

MEDIA RELEASE

EMBARGOED UNTIL: Monday, July 1, 2024

Peak Body Heralds in New Era of Self-Determination

Today marks a significant milestone in the evolution of the National Family Violence Prevention and Legal Services Forum (the Forum), as it unveils its new brand identity and renewed purpose as Australia's only Aboriginal community-controlled, national domestic violence peak body.

As of July 1, 2024, and 12 years since it was established, the Forum will operate as a standalone incorporated identity under the new company structure, strategic plan, name, and brand identity of First Nations Advocates Against Family Violence (FNAAFV).

"Our evolution is testament to the work of our members, who over many decades have provided vital support to victims of domestic, family, and sexual violence, advocated for change, and fought for our communities," FNAAFV Chief Executive Officer Kerry Staines said.

"The FNAAFV name and brand identity is representative of our remarkable journey, forged by our members, to a self-determined, community-controlled, national peak body," Ms Staines said.

"The Forum's transition to a stand-alone incorporated entity is a major step towards having the ability to set goals, make decisions, and take actions that align with the unique needs, values, and interests of our member services from the Family Violence Prevention & Legal Services (FVPLS) sector," she said.

"The impetus for our evolution to FNAAFV came not only from our incorporation, but most importantly from the calls of our members for a self-determined and community-controlled national peak body that works in partnership with the sector to raise awareness about family violence affecting First Nations people, and advocates for culturally safe legal and other holistic responses to the issue.

"While our name may be changing, we remain steadfastly committed to creating a future where all First Nations communities and individuals live free from the devastating impacts of family violence.

"Moving forward into our new era of self-determination, we will operate under a renewed purpose to be the leading National voice in family violence affecting First Nations people, effectively advocating for reforms, and working collaboratively with our members and partners to support the delivery of culturally sensitive, self-driven and holistic solutions that foster healing, resilience, and safety.



FIRST NATIONS
ADVOCATES AGAINST
FAMILY VIOLENCE

“Our new brand identity speaks more to our work and our continuing commitment to building on our legacy of staunch advocacy in the areas of national policy, planning and law reform, namely towards Target 13 of the National Agreement on Closing The Gap.”

Key elements of the rebrand include the company’s new name, logo, and cultural identity through the elements of the FNAAFV logo icon – all inspired by an art piece that was commissioned to tell the story of the organisation, its connection with the FVPLS sector, and to showcase its unique value and purpose.

More information about the new FNAAFV brand identity and strategic plan can be found in the attached Fact Sheet, which is also available on the [FNAAFV website](#).

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This information is under embargo until midnight on Sunday, June 30, 2024. Please do not publish or distribute this release until the embargo has lifted.

About the Evolution of the NFVPLS Forum to FNAAFV

The Forum was established as a national peak body in 2012 and works in collaboration with its members from the Family Violence Prevention & Legal Services (FVPLS) sector to increase access to justice for First Nations people effected by domestic, family, and sexual violence – predominantly women and children. The Forum operated under various funding arrangements and remits for 10 years until October 2022 when the Albanese Government provided direct funding of \$3million for three years for the Forum “to improve access to justice for First Nations people experiencing violence.” Since that time, the Forum has operated under the auspice of the Queensland Indigenous Family Violence Legal Service. On November 30, 2023, the Forum successfully registered as an incorporated entity and will become a stand-alone public company as of July 1, 2024. The incorporation was granted under a new name - First Nations Advocates Against Family Violence (FNAAFV). With this new name comes a new company structure, strategic plan, and a new corporate identity.