



RECONCILIATION ACTION PLAN

June 2023 – June 2024



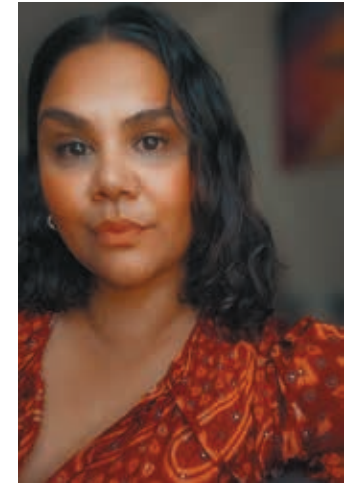
RECONCILIATION
ACTION PLAN

REFLECT

Our RAP Artwork

Journey

by Kurna, Ngarrindjeri, Narungga, Wirangu artist Gabriel Stengle



I am a proud Ngarrindjeri, Nurrunga & Kurna woman of South Australia. I am one of six children who grew up in a very sporty and artistic family, with an older brother who played AFL and Nana Cecelia O'Loughlin and Uncle Jacob Stengle who are accomplished artists. I get my inspiration from my Dream Time, stories told to me as a young girl and my four girls who are my biggest inspiration.

The centre meeting place represents Adelaide and SANFL's base on Kurna Yerta.

The surrounding waterholes represent the communities and their connection through journey lines.

The people throughout represent not only SANFL as a community but those who are all connected through family, players and their own communities and the shared journey they take.

The three symbols on top of the centre waterhole are a woman, man and person.

The person is left to represent the inclusiveness of SANFL and to show that football is played and loved by all.

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Message from Chairman SA Football Commission, **THE HON. ROB KERIN**



Growing up on the traditional lands of the Ngadjuri people in the mid-north of South Australia, football played a huge part of country life. However, I also recognise that First Nations Peoples were not afforded the same opportunities.

I am therefore pleased to be part of the Reflect Reconciliation Action Plan (RAP) journey which is a significant positive development for SANFL and the broader football community in South Australia.

Our RAP will be a living document that ultimately guides us on important actions we need to undertake to raise awareness and celebrate the remarkable contribution of First Nations people to our sport and communities. It will also be an important document which will commit our sport to meaningful and respectful engagement with First Nations people, which begins with understanding and appreciating cultures and customs.

We are proud of our progress to date, but we acknowledge that we can do better. We have an opportunity to lead the way in reinforcing that there is no place for racism or discrimination in our game or the broader community.

We believe sport is a great enabler – and a great leveller. In every corner of our State footy brings people together in the spirit of teamwork, it provides structure, it provides pathways and it makes communities stronger.

This Reflect RAP will commence our own pathway to forge stronger relationships and reconciliation with our First Nations Peoples and celebrate the opportunity football presents to bring our nation together.





Message from SANFL CEO, **DARREN CHANDLER**



It is with great pride that I introduce the South Australian National Football League's inaugural Reflect Reconciliation Action Plan (RAP).

Australian Football is part of the fabric of South Australian history and culture. As the governing body of the most participated club sport in this State, we are committed to ongoing leadership in the pursuit of reconciliation between First Nations Peoples and the broader South Australian community.

Our Reflect RAP will be important in this process. Not only will it further strengthen our relationship with First Nations Peoples, it celebrates and respects the culture and diversity of Aboriginal and/or Torres Strait Islander people.

SANFL's vision is to connect communities through the enjoyment of footy.

That vision is for all South Australians. We want everyone – players, umpires, volunteers, administrators – to have an opportunity to get involved in our game, no matter their culture, age, gender or ability.

Aligned to this is our vision for reconciliation – an inclusive football community built on mutual respect, great opportunities and strong relationships with Australia's First Nations peoples to heal and drive positive, lasting change.

We have proudly managed the most remote Australian Football competition in the nation, the SANFL APY League, since 2007.

SANFL First Nations Round is also embraced by our SANFL Clubs, with all senior men's and women's teams wearing unique guernsey designs by First Nations artists which provide a platform to promote First Nations storytelling. These guernseys are symbolic of the reconciliation journey and are key to raising awareness to Club players, staff and supporters of their local area's First Nations' heritage.

A critical role of SANFL is to ensure football is a welcoming and safe place, providing opportunities for all South Australians. Through the range of initiatives and programs run by SANFL that are specifically aimed at achieving this, we are committed to ensuring First Nations Peoples can thrive when they are a part of football, whether it be through playing, officiating, employment or business opportunities.

We know we can be a leader of positive change and we welcome you along this important Reflect RAP journey with us.

Message from Reconciliation Australia CEO,

KAREN MUNDINE



Reconciliation Australia welcomes South Australian National Football League to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

South Australian National Football League joins a network of more than 1,100 corporate, government, and not-for-profit organisations that have made a formal commitment to reconciliation through the RAP program.

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement. The program's potential for impact is greater than ever, with close to 3 million people now working or studying in an organisation with a RAP.

The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously develop and strengthen reconciliation commitments in new ways. This Reflect RAP will lay the foundations, priming the workplace for future RAPs and reconciliation initiatives.

The RAP program's strength is its framework of relationships, respect, and opportunities, allowing an organisation to strategically set its reconciliation commitments in line with its own business objectives, for the most effective outcomes.

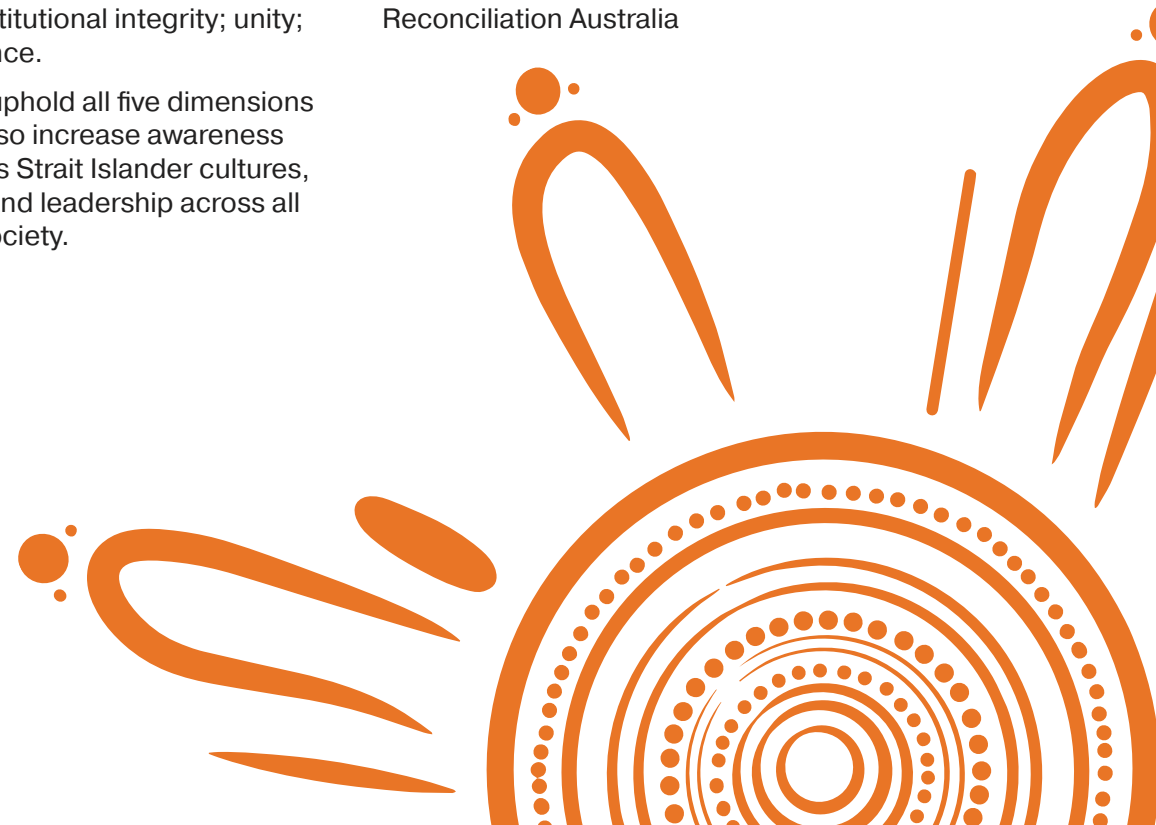
These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance.

It is critical to not only uphold all five dimensions of reconciliation, but also increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables South Australian National Football League to deepen its understanding of its sphere of influence and the unique contribution it can make to lead progress across the five dimensions. Getting these first steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations South Australian National Football League, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.

Karen Mundine
Chief Executive Officer
Reconciliation Australia





Our Business

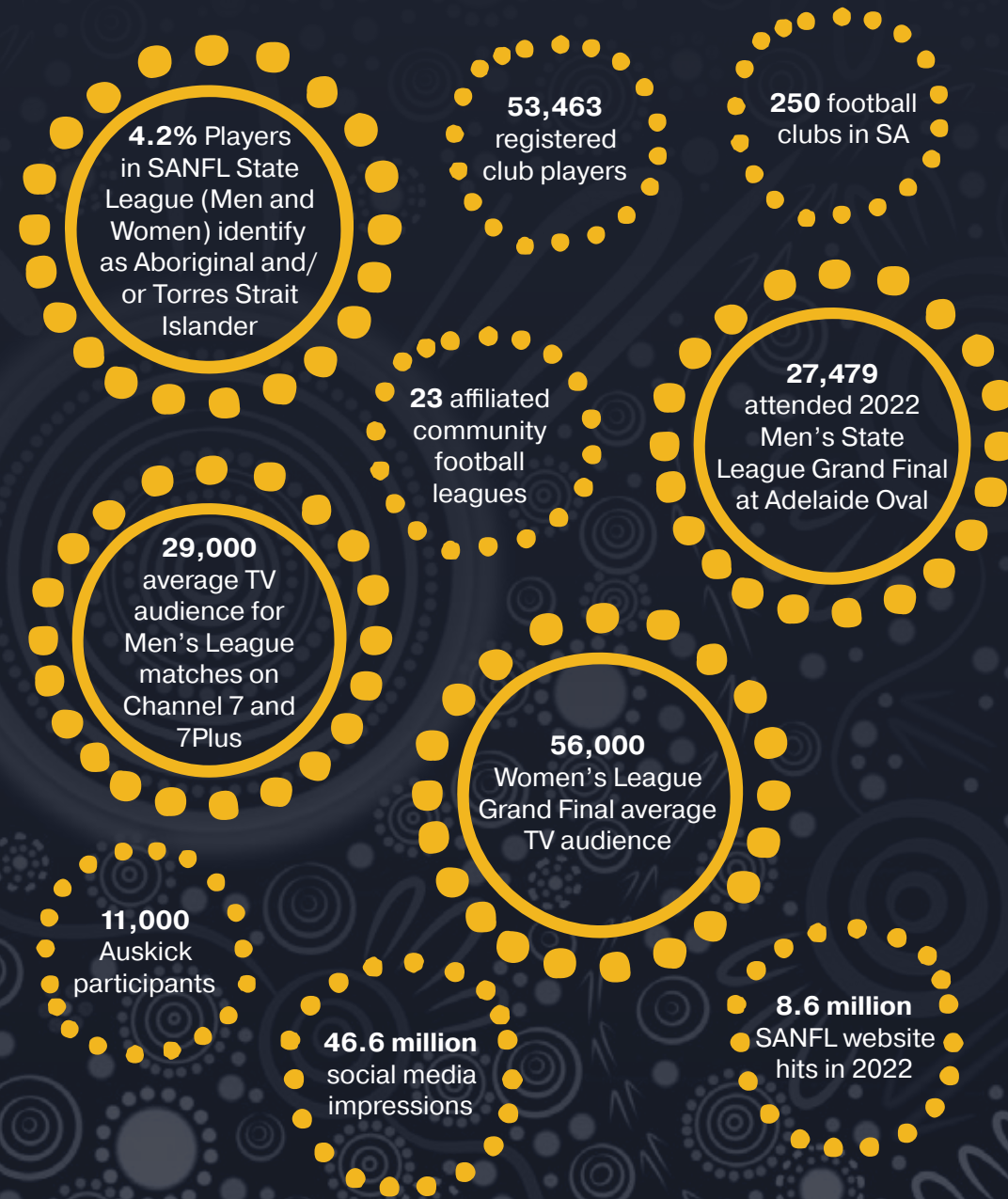
SANFL is the governing body for Australian Football in South Australia, with a vision to “connect communities through the enjoyment of footy”. Our goal is to grow and develop our great game and provide opportunities for all South Australians to get involved in football, whether it be as a player, administrator, coach, umpire, volunteer or supporter.

SANFL has a proud 145-year history in which it has been an integral part of South Australian culture and lifestyle. Support and passion for our State League clubs has been handed down through families and friends for generations.

The breadth of SANFL’s business is far reaching. Not only do we proudly deliver the nation’s premier State League competitions for men and women, but also programs such as Talent Pathways for players and umpires, SANFL Juniors (one of the largest junior sporting leagues in Australia), AFL Auskick, SANFL Schools, Multicultural Programs, SANFL Wheelchair Football League, SANFL Inclusive League and the SANFL APY League. Support and administration for 23 affiliated leagues right across SA also is provided by our Community Football team.

As at late 2022, SANFL employed 87 people, with 3.4% of our workforce identifying as Aboriginal and/or Torres Strait Islander people. Our employees service football administration and hospitality areas of our business and are based across both metropolitan Adelaide and regional South Australia.

As a leading sporting organisation in South Australia, SANFL’s reach in the community is significant:



Our RAP

Why is a RAP important to us?

Undertaking our RAP journey provides SANFL with an opportunity to reflect on the variety of ways we engage with Australia's First Nations Peoples. Through the dedicated framework of a Reflect RAP, we can gain insight into how football in South Australia contributes to building stronger connections with First Nations Peoples and provides our organisation with the opportunity to have a deeper understanding of our First Nations history, heritage and culture.

Our approach

We have broad representation of our team on the RAP working group who, together with the SA Football Commission and SANFL Executive, are committed to developing a living document. Central to this is SANFL's engagement with First Nations employees, community members, Elders and businesses. Our Reflect RAP provides a road map for the journey and an outline of our commitment to reconciliation for 2023 and beyond for all levels of SANFL, from the SA Football Commission to our daily operations team.

The actions for implementation will be across the breadth of our business. Our whole of organisation effort to forge stronger relationships and opportunities for First Nations Peoples resonates with SANFL's vision to connect communities through the enjoyment of footy. Our approach will be founded on consultation, communication and taking meaningful action. Monthly RAP working group meetings will ensure we remain dedicated to the identified initiatives. Standalone reporting mechanisms are established to ensure frequent information flow to both Commission level and whole of organisation.

Beyond the documenting of the RAP process, we are committed to an immersive experience. This will range from cultural awareness sessions and experiences to promoting and participating in First Nations events such as National Reconciliation and NAIDOC weeks and other events throughout the year.

Our journey so far

A critical role of SANFL is to promote inclusion and representation of all communities in South Australian football, both on and off field. We are proud of our progress to date, with a range of highly successful First Nations initiatives and programs which embrace this in our game. These programs have successfully promoted active participation, self-esteem, respect and responsibility to aid overall wellbeing and employment and a sense of pride among First Nations participants.

We are proud that Australian Football is the sport of choice for Aboriginal and/or Torres Strait Islander people in South Australia, with more than 6% of participants engaged in SANFL and community programs, from AFL Auskick through to senior men's and women's football competitions. This includes a football/softball league and programs delivered in the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands.

Our aim is to drive positive and lasting change. However, we acknowledge that we can do better and that further work is required in our reconciliation journey to especially reinforce that there is no place for racism or discrimination in our game or the broader community.



NAIDOC Week Artwork



To celebrate NAIDOC week in 2022 and Indigenous Round, SANFL worked with local Indigenous artist Shane Mankitya Cook, known as Kooka, to produce a unique piece of artwork which reflects the impact Aboriginal and Torres Strait Islanders have had on football in SA.

The artwork reflects the home grounds of the SANFL clubs, as well as paying respect to Tandanya, the place of the Red Kangaroo. It also acknowledges the different cultures and communities within the football landscape and how cultural knowledge should be the foundation of everything we do.



Shane Mankitya Cook

Each element of the artwork has its own significance and meaning. Shane explains the key points of the story of the design:

- The meeting places represent the home grounds of all the teams in the SANFL. They are located different distances apart from each other and are connected by journey lines to represent the clubs traveling to and from, to compete against each other.
- The people sitting around the meeting places in the four corners represent the players and the challenges they face each quarter of every game.
- The meeting places that represent the SANFL clubs are placed on top of another meeting place, which has multiple different layers. The meeting place which has been positioned beneath the clubs, has multiple layers to show the diversity of the Traditional owners within the South Australian community and to celebrate them.
- The central red layers represent Adelaide City, to pay respect to the traditional place name Tandanya the place of the red kangaroo.
- The two set of white journey lines represent the SANFL timeline. The thin white lines represent the journey of current players, and the thicker white lines below represent the foundation the past players have walked before them.
- Below the journey lines are row of brown shades of dots, these represents the many different cultures and communities within the football community. It represents that cultural knowledge should be the foundation of everything we do.

Elements of this piece have been used across SANFL's digital channels as part of Indigenous Round and NAIDOC. You can also see more of Shane's art on Instagram @Shanakooka_

Our Partnerships/Current Activities

SANFL has longstanding partnerships and activities that not only provide opportunities for First Nations Peoples to participate in Australian Football and reap the social and wellbeing outcomes our sport provides, but also that celebrate their contribution to our great Australian game.

SANFL APY League

SANFL has proudly managed the most remote Australian Football competition in the nation, the SANFL APY League, since its inception in 2007. Spanning 200,000 kilometres in remote South Australia and the Northern Territory, the Federally-funded APY League is an integral part of SANFL's First Nations football programs.

Formerly known as the Far North West Sports League, the competition comprises of 10 football and softball teams from throughout the APY Lands and neighbouring communities. It provides not only physical activity but also a vital social interaction among communities.

In 2019 SANFL changed the name of the competition to the SANFL APY League to create better alignment with SANFL and the APY League communities. This change encouraged the participation of the Mutitjulu Community, home of the Anangu people in the heart of Australia at the base of Uluru. The introduction of Mutitjulu strengthened ties between Far North South Australia and the Northern Territory.

In 2022 SANFL proudly partnered with the Pitjantjatjara Yankunytjatjara Education Committee (PYEC) to create the inaugural APY Junior Football League. This is the first time a formal junior sporting competition has been delivered in the APY Lands, now extending our reach of junior football programs across the entire breadth of South Australia.

Importantly, the SANFL APY Senior & Junior Leagues support Federal Government strategies in remote communities aimed at:

- Improving school attendance rates
- Increasing community education and employment outcomes
- Improving and increasing access to sports, physical literacy and healthy lifestyles

Don McSweeney Cup

The Don McSweeney Cup is a match played annually since 2005 between representative teams from the APY Lands and the Maralinga Tjarutja (MT) Lands in Adelaide. This program also is delivered by SANFL through its First Nations football development program.

Named in honour of late SANFL Life Member, SA Football Hall of Fame member and passionate Aboriginal Ambassador Don McSweeney OAM, this match is the culmination of more than a week of training and educational activities for the squad members of each team. The Gordon Naley Medal is awarded to the player who displays great leadership, work ethic and the spirit in which the game should be played. Naley, the grandfather of South Adelaide Magarey Medallist Mark Naley, was an Indigenous Australian who was among the 60,000 ANZACs who fought at Gallipoli in World War I.

Significantly, as a result of the overwhelming success of the Don McSweeney Cup in its first two years, an opportunity was presented by the South Australian and Federal governments to launch a structured Australian Football competition on the APY Lands in 2007, and so the unique APY League was born.

The match and associated activities have not been held since 2019 due to the COVID pandemic, however SANFL plans to return the program in 2023.



Next Generation Academies

Next Generation Academies (NGA) are a shared initiative between the SANFL, AFL and AFL Clubs aimed at increasing the opportunities for young people to learn about and play the game of Australian Rules.

The program is targeted at talented young players from multicultural and First Nations communities who otherwise may not be afforded the opportunity to be involved in an elite talent pathway.

The NGA program incorporates:

- Football clinics and skills sessions
- Leadership and Teamwork programs
- Fitness Testing and training programs
- Education sessions (i.e. Cultural awareness, nutrition, health and wellbeing)

Participants are exposed to an elite football environment through top-level coaching, first-class facilities and expertise across health, fitness and personal development.

Schools Engagement Strategy

SANFL's Game Development team is strategically driving engagement and participation with First Nations school students in South Australia by targeting schools with high enrolments of Aboriginal and/or Torres Strait Islander students. An initiative introduced in 2022, these schools are provided with free football skills clinics as well as information and access to the \$100 Sports Vouchers offered by the State Government for either AFL Auskick or club registrations.

Kickstart National Championships and Representative Programs

South Australian representative teams managed by SANFL participate in the AFL KickStart Championships, which provide players with an opportunity to test themselves against the best emerging Aboriginal and/or Torres Strait Islander players from around the country at under-15 level.

The best-performing players from each state are then selected for the national Indigenous Flying Boomerangs and Woomera squads.

This talent pathway is designed to help prepare future role models and champions of tomorrow for successful careers in the AFL and AFLW or State League competitions.

SANFL and SANFLW First Nations Round

First Nations Round is a celebration and recognition of all SANFL Aboriginal and/or Torres Strait Islander players, past and present, who have made, and continue to make, such a significant contribution to our game.

The Round is embraced by all SANFL Clubs, with every men's and women's team wearing a uniquely designed guernsey which is symbolic of reconciliation and is a way of raising awareness to Club players, staff and supporters of their local area's First Nations' heritage and stories from the past. The Round is also celebrated in a variety of ways, both in the lead up to and on match day, including Welcome to Country Ceremonies, ground markings and education sessions.

The SANFL Women's Round is held in March in conjunction with National Close the Gap Week and the SANFL Men's Round coincides with NAIDOC week in July each year.





First Nations Dinner

In 2016, SANFL hosted the first 'Indigenous Dinner' at Adelaide Oval for past and current South Australian players and officials, with more than 150 attendees coming together from across the country to share their stories from years past. We are pleased to say this celebration continues, with SANFL committed to proudly hosting the First Nations Dinner annually. The event provides an opportunity to celebrate the contribution of Aboriginal and/or Torres Strait Islander people to Australian football in South Australia and, importantly, through various guest speakers, promote and embrace reconciliation with First Nations Peoples.

Racial Vilification Framework

SANFL and the wider Australian population value equality, justice and fairness. Despite this, we know that racism exists and causes harm to many in Australia, preventing them from accessing equal opportunities and outcomes.

The football industry does not tolerate vilification in any form and is committed to ensuring safe, welcoming and inclusive environments for all people involved in Australian Football.

To achieve this, SANFL is aligned to the AFL in adopting a consistent approach to a range of social issues, underpinned by education, awareness-raising activities, support services, social responsibilities, research and evaluation and compliance.

The Vilification Framework establishes a shared understanding of what vilification is, and the impact it has on the industry, as well as how support should be provided to those within the industry who may have experienced vilification. This framework ensures that Australian football is well positioned to stamp out all forms of vilification in our game.

First Nations Advisory Group

Following SANFL's appointment in 2021 of a fulltime First Nations Liaison Officer, the First Nations Advisory Committee has been established. The purpose of the committee is to provide guidance to the SA Football Commission, SANFL Executive and staff on matters relevant to Aboriginal and/or Torres Strait Islander people in South Australia.



Relationships

Action 1: Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	July 2023	Projects, Funding & Government Relations Manager
Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	December 2023	Projects, Funding & Government Relations Manager

Action 2: Build relationships through celebrating National Reconciliation Week (NRW).

DELIVERABLE	TIMELINE	RESPONSIBILITY
Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	Annually	People & Culture Manager
RAP Working Group members to participate in an external NRW event.	27 May- 3 June, 2023, 2024	People & Culture Manager
Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May- 3 June, 2023, 2024	People & Culture Manager

Action 3: Promote reconciliation through our sphere of influence.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Communicate our commitment to reconciliation to all staff.	July 2023	Chief Executive Officer
Identify external stakeholders that our organisation can engage with on our reconciliation journey.	June 2023	Chief Executive Officer
Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	August 2023	Chief Executive Officer

Action 4: Promote positive race relations through anti-discrimination strategies.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Research best practice and policies in areas of race relations and anti-discrimination.	October 2023	Integrity & Compliance Manager
Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	October 2023	People & Culture Manager



Respect

Action 5: Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	July 2023	Head of Country Football
Conduct a review of cultural learning needs within our organisation.	July 2023	Integrity & Compliance Manager

Action 6: Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	September 2023	Projects, Funding & Government Relations Manager
Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	July 2023	First Nations Liaison Officer

Action 7: Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June 2023	People & Culture Manager
Introduce our staff to NAIDOC Week by promoting external events in our local area.	June 2023	People & Culture Manager
RAP Working Group to participate in an external NAIDOC Week event.	First week in July, 2023	People & Culture Manager



Opportunities

Action 8: Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	October 2023	Chief Executive Officer
Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	October 2023	Chief Executive Officer

Action 9: Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	August 2023	Finance Manager
Investigate Supply Nation membership.	August 2023	Finance Manager



Governance

Action 10: Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Form a RWG to govern RAP implementation.	July 2023	People & Culture Manager
Draft a Terms of Reference for the RWG.	July 2023	People & Culture Manger
Establish Aboriginal and Torres Strait Islander representation on the RWG.	July 2023	First Nations Liaison Officer
Establish SANFL First Nations Advisory Group to support RWG and Football Operations	July 2023	First Nations Liaison Officer

Action 11: Provide appropriate support for effective implementation of RAP commitments.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Define resource needs for RAP implementation.	June 2023	People & Culture Manager
Engage senior leaders in the delivery of RAP commitments.	June 2023	Chief Executive Officer
Appoint a senior leader to champion our RAP internally.	June 2023	Chief Executive Officer
Define appropriate systems and capability to track, measure and report on RAP commitments.	June 2023	Executive Assistant to Chief Executive Officer

Action 12: Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important RAP correspondence.	June annually	People & Culture Manager
Contact Reconciliation Australia to request our unique link, to access the online RAP Impact Measurement Questionnaire.	1 August annually	Projects, Funding & Government Relations Manager
Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September, annually	Projects, Funding & Government Relations Manager

Action 13: Continue our reconciliation journey by developing our next RAP.

DELIVERABLE	TIMELINE	RESPONSIBILITY
Register via Reconciliation Australia's website to begin developing our next RAP.	July 2024	People & Culture Manager



Contact:

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