



ESSENDON FOOTBALL CLUB RECONCILIATION ACTION PLAN

Essendon Football Club's vision for reconciliation is to commit to professional development, cultural competency and social inclusion by building on our existing relationships with Aboriginal and Torres Strait Islander people.



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Aboriginal and Torres Strait Islander youth enjoying the annual Long Walk celebrations.

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REFERENCE OF WORDING

In the spirit of respect, Essendon Football Club acknowledges the people and elders of the Aboriginal and Torres Strait Islander Nations, who are the Traditional Owners of the land and seas of Australia. Aboriginal and Torres Strait Islander peoples please be advised that this publication may contain images of deceased persons.



COVER IMAGE

Essendon Football Club players and staff from left; Nathan Lovett-Murray, Leroy Jetta, Anthony Tipungwuti, Jason Walker, Kim Kruger, Alwyn Davey, Courtenay Dempsey and Patrick Ryder.

ESSENDON FOOTBALL CLUB RECONCILIATION ACTION PLAN

OUR BUSINESS

The Essendon Football Club has a reputation as a leader in the Australian sports industry and is one of the premier AFL clubs. We have a large and passionate supporter base, a long and proud history and strong ties with the community.

The club has over 90 staff (excluding players) led by our Chairman and Chief Executive Officer, and as at May 2013 employs three people of Aboriginal & Torres Strait Islander descent in the club's administration. We also have five Aboriginal men on our senior playing list.

Both the administration and football operations are currently located at Windy Hill in Napier Street, Essendon with a move to the club's new High Performance Centre near Melbourne Airport planned for the latter half of 2013.

OUR PLAN

The actions in our plan for the period 2013-2015 focus on nurturing and developing the existing relationships and partnerships the club has with Wurundjeri Land Council and Elders, Northern Territory communities in Wadeye and Tiwi Islands, the Rumbalara Football Club in Shepparton and The Long Walk.

There is also a genuine passion and commitment to expand our programs and influence within our local community and to represent and work with the Wurundjeri people to continue strong relationships and provide lasting outcomes, especially in the area of employment and health.

We want to ensure that through our actions, plans and communication that the richness and the diversity of Aboriginal cultures and people is reflected and represented in a way that honours and respects the partnerships and relationships formed along the way.

OUR VISION FOR RECONCILIATION

Essendon Football Club's vision for reconciliation is to commit to professional development, cultural competency and social inclusion by building on our existing relationships with Aboriginal and Torres Strait Islander people, ensuring our programs align with those on the national agenda to ultimately contribute to closing the gap in life expectancy, education and employment opportunities between Aboriginal and non-Aboriginal Australians.



Hume Aboriginal School Holiday Program.



Paddy Ryder and Nathan Lovett-Murray talk about their family and Aboriginal country at Bright P-12 school.

OUR PLAN (continued)

This is Essendon's third RAP. In 2009, we became the first sporting club in Australia, including all AFL clubs, to launch a RAP and we subsequently updated and launched a new plan in 2011. Key learnings have included a need for strong governance and reporting, setting achievable targets with specific timeframes, owners and actions and maintaining momentum amid key staff turnover.

A key partnership that reflects the positive progress made is the relationship the club maintains with The Long Walk - a charity established in 2005 after Michael Long's walk to Canberra with the goal of achieving equality between Aboriginal and Torres Strait Islander and non-Aboriginal people.

THE LONG WALK



Since Essendon legend Michael Long's famous walk to Canberra in 2004, The Long Walk has inspired both Aboriginal and Torres Strait Islanders and other Australians from across the country to show their support, walk side by side and respond to the call for unity and an equal place in society.

The Long Walk is a charity that raises awareness to improve and support Aboriginal and Torres Strait Islander health, wellbeing and life opportunities. It does this by presenting large-scale popular awareness-raising events and educational programs that promote social inclusion and a shared understanding of Aboriginal and Torres Strait Islander history and culture.

With the valuable support of Essendon Football Club, which provides its administrative home, the charity presents:

- The Long Walk to Dreamtime at the 'G, and similar walks around the country.
- The Long Walk Women's Luncheons celebrating the contribution and leadership of Aboriginal and Torres Strait Islander women.
- Walk the Talk – an educational program that tells the story of Michael's famous walk to Canberra as a way to introduce Aboriginal and Torres Strait Islander studies into classrooms as well as inspiring students to create change.
- The Long Walk Cultural Exchange – an exchange that promotes resilience in urban and remote Aboriginal and Torres Strait Islander communities based on sharing cultural knowledge.

"THE LONG WALK IS A CHARITY THAT RAISES AWARENESS TO IMPROVE AND SUPPORT ABORIGINAL AND TORRES STRAIT ISLANDER HEALTH, WELLBEING AND LIFE OPPORTUNITIES."

The Long Walk is also proud to take an active part in Essendon Football Club's Reconciliation Action Plan and continues to work alongside staff from across the club to make a difference with its Aboriginal and Torres Strait Islander programs.

Donations of \$2 and over to The Long Walk are tax deductible and contribute to The Long Walk Cultural Exchange and Walk the Talk. **For more information visit thelongwalk.com.au**

RELATIONSHIPS

Essendon Football Club recognises the importance of fostering sustainable, respectful relationships to achieve outcomes for Aboriginal people and the club. This means welcoming Aboriginal people and communities to club events and activities as well as going out and talking and listening to Aboriginal communities and recognising their cultural knowledge.

OWNER	ACTION	TARGET	TIMELINE
Relationships	RAP Chair Executive Support	1. Maintain RAP Working Group consisting of representation across all departments and external Aboriginal and Torres Strait Islander representatives	1.1 Internal RAP Working Group meetings held quarterly to review progress 1.2 External Working Group meeting held quarterly to review progress 1.3 External/Internal groups share a meal together every 6 months 1.4 Six monthly RAP progress reports and/or presentation to board/executive at board meeting
Relationships	Community Manager, Indigenous Programs Co-ordinator, Media Manager	2. Celebrate National Reconciliation Week (NRW) by providing opportunities for Aboriginal and Torres Strait Islander employees and other employees to build relationships	2.1 Organise at least one internal event each year for EFC staff that promotes NRW 2.2 Promote NRW through club communication channels during NRW
Relationships	Community Manager, Executive Human Resources Manager	3. Establish staff incentive program across all departments of EFC to visit partner communities at Tiwi/Wadeye/Rumbalara	3.1 Provide the opportunity for staff to attend club trips to partner communities as reward, recognition or development 3.2 Two staff to annually attend communities and share experiences with broader group
Relationships	Fan Development Manager, Marketing Services Manager	4. Ensure club events are promoted to the local Aboriginal and Torres Strait Islander community	4.1 Four key club events (Season Launch, Family Day, Dreamtime game, Crichton Medal) to be promoted to community organisations and through Aboriginal and Torres Strait Islander media 4.2 Invite Traditional Owners/Elders to attend key club events
Relationships	Community Manager, Indigenous Programs Coordinator	5. Develop and maintain relationships with key stakeholders in the Aboriginal and Torres Strait Islander communities where EFC Indigenous programs are active	5.1 Reference group to meet annually to discuss programs and consult with EFC representative/s (timed to align with RAP updates to board meeting/exec). Group should include Tiwi, Wadeye, Rumbalara, Hume City Council, Kangan TAFE, Wurundjeri Land Council

RESPECT

Essendon Football Club recognises that Australia has a unique Aboriginal cultural heritage. We want to recognise Aboriginal heritage and tradition, foster awareness of contemporary culture, embrace cultural difference and celebrate the achievements of the Aboriginal community.

OWNER	ACTION	TARGET	TIMELINE
Respect	Player Development Manager, HR Manager, Marketing, Services Manager	6. Acknowledge Traditional Owners and create a welcoming environment for all new players, employees and those attending Essendon events through a Welcome to Country or Acknowledgement of Country	6.1 Welcome to Country ceremony performed annually by Traditional Owners for all new staff and players (align with HR quarterly induction schedule) 6.2 Welcome to Country performed by Traditional Owners (Wurundjeri Elder) OR Acknowledgement of Country performed by Essendon representative at all club events
Respect	The Long Walk General Manager, Media Department Manager, Fan Development Manager	7. Increase the club's influence on Dreamtime at the 'G to deliver an event that involves and meets the expectations of the Aboriginal and Torres Strait Islander community	7.1 One survey conducted with the Aboriginal and Torres Strait Islander community after Dreamtime week each year to establish the expectations of the community and input into planning for the following year 7.2 Influence AFL to involve one local Aboriginal and Torres Strait Islander performer and two Aboriginal and Torres Strait Islander production personnel 7.3 Use the week leading up to the Dreamtime game to promote reconciliation and the history/story behind the event and activities surrounding it 7.4 Ensure EFC Aboriginal partners/representatives invited to attend and participate in Dreamtime events
Respect	Community Manager, Indigenous Programs Co-ordinator	8. Provide opportunities for our Aboriginal and Torres Strait Islander employees to engage with their culture and community through National Aborigines and Islanders Day Observance Committee (NAIDOC) Week events.	8.1 Provide opportunities for Aboriginal and Torres Strait Islander employees to participate in local NAIDOC Week events.
Respect	Human Resources Manager	9. Cultural awareness education for staff and players	9.1 All RAP committee members to attend cultural awareness education training annually as a group 9.2 All new staff and players complete cultural awareness training as part of their induction
Respect	RAP Group (internal)	10. Increase and maintain EFC staff awareness of and engagement with our RAP	10.1 Staff surveyed annually to ascertain impact of RAP on them and their knowledge of the club RAP and key areas of focus 10.2 Update provided at club staff meeting every 6 months (align with action 1.4)
Respect	Relocation Project Manager Executive	11. Aboriginal and Torres Strait Islander history and Traditional Owners acknowledged at Windy Hill, new High Performance Centre and other EFC Affiliate businesses	11.1 Plaque at each facility acknowledging Traditional Owners of the land 11.2 Smoking ceremony conducted at new HPC by Traditional Owners 11.3 Aboriginal and Torres Strait Islander profile and history in club hall of fame 11.4 Aboriginal artists to provide artwork for new HPC facility 11.5 Indigenous plants used at new HPC facility



BOMBERS' BRIGHT FUTURES

THE ESSENDON FOOTBALL CLUB IS FACILITATING AN INDIGENOUS EMPLOYMENT PROGRAM CALLED BOMBERS' BRIGHT FUTURES WHICH SUPPORTS EMPLOYERS, BUSINESS AND LOCAL INDUSTRY TO HELP INCREASE EMPLOYMENT OUTCOMES FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE.

The Bombers' Bright Futures program aims to increase employment outcomes in Melbourne's North West region by generating opportunities for Indigenous employment by brokering relationships between local industry, prospective employers and Indigenous jobseekers.

The program supports activities that:

- encourage and help employers to provide sustainable employment opportunities for Aboriginal and Torres Strait Islander people
- encourage and help Aboriginal and Torres Strait Islander people to take up training and employment opportunities, stay in jobs and improve their future employment prospects
- help communities, industry bodies and groups of employers to develop strategies that support local and regional economic growth

The Bombers' Bright Futures program provides support to:

- Aboriginal and Torres Strait Islander job seekers
- employers of Aboriginal and Torres Strait Islander people
- Aboriginal and Torres Strait Islander community organisations



The unique benefits of program participation include:

- Exclusive access to club functions, games and personnel
- The opportunity to network and engage with like-minded individuals and organisations

This project marks a commitment by the Essendon Football Club to concentrate efforts on supporting the achievement of local outcomes to supplement our work in remote communities.

OPPORTUNITIES

Essendon Football Club is a large community and the opportunities to address the gap between the position of Aboriginal and non-Aboriginal Australians are broad. The club's RAP aims to provide a range of educational, business, recreational and health opportunities for Aboriginal people at all levels of the club.

	OWNER	ACTION	TARGET	TIMELINE
Opportunities	The Long Walk GM	I2. The Long Walk Trust will promote TLW programs for schools and youth and raise awareness of Aboriginal and Torres Strait Islander affairs through annual program of events	I2.1 200 schools undertake TLW schools' program "Walk the Talk" I2.2 Five Aboriginal and Torres Strait Islander people engaged to deliver Walk the Talk I2.3 Six awareness raising events nationally I2.4 18,000 participants in TLW events	Annually ongoing
Opportunities	Membership Manager	I3. Identifying and meeting needs of Aboriginal and Torres Strait Islander EFC members	I3.1 Member survey and application to include option for members to self-identify as Aboriginal and Torres Strait Islander and/or Torres Strait Islander people I3.2 Minimum one communication of Aboriginal and Torres Strait Islander-specific content to Aboriginal and Torres Strait Islander members	Annually ongoing
Opportunities	Commercial Partnerships Team, Corporate Sales Manager	I4. Encouraging corporate partners to develop RAPs, sponsor and participate in our Aboriginal and Torres Strait Islander programs	I4.1 One EFC commercial or corporate partner to develop a RAP I4.2 Five corporate partners to experience an EFC Aboriginal and Torres Strait Islander program or event I4.3 One corporate partner to sponsor an Aboriginal and Torres Strait Islander activity or program	April 2015
Opportunities	Player Development Manager	I5. Off-field development and education for Aboriginal and Torres Strait Islander players	I5.1 A learning development plan for all Aboriginal and Torres Strait Islander players I5.2 Establish mentoring program for Aboriginal and Torres Strait Islander players with an Aboriginal and Torres Strait Islander past player or other respected person	April 2015
Opportunities	Human Resources Manager, Relevant Managers	I6. Grow Aboriginal and Torres Strait Islander employment in the administration of EFC	I6.1 Aboriginal and Torres Strait Islander Australians encouraged to apply for all positions which are advertised and promoted through our Aboriginal and Torres Strait Islander networks I6.2 Maintain a partnership with one Aboriginal and Torres Strait Islander employment service (Marrung-Pa) I6.3 Employ a minimum of two people of Aboriginal and Torres Strait Islander descent in club administration roles	April 2015
Opportunities	Player Development Manager	I7. Promote discounted membership of the Windy Hill Fitness Centre to Aboriginal and Torres Strait Islander players and their families	I7.1 Minimum of ten Aboriginal and Torres Strait Islander memberships	Annually ongoing

OPPORTUNITIES (continued)

OWNER		ACTION	TARGET	TIMELINE
Opportunities	Community Manager	18. Aboriginal Auskick / junior footy engagement	18.1 Continue the Auskick Exchange involving Auskick centres in North-West Melbourne 18.2 Establish an Aboriginal Auskick centre in North-West Melbourne (with AFL Vic)	Annually ongoing April 2015
Opportunities	Community Manager	19. Introduce a local focus to our plan - commit to a project that will support local community through driving employment outcomes in North-West Melbourne.	Bombers' Bright Futures Employment project (State Government funded from March 2013) 19.1 Actively support and broker up to 40 Indigenous employment outcomes (positions or placements) in the North West 19.2 Engage NW Indigenous employment reference group	June 2014
Opportunities	Financial Controller; Procurement Manager	20. Supplier Diversity - Support Aboriginal and Torres Strait Islander artists and businesses when sourcing requirements for club projects/business needs	20.1 Engage and employ at least one Aboriginal or Torres Strait Islander artist or business on a club project or brief each year	Annually ongoing
Opportunities	RAP Group (all)	21. Introduce a local focus to our plan - ensure local community and Traditional Owners are represented in our RAP projects, imagery and language.	21.1 Facilitate welcome and introduction to local Wurundjeri community for Aboriginal and Torres Strait Islander people who move to or visit North-West Melbourne through the football club or its associated businesses 21.2 Ensure all programs and imagery is representative of the diversity of Aboriginal and Torres Strait Islander peoples 21.3 Grow and strengthen links with local agencies, including Hume City Council and Kangan TAFE	April 2015

REPORTING

	OWNER	ACTION	TARGET	TIMELINE
Tracking and Reporting	RAP Group (all)	22. Report achievements, challenges and learning	22.1 Key outcomes and learning included in annual Reconciliation Australia report 22.2 Key outcomes and learning reported to club staff and directors	Annually (May 2014, May 2015)



From left: Musicians play at Dreamtime at the 'G Function 2012, Dyson Heppell and Courtenay Dempsey in Wadeye, Musical artists Tjimba Possum Burns and Jida Gulaplill recording the new Essendon Football Club player entrance song.

OUR RAPTEAM**ESSENDON FOOTBALL CLUB
RAP COMMITTEE**

Anita Fox (chair)
Cameron Britt
Hailey Grimes
Brenton Humphreys
Kim Kruger
Mia van Rompaey
Ryan McKee
Ash Brown
Jeremy Arnold
Chris Pehlivanis

**EXTERNAL
REFERENCE GROUP**

Aunty Di Kerr
Leanne Brooke
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Dr Tom Calma AO, Co-Chair - Reconciliation Australia, Kim Kruger, General Manager - The Long Walk, Ms Melinda Cilento, Co-Chair - Reconciliation Australia and Cameron Britt, Community Manager - Essendon Football Club celebrate Essendon Football Club's commitment to reconciliation at Parliament House, Canberra.