



## **MEDIA RELEASE**

### **Culture is Life announces Korin Gamadji Institute – Richmond Football Club as a Collaborative Partner**

Culture is Life is excited to announce Korin Gamadji Institute (KGI) – Richmond Football Club as a Collaborative Partner – a partnership that shares aspirations to bring to life greater awareness of the importance of Aboriginal and Torres Strait Islander culture in the identity of our nation.

Belinda Duarte, CEO at Culture is Life, says that partnering with clubs such as Richmond, which are committed to supporting the next generation of leaders, is crucial to ensuring a healthy and sustainable future for Aboriginal and Torres Strait Islander young people.

*‘Our young people are the next generation of leaders and embody this country’s culture – the world’s oldest living culture. This partnership recognises the need to support Aboriginal communities to thrive, and to reverse the disparities they face, through implementing Aboriginal-led and self-determined solutions.’*

Aaron Clark, KGI Director, believes that Culture is Life’s commitment to supporting Aboriginal-led solutions – to affirming and strengthening culture and to preventing youth suicide – along with KGI’s program of work and impact to date, will ensure that cultural components are integrated across all aspects of KGI and Club activity.

*‘By providing positive cultural experiences we can support the development of identity, confidence and resilience, which are important protective factors for the next generation of young Aboriginal and Torres Strait Islander leaders. Through ongoing engagement with the work of KGI and the Club, our partners, staff and supporters will be able to form a deeper understanding of, and engagement with, Aboriginal culture – time and time again’.*

This partnership will continue to activate the important role of culture and Aboriginal-led activity across all KGI and Club operations, bringing together more than 300 young Victorians with ancestral origins from across the nation with the thousands of community members who engage with the Club each year.

Through this new partnership, the two organisations are committed to reframing Australia’s national identity, and to supporting young Aboriginal and Torres Strait Islander people to thrive. Both hope that others will join them on this important journey.

## **MEDIA ENQUIRIES**

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