

2024 ACMA Awareness campaign schedule

Raising awareness and providing support to a selection of global, national and agency initiatives.

To assist with scheduling events and guest speakers, see the [Internal events calendar](#) for a full view of ACMA internal activities and events throughout the year, including branch and divisional meetings, Facts & Snacks, ACMA Exchange and Fireside chats.

| When | Campaign | Activity | Owner (Section/Branch) & related strategy |
|----------------------------|---|---|--|
| January | | | |
| - | - | - | - |
| February | | | |
| Tuesday 6 | Safer Internet Day | > Intranet article | eSafety |
| March | | | |
| Friday 8 | International Women's Day | > Intranet article or feature blog > Guest Speaker | People Strategy <i>D&I Strategy related</i> |
| Thursday 21 | Harmony Day | > Morning teas in principle location offices > Guest speaker | Social clubs People Strategy <i>D&I Strategy related</i> |
| Friday 22 March – 20 April | Ramadan Observed by Muslims worldwide as a month of fasting, prayer, reflection and community | > Intranet article or staff feature blog | People Strategy <i>D&I Strategy related</i> |
| April | | | |
| Thursday 25 | ANZAC Day | > Intranet article > Posters provided by the Department of Veteran's Affairs | Internal Communications Facilities, Procurement & Security |

| When | Campaign | Activity | Owner (Section/Branch) & related strategy |
|--|---|---|--|
| May | | | |
| Monday 6 to Sunday 12 May | Privacy Awareness Week | <ul style="list-style-type: none"> > Intranet article > Guest speaker: Privacy Commissioner / OAIC | Legal Services Division Privacy Champion |
| Sunday 26 May Monday 27 May – Monday 3 Jun | National Sorry Day & National Reconciliation Week | <ul style="list-style-type: none"> > Intranet article or feature blog > Guest speaker/s: One each from each local land area for each location to talk about local land/cultural groups | People Strategy <i>RAP related</i> |
| June | | | |
| Sunday 23 | United Nations Public Service Day | <ul style="list-style-type: none"> > Intranet article | Internal Communications |
| July | | | |
| Sunday 7 to Sunday 14 | NAIDOC Week | <ul style="list-style-type: none"> > Intranet article > Staff morning and afternoon teas: Raise money for chosen charities (also via Workplace Giving program) > TBC Volunteer half-day: Staff option for half-day out to volunteer at charity? | People Strategy Social clubs <i>RAP related</i> |
| 1 – 31 | Security Month <i>Combines:</i> <ul style="list-style-type: none"> - Security (offices, equipment, information) - Cyber security (online) - Risk, fraud and corruption (APS-wide Fraud and Corruption Control Framework will commence in July, ACMA will align to this) - Integrity at the ACMA / APS Reform | <ul style="list-style-type: none"> > Intranet articles and feature blogs covering physical/personnel security, risk, fraud, cyber safety > Guest speaker | <ul style="list-style-type: none"> - Digital and Technology Services branch - Finance, Reporting and Operations branch - Audit, Risk & Parliamentary section <i>Protective Security Plan related</i> <i>Risk Management Policy and Guide related</i> |
| Sunday 28 July to Sunday 4 August | DonateLife Week | <ul style="list-style-type: none"> > Intranet article | Internal Communications |
| August | | | |

| When | Campaign | Activity | Owner (Section/Branch) & related strategy |
|------------------|--|---|---|
| Monday 30 | Wear It Purple Day | <ul style="list-style-type: none"> > Intranet article, invite staff to wear purple > Morning or afternoon teas, purple food | People Strategy <i>D&I Strategy related</i> |
| September | | | |
| Thursday 12 | RUOK? Day | <ul style="list-style-type: none"> > Intranet article | People Operations Mental Health Ambassador |
| Saturday 28 | International Day for Universal Access to Information | <ul style="list-style-type: none"> > Intranet article | Legal Services Division |

| | | | |
|-----------------|--|--|---|
| October | | | |
| 1 – 31 | Wellbeing Month (Pending mid-2024 development of new Health & Wellbeing Framework) <i>Combines:</i> - Health Week (ACMA) - Safe Work Month (Oct – national) - National Carers Week (Oct – national) - Mental Health Month (Oct – national) - World Mental Health Day (Oct – international) | <ul style="list-style-type: none"> > Intranet articles and feature blogs covering physical and mental wellbeing > Schedule of wellbeing courses/sessions > Internal panel discussion: Carers at the ACMA | People Operations |
| November | | | |
| 1 – 30 | November <i>Also promote:</i> - White Ribbon Day (Nov - national) - International Men's Day (Nov – international) | <ul style="list-style-type: none"> > Intranet article | People Operations |
| Monday 11 | Remembrance Day | <ul style="list-style-type: none"> > All-staff email/calendar event from GM CRD > Announcements over loudspeaker in offices | Internal Communications Facilities, Procurement & Security |

| When | Campaign | Activity | Owner (Section/Branch) & related strategy |
|-----------------|--|---------------------------------------|--|
| 12 November | Deepavali (Diwali) Hindu festival of lights, symbolises the spiritual 'victory of light over darkness, good over evil, and knowledge over ignorance' | > Intranet article or feature blog | People Strategy <i>D&I Strategy related</i> |
| December | | | |
| Tuesday 3 | International Day of People with Disability | > Intranet article > Guest Speaker | People Strategy <i>D&I Strategy related</i> |