

COLLINGWOOD FOOTBALL CLUB



RECONCILIATION ACTION PLAN 2015-2016

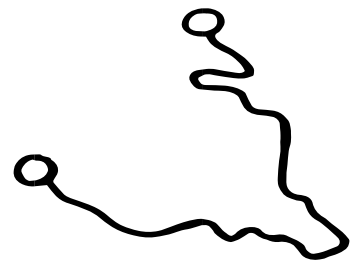
CFC RAP BRAND

-Tammy Chatfield



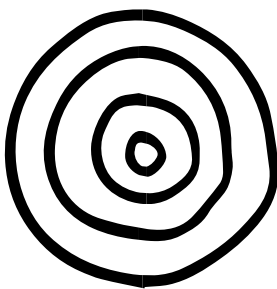
Feathers

Strength, Communication and Inclusion



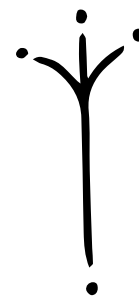
Yarra River

Represents the direction and course of the Yarra River from Victoria Park to The Holden Centre. (Old club to new club).



Circles

Ancestral knowledge that exists within the land.



Magpie claw print

Forward looking direction by Community and club.

REFLECT

Reconciliation Action Plan Template

Collingwood Football Club

Reconciliation Action Plan for the Years 2015-2016

About the Reflect RAP

The Reconciliation Action Plan (RAP) is about organisations from every sector turning good intentions into real actions and rising to the challenge of reconciling Australia. A RAP is a business plan that uses a holistic approach to create meaningful relationships, enhanced respect and promote sustainable opportunities for Aboriginal and Torres Strait Islander Australians.

The RAP program includes four types of RAPs, each offering a different level of engagement and support. In developing a Reflect RAP, our organisation commits to completing the following actions over the next 12 months to ensure we are well positioned to implement effective and mutually beneficial initiatives as part of future Reconciliation Action Plans. Our future RAPs will identify relationships, respect and opportunities actions specific to our business and our sphere of influence.

This Reflect RAP will allow our organisation to focus on building relationships both internally and externally, and raise awareness with our stakeholders to ensure there is shared understanding and ownership of our RAP within our organisation. Development of our future RAPs will involve consultation with staff across our organisation including Aboriginal and Torres Strait Islander staff and/or stakeholders to achieve our vision for reconciliation.

Our business

Established in 1892, the Collingwood Football Club is the biggest and most famous sporting club in Australia. The Club is based at the Holden Centre at Olympic Park and has approximately 90 full time administration and coaching staff.

Whilst the purpose of a club in the AFL is to win Premierships, the Club is also made up of a number of other areas which form the core business, including Membership, Partnerships, Media and Community Engagement.

Inclusive of both Football and Administration, the Collingwood Football Club employs approximately 150 people. Of this number, the Club has two Aboriginal and Torres Strait Islander players and also provides employment opportunities for 35 staff at various organisations as part of the Barrawarn Program in partnership with AFL SportsReady.

The Collingwood Football Club has a national reach and approximately 80 000 members and 1.5 million supporters.

Our RAP

Collingwood has a number of Aboriginal and Torres Strait Islander programs and partnerships designed to support Aboriginal and Torres Strait Islander Australians.

The RAP document will allow us to communicate these programs and partnerships both within the organisation and to external parties. The RAP document provides a platform for pinpointing areas for improvement and outlining new goals and targets to work towards.

There are representatives from both the Football and Administration departments who will champion the RAP.

The Director of Football, Director of Community, Community Relations Manager and one of the Club's Aboriginal/Torres Strait Islander players will meet regularly to review progress.

Our partnerships/current activities

Barrawarn Program

The Barrawarn Program is the Collingwood Football Club's key Aboriginal and Torres Strait Islander community program.

Collingwood is committed to supporting Aboriginal and Torres Strait Islander Victorians in our community and has been operating a range of programs and initiatives over the years.

The aim of the Barrawarn Program is to empower young Aboriginal and Torres Strait Islander Australians through employment and educational opportunities and to tackle disadvantage through increased economic participation and development.

The Barrawarn Program is supported by the Collingwood Football Club Foundation and operated in partnership with AFL Sportsready.

AFL Sportsready has extensive experience and expertise in providing support for young Aboriginal and Torres Strait Islander Australians having placed over 1,000 Aboriginal and Torres Strait Islander trainees in employment since 1995. The Indigenous Team at AFL Sportsready provide education and mentoring support for program participants and also work closely with host employers to facilitate a smooth transition for work placements.

The CFC Foundation and AFL Sportsready also have a major partnership with the State Government Department of Business and Innovation as part of the Employment Start Up for Indigenous Jobseekers project.

The Barrawarn Program is delivered in two streams – the Barrawarn Trainee Program and the Barrawarn Direct Employment Program – and each has been operating with tremendous success for the past 3 years.

The program has achieved fantastic results so far with 46 full time work placements launched with a range of host employers and 15 traineeships successfully completed and is expanding in 2015.

Barrawarn is the Wurundjeri word for Magpie and the Barrawarn logo is proudly worn on the Collingwood Guernsey each year for the AFL Indigenous Round.

The CFC Foundation also provides funding support to the Rumbalara Football and Netball Club in Shepparton, the Fitzroy Stars Football Club; The Yuendumu Magpies and the Ganbina Program.

Barrawarn 2015

Trainees

- 4 full time trainees will be based with AFL Victoria, working in regional development areas around Victoria to help increase engagement between football clubs and regional Aboriginal communities. These trainees will be mentored by AFL Victoria Regional Development Managers and AFL SportsReady Indigenous mentors. The trainees will complete Certificate III and Certificate IV qualifications in Sport and Recreation.
- Collingwood is also looking to support a number of school based traineeships will be awarded to Year 10, 11 and 12 students in schools in and around the City of Yarra. Each student will spend one day a week with host employers identified by AFL SportsReady and Collingwood.
- Traineeships are awarded in areas including Sporting Administration, Business Administration, Local Government, Hospitality, Parks & Gardens, Retail, Finance, Community Services; Aquatics and Education.

Direct Employment

- Collingwood and AFL Sportsready have achieved our target of 46 full time work placements by the end of June 2015.
- Host employers in the program include Linfox, Westpac, Peter MacCallum Cancer Institute and other corporate organisations.

Collingwood and AFL Sportsready together provide detailed support to prospective employers with a range of long term services, resources and training:

- ✓ Manage pre-employment training programs for job seekers
- ✓ Provide on-going support and mentoring for successful applicants
- ✓ Identification of suitable Aboriginal and Torres Strait Islander candidates for employment
- ✓ Delivery of Aboriginal and Torres Strait Islander Cultural Awareness Training Sessions
- ✓ Co-ordination of vocational studies/accredited education

Yuendumu

The Collingwood Football Club supports an Aboriginal community in central Australia called Yuendumu. The club provides training equipment and funding support and assists with group visits to Melbourne to see Collingwood matches.

A group of approximately 20 children from the Yuendumu Football Academy also come to Melbourne each year and are hosted by the Club at the football, provided with giveaways, and taken for a tour of the Westpac Centre facilities.

AFL Indigenous Round

Annually the Collingwood Football Club celebrates Indigenous round. A replica Guernsey is designed by an Aboriginal or Torres Strait Islander designer sourced through AFL SportsReady, and the Club's Aboriginal and Torres Strait Islander program is promoted and communicated internally and through the media.

Program launches / activities and events:

All staff and players are invited to any Barrawarn program launches or events which are held to celebrate the program or to make announcements. This allows us to keep staff and players notified of any advancements in the program, and is always a reminder of our involvement with the Aboriginal and Torres Strait Islander community.

Indigenous Round: The full club is briefed on events and activations surrounding Indigenous Rd and Collingwood's messaging. The players wear a specially designed Guernsey, designed by an Aboriginal or Torres Strait Islander artist sourced through AFL SportsReady which features the Barrawarn logo. The guernseys are then auctioned and all funds raised go to the Fitzroy Stars and Rumbalara – both Aboriginal football clubs.

Black and White magazine: The Black and White magazine is a Collingwood communication published twice annually. A Barrawarn Program update is included in this magazine.

Website: The Club's involvement in the Aboriginal and Torres Strait Islander space is outlined on the Collingwood Football Club Foundation website which is linked to the Club website.

Over the next 12 months, our organisation commits to:

	Action	Responsibility	Timeline	Deliverables
Relationships	Establish a RAP Working Group	Community Relations Manager	July 2015	<ol style="list-style-type: none"> 1. A RAP Working Group has been formed and is operational to support the development of our RAP. 2. The group will meet quarterly and review programs and progress.
	Develop external relationships	Chair, RAP Working Group	December 2015 June 2015 Ongoing – 2016	<ol style="list-style-type: none"> 3. Continue to strengthen relationship with AFL SportsReady and Aboriginal and Torres Strait Islander groups aligned with the organisation, in particular the Wurrundjeri people. 4. Continue to develop a list of Aboriginal and Torres Strait Islander communities, organisations and stakeholders within our local area of influence who we can approach to further assist us in our understanding as well as with any initiatives in the future. 5. Continue to develop the relationship between Collingwood and Yuendumu Football Academy. A group of approximately 20 children from the Yuendumu Football Academy come to Melbourne each year and are hosted by the Club at the football, provided with giveaways, and taken for a tour of the Westpac Centre facilities.
	Celebrate National Reconciliation Week (NRW)	Community Relations Manager / Collingwood Football Club HR Manager	27 th May- 3 rd June, 2016 2016	<ol style="list-style-type: none"> 6. The Collingwood Football Club Working Group will organise an internal event to recognise and celebrate NRW (27th May – 3rd June annually). A short presentation will be made to staff at this event. 7. A replica Guernsey will be designed by an Aboriginal or Torres Strait Islander designer sourced through AFL SportsReady for the AFL Indigenous Round, and the Club's Aboriginal and Torres Strait Islander program will be promoted and communicated internally and through the media.

	Raise internal awareness of the RAP	Community Relations Manager /Director of Community / HR Manager	September, 2015 September, 2015 September, 2015 December, 2015 Ongoing	<ol style="list-style-type: none"> 8. Develop a strategic plan to raise awareness of the Collingwood Football Club's RAP which will include an official launch once complete. 9. Invite Internal and external stake holders in the organisation to attend the RAP launch. 10. A presentation on our RAP commitment will be executed to all areas of the business internally to ensure everyone has an understanding of how they can contribute, and to ensure buy in. 11. The Black and White magazine will include a Barrawarn Program update and be provided in common areas for staff to read. 12. The Barrawarn Program will be frequently updated on the Collingwood Football Club Foundation website.
Respect	Investigate cultural development	HR Manager	January 2016 February 2016 December 2015	<ol style="list-style-type: none"> 13. The RAP working group will put together a business case for cultural awareness, capability and development based on our core business, and findings will be presented to relevant HR/Learning and Development area for their input. 14. The Club will initiate a Cultural Awareness session through AFL SportsReady for both players and administration staff. 15. The Club will capture baseline data on our employee's current level of understanding around Aboriginal and Torres Strait Islander histories, cultures and contributions and put together a plan to raise awareness.
	Celebrate NAIDOC Week	Community Relations Manager	July, 2015 & 2016	<ol style="list-style-type: none"> 16. The RAP Working Group will arrange an activity surrounding NAIDOC Week which will be an internal event (1st Sunday – 2nd Sunday in July each year).
	Raise internal understanding of protocols	Community Relations Manager / HR Manager	July 2015	<ol style="list-style-type: none"> 17. The RAP working group will put in place a plan of events and initiatives to include opportunities to raise understanding of the meaning and significance of Aboriginal and Torres Strait Islander protocols, such as Welcome to Country and Acknowledgement of Country, to our employees.

Opportunities	Consider Aboriginal and Torres Strait Islander employment	HR Manager	July 2015 July 2015	<p>18. A business case for Aboriginal and Torres Strait Islander employment within our organisation is scoped.</p> <p>19. Capture baseline data on current Aboriginal and Torres Strait Islander employees to inform future developments.</p>
	Consider supplier diversity	Community Relations Manager	December 2015	20. A business case for Aboriginal and Torres Strait Islander supplier diversity and how our organisation can develop an Aboriginal and Torres Strait Islander supplier diversity program is scoped.
	Other opportunities	Community Relations Manager	June 2016	<p>21. A paper is presented to the RAP Working Group outlining other opportunities, such as around education, that have been identified throughout our consultation with internal and external stakeholders. This paper will assist in defining actions for subsequent RAPs for our organisation.</p> <p>22. Collingwood is also looking to support a number of school based traineeships will be awarded to Year 10, 11 and 12 students in schools in and around the City of Yarra. Each student will spend one day a week with host employers identified by AFL SportsReady and Collingwood.</p>
Tracking progress	Build support for the RAP	Community Relations Manager	June 2016 June 2016 July 2016	<p>23. Define available resourcing for our RAP.</p> <p>24. Ensure our data collection is able to measure our progress and successes.</p> <p>25. Submit our annual report on our achievements to Reconciliation Australia.</p>

Contact details		
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