

# Countdown to Australia Day 2010 begins!

## Australia Day 2010 program unveiled

**17 January 2010 – On 26 January**, NSW will kick-off Australia Day celebrations with over 5,000 events across Sydney and surrounding regions. From moving citizenship ceremonies, colourful local celebrations and major entertainment events, our nation's biggest annual event will inspire Australians to share in our identity and culture and take pride in their country.

Event highlights in metro Sydney include the new Celebrate Australia! musical extravaganza in the Domain; the Woggan-ma-gule Indigenous morning ceremony in Sydney's Royal Botanic Gardens; the world's oldest annual sailing Regatta; majestic Tall Ships and ferry races will take centre stage on the harbour; a 10-kilometre wheelchair race featuring the world's best wheelchair athletes; Sydney's Biggest Backyard in Hyde Park hosting its biggest BBQ ever; not to mention the Australia Day fireworks display at Darling Harbour to cap off a sensational Australia Day.

This year too, 163 Australia Day Ambassadors will visit over 200 community celebrations throughout the State to help celebrate what's great about being Australian.

To officially countdown to Australia Day, the Australia Day Council of NSW (ADCNSW) and former Miss Universe Australia, Erin McNaught, today unveiled the winner of the 'Living Australian' Online

Photography Competition.

The campaign, housed on the ADCNSW's new site AUSSIEVAULT.com.au, invited Australians to photograph a moment that represents how they are 'Living Australian' through one or all four categories - My Landscape, My Life, My Sport and My Heroes.

Over 1,000 entries were appraised by an esteemed panel of judges, which included celebrity judge Erin McNaught, Senior photographer Matt King from



Getty Images,

australia day

Brendan Read, ADCNSW's official Australia Day photographer, and Angelos Frangopoulos CEO Sky News and ADCNSW Council Member.

Chairman of the ADCNSW, the Hon. Michael Egan said, "The 'Living Australian' campaign is all about encouraging Australians from all walks of life to capture our nation's unique identity and culture for years to come. The 'Living Australian' campaign has received an enormous variety of professional and family snapshots, showcasing the wondrous diversity and unique stories our country has to offer."

Kerryn Leworthy from Mount Gravatt in Queensland is the winner of the 'Living Australian' 2010 on-

line photographic competition.

The winning image titled 'Leap of Faith' impressed the judges with its poignant and compelling impression of children letting loose with the backyard hose when water restrictions are lifted, for the first time in their life. The judges were unanimous in their decision that 'Leap of Faith' creatively captured the essence of the 'Living Australian' theme.

"With high level water restrictions imposed for such a long time, my five year old had never, ever played with a hose. It's extraordinary to think that the simple pleasures we as children took for granted were, until this day, unknown to my children!" said Kerryn.

She will receive a money can't buy Australia Day experience in Sydney with 5 star accommodation at the Hilton Hotel, an Access All Areas pass as one of the ADCNSW's Official Australia Day Photographers, attendance at exclusive events such as the Premier's State Reception at Darling Harbour on Australia Day and \$3,000 in cash.

In other events taking place on Australia Day, Sydney's Hyde Park

is celebrating its 200th anniversary in 2010 - giving



Sydneysiders one more reason to venture into Sydney's biggest backyard come 26th January. Sydney's regions – Parramatta, Penrith, Blacktown, Hills Shire and Wollongong – are also set to host big celebrations.

For a complete Australia Day event listing, creating your personalised event guide, and to find out who this year's Australia Day Ambassadors are, please visit [www.australiaday.com.au](http://www.australiaday.com.au).

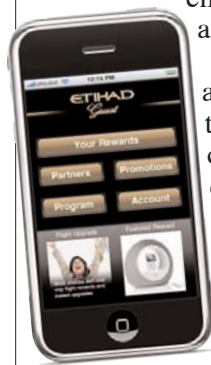
For all 'Living Australian' entries and other ADCNSW Australian Identity & Culture campaigns including Advance Australia Dare, please visit [www.AUSSIEVAULT.com.au](http://www.AUSSIEVAULT.com.au).

## ETIHAD LAUNCHES NEW iPhone APPLICATION FOR ETIHAD GUEST MEMBERS

Etihad Airways, the national airline of the United Arab Emirates, yesterday launched a new Apple iPhone application for members of its award-winning loyalty programme, Etihad Guest. It is the first application of its kind to offer real-time loyalty points redemption for its users. The application, available free to download and use from the Apple iPhone store, will provide Etihad Guest members with an innovative and user-friendly tool designed to assist them manage their accounts and stay informed about the latest Etihad Guest promotions. The new iPhone application will allow members to:

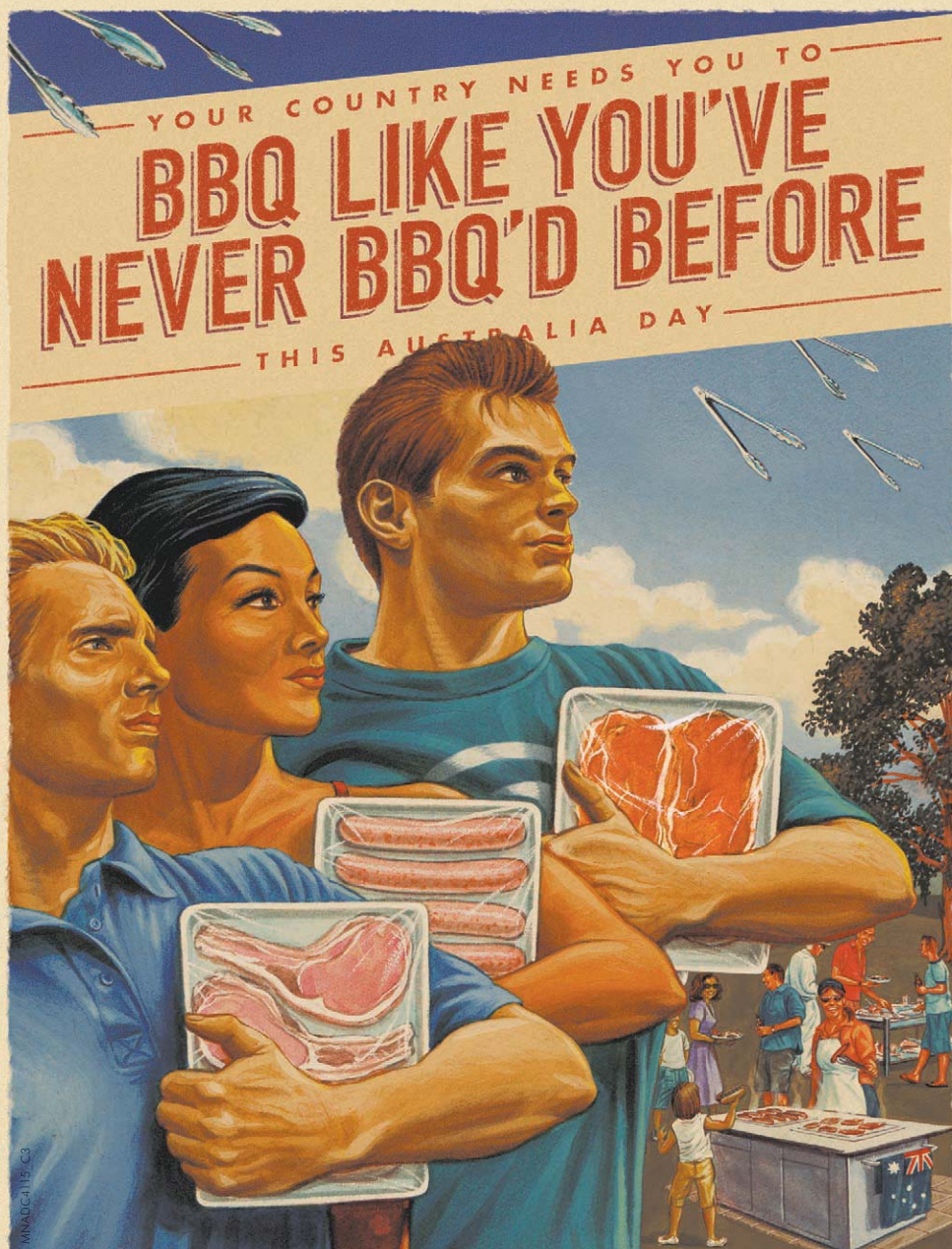
- redeem their points immediately for any of the more than 1,700 products from the Etihad Reward Shop;
- benefit from channel-exclusive promotions;
- check the latest partner promotions;
- view their account information;
- browse a list of all programme partners; and
- read general programme information.

Peter Baumgartner, Etihad's Chief Commercial Officer, said: "The new iPhone application is yet another example of Etihad's commitment to innovation and to developing smart products that enhance the Guest experience and make things simple and convenient for our customers.



"Etihad Guests who are iPhone users will now be able to access the information they need to maximise the benefits of their membership, all on their mobile device." The enhancements form part of a broader digital strategy for the airline, which will offer customers a range of services and information via mobile devices.

**Etihad Airways launches new Apple iPhone application for members of its award-winning loyalty programme, Etihad Guest.**



However you celebrate, do yourself proud. Find out about events near you at [australiaday.org.au](http://australiaday.org.au)

**GET INVOLVED**  
THIS AUSTRALIA DAY

 Celebrate what's great!