



MEDIA RELEASE

For immediate release

Children's Ground invites Australians to go 'All In' for reconciliation through Wear it Yellow

As National Reconciliation Week begins this week, Children's Ground is inviting schools, workplaces, sporting clubs and communities across the country to go "All In" for reconciliation by taking part in their 2026 Wear it Yellow campaign.

The campaign calls on Australians to move beyond symbolic support and take practical action for reconciliation through learning, respect and fundraising.

Wear it Yellow invites people to add a touch of yellow to their day during National Reconciliation Week, from clothing and accessories to team uniforms and workplace attire, and:

- learn about First Nations cultures, histories and truth telling
- engage with conversations about justice and reconciliation
- raise funds for First Nations led education, health, employment and wellbeing initiatives across Central Australia and the Top End of the Northern Territory

Funds raised directly support Children's Ground's community led approach, delivered through a 25 year commitment to long term systems change alongside First Nations communities.

In 2025, Children's Ground donors and supporters played a vital role in supporting over 1500 First Nations children and families, including:

- 1299 children and families engaging in targeted and universal health promotion and support
- 196 community based First Nations people employed, many for the first time
- 287 children engaging in early learning activities in their First Language and culture as well as in English

At a time when First Nations children and young people continue to face significant inequity across education, health and justice systems, National Reconciliation Week remains both a celebration of the world's oldest continuing cultures and an opportunity for truth telling about the realities many communities continue to experience.

From the overrepresentation of First Nations children in youth detention, to ongoing disparities in health, education and employment outcomes, the week is an opportunity for Australians to reflect on the work still required to achieve justice and equity, and the role we can all play in supporting meaningful change.

The Wear it Yellow campaign runs throughout National Reconciliation Week from 27 May to 3 June, with fundraising continuing until 30 June 2026. All information is at www.wearityellow.org.au

Quotes attributable to Evelyn Schaber, Arrernte woman and Children's Ground Co Chair

“For many Australians, reconciliation can feel abstract or symbolic. But real reconciliation is built through relationships, truth telling and a willingness to engage with First Nations culture and ideas with openness and respect.

“Education has a profound role to play in that. When children grow up learning the true history of this country and understanding the strength, knowledge and continuity of First Nations cultures, it shapes how they see each other and the kind of future we can create together.

“At the same time, too many First Nations children are still being denied the opportunities and support they deserve. Wear it Yellow is a way for people to stand alongside our communities in practical action, while also helping create space for more understanding, accountability, action and change.”

END