





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





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.
- 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.



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.





ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
1. RAP Working Group actively monitors RAP	Oversee the development, endorsement and launch of RAP	December 2017	Community Manager
development and implementation of actions, tracking progress and	Meet at least twice per year to monitor and report on RAP implementation	December 2017, July 2018,	Community Manager
reporting			
2. Build internal and external relationships	Develop a list of Aboriginal and Torres Strait Islander peoples, communities and organisations within our local area or sphere of influence that we could approach to connect with on our reconciliation journey.	January 2018	Community Manager
	Develop a list of RAP organisations and other like-minded organisations that we could approach to connect with on our reconciliation journey.	January 2018	Community Manager
	Continue to develop and strengthen relationships with current partners, ABSEC, Yerin Medical Services, The Glen, Bungaree Aboriginal Corporate Services, Central Coast United Aboriginal Sporting Association, La Perouse Land Council and La Darkinjung Land Councils.	January 2018, July 2018	Community Manager
	Build new partnerships with Aboriginal and Torres Strait Islander peoples and organisations.	July 2018	Community Manager
Participate in and celebrate National	Organise a NRW Morning Tea Event, Welcome To Country and display Aboriginal and Torres Strait Islander Flags.	May 2018	Community Manager
Reconciliation	Register Our NRW on the Reconciliation Australia website	May 2018	Community Manager
Week (NRW)	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May 2018	Community Manager
	Ensure our Working Group participates in an external event to recognise and celebrate NRW.	May 2018	Community Manager
4. Raise internal awareness of our RAP	Develop and implement a plan to raise awareness amongst all staff across the organisation about our RAP commitments.	January 2018	Community Manager/ HR Manager
	Develop and implement a plan to engage and inform key internal stakeholders of their responsibilities within our RAP.	January 2018	Community Manager
	Brief Staff and players on development of our first RAP	January 2018	Community Manager
	Include RAP development in club's monthly Board Papers and provide regular updates in club's management meetings.	January 2018, April 2018, Sep- tember 2018	Community Manager
	Publish RAP on club's website	January 2018	Community Manager
	Engage our senior leaders in the delivery of RAP outcomes	January 2018, July 2018	Community Manager
5. Raise External Awareness of our RAP	Organise a RAP launch Invite Board of Director, Corporate Partners Invite Local Media Develop a PR communications plan	December 2017 December 2017 December 2017	Community /Media Manager Media Manager Media Manager
	Participate in NRL Indigenous Round Aboriginal and Torres Strait Islander Jersey Partner with ABSEC Aboriginal and Torres Strait Islander Art competitions Welcome to Country Cultural Activities School 2 Work Good News Stories School 2 Work Guard Of Honour	May 2018 May 2018 May 2018 May 2018 May 2018 May 2018 May 2018	Community Manager





ACTION	DELIVERABLE	TIMELINE	RESPONSIBILITY
6. Investigate Aboriginal and Torres Strait Islander cultural learning and development	Develop a business case for increasing awareness of Aboriginal and Torres Strait Islander cultures, histories and achievements within our organisation.	February 2018	HR Manager
	Capture data and measure our staff's current level of knowledge and understanding of Aboriginal and Torres Strait Islander cultures, histories and achievement.	February 2018	HR Manager
	Conduct a review of cultural awareness training needs within our organisation.	February 2018	HR Manager
	Club to develop own Cultural Awareness Club Survey for both Easts Leagues and Roosters staff and players. '	February 2018	HR Manager
	Facilitate cultural awareness for staff and players	June 2018	HR Manager
	Players to attend cultural camps	July 2018	Football Manager
	Players to be given time away from work to represent the Aboriginal and Torres Strait Islander All Stars Team in the Annual fixture	February 2017	Manager
	Investigate cultural immersion programs	April 2018	HR Manager
7. Participate in and celebrate NAIDOC Week	Raise awareness and share information amongst our staff of the meaning of NAIDOC Week which includes information about the local Aboriginal and Torres Strait Islander peoples and communities.	July 2018	Community Manager
	Introduce our staff to NAIDOC Week by promoting community events in our local area.	July 2018	Community Manager
	Ensure our Working Group participates in an external NAIDOC Week event.	July 2018	Community Manager
	Schedule an all staff email to share NAIDOC week information and club initiatives	July 2018	Community Manager
	Include Club NAIDOC week events and initiatives in club's Roosters Report newsletter, at weekly staff briefing, and include in Monthly Board reports.	July 2018	Community Manager
	Continue to develop and implement Club NAIDOC week events including but not limited to: NAIDOC Schools assembly NAIDOC Holiday Camps and coaching clinics	July 2018	Community Manager
	Support local NAIDOC events including but not limited to Central Coast NAIDOC day Long Bay Correctional Facility NAIDOC event Partner School NAIDOC events Randwick City Council NAIDOC event	July 2018	Community Manager
	Organise one Internal club event - morning tea, Acknowledgment to Country	July 2018	Community Manager

8. Raise internal understanding	Explore who the Traditional Owners are of the lands and waters in our local area.	September 2018	Community Manager
of Aboriginal and Torres Strait Islander cultural protocols	Scope and develop a list of local Traditional Owners of the lands and waters within our organisations sphere of influence	September 2018	Community Manager
	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
	• 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
	• 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
	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	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
	Support the annual All Stars youth summit	February 2018	Community Manager
11. Investigate Aboriginal and Torres Strait Islander supplier diversity	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
	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
12. Investigate how to develop and empower Aboriginal and Torres Strait Islander people	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
INAF	• 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

