

NADC | National
Australia Day
Council

Australian of the Year ➤ Awards

Reflect. Respect. Celebrate.



2025
Australian of the Year Awards
Nominate Now Toolkit

Help us spread the
#NominateNow message



The Australian of the Year Awards celebrate a group of amazing Australians who go above and beyond for their communities. Will you help us find them?

Before 31 July 2024, we encourage you to share the nominations message on your channels to **inspire your networks and audiences to nominate!**

Our message is simple. **#NominateNow**.

All it takes is one nomination to recognise someone doing their part to make Australia the great country it is.

Key messages

- The Australian of the Year Awards celebrate the achievements and contributions of those making a positive difference to the lives of others
- 2025 will be the 65th anniversary of the Awards
- By putting someone forward, your nomination shows the efforts of a fellow Australian have not gone unnoticed
- It only takes one nomination to elevate their voice, help them access more support or give them the recognition they deserve
- Nominations for the 2025 Awards close at midnight AEST on 31 July 2024
- Visit australianoftheyear.org.au to nominate now

Suggested captions for social media use

- Did you know that it only takes **ONE nomination** to recognise someone for the Australian of the Year Awards? What are you waiting for? **#NominateNow**
- Do you know someone who inspires you? Chances are you do. **#NominateNow** and recognise them through the #ausofftheyear Awards. Visit australianoftheyear.org.au/nominate/
- In 2025, it will be 65 years of the iconic Australian of the Year Awards. **#NominateNow** and recognise someone amazing in your community. Visit australianoftheyear.org.au/nominate

Hashtags

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

Australian of the Year Awards social media handles



Facebook: [@AustralianoftheYear](https://www.facebook.com/AustralianoftheYear/)
[facebook.com/AustralianoftheYear/](https://www.facebook.com/AustralianoftheYear/)



Instagram: [@australianoftheyear](https://www.instagram.com/australianoftheyear/)
[instagram.com/australianoftheyear/](https://www.instagram.com/australianoftheyear/)



X: [@ausofftheyear](https://twitter.com/ausofftheyear)
twitter.com/ausofftheyear



LinkedIn: [Australian of the Year Awards](https://www.linkedin.com/showcase/australian-of-the-year-awards/)
[linkedin.com/showcase/australian-of-the-year-awards/](https://www.linkedin.com/showcase/australian-of-the-year-awards/)

Social media assets

We have various sized files available for sharing a social media post. Assets can be [accessed here](#).

Vimeo links to official Nominate Now videos:

[2025 National nominations video](#)

[Australians of the Year](#)

[Senior Australians of the Year](#)

[Young Australians of the Year](#)

[Local Heroes](#)

Questions?

Contact email programs@auspire.org.au or phone 0412 868 854