



Australia Day
Reflect. Respect. Celebrate.

**South
Australia**

**Australia Day Council
of South Australia**

Strategic Plan Towards 2027

Acknowledgement of Country

The Australia Day Council of South Australia acknowledges the traditional country of the Kurna people of the Adelaide Plains.

We recognise and respect their cultural heritage, beliefs and relationship with the land and waters. We acknowledge they are of continuing importance to the Kurna people living today.

We pay our respects to all First Nations peoples across the state and nation, where we collaborate and deliver our programs.

Sand Painting Collaboration:
Artists Derik Lynch and Frank Wanganeen



Foreword

The Australia Day Council of South Australia has proudly celebrated the remarkable achievements and significant contributions by South Australians and Australians from diverse backgrounds for forty-three years, honouring the now sixty-four years of the Australians of the Year Awards.

Our year-round programs shine a light on the individuals whose dedication and sacrifices enrich our state's social and cultural fabric, demonstrating the profound impact we as Australians can make each day.

Our values, embedded in the shared promise of our nation, remain the cornerstone of our organisation, guiding our mission to nurture thriving and connected communities led by inspiring individuals.

We acknowledge our past, recognise our inspirational people and communities, and embrace and encourage diversity and inclusion for all Australians. We promote a socially cohesive society, that fosters inclusivity, unity, equal opportunity and active participation, stimulating and providing thought leadership and deeper understanding around Australia's national identity.

We celebrate remarkable individuals who embody our commitment to positive change. Our Award recipients are everyday heroes some who have overcome significant challenges and profoundly impacted their communities, exemplifying our mission to improve our world, nation, and communities.

Our forums and events, including Aus Lights on the River where together with our First Nations and intercultural communities, we honour all of who we are, bringing together our fellow Australians on Australia Day.

In a time marked by economic uncertainty and global divisions, the work of the Australia Day Council of South Australia in highlighting those driving positive change and fostering a better Australia for everyone is more crucial than ever. By showcasing the efforts of active citizens and bringing together our communities and stakeholders, we aim to inspire reflection and positive action within our communities, raising awareness of pressing issues among those in positions of power; and honouring our unity as an inclusive society.

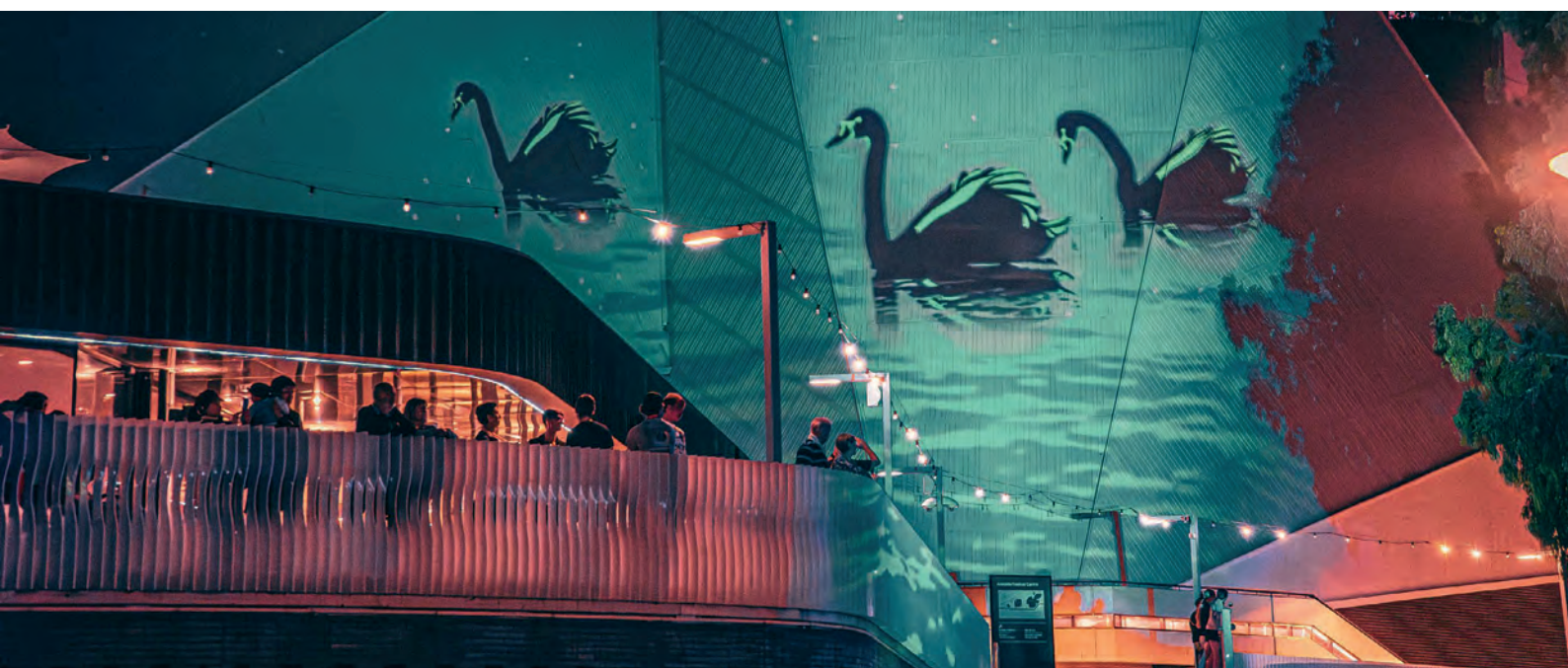
This strategic plan, Towards 2027 has been developed across four strategic priorities: Recognise inspiring people and communities, and stimulate thought leadership; Foster social cohesion within our communities; Place reconciliation at the centre of all we do; and at an organisational level, Enhance our brand, organisational capacity and environmental sustainability.

These directions will magnify our impact in collaboration with our invaluable partners, volunteers and members from the community and social sector, businesses and corporations, federal, state and local government at all levels education institutions, and our national network.

We invite you to join us as a member, partner, volunteer and attendee to our events and thought leadership forums and programs, as we embrace this next phase of nurturing leadership and social cohesion within our communities; and acknowledge and celebrate all of who we are as Australians.

Michelle Cox
Chair

Jan Chorley
Chief Executive Officer



What You Have Told Us



Aus Lights on the River

The overriding theme was demonstrated in such an inclusive way to incorporate all Australians and the focus given to the Kurna People was appropriate. The way the event was staged along the riverbank gave everyone a chance to really take in each different story from the panels on the Festival Theatre to the beautiful stories of Kurna People using fountains of water on the river. That was breathtaking. And it was such a gentle event – there was a real sense of calm. I feel very privileged to have experienced it.

Attendee 2024

I enjoyed it so much; it was spectacular and moving. The event was very professional, so exciting and entertaining.

Attendee 2024



Respecting Country Parade

It was great to be part of this multicultural country, it was great to do it together, positive vibes, it reflects where we come from, respecting this country. Respecting tradition.

Survey response 2024

A wonderful parade, to see so many cultures celebrate their sense of belonging and showcase their heritage. It made us feel very proud.

Survey response 2024

We need as South Australians to strengthen connection to our communities – ADCSA are trying to do so. These other communities love it and are so proud to call Australia home and be part of the event. I love how ADCSA connects with all of these communities.

Strategic Planning consultation respondent 2024



Mourning in the Morning Smoking Ceremony

Participating in the smoking ceremony helped me understand the importance and powerful ceremony is for bonding people together.

Survey respondent 2024

I loved the experience, listening to respected Kurna Elder/s and all the speakers, dancers, and presenters. We felt very welcome and are very pleased to learn more about important First Nations community members who have contributed much to society for the improvement of First Nations living experience in the present day, since colonialism has changed (destroyed) so much of their (traditional) lives, language and culture. I really look forward to attending again.

Aus Lights on the River 2024 Visitor





Citizen of the Year Ceremony at Government House

Thank you for all that you do to make a difference to all citizens in this country. Also, the amazing awards to recognise outstanding citizens in their fields.

[Survey response 2024](#)

It was heartwarming to recognise those who so selflessly give their time to support others.

[Survey response 2024](#)

I felt proud to be Australian (adopted) for this country and be surround for amazing people who make this country so great country to live. Thanks a lot!

[Survey response 2024](#)

I enjoyed the atmosphere and prestige that accompanied this event. I appreciate the speeches given by many of the guest speakers and officials. I was enthralled upon hearing the great deeds completed by many individuals and their messages.

[Survey response 2024](#)



ADCSA Members

I wanted to be a contributor (in any capacity really) and support and promote the objectives of the Council and its ongoing relevance within the South Australian community.

[ADCSA Member](#)

It opened many opportunities to connect and expand connections with like-minded and inspiring people, service providers and to listen to those wonderful people who are making real differences that benefit all Australians.

[ADCSA Member](#)

The close correlation of its values and all it stands for, with what I learned to love about this wonderful country, and its standing within our Commonwealth, progressively, from the time of my earliest memories.

[ADCSA Member](#)



ADCSA Ambassador Program

Council and the community are very fortunate to host supportive and enthusiastic Ambassadors who hold our wider SA communities' interests at heart, and who are prepared to share their time and contribute to Australia Day celebrations each year.

[Survey response 2024](#)

I think it is important to recognise those people in our community who make a material contribution and are motivated not by self-interest, but the change and impact they can bring through their actions.

[Member survey response 2024](#)



What You Have Told Us



Inspiring Australians Student Summit

I loved how she (Dr Trudy Lin) spoke about how she wants to build a more inclusive society where every person can eat, speak, and smile freely.

[Student survey response 2024](#)

Craig (Foster AM) shared an inspiring story about resilience and working hard to achieve your goals.

[Student survey response 2024](#)

It is always a pleasure to be part of a day that empowers our next generation to embrace who they are and unlock their limitless potential.

[Taryn Brumfit, 2023 Australian of the Year](#)

I look forward to sharing ideas on the leadership we need to forge a better future for us all.

[Tim Jarvis, 2024 SA Australian of the Year](#)

Our young people are our future changemakers, Community members and knowledge holders. I am grateful to be a part of the 2024 Student Summit to connect, tell stories and spark a flame of inspiration in our youth. I want all young people to know that their voice and life matters, regardless of their background, past lived experience, family life, identity, or class. There are support systems to nurture and help overcome difficulties, and there are people who deeply care about each and every one.

[Tianhi Adamson, 2024 SA Young Australian of the Year](#)

It is an honour to be invited to speak to a room full of young people and to meet with Adelaide networks dedicated to helping the kids who are doing it tough. Our mission at *BackTrack* is simple – to keep kids alive, out of jail, and chasing their hopes and dreams. While the whole nation grapples with what the hell is going on with our kids – school disengagement, mental health, crime, unemployment, social media – at *BackTrack*, we roll up our sleeves and put our shoulders to the wheel. We break the cycle over generations because we will never give up on these kids.

[Bernie Shakeshaft, 2020 Australia's Local Hero](#)





Inspiring South Australian Women Impacting the World – Issues of Our Time 2023

I benefited greatly from (the variety of guest speakers), demonstrating courage and sharing their experiences of failures...learning and growth, resulting in success...valuable acknowledging it happens, (that) it's okay and it leads to more meaningful success. The diversity of the audience was excellent, particularly the inclusion of the students, showing them, they can be because they can see women succeeding in different fields.

Survey respondent 2023

I loved hearing such raw stories of true vulnerability and resilience. I have never been at an event like it. I left feeling incredibly encouraged.

Survey respondent 2023

It was good having the opportunity to network. I caught up with another Citizen of the Year...about our projects and made plans to connect and enhance our activities.

Survey respondent 2023



Australian of the Year – Tour of Honour

It was inspirational to listen to the speakers and a wonderful opportunity for the school students to hear ideas and listen to role models that could inspire them to believe in and develop their own aspirations.

Attendee Tour of Honour 2021

Three incredible speakers. You couldn't help but leave the forum recharged and remotivated. Hopefully a future Australian of the Year Awards Tour of Honour can again visit Whyalla.

Attendee Tour of Honour 2021

This was a great experience to hear from great South Australians. Although I felt humbled by them, I really appreciated their great messages.

Attendee Tour of Honour 2021



Australian of the Year Event

Today changed me...I used to think that hope is not a strategy. I learned that indeed, it is. Hope stops us from becoming despondent. Hope makes us do what we can do to make our world a better place. Hope fuels science, advocates for policy changes, and brings people together. As a change manager, I am humbled by how much I learned today about making seemingly impossible change happen....

Australian of the Year 2024 Luncheon Attendee

Meeting and hearing so many inspirational people. Not just those nominated and Award winners but at our table and around the room.

Survey respondent 2023



About Us

The Australia Day Council of South Australia (ADCSA) is a for-purpose, membership-based association. As an independent, non-government organisation, we collaborate across community, business, government and non-government sectors, and are part of the national network of eight State and Territory Australia Day Councils and the National Australia Day Council.

Our Purpose

We acknowledge our past, recognise our inspirational people and communities, embrace and encourage diversity and inclusion for all Australians.

We promote a socially cohesive society, that fosters inclusivity, unity, equal opportunity and active participation, stimulating and providing thought leadership and deeper understanding around Australia's national identity.

Our Vision

We are a connected community of inspired leaders contributing to Australia's future and fostering our Australian values. We strengthen the fabric of who we are as Australians, together creating a thriving nation for all.

We amplify our nation's stories commencing with our First Nations peoples and reconciliation, our migrant and refugee stories, our ancestral story and cultural heritage, celebrating diversity and unity.

We work at addressing disadvantage and the issues of our time, by bringing together our community and stakeholders, providing platforms for our Award recipients and leaders to share their messages, instigating awareness and change, magnifying impact and support for their causes.



Our Values

We bring our values alive by embedding them in all we do, how we collaborate with partners, stakeholders, and community, and how we relate with each other.

Respect.

We honour people's stories and achievements and provide a platform to amplify their influence.

Integrity.

We act with transparency. We reflect honestly about our history and facilitate open dialogue about Australia's future.

Inclusiveness.

We value all people for who they are, so they may share a sense of belonging with our national identity, and our organisation.

Courage and Compassion.

We look to the future with courage and compassion.

Our Impact

Our impact is created in collaboration with our invaluable partners and members including the community and social sector, businesses and corporations, federal, state and local government at all levels, education institutions, and our national network.

Our work amplifies the voices of recognised leaders, providing platforms to inspire change and leadership within our communities, businesses and lives. Together we are:

- Reimagining and honouring who we are as Australians
- Recognising and promoting active citizenship
- Cultivating social inclusion and cohesion
- Fostering cultural, social and economic impact
- Transforming lives and inspiring future leaders
- Counteracting disadvantage and providing platforms for the social concerns of our time
- Thought leadership for organisations and communities
- Advancing organisational, financial and environmental sustainability



About Us

What we do

Attitudes to Australia Day are evolving. We are informed by research, and we are listening to all views about not just the day, but what Australia is now and will be in the future. We are part of the conversation and continue to work with others to facilitate it.

Our year-round programs and events are strategically curated to enable the South Australian community to connect with each other; and engage with and benefit from aspirational Australian leaders who may be everyday people doing extraordinary things, or leaders at the highest levels of their professions and influence.

Our work amplifies the voices of recognised leaders, providing platforms to build capacity, inspire change, and leadership within our communities, businesses and our lives.



Inspirational Awards, Events, Forums and Programs

We deliver high profile and meaningful events, Awards and programs that recognise inspiring people from our communities, amplifying their messages and influence across South Australia.

Awards

- Australian of the Year Awards
- Citizen of the Year Awards
- Inspiring South Australian Women's Award
- Award for Leadership in Languages and Culture
- Public Service Medal

Events, Forums and Programs

- Australian of the Year event
- Australian of the Year presentation event
- Citizen of the Year Awards program and event
- Aus Lights on the River, Mourning in the Morning Smoking Ceremony, and Respecting Country Parade event series
- Inspiring Australian Students Summit
- South Australian Women Inspiring the World event
- NGO CEO Luncheon
- Thought leadership forums with recipients, leaders and stakeholders
- Capacity building events with Award recipients, leaders and emerging leaders in our community, for-purpose, business and corporate sectors
- Regional Tours and engagement
- Ambassador program



Strategic Priority One

Recognise inspiring people and communities and stimulate thought leadership.

Goal One

Strengthen our engagement with all stakeholders, leveraging relationships to magnify impact across metropolitan and regional South Australia.

Goal Two

Expand our reach, and engagement with the Awards and Ambassador programs to amplify active citizenship, leadership and community capacity.

Goal Three

By delivering high-quality events, forums, and thought leadership programs, we enable our communities, members, and stakeholders to connect and be informed, amplifying their own work and passions.



Strategic Priority Two

Foster social cohesion within our communities.

Goal One

Enable, facilitate, encourage, and support our diverse communities to come together and provide a space for us to unite. We illuminate our rich culture and acknowledge the contribution of all communities to our nation.

Goal Two

Providing opportunities for emerging and existing intercultural leaders to develop networks and inspire others through their year-long participation including with the Ambassador Program.

Goal three

To be recognised and respected as a trusted partner for support and advice in the promotion of interculturalism and social cohesion.



Strategic Priority Three

Place reconciliation at the centre of all we do.

Goal One

Facilitate ongoing engagement with First Nations communities and leaders in shaping meaningful whole of year engagement.

Goal Two

Promote growth, awareness and understandings of our First Nations culture, belief systems and impact of colonisation.

Goal Three

Continue to provide platforms that facilitate truthful reflection and acknowledgment of our history through our events and award programs.



Strategic Priority Four

Enhance our brand, organisational capacity and environmental sustainability.

Goal One

Enhance our year-round presence and revisit our branding and communications strategy.

Goal Two

Optimise our high-performing organisational culture, operating and technological norms to ensure improved service delivery, and volunteer and staff well-being.

Goal Three

Strengthen our revenue base, and develop strategies to leverage technology for reach, efficiency and sustainably.





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