2027 SA Australian of the Year Awards – Key Messaging

Thank you for helping us promote the 2027 Australian of the Year Awards within your networks. Your support plays a vital role in ensuring extraordinary Australians are recognised at a local, state and national level.

Below are suggested messages you can use across your channels.

Key Messages (for reference)

- Nominations are open for the 2027 Australian of the Year Awards
- The awards celebrate Australians who make an extraordinary contribution to their community and the nation
- Categories include Australian of the Year, Senior Australian of the Year, Young Australian of the Year and Australia's Local Hero
- Anyone can nominate an inspiring individual (self-nominations not accepted)
- It only takes a few minutes to nominate someone, but the recognition can last a lifetime
- We are seeking to shine a light on everyday Australians doing exceptional things in their communities

Promotional Copy (long form)

Nominations are now open for the 2027 Australian of the Year Awards!

Do you know an everyday Australian doing extraordinary things?

Across every community, there are individuals who lead, innovate, uplift others and create meaningful change - often without seeking recognition. The Australian of the Year Awards celebrate these people and the lasting impact they have on our nation.

Nominations are now open across four categories:

- Australian of the Year
- Senior Australian of the Year (65 years and over)
- Young Australian of the Year (16-30 years)
- Australia's Local Hero

South Australia has a proud history of honouring champions who take their impact far beyond our state. From life-changing work in science and space to vital contributions in health, education, the arts and social change, these awards shine a spotlight on Australians at their best.

If you know someone who embodies this spirit, **nominate them today!** Nominating takes only a few minutes, but the recognition can last a lifetime.

- Nominations close at midnight AEST on 31 July 2026
- Self-nominations are not accepted
- Learn more and nominate here: https://australianoftheyear.org.au/