



SNAICC
National Voice for our Children
(Aboriginal and Torres Strait Islander Corporation)
Melbourne Polytechnic
Level 7, 20 Otter Street
Collingwood VIC 3066

National Aboriginal and Torres Strait Islander Children's Day 2020

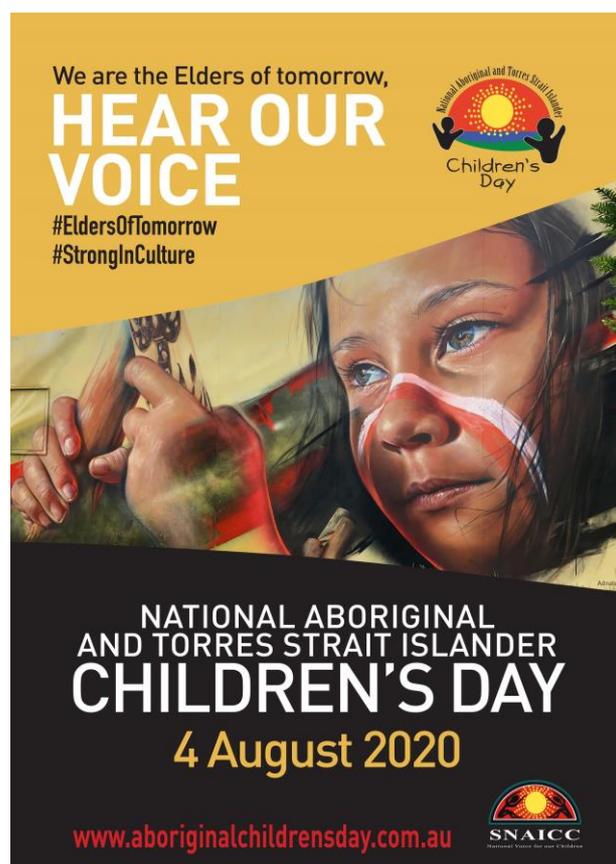
About Children's Day

National Aboriginal and Torres Strait Islander Children's Day (Children's Day) is our national day dedicated to celebrating our children. Children's Day is celebrated across the country each year on 4 August.

Children's Day is a time for Aboriginal and Torres Strait Islander families and communities to celebrate the strengths and culture of our children. The day is an opportunity for all Australians to show their support for Aboriginal and Torres Strait Islander children, as well as learn about the crucial impact that culture, family and community play in the life of every Aboriginal and Torres Strait Islander child.



Children's Day has been run annually since 1988 and is the initiative of SNAICC – National Voice for our Children.



Media and online campaign:
Early July – 9 August 2020

Online launch event:
4 August 2020

Media
For interviews with Children's Day spokespeople, please email media@snaicc.org.au

Or call Jo Cackett
SNAICC Communications,
0474 727506.

For images contact us or go to:
www.aboriginalchildrensday.com.au

How are we celebrating Children's Day 2020?

The impact of COVID-19

We understand that the impact of COVID-19 means some communities and organisations are unable to celebrate the day together.

This year, we have focused on supporting organisations and supporters with online resources and campaigns to promote on social media and our new Children's Day website.

We encourage you to embrace the day and find innovative ways to mark this special day. We encourage communities and families to celebrate as best as they can.

Early years centres, kindergartens and schools might like to hold a small event.

Register an event with us – no matter how big or small. And share your celebrations on social media.

We are distributing 15,000 Children's Day bags full of fun cultural activities for children. We had unprecedented demand for the bags this year, and they sold out within a week!

Download our Resources from our website, including fun free activities.

Celebrate with us to create a national atmosphere of celebration, respect and recognition – even if you're unable to get together for a community event.

www.aboriginalchildrensday.com.au

Events in 2020

Here's some of the ways people are celebrating this year:

- Barbecues
- Picnic on the beach (Lockhart River)
- children's craft from the website activity sheets such as making damper, basket weaving, family kinship tree
- Event with rescue and emergency services
- Elders storytelling
- Speakers
- Flag raising
- Football drills
- Yarning circle / barbecue pit
- Smoking ceremony
- Sausage sizzle
- Gifts to an Elder
- Face painting
- Cross thatching
- Hand and foot printing
- Music, singing and traditional dancing
- Bush medicine and therapeutic massages

- Basketball coaching clinic
- Cupcake baking

Theme



This year's Children's Day theme is:

We are the Elders of tomorrow, hear our voice
 #StrongInCulture #EldersOfTomorrow

Whether as holders of traditional knowledge or working to uphold the rights and improve the lives of all Aboriginal and Torres Strait Islander peoples, Elders are often called upon to provide reassurance, comfort and hope.

We want to celebrate the uniqueness and importance of the knowledge and wisdom of Aboriginal and Torres Strait Islander peoples, starting in childhood. Hearing children's voices today plays a crucial role in their development towards being influential Elders and leaders of the future.

As the national voice for our children, SNAICC recognises the importance of Aboriginal leaders and Aboriginal-led community-controlled organisations – our children having a voice today in determining their future.

Promoting Children's Day 2020

Key messages

Children's Day is celebrated on 4 August and has been celebrated since 1988

- It is a day to recognise the importance of Aboriginal and Torres Strait Islander culture and our connection to mob, family and kin
- This year our theme is **We are the Elders of tomorrow, hear our voice**
- Our Elders are holders of traditional knowledge and wisdom, providing reassurance, comfort and hope.
- Hearing children's voices today plays a crucial role in them growing up to being influential Elders and leaders of the future.
- This year we can't always be near our friends and family all of the time. So we encourage you to celebrate Children's Day in your own way – it could be at your early years service or with your family at home.
- Go to our website to:
 - order a reusable Children's Day bag full of fun activities (**SOLD OUT**)
 - register your event
 - find free resources and activities and more!
- Promote Children's Day on social media #EldersOfTomorrow #StrongInCulture #NATSICChildrensDay2020
- Let's celebrate the importance of our children!

Community service announcements



We are launching our Community Service Announcement TVC to national broadcasters in early July.

Our TVC features Jedda, a Wurundjeri and Kalkadoon girl, who shows us the importance of Children's Day – learning traditions and culture passed down from her people before her, strengthening her sense of identity and connection to Aboriginal culture.

In the TVC, a Wurundjeri Elder Auntie Di passes on her traditional stories about the Wurundjeri people as true custodians of the land they've lived for a millennia.

Included in the TVC are multiple voices of Aboriginal and Torres Strait Islander children from across the country saying the words of our theme: **We are the Elders of tomorrow, hear our voice.**

It highlights the importance of Children's Day as a chance for all Australians to celebrate Aboriginal and Torres Strait Islander culture and traditions, and the importance of this connection in the early years – growing up strong in culture and identity.

Children's Day bags



Each year SNAICC produces and distributes Children's Day with fun items and educational activities to help local communities and organisations celebrate the day.

For 2020, we have a new partnership with Melbourne manufacturer New Model Beauty Queen and Tiwi Islands enterprise Bima Wear in producing reusable **Children's Day bags**.

New Model Beauty Queen is passionate about local, sustainable, ethically produced products and is making the bags from leftover fabric. The women of Bima Wear, a Tiwi women's creative enterprise based in the Tiwi Islands, have kindly donated their design of Irrimaru (eagle) for the bag.



The bag items

The Indigenous Literacy Foundation (ILF) has kindly donated a book called **No Way Yirrikipayil!** .

The book is the story of a hungry crocodile that goes searching for food on Melville Island. Along the way he encounters both land and sea animals.

Written in both Tiwi and English, this delightful, humorous book is beautifully illustrated and will appeal to all ages. It was written and developed in workshops with children lead by Alison Lester, ILF Ambassador and the former Children's Laureate.

Other items in the bag include an activity sheet and crayons, cardboard animals and Indigenous seeds.

The bags are \$6 each, and can be purchased from our website, with free postage at www.aboriginalchildrensday.com.au/resources

Unfortunately, these bags have sold out but you can find more free resources online.

Resources

Poster

Our poster features the mural artwork at the Sidney Myer Music Bowl by Melbourne's talented Matt Adnate of young Jedda, a Wurundjeri and Kalkadoon girl.

SNAICC is sending out free posters for people to put up at home or in their place of work. Order your poster online at www.aboriginalchildrensday.com.au/resources

Resources to celebrate

As well as the posters, you can download digital resources such as images and videos, wallpaper, email signature, web banners and social media graphics to help celebrate the day.

Activities

You can find fun activities to download from our website. From making an Aboriginal and Torres Strait Islander flags to weaving and jewellery-making, plus many more.

You can also download the activity sheet included in this year's Children's Day bag.

During the COVID-19 lockdown, we encouraged children to draw: What does culture mean to me?

Share a picture on social media showing how your child/children are keeping connected to culture.

Please use @SNAICC and hashtag #NATSIChildrensDay2020
#KidsConnectedtoCulture

Children's Day 2019

National Aboriginal and Torres Strait Islander Children's Day included:

- 600 communities and organisations held events celebrating the unique strengths and cultures for Aboriginal and Torres Strait Islander children
- producing and distributing 15,000 Aboriginal and Torres Strait Islander Children's Day bags with cultural and educational content across Australia,
- distributing 2000 posters, free of charge

Ambassador

In 2019, Nanna (Ningali Lawford-Smith) from *Little J & Big Cuz* is our Children's Day Ambassador for 2019. *Little J & Big Cuz* is an award-winning Aboriginal animated children's television series that promotes early learning and cultural pride. SNAICC was deeply saddened by the sudden passing of Ningali Lawford-Smith in late 2019, and we pay our respects to her family and community.

Children's Day events

Schools, kindergartens and community groups were encouraged to run events to celebrate Children's Day, and 600 events were held this year across Australia. [See our event showcase](#) for communities celebrating in each state and territory. SNAICC continued its partnership with Museums Victoria for the third year running. This year, we held our Children's Day launch event at Scienceworks, Little Kids' Day In, in Victoria. The event celebrates First Nations peoples with families and early years centres visiting the event from far and wide.

SNAICC Chair Muriel Bamblett welcomed all children from communities across the state to enjoy a day of entertainment, face painting, boomerang etching, ochre painting and more.

National Aboriginal and Torres Strait Islander Children's Day event, Scienceworks, Victoria



