

<p>1. What is NADC? Will you provide assistance to deliver this celebration in a COVID-safe environment? What guidelines will the celebration need to abide by? (e/g/ COVID marshal, hand sanitising stations, PPE, COVID signage, contact identifying technology)</p>	<p>The National Australia Day Council Limited (NADC) is organising Australia Day 2022. It is a Federal Government entity which aims to encourage the celebration of the 2022 Australia Day.</p> <p>The strategic focus areas for the NADC are:</p> <ul style="list-style-type: none"> • Meaning: To promote the meaning of Australia Day and being Australian • Participation: To unite all Australians through celebration and reflection • Recognition: To acknowledge active citizenship and achievement <p>The Australia Day event can be a new or existing public event or activity, a community activity or an online engagement.</p> <p>All Rotary Clubs are encouraged to support local businesses and communities through the procurement of all supplies locally, and enabling the retention of local employment, in mitigating the Covid environment.</p> <p>Super Cluster /clubs will need to ensure their celebration is Covid safe. This will vary across Australia. Please refer to the relevant state health guidelines, current as at the 26 January 2022. Preparation for a Covid safe celebration should be planned early with the flexibility to adapt to possible changes, possibly with a committee appointed to manage Covid safe requirements.</p> <p>The minimum recommended requirements to plan for are:</p> <ul style="list-style-type: none"> • Covid Marshalls • Markers for 1.5 metre social distancing where appropriate • hand sanitizer stations • PPE • Covid signage • free face masks for all • contact identification technology • temperature check facility, and • any other mandatory local requirements
<p>2. Who is an eligible celebration organiser?</p>	<p>An Australian not for profit organisation (such as Rotary)</p>
<p>3. What is expected of Rotary?</p>	<p>As an applicant we:</p> <ul style="list-style-type: none"> • Are encouraged to support local businesses and employment in the community • Have Public Liability Insurance • Can demonstrate beneficial economic impact to small businesses and hospitality, disadvantaged members of community etc • Have a Contingency Plan should public health restrictions prevent in-person celebrations • Promote and showcase Rotary's signature projects across Australia • Invite and encourage the family of Rotary and members of the public who have been isolated because of COVID to join us for a conversation in a safe place at Rotary. The conversation will be about Reflect, Respect, Celebrate, we're all in this together and to promote Rotary's work in its 101st year in Australia and the world.
<p>4. What will clubs receive as a grant towards an</p>	<p>Each Super Cluster will apply for a \$20,000 grant to be shared with up to ten entities in the Super Cluster (Rotary, Rotaract Clubs and maybe a District). Those who collaborate with local Aboriginal and Torres Strait Islander communities to</p>

Australia Day celebration?	incorporate activities that reflect and respect the history of local indigenous people and celebrate their culture will be eligible to apply for an additional \$10,000. Please seek your District Governor's allocation of clubs to Super Clusters. Each club is to receive a minimum of \$2,000 to be spent on food and drinks, and marketing collateral purchased in your local area. All the Marketing artwork will be sent to you in the coming fortnight.
5. What is my budget, will I need to invest any additional budget?	<p>Clubs may wish to source additional funds from Sponsor contributions towards funding the celebration.</p> <p>The event can also hold fundraising activities such a raffle or Gold coin donation subject to licensing requirements. A cashless device is recommended to comply with Covid safe events.</p> <p>The set-up costs of the centrally managed celebration will be funded by a separate independent grant. The centrally managed celebration costs comprise of: Studio set up costs, technology for broadcasting etc, marketing and advertising, booking platform, entertainment costs and the development of a website page.</p>
6. What is the format of the Celebration?	<p>The Celebration will consist of two separate components:</p> <ul style="list-style-type: none"> • 12.00pm to 1.00pm - The first component will be managed centrally, being delivered from a studio environment and accessible to all Rotary Clubs and Rotarians. • 1.00pm onwards - The second component will be a 'club based' celebration, such as a picnic, sausage sizzle, BBQ, public forum, afternoon tea or similar, subject to members wishes.
7. To what other elements of the celebration will the Club/Super Cluster funding go?	<p>The format of each Super Cluster will be unique. Below are some suggested items funding may cover:</p> <ul style="list-style-type: none"> • Pull up banners • Entertainment • Marketing and publicity • Web page development • Audio Visual Equipment hire • Costs associated with fundraising • Covid safe requirements
8. What day will this run and what is the Celebration duration?	<p>Date: Wednesday 26 January 2022</p> <p>Centrally managed component: 12.00pm to 1.00pm</p> <p>Club based component: Start time: 1.00pm. End time: subject to each club/ Super Cluster</p>
9. What is the planned format of the centrally managed celebration?	The central event will showcase our signature projects across Australia and will have key messages from Government and Rotary leaders along with inspiring musical talent that will showcase the best of Rotary and our community spirit.
10. What is the second component of 'club based' celebration?	<p>It is anticipated that clubs will take part in celebrating the spirit of Australia Day with their club members, the broader Rotary family, past members, sponsors, partners, local businesses and community partners.</p> <ul style="list-style-type: none"> • clubs may jointly organise the celebration forming Super Clusters of around 10 clubs • one club may be the host club or appoint a consortium of club representatives to manage the celebration

	<ul style="list-style-type: none"> • A Super Cluster Lead will take responsibility for submitting the funding request to NADC • Each celebration is to have a nominated experienced convenor (a past AG, PDG)
11. What are the requirements of a club or Super Cluster celebration?	<p>Requirements are:</p> <ul style="list-style-type: none"> • a TV and/or projection facility to broadcast the first component of the celebration, or other alternative arrangements such as viewing from home or portable devices • Super Clusters are to source products and supplies from the local business community • The celebration is to promote arts and crafts, local produce and other commercial entities that will result in increasing employment and other economic benefits to the community. • Showcase and promote individual club programs such as: <ul style="list-style-type: none"> ○ Diversity, Inclusion, Peaceful resolutions, Violence Free Homes, Safe Families, Sustainable environment ○ Addressing homelessness, access to clean water, shelter, education medical support, maternal health, mental health and disaster relief.
13. Who will benefit from this celebration?	<p>Clubs are encouraged to invite club members, the broader Rotary family, past members, sponsors, partners, business and community partners.</p> <p>The following are some suggestions:</p> <ul style="list-style-type: none"> • Municipality • First responders • Sponsors and donors to programs • Friends and associates of Rotary • Family and friends • School leaders and students • Cultural leaders • Ethnic and religious leaders • Business associates
14. How will the celebration be advertised? Are we using social media to promote the celebration?	<ul style="list-style-type: none"> • Promotion via Face Book page • Banners • Posters • Signage artwork • Merchandising • Website • Media partners and corporate partners will assist with marketing • A Rotary Australia Day logo has been created
15. Do I need to organise permits for the event?	<p>Each celebration organiser will need to check permit requirements with their relevant local authorities.</p>
16. How many people can be invited? And will there be a ticketing system?	<p>Consistent with the theme of this celebration, you are encouraged to extend the invitation widely throughout the community. To manage this celebration effectively, it is recommended to engage a ticketing platform. The event capacity will be required to comply with Covid safe requirements.</p>
17. What type of entertainment will there be and will I be required to organise this? If I am organising the entertainment, are there any guidelines as to the type of	<p>The centrally managed component will provide entertainment as part of the first segment.</p> <p>Any additional entertainment clubs wish to have will be at their discretion. You may choose appropriate Australia Day entertainment aligned with the NADC 2022 theme funded by your allocated funds.</p>

entertainment required?	
18. Will food/beverages be served? Will these require payments?	This is subject to the type of celebration the clubs/Super Clusters wish to put on within their individual budget.
20. Will I be required to document the day via photography/ social media etc?	<p>This is an opportunity to showcase your club's involvement in the community. At your discretion you may wish to publicise images on your website, Facebook page, bulletin and external media.</p> <p>Documenting the success of the 2022 celebration is required in the NADC agreement, and bode well for future fund applications: photos and other material anticipated.</p>
21. Will collateral such as signage be available to me?	<p>Art work for signage and communications will be distributed along with an official Australia Day logo to promote your celebration.</p> <p>Super Clusters and individual clubs will determine their specific marketing requirements and is expected to be funded by the NADC grant and/or sponsors.</p> <p>It is recommended that any commercial work associated with signage is directed to local businesses to encourage the local economy in the spirit of the NADC objectives.</p>
22. Will we have an opportunity to promote Rotary programs at the celebration?	Yes, to promote Rotary as the premier volunteering organisation in "Doing Good", it would be appropriate to promote and showcase your key projects.
23. Helpdesk Support	Should you have any enquiries regarding your application, please contact Fabienne Nichola on 0419 706 206 or via email: fabs.n@bigpond.net.au or Lili Teichman on 0456 434 999 or via email: teichmanlili@gmail.com