

Day for Daniel 2026 | Digital Campaign Kit

Day for Daniel is Australia's largest day of child safety education and awareness.

On Friday 30 October 2026, schools, early learning centres, OSHC services, businesses and communities across the country will come together to wear red, educate and donate in support of child safety.

This year, the focus is on creating safe spaces for children, online and offline. By taking part, you are helping children and young people learn how to Recognise, React and Report, while honouring Daniel's memory.

As part of Day for Daniel, you can also take part in Australia's Biggest Child Safety Lesson (ABCSL), free curriculum-aligned child safety education for ages 0-12, designed to help children build practical personal safety skills. Join us live at 9:15am AEST on Friday 30 October 2026, alongside thousands of classrooms across the country, or access the resources any time afterwards.

Resources designed for young people aged 13-15 are also available now at adolescenthub.com.au and can be used as part of your Day for Daniel activities.

How to Get Involved

Wear Red

- Take a visible stand for child safety. Wearing red sends a clear message: child safety is everyone's responsibility.

Educate

- Register to join us live at 9:15am AEST on Friday 30 October 2026 for Australia's Biggest Child Safety Lesson or access the resources any time afterwards.
- Free curriculum-aligned resources for children aged 0-12 include the Lower and Upper Primary ABCSL videos, the Jelly the Circus Cat animated book (ages 0-6), and Educator Toolkits.

Donate

- Fundraise or donate to help keep child safety education free and accessible.
- Every dollar raised helps deliver child safety resources and support children who are victims of crime.

Help promote the day

- Encourage your colleagues, friends, families and community to get involved and register.
- Share the social content and graphics from this kit, and help amplify Day for Daniel by liking, commenting on and sharing our posts.

How to take part

Show us how you're taking part in Day for Daniel or Australia's Biggest Safety Lesson by sharing a photo or video on social media. Tag us and use **#DayforDaniel2026** or **#ABCSL2026** so we can see and share your post.

Suggested content

The following tiles can be adapted for your school, business or organisation's social media channels..
Graphics for social posts and stories are attached in the zipped folder.

Social Tile and Story #1 - We've Registered

I / We're taking part in Day for Daniel 2026

Each year, Australians come together to take practical action for child safety through education and awareness. Bringing schools, workplaces, families and communities together to help keep kids safe.

We're joining schools, businesses and organisations across the country to wear red, educate and donate this Day for Daniel, and we can't wait to show how we're taking part this October.

You can register here: <https://danielmorcombe.com.au/day-for-daniel/#D4DREG>

#DayforDaniel2026 #ABCSL2026



Social Tile and Story #2 - ABCSL

I / We're taking part in Australia's Biggest Child Safety Lesson this Day for Daniel.

On Friday 30 October 2026, we're joining thousands of classrooms across Australia live at 9:15am AEST, exploring this year's Safe Spaces theme and helping children build the knowledge and skills to Recognise, React and Report, online and offline.

Anyone can participate, just register your family, school, OSHC or early learning centre here: You can register here: <https://danielmorcombe.com.au/day-for-daniel/#D4DREG>

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Social Tile and Story #3 - Community

I / We're taking part in Day for Daniel 2026.

When we wear red and donate this October, we're standing with the Daniel Morcombe Foundation to take practical action for child safety. Together, we're helping create safer spaces for children, online and offline.

Child safety is everyone's responsibility, and we're proud to show our support this Day for Daniel.

If you'd like to show your support, you can donate here: <https://danielmorcombe.com.au/day-for-daniel/#D4DREG>

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Social Tile and Story #4 - On the Day

Today is Day for Daniel, Australia's largest day of child safety education and awareness.

We honour Daniel Morcombe's life and legacy by taking meaningful action to help create safer spaces for children, online and offline.

Day for Daniel is a reminder that child safety is everyone's responsibility. By having important conversations, teaching children how to Recognise, React, Report, and being ready to listen and believe, we can all play a part in keeping kids safe.

#DayforDaniel2026



Suggested ABCSL Newsletter and Email Content

Australia's Biggest Child Safety Lesson is coming to schools this October.

Did you know talking with children about safety helps them to recognise when something doesn't feel right, understand what they can do and seek help when they need it?

The Daniel Morcombe Foundation has released two new **Australia's Biggest Child Safety Lesson (ABCSL)** educational resources that help students learn to:

Recognise – notice what feels safe or unsafe and recognise when something doesn't feel right.

React – know what they can do if something doesn't feel right including getting help from a safe adult.

Report – know who they can talk to, how they can ask for help and that they can keep telling until someone listens.

Talking about safety at home helps reinforce your child's learning. Some questions you might ask include:

- What helps you feel safe in a space or place?
- What body clues might you have when something doesn't feel right?
- What could you do if you felt unsafe?
- Who are your safe adults?
- What could you do if the first person you told didn't listen or help?

You can check out the videos and guides at:

www.danielmorcombe.com.au/australias-biggest-child-safety-lesson/.



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 Daniel Morcombe Foundation Inc.

 Daniel Morcombe Foundation Inc.

Email

DayForDaniel@danielmorcombe.com.au

Hashtags

Help us spread the word!

#DayforDaniel2026

#ABCSL2026