



Show your support
for Rural and Remote
Education Day.

15th October 2025

#WearRREd



17.09.25

ICPA Kids in the Spotlight as Rural and Remote Education Day Returns

Families across Australia are urged to wear red on 15 October to support students in the bush

The Isolated Children's Parents' Association of Australia (ICPA) is proud to announce the second annual **Rural and Remote Education Day (RREd Day)**, taking place on **Wednesday, 15 October 2025**. The national awareness day shines a spotlight on the extraordinary determination of students living in rural and remote Australia, and the urgent need for equal access to education no matter where a child grows up.

After a hugely successful first year, RREd Day 2025 is set to be bigger and brighter, with the ICPA now inviting schools, families, and supporters nationwide to **wear red, and share photos on social media, and spark conversations about educational equity for rural kids**.

The ICPA Federal President Louise Martin said the day is about celebrating children in the bush while reminding the nation of the daily hurdles they face.

"Rural and remote children face hurdles at every stage of their education that most Australians never see. From patchy internet and mobile service that makes online learning almost impossible, to the high cost of boarding away from home to limited subject choices and fewer teachers on the ground, these challenges create a constant barrier to equity.

RREd Day is about putting these kids in the spotlight. They deserve the same opportunities as their city peers to learn, connect and thrive. By wearing red and joining the conversation, we can help shift these issues from the margins to the mainstream, where real change can happen."

Real prizes up for grabs

Nbn and Telstra are proud sponsors of RREd Day, enabling ICPA to offer the chance to win exciting prizes thanks to their support:

- Schools will share in book voucher prizes of **\$500, \$300, and \$200** awarded to the most impressive RREd Day photos shared online.
- The most inspiring RREd Day post from an ICPA member will be awarded a **Cel-Fi GO 4G/5G Mobile Booster (RRP \$999)**.



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Participants can enter simply by posting a photo in **red** with the hashtag **#WearREd**. Winners will be announced on ICPA's social media channels and website.

A growing movement

Now in its second year, **RREd Day** is fast becoming a powerful visual advocacy campaign for the association, uniting families across the country.

"This year, we are inviting both city and country Australians to don red and stand shoulder-to-shoulder with our isolated kids. For the first time, we are calling both on families and schools everywhere to get involved. Rural and remote children deserve the same opportunities as every other Australian child. Wearing red is a simple gesture, but it sends a powerful message of support and solidarity, showing our students in the bush that they are seen, valued and backed by the wider community."

-ENDS-

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About the Isolated Children's Parents' Association (ICPA):

Established in 1971, ICPA is a voluntary, not-for-profit, apolitical parent body dedicated to ensuring equity of access to education for all students who live in rural and remote Australia.

To find out more, visit the ICPA [website](#)



Pictured: 2024 Winner Anna Nunn, SA



Pictured: 2024 Winner Lara Jensen WA