

# National Reconciliation Week and NAIDOC Week Celebrations for 2024

Strategic Alignment - Our Community

Public

**Monday 26 February 2024**  
**Reconciliation Committee**

**Program Contact:**  
Associate Director Park Lands,  
Policy & Sustainability

**Approving Officer:**  
Ilia Houridis, Director City  
Shaping

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## EXECUTIVE SUMMARY

The purpose of this report is to discuss the proposed activities to celebrate National Reconciliation Week (27 May to 3 June 2024) and National NAIDOC Week (7 to 14 July 2024).

The theme for National Reconciliation Week is "Now More Than Ever!" The main City of Adelaide celebration will be the launch of the Kaurna Voices cultural mapping tool.

2024 is the 50<sup>th</sup> Anniversary of NAIDOC Week with the theme 'Keep the Fire Burning! Blak, Loud and Proud'. This year Adelaide will host the National NAIDOC Week for the first time since 2015. The National NAIDOC Committee which organises the National awards and ball, is providing support to organise these significant events.

The State NAIDOC Committee is collaborating with the City of Adelaide to organise the annual march, Family Fun Day and activities to showcase the city.

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## RECOMMENDATION

### THAT THE RECONCILIATION COMMITTEE

1. Notes the proposed activities to celebrate the 2024 National Reconciliation Week, between 27 May and 3 June 2024, and National NAIDOC Week, between 7 and 14 July 2024, in the City of Adelaide.

## IMPLICATIONS AND FINANCIALS

|   |  |
|---|--|
| City of Adelaide 2024-2028 Strategic Plan                     | <b>Strategic Alignment – Our Community</b><br>An inclusive, equitable and welcoming community where people feel a sense of belonging   |
| Policy  | Action 2 (National Reconciliation Week) and Action 15 (NAIDOC Week) of the Stretch Reconciliation Action Plan 2021- 2024.  |
| Consultation  | Consultation regarding the proposed activities and connections to the national and state activities has occurred at Panpanpalya on 31 January 2024, and with SA NAIDOC Committee and the Department of Aboriginal Affairs and Reconciliation.  |
| Resource  | Not as a result of this report   |
| Risk / Legal / Legislative                                    | Not as a result of this report   |
| Opportunities   | City of Adelaide’s Reconciliation Officer is staying abreast of the national and state NAIDOC Committee discussions to progress opportunities for collaboration.   |
| 23/24 Budget Allocation                                       | The 2023/24 budget allocation for NAIDOC week is \$50,000.   |
| Proposed 24/25 Budget Allocation                              | The 2024 National NAIDOC Week activities are currently unfunded. A budget proposal of \$80,000 for the 2024 NAIDOC week celebrations in July has been submitted as part of the City of Adelaide annual business plan and budget. This includes the annual allocation of \$50,000 for NAIDOC week celebrations and an additional \$30,000 for the additional events related to hosting the National NAIDOC Week activities.<br>This proposal will be considered as part of the development of the 2024/25 budget process for prioritisation by Council. |
| Life of Project, Service, Initiative or (Expectancy of) Asset | The current report relates to National Reconciliation Week and National NAIDOC week activities and celebrations for 2024.  |
| 23/24 Budget Reconsideration (if applicable)                  | Not as a result of this report   |
| Ongoing Costs (eg maintenance cost)                           | Not as a result of this report   |
| Other Funding Sources   | In collaboration with the State NAIDOC Committee, funding opportunities for National NAIDOC Week will be sought through the State Government and the National NAIDOC grants. The State NAIDOC Committee is eligible to apply for funding from the City of Adelaide through its First Nations Arts and Cultural Grant and may formally seek City of Adelaide’s financial support for the State NAIDOC Awards ceremony to be held in the City of Adelaide.   |

# DISCUSSION

## National Reconciliation Week (NRW), 27 May to 3 June 2024

1. The 2024 theme for National Reconciliation Week (NRW) is “**Now More Than Ever**”, which was chosen as a reminder to all of us that no matter what, the fight for justice and the rights of Aboriginal and Torres Strait Islander people will—and must—continue.
2. The week is scheduled for Monday, 27 May 2024 to Monday, 3 June 2024.
3. The 2021-2024 Stretch Reconciliation Action Plan commits to providing educational and promotional support to NRW and supporting City of Adelaide employees to attend events and participate during the week.
4. Reoccurring events on the calendar for this week are:
  - 4.1. Reconciliation SA Breakfast, which is scheduled for Friday 31 May 2024, with an estimated cost of \$2,000 per table. The table will be booked via the Reconciliation SA membership portal during the early bird release timeframe around March 2024. The tickets will be offered to the Reconciliation Committee Members, City of Adelaide Executive and Reconciliation leaders.
5. Proposed activities for NRW are:

|    | Event  | Date                              | Status                           |
|----|--|-----------------------------------|----------------------------------|
| 1. | Kaurna Voices Launch – Main event during NRW, a launch event showcasing the videos and launch of the project   | 29/05/2024                        | Ongoing Commitment<br>RAP action |
| 2. | Flagpole and banner displays (King William Street and Gouger Street) – Official NRW display  | All week                          | Ongoing Commitment               |
| 3. | Social Media posts, CEO message and internal Employee news post via The Next Edition   | 27/05/2024                        | Ongoing Commitment               |
| 4. | NRW Breakfast – Book 2 tables for the Reconciliation Committee and City of Adelaide Reconciliation leaders via the Reconciliation SA Membership portal   | 31/05/2024                        | Ongoing Commitment               |
| 5. | Adelaide Central Market precinct:<br>Posters to be displayed around Adelaide Central Market<br>TV screen promotion<br>Banners and flags – Gouger Street<br>Gouger Street Dining area on Friday 31 May 2024 and Saturday 1 June 2024<br><ul style="list-style-type: none"> <li>• Aboriginal Music performances, 2 artists for 2 hours each day</li> </ul> Information to be included in Market Lovers Newsletter<br>Social media campaign<br>Promotion of Something Wild catering service | 31/05/2024<br>Friday<br>afternoon | Suggested                        |

## National NAIDOC Week, 7 to 14 July 2024

6. 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. 2024 is the 50<sup>th</sup> year of Celebration of NAIDOC.
7. The week is scheduled from 7 July 2024 to 14 July 2024.
8. In 2024, Adelaide will be the host city for National NAIDOC Week celebrations. It has been nine years since Adelaide was the host city for the national celebration.
9. The theme for 2024 is “**Keep the Fire Burning! Blak, Loud and Proud!**”. This year’s theme celebrates the unyielding spirit of our communities and invites all to stand in solidarity, amplifying the voices that have long been silenced.
10. The 2021 – 2024 Stretch Reconciliation Action Plan includes a commitment to two annual events during NAIDOC week:
  - 10.1. Lord Mayor’s NAIDOC Award
  - 10.2. NAIDOC in the Mall.

11. Reoccurring events for this week are:
- 11.1. NAIDOC in the Mall is hosted by the City of Adelaide each year. This event is for the public to participate in celebrations during NAIDOC week. The event in 2024 is scheduled for 9 July 2024 between 10:00am and 1:00pm in the Gawler Place Canopy. The event will consist of various Aboriginal businesses, engaging activities for all ages, light refreshments and entertainment for the duration of the event.
  - 11.2. NAIDOC March and Family Fun Day organised by the State NAIDOC Committee will be held on Friday, 12 July 2024. The City of Adelaide will support these events by providing support with traffic and street management, flag waivers for the community and general NAIDOC resources on display through King William Street.
  - 11.3. The Lord Mayor’s NAIDOC Award has been an annual event since 2019. The award is given each year to a respected member of the Aboriginal community who has made significant contributions to Reconciliation in the City of Adelaide. The award ceremony has typically been held as a Civic Event for members of the award recipient’s family, Reconciliation Committee members and other stakeholders involved in delivering on the City of Adelaide’s Reconciliation Action Plan.
  - 11.4. Discussions have been held with the National NAIDOC and State NAIDOC Committees to potentially combine the awards ceremony with the Premier and Lord Mayor’s Award Ceremony for a single collaborative event. As these details are confirmed updates will be provided to the Reconciliation Committee.
  - 11.5. The Reconciliation Committee will be updated on all event organisation progress via email and at the next Reconciliation Committee meeting on 8 May 2024. Invites to events will be sent to all Reconciliation Committee members via email.
12. The table below details the NAIDOC Week activities the City of Adelaide is already committed to and a list of suggestions for the Committee to discuss.

|    | <b>Event</b>  | <b>Date</b>          | <b>Status</b>                     |
|----|---|----------------------|-----------------------------------|
| 1. | Flagpole and banner displays (King William Street and Gouger Street) – Official NAIDOC display  | 7/07/2024-14/07/2024 | Ongoing Commitment                |
| 2. | <a href="#">NAIDOC in the Mall</a> – community event with activities showcasing Aboriginal businesses and entertainment   | 9/07/2024            | Ongoing Commitment<br>RAP action. |
| 3. | <a href="#">Lord Mayors NAIDOC Award</a> – it has been discussed with the National NAIDOC and State NAIDOC Committee to combine the awards ceremony with the Lord Mayors Ceremony   | 08/07/02024          | Ongoing Commitment<br>RAP action  |
| 4. | NAIDOC March on King William Street – organised by the State NAIDOC Committee. City of Adelaide will support the event with street closures and the booking of relevant spaces. Flag hand (3000) holders to be purchased for public event | 12/07/2024           | Ongoing Commitment                |
| 5. | NAIDOC artwork – City of Adelaide will support an emerging artist to develop an artwork based on the NAIDOC theme to be displayed on our website and publicly in Rundle Mall  | 7/07/2024-14/07/2024 | Ongoing Commitment                |
| 6. | Lord Mayor Flag raising ceremony  | 08/07/2024           | Ongoing Commitment                |
| 7. | Awareness raising and event promotions to occur through Social Media posts, CEO message and Employee news post via The Next Edition   | During week          | Ongoing Commitment                |
| 8. | National NAIDOC ball – organised by the National NAIDOC Committee is on the Saturday 6 July prior to NAIDOC week commencement on Sunday 7 July. Commit to 1 table for the City of Adelaide  | 6/07/2024            | Suggested                         |

|     | <b>Event</b>   | <b>Date</b>          | <b>Status</b> |
|-----|--|----------------------|---------------|
| 9.  | Adelaide Central Market<br>*note NAIDOC week is at the same time as Bastille week and School holidays<br>Posters around Market and TV screen promotion<br>Banners and flags – Gouger Street<br>Promotion through Market Lovers Newsletter<br>Social media campaign<br>Kids art classes and face painting<br>Adelaide Central Market tour offer to dignitaries and visitors– Tuesday 9 July 10:00am | During week          | Suggested     |
| 10. | Illuminart Fire display – Elders Park Rotunda. Use of light to project fire, symbolic lighting of fire to remain lit for whole week  | 7/07/2024-14/07/2024 | Suggested     |
| 11. | Fire installations along Karrarwirra Parri – Firesticks may be able to help with fire installations along the river  | 7/07/2024-14/07/2024 | Suggested     |

### Next Steps

13. Pending Reconciliation Committee support for the proposed initiatives and subject to the City of Adelaide's annual business plan and budget process, Administration will coordinate the activities.
14. The City of Adelaide Reconciliation Officer will support the collaboration with the State and National NAIDOC Committees to ensure all priorities are met.

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## DATA AND SUPPORTING INFORMATION

Nil

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## ATTACHMENTS

Nil

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- END OF REPORT -