



FOOTBALL COMMISSION INC.

# **RECONCILIATION ACTION PLAN 2017-2019**



RECONCILIATION  
ACTION PLAN

INNOVATE

## WAARDINY BIDI'S (LOOKING FOR PATHWAYS)

Initially when asked to create an Original Aboriginal Artwork for the Commissions RAP; I searched for the word or wording of sorts for Football. I actually came up with and found a few words that I could use in place of the word; but then considered a little longer the process and how the Commission itself wasn't simply referring to just Football.

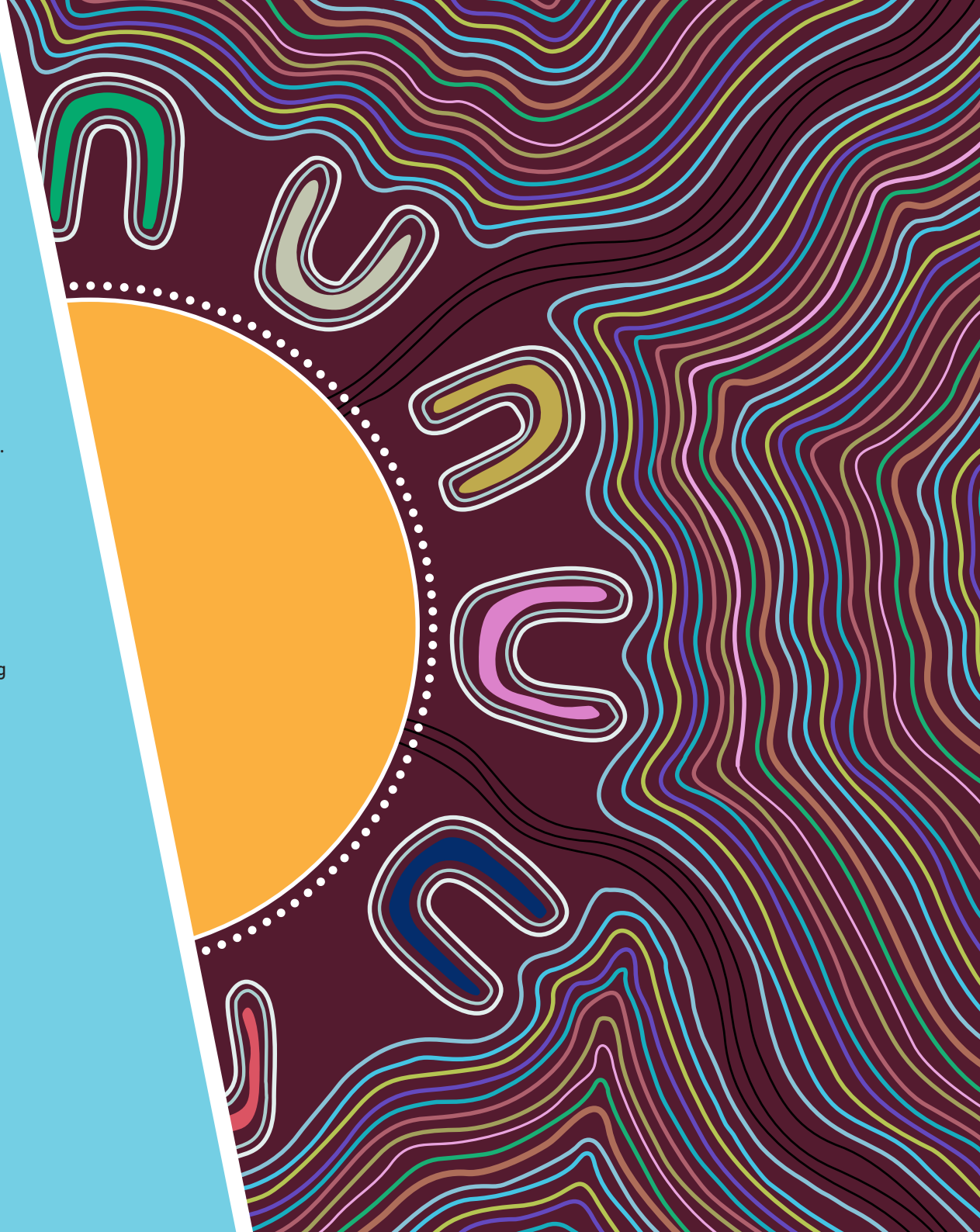
Reconciliation Action Plans within the Commission or other agencies, should be about genuinely finding or '**Looking for Pathways**' within its core business. To help, support, encourage and nurture the first peoples of this State manoeuvre throughout the wider communities with confidence, skills and tools.

The centre of the Artwork has a Football symbolizing what the Commissions' core business is; and surrounding the Football is a representation of communities and community people from male to female, young and old as well as all other ethnicities that make-up the multi-cultured place that Western Australia has become. The 3 lines together represent, and are symbols for tracks or highways that connect the Commission to the following regions:

1. The South West (Noongar)
2. The Goldfields
3. The Murchison
4. The Gascoyne
5. The Pilbara
6. The Kimberley

The lines that are inside of these regions are the many communities and many Pathways and Journeys they've had in their histories and will continue to have within and throughout the West Australian Football Commissions projects and programs.

Peter Farmer, 2017©





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The Western Australian Football Commission (WAFC) in association with the Aboriginal Advisory Group (AAG) acknowledge the contribution, expertise and time provided by Alan Beattie in working with the WAFC and the AAG to produce this Reconciliation Action Plan.



## ACKNOWLEDGEMENT OF COUNTRY

The West Australian Football Commission acknowledges the Aboriginal peoples of Western Australia as the traditional custodians of this land, and we pay our respects to their Elders both past and present.

## DECEASED PERSONS

Aboriginal and Torres Strait Islander people should be aware that this document may contain images or names of people who have since passed away.

For the purpose of this document any reference to Aboriginal people is inclusive of Aboriginal and Torres Strait Islanders.



## DISCLAIMER

The information contained in this Reconciliation Action Plan is to the best of our knowledge, true and accurate at the time of publication and is solely used for information purposes. The WAFC acknowledges that due to policies that existed at the time that some Aboriginal people/players may not have identified as Aboriginal. The WAFC apologises for any unintentional errors and requests that all queries regarding any information contained in this Reconciliation Action Plan be emailed to [reception@wafc.com.au](mailto:reception@wafc.com.au) or posted to the Reconciliation Action Plan Coordinator, PO Box 275, Subiaco WA 6904







# 1. KEY MESSAGES

## 1.1 Message from the WAFC CEO



Gavin Taylor  
Chief Executive  
Officer WA  
Football  
Commission

Football is more than a game. Football has the capacity to educate, improve health, develop leadership and provide a stepping stone to employment. Our vision is to connect and enhance WA communities through our great game

The WA Football Commission (WAFC) has witnessed firsthand the positive impact football has on the Aboriginal Community. This impact extends beyond the playing field to include families, friends and the community as a whole.

The WAFC Reconciliation Action Plan aims to build upon the strong relationship between Aboriginal people and the Western Australian football community. In doing so the RAP will continue to grow this relationship, increase respect and recognition and provide further opportunities for Aboriginal people to participate in all aspects associated with football in Western Australia. In addition the RAP will improve social relationships between Aboriginal and non-Aboriginal Western Australians.

## 1.2 Message from the WAFC Aboriginal Advisory Group Chairperson



Larry Kickett  
Chairman WAFC  
Aboriginal Advisory  
Group

Football is an important fabric within the wider Aboriginal Community and the impact extends beyond the playing field. It is inclusive for families, friends and the Community as a whole. Football is more than a game in that it can have an impact on education, health and it allows people to develop leadership skills. There are also now opportunities to provide an employment stream.

Aboriginal players have made an impact on our great game over many years and their contribution cannot be underestimated in the pathways they have created for generations of Aboriginal footballers who are playing the game today.

This RAP is a positive step forward for the Western Australian Football Commission (WAFC) and shows the commitment to deliver success across the wider Aboriginal Community. There are already significant programs to allow Aboriginal people to benefit from our great game and this RAP will support and build on what has been achieved thus far.

I look forward to seeing more Aboriginal numbers across the football industry including administrators, coaches, umpires and trainers being involved in the game.

## 1.3 Message from Reconciliation Australia

### Western Australian Football Commission (WAFC) Innovate CEO statement

Reconciliation Australia congratulates the Western Australian Football Commission (WAFC) on developing its first Reconciliation Action Plan (RAP).

This Innovate RAP demonstrates WAFC's readiness to develop and test innovative approaches to reconciliation and to champion it at every level of the organisation. WAFC's commitments in this RAP stand it in good stead to continue to progress reconciliation through developing relationships, respect and opportunities.

WAFC understands the importance of building and maintaining meaningful, respectful relationships with Aboriginal and Torres Strait Islander communities and organisations in order to achieve mutually beneficial outcomes. It drives these relationships through its commitment to work with all nine West Australian Football League (WAFL) clubs and affiliated bodies to facilitate the development of their own RAP.

Respect and understanding for Aboriginal and Torres Strait Islander peoples, histories and cultures is key to WAFC's core values; as shown by its dedication to having a Welcome to Country performed prior to each league game during the NAIDOC Round.

WAFC is driving reconciliation through developing employment strategies and training opportunities for Aboriginal and Torres Strait Islander peoples; as exemplified in its commitment to work in collaboration with local Aboriginal and Torres Strait Islander communities to develop and support initiatives that provide Aboriginal people with increased education & training.

On behalf of Reconciliation Australia, I commend WAFC on its inaugural RAP and I look forward to following its continued reconciliation journey.

A handwritten signature in black ink, appearing to read 'Justin Mohamed'.

Justin Mohamed  
Chief Executive Officer  
Reconciliation Australia





## 1.4 Message from WAFL/AFL Legends and AFL Hall of Fame



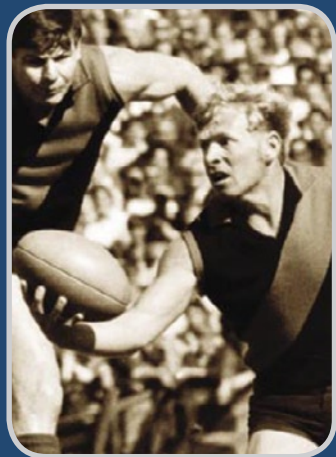
### **Graham (Polly) Farmer**

On behalf of our father and grandfather Graham (Polly) Farmer, the family are happy and proud to endorse the WAFC's Reconciliation Action Plan.

It has been a long time since Dad first put on his football boots to play for East Perth, soon after leaving Sister Kate's children's home with his great friend Ted Kilmurray. It was the Aboriginal players of this era that paved the way for many of the game's Indigenous stars today.

Dad's success as a footballer played a significant role in inspiring many young players, and his legacy has contributed to the creation of a range of opportunities for people across the wider Aboriginal Community.

It is a great pleasure to see the WAFC committed to encouraging young Aboriginal people to play in the League, and to nurturing and supporting their football careers. We know that Dad would be proud to endorse this Reconciliation Action Plan and hope that it will succeed in assisting generations of young Aboriginal footballers.

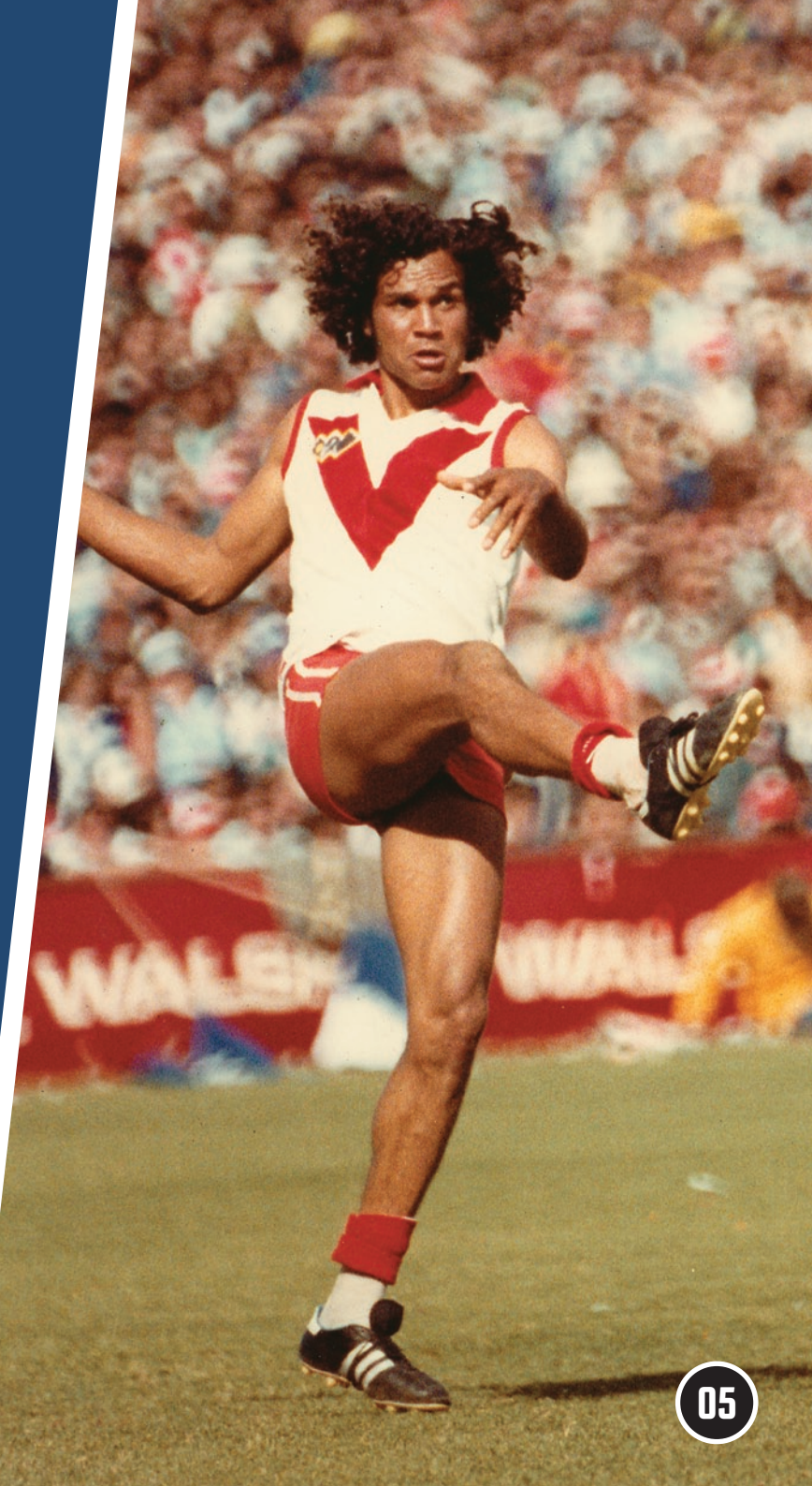


### **Barry Cable**

Football has an amazing ability to engage all communities and deliver benefits that span well beyond the playing field. I feel privileged for the opportunities and benefits that football has provided myself and my family.

The WAFC Reconciliation Action Plan is another significant step towards the enhancement of relationships between Aboriginal and non-Aboriginal communities.

This Reconciliation Action Plan will provide a commitment to ensure that football continues to provide remarkable opportunities for the community in particularly the youth for generations to come. It is my hope that community makes the most of the opportunities that football can provide and receive the same benefits that football has provided me.







## 2. INTRODUCTION

**Our vision is to connect and enhance WA communities through our great game**

**Our vision for reconciliation is:**

**“One inclusive society that is built on acceptance and understanding, where all people are working together to improve the quality of life for Aboriginal people and strengthen the relationship between Aboriginal and non-Aboriginal Australia”.**

**We want the Western Australian Football Commission RAP to contribute to:**

- **Improve education, awareness and understanding of Aboriginal culture, society and its people**
- **Increase opportunities that close the gap between Aboriginal and non-Aboriginal Australians**
- **Acknowledge the contribution made by Aboriginal people to Western Australian football**



## 2.1 Our Business

The Western Australian Football Commission (WAFC) is the caretaker of football throughout the State and is responsible for the overall development of the game.

The WAFC's role includes managing Domain Stadium, ownership of the State's two AFL teams – the West Coast Eagles and Fremantle Football Club, guiding the Western Australian Football League (WAFL State League Competition), overseeing community football, managing umpiring, and driving participation through game development and the talent pathway.

The WAFC is a not for profit sports association. It is incorporated under the Associations Incorporation Act and governed by a voluntary Board of Commissioners that oversees the operation of all football activities throughout the State. The WAFC features more than 80 employees of which around 3% identify as Aboriginal.

The WAFC plays an important role in funding the ongoing development of football in communities. This ensures that football is the best resourced sporting code in the State and can have the most active role in building better communities through various development programs.

The rich history of football in the community of Western Australia stretches back to 1885. Today it is the most popular sporting code in Western Australia with 105,000 club participants, of which from Auskick to Seniors, 7% identify as Aboriginal and Torres Strait Islander. In addition 3% of coaches and 2% of umpires identify as Aboriginal and Torres Strait Islander.

This results in a significant social benefit and the creation of better communities through the active promotion of the sport and its associated values of teamwork, responsibility, respect, leadership, commitment and community participation.

While many of these benefits have long been the result of our activities, the Western Australian Football Commission has both harnessed and harvested those activities delivering these benefits, and used the understanding to develop the most comprehensive community benefits programs in Australia.



## 2.2 WAFC Strategic Plan 2017-2022

INDUSTRY ALIGNMENT

VISION



PILLARS



GOALS



KPIs



STRATEGIES



PLANS

WAFC SPECIFIC



### VISION

**Connecting and enhancing WA communities** through our **great game**



### PILLARS

**Engagement  
Talent  
Sustainability**

### GOALS

**14 GOALS**  
aligned to our pillars  
to **achieve our vision**



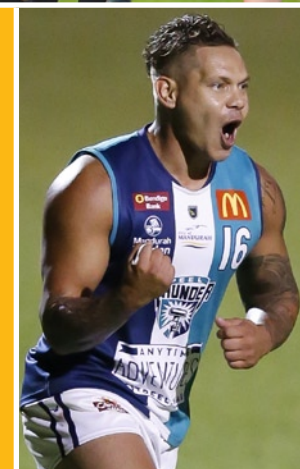
### KPIs

**16 STRATEGIC**  
key performance  
indicators that form  
our scoreboard to  
**measure our success**



### STRATEGIES

**62 STRATEGIC**  
reform projects to be  
delivered over **5 year period**, including SRF  
reforms and internal  
projects



### PLANS

**Operational business plans**  
developed by business  
units to guide day to  
day actions **supporting  
strategy delivery**



## 2.3 Why the need for a Reconciliation Action Plan?

Through football, the WAFC has the ability to engage the Aboriginal community of Western Australia through a genuine love of the sport. This engagement can be utilised to develop significant community benefits while also strengthening the relationship between Aboriginal and non-Aboriginal Australians. Our RAP has been developed to ensure that our goal of improving reconciliation is:

- Recognised in the strategic and operational plans of the WAFC
- Reflected in the culture and values of the WAFC
- Utilised to influence stakeholders within the football industry



## 2.4 Aboriginal Football Program Strategic Objectives

Football has a remarkable capacity to engage the Aboriginal community of Western Australia through a genuine love of the sport. Through this engagement, the WAFC has the ability to achieve significant community benefits.

At the foundation of the WAFC Aboriginal Football lie five strategic objectives:

1. Participation & Retention
2. Health & Wellbeing
3. Cultural Understanding & Identity
4. Employment & Education
5. Youth Reengagement

Each of the five objectives has corresponding objectives and outcomes that are achieved through specific programs and events within the Aboriginal Football Program.

### Strategic Objective: Participation & Retention

Objective: Increase participation and retention rates of members from the Aboriginal community in all facets of the football industry including playing, coaching, umpiring, volunteers, administrators, spectators and fans.

#### Key Programs & Events:

- Nicky Winmar Carnival
- Kirby Bentley Cup
- National KickStart Championships
- Footy Means Business
- Coaching Development Program
- Umpire Development Program
- Player Mentor Program
- Athlete & Career Education Program
- Djinda Falcons
- Mulga Program

### Strategic Objective: Health & Wellbeing

Objective: Utilise football as a vehicle to improve physical and mental health and well-being while also linking participants to medical service providers.

#### Key Programs & Events:

- OneLife Leadership Program
- Health Champions Program (mentor program)
- Medical Screening tests (attached to key programs and events)



### **Strategic Objective: Cultural Understanding & Identity**

Objective: Improve the awareness and understanding of Aboriginal culture throughout the football industry. This objective also looks at reconnecting Aboriginal youth with their traditional cultural practices, beliefs and community Elders.

#### **Key Programs & Events:**

- Cultural Understanding/Awareness training
- NAIDOC School Program
- Cultural Connection Program
- WAFL NAIDOC Round
- AFL Indigenous Round
- WAFC Reconciliation Action Plan development
- Aboriginal Advisory Group

### **Strategic Objective: Employment & Education**

Objective: Utilising football as a vehicle to increase and influence learning outcomes, enhance employment capacity and create direct employment opportunities.

#### **Key Programs & Events:**

- South East Engagement Project (employment of fulltime, part-time and school based trainees)
- Appointment of Aboriginal Program Coordinator
- Youth Pathways Project
- Youth Leadership Program
- Flying Mob Program

### **Strategic Objective: Youth Reengagement**

Objective: Utilise football as a tool to engage youth at-risk in sporting activities and subsequently support participants' short and long-term needs including welfare, counselling, education, training and employment.

Ultimately the goal of this objective is to assist in the reduction in incidents of anti-social behaviour, truancy, drug and alcohol abuse through engagement with programs and events.

#### **Key Programs & Events:**

- Night Fields Program
- Youth Pathways Project
- Youth Leadership Program
- Nicky Winmar Carnival
- Kirby Bentley Cup





## 2.5 WAFC Aboriginal Advisory Group & RAP Committee

The WAFC Aboriginal Advisory Group (AAG) was established to make recommendations to the WAFC Football Affairs Committee regarding best practices in the development of Aboriginal football throughout Western Australia. The key objectives of the AAG include:

- Guidance on the development and delivery of the WAFC Aboriginal Football Program.
- Consultation on strategies to improve quantity and quality of Aboriginal participation
- Assist in the development of partnerships with key government and private organisations
- Assist in the development of the WAFC Reconciliation Action Plan.

In the development of the RAP, members from the Aboriginal Advisory Group joined key WAFC staff members to form a RAP Committee. The current members of the RAP committee are:

**Larry Kickett** (WAFC Commissioner and Aboriginal Advisory Group Chairperson)

**Grant Dorrington** (WAFC Commissioner and Aboriginal Advisory Group member)

**Bruce Loo** (Aboriginal Advisory Group member)

**Michael Mitchell** (Aboriginal Advisory Group member)

**Julie Jackson** (Aboriginal Advisory Group member)

**Gavin Taylor** (WAFC, CEO)

**Paul Mugambwa** (WAFC, Community Engagement Manager)

**Vanessa Kickett** (Aboriginal Advisory Group member)

**Steve Hargrave** (WAFC, General Manager, WAFL)

**Lou Wakefield** (WAFC Community Projects Coordinator)

The WAFC's RAP Champions are Larry Kickett and Paul Mugambwa.

The WAFC would also like to acknowledge Douglas Antione, Shaye Hayden and Warren Nel for their support the development of the RAP.





## 2.6 The process

Work on our RAP officially commenced in June 2014, however the football field has been a place where Aboriginal people can participate for over a hundred years. The WAFC recognises that it is the peak body for football in Western Australia and as such, has a responsibility for taking the lead in the development of all aspects of the game. This includes creating a community as a whole and a football environment that is inclusive of all Australians and in particular the custodians of the land we play on, the Aboriginal people.

Over the following twelve months, all RAP Committee members were consulted individually and collectively. There was a collective, strong view that there be significant Aboriginal input, however ownership and the outcomes resulting from our RAP rests with the WAFC and the WAFC Aboriginal Advisory Group.

A draft RAP was developed by the end of 2014 and was subsequently shared with various stakeholders and community members for feedback. These stakeholders included representatives from the WA Football League, WA Amateur Football League, WA Country Football League, past players and officials, local community members and the South West Aboriginal Land and Sea Council.

The WAFC Commissioners signed off on the final version of our RAP in July 2017





## 2.7 Key Partners

The Western Australian Football Commission proudly works alongside key community and government organisations in the development and delivery of the Aboriginal Football Programs. A key component of the Aboriginal Football Program is the relationships with stakeholders and partners. At the foundation of these relationships is the concept of Collective Impact in which all parties aim to achieve agreed outcomes. Collective impact is based on three key elements:

- Common Agenda - All participants have a shared vision and a joint approach to achieving it
- Continuous Communication - Consistent and open communication amongst partners
- Shared Measurement - Collecting data and measuring results consistently across all partners

The WAFC Aboriginal Program key partners include:

- Department of Sport & Recreation
- Department of Aboriginal Affairs
- Department of the Attorney General
- WA Police
- South West Aboriginal Land and Sea Council
- AFL
- West Coast Eagles
- Fremantle Dockers
- AFL Sports Ready

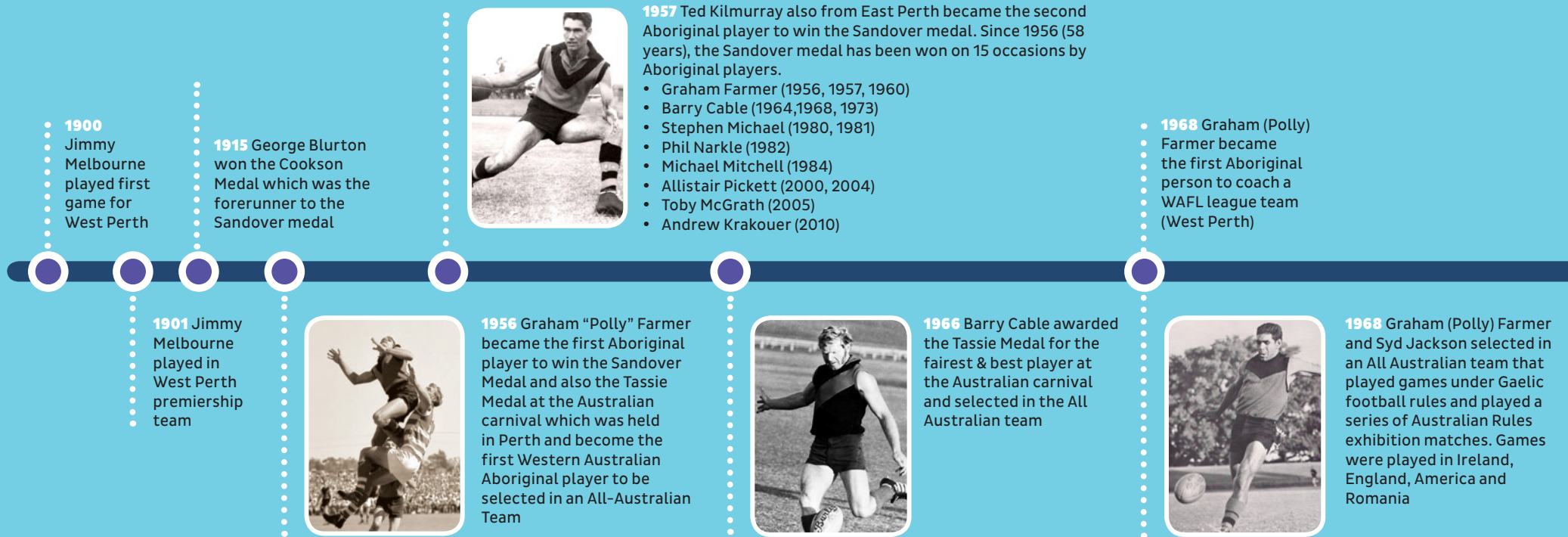


# 3. OUR JOURNEY

## 3.1 Our Past

Aboriginal people have made a significant contribution to our game in Western Australia over the past hundred plus years. The first of these was James (Jimmy) Melbourne who played for West Perth, South Fremantle and Subiaco. The following timeline captures some of the most significant moments, milestones and events that have taken place during this amazing journey.

### Timeline of Significant Moments/Events



James (Jimmy) Melbourne was born in York in 1876 and made his debut for West Perth in 1900, he played 22 games for West Perth during 1900 and 1901 and was a member of their 1901 premiership team.

Remarkable at any time but particularly back in 1936-1937 was that all three (3) Hayward brothers played in the one team. The next time that this was repeated was in the late 1980's and was again at South Fremantle with the Collard brothers, Brad, Derek and Cliff.

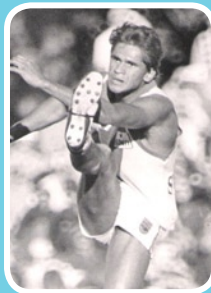
During the 1950's a further eleven (11) Aboriginal players played WAFL league football. Alan Loo (East Perth), Graham/Polly Farmer (East Perth), Edward/Ted Kilmurray (East Perth), Cyril Collard (Subiaco), Desmond Davis (Subiaco, Swan Districts), John/Jack Hunt (East Perth), William Roe (East Perth), Irwin Lewis (Claremont), Bruce Williams (South Fremantle), Clive Davis (Swan Districts) and Lindsay Holland (West Perth).



1969 Graham (Polly) Farmer became the first WAFL Aboriginal premiership coach. In that game Graham Farmer was the captain/coach and Bill Dempsey won the Simpson medal for best on ground



1987 Maurice Rioli was the first Aboriginal player to be the Captain of a Western Australian state team



2007 First NAIDOC round game held between South Fremantle and Claremont  
2007 First Nicky Winmar carnival held

2009 WAFC Aboriginal Advisory Group established



2014 Kirby Bentley Cup for Women's Aboriginal football commenced

1979 Barry Cable was WA's first Aboriginal coach and coached WA to only its second ever Championship at the All Australian carnival which was held in Perth. Cable was named as the All Australian coach

1979 Kevin Taylor (102 goals) became the first and only one, of two Aboriginal players to be the WAFL leading goal kicker

2006 Jeffrey (Jeff) Farmer became the first Aboriginal player to kick 400 VFL/AFL goals



2008 Lance (Buddy) Franklin became the first WA Aboriginal player to win the Coleman Medal for the leading goal-kicker in the AFL with 113 goals (including finals). He repeated this achievement in 2011 (82 goals) and in 2014 (79 goals)

2012 Larry Kickett was appointed as the first Aboriginal Western Australian Football Commission, Commissioner

In the 1960's a further eleven (11) Aboriginal players played WAFL league football. As such during the first 70 years of WAFL only 31 Aboriginal players played a WAFL game. Between 1970 and 2000 over 200 Aboriginal players played WAFL league games and since 2000 approximately a further 125 have played WAFL league games.

In 1963 Syd Jackson received the equal highest number of votes but was suspended. And in 1987 Derek Kickett polled 46 votes, he would have won the Sandover Medal by 16 votes, however he was suspended for striking as he retaliated to racist comments, at the time there was no racial vilification policy in place.

## Western Australian Football Hall of Fame and Games Record Holders

Both Graham "Polly" Farmer and Barry Cable were original Members of the Western Australian Football Hall of Fame and also inducted as Legends.

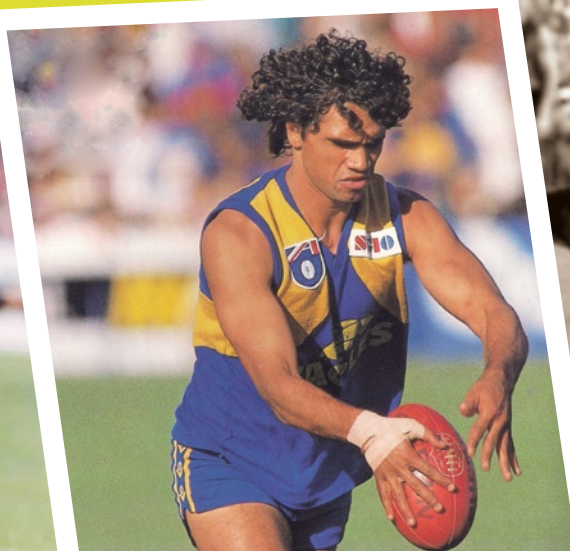
The following Aboriginal players have been inducted in the Western Australian Football Hall of Fame:

- Bill Dempsey (born NT)
- Ted Kilmurray
- Gary Malarkey
- Peter Matera
- Stephen Michael
- Phillip Narkle
- Maurice Rioli (born NT)
- Nicky Winmar
- Chris Lewis
- Sydney Jackson

The following Aboriginal players have played over 200 WAFL games:

• William (Bill) Dempsey	343	West Perth
• Barry Cable	267	225 Perth and 42 East Perth (plus 115 for North Melbourne)
• Edward (Ted) Kilmurray	257	East Perth
• Graham (Polly) Farmer	255	176 East Perth and 79 West Perth (plus 101 for Geelong)
• Keith Narkle	254	Swan Districts
• Stephen Michael	243	South Fremantle
• Toby McGrath	234	South Fremantle
• Larry Kickett	227	158 East Perth and 69 Claremont
• Alistair Pickett	205	180 Subiaco, 22 Peel and 3 West Perth
• Bradley Collard	202	South Fremantle

We wish to acknowledge Peter Ware and his achievements as a WAFL player with origins from the Torres Strait. Peter played 132 games for Swan Districts and was a member of the Swan Districts 1983 premiership team.





## 3.2 Our Present

Over the past decade the WAFC has taken a proactive role with regards to working with the Aboriginal community to promote greater participation at all levels and in all aspects of the game and to promote a greater understanding and awareness of Aboriginal culture and society.

### 3.2.1 The Western Australian Football Model

The West Australian Football Commission is responsible for the overall development and strategic direction of football in Western Australia and ensuring it continues to be a crucial part of our community and culture.

The WAFC was established in 1989 as a not-for-profit sports association and is governed by a voluntary board of Commissioners to lead and develop the game for the benefit of the community by delivering the following objectives:

- Promote, encourage and oversee the growth and development of football.
- Provide guidance, planning and leadership to all levels of the football industry.
- Promote, develop and ensure the effective management of football matches at all levels of the football industry and recognise the WAFL as the pre-eminent league in the state of Western Australia.
- As owners, to oversee and ensure the effective management of the AFL Clubs (West Coast Eagles and Fremantle Football Club) and to promote, develop and encourage the AFL Clubs in Western Australia, and football matches, in football competitions conducted by the AFL.
- Manage Domain Stadium (Subiaco Oval) or other sporting stadiums and provide guidance and planning for the efficient use of other football facilities.

The West Australian Football League (WAFL) is our pre-eminent competition and is partnered by WA Football's District Model and a broad range of affiliated Leagues and competitions from Auskick through to Masters that provide a complete pathway not only for players but coaches, administrators and support staff.

These include:

- District Football Development Councils
- Regional Football Development Councils
- Community Football Advisory Council
- WA Women's Football League
- WA Amateur Football League
- WA Country Football League
- Youth and Junior Club Competitions
- School based Competitions and Programs
- AFL Masters
- AFL 9s
- AFL Auskick

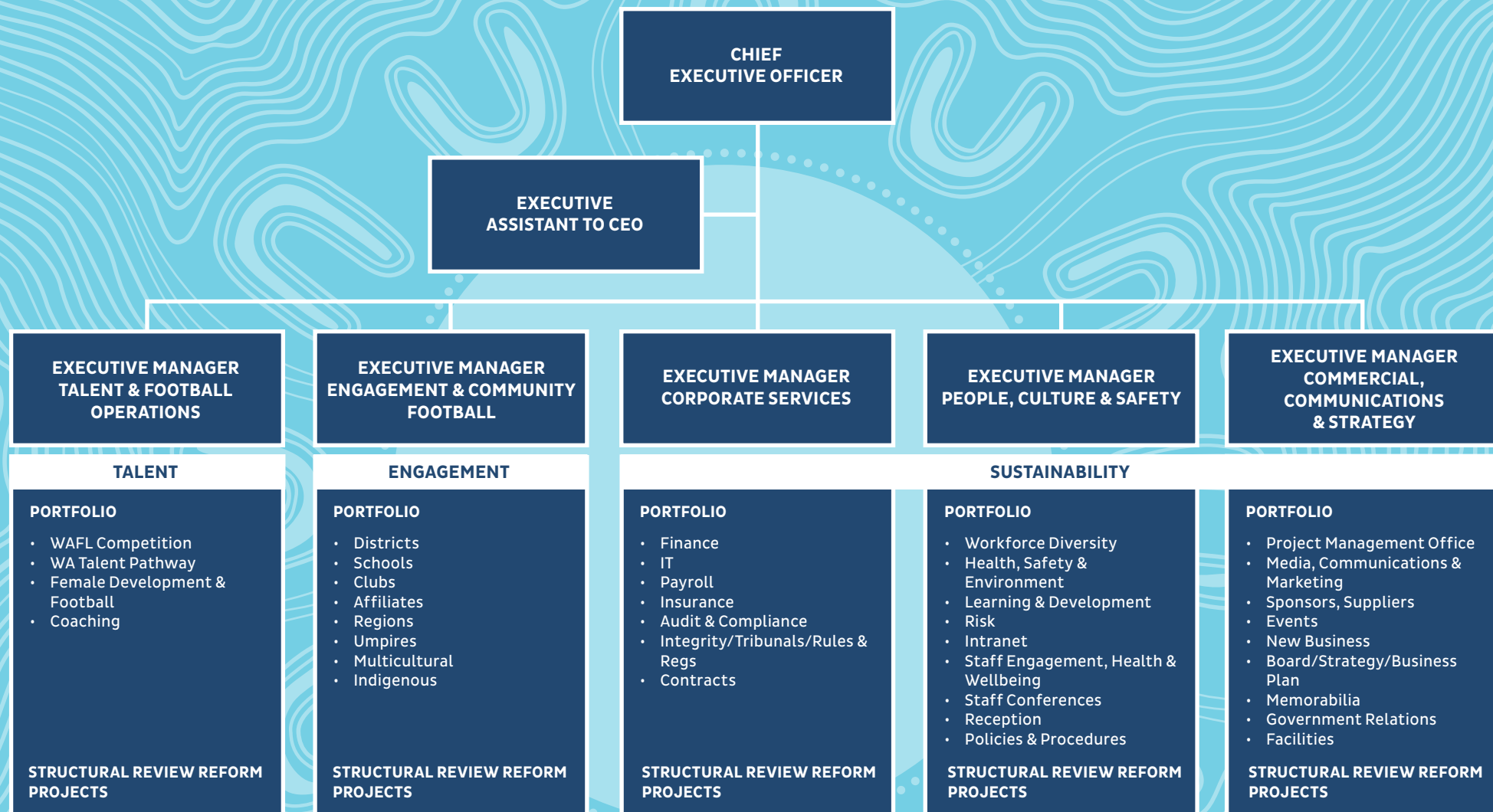
The WAFC recognises that the future success of football in Western Australia depends on strong partnerships, good governance, a focus on fans and participants and importantly aligned industry objectives. The foundations of football are strong and the WAFC is committed to growing and enhancing these to meet community needs today and into the future.

This includes engaging with football fans and stakeholders across a variety of platforms, from physical attendance at matches to television viewers, radio listeners, print and online consumers, as well as the ever-increasing social media audience.

The rich history of football in the community of Western Australian stretches back to 1885 and today it is the most popular sporting code in Western Australia with more than 287,000 active participants during the season and many thousands more involved as volunteers and fans.

This results in a significant social benefit and the creation of better communities through active participation in football.







### 3.2.2 Current Programs

The current WAFC Aboriginal Football Program features more than 50 programs and events each year. The following highlights just a few of the key programs and events. For more details of the complete Aboriginal Football Program visit [www.wafootball.com.au/development/aboriginal-programs](http://www.wafootball.com.au/development/aboriginal-programs)

#### PROGRAM HIGHLIGHTS

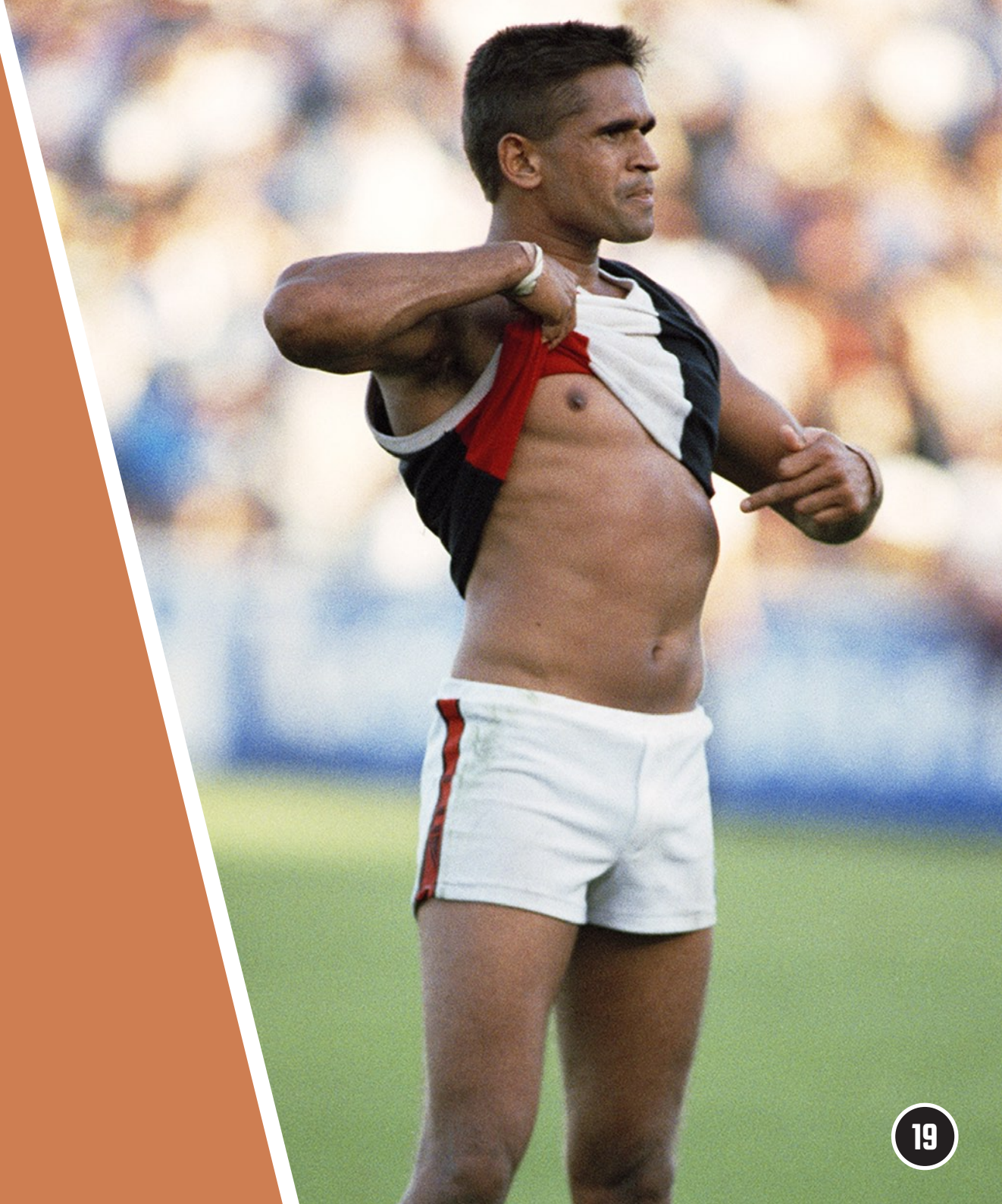
##### Nicky Winmar Carnival

The Nicky Winmar Carnival was originally created to provide disengaged and at risk Aboriginal male youth with another platform to reconnect with the WA Football pathway. The overall goal of the Nicky Winmar Carnival is to increase the amount of Aboriginal youth and community members participating in clubs and development squads as either players, coaches, umpires, administrators or volunteers.

The carnival provides members of the Aboriginal community with a direct opportunity to:

- Participate in a structured WA football marquee event
- Achieve coaching and umpiring accreditation
- Re-engage with educational and sport participation programs
- Connect with AFL/WAFL mentors and role models
- Potentially be identified for WAFL development pathways
- Represent the state through selection into the AFLs National KickStart Championship

The inaugural Nicky Winmar Carnival (known as the Smarter than Smoking Carnival) was played in 2007 and consisted of five teams representing North and South metropolitan Perth and three regional sides. The Nicky Winmar Carnival was developed by the Department of Sport and Recreation, through their Indigenous Sporting Program and in partnership with local community members. The 2016 Nicky Winmar Carnival featured 16 teams from across metro and regional WA, more than 450 participants and a crowd in excess of 4,000 people. Following the Nicky Winmar Carnival a state team is selected to represent WA at the AFL National KickStart Championships.





### Kirby Bentley Cup

The Kirby Bentley Cup is a 9-a-side round robin tournament for Aboriginal girls aged 13-17 years utilised to engage participants and then link them to existing Female Football pathways. The Kirby Bentley Cup provides young Aboriginal girls with an exciting opportunity to put their football skills on display while also hearing and learning from key community role models who are linked directly to each team.

The Kirby Bentley Cup was named in honour of Kirby Bentley who is regarded on a national level as one of the best Female Football players to ever play the game. The 2016 Kirby Bentley Cup featured 18 teams and more than 250 participants.

### Cultural Awareness Program

The WAFC in partnership with the Department of Aboriginal Affairs developed and delivers a Cultural Understanding program which utilises the reach of football into the broader community of WA to deliver key learnings about the Aboriginal community and culture. To date the Cultural Understanding program has been delivered to WAFC Commissioners, Executive and district staff, WAFL clubs and the WA Women's League. The program will continue to roll out to other sectors of the WA Football Industry.







### Night Fields

The NightFields Program is a Friday night diversionary activity for at-risk youth in the South-East corridor of the metropolitan area aged 8 to 17. The program currently features three centres across the targeted region and each Night Fields session features skill development and modified games of football, netball and cricket along with education workshops and presentations from guest speakers.

### WAFL NAIDOC Round

The annual WAFL NAIDOC Round recognises and celebrates the enormous contributions Aboriginal players, coaches and volunteers have made to the league over its history. In 2016, the WAFL NAIDOC Round entered its 10th year and eighth season involving all WAFL clubs, after South Fremantle and Claremont instigated the themed round in 2007.

### South East Engagement Project

The South-East Metropolitan area of Perth has many societal based issues that have been attributed to its low socio-economic status. A significant amount of these issues comprise of antisocial behaviour involving Aboriginal youth. In 2013 the WA Football Commission formed a three year partnership with the Department of Aboriginal Affairs aimed at addressing these issues by utilising football as a vehicle to engage youth within the area. To date the SEE Project has led to the employment of more than 8 full time trainees and staff, has implemented more than 20 programs and events and reached more than 1,000 Aboriginal youth participants and community members within the area.





### North West Academy

The North West Academy was developed to identify, train, support and promote excellence in Australian Rules Football in the North West Region of WA. The academy is based on current AIS-AFL Academy models and consists of five academy hubs with specific catchment areas. Each year the academy features around 80 participants aged 15-17 years of age.

### Community Support

The WAFC also provides significant community event and program support to a variety of local Aboriginal organisations and community groups.







### 3.3 Our Future

Football in Western Australia has a long association with the Aboriginal people of Western Australia. Over the years football has provided opportunities for Aboriginal people not available elsewhere in society. In 2009 we established the Aboriginal Advisory Group to provide advice and support to:

- Strengthen the **relationships** between Aboriginal and non-Aboriginal Australia
- Better **understand, respect and recognise** Aboriginal culture, society and people
- Create more **opportunities** for Aboriginal people to participate in all facets of football

This Reconciliation Action Plan allows the Western Australian Football Commission, as the peak organisation for football in Western Australia, to better plan for, articulate, maintain and record progress in the delivery of our stated actions and vision.



## 4. GROWING RELATIONSHIPS

The Western Australian Football Commission values the special contribution that Aboriginal people make to Western Australia as a whole and football in particular. We are committed to strengthening our relationship with Aboriginal Australia. Football evokes a passion that connects people of all cultures and in doing so connects Aboriginal and non-Aboriginal people in a way that is not possible without this common passion. Football facilitates the sharing of experiences and building of partnerships via communication, engagement and good governance.

Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
Governance	Continue to have and support the Aboriginal Advisory Group (AAG).	AAG meet at least 4 times a year & once with WAFC Executive. AAG to present to WAFL Executive Group at least once a year.	1 September 2017	WAFC CEO
Strategic Influence	Encourage all peak football bodies to appoint Aboriginal members onto relevant Boards and committees.	Establish the exact number of Aboriginal members of recognised WAFL and WAFC associated Boards and committees.  Increase the number of Aboriginal members of recognised WAFL and WAFC associated Boards and committees	1 September 2017	WAFC CEO
	Ensure that this RAP and its goals are reflected in the WAFC Strategic Plan	RAP is referred to appropriately in WAFC Strategic Plan	1 September 2017	WAFC CEO
	Encourage and support our partners and sponsors to develop RAP's	Evidence provided that demonstrates the WAFC's encouragement and support to partners and sponsors	1 September 2017	WAFC Executive Manager Commercial; WACE CEO
	Work with all WAFL Club's and affiliated bodies so as to facilitate the development of RAP's	All nine WAFL clubs, the WAAFL, WAMFL, WACFL and WAWFL all begin development or have their own RAP's	1 September 2017	WAFC CEO; General Manager WAFL; General Manager WAAFL; General Manager WACFL; President WAWFL
Engagement	Promote and encourage stronger relationships between Aboriginal leaders/ community organisations and WA Football Industry.	Establish a benchmark by identifying Aboriginal people involved in WAFC and WAFL Boards and committees. Actively encourage football at all levels to engage with their local Aboriginal leaders and organisations.	1 September 2017	WAFC Community Engagement Manager
	Host an annual Aboriginal Football workshop to capture an overview of football based activities targeting Aboriginal people in WA.	Minimum of one workshop per year that features organisations and community members that work both externally and internally with the WAFC and associated bodies.	Annually October 2017	WAFC Community Engagement Manager AAG
	Host an annual RAP workshop to update community and generate feedback and update on progress of the RAP.	Minimum of one RAP workshop per year featuring Aboriginal community members/organisations and relevant Football associations, leagues and representatives.	1 September 2017	RAP Committee WAFC Community Engagement Manager
	Continue to support Aboriginal Community grass roots programs and events.	Provide funding, resources and consultation to support a minimum of three community events annually.	1 September 2017	WAFC Community Engagement Manager



Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
Implementation	Establish a RAP Working Group to actively monitor RAP development, including implementation of actions, tracking progress and reporting.	Establish a RAP Working Group consisting of WAFC staff and AAG members. Meet at least twice per year to monitor and report on RAP implementation.	April 2017	WAFC CEO
		RAP Working Group will report to the WAFC Commissioners and a joint WAFC Executive and AAG meeting.	Annually (1st by 1 Nov 2017)	RAP Committee
		Provide an annual RAP report to the WAFC, AAG and general public.	Annually (1st by 1 Nov 2017)	RAP Committee WAFC Community Engagement Manager
Awareness	Increase awareness of this RAP and the WAFC's Aboriginal programs through mainstream and targeted media and sponsors/partners.	Public launch of the WAFC RAP with all major and Aboriginal media invited. Regular reference at WAFC events that shares / updates the RAP and invites participation and identifies opportunities.	September 2017  Ongoing: Minimum 6 per year	WAFC CEO WAFC Community Engagement Manager
Transparency	Provide regular updates on RAP progress to both internal and external stakeholders.	Minimum of three RAP stories/ updates posted on WAFC website each calendar year.	October 2017	WAFC Community Engagement Manager WAFC Media & Communications Manager
		Minimum of at least one RAP update per year provided to WAFC Commissioners.	October 2017	RAP Committee WAFC Community Engagement Manager
		RAP update provided at all Aboriginal Advisory Group (AAG) meetings.	At all AAG meetings	RAP Committee WAFC Community Engagement Manager
	Ensure that the RAP is made available to staff, players and officials, sponsors and the community.	Distribute to all key stakeholders.	1 September 2017	WAFC CEO WAFC Community Engagement Manager
	Provide an interactive e-version of the RAP via a dedicated website	Website version completed.	31 December 2017	WAFC Web Developer WAFC Community Engagement Manager

## 5. INCREASING RESPECT AND RECOGNITION

The Western Australian Football Commission recognises and respects Aboriginal culture, society and people. We will respect and recognise Aboriginal heritage and tradition, foster awareness, embrace cultural differences and celebrate the achievements of the Aboriginal community. In doing so we will embrace and promote greater understanding and pride of Aboriginal culture and history. A key part of this respect and recognition is showing appreciation for, recognising and celebrating the successes of Aboriginal people and culture.

Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
Recognition	Promote, support and celebrate NAIDOC Week.	All teams will wear Aboriginal design jumpers during the NAIDOC Round.	July 2017 and 2018	General Manager WAFL
		A Welcome to Country will be performed prior to each league game during the NAIDOC Round.	July 2017	General Manager WAFL
		Aboriginal current and past players event to be held during NAIDOC Week.	July 2018	WAFC Community Engagement Manager; General Manager WAFL
		All football associations and clubs will be encouraged and provided information and advice with regards to how to appropriately recognise their Aboriginal community, people and participants as part of NAIDOC Week.	July 2018	General Manager Community Football; WAFC Community Engagement Manager; General Manager WAAFL
		Review HR policies and procedures to ensure there are no barriers to staff participating in NAIDOC. Provide opportunities for Aboriginal employees to participate in local NAIDOC Week events.		WAFC HR Manager; WAFC CEO; WAFC Community Engagement Manager
	Engage employees in understanding the protocols around Acknowledgement and Welcome to Country ceremonies to ensure there is a shared meaning behind the ceremonies.	Welcome to Country or Acknowledgment of Country conducted at all major WAFC events and functions. Develop, implement and communicate a protocol document for the WAFC / WAFL. Including: <ul style="list-style-type: none"> <li>• Develop a list of key contacts for organising a Welcome to Country and maintaining respectful partnerships.</li> <li>• Invite a Traditional Owner to provide a Welcome to Country at least one significant event.</li> <li>• Include Acknowledgement of Country at the commencement of important internal meetings.</li> </ul>		WAFC Aboriginal Advisory Group; WAFC CEO; General Manager WAFL; General Manager Community Football
	Develop & deliver the NAIDOC school program to utilise football as a vehicle to encourage increased understanding of Aboriginal culture and the significance of NAIDOC week to the Aboriginal community of WA.	NAIDOC School program developed in partnership with Aboriginal community members/organisations and delivered to schools across metro and regional WA.	July 2017 and 2018	WAFC Community Engagement Manager; WAFC Aboriginal Advisory Group



Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
	Establish an Aboriginal current and past players association to recognise and promote achievements and foster positive role modelling.	Aboriginal Current & Past Players Association established with a bi-annual event to coincide with either NAIDOC Round or AFL Indigenous All-Stars match.	July 2018 and 2019	WAFC Aboriginal Advisory Group, WAFC Community Engagement Manager; General Manager WAFL
		An award be presented for the WAFL Club that best embodies reconciliation to be presented as part of WAFL Sandover.	September 2018 and 2019	General Manager WAFL; WAFC CEO; Aboriginal Advisory Group
	Encourage and support all WAFC employees and others involved in the football industry to participate in significant Aboriginal events such as NAIDOC Week.	WAFC staff and others involved in the football industry are made aware of and encouraged to attend NAIDOC Week and other activities that promote reconciliation.	July 2017	WAFC CEO
Schools	Work with schools throughout WA to broaden the understanding of Aboriginal culture, history, society and people thereby promoting reconciliation	Package developed that promotes understanding and acceptance.	July 2017 and 2018	WAFC Community Engagement Manager; General Manager Community Football
		Encourage schools to participate in the Reconciliation Australia Narragunnawali program.	1 July 2017	WAFC Community Engagement Manager; General Manager Community Football
Support Package	Work with the Aboriginal community and football associations to develop a package that assists associations and clubs with building relationships, respect and opportunities.	Support package developed and ready for use.	March 2018	Aboriginal Advisory Group; WAFC Community Engagement Manager; General Manager Community Football

Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
Awareness	Encourage and support all WAFC employees and others involved in the football industry to increase their awareness and understanding of Aboriginal culture, history, society and people.	WAFC staff and others involved in the football industry are made aware of, assisted and encouraged to increase their awareness and understanding of Aboriginal culture, society and people.	March 2018	WAFC Community Engagement Manager; WAFC CEO
		All WAFC Commissioners participate in an Aboriginal awareness immersion program annually.	July 2018 and 2019	CEO WAFC
	WAFC Cross-Cultural Awareness training program continue	All nine WAFL clubs have undertaken Cross-Cultural Awareness training.	July 2017 and 2018	General Manager WAFL; WAFC Community Engagement Manager
		Develop strategy for continued roll-out of Cross-Cultural training across all football associations and locations finalised.	March 2018	WAFC Community Engagement Manager; General Manager WAFL; General Manager WAAFL; General Manager Community Football
	Provide and require all WAFC staff to participate in Cross-Cultural training	All new staff participate in a Cross-Cultural training course	1 July 2018	WAFC HR Manager



## 6. PROVIDING OPPORTUNITIES

The football community in Western Australia is a large community, as the peak organisation for football in Western Australia, the Western Australian Football Commission will directly encourage others to address the socio-economic gap between Aboriginal and non-Aboriginal Australians. Key areas that we can contribute to are: employment, retention, procurement, professional development and systems and processes that facilitate greater Aboriginal participation in all areas of society.

Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
Strategic Influence	Include specific requirements related to enhancing Aboriginal involvement in all aspects of football.	Licence agreements with WAFL Clubs include specific requirements related to enhancing Aboriginal involvement in all aspects of football.	March 2018 and October 2018	WAFC CEO; General Manager WAFL
Business Development	Create linkages between the WAFC and its sponsors and Aboriginal businesses including the supply of goods and services by Aboriginal organisations and people to sponsors of the WAFC.	Strategy developed, agreed and implemented that will result in Aboriginal organisations and people having greater access to providing goods and services to organisations that sponsor / support the development of football in WA.	July 2017 and 2018	WAFC Community Engagement Manager; WAFC Executive Manager Commercial
Increased Participation, Recruitment & Retention	Work with the WAFL Clubs so as to increase Aboriginal players recruitment and retention.	Recruitment and retention strategy developed to provide greater support to WAFL clubs regarding Aboriginal player recruitment and retention. Strategy implemented by all WAFL Clubs.	March 2018	WAFL General Manager
	Work with WAFC Elite Pathway so as to increase Aboriginal player recruitment and retention.	Annual review and report of Aboriginal players involved in elite pathway programs. Workshop on potential areas for improvement.	March 2018, 2019 and October 2017, 2018	WAFL General Manager
	Work with football associations and leagues so as to increase Aboriginal player, coaching, umpire and medical staff recruitment and retention.	Liaise with and support football associations and leagues. Establish links between football associations/leagues and identified Aboriginal organisations/community groups. Develop and deliver specific programs targeting Aboriginal community members.	March, July, October 2018, 2019	Aboriginal Advisory Group; WAFC Community Engagement Manager; WAAFL General Manager
Increased – Volunteer & Administration	Work with football associations and leagues so as to increase Aboriginal involvement in volunteer and administration roles.	Tracking of Aboriginal volunteers and administration involvement.	October 2017	WAAFL General Manager; WAFC Community Engagement Manager WAFC Community
Education and Training	Work with the Aboriginal community, government, the private sector and training/ education providers to develop & support initiatives that provide Aboriginal people with increased education & training opportunities.	Establishment of a joint working party to develop and support initiatives that provide Aboriginal people with increased education and training opportunities.	March, July, October 2018, 2019	Engagement Manager; Aboriginal Advisory Group

Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
Employment	Develop an Aboriginal employment plan for the WAFC focusing on the recruitment and retention of Aboriginal staff.	Aboriginal employment plan is developed and implemented: <ul style="list-style-type: none"> <li>Review HR policies and procedures to ensure barriers to Aboriginal employees are addressed</li> <li>Engage with existing Aboriginal staff to consult on employment strategies, including professional development</li> <li>Pilot different approaches to increasing Aboriginal employment within the WAFC (this may include training pathways, apprenticeships, internships, cadetships and work experience)</li> <li>Advertise all vacancies via Indigenous media sources.</li> </ul>	March 2017, 2018	WAFC CEO; WAFC HR Manager; WAFC Community Engagement Manager
	Procure funding to support the appointment of Aboriginal staff based at the WAFC.	Identify potential partners and funding opportunities to support appointments of new roles. And where appropriate advertise Aboriginal identified positions in accordance with section 50d of the Equal Opportunity Act.	March 2018	WAFC CEO; WAFL General Manager; WAFC Community Engagement Manager
Suppliers	Investigate opportunities to increase supplier diversity within the WAFC.	<ul style="list-style-type: none"> <li>Review procurement policies and procedures to ensure barriers to Aboriginal businesses are addressed</li> <li>Investigate becoming a member of Supply Nation</li> <li>Educate staff about using Aboriginal businesses</li> </ul> Develop at least one commercial relationship with an Aboriginal business.	March 2018	WAFC Community Engagement Manager; WAFC CEO
Transition	Support the transition programs based in targeted WAFC districts that are aimed to increase recruitment of Aboriginal players from communities to community clubs and WAFL Talent pathway.	Through Sporting Pulse establish a benchmark by identifying the number of Aboriginal participants involved in programs and the number of Aboriginal participants transitioning into the WAFL talent pathway	March 2018	WAFC Community Engagement Manager; WAFL General Manager



## 7. MAINTAINING AND RECORDING PROGRESS

The Western Australian Football Commission is committed to achieving the actions set out in this Reconciliation Action Plan. We are accountable for the actions and will be transparent in our reporting processes.

Area of Focus	WAFC Objectives	Outcomes we seek to achieve	Timeline	Responsibility
Area of Focus Report RAP achievements, challenges and learnings internally and externally	Prepare and publish a yearly progress report	Report completed on an annual basis from April 2016 onwards.	October 2017, 2018	WAFC Community Engagement Manager; WAFC CEO
		Summary of RAP report included in WAFC annual report.	November 2017, 2018	WAFC CEO
		Publically report our RAP achievements, challenges and learnings.	November 2017, 2018	WAFC CEO
Report RAP achievements, challenges and learnings to Reconciliation Australia	Comply with all reporting requirements specified by Reconciliation Australia	Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia annually.	30 September 2017, 2018	WAFC Community Engagement Manager; WAFC CEO
		Investigate participating in the RAP Barometer.	30 September 2017	WAFC Community Engagement Manager; WAFC CEO
		Develop and implement systems and capability needs to track, measure and report on RAP activities.	30 September 2018	WAFC Community Engagement Manager; WAFC CEO
Review, refresh and update RAP	Partner with Reconciliation Australia to review and refine our RAP	Liaise with Reconciliation Australia to review, refresh and update RAP based on learnings, challenges and achievements.	July 2019	WAFC Community Engagement Manager; WAFC CEO
		Send draft RAP to Reconciliation Australia for formal feedback and endorsement.	30 September 2017, 2018	WAFC Community Engagement Manager; WAFC CEO

## APPENDIX A

### Major Achievements of Western Australian or WAFL Aboriginal Footballers by Award

After Jimmy Melbourne, a further 8 Aboriginal players Aboriginal people played league football with a WAFL club. These were:

Paddy Black	South Fremantle	1904	1 game
George Blurton	Midland Junction	1915-1917	33 games
George Blurton	Subiaco	1918	6 games
John (Jack) Blurton	Midland Junction	1915	8 games
Joseph Nettup	East Perth	1921	2 games
Maley Hayward	Claremont	1928	18 games
Maley Hayward	South Fremantle	1936-1937	18 games
Eric Hayward	South Fremantle	1936-1937	33 games
William (Bill) Hayward	South Fremantle	1936-1937	26 games
Leonard (Len) Hayward	South Fremantle	1950-1951	11 games





## The following Aboriginal players from Western Australia have played over 200 WAFL + AFL games:

Barry Cable	404	225 Perth, 42 East Perth, 116 North Melbourne, 21 WA
Graham (Polly) Farmer	392	176 East Perth, 79 West Perth, 101 Geelong, 31 WA, 5 Vic
Peter Matera	313	60 South Fremantle, 253 WCE
Neil (Nicky) Winmar	309	58 South Fremantle, 230 St Kilda, 21 Western Bulldogs
Maurice Rioli	286	168 South Fremantle, 118 Richmond
Daniel Wells*	278	25 Peel, 243 North Melbourne, 10 Collingwood
Troy Cook	277	84 Perth, 43 Sydney, 150 Fremantle
Christopher (Chris) Lewis	268	53 Claremont, 215 WCE
Dale Kickett	265	82 Claremont, 17 Fitzroy, 2 WCE, 21 St Kilda, 8 Essendon, 135 Fremantle
Jeffrey (Jeff) Farmer	254	5 South Fremantle, 118 Melbourne, 131 Fremantle
Antoni Grover	254	35 Subiaco, 17 South Fremantle, 202 Fremantle
David Wirrpanda	253	25 East Perth, 1 West Perth, 227 WCE
Phillip (Phil) Narkle	244	178 Swan Districts, 48 St Kilda, 18 WCE
Syd Jackson	240	104 East Perth, 136 Carlton
Phillip (Phil) Krakouer	238	90 Claremont, 141 North Melbourne, 7 Footscray
Michael Johnson	238	48 Perth, 190 Fremantle
Leon Davis	235	10 Perth, 225 Collingwood
James (Jimmy) Krakouer	235	88 Claremont, 134 North Melbourne, 13 St Kilda
Derek Kickett	234	38 West Perth, 32 Claremont, 12 Subiaco, 12 North Melbourne, 77 Essendon
Phillip Matera	224	45 South Fremantle, 179 WCE
Ashley McGrath	214	0 South Fremantle?, 214 Brisbane
Troy Ugle	205	162 Swan Districts, 43 WCE
Lance (Buddy) Franklin*	268	1 Perth, 182 Hawthorn, 85 Sydney Swans
Chance Bateman	216	39 Perth, 177 Hawthorn
Des Headland	208	42 Subiaco, 114 Fremantle, 52 Brisbane
Walter (Wally) Matera	200	142 South Fremantle, 32 Fitzroy, 24 WCE plus 2 WA

\*Still an active player.

In 2005 a national Indigenous Team of the Century was selected to coincide with the 100th anniversary of the of the first VFL/AFL game played by an Indigenous player (Joe Johnson with Fitzroy). 11 of the 24 players selected were from Western Australia, with Barry Cable selected as the Coach of the Century. The eleven Western Australian's selected were:

Bill Dempsey (West Perth)  
 Peter Matera (South Fremantle, West Coast Eagles)  
 Maurice Rioli (South Fremantle, Richmond)  
 Nicky Winmar (South Fremantle, St Kilda, Western Bulldogs)  
 Stephen Michael (South Fremantle)  
 Syd Jackson (East Perth, Carlton)  
 Chris Lewis (Claremont, West Coast Eagles)  
 Jimmy Krakouer (Claremont, North Melbourne, St Kilda)  
 Graham Farmer (East Perth, West Perth, Geelong)  
 Barry Cable (Perth, East Perth, North Melbourne)  
 Ted Kilmurray (East Perth)

## Aboriginal Sandover Medallists



**Graham Farmer** (1956, 1957, 1960)



**Ted Kilmurray** (1958)



**Barry Cable** (1964, 1968, 1973)



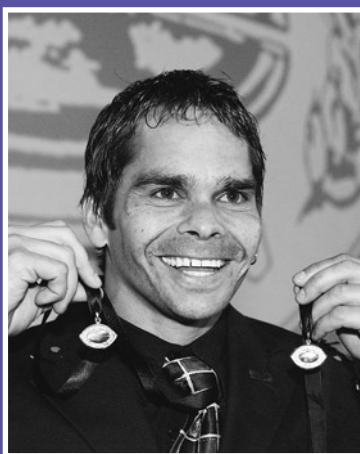
**Stephen Michael** (1980, 1981)



**Phil Narkle** (1982)



**Michael Mitchell** (1984)



**Allistair Pickett** (2002, 2004)



**Toby McGrath** (2005)



**Andrew Krakouer** (2010)



# APPENDIX B

## 2016 WAFL NAIDOC Round Jumpers



### CLAREMONT

The design represents a stream of water and the two boomerangs represent offence and defence.



### EAST FREMANTLE

The lines represent a track and the circles represent people walking together.



### EAST PERTH

The two boomerangs represent offence and defence and the past and present of the Aboriginal community.



### PEEL THUNDER

The two boomerangs represent offence and defence and the paw print represents the wild dog (dingo).



### PERTH

The Perth design infuses energy waves throughout the original red stripe to signify strength.



### PEEL THUNDER

The design represents the Swan River, a significant feature to the Noongar people and the symbols on the outside represent South Fremantle as the main meeting place where people come to play.



### SUBIACO

The stripes signify moving through the land from campsite to campsite. The jumper signifies ownership of the lands.



### SWAN DISTRICTS

The jumper was designed by students in the Pilbara region in recognition of the Swan Districts regional zone.



### SUBIACO

The two snakes symbolise the intertwining of two cultures and the feet symbolise walking together. The white stars represent the 343 games played by West Perth legend and Djinda Falcons patron, Bill Dempsey.

NAIDOC football designed by Samantha Mitchell, daughter of Claremont Football Club legend Michael Mitchell, and featuring the family names of some of the great Aboriginal players that have played in the WAFL.

The big circles in the design represent the football grounds and the games, while the leaves represent the country and the bush. The lines represent all of the people coming and going from the games. It is about grassroots all the way to the big stage.









WEST AUSTRALIAN

FOOTBALL COMMISSION INC.