

# Innovate Reconciliation Action Plan

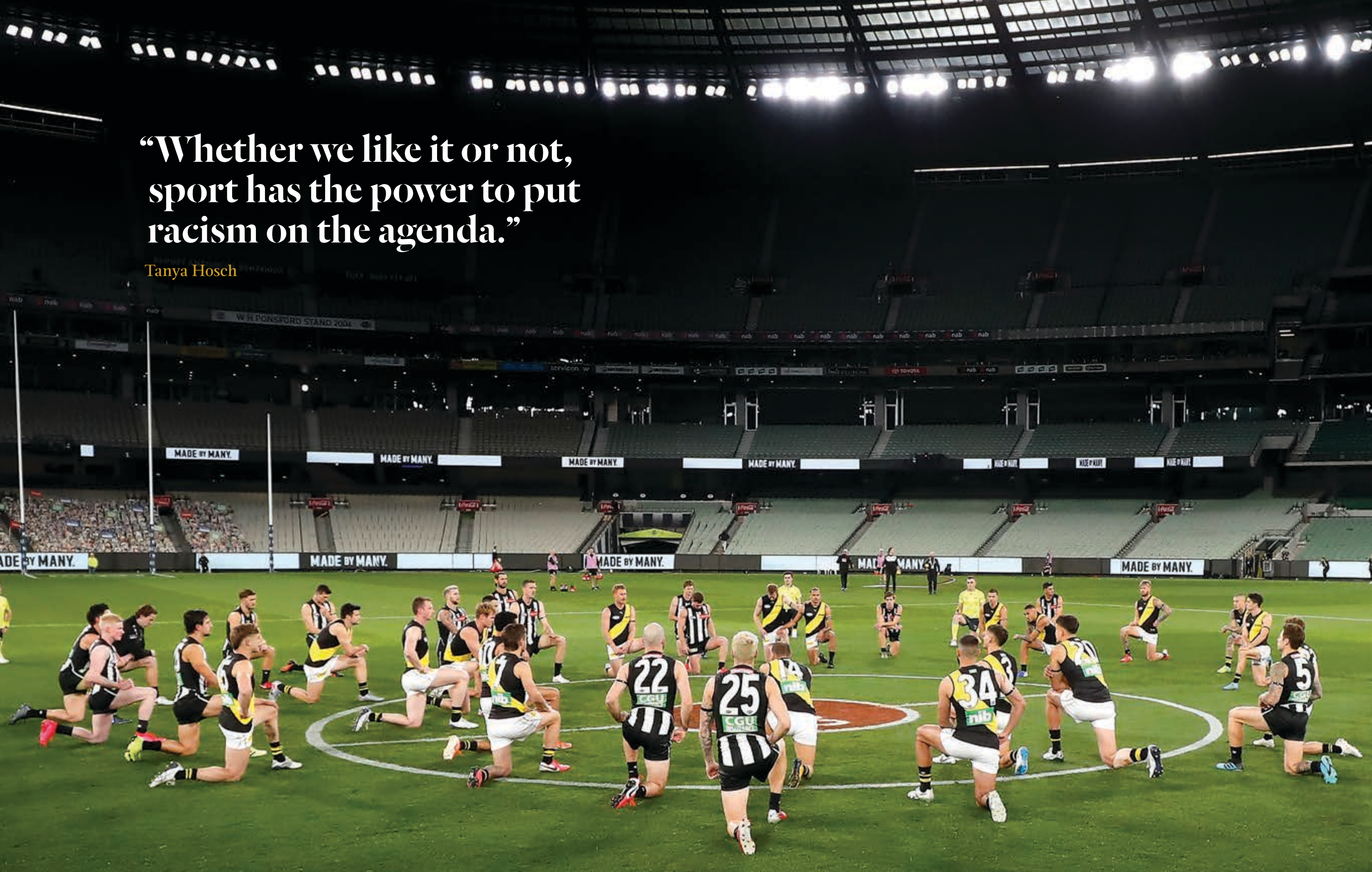
April 2021 – March 2023





“Whether we like it or not,  
sport has the power to put  
racism on the agenda.”

Tanya Hosch





The AFL acknowledges the Traditional Owners of the land on which we work and play our game. We pay our respects to Elders past, present and emerging. We acknowledge we play our great game on this land and respect the cultures of all First Peoples, their contribution to our nation and contribution to the game of Australian Rules Football.





Message from  
Reconciliation Australia



**Karen Mundine**  
*Reconciliation Australia CEO*

Reconciliation Australia commends the AFL on the formal endorsement of its second Innovate Reconciliation Action Plan (RAP). Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement.

With over 2.3 million people now either working or studying in an organisation with a RAP, the program’s potential for impact is greater than ever. The AFL continues to be part of a strong network of more than 1100 corporate, government, and not-for-profit organisations that have taken goodwill and transformed it into action.

The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously strengthen reconciliation commitments and constantly strive to apply learnings in new ways.

An Innovate RAP is a crucial and rewarding period in an organisation’s reconciliation journey. It is a time to build the strong foundations and relationships that ensure sustainable, thoughtful, and impactful RAP outcomes into the future.

An integral part of building these foundations is reflecting on and cataloguing the successes and challenges of previous RAPs. Learnings gained through effort and innovation are invaluable resources that the AFL will continuously draw upon to create RAP commitments rooted in experience and maturity.

These learnings extend to the AFL using the lens of reconciliation to better understand its core business, sphere of influence, and diverse community of staff and stakeholders.

The RAP program’s emphasis on relationships, respect, and opportunities gives organisations a framework from which to foster connections with Aboriginal and Torres Strait Islander peoples rooted in mutual collaboration and trust.

This Innovate RAP is an opportunity for the AFL to strengthen these relationships, gain crucial experience, and nurture connections that will become the lifeblood of its future RAP commitments. By enabling and empowering staff to contribute to this process, the AFL will ensure shared and cooperative success in the long-term.

Gaining experience and reflecting on pertinent learnings will ensure the sustainability of the AFL’s future RAPs and reconciliation initiatives, providing meaningful impact toward Australia’s reconciliation journey.

Congratulations AFL on your second Innovate RAP and I look forward to following your ongoing reconciliation journey.

Message from  
AFL Chairperson



**Richard Goyder**  
*AFL Chairperson*

Growing up in country Western Australia, I was aware of the opportunities I had that were not available to Aboriginal people in my community. Now as Chairman of the AFL Commission, it’s uplifting to be part of an organisation that plays a crucial and ongoing role across the many areas of reconciliation.

This Innovate Reconciliation Action Plan intersects with other significant work across the entire code. Importantly, for the AFL it adds to the Enhanced Aboriginal and Torres Strait Islander Strategy, and our recent review of the AFL vilification rule, known as the Peek Rule (Rule 35). The RAP is an important part of how we demonstrate our game’s commitment to creating opportunities for Aboriginal and Torres Strait Islander peoples, both on and off the field.

Australian football offers us all a common language that creates a foundation for building stronger relationships between First Nations peoples and the wider community. The excellence and depth of contribution by Aboriginal and Torres Strait Islander players their experiences in our game and the representation of their cultures, continues to ensure that with the community, we uphold our responsibilities and take the opportunities to empower and celebrate Australia’s First Peoples.

The AFL and our partners will continue to play an important role in influencing positive change, breaking down the barriers of racism that have no place in our game or our nation. We know there is always more we can do and feel honoured to play our part in driving equality and respect for Australia’s First Nations peoples.

Message from  
AFL CEO



**Gillon McLachlan**  
*AFL CEO*

For a quarter of a century, the AFL has positioned itself as a key national stakeholder on the issues that impact Aboriginal and Torres Strait Islander peoples. Commencing in 1995 with the introduction of our vilification policy, The Peek Rule (formerly Rule 35) banned the use of language that vilified players based on race, ethnicity and religion. The AFL is now adding to this history of work in launching our Innovate Reconciliation Action Plan.

The AFL’s Enhanced Aboriginal and Torres Strait Islander Strategy provides objectives promoting Aboriginal and Torres Strait Islander leaders across the industry, strengthening the game’s role in improving positive outcomes for Indigenous peoples, improving the post-career outcomes for people, strengthening community football experiences for Indigenous peoples, and ensuring inclusion in the growth of Aboriginal and Torres Strait Islander women playing football.

We are determined to maintain our standing on these important national matters to ensure that reconciliation within our Indigenous game, in partnership with Aboriginal and Torres Strait Islander peoples, is a genuine and committed process with real outcomes. With this RAP, our commitment extends beyond the on-field game of Australian football. It stretches into all facets of our organisation so that Australia’s First Nations peoples are supported in their contribution to the game with which they have such great affinity.

With the leadership, advice and support of the AFL Aboriginal and Torres Strait Islander Advisory Council, we continue to deeply consider the challenges confronted by Indigenous peoples across our code. Our game and the fans that love it deserve the best we can provide for it and, with the Innovate Reconciliation Action Plan, we are demonstrating that true reconciliation starts with all of us, and at all levels.

Message from  
Co-Chair



**Paul Briggs**  
*Co-Chair, AFL Aboriginal and Torres Strait Islander Advisory Council*

My message in support of this Reconciliation Action Plan is simple.

As a keen barracker and leader in community footy, having seen and heard countless incidents where Aboriginal and Torres Strait Islander peoples are vilified playing a game, a game many of us love, the challenges are clear.

Racism is wrong, it creates trauma, serious harm and its consequences are that some people just decide to walk away from one of the great loves of their lives. These incidents, well publicised when targets are hit at the elite level of the game, go under reported at other tiers of the game.

As Chair of the AFL’s Indigenous Advisory Council, along with my fellow members, we have sought to bring a tangible set of structural changes that address these challenges at all levels of the game. This RAP is strengthened by the package of recommendations from the 2020 Review of Rule 35, now known as the Peek Rule. These recommendations will help remedy what happens within the game. This RAP deals with what happens within the organisation that sets the regulations and delivery of the game.

Everyone at the AFL has key responsibilities to bring the RAP actions to life. We know this RAP is arriving at a testing time for the code and the nation, but we will continue to support the growth of Aboriginal and Torres Strait Islander representation at all levels of the game. We look forward to the day where we and Aboriginal and Torres Strait Islander peoples punch above our weight off the field, just as we have for many years on the field. Working together is what brings change and sustains it.





# Our Vision

Our vision is that the AFL community will be known as a place where Aboriginal and Torres Strait Islander peoples are respected and celebrated and that they have pathways to successfully and equitably participate at all levels, not only in our game, but in a reconciled Australia.



# Our Business

AFL is the national governing body for Australian Rules Football. The AFL manages and administers the AFL and AFLW leagues as well as promoting and encouraging participation in football and the love of our game in Australia and beyond.

The AFL provides the strategic direction and national objectives for our sport, focused on community engagements, participation and talent. The AFL's purpose is to progress the game so that everyone can share in its heritage and possibilities.

As of January 2021, the AFL comprised of a total of 602 employees. 2.5 per cent of these employees identify as being Aboriginal and/or Torres Strait Islander people. All employees are based out of 59 offices across Victoria, New South Wales, ACT, Queensland, Tasmania and the Northern Territory.

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**1.716m** participants (pre COVID-19)

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**97.447m** viewers across AFL and AFLW

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**992,854** members

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# Aligned Documents to the Reconciliation Action Plan

Both the Enhanced Aboriginal and Torres Strait Islander Strategy and 2020 Rule 35 Review documents look at the system governed by the AFL in terms of our commitments to growing and building the inclusion and impact of Aboriginal and Torres Strait Islander peoples. Our Innovate RAP sits alongside these foundations.

The commitments and aims embodied in these documents are not new, nor is our job ever finished. We know we still have much to achieve. We have not stopped learning about what we can do better and differently. In 2020, like everyone, we found ourselves in a position of needing to reconsider our strategies and resources. That does not diminish our resolve.

## The Enhanced Aboriginal and Torres Strait Islander Strategy 2018

This strategy seeks to address key areas where we know we can improve participation and representation of Aboriginal and Torres Strait Islander peoples. The key pillars of this work relate to:

- Promoting Aboriginal and Torres Strait Islander leadership and contributions beyond the playing field.
- Improving the game's role in social outcomes for Aboriginal and Torres Strait Islander peoples.
- Improving wellbeing and retention outcomes for Aboriginal and Torres Strait Islander players.
- Ensuring greater inclusion of Aboriginal and Torres Strait Islander peoples across all levels of the sector.
- Strengthening community football programs and experiences for Aboriginal and Torres Strait Islander peoples.
- Ensuring inclusion in the growth of Aboriginal and Torres Strait Islander players in women's football, including AFLW.

## Findings and Recommendations of the 2020 Rule 35 Review

In July 2019, we began the review of the vilification rule, The Peek Rule. The Peek Rule (previously Rule 30 and Rule 35) was implemented in 1995 in the aftermath of the racial abuse Essendon player Michael Long received during the drawn Anzac Day game. Originally designed to combat on-field abuse relating to race, ethnicity and religion the rule has been the benchmark in Australian sport as it relates to vilification.

Today, The Peek Rule incorporates other issues pertaining to special disability, sexual orientation, and gender identity and is applied in both the AFL and AFLW.

From an extensive engagement process we have reviewed the Peek Rule. Commencing in July 2019, 75 invitees from across the AFL industry and beyond were asked to make submissions to our review process. The most significant outcomes of the review of the Peek Rule are the 25 key findings and the 51 recommendations that have been officially endorsed by the AFL Commission. The next phase is the strategic implementation of the recommendations from the elite level through to community football. The recommendations of the review, released in March 2021, demonstrate an approach that will support greater investment into effective strategies that work towards addressing cultural change and effective complaint handling.





# Our RAP Introduction

As an important part of our national culture, the AFL commits to ongoing leadership in the pursuit of reconciliation between First Nations peoples and the broader Australian community. This commitment celebrates and respects the extraordinary cultural and social diversity of Aboriginal and Torres Strait Islander peoples throughout Australia. Underpinning it is a recognition that past violent dispossession, racial victimisation and inequality have shaped the contemporary lives of Aboriginal and Torres Strait Islander peoples.

Our commitment to reconciliation is a pledge to work in partnership with First Nations peoples to overcome racial inequality, which remains

manifestly present across the breadth of our social, economic and political structures. Our great game is a symbol of our national identity and spirit of egalitarianism and inclusion.

Our game can be a beacon for what Australia could be. Aboriginal and Torres Strait Islander peoples have excelled in our game and have made and continue to make an extraordinary contribution to how Australian football is played, and more importantly, to its role in modern Australia's cultural and social life.

The AFL recognises that contribution and stands with First Nations peoples in the quest for reconciliation.





# Our Strategy

Our strategic intent for the RAP is to grow and improve Aboriginal and Torres Strait Islander outcomes across all areas of the game by:

- 1 Using our reach to proactively promote our reconciliation message.
- 2 Drive equality, respect and open the doors to opportunities on and off field.
- 3 Build on the strengths of our partnerships internally and externally to maximise growth across our industry.
- 4 Changing the perspective of people while influencing positive change and breaking down barriers of all forms of discrimination particularly against Aboriginal and Torres Strait Islander peoples.
- 5 Creating opportunities for Aboriginal and Torres Strait Islander peoples across the industry in all areas.

The inaugural AFL RAP has led to significant leadership contributions and directions in our game.

One of the key achievements was the development of the AFL Aboriginal and Torres Strait Islander Advisory Council. The work of the AFL Aboriginal and Torres Strait Islander Advisory Council has become further defined and has driven a renewed Enhanced Aboriginal and Torres Strait Islander Strategy.

Some highlights from the strategy implementation include:

- Increased participation of Aboriginal talent in broadcasting of our game on television and radio.
- A ground-breaking partnership with NITV creating Yokayi Footy – a show about Aussie Rules Football hosted and produced by First Nations people.
- Early stages of trialling a coaching program for Aboriginal and Torres Strait Islander coaches.
- A review of the AFL Vilification Rule (The Peek Rule) which in implementation is designed to address racism and discrimination in all of its forms more effectively at all levels of the game.
- The first appointment of an Aboriginal person on the AFL Tribunal – Mr Peter Matera.

Another significant highlight was the appointment of the first Aboriginal person elected to the AFL Commission – Professor Helen Milroy. Commissioner Helen Milroy, a founding member and Co-Chair of the AFL Aboriginal and Torres Strait Islander Advisory Council, joined the Commission in March 2019.





# National Aboriginal and Torres Strait Islander Advisory Council (NATSIAC)

The National Aboriginal and Torres Strait Islander Advisory Council provides strategic and cultural advice and counsel to the Chief Executive Officer and AFL Commission on the development of Aboriginal and Torres Strait Islander policy and implementation of the AFL’s Enhanced Aboriginal and Torres Strait Islander Strategy. After six years, the AFL Aboriginal and Torres Strait Islander Advisory Council is currently under review to strengthen its role and reach across the code.

## Paul Briggs OAM Co-Chair

Paul is a Yorta Yorta Elder who has worked to build a sustainable, inclusive and engaged Indigenous community through the empowerment of family and youth.



He is the inaugural President of the Rumbalara Football Netball Club since its entry into the AFL Victoria competition in 1997, Executive Chair of the Kaiela Institute, former Chair of the Yorta Yorta Nation Aboriginal Corporation, the previous long-serving Chair of the Rumbalara Aboriginal Cooperative and the Founding Chair of the First Nation Australian Credit Union and the First Nations Foundation.

Paul is currently the inaugural Chair of the AFL Aboriginal and Torres Strait Islander Advisory Council and is the Goulburn Murray facilitator of the Algabonyah Community Cabinet. Paul was also the first Aboriginal person in the 150 years of the University of Melbourne to be elected to the University Council. Paul was also the founding Chair of the Victorian Aboriginal Community Controlled Health Organisation, and founding executive member of the National Aboriginal Community Controlled Health Organisation

His vision of using sport to engage Indigenous youth in education resulted in the establishment of the highly-successful Academy of Sport, Health and Education (ASHE) in 2004.

Since his early experiences in the Aboriginal Legal Service in the 1970s, Paul has worked tirelessly and with broad vision to build and maintain partnerships to collaborate in creating an inclusive future for Aboriginal people and people of the Goulburn Murray Region.

As a football player, Paul represented Victoria six times, was Captain twice and Coached the Victorian Aboriginal Football Team in the National competition.

## Professor Helen Milroy MBBS; FRANZCP; CATCAP, Co-Chair

Professor Milroy is a descendant of the Palkyu people of the Pilbara region in WA but was born and educated in Perth. She is the Stan Perron Chair of child and adolescent psychiatry at the Perth Children’s Hospital and University of Western Australia, Commissioner with the National Mental Health Commission and Board Member of Beyond Blue. From 2013-17, Professor Milroy was a Commissioner with the Royal Commission into Institutional Responses to Child Sexual Abuse. Professor Milroy has led work for many years in Australia around Aboriginal mental health with a focus on the wellbeing of children. She has more than 30 years’ experience in clinical services and mental health systems. She has played a key role in the development of mental health policy, research and clinical services. Widely published as a researcher and academic, Professor Milroy has received numerous awards for her contribution to Aboriginal and Torres Strait Islander mental health, psychotherapy, education and academic excellence. She is the joint winner of the 2020 Australian Mental Health Prize. She joined the AFL Commission in March 2019.



## Gabrielle Trainor OA

Gabrielle is a former lawyer, journalist, public sector executive and consultant in public policy, government relations and issues management. She has more than 25 years’ experience as a non-executive director in entities operating in urban development, major projects, transport and infrastructure and the empowerment of Aboriginal and Torres Strait Islander peoples. Her current directorships include Zurich Australia, Infrastructure Australia, the Major Transport Infrastructure Authority (Vic) and listed investment company WAM Global. She chairs the National Film and Sound Archive. She is a commissioner of the Australian Sports Commission (Sport Australia), and a trustee of the Charlie Perkins Trust and of Western Sydney University. She is a former long-serving director of Cape York Partnerships and inaugural chair of the Aurora Education Foundation which supports high achieving Indigenous students in their studies at world-leading universities.

Gabrielle was appointed as an inaugural Director of the Greater Western Sydney Giants Football Club in 2011 and chaired the Giants’ Integrity Committee. She has lifelong experience in football, including volunteering for the Willoughby Wildcats in the Sydney AFL juniors’ competition to sitting on the AFL Commission NSW/ACT for 10 years,



where she championed the movement to better integrate the Sydney Women’s AFL with the Commission. Her grandfather, Frank, and father, Tony, were presidents of North Melbourne for a total of 22 years. Appointed to the AFL Commission in March 2016.

## Jason Glanville

Jason is a queer Wiradjuri community start-up founder and is Chair of The Australian Indigenous Governance Institute, Director of the GO Foundation and a member of the Indigenous Advisory Committee at the Art Gallery of NSW. Jason is co-founder and co-owner of Native Foodways, a member of the advisory panel to the Strengthening Civil Society Program at the Sydney Policy Lab and an adviser to the community, philanthropic and corporate sectors in Australia.



## Xavier Clarke

Xavier is a Gambalang man from the Daly River region in the Northern Territory. Originally playing with the St Mary’s Football club in Darwin, he was selected by St Kilda with their first-round choice in 2001. He debuted with St Kilda in the 2002 AFL season and was nominated for the AFL’s Rising Star award. He would go on to play 105 games with the Saints and traded to Brisbane in 2009 where he would only play one game due to injury. In 2014 he became the senior coach of the NT Thunder and won the NEAFL’s coach of the year and secured a premiership in 2015. He joined the Richmond Football Club as an assistant and in 2020 was Richmond’s VFL senior coach.



## Tanya Hosch

Tanya has a long and distinguished history in Aboriginal and Torres Strait Islander policy, advocacy, governance and fundraising. Before joining the AFL as the first-ever Indigenous person and 2nd woman in their Executive ranks in August 2016, Tanya was the Joint Campaign director of the Recognise movement for constitutional recognition. At the AFL Tanya’s portfolios include Aboriginal and Torres Strait Islander issues, Gender Equality, Sexuality and Gender Diversity, racism and sexism. Tanya is tasked with the implementation of the AFL’s Enhanced Aboriginal & Torres Strait Islander Strategy, advising the AFL Aboriginal and Torres Strait Islander Advisory Council, maintenance of the Respect and Responsibility Policy, 2017, the AFL’s Gender Action Plan and the Gender Diversity Policy. Tanya is Co-Chair of the Indigenous Advisory Group of the NAB and is a Board Director of Circus Oz, and the Australian Film, Television and Radio School and was a member of the Referendum Council that led the process and final recommendation that resulted in The Statement from the Heart in May 2017. A career highlight was contributing as a Consultant on the ABC drama, Total Control. In October 2020, Tanya was announced as the 2021 South Australian of the Year.



## Shaun Burgoyne

Shaun is one of the most respected figures in the history of football, not just for his decorated on-field achievements but also for the way he has carried himself over the journey of his 21 years in the AFL system. A proud member of the Indigenous community, Burgoyne, 38, is the Indigenous AFL games record-holder, the oldest listed player in the competition in 2021 and is set to become only the fifth player in the game’s history to play 400 games.



Burgoyne started his career with Port Adelaide, when the Power selected him with Pick 12 in the 2000 national draft. In just his fourth year in the AFL, the highly-skilled player won his first premiership as Port Adelaide overcame the Brisbane Lions dynasty to claim its first AFL flag. Growing up in South Australia, he continued to call the state home until 2009 when he requested a trade away from the Power; this ultimately led to Hawthorn gaining his services.

The trade is now famous for the level of scrutiny it received at the time, and how ill-placed that scrutiny has since proved. Burgoyne had been experiencing issues with his knee in his final season at Port Adelaide, arriving at the Hawks on crutches. But, after a slightly delayed start to his debut season in the brown and gold, he quickly proved a justified investment for the Hawks.

Hawthorn would go on to build a historic dynasty from 2013 to 2015, winning back-to-back-to-back premierships throughout this period. Burgoyne was a crucial member of the club’s success during this era of dominance, often rising in moments when the Hawks needed him most.

Burgoyne has stunned the football world by maintaining this high level of play into his late 30s, while many of his contemporaries are long-retired. As each season passes, he continues to compile accolades which, simply, may never be matched again.

## Achievements

- 4x AFL premiership player (2004, 2013, 2014, 2015)
- All-Australian team (2006)
- Showdown Medallist
- 3rd place Peter Crimmins Medal (2016)
- Best Player in Finals (2016)
- Most Consistent (2014)
- Hawthorn FC Life Member (2016)
- NAB Rising Star nominee (2002)



Paul Vandenberg

Paul is a proud Wirangu and Kokatha man from South Australia’s Far West Coast. His upbringing in this remote part of South Australia helped kindle his passion for having an impact on the lives of young people, particularly Aboriginal and Torres Strait Islander youth.



From an early age, he embraced the opportunities of sport and education, from Adelaide – hundreds of kilometres away from his childhood home – he showed his talent for football and basketball, eventually pursuing and achieving a professional career in the National Basketball League (NBL) with the Canberra Cannons. During his sporting career, he worked and studied in Aboriginal Affairs. After leaving the life of a professional athlete, he set about building a resume of leadership, communication, consultancy and liaison roles over many years. Over 16 years he worked for multiple government agencies across health, housing and education portfolios, including managing the Aboriginal Community Housing program for South Australia.

He then spent over a decade leading Aboriginal programs at Power Community Ltd – the community development organisation of the Port Adelaide Football Club. During this period, the Power’s Aboriginal Programs grew to become the gold standard for Aboriginal youth engagement in Australia’s professional sporting industry – delivering engagement and cultural development programs in metropolitan, regional and remote communities.

To further his leadership acumen, he commenced his MBA at the University of Adelaide in 2019. In 2021, he was appointed Diversity Talent Manager for the AFL and co-founded the Tjindu Foundation.

While his professional journey has seen him work across a range of portfolios and industries, Paul has always been guided by a desire to promote Aboriginal identity, pride in Culture and Country, and to improve long-term, positive health and wellbeing for Aboriginal and Torres Strait Islander people.

From the stability of the home environment to the opportunities to benefit from high-quality education and long-term, meaningful employment, Paul advocates for Aboriginal and Torres Strait Islander peoples, First Nations’ self-determination and the importance of creating inclusive and positive structures within the wider community.

His work also extends into non-Aboriginal cultural education, where he advocates for the fusion of richness and diverse cultures of Australia’s first peoples within contemporary Australian society – a ‘third space’ where Aboriginal and Torres Strait Islander peoples can be active participants in public life, where non-First Nations’ peoples embrace, accept and elevate Aboriginal culture and language, and where the entirety of Australian culture can reconcile with its past and look forward to a shared, inclusive future.

The AFL would like to acknowledge the following members of the AFL Aboriginal and Torres Strait Islander Advisory Council and thank them for their continued support and commitment during the development of this Reconciliation Action Plan.

Peter Yu,  
Former Deputy Chair  
(Founding member)



Kim Williams, AM  
(Founding member)



Walter Lee





# Our Programs

The following programs and activities all contribute to raising awareness of Aboriginal and Torres Strait Islander peoples' contributions to football. Covid-19 may impact the ongoing implementation of these programs, however the AFL remains committed to the programs and activities and will continue to develop the leadership and opportunities for talent development in our game.

## Sir Doug Nicholls Round

The Sir Doug Nicholls Round, formerly known as AFL Indigenous Round, is a celebrated Round of AFL highlighting Aboriginal and Torres Strait Islander contributions to the great game of Australian Football. All 18 teams engage artists to create an Indigenous guernsey that helps celebrate and educate the broader community about First Nations Australians. The main feature of the round is the 'Dreamtime at the G' game between Essendon and Richmond at the Melbourne Cricket Ground. The two teams have been playing in this celebration game since 2005, and were selected because together their colours of yellow, red and black make the colours of the Aboriginal flag. Former AFL player and Indigenous rights activist Michael Long also celebrates The Long Walk, with a commemorative walk from Melbourne's Federation Square to the MCG before the game.

## Flying Boomerangs

The Flying Boomerangs is a football development and leadership program. The participants are the best emerging Indigenous talent in the nation and are given the opportunity to represent Australia. Twenty-five of the most talented Indigenous players are selected from state-run Kickstart Programs to participate in two residential camps. The participants are exposed to elite training environments and standards to assist their transition into the mainstream talent pathway. A core component of the program is to also strengthen their cultural identity.

## Woomeras

The Woomeras program is a national female Indigenous development program which immerses participants into an elite training environment, with the aim of increasing football and personal development as well as leadership skills. These Indigenous players are selected from the Female Diversity Championships with the objective to excel with their football ability, enhance their leadership potential and explore their cultural identity

## All-Stars Summit

The All-Stars Summit objective is to create a strong focus on leadership while celebrating and strengthening cultural identity, supporting players' personal development and engaging with Aboriginal and Torres Strait Islander communities. The summit also provides leadership and cultural education experiences, educating key football and club staff on cultural identity and barriers Aboriginal and Torres Strait Islander players face. The playing group have an opportunity to present to industry leaders about their aspirations for the code in relation to enhancing outcomes and opportunities for Aboriginal and Torres Strait Islander players now and into the future.





# Social Return on Investment

The AFL has worked with a number of universities and external agencies to measure the impact of our programs and to produce Social Return on Investment (SROI) measurements. SROI methodologies have been used by Governments and planners for a decade and seek to measure the impacts of social and community programs.

The AFL, Clubs and Community Football delivers tangible social and community value. Social Return on Investment (SROI) research show considerable benefits delivered.

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**100+** programs

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**\$13.5m** invested

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**24k** Aboriginal and Torres Strait Islander participants

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**\$5.87** social return for every dollar invested

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# Working Group

The inaugural AFL Reconciliation Action Plan Working Group (RWG) was developed in 2017 and included a diverse representation of AFL staff who are responsible for driving specific areas of engagement in the RAP. Our RAP Champion is Ian Weeding, Manager – Digital Rights in AFL Digital. Ian demonstrates his commitment to reconciliation in many ways, extending himself to advance the reconciliation process from his own role but into other parts of the business. Ian is a proactive supporter of the work of the Inclusion and Social Policy team and has initiated many important opportunities to raise awareness of the contributions of Aboriginal and Torres Strait Islander peoples to the game of Australian Rules Football. Ian will continue to lead the RAP Working Group through the Innovation stage.

**1** The group is made up of staff from across a range of departments to ensure all areas of the AFL are engaged in the RAP and progress against the areas of focus are tracked.

**2** Progress to be reported to AFL Commission, AFL Executive and the Aboriginal and Torres Strait Islander Advisory Council every six months.

**3** Over 40 employees from the AFL demonstrated interest in supporting the work of the RAP including three Aboriginal employees.

## 2021 RAP Working Group

<b>Ian Weeding</b>	RAP Champion - AFL Digital Telstra Network Manager
<b>Tanya Hosch</b>	Executive General Manager Inclusion & Social Policy
<b>Sarah Fair</b>	Executive General Manager People
<b>Katriina Heikkanen</b>	Indigenous & Social Policy Manager
<b>Narelle Long</b>	Indigenous Programs Manager
<b>Paul Vandenberg</b>	Diversity Talent Manager
<b>Michael Thorn</b>	Head of Procurement
<b>Sam Graham</b>	General Manager Game Development
<b>Sarah Wyse</b>	General Manager Digital
<b>Dr Sean Gorman</b>	Senior Policy Advisor

In addition to the RAP Working Group, we have three sub-committees who will oversee, and implement the key deliverables of the plan.

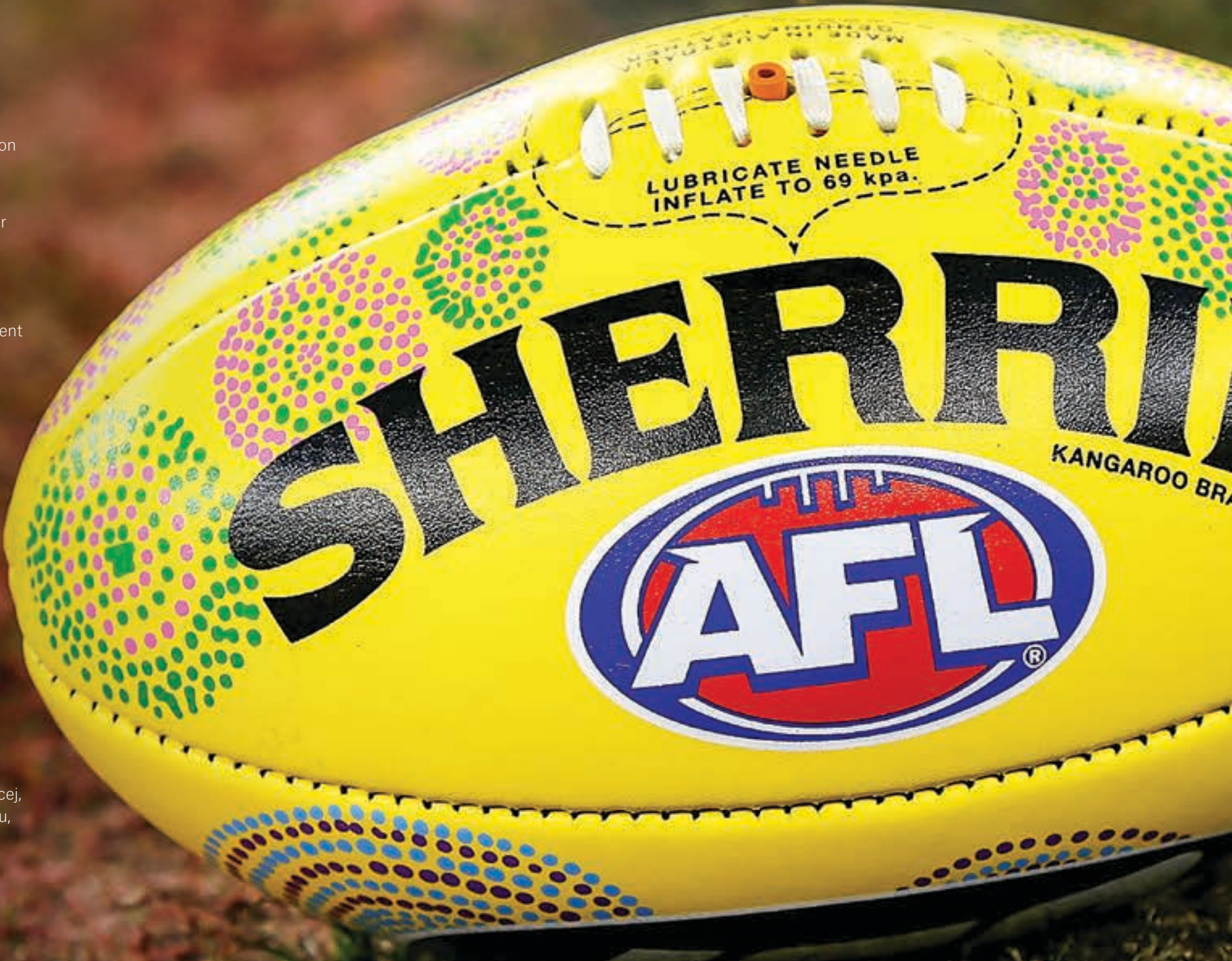
- Relationships
- Respect
- Opportunities

The AFL would like to acknowledge the inaugural RAP Working Group and our RAP Managers who have been instrumental in getting us to this point.

**Jaynaya Winmar & Kirby Bentley** RAP Managers

## Inaugural RAP committee

Ian Weeding, Anna Cleland, Erin Ablett, Leanne Russell, Matthew Dierkx, Nicky Couston, Tye Cattanach, Stephen Shirley, Christie Williams, Jan Cooper, Lilly Skacej, Michelle Clyne, Peta Allen, Zeeshan Arain, Maree Markou, Danielle Rogers, Jay Allen, Luke Ball, Michelle Thomson, Peter Schwab, Megan O'Reilly, David Stevenson, Jessica Hatz, Madeline Penny, Nadine Rabah, Shaun Lumsden, Logan Whitaker, Edward Kus, Julian Dunne, Mathew Stokes, Natasha Pucella, Simon Murphy, Andrew Gennai-Garino, Erica Dodd, Laura Hogan, Matt Price, Nick Ames, Tony Keane.







# Relationships

More than 90,000 Aboriginal and Torres Strait Islander peoples contribute to the AFL. Our great game unites the country extending from grassroots in urban, regional and remote communities, to the big stage at the elite level. Football creates a foundation to build stronger relationships and bridge the gap between Aboriginal and Torres Strait Islander peoples with the wider community. By deepening these relationships, the AFL can continue to actively demonstrate institutional commitment to the reconciliation agenda and show respect for the contributions of Aboriginal and Torres Strait Islander peoples in football and the life of the nation.



Action	Deliverables	Timeline	Responsibility
1 Celebrate and participate in National Reconciliation Week (NRW) by providing opportunities to build and maintain relationships between Aboriginal and Torres Strait Islander peoples and other Australians.	Support AFL states and territories to organise an internal NRW celebration event.	May 2021, 2022	Indigenous Manager, Relationship Sub-Committee
	Register AFL NRW events via the NRW website.	May 2021, 2022	Indigenous Manager, Relationship Sub-Committee
	Ensure the RAP Working Group encourages one colleague not on the working group to participate in an external NRW event to encourage buy-in across the business.	May 2021, 2022	RWG Chairperson
	Host a Lunch and Learn session in the lead-up to NRW to promote the NRW theme to all AFL staff.	May 2021, 2022	RWG Chairperson
	Plan a successful internal activation/event to be held during NRW for AFL staff to participate.	May 2021, 2022	Indigenous Manager, Relationship Sub-Committee
	Establish and populate a dedicated RAP page on the AFL Workplace to circulate and promote NRW information and events.	May 2021, 2022	Indigenous Manager, Relationship Sub-Committee
2 Develop and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander peoples, communities and organisations to support positive outcomes.	RAP Working Group members to participate in an external NRW event.	May 2021, 2022	RWG Chairperson
	Develop and implement an engagement plan and guiding principles document to assist the AFL in effectively working with Aboriginal and Torres Strait Islander stakeholders and suppliers nationally.	June 21	Indigenous Manager, Procurement Manager
	Ensure Aboriginal and Torres Strait Islander people are consulted in the development of the guiding principles for future engagement.	June 21	Indigenous Manager
	Attend and engage in events hosted through the Supply Nation membership.	Review: Dec 2021, 2022	Indigenous Manager, Procurement Manager
	Work closely with local Traditional Owners when there is a major AFL event to promote and celebrate their culture e.g. cultural ceremonies conducted at the Brownlow Medal Count and AFL Grand Final watched by approx. 4m Australians.	Apr 2021, Jan 2022 Aug 2021, 2022	Indigenous Manager
	Maintain and promote partnership with NITV and work collaboratively to provide positive outcomes.	Nov 2021, 2022	Indigenous Manager, Production Manager



## Action

## Deliverables

## Timeline

## Responsibility

3

Raise internal and external awareness of our RAP to promote reconciliation across our business and sector.

Promote the significance of the Sir Doug Nicholls Round nationally throughout AFL, clubs, states/territories, AFL affiliates and key stakeholders.

May 2021, 2022

Indigenous Manager

Develop a communication plan to communicate our RAP to all internal and external stakeholders.

Apr 21

Indigenous Manager,  
People & Culture Manager

Conduct a review and evaluation of the National AFL Reconciliation Industry Network Group

Apr 21

Indigenous Manager

Promote reconciliation through ongoing active engagement with all stakeholders.

Review:  
Nov 2021, 2022

Indigenous Manager,  
Partnerships Manager,  
Procurement Manager

Conduct regular briefings specific to issues of reconciliation as it relates to Aboriginal and Torres Strait Islander peoples and our commercial partners, players and industry leaders.

Review:  
Nov 2021, 2022

GM Inclusion Social Policy,  
Indigenous Manager

Provide annual briefings to our media and broadcast partners around current Aboriginal and Torres Strait Islander issues.

Review:  
May 2021, 2022

GM Inclusion Social Policy,  
Indigenous Manager

Continue to communicate our commitment to reconciliation publicly.

Review:  
Nov 2021, 2022

GM Inclusion Social Policy,  
CEO, RWG Chair

Work with our Reconciliation Champion to implement strategies to engage our staff in reconciliation.

Apr 21

Indigenous Manager

Support Reconciliation Australia and each state/territory-based reconciliation council wherever an opportunity arises.

Review:  
Nov 2021, 2022

RWG Chair, Indigenous  
Manager

4

Promote positive race relations through anti-discrimination strategies.

Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions and future needs.

Dec 21

People & Culture Manager,  
Indigenous Manager

Engage with Aboriginal and Torres Strait Islander staff and/or Aboriginal and Torres Strait Islander advisors to consult on our anti-discrimination policy.

June 21

GM Inclusion Social Policy,  
Indigenous Manager

Complete review the AFL's Anti-Vilification Policy (Peek Rule) and ensure ongoing education of the updated policy is delivered across all areas of our industry, including external stakeholders.

Apr 21

GM Inclusion Social Policy,  
Indigenous Manager

Ensure our senior leaders are educated on the Rule 35 review and understand the effects of racism and expectations to promote and lead on anti-racism and non-discriminatory practice.

Review:  
Apr 2021, 2022

GM Inclusion Social Policy,  
Indigenous Manager

Support and promote the AFL anti-racism campaigns to all stakeholders nationally.

Apr 21

GM Inclusion Social Policy,  
Indigenous Manager





# Respect

Respect is the foundation of empowerment and having the ability to change the perspectives of people while influencing positive change and breaking down barriers of race and religion. It is critical to the AFL that we commit to the reconciliation of Aboriginal and Torres Strait Islander and non-Aboriginal and Torres Strait Islander peoples. We can provide a greater understanding and promote our unique culture and traditions through our game.



Action	Deliverables	Timeline	Responsibility
<b>1</b> Engage employees in cultural learning strategies to increase understanding and appreciation of Aboriginal and Torres Strait Islander cultures, histories and achievements.	Conduct a review of cultural learning needs within our organisation.	July 21	People & Culture Manager, Indigenous Manager, RWG Chair
	Develop, implement and communicate a cultural learning strategy for all staff with priority given to RWG members, HR managers and leadership staff.	Aug 21	People & Culture Manager, Indigenous Manager, RWG Chair
	Consult local Traditional Owners and/or Aboriginal and Torres Strait Islander advisors on the development and implementation of a cultural learning strategy.	July 21	People & Culture Manager, Indigenous Manager, RWG Chair
	Evaluate results of cultural learning and assess what further education is required.	Dec 21	People & Culture Manager
	Plan at least one cultural experience annually for all AFL staff and partners.	Nov 2021, 2022	RWG Chair, Indigenous Manager
	Promote workplace as a platform for all AFL employees and clubs to share experiences when engaging in community cultural activities.	Review: Nov 2021, 2022	People & Culture Manager, Indigenous Manager, RWG Chair
<b>2</b> 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.	Facilitate an annual presentation of Aboriginal and Torres Strait Islander history in footy for all AFL staff and partners.	July 2021, 2022	GM Inclusion & Social Policy, RWG Chair, Indigenous Manager
	Develop and implement a cultural protocol and education document for all AFL events comprising Welcome to Country and Acknowledgement of Country to distribute throughout the industry.	May 21	Indigenous Manager
	Organise an Acknowledgement of Country plaque to be displayed at AFL House.	Apr 21	Indigenous Manager, Office Manager
	Develop a list of key contacts for organising a Welcome to Country and maintaining respectful partnerships.	June 21	Indigenous Manager
	Invite a Traditional Owner to provide a Welcome to Country at significant events.	Review: Apr 2021, Feb 2022	Indigenous Manager, Events Manager
	Include an Acknowledgement of Country at the commencement of all important internal and external meetings.	Review: Nov 2021, 2022	RWG Chair, Indigenous Manager
<b>3</b> Provide opportunities for all AFL employees to celebrate NAIDOC week.	Promote NAIDOC Week events throughout the AFL industry via workplace and email newsletters and share stories of significance.	July 2021, 2022	Indigenous Manager, RWG Manager
	Educate and promote, both internal and externally, the year's NAIDOC theme during the lead-up to NAIDOC Week.	July 2021, 2022	Indigenous Manager, RWG Manager
	Ensure the RAP Working Group participates in an external NAIDOC Week event.	July 2021, 2022	Indigenous Manager, RWG Manager
	Review People and Culture policies and procedures to ensure there are no barriers for staff participating in NAIDOC Week, including within their home communities.	May 21	Indigenous Manager, People & Culture Manager
	Facilitate a screening of a film or documentary made by an Indigenous storyteller.	July 2021, 2022	Indigenous Manager, People & Culture Manager
	Promote and communicate all significant Aboriginal and Torres Strait Islander events and stories of significance to the RWG, clubs, states/territories, AFL affiliates and stakeholders e.g. National Apology, Sorry Day, Mabo, NAIDOC and National Reconciliation Week.	May 2021, 2022 July 2021, 2022	Indigenous Manager
<b>4</b> Recognise and promote Aboriginal and Torres Strait Islander dates of significance, explaining their history and current relevance throughout the year.	Ensure that Aboriginal and Torres Strait Islander dates are displayed on the RAP Workplace as an "on this day" recognition piece to create awareness.	May 2021, 2022 July 2021	Indigenous Manager, People & Culture Manager





# Opportunities

The AFL is committed, determined and focused to create opportunities for Aboriginal and Torres Strait Islander peoples across the industry in a vast range of areas. We build on the strengths of our partnerships internally and externally to maximise growth across our industry. This is an integral part of our efforts to consolidate our values and principles across the code.



Action	Deliverables	Timeline	Responsibility
<b>1</b> Investigate opportunities to improve and increase Aboriginal and Torres Strait Islander employment outcomes within our workplace.	Develop and implement the AFL's Aboriginal and Torres Strait Islander recruitment, retention and professional development strategy in consultation with Aboriginal and Torres Strait Islander employees and specialists within their states.	Nov 21	Indigenous Manager, People & Culture Manager, State Managers
	Review the current AFL recruitment processes and policies to minimise barriers to Aboriginal and Torres Strait Islander employees and future applicants contributing to our workplace.	June 21	People & Culture Manager
	Advertise job vacancies to effectively reach Aboriginal and Torres Strait Islander stakeholders.	Review: Sept 2021, 2022	People & Culture Manager
	Include wording in all job advertisements 'Aboriginal and Torres Strait Islander peoples are encouraged to apply'.	Review: Sept 2021, 2022	People & Culture Manager
	Diversify selection panels to include Aboriginal and/or Torres Strait Islander representation.	Review: Sept 2021, 2022	People & Culture Manager
	Promote professional development opportunities to enhance and upskill existing Aboriginal and Torres Strait Islander employees, enhancing opportunities for this staff cohort to be competitive for more senior opportunities.	Review: Sept 2021, 2022	People & Culture Manager
	Build understanding of current Aboriginal and Torres Strait Islander staffing positioning and aspirations to inform future employment and professional development opportunities.	June 21	People & Culture Manager
<b>2</b> Investigate opportunities to incorporate Aboriginal and Torres Strait Islander supplier diversity within our organisation.	Review employment opportunities to increase percentage of Aboriginal and Torres Strait Islander staff.	Review: Sept 2021, 2022	People & Culture Manager
	Develop and implement an Aboriginal and Torres Strait Islander procurement policy to remove barriers to procuring goods and services from Aboriginal and Torres Strait Islander businesses.	June 21	Indigenous Manager, Procurement Manager
	Continue to evaluate results of the Aboriginal and Torres Strait Islander procurement policy and amend as required.	Dec 2021, Dec 2022	Procurement Manager
	Develop commercial relationships with Aboriginal and/or Torres Strait Islander businesses.	Review: June 2021, 2022	Indigenous Manager, Procurement Manager
	Purchase an annual Supply Nation membership.	Review: Nov 2021, 2022	Procurement Manager
	Promote the AFL's membership to Supply Nation with internal and external stakeholders to create procurement opportunities.	Review: Nov 2021, 2022	Procurement Manager
	Develop and distribute, to all departments, a list of Aboriginal and Torres Strait Islander businesses that can be used to procure goods and services (including Supply Nation certified).	Review: Nov 2021, 2022	Indigenous Manager, Procurement Manager
<b>3</b> Develop data sets and evaluation mechanisms to improve AFL retention of Aboriginal and Torres Strait Islander staff.	Develop tools to assist the AFL to understand and implement policies, programs and opportunities to enhance job and workplace engagement for Aboriginal and Torres Strait Islander employees.	Nov-22	Indigenous Manager, People & Culture Manager



# Governance



Action	Deliverables	Timeline	Responsibility
<b>1</b> Reconciliation Action Plan Working Group (RWG) actively monitors RAP development and implementation of actions, tracking progress and reporting.	Maintain the AFL Reconciliation Action Plan Working Group with sub-committees and Aboriginal and Torres Strait Islander representation to assist with endorsement, launch and implementation of the RAP.	Nov 22	Indigenous Manager, RAP Chairperson
	Conduct quarterly meetings with AFL's Aboriginal and Torres Strait Islander Advisory Council to ensure they are updated on the progress of the RAP.	Dec 2021, Dec 2022	Indigenous Manager, RAP Chairperson
	Ensure that Aboriginal and Torres Strait Islander employees are represented in the RWG, including AFL states and territories.	Review: Nov 2021, 2022	Indigenous Manager, RAP Chairperson
	Coordinate meetings bi-monthly for the RWG or group leader to monitor and report on the status of the RAP.	Review: Nov 2021, 2022	Indigenous Manager
	Establish a clear and detailed Terms of Reference for the RWG.	Apr 21	Indigenous Manager, RAP Working Group
	Ensure that at least one RWG meeting is held each year at Aboriginal and Torres Strait Islander businesses and/or organisations.	July 2021, July 2022	Indigenous Manager, RAP Working Group
<b>2</b> Provide appropriate support for effective implementation of RAP commitments.	Define resource needs for RAP implementation.	Apr 21	Indigenous Manager, RAP Chairperson, People & Culture Manager, Procurement Manager
	Engage our senior leaders and other staff in the delivery of RAP commitments.	Apr 21	Indigenous Manager, RAP Chairperson
	Appoint and maintain an internal RAP Champion from Senior Management.	Apr 21	Indigenous Manager, RAP Steering Committee
	Develop and implement systems and capability needs across all departments at the AFL to track, measure and report on RAP activities.	Apr 21	Indigenous Manager, RAP Chairperson, People & Culture Manager, Procurement Manager
<b>3</b> Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Collect and complete the AFL's data for the RAP Impact Measurement Questionnaire to Reconciliation Australia annually.	Sept 2021, 2022	Indigenous Manager, RAP Chairperson, People & Culture Manager, Procurement Manager
	Publicly report the AFL's RAP achievements challenges and learnings annually.	Nov 2021, 2022	Indigenous Manager, RAP Chairperson, People & Culture Manager
	At the end of the RAP endorse an external audit on 2021-2023 AFL Innovate RAP.	Feb 23	Indigenous Manager, RAP Steering Committee
	Ensure a RAP progress update is reported to the AFL Executive on a six-monthly basis.	June, Dec 2021, 2022	Indigenous Manager, RAP Chairperson, People & Culture Manager, Procurement Manager
	Investigate participating in the Reconciliation Australia biennial Workplace RAP barometer.	Apr 22	Indigenous Manager, RAP Steering Committee
	Report RAP progress to all staff and senior leaders quarterly	Jun, Sept, Dec 2021 Mar, Jun, Sept, Dec 2022, Feb 2023	Indigenous Manager, RAP Chairperson
	Register via Reconciliation Australia's website to begin developing our next RAP.	June 22	RWG Chairperson Manager, Governance Sub Committee Chairperson
<b>4</b> Review, refresh and update RAP.			





# Closing Statement

As a proud Palkyu woman, I was honoured and humbled to be appointed as the first Aboriginal commissioner at the AFL. Through my association with the AFL over a number of years, I have seen the important role sport can play within society as well as in the lives of our Aboriginal and Torres Strait Islander communities. Every year, we are not only thrilled by the skill, expertise and daring of Aboriginal and Torres Strait Islander players on field but benefit from the many contributions our people make across the entire AFL industry.

As Australia's premier football code, we have an important role to play in addressing racism and inequality across society and to improve relationships with and opportunities for our Aboriginal and Torres Strait Islander communities.

With the AFL's RAP we can continue to provide further leadership to all who follow our great game. Looking to the future, the AFL will continue to use its brand and innovation to promote genuine reconciliation, in whatever form it takes, to enable sustainable impact and guidance to the clubs, its members and fans and the broader Australian community. I look forward to the AFL's commitment and ongoing work with Reconciliation Australia and the AFL community.

**Commissioner Helen Milroy**



# All Aboriginal and Torres Strait Islander Players, both AFL and AFLW, who have played at the elite level.

Note some names below are of players who have passed.

Winston Abraham  
Brendon Ah Chee  
Callum Ah Chee  
Paul Ahern  
Matthew Ahmat  
Robert Ahmat  
Karl Amon  
Alexandra Anderson **AFLW**  
Jasmine Anderson **AFLW**  
Jed Anderson  
Joe Anderson  
Taylah Angel **AFLW**  
Tony Armstrong  
Kaitlyn Ashmore **AFLW**  
Jarrod Atkinson  
Janet Baird **AFLW**  
Les Bamblett  
Dom Barry  
Chance Bateman  
Toby Bedford  
James Bell  
Laurie Bellotti  
Harley Bennell  
Jamie Bennell  
Kirby Bentley **AFLW**  
Eddie Betts  
Peter Bird  
Alan Bloomfield  
Allan Bloomfield  
Ashley Blurton  
Darren Bolton  
Shai Bolton  
Shane Bond  
Troy Bond  
Calista Boyd **AFLW**  
Codie Briggs **AFLW**  
Terry Burgess  
Peter Burgoyne

Shaun Burgoyne  
Ronnie Burns  
Norm Byron  
Barry Cable  
Shane Cable  
Charles Cameron  
Imhara Cameron **AFLW**  
Jarrod Cameron  
Fred Campbell  
Matt Campbell  
Warren Campbell  
Darren Capewell  
Jason Carter  
Kevin Caton  
Sean Charles  
Scott Chisholm  
Allen Christensen  
Eric Clarke  
Raphael Clarke  
Xavier Clarke  
Mia-Rae Clifford **AFLW**  
Nakia Cockatoo  
Che Cockatoo-Collins  
David Cockatoo-Collins  
Donald Cockatoo-Collins  
Adam Cockie  
Richard Cole  
Clayton Collard  
Cyril Collard  
Troy Cook  
Rueben Cooper  
Rhys Cooyou  
Anthony Corrie  
Cedric Cox  
Shannon Cox  
Tobin Cox  
Percy Cummings  
Robert Cummings

Trent Cummings  
Aaron Davey  
Alwyn Davey  
Cassie Davidson **AFLW**  
Dakota Davidson **AFLW**  
Ben Davis  
Leon Davis  
Courtenay Dempsey  
Gary Dhurrkay  
Brad Dick  
Willie Dick  
Nathan Djerrkura  
Ebony Dowson **AFLW**  
Nathan Drummond  
Shane Edwards  
Shaun Edwards  
Alf Egan  
Chris Egan  
Phil Egan  
Derek Eggmolesse-Smith  
Cameron Ellis-Yolmen  
Graham Farmer  
Jeff Farmer  
Cameron Faulkner  
Jeremy Finlayson  
Fabian Francis  
Lance Franklin  
Cruize Garlett  
Jarrod Garlett  
Jeff Garlett  
Joel Garner  
Delma Gisu **AFLW**  
Adam Goodes  
Brett Goodes  
Colin Graham  
Jade Gresham  
Brady Grey  
Jonathon Griffin

Antoni Grover  
Joel Hamling  
Curtly Hampton  
Jarrod Harbrow  
Brad Hartman  
Kyron Hayden  
Roger Hayden  
Tiah Haynes **AFLW**  
Des Headland  
Bradley Hill  
Ian Hill  
Josh Hill  
Stephen Hill  
Eddie Hocking  
Courtney Hodder **AFLW**  
Rhan Hooper  
Gemma Houghton **AFLW**  
Kalinda Howarth **AFLW**  
Jarman Impey  
Eddie Jackson  
Stevan Jackson  
Syd Jackson  
Jarrhan Jacky  
Shadrach James  
Alicia Janz **AFLW**  
Russell Jeffrey  
Leroy Jetta  
Lewis Jetta  
Neville Jetta  
Graham Johncock  
Aidyn Johnson  
Bert Johnson  
Chris Johnson  
Joe Johnson  
Michael Johnson  
Percy Johnson  
Bob Jones  
Jamaine Jones

Liam Jones  
Liam Jurrah  
Malcolm Karpany  
Tim Kelly  
Jay Kennedy Harris  
Adam Kerinaiau  
Dale Kickett  
Derek Kickett  
Kayle Kirby  
Steven Koops  
Andrew J. Krakouer  
Andrew L. Krakouer  
Jim Krakouer  
Nathan Krakouer  
Phil Krakouer  
Nathan Kreuger  
Sarah Last **AFLW**  
Luke Lavender  
Shaleise Law **AFLW**  
Jamie Lawson  
Kym LeBois  
Graeme Lee  
Sean Lemmens  
Shawn Lewfatt  
Chris Lewis  
Rex Liddy  
Jarrod Lienert  
Ben Long  
Jake Long  
Michael Long  
Andy Lovell  
Kieran Lovell  
Andrew Lovett  
Ted Lovett  
Wally Lovett  
Nathan Lovett-Murray  
Brad Lynch  
Malcolm Lynch  
Gary Malarkey  
Cyril Mann  
Neil Marshall  
Jack Martin  
Brandon Matera  
Peter Matera  
Phillip Matera  
Wally Matera  
Steven May  
Adrian McAdam

Gilbert McAdam  
Greg McAdam  
Shane McAdam  
Norm McDonald  
Anthony McDonald-Tipungwuti  
Ashley McGrath  
Cory McGrath  
Marty McGrath  
Emily Mcguire **AFLW**  
Michael McLean  
Andrew McLeod  
Clem Michael  
Terry Milera  
Wayne Milera  
Harry Miller  
Gavin Mitchell  
Michael Mitchell  
Irving Mosquito  
Daniel Motlop  
Marlon Motlop  
Shannon Motlop  
Steven Motlop  
Robert Muir  
Justin Murphy  
Allan Murray  
Derek Murray  
Mark Naley  
Phil Narkle  
Quinton Narkle  
Jake Neade  
Aliesha Newman **AFLW**  
Murray Newman  
Doug Nicholls  
Michael O’Loughlin  
Ricky O’Loughlin  
Jarrad Oakley-Nicholls  
Demi Okely **AFLW**  
Brandan Parfitt  
Matthew Parker  
Paige Parker **AFLW**  
Liam Patrick  
Alex Pearce  
Danyle Pearce  
Derek Peardon  
Carl Peterson  
Jared Petrenko  
Sam Petrevski-Seton

Kira Phillips **AFLW**  
Byron Pickett  
Jarrod Pickett  
Natalie Plane **AFLW**  
Danielle Ponter **AFLW**  
Sam Powell-Pepper  
Madison Prespakis **AFLW**  
Lionel Proctor  
Albert Proud  
Izak Rankine  
Elkin Reilly  
Cyril Rioli  
Daniel Rioli  
Dean Rioli  
Maurice Rioli  
Willie Rioli  
Relton Roberts  
Jason Roe  
Lachlan Ross  
Shannon Rusca  
Liam Ryan  
Paddy Ryder  
Ashley Sampi  
Eddie Sansbury  
Blake Schlensog  
Sam Sheldon  
Casey Sibosado  
George Simmonds  
Jy Simpkin  
Dwayne Simpson  
Josh Simpson  
Zephaniah Skinner  
Clem Smith  
Brennan Stack  
Brian Stanislaus  
Tyson Stengle  
Koby Stevens  
Charlie Stewart  
Jasmin Stewart **AFLW**  
Cameron Stokes  
Mathew Stokes  
Byron Sumner  
Timmy Sumner  
Richard Tambling  
Garth Taylor  
Kevin Taylor  
Troy Taylor  
Lindsay Thomas

Tarryn Thomas  
Wade Thompson  
Tayla Thorn **AFLW**  
Alan Thorpe  
Shane Tongerie  
Durak Tucker  
Gerald Ugle  
Keren Ugle  
Kirk Ugle  
Troy Ugle  
Travis Varcoe  
Rod Waddell  
Andrew Walker  
Mathew Walker  
Ruth Wallace **AFLW**  
Michael Walters  
Jim Wandin  
Derick Wanganeen  
Gavin Wanganeen  
Elijah Ware  
Francis Watson  
Gerrick Weedon  
Isaac Weetra  
Sharrod Wellingham  
Daniel Wells  
Mark West  
Matthew Whelan  
Darryl White  
Djaran Whyman  
Mark Williams  
Russell Williams  
Stephanie Williams **AFLW**  
Zac Williams  
Nathan Wilson  
Chad Wingard  
Nicholas Winmar  
Nicky Winmar  
David Wirrpanda  
Clinton Wolf  
Austin Wonaeamirri  
Dion Woods  
Peter Yagmoor  
Chris Yarran  
Shane Yarran  
Robbie Young



# 2021 AFLW Indigenous Round and 2020 Sir Doug Nicholls Round Guernseys





# In memory of Tony Peek

Tony Peek was a giant figure in the AFL and he was my friend and brother. He passed away in 2018. Our friendship was forged through mutual respect and determination as Tony Peek became the driving force in the development and implementation of the AFL's Racial and Religious Vilification policy. Initially known as Rule 30 and then amended to Rule 35, it is now known as the Peek Rule in honour of him.

Tony joined the AFL in 1989, when it was the VFL and had staff of 40 people. In 2003 he became the Assistant to the CEO and served under Ross Oakley, Wayne Jackson, Andrew Demetriou and Gillon McLachlan. Tony was the guiding hand and brought his strong leadership to the game with determination to ensure the right thing was done to establish the AFL's role as a social leader within the community. Tony's great strength was that he listened. After the racial vilification I experienced during the Anzac Day clash in 1995, Tony interviewed more than 30 Aboriginal and/or Torres Strait

Islander players. Tony formed an important partnership with respected Aboriginal players such as Michael McLean, Gilbert McAdam, Che Cockatoo-Collins and myself. With his encouragement, players from different racial, ethnic and religious backgrounds came forward so the AFL could make the changes.

The policy was among the first racial and religious vilification policy documents for an elite sport in the world. In addition to leading the development of Rule 30/35, Tony led the work on the first AFL's Respect and Responsibility Policy to address the poor behaviour that women had been subjected to over time in the game.

For me he was the person with the vision and the determination to make things right. His spirit and unwavering commitment lives on in the AFL's Reconciliation Action Plan and the Peek Rule and it is through this we can continue to be a great game for everyone who calls the code their own.

**Michael Long**





# Artist Acknowledgement

## **“Together Chasing Dreams”**

**Artist - Kirby Bentley**

Kirby is a Noongar woman from Ballardong-Whadjuk country.

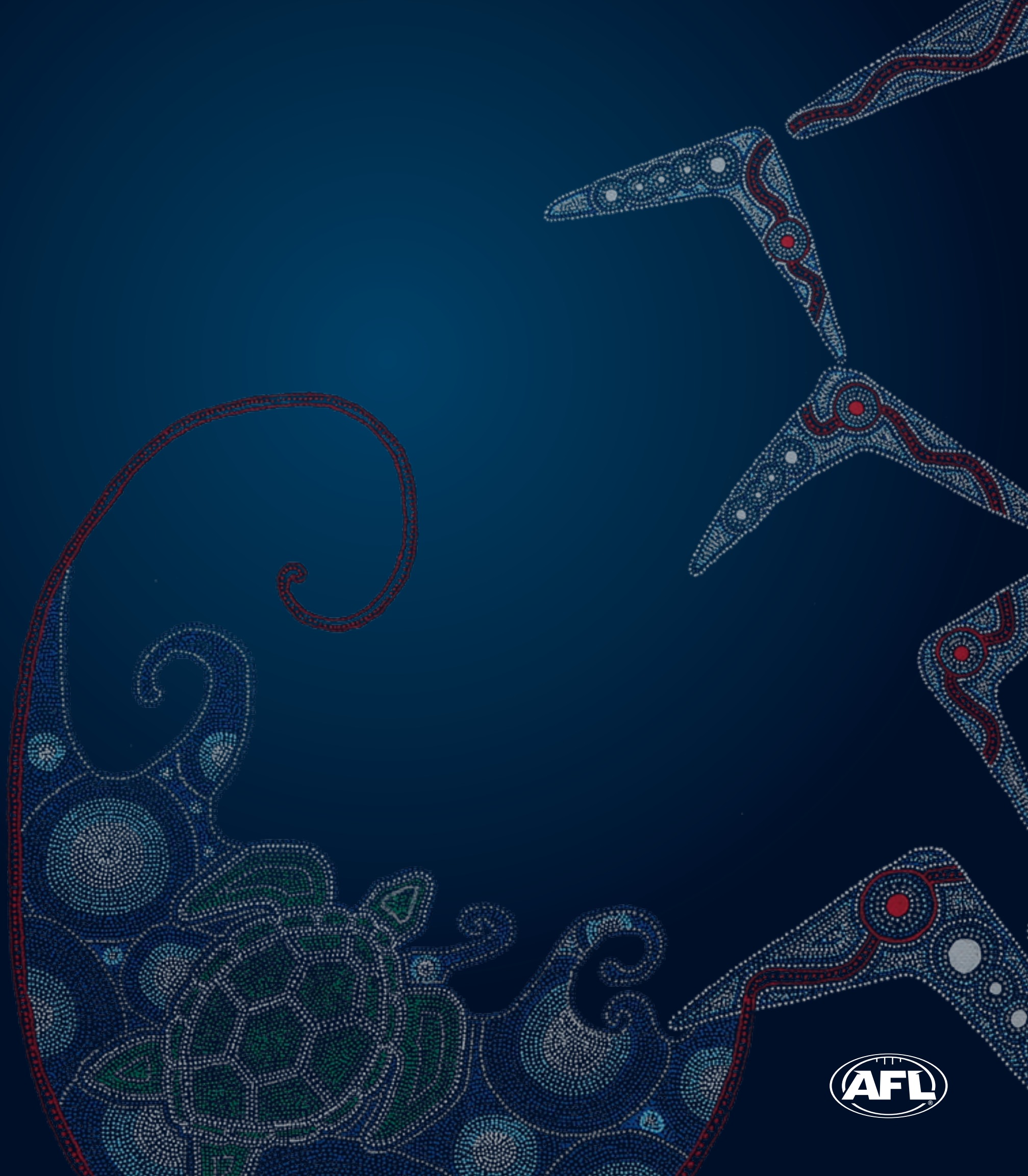
The artwork is about being on a journey to chase your dreams.

The hunting boomerangs represents chasing your dreams as they move through the vast homelands where Aboriginal and Torres Strait peoples come from. The red lines are travelling paths and the circles are meeting places. The meeting places are paths crossed that create opportunities and will lead you to the next one and the next.

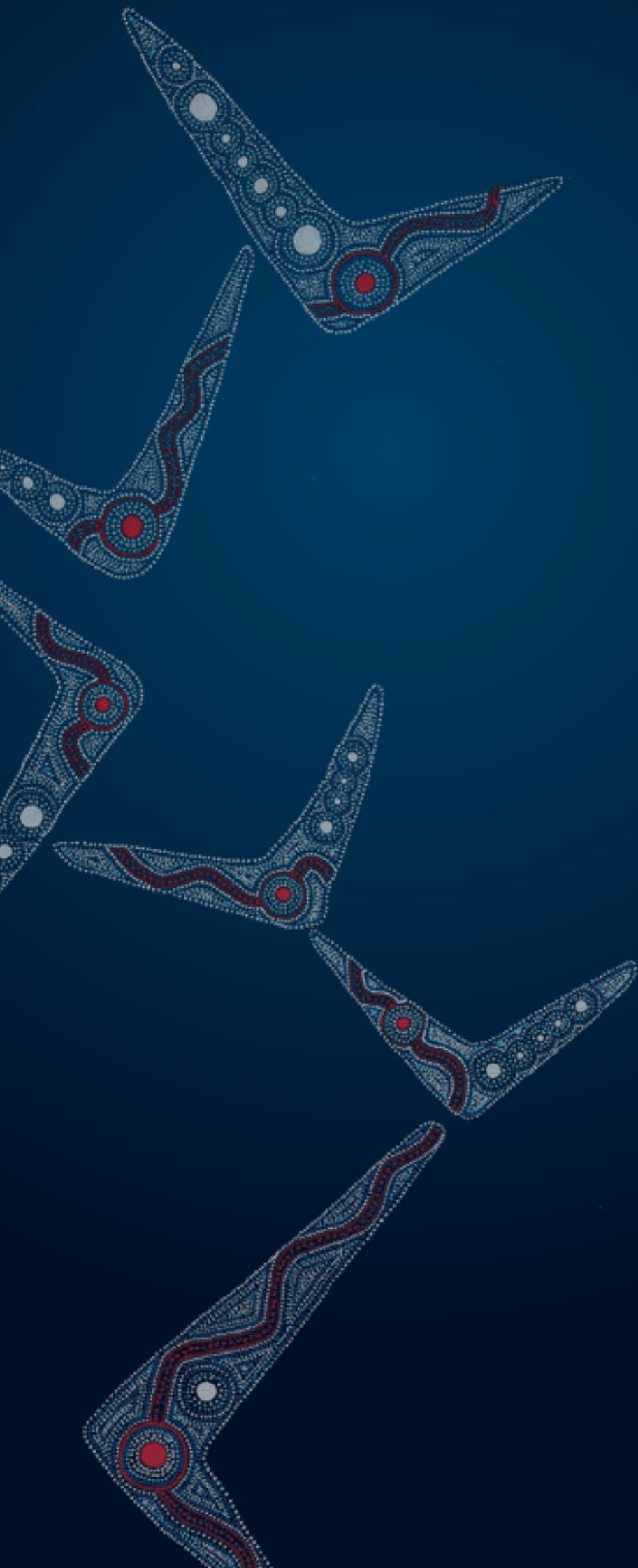
Bentley was a successful junior state netballer and commenced her professional netball career in 2004. She played for six years for the Perth Orioles/West Coast Fever in a national netball league.

In 2009 she transitioned into football and represented WA in the National Women's AFL Championship. Her ability and skill saw her chosen as a priority pick for the Fremantle Dockers in the inaugural 2017 AFLW season and in 2018 she became a Carlton AFLW player.

As testament to her standing in the football community, the Kirby Bentley Cup is named in her honour in which First Nations girls from across Western Australia aged between 13 and 15 compete in this prestigious carnival.







For further information contact  
our Inclusion and Social Policy team

03 9643 1999

[RAP@afl.com.au](mailto:RAP@afl.com.au)

[afl.com.au](http://afl.com.au)

