

LOCAL GOVERNMENT REGIONAL
**NAIDOC
AWARDS**



SPONSORSHIP PACKAGE

2026



About the NAIDOC Awards Artwork

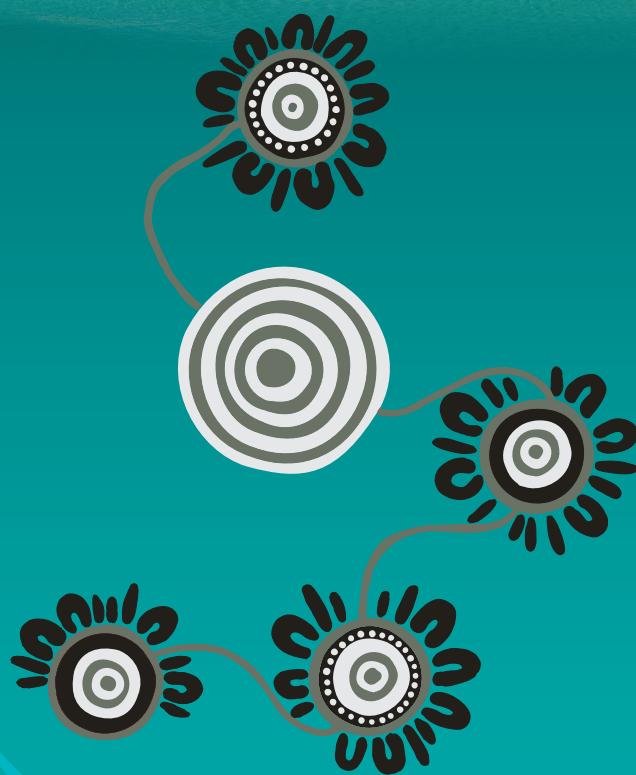
Artist: Jodie Stewart

Painting: 'On Country - Where the mountains meet the sea'

The whale is the Aboriginal totem "Burri Burri", the totem for the three councils of Kiama, Shellharbour and Wollongong. The four black circles represent the community connection between Wollongong, Shoalhaven, Shellharbour and Kiama. The middle white plain circle represents the meeting place of the NAIDOC awards where we all gather to celebrate together.



2026
LOCAL GOVERNMENT REGIONAL
NAIDOC AWARDS



The Local Government Regional NAIDOC Awards (Regional NAIDOC Awards) are an annual event that celebrate and promote the achievements of local Aboriginal and Torres Strait Islander people and organisations based in the Illawarra and Shoalhaven area.

The event is organised collaboratively by four councils: Wollongong, Shellharbour, Kiama and Shoalhaven. The first Regional NAIDOC Awards were held in 2011, hosted by Wollongong City Council. The 2026 Regional NAIDOC Awards will be proudly hosted by Wollongong City Council.

“Celebrating the achievements of local Aboriginal and Torres Strait Islander people”

The awards recognise the talents, achievements and outstanding contributions that Aboriginal and Torres Strait Islander people make to improve the lives of people in their communities and beyond. Additionally, the awards promote issues impacting Aboriginal and Torres Strait Islander people in the wider community including working towards reconciliation.

The Regional NAIDOC Awards Ceremony is a high profile and much anticipated event for the community, and is expected to attract media interest. This event offers promotional opportunities for local business as it focuses on celebrating and sharing achievements of local Aboriginal and Torres Strait Islander people across the Illawarra and Shoalhaven.

NAIDOC stands for National Aborigines and Islanders Day Observance Committee. Its origins are traced back to the emergence of Aboriginal groups in the 1920's, who sought to increase awareness in the wider community of the status and treatment of Aboriginal and Torres Strait Islander Australians.



Save the Date

**Saturday
18 July
2026**

at University of Wollongong



The Message Stick

The Message Stick was designed and made by Gerringong Elder, Uncle Steven Russell.

The Message Stick symbolises the continuity of time, story and people. It is passed from host council to host council at the end of each year's awards.

The first ceremony involving the Message Stick was in 2014 hosted by Kiama Municipal Council. As a gesture of reconciliation Kiama High School students raised funds to purchase the Message Stick for the awards.

The Story of the Five Islands



In the Alcheringa, Oola-boola-woo, the West Wind, lived on top of Merrigong (the Illawarra Range). With the West Wind were his six little daughters Mimosa, Wilga, Lilli Pilli, Wattle, Clematis and Geera.

Sometimes the children's cousins, who lived in a seaside camp just north of Red Point, came up the mountain for a visit. The little children brought gifts of fish, pretty seashells, fruit and flowers, but Mimosa, an unpleasant child, was sulky and disagreeable to the visitors. When her sisters played and laughed with their cousins, Mimosa scratched and fought. Oola-boola-woo was so annoyed at his daughter's rude behaviour he snatched off the piece of the mountain upon which she sat and threw it out to the sea.

How strange to see a large piece of rock flying through the air with the little black girl, Mimosa, clinging to it! Plop! went the great rock into the sea, giving Mimosa a shower bath, which cooled her naughty temper. "Whoosh, gurgle, goggle," she cried, coughing and choking. She looked about and was startled to see she was some distance from the land. In fact, she was on an island, to which neither her sisters nor her friends could swim, for fear of sharks. Poor Mimosa! Too late she regretted her naughtiness. Day after day she sat on the island, until she turned into a mermaid, slid into the sea and swam about.

Mimosa's fate should have been a lesson to her sisters, but by and by, they grew lazy, careless and disobedient. One evening Oola-

boola-woo, the West Wind, came home, at sunset, to find Wilga lying on a warm rock, playing with a pet lizard. She had not washed her face or combed her hair, nor had she tidied the house. Oola-boola-woo felt that his patience was at an end. He had had a hard day blowing up dust storms in the west and helped to fan a great bushfire, near Appin, so he was tired.

Taking a big breath, he blew Wilga and her rock out to sea. How surprised the people in the camp were next morning, to see two islands in the sea, not far from the coast. It wasn't long until Lilli Pilli, Wattle and Clematis were blown out to sea, on pieces of rock so that there were five islands, with five little mermaids sunning themselves.

So Geera was the only child left in Oola-boola-woo's home on the mountain top. How lonely she was! Her father was often away, so there was no one to talk to. There was no one to play with, for the children in the camp had long grown tired of climbing the mountain side to visit the unruly family on the top. Geera sat hunched, with her arms around her ankles, gazing down at the smoke of the camp, or staring out at the Five Islands. Year after year she sat, so still and quiet she turned to stone. Dust and dead leaves fell upon her, grass and wildflowers grew over her, and so she became part of the mountain range. She is now known as Mount Keira.

Dr Aunty Carol Speechley

Source: Organ, MK and Speechley, C, Illawarra Aborigines, in Hagan, JS and Wells, A (eds), *A History of Wollongong*, University of Wollongong Press, 1997, 7-22.



Award Categories

- Elder of the Year (Aunty or Uncle)
 - ◊ NAIDOC Aunty of the Year
 - ◊ NAIDOC Uncle of the Year
- NAIDOC Community Member of the Year
- NAIDOC Young Achievers of the Year (x 2)
- NAIDOC Caring for Country and Culture
- NAIDOC Aboriginal Community Volunteer of the Year
- NAIDOC Organisation of the Year (Not-for-Profit or Business)
- Outstanding Contribution to Reconciliation (Aboriginal or Non-Aboriginal)

Sponsorship Packages

Level 1 **Geera** **\$10,000+**

Level 2 **Mimosa** **\$10,000**

Level 3 **Wilga** **\$6,000**

Level 4 **Lilli Pilli** **\$3,000**

Level 5 **Wattle** **\$1,000**

Level 6 **Clemantis** **In Kind**

Sponsorship Benefits

Closing date for sponsorship: Friday 10 April 2026

For enquiries relating to **Level 1 Geera** sponsorship, please contact Julie Street-Smith at Wollongong City Council on 4221 6237 or email participate@wollongong.nsw.gov.au

Level 6 Clemantis sponsorship consists of in-kind contributions or donations under \$1,000. These are not listed in the sponsorship package due to the potential volume of contributions, but remain open to any interested sponsors.



Package Inclusions	Level 2 Mimosa \$10,000	Level 3 Wilga \$6,000	Level 4 Lilli Pilli \$3,000	Level 5 Wattle \$1,000
Included in event promotion – posters, EDMs, Council website and newsletter	●	●	●	
Opportunity to present trophy to Award Winners	Elder of the Year Award	●		
Complimentary tickets to the Awards Dinner	1 Table - 10 Tickets	2 Tickets		
Business logo on award winners trophy	●			
Verbal acknowledgements throughout the Awards Dinner	●	●	●	
Promotion in media releases	●	●		
Logo included in social media campaigns	●			
Program highlight or acknowledgement	1/4 page highlight and first tier logo placement	Second tier logo placement	Third tier logo placement	Fourth tier logo placement
Logo placement included in digital and print media	First tier logo placement	Second tier logo placement	Third tier logo placement	Fourth tier logo placement
Promotional display at Awards Dinner	2 Banners	1 Banner	Business logo on Elders Table	Business logo on Elders Table
Promotion in post event publicity and announcements	●	●	●	



Sponsorship Packages

Level 2

Mimosa

\$10,000 ex GST

2 Sponsorships available

As a **Level 2 Mimosa** sponsor, your business will receive premium exposure during both promotion and event delivery.

Your logo will be in a prime position during the lead up to Awards, you will receive recognition in multiple formats during the event, and you will continue to receive ongoing acknowledgement in all post-event media.

In addition, you will also be presenting an award for the most honoured award category - 'NAIDOC Elder of the Year' (either Aunty of the Year or Uncle of the Year).

Your business will receive the following benefits:

- Present a trophy for the most honoured award category - NAIDOC Elder of the Year, (either Aunty of the Year or Uncle of the Year)
- 1 Table of complimentary tickets (10 x tickets) to the Regional NAIDOC Awards Ceremony
- Business logo on award winners trophy for NAIDOC Elder of the Year
- Photo opportunity with award winners and VIPs for post event media coverage
- Verbal acknowledgements by the MC throughout the Regional NAIDOC Awards Ceremony
- Business name and logo included in all event promotion in the lead up to the event, eg posters, EDMs, Council website & newsletters
- Business name and/or logo prominently displayed throughout the Regional NAIDOC Awards Ceremony on both print and digital media formats, eg awards presentation powerpoint, program and table decorations
- Be acknowledged in media releases and social media campaigns which will be shared across participating council's media channels
- Program highlight acknowledging sponsorship, and first tier logo placement throughout the program
- Opportunity to display up to 2 branded banners in a prominent position at the Regional NAIDOC Awards Ceremony
- Be acknowledged in all post-event media announcements and communications which will be shared through participating council's media channels





Sponsorship Packages

Level 3

Wilga

\$6,000 ex GST

6 Sponsorships available

Your business will receive the following benefits:

A **Level 3 Wilga** sponsorship will ensure your business name or logo is displayed in a prominent position during the lead up to and duration of the Awards and will be mentioned in post-event promotion.

Present a trophy for one category of award winners

2 x complimentary tickets to the Regional NAIDOC Awards Ceremony

Photo opportunity with award winners and VIPs for post event media coverage

Verbal acknowledgements by the MC throughout the Regional NAIDOC Awards Ceremony

Business name and logo included in all event promotion in the lead up to the event, eg posters, EDMs, council website & newsletters

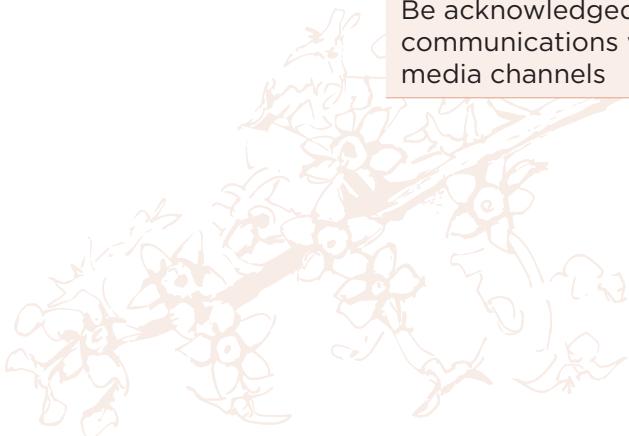
Second tier logo placement throughout the Regional NAIDOC Awards Ceremony on both print and digital media formats, eg awards presentation powerpoint, program and table decorations

Be acknowledged in media releases which will be shared through participating council's media channels

Program acknowledgement of sponsorship through second tier logo placement

Opportunity to display 1 branded banner at the Regional NAIDOC Awards Ceremony

Be acknowledged in all post-event media announcements and communications which will be shared through participating council's media channels





Sponsorship Packages

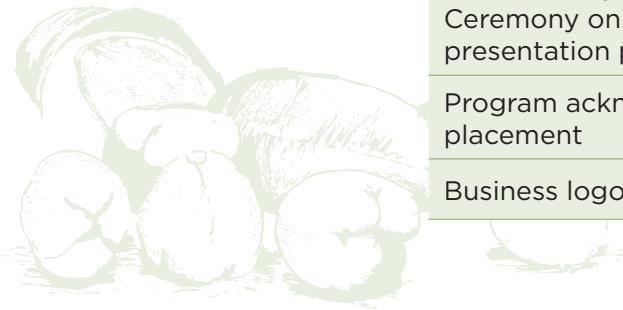
Level 4

Lilli Pilli

\$3,000 ex GST

10 Sponsorships available

As a **Level 4 Lilli Pilli** sponsor, your business will be acknowledged in promotional material and during the Regional NAIDOC Awards Ceremony.



Your business will receive the following benefits:

Business name and logo included in all event promotion in the lead up to the event eg posters, EDMs, council website & newsletters

Verbal acknowledgements by the MC throughout the Regional NAIDOC Awards Ceremony

Group photo opportunity with award winners and VIPs for post event media coverage

Third tier logo placement throughout the Regional NAIDOC Awards Ceremony on both print and digital media formats eg awards presentation powerpoint, program and table decorations

Program acknowledgement of sponsorship through third tier logo placement

Business logo promoted at Elders' tables

Level 5

Wattle

\$1,000 ex GST

10 Sponsorships available

As a **Level 5 Wattle** sponsor, your business logo will be acknowledged in promotional material during the Regional NAIDOC Awards Ceremony.

Your business will receive the following benefits:

Fourth tier logo placement throughout the Regional NAIDOC Awards Ceremony on print and digital media formats, eg awards presentation powerpoint, program and table decorations

Program acknowledgement of sponsorship through fourth tier logo placement

Business logo promoted at Elders' tables





Sponsorship EOI Details

If you would like to sponsor the 2026 Regional NAIDOC Awards, please:

Complete the online form by scanning the QR code or clicking on the following link

[Local Government Regional NAIDOC Awards 2026 - Sponsorship EOI Form](#)

or email this form to Wollongong City Council via the email address below.

Contact name: _____



Business name: _____

Postal address: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

Please indicate which sponsorship package you are interested in (please tick)

- Level 2 Mimosa Sponsorship \$10,000 (exc. GST)**
- Level 3 Wilga Sponsorship \$6,000 (exc. GST)**
- Level 4 Lilli Pilli \$3,000 (exc. GST)**
- Level 5 Wattle \$1,000 (exc. GST)**

Further enquiries please contact Julie Street-Smith at Wollongong City Council on 4221 6237 or email participate@wollongong.nsw.gov.au





2026
LOCAL GOVERNMENT REGIONAL
**NAIDOC
AWARDS**



wollongong.nsw.gov.au/naidoc-awards

