



INNOVATE RECONCILIATION ACTION PLAN

ADELAIDE FOOTBALL CLUB

DECEMBER 2017 - NOVEMBER 2019



RECONCILIATION
ACTION PLAN

INNOVATE





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MESSAGE FROM ADELAIDE FOOTBALL CLUB CHAIRMAN AND CEO

The Adelaide Football Club (AFC) is committed to being an active participant in Australia's reconciliation journey and we are proud to introduce our Club's inaugural Reconciliation Action Plan (RAP).

Our organisation has a vision of 'Bringing People Together To Achieve Great Things'. Players, staff and administrators live those words and together with our values, we are determined to promote a deeper respect and understanding of Aboriginal and Torres Strait Islander cultures.

This Reconciliation Action Plan outlines a structure and activities which formalise our commitment to improving partnerships with communities in South Australia and Northern Territory, and supporting Aboriginal and Torres Strait Islander people within our football club.

We are privileged to have had many talented and inspiring Aboriginal and Torres Strait Islander players wear the Crows jumper and contribute both on and off the field. Our organisation is determined to broaden the focus beyond its existing programs and increase understanding and promote cultural awareness among current staff and players, as well as the wider public.

We look forward to providing regular updates on our progress as we strive to be more culturally diverse and inclusive, while continuing to celebrate the magnificent contribution made by Aboriginal and Torres Strait Islander people to our football club and the sport in general.

A handwritten signature in black ink, appearing to read 'Rob Chapman'.

Rob Chapman
Adelaide Football Club Chairman

A handwritten signature in black ink, appearing to read 'Andrew Fagan'.

Andrew Fagan
Adelaide Football Club Chief Executive Officer



MESSAGE FROM ANDREW MCLEOD

The Adelaide Football Club (AFC) has a strong commitment of engagement in empowering the advancement of Aboriginal and Torres Strait Islander people.

Reinforced by our commitment to industry leading high quality youth programs through the McLeod Centre of Excellence, AFC encourages and supports young Indigenous Australians in making positive changes to their lives and developing the skills to form assured decisions about their future.

The development of AFC's inaugural RAP will provide stronger pathways to improved educational, social and economic wellbeing of our First Nations people.

This fills me with immense pride; as the Adelaide Football Club undertakes an active role in the pursuance of Reconciliation. The RAP will provide a framework that will foster real opportunities, built on mutual respect that brings people together through a shared responsibility.

The Club is wholehearted in its pursuit to continue building stronger relationships with the Aboriginal and Torres Strait Islander communities. Those from where our players and staff come from, the Kurna people as Traditional Custodians of the land we reside on and the wider community.

The game of Australian Rules Football provides a unique platform, bringing Aboriginal, Torres Strait Islander and non-Indigenous Australians together. Through our nation's Indigenous game, we find mutual understandings and respect that allow us to walk together on the path of Reconciliation.

The Adelaide Football Club is a place for everyone; our brand and values provide a home that is inclusive of all people and cultures.

This document is a working piece that will continue to grow and evolve in a mutual approach with Aboriginal and Torres Strait Islander peoples, as we continue on our own journey of reconciliation.

I am committed to this document laying the foundation for continuous improvement in the pursuit of advancement for all of my people.

Andrew McLeod

Adelaide Football Club Indigenous Programs Manager

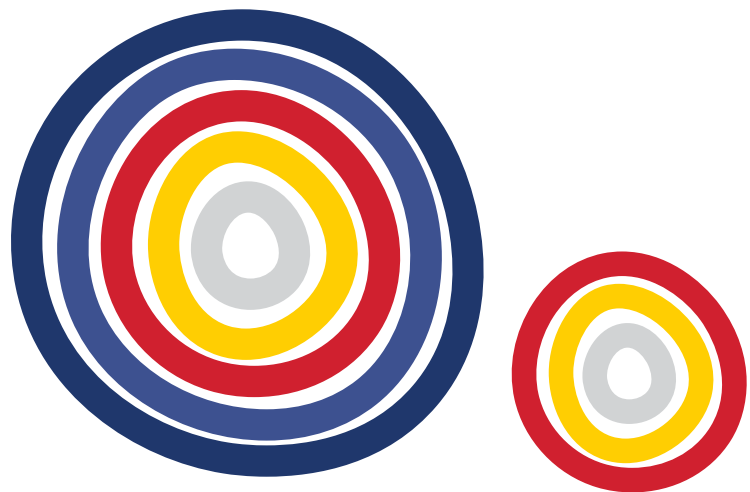


OUR VISION FOR RECONCILIATION

Our vision is an Australia that celebrates Aboriginal and Torres Strait Islander cultures and unites people to achieve reconciliation and equality.

The Adelaide Football Club's Vision is "Bringing People Together to Achieve Great Things". Together with our values and culture, our people are driven and aligned to promote a deeper respect and understanding of Aboriginal and Torres Strait Islander Cultures. We are committed to playing an active role in Australia's reconciliation journey.

This Reconciliation Action Plan provides an accountable framework and detailed activities that formalises our commitment to the reconciliation journey, to improving the partnerships with the Aboriginal and Torres Strait Islander communities in South Australia and the Northern Territory, and to supporting Aboriginal and Torres Strait Islander people within our Club.





OUR BUSINESS

Since its inception in 1990, the Adelaide Football Club has established itself as one of the largest and most community engaged sporting clubs in the country.

As well as competing in the Australian Football League, the Club also participates in the South Australian National Football League (SANFL) State League and actively supports the development of young aspiring footballers to compete at the highest level.

In 2016, the Club was one of eight Clubs awarded a license to establish a team to compete in the inaugural AFL National Women's League. This now provides a clearer pathway for young women to play their sport of choice at an elite level. This team is unique as it will be a joint initiative between the Adelaide Football Club and AFL Northern Territory combining the talents of women across one state and a territory.

In 2017, with a fan base of over 500,000, membership in excess of 65,000 home game attendances averaging 48,000, a leading digital platform and a wide range of community initiatives, the Adelaide Football Club has a scale and breadth of engagement that is significant by any measure.

As our vision of "Bringing People Together to Achieve Great Things" suggests, our focus extends well beyond winning football matches and premierships, to include engaging with and supporting the communities that have been

so supportive of our team and our Club more broadly. In particular, we aim to assist children in need by providing health and wellbeing, education and leadership programs through our Crows Children's Foundation. More than \$1.2m has also been distributed to a number of charities over the past decade including supporting our Indigenous education programs run by Adelaide Football Club legend Andrew McLeod.

The club is based at West Lakes, Adelaide and employs 120 full time staff (4 of which are Aboriginal and Torres Strait Islander peoples) in addition to 44 elite players, of which five are Aboriginal and Torres Strait Islander peoples. With the addition of a women's team and our engagement with the AFL Northern Territory, these numbers are certain to grow.

The Club actively uses its leading digital platform to engage with our fan base. We produce our own TV show called The Crows Show which features on Channel Seven weekly during the AFL season. Our social media platforms are some of the fastest growing across Australian Sport enabling our fans to witness and be part of the Club's wider conversation with the community.

Consistent with our vision, we will use our scale and platforms to play an active role in the reconciliation process and the positive outcomes this will support.



OUR RECONCILIATION ACTION PLAN

With the implementation of the Club's vision "Bringing People Together to Achieve Great Things" the Club embarked on the process of initiating a Reconciliation Action Plan to ensure that Aboriginal and Torres Strait Islander people are represented across the whole Club and in everything we do. Our focus now is to develop a 'Whole of Club' approach to the process of reconciliation and on broadening our current efforts.

The Club has a unique position within the Community. It attracts an enormous level of attention across the year. This profile provides us with an opportunity to contribute positively to reconciliation in Australia. The AFL's Indigenous Round - recently renamed Sir Doug Nicholls Round - is the cornerstone of this plan. The round incorporates Indigenous Guernsey designs for all 18 AFL Clubs and a celebration of Aboriginal and Torres Strait Islander cultures for match day. This game is a source of pride for our Aboriginal and Torres Strait Islander players, our members and supporters and brings the whole Club together in a celebration of Aboriginal and Torres Strait Islander cultures.

This plan will also formalise the Club's commitment to a range of other projects including NAIDOC week celebrations, the Apology Day Breakfast and undertaking educational programs for Aboriginal and Torres Strait Islander peoples.

The Club has a responsibility considering the high-profile role it plays in the community to contribute positively to social issues. We see this Reconciliation Action Plan as a first step in formalising our commitment to Reconciliation.

Our RAP Working Group has played a significant role in the development of this plan. They will be tasked with bringing the plan to life across the whole club and continuing our great work in this area.

- Chair - Tanya Hosch - AFL General Manager, Inclusion & Social Policy (Indigenous Representative)
- Member - Andrew McLeod - Indigenous Programs Manager (Indigenous Representative)
- Member - Emma Bahr - Player Development Manager (Club Representative)
- Member - Frank Lampard - (former) Commissioner for Aboriginal Engagement (SA) (Indigenous Representative)
- Member - Terry Sparrow - Principal Policy Consultant, Office of the Commissioners for Aboriginal Engagement (Indigenous Representative)
- Member - Chris Wood - General Manager People, Performance & Culture (Club Representative)
- Member - David Cursaro - Finance Manager (Club Representative)
- Secretary - Amanda Bakija - Personal Assistant (Club Representative)



RELATIONSHIPS

The Adelaide Football Club has a vision of bringing people together to achieve great things – whether that be talented players and coaches to win a flag, to 50,000 fans at Adelaide Oval to be part of a leading live sport entertainment experience, close to 70,000 members being part of something remarkable or 500,000 plus fans interacting with the Club in a manner that positively impacts their lives.

At its core, we exist to connect, engage and develop people, both inside and outside our Club. As part of this RAP, we will deepen our work with Aboriginal and Torres Strait Islander people not just through our existing programs but by developing new partnerships with key stakeholders across the sporting, community, government, education, corporate and not for profit sectors.

Action	Deliverable	Timeline	Responsibility
1. RAP Working Group (RWG) actively monitors RAP development and implementation of actions, tracking progress and reporting	1. RWG oversees the development, endorsement and launch of the RAP	December 2017	Chair RWG
	2. Ensure Aboriginal and Torres Strait Islander peoples are represented on the RWG	December 2017, 2018, 2019	Chair RWG
	3. Ensure that the Chair of the RWG is of Aboriginal or Torres Strait Islander background	December 2017, 2018, 2019	CEO
	4. Meet at least quarterly to monitor and report on RAP implementation	March, June, September, December 2018, 2019	Chair RWG
	5. Review and Update Terms of Reference for the RWG	June 2018	Chair RWG
2. Celebrate and participate in National Reconciliation Week (NRW)	6. Organise at least one internal NRW event each year and include the details on the Club events calendar	May 2018 and 2019	Events Manager GM Media & Communications
	7. Register our NRW events via Reconciliation Australia website	May 2018 and 2019	Events Manager
	8. Support an external NRW event	June 2018 and 2019	RWG Secretary Events Manager
	9. Ensure our RAP Working Group participates in an external event to recognise and celebrate NRW	June 2018 and 2019	RWG Secretary Events Manager



RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
3. Deliver and showcase Aboriginal and Torres Strait Islander cultures during the Sir Doug Nicholls Round of AFL	10. Establish a protocol for implementation of Sir Doug Nicholls Round Club initiatives, to be endorsed and overseen by the RWG	February 2018	Chief Operating Officer RWG Secretary
	11. Actively engage SA Aboriginal and Torres Strait Islander communities and current and past players in the design and story of the Indigenous Guernsey to be worn during Sir Doug Nicholls Round	October 2018, 2019	Indigenous Programs Manager Marketing Manager
	12. Auction off playing jumpers at the end of the game for the money to be used directly on AFC Indigenous programs.	June 2018 and 2019	Merchandise Manager Finance Manager
	13. Ensure the Adelaide Crows' South Australian National Football League (SANFL) Club and the National Women's League team have an Indigenous Guernsey	November 2018, 2019	Indigenous Programs Manager GM Football Administration Marketing Manager
4. Develop and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander peoples, communities and organisations	14. Consult with Indigenous persons to develop Club protocols which provide guiding principles of engagement with Aboriginal and Torres Strait Islander organisations, Club Ambassadors, Past Players, and communities	April 2018	Chief Executive Officer Indigenous Programs Officer
	15. Deliver education sessions with Club staff supporting the abovementioned Club protocols	June 2018	GM People, Performance and Culture
	16. Financially support as well as have a club presence at the official Apology Day Breakfast	June 2018	Finance Manager RWG Secretary



RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
5. Raise internal and external awareness of our RAP to promote reconciliation across our business, and with partners, sponsors and supporters	17. Effectively communicate our RAP to all internal and external AFC stakeholders	March 2018	GM Media and Communications GM People, Performance & Culture
	18. Ensure compliance of RAP through whole of organisation, including Board of Directors, and Crows Children's Foundation (CCF) Board	April, November 2018, 2019	Chief Executive Officer Executive Assistant
	19. Include Statement of Commitment to Reconciliation into the AFC Organisational Business Strategy	March 2018	GM Strategy and Projects GM People, Performance & Culture
	20. Encourage Club sponsors to promote their RAPs during events celebrating Aboriginal and Torres Strait Islander dates of significance.	October - December 2018, 2019	Chief Commercial Officer GM Commercial
6. Stand up against racism directed at Aboriginal and Torres Strait Islander peoples	21. In partnership with the AFL, develop a strategy for addressing racism & supporting players experiencing racial vilification. Formulate an escalation process and support mechanisms for players who may be experiencing discrimination to have every reasonable and necessary opportunity to resolve (and expedite) their concerns, where warranted, at the highest levels of the Club.	March 2018 and reviewed December 2018	Head of Football Player Development Manager
	22. Participate in public campaigns against racism with the PAFC in the lead-up to "Showdown" games.	May - August 2018, 2019	Chief Executive Officer GM Media and Communications



RESPECT

Aboriginal and Torres Strait Islander peoples have been a part of our Football Club since its inception. Our players have provided positive role models within their communities and through the range of community programs developed to engage with local areas. We greatly respect the land of the Kaurna people that provides the Club with a world class venue at Adelaide Oval and the history of this important place. We wish to continue the journey of education and reconciliation to highlight, focus and acknowledge the contribution Indigenous Australia has made to our community.

Action	Deliverable	Timeline	Responsibility
7. Engage employees in continuous cultural learning opportunities to increase understanding and appreciation of Aboriginal and Torres Strait Islander cultures, cultural protocols, histories and achievements	23. Develop and implement an Aboriginal and Torres Strait Islander cultural awareness education strategy for all AFC players and staff. The strategy will outline: <ul style="list-style-type: none"> a. Different modes of cultural learning (online, face-to-face, and cultural immersion) b. Tiers of cultural learning: cultural awareness, cultural competency, cultural safety c. Player specific learning program d. New staff and player cultural learning module during induction 	May 2018	Chief Executive Officer GM People, Performance & Culture Player Development Manager
	24. Investigate opportunities to engage and secure mutually beneficial working partnerships with local Traditional Owners and/or Aboriginal and Torres Strait Islander consultants to develop cultural awareness education	August 2018	Indigenous Programs Manager GM People, Performance & Culture
	25. Offer Cultural Awareness and RAP education to Corporate Partners	October - December 2018, 2019	Chief Commercial Officer GM Commercial
	26. Provide opportunities for RWG members, RAP champions, HR managers and other key leadership staff to participate in cultural training	August 2018, 2019	GM People Performance and Culture





RESPECT

Action	Deliverable	Timeline	Responsibility
8. 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	27. Consult with Kurna Elders to develop, implement and communicate a cultural protocol document for both Welcome to Country and Acknowledgement of Country that outlines when they should be performed, and who can perform it	March 2018 Document to be reviewed March 2019	GM People, Performance & Culture RWG Secretary
	28. Ensure that Acknowledgement of Country is included in official Club documents and publications, email signatures, and website	February 2018	GM Media and Communications IT Manager
	29. Display a formal Acknowledgement of Country plaque within the Club that pays respect to the Kurna people and country that AFC live and play football on	February 2019	Chief Operating Officer Facility Manager
	30. In addition to other flags, permanently fly the Aboriginal and Torres Strait Islander flags outside of the Club facilities	April 2019	Facility Manager
	31. Conduct a smoking ceremony at either the Season Launch and/or the first Match Day to cleanse and heal the history of the area, as well as offering good fortune and success for the Club and for the year that lies ahead	February - March 2018, 2019	Events Manager Indigenous Programs Manager
	32. Invite a Traditional Owner to provide a Welcome to Country at significant events, including Club Champion	October 2018, 2019	Events Manager
	33. Encourage staff to include an Acknowledgement of Country at the commencement of all significant meetings	January - December 2018, 2019	Chief Executive Officer



RESPECT

Action	Deliverable	Timeline	Responsibility
9. Participate in and celebrate NAIDOC Week	34. Provide opportunities for all staff and players to participate in NAIDOC Week activities	July 2018 and 2019	GM People, Performance and Culture
	35. Support and participate in an external NAIDOC Week community event such as the Family Day and/or March	July 2018 and 2019	GM People Performance and Culture Community Manager
	36. Develop an annual NAIDOC Week activity schedule, which will include: <ul style="list-style-type: none"> a. Incorporating the annual NAIDOC theme. b. Celebration of NAIDOC Week on match day with a focus on the contribution of past players of Aboriginal or Torres Strait Islander backgrounds c. NAIDOC activity after main training 	July 2018 and 2019	Events Manager Indigenous Programs Managers
	37. Sponsor and participate in the annual NAIDOC Ball	July 2018 and 2019	Events Manager Finance Manager
	38. Review HR policies and procedures to ensure there are no barriers to staff participating in NAIDOC Week	July 2018 and 2019	GM People Performance and Culture





RESPECT

Action	Deliverable	Timeline	Responsibility
10. Celebrate and embrace all cultures represented at AFC, with a focus on Aboriginal and Torres Strait Islander backgrounds..	39. Organise at least one community visit per year to an Aboriginal and Torres Strait Islander player's local community, for players and staff.	November 2018 and 2019	Community Manager Player Development Manager
	40. Utilise the Crows Show to promote Aboriginal and Torres Strait Islander achievements, including feature stories on Aboriginal and Torres Strait Islander players, staff and stakeholders	June - September 2019	GM Media and Communications
	41. Implement actions that enable the AFC to gain a greater understanding of potential Aboriginal and Torres Strait Islander players' backgrounds and cultures	August 2018	Head of Football Player Development Manager
	42. Encourage and support reciprocal ways of learning between Indigenous and non-Indigenous players and staff by providing opportunities for the sharing of personal stories and experiences. (Note - some stories may comprise some form of trauma or abuse or neglect, so empathy and support may be needed for some players and staff	August 2018 and 2019	GM People, Performance and Culture



OPPORTUNITIES

The Adelaide Football Club is in a unique position, given its size, scale and influence to bring people together to achieve great things. This is a community responsibility which we embrace in all aspects of our Club's operations. We will utilise and leverage this position to support education, employment and business outcomes for Aboriginal and Torres Strait Islander people.

Action	Deliverable	Timeline	Responsibility
11. Celebrate and recognise Aboriginal and Torres Strait Islander dates of significance.	43. Develop and implement an Aboriginal and Torres Strait Islander Employment, Training, Career Advancement and Retention Strategy with set targets. <ul style="list-style-type: none"> a. Employment inclusive of affirmative action / special measures and career advancement pathways, etc. b. Training inclusive of work experience, up-skilling, secondments and work shadowing, etc. c. Career Advancement inclusive of professional development, secondments, acting in higher duties, mentoring and educational studies, etc. 	July 2018	GM People Performance and Culture
	44. Engage with existing Aboriginal and Torres Strait Islander players and staff to consult on employment strategies, including professional development	July 2018	GM People Performance and Culture Player Development Manager
	45. Advertise all vacancies in Aboriginal and Torres Strait Islander media	March 2018 and reviewed in March 2019	GM People Performance and Culture
	46. Collect information on our current Aboriginal and Torres Strait Islander players and staff to inform them of future employment opportunities	April 2018	GM People Performance and Culture Player Development Manager
	47. Develop a minimum of two (2) collaborative employment pathways relationships with organisations who can help build capacity to advance employment pathways within AFC for Aboriginal and/or Torres Strait Islander peoples	November 2018	GM People Performance and Culture
	48. Investigate an up-skill secondment opportunity for 1 Aboriginal and/or Torres Strait Islander person working for a smaller organisation or community media outlet	January 2019	GM People Performance and Culture
	49. Develop a plan outlining how AFC will promote opportunities for Aboriginal and Torres Strait Islander peoples in the Physical Performance Team department (Doctors/ Physios/ Trainers Strength and Conditioning)	February 2019	Head of Football GM High Performance



OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
	50. Provide opportunities for Aboriginal and/or Torres Strait Islander students and graduates to participate in work experience at AFC	August 2018	GM People Performance and Culture Indigenous Programs Manager
	51. Develop an Aboriginal and Torres Strait Islander mentoring program at the Club which involves working with local Indigenous organisations and professionals	May 2019	GM People Performance and Culture Chair RWG
	52. Ensure that Aboriginal and Torres Strait Islander women are represented in an employment capacity at the Club at all times	October 2018 and reviewed October 2019	GM People Performance and Culture
12. Establish a procurement policy to incorporate Aboriginal and Torres Strait Islander supplier diversity within our organisation	53. Review procurement policies and procedures to identify barriers to Aboriginal and Torres Strait Islander businesses to supply our organisation with goods and services	December 2017, 2018, 2019	Finance Manager
	54. Develop and communicate to staff a list of Aboriginal and Torres Strait Islander businesses that can be used to procure goods and services	February 2018	Finance Manager GM Commercial
	55. Each year, develop at least one commercial relationship with an Aboriginal and/or Torres Strait Islander owned business	November 2018, and 2019	Chief Commercial Officer GM Commercial
	56. Purchase and maintain a Supply Nation membership	January 2018 and 2019	Chief Financial Officer



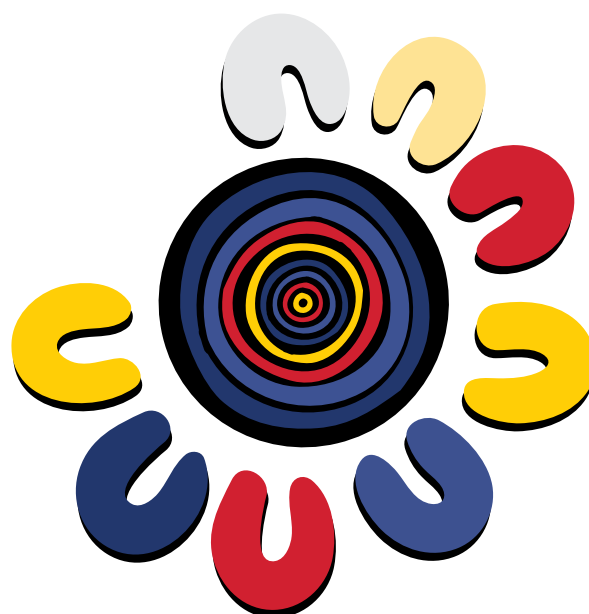
OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
13. Develop strategies for supporting past, present and future Aboriginal and Torres Strait Islander players	57. Annually report on the training and development plan of current Aboriginal and/or Torres Strait Islander players, and players within the allocated Academy Hubs	November 2018 and 2019	Head of Football Player Development Manager
	58. Employ an Aboriginal and/or Torres Strait Islander person, to work closely with and support the current male and female players, State League Players, and Academy participants	February 2019	Head of Football Player Development Manager
	59. Develop an exit strategy for Aboriginal and Torres Strait Islander players, including what support is offered to them beyond their time at the AFC	September 2018	Player Development Manager
	60. Investigate and broker in so far as possible partnerships that will provide pathways for current Aboriginal and/or Torres Strait Islander players post-AFL	February 2018, 2019	Player Development Manager
14. Increase Aboriginal and Torres Strait Islander peoples engagement with Adelaide Football Club	61. Increase opportunities for Aboriginal and Torres Strait Islander persons to attend our Match Days	April - August 2018, 2019	Indigenous Programs Manager Chief Operating Officer
	62. Host an Aboriginal and Torres Strait Islander game day experience with two (2) Community groups per annum	April - August 2018, and 2019	Indigenous Programs Manager Chief Operating Officer
	63. Subject to AFL approval, investigate and implement opportunities for Aboriginal and Torres Strait Islander Players to train with AFC players in order to develop stronger relationships with community.	February 2018	Head of Football Indigenous Programs Manager



OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
15. Explore opportunities to support Aboriginal and Torres Strait Islander peoples to pursue careers in the sporting industry	64. Establish an Aboriginal and Torres Strait Islander talent program with a focus on attracting talented Aboriginal and Torres Strait Islander youth to the football club	December 2018	Head of Football Indigenous Programs Manager
16. Deliver programs to increase positive outcomes for Aboriginal and Torres Strait Islander youth	65. With the support of the Club and other key stakeholders, engage and consult with at least fifty (50) remote Aboriginal and Torres Strait Islander families in order to discuss and listen to their educational and attendance needs/outcomes for their children	February 2019	Indigenous Programs Manager Community Manager Chief Operating Officer
	66. In collaboration with external key stakeholders, develop and deploy a school attendance program for remote Aboriginal and Torres Strait Islander communities	September 2019	Indigenous Programs Manager Community Manager Chief Operating Officer





TRACKING PROGRESS AND REPORTING

Action	Deliverable	Timeline	Responsibility
17. Report RAP achievements, challenges and learnings to Reconciliation Australia	67. Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia annually.	30 September 2018, 2019	Chair RWG
	68. Investigate participating in the RAP Barometer	May 2018	Chair RWG
	69. Develop and implement systems and capability needs to track, measure and report on RAP activities	January 2018	Chief Executive Officer





TRACKING PROGRESS AND REPORTING

Action	Deliverable	Timeline	Responsibility
18. Report RAP achievements, challenges and learnings internally and externally	70. Publicly report our RAP achievements, challenges and learnings	November 2018 and 2019	Chief Executive Officer GM Media & Communications
	71. Report on RAP progress quarterly to the RWG and to the CEO and tabled at the AFC Board	February, April, August, December, 2018, 2019	GM People, Performance and Culture RWG Secretary
	72. Communicate quarterly updates on RAP progress to all players and staff.	February, April, August, December, 2018 and 2019	Chief Executive Officer GM People, Performance and Culture
19. Report RAP achievements, challenges and learnings internally and externally	73. Liaise with Reconciliation Australia to develop a new RAP based on learnings, challenges and achievements.	July 2019	Chair RWG RWG Secretary
	74. Send draft RAP to Reconciliation Australia for feedback and formal endorsement.	September 2019	RWG Secretary GM People, Performance and Culture



KUMANGKA NGADLU KARRINTHI

"TOGETHER WE FLY"

The artwork "Kumangka Ngadlu Karrinthi" conveys a story about bringing people together to achieve great things. The artwork is a reflection of the Adelaide Football Club's journey toward Reconciliation. The artwork demonstrates the Adelaide Football Club's commitment to building and connecting with Aboriginal and Torres Strait Islander communities across South Australia. There are many elements within this piece that symbolise the coming together of people. It depicts the forging of new relationships and the strengthening of old ones, recognising and respecting the oldest living culture in the world.

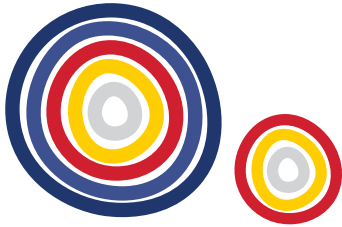


Thank you to Allan Sumner and Ochre Dawn



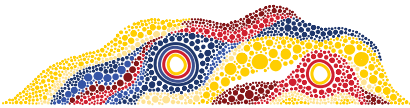
Adelaide Football Club

This symbol represents Adelaide Football Club. Home by the sea but touching the hearts to many families and communities throughout South Australia.



Communities

These circles represent the many Aboriginal & Torres Strait Islander communities throughout South Australia. The Adelaide Football Club continues to bring people together from many communities to achieve great things.



Land and Sea

The different colour dots represent the land and sea across South Australia. The yellow and red dots depict the red soil and at plains whilst the blue and light blue dots represent the water of both lakes and sea.



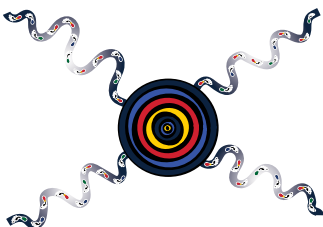
Meeting Place

The meeting place is a place where people come together to achieve great things. The discussions involve people from all over the State working together on the journey toward Reconciliation.



Footprints

The footprints represent the journey of Reconciliation. Footprints of both Aboriginal and Torres Strait Islander represent the many Aboriginal Players, State and Community people who are contributing to the Club's journey of Reconciliation.



Journey Lines

The journey lines show the Adelaide Football Club's commitment to Reconciliation and Aboriginal & Torres Strait Islander communities. The journey lines continue to reach those communities forging new partnerships and bringing people together to achieve great things.



The Crow

The Crow is a symbol of strength flying together strengthening and forging new relationships. Bringing people together furthering the cause of Reconciliation.



CONTACT DETAILS

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