



## Press Release

### For Immediate Release

### “Don’t Silence the Violence”: 10th Anniversary of the Ochre Ribbon Campaign

Perth, WA – February 2025

The Aboriginal Family Legal Services (AFLS) is proud to commemorate the **10th anniversary of the Ochre Ribbon Campaign**, a national initiative dedicated to raising awareness of family and domestic violence in Aboriginal and Torres Strait Islander communities.

#### The Reality of Violence

Family and domestic violence continues to have a devastating impact on Aboriginal and Torres Strait Islander families.

- Aboriginal and Torres Strait Islander women are **35 times more likely to be victims of domestic violence** and **seven times more likely to be victims of domestic homicide** than other Australian women.
- Between 1989 and 2023, **476 Aboriginal and Torres Strait Islander women were victims of homicide**, highlighting a rate up to **seven times the national average**.
- **97% of these victims were killed by someone they knew**, most by an intimate partner.

These figures underscore the urgent need for a proactive, culturally informed approach to address the overrepresentation of Aboriginal women as victims of violence and homicide.

Source: [Australian Institute of Criminology - October 2024](#)

“The prevalence in Aboriginal communities is devastating, and addressing this requires a serious commitment to investing in community-led organisations,” said **Corina Martin**, CEO of AFLS.

The Ochre Ribbon Campaign, launched in 2015, serves as both a call to action and a symbol of resilience, urging individuals, communities, and institutions to address family violence with urgency, compassion, and cultural sensitivity.

#### A Campaign Born from Heartache

The campaign was inspired by the tragic death of **women** in Meekatharra in 2014. Her family, supported by the **AFLS Kalgoorlie Office**, honoured her memory by creating ribbons for her funeral—a moment that sparked a movement to address family and domestic violence in Aboriginal communities.



In choosing **February 12th** as the start of Ochre Ribbon Week, the campaign also honours the memory of a young Aboriginal girl who tragically took her own life on February 12, 1999. Her death led to significant inquiries, including the **Sue Gordon Inquiry**, which highlighted systemic failures in addressing family violence and child abuse in Aboriginal communities.

In 2015, the **Ochre Ribbon Campaign** was formally launched, symbolising the connection of Aboriginal people to the land and the strength of cultural unity in overcoming violence. It stands as a powerful reminder of the resilience of our communities and the need for proactive action to create safer environments for all.

AFLS acknowledges the wishes of the families of the ladies to whom the Ochre Ribbon Campaign was created and have removed their names.

### **A Pathway for Change**

With the significant growth of the Ochre Ribbon Campaign we are proud to see organisations share this message nationwide, and we hope that in a few short years the vision of the Ochre Ribbon will command an immediate recognition nationwide.

“It’s time to get real about how we, as a community, drive the change we want to see,” said Corina Martin, CEO of AFLS. “Family and domestic violence isn’t just a statistic—it’s a reality for so many of our women and children. The prevalence in Aboriginal communities is devastating, and addressing this requires a serious commitment to investing in community-controlled organisations.”

### **Voices of Change**

Angela Ryder, AFLS co-founder, shared a powerful message:

“Violence is not part of our culture. It will take the combined efforts of communities and organisations to reduce violence in Aboriginal communities.”

Professor Hannah McGlade echoed the call for greater awareness and understanding, highlighting the need to address overlooked elements of abuse and violence while supporting survivors through education and collaboration.

### **Join the Movement**

AFLS invites the public to stand with them during **Ochre Ribbon Week, from February 12–19, 2025**

**Corina Martin** added:

“Under the symbol of the Ochre Ribbon, we can educate, collaborate, and work towards a safer community. I am incredibly proud of the work the AFLS team and supporting organisations have done to challenge family violence, and I hope we can continue to raise awareness and build stronger, safer futures for all Aboriginal families.”

### **Support the Cause**

Wear the Ochre Ribbon this February to show your commitment to ending family violence.



For more information about the Ochre Ribbon Campaign or to get involved, please contact:

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♥ **Together, we stand under the Ochre Ribbon. Together, we can make a difference.**

#OchreRibbon2025 #DontSilenceTheViolence