electronic copies of the certificates will be available for download from the ADCNSW Local Government Area Resources Portal.

C. ADCNSW will provide LGAs information and toolkits about Australia Day marketing campaigns, themes and key messaging through the ADCNSW LGA Resources Portal.

Stage 2: Local Event Details

December

ADCNSW will create a program itinerary/event brief for your Ambassador’s visit from the information you provide in the Stage 1 and Stage 2 Registration forms. In the Stage 2 form, please make sure you submit your **final program details** with as much information as possible.

D. Complete online Stage Two Registration Form – Submit detailed program information for your Ambassador including:

- Ambassador chaperone contact details, including details for the person collecting your Ambassador from the airport or greeting the Ambassador on arrival.
- Confirmed accommodation details (if relevant).
- Event details for each activity including start and finish times, event venues and locations.
- How your Ambassador will travel to events on the day ie accompanied by host council.
- Your Ambassadors role at each event and other possible activities you would like your Ambassador to be involved in.



- Suggested speech topics and acknowledgments that you would like your Ambassador to make during their address (e.g. Acknowledgement of Country, VIPs attending).

E. Submit your LGA's Australia Day Program Event Listings.

- Upload event details to create event listings and promote your local events on the official Australia Day in NSW website.

Stage 3: Ambassador Allocations and Notification

December

- ADCNSW will commence the allocations and confirmation process of your 2025 Australia Day Ambassador.
- ADCNSW will introduce you to your Ambassador via email and share their finalised travel arrangements and word document version of their program itinerary based on the information provided by the LGA in Stages 1 and 2 for councils to complete.

F. ADCNSW will distribute to LGA's via post:

- The Australia Day Ambassador Lapel Pin will be sent to LGA's to present to their Ambassador.
- Hardcopy Local Citizen of the Year Award certificates sent to LGAs who have pre-ordered.

Stage 4: In the lead up to Australia Day

January

G. Promote your Australia Day Ambassador within your community and to local media.

H. Leading up to your Australia Day celebrations please advise ADCNSW of any changes to your program such as:

- Changes to venues, event times or Ambassador's role.
- Changes to accommodation details.
- Changes to final contact details.

I. In the week leading up to Australia Day, Host LGAs should conduct a phone or online briefing with their Ambassador ahead of their arrival.

Stage 5: Evaluation

February

J. Complete the online evaluation form to capture information, feedback and anecdotes.

- Forward any photographs, media clippings and social media posts featuring Ambassadors from your community Australia Day celebrations to ADCNSW.

Australia Day Council of NSW

For more information, please contact:

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