

Case Study: Indigenous Round

The Wests Tigers look forward to hosting Indigenous Round every year during the NRL Season. The club sees this as a great opportunity to combine its community initiatives with a game day experiences and opportunities for a number of community groups. The Wests Tigers aim to ensure that this round is a great celebration of Aboriginal and Torres Strait Islander culture as well as using this game as a platform to bring different cultures together in reconciliation.

In 2016, the Wests Tigers achieved this through:

- A traditional Welcome to Country by a local Elder in both our Chairman’s Function and on-field to the crowd
- Aboriginal and Torres Strait Islander performers at the main entrances, welcoming the crowds with didgeridoos and other cultural dances
- A communal Aboriginal and Torres Strait Islander art piece, where attendees of the match were invited to come and contribute to the giant art pieces which were then presented to the club
- A traditional Smoking Ceremony and dance performance by First Australian people before the game.
- A dance performance by children from our community of First Australian people
- Aboriginal and Torres Strait Islander painted footballs were presented to the players after the match by School to Work participants who created them. Another set of painted footballs were thrown into the crowd as the players ran out
- The Wests Tigers wore their first Indigenous jersey, designed by one of our members
- Media session during the week involving Aboriginal and Torres Strait Islander performers
- Wests Tigers raised money for Recognise Campaign and presented cheque on the day
- Media conference involving Recognise Campaign representatives
- Big screen videos and announcements during the day, promoting the contribution of Aboriginal and Torres Strait Islander peoples

All of the above, were able to be achieved through the use of community groups from our local regions, which gave these participants a great opportunity to showcase their pride in their culture and really have a day which encouraged reconciliation and inclusion.

We hope the build upon this event and make it a significant event in the calendar of all fans, members and representatives of the Aboriginal and Torres Strait Islander community.



Case Study: Indigenous Jersey

In 2016 and again in 2017, the Wests Tigers invited one of our club members, Dennis Golding, to design the Indigenous jersey. As part of celebrating the Indigenous round, this was an opportunity for one of our members to produce a design that reflects on the history and future of the club that help connect with our supporters to highlight and celebrate Indigenous culture and to raise awareness of important community concerns and issues.

In the first Indigenous jersey (2016), the design gives reference to the merger of two successful football clubs the Balmain Tigers and the Western Suburbs Magpies in 2000. At the centre of this artwork is the symbolic set of circles signifying a meeting place. The design concept was about bringing together two teams and two communities and uniting them in a place where they can develop new strengths, skills, and a commitment to eachother.

The 2017 Indigenous jersey was another opportunity for our members and supporters to celebrate with the club to highlight the Indigenous round and to give more awareness of land and culture.

The design elements represents the pathways that form across the lands of the Tharawal and Gadigal language groups on which the club is based upon. The continuous circles (depicted like ripple effects) represent the club players’ movements in which they unite as one to expand their knowledge, strengthen their skills and develop a greater sense of culture and identity.



2016 Original Digital Artwork



2017 Original Digital Artwork