



THE NEXT GENERATION: STRENGTH, VISION & LEGACY

6-13 JULY 2025

EVENT OVERVIEW

National NAIDOC Week celebrations are held across Australia in the first week of July each year (Sunday to Sunday), to celebrate and recognise the history, culture and achievements of Aboriginal and Torres Strait Islander peoples. NAIDOC Week is an opportunity for all Australians to learn about First Nations cultures and histories and participate in celebrations of the oldest, continuous living cultures on earth.

In line with our Reconciliation Action Plan (RAP), inclusive activities have been recommended to celebrate NAIDOC Week.

TARGET AUDIENCE

- All ACMA and eSafety employees

BENEFITS OF CELEBRATING NAIDOC WEEK

- Foster a culture of inclusion.
- Build respect for Aboriginal and Torres Strait Islander cultures and histories.
- Deliver on key action items in our RAP.
- Reflect on our progress and strengthen our relationships with First Nations peoples and create opportunities for cultural understanding and meaningful engagement.

DATE

- NAIDOC Week, Sunday, 6 July – Sunday 13 July.

AWARENESS ACTIVITIES

Below are some proposed promotional ideas to help acknowledge and celebrate NAIDOC Week:

- **Encourage staff to use NAIDOC Week Teams and Webex backgrounds** during NAIDOC Week
- **Launch a Hub article** including:
 - The theme for NAIDOC Week 2025 with a link to the official NAIDOC website.
 - Information about other NAIDOC Week events happening nationally.
- NAIDOC Week poster uploaded onto **digital foyer screens**.
- Promote the **Cultural Capability Hub** available via APSLearn.
- Promote the **Footprints Program** available via APSLearn.
- Promote the **SBS inclusion Program – First Nations** eLearning module available in Learnhub.
- Encourage RAP Working Group members to participate in an **external NAIDOC Week event**.
- Encourage staff to participate in the **Converge NAIDOC Week move challenge**



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TIMELINE AND LOGISTICS



1 July
Distribution of
materials

NAIDOC Week posters for all office locations.

Display official NAIDOC Week posters on foyer screens.

MS Teams background

Promote the NAIDOC Week MS Teams background.



2 July
Promotion and
awareness

Publish NAIDOC Week Hub article

Communicate theme for 2025, The Next Generation: Strength, Vision and Legacy. Provide information regarding 'Whose Country am I on?' and how employees can get involved in external events.



2 July
Find out whose
Country you are on

AIATSIS Map of Indigenous Australia.

[The Map of Indigenous Australia](#) highlights the general locations of larger groupings of people which may include clans, dialects or individual languages in a group.

Staff will be encouraged to learn more about their own local area and community by accessing the AIATSIS map resources.



9 July
Converge Move
Challenge

Converge Move Challenge

Over 4 weeks, journey across heritage First Nations locations. Converge Move is a team-based physical activity challenge that encourages employees to stay active, boost mental wellbeing, and strengthen social connections.

Cost: Free (Included as part of Converge EAP package).

Employees join by using own devices via the Converge app.



14 July
Post-event evaluation

Post-event evaluation

Record feedback and lessons learned for next year.