



Calling a family meeting

Description

Imagine a workplace where every voice is heard, every story matters, and silence no longer protects violence. The AfroCentric Group is taking a bold and united stand against Gender-Based Violence and Femicide (GBVF), and as such our Wellness Team is calling a “family meeting”.

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Every day, 115 women are raped in South Africa, and three women are killed by intimate partners. These are not just statistics – they are stories of pain, silence and survival. GBV affects individuals, families, communities, and workplaces. It is a human rights violation and a public health crisis, deeply rooted in historical, cultural and systemic inequalities.

South Africa is in the grip of a crisis. President Cyril Ramaphosa has called GBV the country's "second pandemic". It doesn't just harm adults, it devastates children, with over 24 000 sexually assaulted in one year alone. Children who witness or experience GBV often suffer from anxiety, depression, aggression and suicidal thoughts. Many grow up believing violence is normal, and end up perpetuating the cycle of abuse and trauma.

We are witnessing a current scourge of filicide (parents killing their own child) and child murders in this country. It feels as if, as a society, we have lost our moral radar, where the most vulnerable are not being protected but are placed at risk every day, the Wellness Team said.

It's time to talk – it's time to act

Look out for our powerful Gender-Based Violence (GBV) campaign, which speaks to the heart of our company values of Care, Collaboration, Innovation, and Integrity. From our Men's Fireside Conversations to our Women's Campaign and Mental Health Roundtable, we're bringing together powerful voices, real stories and actionable change, creating a space for truth-telling, healing and collective responsibility.

This is not just a campaign, it's a movement – it's OUR movement.

#ColourMeOrange #AfroCentricAgainstGBV #FamilyMeeting #BreakTheSilence

Category

1. Our Wellness

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