



WEST COAST EAGLES FOOTBALL CLUB AND WIRRPANDA FOUNDATION

# STRETCH RECONCILIATION ACTION PLAN

## JULY 2017 TO JULY 2020



# ACKNOWLEDGEMENT OF COUNTRY

The West Coast Eagles Football Club and the Wirrpanda Foundation acknowledge and pay respect to the Whadjuk people of the Noongar nation: who are the Traditional Custodians of the land on which we are located.

We extend that respect to all Aboriginal and Torres Strait Islander Nations who have contributed and continue to contribute to our national identity.

We pay respect to Elders; past, present and future.

The West Coast Eagles and the Wirrpanda Foundation are committed to reconciliation within the Western Australian football community and beyond.







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# OUR VISION FOR RECONCILIATION – TREVOR NISBETT

It is with great pleasure that I present the West Coast Eagles Football Club's and Wirrpanda Foundation's third Reconciliation Action Plan – a Stretch Reconciliation Action Plan.

The West Coast Eagles Football Club is committed to sustained success on and off the field and enriching the lives of the Western Australian community. Our club respects the unique position of Aboriginal and Torres Strait Islander peoples as Australia's First Peoples, and values the contribution they have made and continue to make to our country, our community, to the game of Australian Rules football and to our club.

The West Coast Eagles recognises its position as a social leader and has a longstanding commitment to reconciliation, as demonstrated through:

- our continued work within the 'Eagles in the Community' programs - (formed in 1986)
- our ongoing support of the Wirrpanda Foundation (established in 2005) and
- the appointment of the Australian Football League's first Indigenous Liaison Officer in 2009.

We are proud of the objectives we have achieved preceding and throughout our Reconciliation Action Plan journey and will continue to learn from, work collaboratively with and walk alongside Aboriginal and Torres Strait Islander peoples in our pursuit of reconciliation.



Trevor Nisbett  
Chief Executive Officer  
West Coast Eagles Football Club





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**WE NEED TO ALL WORK TOGETHER TO IMPROVE THE RELATIONS BETWEEN ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AND NON-ABORIGINAL PEOPLE. BY BUILDING AWARENESS, MEANINGFUL SCHOOL PROGRAMS AND PROVIDING OPPORTUNITIES TO ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES, THIS RAP WILL HELP REDUCE THE INEQUALITIES THAT CURRENTLY EXIST.**

**SHANNON HURN**  
*West Coast Eagles Captain*









# OUR VISION FOR RECONCILIATION— LISA CUNNINGHAM

Reconciliation is instilled within the Wirrpanda Foundation and we strive to demonstrate this across all of what we do. Our vision for reconciliation is an Australia that embraces unity between Aboriginal and Torres Strait Islander peoples and other Australians.

This Reconciliation Action Plan enables the Wirrpanda Foundation to work alongside the West Coast Eagles to continually improve and publically account for the way we acknowledge, respect, relate to and partner with Aboriginal and Torres Strait Islander peoples, communities and organisations.

We are proud of the achievements, growth and continued hard work since the establishment of the Wirrpanda Foundation in 2005, and the staff, volunteers and I look forward to continuing our work to make a difference for Aboriginal and Torres Strait Islander peoples now and in the future.

A handwritten signature in black ink that reads "Lisa Cunningham".

Lisa Cunningham  
Chief Executive Officer  
Wirrpanda Foundation





# MESSAGE FROM RECONCILIATION AUSTRALIA

Reconciliation Australia congratulates the West Coast Eagles Football Club on developing its third Reconciliation Action Plan (RAP), having moved from an Innovate to a Stretch RAP for 2017 – 2020.

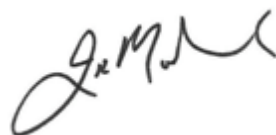
By adopting a Stretch RAP, the West Coast Eagles Football Club demonstrates its readiness to develop and test innovative approaches to reconciliation and champion reconciliation at every level of the organisation. The West Coast Eagles Football Club's commitments in this RAP see it well-placed to continue this progress across the key pillars of reconciliation—relationships, respect and opportunities.

The West Coast Eagles Football Club understands the importance of building and maintaining meaningful, respectful relationships with Aboriginal and Torres Strait Islander peoples and organisations in order to achieve mutually beneficial outcomes. It displays this commitment through its actionable goal to provide Aboriginal and Torres Strait Islander player and employee mentoring support for the WA Police Department Aboriginal WA Police Cadet mentoring program.

Respect and understanding for Aboriginal and Torres Strait Islander peoples, histories and cultures is key to the West Coast Eagles Football Club's core values. It champions these values by committing to have 8% of its employees, and 100% of all new employees, to undertake face to face cultural workshop learning activities per year.

The West Coast Eagles Football Club is committed to driving reconciliation through developing employment and training opportunities for Aboriginal and Torres Strait Islander peoples. It demonstrates this through its goal for its Wirrpanda Foundation to continue to employ over 80% full time and part time Aboriginal and/or Torres Strait Islander staff.

On behalf of Reconciliation Australia, I commend the West Coast Eagles Football Club on the implementation of an Innovate RAP, and look forward to following its continued reconciliation journey.



Justin Mohamed  
Chief Executive Officer  
Reconciliation Australia





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**AS A FORMER PLAYER OF THE WEST COAST EAGLES WHO REPRESENTED THE CLUB FOR THE BEST PART OF MY LIFE, I'M EXCITED THE CLUB HAS TAKEN THE INITIATIVE TO BRIDGE THE GAP WITHIN THE CLUB, NOT ONLY PROVIDING OPPORTUNITIES FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE ON THE FIELD, BUT ALSO EMPLOYMENT OPPORTUNITIES WITHIN THE CLUB.**

**DAVID WIRRPANDA**

*Former West Coast Eagles player and founder of Wirrpanda Foundation*





# OUR BUSINESS – WEST COAST EAGLES FOOTBALL CLUB AND WIRRPANDA FOUNDATION

Since its inception in 1986, the West Coast Eagles Football Club has established itself as one of the most successful clubs in the Australian Football League. We have a proud and rich history that includes developing, supporting and producing some of the most decorated Aboriginal and Torres Strait Islander players of the modern era. From its establishment, the West Coast Eagles Football Club has demonstrated a substantive and multifaceted commitment to the broader Western Australian community, which has been reciprocated through league-leading membership, community, and corporate support. Through the vehicle of Australian Rules football, the West Coast Eagles Football Club has brought people together from all walks of life, from all social and cultural backgrounds, and understands and respects the value of reconciliation in action.

Currently, the West Coast Eagles Football Club has approximately 65,000 members. Across two office locations in Perth and Melbourne, the club employs a total of 121 full and part-time staff plus 47 players, of which seven identify as Aboriginal and Torres Strait Islander peoples. An entity of the West Coast Eagles Football Club, the Wirrpanda Foundation, currently employs 49 full time and part-time staff, of which 83% are Aboriginal and Torres Strait Islander peoples.

The commitment of the West Coast Eagles Football Club to sustained success on and off the field is framed by our core values (unity, passion and professionalism). The club's community, education and development programs are delivered across the Perth metropolitan area, in the Pilbara through the Kicking Goals program and throughout the vast geographic expanse of Western Australia through consistent regional program delivery.

The West Coast Eagles has been actively supporting the WA community since its establishment. We are constantly striving to increase the ways we can positively contribute to our state. From helping to develop and grow our national game, improving educational and social outcomes among our youth or raising much-needed funds for local charities, the West Coast Eagles is committed to giving back to the WA community. The club is currently building a new training, administration and community facility at Lathain in Victoria Park. From 2019, the club will be co-located at these facilities with the Wirrpanda Foundation and will share space and class rooms to deliver programs within the community.



**BEING A PART OF THE RAP WORKING GROUP HAS GIVEN ME A GREAT INSIGHT INTO THE HARD WORK THAT HAS BEEN AND CONTINUES TO BE PUT INTO CREATING OPPORTUNITIES FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE.**

**JAMIE BENNELL**

*Former West Coast Eagles Player and Wirrpanda Foundation Mentor*









# EAGLES IN THE COMMUNITY

The ‘Eagles in the Community’ strategy is divided into four key areas: quality education, grassroots football, diversity programs and charitable partnerships. The programs include Eagles Rock My School, High School Program, AGL Aboriginal Leadership Program, Kicking Goals, AFL Multicultural Schools Program, AFL Community Camp and Sir Doug Nicholls Indigenous Round celebrations.



## CHARITABLE PARTNERS

Cancer Council WA  
Cans for a Cause/Foodbank WA  
Wirrpanda Foundation  
Legacy WA  
Tabitha Foundation

## GRASSROOTS FOOTBALL

Eagles Cup  
Eagles Faction Footy  
Eagles Schoolboys Cup  
WAAFL  
AFL Community Camp

## QUALITY EDUCATION

Eagles Rock My School  
High School Program  
AFL School Ambassador Program  
Kicking Goals

## DIVERSITY

AGL Aboriginal Leadership Program  
Sir Doug Nicholls Round  
Reconciliation Action Plan  
AFL Multicultural Schools Program  
AFL Multicultural Round  
West Coast Eagles 101  
Next Generation Academy

### EAGLES ROCK MY SCHOOL

Eagles Rock My School is a two-part program that is delivered to 250 primary schools each year. Part One is a presentation to the entire school by a West Coast Eagles Schools and Community member, accompanied by everyone’s favourite mascot, Rick ‘the Rock’ Eagle. The presentation focuses on healthy lifestyles and developing resilience. Part Two is a follow-up visit by a West Coast Eagles player to conduct either a reading session or a football skills clinic.

### HIGH SCHOOL PROGRAM

The West Coast Eagles High School Program allows schools the choice of one of five presentations, namely Cyber Awareness and Resilience, Goal Setting, Leadership, Employment in the Sporting Industry and Eagle Insight. The presentations are conducted by a West Coast Eagles Schools and Community team member and include video messages from players and other interactive activities. More than 100 Western Australian high school groups participate in this program each year.

## **AGL ABORIGINAL LEADERSHIP PROGRAM**

The AGL Aboriginal Leadership Program is designed to engage Aboriginal and Torres Strait Islander students from Years 7 to 10 in a six-session values-based leadership program. Interactive workshops focus on the topics of Cultural Identity, Goal Setting, Leadership, Nutrition and Drug & Alcohol Awareness, and the program culminates with a West Coast Eagles club tour. This program is delivered by presenters from the West Coast Eagles Schools and Community team and the club's Indigenous Liaison Officer, in partnership with mentors from the Wirrpanda Foundation. It is an interactive education-through-sport program that aims to equip participants with valuable life skills and deliver positive health, lifestyle and educational messages.

## **KICKING GOALS**

The Kicking Goals program, run in conjunction with Swan Districts Football Club and BHP, is one of Australia's largest regional -based AFL mentoring programs, combining sport-based initiatives to help high school students in the Pilbara towns of Port Hedland and Newman achieve better educational and employment outcomes. The program is a curriculum-based initiative that utilises a reward and incentive system, where students are required to maintain certain key performance indicators to stay in the program and be eligible for various incentives, including visits by West Coast Eagles players and participation in a West Coast Eagles curtain raiser match.

## **AFL MULTICULTURAL SCHOOLS PROGRAM**

The AFL Multicultural Schools Program is an introductory Australian Rules football program

designed to assist migrant and refugee communities to access and participate in Australian football through participation in this school-based program. The West Coast Eagles engage third-year Exercise and Sports Science students from Edith Cowan University to deliver the program at up to 15 culturally and linguistically diverse primary schools each year.

## **AFL COMMUNITY CAMP**

The AFL Australia Post Community Camp is an AFL program designed to improve the accessibility of AFL clubs within their respective regions. Since the initiative began in 2003, the West Coast Eagles have visited regional towns all across Western Australia, including Kalgoorlie, Busselton, Albany, Northam, Esperance, Narrogin, Geraldton, Karratha, Port Hedland, Carnarvon, Exmouth, Bunbury, Mandurah and Broome. The AFL Australia Post Community Camp also provides a unique opportunity each year for Aboriginal engagement throughout the state and the West Coast Eagles ensure relevant cultural protocols are followed in each region, including Welcome to Country ceremonies by Traditional Owners.

## **SIR DOUG NICHOLLS INDIGENOUS ROUND**

The West Coast Eagles is proud to recognise the contribution of Aboriginal and Torres Strait Islander Australians to the AFL competition by celebrating Sir Doug Nicholls Indigenous Round each year with a dedicated match. The round presents a unique opportunity to promote the ongoing work of the Wirrpanda Foundation; showcase Aboriginal and Torres Strait Islander entertainment; provide opportunities for Aboriginal and Torres Strait Islanders footballers as part of the curtain raiser, Little League and Auskick games at half-time time; and honour

current and former Aboriginal and Torres Strait Islander players, Elders and dignitaries.

## **WIRRPANDA FOUNDATION**

The Wirrpanda Foundation exists to improve the quality of life for Aboriginal and Torres Strait Islander peoples by working together to empower and build capacity among Aboriginal individuals, their families and their communities. All of the Wirrpanda Foundation's mentoring programs aim to reduce the gap between Aboriginal and non-Aboriginal people in our society through a cross-generational approach that

- increases the retention of Aboriginal and Torres Strait Islander students in school
- improves the life choices of Aboriginal and Torres Strait Islander peoples by encouraging further study or entry into the workforce
- sustains Aboriginal and Torres Strait Islander employment through cross-cultural training
- improves the health of Aboriginal and Torres Strait Islander peoples.

The Foundation has operated since 2005 and delivers culturally appropriate programs that are designed and delivered by Aboriginal and Torres Strait Islander peoples. These programs focus on assisting Aboriginal and Torres Strait Islander children, families and the community to further develop and equip them with the skills to make significant social decisions that directly impact on their lives.

The Wirrpanda Foundation is an entity of the West Coast Eagles Football Club and currently employs 49 full time and part-time staff, of which 83% are Aboriginal and Torres Strait Islander peoples.



# WIRRPANDA FOUNDATION

Some of the Wirrpanda Foundation's programs include the Wirra Club, Wirra Club ACT, Wirra Schools, Deadly Sista Girlz, Troy Cook Health and Leadership program, P242 Indigenous Employment Program, VTEC, Transition to Work, Aboriginal Driver Training Program, Moorditj Ngoorndiak, Full Circle Partnership and Deadly Culture.



## WIRRA CLUB

A rewards-based program aimed at increasing the retention of Aboriginal students in school. Students are given assistance with their schoolwork, a healthy snack and participate in physical activities three times weekly. Our longest running program Wirra Club has engaged more than 14,000 children since 2005.

## WIRRA CLUB ACT

A weekly health and nutrition program currently run in three schools across Canberra delivered by positive Aboriginal and Torres Strait Islander mentors. The program improves participants cultural, health, fitness and, nutritional knowledge.

## WIRRA SCHOOLS

The Remote School Attendance Strategy program, run- at Wiluna Remote Community School, aims to improve school attendance in Aboriginal and Torres Strait Islander children by working with parents/carers to ensure attendance and retention at school.

## DEADLY SISTA GIRLZ

A culturally appropriate health and education program, designed specifically for Aboriginal and Torres Strait Islander girls aged 8-18 years. The program, funded by the Department of Prime Minister and Cabinet, has engaged 4000 girls since 2008 and in 2013, Deadly Sista Girlz won four state and National awards, including a

Deadly Award for Excellence in Education.

## DEADLY BROTHA BOYZ

A weekly diversionary program for Aboriginal boys in the Kojonup area that are at-risk or have had contact with the youth justice system. The program aims to re-engage boys in education, training or employment opportunities.

## TROY COOK HEALTH AND LEADERSHIP

A healthy lifestyles program aimed at Aboriginal and Torres Strait Islander youth 13-17 years. The program educates participants about road safety, drug & alcohol awareness, gambling, common diseases and financial literacy. Over the past six years, the program has successfully engaged over 3500 young Aboriginal and Torres Strait Islander peoples.

## P242 INDIGENOUS EMPLOYMENT PROGRAM

A program aimed at inspiring and creating opportunities for long-term unemployed Aboriginal people aged 18+ to reach their full potential and gain employment. The Plan 2day 4 2morrow program was commended in the Australian Crime and Violence Prevention Awards in 2013.

## VTEC

An employment program that connects Aboriginal and Torres Strait Islander jobseekers to the

Construction, Mining and Oil & Gas industries in WA. Jobseekers that require extra training are supported to gain qualifications to aid employment prospects.

## TRANSITION TO WORK

A program that re-engages Aboriginal and Torres Strait Islander youth aged 15-21 years in the education system, vocational training or employment.

## ABORIGINAL DRIVER TRAINING PROGRAM

This program provides Aboriginal and Torres Strait Islander jobseekers assistance in attaining their driver's license in order to increase opportunities for employment.

## MOORDITJ NGOORNDIAK

A program aimed at re-engaging Aboriginal and Torres Strait Islander boys aged 12-19 years in contact with the youth justice system with education, employment and community. The program provides intensive individual mentoring for participants and their families.

## BUNURU

The Foundation's Skills Training and Employment Program incorporates a culturally safe program appropriate for the Aboriginal and Torres Strait Islander youth cohort, who unfortunately make up a substantial proportion of young people in the justice system.

FULL CIRCLE PARTNERSHIP

This program is a collaboration between Life without Barriers and the Wirrpanda Foundation. The program is designed to meet the unique needs of young people on community-based orders and bail orders

in the West Kimberley, through the provision of individualised, integrated interventions that actively engage young people, family and community in achieving sustained behavioural change.

DEADLY CULTURE

A cultural diversity program provided to corporate groups, schools and organisations. Training is delivered in a cultural awareness format or in a Cultural Amazing Race Format.





# OUR RAP JOURNEY

The inaugural West Coast Eagles Football Club Innovate Reconciliation Action Plan was consultatively and collaboratively developed in 2014. The process was facilitated by specialist consultants, former West Coast Eagles Player Craig Turley (Principal Moodjarlea Community and Indigenous Relations Consultants) and Simon Forrest (Elder in Residence Curtin University and longest-serving Aboriginal academic in Western Australia). It involved a comprehensive internal assessment of existing Aboriginal and Torres Strait Islander programs, partnerships and commitments, together with extensive internal engagement and consultation, and the formal establishment of a Reconciliation Action Plan Working Group.

Our club's second Reconciliation Action Plan from May 2015-May 2017 was developed in partnership with the Wirrpanda Foundation. This Reconciliation Action Plan was built on the solid foundation of the inaugural plan, with input and feedback from the Reconciliation Action Plan Working Group and Wirrpanda Foundation staff to extend our commitment to Reconciliation.

This third phase will see the West Coast Eagles and the Wirrpanda Foundation move to implement a 'Stretch' Reconciliation Action Plan that will build on the achieved objectives of the previous Reconciliation Action Plans.

**THE CLUB'S DEVELOPMENT OF A RAP IS AMAZING IN DEMONSTRATING RESPECT FOR OUR CULTURE AND HELPING CREATE OPPORTUNITIES FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE. THE OPPORTUNITIES WILL HELP DRIVE AND MOTIVATE THOSE IN NEED TO PUSH FOR A BETTER FUTURE.**

**JOSH HILL**

*Former West Coast Eagles player and RAP Working Group member*



This Reconciliation Action Plan was developed with the input and stewardship of the following past and present West Coast Eagles Football Club Reconciliation Action Plan Working Group members:

- \*Richard O'Connell (Chairperson, General Manager, Community & Game Development)
- \*Deane Pieters (Former Chairperson, West Coast Eagles, General Manager, Business Strategy and Growth)
- \*Phil Narkle (West Coast Eagles, Indigenous Liaison Officer)
- \*Michelle Phillips (West Coast Eagles, Schools and Community Manager)
- \*James Grabski (West Coast Eagles, Schools and Community Co-ordinator)
- Stewart Bird (West Coast Eagles, Licensing and Merchandise Manager)
- Lisa Cunningham (Wirrpanda Foundation, Chief Executive Officer)
- Liam Duggan (West Coast Eagles Player)
- Dale Kickett (Wirrpanda Foundation, Moorditj Ngoorndiak Program Manager)
- Ryan Jackman (West Coast Eagles, Membership Satisfaction & Retention Coordinator)
- Alicia Janz (Wirrpanda Foundation, Deadly Sista Girlz Co-ordinator)
- Lewis Jetta (West Coast Eagles Player)
- Josh Hill (West Coast Eagles Player)
- Stephen Loo (Community Representative)
- Sam Mitchell (West Coast Eagles Player/ Coach)
- Rachel Parnaby (West Coast Eagles, Project Manager - Business Strategy & Growth)
- Grace Robertson (Former West Coast Eagles, Human Resources Co-ordinator)
- Claire Santoro (West Coast Eagles, People and Risk Coordinator)
- Willie Rioli (West Coast Eagles/ Player)

*\*Reconciliation Action Plan Internal Champions*

Inaugural West Coast Eagles Football Club Reconciliation Action Plan Working Group members and contributors include:

- Richard Godfrey (Chairperson, West Coast Eagles, Chief Operating Officer)
- Melissa Burrows (Former West Coast Eagles, Human Resources Manager)
- Mark Hutchings (West Coast Eagles Player)
- Fraser McInnes (West Coast Eagles Player)
- Sam Alexeeff (Former West Coast Eagles Community Engagement Co-ordinator)
- Simon Forrest (Elder in Residence Curtin University)
- Craig Turley (Principal and Moodjarlea Community and Indigenous Relations Consultants).
- Jamie Bennell (Former West Coast Eagles Past Player).





# OUR MILESTONES/ACHIEVEMENTS/IMPACT

The West Coast Eagles and the Wirrpanda Foundation are proud of the achievements over our reconciliation journey and are motivated to build on this progress. Some of the key achievements of the West Coast Eagles / Wirrpanda Foundation RAP 2015 – 2017 include:

- The introduction of a Welcome to Country video that is displayed on the big screen prior to bounce down at all West Coast Eagles home games
- Facilitating the first ever all-Aboriginal women's curtain-raiser match as part of Sir Doug Nicholls Indigenous Round activations
- Community engagement visits and education sessions in some of Western Australia's most remote Aboriginal communities, including Bidyadanga (La Grange), Looma, Billiluna (Mindibungu), Balgo (Wirrimanu), Mulan (Lake Gregory), Kundat Djaru (Ringer Soak), Lundja (Red Hill), Wurrenranginy (Frog Hollow) and Yiyili.
- 96% of West Coast Eagles staff agreed in the 2016 Eagles in the Community Staff Survey that 'having a RAP makes the West Coast Eagles a better place to work'
- The Wirrpanda Foundation assisted 125 Aboriginal job seekers into employment and provided ongoing mentoring
- 82 job seekers have commenced the Aboriginal Driver Training Program to gain their provisional driver's licence
- The Deadly Sista Girlz program has reached more than 500 Aboriginal and Torres Strait Islander girls nationally
- Establishment of the Western Australian Training Academy (WATA)
- The Wirrpanda Foundation has reached approximately 5000 Aboriginal and Torres Strait Islander peoples nationally.



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**WE NEED TO WALK THE PATHWAY  
THROUGH THE WEST COAST EAGLES  
GATEWAY TOGETHER AS ONE. TO EMPOWER  
THE KNOWLEDGE IS A MOORDITJ AND  
BEAUTIFUL TOOL.**

**PHIL NARKLE**

*West Coast Eagles Indigenous Liaison Officer*







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**THE WEST COAST EAGLES AND WIRRPANDA FOUNDATION'S RAP IS AN OPPORTUNITY TO INSPIRE THE WIDER AUSTRALIAN COMMUNITY TO WELCOME 60,000 YEARS OF ABORIGINAL AND TORRES STRAIT ISLANDER CULTURE INTO OUR EVERYDAY LIVES - A CULTURE THAT HAS BEEN BOUND AND PROTECTED FOR OVER 200 YEARS CAN BE SHARED AND EMBRACED BY ALL AUSTRALIANS. THIS IS A MOMENT OUR ABORIGINAL AND TORRES STRAIT ISLANDER ANCESTORS COULD ONLY HOPE FOR, AND FOR US TO MAKE A REALITY.**

**ALICIA JANZ**

*Wirrpanda Foundation Deadly Sista Girlz Program Coordinator/Mentor and Reconciliation Action Plan Working Group member*



# RELATIONSHIPS



The West Coast Eagles Football Club and Wirrpanda Foundation understand and respect that the foundation of our success is the relationships that we have developed and maintained with the community, members, corporate and charitable partners. We appreciate the broader social value of equitable and respectful relationships between Aboriginal and Torres Strait Islander and non-Aboriginal peoples, and the powerful role that Australian football can play as a vehicle to lead transformative social change.

Focus area: West Coast Eagles Football Club Major Strategic Priority (2017-2020) 7. "In conjunction with the Wirrpanda Foundation we continue to grow our community programs ... -. Community is ingrained into the club's culture and is part of our DNA and what we do at the club..."

ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>1. RAP Working Group (RWG) actively monitors RAP development and implementation</b>	<ul style="list-style-type: none"> <li>Oversee the development, endorsement and launch of the RAP.</li> </ul>	July 2017	General Manager, Community & Game Development, Richard O'Connell with support from Manager - Schools & Community, Michelle Phillips  Human Resources Co-ordinator - Claire Santoro
	<ul style="list-style-type: none"> <li>Aspire for the RWG to be made up of 50% Aboriginal and Torres Strait Islander and 50% non-Aboriginal staff/stakeholders.</li> </ul>	July 2017, March 2018, 2019, 2020	
	<ul style="list-style-type: none"> <li>RWG to meet at least four times per year to monitor and report on RAP implementation.</li> </ul>	March 2018, 2019, 2020, June 2017, 2018, 2019, 2020, August 2017, 2018, 2019, December 2017, 2018, 2019	
	<ul style="list-style-type: none"> <li>Appoint an internal RAP Champion/s from the club's Executive team to chair the RWG and actively engage in the delivery of RAP outcomes.</li> </ul>	July 2017, March 2018, 2019, 2020	
	<ul style="list-style-type: none"> <li>Establish a Strategic RAP Group including the West Coast Eagles (WCE) CEO, Wirrpanda Foundation CEO, RAP Champions from the club's Executive to meet bi-annually to monitor RWG progress and targets.</li> </ul>	September 2017, 2018, 2019, May 2018, 2019, 2020	
	<ul style="list-style-type: none"> <li>Maintain and update Terms of Reference, expression of interest and nomination guidelines to formalise the processes for the RWG.</li> </ul>	July, 2017, March 2018, 2019, 2020	
	<ul style="list-style-type: none"> <li>Develop and distribute an expression of interest to join the RWG to appropriate community members.</li> </ul>	March 2018, 2019, 2020	



ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>2. Celebrate National Reconciliation Week (NRW) to strengthen and maintain relationships between Aboriginal and Torres Strait Islander staff and other staff</b>	<ul style="list-style-type: none"> <li>• Organise an internal NRW event each year inviting an Aboriginal and/or Torres Strait Islander community member/s into our office to connect and share experiences.</li> <li>• Register our NRW events via Reconciliation Australia's NRW website.</li> <li>• RAP Working Group Members to participate in at least one external NRW event each year and encourage other players/staff and senior leaders to participate and support corporate partner and community NRW events.</li> <li>• Submit within fixture requests to the AFL for the West Coast Eagles to host the Sir Doug Nicholls Round fixture each year.</li> <li>• Conduct West Coast Eagles Football Club Sir Doug Nicholls Round celebrations if fixture is not able to be secured.</li> <li>• Organise and conduct West Coast Eagles Sir Doug Nicholls Round Celebrations including: <ul style="list-style-type: none"> <li>• A curtain raiser match,</li> <li>• Aboriginal and Torres Strait Islander flags raised at stadium,</li> <li>• The West Coast Eagles team wearing the Indigenous guernsey,</li> <li>• Collaborate with the opposition team to enable Aboriginal and Torres Strait Islander players to take the coin toss and participate in a gift exchange,</li> <li>• Aboriginal and Torres Strait Islander entertainment</li> <li>• Acknowledgement of former West Coast Eagles Aboriginal and Torres Strait Islander players,</li> <li>• Appropriate speakers in VIP function,</li> <li>• Invitations sent to key Aboriginal and Torres Strait Islander Organisations and Elders.</li> </ul> </li> <li>• Promote West Coast Eagles Sir Doug Nicholls Round/National Reconciliation Week celebrations to all staff/players, members and fans through our communication networks.</li> <li>• Arrange a banner for the in the WA Reconciliation Street Banner Project each year.</li> </ul>	27 May – 3 June, 2018, 2019, 2020	<p>Manager – Schools &amp; Community – Michelle Phillips, with support from Schools &amp; Community Co-ordinator – James Grabski</p> <p>Wirrpanda Foundation CEO – Lisa Cunningham</p> <p>Indigenous Liaison Officer – Phil Narkle, with support from Aboriginal and Torres Strait Islander players</p>

ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>3. Implement and review an engagement plan to work with our Aboriginal and Torres Strait Islander stakeholders</b>	<ul style="list-style-type: none"><li>Implement and review an engagement plan to work with our Aboriginal and Torres Strait Islander stakeholders including:</li><li>West Coast Eagles to discuss and develop with the Wirrpanda Foundation guiding principles for future engagement at Lathlain as part of the Town of Victoria Park Community Benefits Plan,</li><li>The Wirrpanda Foundation maintain and develop five formal two-way partnerships per year to build capacity in Aboriginal and Torres Strait Islander organisations,</li><li>Develop an annual program of Aboriginal and Torres Strait Islander player appearances that aligns with other key Eagles in the Community and Wirrpanda Foundation programs,</li><li>Specifically target schools and build Aboriginal and Torres Strait Islander and reconciliation content into the AGL Aboriginal Leadership Program and schools programs where possible,</li><li>Maintain and extend relationships with key program partner school principals, Aboriginal program teachers and Aboriginal Education Officers,</li><li>Conduct one remote Aboriginal and Torres Strait Islander community visit per year,</li><li>Work together with the Wirrpanda Foundation to enhance and involve Aboriginal and Torres Strait communities in the annual AFL Community Camp held in WA regional town(s).</li></ul>	March 2018, 2019, 2020	Manager – Schools & Community – Michelle Phillips with support from Schools & Community Co-ordinator – James Grabski  Wirrpanda Foundation CEO – Lisa Cunningham  Indigenous Liaison Officer – Phil Narkle with support from Aboriginal and Torres Strait Islander players
	<ul style="list-style-type: none"><li>Implement and review a strategy as part of the overall Eagles in the Community communications strategy, incorporating the Wirrpanda Foundation to communicate our RAP to all internal and external stakeholders promoting reconciliation through ongoing active engagement with all stakeholders.</li></ul>	September 2017	General Manager, Communications – Gary Stocks, with support from the Communications Department  Manager – Schools & Community, – Michelle Phillips, with support from Community Partnerships Coordinator, Jess van Beijnum  Wirrpanda Foundation CEO – Lisa Cunningham
<b>4. Raise internal and external awareness of our RAP to promote reconciliation across our business and sector</b>	<ul style="list-style-type: none"><li>Continue to add Western Australian Aboriginal media outlets to all media lists.</li></ul>	December 2017, 2018, 2019, July 2020	Manager – Schools & Community, – Michelle Phillips, with support from Eagles in the Community Partnerships Coordinator, Jess van Beijnum



ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>4. Continued</b>	<ul style="list-style-type: none"> <li>Bring the RAP to life through West Coast Eagles and Wirrpanda Foundation social media and video to ensure a higher profile for the continuous development of the RAP. Feature Aboriginal and Torres Strait Islander and or RAP program or partnership stories:</li> <li>on the West Coast Eagles community and Wirrpanda Foundation website pages,</li> <li>in each publication of the Eagle Eye,</li> <li>episodes of Eagle Vision,</li> <li>cross promote West Coast Eagles and Wirrpanda Foundation good news stories by re-posting through each organisations communication channels,</li> <li>consider activating the more than 30 past West Coast Eagles Aboriginal and Torres Strait player network to leverage their stories of positive social impacts of life after football,</li> <li>The West Coast Eagles Aboriginal and Torres Strait Islander players and programs are central to the club's success. Provide support to the West Coast Eagles Indigenous Liaison Officer to integrate these strengths within the club brand story and our activities by building Aboriginal and Torres Strait Islander heritage into West Coast Eagles branded communications including exploring/adopting in the West Coast Eagles identity Aboriginal and Torres Strait Islander music and performance for every West Coast Eagles home game.</li> </ul>	December 2017, 2018, 2019, July 2020	General Manager, Marketing - Tony Haselhurst, with support from the West Coast Eagles events team and Indigenous Liaison Officer – Phil Narkle
	<ul style="list-style-type: none"> <li>Continue to identify opportunities for West Coast Eagles Football Club and Wirrpanda Foundation staff, including RAP Working Group members, to attend Crown Perth, SGIO and other corporate partner Reconciliation meetings and events to support the delivery of their company's RAPs and gather learnings.</li> </ul>	December 2017,2018,2019	
	<ul style="list-style-type: none"> <li>Attend the Reconciliation WA's Yokai Forum at least once per year and host the forum when possible at the club's new facility at Lathlain.</li> </ul>	December 2017,2018,2019	
<b>5. Support Reconciliation Australia, Reconciliation WA and other local organisations which support our vision for reconciliation..</b>	<ul style="list-style-type: none"> <li>If available, support Reconciliation Australia and Reconciliation WA with Aboriginal and Torres Strait Islander player appearances at community based projects, for example, Sorry Day.</li> </ul>	December 2017, 2018, 2019	General Manager – Community & Game Development – Richard O'Connell, with support from Manager – Schools & Community, – Michelle Phillips, Schools & Community Co-ordinator – James Grabski and Indigenous Liaison Officer – Phil Narkle, with support from Aboriginal and Torres Strait Islander players
	<ul style="list-style-type: none"> <li>Identify opportunities to support the 'Recognise Campaign' in raising awareness for constitutional recognition.</li> </ul>	December 2017, 2018, 2019	
	<ul style="list-style-type: none"> <li>Provide Aboriginal and Torres Strait Islander player and staff member mentor support for the WA Police Department's Aboriginal WA Police Cadet mentoring program.</li> </ul>	December 2017, 2018, 2019	



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**THE CLUB HAS ALWAYS BEEN COMMITTED TO ENSURING THAT THE BENEFITS OF ITS SUCCESS FLOW THROUGH TO THE COMMUNITY THAT HAS SUPPORTED IT - THE PLAYERS HAVE RESPECTED AND ENCOURAGED THIS POSITION. I LOOK FORWARD TO BEING A PART OF THE CLUBS ONGOING RECONCILIATION JOURNEY.**

**CRAIG TURLEY**

*Former West Coast Eagles player and RAP facilitator*





# RESPECT

One of our overarching values is respect. We can only earn respect and trust from one another by consistently demonstrating actions such as treating others the way we expect to be treated, and by acknowledging, accepting and celebrating differences. It is the West Coast Eagles' and Wirrpanda Foundation's belief that a particular level of respect should be extended to Aboriginal and Torres Strait Islander peoples because of their significant position as the first peoples of this nation, and for the unique and valuable contribution they have historically made - and continue to make - to our society, our country, to the game of Australian football, to the Wirrpanda Foundation and our club.



Focus area: West Coast Eagles Football Club Major Strategic Priority (2017-2020) 7. "In conjunction with the Wirrpanda Foundation we continue to grow our community programs ... Community is ingrained into the club's culture and is part of our DNA and what we do at the club..."

ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>6. Increase knowledge and understanding of Aboriginal and Torres Strait Islander cultures, histories and achievements</b>	<ul style="list-style-type: none"> <li>Create a "Cultural Place" for West Coast Eagles staff on the intranet, with access to RAP training materials and information that is more user-friendly.</li> </ul>	December 2017	Human Resources Co-ordinator – to be confirmed, with support from Project Manager - Business Strategy & Growth, Rachel Parnaby and Indigenous Liaison Officer – Phil Narkle
	<ul style="list-style-type: none"> <li>Continue to implement and review a cultural awareness training strategy for West Coast Eagles staff and players that defines continuous cultural learning needs and considers various ways cultural learning can be provided including:</li> </ul>	December 2017, 2018, 2019 December 2017, 2018, 2019, 2020	Chief Financial Officer, Amanda Cox with support from Indigenous Liaison Officer – Phil Narkle
	<ul style="list-style-type: none"> <li>8% (10) of total West Coast Eagles staff and 100% of all new staff to undertake face-to-face cultural workshop learning activities per year,</li> </ul>	December 2017, 2018, 2019 March 2018, 2019, 2020	
	<ul style="list-style-type: none"> <li>1.7% (2) of total West Coast Eagles staff (if possible RAP internal champions) undertake "On Country" cultural immersion learning activities, for example, an opportunity to participate in the Wirrpanda Foundation programs, a Wirrpanda Foundation regional trip or remote community visit per year,</li> </ul>	March 2018, 2019, 2020 December 2017, 2018, 2019	
	<ul style="list-style-type: none"> <li>RAP Working Group members and the West Coast Eagles Football Club Executive undertake face-to-face cultural learning workshops when opportunities arise</li> </ul>		
	<ul style="list-style-type: none"> <li>Continue to invite Aboriginal and Torres Strait Islander guest speakers, including community Elders, past and present West Coast Eagles Football Club players and parents to participate in Cross Cultural Awareness presentations to share their stories and experiences where possible,</li> <li>Provide cross cultural awareness training for the West Coast Eagles Football Club Cheer Squad,</li> <li>Continue to deliver a short cultural orientation course/session that includes presentations by Aboriginal and Torres Strait Islander players. To be delivered to West Coast Eagles Club staff prior to attending particular Aboriginal and Torres Strait Islander communities, meetings, programs or events.</li> </ul>	December 2017, 2018, 2019 December 2017, 2018, 2019, 2020 December 2017, 2018, 2019	Lisa Bradock, General Manager - Supporter Operations with support from Indigenous Liaison Officer – Phil Narkle

ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>7. Demonstrate respect to Aboriginal and Torres Strait Islander peoples and communities by embedding cultural protocols as part of the way our organisation functions</b>	<ul style="list-style-type: none"> <li>Maintain and communicate a cultural protocol document for Welcome to Country and Acknowledgement of Country on the staff intranet. Add other cultural protocols to be developed and implemented at the new administration building at Lathlain, including flag raising etc. and other relevant local specific protocols.</li> </ul>	July 2017, March 2018, 2019, 2020	General Manager – Community & Game Development – Richard O’Connell, Schools & Community Manager – Michelle Phillips, with support from Schools & Community Co-ordinator – James Grabski
	<ul style="list-style-type: none"> <li>Continue to display the West Coast Eagles Welcome to Country video on the big screen and in seated function rooms prior to bounce down at all West Coast Eagles home games.</li> </ul>	July 2017, March 2018, 2019, 2020	Indigenous Liaison Officer – Phil Narkle
	<ul style="list-style-type: none"> <li>Continue to invite a local Traditional Owner to provide a live Welcome to Country at three major club events per year, including on ground and within the Chairman’s Lounge function at the West Coast Eagles Sir Doug Nicholls Round Celebrations, at the AFL Community Camp and the John Worsfold Medal dinner.</li> </ul>	July 2017, March 2018, 2019, 2020, October 2017, 2018, 2019	
	<ul style="list-style-type: none"> <li>Maintain and review a list of key contacts for organising a Welcome to Country.</li> </ul>	March 2018, 2019, 2020	
	<ul style="list-style-type: none"> <li>West Coast Eagles Executive team and staff to provide an Acknowledgement of Country at community public events.</li> </ul>	March 2018, 2019, 2020	
	<ul style="list-style-type: none"> <li>Include Acknowledgement of Country at the commencement of relevant internal meetings.</li> </ul>	March 2018, 2019, 2020	
<b>8. Support the Human Rights Commission “Racism Stops with Me” Campaign National Anti-Racism Strategy</b>	<ul style="list-style-type: none"> <li>Ensure more West Coast Eagles Members and fans recognise that racism is unacceptable in our community by addressing incidents of racism on and off the field and supporting anti-racism education campaigns.</li> </ul>	December 2018, 2019, July 2020	Lisa Bradock, General Manager - Supporter Operations
	<ul style="list-style-type: none"> <li>Empower West Coast Eagles members, fans, players and staff, to prevent and respond effectively to racism by developing procedures for addressing incidents of racism.</li> </ul>		Craig Vozzo, General Manager – Football, with support from Indigenous Liaison Officer – Phil Narkle and West Coast Eagles Chaplain, Paul Morrison
<b>9. Celebrate NAIDOC Week and provide opportunities for Aboriginal and Torres Strait Islander staff to engage with culture and community during NAIDOC Week</b>	<ul style="list-style-type: none"> <li>Review HR policies and procedures to ensure there are no barriers to staff participating in NAIDOC Week.</li> </ul>	First week of July 2017, 2018, 2019, 2020	General Manager – Community & Game Development – Richard O’Connell, with support of Manager, Schools & Community – Michelle Phillips and Schools & Community Co-ordinator – James Grabski
	<ul style="list-style-type: none"> <li>Provide opportunities for all Aboriginal and Torres Strait Islander staff and encourage all staff to participate in local NAIDOC Week events.</li> </ul>		
	<ul style="list-style-type: none"> <li>West Coast Eagles Football Club to host an internal NAIDOC Week event in consultation with the Wirrpanda Foundation and senior staff to acknowledge NAIDOC Week and its importance.</li> </ul>		Indigenous Liaison Officer – Phil Narkle
	<ul style="list-style-type: none"> <li>West Coast Eagles Football Club and Wirrpanda Foundation to provide requested support for NAIDOC community and corporate events or celebrations.</li> </ul>		Human Resources Co-ordinator – Claire Santoro
	<ul style="list-style-type: none"> <li>Seek AFL permission for the team to wear the West Coast Eagles Indigenous guernsey in NAIDOC Week.</li> </ul>		

ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>10. Promote Aboriginal and Torres Strait Islander artwork, language and stories within the RAP and West Coast Eagles Football Club sphere of influence to build community awareness and appreciation of such cultural practices</b>	<ul style="list-style-type: none"> <li>Maintain Aboriginal artwork on RAP document and Sir Doug Nicholls Round themed Guernsey.</li> </ul>	December 2017, 2018, 2019	General Manager – Community & Game Development – Richard O’Connell
	<ul style="list-style-type: none"> <li>West Coast Eagles players to consider Aboriginal artwork on playing boots for significant celebration games.</li> </ul>	December 2017, 2018, 2019	Manager – Schools & Community, – Michelle Phillips  Wirrpanda Foundation CEO – Lisa Cunningham  Indigenous Liaison Officer – Phil Narkle
	<ul style="list-style-type: none"> <li>Continue to develop, source, build, curate and communicate Aboriginal and Torres Strait Islander stories at the new administration building at Lathlain including:</li> <li>Create and display an Acknowledgment of Country plaque,</li> <li>Consider the use of culturally significant names for the class room titles, meeting rooms and function rooms for the administration building at Lathlain,</li> <li>Within the West Coast Eagles museum have a dedicated exhibit highlighting the contribution of Aboriginal and Torres Strait Islander peoples,</li> <li>Display Aboriginal art at new offices,</li> <li>Consult Elders and community members on the procurement and display of artwork and culturally significant names for rooms.</li> </ul>	December 2018	General Manager – Infrastructure, Projects & Technology – Digby Moullin



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**THE TIWI ARTWORK WITH THE TURTLE  
DESIGN REPRESENTS MYSELF AND  
WILLIAM'S TOTEM WHICH HAS BEEN  
PASSED DOWN TO US FROM OUR FATHERS  
WHO ARE BROTHERS. THE DIFFERENT  
COLOURED DOTS REPRESENT THE DIVERSE  
RANGE OF PLAYERS AND PEOPLE COMING  
TOGETHER TO PLAY AFL FOOTBALL AT  
THE HIGHEST LEVEL WITHIN AUSTRALIA.  
THE BRIGHT COLOURS IN THE ARTWORK  
REFLECT THE RAINBOW SERPENT, WHO  
IS THE CREATOR OF THE LAND. THE  
DEEPER OCHRE COLOURS REPRESENT THE  
CONNECTION TO COUNTRY IN  
ALL ITS SPIRITUALITY  
KNOWLEDGE AND CULTURE.**

**DONNA RIOLI**

*Artist of Willie Rioli's Sir Doug Nicholls Round boots | Perth WA (2017)*



# OPPORTUNITIES



The West Coast Eagles Football Club and the Wirrpanda Foundation acknowledge their corporate and community leadership responsibilities and understand the important role that Australian football as a vehicle for social change. By building upon existing programs and corporate, community and charity partnerships, the West Coast Eagles Football Club players and staff and the Wirrpanda Foundation staff are in a position to create opportunities within their sphere of influence that can improve health, education/training, employment, justice, cultural awareness and engagement outcomes of Aboriginal and Torres Strait Islander peoples.

Focus area: West Coast Eagles Football Club Major Strategic Priority (2017-2020) 10. We are recognised as industry leaders in relation to employee retention and satisfaction levels. We achieve this through best-practice recruitment and induction processes, equal opportunity policies, a strong employee support network, esteemed professional development and training opportunities and a thorough performance management program. Our working environment is vibrant and a place people want to be employed. All employees are flexible and conducive to change. We maintain a strong employment brand by continually looking for innovations and ways to engage our staff in line with best practice.

ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>11. Increase Aboriginal and Torres Strait Islander employment outcomes</b>	<ul style="list-style-type: none"> <li>Collectively the Wirrpanda Foundation and West Coast Eagles employ more than 40 full time and part-time Aboriginal and Torres Strait Islander staff. The West Coast Eagles Football Club will identify, develop and employ additional Aboriginal and Torres Strait Islander staff over the life of this RAP.</li> </ul>	July 2020	General Manager – Community & Game Development – Richard O’Connell,
	<ul style="list-style-type: none"> <li>Continue to implement, review and update Aboriginal and Torres Strait Islander employment and retention strategy, which includes professional development including: Engage with existing Aboriginal and Torres Strait Islander staff to consult on employment strategies, including professional development annually,</li> <li>Engage with existing Aboriginal and Torres Strait Islander staff to consult on employment strategies, including professional development annually,</li> <li>Continue to build relationships with key organisations that support the Recruitment and HR Strategy (e.g. Edith Cowan University, Private Schools Association (PSA) &amp; Independent Girls Schools Sports Association (IGSSA), Australian Indigenous Education Foundation (AIEF) and the Future Footprints program)</li> </ul>	July 2017, March 2018, 2019, 2020	Chief Financial Officer, Amanda Cox with support from Human Resources Co-ordinator – Claire Santoro  Indigenous Liaison Officer – Phil Narkle  School & Community Co-ordinator – James Grabski

ACTION	TARGET	TIMELINE	RESPONSIBILITY
11. Continued	<ul style="list-style-type: none"> <li>• Conduct a review of current Aboriginal and Torres Strait Islander commitments across the West Coast Eagles to identify more opportunities, including traineeships or apprenticeships within community, membership, administration, Team Store, football etc. for Aboriginal and Torres Strait Islander peoples,</li> <li>• West Coast Eagles HR to work with the West Coast Eagles Executive Team to identify roles for Aboriginal and Torres Strait Islander graduates,</li> <li>• West Coast Eagles HR to build relationships with the Wirrpanda Foundation's Employment Team to link with the Wirrpanda Foundation's employment program and to develop strategies to source, engage and hire Aboriginal and Torres Strait Islander graduates,</li> <li>• Add Aboriginal and Torres Strait Islander Employment Strategy documents to West Coast Eagles staff intranet,</li> <li>• Continue to advertise West Coast Eagles Football Club employment vacancies in email networks through RAP Working Group Members and develop further strategies to advertise vacancies via the Aboriginal and Torres Strait Islander network in consultation with the Wirrpanda Foundation,</li> <li>• West Coast Eagles Football Club employment vacancy advertisements to include recommended text such as: "We are committed to achieving a diverse workforce and encourage applications from Aboriginal and Torres Strait Islanders and non-Indigenous peoples",</li> <li>• Where appropriate consult with an internal or nominated external Aboriginal and Torres Strait Islander person on the selection/interview panel for prospective Aboriginal or Torres Strait Islander employees,</li> <li>• Implement - with the support of the Wirrpanda Foundation - culturally appropriate assessment tools and processes including meeting face to face</li> <li>• Review the West Coast Eagles HR standards and procedures and other plans to confirm they reflect the RAP commitments to ensure that the West Coast Eagles is an organization is a workplace that embraces cultural diversity and creates the right environment to increase and sustain employment for Aboriginal and Torres Strait Islander peoples,</li> <li>• Collect and report on data about the number of Aboriginal and Torres Strait Islander applicants, retention and career progression,</li> <li>• Encourage Aboriginal and Torres Strait Islander employee development and seek their nomination for further development including nominating a candidate, if possible, for the Emerging Indigenous Executive Leadership Program.</li> </ul>	December 2017, 2018 2019 and July 2020	<p>General Manager – Community &amp; Game Development – Richard O'Connell,</p> <p>Chief Financial Officer, Amanda Cox with support from Human Resources Co-ordinator – Claire Santoro</p> <p>Indigenous Liaison Officer – Phil Narkle</p> <p>School &amp; Community Co-ordinator – James Grabski</p>



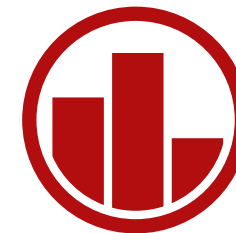
ACTION	TARGET	TIMELINE	RESPONSIBILITY
	<ul style="list-style-type: none"> <li>Deliver the Next Generation Academy, developed in conjunction with the West Australian Football Commission, to provide a high performance pathway for Aboriginal and Torres Strait Islander players from the Pilbara region, as well as players from multicultural backgrounds who are based throughout designated West Coast Eagles zones across regional WA. The Next Generation Academy provides participants with training and education sessions, including:</li> <li>skills/drills/game awareness and education,</li> <li>leadership/well-being/mental health education,</li> <li>parental/family engagement.</li> </ul>	December 2017, 2018, 2019, July 2020	Manager – Game Development – Adam Selwood
<b>12. Increase Aboriginal and Torres Strait Islander supplier diversity</b>	<ul style="list-style-type: none"> <li>Implement, review and update an Aboriginal and Torres Strait Islander procurement strategy for suppliers and companies involved in building and maintaining the club's administration facility at Lathlain to ensure any barriers to Aboriginal and Torres Strait Islander businesses in procurement strategies are addressed.</li> </ul>	December 2017	General Manager – Community & Game Development – Richard O'Connell Chief Financial Officer, Amanda Cox
	<ul style="list-style-type: none"> <li>Set a procurement target for goods and services from Aboriginal and Torres Strait Islander-owned businesses.</li> </ul>	December 2017	Chief Financial Officer, Amanda Cox
	<ul style="list-style-type: none"> <li>With the support of the Wirrpanda Foundation, develop at least six commercial relationships with Aboriginal and/or Torres Strait Islander businesses annually.</li> </ul>	July 2020	Chief Financial Officer, Amanda Cox
	<ul style="list-style-type: none"> <li>Maintain Wirrpanda Foundation membership of Supply Nation</li> </ul>	December 2017, 2018, 2019	Wirrpanda Foundation CEO – Lisa Cunningham
<b>13. Maintain leading practice support for Aboriginal and Torres Strait Islander players to improve engagement and retention</b>	<ul style="list-style-type: none"> <li>Maintain Aboriginal player recruitment, retention, support and transition programs, procedures and protocols against AFL Indigenous Advisory Board leading practice guidelines including:</li> <li>maintaining a cultural affirmation program for Aboriginal and Torres Strait Islander players,</li> <li>maintaining a host family cultural awareness training program,</li> <li>developing a mentoring program for Aboriginal and Torres Strait Islander players,</li> <li>positioning the West Coast Eagles as a national 'Centre of Excellence' for Aboriginal and Torres Strait Islander Player Pathways with the launch of OUR DREAMING PATHWAY program at the club's new administration building at Lathlain. The program will be strongly aligned with objectives from the RAP and provide links with programs run by the Wirrpanda Foundation. OUR DREAMING PATHWAY program facilitates the development of Aboriginal and Torres Strait Islander players, providing them with an opportunity to fulfil their dreams, football potential and career opportunities.</li> </ul>	November 2017, 2018, 2019 December 2018, 2019, July 2020	Indigenous Liaison Officer – Phil Narkle with support from Aboriginal and Torres Strait Islander players



**ARTIST: SELINA KULITJA**

*Docker River, N.T. (2016)*

# TRACKING PROGRESS AND REPORTING



ACTION	TARGET	TIMELINE	RESPONSIBILITY
<b>13. Report RAP achievements, challenges and learnings to Reconciliation Australia for inclusion in the RAP Impact Measurement Report</b>	<ul style="list-style-type: none"> <li>Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia.</li> <li>Investigate participation in the RAP Barometer</li> <li>Develop and implement systems and capability needs to track, measure and report on RAP activities.</li> </ul>	30 September 2017, 2018, 2019	Manager – Schools & Community, – Michelle Phillips
<b>14. Report RAP achievements, challenges and learnings internally and externally</b>	<ul style="list-style-type: none"> <li>Communicate mid-year and annual updates on RAP progress to all West Coast Eagles and Wirrpanda staff.</li> <li>Present mid-year update and annual RAP report to the RAP Strategic Steering Committee.</li> <li>Present mid-year update and annual Reconciliation Action Plan report to West Coast Eagles Club Board.</li> <li>Include RAP performance in annual Eagles in the Community/ Wirrpanda Foundation and other social program reporting processes.</li> <li>Publically report our RAP achievements, challenges and learnings.</li> </ul>	August 2017, 2018, 2019 December 2017, 2018, 2019	Manager – Schools & Community, – Michelle Phillips
<b>15. Review, refresh and update RAP</b>	<ul style="list-style-type: none"> <li>Liaise with Reconciliation Australia to develop a new RAP based on learnings, challenges and achievements.</li> <li>Send draft RAP to Reconciliation Australia for formal feedback and endorsement.</li> </ul>	July 2020	Manager – Schools & Community, – Michelle Phillips



# WEST COAST EAGLES ABORIGINAL AND TORRES STRAIT ISLANDER PLAYERS CULTURAL CONNECTIONS



**PHIL NARKLE**  
Noongar/Wongi/  
Yamatji WA



**WALLY MATERA**  
Noongar WA



**KEVIN CATON**  
Kalkadoon-Murri  
North Queensland



**STEVAN JACKSON**  
Noongar WA



**TROY UGLE**  
Noongar WA



**DAVID REGAN**  
Noongar/  
Wongi WA



**NEIL MARSHALL**  
Nyul-Nyul-Dampier  
Peninsula WA



**SHANE BOND**  
Narungga-York  
Peninsula-Nunga SA



**CHRIS LEWIS**  
Yamatji WA



**DALE KICKETT**  
Noongar WA



**LAURIE BELLOTTI**  
Malgana/Banyjima-  
Yamatji WA



**TOBY MCGRATH**  
Wongi WA



**PETER MATERA**  
Noongar WA



**PHIL MATERA**  
Noongar WA



**ANDREW TAYLOR**  
Noongar-Ballardong  
WA



**ASHLEY SAMPI**  
Noongar WA/  
Bardi-Kimberley



**DAVID WIRRPANDA**  
Yorta Yorta-Murray  
River-Koorie Vic



**BRAD DICK**  
Yamatji-Noongar WA



**ADAM COCKIE**  
Noongar WA



**CALLUM PAPERTALK**  
Yamatji-Noongar/  
Bardi-Kimberley WA



**KOBY STEVENS**  
Gunaikurnai-Koorie  
VIC



**JOSH HILL**  
Noongar/Bardi-  
Kimberley WA



**JARRAD OAKLEY-  
NICHOLLS**  
Yamatji WA/Koori  
NSW/Noongar WA



**JAMIE BENNELL**  
Noongar/  
Yamatji WA



**MALCOLM KARPANY**  
Narungga-York  
Peninsula/Kaurna/  
Ngarrindjeri-Nunga SA



**WILLIAM RIOLI**  
Manuwarimi/  
Wuluwunga, Tiwi  
Islands N.T



**BRENDON AH CHEE**  
Nyikina-Derby, Yawuru-  
Broome, Palyku-  
Nullagine, Bindjareb-  
Pinjarra WA



**LIAM BEDFORD**  
Kija/Gooniyandi-  
Kimberley WA



**MURRAY NEWMAN**  
Noongar WA



**GERRICK WEEDON**  
MIB Banyjima-Kimberley  
WA



**LEWIS BROOME**  
Nyikina-  
Kimberley WA



**SHARROD  
WELLINGHAM**  
Ngalea/Ngadju WA



**LEWIS JETTA**  
Noongar WA



**FRANCIS WATSON**  
Warlpiri/Kukatja,  
East Kimberley WA



**LIAM RYAN**  
Wadjarli-Geraldton  
(Yamatji), Badimaya-  
Mount Magnet WA



For further information regarding the West Coast Eagles Football Club and Wirrpanda Foundation RAP, please contact:

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