



RECONCILIATION
ACTION PLAN

REFLECT

RECONCILIATION ACTION PLAN

NOVEMBER 2017 – NOVEMBER 2018

OUR BUSINESS - THE SYDNEY ROOSTERS

The Sydney Roosters are an Australian professional rugby league football club based in the Eastern Suburbs of Sydney. Founded in 1908, the Club competes in the National Rugby League (NRL) Competition and is one of the oldest rugby league Clubs in Australia with 13 Premierships and strong Leagues Club and Football Club operations. Our Club Vision is **To always have Something To Crow About.**

The distinctive crow of the Rooster heralds the dawn of a new day. To the Roosters, it symbolises our daily commitment for excellence both on and off the field.

ROOSTER CLUB VALUES

Club First: We make considered decisions based first and foremost on what is best for our Club, our people, our Members and our community.

Respect: We value diversity and unique contributions and treat others as we would like to be treated.

Teamwork: We rise up united in working boldly towards a common goal of excellence.

We pride ourselves on Cultural Competency and offer a safe and inclusive working environment for all employees. Currently, the Sydney Roosters employ 115 staff members, seven of whom are of Aboriginal and Torres Strait Islander people. The Sydney Roosters are a national brand with a Membership base of 16,002 spread across all States and Territories, have a cumulative national TV audience of over 16 million and 375,000 members reached via our digital and social media channels.

The Roosters is more than just a Football Club and place great value on community engagement, which is also one of the Club's five strategic pillars. Our community philosophy is "To harness the power of sport to make a lasting, positive impact on individual's lives". The Club delivers a range of programs and initiatives under three main principles – Wellbeing, Inclusion and Education.

The majority of our community engagement takes places within our local catchment area the Eastern Suburbs and on the Central Coast. The Central Coast is a Roosters affiliated region which boasts 27 rugby league clubs, over 80 primary schools and 20 secondary schools, and has a high Aboriginal and Torres Strait Islander population. In 2017, the Roosters played 10 home games at Allianz Stadium, one at Central Coast Stadium and the remaining fixture at Adelaide Oval.





OUR RAP

The Sydney Roosters have a deep history of Aboriginal and Torres Strait Islander players, the most famous being Roosters Legend Arthur Beetson, the first Aboriginal and Torres Strait Islander to Captain Australia, whose legacy still lives on at the Roosters. The Roosters Club has six Aboriginal and Torres Strait Islander players in the current squad and four staff members in administration. Over recent years, the Roosters have seen a shift in cultural awareness, bringing about a commitment to develop the first ever Club RAP. This RAP forms part of the Club's Indigenous strategy, an area of focus for the Club in 2018 and beyond. The Club is already devoting time and resources in this area, however current efforts need to be streamlined and focus re-aligned in order to achieve Club objectives and meaningful social outcomes. The Roosters currently deliver an anti-racism program, NAIDOC week initiatives and are part of the NRL School To Work program. The Roosters are looking forward to developing a more holistic approach, championed by all levels of the organisation.

The Board of Directors, staff and players embrace the Club RAP. The Sydney Roosters Community Manager has led the development of the RAP, supported by the Club's CEO Joe Kelly.

The Roosters RAP Group consists of four Members of the Roosters organisation, including two Aboriginal and Torres Strait Islander people.

- Roosters CEO, Joe Kelly
- Roosters Head of Performance, Travis Touma
- Roosters Community Manager, Helen Saunders
- Roosters School to Work Project Officer, Jason Solomon
- Roosters Player Latrell Mitchell



OUR PARTNERSHIPS/CURRENT ACTIVITIES

ROOSTERS AND ABSEC

In 2017, the Roosters entered their first Aboriginal partnership with the Aboriginal Child, Family and Community Care State Secretariat (ABSEC), a not-for-profit NSW Aboriginal peak organisation, working to support Aboriginal organisations to ensure better outcomes for vulnerable Aboriginal children, families and communities.

The Club is extremely proud to partner with ABSEC, the aim of which is to help broaden the awareness of the important work ABSEC does in looking after Aboriginal and Torres Strait Islander families, keeping them safe and raised strong in culture.

Our Aboriginal and Torres Strait Islander players are passionate and committed to making a difference to Aboriginal and Torres Strait Islander families, and players Latrell Mitchell and Grant Garvey are devoted ABSEC Ambassadors, appearing in ABSEC's promotional videos, sharing details about their family, culture and values. Off camera, they love spending time with ABSEC's clients (children in out of home care). Latrell has also recently visited Winanga-Li pre-school in Gunnedah to talk to children in foster care about his story.

The Sydney Roosters and ABSEC have recently developed a new School's NAIDOC Program which see Roosters Aboriginal and Torres Strait Islander players and ABSEC youth ambassadors come together to talk to students about Aboriginal and Torres Strait Islander history and cultures, Aboriginal languages, the dreamtime and the Roosters and ABSEC partnership. Roosters players share stories about their heritage and pathway to the NRL and what it means to be a role model in the community.



ROOSTERS SCHOOL TO WORK PROGRAM

The Roosters participate in the NRL School To Work program (S2W), with a full-time project officer delivering the program on the Central Coast and in the Eastern Suburbs. The S2W program is an education and employment program that utilises the positive profile of the game of Rugby League to support and encourage young Aboriginal and Torres Strait Islander Australians to complete their schooling and successfully transition into further education or employment. S2W provides young Aboriginal and Torres Strait Islander Australians with work experience, mentoring and leadership opportunities that lead to a successful outcome.

Program Participants: 35 students per annum

Time Period: Participants are involved for 6-24 months

Success Rate: 98% of students have achieved their HSC, transitioned into further study, training or meaningful employment.

How does it work:

1. Selected year 11 and 12 students from participating schools conduct a one-on-one profiling session with their Project Officer to build Career Development Plans focused on career aspirations and personal goals.
2. Students work with their Project Officer to pursue these plans by participating in educational, cultural and leadership workshops. They also visit Club sponsors, partner organisations and other government and corporate supporters of S2W to undertake work experience and job-readiness training.
3. To help guide students through a smooth transition to life after school, the school to work continues mentorship for up to 12 months post schooling, with close monitoring of their progress on a structured 'post-school' plan.

NAIDOC EVENTS PROGRAM

The Club has recently developed new relationships with the local land council in the Eastern Suburbs and on the Central Coast supporting local NAIDOC and community events.

In 2017, the Roosters expanded their Holiday Camp program to include a NAIDOC Holiday Camp, launched a new NAIDOC schools program and supported ASBEC NAIDOC events.



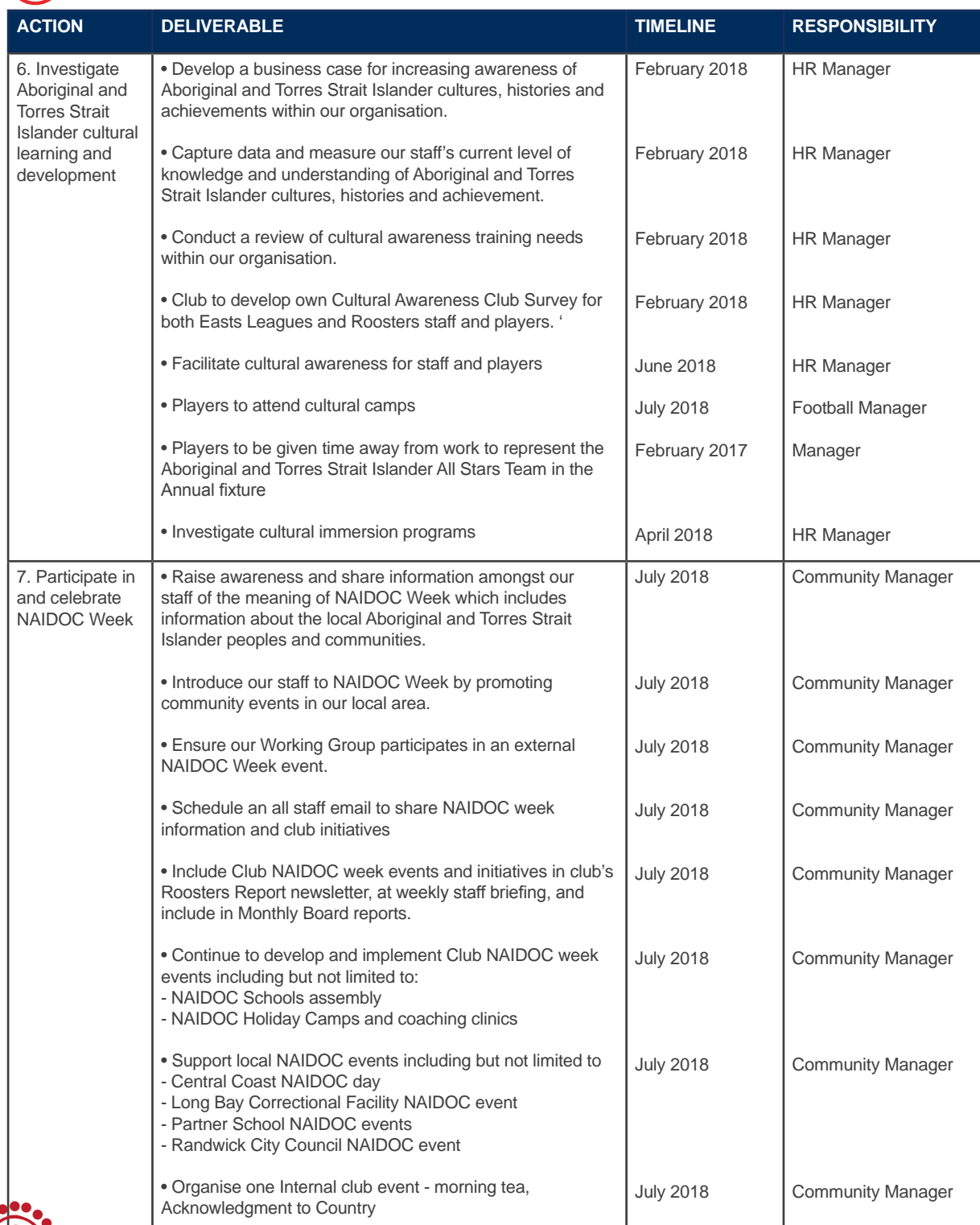
INDIGENOUS ROUND

The Roosters support the NRL Indigenous Round. Occurring in Round 10 (May 11 – May 14), it aims to highlight the significant social issues affecting Aboriginal and Torres Strait Islander people. It is also an opportunity for the Game to cement our commitment to the Aboriginal and Torres Strait Islander community and celebrate the unique relationships between Aboriginal and Torres Strait Islander people and Rugby League. The Roosters show their support each year by playing in a locally-designed Roosters Aboriginal and Torres Strait Islander jersey, showcasing Aboriginal and Torres Strait Islander culture through dance, arts and crafts, music, Welcome to Country and taking part in a cultural gift exchange.



INTERNAL EVENTS

Internally, the Roosters support annual events on the calendar including NAIDOC week, Reconciliation Week and NRL Indigenous Round. Each year during Indigenous Round, the Club organises a briefing for its staff and players on Aboriginal and Torres Strait Islander culture and the Club's Community Manager updates the group on where the Club is at on its reconciliation journey.



8. Raise internal understanding of Aboriginal and Torres Strait Islander cultural protocols	<ul style="list-style-type: none"> • Explore who the Traditional Owners are of the lands and waters in our local area. 	September 2018	Community Manager
	<ul style="list-style-type: none"> • Scope and develop a list of local Traditional Owners of the lands and waters within our organisations sphere of influence 	September 2018	Community Manager
	<ul style="list-style-type: none"> • Develop and implement a plan to raise awareness and understanding of the meaning and significance behind Acknowledgement of Country and Welcome to Country protocols (including any local cultural protocols). 	February 2018	School To Work Officer
	<ul style="list-style-type: none"> • Educate staff and players that the Gadigal People of the EORA nation are the Traditional Owners Of The Land where our office is located. 	February 2018	School To Work Officer
	<ul style="list-style-type: none"> • Invite Roosters School to work project officer Jason Solomon to speak to staff and players about the meaning and significance behind Acknowledgment of Country and Welcome to Country protocols during a time of significance (NAIDOC, RCW, NRL Indigenous Round) 	February 2018	Community Manager/ School To Work Officer
	<ul style="list-style-type: none"> • Communicate and encourage staff to use Reconciliation Australia's Share Our Pride online tool to all staff. 	February 2018	HR Manager
9. Celebrate dates of Significance	<ul style="list-style-type: none"> • Organise club events and community initiatives to celebrate key events - Sorry Day - National Reconciliation week - NAIDOC week 	February 2018 May 2018 July 2018	Community Manager





ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
10. Investigate Aboriginal and Torres Strait Islander employment	• Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	February 2018	HR Manager
	• Identify current Aboriginal and Torres Strait Islander staff to inform future employment and development opportunities.	February 2018	HR Manager
	• Partner with Marcellin College, Randwick Girls and Randwick boys to offer work experience opportunities to Aboriginal and Torres Strait Islander students	February 2018	Community Manager
	• Partner with universities to offer traineeships opportunities to students	February 2018	HR Manager
	• HR to identify Aboriginal and Torres Strait Islander staff to inform future employment and development opportunities	February 2018	HR Manager
	• HR department to explore Aboriginal and Torres Strait Islander employment services	February 2018	HR Manager
	• Aboriginal and Torres Strait Islanders encouraged to apply	February 2018	HR Manager
	• Investigate Aboriginal and Torres Strait Islander employment providers	February 2018	HR Manager
11. Investigate Aboriginal and Torres Strait Islander supplier diversity	• Support the annual All Stars youth summit	February 2018	Community Manager
	• Develop an understanding of the mutual benefits of procurement from Aboriginal and Torres Strait Islander owned businesses.	February 2018	HR Manager
	• Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	February 2018	HR Manager
12. Investigate how to develop and empower Aboriginal and Torres Strait Islander people	• Facilitate a meeting with HR and Roosters Administration Departments to discuss promote procurement opportunities, current relationships with Aboriginal and Torres Strait Islander Organisations	January 2018	Community Manager/ HR Manager
	• Investigate an internal Aboriginal and Torres Strait Islander professional mentoring network	February 2018	Head Of Performance
	• Support Aboriginal and Torres Strait Islander leadership.	February 2018	HR Manager
	• Investigate opportunities to become a member of Supply Nation.	February 2018	HR Manager
	• Develop existing Roosters/NRL programs including but not limited to School 2 work program, Corporate Networks, All Stars Youth Summit, Match Day Ambassador program	August 2018	Community Manager





TRACKING AND PROGRESS

ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
13. Build support for the RAP	• Define resource needs for RAP development and implementation	December 2017	Community Manager
	• Build into 2017/2018 budget.	December 2017	Community Manager
	• Define systems and capability needs to track, measure and report on RAP activities.	February 2018	Community Manager
	• Communicate responsibilities of RAP development to staff and timelines	December 2017	Community Manager
	• Complete the annual RAP Impact Measurement Questionnaire and submit to Reconciliation Australia.	September 2018	Community Manager
	• Include RAP Outcomes in Board Papers and weekly management meetings	December 2017, March 2018, July, 2018, November 2018	Community Manager
	• Publish Updates on Roosters website and include in Corporate Network newsletters	December 2017, March 2018, July, 2018, November 2018	Community Manager
14. Review and Refresh RAP	• Liaise with Reconciliation Australia on developing a new RAP based on learnings, challenges and achievements	September 2018	Community Manager
	• Submit draft RAP to Reconciliation Australia for formal review and endorsement.	December 2018	Community Manager



CONTACT

Helen Saunders

Sydney Roosters Community Manager

02 8063 3822

helens@sydneyroosters.com.au