



**KEEP THE FIRE BURNING!
BLAK, LOUD AND PROUD**
7-14 JULY 2024

EVENT OVERVIEW

National NAIDOC Week celebrations are held across Australia in the first week of July each year (Sunday to Sunday), to celebrate and recognise the history, culture and achievements of Aboriginal and Torres Strait Islander peoples. NAIDOC Week is an opportunity for all Australians to learn about First Nations cultures and histories and participate in celebrations of the oldest, continuous living cultures on earth.

In line with our Reconciliation Action Plan (RAP), a variety of inclusive activities have been recommended to celebrate NAIDOC Week.

TARGET AUDIENCE

- All ACMA and eSafety employees

BENEFITS OF CELEBRATING NAIDOC WEEK

- Foster a culture of inclusion.
- Build respect for Aboriginal and Torres Strait Islander cultures and histories.
- Deliver on key action items in our RAP.
- Reflect on our progress and strengthen our relationships with First Nations peoples and create opportunities for cultural understanding and meaningful engagement.

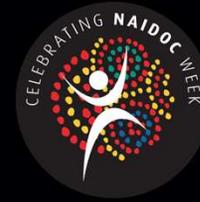
DATE

- NAIDOC Week, Sunday, 7 July – Sunday 14 July.

AWARENESS ACTIVITIES

Below are some proposed promotional ideas to help acknowledge and celebrate NAIDOC Week:

- **Host a guest speaker, Craig Quartermaine**, comedian, writer and TV presenter including over 10 years as a journalist covering Indigenous Affairs for NITV and the ABC.
- **Encourage staff to use NAIDOC Week Teams backgrounds** between 8-12 July.
- **Launch a Hub article** including:
 - The theme for NAIDOC Week 2024 with a link to the official NAIDOC website.
 - Promotion of the guest speaker event.
 - Information about other NAIDOC Week events happening nationally.
- NAIDOC Week poster uploaded onto **computer lock screens** and **digital foyer screens**.
- Promote the **Cultural Capability Hub** available via APSLearn.
- Promote the **SBS inclusion Program – First Nations** eLearning module available in Learnhub.
- Encourage SES and RAP Working Group members to participate in an **external NAIDOC Week event**



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TIMELINE AND LOGISTICS



28 June
Promote NAIDOC
Week events

Send all staff invite for event
Invite all ACMA and eSafety staff to the speaker event via internal comms meeting request.

Promotion of external NAIDOC Week events Senior Reconciliation Champion to send an email to the SES and RAP Working Group members encouraging participation in external NAIDOC Week events.



1 July
Distribution of
materials

NAIDOC Week posters for all office locations.
Display official NAIDOC Week posters on foyer screens, lock screens

MS Teams background
Display official NAIDOC Week posters on foyer screens, lock screens and promote the NAIDOC Week MS Teams background.



5 July
Promotion and
awareness

Publish NAIDOC Week Hub article

Communicate theme for 2024, Keep the Fire Burning! Blak, Loud & Proud. Detail the history of NAIDOC Week and how employees can get involved in external events.

Promote guest speaker event



11 July
Host speaker event

Host guest speaker, Craig Quatermaine

Craig Quatermaine is a comedian, writer and TV presenter including over 10 years as a journalist covering Indigenous Affairs for NITV and the ABC. Craig will address the ACMA and eSafety staff online via MS Teams.



15 July
Post-event evaluation

Post-event evaluation
Record feedback and lessons learned for next year.