



RECONCILIATION ACTION PLAN

2014 TO 2016





In this document the AFL has used the term Indigenous Australians to reference Aboriginal and Torres Strait Islander peoples, the first peoples of Australia.



MESSAGE FROM RECONCILIATION AUSTRALIA

Leah Armstrong, Chief Executive

I am very pleased to welcome the AFL to the over 500 organisations across Australia to have a Reconciliation Action Plan.

On many levels sport – in particular Australian Football – has a critical role to play in the wellbeing of Aboriginal and Torres Strait Islander peoples. Sport, education and good health are what can really make a difference to individual and community wellbeing.

Sport has an even greater role to play when it comes to reconciliation. Sport provides rich and wide common ground. It is also a great leveller. And sport never exists in isolation – it reaches deep into communities through its supporters, players, volunteers and administrators.

That is why we are delighted to have the AFL make this significant set of commitments to reconciliation. As has already been seen, the AFL has great capacity to carry the Australian community on the reconciliation journey.

On behalf of Reconciliation Australia I commend the AFL not only on this its first RAP, but for the many years of actively encouraging the participation of Indigenous Australians to the game.

We look forward to hearing the progress of the AFL.



Reconciliation
AUSTRALIA



MESSAGE FROM AFL CEO

Gillon McLachlan

The positive impact Indigenous Australia has had on Australian Football cannot be underestimated. The game is simply richer and more exciting due to the long history of Aboriginal and Torres Strait Islander participation at every level of the game.

A critical role of the AFL is to promote inclusion and diversity in Australian Football. When it comes to Indigenous Australia this means having programs to not only promote participation in the sport, but programs to raise awareness across the community of Indigenous culture and life. These programs are also in place to ensure that Indigenous people help run, grow and generally benefit from our game.

The AFL has a significant commitment to and experience with Aboriginal and Torres Strait Islander communities. In 2008 the AFL developed an Indigenous Framework to outline its philosophy and detail its programs that underpin support for Indigenous Australia. The Framework included an Indigenous employment strategy.

This commitment has delivered significant success. The establishment of flagship programs has provided a focus on strengthening connections with Indigenous communities and has also seen benefits in player development and broader employment outcomes across the AFL industry.

Of course, much remains to be done. The development of our first Reconciliation Action Plan (RAP) is the next logical step for the AFL to build on what has already been achieved and is designed to formalise and promote our ongoing commitment to Indigenous people and their communities.

This RAP details some significant undertakings for the AFL. I look forward to reporting on our progress and in particular how we are continuing to develop an inclusive and diverse sport of which we can all be proud.



MESSAGE FROM AFL CHAIRMAN

Mike Fitzpatrick

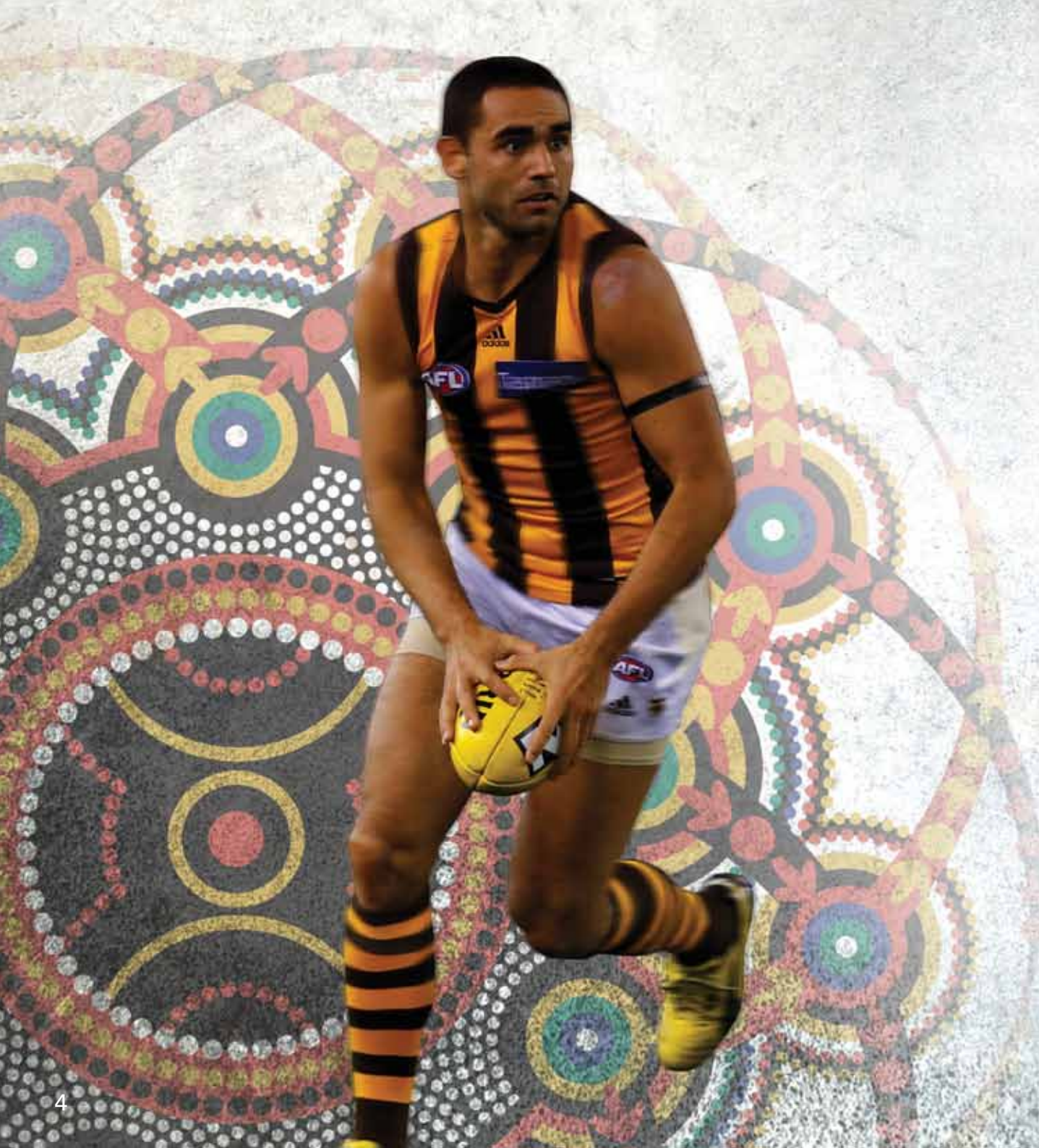
It gives me great pleasure to introduce the AFL's inaugural Reconciliation Action Plan. Australian Football owes a great deal to Indigenous Australia, and the governing body believes the game has a vital and enduring role to play in the goals of reconciliation.

We all know the benefits sport can bring for the individual and the community. This RAP is about ensuring Indigenous Australians can realise such benefits no matter location or ability, age or gender.

This RAP is a positive document for the AFL. It is however an opportunity to once again reinforce that there is no room for racism or discrimination in our game or anywhere for that matter. Unfortunately this is something we continue to confront. As such, several important actions in this RAP are designed to raise awareness and build pride in the contribution of Indigenous Australia to our sport and the community.

Success for the AFL in this area has a number of measures: more Indigenous employees, umpires, coaches, administrators and players at all levels; greater exposure to Indigenous customs and traditions for our fans, members, administrators and players; and the opportunity to pursue business and cultural opportunities between the AFL and Indigenous Australia.

In short I believe that Australian Football should be a game which gives more to Indigenous Australia than the other way round, and this Reconciliation Action Plan is designed to achieve just that.



VISION

Our vision for reconciliation is an inclusive AFL community built on mutual respect, real opportunities and strong relationships with Indigenous Australians to drive positive, lasting change.

THE AFL

The AFL is the best-attended sporting league in Australia, with over 6.3 million people attending a game in the 2013 premiership season. With more than 750,000 members, 650 employees and annual revenue of over \$500 million in 2013, the AFL plays a significant and important role in Australian sport.

A core area of focus of the AFL is to grow the diversity and inclusiveness of the game, particularly with Indigenous Australia. The AFL actively promotes initiatives which raise awareness, and promote inclusion and diversity across Australian Football. We want our game, at every level, to be a sport that welcomes everyone.

As the national body for Australian Football, the AFL manages and administers the 18 team professional competition and provides strategic direction and national objectives for the sport, focused on community engagement, participation and talent. At a community level, the game is played by almost 950,000 people across Australia, including 90,000 Indigenous Australians, while around 130,000 people participate in the game in countries around the world.

KEY ACTIONS

Australian Football is the sport of choice for Indigenous Australians. This is highlighted by the fact that 90,000 Aboriginal and Torres Strait Islander people are engaged with Australian Football and make up:

- 6% of total AFL participants;
- 3% of AFL employees; and
- 9% of current AFL Players.

This is a strong representation from Indigenous people who make up 2.7% of the Australian population.

The key aims of this Reconciliation Action Plan for 2014 – 2016 are to:

- Improve participation: Increase the overall level of Indigenous Australians who participate in our game as players, coaches and umpires;
- Build partnerships: In partnership with the Recognise campaign, support the recognition of Aboriginal and Torres Strait Islander peoples in the Australian constitution;
- Create employment opportunities: Refresh the AFL Indigenous employment strategy to increase the number of Indigenous employees across the AFL industry; and
- Acknowledge and celebrate Indigenous culture: Continue to build understanding and respect for Indigenous customs, values and traditions through education and the AFL's ongoing focus on the Indigenous Round celebrations.

To support the achievement of the key aims within this RAP, an AFL National Indigenous Advisory Group will be established to provide strategic advice, guidance and support on Indigenous affairs.

ICONIC MOMENTS



Sir Doug Nicholls.

First Aboriginal person and only VFL/AFL player to be knighted.



Winmar:
"I'm black and proud of it."

Winmar's gesture, described as a "powerful statement", an "anti-racist symbol" and one of the "most poignant" images in Australian sport, has been credited as a catalyst for the movement against racism in Australian Football.

Reconciliation and Australian Football



Adam Goodes

2014 Australian of the Year, dual Brownlow Medallist, dual premiership player, four-time All-Australian, member of the Indigenous Team of the Century.

I have been asked to write a few words about the significant role Australian Football is playing for Indigenous Australia.

It is an important topic, but I wonder if the time has come for it to be put the other way around – what role does Indigenous Australia play for Australian Football? This way round puts it on Indigenous people to be clear about what we expect and what we can contribute.

Indigenous participation in Australian Football has never been better. There are programs and pathways in place to work with Aboriginal people and no shortage of ideas from the football community to do

more. It is terrific to see the positive impact the sport is making wherever I visit.

The programs are essential, but there is more to do, and it's not necessarily about more programs. It's actually about the thing that limits us all.

Let me put it this way; you can't be the most brilliant footballer the game has ever seen if there is anyone in the crowd who thinks racist thoughts. You are limited from the start by what people think of you. We need the pathway programs for sure, but we also need to remove any trace of the barrier which says you are inferior because of your skin colour.

For me personally it is great to see that things are changing. There is a clear track ahead and it is coming from Indigenous Australians and the AFL not taking each other for granted. It is coming from Indigenous people – at all levels – being clear on what we expect and what we can deliver.

We have a long and proud history with the game, and I am proud of my involvement with the game. I am here to do everything I can to be a role model, inside the sport, outside the sport, for Indigenous Australia and Australia. I take it seriously but at the end of the day it is up to all of us.



Last year, an all-Indigenous team travelled to Ireland to represent Australia in the two-Test International Rules Series. It was a first for Australian Football and gave many Indigenous players the chance to represent their country and experience the chance to share their diverse backgrounds. The side was coached by former Sydney Swans champion Michael O'Loughlin.



The annual Dreamtime @ the G game between Essendon and Richmond is one of the highlights of the AFL season. 2014 will be the 10th anniversary of the first game and again fans will enjoy a celebration of Indigenous culture as well as honouring the contribution of Indigenous people to our game and our community in the pre-game ceremony. After that it's time to sit back and watch another enthralling contest.



Jason Mifsud

AFL Head of Diversity, proud member of the Gunditjmara people

"Football does more than allow you to discover others, it allows you to discover yourself. That's why the game is so important to Indigenous people."



Chris Johnson

AFL National Talent Diversity Manager, proud member of the Gunditjmara people

"Anyone who has seen Aboriginal kids play football know it is much more than a game to them."



Belinda Duarte

Director of the Korin Gamadji Institute, proud member of the Wotjobaluk people

"It is all about culture, leadership and pathways, and working with the AFL helps us to deliver all three."

CURRENT INITIATIVES



Flying Boomerangs

The Flying Boomerangs is a personal development and leadership program for Aboriginal and Torres Strait Islander males (U15). The Boomerangs compete in the AFL NAB U16 national championships and undertake an international exchange in selected countries.

Indigenous All Stars

In 2013 a team of Indigenous All Stars was selected to represent Australia in the International Rules Series played in Ireland. This is believed to be the first all-Indigenous team to represent a national sporting code at a senior level overseas since the first cricket team toured England in 1868. In previous years a biennial players camp has been held in partnership with the AFL Players Association as well as an All Stars game against an AFL Club.

AFL Indigenous Round

Each year the AFL dedicates an entire round to celebrate the contribution of Indigenous people to the game. The Indigenous round includes a traditional Welcome to Country ceremony prior to all nine matches and a curtain raiser in each State featuring Indigenous community based teams.

A significant cultural event is Dreamtime @ the G. Now in its tenth year, Dreamtime @ the G is a joint project between the AFL, Essendon and Richmond Football Clubs. A record crowd of 84,234 attended in 2013.

Kickstart

The AFL Indigenous Kickstart program is a national engagement and participation program for male and females (U14) which promotes health, education and leadership. Commencing with regional engagement programs that grow into State based camps, each State and Territory then progresses to, the annual national championships. From this, the Flying Boomerangs and Woomearas are selected.

Woomearas

The Woomearas is a personal development and leadership program for Aboriginal and Torres Strait Islander females (U18). The Woomearas compete in the national female youth championships and undertake an international tour in selected countries.



Cape York House

The AFL Cape York House is a purpose built residential facility in Cairns catering for up to 48 male students from remote Far North Queensland Indigenous communities. AFLCY House provides a high level of pastoral care and academic opportunities. Students also get involved in part time work, sporting and cultural experiences as well as running their own community club, the Eagles.

Laguntas

Laguntas is a program designed to support Victorian Indigenous youth into the AFL talent pathway while providing training and education to support their off-field development. Laguntas provides participants with improved opportunities and lifestyle choices to help them realise their full potential in education, work and football careers. It also aims to develop the next generation of young leaders within the Victorian Indigenous community.

AFL Indigenous Academies, Western Sydney

Indigenous Academies focus on educational, cultural and leadership outcomes in partnership with seven Western Sydney High Schools. The program is available to all Indigenous students from Years 7 to 12 and supports over 165 students.

Footy Means Business

In partnership with Rio Tinto, the AFL recruits 50 young men from all over Australia each year to participate in two – one week employment and talent programs. In addition to exposing players to the rigors of an AFL club environment and high performance testing, the program aims to build employment aspirations and skills.

AFL Northern Territory Remote Community Projects

Since 2007, AFL NT has established nine remote community projects with the tenth to be implemented in 2014. The projects use football as a vehicle to address social issues and improve community cohesion through the creation of employment, education and training opportunities as well as promoting the associated health, fitness and wellbeing benefits of playing sport.

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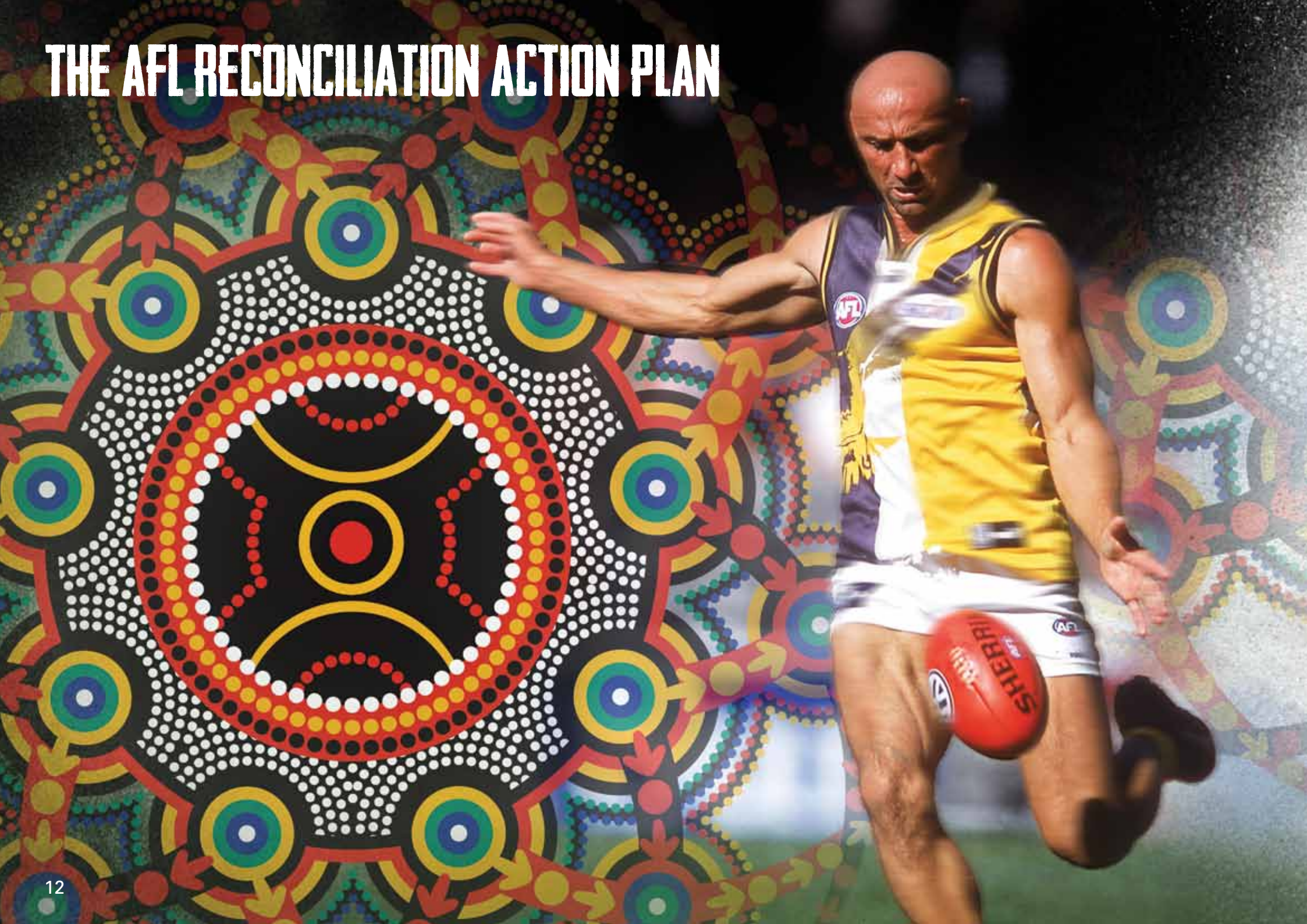


RELATIONSHIPS

Strong relationships between Indigenous Australia and the AFL will ensure that opportunities to participate in all areas of the game are available to all Aboriginal and Torres Strait Islander people.

Area of focus	Action	Responsibility	Timeline	Target
Governance	Establish a RAP Working Group to actively monitor RAP implementation and to track progress	Head of Diversity	From Sept 2014	RAP Working Group established and meeting quarterly
Strategy and advice	Establish an AFL National Indigenous Advisory Group to provide strategic advice, guidance and support on Indigenous Affairs	Head of Diversity	By Sept 2014	Advisory group established with representatives across sport, corporate Australia and the community. At least two meetings held in the year following establishment
Football participation	Work with the AFL State affiliates to expand the remote competition program in northern Australia	Head of Diversity	By Dec 2016	At least one new program in place to support the goal of increasing total Indigenous participation
	Work with AFL State affiliates to identify new development pathway projects	Head of Diversity	By Dec 2016	At least one targeted engagement project in place to support the goal of increasing total Indigenous participation
Support for talented players	Design and implement a program to monitor the number of Indigenous players transitioning into talent pathway programs	Head of Diversity; General Manager Football Operations	By Dec 2015	Program designed and implemented
	Develop a national mentoring framework for talented Indigenous players and employees to assist with retention	Head of Diversity; Head of Human Resources; General Manager Football Operations	By Dec 2016	Mentoring framework designed and implemented for players and employees

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RESPECT

By building respect for Indigenous customs, values and traditions within the AFL community the AFL can build pride in the contribution Indigenous Australia has made to Australian Football, help reduce racism and discrimination, and be a better custodian of the game for the Australian community.

Area of focus	Action	Responsibility	Timeline	Target
Partnership with Recognise campaign	Formalise a partnership with the Recognise campaign and publicly endorse why the AFL supports this important initiative	Head of Diversity; General Manager People, Customer & Community	By Sept 2015	Awareness raised for Constitutional recognition for Aboriginal and Torres Strait Islander peoples
Cultural awareness and education	Development of a suitable cultural awareness and education program for the AFL community	General Manager People, Customer and Community	By Dec 2015	A suitable cultural awareness and education program identified and sessions regularly conducted across the AFL community In particular, provide opportunities for RAP Champions and leaders to participate in training
	Grow the community engagement activities during the Indigenous Round including Dreamtime @ the G	General Manager People, Customer and Community	Sept 2015	Year on year improvement in engagement in the Indigenous Round in all States
	Celebrate, support and encourage all AFL employees, in particular Indigenous employees, to engage in significant cultural activities such as Reconciliation and NAIDOC week events	Head of Diversity; Head of Human Resources	By July each year	Events organised and all employees actively encouraged to participate in local Reconciliation and NAIDOC week events
	Explore the option of providing AFL leaders with first hand experiences in Indigenous programs and communities to further develop respect and understanding	Head of Diversity; Head of Human Resources	Sept 2015	Opportunities identified and at least one experience completed
	Work with AFL's corporate and broadcast partners to identify joint reconciliation and awareness raising initiatives	General Manager People, Customer and Community; General Manager Commercial Operations; General Manager Media	Sept 2015	Regular events held to share RAP experience and identify opportunities with AFL partners
	Conduct formal Acknowledgement and Welcome to Country ceremonies at major AFL events	General Manager People, Customer and Community	Sept 2015	Welcome to Country ceremonies conducted at major AFL events
	All AFL offices to display the Aboriginal and Torres Strait Islander flag and/or acknowledgement statement	General Manager People, Customer and Community	From June 2015	Flags and/or statement displayed at all AFL offices

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OPPORTUNITIES

By using the strength and reach of the AFL, we will partner with Indigenous communities to deliver leadership, education, employment and business outcomes across Indigenous Australia.

Area of focus	Action	Responsibility	Timeline	Target
Employment	Refresh the Indigenous employment and development strategy with the aim of increasing the number of Indigenous employees across the AFL	Head of Diversity and Head of Human Resources	By Dec 2014	Updated strategy completed and endorsed. Increased percentage of Indigenous employees across the AFL
Indigenous Coaching and Umpiring	Develop and deliver a targeted strategy that engages, develops, transitions and retains Indigenous coaches and umpires	Head of Diversity; General Manager Football Operations; AFL Coaches Association CEO	By Dec 2014	Strategy developed, endorsed and enacted
Learning and Leadership	Support the Michael Long Learning and Leadership Centre, providing children from remote communities with health and education programs and adults with career planning and leadership development	General Manager People, Customers and Community	Sept 2015	Program of support agreed and implemented
Health and wellbeing, education and employment	AFL NT to continue to have a strong presence through our 10 remote NT community projects that aim to improve the health and wellbeing, education and employment prospects of Indigenous Australians	General Manager AFL NT, General Manager People, Customer and Community	Sept 2015	AFL NT's ongoing support provided to our 10 remote community projects to drive positive health, education and employment outcomes
Evaluation	Develop an evaluation framework to measure the impact of Australian Football in Indigenous communities	Head of Diversity	By June 2015	Evaluation framework developed in partnership with an appropriate third party
Procurement	Identify key category areas for Indigenous supplier engagement and preferred suppliers	General Manager People, Customers and Community; Chief Financial Officer	By June 2015	Review and reform procurement strategy, policy and processes so that supplier diversity principles can be incorporated Preferred suppliers identified, purchasing levels increased



TRACKING AND PROGRESS

Area of focus	Action	Responsibility	Timeline	Target
Reporting	Report achievements, challenges and learnings to Reconciliation Australia for inclusion in its Annual Impact Measurement Report.	Head of Diversity	From May 2015	Reporting delivered to Reconciliation Australia
	Prepare and publish a yearly progress report in the AFL Annual Report	Head of Diversity	From May 2015	Reporting completed as part of the AFL Annual Report

LIST OF PLAYERS

Current Indigenous Players in the AFL

Name	Club		Name	Club		Name	Club	
Eddie Betts	Adelaide	Player	Bradley Hartman	Geelong	Player	Neville Jetta	Melbourne	Rookie
Cameron Ellis-Yolmen	Adelaide	Player	Steven Motlop	Geelong	Player	Lindsay Thomas	North Melbourne	Player
Jared Petrenko	Adelaide	Player	Mathew Stokes	Geelong	Player	Daniel Wells	North Melbourne	Player
Charlie Cameron	Adelaide	Rookie	Travis Varcoe	Geelong	Player	Brendon Ah Chee	Port Adelaide	Player
Ashley McGrath	Brisbane	Player	Zachary Bates	Geelong	Rookie	Karl Amon	Port Adelaide	Player
Jeffrey Garlett	Carlton	Player	Harley Bennell	Gold Coast	Player	Jarman Impey	Port Adelaide	Player
Andrew Walker	Carlton	Player	Jarrod Harbrow	Gold Coast	Player	Jake Neade	Port Adelaide	Player
Chris Yarran	Carlton	Player	Sean Lemmons	Gold Coast	Player	Chad Wingard	Port Adelaide	Player
Tony Armstrong	Collingwood	Player	Jack Martin	Gold Coast	Player	Shane Edwards	Richmond	Player
Peter Yagmoor	Collingwood	Rookie	Brandon Matera	Gold Coast	Player	Terry Milera	St Kilda	Player
Courtney Dempsey	Essendon	Player	Steven May	Gold Coast	Player	Lance Franklin	Sydney	Player
Shaun Edwards	Essendon	Player	Timmy Sumner	Gold Coast	Player	Adam Goodes	Sydney	Player
Leroy Jetta	Essendon	Player	Curtly Hampton	Greater Western Sydney	Player	Lewis Jetta	Sydney	Player
Patrick Ryder	Essendon	Player	Zach Williams	Greater Western Sydney	Player	Jamie Bennell	West Coast	Player
Brady Grey	Fremantle	Player	Nathan Wilson	Greater Western Sydney	Player	Josh Hill	West Coast	Player
Jonathon Griffin	Fremantle	Player	Jed Anderson	Hawthorn	Player	Malcolm Karpany	West Coast	Player
Stephen Hill	Fremantle	Player	Shaun Burgoyne	Hawthorn	Player	Sharrod Wellingham	West Coast	Player
Michael Johnson	Fremantle	Player	Dayle Garlett	Hawthorn	Player	Murray Newman	West Coast	Rookie
Alex Pearce	Fremantle	Player	Bradley Hill	Hawthorn	Player	Brett Goodes	Western Bulldogs	Player
Danyle Pearce	Fremantle	Player	Cyrile Rioli	Hawthorn	Player	Liam Jones	Western Bulldogs	Player
Josh Simpson	Fremantle	Player	Derek Wanganeen	Hawthorn	Rookie	Koby Stevens	Western Bulldogs	Player
Michael Walters	Fremantle	Player	Domanic Barry	Melbourne	Player			
Allen Christensen	Geelong	Player	Jay Kennedy-Harris	Melbourne	Player			
Joel Hamling	Geelong	Player						

INDIGENOUS TEAM OF THE CENTURY

B

Chris Johnson
(Fitzroy, Brisbane)

Darryl White
(Brisbane)

Bill Dempsey
(West Perth)

HB

Gavin Wanganeen
(Essendon, Port
Adelaide)

Adam Goodes
(Sydney)

Norm McDonald
(Essendon)

C

Peter Matera
(South Fremantle,
West Coast)

Maurice Rioli
(South Fremantle,
Richmond)

Michael Long
(Essendon)

HF

Nicky Winmar
(South Fremantle, St Kilda,
Western Bulldogs)

Stephen Michael
(South Fremantle)

Syd Jackson
(East Perth), (Carlton)

F

Chris Lewis
(Claremont, West Coast)

Michael O'Loughlin
(Sydney)

Jim Krakouer
(Claremont, North
Melbourne, St Kilda)

FOLL

Graham Farmer
(Captain) (East Perth,
Geelong, West Perth)

Andrew McLeod
(Adelaide)

Barry Cable (Perth,
East Perth, North
Melbourne)

INT

Michael McLean (Footscray,
Brisbane)

Byron Pickett
(North Melbourne, Port
Adelaide, Melbourne)

Michael Graham
(Sturt)

David Kantilla
(South Adelaide)

Ted Kilmurray
(East Perth)

Peter Burgoyne
(Port Adelaide)

COACH

Barry Cable
(former coach of
North Melbourne)

UMPIRE

Glenn James

AFL INDIGENOUS ROUND JUMPERS 2014

ADELAIDE

Designer Andrew McLeod
Inspiration AFC's journey, bringing the community together, warrior culture, recognition



BRISBANE

Designer Hogarth Arts
Inspiration Wetland dreaming: the travelling story, meeting people, passing on culture



CARLTON

Designer Emma MacNeill
Inspiration Hunting for victory, life and team, and fans near and far



COLLINGWOOD

Designer Dixon Patten
Inspiration Barrawarn (Magpie), partnership and overcoming challenges



HAWTHORN

Designer Jirra Lulla Harvey
Inspiration Hawthorn as it once was: towering gum trees, bush canopy, meeting places along the Birrarung



MELBOURNE

Designer Ursula Napangardi Hudson
Inspiration Vaughan Springs Dreaming. Reflects MFC's strong links with the Northern Territory



NORTH MELBOURNE

Designer Sarrita King
Inspiration Everyone: the supporters and the players coming together at the one place



PORT ADELAIDE

Designer Valerie Ah Chee
Inspiration Aboriginal players, family and support, strength from connection to culture

ESSENDON

Designer Thomas Day 3rd

Inspiration Prized possum skin cloaks, Essendon's story, the traditional game of Marn Grook



FREMANTLE

Designer Richard Walley with Roger Hayden

Inspiration Three boomerangs: weapon, musical instrument and home. Ocean, Fremantle and shelter



GEELONG

Designer BJ O'Toole

Inspiration The Kulin Nations, meeting places, coming together, playing for Geelong and returning to their communities



GOLD COAST

Designer Luther Cora

Inspiration Red, orange and yellow – people, beach and sun. Black and white hands for reconciliation



GREATER WESTERN SYDNEY

Designer Chris Edwards

Inspiration Hunting grounds: hunting as one, covering the ground using a snake technique, come back with a greater result



RICHMOND

Designer Mick Harding

Inspiration Recognition as the first peoples, strength and resilience, our people and stories



ST KILDA

Designer Marcus Lee with Carolyn Briggs

Inspiration Boon Wurrung (first people of the Saint's home), Bunjil, Kulin Nation creator and spiritual leader), spear (reconciliation)



SYDNEY

Designer Lisa Sansbury

Inspiration Indigenous communities of Sydney coming together around the harbour and estuaries



WEST COAST

Designer Peter Farmer

Inspiration Waalitj (Wedge Tailed Eagle) ready for attack. Water tracks of the Noongar Dreaming Story



WESTERN BULLDOGS

Designer Anzack Newman

Inspiration Journey to playing football. Desert people, Torres Strait and coastal people





About this artwork

The artwork design features a centralised Australian Football field surrounded by the 18 circular symbols representing all of the AFL clubs. The emu tracks symbolise the pathways from grassroots footy to the MCG, the voyage of players coming together and the journey towards reconciliation. This original artwork design was created for the AFL Reconciliation Action Plan by Marcus Lee.



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