



Australia Day Community and Ambassador Programs

Program Timeline for LGAs

NSW Local Citizen of the Year Awards Program

September

The Australia Day Council of NSW (ADCNSW) will launch the NSW Local Citizen of the Year Awards Program and provide councils with support in administering the awards in their communities.

A. Register if your council will be running the NSW Local Citizen of the Year Awards Program

- ☐ ADCNSW will provide LGAs with the NSW Local Citizen of the Year Awards Guide including promotional tips and templates to help you generate nominations and promote finalists in the lead up to Australia Day

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

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

Stage 1: Ambassador Program Registration and Information

October

Registrations open for the Australia Day Ambassador Program for councils to submit initial Ambassador preferences and requirements to assist ADCNSW in finding the best Ambassador for your community.

C. Complete online Stage One Registration Form – Submit your initial Ambassador request:

- ☐ Confirm council key contacts, postal address and submit preferences for the type of Ambassador you would like.
- ☐ Advise duration your Ambassador is required and appropriate accommodation (if required). Consider any events/ travel that may impact how long your Ambassador will need to stay.
- ☐ Advise recommended method of travel. Please include notes about recommended airport, flights or other availability considerations in the 'travel notes' section of the form.
- ☐ Provide a brief summary of events and activities your Ambassador will participate in during their visit including official duties and additional community engagement opportunities.

Provide as much detail as possible. Details don't need to be confirmed/ final and can be amended later.

Stage 2: Registration - Local Event Details

November

ADCNSW will create an event brief and program itinerary 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 **program / event details** with as much information as possible to progress.

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

- ☐ Ambassador chaperone contact details, including details for the person greeting/ collecting the Ambassador on arrival, time and address/ location of where the Ambassador is to meet you.
- ☐ Confirmed accommodation details (*if relevant*).
- ☐ Provide event details for each event/ activity including start and finish times, venue address.
 - Advise Ambassador's role at each official event and other additional activities and engagement opportunities the Ambassador can participate in. e.g. photo opportunities, other local community organisation events or visits to local sites/ landmarks.
 - Suggested speech topics and acknowledgments that you would like your Ambassador to make during their address (e.g. Acknowledgement of Country, VIP names, themes or key messages).
 - Other information or comments including how your Ambassador will travel to events on the day e.g. accompanied by host council.

E. Once you have submitted the Stage 2 form ADCNSW will commence the Ambassador allocations and confirmation process.

Marketing and Promotions

F. Commence promoting your Australia Day events and prepare to announce your Ambassador

- ☐ ADCNSW will provide LGAs with an Australia Day and Ambassador Program Marketing Guide with key messaging and promotional tips and templates to help you promote your community.

G. Submit your LGAs Local Australia Day Program Event Listings.

- ☐ Upload event details and listings to promote your local events on the official Australia Day in NSW website 'What's on in NSW' page. You can upload as many events as you like and do not have to be part of the Ambassador's Visit Itinerary.

Stage 3: Ambassadors Announced and Introduced to LGAs

December

H. AD26 Ambassadors Announced

- ☐ ADCNSW will announce who your Ambassador will be in early December. You will be provided with the Ambassadors Biography and Headshot to commence promoting them.

I. Ambassadors Introduced to host LGAs

- ☐ Shortly after the announcement ADCNSW will introduce you to your Ambassador via email so you can begin to liaise with them directly. We will attach the following in the introduction:
 - Word document version of their event brief/ program itinerary – please ensure you have submitted the required details in your Stage 2 form to avoid delays to introductions.
 - Host and Ambassador Checklist – with items to discuss and finalise directly prior to visit.
 - Copy of Ambassadors finalised travel arrangements and flight tickets.

J. ADCNSW will distribute to LGAs via post:

- ☐ The Australia Day Ambassador Lapel Pin will be sent to LGAs to present to their Ambassador.
- ☐ Hard copy NSW Local Citizen of the Year Award certificates sent to LGAs who have preordered.

Stage 4: In the lead up to Australia Day

January

- K. Promote your Australia Day Ambassador within your community and to local media.**
- L. In the lead-up to your Australia Day celebrations please advise ADCNSW of any changes to your program such as:**
 - ☐ Changes to the Ambassador's role, accommodation details or key contact details.
 - ☐ Any other changes that will impact their itinerary or visit experience.
- M. In the week leading up to Australia Day, Host LGAs should conduct a phone or online briefing with their Ambassador ahead of their arrival.**
- N. On Australia Day or the days around Australia Day make a social media post featuring your Ambassador.**
 - ☐ Don't forget to tag us **#AusDayNSW #AusDayAmbassador** and share the post with us.

Stage 5: Evaluation

February

- O. Complete the mandatory online evaluation form to capture feedback on your AD26 experience.**
 - ☐ Provide feedback and information about your experience with your Ambassador.
 - ☐ Forward any photographs, media clippings and social media posts featuring Ambassadors in your community.

Australia Day Council of NSW

For more information, please contact:

T: 02 9372 8740

E: ADCcommunity@dnsw.com.au

P: GPO Box 7050 Sydney NSW 2001

ABN: 52 890 768 976