

About the NADC

The NADC is a not-for-profit, Commonwealth owned company based in Canberra. The NADC works to ensure that celebrations of Australia Day encourage:

Participation To unite all Australian through celebration and reflection

Meaning To promote the meaning of Australia Day and being Australian

Recognition To acknowledge active citizenship and achievement.

The NADC actively promotes our national day to inspire national pride and unity through these core programs:

- The celebration of Australia Day, which encourages all Australians to Reflect, Respect and Celebrate
- The Australian of the Year Awards
- Australian citizenship and civic values programs

Reflect, Respect, Celebrate – we're all part of the story

In 2020, the NADC launched a new national campaign for Australia Day.

The central message of the campaign is that Australia Day is a day to reflect, respect and celebrate – we're all part of the story.

On Australia Day, we reflect on our nation's past which began more than 65,000 years ago, the impact of European settlement on our First Australians and the waves of immigration that have helped us become one of the world's greatest multicultural success stories.

At the same time, we respect the contributions of everyday Australians, just like those in the campaign, and we celebrate by coming together and connecting with family, friends, community.

Research completed in February 2020 found the campaign encouraged a sense of belonging, relevance and positivity towards Australia Day.

In the past year, Australia has faced immense challenges: drought, bushfire, floods and the coronavirus pandemic.

The NADC wants Australia Day 2021 to be a day for communities to come together to reflect, respect and celebrate the individual and collective efforts of Australians who put the wellbeing of others before themselves, supported their communities in a time of need and rose to the challenges of these extraordinary times.



Australia Day

Reflect. Respect. Celebrate.

Australia Day 2021 Grants Program

Local government and not-for-profit organisations play a vital role in delivering Australia Day events around the nation.

The NADC recognises that the environment in which councils and not-for-profit organisations operate has rarely been more difficult. Budgets are strained as the economic toll of COVID-19 continues to mount, staff have lost jobs or been stood down and communities around the country are still recovering from the multiple shocks of fire, flood, drought and the coronavirus pandemic.

To show its support for local government in these challenging times, the NADC is providing \$8 million in grants to help councils and not-for-profit organisations deliver COVIDsafe events that encourage all Australians to reflect, respect and celebrate on Australia Day 2021.

The program, to be delivered with the assistance of the Federal Government and in collaboration between the NADC and the Australia Day Network comprises:

1. \$20,000 COVIDsafe Events Grants

Open to the Australia Day network, local councils and not-for-profit organisations, these grants will provide individual grants up to \$20,000 to help make Australia Day 2021 events COVIDsafe.

The grants will help fund resources and services to ensure events meet the relevant state and territory requirements for COVIDsafe events. This might include additional event staff, measures to enforce social distancing, additional cleaning, or practical items like hand sanitiser.

Australia Day events of all sizes and type are eligible for a grant up to \$20,000. Organisations will be encouraged to display Australia Day-branded Reflect. Respect. Celebrate. promotional material and collateral.

2. \$1,000 Australia Day 2021 branding and collateral grants

To help with the planning of Australia Day 2021, each council and not-for-profit organisation will be able to receive free Australia Day-branded Reflect. Respect. Celebrate. collateral and a \$1,000 grant for production of branded materials. This will allow up to 500 councils and not-for-profit organisations select a range of items – including banners, bunting, posters, tablecloths and napkins –suited to their community, and use the grant to have these items produced locally to support local businesses.

All aspects of the Grants Program, from application to acquittal, are governed by the Grants Guidelines for each respective grant. The Grant Guidelines can be found on australiaday.org.au.

Councils and not-for-profit organisations can apply for either grant or both grants.

Round Two:

Opens 12 October 2020

Closes 9 November 2020