

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

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

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

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

When	Campaign	Activity	Owner (Section/Branch) & related strategy
12 November	<b>Deepavali (Diwali)</b> 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&amp;I Strategy related</i>
<b>December</b>			
Tuesday 3	<b>International Day of People with Disability</b>	> Intranet article > Guest Speaker	People Strategy <i>D&amp;I Strategy related</i>