

Media Release

The Hon Gabrielle Williams MP
Minister for Aboriginal Affairs
Minister for Prevention of Family Violence
Minister for Women



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AMPLIFYING *DEADLY & PROUD* ABORIGINAL VOICES

The Victorian Government is amplifying the stories of Aboriginal cultures, resilience and communities with the relaunch of a powerful story-telling campaign - as we continue on our nation-leading path to treaty and truth.

Deadly & Proud features the stories of Traditional Owners and Aboriginal Victorians such as musician Archie Roach, actor Miranda Tapsell, AFLW player Courtney Ugle and broadcaster Tony Armstrong among many others.

The stories cover everything from the ancient eel traps at Budj Bim to contemporary Aboriginal comic book culture and are mapped to a place where each storyteller has a unique connection to the land.

The Government is joined by the Essendon Football Club and Richmond Football Club in a partnership that will see the clubs promoting *Deadly & Proud* to their supporters, while backing Victoria's historic path to truth and treaty.

Campaign logos will be shown around the ground for the Dreamtime at the G' game to be played in Perth this year, while clubs will also promote the campaign on social media, and other channels.

Deadly & Proud advertising will appear throughout the month of June, and include television, radio and print as well as online and billboards – giving more Victorians the chance to explore stories of pride in Aboriginal history and cultures, as well as consider the critical role that treaty and truth will play in a stronger future for all Victorians.

Victoria is leading the way to advance Aboriginal self-determination through its ongoing work with the First Peoples' Assembly of Victoria to progress treaty and the Yoo-rook Justice Commission - Australia's first truth-telling process.

Deadly & Proud continues on from the Deadly Questions campaign in 2018, which answered more than 4,000 questions from the public. Find out more about *Deadly & Proud* by visiting deadlyandproud.vic.gov.au

Quotes attributable to Minister for Aboriginal Affairs Gabrielle Williams

"The AFL gives a platform to powerful ambassadors for our rich Aboriginal cultures and showcases the contributions Aboriginal Victorians have made, not just to sport but across our community. This is central to our commitment to better understand our past and its connection to the present, and in building a shared future, together."

"As we continue on our historic path to truth and treaty, the more we share the stories and pride of First Nations people and the better we listen - the stronger we will be."

Quote attributable to Assembly Co-Chair Marcus Stewart

"Elevating Aboriginal voices is a critical step towards self-determination. We want all Victorians to listen to our stories as we work to create a better Victoria for all through treaty."

Quote attributable to Assembly Co-Chair Geraldine Atkinson

"For centuries sport has brought people together from different cultures and countries. Now through the AFL Indigenous round, we ask Victorians to listen to our stories as we work towards treaty in Victoria."

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