



Football Australia

Reflect Reconciliation Action Plan Progress Report 2022/23



Acknowledgement to Country & Traditional Owners

Acknowledgement statement

Football Australia Headquarters are located on the lands of the Gadigal people- the Traditional Custodians of the land now known as Barangaroo.

Today and always, we recognise and acknowledge Aboriginal and Torres Strait Islander peoples as the first inhabitants of Australia and that sovereignty was never ceded.

We extend this respect and honour to all elders, past, present and for future generations as we continue to grow with their guidance and wisdom.

Football Australia Headquarters are located on the lands of the Gadigal people in Barangaroo, Sydney and we pay our respects to the traditional custodians who have cared for the land since time immemorial.

As football commences our Reconciliation journey, we recognise that our sport is played on the grounds and the earth that First Nations people have been living custodians of.

In valuing that history we acknowledge all locations in which Football Australia and its Member Federations operate by their Traditional Placenames; Adelaide (Tartantanya), Brisbane (Meaanjin), Canberra (Ngambri), Darwin (Garramilla), Hobart (Nipaluna), Melbourne (Naarm), Newcastle (Mulubinba), Perth (Boorloo) and Sydney (Gadigal).

Terminology

Football Australia acknowledges the complexities and limitations for the use of encompassing terms such as Indigenous and First Nations. Throughout this Reconciliation Action Plan and all Football Australia publications the terms Aboriginal and Torres Strait Islander Peoples, First Nations Peoples

Community Acknowledgement

There are many First Nations and non-Indigenous contributors to the commencement of a vibrant and rich history of Indigenous participation and representation in the global game. There are countless organisations, foundations and individuals across decades who deserve appropriate recognition and acknowledgement for their work. As Football commence their reconciliation journey we aim to connect, share and celebrate these people and their stories as we build on this legacy for years to come.

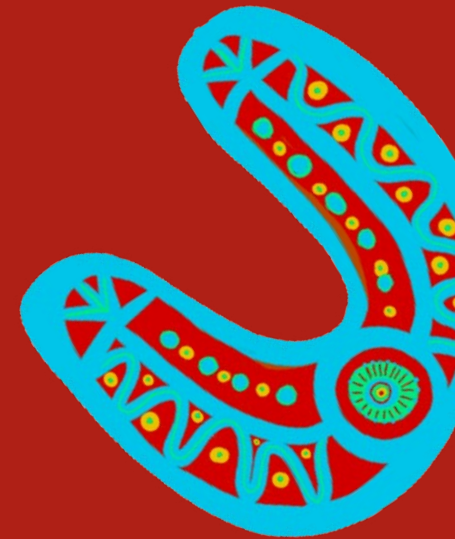
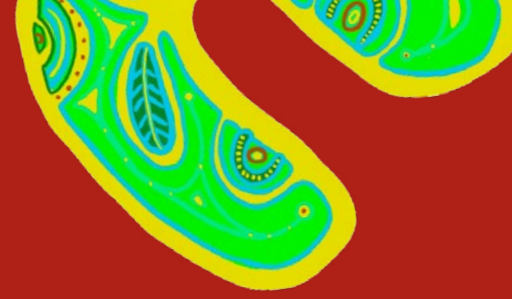
UNDRIP Acknowledgment

In recognition of the United Nations Declaration on the Rights of Indigenous Peoples (the Declaration) - the system of international human rights that acknowledges and safeguards the special and collective rights of First Nations peoples and cultures around the globe.

When used in Australia, this instrument refers to the rights of the Aboriginal and Torres Strait Islander people.

In collaboration, FA and NIAG will continue to showcase and incorporate best practise in working with Aboriginal and Torres Strait Islander groups and peoples, in accordance with the UNDRIP, and Global Declaration on Human Rights.

Reflect RAP of FA is directed by the objectives and tenets of the Declaration.



About this Progress Report

Our 2022–2023 Reflect Reconciliation Action Plan (RAP) is a road map outlining Football Australia’s commitment to respecting the world’s oldest continuously existing culture and promoting the social and economic inclusion of Aboriginal and Torres Strait Islander peoples. This report details the specific actions we have taken over the last year in addition to our progress towards achieving the RAP outcomes.



RAP Artwork

Artwork designed by Kim Walmsley



First Nations Languages to say “hello/G’day” on wall at Socceroos Base Camp at recent FIFA World Cup in Qatar

Artwork designed by Kim Walmsley

Feedback

Football Australia welcomes feedback on our Reconciliation Action Plan.

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RAP Artwork Story *Conversations*

As we walk together in unity for reconciliation, we acknowledge and value the original peoples of this land.

As we come together to sit and listen to our past, we will ignite the fire within, nurturing the flames that are our stories and diverse backgrounds.

Through our yarning we can open minds to embrace and celebrate the energy that connects us to the oldest continuing living culture in the world.

To learn together is to know together, so we can build mutual, respectful relationships for a better future.

Through the ongoing conversations, actions and time, we can develop new ways to overcome challenges in building a field of dreaming, that is our place for healing and growing as one nation, many cultures on our country of Australia and beyond.

By Kim Walmsley

RAP Impact Development Snapshot



National Support for Uluru Statement From the Heart

100+

Over 100 staff completed Cultural Competency Education

9

Nine First Nations members appointed to Football Australia's National Indigenous Advisory Group

6

Provided six Uluru Statement From the Heart Education Sessions



Embedding a representative of First Nations employees and National Indigenous Advisory members in our RAP steering committee and working group to challenge and direct our thoughts.

12

12 Welcome To Country Ceremonies across 5 States and 8 different Traditional Owner Groups were commissioned by Football Australia during all Senior National Team Matches.

3

Three Member Federation Indigenous Advisory Groups established with more to follow

2

Two First Nations Legacy 23' Ambassadors

4

Four U18 Indigenous State Teams developed

\$124k+

Spent over \$124,000 with over 15 First Nations Suppliers



Our RAP governance structure and procedures have been strengthened and formalised to assist our capacity to accomplish our goals.

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First Nations Participants:
32% – Women and girls. 68% – Men and boys.
75% – U18. 25% – Over 18.

Flexibility

Flexible working arrangements on January 26

Promoting Practical, Fair and United Reform

By accepting the invitation, Football Australia are endorsing the establishment of a Makarrata Commission to oversee a process of agreement-making and truth-telling between governments and First Nations, as well as a First Nations Voice to Parliament that is enshrined in the Constitution.

A First Nations Voice to Parliament is a body that is explicitly mentioned in the Constitution and gives Aboriginal and Torres Strait Islander people a way to advise the Parliament on matters that affect their lives. As opposed to acting on behalf of Aboriginal and Torres Strait Islander people, it would allow the Australian government to work with them to develop policies.

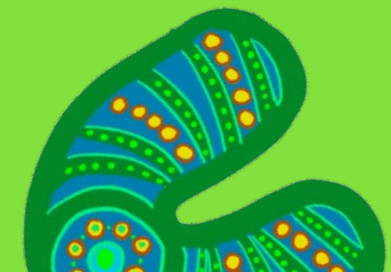
The strength of Football Australia's support is twofold: first, by making a direct support to the campaign, Football Australia is supporting grassroots movement to secure a favourable vote on the Voice; second, and equally crucial, is the organization's capacity to involve its employees and community in this critically important national issue. The strength of our campaign comes from the participation of Australians from all demographics and backgrounds, and Football Australia is playing a significant role in facilitating this.

All of our Australian employees recently received access to an interactive digital learning resource that was created by From the Heart and the Uluru Dialogues, and we encouraged them to share it with their networks, family, and friends. The tool, which can be found at fromtheheart.com.au/education, aims to increase knowledge and comprehension of the debate over a First Nations Voice to Parliament.

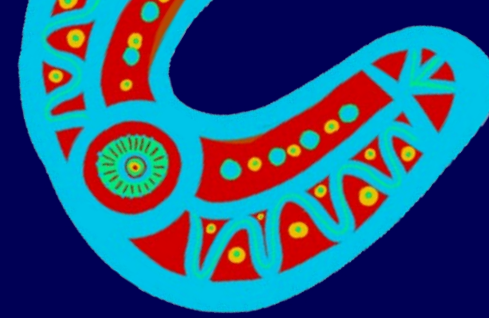
In order to facilitate and promote conversations about the Uluru Statement, the realities of our history, and the significance of reconciliation, we are committed to offering our employees and football community additional educational opportunities.

Courtney Fewquandie (Butchulla & Gubbi Gubbi)

Football Australia General Manager
First Nations



National Indigenous Advisory Group



2022 marked the first year of National Indigenous Advisory Group (NIAG) meetings. Joined by many from across the country, NIAG met 5 times over 12 months to establish important foundations, problem solve during bespoke situations and formulation of goals and objectives of the First Nations portfolio and extended Football Australia work.

NIAG's vision is for a just, equitable, respectful and celebratory Australia. Our goal is to use the applicability and platform provided by football's sphere of influence to inspire and empower all Australians to contribute to the reconciliation of the nation.

National reconciliation within the Australian community continues to be an ongoing and unresolved challenge to an equal and balanced society and the capacity of all Australians to thrive and create a better life. And a fair, workable, and unified reform is now necessary.

Football Australia accepts the generous invitation of the Uluru Statement from the Heart to walk together for a better future on behalf of Football Australia employees.

We support the creation of a Makarrata Commission to oversee a process of agreement-making between governments and First Nations and truth-telling, as well as a First Nations Voice to Parliament that is enshrined in the Constitution.

"It's undisputed that Football fosters strong and positive relationships between all members of the Australian community, brand-new and evolving... I welcome the entire Football network as they are taking foundational steps to promote First Nations engagement in all parts of the game, and giving back to the community.

Through NIAG, First Nations people have the chance to develop and strengthen relationships of trust that support a strong culture." – Jade North

Jade North & Sarah Walsh
Co-Chairs
National Indigenous Advisory Group

2022 Highlights

Cultural protocols established for dates of significance

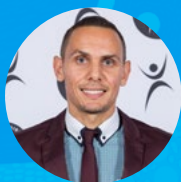
Endorsement of FA Support for Uluru Statement From the Heart

Growth of community consultation in decision making through Member Federation Indigenous Advisory Groups

Appointment of NIAG members to FIFA Womens World Cup 23 First Nations and Maori Advisory Panel

External First Nations community engagement approach

Engagement of First Nations Football Community within NIAG meetings and consultations



Jade North
Biripi



Tanya Oxtoby
Yamaji



Prof. John Maynard
Worimi



Selina Holtze
Gurindji & Yawuru



Karen Menzies
Wonnarua



Kyah Simon
Anaiwan & Biripi



Courtney Fewquandie
Butchulla & Gubbi Gubbii



Narelda Jacobs
Whadjuck Noongar



Kenny Bedford
Erub Torres Strait Islander



Sarah Walsh
Head of Diversity & Inclusion

Community Feedback Survey Summary

Community Feedback Survey Summary

- 1 Key themes found in open answered questions regarding the future of First Nations Football (in order of prevalence).
 - i Education and leveraging local club based Indigenous Rounds to engage more clubs & create opportunity for more holistic football offering (coaching, refereeing & futsal)
 - ii Self-determination, Indigenous Governance and leadership across Australian Football.
 - iii Increased communication regarding Indigenous opportunities and role models
 - iv Clear pathway for First Nations players with no financial barrier to participation

Have you ever experienced incidents of racism whilst playing or participating in football in any way?

51.79% – Respondents answered YES

45.6% – Answered NO

2.6% – Wished to not disclose

What would you like to see as a priority focus in the next 3 years from Football Australia regarding First Nations Football?

– National Club education initiatives to increase awareness and understanding of Indigenous Culture and Peoples

– National Indigenous Football Teams embedded within the current National Teams Structure alongside Matildas & Socceroos

– More opportunities presented to upskill in coaching, refereeing and administrating

Do you want to see initiatives such as Indigenous Rounds and celebratory events showcasing Indigenous culture in elite matches, community football and grassroots programs?

100% Yes

6.5/10

Average score for overall satisfaction in football

Respect

At the heart of reconciliation is the relationship between the broader Australian community and Aboriginal and Torres Strait Islander peoples. It takes listening and learning to truly understand the special abilities, expertise, cultural customs, and experiences of Aboriginal and Torres Strait Islander Australians.

We believe that establishing meaningful connections with Aboriginal and Torres Strait Islander patrons, partners, employees, and communities begins with having a workforce that is culturally aware. Our staff's participation in and contributions to our plan are absolutely necessary for us to meet the goals set forth in our RAP.

RAP Commitment

Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.

Conduct a review of cultural learning needs within our organisation.

Develop, implement and communicate a cultural learning strategy for all staff with priority given to RAP Working Group members, HR managers and leadership staff.

Plan at least one cultural experience annually for all FA staff.

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

Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.

Include Acknowledgement of Country across Football Australia Communications.

Develop and implement a cultural protocol and education document for all FA events comprising Welcome to Country and Acknowledgement of Country to distribute throughout the industry.

Develop a list of key contacts for organising a Welcome to Country and maintaining respectful partnerships.

Ensure a Welcome to Country is performed before all games.

Investigate opportunity and create best opportunity for Welcome to Country and other culturally respectful initiatives to be on broadcast.

Include an Acknowledgement of Country at the commencement of all important internal and external meetings.

Introduce our staff to NAIDOC Week by promoting external events in our local area.

Facilitate 1x Board Meeting per year 'On Country' in place of cultural significance.

Facilitate 1x Executive Meeting per year 'On Country' in place of cultural significance.

Facilitate 1x National Indigenous Advisory Group Meeting per year 'On Country' in place of cultural significance.

Progress Notes/Learnings

A review of the needs for cultural learning has commenced, including consultancy with First Nations business, consultancy of the National Indigenous Advisory group and analysis of the cultural learning that is already accessible, a shortlist of potential learning themes inclusive of historical and contemporary First Nations content has been established for organisational learning.

RAP Impact Survey released in 2022 identified how Football Australia staff have absorbed Cultural Education so far, this has further identified more progression to be made on the FA Cultural Learning Strategy. We will consult with NIAG members & supporting First Nations community members to advance this strategy.

Staff undertook a basket weaving activity with Ngumpie Weaving, this experience provided staff with a unique opportunity to participate in cultural immersion. Feedback has indicated an interest to continue offering immersion based education methods.

Traditional Place Names integration through FFWWC23 draw and FA publications, First Nations representation and language within Matildas and Socceroos camps (including recently in Qatar)

Acknowledgements of Country are included in game day comms.

FY22 saw the creation, implementation, and communication of a cultural protocols document. The document includes protocols for Welcome to Country and Acknowledgement of Country as well as information on the Traditional Owners of the regions where our main offices are located.

Over 2022, more than 12 Welcome To Country Ceremonies across 5 States and 8 different Traditional Owner Groups were commissioned by Football Australia during all Senior National Team Matches.

Learnings from a match incident in 2022 has identified the need for more detail in policy and protocols regarding Welcome to Country and other important Cultural Ceremonies/Performances. This process will include consultation with Senior elders and Traditional Owners nationally.

Acknowledgement of Country guide has been created and communicated across the organisation to enhance understanding and support delivery of respectful practices inclusive of Acknowledgement of Country.

Inaugural NAIDOC Cup was hosted by FNSW & NNSWF, initiating the First intra-state First Nations Football Carnival for u16s run by Member Federations & FA.

On track to progress in 2023.

Uluru Statement from the Heart

HISTORY IS CALLING

'As the custodians of the world game in Australia, we represent the football community and the rich tapestry of all its people. We respect and embrace First Nations culture as the foundation of Australian identity.

We acknowledge football as a global unifier, bringing together those from all walks of life. The ability to learn, to share, to heal and to create change is what makes it, 'the beautiful game.'

Our vision as defined in the XI Principles for the future of Australian football is to be recognised as a leader in Indigenous sporting programs and a conduit to the reconciliation process with First Nations peoples.

The Uluru Statement from the Heart is an invitation to the Australian people from First Nations Australians.

Football Australia is proud to work together to create this heartfelt response to the Uluru Statement.

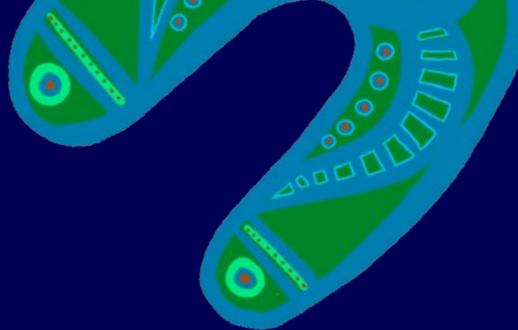
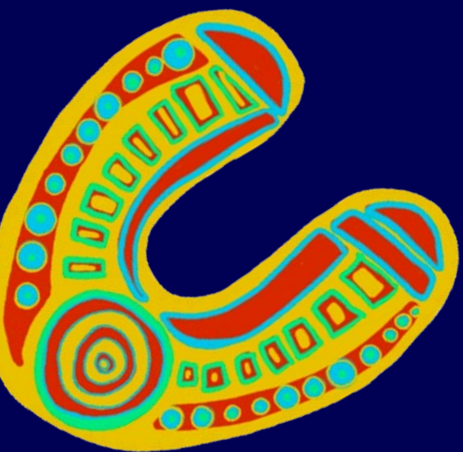
We stand side by side in an Australian-wide movement for a better future. We acknowledge the Uluru Statement as a historical directive to develop a more comprehensive articulation of Australia's nationhood. We support the call for a referendum to be held to establish a First Nations Voice to Parliament enshrined in the Constitution. We support the call for the Makarrata Commission to oversee a process of governmental and First Nation agreement-making with truth-telling regarding our history.'



Relationships

A human rights perspective, relationships are central to principles of Aboriginal and Torres Strait Islander self-determination and free, prior and informed consent outlined under the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).

Understanding of Aboriginal and Torres Strait Islander cultures, rights and experiences underpins progress toward all five dimensions of reconciliation. Without respect for Aboriginal and Torres Strait Islander ways of doing things, respectful relationships cannot be built. Without pride in Aboriginal and Torres Strait Islander cultures and heritage, we cannot foster a shared national identity. Without understanding the wrongs of the past, we cannot ensure these wrongs are never repeated.



RAP Commitment

Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.

Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.

Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.

Communicate our commitment to reconciliation to all staff.
RAP Working Group members to participate in an external NRW event.

Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.

Identify external stakeholders that our organisation can engage with on our reconciliation journey.
Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey

Review upcoming marketing campaigns to incorporate Aboriginal and Torres Strait Islander peoples, languages and respect for Country

Investigate the feasibility for an Indigenous Round across our code

Research best practice and policies in areas of race relations and anti-discrimination.

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

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

Progress Notes/Learnings

Major relationship building within First Nations Football community members and FA has occurred through the appointment of NIAG and wider community initiatives (First Nations participant surveys).

Major respectful and relationships initiative was the public support of the Uluru Statement From the Heart & commitment to working closely with the Australian Football community throughout. This initiative found over 100 staff taking a cultural competency and education session to further understand and engage with Cultural learning and understanding.

Football Australia hosted a staff education and morning tea session during Reconciliation Week, catered by 'Koori Kultcha'. National Indigenous Advisory Group members Narelda Jacobs and Kenny Bedford joined staff to discuss reconciliation and the Uluru Statement From the Heart.

Major First Nations dates of significance recognised and celebrated by FA, notable events include reconciliation week yarn with Narelda Jacobs & Kenny Bedford.

Commercial Team has identified external stakeholders and partners within their own RAP journey, some collaborations have already taken place including NIKE & Cupra.

First Nations presence and identity heavily entrenched in Women and Girls, World Cup and legacy initiatives, more work to follow to expand further.
In 2022, Football Australia announced their commitment in support of the Uluru Statement From the Heart in it's entirety. This support has seen thousands of Football community members provided more access to be educated further.

Upon observing major events of the year inclusive of FFWC22 and FFWC23.

No significant changes were found or implemented as a result of our review of our equal opportunity, bullying and harassment policy (anti-discrimination policy).

Learnings through engagement of Aboriginal staff has provided clear direction on support mechanisms required to support partnerships and employment of First Nations peoples, these include; on-going guidance and assistance, flexible work schedules that enable Indigenous workers to fulfil their duties to their families, communities, and/or the workplace. Supplying family support and proactive addressing of racism in the workplace through programmes like the delivery of cross-cultural training.

Opportunity

Equal participation in a range of life opportunities is crucial for the well-being of all peoples, including Aboriginal and Torres Strait Islander peoples. Large and unacceptable gaps between Aboriginal and Torres Strait Islander peoples and other Australians exist on all social, health, education and economic indicators.

Respectful relationships form the basis for tackling this national challenge. Developing and implementing culturally appropriate, partnership-centered solutions that uphold the unique rights of Aboriginal and Torres Strait Islander peoples helps to create the right environment for Aboriginal and Torres Strait Islander peoples to participate equally across education, employment and health opportunities.

RAP Commitment

Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.

Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.

Review current recruitment process and identify best practice methods to attract Aboriginal and Torres Strait Islander candidates.

Identify and establish employability pathways for Aboriginal and Torres Strait Islander people by engaging with educational institutions.

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

Investigate Supply Nation membership.

Develop sustainable partnerships with Indigenous suppliers.

Conduct a review of current procurement processes.

Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.

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

Progress Notes/Learnings

Our Recruitment, Retention and Professional Development strategy's discovery phase has been conducted in consultation with the National Indigenous Advisory Group, with a focus on professional development opportunities.

Throughout the phases of the strategy's development and implementation, we will continue to consult closely with NIAG and First Nations Football community more broadly.

Learnings include need for Indigenous employee feedback on the effects of the network, including lessons learned and included into the approach.

To support the fulfilment of this commitment, work is being done on a recruitment, retention, and professional development

Work has commenced to build relationships with Supply Nation and Kinaway Chamber of Commerce.

We have utilised the goods and services of 32 Aboriginal and Torres Strait Islander businesses throughout FY22.

We have created and implemented a First Nations Procurement Sourcing Project that identifies opportunities to engage Aboriginal and Torres Strait Islander suppliers across our supply chain. As a living document, this plan will be updated as new opportunities are discovered and as progress is made.



FOOTBALL
AUSTRALIA

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