

# 2025 NAIDOC and Reconciliation Week Activities

Wednesday, 5 March 2025  
Reconciliation Committee

Strategic Alignment - Our Community

Public

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## EXECUTIVE SUMMARY

The purpose of this report is to communicate the City of Adelaide's planned activities to celebrate National Reconciliation Week, 27 May to 3 June 2025 ([Link 1](#)), and National NAIDOC Week, 6 to 13 July 2025 ([Link 2](#)).

The theme for the 2025 National Reconciliation Week (NRW) is 'Bridging Now to Next'. Action 2.6 of the Stretch Reconciliation Action Plan 2024-2027 commits to organising at least one NRW event each year at the Adelaide Central Market or Rundle Mall.

The theme for the 2025 National NAIDOC Week is 'The Next Generation: Strength, Vision & Legacy'. The City of Adelaide's planned activities are NAIDOC in the Mall and the annual Lord Mayor's NAIDOC Award event.

The City of Adelaide also supports the SA NAIDOC Committee's annual march from Victoria Square / Tarntanyangga to Rymill Park / Murlawirrapurka (Park 14), Family Fun Day in Rymill Park / Murlawirrapurka (Park 14), and activities that showcase the city.

Implementation of the City of Adelaide's NRW and NAIDOC activities deliver on the Relationships and Respect focus areas in the City of Adelaide's Stretch Reconciliation Action Plan 2024-2027.

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## RECOMMENDATION

THAT THE RECONCILIATION COMMITTEE RECOMMENDS TO COUNCIL

THAT COUNCIL

1. Notes the City of Adelaide's proposed activities to celebrate the 2024 National Reconciliation Week, between 27 May and 3 June 2025, and National NAIDOC Week, between 6 and 13 July 2025.
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## IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<b>Strategic Alignment – Our Community</b> An inclusive, equitable and welcoming community where people feel a sense of belonging
Policy	<b>Stretch Reconciliation Action Plan 2024-2027</b> <i>Action 2: Build relationships through celebrating National Reconciliation Week (NRW)</i> <i>Action 9: Engage with Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week</i>
Consultation	Consultation occurred with the SA NAIDOC Committee and Aboriginal and Torres Strait Islander members of the Reconciliation Committee at Panpanpalya on 5 February 2025.
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report
Opportunities	The City of Adelaide's Reconciliation Officer is staying abreast of the SA NAIDOC Committee discussions regarding opportunities for collaboration.
24/25 Budget Allocation	The City of Adelaide Annual Business Plan includes \$20,000 for NRW 2025 activities. Delivery of the NAIDOC Week 2025 activities is funded through \$54,350 allocated to reconciliation in the City of Adelaide's operating budget.
Proposed 25/26 Budget Allocation	A budget proposal of \$20,000 to deliver NRW activities in 2026 will be considered as part of the 2025/2026 Annual Business Plan and Budget process and is currently unfunded and subject to Council decision.
Life of Project, Service, Initiative or (Expectancy of) Asset	The current report relates to NRW and National NAIDOC Week activities and celebrations in 2025.
24/25 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

# DISCUSSION

## National Reconciliation Week Activity 2025

1. National Reconciliation Week is held annually from 27 May to 3 June and is a time for all Australians to learn about shared histories, cultures and achievements, and recommit to reconciliation and First Nations justice.
2. The week recognises two significant milestones in Australia's reconciliation journey – the successful 1967 referendum, and the High Court Mabo decision respectively.
3. The NRW 2025 theme, '*Bridging Now to Next*', reflects the ongoing connection between past, present and future. At a time when Australia faces uncertainty in its reconciliation journey, this theme calls on all Australians to step forward together.
4. To bring the NRW theme to life, the City of Adelaide will collaborate with a First Nations artist to create an artwork that captures the connection between the past, present, and future. The artwork will symbolise the bridge between generations and the collective journey towards reconciliation.
5. Banners and flagpoles throughout the city will display designs provided by Reconciliation Australia, reinforcing a cohesive and visual message of the NRW theme.
6. During NRW, speeches will connect the theme to the city's reconciliation path, reflecting its importance to local communities.
7. The week is scheduled for Tuesday, 27 May 2025 to Tuesday, 3 June 2025.
8. The City of Adelaide's activities for NRW are summarised in the table below:

	NRW Activity	Date (2025)	Stretch Reconciliation Action Plan 2024-2027 Alignment
1.	The City of Adelaide is commissioning a NRW Artwork reflecting the NRW theme.  The artwork will be displayed at the Adelaide Central Market and in Rundle Mall.  A small event will be held in Rundle Mall and the Adelaide Central Market for invited guests and the broader community to engage with the NRW Theme and showcase the artwork.	Artwork to be displayed throughout NRW  Rundle Mall (event) – Tuesday, 27 May 2025  Adelaide Central Market (event) – Wednesday, 28 May 2025	2.6 The City of Adelaide commits to organising at least one NRW event each year at the Adelaide Central Market or Rundle Mall.
2.	Official NRW flagpole and banner displays on King William Street and Gouger Street, Adelaide.	Tuesday, 27 May – Tuesday, 3 June 2025	2.1 Circulate Reconciliation' Australia's National Reconciliation Week (NRW) resources and reconciliation materials to all employees.
3.	External communication of NRW through social media posts  Internal City of Adelaide communication via CEO message, and internal communication 'The Next Edition'.	Commencing Tuesday, 27 May 2025	3.2 Communicate our commitment to reconciliation publicly
4.	The City of Adelaide will seek to purchase two tables at the Reconciliation SA Breakfast, Tuesday, 27 May 2025  Invites for the City of Adelaide's hosted tables will be offered to the Reconciliation Committee Members, Council Members and City of Adelaide Executive and Reconciliation leaders.	Tuesday, 27 May 2025	2.3 <i>Encourage and support employees and senior leaders to participate in at least two external events to recognise and celebrate NRW.</i>

## National NAIDOC (NAIDOC Week) Week 2025

9. NAIDOC Week celebrations are held across Australia in the first week of July each year (Sunday to Sunday), to celebrate and recognise the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.
10. NAIDOC Week is scheduled from Sunday, 6 July 2025 to Sunday, 13 July 2025.
11. The 2025 theme, *'The Next Generation: Strength, Vision & Legacy'*, celebrates not only the achievements of the past but the bright future ahead, empowered by the strength of our young leaders, the vision of our communities, and the legacy of our ancestors.
12. To embody the 2025 NAIDOC week theme, the CoA will embed the theme *'The Next Generation: Strength, Vision & Legacy'* in the delivery of the activities. This will include:
  - 12.1. In activities, speeches and content creation across the week young people's voices will highlight the vital role and voice of young people. Through storytelling, digital media, and public speaking, we will showcase their achievements, creativity, and connection to Country, ensuring their perspectives are heard and valued.
  - 12.2. Engaging a young First Nations artist to deliver an artwork that brings the theme to *'The Next Generation: Strength, Vision & Legacy'* to life.
  - 12.3. Banners and flagpoles will feature designs that are supplied by NAIDOC Australia.
  - 12.4. Speeches throughout the week will reflect on how the NAIDOC Week theme resonates within our city, emphasising its local relevance and impact.
13. The 2024-2027 Stretch Reconciliation Action Plan commits to the following events during NAIDOC week:
  - 13.1. Lord Mayor's NAIDOC Award
    - 13.1.1. The Lord Mayor's NAIDOC Award has been an annual event since 2019. The award is given each year to a respected member of the Aboriginal community who has made significant contributions towards reconciliation in the City of Adelaide.
    - 13.1.2. In 2024 in recognition of Adelaide being the host city of the 50<sup>th</sup> year of NAIDOC celebrations, the Lord Mayor's NAIDOC Award was presented in collaboration with the South Australian NAIDOC Committee, and the Attorney General's Department, in the Adelaide Town Hall.
    - 13.1.3. The SA NAIDOC Committee has approached the Administration to continue to work in collaboration in 2025 and 2026 through a formalised partnership agreement.
  - 13.2. NAIDOC In the Mall
    - 13.2.1. NAIDOC in the Mall is a community event enabling the public to participate in NAIDOC week celebrations.
    - 13.2.2. The 2025 event is scheduled for Tuesday, 8 July 2025, between 10:00 a.m. and 1:00 p.m. in the Gawler Place Canopy in Rundle Mall.
    - 13.2.3. The event will consist of various Aboriginal business market stalls, activities for all ages, light refreshments, and entertainment throughout.
    - 13.2.4. The City of Adelaide, with the support of an Aboriginal artist, will develop an artwork based on the NAIDOC theme to be displayed on the City of Adelaide website and publicly in Rundle Mall.
14. Other events being held publicly in the City of Adelaide during NAIDOC Week include:
  - 14.1. The NAIDOC March from Victoria Square / Tarntanyangga to Rymill Park / Murlawirrapurka (Park 14) and a Family Fun Day held in Rymill Park / Murlawirrapurka (Park 14).
  - 14.2. These events organised by the SA NAIDOC Committee will be held on Friday, 11 July 2025.
  - 14.3. The City of Adelaide support the SA NAIDOC Committee events through traffic and street management, flag waivers for the community and general NAIDOC resources on display through King William Street.
15. The table below details the NAIDOC Week activities proposed by the City of Adelaide.

	Activities	Date (2025)	Organiser	Stretch Reconciliation Action Plan 2024-2027 Alignment
1.	Official NAIDOC flagpole and banner displays on King William Street and Gouger Street, Adelaide.	Sunday, 6 July – Sunday, 13 July 2025	City of Adelaide	Ongoing commitment.
2.	Social Media campaign including storytelling content that brings to life the 2025 National NAIDOC theme.  Internal City of Adelaide communication via CEO message, and internal communication in the 'The Next Edition'.	Sunday, 6 July – Sunday, 13 July 2025	City of Adelaide	3.2 Communicate our commitment to reconciliation publicly
3.	NAIDOC in the Mall – community event with activities showcasing Aboriginal businesses and entertainment.	Tuesday, 8 July 2025	City of Adelaide	9.3 Deliver and support employees to participate in NAIDOC Week events in our local area, including: <ul style="list-style-type: none"> <li>• NAIDOC in the Mall</li> <li>• Lord Mayors NAIDOC Awards</li> <li>• NAIDOC artwork commissioning.</li> </ul>
4.	The City of Adelaide, with the support of an Aboriginal artist, will develop an artwork based on the NAIDOC theme to be displayed on the City of Adelaide website and publicly in Rundle Mall at the NAIDOC in the Mall event.	Tuesday, 8 July 2025	City of Adelaide	9.3 Support employees to participate in NAIDOC Week events in our local area, including: <ul style="list-style-type: none"> <li>• NAIDOC in the Mall</li> <li>• Lord Mayors NAIDOC Awards</li> <li>• NAIDOC artwork commissioning.</li> </ul>
5.	Lord Mayor's NAIDOC Award Ceremony	Monday, 7 July 2025	City of Adelaide A potential collaboration between the City of Adelaide, SA NAIDOC Committee and South Australian Attorney General's Department is being explored.	9.5 Officially recognise the recipient of the annual Lord Mayor's NAIDOC Award on both the website and social media platforms.
6.	NAIDOC March on King William Street – organised by the SA NAIDOC Committee.  The City of Adelaide will support the event with street closures, booking of relevant spaces, and purchase of flag hand (3000) holders.	Friday, 11 July 2025	SA NAIDOC Committee	9.4 Collaborate with the SA NAIDOC Committee to support celebrations in the CBD including the NAIDOC March and Family Fun Day.
7.	Lord Mayor Flag raising ceremony with a potential video or ceremony dependant on availability of Adelaide Town Hall Façade	Monday, 7 July 2025 (Monday morning)	City of Adelaide	9.6 Provide an internal and external CEO NAIDOC week message.

	Activities	Date (2025)	Organiser	Stretch Reconciliation Action Plan 2024-2027 Alignment
8.	NAIDOC Ball organised by SA NAIDOC Committee	Thursday, 10 July 2025	SA NAIDOC Committee	9.4 Collaborate with the SA NAIDOC Committee to support celebrations in the CBD including the NAIDOC March and Family Fun Day.

### Next Steps

16. The Reconciliation Committee will be updated on NRW and NAIDOC Week activities via email and at the next Reconciliation Committee meeting on 7 May 2025.

## DATA AND SUPPORTING INFORMATION

Link 1 – [Reconciliation Australia website – National Reconciliation Week](#)

Link 2 – [NAIDOC Week website](#)

## ATTACHMENTS

Nil

- END OF REPORT