

Local Government Regional NAIDOC AWARDS 2024 Sponsorship Package



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NAIDOC stands for National Aborigines and Islanders Day Observance Committee. Its origins can be traced to the emergence of Aboriginal groups in the 1920's which sought to increase awareness in the wider community of the status and treatment of Aboriginal and Torres Strait Islander Australians.

The Local Government Regional NAIDOC Awards are an annual event that celebrate and promote the achievements of local Aboriginal and Torres Strait Islander people and organisations based in the Illawarra and Shoalhaven area.

The event is organised collaboratively by four Councils: Wollongong, Shellharbour, Kiama and Shoalhaven. The first Local Government Regional NAIDOC Awards were held in 2011, hosted by Shellharbour City Council. The 2024 Regional NAIDOC Awards will be proudly hosted by Shoalhaven City Council.

These awards recognise the talents, achievements and outstanding contributions that Aboriginal and Torres Strait Islander people make to improve the lives of people in their communities and beyond. Additionally, the awards promote issues impacting Aboriginal and Torres Strait Islander people in the wider community including working towards reconciliation.

The awards dinner is a high profile and much anticipated event for the community and is expected to attract significant media interest. Due to the focus on the history, culture and achievements of Aboriginal and Torres Strait Islander people this event offers significant promotional opportunities for local business.

This year's event will be held at the Shoalhaven Entertainment Centre on Saturday 27 July 2024.



Celebrating Culture

“Language is more than just a means to communicate, it is what makes us unique and plays a central role in our sense of identity. Language also carries meaning beyond the words themselves. It is a platform which allows us to pass on cultural knowledge and heritage. Speaking and learning first languages provides a sense of belonging and empowerment.”

“Being able to pass on language to future generations is central to keeping language, identity, and culture strong.... Speaking in language is also a powerful connection to ancestral spirits.”

Resource from The Australian Institute of Aboriginal and Torres Strait Islander Studies

The Regional NAIDOC Awards are an opportunity to share and celebrate the rich cultural heritage of the South Coast of NSW by sharing stories and language.

The traditional languages of the NSW South-East coast covering Wollongong, Shellharbour, Kiama, and Shoalhaven are dhawaral and dhurga; based on advice from local language experts, dhurga and dhawaral languages are not capitalised. These are the languages used throughout this document.

The Message Stick

The Message Stick was designed and made by Gerringong Elder, Uncle Steven Russell.

The Message Stick symbolises the continuity of time, story and people. It is passed from host Council to host Council at the end of each year's awards.

The first ceremony involving the Message Stick was in 2014 hosted by Kiama Municipal Council. As a gesture of reconciliation Kiama High School students raised funds to purchase the Message Stick for the awards.





Award Categories

-  Aboriginal Elder of the Year (Aunty/Uncle)
 -  Outstanding contribution to the community
(Paid/Voluntary)
 -  Aboriginal Young Achievers of the Year
 -  Aboriginal Organisation of the Year
(Not-for-Profit/For Profit)
 -  Outstanding Contribution to Reconciliation
 -  Caring for Country and Culture
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	djagula/ djawula	wayalad/ ngaraora	gurimbaga/ djiriwunj	gudha/ budjari nana
Event promotion – posters, EDMs, Council website & newsletter				
Promotional media releases				
Post event publicity and award announcements				
Radio and social media campaigns				
Photo opportunity with Winners and VIPs for post event media release				
Verbal acknowledgement at the awards dinner				
Business logo on event program				
Promotional display at awards dinner	2 Banners – Entrance foyer and stage	Entrance foyer	Business logo on sponsored Elders table	
Business logo on award winners trophy	Elder of the Year award			
Opportunity to present trophy to award winners	Present to the winners of the honoured Elder of the Year award			
Complimentary tickets to the awards dinner	1 Table (10 tickets)	2 Tickets		
Logo displayed in Elder Appreciation Packs				



djagula/djawula Platinum Sponsor **\$10,000** (incl. GST) **2 Sponsorships available**

As a djagula/djawula sponsor, your business logo will be in a prime position during the lead up to and duration of the awards and will be mentioned in all post event media. In addition, you will also be presenting one of the honoured Elder of the Year Awards 2024.

Your business will:

Be acknowledged by MC at the Regional NAIDOC Awards ceremony.

Be acknowledged in event media releases and radio and social media campaigns which will be shared through participating Council's media channels.

Have their business logo on the award category trophy and Regional NAIDOC Awards program.

Photo opportunity with award winners and VIPs for post event media coverage.

Have 2 brand banners displayed in a prominent position (entrance foyer and stage) at the Regional NAIDOC Awards ceremony.

A representative from your business will have the opportunity to present the most honoured award category; Elder of the Year 2024, either; Aunty of the Year or Uncle of the Year.

A complimentary table (10 tickets) for the Regional NAIDOC Awards ceremony.

Be acknowledged in all post event media and communications which will be shared through participating Council's media channels.

djagula/djawula (Lyrebird) Dreaming Story

djagula (dhurga) or djawula (dharawal) otherwise known as Lyrebird has varying roles as the peacemaker and teacher. In one such story in the first great dispute between all creatures: as a reward, the spirits gave Lyrebird the ability to be the only animal able to communicate to all the other animals.

In another Dreaming, there was a stream in which little bubbles contained spirits. One spirit wished to become real when he heard Lyrebird's beautiful song while singing. The Lyrebird noticed the bubble dancing in rhythm with his voice. The great spirit directed Lyrebird to remain singing until the creature was born. Through Lyrebird's time, effort and concentration, out popped a little green frog. Lyrebird's purpose was then to teach this creature to sing.

The spirit of teaching others to find their voice is an important message of the Lyrebird. The Dreamtime story suggests that it is through singing our own song that we help others come to life.



wayalad/ngaraora Gold Sponsor

\$7,500 (incl. GST) **6 Sponsorships available**

A wayalad/ngaraora sponsorship will ensure your business logo is displayed in a prominent position during the lead up to and duration of the awards and will be mentioned in post event promotion.

Your business will:

Be acknowledged by MC at the Regional NAIDOC Awards dinner.

Be acknowledged in event media releases and radio and social media campaigns which will be shared through participating Council's media channels.

Have their business logo on the award category trophy and Regional NAIDOC Awards ceremony program.

Have 1 brand banner displayed in prominent position (entrance foyer) at the Regional NAIDOC Awards ceremony.

A representative from your business will have the opportunity to present a trophy to an award winner.

2 complimentary tickets for the Regional NAIDOC Awards ceremony.

Be acknowledged in all post event media and communications which will be shared through participating Council's media channels.

wayalad/ngaraora (Black Cockatoo) Dreaming Story

wayalad (dhurga) or ngaraora (dharawal) otherwise known as Black Cockatoo is a beautiful, graceful bird, with an unmistakable but somewhat mournful call. They represent change and enlightenment and herald the coming of rain. They are also believed to be the guides and guardians of the spirits of loved ones on their journey to rest amongst the ancestors.

This bird is important to the Shoalhaven as Ngaoara, pronounced 'nou-woo-ro' (Nowra) means Black Cockatoo. The dreaming story talks about Mountain of Cambewarra being the home of this creation. At one time when the mountain was on fire the White Cockatoo flew over it and the soot and smoke turned him black and gave him the red and yellow tail. As he flew he started screaming out for the rain spirit to make it rain and put the fire out. To this day, when the Black Cockatoo is seen flying and screaming out he's calling for rain and telling us rain is coming.



gurimbaga/djiriwunj Silver Sponsor **\$3,500** (incl. GST) **10 Sponsorships available**

As a gurimbaga/djiriwunj sponsor, your business will be promoted in a prominent position on promotional material.

Your business will:

Be acknowledged in event media releases and radio and social media campaigns which will be shared through participating Council's media channels.

Have their business logo displayed at the Regional NAIDOC Awards dinner on the Elder's table and Regional NAIDOC Awards ceremony program.

gurimbaga/djiriwunj (Magpie) Dreaming Story

gurimbaga (dhurga) or djiriwunj (dharawal) otherwise known as Magpie. The magpies' boastful singing each morning is to remind everybody of their important role in creation. A long time before today the sky covered the earth making everyone crawl around in the dark. The Magpies, being proud and industrious, gathered and worked to raise the sky so everyone could move about freely.

They gathered some long sticks and fighting hard they lifted the sky up. They placed the long sticks on small and big rocks; they fought to lift the sky even higher.

The sky split open, showing the beauty of the first sunrise. They were so overjoyed to see the light and feel the warmth of the sun's heat, they burst into song. As they sang, the blanket of darkness broke and drifted away like clouds.

To this day the Magpies greet the sunrise with their joyful song.



gabun/budjari nana **Elder Appreciation Pack Sponsor** **\$1,000 (INCL. GST) 12 Sponsorships available**

As a gabun/budjari nana Elder Appreciation Pack sponsor, your business will have the opportunity to contribute via cash and/or donated product from your business.

Your business will:

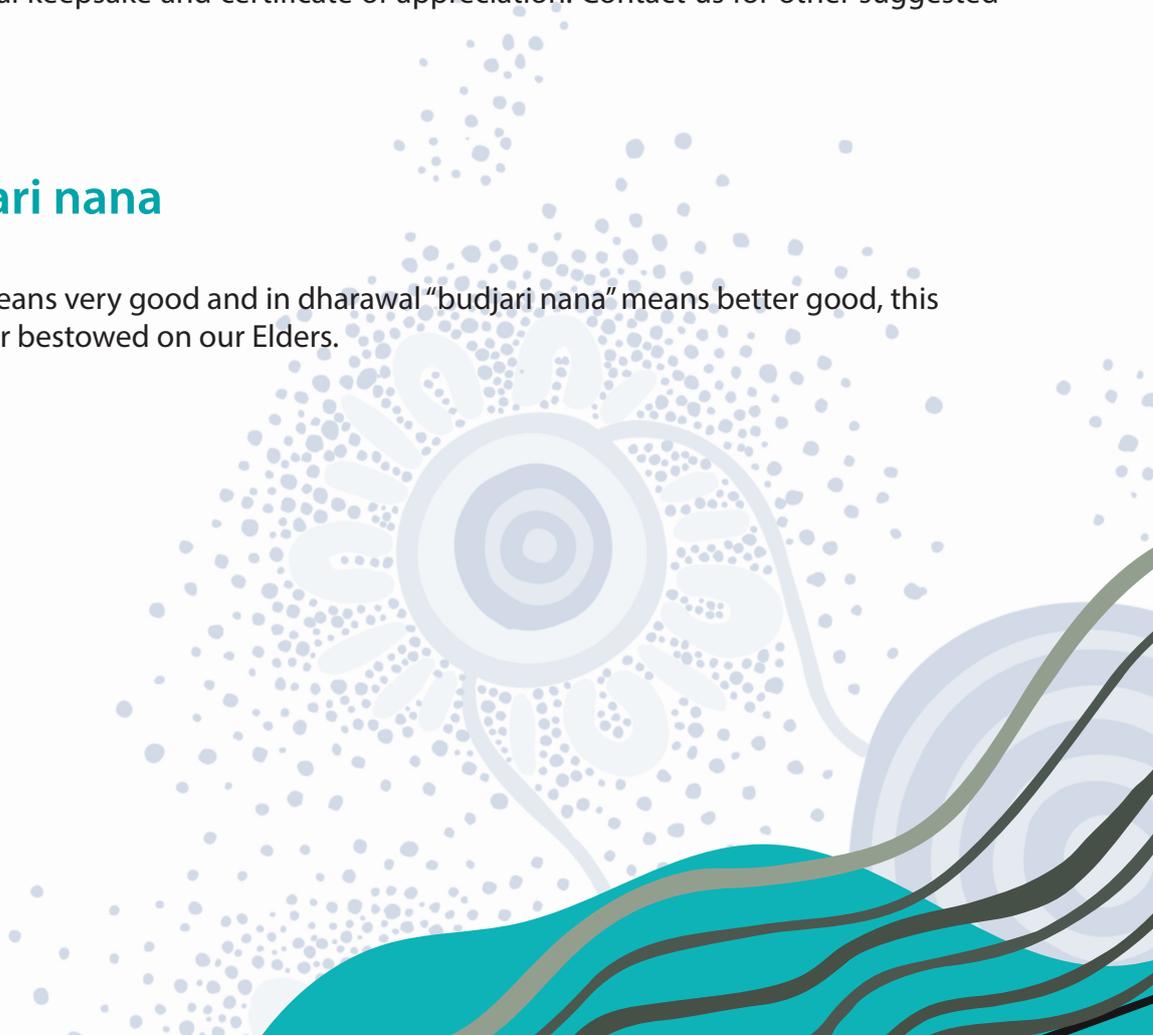
Have their name/logo displayed in the gift packs given to Elders at the Awards dinner.

This is an opportunity to honour and show gratitude for Elders who have played, and continue to play, an important role in our communities and thank them for being the cultural knowledge holders, trailblazers, nurturers, advocates, teachers, survivors, leaders, hard workers, and loved ones.

Gift packs may include a native floral lapel or pin for Elders to wear on the night, a custom lanyard with Aboriginal art to carry their exclusive Elder event tickets, engraved cultural artifact or ornamental keepsake and certificate of appreciation. Contact us for other suggested gift pack items.

gabun/budjari nana

In dhurga “gabun” means very good and in dharawal “budjari nana” means better good, this expresses the honour bestowed on our Elders.



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SPONSORSHIP DETAILS

If you would like to sponsor the 2024 Regional NAIDOC Awards, please complete the form below and return it to Shoalhaven City Council by email Council@shoalhaven.nsw.gov.au.

Contact name:

Business name:

Postal address:

Phone:

Email:

Signature:

Date:

Please indicate which sponsorship package you are interested in (please tick)

- djagula/djawula** Sponsorship \$10,000 (incl. GST)
- wayalad/ngaraora** Sponsorship \$7,500(incl. GST)
- gurimbaga/djiriwunj** Sponsorship \$3,500 (incl. GST)
- gabun/budjari nana** Appreciation Pack Sponsor \$1,000 (incl. GST)

Further enquiries please contact:
communityconnections@shoalhaven.nsw.gov.au

Artwork and Artist

Custom artwork for

Local Government Regional NAIDOC Awards



Artist: Jodie Stewart

Painting: "On Country – Where the mountains meet the sea"

The painting represents the mountains meeting the sea and the local Aboriginal totems in our regions. The four circles represent our community connection between the Wollongong, Shoalhaven, Shellharbour and Kiama - who gather to celebrate the NAIDOC Awards to recognise and showcase our Koori talent and culture.

The middle white plain circle represents the meeting place of the NAIDOC awards where we all gather to celebrate together. The whale is the Aboriginal totem "Birri Birri" that is the totem for the three councils of Kiama, Shellharbour and Wollongong, and the Black Cockatoo is the totem for the Shoalhaven (the Black Cockatoo means "camping" or "Nowra").

The colours represent the Wodi Wodi people of Dharawal Nation as we are Saltwater People living on the East Coast and these colours represent the ocean where we gather our food to this day.

Aunty Jodie Stewart was recognised as Aboriginal Elder of the Year (Female) in the NAIDOC Awards for 2022. Aunty Jodie is a descendant of the Wodi Wodi people of the Dharawal Nation, a Saltwater Woman, growing up on the coast with her family, the well respected and well-known Stewart family.

Jodie has been recognised for her role at Southern Youth and Family Services in Shoalhaven, supporting families and young people. She is also a board member and Director of the Gerringong Housing Aboriginal Corporation.

A talented artist, Jodie has had her works displayed in Wollongong, Kiama, the Shoalhaven and overseas. She is the first Aboriginal female artist to be contracted to design the St George Illawarra Dragons rugby league jerseys.





Shoalhaven
City Council