



## MEDIA RELEASE

For immediate release

### **Donations doubled this week to support First Nations men mentoring young fellas in Central Australia**

In Mparntwe (Alice Springs) and surrounding communities, First Nations men gather each week through Children's Ground's Artwemape (Men's Group) to care for Country, mentor young fellas and strengthen their role as leaders in family and community life.

Children's Ground is seeking support to continue and expand this work through its Artwemape Campaign. Donations directly support the employment of men in our communities in Central Australia as role models and leaders. This week, every donation will be matched dollar for dollar up to \$50,000 thanks to major funding partners, doubling the impact of contributions as the campaign works toward its \$150,000 target.

Artwemape is employment grounded in opportunity, culture and responsibility. Children's Ground employs First Nations men into steady roles that begin with practical work and grow into leadership over time.

Men often start in hands on positions such as maintenance, repairs, transport, setting up activities and supporting cultural camps. Through consistent work, they build confidence, workplace capability and cultural authority, stepping into mentoring, teaching and leadership within the group.

In many First Nations communities, children learn through observation and participation in daily life. When children see their fathers, grandfathers and uncles going to work, caring for Country and showing up each day, they learn what responsibility and steadiness look like in practice. Boys see pathways grounded in culture and pride. Girls grow up seeing men who are steady and present in family life.

First Nations men navigate limited access to culturally responsive education and training, stigma and racism, narrow public stereotypes, barriers to consistent employment and ongoing health pressures. At the same time, they carry deep cultural knowledge and responsibility for Country, kinship and children. Artwemape creates a pathway for men to exercise that responsibility through meaningful, culturally grounded work.

Funds raised during the matched giving week will directly support men's employment and leadership development to ensure Artwemape remains consistent, community led and culturally strong.

Children's Ground invites individuals, workplaces and community groups to contribute and help unlock the full \$50,000 in matched funding until Friday 6 March.

To donate and have your contribution doubled, visit: <https://appeal.childrensground.org.au>

**Quote attributable to Roland Ferber, Artwemape Youth Worker:**

"It's good for us to show others. The ones that have been away from Country and staying in town for a long time. We take them back out onto Country and teach them again. We carry our culture in us. We show it to the young ones. That's powerful for them. They're language will get stronger. They can keep it for their children, and their children, generation to generation."

**Quotes attributable to Melarli Gorey, Children's Ground Learning & Wellbeing Language & Culture Standards Practice Coordinator:**

"Since the Intervention and times before, the men in communities have had a negative light on them. It took away their power. Having this men's group, it's showing that our men are leaders. They always have been. Giving them the opportunity to show everyone their skills and their leadership and their knowledge, it's all about creating space."

**END**