

SUPPORTING NAIDOC TOOLKIT



THE NEXT GENERATION: STRENGTH, VISION & LEGACY

6-13 JULY 2025

Ancestral Lines by Jeremy Morgan Worrall

This artwork is a visual representation of the generational lines that carry through my mob. When I think of the next generation, I think towards my ancestors—Lucy Wright, Enoch Wright, Nonie Wright—through to my Nanna Audrie and my Mother Vanessa. Looking back gives me the strength and vision to look forward. Each figure in the painting is tied to family lines, like songlines, reflecting what they knew and what they passed on. The first represents lore, hunting, and tracking. The second reflects care, weaving, and love. The third shows the two combined, while the final two carry unfinished elements—symbols of knowledge and care in motion. Above them sits the essence of Country—swirling skies and a giant moon over Emmaville. It is by the fire, under these cool skies, where the next generation finds their strength, vision, and legacy.

#NAIDOC2025

#BLAKLOUDPROUD

📷 @naidocweek

✂️ @naidocweek

📘 facebook.com/NAIDOC



Aboriginal Flag designed by Mr Harold Thomas. Torres Strait Islander Flag reproduced by kind permission of the Torres Strait Island Regional Council, designed by the late Mr Bernard Namok

HOW WILL YOU CELEBRATE NATIONAL NAIDOC WEEK?

This toolkit provides guidance to help inspire your team, workplace, school, club or community group to celebrate National NAIDOC Week. You can use this toolkit any time of the year, not just during National NAIDOC Week in July every year. In fact, the more you use this toolkit, the more opportunities you will create to form genuine partnerships, celebrate Blak excellence and amplify Aboriginal and Torres Strait Islander voices.

DO YOU KNOW WHAT NAIDOC STANDS FOR?

On 26 January 1938, while many Australians celebrated the 150th anniversary of the landing of the First Fleet, a group of over 1000 Aboriginal people gathered at Australia Hall in Sydney to call for full citizenship status and laws to improve the lives of First Nations people.

As one of the first major civil rights gatherings in the world, this day became known as the Day of Mourning. Since then, National NAIDOC Week has grown to become both a commemoration of the first Day of Mourning as well as a celebration of the history, culture and excellence of First Nations people. National NAIDOC Week is observed annually from the first Sunday in July until the following Sunday.



The first Day of Mourning. From the left is William Ferguson, Jack Kinchela, Isaac Ingram, Doris Williams, Esther Ingram, Arthur Williams, Phillip Ingram, Louisa Agnes Ingram OAM holding daughter Olive Ingram, and Jack Patton. The name of the person in the background to the right is not known at this stage. AIATSIS Collection HORNER2.J03.BW.



TIMELINE

From 1940 until 1955, the Day of Mourning was held annually on the Sunday before Australia Day and was known as 'Aborigines Day'.* In 1955 'Aborigines Day' was shifted to the first Sunday in July when it was decided that the day should also become a celebration of Aboriginal culture as well as a day of protest. Major Aboriginal organisations, as well as state and federal governments, all supported the formation of the National Aborigines Day Observance Committee (NADOC).

In 1974, for the first time, the NADOC committee was composed entirely of Aboriginal representatives. The following year, it was decided that NADOC be expanded to become a week of celebrations, from the first to the second Sunday in July. In 1984, NADOC asked that National Aborigines Day be made a national public holiday to help celebrate and recognise the rich cultural history that makes Australia unique. While this has not happened (yet!), other groups have echoed the committee's call.

As awareness of the distinct cultural histories of Aboriginal and Torres Strait Islander peoples grew, NADOC was expanded to recognise Torres Strait Islander people and culture. The committee then became known as the National Aborigines and Islanders Day Observance Committee (NAIDOC).

The National NAIDOC Committee makes key decisions regarding national celebrations each year as stewards of National NAIDOC Week events on behalf of all First Nations people.

Find out more

To find out more about the Day of Mourning visit the [AIATSIS website](#).

To find out more about the National NAIDOC Committee visit the [NAIDOC website](#).

*The NAIDOC Committee respectfully acknowledges the now defunct and inaccurate term 'Aborigines', whilst retaining the term in our title due to historic use by our Elders in establishing this week of commemoration in 1938. As at 1967, the ongoing registered title of the Committee became the National Aboriginal and Islander Day Observance Committee.

WAYS YOU CAN SUPPORT NATIONAL NAIDOC WEEK



Follow, share and comment on NAIDOC social media.



Read a book by a First Nations author.



Host your own NAIDOC Week Event – local [NAIDOC Week Grants](#) are available each year.



If you are a business owner, use your platform to amplify First Nations voices. Commit to truth-telling and make a public commitment to build partnerships through your Reconciliation Action Plan.



Engage with local Traditional Owners and your local Aboriginal or Torres Strait Islander Community.



Find out whose Country you are on at [AIATSIS Map of Indigenous Australia](#).



Download the [National NAIDOC Week Educational Resources](#) and share what you learn with your friends and family.



Subscribe to the [NAIDOC Newsletter](#) to stay up to date with all things National NAIDOC Week. Make sure you click on links and share the newsletter with friends and family.



Display the National NAIDOC Week Poster in your workplace or classroom and get your hands on some National NAIDOC Week merchandise! To get your poster and merch visit the [NAIDOC website](#).



Listen to podcasts or music by First Nations artists and creatives.



Attend a NAIDOC Week event! You can find an event in your local area by checking out the [NAIDOC Event Calendar](#).



Add a National NAIDOC Week banner to your email, use a NAIDOC Teams background or download social media tiles/frames to use on Instagram or Facebook at [NAIDOC Downloads](#).



Watch a television show or movie made by a First Nations filmmaker.



Make a purchase from a Blak business – make sure profits go to First Nations makers.



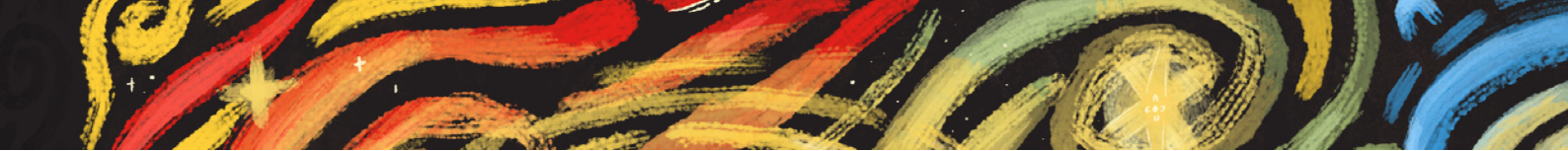
If you are a business sponsoring an Aboriginal and/or Torres Strait Islander event, consider donating your tickets to the local community.



Follow First Nations social media accounts and share their content.



Nominate a deadly First Nations person, group or organisation you know for a National NAIDOC Week Award by completing a [nomination form](#).



MAKE SURE YOU'RE APPRECIATING CULTURE, NOT APPROPRIATING IT

What is Cultural Appreciation?

Cultural Appreciation means appreciating another culture in a respectful, sincere way that helps broaden perspectives and build cross-cultural connections. Respecting culture means that you don't borrow what you don't understand. It also means that you take your lead from the right people for the right reasons – not for personal gain, not for Instagram.

What is Cultural Appropriation?

There is a fine line between cultural appreciation and cultural appropriation. Appreciation means you look to others to lead the conversation. Appropriation is when you centre yourself in the conversation and put yourself in a position of authority.

Cultural appropriation is using elements of a culture which you do not belong to. Appropriation is disrespectful, exploitative, hurtful and reinforces racism.

Resources:

The following pages have excellent resources on this topic.

- [Museum of Contemporary Art Australia](#)
- [Fake Art Harms Culture](#)
- [Clothing the Gaps](#)
- [Common Ground](#)



STOP AND ASK YOURSELF...

Do I have **permission**?

Am I **perpetuating stereotypes**?

Am I following a trend and **ignoring the cultural significance**?

Do my **actions exploit others**?

Have I been **invited to participate**?

Am I **borrowing something that doesn't belong to me**?

Am I being **respectful**?



PROMOTING NATIONAL NAIDOC WEEK

The National NAIDOC Week Brand Guidelines contain all you need to know about how the National NAIDOC Week brand should be used for events, social media, communications, promotions, and other activities.

Download your copy today at: [National NAIDOC Week Brand Guidelines](#).

We strongly encourage you to use the resources available on our website at [NAIDOC Downloads](#). When using the National NAIDOC Week Poster, logo or branding these assets should not be changed, or altered in any way and cannot be used for commercial purposes.

Use of the brand elements is subject to the following terms and conditions:

Used Entirely

The logo must be used in its entirety, as supplied. An alternative version using the graphic and text elements is not to be produced.

Not-for-Profit Use

The logo cannot be used for commercial purposes. Commercial purposes include use of the logo on any promotional material that is used to make a profit.

Attributed As

The logo must be attributed as the National NAIDOC logo.



DISPLAYING THE NATIONAL NAIDOC WEEK POSTER

The National NAIDOC Week Poster competition is an iconic feature of National NAIDOC Week and has a rich and significant history beginning in 1967 when the National Aboriginal and Islander Day Observance Committee (NAIDOC) first began producing posters. NAIDOC posters have been exhibited by various Australian cultural institutions such as the National Museum of Australia and reflect not only the many significant social changes that have occurred since 1967 but also the evolution of art over the years.

Each year the National NAIDOC Committee encourages Aboriginal and Torres Strait Islander artists aged 16 years and over to submit their artwork. This artwork reflects the chosen theme for that year. We encourage you to download a copy of the poster and display this in your workplace, schools, community centres, businesses and on your online platforms.

Frequently Asked Questions:

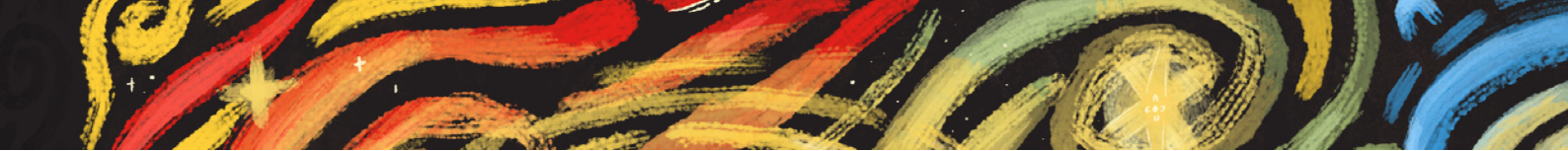
I love the poster but I only want to use part of it. Is this okay?

NO. The poster must be used in its entirety. Only using part of the poster is disrespectful to the artist and may be culturally inappropriate.

My business would like to wrap public transport vehicles in the poster to celebrate NAIDOC Week. Is this allowed?

If you are a business or organisation that would like to use the poster for non-commercial purposes, please contact the NAIDOC Secretariat at: naidoc@niaa.gov.au





GET IN TOUCH WITH KEY CONTACTS IN YOUR LOCAL AREA

The best way to get more involved with your local community is to contact your local NAIDOC Committee. If there is no local NAIDOC Committee in your area, you can also contact your local Aboriginal Land Council, or your local Council.

A list of local NAIDOC Committees is available at: [Local NAIDOC Committees](#).

Did you want to
organise a
Welcome to Country
for your event?

Are you interested in
**inviting an elder to
speak at your event?**

Do you want to **learn
more about the Country
you are on?**



NAIDOC ETHICAL PARTNERSHIP ETHOS

NAIDOC has identified the following industry sectors and activities that do not align with our values. These include:

- Organisations that profit from the destruction, exploitation or appropriation of Aboriginal and/or Torres Strait Islander peoples, cultures, communities and land.
- Armaments manufacture or export.
- Gambling establishments such as casinos and bookmakers where the primary business is wagering (licensed clubs and venues may be considered).
- Artwork, products and activities involving the perceived objectification and manipulation of children, women or men (including magazines, books, calendars, films and websites).
- Pornography.
- Practices that conflict with NAIDOC values.

PARTNERSHIP OPPORTUNITIES

If you would like to enquire about partnership opportunities including sponsorship, please contact the National NAIDOC Committee by emailing naidoc-secretariat@niaa.gov.au.

You can also download the sponsorship prospectus at: [NAIDOC Partners](#).





THANK YOU FOR SUPPORTING NATIONAL NAIDOC WEEK

National NAIDOC Committee

