



Secretariat National Aboriginal and Islander Child Care

MEDIA RELEASE

28 July 2015

CELEBRATE NATIONAL ABORIGINAL AND TORRES STRAIT ISLANDER CHILDREN'S DAY - 4 AUGUST 2015

Little People, Big Futures

National Aboriginal and Torres Strait Islander Children's Day, held on 4 August annually, celebrates and recognises the importance of Aboriginal and Torres Strait Islander children. This year's theme is *Little People, Big Futures* – we want all our kids to stand tall, so that they can feel connected and proud of their cultures.

National Aboriginal and Torres Strait Islander Children's Day is the largest national day to celebrate our children and is also a great opportunity to learn about the positive influence that community, culture, family and our services play in the lives of Aboriginal and Torres Strait Islander children.

SNAICC Chairperson, Sharron Williams comments: "Children's Day is a fantastic opportunity to increase awareness of the importance of celebrating our children's strengths and making sure our kids grow up strong in culture."

"This day is a time for all Australians to show their support for Aboriginal and Torres Strait Islander children, as well as learn about the crucial impact that community, culture and family play in shaping identity outcomes for the next generation of children and their whole mob."

"We encourage communities and organisations across Australia to celebrate this day and continue to build understanding of your local mob and work towards respectful relationships with Aboriginal and Torres Strait Islander children and families."

Celebration is the most important element of Children's Day. Hold your own event, whether it be a morning tea, concert or BBQ. Sharing the day with your networks by issuing a media release, or engaging on Twitter and Facebook, tagging @snaicc, #littlepeoplebigfutures, #childrensday and #fairstartforIndigkids are also great ways to get involved in Children's Day.

A list of events is available on the Children's Day website. Remember to [register your event](#) for your chance to win an iPad mini!

We are also excited to share this years Children's Day TV commercial featuring our 2015 Aboriginal and Torres Strait Islander Children's Day ambassador,

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Courtenay Dempsey, AFL footballer with the Essendon Football Club. A young and active dad, and a strong cultural man – Courtenay understands the celebration at the heart of Children's Day. We encourage you to share this across your networks: https://www.youtube.com/watch?v=nFwdTEi_vl8

National Aboriginal and Torres Strait Islander Children's Day is a time for all Australians to recognise Aboriginal and Torres Strait Islander Children – we look forward to celebrating with you on 4 August.

/ENDS

For more information or to arrange an interview, please contact Jessica Brennan, Communication Coordinator, Secretariat of National Aboriginal and Islander Child Care (03) 9489 8099 / 0421334918 or jessica.brennan@snaicc.org.au

About SNAICC:

SNAICC is the national non-government peak body in Australia representing the interests of Aboriginal and Torres Strait Islander children and families.

Founded in 1981, SNAICC was established to engage in activities that promote and accommodate a strong voice for Aboriginal and Torres Strait Islander children and their families.

Over the past 30 years SNAICC's efforts have resulted in many key milestones and achievements both in policy developments at state, territory and federal levels and in developing innovative and useful resources for the sector.

SNAICC is governed by an influential National Executive made up of Aboriginal and Torres Strait Islander community-controlled children and family services.