



Reconciliation Action Plan

2015 Outcomes

The Geelong Football Club formally embarked on our reconciliation journey in May 2013 with the creation of our first Reconciliation Action Plan document. Our second edition concludes in May 2016 and so we are taking the opportunity to reflect on the 2015 outcomes now in order to prepare us for the preparation of our third edition.

Whilst our formal RAP commenced in 2013 our informal work started back in 2006 through the great initiatives of the Player Development team as they sought to help the broader Playing Group understand where our Aboriginal player, Nathan Djerrkura was from. Since that time, a number of our Players and Staff have made the trip to Nathan's country, Yirrkala, a well-known indigenous community in East Arnhem Land, and the club has continued its connection with Nathan's community ever since.

Locally, we have been grateful for the support of our Aboriginal Advisory Group, connected through a shared concern for our region's young people. Lead by Mathew Stokes, the group's focus has been on encouraging a connection to culture for these young people with the aim to improve their health outcomes. Our young Cats' players have been a natural extension of this program, participating in cultural awareness sessions and trips to Geelong's sacred You Yangs.

It is in the spirit of strengthening relationships and deepening our understanding that our RAP journey continues. What has become evident this year is that our RAP work has become more integrated into Club thinking rather than only being process or outcomes driven. The alignment of our RAP document to our Respect for Diversity Policy remains strong and brings a connection to the issues for many of our staff.

The table below outlines our key outcomes for this year.

Item	Detail
Support to Adam Goodes	<p>Perhaps our most public demonstration of respect was the support that the Club provided to Adam during the difficult period of booing that he endured. The Club sought input from the Sydney Swans, our own indigenous players, the local Aboriginal community and our RAP advisors. We also received many ideas from individuals and other interest groups through our website or direct approaches.</p> <p>The level of interest and support for Adam was tremendous and it provided us with a clear strategy for when the Swans played at Simonds Stadium. We were honoured to have Aboriginal and Torres Strait Islander Social Justice Commissioner Mick Gooda attend the game to support Adam. The Club was very proud of the supporter response on Game day; it was a day to remember.</p>



Item	Detail
Raising of the Aboriginal flag	<p>This year we held a flag raising ceremony during NAIDOC week to fly the Aboriginal flag at Simonds Stadium on a permanent basis. Uncle Dave Tournier performed a smoking ceremony and we had a very moving Welcome to Country performed by Corina O'Toole and Norm Stanley. Mathew Stokes represented the playing group, speaking on the significance of the occasion and we received great support from our President Colin Carter and the new CEO of Wathaurong Coop Rod Jackson in attendance. Many people from the local community attended on a wet and stormy day which added a special intensity of messages.</p> <p>We will ensure that the flag is flown at a temporary site during the demolition and construction phase of Stage 4 and will have new permanent place once the new stand is completed.</p> <p>The flag will also feature in the '50 Objects' exhibition (to be launched in November) representing the recent history of the Geelong Cats RAP journey.</p>
Townsville trip	<p>A number of Players and Staff travelled to Townsville to coincide with the NAB Cup Game against the Gold Coast Suns. We visited three secondary schools and had hundreds of students come along to meet the Players and to hear their stories of the work required to become an AFL player including healthy lifestyle choices.</p> <p>Josh Caddy featured in the local paper during the visit, Padraig Lucey enjoyed the heat and the highlight was Stevie Motlop who was convinced by students at Shalom Christian College; the local indigenous school to play his guitar and sing which was enjoyed by all.</p>
Gathering camps	<p>The Club held two Gathering Camps in 2015 and young Aboriginal people from Geelong and the Barwon South West region were in attendance. Both camps were very successful with the students having a great time and the healthy messaging and cultural activities well received.</p> <p>The first camp focussed on getting to know each other and introduce healthy messages such as Healthy Eating, Cyber Safety, Physical Activity and Culture and Identity. Local Aboriginal people led the students through traditional local sites, traditional activities and enjoying the Narana space.</p> <p>The second camp involved a number of Aboriginal mentors and focussed on mental health (through the Yarn Safe program), building a strong identity and connection to culture. The involvement and partnership of club sponsors was integral to the success of the camps. Target's willingness to provide Aboriginal mentors, equipment and resources and ability to promote the Close the Gap message through their match day sponsorship took the event to another level, accessed by all members and supporters of the close the gap round.</p> <p>Using Deakin University's Kitjarra at IKE for the accommodation was very positive as a culturally safe space as well as being able to offer accommodation to the extended family members etc.</p>



Item	Detail
Cultural training	<p>A number of Players, Staff, Coaches plus members of our RAP Working Group attended a cultural awareness session at “Big Rock” in the You Yangs which has significance in our region.</p> <p>The player development team and community department also attended the AFL Sports Ready Cultural Training day.</p>
Recognise campaign support	<p>The Club responded to a request from Adam Goodes to wear the “R” logo on our indigenous Guernsey to support the Recognise campaign. Prior to the AFL Indigenous Round, the team from Recognise visited the Club and briefed Players and Staff about the background and goals of the campaign.</p>
Game days	<ul style="list-style-type: none"> • Home games start with our Acknowledgement to Country on the big screen which is now just simply a natural part of home game experience. Our Aboriginal players help to bring this together at the start of the season. Every function room also plays the acknowledgement before game day events start. • The 2015 season provided the chance for us to wear our Indigenous Guernsey twice, once during the Indigenous Round, where we also exchanged gifts with the West Coast Eagles before the first bounce, and again during our Close the Gap round played at Simonds Stadium. • During the Close the Gap round with the help of our sponsor Target, the banner featured the handprints of the 700+ junior members who participated in a special close the gap activity run by Zac Bates and Mat Stokes during the membership clinic in the June school holidays. • Other merchandise items carrying the 2015 Indigenous artwork included a football and cap and 5% of all profits go back into supporting the club’s Close the Gap community program.
Light up the town hall project	<p>During reconciliation week, we were invited by COGG to include art work and photographs depicting the club’s Indigenous relationships and connections as part of the Geelong City Council’s initiative of lighting up the town hall which was along similar lines as the Melbourne White Night festival.</p>
Koori education session with Bio Cats	<p>In the lead up to AFL Indigenous Round, we held a special Koori Education session of BioCats, with 50+ students from 11 different schools from south west Victoria bussing in the spend the day at Simonds and learn about the maths and science of football with a healthy edge! Zac Bates was on hand to share his healthy messages and football tips with the students.</p>
Aboriginal school based trainee	<p>The Cats have forged a partnership with Northern Bay Secondary School to support a Year 11 student who wishes to undertake a school based traineeship. Students spend 1 day per week at the Club during the school terms doing practical work and then undertake their normal studies back on campus. Whilst successful during 2014 this year our student didn’t complete</p>



Item	Detail
	her traineeship; however we all learnt a lot from the connection.
Donations/ Support for Aboriginal activities	<p>During 2015 we provided the following support:</p> <ul style="list-style-type: none"> • Signed footy boots to Koori Education Support Officers for Wall of Hands and other student lead programs • Donations to Tiwi islands • Donation of Signed print and giveaways to a Community event at Dunjiba Aboriginal Community • Donation of a prize for a 'Footy kicking' contest at Nganmariyanga School in NT as part of NAIDOC WEEK • Donation to the Cathy Freeman Foundation to raise funds for educational support for 1600 children in 4 remote communities • Donation of shoelaces to West Arnhem Girls Academy in Jibaru, NT

Thank you to everyone for your support as we continue to learn and grow as a club and community. Our RAP working group this year was:

- Simone Bellears (Community team)
- Daryl Thomsen (Merchandise team)
- Mathew Stokes (Player)
- Claire Mitchell-Taverner (Player Development team)
- Chris Shine (Hospitality and Venues team)
- Taryn Marks (external)
- Stacey Oates (Media /PR team)
- Dave Johnson (Player Development team)
- Letitia Lucas (Facilities team)
- Troy Selwood (Football Operations team)
- Rosie King (Chair) (People and Culture team)

