

National Aboriginal and Torres Strait Islander
Children's Day 2015
Evaluation Report



NATIONAL ABORIGINAL AND TORRES STRAIT ISLANDER CHILDREN'S DAY



LITTLE PEOPLE — BIG FUTURES

HOLD YOUR OWN COMMUNITY EVENT TO CELEBRATE
ABORIGINAL AND TORRES STRAIT ISLANDER CHILDREN

4 AUGUST 2015

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to see how you can get involved



Secretariat of National
Aboriginal and Islander Child Care

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This report was drafted by Michelle Lausen, Children's Day Coordinator, with input from SNAICC staff involved in Children's Day: Jessica Brennan, Nick Butera, Daniel Kovacevic, Peter Nathan, Luke Mazzeo, Yanee Myint, Chrissy Suvoltos, Emma Sydenham and Ashley Tennyson.

SNAICC acknowledges and thanks the services, organisations and individuals who celebrated Children's Day and shared their experiences to inform this report. SNAICC also thanks Kathleen Pinkerton, Rose Bamblett, Lisa Coulson and Elvie Sandow from the SNAICC National Executive for their input.

SNAICC thanks the Swan Aboriginal Child and Family Centre for their hard work and energy in hosting such an incredible national launch event.

SNAICC acknowledges the incredible work and contribution from 2015 Children's Day ambassadors Courtenay Dempsey, Mick Gooda, and Kirstie Parker in promoting this national day of celebration.

SNAICC recognises and thanks Paul Cogger, Postscript; Jodie Brennan, Mazart Design; Adnate; and Myles Russell Cook, Kids Own Publishing for their significant contributions to National Aboriginal and Torres Strait Islander Children's Day this year.

SNAICC thanks the Australian Government Department of Prime Minister and Cabinet for funding support to host National Aboriginal and Torres Strait Islander Children's Day. The views in this publication do not necessarily reflect those of the Department.

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Report and Evaluation

PURPOSE OF REPORT

The purpose of this report is to provide an overview and an evaluation of National Aboriginal and Torres Strait Islander Children's Day 2015. It is an assessment of effectiveness and a tool to inform future activities.

THE PROJECT

National Aboriginal and Torres Strait Islander Children's Day aims to celebrate Aboriginal and Torres Strait Islander children and raise awareness of issues impacting them through a series of national and local events, the production of cultural resources for children and promotional tools for mainstream and Indigenous audiences.

LONG-TERM PROJECT GOALS

1. Maintain culture by injecting pride in Aboriginal and Torres Strait Islander children
2. Strengthen understanding and acceptance of Indigenous Australians

EXECUTIVE SUMMARY

National Aboriginal and Torres Strait Islander Children's Day 2015 was a highly successful event. Themed 'Little People, Big Futures', Children's Day 2015 was celebrated at over 225 local events across the country. SNAICC developed and distributed an extensive suite of resources and promotional tools. SNAICC worked with Indigenous and non-Indigenous organisations, services, schools and communities to utilise these resources and tools at local events.

Children's Day 2015 Highlights:

- 10,000 Kids Celebration Bags distributed across Australia
- Over 5,000 professional promotional posters distributed
- Children's Day website utilised for information, updates and engagement
- Aboriginal early years services and schools create and publish their own stories with 1000 Deadly Kids 1000 Deadly Books initiative
- Resource kits distributed to over 250 local services to build events
- Positive survey feedback from services who hosted a local event - 88% likely to hold an event next year
- An integrated communications campaign executed on time and to budget, including promotion of professional Children's Day television commercial (30 sec and 1 minute) and strong social media outreach, directly engaging ~50,000 Facebook users on 4 August and reaching ~450,000 Twitter users through participation of renowned Australian personalities
- Extensive media engagement and national coverage, containing 9 radio interviews and 6 newspaper features (with 4-page feature in the Koori Mail)
- Major Ambassador Indigenous AFL player Courtenay Dempsey
- National launch event in Perth with 650 children and 200 adults
- Major Ambassador and Partner event in Melbourne

MEASURING SUCCESS

1. Media Coverage
2. Website Traffic
3. Member Survey
4. Other compliance deliverables from Project Agreement



Kids from Soapy Bore in NT proudly show off their Children's Day flag. This image has been sourced with thanks from Contact Inc's Children's Mobile Service in the Utopia Homelands.



'Little People Big Future' themed resources and promotional tools

Media Coverage

Press

Metro, regional and local media outlets were engaged throughout the campaign and briefed with Children's Day information and 2 media releases.

The Koori Mail was the event's official media partner, and featured pre-event content as well as a 4 page spread on Children's Day celebrations and an opinion piece from SNAICC Chairperson Sharron Williams. Other press media highlights included an article in The Melbourne Age on Children's Day covering SNAICC's kids football clinic co-hosted with the Essendon Football Club. Many other local events were featured in local newspapers. See the full media list for complete media coverage.

A page from the Koori Mail 10/08/2015

Media Release

Local newspaper articles



Radio

Local and metro radio stations across the country promoted Children's Day and raised awareness of important Indigenous issues. Interviews were conducted with key SNAICC spokespeople on 4K1G, BBM, CAAMA, NTSIMA network, 989FM, Radio Adelaide 101.5, ABC RN and Radio Goolarri.



TV Commercials

SNAICC developed 30 and 60 second commercials to promote Children's Day on 4 August and to raise awareness issues concerning Aboriginal and Torres Strait Islander children.

These commercials featured on the Children's Day website and were viewed 394 and 1486 times respectively on YouTube from 01/06 to 12/08. The commercial was viewed 6,579 times via Facebook Video.

The 60-second commercial aired free-of charge across the national Channel 10 network from 25/07 to 04/08, with a total spot value in excess \$30,000.

The TV commercials were promoted via Twitter and Facebook and through all SNAICC stakeholder and media outreach materials.

<http://aboriginalchildrensday.com.au/2015/childrens-day-tv-ad-launched/>



Ambassador Courtney Dempsey – AFL footballer, Essendon Football Club

ABORIGINALCHILDRENSDAY.COM.AU



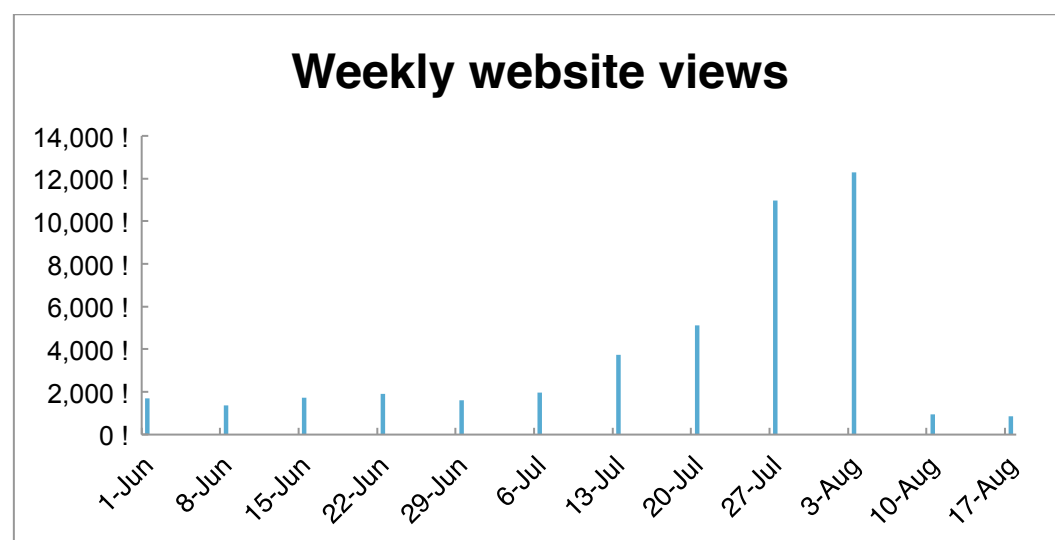
Website Traffic

The Children's Day website was the key tool for raising awareness of Children's Day and engaging with community and stakeholders. Local services used the website to learn more about Children's Day, how to celebrate the day, register a celebration event, utilise free online resources, order celebration bags and posters as well as contact SNAICC's dedicated Children's Day Co-ordinator for more information and support.

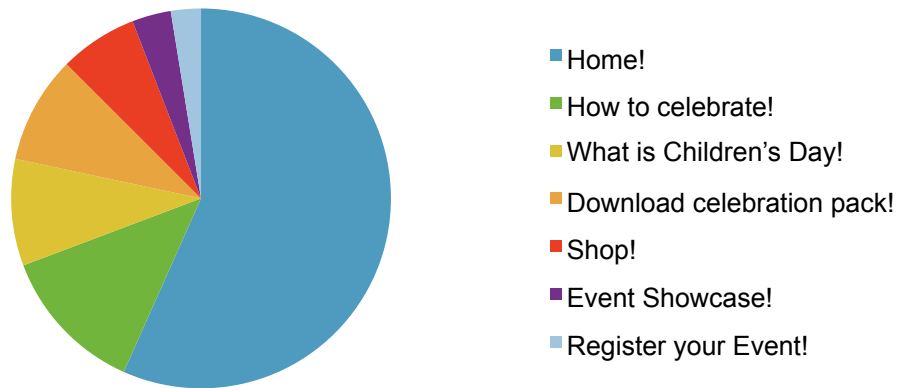
As shown in the graph below, in the month leading up to 4 August weekly website views increased to an average of 8,028 (compared to the average weekly website views of 1,799 from the month prior).

Detailed website feedback from members is detailed in the Survey to follow.

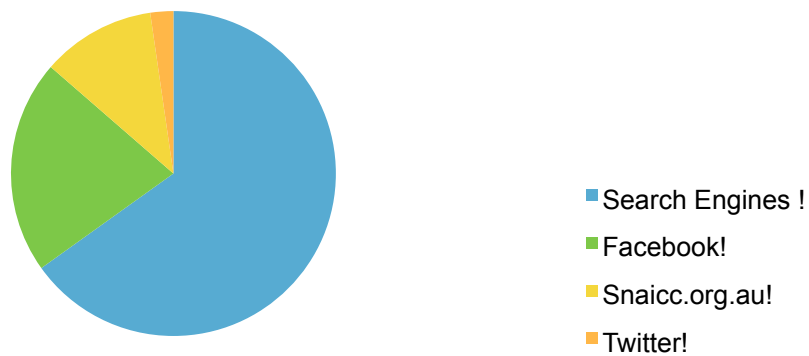
<http://aboriginalchildrensday.com.au/what-is-childrens-day/>



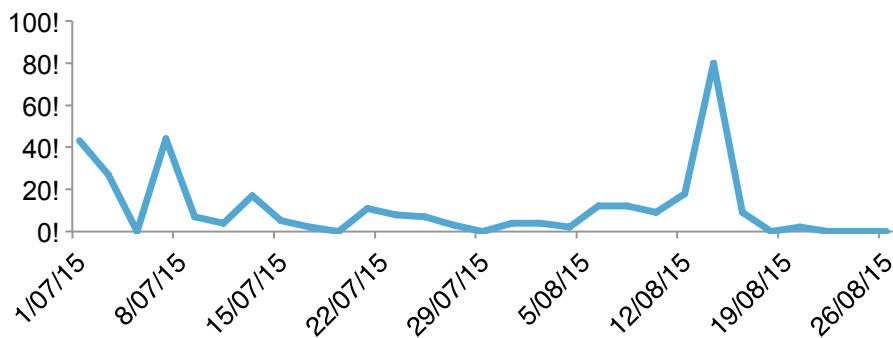
Traffic by key pages

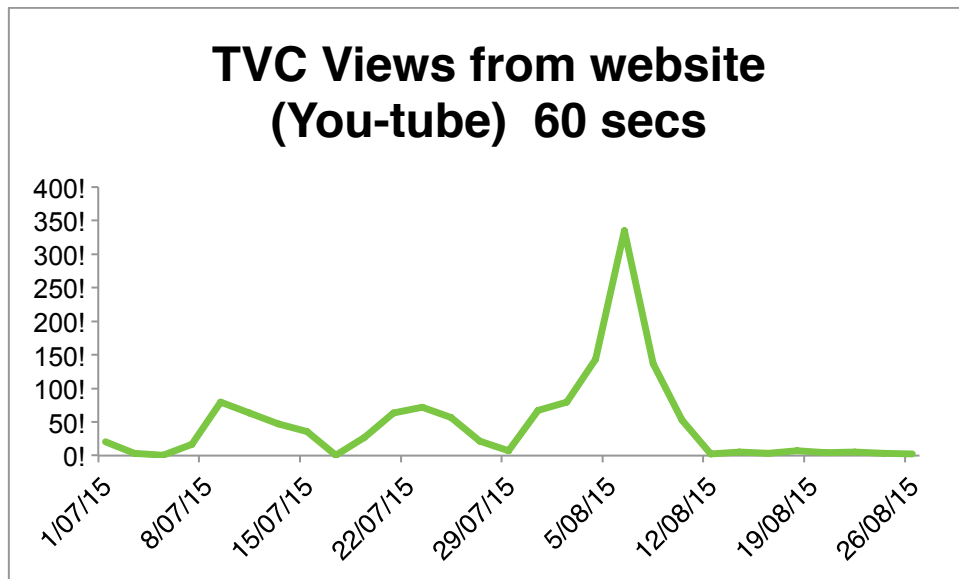


Path to the website (search by engine, link or other)



TVC views from website (You-tube) 30 secs





Social Media

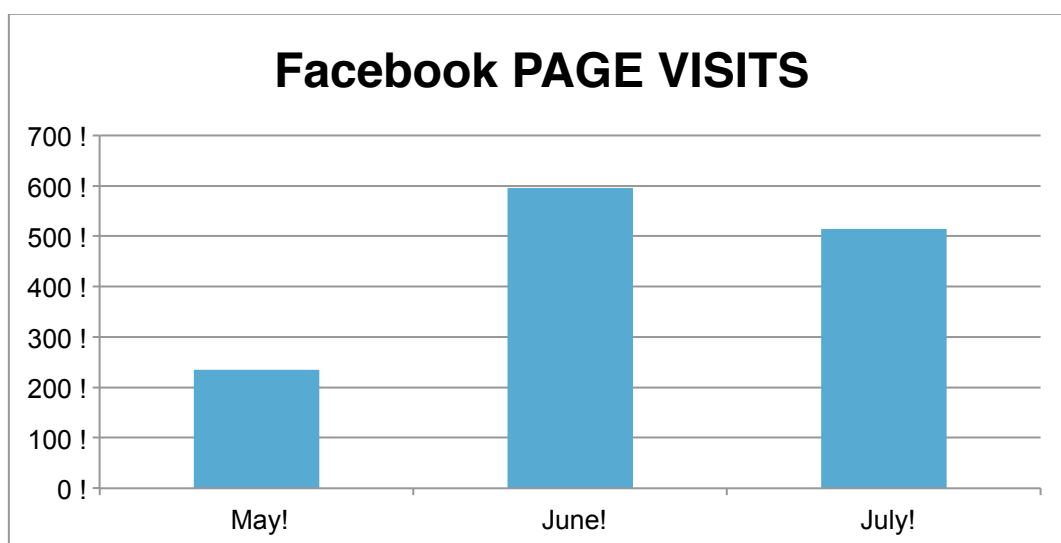
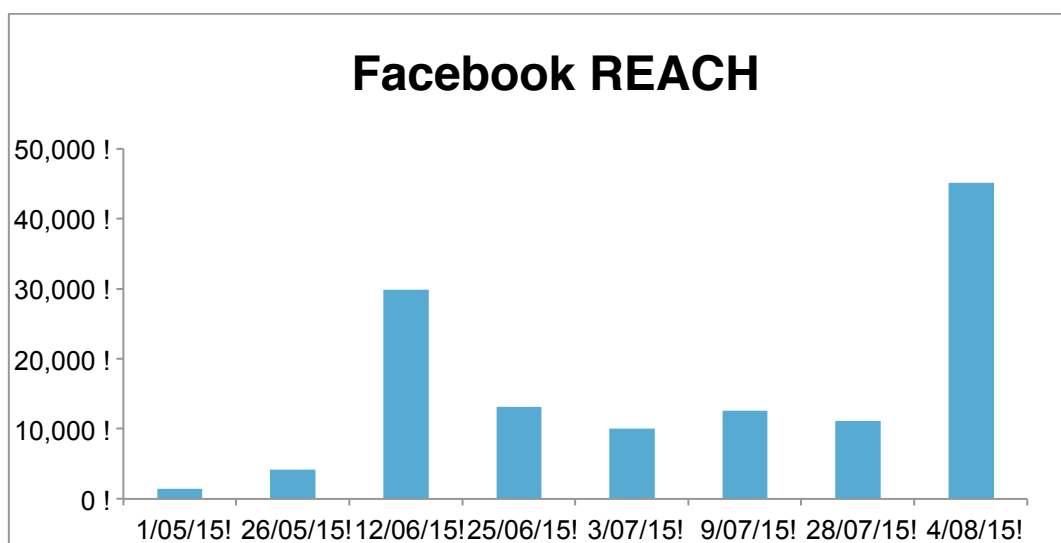
Facebook and Twitter promoted the Children's Day key messages and directed users to other promotional tools. SNAICC connected with social media friends to share stories and pictures, learn how different communities planned to celebrate and promote SNAICC's launch. Our friends shared the Children's Day messages on their websites, in e-newsletters, by re-tweeting our tweets and Facebook messages, and by sharing event photos via Twitter and Facebook tagging @snaicc, #littlepeoplebigfutures, #childrensday and #fairstartforIndigkids.

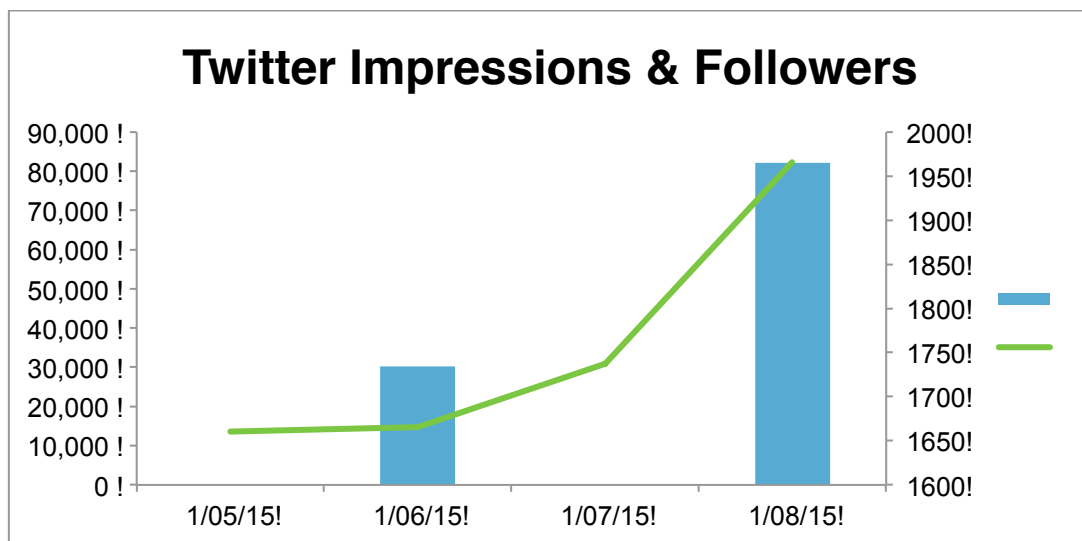
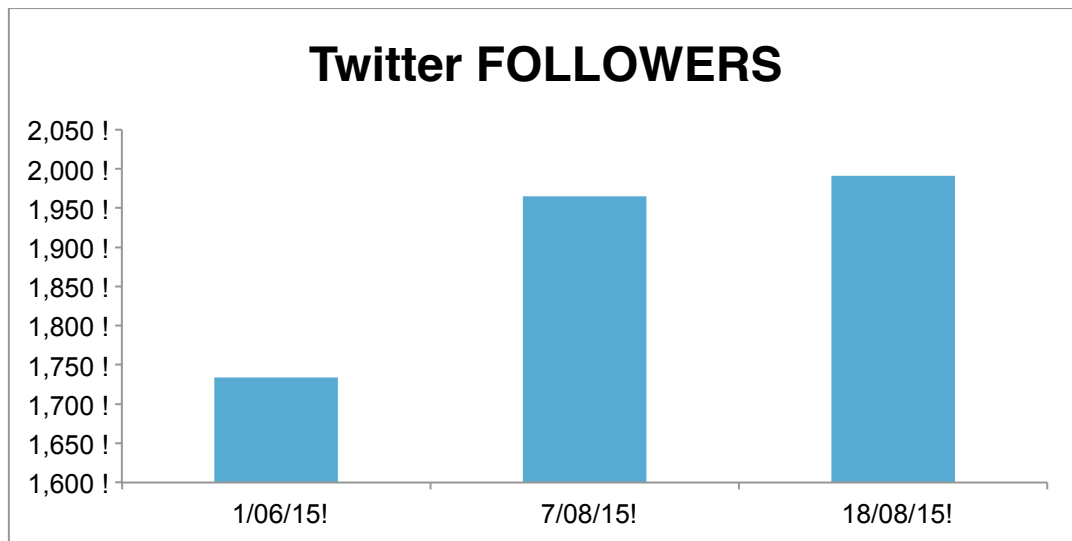
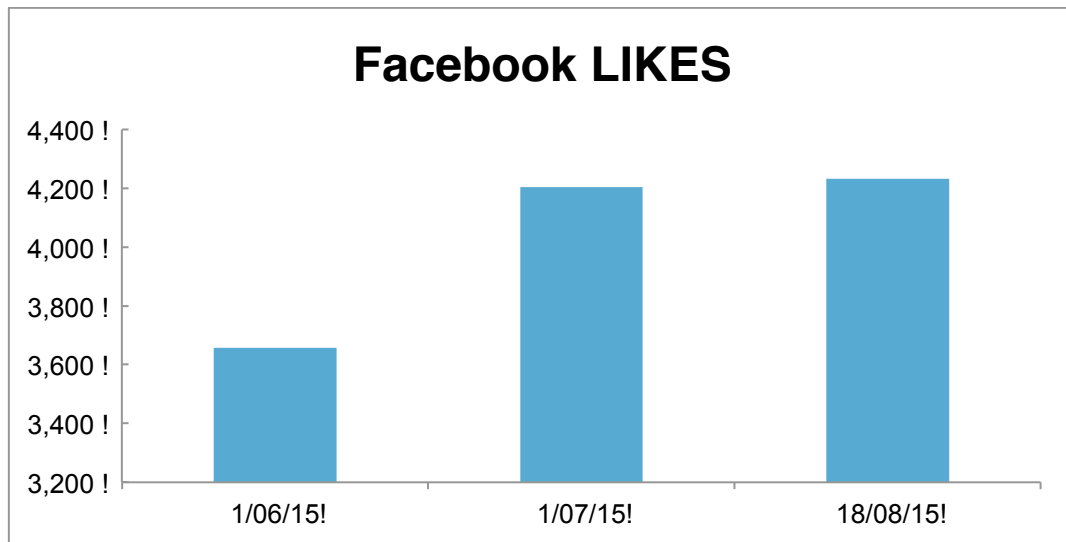
An increased investment in promotion via SNAICC social media platforms resulted in incredible spikes in user engagement. Engagement with Facebook users peaked on 4 August, with the scheduled post reaching over 45,000, dwarfing the average impressions for July of 2,349. Impressions on Twitter jumped from ~14,000 in May and June, to ~31,000 in July, and ~82,400 in the first week of August alone.

Between 1 June and 7 August 2015 SNAICC's Facebook 'likes' increased 14% from 3658 to 4204. In May 2015 the SNAICC Facebook page was visited 235 times in a month. From June onwards, the page had between 500-600 visitors monthly. Twitter experienced similar growth during the Children's Day campaign. Since 1 June followers have grown over 13%. Profile visits have also grown from 579 to 2174. During this time engagement from our industry peers has intensified, with Unicef, Oxfam, Vinnies and IndigenousX, industry leaders such as Shayne Neuman and Natalie Hutchins, notable Aboriginal community members such as footballers Buddy Franklin and Courtenay Dempsey and high profile media outlets such as The Guardian, 98.9FM and NITV.

Danielle Kaitu @DKaitu: 37 Tweets August 4 (re-tweets and original content), 6 Tweets in the 2-week lead up to event (re-tweets and original content)

Courtenay Dempsey @naetum15: 36 Tweets on August 4 (re-tweets and original content), 11 Tweets in the 2-week lead up to event (re-tweets and original content)





Children's Day Ambassador

Courtenay Dempsey - AFL Footballer, young dad and proud Walruwarra man, was the major Children's Day 2015 Ambassador. Courtenay is living many of the challenges of Aboriginal and Torres Strait Islander people and families today - in maintaining culture and identity and balancing the challenges of a public life in Melbourne with his responsibilities as a Woluworra man, and family connections in Mt Isa and Cairns.



Courtenay, Essendon Football Club and SNAICC hosted a special Children's Day football clinic at the Essendon Football Club on Monday 3 August 2015. See Melbourne Event summary with detail, pictures and comment.

SNAICC also developed a series of three 60-second interview style videos of Courtenay, talking about his own personal experience attending an Indigenous early learning service and growing up in both Mt Isa and Cairns. The interviews were promoted via Twitter and Facebook and through all SNAICC stakeholder and media outreach materials. These powerful stories spoke directly to Indigenous communities and were viewed over 418 times since posting.

Culture - 217 views from 16/07

"As a lot of cultures are dying off very slowly it is even more important to continue that connection with the land and culture. It's good to educate not only my kids but other non-Indigenous people. Having a community around is definitely a good way to keep in contact with your culture and your country."

Family - 122 views from 21/07

"Growing up in the culture and staying connected with Mount Isa, all the family and my mob out there, really gave me confidence in my culture. My father has been the most influential person in teaching me about my culture and family connections"

Indigenous Services- 79 views from 23/07

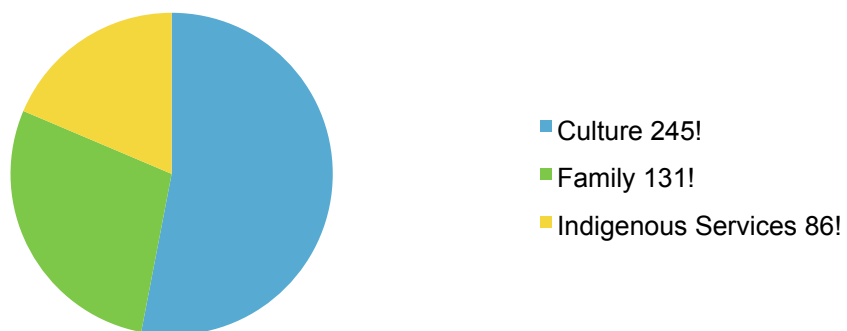
"I went to an Indigenous childcare center up in Cairns at probably the age of four or five. It helped my parents out at the time because they were struggling."

Moving from Mount Isa to Cairns, a new place where my parents really didn't know anyone. They didn't have that support from their family so it was perfect for my parents and helped them. It helped me keep in touch with my culture and meet other Indigenous people."

<http://aboriginalchildrensday.com.au/2015/courtenay-dempsey-is-our-new-childrens-day-ambassador>



Courtenay Dempsey Interview video views by topic



Other Network Ambassadors

SNAICC and Children's Day 2015 was also supported by Ms Kirstie Parker, Co-Chair of the National Congress of Australia's First Peoples and Mr Mick Gooda, Aboriginal and Torres Strait Islander Social Justice Commissioner. Kirstie and Mick committed to raising awareness of Children's Day across their broad networks and attended celebration events in their local areas. Both released media statements on Children's Day and engaged in social media.



Special Initiative: 1000 Deadly Kids, 1000 deadly stories

This initiative enabled the creation of 1000 books by 1000 children utilising the wePublish App. It provided children with a strong voice through publishing & exchanging their own stories and promoted the connection between a child's culture and their wellbeing.

In response to the Children's Day promotion over 35 self-publishing kits were purchased online and 33 workshops conducted across the country on Children's Day. It is estimated at least 450 children proudly told their stories in their very own book.



Self-publishing book workshop locations



Creating books in Tjuntjuntjara, WA



A few of the books created by the students of Tjuntjuntjara Primary School.



Students and staff discuss stories

Children's Day Celebration Bags

To encourage and support community celebrations SNAICC produced and distributed 10,000 special Children's Day bags. These bags contained deadly stickers, pencils, paint, boomerangs and an activity book. They were produced with deadly support of Paul Cogger, Postscript. These celebration bags sold out in late June with many services still requesting bags up to the 4 August. See Survey results for detailed member comments on bags.



Celebration Bag online order form

Promotional Poster

SNAICC developed and produced a themed full colour A2 promotional poster, with stunning artwork generously donated by Adnate and design by Jodie Brennan, Mazart Design. The poster raised awareness of Children's Day to be celebrated on 4 August and encouraged people to hold their own local celebration. Over 5500 posters were distributed. See Survey results for more detailed member comment.

The Children's Day 2015 promotional poster was mailed to all SNAICC members and over 2000 external stakeholder including all Federal MPs, state primary and secondary schools, all relevant state and territory Ministers, national Indigenous and child related peak bodies, national early years, child and family welfare organisations and key Australian government representatives. This exercise enabled SNAICC to compile an extensive database to be utilised in the future.



A2 promotional poster



Poster proudly displayed at North Fitzroy State Primary School.

Member Survey

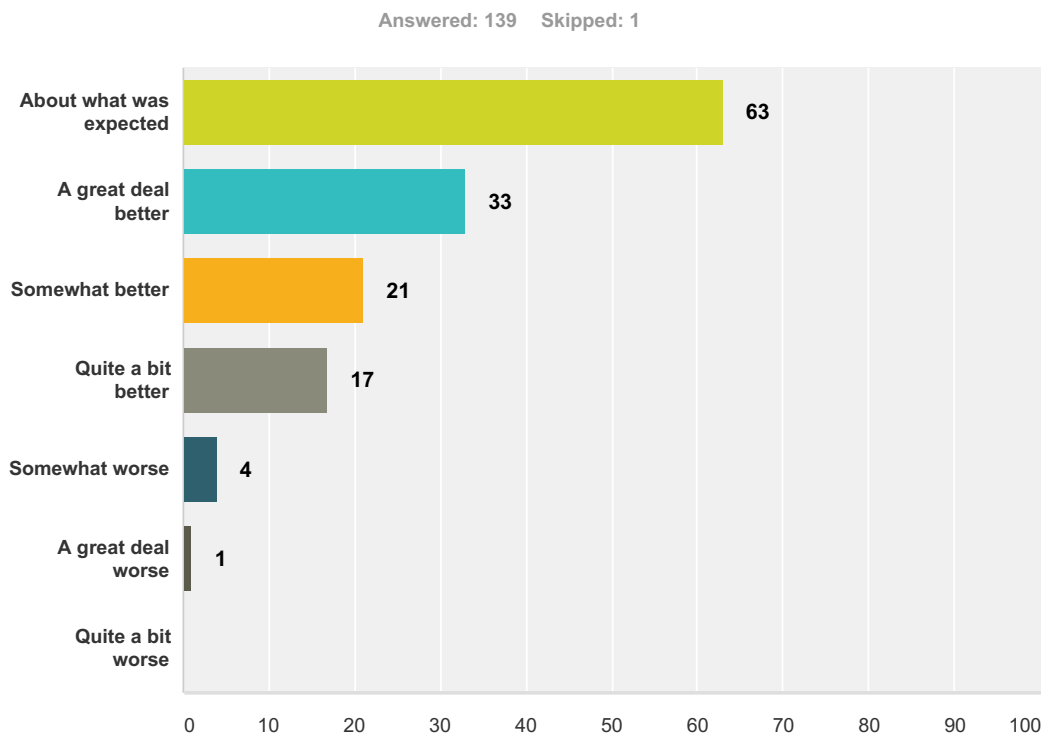
SNAICC conducted an online survey encouraging feedback and comment from:

- Services that hosted a Children's Day event
- Services that purchased Children's Day celebration bags
- Services that requested promotional posters
- SNAICC members

462 survey emails were sent 5 days after Children's Day on 09/08. The survey consisted of 7 simple questions with written comment and feedback options. 140 responses were received in 5 working days, a response rate of approx. 30%. See Survey Design and all Survey Responses. Respondents provided significant feedback, strongly in support of the value and conduct of the day.

SUMMARY OF SURVEY RESPONSES

Q1. Was National Aboriginal & Torres Strait Islander Children's Day 2015 better than what you expected, worse than what you expected, or about what you expected?



51% thought Children's Day was better than expected

45% thought Children's Day was about what was expected

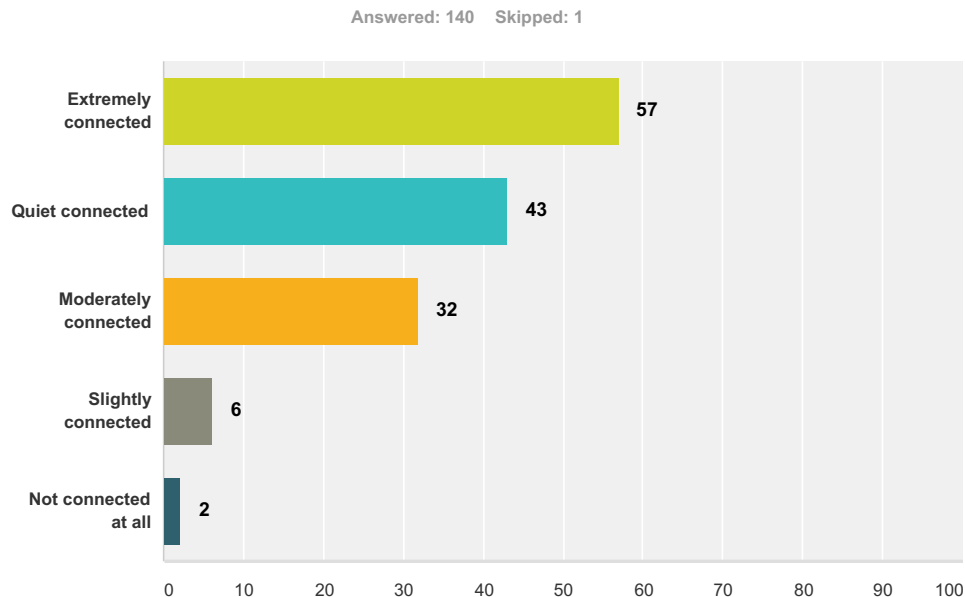
4% thought Children's Day was worse or much worse than expected

INSIGHTS & LEARNINGS

- High level of satisfaction with Children's Day - an event worthy of celebration
- SNAICC to consider gathering deeper intelligence directly from services in the least satisfied 4%

- SNAICC to continue to measure event expectation and delivery in future early service surveys.

Q2. Did you feel connected with the Children's Day 2015 theme 'Little People, Big Futures'?

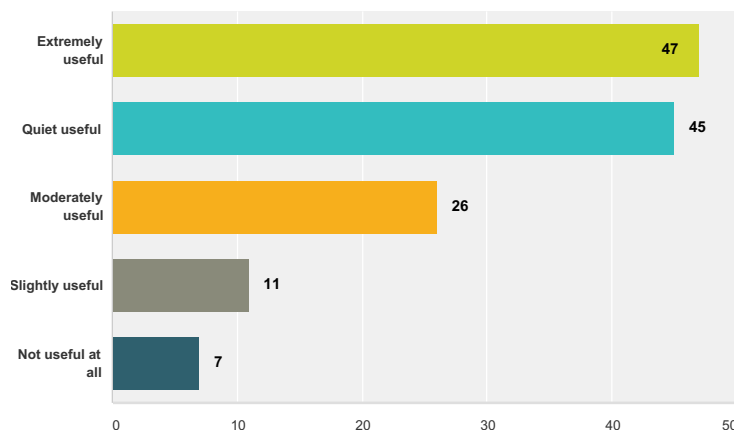


70% felt extremely or quite connected to the theme
 22% felt moderately connected to the theme
 8% felt slightly or not connected at all to the theme

INSIGHTS & LEARNINGS

- Development of a theme critical to the engagement of services
- Theme should be empowering, easy to understand and 'about the kids'
- SNAICC to commence theme development as soon as possible and consider pre-market testing with member services and other key stakeholders.

Q3. How useful did you find the Children's Day 2015 resources developed by SNAICC? (for example website, children's bags, posters, templates etc)?



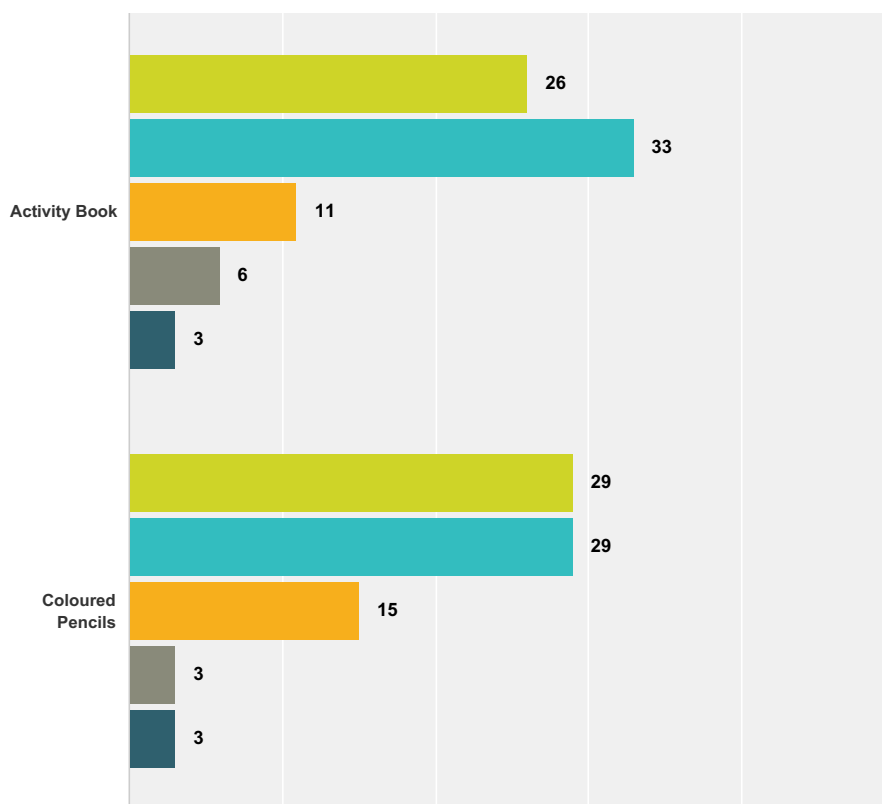
67% found resources extremely or quite useful
 19% found resources moderately useful
 13% found resources slightly or moderately useful

Positive feedback on poster design. Website useful.
 Majority of comments were about services not knowing bags were available
 and for some the frustration that they sold out before they could order.

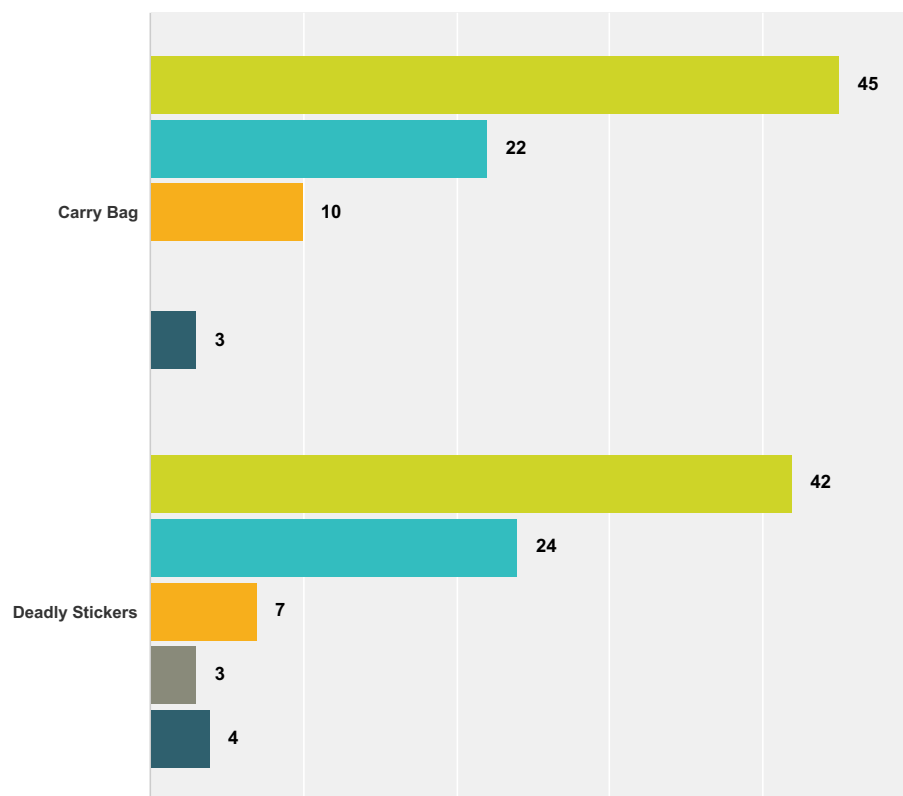
INSIGHTS & LEARNINGS

- Local services value the resources SNAICC develops on their behalf
- Continue with a professional and creative event branding that can be executed across all mediums
- SNAICC to produce a greater volume of celebration bags to promote and distribute earlier - help local services get organised.
- SNAICC to consider the development of other additional low cost online resources.

Q4. What did you think about the contents of the Children's Bag Resource? What would you like to see in the Children's Bags?



Q4. What did you think about the contents of the Children's Bag Resource? What would you like to see in the Children's Bags?



Ratings were consistent across bag contents:

Over 61% thought items were either excellent or very good

Less than 4% thought items were not good at all.

The most popular items by ranking: carry bag, stickers, boomerang, paint set, coloured pencils, and activity book.

Feedback on what would be good to include next year: hats, storybooks, t-shirts, bush tucker seeds, local maps.

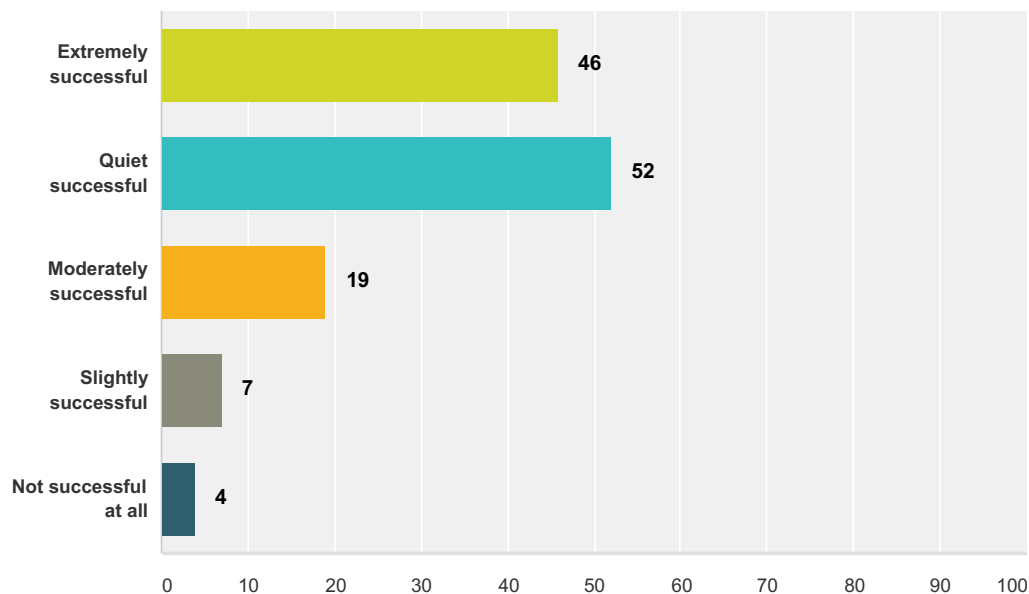
Common feedback that bags 'sold out too early'. Many services missed out on ordering bags for celebration events.

INSIGHTS & LEARNINGS

- Positive feedback on bag contents
- Bags sold out earlier than expected
- SNAICC to produce a greater volume of event bags (10<15,000) and start promotion and distribution earlier
- SNAICC to investigate free sample kids bags to all services to encourage larger purchases for celebration events

Q5. If you held a Children's Day celebration event this year, how successful do you think it was?

Answered: 126 Skipped: 15



78% thought their event was extremely or quiet successful

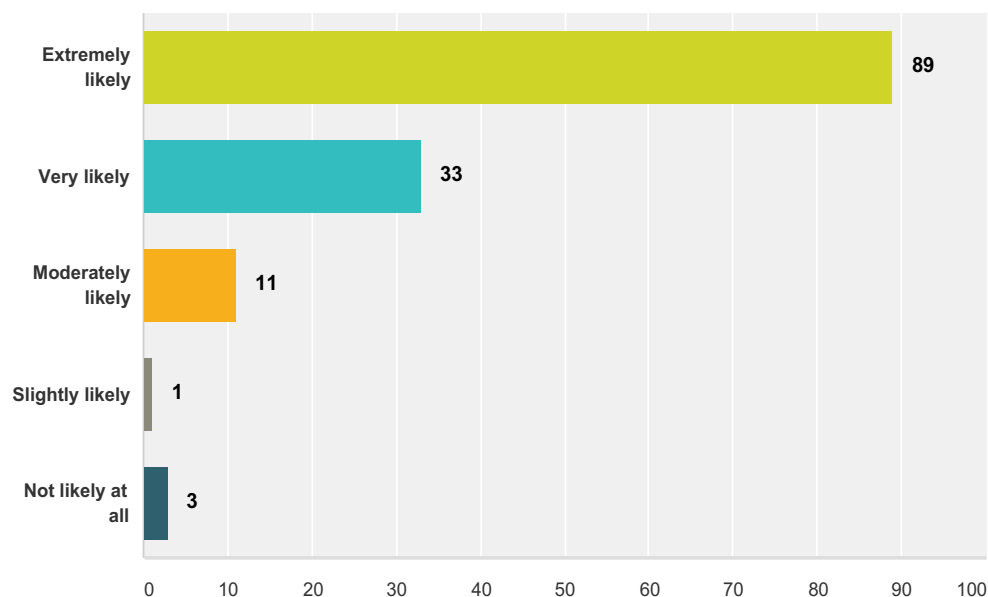
14.5% thought their event was moderately successful

9% thought their event was only slightly or not successful at all

INSIGHTS & LEARNINGS

- Celebration events are enjoyed by kids, families and staff
- Celebration events have a positive impact on community
- SNAICC to continue to promote Children's Day community and celebration
- SNAICC to continue to ask this question in future surveys and consider one-on-one follow for services least satisfied.

Q6. Are you likely to host a Children's Day celebration event next year?



65% extremely likely to host an event next year
23% very likely to host an event next year
8% moderately likely to host an event next year
3% not likely to host an event next year

INSIGHTS & LEARNINGS

- Services who hosted events this year are likely to again next year
- SNAICC to communicate with these services early in 2016 - continue to support these services
- SNAICC to build a Children's Day database of event holders
- SNAICC to consider how those services already hosting successful events can encourage others be involved

Q7. Is there anything else you'd like to share with us about Children's Day? What can SNAICC do to improve Children's Day next year?

Over 42% offered feedback for this question.
Overall very positive feedback on Children's Day.
Services want to celebrate Children's Day.
Services value SNAICC's contribution.
Services want to share their stories and experiences.

Comments from early learning services

SNAICC resources have been extremely helpful - this was only our second year for Children's Day and so we still rely on your organisation to assist with ideas, resources etc as we build our knowledge, contacts and confidence in this event. We had an awesome day this year - can't wait till 2016.

Continue to promote the valuable day that it is to our community and service.

Get the resources to the organisation in time of event.

We need to plan earlier to get families involved. Thanks for your resources.

Order more bags! Thanks.

Continue to notify us of what is coming up so that we can participate and get our families and local community involved.

As a mainstream organisation we would like to be connected to Mungabareena when they host this work. We will make more effort next year. SNAICC is an incredible organisation, where would we be without you. We use all your resources as often as we can. Thanks for your hard work, your knowledge and for including us.

I believe we can do a lot more and it needs to be from the children's perspective not from the media or adult view.

The themes you come up with each year are a huge part of how we run each event and gives us new inspiration each year. They are beautiful! it was nice to have a bit of email contact with SNAICC this year too- and being able to feedback what we did and share photos made it part of the bigger event.

I think its great to commemorate this day. its a time ATSI children can be proud of who they are and where they come from. It's also a great opportunity for community stakeholders (agencies n services) to come together in partnership and put on an event for their children they work with. I look forward to next year and will be displaying my poster until then as they are very well designed and a big step up from last year's poster.

We did not hold an event but joined in with Gundoo Day Care at Cherbourg - 45 minutes away - Jacqui, Mel, Jeffrey, Lavina and the whole team are to be congratulated on celebrating Aboriginal and Torres Strait Islander children's day - a lot of effort and hard work went into the day and we all had a great time!

As stated above, this was the first Children's Day event I have had the pleasure of running. We were a small group and it was a lot of fun. In a week, 3 of our offices will be coming together under the one office and therefore I hope to be a lot more organised with an even bigger event next year. The more information you can send

out to get us started early the better this can be arranged. Thank you.

The kids loved it and celebrated by learning about the culture and success stories.

Send more info and resources to childrens services. As well as newsletters.

Thank you very much to SNAICC for all the great resources, support, ideas and means of advertising our celebration.

'Little People, Big Futures' poster by Parramatta OSHC on Children's Day 2015



Organisation/Group Name
Banora Point High School
Churches of Christ Care Children, Youth and Families South East
Gowrie Victoria Carlton North
NurtureOne McKenzie Sreet Childrens Centre
Parramatta OSHC
Goodstart early learning shakespeare street mackay
Mentone Park Childcare and Preschool
Deep Creek Preschool Inc.
Western Family Referral service
Kura Yerlo Children's Centre
Brewarrina Aboriginal Integrated Child and Family Centre
CRDVS- Caboolture Regional Domestic Violence Service inc.
Windsor Gardens Secondary College
kiddies on First ECC
Remote Schools Attendance Strategy
Griffith School Age Care
Mount Waverley Primary School
AEIOU foundation for autism gold coast
Ingham Health Service
VACCHO
Central Australian Aboriginal Congress
Yipirinya Preschool
Cirangamite Shire Community Service Early Years
Commissioner for Children and Young People WA
Roxburgh Park Primary School
Mornington Island SS
Somerset Hills State School
Goodstart Little Mountain
Gundoo Day Care Centre
playschool kindergarten
Lismore Preschool
Aboriginal Training Programs, TasTAFE
Community Recognising Events Committee
Yalbilliga Boori Day Care Centre
Newman Early Years Network
Boon Wurrung Foundation
Condy Park Preschool & Kindergarten
Ningkuwum-Ngamayuwu Halls Creek Children & Family Centre
Northern Peninsula Area Family and Community Services
Jolly Kids Early Learning Centre
Aquinas Catholic College Menal NSW
Ironbark Aboriginal Cooperation
Discovery Early Learning Dominic
Northern Rivers Social Development Council
Autism Spectrum Australia Aspect Hunter School
Mackay Christian College Pre-Prep Centre
TasTAFE
Belonging family Day Care
Life Without Barriers
Belconnen Early Childhood Centre
Goodstart Wantima
Ngura Yadurirn Children and Family Centre
Bravehearts / Murawin
Yoorami Childrens Centre
Bowen Childcare
Moree Secondary College
Nepean Community & Neighbourhood Services
Highfields Child Care Centre
Goodstart Early Learning- Andergrove
Action on Aboriginal Perspectives in EarlyChildhood
Kids Corner Child Care Centre
Dhubbeele's playgroup and Save the Children
Coomera State School Early childhood Development Program
Contact Inc./Contact Children's Mobile
Aboriginal Catholic Care
Kids' Own Publishing
Nicole's Family Day Care
Life Without Barriers
Wonthaggi North Primary School
CareWest- Caring for your Buraay
C&K, Family and baby network, Bundaberg regional council, Bundaberg Basketball
Palm Island Children and Family Centre
Berrabri Preschool
Cooinda
Lightning Ridge Aboriginal Integrated Child and Family Centre
Best Start, Stronger Families
Good Beginnings
The Learning Sanctuary Park Orchards
Yaandina Family Centre
Ga
Mullaway Pied Piper Preschool
Collaroy Plateau Community Kinderegarten Inc
Bilambil Public School
Wee Care Residential- Althea Projects
Albury Wodonga Aboriginal Health Service
Bunyaville Environmental Education Centre
Bundaberg Family and Baby Network
West Belconnen Child and Family Centre
Indigenous Business Australia
Billyara Aboriginal Art
Batchelor Institute Library
forbes preschool
Dinky Di
Barmah Kindergarten & Occasional Care
ASC St Joseph, Lochinvar
Tharawal Aboriginal Corporation
AnglicareSA
Mid North Coast Local Health District
Red Cliffs and Nagilloc Kindergarten
Gungahlin Child and Family Centre
CareWest Cowra
YMCA Springfield Lakes OSHC
Kaurna Plains Children's Centre
Smile A Mile Fun Bus & Toy Libaray Inc.
Toomelah Public School Transition Class
Goodstart Manunda
Balonne Kindergarten
Padbury Education and Child Care Centre
Wawu Teaching Circle
bunjum aboriginal co operative ltd
YWCA NSW Northern Rivers
Tamworth Family Support Service

Children's Day 2015 CELEBRATION EVENTS LIST

Iullas children and family Center
 Gabmdidi Manoo Children and Family Centre
 WAWU TEACHING CIRCLE
 Keiraville Community Preschool
 YMCA Albany Creek OSHC
 Life Without Barriers
 Smile A Mile Fun Bus & Toy Library
 Middlemount Community School
 Karabar Preschool
 Paroo Contact Children's Mobile Inc.
 Cobbs Road Early Learning Centre
 Cullunghutti Aboriginal Child and Family Centre
 Cobar Mobile Children's Services Inc and Ngali Preschool
 Dungog Community Preschool Kindergarten Inc
 Oorunga Wandarrah MACS CentreE
 Winnellie Family Practice
 Wagga Wagga early years learning centre
 Eurobodalla Children's Services
 Possum Place Child Care Centre
 Kulila Indigenous Kindergarten
 Kyabra Community Assocaitlon
 King Island Launching Into Learning
 Aurukun School
 Karabar Preschool
 Cultural Capability Team
 MacKillop RCS/Reach Early Intervention
 Mount Isa Family Support Service & Neighbourhood Centre Inc
 Roberta Jull Family Day Care Service
 Goonellabah Preschool
 Elite Childcare
 Yoorami Children's Centre
 Catholic Education Wollongong
 STRADBROKE EARLY LEARNING CENTER
 Port Lincoln Children's Centre
 Gulargambone Preschool
 QCOS
 ATSIChS Mackay
 UYCH Children's Centre
 Gummaney Aboriginal Preschool
 Harris Park Preschool
 Benevolent Society
 Life Without Barriers - Lajamanu Creche Early Learning Centre
 Koori Kindermanna Preschool
 Barnardos Aboriginal Early Years
 Illawarra & Shoalhaven Local Health District
 ac.care
 Port Kennedy Family Support
 UnitingCare Community
 Aboriginal Resource and Management Support Unit
 Warringu
 Aboriginal clinician
 Nhulunbuy High school
 Jamboree community Kindergarten
 -
 Penrith City Council
 Moulden Park School & Neighbourhood Centre
 Aboriginal Maternal Infant Health Strategy
 TasTAFE
 YMCA Children's Services Canberra
 MacKillop Rural community services
 Children's Health Queensland Hospital and Health Service
 Save the Children
 Koolin Balit Aboriginal Health Project
 Ouyen Preschool
 Department of Education and Training
 Gawler Health Service
 -
 Sunbury community Health
 Dept of Health
 St Vincent de Paul society
 Charles Sturt University
 Care West
 Youth Advocacy Centre Inc.
 Sydney distance Education Primary school
 Wandarrah Pre-School
 Aboriginal family support Services Inc (AFSS)
 Marlin coast Family Day Care
 Chjowai Housing Co-operative Society Ltd
 Pangula Mannamurna Inc
 Best Start
 Kaurna Plains Children's Centre
 South Burnett Child Safety Service Centre
 Gowrie SA
 Toomelah Public School
 Diocese of Toowoomba Catholic Education Office
 Tharawal Child and Family Centre
 Community Health Port Macquarie
 SDCCC
 61 Lowan Loop Karawara WA 6152
 Uniting Care Gippsland
 Kathy Evans
 LifeStart
 Ffth Avenue Childcare & Kindergarten
 Sue Lopez Atkinson
 Ngunnawal Koori Preschool
 Leopold Kindergarten Incorporated
 Thomas Acres Public School,
 TAFE SA
 Channel 10
 Sydney South West Children's Services
 Play 'n' Around ELC
 Jan Langridge
 Uriley Primary School
 Tili Nagle
 Tagari Lia Bridgewater Aboriginal Children and Family Centre
 Bikram Khadka
 Aboriginal Family Law Services - WA (Perth Head Office)
 VACCA - Melbourne Northern
 VACCA - Melbourne Western
 VACCA - Melbourne Southern
 VACCA - Melbourne Eastern
 VACCA - Melbourne Gippsland
 Children's Ground - Arhnam Land
 Nikinpa Aboriginal Child and Family Centre (NSW)



Children's Day



Little people, big futures



NATIONAL Aboriginal and Torres Strait Islander Children's Day (NATSICD) was celebrated with 150 events across the nation recognising the theme Little People Big Futures.

The first National Aboriginal and Torres Strait Islander Children's Day was held in 1988, set against the backdrop of protests about 200 years of colonisation.

Historically, many Aboriginal and Torres Strait Islander children in orphanages and institutions did not know their own birthday, so August 4 was set aside each year to celebrate a communal birthday.

Now, NATSICD celebrates and recognises the importance of Aboriginal and Torres Strait Islander children.

Secretariat National Aboriginal and Islander Child Care (SNAICC) chairperson Sharron Williams said children's day was a fantastic opportunity to increase awareness of the importance of celebrating Indigenous children's strengths and making sure they 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," she said.

The national launch was held at the Swan Children and Family Centre in Stratton, Perth, and attended by Hasluck MP Ken Wyatt, the first Aboriginal person to be elected to the House of Representatives.



The Essendon Football Club hosted a children's day event with sporting activities.



Guildford Grammar School boys dance at the Perth children's day launch.



Ngarrindjeri man Uncle Ross Karpany sings with children from Kura Yerlo Children's Centre in Largs Bay, SA. Kura Yerlo acting director Joeline Walker said Ngarrindjeri woman Hayley Rankine explained the meaning behind her artwork to the children. "We also had some smaller activities like dot painting boomerangs, drawing and using Aboriginal stickers on minya feet stencils and the children also did some weaving wrapping around pop sticks whilst sitting on a recycled Aboriginal mat," she said.



Essendon Bombers mascot Skeeter was a big hit with the children.



Kids pondered the point of a tug-o-war at the Essendon event.



Children's Day



Mat from Midvale Primary School at the Perth launch.



Hampton Senior High School girls perform at the Children's Day launch in Perth.



Rose Walker holds Lataya-Rose Bolt Dangerfield, and Carla Murray holds her newborn Varnisha-Joyce Dangerfield at the Lismore event.



Interrelate's Kasandra Dargan paints the face of Destinee Cruze in Lismore.



At the drawing table in Lismore, northern NSW, transition program teacher Davina Olivieri checks the artwork with Bryce Hope (left) and Dakota Whipps. The day was organised by the YWCA.



Roger Bartholomew shares the fun with Charli-June Welsh, 3, at the Goonellabah Sports and Aquatic Centre National Children's Day.



Rorinna Close waits patiently to get her face painted in Lismore.



Doing the obstacle challenge in Lismore is Joeisha Williams, 3.



Ngunya Jarjum chief executive Lenore Marlowe enjoys the day at the Goonellabah Sports and Aquatic Centre.



Children's Day – Hobart



James Smith, Laine Robertson, Hannah Jennings and Layla Foster paint with ochre – one of the nature-based activities on offer at the Aboriginal Children's Day event.



Aboriginal Children's Centre educator Yvette Henry-Standal checks out the World Breastfeeding Week Display.



Esta Burgess, Nan Mabb, Jayda Braslin, Kobe Goodwin, Stuart Hynes and Ashlee Bowden.



Nicholas Clark with daughter Evie Morgan and mother Shirley Maynard.

Children bring cheer

By JILLIAN MUNDY



THE Tasmanian Aboriginal Centre (TAC) celebrated National Aboriginal and Torres Strait Islander Children's Day with youngins and Elders coming together.

An Aboriginal Elders! group, which meets for activities once a week, and children from the

Aboriginal Children's Centre shared a feed and got creative with range of nature-based activities on returned Aboriginal land at Risdon Cove, near Hobart, last week.

With Tasmania's extreme cold snap, which produced rarely seen dumps of snow across the state, what was to be an outdoor day of bush walking, yarning around the fire and collecting resources was forced indoors.

Nevertheless, a fun day was had by all.

Stuart Hynes, who came along with the Elders! group, said he looked forward to the outings each week, and for some people it was one of the few times they got out of their house.

He said having the children around made the place cheerful.

The day coincided with World Breastfeeding Week. The Aboriginal Health Service

promoted this year's theme of 'Breast Feeding and Work – Let's Make it Work!' with a display of personal stories of local Aboriginal women who returned to work or study while continuing to feed their babies or toddlers.

All the mothers who shared their stories spoke of the importance of supportive colleagues – the key ingredients being time, supportive attitudes and a place to breastfeed or

express and store breast milk.

Despite significant health benefits associated with sustained exclusive breastfeeding to around six months, it is rare in many places, including the Aboriginal Community in Tasmania.

The TAC's Aboriginal Health Service educates families on breastfeeding and provides a peer support service for breastfeeding families.

6th SNAICC National Conference

For Our Children

Ngallak Koorlangka

Community Voices:
Sharing Knowledge and Practice

15 – 17 September 2015 | Perth

The SNAICC National Conference is for

- anyone working with Aboriginal and Torres Strait Islander children
- child welfare leaders
- practitioners
- policy makers
- researchers
- government and others working in Aboriginal and Torres Strait Islander services.



CONFERENCE FEATURES

- International and local keynote speakers
- Over 70 concurrent sessions, yarning circles and workshops
- Displays, poster presentations, exhibitors
- Cultural and social program featuring performances and local entertainment
- Workshops on language, early childhood, working with young people and families, developing culture, child protection, out-of-home care, intensive family support, healing, rights and policy.

Registrations CLOSING SOON at www.snaicc.org.au/conference

Children are our future

NATIONAL Aboriginal and Torres Strait Islander Children's Day on August 4 provides all Australians with an opportunity to recognise the strengths and culture of Aboriginal and Torres Strait Islander children, as well as draw attention to the issues that affect them.

The Children's Day theme for 2015 was Little People, Big Futures: we want our kids to stand tall so that they can feel connected and proud in their cultures. It's about supporting and celebrating the services that empower our little people to have big futures, ensuring these services are adequately funded to support strong development outcomes for the next generation.

It is our responsibility to ensure that no Aboriginal or Torres Strait Islander child misses out on life-changing services as a consequence of barriers and limitations that we can remove. We ask the Australian Government to work with us to ensure that Aboriginal and Torres Strait Islander kids get the fair start in life that all of Australia's children deserve.

There is clear evidence that the early formative years of a child's

life are a critical predictor of their successful transition to school, life-long education, employment outcomes and big futures. The new Australian Government's Child Care Assistance Package will drastically limit the access our children have to early childhood education and directly impact their opportunities as they grow up. Framing these critical services as merely "child-minding" ignores the educational and developmental benefits of early years programs.

Ensuring these services are adequately supported is key to supporting strong development, learning and identity outcomes for the next generation of children.

SNAICC (Secretariat of National Aboriginal and Islander Child Care) is amongst the parties concerned that changes to be introduced under the Government's new Child Care Assistance Package will further disadvantage and exclude our children from these vital services.

We want to send a clear message to Social Services Minister Scott Morrison that excluding vulnerable families from childcare won't get them into work – it will put them under more strain and make it harder for them to



Sharron Williams

address the barriers to finding and keeping jobs. Even worse than that, since all the evidence shows the early childhood services have the most impact for vulnerable families, we know these measures will cause harm to our next

generation, continuing a cycle that excludes them from the workforce in the future as well.

The proposed reforms will force our Aboriginal and Torres Strait Islander services to operate under a mainstream, inflexible, user-pays model without adequate safety net supports. Coupled with the introduction of an activity test (that favours workforce participation objectives at the expense of early childhood development for children who are experiencing disadvantage) that reduces access for non-working families, the early childhood education reforms risk excluding thousands of our children from access to necessary early years services.

Minor amendments to the package now – leaving the activity test unchanged and building in explicit protections to the Child Care Safety Net – would see tremendous difference later in outcomes for children.

Findings from the most recent Australian Early Development Census show that Aboriginal and Torres Strait Islander children are more than twice as likely to be developmentally vulnerable than non-Indigenous children.

Furthermore, Aboriginal and Torres Strait Islander children are nearly 10 times more likely to be placed in out-of-home care than non-Indigenous children.

Providing integrated and culturally strong early years services is the key preventative measure in reversing these negative trends. These services are much more than just "child care"; they are trusted community hubs that provide holistic support for children and families.

Aboriginal and Torres Strait Islander children who have attended early learning programs are:

- more socially and developmentally ready for school;
- more likely to have good attendance;
- at less risk of harm and the need of child protection services; and
- more likely to achieve positive educational outcomes.

An investment in the children of today will secure the strength and success of communities tomorrow.

*Narungga/Kurna woman
Sharron Williams is the
chairperson of SNAICC.*

Booing recalls wrongs of past

MY dad played local football when I was growing up. I used to go to watch him play matches. He would run onto the field and people would make monkey noises at him. I didn't know what it meant. In the car ride home I'd ask my mum, "Why do people keep doing that at dad?" At first mum always found ways to deflect the question.

It was only when I was a bit older that she explained what those people meant by their jeers. "They're making monkey noises," she said. "Why?" I asked.

"Because he's black."

"They're calling him a monkey because he's black?" I was dumbfounded. I had never heard anything so stupid.

Later, I learnt about history of our people in this country. I came to know that when Australia was first explored by the Europeans, the Indigenous people were only barely and grudgingly accorded the status of human beings. Our people were indeed compared to monkeys and apes. Describing our people as something akin to animals was a pseudo-scientific way of justifying our discriminatory treatment and exclusion, and a convenient way of justifying our dispossession.

To call someone an ape today is to allude to past social-Darwinian theories that saw darker-skinned people as pre-evolved. It is to imply that the person is subhuman, because of their skin colour. It is to deny their equality, and their very humanity.

When I realised that my dad was getting called a monkey all those years ago, and when I realised what that meant – it felt like the deepest insult. It is an insult that over time and with my increased understanding carried with it the gravitas of history. Until you have stood in the shoes of a person who is denigrated in such a way in public, and whose ancestors have suffered the injustice to which the jibe refers, you cannot understand the deep sense of humiliation such a taunt causes.

I hear the criticisms of Adam Goodes: that he got a young girl into trouble for calling him an ape. He pointed her out to

security, yes. He probably didn't know her exact age in the midst of the heat of the game. But he also ultimately chose not to press charges. He called for the girl to be supported. Yet he is still criticised.

I hear the uproar when an impassioned Goodes did a traditional war dance on the field. People automatically disapproved and cautioned that the dance was "aggressive!" – as if aggression is somehow out of place in football. I was astonished by the response.

Broadcaster Waleed Aly pointed out that at other times, when football players have thrust "the finger!" at the crowd – a pretty aggressive and crude gesture to make to a paying audience – they didn't get booed. Goodes is booed as punishment, not for any aggression he might have displayed, but for his cultural expression.

Aly explained it perfectly: "... Australia is generally a very tolerant society, until its minorities demonstrate that they don't know their place. Then we retaliate. We put them back in their place. We let them know that deviation from the status quo is not acceptable. Fit in, or get out. Leave your culture at home, or get booed.

"What happens is the minute an Indigenous man stands up and is something other than compliant, the back lash is huge and it is 'them!' who are creating division and destroying our culture. And that is ultimately what we boo. We boo our discomfort." Aly is spot on – he has nailed it.

That Goodes' war dance was controversial at all is an embarrassment.

Last year I visited New Zealand. When the All Blacks do the haka before each rugby game, it is a prideful expression of Maori heritage – and of New Zealand heritage. The haka is as aggressive as you can get. It is meant to be. It too is a traditional war dance, used to intimidate opponents. Rugby is aggressive. Football is aggressive. Sport is about aggressive competition – that's why we love it.

Why does New Zealand proudly celebrate the Maori war dance at every game, as an expression of the nation's rich Maori heritage – but when an Aboriginal



Fiona Jose

footballer (playing in the Indigenous round) does an Indigenous war dance, our nation somehow cannot cope?

Is our denial of our own national heritage that deep? Are we so at war with ourselves?

The soil on which we play our game was traversed for thousands of years by the Indigenous peoples of this land. Their descendants now play the game, and do so with extraordinary and enviable skill and athletic prowess. Some say Australian Rules football itself derived from the traditional Aboriginal game, Marngrook, which, as historical accounts describe, was remarkably like the modern game. And yet today we attack and disapprove of any expression of Indigenous culture on the field.

It should not be like this. We should not deny the Indigenous heritage and history of this nation. We should not deny the Indigenous contribution to the game. It should be celebrated, as Maori culture is celebrated in New Zealand.

Imagine if each team adopted and learnt an Indigenous dance from their local area – in collaboration with local Indigenous people. Imagine if a few key moves of the team war dance were performed before each game, after the team song, just as the Maori do the

haka. Imagine if Indigenous heritage was a celebrated part of our nation, and a celebrated part of our national game.

Booing may be the right of all who attend the football. But being free from racial vilification is also a right to which all Australians are entitled. People should try to stand in the shoes of Indigenous people, who have endured a history of unjust discrimination, and who today still – more often than most probably think – cop racially motivated abuse. I have experienced it. I know others have. White Australians may deny that racism exists, but I speak from experience when I say that it does. Whether you love or hate Goodes, whether you think he is too soft, playing the victim, whether you think he plays dirty or whether you think he is a great athlete – we all should acknowledge that there is a history to this kind of abuse that is directed at blackfellas. And that kind of abuse has an impact.

It is the responsibility of all of us to move beyond it.

My dad didn't deserve to be taunted and called a monkey just because he is black. Nobody does. And Goodes doesn't deserve to be booed for months on end, because he dared to do an Indigenous war dance.

It is possible for us to move forward into a more unified and cohesive future. We can get past this. And we can do it without punishing any expression of difference, or of Aboriginality. Our differences should be celebrated, because they make this nation what it is. They make the game what it is.

Goodes should be allowed to creatively express his culture without abuse. I thank those comrades of all sporting codes who have supported Goodes at this difficult time, and I look forward to seeing our young football warriors – boys and men – express pride in their culture on the paddock, flanked by the support of their teammates. It simply doesn't have to be like the shameful events of the past few weeks.

Fiona Jose is an Aboriginal and Torres Strait Islander woman who is the general manager at Cape York Partnership.

Outlet	Medium	Date	Spokesperson	Link	Detail - Comments
4k1G - Too Deadly	Radio	24/07/15	Geraldine Atkinson	http://www.4k1g.org/	NIRS
BBM Talk Black	Radio	29/07/15	Geraldine Atkinson	http://bbm.org.au/	NIRS
CAAMA	Radio	29/07/15	Geraldine Atkinson	http://caama.com.au/	
Radio Goolarri	Radio	3/08/15	Sue-Anne Hunter	http://www.goolarri.com/radio.html	
The Age	Newspaper	3/08/15	Courtenay Dempsey	http://www.theage.com.au/afl/afl-news/adam-goodes-booing-	
NIRS	Radio	3/08/15	Emma Sydnham	http://www.nirs.org.au/	NIRS
NITV	Online News	3/08/15	Courtenay Dempsey	http://www.sbs.com.au/nitv/nitv-news/article/2015/08/04/afl-	
SBS	Online News	3/08/15	Courtenay Dempsey	http://www.sbs.com.au/news/article/2015/08/03/new-forward-	
National Radio News	Radio	3/08/15	Geraldine Atkinson	http://www.csu.edu.au/NRN	
Bundaberg News Mail	Newspaper	3/08/15	NA	http://www.news-mail.com.au/news/a-day-for-children-and-	
National Torres Strait Islander Media Assoc.	Radio	4/08/15	Sue-Anne Hunter	https://www.facebook.com/4MWRadio	NIRS
989 Fm - Lets Talk	Radio	4/08/15	Geraldine Atkinson	http://www.989fm.com.au/podcasts/lets-talk/geraldine-	NIRS
SACOSS	Radio	4/08/15	Sue-Anne Hunter	https://radio.adelaide.edu.au/program/small-change/	
Community Newspaper Group	Newspaper	4/08/15	Geraldine Atkinson	http://www.communitynews.com.au/news/Children-celebrate-	
Bomber TV	TV	4/08/15	Courtenay Dempsey	http://www.essendonfc.com.au/video/2015-08-03/btv-dempsey-media-conference-august-3-2015	
Network 10 (National - Eleven, One and Ten)	TV	27/07 to 04/08	Courtenay Dempsey	TVC	Scheduled free of charge - value \$30,796
The Koori Mail	Newspaper	7/08/15	all SNAICC		4 pages and comment
ABC Brisbane	Online News	10/08/15	NA	http://blogs.abc.net.au/queensland/2015/08/bravehearts-aims-	



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,



Secretariat National Aboriginal and Islander Child Care

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.

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Secretariat National Aboriginal and Islander Child Care

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Minor amendments to the package now - leaving the activity test unchanged and building in explicit protections to the Child Care Safety Net - would see tremendous difference later in outcomes for children. See attached SNAICC brief for more information.

Findings from the most recent [Australian Early Development Census](#) show that Aboriginal and Torres Strait Islander children are more than twice as likely to be developmentally vulnerable than non-Indigenous Children. Furthermore, Aboriginal and Torres Strait Islander children are nearly ten times more likely to be placed in out-of-home care than non-Indigenous children.

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An investment in the children of today will secure the strength and success of communities tomorrow.

National Aboriginal and Torres Strait Islander Children's Day is a time for all Australians to recognise Aboriginal and Torres Strait Islander Children – Lets all stand together for our children on 4 August #fairstartforIndigKids.

/ENDS

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Secretariat National Aboriginal and Islander Child Care

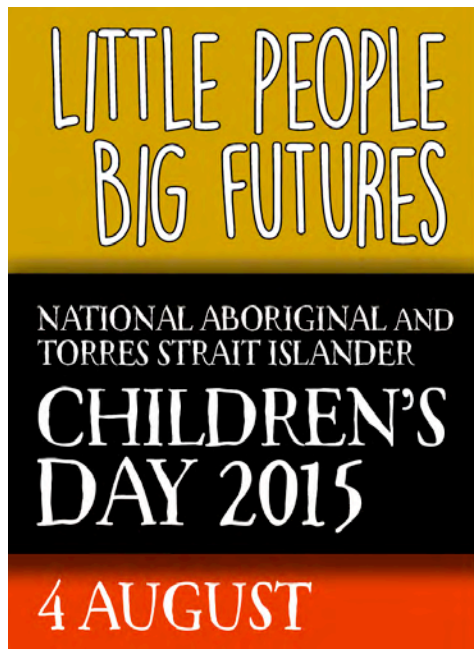
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What happened on Children's Day?

Here's a snap shot of local community events from across Australia.



Gungahlin Child and Family Centre, ACT

We had an amazing day!! It was about 3 degrees, but we had over 50 parents and children came out celebrating their kids and their culture. We had a really special performance by the kids at Ngunnawal Primary School, supported by the phenomenal Chaydin from Wirra Club.

Our special guests who shook a leg included our parents, Iosia Soliola from the Canberra Raiders, Jason Sharples from UNSW Canberra, as well as special guests from Relationships Australia Dhunlung Yarra Program, Aboriginal Womens Legal Service, and leaders from the Aboriginal and Torres Strait Islander Elected Body (ATSIEB). #littlepeoplebigfutures

Big thanks to SNAICC for all the hard work you do and bringing everyone together to celebrate our kids!

Thanks again,
Tammi O'Callaghan







Kura Yerlo Children's Centre, SA

Hi Michelle

We had Uncle Ross Karpany - he's a Ngarrindjeri man come and sing some songs to the children with his guitar. Hayley Rankine Ngarrindjeri Women teach the children some Aboriginal symbols using showed the children some of her own artwork.

Then the children painted their own design onto small canvases. Nikita Ahmat Aboriginal women from Darwin made some Aboriginal cupcakes for the children.

We had a little tea party for the children with party food. Kaz Pederson who is a Non-indigenous women pottery teacher here at Kura Yerlo Inc taught the children how to do mosaic.

We also had some smaller activities like dot painting boomerangs, drawing and using aboriginal stickers on minya feet stencils and the children also did some weaving wrapping around pop sticks whilst siting on a recycled aboriginal mat.

So all in all it was a program that was busy right from morning to afternoon.

Thank you once again
Joelene Walker





Gabmididi Manoo Children and Family Centre, SA

Hello Michelle

We cannot underestimate the importance of celebrating Culture with Aboriginal Children and their families. Culture is celebrated and valued here every day and we have opportunities like this to have a special event for the children at Gabmididi Manoo CFC.

Today we had some guest speakers in to “Talk about Culture” by sharing their stories about growing up strong in culture with their families.

Each child, regardless of their culture, took home a National Aboriginal & Torres Strait Islander *Children’s Day* Activity bag to share with their families and provide an opportunity to talk about Aboriginal culture In their home.

Regards

Debbie Grose

Community Development Coordinator







NGARLUMA	ENGLISH
JINA	FOOT
MARA	HAND
MULHA	NOSE
GURLGA	EARS
YIRRA	TEETH



Collaroy Plateau Community Sydney – NSW

Hi Michelle,

Thank you for organising National Aboriginal and Torres Strait Islander children's day. We had a fabulous day at our Preschool.

We celebrated with a campfire, dream time stories, didgeridoo music, boys playing didgeridoos (one girl did too but she was told she wasn't supposed to by one of the boys who knows a bit about Aboriginal culture), we sang along with a favourite story of 'The Hairy One', we played a game where we became brothers and sisters who helped each other out and we became a caring and friendly mob too.

We talked about bush tucker and ate lilly pilly fruit. All in all, we acted strong, proud and resilient just like we want all Aboriginal and Torres Strait Islander children to be. We loved celebrating a little about what we know about Aboriginal culture from the past and in the present.

Thank you to Charlie for his Dreamtime stories, to Oscar for his damper pot and all the children for having so much fun learning.

Regards, Susan Sorensen



Paroo, Wanaaring - NSW

Founded in 1987, Paroo Contact Children's Mobile Inc. is based in Wanaaring, 190 km West of Bourke, NSW.

We are an unlicensed mobile children's service covering 36,000 square km in North West NSW and a small portion of South West QLD; an area approximately the size of Tasmania.

As an Incorporated Association, PCCM operates under a Management Committee which employs 3 staff. Staff are qualified to deliver educational experiences, facilitate networking with other education, health and early childhood Services and manage the organisations administrative requirements. Annual Membership is \$20.00 per family, which includes use of our Toy Library service, and \$10.00 per individual, for those without children using the Service. Sessions are free.

We facilitate educational play sessions 4 days per week, visiting children at over 20 individual venues on stations and in remote communities within our service area, including Wanaaring, Tilpa, Fords Bridge, Cunnamulla, Eulo and Thargomindah. We also provide a toy library service to our members. Our groups of children vary in size from 1-25 with the children's ages range from 0-12 years. Sessions are free.

Most of our travel is undertaken on dirt roads in our Toyota Land Cruiser Ute. We have a purpose built canopy to keep our resources safe and secure. Weekly travel varies from 500 – 1000 km, staying overnight at some of our venues to travel on the next day.

Debra Leigo
Paroo Contact Children's Mobile Inc.







St Joseph's school Lochinvar - NSW

Hi Michelle,

We've been working on an 8page book at St Joseph's, Lochinvar using Hunter River Lake Macquarie Language – thanks Sharon Edgar-Jones and James Wafer and Our Year 8 St Joseph's Jr AECG!

Kind regards,
Bryan Rowe



Padbury Education and Child Care Centre - WA

Hi Michelle,

Thanks for letting us know, we feel really special. Have a fantastic Aboriginal and Torres Strait Islander day.

Kind Regards,
Chantal Robson
Educational Leader
Padbury Education and Child Care Centre



Newman Early Years Network - WA

Hi Michelle

Newman Early Years Network (NEYN) proudly supported by FMG and the Shire of East Pilbara coordinated a National Aboriginal and Torres Strait Islander Children's Day for 0-5 year olds and their carers at Boomerang Oval on 4 August.

The event was a collaboration of local early years' service providers and community members delivering a culturally appropriate celebration that would promote 'Little People Big Futures'; the day's national theme.

There were a range of activities including a Deadly Dance Workshop by local Torres Strait Islander performer Gina Reuben, stalls with craft and painting activities, kangaroo spearing, music, and basket weaving with Sha-ha sharing her skills that she learned from ladies in the Kimberley. There was also a reading corner by Best Beginnings and a photo booth in keeping with the theme.

About 150 people attended representing a wide range of the community including dads, mums, carers and of course an abundance of 0-5 year olds having a lot of fun!

FMG representative Mary Ann Kelly, the manager from FMG Cloudbreak mine, was also in attendance, coming to see how EPIC (Empowering People in Communities) and NEYN had delivered this event to the community through their generous support.

As mentioned in previous editions of Newman News, NEYN is a network of early years' service providers and community members/parents who plan projects and events benefitting and servicing the needs of this age group in our community.

Photos are a general shot of Dance Workshop (2344), Helen Cumeria (DCP- Best Beginnings) and Gina Reuben (TSI Dancer)(2334), Suzanna Robertson and Daughter (Astrid) (2333), Petrina and Zyrack with their daughter Zetayah (2). 11894576 and Dwane Purdy and daughter Sabine, with Evie Thomas with back of head(2345)

Kind Regards

Georgie McInerney

Workforce Development Coordinator



UTOPIA Contact Children's Mobile - NT

Hi Michelle,

Contact Children's Mobile team celebrated 2015 National Aboriginal and Torres Strait Islander Children's (NATSIC) day with the Utopia Homelands Soapy Bore community.

NATSIC day was celebrated within the Mobile's playgroup session along with a community BBQ, face painting and by painting a mural on the wall of the shipping container that the service uses as a base in this community to offer programmes and house equipment. The theme for this year's NATSIC day resonated well with the Mobile's play space, and the Contact Mobile team hope to further co-ordinate 'Little People, Big Futures' into our mural message on the shipping container.

The community had been eagerly anticipating the NATSIC day celebrations and the Mobile team were swamped on arrival with willing participants. A team of six youth were excited to help get the mural project started and were joined by other community members throughout the day. Although some good painting progress was made, the mural was not fully finished during the day ... so watch this space!

Altogether there were around 30-40 community members – babies, children, teenagers, parents, grandparents - joining in the National Aboriginal and Torres Strait Islander Children's 2015 day BBQ and throughout the afternoons play session. The Soapy Bore community enjoyed the special celebration of this important day and the Contact Children's Mobile looks forward to adding this day to the service's calendar of celebrations for the upcoming years.

PS. We also made a lovely flag to fly and mark the event (see above photograph)
Our apologies that the naming for the day was abbreviated, we just couldn't fit it on the flag!

Please find attached a memo of how the Contact Children's Mobile celebrated NATSIC Children's Day in the Utopia Homelands.

Thanks,
Olivia Couch





Anyinginyi Health Aboriginal Corporation - NT

Hi Michelle,

I thought you might be interested in seeing some pictures of our fun afternoon celebrating Children's Day.

We held a fun day at Anyinginyi's Sport and Rec Centre and had over 100 children and their families come down. Our activities included face painting, the giant jumping castle, football games, boomerang painting and a special visit from the NT Fire and Rescue Service and NT Emergency Services.

We also set up playgroup activities which catered for the babies and younger children. It was a great collaboration by a range of different services in Tennant Creek and I think this is the first time that we have celebrated Children's Day here.

We also had special shirts printed out for the day for each child to wear.

We are all looking forward to seeing what we can do next year!!

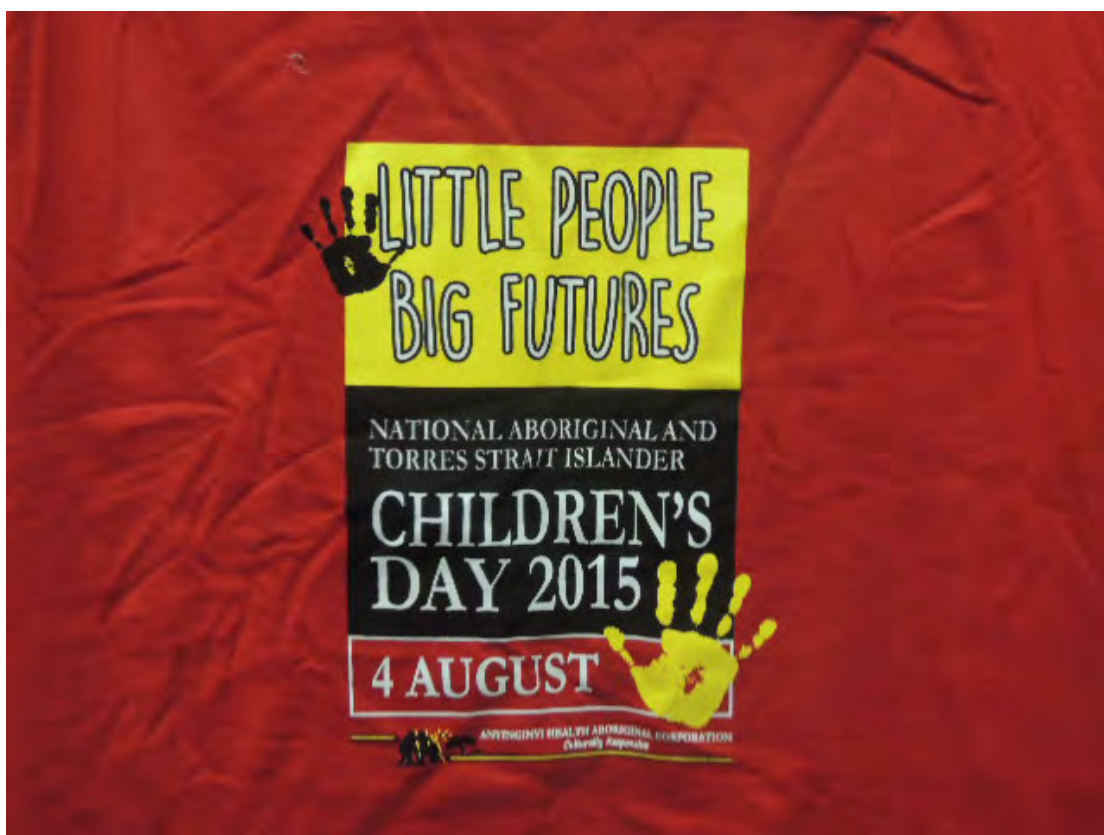
Sarah Watkins

Team Leader – Intensive Family Support Services

Piliyintinji-ki – Stronger Families







Gladstone - QLD

Dear Michelle,

Dhubbee's playgroup based in Gladstone QLD celebrated Children's Day with painting, sand play, musical instruments, chalk painting and storytelling. We were pleased to have family elders and a traditional custodian for Goreng Goreng nation attend.

There were invited guests from local and state government who met and played with the children. Alannah Shore, a student at CQUniversity in conjunction with Sue Norwood from the Dhubbee's playgroup and Fiona Craigie from Department of Training recognise an event such as Children's Day as a day to focus on the importance of our children, and it is also an event that has the ability to enable reconciliation.

My favourite comment from one of the VIPs was:
Congratulations on celebrating Indigenous Children's Day in such a wonderfully culturally immersion environment. Providing our Indigenous bubs and toddlers with the fundamentals of learning, play and engagement with others is so important for future education and social development.

And from a parent:
I loved seeing how Indigenous perspectives can be embedded in activities.

Kind regards
Alannah Shore
CQUniversity







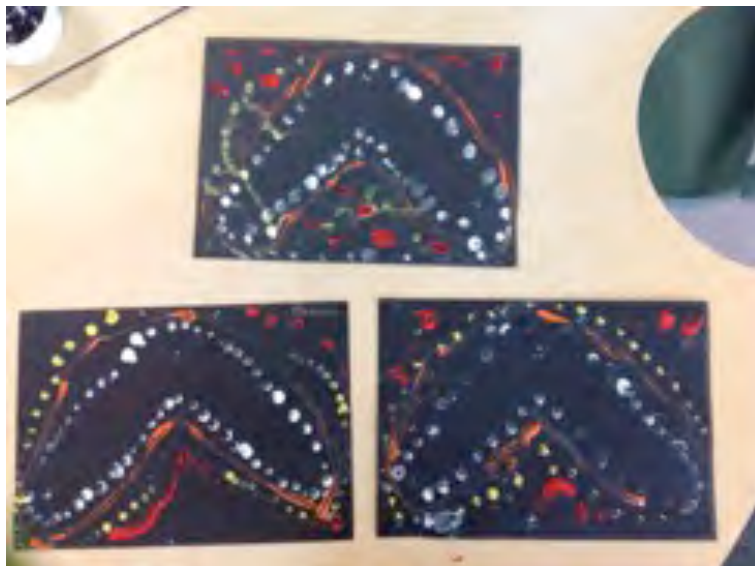
Coomera State School - QLD

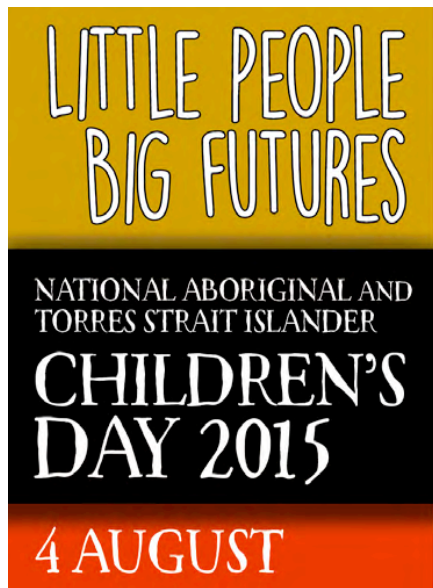
Hi Michelle,

We had a great time at the Early childhood Development Program (Coomera State School).

Our classes of children who range in ages three to five years old, were intrigued to learn the local language for 'hello' & join with The Wiggles & Christine Anu via Youtube. They learnt about traditional art & music, enjoying their chance to practically explore these traditions.

Kerrin Donaldson
Coomera State School





NATSI Children's Day - National Launch Event, 4th August 2015

Swan Aboriginal Child & Family Centre, Perth WA.

The Swan Aboriginal Child and Family Centre proudly hosted the Children's Day 2015 national launch event. Mr Ken Wyatt, Federal Member for Hasluck and Australia's first Indigenous Member of the House of Representatives, and Ms Geraldine Atkinson SNAICC Deputy Chairperson officially launched the celebration event. Local elders and community leaders united to celebrate with over 650 children from local schools and well over 200 excited parents and family members. Traditional and modern dancers, singers, a roo sausage sizzle, damper cooking demonstrations, stalls, entertainment and give-aways kicked off a deadly day of celebrations right around the country.



Post event comment as supplied by Melissa Bill & Raeleen McAllister from Swan Aboriginal Child & Family Centre.

“What we found amazing was how our families come from far and wide to celebrate this special day and they all came together with one focus in mind the ‘Children our future leaders’.

The Centre is a link to the community as it provides an avenue to address health, education, wellbeing through the various programs offered at the centre. The aim of the Centre is to be a communal environment providing equity and equality for all community members.”

“We believe the National Aboriginal and Torres Strait Islander Children’s Day was a very successful event and everyone that attended really enjoyed themselves. We had approximately 650 children from five local schools and approximately 200 adults attend on the day. The Opening Ceremony showcased the talents of the local Aboriginal and non-Aboriginal children and adults. We had 12 stalls promoting local services and they all organised fun activities for the children to be involved in. We had 9 fun filled activities for the children to participate in after the opening ceremony. All of the children that attended received a show bag with goodies in and they were also able to collect goodies from the stallholders. The staff and students that attended the program have given us a lot of positive feedback.

After the official opening most of the dignitaries and the community members came back to the Swan Children and Family Centre and enjoyed a beautiful morning tea. Most people remained at the centre until 1pm.

The Stratton Lions Club and six students from Swan View Senior High School cooked 700 sausages for the children to enjoy and one of our wonderful Aboriginal parents cooked damper for all the children to taste.

The support from SNAICC especially Michelle Lausen was fantastic, nothing was too hard and everyone was always willing to support and advise when necessary. Even though the SNAICC office is in Victoria and we are in Western Australia, Michelle and Emma were only a phone call away for assistance (anytime of the day) and they did not expect things to be done immediately they always gave you appropriate time to do things. The ongoing communication between the two organisations was what made this event successful. “



Come, Share and Celebrate
National Aboriginal and Torres Strait Islander
Children's Day



At the
Swan Children and Family Centre
Lot 574 Cockman Cross, Stratton (Located on the grounds of the Middle Swan
Primary School)

Tuesday August 4th
10am to 1pm

This year's theme for Children's Day is '**Little People, Big Futures**'

<http://aboriginalchildrensday.com.au/how-to-celebrate/download-the-celebration-pack/>

Music, Dance, Kids Activities, Giveaways, Info Stalls
and More

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Children celebrate national day

3
 0

Lynn Grierson | August 07, 2015, 12:30 PM | [HILLS GAZETTE](#)

Helen Dullard, principal Frances Coventry, Lisa Joy, Geraldine Atkinson, Raelene McAllister and Ken Wyatt watch Years 7 and 8 students from Hampton SHS. Picture: Matt Jelonek

[Click here to buy this photo](#)

ABORIGINAL and Torres Strait Islander children will be most at risk from reduced access to early childhood education under proposed changes. That was the message delivered by a peak advocacy group on Tuesday at a community event in Stratton for National Aboriginal and Torres Strait Islander Children's Day. Secretariat National Aboriginal and Islander Child Care (SNAICC) deputy chairwoman Geraldine Atkinson said under the reform, the Federal Government's new childcare assistance package was likely to lead to the exclusion of children who needed it most.

Koori Mail coverage

Children's Day

Little people, big futures

NATIONAL Aboriginal and Torres Strait Islander Children's Day (NATSICD) was celebrated with 150 events across the nation recognising the theme Little People Big Futures. The first National Aboriginal and Torres Strait Islander Children's Day was held in 1988, set against the backdrop of protests about 200 years of colonisation. Historically, many Aboriginal and Torres Strait Islander children in orphanages and institutions did not know their own birthday, so August 4 was set aside each year to celebrate a communal birthday. Now, NATSICD celebrates and recognises the importance of Aboriginal and Torres Strait Islander children. Secretariat National Aboriginal and Islander Child Care (SNAICC) chairwoman Sharon Williams said children's day was a fantastic opportunity to increase awareness of the importance of celebrating Indigenous children's strengths and making sure they 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," she said. The national launch was held at the Swan Children and Family Centre in Stratton, Perth, and attended by Hasluck MP Ken Wyatt, the first Aboriginal person to be elected to the House of Representatives.

Guildford Grammar School boys dance at the Perth children's day launch.

The Essendon Football Club hosted a children's day event with sporting activities.

Essendon Bombers mascot Skeeter was a big hit with the children.

Kids pondered the point of a tug-o-war at the Essendon event.

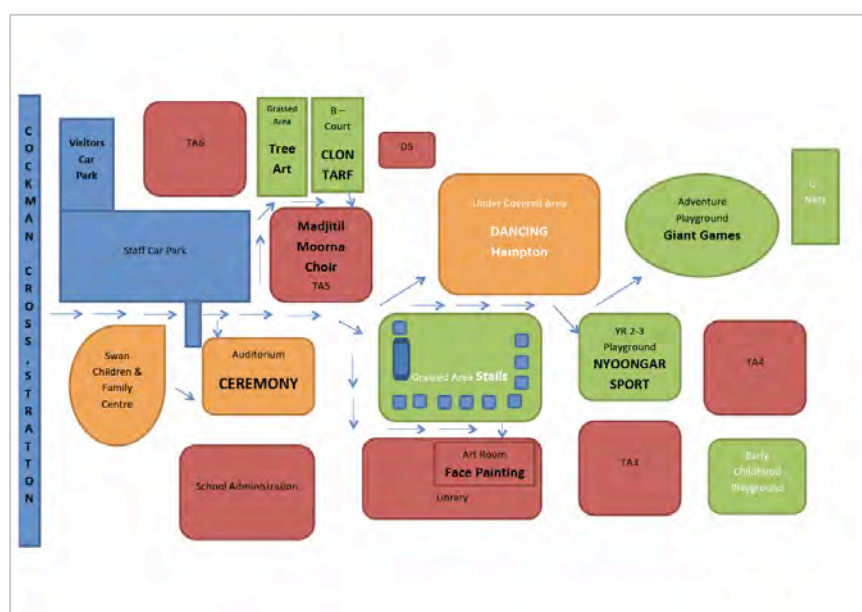
Ngarrindjeri man Uncle Ross Karpary sings with children from Kura Yerlo Children's Centre in Larga Bay, SA. Kura Yerlo acting director Joeline Walker said Ngarrindjeri woman Hayley Rankine explained the meaning behind her artwork to the children. "We also had some smaller activities like dot painting boomerangs, drawing and using Aboriginal stickers on myna feet stencils and the children also did some weaving wrapping around pop sticks whilst sitting on a recycled Aboriginal mat," she said.

THE VOICE OF INDIGENOUS AUSTRALIA

THE KOORI MAIL, WEDNESDAY, AUGUST 12, 2015 27

Launch event schedule, layout and stalls

Activity	11:10 – 11:30	11:30 – 11:50	11:50 to 12:10	12:10 to 12:30	1.05 to 1.25	1.25 to 1.45	Situated	Staffed by
Nyoongar Sport	3.4	3.1	3.2	3.3			Year 2 -3 Playground	2 Nyoongar sport officers
Clontarf	Midvale Primary School	6.1	1.5	6.2			Basketball courts outside of TA 5 and 6	2 Clontarf staff and six students
Sand Art	2.4	2.3	1.1	1.2			Kindy sandpit	Josie Wowolla Boyle
Dancing	2.1/2.2	Midvale Primary School	2.4	2.3			Under covered area	1 AIEO and 10 students
Face painting – JUNIOR	4.2	4.1	2.1	2.2			Art room – Library block	6 Polytechnic West Students
Art – hand print – ALL Drumbeat - Matt	3.1	3.2	3.3	Midvale Primary School			Grassed area Between TA6 and Basketball courts	2 Polytechnic West Students 1 people IPSP Matt drums
Giant Games – JUNIOR	4.1	4.2	4.3	4.4	6.3	6.4	Between adventure playground and cricket nets	Troy Coleman and 2 Polytechnic West Students
Madjitil Moorna – Choir / Singing	1.1/1.2	4.3/4.4	Midvale Primary School	1.5/3.4			Rooms 5.3 and 5.4 in TA5 block	Choir members
Bike Blender	6.1	6.3	6.2	6.4			Marquee Flag pole area	Swan CFC



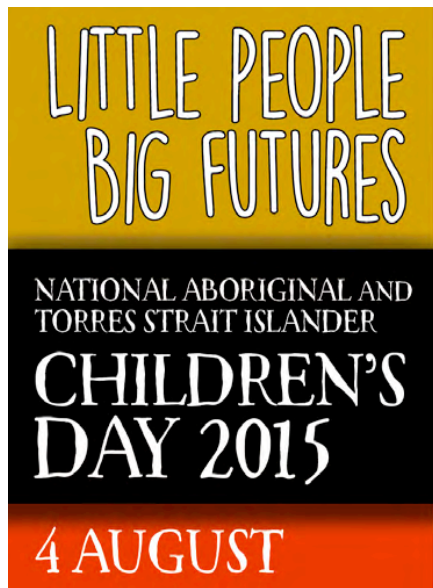
Some photos from the launch event











SNAICC Essendon Football Club Kids Event – 3 August 2015

SNAICC and Essendon Football Club co-hosted a special Children's Day Kids Celebration Event. 70 children from Yappera & Bubup Wilam indigenous early learning services were invited to attend a special kids event with Essendon player and Children's Day Ambassador, Courtenay Dempsey and other Essendon players.

Lisa Thorpe, CEO at Bubup Wilam for Early Learning Aboriginal Child and Family Centre and SNAICC National Executive Member welcomed all guests and spoke of some of the issues our Indigenous children face. With Stacey Brown, Manager at Yappera Children's Service Cooperative, Courtenay Dempsey and the Essendon players ready, the excited kids were let loose to enjoy themselves.

The kids handballed, kicked, climbed, chased, rolled and crawled the morning away. They met Skeeta for more games and a giant tug of war with players and staff. After a little rest and a healthy lunch the kids were presented with their special SNAICC Children's Day celebration bags full of goodies (like deadly stickers, face paint, a boomerang, a Bombers t-shirt and hat) and then boarded their buses for the ride home.

The Melbourne Age covered the event, interviewing Ambassador Courtenay Dempsey. NITVI also featured the Bubup Wilam and Yappera kids event. The Essendon Football Club developed video content for Bomber TV and showcased Children's Day 2015 on their website.

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Adam Goodes booing controversy could be significant moment in race relations

August 3, 2015 Read later

Matt Murnane

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Kinder Footy Carnival at Essendon Football Club with Courtenay Dempsey and Aaron Davey. Photo: Justin McManus

Indigenous ambassador Courtenay Dempsey has expressed hope that the controversy surrounding Adam Goodes could stand as a significant moment for race relations in Australia, should the goodwill that has surrounded the Sydney champion continue this

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National Aboriginal and Torres Strait Islander Children's Day

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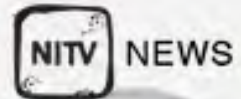


IN FOCUS Adam Goodes

HOME PROGRAMS NITV NEWS TOPICS TV GUIDE GET INVOLVED

4 AUG 2015 - 6:00PM

AFL star teaches kids football as ambassador of Indigenous Children's Day



IMAGES 02

VIDEO

AUDIO

AFL star and father of two, Courtney Dempsey, marked National Aboriginal and Torres Strait Islander Children's Day by doing what he does best - teaching football to the little ones.

<http://www.sbs.com.au/nitv/nitv-news/article/2015/08/04/afl-star-teaches-kids-football-ambassador-indigenous-childrens-day>

Some photos from the special day.











National Aboriginal and Torres Strait Islander Children's Day 2015

We value your feedback.
May we ask you a few quick questions?

1. Was National Aboriginal & Torres Strait Islander Children's Day 2015 better than what you expected, worse than what you expected, or about what you expected?

A great deal better	<input type="radio"/>
Quite a bit better	<input type="radio"/>
Somewhat better	<input type="radio"/>
About what was expected	<input type="radio"/>
Somewhat worse	<input type="radio"/>
Quite a bit worse	<input type="radio"/>
A great deal worse	<input type="radio"/>

2. Did you feel connected with the Children's Day 2015 theme 'Little People, Big Futures'?

Extremely connected	<input type="radio"/>
Quiet connected	<input type="radio"/>
Moderately connected	<input type="radio"/>
Slightly connected	<input type="radio"/>
Not connected at all	<input type="radio"/>

3. How useful did you find the Children's Day 2015 resources developed by SNAICC? (for example website, children's bags, posters, templates etc)?

Extremely useful	<input type="radio"/>
Quiet useful	<input type="radio"/>
Moderately useful	<input type="radio"/>
Slightly useful	<input type="radio"/>
Not useful at all	<input type="radio"/>

Additional Comments:

4. What did you think about the contents of the Children's Bag Resource?

	Excellent	Very good	Good	Fair	Not good at all
Carry Bag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deadly Stickers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activity Book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coloured Pencils	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boomerang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paint Set	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Comments:

What would you like to see in the Children's Bags?

5. If you held a Children's Day celebration event this year, how successful do you think it was?

Extremely successful	<input type="radio"/>
Quiet successful	<input type="radio"/>
Moderately successful	<input type="radio"/>
Slightly successful	<input type="radio"/>
Not successful at all	<input type="radio"/>

6. Are you likely to host a Children's Day celebration event next year?

Extremely likely	<input type="radio"/>
Very likely	<input type="radio"/>
Moderately likely	<input type="radio"/>
Slightly likely	<input type="radio"/>
Not likely at all	<input type="radio"/>

7. Is there anything else you'd like to share with us about Children's Day?

What can SNAICC do to improve Children's Day next year?

Thank you for taking the time to complete this survey.

The image shown here is from the Soapy Bore National Aboriginal & Torres Strait Islander Children's Day 2015 event.

This image has been sourced with many thanks from Contact Inc. Children's Mobile Service in the Utopia Homelands.

