

Stakeholder Pack for the 2026 Australian of the Year Awards

Information and resources for departments,
agencies and stakeholders

June – July 2025



Premier
and Cabinet

About the Australian of the Year Awards

The Australian of the Year Awards is a program of the National Australia Day Council (NADC). The Australian of the Year Awards in Victoria are managed by the Department of Premier and Cabinet.

The first step to receiving an Australian of the Year Award is making nominations at the state-level.

State recipients represent Victoria at the national awards, with the Australian winners announced on 25 January 2026.

Nominations open	All year round
Nominations close	31 July 2025
Victorian Australian of the Year Awards ceremony	6 November 2025
Australian of the Year national announcement	25 January 2026

2025 Australian of the Year for Victoria winners

Any Victorian who shows courage, inspires others or contributes to their local community can be nominated in any of the four categories below.

In 2025, the Australian of the Year for Victoria was also awarded the Australian of the Year.

Category	Purpose	2025 Victorian winners
Australian of the Year	Celebrate the achievements and contributions of eminent Australians who are role models for us all.	<u>Neale Daniher AO</u> Co-founder of FightMND and former Australian Football League player and coach
Senior Australian of the Year	Recognise Australians aged 65 and over who continue to achieve and make a difference.	<u>Dr Peter Brukner OAM</u> Sports medicine leader and health campaigner
Young Australian of the Year	Celebrate inspiring 16- to 30-year-olds who have accomplished great things in all walks of life.	<u>Aishwarya Kansakar</u> AI and automation entrepreneur
Local Hero	Acknowledge people who make a difference in their local community.	<u>Jasmine Hirst</u> Football advocate for women

How to encourage your audiences to nominate now



Share the assets in this pack on your owned channels to promote nominations for the Australian of the Year Awards.



Forward this pack to any agencies, stakeholders, organisations or community groups that you work with and ask them to promote too.



Encourage your colleagues, family and friends to think about who inspires them and make a nomination.



Direct people to australianoftheyear.org.au to nominate or to find more information.

Assets available for use

Assets in this pack have been produced by the National Australia Day Council and feature previous Victorian winners and national winners of the Australian of the Year Awards.

To support promotion on your channels, you can copy or download:

- Approved key messages
- News copy for eDMs, websites or intranets
- Posters
- Social media tiles, posters and images
- Suggested social media copy
- QR code and email signature banner

[All assets can be accessed here](#)

Key messages

- Nominations for the 2026 Australian of the Year Awards are now open.
- The Australian of the Year Awards celebrate the achievements and contributions of extraordinary Australians.
- The four Award categories are:
 - Australian of the Year
 - Senior Australian of the Year (aged 65 years or over)
 - Young Australian of the Year (aged 16 to 30)
 - Australia's Local Hero
- It only takes one nomination to elevate their voice, help them access more support or give them the recognition they deserve.
- By putting someone forward, your nomination shows their efforts have not gone unnoticed.
- Extraordinary Australians are all around us. See them. Hear them. Nominate them.
- Nominations close at midnight on 31 July 2025
- Make your nomination via australianoftheyear.org.au

News copy for eDMs, websites or intranets

Nominate an inspirational Victorian for Australian of the Year

Nominations for the 2026 Australian of the Year Awards are now open.

The Australian of the Year Awards celebrate the achievements and contributions of extraordinary Australians.

Do you know someone who inspires you? Chances are you do.

Think of a family member, friend, colleague or neighbour who inspires others, advocates for positive change, or contributes tirelessly to their communities.

Now is the time to recognise their passion and hard work by nominating them for an Australian of the Year Award.

An Australian of the Year Award could help elevate their voice, help them access more support for their cause and provide them with the recognition they deserve.

Anyone can make a nomination for:

- Australian of the Year
- Senior Australian of the Year
- Young Australian of the Year
- Australia's Local Hero

Ask your family. Ask your friends. Nominate now at australianoftheyear.org.au

Nominations close at midnight on 31 July 2025.

Social media



When posting on social media, please tag the **@AustralianoftheYearAwards** handles and use the hashtags **#AusoftheYear** and **#SeeThemHearThemNominateThem**



The next few slides include suggested social media content plans which can be used for your social channels.

Social media plan: Australian of the Year

Timing	Content	Creative asset	Channel	Copy
Monday 14 July 2025	Announcing the nominations	Intro to AOTY Awards	Facebook	Is there someone you know making a difference in your community?
		(30 second video)	Instagram	It's time to think about the Victorians who inspire us and celebrate their story, their contribution and their generosity.
			LinkedIn	Nominate them for the Australian of the Year Awards by 31 July 2025. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 21 July 2025	2025 VIC Australian of the Year	Aus of the Year – Neale Daniher	Facebook	Do you know someone who shows courage, perseverance and kindness? Maybe someone like Neale Daniher AO?
		(60 second video)	Instagram	Neale was a former AFL player and coach before he became a co-founder of FightMND, a charity investing into medical research to find a cure for motor neurone disease.
		OR	LinkedIn	Neale was recognised not only as 2025 Australian of the Year for Victoria, but also as the 2025 Australian of the Year. Nominate an inspirational Victorian today. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 28 July 2025	Last chance to nominate	Reminder social tile	Facebook	Victoria, this is your last opportunity to recognise someone in your community doing extraordinary work for the Australian of the Year Awards 2026.
			Instagram	Your nomination could make a difference for someone's life. Nominate by 31 July 2025 to give them the recognition they deserve.
			LinkedIn	https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards

Social media plan: Senior Australian of the Year

Timing	Content	Creative asset	Channel	Copy
Monday 14 July 2025	Announcing the nominations	Intro to AOTY Awards	Facebook	Is there someone you know making a difference in your community?
		(30 second video)	Instagram	It's time to think about the Victorians who inspire us and celebrate their story, their contribution and their generosity.
			LinkedIn	Nominate them for the Australian of the Year Awards by 31 July 2025. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 21 July 2025	2025 VIC Senior Australian of the Year	Senior AOTY – Peter Bruker	Facebook	Do you know an inspirational Victorian who is helping their community?
		(60 second video)	Instagram	Someone like Dr Peter Bruker OAM who was recognised as Victoria's Senior Australian of the Year 2025. Peter founded the largest sports medicine centre in Australia, inspiring a generation of sports medicine practitioners to make a difference.
		OR Senior AOTY – Peter Bruker (social media tile)	LinkedIn	Nominate an extraordinary senior Victorian today. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 28 July 2025	Last chance to nominate	Reminder social tile	Facebook	Victoria, this is your last opportunity to recognise someone in your community doing extraordinary work for the Australian of the Year Awards 2026.
			Instagram	Your nomination could make a difference for someone's life. Nominate by 31 July 2025 to give them the recognition they deserve.
			LinkedIn	https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards

Social media plan: Young Australian of the Year

Timing	Content	Creative asset	Channel	Copy
Monday 14 July 2025	Announcing the nominations	Intro to AOTY Awards	Facebook	Is there someone you know making a difference in your community?
		(30 second video)	Instagram	It's time to think about the Victorians who inspire us and celebrate their story, their contribution and their generosity.
			LinkedIn	Nominate them for the Australian of the Year Awards by 31 July 2025. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 21 July 2025	2025 VIC Young Australian of the Year	Young AOTY – Aishwarya Kansakar	Facebook	Nominations for your Australian of the Year are open, which means it's time to reflect on the people who inspire you.
		(60 second video)	Instagram	Aishwarya Kansakar grew up during a civil war in Nepal. She went on to teach herself computing and has since become an AI and automation entrepreneur.
		OR Young AOTY – Aishwarya Kansakar (social media tile)	LinkedIn	Aishwarya was recognised as the 2025 Young Australian of the Year for Victoria for her remarkable achievements and positive influence on women in STEM. Nominate an inspirational young Victorian today. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 28 July 2025	Last chance to nominate	Reminder social tile	Facebook	Victoria, this is your last opportunity to recognise someone in your community doing extraordinary work for the Australian of the Year Awards 2026.
			Instagram	Your nomination could make a difference for someone's life. Nominate by 31 July 2025 to give them the recognition they deserve.
			LinkedIn	https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards

Social media plan: Victoria's Local Hero

Timing	Content	Creative asset	Channel	Copy
Monday 14 July 2025	Announcing the nominations	Intro to AOTY Awards	Facebook	Is there someone you know making a difference in your community?
		(30 second video)	Instagram	It's time to think about the Victorians who inspire us and celebrate their story, their contribution and their generosity.
			LinkedIn	Nominate them for the Australian of the Year Awards by 31 July 2025. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 21 July 2025	2025 VIC Local Hero Australian of the Year	Vic Local Hero – Jasmine Hirst	Facebook	It's time to celebrate an extraordinary Victorian and recognise their story, their contribution and their generosity.
		(60 second video)	Instagram	Think of someone like Jasmine Hirst, who was recognised as the 2025 Australia's Local Hero for Victoria. Jasmine created Australia's biggest soccer program for hundreds of girls and women, opening doors of opportunities for them to participate in sport.
		OR Vic Local Hero – Jasmine Hirst (social media tile)	LinkedIn	Nominate an inspirational Victorian local hero today. https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards
Monday 28 July 2025	Last chance to nominate	Reminder social tile	Facebook	Victoria, this is your last opportunity to recognise someone in your community doing extraordinary work for the Australian of the Year Awards 2026.
			Instagram	Your nomination could make a difference for someone's life. Nominate by 31 July 2025 to give them the recognition they deserve.
			LinkedIn	https://www.australianoftheyear.org.au/nominate #AusoftheYear #SeeThemHearThemNominateThem @AustralianoftheYearAwards

Social media tiles

[All assets can be accessed here](#)



[Download: Social tile, Neale Daniher, Australian of the Year](#)



[Download: Social tile, Jasmine Hirst, VIC Local Hero](#)



[Download: Social tile, 2025 Victorian recipients](#)

Posters and images

[All assets can be accessed here](#)



[Poster: 2025 Victorian recipients](#)



[Poster: Example of translated posters](#)



[Image: Local Hero - Jasmine Hirst](#)

Internal tools

[All assets can be accessed here](#)



[Download: Nomination QR code](#)



[Download: Email signature](#)

Help and support

Your support to encourage nominations is much appreciated.

If you've got a question, need more information, or require support to access assets in this pack, please contact:

Protocol and Events

Department of Premier and Cabinet

Email: awards@dpc.vic.gov.au