Research

It is important that your event is reflective of your community.

We live in communities that are continually evolving, just as we live in a changing country. Whether it's the economic, cultural, social or environmental landscape, a look at snapshots from the past can show us just how things have changed.

Research shows people like to be in their local town and community for Australia Day and your Australia Day event should be created and designed with your local community firmly in mind. Community Australia Day events are the outcome of local community energies, support from national, state and territory Australia Day councils, and support from local organisations, businesses, residents.

Look outside the local Australia Day organisations and committees for inspiration - additional opportunities that could be identified include:

+ Groups that might be interested in becoming involved in celebrations and events

+ Groups (including leaders and decision makers) that could be invited to talk to organisers about what they would like and value

+ Sources of support that have not been previously recognised

+ Community leaders, potential sources of volunteer and participant contributions

+ Underutilised resources in the community

Questions to guide discussion around the eight components of a local community	
People	**Cultural identity**
Which best describes the population: Mainly people of retirement age? Mainly young parents? Mainly middle aged? A large number of young people?	Are communities within your local government area known for something unique or characteristic of the area?
Are there groups of residents who have lived in the region for less than six months?	How do you 'sell' your community to others?
Is there any basis for describing your community as 'multicultural'?	Does the community have sense of unity? What is this based on (e.g. best vanilla slices in region, high proportion of successful sports people, soldier settlement area, historic settlement, architectural richness, low cost housing, and attraction to retirees)?
Is your impression that there are a lot of people who have lived in the area for more than 30 years?	

Opportunities	Community services
Where would you go to find leaders in the community?	Where would you go to find or contact community-based services provided through local government?
What strategies do you use to attract volunteer support for events?	Are there ways that community members get help and support other than through local, state or federal government processes?
Are there groups in the community you could invite to talk about events and what they might like for Australia Day? How would you find this information?	Do you have a community centre? What are its main uses?
	How long since you contacted an Australia Day Organiser to come to a committee meeting or to provide you with suggestions or information?

Spaces and locations	Sources of information for Australia Day organisers
What geographic resources are special or unique to your community?	What is the main source of information and ideas for Australia Day celebrations?
Where do community groups meet for social interactions, picnics etc.?	What have you tried in the last few years to enrich Australia Day celebrations?
What spaces are popular with communities/community groups?	What research has the local council completed in the recent past that could be helpful?
What features other than shopping provisions or accommodation are attractions of your community?	Do you know names and contact details of events specialists in your local council?

Groups	Employment and industry
What are the main sporting and recreation groups in the community?	What industries are the biggest employers (e.g. manufacturing, shops and retail, tourism and hospitality, education, mining, farming)?
What un-official social groups exist?	
Is there a 'green'/environment/ sustainability group?	
What are the main arts-related groups in the community?	
Have new groups developed in the community as a result of government initiatives or humanitarian initiatives?	