

BRISBANE LIONS
RECONCILIATION
ACTION PLAN
AUGUST 2018 - AUGUST 2019



OUR VISION

Our club values dictate we have a responsibility to be inclusive, collaborative, accountable and ultimately respectful to those around us, and our first RAP will outline that future.

The Brisbane Lions' Reconciliation Action Plan is our opportunity to engage, learn from and ultimately invest in the local Aboriginal and Torres Strait Islander people, not only in the greater Brisbane area, but in our Victorian Fitzroy roots and across Australia.

Building upon a foundation of existing programs and events, this document will outline our future commitments towards a vision for reconciliation and how we plan to use our resources to work with Aboriginal and Torres Strait Islander communities on programs targeting health and fitness, education, and mental wellbeing.



OUR BUSINESS

The Brisbane Lions were formed on 4 July 1996, when the AFL approved a merger between the Brisbane Bears and the Fitzroy Lions. The Club was officially launched on 1 November 1996 and joined the national competition in 1997.

It was the first union of two clubs in VFL/AFL history - the perfect combination of an emerging force, full of youthful enthusiasm and energy, with a proud foundation Club, overloaded with history and tradition.

There was the Brisbane Bears, a vibrant newcomer to the national scene. Young and ambitious, they were just starting to find their feet in the 'big time' after a troubled 10-year infancy split between the Gold Coast and Brisbane but without the long-term backing to mount a serious challenge.

And there was Fitzroy, a traditional Club of more than 100 years' standing. They had fought the odds more often than most and won, yet now as financial pressures threatened to engulf them once and for all, they accepted a merger in preference to the extinction offered by a takeover elsewhere.

Individually the Bears and the Lions might both have struggled. But together they would grow to become a formidable force within the toughest sporting competition in Australia; a legitimate two-city team, with vibrant supporter bases

in Brisbane and Melbourne that would rejoice in unison when the king of the jungle roared longest and loudest at the MCG on that one day in September.

Today, the Brisbane Lions continue to have a strong supporter base in both south-east Queensland, as well as all over the state in regional areas and of course in our "second home" of Melbourne. With over 24,000 members in 2018 and a strong workforce of staff, coaches and players with five Aboriginal employees, the Club has a focus on football improvement for both our men's and women's teams, member and fan growth, development of a new training & administration facility, and evolving our community programs and engagement, the Club is setting up a long successful future.

As a Club, our core values stress the importance of being connected, both to our people and our community, as well as care, by showing respect & support while building honest relationships. This is how we will engage and collaborate with our Aboriginal & Torres Strait Islander key stakeholders & community partners.





MESSAGE FROM RECONCILIATION AUSTRALIA

KAREN MUNDINE

Chief Executive Officer Reconciliation Australia

Reconciliation Australia is delighted to welcome Brisbane Lions AFC to the Reconciliation Action Plan (RAP) program and to formally endorse its inaugural Reflect RAP.

As a member of the RAP community, Brisbane Lions AFC joins over 1,000 dedicated corporate, government, and not-for-profit organisations that have formally committed to reconciliation through the RAP program since its inception in 2006. RAP organisations across Australia are turning good intentions into positive actions, helping to build higher trust, lower prejudice, and pride in Aboriginal and Torres Strait Islander cultures.

Reconciliation is no one single issue or agenda. Based on international research and benchmarking, Reconciliation Australia defines and measures reconciliation through five critical dimensions: race relations; equality and equity, institutional integrity; unity; and historical acceptance. All sections of the community—governments, civil society, the private sector, and Aboriginal and Strait Islander communities—have a role to play to progress these dimensions.

The RAP program provides a framework for organisations to advance reconciliation within their spheres of influence. This Reflect RAP provides Brisbane Lions AFC a roadmap to begin its reconciliation journey. Through implementing a Reflect RAP, Brisbane Lions AFC will lay the foundations for future RAPs and reconciliation initiatives.

We wish Brisbane Lions AFC well as it takes these first critical steps in its reconciliation journey. We encourage the organisation to embrace this journey with open hearts and minds, to grow from the challenges, and to build on the successes. As the Council for Aboriginal Reconciliation reminded the nation in its final report:

"Reconciliation is hard work—it's a long, winding and corrugated road, not a broad, paved highway. Determination and effort at all levels of government and in all sections of the community will be essential to make reconciliation a reality."

On behalf of Reconciliation Australia, I commend Brisbane Lions AFC on its first RAP, and look forward to following its ongoing reconciliation journey.



MESSAGE FROM THE CHAIRMAN

ANDREW WELLINGTON

Brisbane Lions Chairman

Care and connectedness are two of the Brisbane Lions' four core values that staff and players aim to demonstrate each day in their work and home life. These two values are integral to the Australian community bridging gaps between the Aboriginal and Torres Strait Islander and remainder of the Australian community.

Through the Club's inaugural Reconciliation Action Plan (RAP), the Lions' board, staff, players and members will be accountable in their efforts of reconciliation. To achieve this, the Club have outlined a number of required steps and set clear goals.

The first starting with building upon meaningful relationships with Aboriginal and Torres Strait Islanders in our community. Already we have had 39 players from Aboriginal and Torres Strait Islander backgrounds proudly don our Lions guernsey. For the past four years the team has proudly worn an Indigenous guernsey in the Annual Sir Doug Nicholls Round, with each jumper being designed by a person close to the Club or community. The Club can also be proud that Sir Doug Nicholls played for Fitzroy. In 2017 we secured a partnership with the Institute for Indigenous Urban Health - Deadly Choices, an organisation aimed at empowering young Aboriginal and Torres Strait Islanders to make healthy diet and lifestyle choices.

Both these examples reflect care and connectedness and an established presence in the Aboriginal and Torres Strait Islander community, but we can achieve much more. Our RAP has been developed by a group made up of people with a range of backgrounds and connections with the Club. Importantly, two of our current players, Allen Christensen and Ally Anderson, have actively participated in the development of our RAP. Allen was Co-Chairperson of the Committee with Cathie Reid.

From 2018 onwards, we must live out the values we aspire to and uphold targets set in this document. This is how all of us, as a Lions community, can drive small, but integral steps, towards achieving reconciliation in our community.





OUR RAP

The Brisbane Lions are developing a RAP in order to;

- improve our relationships and engagement with the local Aboriginal and Torres Strait Islander communities;
- build stronger partnerships with organisations that share similar values and commitments to the First Australians;
- develop a respectful, welcoming and understanding workforce able to work and engage with Aboriginal and Torres Strait Islanders;
- expand our community programs and ensure they deliver a lasting and meaningful impact through health & fitness, education and mental wellbeing;
- create an inclusive environment that provides employment opportunities;
- grow our brand and business in the Brisbane and Melbourne markets through deeper connection with Aboriginal and Torres Strait Islanders;
- become a Club of choice for Aboriginal and Torres Strait Islander players.

The Reconciliation Action Plan will be driven by the Committee along with key stakeholders across departments, with the Head of Consumer taking the lead on most activities.

RAP COMMITTEE

CATHIE REID

Brisbane Lions Board of Directors, RAP Committee Chairperson

Cathie is the co-founder of Icon Group, the Epic Pharmacy Group, and the Epic Good Foundation. She was instrumental in setting up Icon Group's first Reflect RAP as Chair of their RAP Committee and is a proud AFL supporter. Cathie's passion for the community is prevalent and she is a leading force on the Lions RAP Committee.

ALLEN CHRISTENSEN

Brisbane Lions Player, RAP Aboriginal and Torres Strait Islander Committee Co-Chairperson, Tiwi

Allen, born and raised in Victoria, moved to Brisbane in 2014 and has established himself as strong leader for a playing list comprised of young players. Allen is proud of his Tiwi heritage, and works tirelessly in the local Indigenous community with the Institute for Urban Indigenous Health program 'Deadly Choices' and Indigenous youth in schools across greater Brisbane.

ANGELA KING

Brisbane Lions Head of Consumer, RAP Committee Secretary

A lifelong supporter of the Club, has been part of the Brisbane Lions since 2010 and currently looks after all areas relating to fan engagement and development including membership, ticketing, merchandise and community programs. The community team have continuously delivered programs across Aboriginal & Torres Strait Islander communities and look forward to expanding this with the help of the RAP.

ALLY ANDERSON

Brisbane Lions Player, Gangulu

Ally is the first Aboriginal AFLW drafted to the Brisbane Lions for the inaugural season in 2017. She is a proud Gangulu woman and has an Ambassador role with the Institute for Urban Indigenous Health program Deadly Choices. Ally is also the proud assistant coach of the Indigenous Kickstart U15 Girls team for the past six years.

DARRYL WHITE

Brisbane Lions Past Player, Arrernte

A triple premiership Lions player and proud Arrernte clan man, Darryl been working in rural Aboriginal communities for the past 25 years delivering programs that mentor young men and women and nurture their development. Working with organisations such as Queensland Health, Beyond Blue, Life's a Ball, NT Youth Justice and Deadly Choices, Darryl remains passionately involved Aboriginal communities but also his Club. Darryl has played an active role in helping the Club deliver indigenous programs and objectives including being a contributor to The Long Walk at the Gabba each year.

PADDY MCNEE

Brisbane Lions GM People & Culture

With over 15 years HR experience, Paddy has worked with the Brisbane Lions for the past 5 years. Committed to creating the best possible outcomes for our people and our business, Paddy is pleased to be part of the RAP Committee to continue to drive education, opportunities and understanding across the business.

BREEANNA BROCK

Brisbane Lions AFLW CEO

After spending 12 years in driving female football participation in Queensland and Northern Territory, Bree took on the role of Women's CEO at the Club for the inaugural 2017 season. Throughout her time working and playing AFL, Bree has developed a passion for inclusion and wanting to make a positive contribution to reconciliation in Australia. Bree looks forward to ensuring that we connect more with the past players and forge better opportunities for our present and future Indigenous players, both male and female.

ANTHONY ALSOP

Brisbane Lions GM Communications

With nearly a decade's worth of experience working with high profile brands, Anthony moved north in 2017 to bring a fresh approach to the Club's media and marketing. Having worked previously in the AFL industry as well as broadcast television, he brings a trained eye to best present the RAP vision of the Brisbane Lions.

JOEL COONEY

Brisbane Lions Head of Commercial

Another lifelong supporter of the Club, back to the Fitzroy days, Joel has been working at the Club for 5 years across different areas including Corporate Hospitality, Community Programs and now Partnership Acquisition and Sales. A truly passionate Club and community man, Joel brings energy, enthusiasm and a strong network of support for the RAP.

ANDREW CROWELL

Brisbane Lions Head of Personal Excellence & Wellbeing

Former AFL player Andrew Crowell has spent over 18 years in the AFL in a number of roles including Regional Manager for the AFL Players Association and Project Manager for the AFL Players Youth Homelessness program — Ladder. Andrew leads the Brisbane Lions Personal Excellence and Wellbeing Department and is honoured to be a member of the RAP committee and to continually provide an environment that allows our players and staff to grow and develop.

DARREN ALLIE

AFLQ State Multicultural & Indigenous Engagement Manager, Gudjala

Darren is a proud descendant of the Gudjala people. He currently works with AFL Queensland as the State Indigenous & Multicultural Engagement Manager and has spent the last 12 years working with diverse communities to build social capacity through sport.



OUR HISTORY

The Brisbane Lions have been delivering a number of programs and projects over the years to demonstrate our commitment to working with Aboriginal and Torres Strait Islanders.

Annual Sir Doug Nicholls Round Jumper

The Club has engaged four different artists in four years to design the Club's annual Aboriginal & Torres Strait Islander celebration guernsey. By doing this, we have spread the opportunity and work amongst many talented artists from the local community. Each artist and each jumper has depicted a different story, but each representing important facts and stories about our players, the Club history and Brisbane itself. The Club values this project greatly giving royalties back to the artist and looks forward to continuing this great work.

Annual Aboriginal & Torres Strait Islander Celebration Round

Despite the Club not always having a home game during the AFL's official Sir Doug Nicholls Round, we have always taken the opportunity to celebrate Indigenous culture through a match day. Through welcoming dancers and singers to perform a Welcome to Country, displaying local artists work, inviting the local Aboriginal community to attend the game and working with partners to deliver a positive, engaging message to the community, the Club is proud of our match day work.

The Long Walk

The Brisbane Lions have hosted a number of Long Walk's over the years, including the biggest outside of the Dreamtime at the 'G' in 2017 which saw over 500 people walk from Musgrave Park, West End to the Gabba in Round 16 Lions v. Geelong. The participants completed the walk with a lap of the field pre-match and then were invited to stay and watch the match. The Club was extremely proud to have Michael Long, Chris Johnson and Darryl White all take part and join in on the celebrations on the night.

Deadly Choices

In 2017, the Brisbane Lions formed a partnership with the Institute for Urban Indigenous Health (IUIH)'s program Deadly Choices. Through providing Player Ambassadors and the Club's brand, we are able to support this great program in delivering health initiatives to the local Brisbane Aboriginal and Torres Strait islander community.

NAIDOC Week

In conjunction with AFL Queensland, the Club participated in a NAIDOC Week celebration in 2017. Staff from both organisations were treated to a special Aboriginal lunch and performance by a local group, and were able to reflect on the importance of ensuring continual awareness of Aboriginal and Torres Strait Islander people. The Club was also proud to support AFL Queensland on this day with the launch of their inaugural Reconciliation Action Plan.









CURRENT & PAST PLAYERS

The Club also has a long, rich history of Aboriginal and Torres Strait Islander players.

- Matthew Ahmat
- Ally Anderson
- Peter Bird
- Norm Byron
- Charlie Cameron
- Kevin Caton
- Allen Christensen
- Xavier Clarke
- Anthony Corrie
- Cedric Cox
- Robert Cummings
- Trent Cummings
- Fabian Francis
- Des Headland
- Rhan Hooper
- Kalinda Howarth
- Shadrach James
- Russell Jeffrey

- Chris Johnson
- Joe Johnson
- Adam Kerinaiua
- Dale Kickett
- Shailese Law
- Edward Lovett
- Wally Matera
- Gilbert McAdam
- Josh McGuinness
- Ashley McGrath
- Michael McLean
- Sir Doug Nicholls
- Albert Proud
- Shannon Rusca
- Jason Roe
- Sam Sheldon
- Kevin Taylor
- Darryl White





RELATIONSHIPS

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Establish a RAP Working Group	Maintain a RAP Working Group that is operational to support the development of our RAP, comprising of Aboriginal and Torres Strait Islander peoples and decision-making staff from across our organisation.	August 2018 October 2018 December 2018 March 2019 June 2019	Head of Consumer, GM People & Culture
Build internal and external relationships	 Develop a list of Aboriginal and Torres Strait Islander peoples, communities and organisations within our local area or sphere of influence that we could approach to connect with on our reconciliation journey. 	December 2018	AFLQ State Multicultural Indigenous Engagement Manager, Head of Consumer
	 Develop a list of RAP organisations and other like-minded organisations that we could approach to connect with on our reconciliation journey. 	December 2018	2. Head of Commercial, Committee Chair
	3. Seek artist to design RAP document and supporting collateral	August 2018	3. Head of Consumer
	4. Launch Club RAP through hosted event with key internal and external stakeholders	August 2018	4. Head of Consumer
Raise internal awareness of our RAP	 Develop and implement a plan to raise awareness amongst all staff across the organisation about our RAP commitments. 	September 2018	1. GM People & Culture
	2. Develop and implement a plan to engage and inform key internal stakeholders of their responsibilities within our RAP	September 2018	2. GM People & Culture, Women's CEO, GM Communications
	3. Engage Board of Directors to assist in delivery of RAP outcomes and participate in cultural awareness training	September 2018	3. Committee Chair
Raise external awareness of our RAP	Educate current partners on Club RAP and outcomes	December 2018	Head of Commercial, Head of Consumer
	2. Educate potential partners on Club RAP	December 2018	2. Head of Commercial
	3. Develop communication plan to keep members and supporters informed of Club RAP	September 2018	3. GM Communications, Head of Consumer
Stand up against racism directed at Aboriginal & Torres Strait Islander people	 In partnership with AFL, develop a strategy for addressing racism and supporting players experiencing racial vilification. Formulate an escalation process an support mechanism for players who may be experience discrimination to have every reasonable and necessary opportunity to resolve their concerns, where warranted, at the highest levels of the Club. 	March 2019	GM People & Culture, Head of Personal Excellence & Wellbeing



RESPECT

ACTION	DE	LIVERABLE	TIMELINE	RESPONSIBILITY
Investigate Aboriginal and Torres Strait Islander cultural learning and development	1.	Conduct a review of the available programs and partners to deliver Club staff cultural awareness training	August 2018	GM People & Culture, Head of Consumer
	2.	Deliver cultural awareness training to all full-time Lions employees including players & coaches	August 2018	2. GM People & Culture
	3.	Develop communications plan with goal to increase Club staff, players & coaches knowledge of Aboriginal and Torres Strait Islander cultures, histories and achievements	September 2018	3. Media Officer
Participate in and celebrate NAIDOC Week	1.	Raise awareness and share information amongst our staff of the meaning of NAIDOC Week which includes information about the local Aboriginal and Torres Strait Islander peoples and communities.	June 2019	AFLQ State Multicultural Indigenous Engagement Manager, Community Programs Manager
	2.	Educate and encourage staff to attend in both Brisbane and Melbourne, community events celebrating NAIDOC Week	July 2019	2. Community Programs Manager, GM People & Culture, Events Manager
	3.	Ensure our RAP Committee participates in an external NAIDOC Week event	July 2019	3. Committee Chair
Participate in and celebrate Reconciliation Week	1.	Raise awareness and share information amongst our staff of the meaning of Reconciliation Week	April 2019	AFLQ State Multicultural Indigenous Engagement Manager, Community Programs Manager
	2.	Educate and encourage staff to attend in both Brisbane and Melbourne, community events celebrating Reconciliation Week	May 2019	2. Community Programs Manager, GM People & Culture, Events Manager
	3.	Ensure our RAP Committee participates in an external Reconciliations Week event	May 2019	3. Committee Chair
Raise internal understanding of Aboriginal and Torres Strait Islander cultural protocols	1.	Explore who the Traditional Owners are of the lands and waters in our local area	August 2018	AFLQ State Multicultural Indigenous Engagement Manager, Head of Consumer
	2.	Develop and implement a plan to raise awareness and understanding of the meaning and significance behind Acknowledgement of Country and Welcome to Country protocols (including any local cultural protocols).	August 2018	AFLQ State Multicultural & Indigenous Engagement Manager
	3.	Implement a Welcome and/or Acknowledgement of Country for all major club events and meetings, as well as all staff & player inductions	August 2018	3. Events Manager, GM People & Culture
	4.	Provide all players of Aboriginal and Torres Strait Islander backgrounds the opportunity to present and educate the business on their heritage and culture	August 2018	4. Head of Personal Welfare & Excellence, Women's CEO





RESPECT

ACTION	DELIVERABLE		RESPONSIBILITY
	Develop and deliver a Acknowledgement of Country video that can be played at every Lions home match	February 2019	Head of Consumer, Community Programs Manager
Raise awareness and celebrate Aboriginal and Torres Strait Islander culture through match day opportunities	 Deliver a home match that celebrates Aboriginal and Torres Strait Islander culture Engage partners to deliver The Long Walk at the game Engage with AFLQ to deliver Aboriginal and Torres Strait Islander junior clinic at half time Engage local groups to perform live Welcome to Country with dance and music performance Invite key Aboriginal and Torres Strait Islander influences to attend Chairman's Circle event on game day Provide tickets for local communities to attend event 	May 2019	2. Community Programs Manager, Match Day Operations Manager, AFLO State Multicultural & Indigenous Engagement Manager
Display Club's commitment to education and engagement of cultures through recognition in the office	 Display national Australian, Aboriginal and Torres Strait Islander flags at Brisbane Office 	August 2018	1. Head of Consumer
	2. Create display and acknowledgement of Aboriginal and Torres Strait Islanders culture at the Lions Brisbane and Melbourne offices	August 2018	Community Programs Manager, Victorian Office Manager
	3. Display Aboriginal nations map in the Lions Brisbane and Melbourne offices to raise awareness of the diversity of cultures and people	August 2018	3. Community Programs Manager



OPPORTUNITIES

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
Investigate Aboriginal and Torres Strait Islander employment	 Investigate like-minded partners and organisations that can assist in developing a business case for Aboriginal and Torres Strait Islander employment within our organisation. 	November 2018	1. GM People & Culture
Investigate Aboriginal and Torres Strait Islander supplier diversity	 Develop an understanding of the mutual benefits of procurement from Aboriginal and Torres Strait Islander owned businesses. 	November 2018	Head of Commercial, Brand & Marketing Manager
	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	February 2019	Head of Commercial, Brand & Marketing Manager
Investigate opportunities for further support of Indigenous players	Establish support group for Aboriginal and Torres Strait Islander athletes in local Brisbane area	August 2018	Head of Personal Welfare & Excellence, Indigenous Co-Chair
	2. Revise current player induction program to include Aboriginal & Torres Strait Island protocol understanding, introductions and welcomes of Aboriginal & Torres Strait Islander players	August 2018	2. Head of Personal Welfare & Excellence, Women's CEO
Investigate opportunities to further support and engage past players	Create database of past Aboriginal and Torres Strait Islander players	August 2018	Victorian Office Manager, Past Players
	2. Develop communication plan to keep past players informed on RAP and Club events	September 2018	2. GM Communications, Victorian Office Manager
Investigate opportunities to engage with local communities at Club's proposed training & administration facility	Host ceremonial blessing of the land by local Elders	November 2018	Head of Consumer, T&A Project Manager
	2. Research and educate business on Aboriginal history of the land	November 2018	AFLQ State Multicultural & Indigenous Engagement Manager





TRACKING AND PROGRESS

ACTION	DE	LIVERABLE	TIMELINE	RESPONSIBILITY
Build support for the RAP	1.	Define resource needs for RAP development and implementation.	August 2018	1. Head of Consumer
	2.	Complete the annual RAP Impact Measurement Questionnaire and submit to Reconciliation Australia.	July 2019	2. Head of Consumer
Review and Refresh RAP	1.	Review and refresh RAP based on learnings, challenges and achievements.	July 2019	1. Committee
	2.	Assess organisational readiness to draft future RAP	July 2019	2. Head of Consumer
Ensure RAP is made publicly available to the organisation, partners, and members of the public	1.	Coordinate print copy of document is delivered to all staff, players and major Club partners.	August 2018	1. GM Communications
	2.	Provide copy of document digitally online for all partners, fans, and organisations to view via the Club website.	August 2018	2. GM Communications
	3.	Ensure a copy of document is emailed to all members of the Club upon launch.	August 2018	3. GM Communications



JANELLE McQUEEN

Janelle McQueen is from both Wiradjuri and Bunjalung nations in New South Wales. She moved to Queensland in 2003 and currently resides on the Gold Coast. Janelle first discovered her passion for expressing her culture through art in 2006 when she entered her first Indigenous Art Awards and has since won many awards for her art and cultural inclusion lessons. Now a Commercial Aboriginal Artist and Director of Yalul Cultural Revival, and mother of 3 daughters, Janelle still takes time to volunteer at the local high school and is passionate about sharing her culture and knowledge with her family and community.

Working for the Brisbane Lions on the 2017 Sir Doug Nicholls Round Indigenous Guernsey was a dream come true, as she has been a fan of the Club since the Fitzroy days. Janelle's passion for the Club and for learning more about Sir Doug Nicholls was evident in the incredible guernsey she designed.

This art is replicated throughout this document and it's story is below.

The story begins with the three boomerangs at the bottom of the painting: these represent the Fitzroy Lions and Brisbane Bears coming together to form the new Brisbane Lions club. The boomerang symbolises the returning of the players and supports every year. The red centre represents the Gabba in the shape of an Aboriginal warriors shield and the coming together not only for men's business but also for community, celebrations and growth. The Kangaroo and Emu tracks are the connection to the land and all people.

The Yellow line is for the crossing from the land into the night sky over the Brisbane river which is reflected as the great river turns into the night sky. The other strong symbol in the night sky is of Sir Dough Nichols in the form of a star, looking over the club and his old team mates.

The white symbols on the left of the back of the jumper is Sir Doug's family group: himself, his wife and their six children. These people were his main supports, who helped him to support others. This is what it means to be a part of the Brisbane Lions, to be part of a strong family who have your back.

For more information on Janelle and her work, or to contact her, please visit www.yalul.com.au.

CONTACT THE CLUB

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