

s 22(1)(a)(ii)

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**From:** s 22(1)(a)(ii)  
**Sent:** Monday, 9 September 2024 11:13 AM  
**To:** s 22(1)(a)  
**Subject:** RE: Australia Day 2025 Branding Query [SEC=OFFICIAL]  
**Attachments:** \*SPECIAL EDITION\* Australia Day 2024 Intranet page and Content Package [SEC=OFFICIAL]

OFFICIAL

Hi s 22(1)(a)(ii)

Thanks very much for the email.

I'm afraid I'm not quite sure what you mean by Australia Day 'branding' – are you referring to the social media tiles that were provided to Posts for Australia Day 2024 (attached PD Update email from December 2023 refers)?

If so, I wouldn't expect similar for Australia Day 2025 to be provided via our PD Update email until a similar time, around late December 2024/early January 2025.

If this is not what you're referring to, or you need something different, please let me know and I'll try and find out some further information for you.

If you need something different or bespoke created, and/or something that is not intended for all Posts to use on their social media, we do have an internal branding and design team that may be able to help you – they can be emailed via s 22(1)(a)(ii) [@dfat.gov.au](mailto:s22(1)(a)(ii)@dfat.gov.au).

Kind regards

s 22(1)(a)(ii)

s 22(1)(a)(ii)

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Assistant Director | Public Diplomacy Strategy Section  
Public Diplomacy and Influence Branch | Strategic Communications Division

T s 22(1)(a)(ii) | M: s 22(1)(a)(ii)

**From:** s 22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@dfat.gov.au](mailto:s22(1)(a)(ii)@dfat.gov.au)>  
**Sent:** Saturday, September 7, 2024 4:12 AM  
**To:** s 22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@dfat.gov.au](mailto:s22(1)(a)(ii)@dfat.gov.au)>  
**Subject:** Australia Day 2025 Branding Query [SEC=OFFICIAL]

OFFICIAL

Hi Team,

I was hoping someone might be able to assist or provide direction on Australia Day 2025 branding.

Could you advise when the new branding is likely to be released.

If this is not the right area, appreciate if you forward to the appropriate department.

Many thanks

Kind Regards

s 22(1)(a)(ii)

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Executive Assistant to the Australian Consul-General Greg Wilcock

Australian Consulate-General Honolulu

1000 Bishop Street PH

Honolulu HI 96813

T s 22(1)(a)(ii) | C s 22(1)(a)(ii)

[Australia in the USA \(embassy.gov.au\)](https://www.embassy.gov.au) | [Twitter](#) | [Facebook](#)



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*We acknowledge the Traditional Custodians of Country throughout Australia, and their continuing connection to land, waters and community. We pay our respects to all First Nations peoples, their cultures and to their Elders, past, present and emerging.*

s 22(1)(a)(ii)

**From:** s 22(1)(a)(ii)  
**Sent:** Thursday, 21 December 2023 5:11 PM  
**Cc:** s 22(1)(a)(ii)  
**Subject:** \*SPECIAL EDITION\* Australia Day 2024 Intranet page and Content Package [SEC=OFFICIAL]

OFFICIAL



Australian Government  
Department of Foreign Affairs and Trade

## \*SPECIAL EDITION\* AUSTRALIA DAY 2024 26 JANUARY 2024

Dear colleagues,

This is a special edition email for Australia Day, 26 January 2024.

Our [Australia Day 2024 page](#) is now available within the Communications and Engagement Portal on the DFAT Intranet. This Intranet page is your one-stop-shop for all your Australia Day 2024 resources and ideas for Australia Day events and communications. We will continue to update this page as new assets become available in the lead-up to January 26.

In addition, a social media content package has been developed for Posts to draw from:

- [Content Package – Australia Day 2024](#)

Social media tiles for Australia Day are available from the following locations:

- [Australia Day 2024 album](#) in the DFAT Media Library
- [Australia Day 2022 album](#) in the DFAT Media Library (still useable)
- Australia-related images from the [Getty Images stock content album](#)
- Austrade's Nation Brand assets for Australia Day: [Australia's Nation Brand Hub](#)

Please note that videos of the Australian of the Year Finalists will be published in mid-January 2024, which we will share when they become available.

Please contact us at [s 22\(1\)\(a\)\(ii\)](#) [@dfat.gov.au](mailto:s 22(1)(a)(ii)@dfat.gov.au) if you need any assistance accessing the resources.

## Social Media over the holiday period

**Have you considered business continuity?** It is important to ensure Post has sufficient contactable staff available over the holiday period with access to: Meta Business Suite for Facebook Pages; Super Admin access for LinkedIn Pages; and password access for Twitter and Instagram. Staff should be familiar with standard operating procedures for managing official accounts.

**Prepared to monitor and moderate comments?** It is important to ensure Post has sufficient resources dedicated to comment monitoring, moderation and reporting over the holiday period. If leave arrangements at Post means there is limited capacity for staff to monitor and moderate social media, account managers should consider *limiting who can reply to any new social media posts* over the holiday period. This is best accompanied by a social media post advising your audience of this change.

- On Twitter/X, see [How to adjust your conversation settings](#).
- On Facebook, see [How do I choose who can comment on my Facebook Page's posts](#) (also consider [blocking words and turning on the profanity filter](#)).
- On Instagram, see how to [Turn comments on or off for Instagram posts](#).
- On LinkedIn, see [Disable, re-enable, and limit comments on posts](#).

Adjusting social media account settings, may help mitigate any reputational risk associated with malicious, defamatory, inappropriate or misleading comments posted on official accounts.

Suggested wording for a social media post advising your audience of this change:

We will be turning off comments on our social media channels over the holiday period.  
If you require consular assistance, please contact <insert details>.

If you need more information on how to moderate comments, please consult the [comment moderation section](#) of the *DFAT Guide to Official Use of Social Media* or contact [s 22\(1\)\(a\)\(ii\)@dfat.gov.au](mailto:s 22(1)(a)(ii)@dfat.gov.au).

**s 22(1)(a)(ii)**

s 22(1)(a)(ii)

s 22(1)(a)(ii)

**From:** s 22(1)(a)(ii)  
**Sent:** Thursday, 31 October 2024 10:00 AM  
**To:** s 22(1)(a)(ii)  
**Subject:** FW: RESPONSE: First Nations performers didge/violin [SEC=OFFICIAL]

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

OFFICIAL

OFFICIAL

FYI

OFFICIAL

**From:** s 22(1)(a)(ii)  
**Sent:** Monday, September 9, 2024 1:45 PM  
**To:** s 22(1)(a)(ii) @dfat.gov.au>  
**Cc:** s 22(1)(a)(ii) @dfat.gov.au>; s 22(1)(a)(ii) @dfat.gov.au>  
**Subject:** RESPONSE: First Nations performers didge/violin [SEC=OFFICIAL]

OFFICIAL

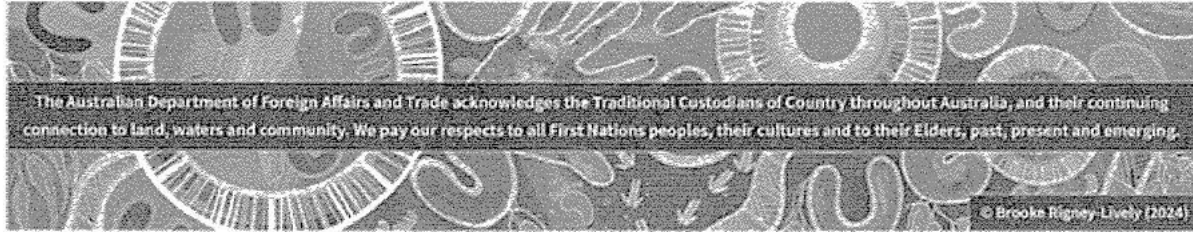
Hi hello s 22(1)(a)(ii)

Here are some suggested Aboriginal didge players that DFAT has used before:

s 47C(1), s 47E(d)

Kind Regards  
s 22(1)(a)(ii)

First Nations Lead, Public Diplomacy Programs Section  
Public Diplomacy and Influence Branch | Strategic Communications Division  
Department of Foreign Affairs and Trade  
M s 22(1)(a)(ii)  
dfat.gov.au | Twitter | Facebook | Instagram | LinkedIn



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**From:** s 22(1)(a)(ii) @dfat.gov.au>  
**Sent:** Tuesday, September 3, 2024 2:05 PM  
**To:** s 22(1)(a)(ii) dfat.gov.au>  
**Subject:** Didgeridoo Players [SEC=OFFICIAL]

OFFICIAL

Hi team,

G'day! I'm s 22(1)(a)(ii) from the Australian High Commission in Singapore.

We're currently planning our Australia Day event for 2025 and we're keen on flying in a didgeridoo player for the stage. We have a couple of names we're considering for this part, and we're wondering if you have the contact informations 47C(1), s 47E(d)

Any other suggestions would also be helpful!

Thank you.



s 22(1)(a)(ii)  
Senior Public Affairs Officer  
Australian High Commission, Singapore

---

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s 22(1)(a)(ii)

**From:** s 22(1)(a)(ii)  
**Sent:** Thursday, 24 October 2024 4:59 PM  
**To:** s 22(1)(a)(ii)  
**Cc:** s 22(1)(a)(ii)  
**Subject:** RE: For PDB advice: KL Post Australia Day 2025 [SEC=OFFICIAL]

OFFICIAL

Very helpful, thanks s 22(1)(a)(ii)

Cheers,  
s 22(1)(a)(ii)

**From:** s 22(1)(a)(ii) @dfat.gov.au>  
**Sent:** Thursday, October 24, 2024 1:46 PM  
**To:** s 22(1)(a)(ii) @dfat.gov.au>  
**Cc:** s 22(1)(a)(ii) @dfat.gov.au>; s 22(1)(a)(ii) @dfat.gov.s 22(1)(a)(ii)  
@dfat.gov.au>; s 22(1)(a)(ii) @dfat.gov.au>  
**Subject:** RE: For PDB advice: KL Post Australia Day 2025 [SEC=OFFICIAL]

OFFICIAL

Hi s 22(1)(a)(ii)

Thank you for your email.

I have cc'd our colleagues in PDP, who are the leads on cultural diplomacy, they should be able to help with both of your queries.

s 47C(1), s 47E(d)

I hope this helps a little bit!

Warm regards,  
s 22(1)(a)(ii)

s 22(1)(a)(ii)

Public Diplomacy Officer | Public Diplomacy Strategy Section  
Public Diplomacy and Influence Branch | Strategic Communications Division  
Department of Foreign Affairs and Trade  
p s 22(1)(a)(ii)



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We acknowledge the Traditional Custodians of Country throughout Australia, and their continuing connection to land, waters and community. We pay our respects to all First Nations peoples, their cultures and to their Elders, past, present and emerging.



s 22(1)(a)(ii) @dfat.gov.au>  
Sent: Thursday, October 24, 2024 2:20 PM  
To: s 22(1)(a)(ii) @dfat.gov.au>  
Cc: s 22(1)(a)(ii) @dfat.gov.au>  
Subject: For PDB advice: KL Post Australia Day 2025 [SEC=OFFICIAL]

## OFFICIAL

Hi PD colleagues,

We're in the midst of Australia Day 2025 preparations here at KL Post – and would very much appreciate your advice on a couple of things:

### 1. Entertainment

s 47C(1), s 47E(d)

### 2. Immersive image room

s 47C(1), s 47E(d)

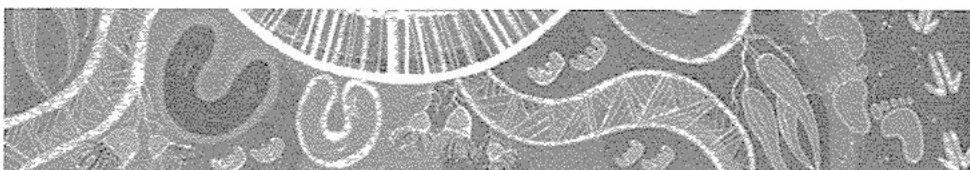
Thanks!

s 22(1)(a)(ii)

s 22(1)(a)(ii)

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Counsellor – Regional and Communications  
Australian High Commission Malaysia  
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**From:** s 22(1)(a)(ii)  
**Sent:** Thursday, 5 September 2024 2:17 PM  
**To:** s 22(1)(a)(ii)  
**Subject:** RE: Didgeridoo Players [SEC=OFFICIAL]

OFFICIAL

Hi s 22(1)(a)(ii)

Noted, I'll wait for s 22(1)(a)(ii) to get in touch with me then, thanks!

s 22(1)(a)(ii)

**From:** s 22(1)(a)(ii) @dfat.gov.au>  
**Sent:** Wednesday, September 4, 2024 9:33 AM  
**To:** s 22(1)(a)(ii) @dfat.gov.au>  
**Subject:** RE: Didgeridoo Players [SEC=OFFICIAL]

OFFICIAL

Hi s 22(1)(a)(ii)

Thanks for getting in touch. I've passed on your enquiry to our sister section, Public Diplomacy Programs (PDP) – our colleague, s 22(1)(a)(ii), is the First Nations Public Diplomacy lead and will be able to come back to you on this one.

Kind regards

s 22(1)(a)(ii)

s 22(1)(a)(ii)

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Assistant Director | Public Diplomacy Strategy Section  
Public Diplomacy and Influence Branch | Strategic Communications Division

T s 22(1)(a)(ii) | M: s 22(1)(a)(ii)

**From:** s 22(1)(a)(ii) @dfat.gov.au>  
**Sent:** Tuesday, September 3, 2024 2:05 PM  
**To:** s 22(1)(a)(ii) @dfat.gov.au>  
**Subject:** Didgeridoo Players [SEC=OFFICIAL]

OFFICIAL

Hi team,

G'day! I'm s 22(1)(a)(ii) from the Australian High Commission in Singapore.

We're currently planning our Australia Day event for 2025 and we're keen on flying in a didgeridoo player for the stage. We have a couple of names we're considering for this part, and we're wondering if you have the contact information **s 47C(1), s 47E(d)**

Any other suggestions would also be helpful!

Thank you.



**s 22(1)(a)(ii)**

Senior Public Affairs Officer  
Australian High Commission, Singapore

---

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