



RICHMOND
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RICHMOND FOOTBALL CLUB MAURICE RIOLI RECONCILIATION ACTION PLAN

2015–2016



Reconciliation
ACTION PLAN
ELEVATE RAP



**RICHMOND FOOTBALL CLUB ACKNOWLEDGE THE WURUNDJERI PEOPLE
OF THE KULIN NATIONS, THE TRADITIONAL OWNERS OF THE LAND
ON WHICH WE RESIDE AND TRADITIONAL OWNERS ACROSS AUSTRALIA.**





Richmond were the first AFL club to visit a Victorian Aboriginal Mission – Framlingham Mission Community

A MESSAGE FROM RICHMOND'S PRESIDENT



Accountability is a word that certainly resonates inside the four walls of an elite-level football Club. It is what a high-performance environment demands and it is critical if we are to succeed on and off the field. It is why the establishment of the Maurice Rioli Reconciliation Action Plan for the Richmond Football Club was such an important step forward as it supports accountability towards reconciliation.

This Club has 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. Much of this commitment is based around the activities in the Korin Gamadji Institute – a facility embedded at the Richmond Football Club that drives leadership, education and training outcomes for Indigenous youth. This unique and innovative facility is a connection point for emerging Indigenous leaders and since it was officially opened in 2012, the facility has been utilised by more than 8000 Aboriginal and Torres Strait Islanders.

But our Club's commitment must go well beyond that – our board, management, staff, players and supporters must all be a part of the commitment we make and our new RAP gives us a roadmap to ensure this is the case and targets by which we can measure our success.

The REAL program provides leadership development opportunities for Aboriginal and Torres Strait Islander youth aged 14-17 years, and focuses on affirming participant's culture. Delivering 8 programs annually, the REAL Program has impacted the lives of many young people.

Peggy O'Neal
President, Richmond Football Club

A MESSAGE FROM RECONCILIATION AUSTRALIA'S CEO



On behalf of Reconciliation Australia I would like to congratulate Richmond Football Club on becoming the first AFL club to develop an Elevate Reconciliation Action Plan (RAP). I am so pleased to see Richmond take this next, exciting step on their reconciliation journey.

At Reconciliation Australia, our role as the national leader for reconciliation, is to inspire social change to improve the social and economic wellbeing of all Australians. Our RAP program is integral in effecting that social change in workplaces and organisations around the country. And, it is only with the ongoing support and dedication of our RAP partners, like Richmond, that we can achieve it.

Richmond's Elevate RAP follows many years of pioneering work by the club to build reconciliation in the AFL community and beyond. Richmond's important work with the Korin Gamadji Institute to build young Indigenous leaders and their support of the Recognise campaign and AFL Indigenous Round are to be commended. Richmond's leadership role and willingness to support reconciliation is something everyone at the club can be proud of.

I congratulate Richmond Football Club once again look forward to working alongside the club to build the relationships, respect and opportunities required for a reconciled Australia.

Justin Mohamed
CEO, Reconciliation Australia



**“THIS CLUB HAS
COMMITTED TO
MAKING A MEANINGFUL
CONTRIBUTION TO
PROMOTING RECONCILIATION.”**

**PEGGY O’NEAL
PRESIDENT, RICHMOND FOOTBALL CLUB**



Maurice Rioli

MAURICE RIOLI

Maurice Rioli stood only 175cm tall, but he was a giant in terms of his influence in both sporting and public life for his Aboriginal and Torres Strait Islander people.

On the football field, Maurice dazzled teammates, fans and opponents alike.

He was a genius with the football in his hands, a rare talent, whose sublime skills helped pave the way for the Aboriginal and Torres Strait Islander community to embrace, and subsequently thrive, in our great national game.

From 1982-87, Maurice excited the legion of Richmond supporters with his brilliant style of play, and he is regarded as one of the finest players to ever pull on the famous Yellow and Black guernsey.

He won back-to-back Best and Fairest awards in his first two seasons with the Tigers, the Norm Smith Medal as best-on-ground in a losing 1982 Grand Final side, and finished second in the competition's prestigious Brownlow Medal in 1983.

Maurice continued to serve his community long after his playing days had finished, through his work in public life, firstly as a politician in the Northern Territory Legislative Assembly, then in Community Services on the Tiwi Islands.

Right throughout, Maurice's primary objective was to improve conditions for Aboriginal and Torres Strait Islander people, whether they were from within his electorate, the Tiwi Islands, or anywhere else across Australia.

Maurice Rioli was a leader of his people, and a true champion, both on and off the field.

He was an enormously important figure in league football as a player, and as a trailblazer in the role he played for Aboriginal and Torres Strait Islanders.

ABOUT US

The Richmond Football Club has been an active national sporting club for over 125 years that competes in the Australian Football League. The Club is based in Richmond, Melbourne and employs 94 staff and 62 AFL and VFL players. Currently the Club employs two Aboriginal players and five Aboriginal staff. The club has over 65,000 members and 500,000 supporters nationally.

In 2011 the Club completed the development of a new training facility at ME Bank Centre, Punt Road Oval in Melbourne for staff, players and the community; the Korin Gamadji Institute (KGI). The KGI is a unique educational facility, based at an elite sports club, which supports leadership and employment pathways for Aboriginal and Torres Strait Islander people, and houses the Koorie Youth Council and Kalinya Communications.

The Richmond Emerging Aboriginal Leadership (REAL) program is the primary initiative delivered by the KGI. The REAL program provides leadership development opportunities for Aboriginal and Torres Strait Islander youth aged 14-17 years, and focuses on affirming the participant's identity and culture. Since the first program camp was delivered in July 2011, twenty one camps have been delivered with more than 200 individuals engaged.

**OUR PURPOSE:
TO INSPIRE, ENRICH
AND IMPROVE THE LIVES
OF THE TIGERS COMMUNITY
THROUGH OUR DETERMINATION
TO SUCCEED IN AND
THROUGH THE AFL.**



OUR VALUES

To support our aspirations and guide our behaviour the Club is anchored by a set of core values that unify and collectively align us.

We aspire to be a Club that is **Aware; Disciplined; Relentless and United.**

We value awareness as an organisation and as individuals. We value a reputation as an authentic, transparent and fair football club. This means we will take and offer feedback, tackle the hard conversations with integrity and spirit and have the courage of our convictions. We value the person behind the performer at all levels of the club.

We value discipline. We recognise that our competitive edge will come from clarity, planning, precision, understanding risk and intelligent use of data. We value experience and patience to stick with what we know and trust will work over time. We value efficient 'schooling' of our systems, methods and culture so that people are empowered to achieve. We are known as a club that does what it says it will do.

We value being relentless in pursuit our goals. We are a proud football club and we will be fiercely competitive on and off the field of play. We are proactive, thrive on passion and relish the determined fighting spirit of the club throughout its history. We also value creative thinking and a 'progress mentality'.

We value unity at all levels of the club. We are in it together; directors, staff, players, members, fans, partners and allies. We invite belonging and reward teamwork. When things are tough, we demonstrate this by acting with solidarity and commitment, and we look out for each other. When things are good, we demonstrate this by sharing the success and the spoils.

We represent Our Jumper. We wear the yellow and black with pride and understand what the sash represents. At its heart Our Jumper demands that we work together, we are aware of each other; we are focused and strive to be our best.



**WE ARE AWARE
OF OUR RESPONSIBILITY
AND USE OUR PRESENCE
IN A POSITIVE WAY
FOR OUR COMMUNITY.**

OUR VISION

Australian Rules football is a shared passion of many Aboriginal and Torres Strait Islanders, and other Australians.

The Club understands the important role that football plays in uniting people through shared experiences and stories, and strives to affirm the achievements of Aboriginal and Torres Strait Islander people, both on and off the football field. We are aware of our responsibility and use our presence in a positive way for our community.

Our vision for reconciliation is that the Richmond community - members, supporters, players, staff and stakeholders – acknowledge the history of the First Australian's, are proud of their culture and achievements, and actively contribute to reconciliation and constitutional recognition.

OUR JOURNEY

In 1968, Derek Peardon debuted for Richmond Football Club and although his 20 game career was short, the Club had begun a long journey to support reconciliation.

In 2005, the Club played the Essendon Football Club in the inaugural Dreamtime at the 'G game; a match that recognises the contributions of Aboriginal and Torres Strait Islander players and staff throughout football. The game now attracts a crowd of more than 80,000 people and 1 million TV viewers, and is part of the AFL's Indigenous Round.

In 2011, the launch of the Club's first RAP coincided with former Prime Minister Julia Gillard opening the Korin Gamadji Institute. During this year Richmond also commissioned Aboriginal artist Jirra Harvey to design the first Dreamtime jumper; just 3 years later all Club's committed to wearing a Dreamtime inspired jumper for the AFL's Indigenous Round. It also allowed Clubs to share ideas on particular targets relating to partnerships, opportunities and respect.

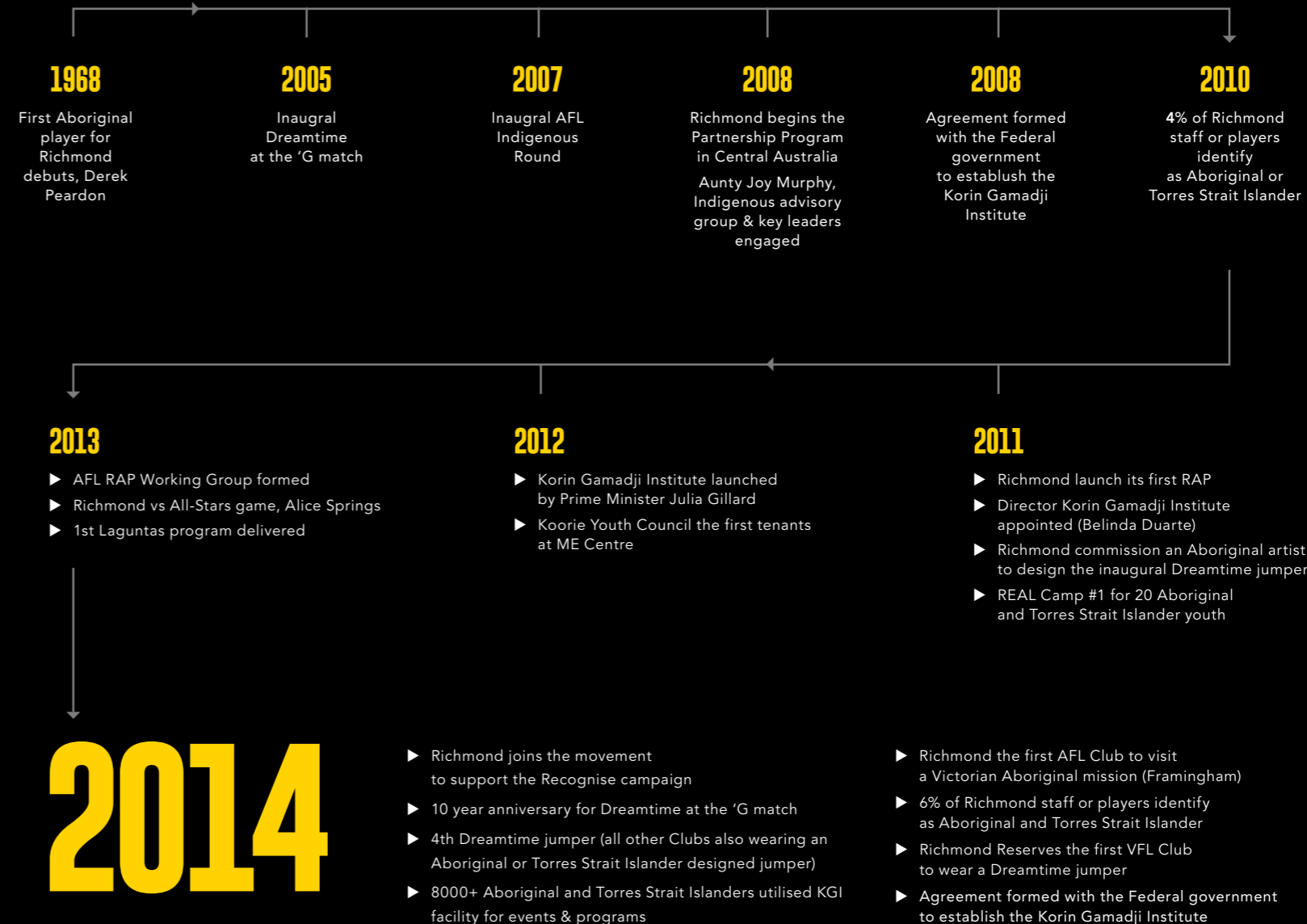
In 2014, the Club had its 200th participant graduate from the REAL program, and a number of past participants also returned as program leaders. Richmond also demonstrated its commitment to reconciliation by being the first AFL Club to visit a Victorian Aboriginal Mission - Framlingham Aboriginal Mission in Western Victoria – where players and staff were engaged in cultural dance, history and traditional foods, community activities.

Throughout its reconciliation journey, the Club has learnt the importance of building trust with Australia's Aboriginal and Torres Strait Islander people; key drivers of building this trust was the appointment of advisory support, employment of the Director, Korin Gamadji Institute, Belinda Duarte, and Indigenous Community Engagement Manager, Luke Murray. These positions in particular have formed a strong bridge between

the Club and Aboriginal & Torres Strait Islander people. Support from the Club's leadership positions, particularly our President, Peggy O'Neal, and CEO Brendon Gale has also been a critical factor in the getting broader support and understanding of the Clubs role around reconciliation. Also, the Club has recognised the importance of representatives from a range of departments and management levels on the RAP Committee. The challenge going forward is to ensure the committee is engaged, accountable and discipline in the effective delivery of this elevate RAP.

Richmond are proud to be taking a leadership role to support reconciliation throughout Australia. The Club has delivered and driven a number of new initiatives as listed below, and will continue to seek and create new opportunities that will encourage and motivate others to be engaged in the vision of reconciliation.

PRE-RAP





Fitzroy Stars Football Club

OUR PARTNERS

Richmond recognise and value the contributions and partnerships formed with many groups and organisations since the development of its first RAP.

Australian Football League (including AFL Vic and AFL NT)
 AFL SportsReady
 Federal Government
 Victorian State Government
 Northern Territory Government
 Wurundjeri Land Council
 National Aboriginal Sporting Chance Academy
 National Centre for Indigenous Excellence
 Victorian Aboriginal Health Service
 Aboriginal and Torres Strait Islander Education – Catholic Education Office
 National Indigenous Youth Leadership Academy

BLK
 Koorie Education Networks
 Crown
 Indigenous Hip Hop Projects
 Fitzroy Stars Football Club
 Koorie Youth Council
 Kalinya Communications
 Victorian Electoral Commission
 YMCA
 Victorian Equal Opportunity & Human Rights Commission
 Dick Smith



2015- 2016 RAP

Richmond Football Club has aspired to develop a RAP with an “Elevate” status.

Throughout the next 2 years the Club is committed to further positioning itself as a leader in supporting and building reconciliation throughout the Richmond community.

From 2015-2016 our actions will focus on:

1. Developing a greater understanding and appreciation of Aboriginal and Torres Strait Islander history
2. Building a sense of pride towards Aboriginal and Torres Strait Islander culture and achievements
3. Initiating active contributions to build reconciliation and support constitutional recognition

In addition to these areas Richmond will continue to show leadership, innovation and drive initiatives that will support reconciliation.

Thought Leadership

Richmond has built a solid reputation throughout the AFL industry for its work around Indigenous community engagement and support for reconciliation. The Club is proud to be viewed as a leader in this space by its peers, and will be relentless in maintaining this position.

The following Measurable Targets are identified as innovative ideas, and examples of thought leadership, which demonstrate how Richmond will play an advocacy role beyond the four walls of the Club: 1, 2, 3, 6, 7, 8, 13, 32, 33, 35 & 36.



THE STORY OF DREAMTIME

It was 11 years ago that Dreamtime at the G was first played between the Richmond and Essendon football clubs. It was a game established to celebrate the role Australian Rules Football has played in building bridges between Indigenous and non-Indigenous Australia.

The first game attracted a crowd of 48,000 but it has subsequently grown into the AFL's pre-eminent night time event with at-match crowds of more than 80,000 and TV audiences in excess of 1.2 million. It is a very significant platform around which the spirit of reconciliation can be celebrated and encouraged.

The game has now grown so significantly, and has so many important events attached to it, that it is now referred to as Dreamtime Week. By way of example, we have developed a Dreamtime game for the Victorian Football League between Richmond and Essendon that is played for the Sir Doug Nicholls Cup. We also continue to support the Long Walk which has been critical to the success of the Dreamtime game.

Richmond has continued to look for opportunities to build on this game and in 2011 commissioned Indigenous artist,

Jirra Harvey, to design the industry's inaugural Dreamtime jumper. The Club which decided to introduce the jumper as a highly-visible way to demonstrate our commitment to reconciliation.

The design of the jumper also provided opportunities for emerging Indigenous artists to showcase their talent. Each jumper has had its own unique story attached to it which provides a fantastic opportunity for us to educate our players and staff and more broadly, our entire supporter base.

The Club is proud to say it took a leadership position by developing this jumper. All 18 AFL Clubs have now followed suit and are developing their own, creating a far broader opportunity for the story of reconciliation to be told nationally.

Richmond also developed the Dreamtime membership – a unique membership that ensures fans a seat at one of the club's most significant games of the year. Importantly, proceeds from the sale of this membership, and all our Dreamtime merchandise, is donated back to the Korin Gamadji Institute to support the development of its programming.

More recently the Club has developed The Bunjil Award which is presented as part of Dreamtime week. Represented by a series of Victorian Dreamtime creatures, it is presented to a staff member, player, coach and supporter that has demonstrated our Club values. The Club believes this will become an increasingly critical part of developing a culture that understands, respects and promotes the process of reconciliation.



TOP Richmond players Shane Edwards, Ivan Maric, Dreamtime and Brett Deledio with 2013 Dreamtime guernsey artist Nathan Patterson.

LEFT Indigenous players Shane Edwards and Courtenay Dempsey from Essendon toss the coin at Dreamtime 2014.

RIGHT Commemorative Dreamtime pins launched in 2014 (2 of 5)



Dreamtime 2014



RELATIONSHIPS

Focus Area: Richmond will engage and work in collaboration with Aboriginal and Torres Strait Islander partners, organisations and stakeholders.

Action	Responsibility	Measurable Target	Timeline
Lead and support other AFL Clubs and the broader sport community to further engage and connect with reconciliation initiatives	Head of Community	1) Maintain and grow the AFL Club participation in the RAP industry working group to 12 Clubs meeting every 6 months by 2016	December 2016
		2) Host at least 4 sporting organisations for reconciliation related forums per annum	
		3) Develop a charter for the working group to further define the Group's purpose	July 2015
		4) Promote the Reconciliation Action Plan program to other AFL clubs and sporting organisations	
		5) Identify opportunities to continue to work with the AFL and the AFL Players Association on reconciliation associated activities	

RELATIONSHIPS CONT.

Action	Responsibility	Measurable Target	Timeline	
Work collaboratively with the KGI to continue to strengthen and grow quality engagement and sustainable programs with Aboriginal & Torres Strait Islander people, our partners and key organisations	Head of Community, Director, Korin Gamadji Institute	6) KGI to host at least one networking function each year for AFL Indigenous players	December 2016	
		7) KGI partners to be invited to Dreamtime at the 'G and other relevant Club events annually		
		8) KGI tenancy agreements maintained with at least 2 Aboriginal and Torres Strait Islander businesses		
		9) All players to engage in a cultural immersion activity during the Club's annual AFL Community Camp annually		
		10) Continually explore opportunities to engage with Aboriginal and Torres Strait Islander communities and people through other Club community programs, events and initiatives		
		11) Scope a mentoring support system for Indigenous Richmond staff and footballers		
		12) Engage at least one internationally recognised organisation on reconciliation, and share learning's		July 2015
		13) Commence an external impact assessment on the KGI's program participants		

RELATIONSHIPS CONT.

Action	Responsibility	Measurable Target	Timeline
Ensure the development and implementation of our RAP is supported and appropriately resourced	Director, Korin Gamadji Institute	14) RAP Working Group (RWG) is refreshed to oversee the development, endorsement and launch of the RAP	August 2015
		15) Ensure Aboriginal and Torres Strait Islander peoples are represented on the RWG (min. 2)	
		16) Appoint a RAP Champion from the Richmond and TIOF Board	
		17) Establish an external RAP reference group to inform on RAP momentum and implementation	December 2016
		18) Develop and distribute a terms of reference for the RWG	
		19) Meet at least quarterly per year to monitor and report on RAP implementation	
		20) Progress report to be included in the board papers and as an agenda item each quarter	
21) Progress of the RAP to be presented at the Club's staff meetings' biannually			

RELATIONSHIPS CONT.

Action	Responsibility	Measurable Target	Timeline
Celebrate National Reconciliation Week (NRW) across the club	Head of Community	22) Host a minimum of one registered NRW event each year	May-June 2015, 2016
		23) Provide information to all staff on the significance of NRW, key events and opportunities for staff/stakeholder participation	
		24) Where possible invite external stakeholders including Aboriginal and Torres Strait Islander community members to NRW celebrations	
		25) Continue to promote NRW as a part of Dreamtime at the 'G celebrations	
		26) A guest speaker invited to present to Club employees & players during National Reconciliation Week	

RESPECT

Sharing Aboriginal and Torres Strait Islander Culture in Rio

Richmond's trip to Rio de Janeiro in 2013 had more depth and importance than just a cultural experience. Along with the nine Richmond players, two young Aboriginal men were also part of the traveling group.

Darren Allen and Derek Hayes, both aged 18, were selected because of their leadership capacity, observed during their participation in the Lagunta's program, which was delivered in partnership with AFL Victoria, the Korin Gamadji Institute and Richmond Football Club.

The Rio project called 'Changing the Score', explored how the role of sport can bring communities and cultures together, and was organised by RMIT, Bluestone Edge and Global Reconciliation, in partnership with Richmond, the Korin Gamadji Institute and the Brazilian Institute for Innovations in Social Health (IBISS).

Both Richmond and the KGI work to provide opportunities for young people to grow and emerge into community leaders and engage in education and training pathways.

The experience has allowed all of the participants, including Hayes and Allen to learn about Brazilian culture and life, and also understand how their experiences might be used to explore social inclusion with Aboriginal and Torres Strait Islander and multicultural communities, as well as disadvantaged groups upon their return.

Allen said the experience made him realise that other cultures can appreciate the uniqueness of Aboriginal and Torres Strait Islander culture performance.

"I'll be able to take that (experience) back home and tell family and friends that there are people out there that do care about our culture," Allen said.



"I'LL BE ABLE TO TAKE THAT (EXPERIENCE) BACK HOME AND TELL FAMILY AND FRIENDS THAT THERE ARE PEOPLE OUT THERE THAT DO CARE ABOUT OUR CULTURE"



RESPECT

Focus Area: Richmond will embrace Aboriginal and Torres Strait Islander cultures and people in a meaningful and authentic way.

Action	Responsibility	Measurable Target	Timeline
Maintain our position as leading the way in the celebration of Dreamtime at the 'G, and promote innovative ways for our people, supporters and the broader community to connect with Aboriginal & Torres Strait Islander people.	Director, Korin Gamadji Institute	27) Establish consistent messaging with Aboriginal and Torres Strait Islander communities, the Essendon Football Club and AFL	May 2015, 2016
		28) Ensure a meaningful and significant Dreamtime jumper design is created, and the story behind the jumper is communicated nationally	
		29) Aim for attendance of 75,000+ at the Dreamtime game	
		30) Aim for TV audience of 1 million viewers	
		31) Distribute at least 500 match day tickets to Aboriginal and Torres Strait Islander groups	
		32) Continue to build the Club's Dreamtime VFL match at Punt Road Oval	
33) Encourage all AFL Club's to measure the impact of the AFL Indigenous Round via an online members survey post the Dreamtime round			

RESPECT CONT.

Action	Responsibility	Measurable Target	Timeline
Maintain our position as leading the way in the celebration of Dreamtime at the 'G, and promote innovative ways for our people, supporters and the broader community to connect with Aboriginal & Torres Strait Islander people.	Director, Korin Gamadji Institute	34) Dreamtime Careers Expo to be delivered at the KGI in 2016 with 1000 job seekers attending	May 2015, 2016
		35) Dreamtime Award to be presented to a Richmond player, coach, employee and volunteer that is linked to both a Victorian Dreamtime creature and a selected Club value	
		36) Richmond to offer a Dreamtime membership and produce Dreamtime merchandise with all proceeds going to the KGI programs	
		37) Invite Aboriginal players and their families to attend Dreamtime and other significant events throughout the year	
38) Continue to support and promote the Recognise campaign			



Laguntas Program participants at ME Centre, Punt Road Oval, Richmond



Dreamtime career expo attendees

RESPECT CONT.

Action	Responsibility	Measurable Target	Timeline
Recognise and celebrate significant events and occasions as well as the personal achievements of Aboriginal and Torres Strait Islander players and employees at Richmond, both internally and externally	Richmond & KGI Management	39) At least 10% of Richmond employees to attend a selected NAIDOC week event	July 2015, 2016
		40) Host or participate in one internal or external NAIDOC Week event	
		41) Encourage all staff to participate in NAIDOC Week activities	
		42) Where possible invite Aboriginal and Torres Strait Islander community members and other stakeholders to NAIDOC Week events	
		43) Ensure that Aboriginal and Torres Strait Islander staff have access to cultural leave during NAIDOC Week	
44) At least 4 stories about Richmond's Aboriginal or Torres Strait Islander employees celebrated each year			
45) Cultural leave options communicated annually to all Aboriginal & Torres Strait Islander employees			

RESPECT CONT.

Action	Responsibility	Measurable Target	Timeline
Continue to build cultural competency and understanding across all of our people through experiential learning opportunities, training and targeted communications.	GM People, Culture & Performance	46) Overview of the Club's RAP to be included in the Club's induction for all new employees	December 2016
		47) 100% of employees to have completed unconscious bias training and how to embed values based training by June 2016	
		48) All employees engaged in at least 2 cultural immersion activities per year	
		49) Quarterly meetings held with Indigenous players to discuss cultural wellbeing and support	
		50) At least 4 employees from partner organisations to volunteer for a KGI program or event (annually)	
51) Ensure cultural competency is considered throughout the behaviors that relate to the Club values, and is discussed during the biannual employee performance reviews			
52) Ensure the Clubs racial vilification policy is reviewed annually and shared with all employees			



Aunty Joy, Dreamtime 2014

RESPECT CONT.

Action	Responsibility	Measurable Target	Timeline
<p>Continue to promote and build understanding around Aboriginal & Torres Strait Islander protocols to foster a culturally safe environment.</p>	<p>Indigenous Community Engagement Manager</p>	53) Continue to build and maintain existing relationships with Elders and Traditional Owners	<p>June 2015, 2016</p>
		54) A background and guidelines outlining a Welcome to Country / Acknowledgement of Country ceremony are provided to all Richmond staff and players	
		55) Welcome to Country is provided at all significant events	
		56) The Acknowledgement protocols are used for all large Richmond events and Board meetings	
		57) Profile Aboriginal and Torres Strait Islander artwork throughout the KGI facility	
		58) Continue to increase Aboriginal and Torres Strait Islander theming throughout the KGI facility	
		59) Fly the Aboriginal and Torres Strait Island flags at all Richmond facilities	

OPPORTUNITIES

Victorian Football League Dreamtime

In 2014, Richmond hosted the inaugural Victorian Football League Dreamtime match against Essendon at the ME Bank Centre, Punt Road Oval.

The celebrations included a Welcome to Country by Aunty Joy Murphy, and young people from the Korin Gamadji Institute’s REAL Program offering gum leaves and face painting to the crowd to share their culture and traditions.

The Aboriginal and Torres Strait Islander flags were painted on Punt Road Oval for the special match, as well as the Recognise logo, to support the national campaign for Australians to be recognised in the Constitution as the first peoples of this country. An impressive 2500 people signed up to the Recognise campaign at Punt Road Oval and the Melbourne Cricket Ground, on the day of Dreamtime.

Richmond footballer, Orren Stephenson was voted best-on-ground during the match and received the inaugural Sir Doug Nicholls Award. The award is named in honour of former Fitzroy and Northcote footballer, boxer and runner, Pastor Sir Douglas Nicholls. A pioneer in campaigning for rights, Nicholls, a proud Yorta Yorta man, fought hard to bring about understanding and equality.

Stephenson was proud to be the inaugural winner of the award.

“I think it’s great that Richmond along with Essendon are celebrating Dreamtime at the VFL level. For non Aboriginal and Torres Strait Islanders like myself, initiatives like these are important as they help educate and connect people throughout the community. I’m proud to be the inaugural winner of an award named after such an inspiring Australian leader; Sir Doug Nicholls.” Stephenson said.

OPPORTUNITIES CONT.

Action	Responsibility	Measurable Target	Timeline
To provide leadership building opportunities and unique experiences to young Aboriginal and Torres Strait Islander people.	Indigenous Community Engagement Manager	60) At least 200 young people to participate in the Richmond Emerging Aboriginal Leadership (REAL) program each year	
		61) REAL program participants to be engaged throughout the year in additional development activities including Youth Parliament, National Centre of Indigenous Excellence, Dreamtime at the 'G and Digital Story Telling Project.	
		62) Pathway developed for REAL program Alumni to become Peer Leaders for the KGI programs.	December 2016
		63) 40 young Indigenous footballers to participate in the Laguntas program, delivered in partnership with AFLVic	
To make facilities at Punt Road Oval available for Indigenous events and meetings.	Head of Community	64) Scope opportunities to engage KGI participants with participants from other Club programs (eg. AFL Multicultural Program) to encourage cross cultural awareness	
		65) Facilities at Punt Road Oval to be made available for use by Aboriginal and Torres Strait Islander groups and other AFL industry groups during NAIDOC week	
		66) Punt Road Oval to be made available for at least 3 Indigenous football programs each year (eg. Footy Means Business, AFLVic Kickstart Academy, Worowa College & Fitzroy Stars Football Club)	July 2015, 2016



Dreamtime VFL match at the ME Centre, Richmond, 2014

OPPORTUNITIES CONT.

Action	Responsibility	Measurable Target	Timeline
Champion employment opportunities within all departments of Richmond, through our partners and through other employers	Director, Korin Gamadji Institute	67) Richmond to create an Indigenous talent pool for Richmond vacancies, and actively advertise positions through Indigenous networks	May 2015, 2016
		68) Richmond to maintain a level of at least 5% Aboriginal or Torres Strait Islander employees	
		69) Ensure career development plans are in place for all A&TSI employees	
		70) KGI to place at least 30 Aboriginal or Torres Strait Islander people into ongoing employment per year	
	Richmond Senior Management Team	71) KGI to provide opportunities for 2 elite Indigenous athletes to work for the Institute each year	
		72) Provide at least one Indigenous traineeship to Local Aboriginal people each year	
		73) Develop a plan to scope employment pathways for Aboriginal and Torres Strait Islander peoples across the club	
		74) Support a pathway for Richmond Aboriginal and Torres Strait Islander players to be in a position where they can sit on the AFLPA Indigenous Advisory Board	

OPPORTUNITIES CONT.

Action	Responsibility	Measurable Target	Timeline
Champion employment opportunities within all departments of Richmond, through our partners and through other employers	Director, Korin Gamadji Institute	75) Develop and implement a mentoring program for A&TSI staff and players	July 2015, 2016
	Richmond Senior Management Team	76) Ensure a succession plan for key A&TSI staff is included in the Richmond & TICEF Risk Management Plan.	
	Richmond Senior Management Team	77) Richmond to scope procurement opportunities with Supply Nation	
		78) Provide Aboriginal and Torres Strait Islander businesses the opportunity to be co-located in KGI	
Champion procurement and within all departments of Richmond, through our partners and through other employers	Richmond Senior Management Team	79) Provide support and mentoring for Aboriginal and Torres Strait Islander businesses located in KGI	July 2015, 2016
		80) Encourage contractors and business partners to use/provide products from Aboriginal and Torres Strait Islander business	
		81) Review Richmond tender and procurement policies and procedures	
		82) Create and maintain a database of key Aboriginal and Torres Strait Islander suppliers and share with other AFL clubs	

OPPORTUNITIES CONT.

Action	Responsibility	Measurable Target	Timeline
Engage Club partners in our RAP, encourage them to implement their own Plan and support them throughout the journey	Head of Community	83) All Richmond partners to be sent a copy of its 2015-2016 RAP (June 2015)	December 2016
		84) Support provided to at least one Club partner each year in the development of their RAP	
		85) Invite all partners to RAP related events	
		86) Richmond to send an eDM to its members, and post a website story, about the launch of its RAP	
Strengthen our community's understanding about the significance of Recognition in Australia's constitution through innovative means and using the power of sport	GM People, Culture & Performance	87) All employees and the Richmond board to be briefed on the Recognise campaign	May 2015, 2016
		88) Select 2 players to promote the Recognise campaign through Richmond communications	
		89) 2000+ people signed up to the Recognise campaign on the day of Dreamtime at the 'G	
		90) Include details of the campaign on the Richmond and KGI websites	
		91) Recognise branding to be included across all possible properties for Dreamtime at the 'G, including the players jumpers	

OPPORTUNITIES CONT.

Action	Responsibility	Measurable Target	Timeline
Continue to actively promote, support and build capacity of the Korin Gamadji Institute to drive greater outcomes for Aboriginal & Torres Strait Islander people	Head of Community	92) Richmond to profile the KGI through internal and external communications, particularly during Dreamtime week	May 2015, 2016
		93) Engage ME Bank tenant, Kalinya Communications, in developing a Communications plan for KGI	
		94) Richmond to continue providing services to KGI in areas including finance, marketing and multimedia.	



Dustin Martin & Neville Jetta

A ROLE MODEL

When Neville Jetta isn't busy playing football with the Melbourne Football Club, he is working with the Korin Gamadji Institute (KGI) as a facilitator and role model for Aboriginal and Torres Strait Islander youth.

Jetta began working with the KGI in February 2013, providing positive support for young people aged 13-18. Throughout 2014 he will focus his attention on the Institute's Laguntas Program, which is now in its second year.

Laguntas is a high performance football development program for young Aboriginal and Torres Strait Islander men aged 16-18, which also aims to support cultural strengthening, leadership, health, education and training and employment pathways.

His role in the program goes beyond the football field. He has been working closely with fellow KGI facilitator and Richmond midfielder, Dustin Martin, to prepare and deliver personal development sessions for the Laguntas.

Their sessions are tailored to provide guidance through elite pathways and share strategies on successful approaches to personal growth.

"If I can help them in any way to take them to the next step, I'll do it, because I didn't have that when I was their age." Jetta said.

When speaking with the Laguntas participants at the KGI, Jetta is able to share his own journey and reflect on the challenges and success he has had as a young player.

Richmond footballer Shane Edwards, who has family connections with the Arrernte tribe in Northern Territory, is thrilled the KGI has become a welcoming place for all people, not just those in the yellow and black.

"We want the KGI to be a welcoming place for all Aboriginal and Torres Strait Islander people, regardless of what colours they wear on the weekend at the footy. It's great to see Nev and other footballers using the KGI to support their development, and contributing to the development of others." Edwards said.

The Laguntas Program is a joint initiative by the Korin Gamadji Institute and AFL Victoria, and is supported by the Victorian Electoral Commission.

REPORTING

The Chair of Richmond's RAP Committee will be responsible for the timely submission of the following reports:

Action	Responsibility	Measurable Target	Timeline
To continually monitor and progress RAP actions.	Chair of RAP Committee and RAP Committee	95) RAP progress report included in the Richmond Football Club and Tigers in Community Foundation board papers	September annually
		96) Impact Measurement Questionnaire submitted to Reconciliation Australia annually (September)	
		97) RAP Impact Barometer completed by Richmond employees biennially	
To prepare annual RAP Report and Refresh for Reconciliation Australia, Richmond Board and TICF Board.	Head of Community	98) RAP results to be incorporated where possible into other Club community impact assessment reports (i.e. London Benchmarking Group report)	September annually
		99) RAP Report registered and made publicly available on the Richmond and Reconciliation Australia websites	
		100) RAP Refresh registered and made publicly available on the Richmond and Reconciliation Australia websites	







RICHMOND
EST 1885



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