



INNOVATE RECONCILIATION ACTION PLAN

JULY 2017 – JUNE 2019



ACKNOWLEDGEMENT

The Melbourne Football Club acknowledge the Wurundjeri people of the Kulin Nation, the Traditional Owners of the land on which we reside. We pay our respects to their Elders both past and present and extend that respect to all Aboriginal and Torres Strait Islander Peoples.



MESSAGE FROM THE

CEO



Peter Jackson
Melbourne Football Club CEO

I am very proud to present the Melbourne Football Club's inaugural Reconciliation Action Plan.

The Melbourne Football Club is the oldest football club, having been founded in 1858 by Tom Wills. He is an important person for Reconciliation having befriended local members of the Djab Wurrung people. He later took an Aboriginal team on a cricket tour to England.

The Melbourne Football Club has a proud history of Aboriginal and Torres Strait Islander players and involvement in local communities. We have also worked for a number of years with Melbourne University in communities in the Northern Territory to reduce and eliminate the incidence of Trachoma.

Our connection to the Territory has extended in recent years through our partnership with the AFL and Northern Territory Government to play AFL games in the NT. Now we have our Next Generation Academy in Alice Springs, providing a greater connection to Aboriginal communities in the Territory.

Given this history, it is only appropriate we developed this RAP.

Through this RAP, we aim to create real outcomes for Aboriginal and Torres Strait Islander people. Our activities in Northern Territory and also through our other Next Generation Academy in Dandenong, Victoria, provide the ability to achieve real outcomes. We aim to provide a welcoming, inclusive and nurturing environment that is culturally safe and accessible for Aboriginal and Torres Strait Islander people we work with in these regions, now and in the future.

These activities, together with the cultural education of our own people on Aboriginal and Torres Strait Islander history and customs, have the capacity to provide development and employment opportunities at the Club for the Aboriginal and Torres Strait Islander people we connect with.

I look forward to the outcomes we will achieve as a club over the next three years.



FOREWORD BY

NEVILLE JETTA

The Melbourne Football Club means a lot to me.

I was drafted by the club in 2008 and have been with it through the tough times and now the exciting times, which have emerged.

Being able to represent the Melbourne Football Club at the MCG and in Yarra Park – home to the Koori people and Wurundjeri tribe – only adds to the privilege of wearing the red and blue.

As a proud Noongar man, I am delighted the club has launched a Reconciliation Action Plan.

It will be a document that will hold, not only the club, but the people within it to keep reconciliation going – even if there is ever a stage where there are no Aboriginal or Torres Strait Islander players at the club.

The RAP is to represent the past players and to keep that connection with the community.

We have been doing a lot to represent our culture and the First Peoples land that we train on and play on.

The past players are very important to the RAP because they are the ones who have been the trailblazers for myself, Jeffy Garlett, Jay Kennedy-Harris and Dion Johnstone.

The past players have allowed us to do what we do on the football field.

And if it wasn't for them, I dare say it'd be a lot harder for us to be able to go out there and play our footy.

I am proud that Melbourne has taken these important steps to initiate a RAP.

It is an important step in Australia's reconciliation journey.

NEVILLE JETTA

Neville is a Noongar man



The Melbourne Football Club is proud to make a commitment to fully support reconciliation, now and into the future. We will continue to gather an understanding of, and embrace, reconciliation within our organisation and community, with the aim to truly value and embrace the histories and cultures of Aboriginal and Torres Strait Islander peoples within our club.

Through this RAP, we aim to create a welcoming, inclusive and nurturing environment that is socially, culturally and spiritually safe and accessible for Aboriginal and Torres Strait Islander people, now and into the future. This RAP formalises our ongoing commitment to maintaining these strong relationships. We are privileged to work within football, which has the ability to influence and lead, and we see this as an opportunity to challenge community views, strengthen outcomes and be a leader in creating genuine opportunities for Aboriginal and Torres Strait Islander people.

Melbourne has a proud history of Aboriginal and Torres Strait Islander players and involvement in local communities. We have a long held, and strong connection, with Aboriginal and Torres Strait Islander

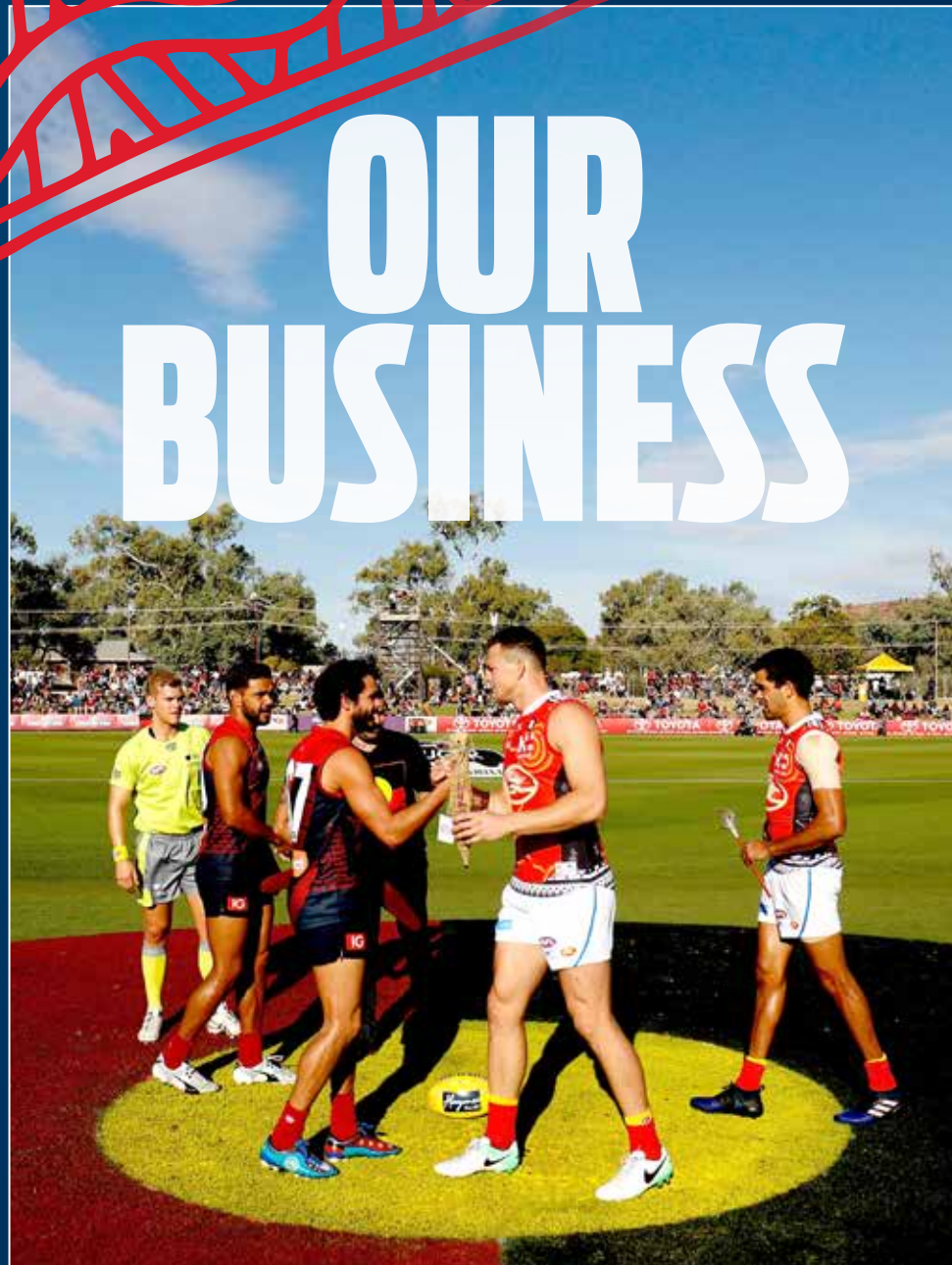
footballers as an AFL club. This is especially evident in the Northern Territory where our partnership with the Northern Territory Government and the AFL provides us with an opportunity to play AFL games in the Territory.

This alignment is deeper than playing matches in the Territory, with the launch of the AFL Next Generation Academies. Our club is aligned to the Alice Springs (NT) and Greater Dandenong (VIC) regions. The Next Generation Academy will enable us to be actively involved in introducing children of all backgrounds to the game and provide aspirational pathways for players, coaches, umpires and administrators.



LEFT TO RIGHT: DION JOHNSTONE, JEFF GARLETT, NEVILLE JETTA, JAY KENNEDY-HARRIS

OUR BUSINESS



The Melbourne Football Club is the oldest football club in the world. It was founded in 1858 by Tom Wills, who was captain of the Victorian Cricket team at the time. In 1859, he along with three teammates, wrote “The Rules of the Melbourne Football Club” that would become the basis for Australian Rules football as we know it today.

Tom Wills is an important person for Reconciliation and Melbourne, as he grew up befriendng local members of the Djab Wurrung people, learning their language and customs. Later in life, Wills took the first Aboriginal cricket team to tour England. Wills used his experiences growing up playing Marngrook with local Djab Wurrung children to shape Australian Rules football.

Melbourne currently employs approximately 104 full-time and fixed-term staff including athletes. As of 2017, Melbourne has six Aboriginal and Torres Strait Islander staff members including players Neville Jetta, Jeff Garlett, Jay Kennedy-Harris, Dion Johnstone and Aliesha Newman, along with former player and Melbourne life member Matthew Whelan, who was recently appointed the club’s Indigenous Project Officer.

Although Melbourne-based, the club operates nationally within the Australian Football League, playing nine home games a year at the MCG and two games in the Northern Territory – one at Alice Springs and one in Darwin. 220,000 people identify nationwide as Melbourne supporters of which 40,000 are paid members. Since 2009, Melbourne has supported the University of Melbourne’s Indigenous Eye Health Unit Trachoma Elimination Foundation. Player ambassadors have conducted public awareness campaigns in Northern Territory communities, as well as recording community service announcements broadcast more broadly throughout the Northern Territory.

In 2010, the club committed to playing games in the Northern Territory, when it partnered with Tourism NT. Since then, the club has played on average two games a year in the region. This was recently extended to 2018, with the club to play another two games in the NT 2018 season. We see this as a key partnership, as it gives the club the opportunity to reflect its support and dedication to the ongoing education of our players, supporters and staff of outback Aboriginal and Torres Strait Islander communities. We in turn are able to give back and be part of the local communities by playing in Alice Springs during the Sir Doug Nicholls Indigenous Round, holding community camps, organising and attending activities, and being part of and learning more about local customs and traditions.

Melbourne’s Next Generation Academy is a football and personal development program that operates in the Casey, Dandenong and Mornington Peninsula regions of Victoria, as well as Alice Springs. Established in 2016, the academy involves girls and boys aged from 11 to 15, who participate in a long-term development program under the guidance and support of professional coaches. The specialised training program is targeted to the age group and covers topics outside of football such as healthy eating, goal setting and leadership. As part of our commitment to reconciliation and opportunity for all, the development of a specific Aboriginal and Torres Strait Islander talent stream has been identified as a key focus for our Next Generation Academy staff for 2017 and beyond.

The club’s fan engagement and community activities are delivered in the City of Melbourne, Northern Territory, Bayside, Stonnington, Boorondara, Greater Dandenong and Casey regions.

Melbourne has a proud history of Aboriginal and Torres Strait Islander players and involvement in local communities. We have long held a strong connection with Aboriginal and Torres Strait Islander footballers as an AFL club – here in Melbourne and across the other states and territories.

OUR RAP

The development of this RAP ensures a framework exists for an ongoing and formalised commitment to Reconciliation.

Through this RAP, we aim to create a welcoming, inclusive and nurturing environment that is socially, culturally and spiritually safe and accessible for Aboriginal and Torres Strait Islander people now and into the future. Through our actions we hope to close the gap on Aboriginal and Torres Strait Islander life expectancy, poor health, lower education and employment outcomes and incarceration rates.



The RAP is championed by Melbourne CEO Peter Jackson and Football Operations Manager Josh Mahoney and is supported by the RAP Working Group. The RAP working group consists of the following people, and monitors the development, implementation and reporting of the RAP:

Matthew Whelan
INDIGENOUS PROJECT OFFICER

As a life member of the Melbourne Football Club I was very excited when the club approached me to come on board and help with their Reconciliation Action Plan. For me, the RAP is about helping to bridge the gap of Indigenous disadvantage. Through our RAP we will create opportunities for indigenous people and companies. As an organisation we have the opportunity to make a difference. I'm looking forward to being a part of that journey.

Josh Mahoney
FOOTBALL OPERATIONS MANAGER

My relationships with Aboriginal teammates and players, during my 20-year involvement in AFL, have provided me with amazing experiences and taught me the importance of family, culture and land. This RAP will help establish the Melbourne Football Club as an environment that is welcoming to Aboriginal and Torres Strait Islander peoples and ensures their stories, culture and history will continue to be shared to all involved with Melbourne Football Club.

Neville Jetta
AFL PLAYER

I am really pleased to work with the club to develop its first Reconciliation Action Plan, so that when I'm gone, the club has an ongoing commitment to reconciliation and creating opportunities for Aboriginal and Torres Strait Islander people.

Ryan Earles
DIGITAL MARKETING MANAGER

Growing up in East Gippsland, I had many close friends that identified as Aboriginal or Torres Strait Islander. Through these childhood connections, I developed an interest in contributing to reconciliation and I am excited to be involved in establishing a framework for the Melbourne Football Club to realise its vision for reconciliation.

Kelly Bembridge
HUMAN RESOURCES MANAGER

I believe in justice and the ability for every person to be given a chance to reach their potential. Reconciliation is about achieving these basic rights for Aboriginal and Torres Strait Islander people and it is a privilege to be able to contribute and assist this process on a local level.

Shannon Byrnes
PLAYER DEVELOPMENT MANAGER

I grew up in Shepparton, which has a strong Aboriginal and Torres Strait Islander community, of which many were my friends, whose challenges I would see first-hand on a day-to-day basis. I also work closely with our Aboriginal players in my current role.

David Misson
ELITE PERFORMANCE MANAGER

I have worked closely with Indigenous athletes for the past 25 years – the same time I have been in elite sport. I am pleased to be part of developing a strong and relevant policy for the Melbourne Football Club. I am passionate about assisting players and staff at the Melbourne Football Club to engage, respect and advance all aspects of our Indigenous culture and heritage.

Jimmie Martin
IT MANAGER

I think it's very important that the club should be active and accountable in this space with the great impact Aboriginal and Torres Strait Islander peoples have had on this club and our game.

Declan Adams
MEMBERSHIP EXECUTIVE

My interest and commitment to reconciliation stems from my family, which has always been an important subject. My sister has Indigenous heritage and my mother has worked in Aboriginal Policy for many years.

Brooklyn Fraser
SALES EXECUTIVE

Growing up in country Victoria, I had Indigenous friends, teammates and class mates, so reconciliation has always been important to me. My passion for the issue grew stronger with my sister being a police officer in Maningrida, in the heart of Arnhem Land. I was fortunate to visit Maningrida and the Northern Territory many times, where my understanding grew and I formed some unforgettable, life-changing experiences, which inspired me to be a part of the MFC RAP.

David Williams
SPORTS PSYCHOLOGIST

I am a psychologist who is passionate about Indigenous mental health and opportunities as a result of working with the AFL Flying Boomerangs program for several years. Increasing capacity and coping skills in order to help Indigenous people flourish is a key part of what makes me passionate about my work. Being involved with the RAP is therefore very special to me.

Chris Heelan
NATIONAL INDIGENOUS MANAGER FOR AUSTRALIA POST

Chris Heelan is the National Indigenous Manager for Australia Post, a role he has held since 2013. Chris leads Australia Post's management and implementation of the Reconciliation Action Plan, and leads the Aboriginal and Torres Strait Islander programs.

Previously, Chris has held Senior Executive and Senior Academic positions at AFL SportsReady Ltd, Curtin University of Technology and The University of Melbourne. Chris was also responsible for the early development and consultation for AFL SportsReady inaugural Reconciliation Action Plan, and was broadly responsible for the University of Melbourne development of the inaugural Reconciliation Action Plan.

Chris is passionate about providing further educational and employment opportunities for Indigenous people, supporting and building stronger communities and working with organisations that share the same common beliefs and commitments.

The club has been incredibly fortunate to have Aboriginal and Torres Strait Islander staff Matthew Whelan (Indigenous Project Officer), Neville Jetta (AFL player) and Chris Heelan (National Indigenous Manager for Australia Post) as members of the RAP Working Group.



RELATIONSHIPS

Melbourne Football Club has a proud history of Aboriginal and Torres Strait Islander players and their involvement within the local communities. This RAP formalises our ongoing commitment to maintaining and building strong relationships with Aboriginal and Torres Strait Islander peoples.

There is a strong connection with Aboriginal and Torres Strait Islander peoples within the AFL and the wider AFL community. By nurturing these relationships, we believe we can have a positive influence on the outcomes of Aboriginal and Torres Strait Islander peoples as well as broader community views on issues such as reconciliation, awareness and respect.

Through our presence in the Northern Territory, playing AFL games in Darwin and Alice Springs, we have developed several strong relationships with NT communities and NT government. The club has undertaken community work in trachoma awareness. Trachoma is an infectious eye disease that can lead to blindness. As it is easily treated with antibiotics, trachoma is regarded as a disease of poverty and is now unknown in developed countries—except Australia.

We will continue to strengthen relationships with local communities to help reduce the risk of the disease through public awareness campaigns.

The club has established Next Generation Academies in the Dandenong (VIC) and Alice Springs (NT) regions, where we are providing Aboriginal and Torres Strait Islander peoples with greater opportunity to play our game. The club is also committed to creating opportunities through the Neville Jetta Squad where multicultural students from different sporting backgrounds gain exposure to elite training standards. It also provides great personal development for players from the club who volunteer their time to enhance their mentoring and coaching skills.

In 2016, the club formed a strong relationship with the Melbourne Indigenous Transition School, providing players and staff to assist and mentor students in their transition from community to Melbourne schooling.

Through strengthening existing relationships and developing new ones, we aim to create a welcoming, inclusive and nurturing environment that is socially, culturally and spiritually safe and accessible for Aboriginal and Torres Strait Islander people now and into the future.





ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. RAP Working Group (RWG) actively monitors RAP development and implementation of actions, tracking progress and reporting	<ul style="list-style-type: none">Develop terms of reference for the Active RAP Working Group to allow for clear process and decision making.Ensure Aboriginal and Torres Strait Islander peoples are represented on the RAP Working GroupEnsure the RAP Working Group meets quarterlyRWG oversees the development, endorsement and launch of the RAP.	July 2017 July 2017 Jan, April, July, Oct 2017, 2018 & 2019 July 2017	Indigenous Project Officer
2. Celebrate and participate in National Reconciliation Week (NRW) by providing opportunities to build and maintain relationships between Aboriginal and Torres Strait Islander peoples and other Australians	<ul style="list-style-type: none">Melbourne will host an event where Traditional Owners and local Elders are invited, along with Aboriginal and Torres Strait Islander staff, non-Indigenous staff, players and community supporters, to celebrate NRW, education and culture.Encourage staff and players to attend a NRW event. This can be on company time and be classified as community leave.Whilst celebrating NRW in NT, hold player and staff appearances to promote Trachoma awareness and strengthen relationships between the club and the Aboriginal communities.Register all NRW events via Reconciliation Australia's NRW website.Support an external NRW event.Ensure our RAP Working Group participates in an external event to recognise and celebrate NRW.	May 2018, May 2019 May 2018, May 2019 May 2018, May 2019 May 2018, May 2019 May 2018, May 2019 May 2018, May 2019	Human Resources Manager
3. Develop and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander peoples, communities and organisations to support positive outcomes	Create a MFC Aboriginal and Torres Strait Islander Awareness and Understanding Program (name to be determined later): Program to include, but not be limited by: <ul style="list-style-type: none">Strengthen existing relationships such as Melbourne Indigenous transition school, NT communities and government, community work in supporting Trachoma awareness, Neville Jetta Squad, University of Melbourne.Engage with local Elders to build strong relationships of trust, education and supportContinue to visit Aboriginal and Torres Strait Islander communities to engage staff, players and local communities at Community CampsInvite past Aboriginal and Torres Strait Islander peoples (players and staff) to events to ensure ongoing and beneficial relationshipsDevelop and implement an engagement plan to work with our Aboriginal and Torres Strait Islander stakeholders.Meet with local Aboriginal and Torres Strait Islander organisations to develop guiding principles for future engagement.	July 2017 July 2018, June 2019 July 2018, June 2019 July 2018, June 2019 July 2018, June 2019 July 2018	
4. Raise internal and external awareness of our RAP to promote reconciliation across our business and sector	<ul style="list-style-type: none">Display our RAP on the Melbourne Football Club website and other print and media sites to make it available for all staff, members, supporters and wider community to access.Implement a communication strategy to ensure all MFC staff and players understand the current activities, events and information sessions being undertaken by the RAP working group and reconciliation in a greater context.Work with Aboriginal and Torres Strait Islander media organisations for relevant media opportunities.Work closely with major media outlets (newspapers, AFL Media and broadcasters) and utilise the AFL, to raise external awareness of our RAP and share our story, via our game in Alice Springs.Promote reconciliation through ongoing active engagement with all stakeholders.	July 2017 July 2017 September 2017 May 2018, May 2019 July 2018, June 2019	
5. Promote an inclusive atmosphere at our matches for Aboriginal and Torres Strait Islander peoples.	<ul style="list-style-type: none">Develop a strategy to encourage Aboriginal and Torres Strait Islander people and communities to access and feel safe at MFC matches`	July 2017	
			Digital Marketing Manager



RESPECT

Through this RAP, we aim to create a welcoming, inclusive and nurturing environment that is socially, culturally and spiritually safe and accessible for Aboriginal and Torres Strait Islander peoples now and into the future. This can't be achieved without building respect for Aboriginal and Torres Strait peoples among internal and external stakeholders. We have created a Welcome to Country video that will be played before each home game, developed in consultation with the Wurundjeri elders, as well as displaying an Acknowledgement of Country plaque in our offices showing respect and acknowledging Aboriginal & Torres Strait Islander people.



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
6. Engage employees in cultural learning opportunities to increase understanding and appreciation of Aboriginal and Torres Strait Islander cultures, histories and achievements	<ul style="list-style-type: none"> Develop and implement an Aboriginal and Torres Strait Islander cultural awareness training strategy for our staff, which defines cultural learning needs of employees in all areas of our business and considers various ways cultural learning can be provided (online, face-to-face workshops or cultural immersion). Investigate opportunities to work with local Traditional Owners and/or Aboriginal and Torres Strait Islander peoples, which consults to develop cultural awareness training. Provide opportunities for RWG members, RAP champions, HR managers and other key leadership staff to participate in cultural training. Create a MFC Aboriginal and Torres Strait Islander Cultural Learning Program (name to be developed and agreed later). 	December 2017	Human Resources Manager
		September 2017	
		July 2017	
		July 2018	
	Program to include, but not be limited by:	July 2018, July 2019	
	<ul style="list-style-type: none"> Deliver annual training on cultural awareness to all new and existing staff and players Develop and implement a program centred on history, culture, links and achievements between MFC, MCG, AAMI Park grounds and Aboriginal and Torres Strait Islander communities Provide information sessions for stakeholders on MFC Aboriginal and Torres Strait Islander histories Implement bi-annual cultural experience days for all staff, players, supporters. Provide the opportunity for our Indigenous staff and players to contribute and share in these moments Develop induction programs to include information session from MFC Aboriginal and Torres Strait Islander Program – run by a member of RAP Working Group Develop a communication strategy to keep Aboriginal and Torres Strait Islander cultural information and knowledge circulating routinely 	December 2018	
7. Engage employees in understanding the significance of Aboriginal and Torres Strait Islander cultural protocols, such as Welcome to Country and Acknowledgement of Country, to ensure there is a shared meaning	As part of the Aboriginal and Torres Strait Islander Program from point six, the following will be included:	July 2017, June 2019	Indigenous Project Officer
	<ul style="list-style-type: none"> A MFC cultural protocol for Welcome and Acknowledgement to Country at meetings and on the scoreboard at all home games Acknowledgement of Country at the commencement of important internal meetings The Aboriginal and Torres Strait Islander flag displayed and/or Acknowledgment of Country plaque in our MCG and AAMI Park offices A list of key contacts for organising a Welcome to Country and maintaining respectful partnerships. A Traditional Owner to provide a Welcome to Country at significant events, including Season Launch and Best and Fairest events. An Acknowledgement of Country at the commencement of all important internal and external meetings. The encouragement of staff to include an Acknowledgement of Country at the commencement of all meetings. 	July 2017	
		September & March 2017-19	
		September 2017	
		September 2017	
		September 2017	
8. Provide opportunities for Aboriginal and Torres Strait Islander staff to engage with their culture and communities by celebrating NAIDOC Week	<ul style="list-style-type: none"> Review HR policies, management and work practices to support the involvement of all Staff participating and attending activities throughout NAIDOC Week Aboriginal and Torres Strait Islander staff and players attend NAIDOC Week activities and are allocated appropriate time away from work to do so Encourage and support all staff to attend one NAIDOC event during the week. This can be on company time and is considered Community Leave 	July 2017, July 2018	Indigenous Project Officer
		July 2017	
		July 2017, 2018 & 2019	

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
9. Promote respect for Aboriginal and Torres Strait Islander cultures and histories	<ul style="list-style-type: none"> A guernsey is designed during Sir Doug Nicholls round by an MFC or local Aboriginal / Torres Strait Islander and worn by all players. This guernsey: Will be designed by an Indigenous artist with assistance from past and current players Will include the Aboriginal and Torres Strait Islander flags Will have all proceeds it generates donated to Aboriginal programs Will display Aboriginal and Torres Strait Islander artwork/imagery in the MCG/AMMI Park offices to show respect to the local Aboriginal and Torres Strait Islander communities Will display Acknowledgment of Country video on MCG scoreboard at all Melbourne home games Through consultation with our Aboriginal and Torres Strait Islander staff and local Elders will ensure that we respect the feelings, views and thoughts of Aboriginal and Torres Strait Islander people with our communication on points of significance such as Australia Day Will deliver a home match that celebrates Melbourne's Aboriginal and Torres Strait Islander cultures (players to wear Indigenous jumpers, cultural awareness around local Melbourne Indigenous history etc. and function to bring together past Melbourne Indigenous players) Will display the Aboriginal and Torres Strait Islander flags in the base of all email signatures 	July 2017, 2018 & 2019	Indigenous Project Officer
		July 2017, June 2019 July 2017, June 2019	
		January 2018	
		July 2017-19	
10. Promote respect for Aboriginal and Torres Strait Islander cultures and histories through the work we do in the community	<ul style="list-style-type: none"> Enhance the Read like a Demon program to include the engagement of Indigenous authors and artists to develop a Children's book that promotes respect for Aboriginal and Torres Strait Islander cultures and histories. Develop programs, activities and events for the two games in the NT. Programs to roll on past these dates will be explored 	September 2017	Player Development Manager
		December 2017 May 2018	
11. Build a broader understanding in the community of our commitment to Reconciliation and connection with Indigenous Australia	<ul style="list-style-type: none"> Ensure AGM agenda includes allocated time for discussion on our commitment to and our involvement in reconciliation Produce at least six media releases a year about our Aboriginal and Torres Strait Islander players or the Aboriginal and Torres Strait Islander initiatives the club is involved in. Distribute media releases to be to a variety of outlets, including Aboriginal media outlets. Document the club's Indigenous history and make it known and accessible via the club's online channels. 	December 2017 September 2017	Digital Marketing Manager
		September 2017	
12. Support 'Recognise Campaign' to promote constitutional recognition of Aboriginal and Torres Strait Islander Peoples	<ul style="list-style-type: none"> Allow staff and players to participate in and support constitutional recognition as individuals through the Recognise Campaign Consider the inclusion of the Recognise logo on our Indigenous guernsey each year following staff, player and supporter feedback 	September 2017 September 2017	High Performance Manager



OPPORTUNITIES

It is important for us as an organisation to reflect the diversity and opportunity of Melbourne as a city within our workforce. To experience and achieve the value this offers, to gain access to Indigenous employees from a wide background and skill set, to support our greater community. In line with our aim to reflect strength within diversity, we will recruit, endorse, mentor and train local Indigenous candidates for all roles within the Club.



ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
13. Investigate opportunities to improve and increase Aboriginal and Torres Strait Islander employment outcomes within our workplace	<ul style="list-style-type: none">Develop and implement an Aboriginal and Torres Strait Islander Employment and retention strategy.Engage with existing Aboriginal and Torres Strait Islander staff to consult on employment strategies, including professional development.Place available roles in Koori Mail, Indigenous Employment Australia and Indigenous careers to attract candidatesCollect information on our current Aboriginal and Torres Strait Islander staff to inform future employment opportunities.Review HR and recruitment procedures and policies to ensure there are no barriers to Aboriginal and Torres Strait Islander employees and future applicants participating in our workplace.	February 2018 August 2017 July 2017 July 2017 November 2017	Human Resources Manager
14. Investigate opportunities to incorporate Aboriginal and Torres Strait Islander supplier diversity within our organisation	<ul style="list-style-type: none">Review and update procurement policies and procedures to ensure there are no barriers for procuring goods and services from Aboriginal and Torres Strait Islander businesses.Develop and communicate to staff a list of Aboriginal and Torres Strait Islander businesses that can be used to procure goods and services through the Supply Nation websiteUse the Indigenous Business Directory through Supply NationDevelop at least one ongoing commercial relationshipSelect and use a merchandise supplier through this network to manufacture promotional items or merchandise around Indigenous RoundBecome aware of local and relevant Indigenous suppliers (Indigenous business directory) where we can source product and use to assist in building greater connections with our community	October 2017, 2018 and June 2019 September 2017 January 2018 June 2018 February 2018 July 2017	IT Officer

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
15. Develop alternate pathways to employment for Aboriginal and Torres Strait Islander peoples.	<ul style="list-style-type: none"> Develop a cultural mentoring network for existing Aboriginal and Torres Strait Islander staff and managers through a relationship with a key institute (such as University of Melbourne) Develop and implement Aboriginal and Torres Strait Islander employment pathways, using existing partnerships with SportsReady, and new partnerships with key institutes and community bodies (such as University of Melbourne) Develop a structured internship program specific to Aboriginal and Torres Strait Islander candidates, including mentoring and onward connections using Sportsready, University of Melbourne and other such institutions Partner with local schools in the heartland/Next Generation Academy (NGA) community to provide support for Aboriginal and Torres Strait Islander students to progress into tertiary education Sponsor a young Aboriginal or Torres Strait Islander person's development through related organisations such as Yalari, providing a yearlong placement opportunity at the club and pathways in to other organisations connected to the MFC Work with SportsReady and our commercial partners to provide employment pathways for Aboriginal and Torres Strait Islanders in to their organisations 	December 2018	Indigenous Project Officer
		December 2018	
		December 2018	
		December 2018	
		December 2018	
16. Report RAP achievements, challenges and learnings to Reconciliation Australia	<ul style="list-style-type: none"> Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia annually. Investigate participating in the RAP Barometer. Develop and implement systems and capability needs to track, measure and report on RAP activities. 	September 30 2017-19 May 2018 July 2017	IT Officer
17. Communicate RAP achievements to all stakeholders	<ul style="list-style-type: none"> Publically report our RAP achievements on club website, melbournefc.com.au and in E-newsletters. Report challenges and learnings. 	September 2017 October 2017, 2018 and 2019	Indigenous Project Officer
18. Review, refresh and update RAP	<ul style="list-style-type: none"> Liaise with Reconciliation Australia to develop a new RAP based on learnings, challenges and achievements. Send draft RAP to Reconciliation Australia for review and feedback. Submit draft RAP to Reconciliation Australia for formal endorsement. 	September 2018 October 2018 April 2019	Indigenous Project Officer

TO FIND OUT MORE PLEASE CONTACT
 Matthew Whelan – Indigenous Project Officer
 ☎ 0447 294 069
 ✉ matthew.whelan@melbournefc.com.au

CURRENT & PAST INDIGENOUS PLAYERS OF THE MELBOURNE FOOTBALL CLUB



LIST ACCURATE AS OF JULY 2017

About the Artist

Mandy Nicholson is a multifaceted artist who belongs to the Wurundjeri-Willam (Woiwurrung language) clan, the Traditional Owners of Melbourne. She has practised visual art since 1994 and studied Koorie art and design at RMIT University in Bundoora and Monash University.

MANDY NICHOLSON

2016-2017 INDIGENOUS GUERNSEY



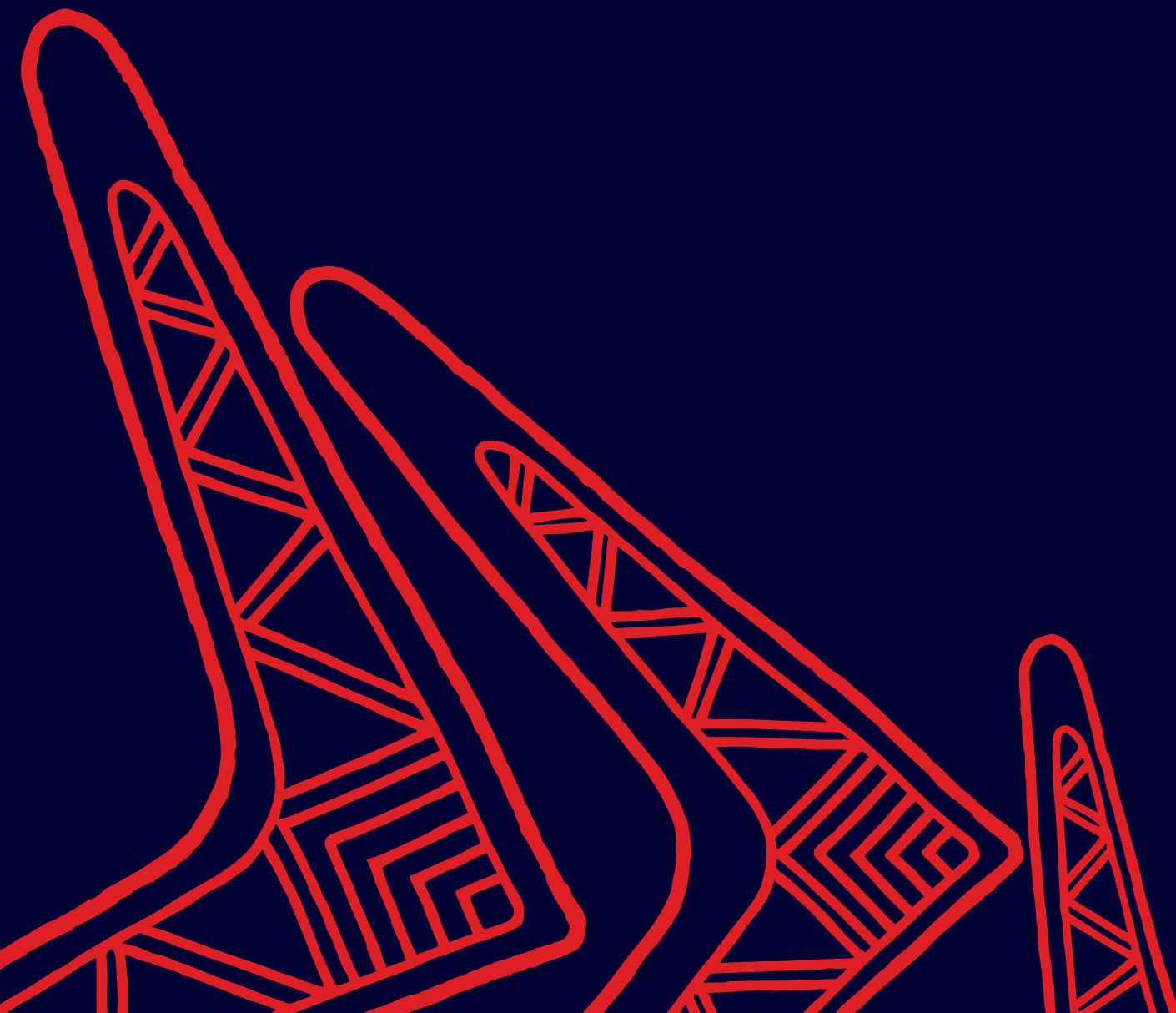
FRONT

This design shows the wangim in flight mode depicting speed and fitness, connecting this to the attributes of the original game of Marngrook and the modern game of AFL. The wangim are embedded into the Birrarung (Yarra-river of mists) to show the connection to the Traditional Custodians of Melbourne, the Wurundjeri people. We are fresh water people as the Birrarung runs right through the middle of our Country, from the ngurrak (mountains) to the warinj (sea). It also honours the original course of the Birrarung before it was straightened and how it used to flow strong and cleanse the area by flooding annually. The small pathways seen throughout the river are the paths of our ancestor's gurrong (canoes). These gurrong have travelled the waterways of Melbourne either for day to day life, but also represent the many visitors that come for large traditional gatherings such as the Tanderrum. This ceremony happens just over the Barak Bridge from the MCG. This traditional practise has been reignited since 2013 and is an annual event where the mobs of the Kulin come together to share and dance. These paths created by the many gurrong (canoes) are strong and will always be there. The 4 wangim also honour our ancestors from the north, south, east and west.



BACK

This design honours one of most respected Ngurungaeta (leaders), Beruk (William Barak). He has left an enormous legacy for his descendants by helping record our language Woi wurrung, the many stories of creation he shared, and his paintings predict traditional ceremony, which have all survived the colonial attempts to destroy our culture. The carved design is from one of his original shields and also connects to the fact that there are scar trees still remaining in the MCG carpark area. Scars are caused for the creation of gayaam (shields), gurrong (canoes), wilam (bark for huts). The Dreaming Track on the shoulder shows the many paths travelled by our ancestors across the generations. It also honours the fact that Beruk and a number of men walked from Healesville to Melbourne several times to ask for better conditions for his people at Coranderrk Station. The Dreaming Track on the waist is the Birrarung (Yarra = river of mist), such a strong symbol for our people, our connection to this river isn't simply physical, but spiritual and emotional. Our creation stories that Berak has handed down explain how this river came to be.



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