



ADELAIDE VENUE MANAGEMENT

## Reconciliation - Statement of Commitment

### Introduction

Adelaide Venue Management is responsible for operating three of Adelaide's most important and iconic event venues: Adelaide Convention Centre, Adelaide Entertainment Centre and Coopers Stadium, in addition to partnering with Tennis SA to deliver concerts and functions at The Drive.

AVM has a proud and proactive history of recognising, respecting and acknowledging First Nations peoples. AVM's vision is to be an industry leader in empowering the advancement of First Nations people through the creation of sustainable employment and career development opportunities within our venues.

### Context

AVM is committed to delivering meaningful outcomes and benefits, and believes this is integral to achieving true reconciliation. This Statement of Commitment focuses on meaningful actions that deliver genuine benefits for First Nations people, and represents a springboard to a 'Reflect Reconciliation Action Plan', which will be developed before the end of 2027.

AVM has identified and demonstrated that one of the most powerful and beneficial means by which we can deliver ongoing tangible benefits for First Nations people is through creating sustainable employment pathways. AVM has already incorporated this philosophy into its everyday talent acquisition practices and as a result, is regularly welcoming new First Nations team members into its workforce. It is in this area where we shall continue to focus our efforts.

### Adelaide Venue Management's Objective

*To remain a leading employer of First Nations people within South Australia's hospitality industry and enhance existing relationships with First Nations communities.*

### First Nations Employment Targets

- 2024: 20 First Nations employees
- 2026: 28 First Nations employees

### How AVM shall meet these targets

- *Pre-employment Training and Employment Programs* – AVM will continue to work with culturally-competent Registered Training Organisations (RTO) and Job Active agencies, to deliver the job-ready skills and ongoing career development needed, to attract and retain future First Nations employees.
- *Student and Community Engagement* – AVM will continue to collaborate with community bodies and other specialist training providers to offer venue site tours and off-site First Nations student engagement programs. The aim being to provide First Nations students and job-seekers with an understanding of the types of career paths and employment opportunities available to them within AVM and the Hospitality / Events sector generally.

A key component of this initiative involves existing AVM First Nations employees, directly passing on their own experiences in gaining / retaining employment with AVM.

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- *Everyday talent acquisition practices* – in addition to the foregoing targeted programs, AVM will continue to encourage general applications for employment from the wider First Nations community, as well as referrals from our existing employees and community contacts.
  - *Cultural Competency training for non-First Nations staff* - AVM will provide this training to employees as needed, to be delivered by a respected community provider.
  - *Career Planning and Mentoring Support* - to be provided to existing employees. Including the training of existing First Nations and non-First Nations employees as mentors.

### Other Activities

In addition to providing employment pathways, AVM shall implement and maintain the following, as core elements of its commitment to fostering enduring Reconciliation:

- *Acknowledgement of Country* – Acknowledgement of Country statements developed in conjunction with Kurna Warra Karrpanthi are displayed across all AVM venues and celebrate the continuing cultural connection of the Kurna people to the lands on which AVM operates. AVM encourages Welcome to Country and smoking ceremonies across all events hosted throughout its venues.
- *Procurement* – AVM will continue to adapt current procurement policies to better reflect the Government of South Australia's Social Procurement Guidelines, including increased support for and direct sourcing from First Nations supply chains and the creation of a First Nations business engagement policy.
- *Collaboration with Reconciliation SA* – AVM will support and/or sponsor a selected number of key reconciliation events held at the Adelaide Convention Centre each year - and will invite its First Nations employees to attend at least one of these events per year as its guests. AVM will also encourage its non-First Nations employees to actively participate in reconciliation themed activities throughout the year.
- *Suitable Gathering with the CEO* – The Chief Executive Officer and General Manager, People will host an annual lunch for its First Nations employees, to discuss how AVM may continue to facilitate reconciliation and better support First Nations people in gaining, maintaining and progressing in their employment with AVM.
- *Venue Planning* – AVM shall encourage and insist that the Kurna people are appropriately consulted in any development and expansion of its venues.

### Responsibility

The Chief Executive Officer shall be responsible for championing and providing leadership in respect to this Commitment Statement. The General Manager, People shall be responsible for oversight and implementation.

### Review

This Statement of Commitment is to be next reviewed in February 2026.



**Martin Radcliffe**  
Chief Executive Officer