

# Do Better Report

A summary of excerpts from the independent review into Collingwood Football Club's responses to incidents of racism and cultural safety in the workplace.

The [Do Better report](#), commissioned by the Collingwood Football Club, addresses systemic racism within the Club and outlines how language can acknowledge harm, take responsibility, and commit to change. Below are excerpts illustrating these principles:

## Acknowledging harm

The report explicitly identifies evidence of systemic racism at the Club, stating that it occurred "not through individual action but through policy, institutional culture, representations in media, laws, conversational norms and normalised behaviour".

This acknowledgment reflects the Club's recognition of the pervasive nature of racism within its operations. It notes that Collingwood has historically treated racist episodes as isolated incidents rather than addressing underlying structural issues.

## Taking responsibility

Collingwood admitted past failures in handling racism, with club president Eddie McGuire stating: "Looking back, we now know [our best] wasn't always good enough. For that, we are sorry and pledge to do better". The report emphasises the need for transparency, accountability, and consequences in addressing racism. It highlights the importance of revisiting unresolved issues from the past to ensure meaningful change.

## Committing to change

The Club adopted all 18 recommendations from the report, which include establishing a Truth-Telling Framework to understand the impacts of racism and implementing anti-racism principles. Collingwood Football Club is committed to strengthening its capacity to condemn and actively fight racism. This includes updating discrimination policies, creating a framework for responding to racism, and forming working groups to embed change within the club.

The report concludes with a call for substantive cultural shifts: "Good intentions on and off the field don't have any significant meaning unless they are embraced and implemented".

These excerpts demonstrate how Collingwood Football Club has begun acknowledging harm caused by systemic racism, taking responsibility for its failures, and committing to long-term structural change.

