

HaRmony
DAY²¹
MARCH



EVENT PLANNING KIT

IDEAS, TIPS AND TOOLS FOR PLANNING TO
CELEBRATE HARMONY DAY

for local government and communities



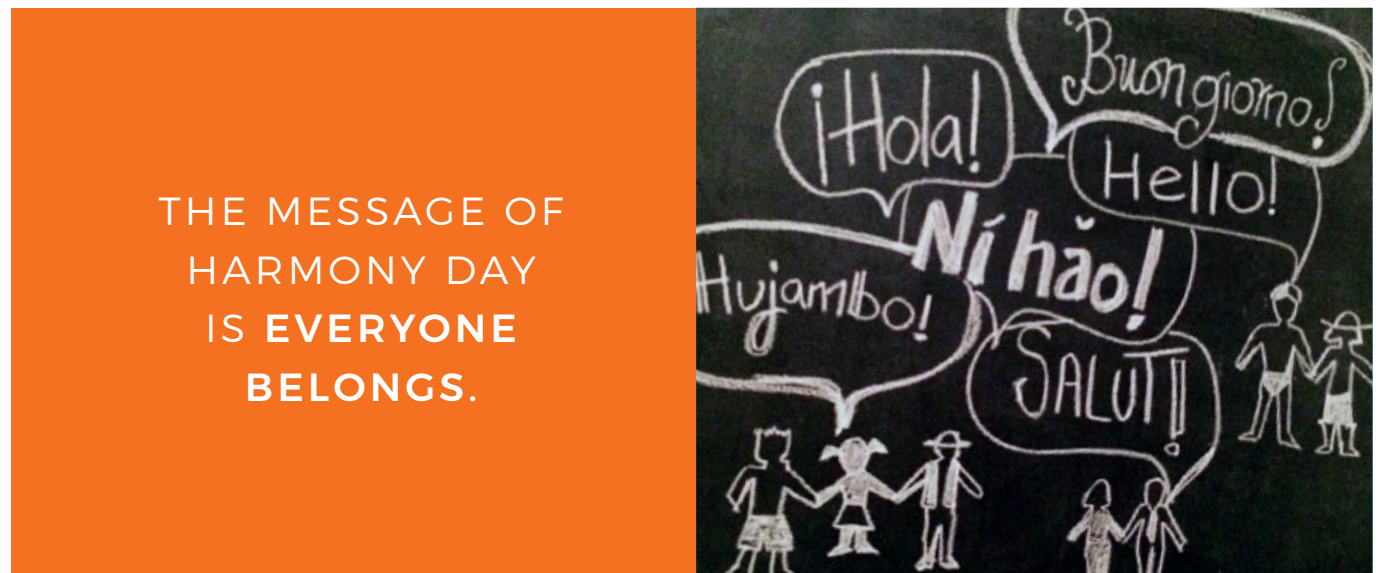
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PROMOTE YOUR HARMONY DAY EVENT
ONLINE AND THROUGH SOCIAL MEDIA—CHECK
OUT OUR [ONLINE PROMOTION](#) KIT FOR TIPS
AND [RESOURCES](#) (INCLUDING INFOGRAPHICS).

WHAT IS HARMONY DAY?

Harmony Day is held each year on 21 March. It's a day to celebrate our cultural diversity. It's about inclusiveness, respect and a sense of belonging for everyone.



We have created this kit to help make celebrating Harmony Day easier for you. The best way for you and your community to celebrate is to hold an event. It creates an opportunity to think, talk about and recognise how our differences make Australia a great place to live.

Harmony Day has always been a community celebration. Since 1999, more than 70,000 events and activities have been held across the country, from the smallest childcare centres to the largest businesses.

Harmony Day coincides with the United Nations International Day for the Elimination of Racial Discrimination.

Did you know?

- Over the last 70 years seven million migrants have made Australia their home
- Almost half of Australians were born overseas or have a parent who was
- People from more than 200 countries make up our Australian community and 300 languages are spoken in our homes
- Apart from English the most common languages spoken in Australia are Mandarin, Italian, Arabic, Cantonese, Greek, Vietnamese, Tagalog/Filipino, Spanish and Hindi.

LET'S GET STARTED

CELEBRATING CAN TAKE ANY FORM YOU WISH

This simple checklist will help you to plan, promote and celebrate your Harmony Day event and any associated activities. All the information you need to complete this checklist can be found in this kit.

Planning your celebration

Have you chosen your Harmony Day event?

Have you told everyone who will be involved in planning your event?

Making it official

Have you registered your celebration on the [Harmony Day](#) website?

Making some noise

Have you involved officials, community leaders, local stars or businesses?

Have you checked out the [Online Promotion](#) Kit?

Are there Harmony Day graphics on your web pages and/or intranet?

Is your event being promoted through social media?

Engaging the media

Have you developed a media release?

Have you contacted and followed up with media?

Getting some resources

Have you downloaded and used the promotion templates?

Have you downloaded activities for kids or certificates of appreciation?

Are you using the Harmony Day key messages?

Contacting with us

Have you connected with us through social media?

Have you subscribed to our mailing list?

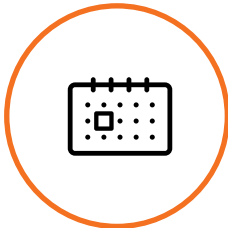
Have you visited our website more information and resources?



PLAN YOUR CELEBRATION

CELEBRATING
HARMONY DAY CAN
TAKE ANY FORM
YOU WISH – BIG
OR SMALL.

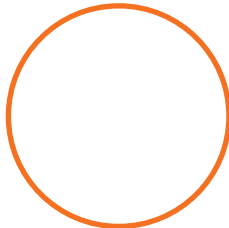
Whatever you choose to do, an event should



Be held on or around
21 March



Celebrate the diversity of
your workplace



Be registered on the
Harmony Day website

EVENT IDEAS

HERE'S SOME SUGGESTIONS FOR WAYS YOU CAN CELEBRATE

Food festival

Nothing brings people together quite like food. Work with your community to hold a food festival with cuisine from around the world.

Vine competition

Using the theme of 'belonging' or the colour 'orange', challenge the creative types in your community and organisation to make a short 6-second video or animation representing what Harmony Day means to them. You could award prizes for the best entries, share everyone's contributions through social media using #harmonyday and screen them at your Harmony Day event. Make sure you share your favourites with us by sending them to harmonyday@homeaffairs.gov.au.

Diversity concert

Music and dance to get the crowd moving! Performances by local dance troops and musicians are a great way to showcase your community's cultural diversity.

Photography competition

In the lead up to Harmony Day encourage local community members and people within your organisation to capture images that represent the concepts of diversity, inclusiveness, respect and a sense of belonging. You could provide awards or certificates for the best pics, and they would make a great display for your Harmony Day event. We'd love to see your favourite photos, so please send them to harmonyday@homeaffairs.gov.au and don't forget to share on social media using #harmonyday.

Come and try sports event

Organise some traditional sports from around the world for local community members and people within your organisation staff to try. Swap the footy for Kabaddi or Gaelic football, or have a go at Te Boiri or Ki-o-Rahi. Share your photos through social media using #harmonyday and make sure you send us some photos from your sporting adventures by emailing them to harmonyday@homeaffairs.gov.au.



Colourfest screening

Learning about migrant experiences — their successes and challenges through film. Work with your local government or council to hold a Colourfest short film screening in your community.

Awards ceremony

Hold a local awards ceremony that recognises people within your community who live the 'everyone belongs' message every day. Show your appreciation by giving them a 'Certificate of Appreciation'. We have a template that you might like to use in the [Resources](#) section of our website. You could notify or invite your local MP to the awards ceremony. If there is a local cultural dance troop you might like to invite them to perform.

Art show

Work with local artists from diverse backgrounds to come up with a public art show to hold on Harmony Day. Artists could be on hand to answer questions and share knowledge about their culture and art.

Fun run

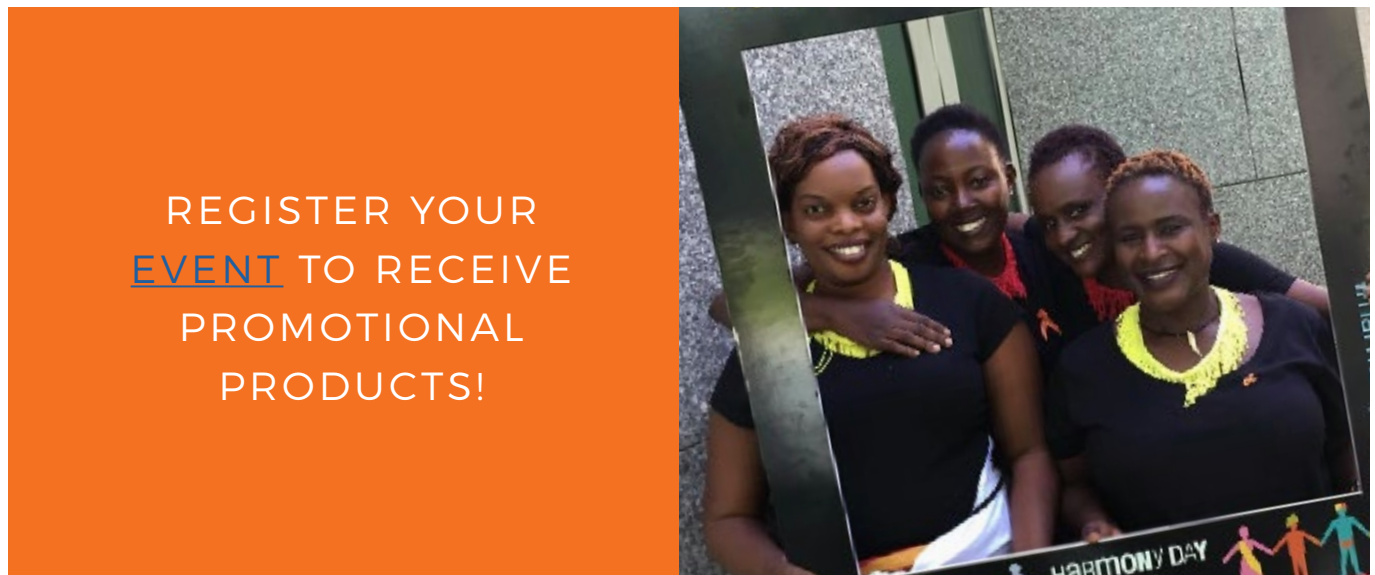
Organise a fun run for diversity. Encourage participants to wear orange in celebration of Harmony Day.

Harmony sports round

Encourage your local sporting clubs to hold a Harmony Round to celebrate its diversity. Half-time entertainment could include cultural performances to showcase local talent.

MAKE IT OFFICIAL

Register your event at harmony.gov.au. It's easy and you can receive free promotional products to help you celebrate your event e.g. balloons, posters, flags, ribbons, etc.



Our products run out fast, so register your event as soon as possible to avoid disappointment.

Registering your event can also help you spread the word about your celebration. We publish all events open to the public on our [website](#).

Remember, if your event isn't open to the public you can still register to receive free promotional products.

MAKE SOME NOISE

Officials

Think about how you can involve your local officials. Perhaps invite your local Mayor to open the event, or encourage a local Member to get involved.

It's important to send invitations to local officials and leaders early on and to confirm their attendance before promoting it. We have a template letter that you might like to use in the [Resources](#) section of this kit.

Businesses

It's always great to support local businesses. Think of ways you can involve your local business in your event. You might find some sponsors that are willing to lend a hand e.g. ask a business to sponsor your event in exchange for promotion of their business on your promotional materials.

Community leaders and local stars

Try to also identify local community leaders and stars — such as sports stars or local musicians — to invite to your event.

Sports stars can help you promote your event and also might be interested in participating. Lots of national sporting teams are already involved in Harmony Day so encourage your local teams to get involved!

Local musicians and #harmony are a great fit. You might like to identify local musicians to play at your event or help to promote it.

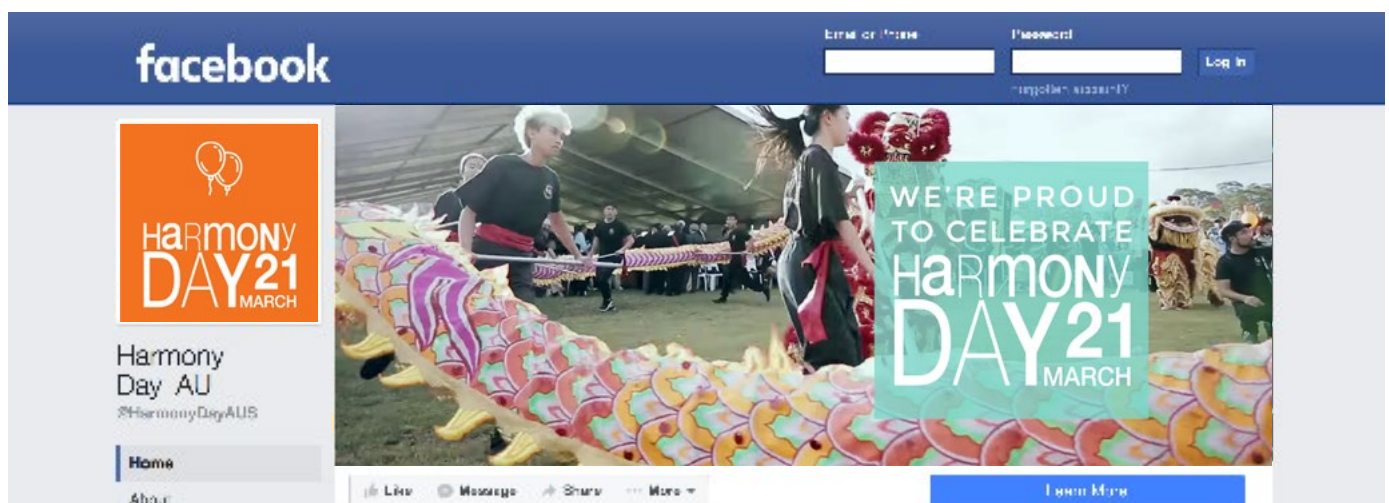
Is there a particular community group or leader you would like to involve? Think about contacting them early to get involved. You can use the template letter in the [Resources](#) section.

SHARE YOUR EVENT ONLINE AND THROUGH SOCIAL MEDIA

Using social media and online channels is a simple way to let your networks know about your Harmony Day event and how they may be able to get involved.

We've taken the guesswork out and created an [Online Promotion Kit](#). In the kit you'll find some tips and resources such as:

- A web badge you can use on your website to highlight your celebration of Harmony Day
- Harmony Day graphics for your web pages and/or intranet
- Email signature blocks for people within your organisation to use
- Social media tips and graphics for promoting your event.



ENGAGE THE MEDIA

MEDIA IS A GREAT TOOL TO HELP YOU SPREAD THE WORD ABOUT YOUR EVENT OR HARMONY DAY ACTIVITY. SOME PEOPLE FIND CONTACTING THE MEDIA DAUNTING, BUT IT DOESN'T NEED TO BE. WE'VE PULLED TOGETHER SOME TIPS TO GUIDE YOU

Step 1 – Prepare your media release

A media release summarises the key points about your event and explains Harmony Day. You can find a template in the [Resources](#) section of this kit.

Some things to remember:

- Who, what, where, when, why? Make sure you include this key information in the first one or two sentences.
- Quote it — Include a quote from the spokesperson or head of your organisation.
- Keep it simple — Media releases should be kept to one page. Use simple and clear language.
- Make it stand out — Media outlets will receive lots of media releases on a daily basis. Make sure you highlight why your event is different, unique and newsworthy.

Step 2 – Who to contact

Now that you have drafted your media release, think about the publications and journalists who will be interested in your event. Write down a list of journalists and/or publications to contact.

To find local media outlets, you can visit the website newspapers.com.au, The White Pages or visit your local library to see if they have a copy of Margaret Gee's Media Guide.

- Where is your event? Local media are most likely to be interested in events held where their publication is distributed.
- What type of event is it? Journalists often have particular areas they cover e.g. sports, education, health.
- Do you have strong visuals? Events with lots of colour and life will maximise the interest of newspaper photographers or regional television.
- If you don't have an event but want to help promote Harmony Day, you could also think of a local Harmony Hero or other human interest story to share with local media.

Step 3 – Reach out

It's best to touch base with journalists two weeks out from your event. Before you start dialling make sure you have:

- a copy of your media release
- contact details of someone to interview e.g. a spokesperson or head of your organisation, or a Harmony Hero you are recognising (where possible)
- contact details of the event organiser on the day.

Call the news desk and introduce yourself. Outline the key points that make your event newsworthy. For example:

“Hi it's [insert name] from the [insert organisation/council]. It's Harmony Day on 21 March which gives people across Australia a chance to celebrate our cultural diversity. Our [organisation/council] is holding a special event where [briefly explain details of event]. I thought this might be of interest to you as it will make for a great photo.”

Step 4 – Follow it up

After each phone call follow up by emailing through a copy of the media release.

You may like to phone any interested journalists one or two days before the event to remind them.

Step 5 – In the media

Once you successfully gain media coverage, make sure you promote it on your social media channels and tell everyone about it!

NO TIME TO ORGANISE AN EVENT?

THERE ARE PLENTY OF OTHER WAYS YOU CAN SHOW YOUR SUPPORT

Go Orange! Promote Harmony Day by asking local businesses and landmarks to light up in orange for Harmony Day as a show of support for cultural diversity.

Harmony heroes

Is there someone in your community that lives the 'everyone belongs' message every day? Someone who deserves recognition for going above and beyond to champion the benefits of cultural diversity. Show your gratitude by giving them a 'Certificate of Appreciation' from the Resources section of the website.

Spread the word

Get your Council or community organisation involved by sharing the great things you can do when you come together by using #harmonyday and completing the sentence 'Everyone belongs in our community because...' — see our Instagram and Facebook pages for examples.

Get social

Inspire others by sharing your story on how you celebrated Harmony Day. We also encourage you to share Harmony Day posts on social media. For more information on using social media and/or instaframes, see our [Online Promotion Kit](#).

Welcome zone

Is your Local Government Area a 'Refugee Welcome Zone' ? Refugee Welcome Zones make a commitment in spirit to welcome refugees into the community. Check out the [website](#) for more information.

Supporting new arrivals

Australia is welcoming an additional 12,000 refugees fleeing conflict in Syria and Iraq. Community support is essential to helping people adjust to their new lives in Australia. Already there has been a great deal of generosity and goodwill shown by the Australian public towards our newest arrivals. To find out how you can help, visit the [Department of Social Services'](#) website

RESOURCES

WE HAVE DEVELOPED SOME RESOURCES TO HELP WITH YOUR EVENT

Promotion templates

Our [templates](#) will help you promote your event and include invitations, posters, factsheets, post cards and more.

Activities for kids

We have some simple art and craft [activities](#) to keep the kids entertained. You might like to print these out and have a colouring in table at your event.

Certificates of appreciation

Use our [certificates](#) to recognise those people in your community who live the 'everyone belongs' message every day.

Key messages

We have developed some [key messages](#) to help you promote your event.

Infographic Infographics, web graphics and shareables

We have developed some images to share on your website or on social media. For more information on these resources and how to use them, see our [Online Promotion Kit](#)

Useful links

- [A Taste of Harmony](#) — A Taste of Harmony partner with the Australian Government on Harmony Day to celebrate cultural diversity. The Taste of Harmony website has inspirational event ideas that will help you celebrate diversity in the workplace.
- [Harmony in the Workplace](#) — Developed by the Federation of Ethnic Communities' Councils of Australia these resources and factsheets explore cultural diversity, workplace discrimination, myths and commonly held misconceptions about workplace diversity.
- [Workplace Cultural Diversity Tool](#) — The Australian Human Rights Commission has developed a free online tool to help business enhance productivity through a culturally diverse workplace.
- [Racism. It stops with me supporter toolkit](#) — The toolkit provides training tools and resources to help your organisation challenge prejudice and celebrate diversity.

KEY MESSAGES

JOIN US ON 21 MARCH AND CELEBRATE AUSTRALIA'S CULTURAL DIVERSITY THIS HARMONY DAY

- Harmony Day is a celebration of our cultural diversity
- It's a time to reflect on the importance of respecting each other and our differences
- Having people from all over the world with many different cultures and backgrounds helps us to be more innovative, knowledgeable and connected with the world
- Join us on 21 March and share the message of 'everyone belongs'
- Visit the new Harmony Day website to explore [resources](#), [register your event](#) or check out what's [already happening](#) in your area
- You can connect with us on Facebook, Twitter or Instagram for more information including simple ways to celebrate our diversity every day
- We love to see how you celebrated—share your photos on social media using #harmonyday.

MEDIA RELEASE TEMPLATE

[DD/MM/YYYY – today's date]

[Name of organisation] of [insert area/region] is celebrating diversity to mark Harmony Day on 21 March.

[Organisation] is encouraging residents to come and celebrate [area/region]'s cultural diversity at [event details] on [date] at [venue].

[Spokesperson for organisation] said it was marking this year's national Harmony Day, held each year on 21 March, with an event that showcased the [area/region]'s strong spirit of inclusiveness.

"We want to celebrate Harmony Day and show a sense of belonging for everyone," [Mr/Ms XYZ said].

"Our event is to remind the community why our cultural diversity is one of our [region/area]'s greatest assets and we are stronger because of it."

"There will be [briefly outline activities, i.e. music, food, entertainment] on offer," [Mr/Ms XYZ said].

"We want everyone, no matter who they are or where they're from, to come along and have fun and appreciate that our differences make our community a great place to live."

[Mr/Ms XYZ] encouraged people to share their Harmony Day celebrations and pictures on social media using #harmonyday

Harmony Day coincides with the United Nations International Day for the Elimination of Racial Discrimination.

For more information about [organisation]'s [event] visit [website address] or contact [phone number/email address]

To learn more about other ways you can get involved in this year's Harmony Day celebrations visit harmony.gov.au.

LETTER TEMPLATE

[DD/MM/YYYY]

To [name of official/community leader]

[Council/organisation] is holding a [event] on [date] at [venue] to celebrate Harmony Day.

Harmony Day is held each year on 21 March. It's a celebration of Australia's cultural diversity.

[Council/organisation] would like to invite you to [describe official role] at the [event].

For more information on the [event] please see the enclosed invitation.

To find out more about Harmony Day visit www.harmony.gov.au

I look forward to hearing back from you soon.

Kind regards,

[Head of organisation]



**QUESTIONS?
GET IN TOUCH!**

**WE ARE ALSO ON
SOCIAL MEDIA!**

If you have any questions, feel free to email us at harmonyday@homeaffairs.gov.au.
Don't forget to visit us at harmony.gov.au.

Connect with us!

 facebook.com/harmonydayAUS

 twitter.com/harmonyday_AU or @harmonyday_au

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

