



Australian Government
Department of Home Affairs

HARMONY WEEK

Event Planning Kit for Sporting Groups

Ideas, tips and tools for planning to celebrate Harmony Week

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Promote your Harmony Week event online and through social media – check out our [Online Promotion Kit](#) for tips.



What is Harmony Week?

Harmony Week is a time to celebrate Australian multiculturalism, and the successful integration of migrants into our community. Australia is one of the most successful multicultural countries in the world and we should celebrate this and work to maintain it.

The message of Harmony Week is **everyone belongs**.

It is about inclusiveness, respect and belonging for all Australians, regardless of cultural or linguistic background, united by a set of core Australian values.

We have created this kit to help make celebrating Harmony Week easier for you.

These celebrations create an opportunity to think, talk about and recognise how our differences make Australia a great place to live.

Did you know?

- More than half (51.5 per cent) of Australian residents were born overseas or have at least one parent who was.
- Since 1945, more than 7.6 million people have migrated to Australia.
- Nearly every single country from around the world was represented in Australia's population in 2020.
- More than 150 Aboriginal or Torres Strait Islander languages are spoken in Australia.
- Apart from English, the most common languages spoken in Australia are Mandarin, Arabic, Vietnamese, Cantonese and Punjabi.
- We identify with over 300 ancestries.

These facts are taken from ABS 2021 Census Data. Check out the [Australian Bureau of Statistics website](https://www.abs.gov.au).



EVERYONE BELONGS
www.harmony.gov.au



Let's get started

This simple checklist will help you to plan, promote and celebrate your Harmony Week 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 Week event?
	Have you told everyone who will be involved in planning your event?
	Do all people in your organisation or community know how they can get involved?
	Making some noise
	Have you involved officials, community leaders, local stars or businesses?
	Have you checked out the Online Promotion Kit?
	Is the Harmony Week web badge on your website?
	Are there Harmony Week graphics on your web pages and/or intranet?
	Are staff using the Harmony Week email signature blocks?
	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 Week key messages?
	Have you checked out any of our useful links?
	Connecting with us
	Have you connected with us through social media?
	Have you visited our website for more information and resources?



Plan your celebration

Celebrating Harmony Week can take any form you wish – big or small.

Whatever you choose to do, an event should:

- celebrate your community's cultural diversity
- be held during Harmony Week. Harmony Week is celebrated during the week (Monday to Sunday) that includes 21 March, which is the United Nations International Day for the Elimination of Racial Discrimination. You can check the website for Harmony Week annual dates.

Event ideas

Here are some suggestions for ways you can celebrate Harmony Week.

Food festival

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

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.

Photo competition

In the lead up to Harmony Week, 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 Week event. We'd love to see your favourite photos, so please send them to harmonyweek@homeaffairs.gov.au and don't forget to share on social media using #harmonyweek and #everyonebelongs.

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 #harmonyweek and #everyonebelongs and make sure you send us some photos from your sporting adventures by emailing them to harmonyweek@homeaffairs.gov.au.



Awards ceremony

Hold a local awards ceremony that recognises people 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. 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 Week. 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 Week.

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 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 Week so encourage your local teams to get involved!

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 of this kit.

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 Week event and how they may be able to get involved.

We've taken the guesswork out and created an [Online Promotion Kit](#).

Engage the media

Media is a great tool to help you spread the word about your event or Harmony Week 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 Week. 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.

- 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 Week, 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.

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 using #harmonyweek and #everyonebelongs.



No time to organise an event?

There are plenty of other ways you can show your support:

- **Go Orange!** Promote Harmony Week by asking local businesses and landmarks to light up in orange for Harmony Week as a show of support for cultural diversity.
- **Certificates of appreciation** – 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 our 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 #harmonyweek and #everyonebelongs. You could use the sentence *‘Everyone belongs in our organisation because...’*. We also encourage you to share Harmony Week posts on social media. For more information on using social media and/or instaframes, see our [Online Promotion Kit](#).
- **Share your stories** – Inspire others by sharing your [story](#) on how you celebrated Harmony Week.

Resources

We have developed some resources to help you 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 below and on our [website](#) to help you promote your event.
- **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 Week to celebrate cultural diversity. The Taste of Harmony website has inspirational event ideas that will help you celebrate diversity.
- [Harmony in the Workplace \[PDF 468KB\]](#) – 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 to celebrate Australia's cultural diversity this Harmony Week.
- Harmony Week is about inclusiveness, respect and a sense of belonging for everyone.
- It's a time to reflect on the importance of respecting each other and our differences.
- Australia's success as a multicultural nation is underwritten by our values, our mutual understanding of our rights and responsibilities as citizens and national language and our respect for each other.
- Our shared Australian values of respect, equality and freedom go beyond our different cultures, and are what makes Australia such a great place to live.
- The message of respect and belonging can be lived by each of us, every day, not just during Harmony Week.
- Share the message of 'everyone belongs'.
- Visit the Harmony Week website to explore [resources](#).
- We love to see how you celebrated - share your photos on social media using #harmonyweek and #everyonebelongs.
- Visit www.harmony.gov.au for more information.



- [Media release template](#)

[DD/MM/YYYY – today's date]

[Name of organisation] of [insert area/region] is celebrating diversity to mark Harmony Week.

[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 Week, held each year during March, with an event that showcased the [area/region]'s strong spirit of inclusiveness.

"We want to celebrate Harmony Week 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 Week celebrations and pictures on social media using #harmonyweek and #everyonebelongs.

Harmony Week 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 Week celebrations visit www.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 Week. Harmony Week is held each year in 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 Week visit www.harmony.gov.au.

I look forward to hearing back from you soon.

Kind regards,
[Head of organisation]



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Questions? Get in touch! Or want to join our mailing list?

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Don't forget to visit us at www.harmony.gov.au



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