



Reconciliation
ACTION PLAN
INNOVATE RAP



FREMANTLE
DOCKERS

2013 - 2014 **RECONCILIATION ACTION PLAN**



Proud Major Sponsors

A MESSAGE FROM THE CEO.

Throughout this document, the term 'Indigenous' is inclusive of Aboriginal and Torres Strait Islander people.

I am pleased to present the Fremantle Dockers Football Club's first Reconciliation Action Plan (RAP), a document that will underpin our efforts to promote reconciliation within our organisation and the wider community.

As an AFL club, we recognise that with our profile comes responsibility. We embrace this responsibility and see it as an opportunity to engage and influence the wider community.

We believe that this RAP is an extension of our club behaviours, particularly those of respect, inclusion and a commitment to do as we say. Football is a great vehicle for promoting tolerance and strengthening relationships between Indigenous and non-Indigenous Australians both on and off the field.

The RAP allows us to formally acknowledge our Indigenous links and provides us with the opportunity to honour the many Indigenous players who have represented this proud football club since its inception.

In 2013 we were pleased to accept Woodside as our inaugural Indigenous Program Partner. The RAP draws on this partnership to expand our already significant contribution to the wider community.

On behalf of the Fremantle Dockers, I take this opportunity to thank Reconciliation Australia for its support in helping us develop the RAP and for the integral role it plays in promoting reconciliation between Indigenous and non-Indigenous Australians.



Steve Rosich
Chief Executive Officer
Fremantle Dockers Football Club

Cover Image: Noongar representative Barry McGuire performs a Welcome to Country with the One Blood dancers prior to the Fremantle Dockers v Western Bulldogs game on Saturday 8 July 2012 at Patersons Stadium.



Fremantle's development coach Roger Hayden and players Danyle Pearce, Michael Johnson, Michael Walters and Joshua Simpson at the AFLPA Indigenous Player Camp held in Alice Springs in February 2013.

VISION FOR RECONCILIATION.

Our vision for reconciliation is to strengthen our existing connections with the community, to acknowledge our proud Indigenous history and to demonstrate our commitment to reconciliation to a broader audience.

By realising this vision, we can join others in making a contribution to closing the socio-economic gap between Indigenous and non-Indigenous Australians.

**TO STRENGTHEN OUR EXISTING CONNECTIONS
WITH THE COMMUNITY,
TO ACKNOWLEDGE OUR PROUD INDIGENOUS
HISTORY AND
TO DEMONSTRATE OUR COMMITMENT TO
RECONCILIATION TO A BROADER AUDIENCE.**



Fremantle captain Matthew Pavlich at the Woodside Season Launch event in March 2013, with Maverick and William Eaton, members of the Love Punks who are part of the multi-arts Yijala Yala Project which was developed through the Woodside-sponsored organisation Big hART.

Fremantle's Michael Johnson is carried off the ground by teammates Jon Griffin and Luke McPharlin in his 150th AFL game on Saturday 23 March 2013.



OUR BUSINESS.

The Fremantle Football Club, known as the Fremantle Dockers, competes in the Australian Football League (AFL). The club was established in 1994 and became the second team from Western Australia to be admitted to the national Australian Rules competition, honouring Fremantle's rich football history.

At the end of the 2012 season, the club had 42,918 members and more than 438,000* supporters Australia-wide, allowing the club to engage with Australians from all walks of life.

Fremantle Football Club currently employs 84 permanent administration staff and 45 players. There are six Indigenous players on the 2013 playing list.

The club is proud of its community engagement, which reaches more than 250,000 people annually. This includes the Fremantle Dockers Community Goals program, long recognised as the benchmark community program within the AFL.

*Roy Morgan Research

APPROACH TO OUR RAP.

Work on our RAP commenced in November of 2012.

The working group involved in the development of the club's inaugural RAP included:

- General Manager – Commercial Partners
- Community Development Manager
- Human Resources Manager
- Player Development Coordinator
- Sponsorship Manager
- Sponsorship and Brand Executive
- Events Manager
- Two representatives from Woodside

The working group members engaged a wide range of external organisations and individuals to help in the development of the RAP. Furthermore, ongoing support and advice was provided by representatives from each department at the Fremantle Dockers Football Club, including the playing group.

Fremantle's Stephen Hill prepares the Clontarf North and South teams in a training session at Fremantle Oval in advance of the Woodside Cup Curtain Raiser in August 2012.



OUR RAP 2013 – 2014.

ELEVATING RESPECT

The Fremantle Dockers identify with our links to Indigenous Australia through current and past players along with our Indigenous members and supporters. Through our commitment to demonstrating respect we will continue to acknowledge and celebrate our club's connection with Indigenous Australia.

| FREMANTLE DOCKERS WILL... | MEASURABLE GOAL | TIMELINE | RESPONSIBILITY |
|---|--|---------------|---|
| Increase the understanding of Indigenous culture within our club. | Provide at least one opportunity each year for our Indigenous players to share their culture with the broader player group. | 2013 and 2014 | Player Development Coordinator |
| | Provide at least one opportunity each year for a local elder to share their culture with players and staff. | 2013 and 2014 | Player Development Coordinator HR Manager |
| | Host at least one cultural awareness session each year for players and staff. | 2013 and 2014 | Player Development Coordinator HR Manager |
| Continue to recognise Traditional Custodians and their connection to country. | Develop and communicate an internal guide for recognising Traditional Custodians. | June 2013 | Sponsorship and Brand Executive |
| Utilise identified home games to recognise the contribution of Indigenous Australians to our community. | Hold a Welcome to Country prior to at least one home game each year, with vision of the ceremony to appear on the replay screen. | 2013 and 2014 | Events Manager |
| Build a broader understanding in the community of our club's connection with Indigenous Australia. | Utilise the AFL's Indigenous Round to share the commitments in our inaugural RAP. | May 2013 | GM - Media and Communications Events Manager GM - Commercial Partners |
| | Produce at least one Indigenous player feature each year for Docker TV. | 2013 and 2014 | Sponsorship and Brand Executive Multimedia Producer |

ENHANCING RELATIONSHIPS

The Fremantle Dockers understand the special contribution that Indigenous Australians make to the community. We are committed to maintaining and growing our relationships with Indigenous Australia.

| FREMANTLE DOCKERS WILL... | MEASURABLE GOAL | TIMELINE | RESPONSIBILITY |
|--|--|--|--|
| Maintain momentum for achieving RAP outcomes by establishing an Advisory Group. | Establish a RAP advisory group with Indigenous representation including players (past and/or present), staff and appropriate community members. | Half-Yearly | GM - Commercial Partners |
| | Provide an annual RAP update to local Indigenous organisations. | Annually | Sponsorship and Brand Executive Community Goals Manger |
| Promote, support and celebrate Reconciliation Week and NAIDOC Week. | Wear an Indigenous themed jumper during the AFL Indigenous Round. | May 2013 | GM - Commercial Partners Merchandise Manager |
| | Invite an Indigenous person to toss the coin prior to at least one home game each year. | 2013 and 2014 | Sponsorship and Brand Executive |
| | Host an event for staff and players each year during Reconciliation Week and NAIDOC Week. | May 2013/2014 and July 2013/2014 | HR Manager Player Development Coordinator Events Manager |
| | Provide Fremantle players and staff with one opportunity each year to hear from a local Elder and learn about Indigenous culture during the club's Reconciliation Week and/or NAIDOC Week initiatives. | May 2013/2014 and/or July 2013/2014 | Player Development Coordinator |
| Utilise our player mentor program to support Indigenous players. | Assign a mentor for each Indigenous player. | January 2013 | Player Development Coordinator |
| | Involve at least two Fremantle Dockers players each year in programs which give them the opportunity to mentor Indigenous youth within the community. | 2013 and 2014 | Player Development Coordinator |
| Engage our senior leaders in the delivery of RAP outcomes. | Invite executive staff each year to attend at least one Indigenous community event/program during the year. | 2013 and 2014 | HR Manager GM - Commercial Partners |
| | Assign senior staff defined accountability for RAP outcomes. | March 2013 | GM - Commercial Partners |
| Share information on Indigenous Australia by integrating materials and initiatives into our schools program. | Add content about Indigenous Australia into our schools online collateral. | May 2013 | Community Goals Manager |
| | Schedule organised player appearances each year at schools leading into NAIDOC Week. | 2013 and 2014 | Community Goals Manager |
| | Visit at least one regional/remote community each year through our Community Goals Program. | 2013 and 2014 | Community Goals Manager |

CREATING OPPORTUNITIES

The Fremantle Dockers will work with Indigenous organisations and communities to establish opportunities of mutual benefit.

| FREMANTLE DOCKERS WILL... | MEASURABLE GOAL | TIMELINE | RESPONSIBILITY |
|---|--|---------------|---|
| Increase Indigenous participation in our community programs. | Support at least two young Indigenous participants each year through the 'Live the Dream' program. | 2013 and 2014 | Community Goals Manager |
| | Engage Indigenous youth in the South East Engagement program. | 2013 | Community Goals Manager |
| Increase exposure and support through Indigenous training and employment initiatives. | Establish baseline data for Indigenous players and staff. | 2013 | HR Manager |
| | Host at least one careers initiative each year with Woodside for Indigenous students at the club's Training and Administration Facility. | 2013 and 2014 | Sponsorship and Brand Executive |
| Provide opportunities for Indigenous enterprises to obtain contracting opportunities. | Investigate supplier diversity opportunities with the club. | August 2013 | Sponsorship and Brand Executive |
| Promote Indigenous art at high profile club events. | Engage an Indigenous artist to design Fremantle's Indigenous themed jumper to be worn during the AFL's Indigenous Round. | January 2013 | Player Development Coach Sponsorship and Brand Executive |
| | Include Indigenous art and/or craft each year at the club's annual Gala Dinner Auction. | 2013 and 2014 | Sponsorship and Brand Executive |
| | Facilitate the painting of footballs/boots by Indigenous artists and auction at an event in conjunction with Woodside. | July 2013 | Sponsorship and Brand Executive |
| Utilise existing community initiatives to support an identified Indigenous program. | Invite Indigenous organisations to apply for the opportunity to become a Community Partner of the club in 2014. | October 2013 | Community Goals Manager |

KEEPING THE RAP ALIVE

| FREMANTLE DOCKERS WILL... | MEASURABLE GOAL | TIMELINE | RESPONSIBILITY |
|--|--|---------------|--|
| Ensure the RAP is made available to staff, sponsors, community partners and Indigenous stakeholders. | Distribute the RAP to key internal and external stakeholders. | May 2013 | Sponsorship and Brand Executive Community Goals Manager |
| Ensure the RAP is publicly available. | Host the RAP on the club website and that of Reconciliation Australia. | May 2013 | GM - Media and Communications Sponsorship and Brand Executive |
| Communicate the outcomes of the RAP to internal and external stakeholders. | Publish a minimum of one RAP update each year in the <i>Docker</i> magazine. | 2013 and 2014 | GM - Media and Communications Sponsorship and Brand Executive |
| | Ensure at least one RAP related story is produced each year for <i>Docker TV</i> . | 2013 and 2014 | Sponsorship and Brand Executive Multimedia Producer |
| | Ensure at least one RAP related story is published each year on the club website. | 2013 and 2014 | GM - Media and Communications Sponsorship and Brand Executive |
| | Ensure at least one RAP update is provided each year to the Board. | 2013 and 2014 | GM - Commercial Partners |
| | Provide staff with quarterly RAP updates each year in Purple News. | Quarterly | GM - Commercial Partners |
| Publicly report on the outcomes achieved against our RAP commitments. | Compile an annual public RAP report each year and host it on our club website. | 2013 and 2014 | Sponsorship and Brand Executive GM - Commercial Partners |

Fremantle's Stephen Hill celebrates after kicking the first goal during the match between Fremantle and Carlton on Friday 27 April 2012 at Patersons Stadium.





FREMANTLE
DOCKERS

 PROGRAMMED  woodside

Proud Major Sponsors



Reconciliation
ACTION PLAN
INNOVATE RAP