

## **Australia Day Ambassador Program Questions and Answers**

### **What is the Australia Day Ambassador Program?**

The Australia Day Ambassador Program is an initiative that sees high achieving and proud Australians attend local Australia Day celebrations in towns and cities across the nation. Australia Day Ambassadors volunteer their time and energy to inspire pride and celebration in hundreds of local communities in cities, regional areas and in the country.

### **What is an Australia Day Ambassador?**

Each year outstanding members of the community are invited to participate in the Australia Day Ambassador Program. Ambassadors are distinguished Australians from many different backgrounds; including sport, the arts, music, television, business, science and the community. There are a number of prerequisites for becoming an Australia Day Ambassador but the major focus is a desire to celebrate Australia Day and promote thought amongst the community by stimulating meaningful discussion about being an Australian and achieving one's goals.

### **How does an Ambassador fit into our celebration/function?**

The purpose of an Australia Day Ambassador is to enhance your Australia Day celebration. Quite often councils utilise VIPs from the local community which is a great strategy for fostering local support and involvement. However, having someone from outside the local community attend a function can be seen as a coup by the local Council in attracting someone of note to join the celebration. Most of our Australia Day Ambassadors are well-known names within South Australia. If not well-known, their background and interests can certainly make them people of interest.

In most circumstances your Australia Day Ambassador will also be able to participate in a "meet and greet" time whereby they mingle with locals and give them an opportunity to meet someone of note face-to-face. Please remember they are an adjunct attraction to your celebration or function. They are not there to run the event – unless you specifically invite them to do so. They will do their best to perform whatever role you request of them.

### **What costs are involved in hosting an Australia Day Ambassador?**

There is no speaking fee for our Ambassadors. The Australia Day Council of SA (ADCSA) will cover the travel costs of your Ambassador to and from the designated celebration point within your Council area. Depending on where your Council is located, this can involve airfares, train tickets, fuel reimbursements, travel costs, etc. If it is necessary for your Ambassador to stay overnight (eg for an early start or only one flight in/out per day) then Councils are requested to provide accommodation and meals for your Ambassador during their stay. It should be noted that if your council has been successful in gaining a Community Events Grant, these funds can be used to cover any costs associated with hosting an Ambassador.

### **What is considered suitable accommodation for an Australia Day Ambassador?**

Please consider your Ambassador as a guest of your Council. What sort of accommodation would you consider appropriate for a guest? While most Councils source commercial accommodation - eg in a local (reputable) motel or hotel- some have utilised B&Bs or even private accommodation – eg Mayor has hosted the Ambassador, local available furnished accommodation, etc. Some Councils have established very good rapport with accommodation facilities in their area and have arranged for free accommodation to be provided by a generous benefactor. Similar considerations can be given towards meals.

### **How far will an Ambassador travel?**

Member councils from across the state are eligible to request the attendance of an Australia Day Ambassador. We have organised Ambassadors for Coober Pedy, Ceduna, Port Lincoln, Mount Gambier, Tatiara and most points in between. Please bear in mind that most of our Ambassadors do have a private life and this can involve business interests or professional commitments. For this reason it sometimes happens that some Ambassadors are not able to attend your event at the time you require or are unable to be away from home for an extended period. We do indicate issues such as this when we disseminate our list of available Ambassadors.

### **What can we ask an Australia Day Ambassador to do?**

Most Australia Day Ambassadors are asked to give an address that captures the spirit of being Australian. However, the activities of Australia Day Ambassadors on Australia Day are as diverse as the communities which host them. Ambassadors may officiate in judging competitions such as a pie eating contest, present Australia Day community awards, help

cook a barbeque or present certificates at citizenship ceremonies. They are there to work with you and to enhance your event.

**We have multiple functions throughout our area. Can we have more than one Ambassador?**

Yes, however our initial allocations will be based on one Australia Day Ambassador per Council area. It is only after all initial allocations have been finalised that we will consider additional Ambassadors for a Council. On the other hand, if the Australia Day functions within your Council area can be staggered, and it is not too far between locations, then perhaps you can consider inviting your Ambassador to attend more than one function. In the past, some Councils have successfully had their Ambassador participate in multiple functions on the one day.

**Our celebration will be held on a date other than January 26**

If your event is scheduled for a date either side of January 26, you are still eligible to request an Ambassador.

**Token of thanks for an Australia Day Ambassador.**

ADCSA certainly has no requirement of this nature. However, most Councils do express appreciation of their Ambassador with a token gift. This is something that each Council may need to consider in keeping with any local By-Laws, etc.

**Can we access Ambassadors for functions throughout the year?**

Many of our Ambassadors have indicated a willingness to assist Councils at functions throughout the year. Their services can be requested for functions such as Citizenship Ceremonies, special events, Council functions, etc. Please remember that not every Ambassador is available throughout the year but we can always approach whoever you prefer on your behalf. Costs of transporting and accommodating (if necessary) an Ambassador at times outside Australia Day would be the responsibility of your Council. No speaking fee will apply.