

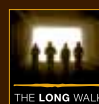


2011-2012

ESSENDON FOOTBALL CLUB RECONCILIATION ACTION PLAN



Essendon Football Club's commitment is to close the life expectancy gap between Aboriginal and non-Aboriginal Australians.





ESSENDON FOOTBALL CLUB'S VISION IS TO COMMIT TO ABORIGINAL PROFESSIONAL DEVELOPMENT, CULTURAL COMPETENCY AND SOCIAL INCLUSION...



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REFERENCE OF WORDING

In the spirit of respect, the Essendon Football Club acknowledges the people and elders of the Aboriginal and Torres Strait Islander Nations, who are the Traditional Owners of the land and seas of Australia. For the purposes of this document, 'Aboriginal' refers to Australia's Aboriginal and Torres Strait Islander peoples.

Aboriginal and Torres Strait Islander peoples please be advised that this publication may contain images of deceased persons.

ESSENDON FOOTBALL CLUB RECONCILIATION ACTION PLAN

OUR VISION FOR RECONCILIATION

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

OUR RECONCILIATION ACTION PLAN

The Essendon Football Club has benefitted from the outstanding contribution of some remarkable Aboriginal talent, including: Michael Long, Dean Rioli, Gavin Wanganeen, Norm McDonald, Derek Kickett and Che Cockatoo-Collins.

Today, our partnerships with the Northern Territory communities Wadeye and Tiwi Islands, the Rumbalara Football Netball Club in Shepparton and The Long Walk, exist as Essendon's new ways of engaging with Aboriginal people and communities.

We want to see more Aboriginal Essendon members who support our club from a level playing field and well into the future. This can only happen when Aboriginal people are on the same footing as the rest of our supporters and have access to education, jobs, housing and are in good health.

Michael Long continues to march on in the pursuit of improving Aboriginal wellbeing through the work of The Long Walk.

Essendon Football Club looks forward to benefitting, on and off the field, from role models who have been inspired by Michael's leadership. Our club will continue to develop our current crop of Aboriginal footballers with the hope that the names of Davey, Long, Dempsey, Jetta, Lovett-Murray, and Ryder might one day be added to the list of six above.

SUMMARY AND KEY LEARNINGS

Cultural awareness

Staff turnover

Keeping momentum



2010-11 RAP Report: Relationships

Essendon Football Club recognises the importance of fostering sustainable, respectful relationships to achieve outcomes for Aboriginal people and the club. In other words going out and talking and listening to Aboriginal communities and recognising their cultural knowledge.

FOCUS AREA: Aboriginal community inclusion and participation, identifying opportunities to engage with Aboriginal communities.

STOP LIGHT KEY:









- - Achieved
- - Not achieved
- - Progressing

Action	Target	Actual progress	Lessons learned	Stop light
1. Establish RAP Working Group consisting of CEO and MD, General Counsel and Strategic Development Manager, Learning and Development Co-ordinator, Aboriginal Player, Non-Aboriginal Player, Community Manager, Project Manager, The Long Walk, Koori Alcohol Action Plan Project Officer, Department of Human Services.	<p>1.1 Working Group established. RAP Working Group meetings held quarterly.</p> <p>1.2 Six monthly RAP progress reports to board/ executive.</p>	<p>Completed without players due to time restrictions.</p> <p>Players met informally again on 27 April – regarding RAP.</p>	Dedicated RAP administration support to assist with tracking, reporting and evaluation would assist staff with existing roles.	●
2. Establish Aboriginal Programs Reference Group with Community Manager as convener to report to RAP Review Group.	<p>2.1 Reference group established and to include Wadeye, Tiwi, Rumbalara and The Long Walk representatives along with an EFC Aboriginal employee, and a local Aboriginal community representative.</p> <p>2.2 Reference group meets/ consults annually.</p>	Reference Group met 10th May 2010 to discuss 2010/11 RAP.	Community partners assisted with direction and offered resources and support to achieve actions. i.e. cultural awareness training.	●
<p>3. Improve engagement with Aboriginal community partners.</p> <ul style="list-style-type: none"> • Wadeye Fostership Program. • Tiwi Islands Community Program. • Rumbalara Football Netball Club (RFNC) Partnership. 	<p>3.1 Six participants in Wadeye mentoring program.</p> <p>3.2 Six female participants attend Dreamtime at the 'G and The Long Walk.</p> <p>3.3 Two visits by EFC to Tiwi Islands to deliver sports/ health program.</p> <p>3.4 Twenty team members through On the Ball including an activity at Windy Hill Fitness Centre.</p> <p>3.5 One employee exchange/ development opportunity (non football department).</p>	<p>2010 EFC co-funding the AFL RDM in Tiwi Islands.</p> <p>Jan 2010: supplied EFC apparel to Linkz holiday program in Wadeye.</p> <p>Feb 2010: supplied new set of jumpers to Tiwi Bombers.</p> <p>Feb 2010: EFC community camp in Shepparton. RFNC and Academy of Sport Health and Education (ASHE) staff were involved in all aspects of camp including functions, game, school & hospital visits & super clinic scheduled at RFNC.</p> <p>Feb 2010: Three EFC players and Community Manager visited Tiwi Islands and Wadeye. Schools visits and football clinics for more than 800 students in total.</p> <p>Feb 2010: EFC Director appointed to the Tiwi Bombers board representing the EFC.</p> <p>March 2010: CEO, x3 EFC reps and x3 DESA reps visited Wadeye and attend NTFL Grand Final and Tiwi Islands Grand Final.</p> <p>March 2010: Community Manager participated in leadership program for 500 grade 6 students in Shepparton with Catholic Ed Dept.</p>	<p>Positive step for non-community program staff to be introduced to partner communities.</p> <p>Community partners are looking for longer term outcomes and support to tackle some of the big issues facing these communities.</p>	●
4. Foster relationships with Aboriginal leaders in sectors other than sport by promoting their capability in the community.	4.1 Four Aboriginal leaders added to VIP list in 2009 and invited to key events.	Jan 2010: Aboriginal VIP list presented to CEO. Invitations extended to Aboriginal leaders for Dreamtime at the 'G with 12 attendees.	There is a need to clearly communicate with Aboriginal leaders as to why they are being invited to engage with EFC.	●
5. Establish an Aboriginal Player and Staff network.	<p>5.1 Aboriginal Player and Staff Network established.</p> <p>5.2 Aboriginal players and staff invited to meet quarterly.</p>	<p>Jan 2010: Aboriginal players meeting – The Long Walk Project Manager also in attendance.</p> <p>Aboriginal players met fortnightly as a result of the Aboriginal Mentoring Program.</p>	Network should meet quarterly to be effective. Convener needs to consider all staff, not only players.	●

2010-11 RAP Report: Respect

Essendon Football Club recognises Australia has a unique Aboriginal cultural heritage. By improving the understanding of Essendon Football Club employees and building respect for Aboriginal people and culture, EFC aims to promote inclusiveness for all Australians.






FOCUS AREA: Recognise Aboriginal heritage and tradition, foster awareness of contemporary culture, embrace cultural difference and celebrate the achievements of the Aboriginal community.

Action	Target	Actual progress	Lessons Learned	Stop light
6. Increase the club's influence on Dreamtime at the G to deliver an event that involves and meets the expectations of the Aboriginal community.	<p>6.1 One survey conducted with Aboriginal community through TLW newsletter and EFC website.</p> <p>6.2 One local Aboriginal performer and two Aboriginal production personnel engaged.</p>	<p>Contributed to programming of the pre-match entertainment.</p> <p>Survey not complete.</p> <p>Local performer at Chairman's function.</p> <p>Local performers at pre-match. 25 Aboriginal production personnel as marshalls.</p>	<p>Survey a priority in 2011 and should be included in the Dreamtime match communication plan.</p> <p>EFC rep to attend all AFL Dreamtime meetings.</p>	
7. Create a welcoming environment for Aboriginal employees by performing a Welcome to Country on their first day of employment.	<p>7.1 Welcome to Country ceremony performed by Traditional Owners and attended by all new staff, including Aboriginal and non-Aboriginal players and administrative staff.</p> <p>7.2 Welcome to Country protocol to be explained to attending staff and players.</p>	<p>Dec 2009: WTC to new draftees and parents.</p> <p>Jan 2010: WTC to new draftees and parents.</p> <p>Did not happen for EFC staff.</p>	<p>All new staff to be welcomed on the same day as new draftees and families.</p>	
8. Create a welcoming environment for Aboriginal community by including an Aboriginal element in selected EFC events through consultation with the Aboriginal player and staff network.	<p>8.1 One element of Aboriginal content at EFC events including:</p> <ul style="list-style-type: none"> • Family Day • Walk in Harmony • Unity Cup • Crichton Medal • '84/'85 Anniversary Dinner • Dick Reynolds Club Lunch • Essendon Women's Network Lunch • First Year Members induction 	<p>Aboriginal Hip Hop performing at Family Day.</p> <p>Welcome to Country performed at all major events.</p> <p>Acknowledgment to Country at all EFC match day events by CEO.</p> <p>First year members were introduced to EFC Aboriginal programs at induction.</p>	<p>Aboriginal elements were well received at EFC events.</p> <p>Still room for more engagement i.e. suppliers, bands, entertainment.</p>	
9. Cultural competency education for all staff including players.	<p>9.1 All staff to undertake cultural awareness education.</p>	<p>March 2010: New CEO and CCO trip to NT.</p> <p>May 2010: 18 players and four staff members attended a Koori Heritage Trust tour of Flagstaff Gardens and the Koori Heritage Trust Cultural Centre.</p> <p>EFC staff did not receive cultural training, though did receive cultural experiences.</p>		
10. Aboriginal profile in Hall of Fame.	<p>10.1 One Aboriginal player inducted into the Hall of Fame.</p> <p>10.2 Develop permanent display on Aboriginal players and their contribution to the club.</p>	<p>March 2010: Michael Long inducted into EFC Hall of Fame. Bust of Michael Long displayed in the Hall of Fame.</p>		
11. Attend Aboriginal cultural, reconciliation and football events and mark these events on EFC internal calendar.	<p>11.1 Six staff to attend Share the Spirit Concert – 26 Jan.</p> <p>11.2 Six staff to attend Blak Nite Cinema.</p> <p>11.3 20 staff to attend a Long Walk event by December 2009.</p> <p>11.4 Six staff to attend NAIDOC March.</p> <p>11.5 Two football staff to attend Victorian Aboriginal Youth Sport and Recreation Co-operative Carnival in 2009.</p>	<p>Jan 2010: Six staff and eight players attended Share the Spirit Festival. EFC was a partner of the event.</p> <p>Feb 2010: One staff member attended Blak Nite Cinema [11.2].</p> <p>Feb 2010: 15 staff attended Bran Nue Dae.</p> <p>March 2010: Four staff attended NAIDOC.</p> <p>May 2010: Ten staff attended The Long Walk.</p>	<p>Clash in football dates with Aboriginal event dates restricts attendance.</p> <p>Attendance increases when players are engaged and invested personally.</p>	
12. Acknowledgement of country protocol to be observed at large, internal meetings.	<p>12.1 Guidelines on Acknowledgement of Country made available to all EFC staff.</p> <p>12.2 Acknowledgement of Country performed at the annual staff planning day.</p>	<p>CEO / Master of Ceremonies performs acknowledgment to country at all functions.</p> <p>Guidelines available on SharePoint.</p>		
13. Welcome to Country protocol to be observed at external, public events.	<p>13.1 Guidelines on Welcome to Country made available to all EFC staff.</p> <p>13.2 Welcome to Country performed at annual general meeting and up to three other public events.</p>	<p>Feb 2010: Welcome to Country performed for all new players – very well received.</p> <p>March 2010: Welcome To Country performed at Family Day, Season Launch.</p>		

2010-11 RAP Report: Opportunities

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

Focus area: Proactive personal and professional development of Aboriginal employees, maximizing any EFC resources in the areas that are proven determinants of wellbeing (closing the gap) for Aboriginal Australians (eg access to employment, housing, education, health promotion, cultural practice).

Action	Target	Actual Progress	Lessons Learned	Stop Light
<p>14. The Long Walk Trust Professional Development of The Long Walk (TLW) staff.</p> <ul style="list-style-type: none"> Strengthen EFC Aboriginal programs that promote harm prevention and economic development. Promote TLW programs: <ul style="list-style-type: none"> Aboriginal Youth R On the Ball Walk the Talk. The Long Walk Cultural Exchange. Fellowship for Aboriginal Leadership. 	<p>14.1 TLW Project Manager Learning and Performance plan established.</p> <p>14.2 100 Aboriginal students through On the Ball.</p> <p>14.3 One Melbourne outlet established for Palngun Wurnangat (Wadeye Women's Association).</p> <p>14.4 Five schools participate in TLW activities.</p> <p>14.5 Two Aboriginal people employed part time to deliver schools program.</p> <p>14.6 Support one Aboriginal leader through the fellowship.</p>	<ul style="list-style-type: none"> TLW Project Manager Learning and Performance plan established. 100 Aboriginal students through On the Ball. One Melbourne outlet established for Palngun Wurnangat (Wadeye Women's Association). Five schools participate in TLW activities. One Aboriginal person employed part time to deliver schools program. Support two Aboriginal leaders through the fellowship. 		
<p>15. Barpirdhila – Aboriginal Mentoring Program.</p>	<p>15.1 One Coordinator employed.</p> <p>15.2 20 business partners engaged.</p> <p>15.3 20 participants.</p>	<ul style="list-style-type: none"> Rumbalara Football and Netball Club has agreed to facilitate this program. 	<ul style="list-style-type: none"> Community delivery ensures success of program. 	
<p>16. Identifying and meeting needs of Aboriginal EFC members.</p>	<p>16.1 Member survey to include option for members to self-identify as Aboriginal and/or Torres Strait Islander people.</p>	<ul style="list-style-type: none"> 4% of 4,000 identified as being Aboriginal and/or Torres Strait Islander. 	<ul style="list-style-type: none"> We have Aboriginal members we can now survey about Aboriginal programs and target for discounted gym memberships. 	
<p>17. Encouraging corporate partners to develop RAPs, sponsor Aboriginal events and participate in our Aboriginal programs.</p> <p>18. Promoting EFC RAP in Dreamtime week.</p> <p>Profile DESA Australia - EFC's Aboriginal programs partner:</p>	<p>18.1 Three media mentions of EFC RAP.</p> <p>18.2 One corporate partner buys table at TLW event.</p> <p>18.3 RAP mentioned in TLW newsletter.</p> <p>18.4 RAP published on EFC website with link from homepage.</p> <p>18.5 Promote DESA's contribution in one event.</p>	<ul style="list-style-type: none"> Feb 2010: hosted visit for Reconciliation Australia Board Members. Feb 2010: DESA have commenced an Aboriginal employment program. Feb 2010: EFC and The Long Walk assisted Melbourne Zoo management in developing their own RAP. March 2010: City of Melbourne Reconciliation Week EFC RAP presentation. May 2010: Media attended RAP Reference group meeting – including Dance Ceremony. Triple page spread in The Age highlighting the RAP, Aboriginal players and Michael Long. Media attended a presentation by all Aboriginal players about their individual history. TLW Media Intern to place RAP on TLW / EFC websites. DESA to be promoted at Chairman's function at Dreamtime at the 'G. 	<ul style="list-style-type: none"> EFC's extensive knowledge of the RAP framework can assist other diverse businesses. Positive business opportunities with like-minded organisations. Sport is a strong vehicle to promote RAP message. 	
<p>19. Off-field development and education for EFC Aboriginal players.</p>	<p>19.1 100% of EFC Aboriginal players participating in off-field development.</p>	<ul style="list-style-type: none"> Seven of eight players committed to a mentoring program. 	<ul style="list-style-type: none"> Mentoring program was successful for immediate personal development, however, a program needs to be developed to work on ongoing professional development plans of all Aboriginal players. 	

Action	Target	Actual Progress	Lessons Learned	Stop Light
20. Sharing the skills of EFC staff with our Aboriginal Community Partners.	<p>20.1 One admin team member and one football department team member establishes a relationship with an Aboriginal partnership program.</p> <p>20.2 One Aboriginal partner secondment to EFC for skill transfer/training etc.</p>	<ul style="list-style-type: none"> • One staff member sits on steering group of Indigenous Education Centre at Kangan Batman TAFE. • One EFC Director appointed to the Tiwi Bombers Board. • Assistant coach held coaching development session with RFNC coaches. • Assistant coach presenting at Aboriginal Coaching Course AFLNT. • Discussions with Wadeye Community establishing a retail social enterprise. 		●
21. Grow Aboriginal employment in the administration of the EFC.	<p>21.1 Aboriginal Australians are encouraged to apply for all advertised positions.</p> <p>21.2 Through our Aboriginal partnerships, offer one work experience placement and one traineeship with Windy Hill Fitness Centre, Windy Hill Social Club, The Bomber Shop and/or IT department per year.</p>	<ul style="list-style-type: none"> • 2011: EFC Aboriginal Employment Strategy draft complete engaging all aspects of the club. 13 potential positions identified. • All job ads to be sent to Dean Rioli Aboriginal Employment Service. 	<ul style="list-style-type: none"> • Work experience opportunities to be advertised to community partners. • Budget restrictions are a direct barrier to employment. 	●
22. Promote discounted membership of the Windy Hill Fitness Centre to Aboriginal players /staff and their families.	22.1 One Aboriginal membership.	<ul style="list-style-type: none"> • Kangan TAFE Aboriginal unit will use WHFC weekly to conduct Cert 3 in Fitness for up to 15 Aboriginal students and have agreed to purchase memberships for all students at reduced rate. • Fitzroy Stars FC memberships at the Windy Hill Fitness Centre. 	<ul style="list-style-type: none"> • Promotion needs to be extended club-wide (website, Bomber Mag etc) to increase community awareness of the discounted membership and the facilities available. 	●



A festive message from the Lantjin family.

2011-2012

ESSENDON FOOTBALL CLUB RECONCILIATION ACTION PLAN



WADEYE AFL RETAIL SOCIAL ENTERPRISE PARTNERSHIP

Since the inception of the partnership between the Essendon Football Club and Wadeye - a remote Aboriginal community located 420 kilometres south-west of Darwin, Essendon has committed to continued support of the Wadeye community through the promotion of education, health and wellbeing and community engagement.

Recently, in conjunction with the Thathangathay Foundation, the Essendon Football Club has established a retail social enterprise through a local Wadeye resident, Alex Lantjin.

The initiative, which sells AFL football apparel and accessories, will be conducted through Lantjin with the ongoing and long-term aim to manage stock and run a successful retail program in the remote Wadeye community.

Aside from the initial outlay of funding, the enterprise is completely self-sustainable, with profits from the project contributed back into the community of Wadeye.

In the name of groundwork and preparation, Alex is being closely mentored by Essendon Football Club's retail staff and has gained valuable experience by being present and exposed to a retail environment at Essendon's base store.

Manager of the Thathangathay Foundation and former Wadeye school principal, Justin Crawley said the Wadeye AFL retail social enterprise sends a powerful message to the wider community.



"I believe this project could be a major turning point in what we are all working towards in Wadeye. If this project works, it will provide an outstanding role model (in Alex) that will, for the first time, be a high level achievable link that identifies a pathway through education, sport and employment.

"Over time, we will gradually hand over to Alex the entire operation and perhaps for the first time, the young kids of Wadeye will have one of their own, who owns and runs his own business, to look up to and to understand that it is something they too can have." Crawley said.

2011-12 RAP: Relationships

Essendon Football Club recognises the importance of fostering sustainable, respectful relationships to achieve outcomes for Aboriginal people and the club. In other words, going out and talking and listening to Aboriginal communities and recognising their cultural knowledge will allow us to better support our Aboriginal players and attract more supporters by demonstrating our commitment to Aboriginal Australia.

FOCUS AREA: Aboriginal community inclusion and participation, identifying opportunities to engage with Aboriginal communities.

Action	Responsibility	Timeline	Measurable target
1. Maintain RAP Working Group consisting of representation across all departments including board, playing group and external Aboriginal representatives.	RAP Chairperson and Executive Support.	Oct 2012.	<p>1.1 RAP Working Group meetings held quarterly.</p> <p>1.2 RAP reviewed quarterly.</p> <p>1.3 Six monthly RAP progress reports and/or presentation to board/executive at board meeting.</p>
2. Continue Aboriginal Programs Reference Group with Community Manager as convener to report to RAP Review Group.	Community Manager.	Oct 2012.	<p>2.1 Reference group includes Wadeye, Tiwi, Rumbalara and The Long Walk representative along with an EFC Aboriginal employee, and a local Aboriginal community representative.</p> <p>2.2 Reference group meets/consults once annually.</p>
<p>3. Improve engagement with Aboriginal community partners and establish a local Melbourne-based group:</p> <ul style="list-style-type: none"> • Wadeye Fostership Program. • Tiwi Islands Community Program. • Rumbalara Partnership (Affiliate Club). • North Western metro Melbourne Based Partnership. • Victorian Clontarf Academy. 	Community Manager.	Oct 2012.	<p>3.1 Established local reference group in Wadeye that is to meet EFC representatives three times a year.</p> <p>3.2 Established local reference group in Tiwi that is to meet EFC representatives three times a year.</p> <p>3.3 Established local reference group in Rumbalara that is to meet EFC representatives three times a year.</p> <p>3.4 Established a North Western metro Melbourne-based group to then identify local opportunities / partnerships for EFC.</p> <p>3.5 Established a relationship with Victorian-based Clontarf Academies and AFL Victoria.</p>
4. Foster relationships with Aboriginal leaders in all sectors by promoting their capability in the community.	CEO and executive. Event Manager.	Jan 2012.	<p>4.1 Create a list of Aboriginal leaders in all sectors.</p> <p>4.2 Identifying opportunities for Aboriginal leaders to share their knowledge at EFC events and seminars.</p> <p>4.3 Establish a network for EFC executive of Aboriginal leaders for future mentoring.</p>
5. Establish an Aboriginal Player and Staff network.	Athlete Development Co-ordinator. HR Manager.	Jan 2012.	<p>5.1 Aboriginal Player Network to be re-established.</p> <p>5.2 Aboriginal players and staff invited to meet quarterly and follow a structured agenda including club community programs initiatives.</p>
6. Establish staff incentive program across all departments of EFC to visit partner communities.	Executive.	March 2012. Dec 2012.	<p>6.1 Provide the opportunity to staff to attend club trips to partner communities as reward, recognition or development.</p> <p>6.2 Two staff to attend remote communities.</p>
7. Ensure all club activities are promoted to Aboriginal community including events, employment opportunities, community programs and media announcements.			<p>7.1 Development and distribution of Aboriginal community database to include media outlets, schools, community organisations, employment agencies.</p> <p>7.2 Four events to be promoted to community organisations and through Aboriginal media.</p> <p>7.3 All media announcements to be sent to Aboriginal media outlets.</p>

2. RESPECT

Essendon Football Club recognises Australia has a unique Aboriginal cultural heritage. By improving the understanding of Essendon Football Club employees and building respect for Aboriginal people and culture, Essendon Football Club aims to promote inclusiveness for all Australians and therefore promote a stronger sense of belonging amongst our staff and players.

FOCUS AREA: Recognise Aboriginal heritage and tradition, foster awareness of contemporary culture, embrace cultural difference and celebrate the achievements of the Aboriginal community.

Action	Responsibility	Timeline	Measurable target
8. Increase the club's influence on Dreamtime at the 'G to deliver an event that involves and meets the expectations of the Aboriginal community.	The Long Walk (TLW) Project Manager: Media Department. Fan Development Manager.	Dec 2011. June 2011.	8.1 One survey conducted with Aboriginal community through TLW newsletter and EFC website to establish the expectations of the Aboriginal community. 8.2 Influence AFL to involve one local Aboriginal performer and two Aboriginal production personnel.
9. Create a welcoming environment for all new employees and players by undergoing a Welcome to Country.	Athlete Development Coordinator: Human Resources Coordinator.	Annually ongoing.	9.1 Welcome to Country ceremony performed by Traditional Owners and attended by all new staff, including Aboriginal and non-Aboriginal players and administrative staff. 9.2 Welcome to Country protocol to be explained to attending staff and players.
10. Create a welcoming environment for Aboriginal communities by including an Aboriginal element in selected EFC events through consultation with the Aboriginal player and staff network.	Marketing Services Manager.	Oct 2012.	10.1 One element of Aboriginal content at EFC events including: <ul style="list-style-type: none"> • Family Day. • Hall of Fame Induction / Season Launch. • Unity Cup (to include an Aboriginal team). • Crichton Medal. • Mid-year major event (if held). • Dick Reynolds Club lunch. • Essendon Women's Network lunch. • First year members induction.



Essendon Football Club staff visiting Wadeye.

Reconciliation Australia board member
Djapirri Mununggirrity and son Dion present
artwork to Essendon Football Club
CEO & Managing Director, Ian Robson.



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BY IMPROVING THE
UNDERSTANDING OF OUR
PEOPLE AND BUILDING
RESPECT FOR ABORIGINAL
PEOPLE AND CULTURE

Action	Responsibility	Timeline	Measurable target
11. Cultural awareness education for all staff and players.	HR Advisor.	Oct 2012.	<p>11.1 HR Advisor to set level of cultural competence and assist managers and staff to set individual goals for development.</p> <p>11.2 Managers to ensure cultural awareness is included in every staff member's learning and development plan.</p> <p>11.3 All executives and directors to visit at least one of the partner programs / communities.</p>
12. Aboriginal profile in Hall of Fame.	Hall of Fame Curator.	Oct 2012.	<p>12.1 Profile the club's partner communities Wadeye, Tiwi, Rumbalara, North West Melbourne.</p> <p>12.2 Two events to be held in the Hall of Fame for partner communities.</p>
13. Attend Aboriginal cultural, reconciliation and football events and mark these events on EFC internal calendar.	HR Advisor.	Oct 2012.	<p>13.1 Six staff to attend Share the Spirit Concert – 26 Jan.</p> <p>13.2 Six staff to attend Blak Nite Cinema.</p> <p>13.3 20 staff to attend a Long Walk event by December 2011.</p> <p>13.4 20 staff to attend NAIDOC week event.</p> <p>13.5 Two football staff to attend Victorian Aboriginal Youth Sport and Recreation Co-operative Carnival in 2011.</p> <p>13.6 All Aboriginal program volunteering opportunities to be added to EFC volunteer registrar (min 100).</p> <p>13.7 All staff and players to participate in a minimum of one Aboriginal activity and record activity in annual appraisal.</p>
14. Continue to use Acknowledgement of Country and Welcome to Country protocols at all key meetings and events.	Marketing Services Manager.	Oct 2012.	<p>14.1 Guidelines on Welcome and Acknowledgment to Country made available to all EFC staff.</p> <p>14.2 Welcome to Country performed at annual general meeting and up to three other public events.</p> <p>14.3 Staff speaking at public events to acknowledge country.</p>

3. OPPORTUNITIES

Essendon Football Club is a large community and the opportunities to address the gap between the position of Aboriginal and non-Aboriginal Australians are broad. EFC believes it is important for us to provide a range of educational, business, recreational and health opportunities for Aboriginal people at all levels of the club, so that we can broaden our connections to Aboriginal Australia and thereby increase our potential pool of players, staff and supporters.

FOCUS AREA: Proactive personal and professional development of Aboriginal employees, maximising any EFC resources in the areas that are proven determinants of wellbeing (closing the gap) for Aboriginal Australians (e.g. access to employment, housing, education, health promotion, cultural practice)



Essendon players Courtenay Dempsey (left) and Nathan Lovett-Murray visit the Tiwi Islands in October 2010.

Action	Responsibility	Timeline	Measurable target
<p>15. The Long Walk Trust</p> <ul style="list-style-type: none"> Professional Development of The Long Walk (TLW) staff. Employ administrative support. Strengthen EFC Aboriginal programs that promote harm prevention and economic development. Promote TLW programs: <ul style="list-style-type: none"> Aboriginal Youth R On the Ball Walk The Talk (TLW Education Program) The Long Walk Cultural Exchange Fellowship for Aboriginal Leadership. 	The Long Walk	Oct 2012.	<p>15.1 TLW Project Manager undertakes professional development activity.</p> <p>15.2 100 Aboriginal students complete On the Ball.</p> <p>15.3 20 participants in The Long Walk Cultural Exchange.</p> <p>15.4 20 schools participate in TLW activities.</p> <p>15.5 Ten Aboriginal people employed part time to deliver schools program.</p> <p>15.6 One Aboriginal Torres Strait Islander, event management developed.</p>
16. Identifying and meeting needs of Aboriginal EFC members.	Customer Marketing Manager.	Nov 2012.	<p>16.1 Member survey and application to include option for members to self-identify as Aboriginal and/or Torres Strait Islander people.</p> <p>16.2 Minimum one communication of Aboriginal specific opportunities to Aboriginal members.</p>
17. Encouraging corporate partners to develop RAPs, sponsor Aboriginal events and participate in our Aboriginal programs.	Media Department. Head of Commercial Partnership. Corporate Sales Manager.	Oct 2012.	<p>17.1 Six Media mentions of EFC RAP activities.</p> <p>17.2 One EFC corporate partner to develop a RAP.</p> <p>17.3 Five corporate partners experience an EFC Aboriginal program or event.</p> <p>17.4 One corporate partner sponsors an Aboriginal activity.</p>
18. Promoting EFC RAP in Dreamtime week.	Media Department.	Oct 2012.	<p>18.1 RAP mentioned in TLW newsletter.</p> <p>18.2 RAP published on EFC website with link from homepage.</p> <p>18.3 RAP mentioned in Koorie Mail, AFL website and other related publications.</p>
19. Off-field development and education for Aboriginal players.	HR Advisor. Athlete Development Coordinator.	Oct 2012.	<p>19.1 A learning development plan for every Aboriginal player.</p> <p>19.2 Establish mentoring program for Aboriginal players with an Aboriginal past player.</p>

Action	Responsibility	Timeline	Measurable target
20. Sharing the skills of EFC staff with our Aboriginal Partners.	Executive. Community Manager. HR Advisor.	Oct 2012.	<p>20.1 One staff from every department participates in a skills exchange with an Aboriginal partnership program.</p> <p>20.2 One secondment per Aboriginal community partner to EFC for skill transfer/training.</p> <p>20.3 Provide professional development opportunities for Tiwi/Wadeye community elders, community leaders, AFLNT staff and Rumbalara FNC.</p> <p>20.4 Continue to support social enterprise opportunities in Wadeye and explore opportunities on the Tiwi Islands.</p>
21. Grow Aboriginal employment in the administration of EFC.	HR Advisor. Relevant Managers.	Oct 2012.	<p>21.1 Aboriginal Australians are encouraged to apply for all positions which are advertised through the Koorie Mail and Aboriginal networks.</p> <p>21.2 Develop a partnership with one Aboriginal employment service.</p> <p>21.3 Aboriginal Employment strategy offering one opportunity (work experience, traineeship, cadetship, internship, placement) per department, per year.</p>
22. Promote discounted membership of the Windy Hill Fitness Centre to Aboriginal players /staff and their families.	Athlete Development Coordinator. Community Manager.	Feb 2012.	<p>22.1 Ten Aboriginal memberships.</p>
23. Develop Bomber Youth Academies in Wadeye and the Tiwi Islands.	Community Manager.	Aug 2012.	<p>23.1 With our partnership with AFLNT propose a youth academy to be based in Wadeye and Nguui on the Tiwi Islands. Liaise with both schools and other key external stakeholders to deliver the program.</p>
24. Conduct a Windy Hill experience for Bomber Academies and Clontarf Academies.	Community Manager.	May 2011.	<p>24 Conduct Paddy Ryder Cup inviting Clontarf and Rumbalara to participate in a two-day football carnival which include participation in The Long Walk Schools Program (60-80 students).</p>
25. AFLNT Auskick Community Exchange.	Community Manager.	Aug 2011.	<p>25.1 Expand the Auskick Exchange to involve local Auskick centres in the Essendon community.</p>
26. Consolidate Tiwi Bombers future by generating non traditional funding streams.	Community Manager.	Oct 2012.	<p>26.1 Promote the Tiwi Bombers partnership through our EFC network and explore opportunities to conduct a pre-season Bombers Cup.</p>
27. Assist AFLNT and Wadeye community develop a plan for the Wadeye Football Club.	Community Manager.	Oct 2011.	<p>27.1 Explore funding opportunities for a new Wadeye Football Club to represent the community in the NTL.</p>
28. Increase Aboriginal membership.	Community Manager.	Oct 2012.	<p>28.1 Pilot Aboriginal supporter group in Victoria.</p> <p>28.2 Set targets for Aboriginal membership of interstate supporter groups.</p> <p>28.3 Create Wadeye and Tiwi Bombers memberships.</p>

Women from Wadeye and Victoria exchange traditional weaving skills in The Long Walk's Cultural Exchange program.



THE EXCHANGE HAS PROVIDED EXTENSIVE OPPORTUNITIES FOR SENIOR WOMEN TO INFLUENCE SCHOOL AGED GIRLS...

THE LONG WALK'S ABORIGINAL CULTURAL EXCHANGE

Building on Essendon Football Club's existing partnership with the Wadeye community, The Long Walk's Aboriginal Cultural Exchange involves the coordination of Victorian artists engaged in the Koorie Heritage Trust's weaving programs and the Wadeye Palngun Wurnangat Women's Association. The exchange is based on the cultural practices of basket weaving and fibre craft.

Furthermore, The Long Walk's Aboriginal Cultural Exchange aims to encourage the sharing of knowledge between urban and remote Aboriginal communities to promote resilience and cultural renewal, as well as providing support both professionally and economically.

The program works for Aboriginal wellbeing by creating space for cultural practice on Aboriginal people's terms. The Long Walk's Aboriginal Cultural Exchange is proudly partnered by Palngun Wurnangat (Strong Women's Centre) in Wadeye as well as the Koorie Heritage Trust in Victoria.

The Exchange has provided extensive opportunities for senior women to influence school-aged girls to return to the school environment while also taking up a number of cultural practices such as weaving baskets.

Coordinator of the Barmah weaving workshop, Denise Morgan-Bulled, hoped education was vital in the recognition of traditional cultural practices of Aboriginal women.



"There's not enough recognition of the cultural practices of women. Often people will see a basket and like it but they can't see how much work went into it. I think it's important to educate people about the process. There's the weaving, but there's also collecting the materials from the bush, the drying out and preparing before the grass is used."

The Long Walk's Cultural Exchange has provided beneficial results including skills exchange for over 40 women and girls from the Wadeye community and across Victoria, a retail outlet for Palngun Wurnangat baskets and bags, the regeneration of string making across Victorian Aboriginal communities and significantly, school-aged girls returning to complete their secondary education.

4. TRACKING PROGRESS AND REPORTING

Action	Responsibility	Timeline	Measurable target
29. RAP to be distributed to all EFC staff and made available to the public on the EFC website and the Reconciliation Australia website.	Communications Manager: HR Advisor:	March 2011.	29.1 All staff given a copy of the RAP.
30. RAP to be reported on annually. Report to be available on the EFC website and the Reconciliation Australia website.	Communications Manager: RAP Chair:	Nov 2011.	30.1 Annual report submitted. 30.2 Annual report published on EFC and Reconciliation Australia websites.
31. RAP is refreshed annually. Refreshed RAP is made available to the public on the EFC website and the Reconciliation Australia website.	Communications Manager: RAP Chair:	Nov 2011.	31.1 RAP Group identifies new actions. 31.2 Refreshed RAP published on EFC and Reconciliation Australia websites.
32. Communication Plan to all staff.	Communications Manager:	Oct 2011.	32.1 Quarterly update at staff briefing. 32.2 Quarterly email communicating review outcomes.

ESSENDON FOOTBALL CLUB WADEYE AND TIWI ISLANDS COMMUNITY VISIT - NOVEMBER 2011



