

LOCAL GOVERNMENT REGIONAL

NAIDOC AWARDS



2025
SPONSORSHIP
PACKAGE




About the NAIDOC Awards Artwork


Artist: Jodie Stewart

Painting: "On Country – Where the mountains meet the sea"

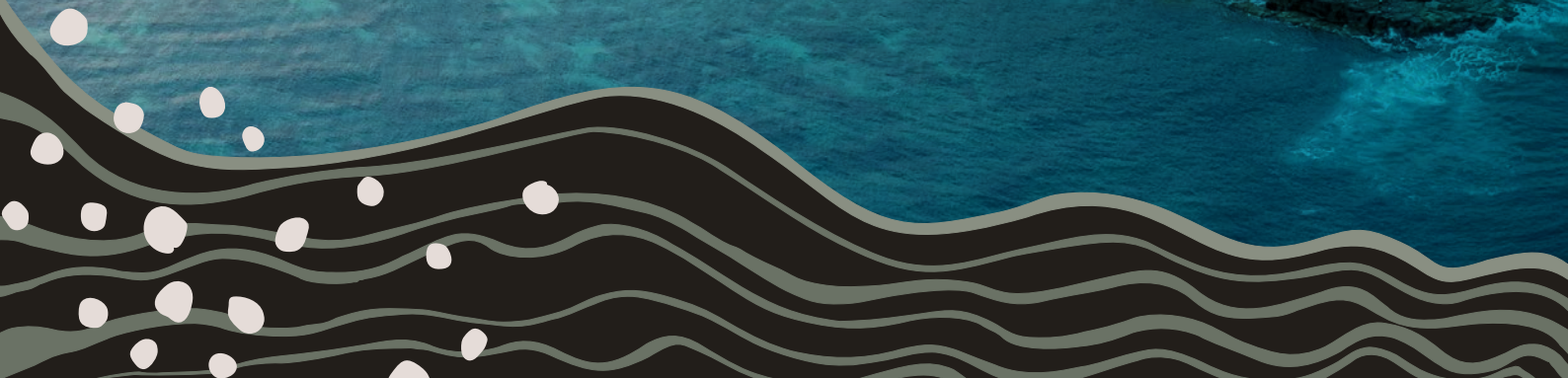
The whale is the Aboriginal totem "Birri Birri", the totem for the three councils of Kiama, Shellharbour and Wollongong. The four black circles represent the community connection between Wollongong, Shoalhaven, Shellharbour and Kiama. The middle white plain circle represents the meeting place of the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



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: Shellharbour, Wollongong, Kiama and Shoalhaven. The first Regional NAIDOC Awards were held in 2011, hosted by Shellharbour City Council. The 2025 Regional NAIDOC Awards will be proudly hosted by Shellharbour City Council.





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.



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.

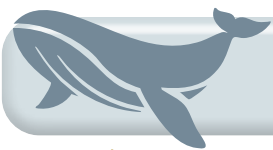
The first ceremony involving the Message Stick was in 2014 hosted by Kiama Municipal Council. As a gesture of reconciliation Kiama High School students raised funds to purchase the Message Stick for the awards.



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



Platinum | Burri Burri (whale)

\$10,000



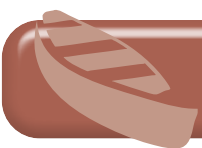
Gold | Ghoon a ghaan (starfish)

\$6000



Silver | Garilwa (koala)

\$3000



Bronze | Nuwi (canoe)

\$1000



GANG MAN GANG ISLAND *Story*

This year's sponsorship tiers have been named in honour of characters in the Gang Man Gang Creation Story.















Creation Stories are significant to Aboriginal and Torres Strait Islander peoples because the stories convey spiritual beliefs, cultural values, and laws unique to their local communities. Creation Stories are multifunctional as they explain the origins of the natural world, as well as providing guidance on social norms and moral teachings. Creation Stories are part of the Dreaming.

The Dreaming is a transcendent period where time exists simultaneously in the before, the now and in the future. The Dreaming teaches us about how ancestral beings shaped the land, its features, and all living things. It provides a framework for understanding identity, kinship, and connection to Country.

Over the next few pages you will journey alongside Burri Burri, Ghoon a ghamn, Garilwa and Nuwi, and gain insight into the creation of Gang Man Gang (Windang Island).



SPONSORSHIP BENEFITS

	Burri Burri	Ghoon a ghaan	Garilwa	Nuwi
Included in event promotion – posters, EDMs, Council website & 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



Platinum | Burri Burri (whale)

\$10,000 exc GST

2 Sponsorships available

As a Burri Burri Platinum 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).

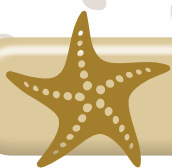
Your business will receive the following benefits:

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

GANG MAN GANG ISLAND *Story*

In Dharawal Country all the animals lived in another place past the sea. In this time, they moved between their human and animal forms. For their survival, they needed to find new hunting grounds. Burri Burri (whale) had the largest canoe, and he would not lend his big canoe to any of the others. The others needed Burri Burri's canoe, and hoped he would share, but he never did, he always kept a close guard on it.

SPONSORSHIP PACKAGES



Gold

| Ghoon a ghaan (starfish)

\$6000 exc GST

6 Sponsorships available

A Ghoon a ghaan Gold 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.

Your business will receive the following benefits:

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 acknowledgment 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

GANG MAN GANG ISLAND

Story
continued

Burri Burri's close friend called Ghoon a ghaan (Starfish), joined Garilwa (Koala) and others to make a plan to take Burri Burri's canoe. Goon a ghaan said to Burri Burri, "hey you have heaps of mula's (head lice); let me catch them for you." Burri Burri agreed to let Goon a ghaan help him.

Burri Burri tied up his canoe next to a big rock that he and Goon a ghaan then sat on. After a little time, Goon a ghaan then gave a signal, all the others had gathered nearby. They were waiting for their chance to go in the canoe.

Scratching behind Burri Burri's ears so he couldn't hear any noises, the others quietly began to row away.

SPONSORSHIP PACKAGES



Silver

| Garilwa (koala)

\$3000 exc GST

10 Sponsorships available

As a Garilwa Silver 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 acknowledgment of sponsorship through third tier logo placement

Business logo promoted at Elders tables

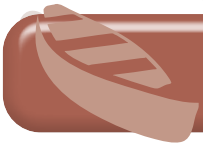
GANG MAN GANG ISLAND

*Story
continued*

Burri Burri was so worried about his canoe, and he just wanted to look at it. He looked up and saw that his canoe was gone! He saw the animals rowing his canoe far away. Burri Burri was angry and began to fight with Goon a ghaan, the others in the boat became worried that Burri Burri would catch them. Garilwa with his strong arms rowed faster.

The canoe was soon beside the shore, the animals fled to land. Garwila jumped up and down putting a hole in the canoe. He then pushed it out into the mouth of Jubborsay (Lake Illawarra), and soon the saltwater, wind and sand turned it to rock, and it became known as Gang man gang (Windang Island). Garilwa ran to hide in the trees, Ghoon a ghaan is still hiding at the bottom of rock pools, and Burri Burri still travels up and down the coast looking for his canoe and the others.

SPONSORSHIP PACKAGES



Bronze

| Nuwi (Canoe)

\$1000 exc GST

10 Sponsorships available

As a Nuwi Bronze 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 acknowledgment of sponsorship through fourth tier logo placement

Business logo promoted at Elders tables

GANG MAN GANG ISLAND

*Story
continued*

The nuwi (canoe) was soon beside the shore, the animals fled to land. Garwila jumped up and down putting a hole in the canoe. He then pushed it out into the mouth of Jubborsay (Lake Illawarra), and soon the saltwater, wind and sand turned it to rock, and it became known as Gang man gang (Windang Island). Garilwa ran to hide in the trees, Ghoon a ghaan is still hiding at the bottom of rock pools, and Burri Burri still travels up and down the coast looking for his canoe and the others.



SPONSORSHIP EOI DETAILS

If you would like to sponsor the 2025 Regional NAIDOC Awards, please:

Complete the online link – <https://forms.office.com/r/WBiCWcxc3N>

Or

Return the form to Shellharbour City Council via email to
RegionalNAIDOC2025@shellharbour.nsw.gov.au

Contact name:

Business name:

Postal address:

Phone:

Email:.....

Signature:.....

Date:

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

- ☐ **Burri burri Sponsorship \$10,000 (exc. GST)**
- ☐ **Ghoon a ghaan Sponsorship \$6,000 (exc. GST)**
- ☐ **Garilwa Sponsorship \$3,000 (exc. GST)**
- ☐ **Nuwi Sponsorship \$1,000 (exc. GST)**

Further enquiries please contact Bonnie Hittmann at Shellharbour City Council
on 4221 6237 or email RegionalNAIDOC2025@shellharbour.nsw.gov.au





bit.ly/NaidocAwards2025

