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NAIDOC WEEK CELEBRATIONS

Connect | Contribute | Celebrate

NAIDOC Week celebrations and community events are a great opportunity for all Queenslanders to come together and acknowledge the history, culture and achievements of Aboriginal and Torres Strait Islander Queenslanders.

This year NAIDOC Week celebrations will be held from **Sunday 3 July** to **Sunday 10 July** 2016.

As part of our NAIDOC Week celebrations, we ask all Queenslanders to join us and connect... contribute... and celebrate.

The NAIDOC Week theme for 2016 is **Songlines** — *The living narrative of our nation*. This year’s theme seeks to highlight the significant spiritual and cultural connection to knowledge, customs, ceremony and Lore/Law of many Aboriginal nations and Torres Strait Islander language groups.

‘Songlines’ or ‘Dreaming tracks’ crisscross Australia and trace the journeys of ancestral spirits who 'sung' the land into life. These intricate maps of land, sea and country provided the travel route for people to navigate vast distances—detailing significant landmarks, the location of watering holes and presence of food.

Recorded in traditional songs, stories, dance, and paintings, these Songlines have been passed down for thousands of years and are integral to the preservation of Aboriginal and Torres Strait Islander cultural practices.


HISTORY OF NAIDOC

NAIDOC stands for National Aborigines and Islanders Day Observance Committee. The national committee was once responsible for organising activities and celebrations across Australia. Today, the acronym NAIDOC has become synonymous with NAIDOC Week celebrations held each July to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.

NAIDOC has its origins in the fight for Aboriginal citizenship rights and better living standards, going back to the 1920s and 1930s. It’s been called many things over the years – including Day of Mourning and Aborigines Day.

The first Day of Mourning was held on Australia Day 1938—150 years to the day after the arrival of the First Fleet in Sydney.

This day of observance moved to July in 1955.

In 1991, Torres Strait Islanders were included; the group became NAIDOC, and focus shifted to recognition and celebration of cultures.

NAIDOC has been a week-long national celebration ever since.

Follow the history trail by visiting the **NAIDOC website**.
HOW YOU CAN GET INVOLVED IN NAIDOC WEEK CELEBRATIONS

There are lots of ways you can get involved, from hosting a special event to encouraging your local school to coordinate a writing competition. The success of NAIDOC Week depends upon groups organising events which are meaningful and appropriate to their specific communities, so be as creative as you wish in coming up with activities.

Here are some ideas to get you started:

For schools

• Study a famous Indigenous Australian
• Find out about the Traditional Owners of your area
• Learn the meanings of local or national Aboriginal place names
• Organise a group to make a quilt with messages about NAIDOC Week focusing on this year’s theme — Songlines
• Invite an Indigenous artist to paint a mural
• Study Aboriginal or Torres Strait Islander arts and crafts
• Make your own Aboriginal or Torres Strait Islander art
• Read books written by Aboriginal and Torres Strait Islander authors
• Start your own Indigenous Hall of Fame featuring any local role models and achievers
• Visit Indigenous websites on the internet to learn more about their cultures
• Visit local Indigenous sites of significance or interest
• Hold a writing competition based around the important issues of Aboriginal and Torres Strait Islander peoples
• Hold a certificate of appreciation for Indigenous people who have contributed to building a better understanding and relationship between the community and Aboriginal and Torres Strait Islander peoples
• Organise a banner-making workshop.

Community celebrations and events

• Hold a flag raising ceremony of the Aboriginal and Torres Strait Islander flags
• Hold a NAIDOC Week breakfast, morning tea or lunch and invite local Indigenous and non-Indigenous community members and organise a guest speaker
• Organise a film night, with a film that supports the spirit of NAIDOC Week
• Hold a writing competition based around the important issues impacting/affecting Aboriginal peoples and Torres Strait Islander peoples
• Arrange a display at a local shopping centre or central public area showcasing the achievements of local Aboriginal and Torres Strait Islander peoples
• Organise an event such as an art display, photographic exhibition, sporting match or music concert
• Arrange to have NAIDOC Week messages displayed on billboards around your community. Your local council, Queensland Transport or the Queensland Police Service may be able to assist
• Hold a launch at a local shopping centre or central public area to celebrate NAIDOC Week, inviting speakers to talk about what NAIDOC Week means
• Organise a poster competition and ask a local identity to present the prize
• Organise an information session with displays, discussion groups and information on services and products
• Create a website page showing your local NAIDOC Week activities — a facebook event page is an easy way to do this
• Contact your local schools and encourage NAIDOC Week activities with the children such as a reading books by Aboriginal and Torres Strait Islander authors
• Make a banner for NAIDOC Week and have it displayed over the main street of your town or city
• Launch a new initiative or resource during NAIDOC Week
• Use street theatre, mime, dance, a rap contest and poetry to promote NAIDOC Week
• Sponsor a children’s essay competition through your local school. Display the essays in your local library or community centre.
**ABOUT THE NAIDOC WEEK BRAND**

Pathways of our Ancestors

This contemporary artwork is a reflection upon the creation of Aboriginal and Torres Strait Islander peoples’ storyplaces and songlines.

The large circles represent the sacred places created on Aboriginal and Torres Strait Islander homelands while the small circles represent Aboriginal and Torres Strait Islander peoples and communities.

Both large and small circles—places and peoples— are connected throughout the songlines pathway.

The stylised serpent in the artwork’s background represents Country and culture. The serpent carries the songlines it created on Country and in this way symbolises the pathways passed on by the ancestors through generations of our First Nations peoples.

Just as there are many different Aboriginal and Torres Strait Islander cultures and communities, within the serpent there are many different images. These images connect to each other, and are also connected through being held within the serpent. In this way, the whole serpent is an embodiment of the knowledge that, although we are many cultures, through songlines and storylines, we are all connected to Country.

Leigh Harris  |  Ingeous Studios
www.ingeousstudios.com

**GUIDELINES FOR THE USE OF THE NAIDOC WEEK BRAND**

This NAIDOC Week Resource Kit has been designed to provide schools, government agencies, community groups and non-government organisations with branding materials that they can use to promote the NAIDOC Week campaign.

These promotional and branding elements are to be used to promote NAIDOC Week events.

Queensland Government agencies have the option to use their own NAIDOC branding or can use elements provided by the Department of Aboriginal and Torres Strait Islander Partnerships to complement their own materials.

The elements (shown overleaf) are not to be used as a logo. Queensland Government agencies should use the Coat of Arms if incorporating a logo into their NAIDOC Week materials.

All artwork provided should be used as it has been supplied, and should in no way be manipulated or deconstructed.

The items provided are to be used at your own discretion, and will not be provided in alternative dimensions or variations to the resources already created.
NAIDOC WEEK RESOURCES

All items in this Resource Kit are downloadable by clicking on the item required.

Promotional badge – style 1
300 x 300 pixels

Promotional badge – style 2
300 x 300 pixels
Email signature

Web features

Banner image
1000 x 450 pixels

Thumbnail image
100 x 100 pixels
Microsoft Office templates

Powerpoint presentation

Factsheet/information sheet

Heading 1
Open up the 'Styles' to apply text formatting (Alt+Ctrl+Shift+S). Use 'Normal' for body copy.

Heading 2
Use 'Normal' for body copy.
You are invited to
\(\textbf{<Name of Event>}\)

\textbf{When}\n\(<\text{Enter day date month year}>\)

\textbf{Where}\n\(<\text{Building, Level}>\)
\(<\text{Street address}>\)

\textbf{Time}\n\(<\text{Time}>\)

\textbf{RSVP}\n
\textbf{by}\n\(<\text{day date month year}>\)

\textbf{to}\n\(\text{firstname.surname@datisma.qld.gov.au}\)

\textbf{call}\n\(\text{<insert name and phone number>}\)

You are invited to
\(\textbf{<Name of Event>}\)

\textbf{When}\n\(<\text{Enter day date month year}>\)

\textbf{Where}\n\(<\text{Building, Level}>\)
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\textbf{to}\n\(\text{firstname.surname@datisma.qld.gov.au}\)

\textbf{call}\n\(\text{<insert name and phone number>}\)

Posters

Generic promotional poster

Promote your own event template
Do you know other people who would like to have this Resource Kit?

Go to our website (www.datsip.qld.gov.au/naidoc) where you can find this downloadable Resource Kit as well as a range of NAIDOC Week materials and information about NAIDOC events happening near you.
Do you know other people who would like the Activity Pack?

This Activity Pack has been designed as a fun resource for kids. Go to our website (www.datsip.qld.gov.au/naidoc) where you can find a downloadable Activity Pack.