



INNOVATE RECONCILIATION ACTION PLAN

ADELAIDE FOOTBALL CLUB
REPORT (2018 - 2019)



Since launching our first Innovate - RAP in late 2017, AFC have made significant inroads toward promoting a deeper respect and understanding of Aboriginal and Torres Strait Islander Cultures.

Of the 74 deliverables within our Innovate - RAP, we have achieved 65 items leaving 9 still a work in progress or in draft form. This is encouraging given the club is still in its infancy with implementing a sustainable, meaningful and mutually beneficial RAP.

Artwork throughout the RAP report created by Allan Sumner



SIR DOUG NICHOLLS ROUND [FORMALLY INDIGENOUS ROUND]

Sir Doug Nicholls Round (formally Indigenous Round) is always a highlight on the AFL schedule. This year we hosted the West Coast Eagles at the Adelaide oval where we took a stand together in our fight against racism in football.

All our past players were invited, 17 attended the match where they were presented an Indigenous guernsey (designed by Andrew McLeod) on the field by our current players. This was followed by a motorcade and guard of honour.

Past players attended the Chairman's function and had opportunities to be guest speakers in the surrounding function rooms. Feedback from the past players was that it's the most engagement they've had and enjoyed it immensely.





NATIONAL RECONCILIATION WEEK AND NAIDOC WEEK CELEBRATIONS

Staff and players participated in various events during both weeks, including; Reconciliation Breakfasts, player/staff lunches, NAIDOC awards, NAIDOC March and family fun day. The AFC has sponsored a table at the annual NAIDOC SA Ball for the past 2 years of which was used by the SA Elders Council. It's important the club remove any barriers for all staff and players to be able to participate in these events and been seen in the community supporting community events.





ARRILLA ONLINE DIGITAL TRAINING

The Arrilla Online Digital training across the business in addition to the Face to Face Cultural Awareness Training for Board/Executive group

- Arrilla Online Digital training was emailed out to approximately 180 staff/players. 135 logged into the training (75%), 125 have completed it (69%), with the remaining 10 starting but not quite finishing it
 - The smallest uptake was from players
- In addition to the online training- a Face to Face Leaders session was facilitated by Arrilla CEO, Shelley Reys. This session was for Executive and Board members who all actively participated in the training (A Board member is recommending the same training for their employer)
- Although not directly linked to this, staff/players also had opportunities to view the two Adam Goodes documentaries which was a great education tool.

FEEDBACK FROM ACROSS THE BUSINESS:

"I think it was really positive. Learnt a lot that I wasn't aware of or didn't have a great understanding of, I think it is a really great initiative by the club".

AFL Player

"I wanted to say thanks for involving us in the Cultural Awareness program. I learnt a lot. I did have some bells ringing from Law School and Australian legal history due to the Mabo decision. That said, it was a brilliant program (in each form-in person and online), and super important. To then see the Goodes documentary put many of our learnings into a clear picture. I sincerely thank you.

AFC Board member

"I thought the course was very educational and it was a great opportunity provided for all staff and players at the club. It allowed me to gain a greater understanding that I lacked before undertaking the training".

AFLW Player

"Found it all pretty useful and interesting. I found it most helpful to hear the appropriate terms and actions to use. Was a little bit confronting and heard some stats and that I was unaware about. Wasn't too long and had a fair bit of info so was good to be able to gain that insight and information".

AFL Player

"The training was thoroughly insightful, I walked away with a greater understanding and appreciation for Aboriginal and Torres Strait Islander history. I found the animations throughout the videos beneficial, as it supported the dialogue and assisted me in staying engaged throughout. Having done the training, I feel armed with the tools I may need when confronted with casual racism and feel confident in how to address the situation if ever faced".

Administration staff member

"Thoroughly enjoyed the online course. I thought I had a good understanding prior to the course however this really helped open my eyes up even more. Very educational and interactive".

AFLW Player



ACKNOWLEDGEMENT SCULPTURE

An Acknowledgement Sculpture was commissioned by local Aboriginal artist Allan Sumner. The original idea was to produce a plaque that acknowledged the Traditional Landowners that our headquarters reside on (Karna people).

We did better than that and produced something that would last a lifetime. This can now be seen by all members of the community in the club's main reception/foyer.

The sculpture is an opportunity to acknowledge, and pay respect to the traditional owners and ongoing custodians of the land.



In addition to the Acknowledgement Sculpture, we have erected permanent flag poles outside the Shed Floor balcony where the Australian, Aboriginal and Torres Strait Islander flags can be seen externally. This is another form of acknowledgment of First Nations people.



INDIGENOUS PLAYERS CAMP/WELCOME TO COUNTRY VIDEO DEVELOPMENT (FAR WEST COAST, SA)

AFC Indigenous players and staff travelled to the Far West Coast of South Australia to record the clubs game day Welcome to Country video (shot at the Great Australian Bite). The group stayed at Scotdesco, a small Aboriginal community located 105km west of Ceduna and were joined by past player Graham Johncock.

Whilst in Ceduna, players ran a football clinic at the Koonibba Football Club with support from the Far West Football League and Ceduna Aboriginal Corporation (CAC). Post clinic, players mingled with community and addressed the kids with some healthy lifestyle messaging and also popped in for a cup of tea at the Seaview Village Aboriginal Aged Care Facility, where players socialised with elders and staff.

This is an annual trip for the Indigenous players and an important one at that. The trip allows them to stay connected with community and culture, which is fundamental to being an Indigenous Australian.

More opportunities for Non-Indigenous players and staff to immerse themselves will be integral to the AFC Reconciliation journey.





INDIGENOUS PROGRAMS/MCLEOD CENTRE OF EXCELLENCE (MCOE)

The Adelaide Football Club is committed to engaging and empowering Indigenous youth, through the promotion of positive health and wellbeing outcomes. The McLeod Centre of Excellence (MCoE) facilitate three separate programs to meet student needs through each stage of their high school education.

- Indigenous Youth Leadership Program (IYL) supports students in year 10 with improved school attendance, SACE completion, leadership development, employment opportunities and future pathways
- The Future Leaders Program provides continued mentoring and educational support to students in years 11 and 12. The aim of the program is to support participants with school attendance, leadership skills, SACE completion and improve employment options and pathways
- The McLeod Challenge is a round robin competition for Aboriginal and Torres Strait Islander girls and boys in years eight and nine. It's aimed at providing all participants with a challenging and enjoyable interschool competition that builds relationships, facilitates teamwork and develops communication and leadership skills. The winning teams will have the opportunity to play in the McLeod Cup Final as a curtain raiser at the AFL Sir Doug Round on Adelaide Oval.



During this reporting period, MCoE also ran the Ready Set Crow Program (RSC) for a number of years including part of 2018. The RSC program aimed to engage, support, retain and promote the education of remote students by facilitating secondary school opportunities. Regular community visits were a key pillar of the program, providing the RSC team with the chance to speak to teachers, students and their families about schooling options in Adelaide.

The RSC would then support students and families who take up the opportunity to experience life in Adelaide, by way of a short term or transitional visits to Wiltja Boarding.

Unfortunately, the RSC program ceased in 2018 due to federal funding cuts.

The MCoE is currently doing a pilot program in partnership with Department for Education and Child Development (DECD) Walk Along Initiative (WAI). The program provides support for Anangu children and young people who are visiting Adelaide on a regular basis with their families from the Anangu Pitjantjatjara Yankunytjatjara and Maralinga Tjarutja Lands. It aims to close the gap in attendance and retention rates for indigenous children, increase literacy and numeracy levels and ensure access to pre-school opportunities.



PROCUREMENT OPPORTUNITIES

Procurement Opportunities with Aboriginal businesses has grown over the two years of the clubs RAP. AFC are now members of the Supply Nation which is essential for businesses like us whom have a RAP.

AFC have utilised several Aboriginal businesses including; Carey Training, Arrilla Indigenous Consulting, Print Junction, Something Wild and Scotdesco Aboriginal Corporation all of which are certified under Supply Nation. We have also utilised local small Aboriginal businesses throughout the reporting period for Welcome to Country, artwork and catering.





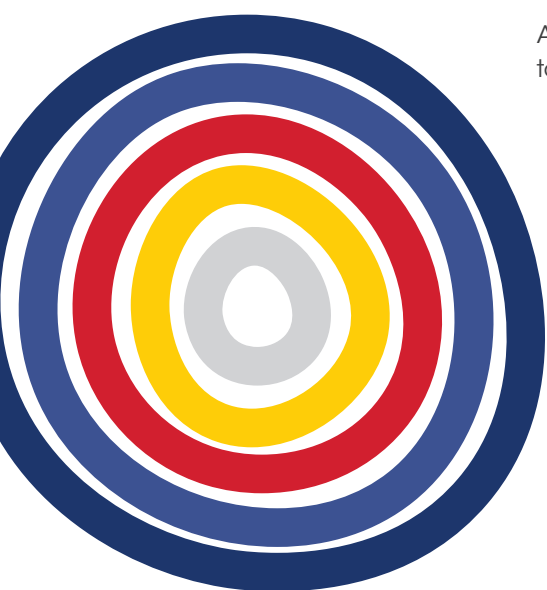
INAUGURAL ABORIGINAL AND TORRES STRAIT ISLANDER FEMALE FOOTBALL ACADEMY

An Inaugural Aboriginal and Torres Strait Islander Female Football Academy was established in 2018 to help fast track young Indigenous girls in becoming AFLW stars. A squad of 30 young talented females were selected from three separate trials held in Adelaide (x2) and Port Augusta. These young women have had the opportunities to utilise the AFC facilities including gym, shed floor and access to AFLW players and coaching staff. The Academy is coached by Aboriginal women Bronwyn Davey, who was part of the inaugural AFLW match between Melbourne and the Western Bulldogs.

The Academy is sponsored by Cancer Council SA-Quitline and the Crows Children Foundation.



Although we don't currently have a male version of the academy, we do have up to 20 young Indigenous men involved across our academies.



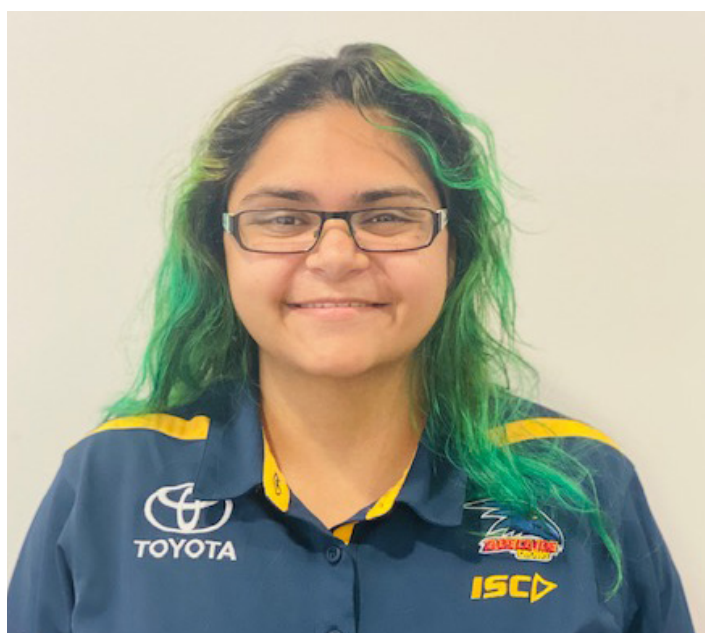


CADETSHIP PROGRAM

The AFC introduced an Indigenous Liaison Cadet in late 2018 to increase entry level opportunities for Aboriginal and Torres Strait Islander employment outcomes. Run through the AFL Sportsready, The Cadetship Program provides students with paid employment in a role that relates to their undertaken field of study for 12 weeks per year. This enables students to gain a professional employment experience alongside their studies and provides the employer with a knowledgeable and eager individual with a passion for their industry, whilst building the next generation of Indigenous professionals.

Michael Yunupingu was the club's first Indigenous Liaison Cadet. Michael worked across AFC Academies program, had exposure with the SANFL program and assisted the STEMFooty program. Michael completed his degree (Exercise and sports science) in 2019 and was the first member of his family to finish a degree of any sort.

Kiara Karpány-Day, our newest cadet started in October 2019, and will work across media, marketing and Indigenous programs. She is studying a Bachelor of Creative Arts (Visual Effects & Entertainment Design) at Flinders University.





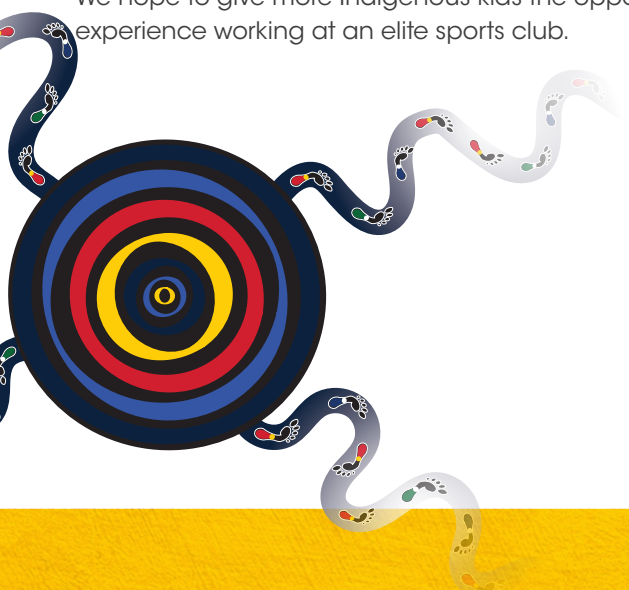
WORK EXPERIENCE PLACEMENT - ADELAIDE GIANTS

In November 2019, the Adelaide Giants Baseball team provided an opportunity for Seaton High School Year 10 student, Ashlin Miller to gain an insight into working at the Giants. Ashlin got the opportunity to experience numerous areas from media/marketing, setting up ballpark signage, merchandise stands and provided on-field assistance to both Giant and the visiting Japanese teams.

We hope to give more Indigenous kids the opportunity to experience working at an elite sports club.



Ashlin pictured with Adelaide Giants General Manager, Operations Eric Balnar



ADELAIDE CROWS FOUNDATION

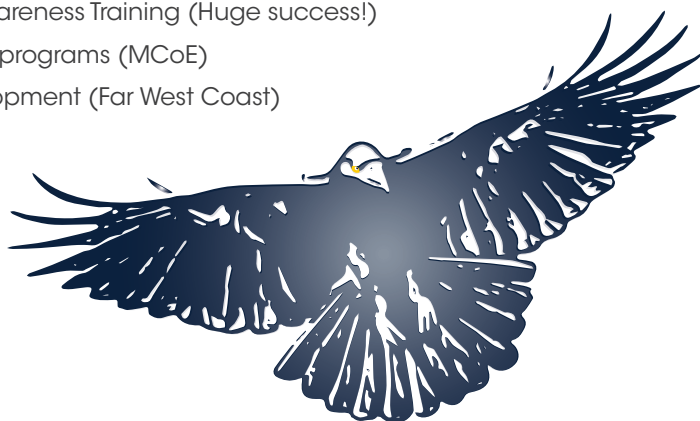
The Adelaide Crows Foundation is a leading sport affiliated charitable foundation in Australia, building a better community through children and youth. The Foundation recognizes the importance of the Adelaide Football Clubs Indigenous programs and will continue to support and invest in efforts to develop these programs across engagement, culture, education, training and employment. The Foundation is very proud to acknowledge our important role in the establishment of the Aboriginal and Torres Strait Islander Female Football Talent Academy and we look forward to further strategic investments into Aboriginal and Torres Strait Islander Programs that lead to positive and long-lasting community impacts.



children's foundation

ALL ACHIEVED ITEMS OVER THE PAST TWO YEARS ARE AS FOLLOWS;

- Establishment of AFC first RAP committee with Aboriginal community representation
- Appointment of clubs first Indigenous Liaison Officer
- Roll out of Arrilla Online Digital and Face to Face Cultural Awareness Training (Huge success!)
- Indigenous Youth Leadership and Future Leaders Education programs (MCoE)
- Indigenous players camp/Welcome to Country video development (Far West Coast)
- Internal/External National Reconciliation Week Events
 - Reconciliation breakfast
 - Sculpture launch/smoking
 - Staff/Players lunch
- Internal/External NAIDOC Week Events
 - NAIDOC Awards and flag raising ceremony
 - Staff/player lunch
 - 445 (EH and JJ) - Something Wild catering
 - NAIDOC March and family fun day
 - Sponsored a table at the NAIDOC Ball for the Aboriginal Elders council 2018 and 2019
- Sir Doug Nicholls Round (SDNR), formally Indigenous round
- The Final Quarter and The Australian Dream documentary viewings
- Acknowledgement sculpture launch and ceremony
- Procurement opportunities with Aboriginal business
- Permanent external Australian, Aboriginal and Torres Strait Islander flags
- Campaigns standing against racism in Football
- Indigenous Liaison Cadetship Program
- Aboriginal and Torres Strait Islander Girls Football Academy (Sponsored by Quitline 2019/2020)
- L.I.F.E. pilot program in partnership with Metropolitan Aboriginal Youth Family Services (MAYFS)
- Aboriginal Health Council SA (AHCSA) Anti-smoking Prison program partnership- Mobilong Prison
- Other Community engagement programs (Ad-hoc or on request)



Although challenging at times, we have made significant headway in the Reconciliation space. It has been rewarding and hopefully eye opening for staff and players alike across the business.

With the continual leadership of our RAP committee, Executive and Board, I am confident we are on the right path in building a club that 'Brings people together, to achieve great things'.

INDIGENOUS PLAYING COHORT 2018/2019

The Adelaide Football Club have always had an Aboriginal and/or Torres Strait Islander presence on its playing list.

Over the club's 29-year history, we've seen a total of 30 Indigenous players (including past/present) across both the AFL and AFLW competitions in the tri-colours.

Every single one of these players have played an active role in the implementation of the RAP and Reconciliation in general one way or another.





1996

Ben Parker

1999

Ricky O'Loughlin

2005

Jonathon Griffin

2000

Graham Johncock

2007

Jarrhan Jacky

1996

Greg Dempsey

2008

Jared Petrenko

2003

Ronnie Burns

INDIGENOUS PLAYING COHORT 2018/2019



2011

Cameron Ellis-Yolmen

2013

Charlie Cameron

2016

Jasmine Anderson

2007

Tony Armstrong

2014

Anthony Wilson

2015

Wayne Milera Junior

2011

Richard Tambling

2014

Eddie Betts

2010

Tim Milera

2016

Ben Davis



2018

Shane McAdam

2017

Ruth Wallace

2017

Curtly Hampton

2016

Tayla Thorn

2018

Danielle Ponter

2019

Tyson Stengle

2017

Calista Boyd

EXPENDITURE

Across the last two years the AFC and Crows Foundation has invested in Indigenous programs delivered through the McLeod Centre of Excellence and Reconciliation Action Plan.

- RAP expenditure across 2018/2019 = **Estimated \$120k**
- Expenditure across 2018/2019 Indigenous Programs = **Estimated \$1mill** (inclusive of \$450k in Federal funding)



