

# 11. A Guide to Celebrating NAIDOC Week for Charities

NAIDOC Week will take place from 2 – 9 July 2017. Here are six ways you can engage your charity to celebrate, acknowledge and respect Indigenous Australian culture.

This year the theme for NAIDOC Week is 'Our Languages Matter'. This is an opportunity for charities, advocacy groups, think tanks, action groups and not-for-profit organisations to promote a conversation about the rich contribution First Australians make to communities, businesses, government, education, the arts, sports and everyday life.

It is a time to ignite thinking and refresh the conversation around the Reconciliation movement, the continued need to close the gap, and the need to create respectful and inclusive practices across all facets of life, work and learning.

Contribute to or follow the conversation online from 2 – 9 July: #NAIDOCWeek

## Option 1 Provide the History

It's important to tell the story of NAIDOC and the context in which it emerged as a week of celebration.

NAIDOC was originally the abbreviation of National Aborigines and Islanders Day Observance Committee – the acronym has since become the name of the week itself. Every year, NAIDOC Week has a different theme and this year's theme is Our Languages Matter.

You can read a full history of NAIDOC Week [here](#) and [download a timeline](#).



## Option 2 Create a NAIDOC Awareness Gallery

A picture says 45 years of words...and then some... If you want to create a gallery of the history of NAIDOC Week dating back to 1972 to raise awareness of the sustained campaign to recognise and celebrate the culture of our First Nations, [look no further](#). All the images provided on the NAIDOC website are published under Creative Commons license. You can view the 2017 poster celebrating the 2017 theme [Our Languages Matter](#).

## Option 3 Do you have a Charity Enterprise? Engage with Indigenous Enterprise as part of your inclusive supply chain.

Engage in conversations with [Indigenous Business Australia](#) or [Supply Nation](#) and review the Australian Government's [Indigenous Advancement Strategy](#) to see where you can contribute to improving the lives and outcomes for indigenous Australians in five key areas of:

- Jobs, land and economy.
- Children and schooling.
- Safety and wellbeing.
- Culture and capability.
- Remote Australia strategies.

## Option 4 Getting Across Inclusive Language & Establish Protocols

Do you feel that your charity, your corporate partners or collaborating organisations could do with some reinforcement of the need to use inclusive language?

Demonstrate your respect for Aboriginal and Torres Strait Islanders by providing learning forums on inclusive language and behaviours.

- Refer to guidelines on correct usage when referencing or speaking to First Australians. This document was published by the [NSW Department of Health](#). There are many others, Reconciliation Australia among them.
- Establish a protocol of commencing all meetings and events with a Welcome to Country or an Acknowledgement of Country.

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## **Option 5** **Tell the Stories of Hope....as well as the Stories of Need**

A big message emerging from Progress 2017 from communications specialist, Anat Shenker-Osorio, was to move away from the negative and to [paint the picture of what could be](#). In our latest [blog](#) we outline just a couple of organisations striving to provide opportunities for First Australians to excel.

We don't ignore the disparity of opportunity and quality of life. We can't. And there are so many charities providing services and implementing initiatives on interrelated issues connected to disadvantage in Indigenous communities: health and mental health; family services and welfare; employability and education; social, digital and financial exclusion; and support in the face of discrimination. Tell your stories. Highlight the statistics and provide the alternative view – what if this wasn't the case? What potential could we unlock for Australia?

## **Option 6** **Does your Charity have a RAP? NAIDOC Week's a great time to start developing one...**

If your workplace doesn't already have a Reconciliation Action Plan, you may look to start building one this week.

What is Reconciliation? The movement for Reconciliation has this ambition: to enable all Australians to contribute to the reconciliation of the nation. There are five interdependent dimensions to realising this ambition and they are: race relations, equality and equity, unity, institutional integrity and historical acceptance.

Reconciliation Action Plans (RAPs) provide a framework for organisations across sectors to realise the vision for reconciliation. Your charity, schools and early learning services can join the RAP Program [here](#).

**Engage your communications teams to build NAIDOC campaigns, involve yourself in events and promote how your organisation is playing a role to advance the opportunities of Indigenous Australians, campaign to your corporate partners - and celebrate the amazing Aboriginal and Torres Strait Islander culture.**



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