

# The Aussie Pride badge

Following the tragic Bali Bombing event in 2002, the morale and pride in being Australian took a blow.

The Rotary Club of Canterbury identified the anger, uncertainty and nervousness felt by many adults and children at that time, and developed the Aussie Pride Badge as a way to galvanize Australians, show our pride in being Australian, and symbolize how we feel about our country.

This was the initiative of Bob Falconer former Assistant Police Commissioner and member of our Rotary Club.

This initiative has been embraced by numerous councils, and has been included in citizenship ceremonies for proud new Australians for the past 15 years.

Our attractive and colourful lapel badge is also a wonderful memento for gifting to overseas visitors, and to hosts or benefactors during an overseas trip. 'Aussie Pride' badges made the recent trip to Turkey on the jackets of attendees at the 100th anniversary of the Gallipoli landing.

It has also been presented as part of schools recognizing students' achievements, reflecting pride in being an Australian citizen.

We are very mindful of a number of significant upcoming celebration days, which may be appropriately recognized by **'Wearing the Wattle'**.

In your school community they are:

National Wattle Day on September 1st,  
Australian Citizenship Day September 17th  
UN World Teachers Day on October 8th.

This brochure is directed to you as you may wish to order a quantity of badges to mark special events within your own school community.

Some schools have ordered bulk quantities in the past and used them as part of a fundraising opportunity. We would be pleased to discuss any ideas you propose and to assist in any way we can.



Special Price for Rotary Clubs

Pack of 10 badges: \$35- inc. post  
20 badges: \$70- inc. post

Orders over 50 badges -  
[www.aussiepride.com.au](http://www.aussiepride.com.au)

Credit card by: TryBooking  
[www.trybooking.com/122101](http://www.trybooking.com/122101)

Order and Pay by cheque to:  
PO Box 314 Canterbury VIC 3126

Quotations:

[aussiepride@canterburyrotary.org](mailto:aussiepride@canterburyrotary.org)

## A badge to wear every day



Aussie Pride badges make the perfect presentation pin for Australian Citizenship ceremonies, for school awards, or for recognition for your staff. The wearing of a Rotary Aussie Pride badge is the perfect way to display pride in our country and our way of life. Each purchase supports [Rotary service projects](#).

© Aussie Pride Badge is a copyright of the Rotary Club of Canterbury Inc.  
ABN: 46 369 090458

Rotary Club of Canterbury Inc  
ABN 46 369 090458

PO Box 314 Canterbury Vic 3126

**President:** Rob Simpson

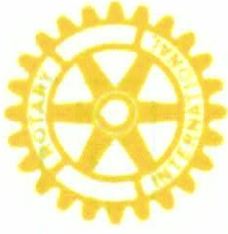
[president@canterburyrotary.org](mailto:president@canterburyrotary.org)

**Secretary:** John Braine

[secretary@canterburyrotary.org](mailto:secretary@canterburyrotary.org)

website: [www.aussiepride.com.au](http://www.aussiepride.com.au)

**Rotary**  
Club of Canterbury



## The Aussie Pride badge



Enquiries to Graham Bishop  
[aussiepride@canterburyrotary.org](mailto:aussiepride@canterburyrotary.org)  
m: 0412 154 540