**Video Transcript – The Roots of the Purple Orange**

JFA Purple Orange started late 2006 from the ashes of a disability service provider that had been around since 1878. We didn't want to be another service provider. There were already plenty of those. We wanted to be a place where people in the disability community could get information, connect to us and to each other. This would help us learn what types of policies and practices can help ensure that people get a fair go of what life has to offer. And then we could go and talk to government about that.   
  
How did we come up with the Purple Orange? We needed a brand mark so that people could recognise us and our work. The initials of our name, the Julia Farr Association, spell JFA, which kind of sounds like Jaffa, which made us think of an orange. So maybe we could use an orange. After all, fruit has been used in branding before.   
  
An orange is known for its colour. What you see is what you get. But what if the orange wasn't orange? We thought it would make people pause and take a deeper look. It's the same with people living with disability. You need to look beyond what you think you see. The colour purple is linked to things like thinking and dignity. And we liked the sound of that. So the Purple Orange was born. And later, we changed our name to match. We are JFA Purple Orange.