



RECONCILIATION ACTION PLAN

AFL Queensland March 2017 – July 2018

OUR VISION

Australian Football is the catalyst for healthy and vibrant communities, achieves community outcomes in a uniquely Australian way and is a way of life for all communities.

Our vision for reconciliation is an inclusive AFL community, built on mutual respect, real opportunities and strong relationships with Aboriginal and Torres Strait Islander peoples to drive positive, lasting change.

OUR BUSINESS

AFL Queensland is the State governing body for the code of Australian Football in Queensland. AFL Queensland is responsible for the administration, development and marketing of all aspects of Australian Football throughout the State.

AFL Queensland has close to 230,000 participants (including Northern Rivers which is governed by AFL Queensland) playing at all levels of football from the introductory NAB AFL Auskick program to the AFL Masters Competition.

AFL Queensland covers 13 Regions, 24 Leagues and 151 Clubs.

Part of AFL Queensland's role is to oversee, support and guide various football bodies and programs across the State.

These bodies include:

NEAFL	AFL Gold Coast Juniors	AFL Queensland Umpires
AFL Queensland Colts	NAB AFL Auskick	AFL Brisbane Juniors
AFL Queensland Coaching Accreditation Program	AFL Schools Programs	AFL Darling Downs Juniors
Queensland Australian Football League (QAFL)	AFL Northern Rivers Juniors	AFL Wide Bay Juniors
AFL Sunshine Coast Juniors	AFL Capricornia Juniors	AFL Cape York
AFL Capricornia Juniors	AFL Mackay Juniors	AFL Northern Rivers
AFL Cairns Juniors	AFL Darling Downs	AFL Mackay
AFL Wide Bay	AFL Capricornia	AFL Cairns
AFL Mount Isa	AFL Townsville	AFL Cairns Women's League

The purpose of AFL Queensland is to create and maintain a quality environment that encourages participation and provides easy access into Australian Football at all levels throughout Queensland.

AFL Queensland currently employs 78 full time staff of which 3 staff members identify as Aboriginal and/or Torres Strait Islander. As part of AFL Queensland's commitment to reconciliation, AFL Queensland aims to significantly improve the number of Aboriginal and Torres Strait Islander employees to ensure AFL Queensland represents Queensland's diverse community.



A MESSAGE FROM RECONCILIATION AUSTRALIA

Reconciliation Australia's Chief
Executive Officer, Justin Mohamed.



Reconciliation Australia congratulates AFL Queensland on the endorsement of its first Reconciliation Action Plan (RAP), which will build the foundations for the relationships, respect and opportunities essential to reconciliation.

This Reflect RAP will assist AFL Queensland to develop a solid RAP governance model and build a business case for future commitments to cultural learning, practising cultural protocols, and promoting Aboriginal and Torres Strait Islander employment.

In its inaugural RAP, AFL Queensland has demonstrated a keen commitment to reconciliation through its goal to promote and celebrate national reconciliation campaigns such as National Reconciliation Week (NRW), and encourage employees to attend activities during the week.

Commitment to showing respect and understanding for Aboriginal and Torres Strait Islander peoples, histories and cultures is demonstrated in AFL Queensland's RAP through its actionable goal to develop a list of contacts for local Traditional Owners on the land and waters within its sphere of influence.

AFL Queensland's dedication to providing opportunities and employment pathways for Aboriginal and Torres Strait Islander peoples is communicated through its scholarship program, which it plans to expand to schools not involved in the Australian Indigenous Education Foundation (AIEF) program.

On behalf of Reconciliation Australia, I commend AFL Queensland on this RAP, and look forward to following its ongoing reconciliation journey.



MESSAGE FROM THE AFL QUEENSLAND CEO

Dean Warren

I am pleased to introduce AFL Queensland's Reconciliation Action Plan. AFL Queensland has a clear vision for the future – that Australian Football is the catalyst for healthy and vibrant communities, achieves community outcomes in a uniquely Australian way and is a way of life for all Queensland communities.

This Reconciliation Action Plan formalises AFL Queensland's commitment to further strengthen our relationship with Aboriginal and Torres Strait Islander people. A critical role of AFL Queensland is to promote inclusion and diversity in Australian Football. Whilst we are proud of our progress to date, recent events highlight further work is required to reinforce that there is no place for racism or discrimination in our game or the broader community.

The acknowledgment and celebration of Aboriginal and Torres Strait Islander culture by continuing to build an understanding and respect for customs, values and traditions through education will play a critical role to ensure we have an inclusive and safe Australian Football community built on mutual respect.

Our tangible and outcome focused programs aim to promote active participation, self-esteem, respect and responsibility to aid overall wellbeing, independence and life skills for successful transition into further education and employment and a sense of pride and belonging that develops a strong sense of self-worth. Our aim is to drive positive and lasting change.

I look forward to reporting on our progress against the actions contained in our RAP.



MESSAGE FROM THE AFL QUEENSLAND STATE DEVELOPMENT MANAGER

Mark Ensor

It is with great pleasure that we introduce AFL Queensland's inaugural Reconciliation Action Plan. Aboriginal and Torres Strait Islander communities are central to our vision of making sure Australian Football is a way of life for all communities. There is significant benefits that sport can bring to individuals and their community, and this Reconciliation Action Plan is about ensuring that Aboriginal and Torres Strait Islander people can realise these benefits no matter their location, ability, age or gender.

AFL Queensland is committed to making a meaningful contribution to promoting reconciliation and strengthening relationships between Aboriginal and Torres Strait Islanders and non-Aboriginal and Torres Strait Islanders. Our commitment extends to all levels of our game, from the grass roots up.

The development of our first Reconciliation Action Plan is the next logical step for AFL Queensland to build on what has already been achieved to date, and to formalise our ongoing commitment to Aboriginal and Torres Strait Islander people and their communities. This Reconciliation Action Plan is a positive development for AFL Queensland as it outlines several important actions designed to raise awareness and build pride in the contribution of Aboriginal and Torres Strait Islander people to our sport and the community.

We firmly believe respectful engagement begins with understanding and appreciating cultures and customs, and this Reconciliation Action Plan is an important document which will commit our entire sport to meaningful and respectful engagement with Aboriginal and Torres Strait Islander people.



OUR RAP

Australian Football is the sport of choice for Aboriginal and Torres Strait Islander peoples. Aboriginal and Torres Strait Islander peoples makes up 3% of the total Australian population; from this, approximately 100,000 Aboriginal and Torres Strait Islander participants are involved with AFL programs around the country. Aboriginal and Torres Strait Islander players make up 11% of our AFL list.

The connection the AFL has at a national, state and regional level allows us to provide a unique opportunity for Aboriginal and Torres Strait Islanders and Australians to work together in partnership.

AFL Queensland is developing a RAP to:

- Improve participation and increase the overall level of Aboriginal and Torres Strait Islanders who participate in our game as players, coaches and umpires;
- Build partnerships with Aboriginal and Torres Strait Islanders throughout Queensland;
- Create employment opportunities to increase the number of Aboriginal and Torres Strait Islander employees across AFL Queensland; and
- Acknowledge and celebrate Aboriginal and Torres Strait Islander culture by continuing to build an understanding and respect for Aboriginal and Torres Strait Islander customs, values and traditions through education and the AFL's ongoing focus on the Indigenous Round celebrations.

The development of the RAP was led by our CEO Dean Warren and the AFL Queensland Diversity Board supported by the RAP Committee comprised of representatives from AFL Queensland. The RAP Committee supports the achievement and the key aims within this RAP. The RAP Committee will also work with the AFL Queensland Diversity Board who will provide strategic advice, guidance and support on Aboriginal and Torres Strait Islander affairs.

We also value the ongoing input of our RAP partner organisations and other Aboriginal and Torres Strait Islander leaders in the community with whom we have worked, to ensure we utilise our strengths as we continue to improve and build on our RAP commitments. We also value the ongoing support of the Australian Football League, in particular the support of the Chief Executive Officer Gillon McLachlan, Head of Diversity Ali Fahour, AFL RAP Manager Jaynaya Winmar and the AFL RAP Committee.

RAP COMMITTEE MEMBERS

- Mark Ensor
- Darren Allie
- Peter Yagmoor
- Rick Hanlon
- Jayde Geia
- Brad Reid
- Keith Webb
- Lisa McKoy
- Dean Warren

AFL QUEENSLAND DIVERSITY BOARD

- | | |
|--------------------|---------------------|
| ▪ Jarad Marsh | ▪ Darren Allie |
| ▪ Sharon Orapeleng | ▪ Peter Yagmoor |
| ▪ Yasmin Khan | ▪ Sam Summers |
| ▪ Cherie Brockwell | ▪ Jayde Geia |
| ▪ Barry Gibson | ▪ Michael Gugliotta |
| ▪ Geoff Palmer | ▪ Tawanda Karasa |
| ▪ Jenni Pickrell | ▪ Jim Bellos |
| ▪ Pele Ramdhani | ▪ Samuel Summers |
| ▪ Mark Ensor | ▪ Nathan Appo |



OUR PARTNERSHIPS/CURRENT ACTIVITIES

Community partnerships

The AFL state and regional programs play an important role in engaging with communities. The AFL's Aboriginal and Torres Strait Islander programs are enabling more young talent to be identified and providing more opportunities to aspiring young AFL players. AFL Queensland has a number of community partnerships with Aboriginal and Torres Strait Islander organisations such as the Australian Indigenous Education Foundation (AIEF), Kuril Dhagun, State Library of Queensland and Deadly Choices.

Indigenous Talent Pathway

The AFL Indigenous talent pathway is designed to help future role models and champions of tomorrow succeed in the AFL. The Queensland State Manager identifies young talent and selects participants to represent Queensland in the AFL National Indigenous Program. Each state selects a team of 25 under 15 players to take part in a round robin tournament in the U15 National Kickstart Championships. At the Championships young players display their talent in the hope of being selected to join the national Indigenous Flying Boomerangs Squad. The Boomerangs squad go on to compete overseas in an International Tour either in South Africa or in the Oceania and South Pacific Regions.

The Flying Boomerangs Program is a personal development and leadership program for Aboriginal Torres Strait Islander males. The program aims to provide participants with the most chances of being exposed to an elite football environment.

Kickstart Championships / All Nation Championships

The National Diversity Championships encompass the National U15 Kickstart and the National U15 All Nations Cup. The Diversity Championships are an important pathway for our Diversity Programs. It provides talented participants for our Flying Boomerangs and World Team squads, umpires for our umpiring academies, and coaches for our coaching academy which is a unique opportunity to strengthen our game with people from culturally diverse backgrounds. The Championships sees over 200 participants from Aboriginal and Torres Strait Islander and Multicultural backgrounds come together and compete at the week-long tournament, with an additional 70 plus Aboriginal and Torres Strait Islander and Multicultural coaches, umpires, managers, physios and trainers as support staff.

The KickStart Championships provides players with an opportunity to test themselves against the best emerging Aboriginal and Torres Strait Islander players from around the country at Under 15 level. The best performing players will be selected for the national Indigenous Flying Boomerangs squad.

The All Nations Cup is a feature event of the year for the Australia Post AFL Multicultural program and all six teams competing feature players from multicultural backgrounds, with each state represented. To be eligible for the All Nations Cup Squad, players must have been born overseas and come from a non-English speaking background. The junior multicultural stars form the basis of selection for the Australian players in the World Team which will compete in the NAB AFL Under 16 Championships.

U23 Rio Tinto Footy Means Business Program

Each year, the Rio Tinto Footy Means Business program provides talent and employment opportunities for 50 young Aboriginal and Torres Strait Islander men from all over Australia. The program consists of two camps held in May and November.

During the program, participants are exposed to the routine of a professional AFL player, including high performance testing, training and conditioning. The men are also introduced to potential career opportunities with AFL corporate partners. Between camps, participants are assigned a mentor and are required to undertake a personal development project in their community.

The AFL and Rio Tinto have set a 100% target for participants to be engaged in employment/education or training at the completion of the program.

Indigenous Schools Program

The primary objective of the AFL Indigenous Program is to assist Aboriginal and Torres Strait Islander communities to access Australian Football whether as a player, fan, coach, administrator or umpire.

The Indigenous Program has been established within the AFL Game Development department and AFL Football Clubs to achieve this objective. AFL Queensland would like Australian Football Clubs to be a vehicle that encourages community strengthening and inclusion within the wider Australian community.

The Indigenous schools program is a minimum six week program that is conducted with students from Primary (Grades 3 – 6) and Secondary Schools (Years 7 – 10). It consists of weekly clinics conducted by Development Officers, based on basic footy skills and also key educational themes.

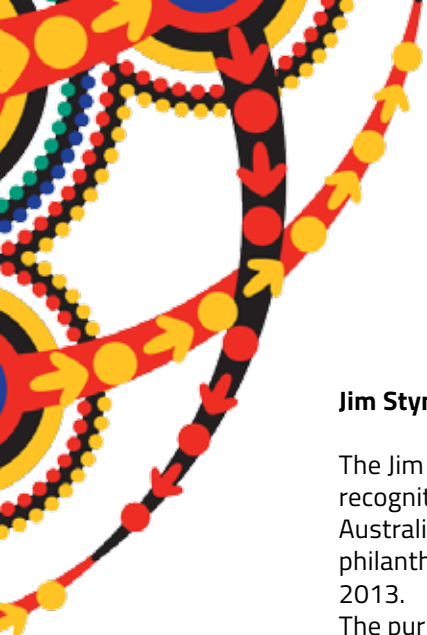
A selected number of students participate in a grid game at halftime of an AFL match at either The Gabba or Metricon Stadium

AFL Indigenous Round

Each year the AFL dedicates an entire round to celebrate the contribution of Aboriginal and Torres Strait Islander peoples to the game. The Indigenous round includes a traditional Welcome to Country ceremony prior to all nine matches and a curtain raiser in each State featuring Aboriginal and Torres Strait Islander community based teams.

AFL Queensland celebrates the AFL Indigenous Round in Brisbane with a Long Walk to The Gabba before the game. The Long Walk is a charity inspired by Michael Long's walk to Canberra on 21 November 2004 from his home in Melbourne (more than 650 kilometres) to meet with then Prime Minister John Howard to demand that Aboriginal and Torres Strait Islander issues be placed on the national agenda. Michael Long is one of the most recognisable Aboriginal figures in AFL football. In 2015 over 200 Aboriginal and Torres Strait Islander people participated in the Long Walk to the Gabba before the Indigenous Round.

AFL Queensland aims to work closely with the Brisbane Aboriginal and Torres Strait Islander community to improve the number of participants over future years.



Jim Stynes Scholarships

The Jim Stynes Scholarships are named after Jim Stynes in recognition of his outstanding efforts not only as a professional Australian Football Player and administrator, but also as a philanthropist, charity worker and writer. The Scholarship began in 2013.

The purpose of the Jim Stynes Scholarships is to assist in providing both a pathway to employment and a pathway to nurture/develop skills and/or talents unique in youth (15-19 years) from:

- Multicultural backgrounds;
- Aboriginal and Torres Strait Islander communities; and/or
- Socially isolated/excluded communities

Scholarships are available to young people aged 15 and no older than 19 as at 31 October in the relevant year. Potential recipients may be nominated by the president/coach of their sporting club/team, an authorised officer of a not-for-profit community organisation, an employee of the AFL or an AFL state body or a board member, staff member or crew member of The Reach Foundation.

Cape York House

AFL Cape York House is a residential facility in Cairns for young Aboriginal and Torres Strait Islander men who come from remote Aboriginal and Torres Strait Islander communities in Far North Queensland. The House provides them with a culturally appropriate and secure place to live while they attend local partner schools during the day. The House provides case-by-case management under a three pillar approach to Education, Wellbeing & Careers & Transition.

The AFL Cape York House is a tangible and outcomes-focused commitment to the Commonwealth and Queensland Governments' 'Closing the Gap' strategy for Aboriginal and Torres Strait Islander education and health.

The House has a 48-bed residential facility for boys and young men in Years 7 to 12 who come from the remote Aboriginal communities of Cape York, Torres Strait Islander communities in the Torres Strait Islands, and Gulf Savannah regions. The House also caters for former graduates transitioning into work or tertiary studies.

The boys live in a small and safe residential facility that provides them with a culturally appropriate environment. Students attend school during the day at one of six partner schools in Cairns, and return home to the House in the evenings where they can be cared for on a case-by-case basis.







RELATIONSHIPS

Strong relationships between Indigenous Australia and the AFL will ensure that opportunities to participate in all areas of the game are available to all Aboriginal and Torres Strait Islander people.

Action	Deliverable	Timeline	Responsibility
Establish a RAP Committee	RAP Committee oversees the development, endorsement and launch of the RAP.	July, 2017	State Development Manager (Mark Ensor)
	Ensure Aboriginal and Torres Strait Islander peoples are represented on the RAP Committee.	July, 2017	
	Meet at least four times per year to monitor and report on RAP implementation.	Feb, May, Aug, Dec 2017, 2018	
Build internal and external relationships	Develop a database of Aboriginal and Torres Strait Islander communities and organisations within our 13 regions throughout Queensland that we could approach to connect with on our reconciliation journey.	May, 2017	State Multicultural and Indigenous Engagement Manager (Darren Allie)
	Develop a database of RAP organisations and other like-minded organisations that we could approach to connect with on our reconciliation journey.		
	Distribute the database of Aboriginal and Torres Strait Islander communities and organisations to all Queensland football bodies and ensure that the list is available on the AFL Queensland website/ internal website.		
Participate in and celebrate National Reconciliation Week (NRW)	Promote our staff to attend a NRW event.	27th May – 3rd June, 2017	State Multicultural and Indigenous Engagement Manager (Darren Allie)
	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.		
	Ensure our RAP Committee participates in an external event to recognise and celebrate NRW.		
	Investigate opportunities to promote NRW within Queensland football bodies.		
Raise internal awareness of our RAP	Develop and implement a plan to raise awareness amongst all staff across the organisation about our RAP commitments.	May, 2017	State Multicultural and Indigenous Engagement Manager (Darren Allie)
	Develop and implement a plan to engage and inform key internal stakeholders of their responsibilities within our RAP.		
	Promote the RAP within all Queensland football bodies including the Brisbane Lions and the Gold Coast Suns and encourage Queensland football bodies to participate in our RAP commitments.		





RESPECT

By building respect for Indigenous customs, values and traditions within the AFL community the AFL can build pride in the contribution Indigenous Australia has made to Australian Football, help reduce racism and discrimination, and be a better custodian of the game for the Australian community.

Action	Deliverable	Timeline	Responsibility
Investigate Aboriginal and Torres Strait Islander cultural learning and development	Develop a business case for increasing awareness of Aboriginal and Torres Strait Islander cultures, histories and achievements within AFL Queensland.	July, 2017	State Multicultural and Indigenous Engagement Manager (Darren Allie)
	Evaluate our staff's current level of knowledge and understanding of Aboriginal and Torres Strait Islander cultures, histories and achievement.		
	Display Aboriginal and Torres Strait Islander artwork and a plaque to acknowledge the traditional owners of the land at the AFL Queensland office		
	Ensure all new employees receive culture awareness training.	Jan, 2018	Human Resources Manager (Brad Reid)
	Ensure all new employees receive an introduction to our RAP as part of their induction.		
Participate in and celebrate NAIDOC Week	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.	July, 2017 annually	State Multicultural and Indigenous Engagement Manager (Darren Allie)
	Promote staff attendance to NAIDOC Week by promoting community events throughout Queensland.		
	Ensure our RAP Committee participates in an external NAIDOC Week event.		
	AFLQ to participate in at least one event to mark NAIDOC Week.		
Raise internal understanding of Aboriginal and Torres Strait Islander cultural protocols	Identify who the Traditional Owners are of the lands and waters within our 13 regions throughout Queensland.	Dec, 2017	State Multicultural and Indigenous Engagement Manager (Darren Allie)
	Scope and develop a list of local Traditional Owners of the lands and waters within AFL Queensland's sphere of influence.		
	Continue to promote our protocol for Recognising and Acknowledging Country to raise awareness and understanding of the meaning and significance behind Acknowledgement of Country and Welcome to Country protocols (including any local cultural protocols).		
	Investigate opportunities to promote NRW within Queensland football bodies.		
Build a broader understanding in the community of AFL Queensland's connection with Aboriginal and Torres Strait Islander peoples	Utilise the AFL's Indigenous Round to share the commitments in our RAP.	June, 2017	Media Manager (Lisa McKoy) & Affiliates and Sustainability Manager (Keith Webb)
	Develop a plan to engage with all Queensland football bodies in Queensland to increase awareness of Aboriginal and Torres Strait Islander cultures, histories and achievements.	Nov, 2017	



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OPPORTUNITIES

By using the strength and reach of the AFL, we will partner with Indigenous communities to deliver leadership, education, employment and business outcomes across Indigenous Australia.

Action	Deliverable	Timeline	Responsibility
Investigate Aboriginal and Torres Strait Islander employment pathways and opportunities	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	Dec, 2017	Human Resources Manager (Brad Reid)
	Investigate Aboriginal and Torres Strait Islander employment pathways and opportunities.		
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.	Dec, 2017	State Multicultural and Indigenous Engagement Manager (Darren Allie)
	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.		
Increase Aboriginal and Torres Strait Islander participation in our community programs	Continue to engage Aboriginal and Torres Strait Islander youth in the Indigenous Talent Pathway program, Kickstart Championships/All Nations Championships, Umpiring and the Indigenous Schools Program.	Dec, 2017	State Diversity Coordinator (Peter Yagmoor)
	Identify strategies to increase Aboriginal and Torres Strait Islander participation in our community programs		
Invest in the Aboriginal and Torres Strait Islander talent pipeline at schools	Continue to provide development programs to Aboriginal and Torres Strait Islander high school students via our partnerships with the Australian Indigenous Education Foundation (AIEF).	Dec, 2017	State Development Manager (Mark Ensor) & State Talent Manager (Mark Browning)
	Provide AFL Queensland staff the opportunity to undertake mentoring roles for Aboriginal and Torres Strait Islander high school students through our partnership with AIEF.		
	Support AFL Queensland staff who undertake the mentoring roles with AIEF.		
	Support scholarships for Aboriginal and Torres Strait Islander High school students through AIEF by providing AIEF with scholarship funds		
	Develop a business case to expand scholarships to schools not involved in the AIEF program.		
Cape York House	Ensure the Cape York House provides students from remote communities in North Queensland with education, wellbeing and career and transition programs.	Dec, 2017	Cape York Program Manager (Rick Hanlon)





TRACKING AND PROGRESS

Action	Deliverable	Timeline	Responsibility
Build support for the RAP	Define systems and capability needs to track, measure and report on RAP activities.	Oct, 2017	State Development Manager (Mark Ensor)
	Complete the annual RAP Impact Measurement Questionnaire and submit to Reconciliation Australia.	30th September (annually)	
Review and Refresh RAP	Review and refresh the RAP based on learnings, challenges and achievements.	April, 2018	State Development Manager (Mark Ensor)
	Submit the draft RAP to Reconciliation Australia for formal review and endorsement.	May, 2018	
Ensure the RAP is made available to staff, sponsors, community partners and Aboriginal and Torres Strait Islander stakeholders	Distribute the RAP to key internal and external stakeholders.	April, 2017	Media Manager (Lisa McKoy), and Affiliates and Sustainability Manager (Keith Webb)
	Develop an educational program to launch the RAP within all Queensland football bodies.		
Ensure the RAP is made publicly available	Host the RAP on the AFL Queensland website and that of Reconciliation Australia	Dec, 2017	Media Manager (Lisa McKoy)



RECONCILIATION ACTION PLAN

Contact

Name: Mark Ensor

Position: State Development Manager

Phone: 0412 633 178

Email: Mark.Ensor@afl.com.au

Name: Darren Allie

Position:

State Multicultural and Indigenous Engagement Manager

Phone: 0420 980 947

Email: darren.allie@afl.com.au



About this artwork

The artwork design features a centralised Australian Football field surrounded by the 18 circular symbols representing all of the AFL clubs. The emu tracks symbolise the pathways from grassroots footy to the MCG, the voyage of players coming together and the journey towards reconciliation. This original artwork design was created for the AFL Reconciliation Action Plan by Marcus Lee.