

# NAIDOC ROUND: A SPORTING CLUB GUIDE

The NAIDOC Round Sporting Club Guide offers a range of ways clubs can acknowledge NAIDOC Round. Clubs are encouraged to participate in ways that feel achievable, even small actions can be meaningful.

(Check the official NAIDOC website each year for the current theme.)

1. **About NAIDOC Week**
  - NAIDOC stands for **National Aboriginal and Torres Strait Islander Day of Observance Committee**.
  - Celebrates the history, culture, and achievements of First Nations peoples.
  - Occurs annually in July, but clubs can celebrate at any time convenient for their season.
  - It's a chance to learn, respect, and show unity through sport, education, and community engagement.

3. **Pre-Game Activities**
  - **Welcome to Country:** Invite a local Elder who is a Traditional Owner to perform a Welcome to Country at games or events. This is a formal ceremony that welcomes visitors to the land and acknowledges the connection of First Nations peoples to Country.
  - **Acknowledgement of Country:** If a Welcome to Country is not possible, begin with an Acknowledgement of Country instead.
  - **Smoking Ceremony:** Invite a First Nations Elder to conduct a Smoking Ceremony prior to the game to cleanse the space, pay respect, and promote positive energy for all participants.
  - **First Nations Captains:** Have First Nations players serve as captains for the day or perform the coin toss to highlight their leadership and participation.
  - **Education Resources for All:** Provide educational resources for players, staff, volunteers, parents, and other spectators.
    - **Example:** Have First Nations players or family members talk to the playing group about the significance of the round, or hold a Cultural Awareness session.
    - Refer to True Sport resources, NAIDOC resources, Reconciliation Australia/ Reconciliation WA resources.

2. **Community Engagement**
  - **Invite Elders and Leaders:** Elders can provide a welcome speech, officiate a coin toss, or present awards.
  - **Involve First Nations Players, Families & Elders:** Engage your First Nations people, their families, and local Elders in planning and participating in significant dates, events, and NAIDOC Round activities.
  - **Workshops & Clinics:** First Nations coaches can run skill-building clinics for juniors or community members.
  - **Family-Friendly Activities:** Face painting, art workshops, or story corners with First Nations cultural themes.
  - **Community Partnerships:** Collaborate with local First Nations organisations for authentic experiences.

- **Involve the Opposition Club:** Include the visiting club in conversations around your celebrations or advise them on planned activities in advance to ensure respect, collaboration, and smooth coordination.
- **NAIDOC Round Uniforms:** Teams can wear uniforms designed in collaboration with local First Nations artists. If you are unsure where to start with designing a NAIDOC Round uniform, reach out to:
  - First Nations players at your club.
  - Their families and community networks.
  - Past First Nations members of the club.
  - Local Elders in your area for cultural advice and artist recommendations.
- **Flags:** Display the Aboriginal and Torres Strait Islander flags to honour First Nations culture. (Optional: flags or symbols could be painted on the oval/field for visibility during matches.)
- **Education Corner:** Share posters, videos, or messages about NAIDOC Week and First Nations history.
- **Organise a gift exchange with the other club:** Examples include a painted football, painted boomerang, or other culturally significant items.



Credit: Peter Keleman

- 4. Game Day Highlights**
- **First Nations Athlete Recognition:** Highlight achievements of First Nations players in your club or sport.
  - **Moment of Reflection:** One-minute pause to honour First Nations culture and contributions.
  - **Cultural Performance:** Invite First Nations dancers, musicians, or performers for pre-game or halftime shows.
  - **Interactive Experiences:** Display First Nations artwork, storytelling, or short video presentations during breaks.

- 5. Social Media & Promotion**
- Use social media to **educate and inspire** your followers.
  - Share photos of NAIDOC Round events, uniforms, and cultural performances.
  - Highlight First Nations role models and stories connected to your club.

**Suggested Hashtags:**  
 #NAIDOCWeek #NAIDOCRound  
 #FirstNationsExcellence

- 6. Legacy & Respect**
- **Fundraising or Donations:** Support First Nations community programs or NAIDOC initiatives.
  - **Ongoing Education:** Incorporate First Nations culture into club activities throughout the year.
  - **Mentorship:** Create pathways for First Nations youth to get involved in your sport or club leadership.

NAIDOC Round is a great way to celebrate First Nations cultures, but it has the most impact when the learning carries through into everyday club life.

Think about how these actions and conversations can become part of your club's ongoing culture.