

Wednesday, 25 January 2012

Australia Day march: celebrate Australian unity

Melbourne's city centre will be a sea of colour as friends and families unite to enjoy the annual Australia Day People's March and celebrate what it means to be Australian. (Jan 26)

Supported by Australian Unity, *Our Day, Our March* is a community event organised by the Victorian Australia Day Council and invites Victorians from all walks of life to celebrate their diversity and contribution to the community.

The march kicks off from Melbourne Town Hall at 11:00am, following the annual Australia Day Flag Raising Ceremony led by His Excellency, the Honorable Alex Chernov, AO, QC, Governor of Victoria. It will then make its way down Swanston Street to conclude at midday in the Kings Domain.

Peter Meehan and Livinia Nixon will MC the event with spectators invited to join members of the Consular Corps, Flag Raising Officials and new Australian Citizens at the end of the march.

Australian Unity chairman Alan Castleman said that Australian Unity has a long-standing history supporting Australians to celebrate Australia Day.

"Australian Unity has celebrated Australia Day since 1888 when one of our founding companies began a campaign to recognise January 26 as our national day," Mr Castleman said.

"The Our Day, Our March event embodies the uniting spirit of Australians and supports our commitment to increasing the wellbeing of the community through fun and active events."

The march is just one of many events supported by Australian Unity to encourage Australians to celebrate what it means to be an Australian. Australian Unity also supports The Great Australia Day Breakfast held at Queen's Hall in Victoria's Parliament House, The Australian Unity Great Australia Day Swim at Brighton beach in Melbourne and Brisbane's Australia Day Festival including AusSounds Concert.

For more information on the march, visit www.australiaday.vic.gov.au

ends

For media enquiries contact Australian Unity's Public Affairs Adviser Sarah Kulman on 03 8682 6778 or 0400 006 295.