

AFL Indigenous Framework



Our Philosophy

Two Worlds – One Game

The AFL and AFL Foundation are committed to partnerships with Indigenous communities.

On the football field, our Indigenous players bring different perspectives from their own distinct cultures. These cultures connect to add a new dynamic to Australian Football.

The game allows for a unique exchange between the Indigenous world and the non-Indigenous world. The AFL wants to employ this philosophy within all areas of our business.

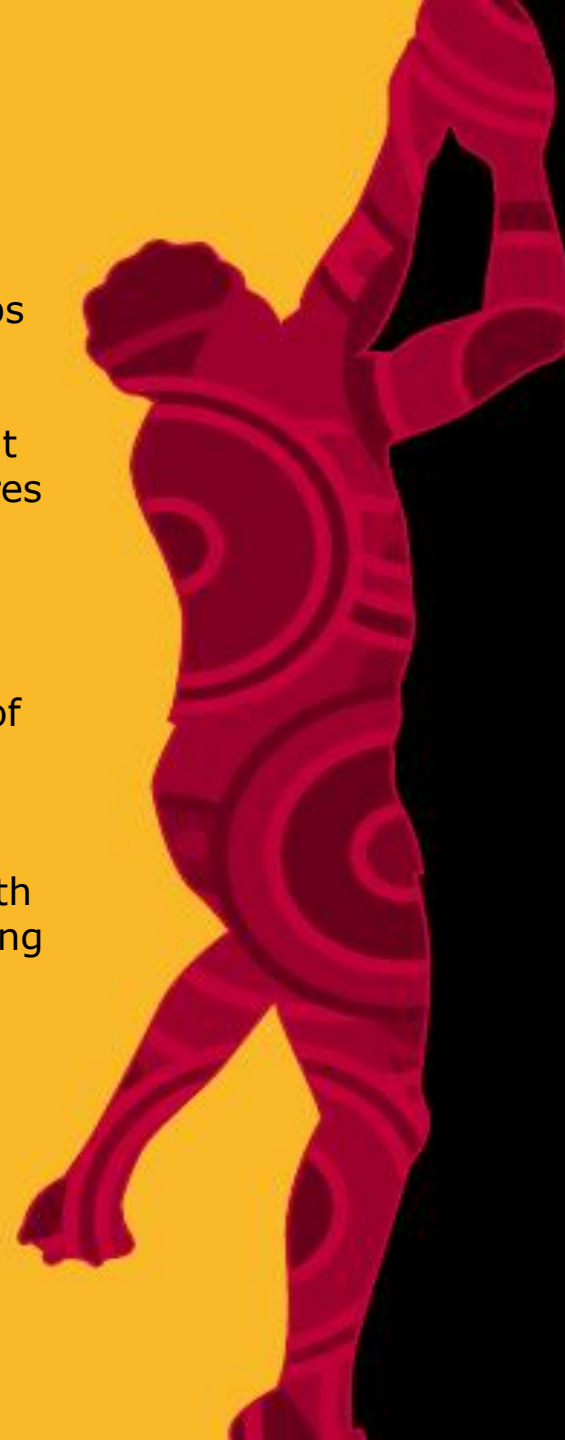
For our partnership to work both Indigenous and non-Indigenous people need to embrace the best from both worlds. We all have different responsibilities but are working towards a common objective.



Andrew Demetriou
CEO AFL



Jason Mifsud
National Community
Engagement Manager



**Mutual Responsibility,
Mutual Benefit**

Indigenous

- Educate community
- Strengthen identity
- Enhance skills
- Actively make decisions
- Govern and manage soundly

Partnership

- Engage Community
- Develop Skills
- Lead and Coordinate
- Celebrate Culture

Non-Indigenous

- Acknowledge and celebrate difference
- Respect Indigenous contribution
- Develop cultural knowledge
- Include Indigenous people in decision making
- Ensure a culturally respectful environment

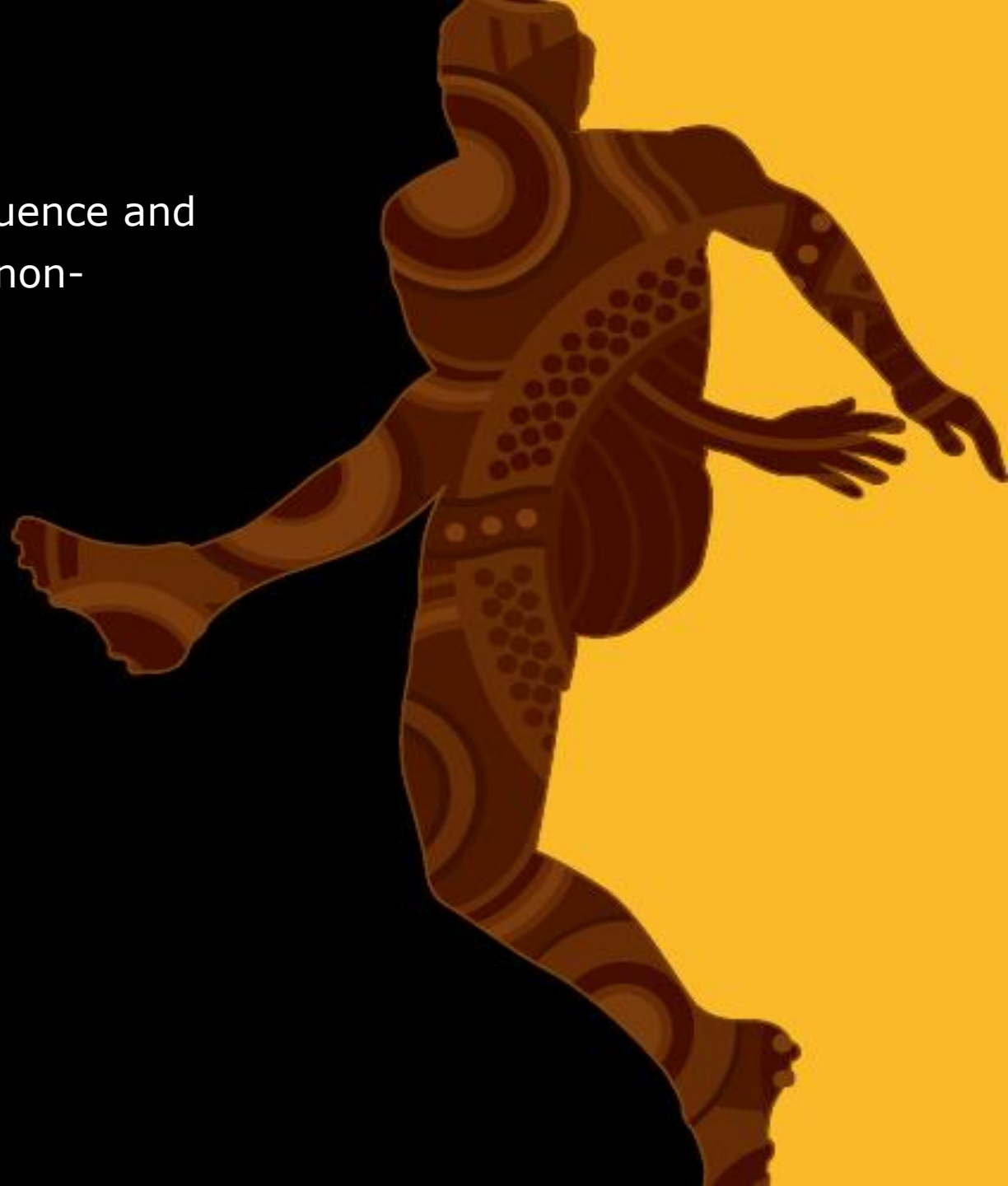
Transparent, Accountable, Sustainable

**Equal Opportunities,
Equal Outcomes**

Our Practice

We recognise the reciprocal influence and contribution of Indigenous and non-Indigenous peoples.

The underpinning principle of the framework is a partnership between the AFL and Indigenous peoples.



Four pillars underpin our partnership

Engage Community

- Build relationships with local Indigenous communities and organisations
- Recognise Indigenous people as equal partners
- Educate the community
- Include Indigenous people in decision making

Develop Skills

- Enable non-Indigenous people to be culturally respectful and to embrace Indigenous protocol
- Enable Indigenous people to excel in AFL affiliated organisations

Partnership

The partnership is based on acknowledgement, equity, respect and mutually beneficial outcomes.

Our Partnership builds on the AFL's Racial and Religious Vilification Policy.

Lead and Coordinate

- Accelerate Indigenous leadership skills
- Acknowledge incremental achievements
- Create a culture of learning and improvement
- Enable communication among our partners

Celebrate Culture

- Educate the broader community about Indigenous heritage and culture
- Engage Indigenous artists and performers
 - Celebrate Indigenous events such as Reconciliation and NAIDOC weeks

Our Policy

Statement of Commitment

The AFL's commitment to acknowledge, recognise, develop communities and progress reconciliation will be administered through our Indigenous Framework and our Indigenous Programs.



Acknowledge:

- The AFL acknowledges Indigenous Australians are Traditional Custodians of this land and have been practicing culture for over 60,000 years.
- The AFL acknowledges and respects the customs, values and traditions of Indigenous people and their special relationship with the land.



Recognise:

- The AFL recognises Indigenous peoples' contribution to Australian Football and their importance to the growth of the game.
- The AFL values and benefits from the skills, knowledge, experience and culture of Indigenous people.
- We recognise family life is the core of Aboriginal community life and these relationships involve particular sets of social and cultural obligations.



Community Development:

- The AFL seeks to use Australian Football as the vehicle to improve the quality of life in communities throughout Australia.
- We are dedicated to building pathways for a greater depth of talent, participation and fans in Indigenous communities.
- We are committed to working in partnership with Indigenous people and other stakeholders to improve:
 - employment,
 - education,
 - health and participation outcomes for Indigenous people and their communities at a local level.



Reconciliation:

- The AFL will promote Indigenous and non Indigenous people working together to progress reconciliation. Reconciliation will be achieved when there is respect for and recognition of cultural diversity.
- We are committed to the reduction of racism and discrimination; all our community must enjoy equal rights and be treated with equal respect. This is exemplified by our award winning Religious and Racial Vilification policy.





Protocols

Our protocols assist us to deliver our commitment and enable our partnership.

Practice Culture

State and local protocols are observed. Indigenous peoples are not all the same. Each community has their own distinct cultural practices that are constantly evolving.

Identity

The term Indigenous is used throughout our documents to represent the 320 nations and many different language groups that comprise Australia's Aboriginal and Torres Strait Islander peoples. We respect Indigenous peoples' right to name themselves as they choose and have adopted the use of Indigenous as a respectful inclusive term.



Protocols

Local Knowledge

The local Indigenous community and Indigenous players are recognised as the primary source of advice in relation to Indigenous programs. Communication and negotiation is extended to all relevant established community organisations and groups.

Relationships

The AFL invests in relationships with the community at the beginning of all our programs.

Respect

The AFL promotes the inclusion of cultural appreciation and awareness across the industry.

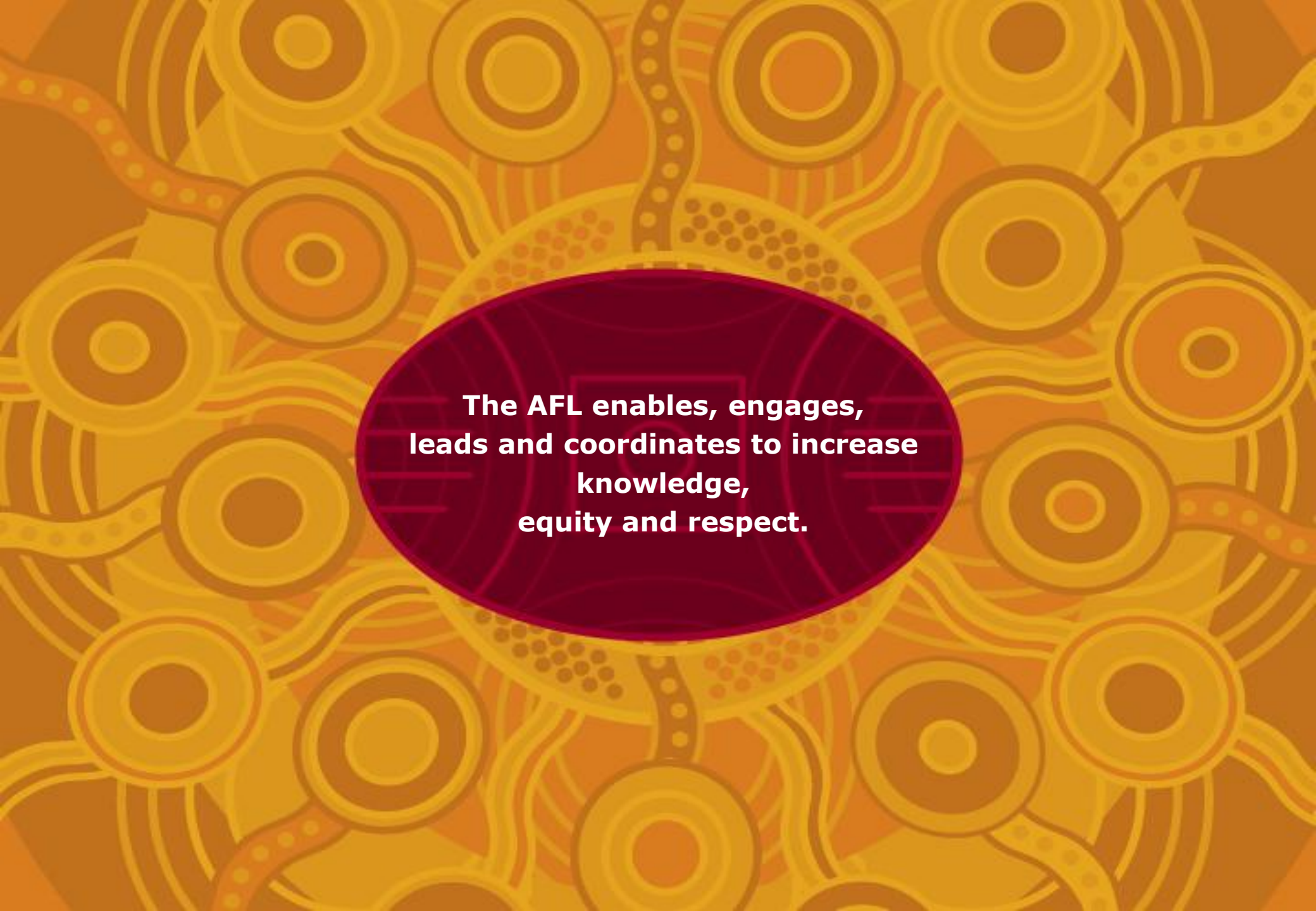
Evaluation

The Framework is a living document subject to evaluation and review. We invite you to contribute to our partnership.



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The background features a complex, repeating pattern of concentric circles and wavy lines in shades of yellow and orange. In the center, a dark red oval contains the AFL logo, which is a stylized football with a grid pattern. Overlaid on the logo is the text:

**The AFL enables, engages,
leads and coordinates to increase
knowledge,
equity and respect.**