



Reflect. Respect. Celebrate.

NADC | National
Australia Day
Council

2026

Australian of the Year Awards **Nominations Toolkit**

See them.
Hear them.
Nominate them.

Help us spread the message

For 65 years, the Australian of the Year Awards have celebrated the achievements and contributions of extraordinary Australians. Help us find them!

Before 31 July 2025, we'd love your help in **inspiring and encouraging your audiences to nominate** for the 2026 Awards. This toolkit provides you with messaging and assets you can share via your channels.

Our message is simple.

See them. Hear them. Nominate them.

Key messages

- Every day, extraordinary people create moments that inspire
- It only takes one nomination to elevate their voice, help them access more support or give them the recognition they deserve
- By putting someone forward, your nomination shows their efforts have not gone unnoticed
- If we don't know about them, they can't be recognised.
- Extraordinary Australians are all around us. See them. Hear them. Nominate them.
- Nominations for the 2026 Australian of the Year Awards close at midnight on 31 July 2025
- Visit australianoftheyear.org.au

Australian of the Year Awards social media handles

Please follow these channels and tag us in your nomination posts.



Facebook: @AustralianoftheYear
facebook.com/AustralianoftheYear



Instagram: @australianoftheyear
instagram.com/australianoftheyear



X: @ausofftheyear
x.com/ausofftheyear



LinkedIn: Australian of the Year Awards
linkedin.com/showcase/australian-of-the-year-awards

Suggested captions for social media use

You may like to tailor these to highlight a category: Australian of the Year; Senior Australian of the Year, Young Australian of the Year and Local Hero.

- Did you know that it only takes ONE nomination to recognise someone for an Australian of the Year Award? What are you waiting for?
#SeeThemHearThemNominateThem
- Do you know someone who inspires you? Chances are you do. If we don't know about them, they can't be recognised.
#SeeThemHearThemNominateThem for the #ausofftheyear Awards. Visit australianoftheyear.org.au/nominate
- Extraordinary Australians are all around us. You can elevate their voice, help them access more support or give them the recognition they deserve. Visit australianoftheyear.org.au/nominate
#SeeThemHearThemNominateThem

Hashtags

When posting on social media, please tag the Australian of the Year Awards handles and use the hashtags **#ausofftheyear** and **#SeeThemHearThemNominateThem**

Assets

We have various assets available including the nomination campaign video files and visual tiles for use. All assets can be [downloaded here](#). Or share the campaign video from [YouTube](#).

Questions?

Contact communications@australiaday.org.au