

AFLW PLAYERS'

ALUMNI HANDBOOK

2021



WELCOME TO AFLW PLAYERS' ALUMNI

The AFL Players' Alumni program recognises the contribution every past player has made to our great game.

Whether you played 30 AFLW games or just one, you will have full access to our comprehensive support network.

THE TEAM

Tim Harrington

Head of Alumni

P: +61 419 152 411 **E:** tharrington@aflplayers.com.au

Chris Smith

Alumni Programs Manager

P: +61 400 019 391 **E:** csmith@aflplayers.com.au

Brett Ebert

Alumni Delegate - South Australia

P: +61 439 874 334 **E:** bebert@aflplayers.com.au



FROM THE CEO PAUL MARSH

This handbook has been developed for all AFLW past players, including those who have finished up at the end of the 2021 season. While transitioning from a sporting career can be challenging, taking the time to understand and utilising the services available to you as a member of the AFLPA will help you through this period.

As an AFLW past player, you've laid the foundations for the ever-growing competition we see today.

You've contributed to an increase in public interest and participation, jobs and the overall health of the entire industry. All at the AFLPA congratulate you on your contribution.

Being selected for the AFLW is an enormous achievement in itself but we don't believe it defines who you are. In leaving the game you do so with significant memories and experiences that will help shape your next phase, wherever it takes you.

The AFLPA, as the representative body of all players, past and present, exists to support players from the moment they're drafted through the rest of their lives.

It's one of the reasons current players have put aside some of their own money to fund essential programs and services such as the Injury and Hardship Fund, and mental health and wellbeing network, so past players can take care of their physical and mental health.

If you're fresh out of the game, congratulations on your career and welcome to the Alumni program. If you're an established or potential Alumni member, we look forward to seeing you thrive in your everyday life.

Our Regional Managers will be your link to the PA. They are passionate people who want to see you flourish so be sure to reach out whenever you need it.

Please don't hesitate to get in touch with any of our staff if you have any questions.



Paul Marsh

A LETTER FROM

LEAH KASLAR & ANNALYSE LISTER
AFLW BOARD MEMBERS

Congratulations on your AFLW career. We are grateful for the contribution you have made to the game during your tenure. You were part of a trailblazing group who broke through barriers and forged a pathway for both girls and boys all over the country.

As AFLW athletes, we are constantly balancing our sporting careers on top of work or study commitments, not to mention our personal lives as well. Juggling these commitments takes its toll so you should reflect upon your time in the competition with immense pride.

Your connection to the game will still remain and, through Alumni membership, you have access to a range of services to help with your transition to a career outside of football.

This handbook provides you with all the details you need to know as an AFLPA past player so take the time to read through the content – we guarantee there is at least one thing in here you weren't aware you could access.

The AFLPA is here for you and the programs and services available to us as both current and past players are some of the best available in world sport. Please be sure to reach out to the PA to help support you beyond your playing career so your time in the game can be remembered fondly.



After a successful sporting career across two codes, Sharni Norder called time on her AFLW career at the end of the 2021 season.

BUILDING YOUR FUTURE



Exiting the AFLW system will present a period of transition, which can be both daunting and exciting. We have a few tips to help you navigate the transition:

1. TUNE-IN TO OPPORTUNITY:

In times of stress or change, the brain's default mode is to notice what is wrong, to tune-in to threat and loss. We often become blind to our personal strengths, resources and opportunities available to us. Take time to intentionally tune your brain in and capitalise on the opportunities available to you right now.

2. VALUES-BASED ACTION:

Make your choices in ways that reflect your personal brand and values. What do you stand for in life? E.g. respect, family, achievement, compassion.

3. SOCIAL SUPPORT:

You have a network of friends, family and professionals around you that can help you manage this transition. Be proactive – tap into the people and resources you have around you.

4. BUILD (DON'T BURN) BRIDGES:

It is normal to have strong emotions at this time and the challenge is to not let this take charge of your behaviour. Let off steam with the people you know and trust but think twice before saying or doing something that you may regret down the track.

WE'RE HERE TO HELP. CONTACT US:

Marcus Drum

Head of Regional Managers (Vic)
(Carlton, Collingwood)

M: 0409 867 794 **E:** mdrum@aflplayers.com.au

Luisa Meoli

Regional Manager NSW
(GWS Giants)

M: 0407 391 898 **E:** lmeoli@aflplayers.com.au

Mark Grainger

Regional Manager QLD
(Brisbane, Gold Coast Suns)

M: 0439 860 186 **E:** mgrainger@aflplayers.com.au

Braden Stokes

Regional Manager VIC
(Richmond, St Kilda, North Melbourne)

M: 0418 553 437 **E:** bstokes@aflplayers.com.au

Bobby Quiney

Regional Manager VIC
(Melbourne, Western Bulldogs, Geelong)

M: 0407 093 263 **E:** bquiney@aflplayers.com.au

Jimmy Toumpas

Regional Manager SA
(Adelaide)

M: 0437 329 499 **E:** jtoumpas@aflplayers.com.au

Jamie Bennell

Indigenous Relationship Manager

M: 0406 212 495 **E:** jbennell@aflplayers.com.au

TBC

(Regional Manager WA - West Coast, Fremantle)



END OF THE 2021 SEASON

The following information and dates are relevant to your transition out of the game at the end of the 2021 season.

CONTRACTS

All one-year standard playing contracts end on 31 May 2021, and all agent agreements end at the end of your playing contract. If you want to be represented by your current agent or a new agent after the end of your current playing contract, you must enter into a new agent agreement.

The Sign and Trade Period is currently being negotiated between the AFLPA and AFL. This will be communicated to you when it's finalised

Please contact your AFLPA Regional Manager with any questions you may have about your individual contractual situation.

THE EXIT MEDICAL

The AFL Medical Requirements mandate your club to arrange, at its expense, an exit medical examination. This examination should be comprehensive and identify all further medical treatment, including any rehabilitation, that may be required as a result of injuries suffered during the course of your employment with the club. The club must provide a copy of the report to you.

WHO CONDUCTS THE EXIT MEDICAL?

The exit medical is to be conducted by a doctor to be mutually agreed by you and the club. If you do not want to use the club doctor for your exit medical, you and the club can agree to another doctor.

The exit medical may be conducted at a location determined by the doctor performing the exam, but cannot be conducted at the club's facilities.

WHY THE EXIT MEDICAL IS IMPORTANT

The exit medical documents your injuries and conditions as at delisting. This may become important in relation to accessing two key benefits your contract provides:

1. Gap cover for 18 months post-delisting for injuries incurred in the course of your football employment, provided that you maintain top-level health cover and that the club approves of the medical providers; and
2. Loss of non-football earnings arising from injuries suffered in the course of your employment, including losses caused by surgery and/or treatment in connection with the injury, whether or not post-delisting.

OFF-SEASON CONTACT

Clubs may allow players to use their facilities and medical staff as well as provide general fitness and nutrition plans, but cannot require players to participate in any activities or training sessions.

ALUMNI MEMBERSHIP

Recently retired and delisted AFLW players who join the AFL Players' Association as an Alumni member receive access to a range of services.

HEALTH & WELLBEING

COMPLIMENTARY WELLBEING CONSULTATIONS

Alumni members have access to our National Psychology Network. All consultations are completely de-identified and funded by the AFL Players' Association.

For more information, contact wellbeing@aflplayers.com.au.

CONCUSSION SUPPORT

The AFL Players' Association has partnered with the AFL and The Florey Institute of Neuroscience and Mental Health in an extensive past player concussion screening. The screening process may include advanced scanning and neuropsych assessments.

DOCTORS NETWORK

Members are able to receive timely, bulkbilled, consultation, diagnosis and advice on treatment, referral and support on musculoskeletal issues and any ongoing injuries or illnesses related to their football career, regardless of their financial situation, through the AFL Doctors' Association. The network provides significant geographic coverage across the country.

SOCIAL CONNECTIONS

MCG GAME DAY EVENTS

In conjunction with the Combined Past Players and Officials Association, the AFL Players' Association hosts a number of past player events during the year in the Premiership Club Dining Room of the MCG on match days.

ALUMNI GOLF EVENTS

Alumni golf events take place nationally throughout the year. With a focus on socialising, networking and Alumni program awareness, these events prove to be pivotal in keeping players connected to the industry.

COMMUNICATIONS

Past player members receive a subscription to the AFL Players' Association's publications and regular direct mail e-newsletters throughout the year as well as through the AFL Players' Network on LinkedIn. Speak to the AFLPA Alumni staff for more details.

CONTINUED EDUCATION

EDUCATION AND TRAINING GRANTS

Past players can access Education and Training Grants (E&T) for up to three years post retirement or delistment. These grants may be used for university studies, TAFE courses, short courses and licences. A copy of your receipts, completion certificate or university results must be submitted at the time of application. You can only claim course fees for study in the same year as an approved grant.

See next page for more information.

Masters / PhD, Other	\$3,300
Bachelor Degree	\$2,750
Graduate Certificate	\$2,750
Graduate Diploma	\$2,750
Executive Certificate	\$2,200
Single Subject	\$2,200
Advanced Diploma	\$2,200
Diploma	\$2,200
Certificate 4	\$1,100
Certificate 2&3	\$825
Short Course	\$550

COURSES

The AFLPA in conjunction with an education provider, is facilitating a Diploma of Business at a significantly reduced rate for past players (\$3,000).

The classes will be held online, via Zoom, and E&T grants may be applicable.

FINANCIAL PROSPERITY

FINANCIAL CONSULTANTS

Access to AFL Players' Association affiliated financial management support and advice.

THE AFL PLAYERS' SUPERANNUATION FUND

The AFL Players' Superannuation Fund is open to all Alumni members to join. The ability to become a member of a large group superannuation plan and its associated buying power, enables members' access to a range of discounts and concessions.

CAREER TRANSITION EVENT

The Annual Career Transition Event will provide transitioning players with career upskilling and job ready workshops as well as access to an expansive range of national employment opportunities.

The event also exposes players to real-life transition stories from players who have recently left the game and provides players with some valuable tools to assist them navigate through their transition and into retirement.



AFLW Players' MVP
Award winner and
former Giant and
Crow, Courtney Gum.

AFL PLAYERS' INJURY AND HARDSHIP FUND

Established in 2017, the AFL Players Injury & Hardship Fund provides ongoing support for the health and wellbeing of past players. The Injury & Hardship Fund has various payments and benefits which may be applicable to past players.

1. LIFETIME HEALTH CARE PROGRAM

AFLPA Alumni members may be eligible for reimbursement of medical costs and expenses for joint surgery. Medical costs and expenses for a dental injury incurred whilst training or playing with an AFL/VFL club may also be reimbursable under the program.

Members with private health insurance are eligible for reimbursement of up to \$8,000, while those without private health insurance can access up to \$6,000.

Hardship support may be available to members who do not have private health insurance due to financial hardship.

2. HARDSHIP FUND

As life doesn't always work out the way it was intended, support may be available to Alumni members in financial hardship.

The Hardship Fund has assisted 140 past players with more than \$1.1m since the launch of the Alumni Program in 2007.

AFL PLAYERS' INJURY & HARDSHIP FUND – BOARD

- **Paul Marsh**
AFLPA CEO (Chair)
- **Paul Henderson**
Medical negligence lawyer
- **Gareth Andrews**
Former player, vice president
Richmond FC
- **Joan Fitzpatrick**
Experienced company director
- **Dr Andrew Potter**
Adelaide FC club doctor
- **Dr Rebecca Cordingley**
CEO PurePlay Orthopaedics



INJURY AND HARDSHIP WITH ANTHONY STEVENS

If the brain is the most important tool for a human, the body is a close second.

Australian Rules is a tough sport and players across every generation play it hard, with speed, crashing themselves into other bodies and the turf.

Over time, football takes its toll and there wouldn't be many past players around where it hasn't.

Your body is like a car. To keep it in good, working condition, you need to maintain it and bring it in for a service every now and then.

Like a car, you're not always going to look after your body perfectly anymore but what counts is having access to that mechanic.

This is where the AFLPA, and more specifically the Injury Fund, comes in.

It wasn't until the last three years where I learned how the AFLPA can help past players. The Injury Fund came to my attention when it was set-up before I contacted the Alumni team to learn more about it.

The end result was getting that service while saving a bit of money, which is always important.

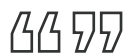
I've had private health insurance all my life. I knew because of my genetics, with my father's bad hips, and playing the

bash-and-crash game that is footy that I'd eventually need help there.

I was a few years out of the game when I had a hip replacement. I had that done before the Injury Fund came into effect but the big thing for me was my teeth.

They were knocked out playing footy. After wearing a plate for around 15 years, I recently had more work done, which included having implants put in.

Having brand new teeth lends itself to a new level of comfort compared to the amount of issues I used to have with the plate and I wouldn't have been able to afford those without the Injury Fund.



IT'S UP TO YOU TO ENGAGE... WHETHER YOU PLAYED ONE OR 300 GAMES, YOU'VE BEEN PART OF BUILDING SOMETHING SPECIAL FOR EVERYDAY AUSTRALIANS. YOU'VE HELPED MAKE THE GAME AS STRONG AS IT IS TODAY.

YOU PUT YOUR BODY ON THE LINE, DID THE WORK, CRASHED INTO EACH OTHER FOR A SMALL, AND IMPORTANT, PART OF YOUR LIFE BUT THE LASTING EFFECTS CAN BE OVERWHELMING. NOW IS THE TIME TO BE REWARDED.

It's up to you to engage. Whether you play one or 300 games, you've built something special for everyday Australians. You made the game as strong as it is today.

You put your body on the line, did the work, crashed into each other for a small, and important, part of your life but the lasting effects can be overwhelming. Now is the time to be rewarded.

There's a special AFL bubble where we look after our own and that's essentially why the AFLPA exists – to make the lives of those who were the product a little better.

That's why I want to help drive a strong past players' association at North Melbourne.

People loved watching their heroes and there's nothing worse than hearing a story of how they've run into hard times.

So don't be one of those stories and get on-board – you made the game as strong as it today.

- Anthony Stevens, AFLPA Alumni





SPORTSREADY
EDUCATION & EMPLOYMENT

**AFL
PLAYERS**

FOOTBALL INDUCTION PROGRAM

The AFL Players' Association and AFL SportsReady Football Induction Program is run for all first-year players to provide the basic tools to begin their AFL careers and provide a platform for further study or work experience. Participants who complete the below sessions graduate with a Specialist Certificate in AFL Induction.

CAREER SKILLS SCREENING

WELLBEING SESSION 1: VALUES IN ACTION

WELLBEING SESSION 2: STRESS AND STORIES

MANAGING MY MONEY

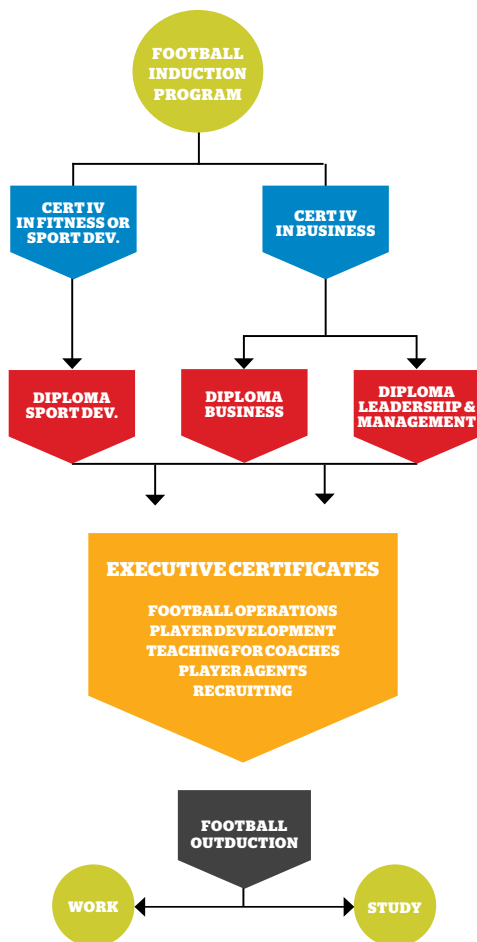
CULTURAL AWARENESS

MEDIA AND COMMUNICATION

ELITE ATHLETE ELITE LIFESTYLE

GAMBLING EDUCATION AND INTERVENTION

AFL PLAYERS' VOCATIONAL PATHWAY



DIRECT ENTRY INTO A RANGE OF BACHELOR DEGREES

DIRECT ENTRY INTO BACHELOR DEGREE WITH UP TO 1 YEARS CREDIT

UNIT(S) CREDIT INTO MASTERS DEGREE

Players wishing to enquire about these courses, please contact AFL SportsReady or your Regional Manager.

NEXT GOAL WORK PLACEMENTS



AFL SportsReady in partnership with the AFL Players' Association has been delivering career and personal development programs to AFL players since 2002.

NEXT GOAL WORK PLACEMENTS

The Next Goal Work Placements program is an opportunity for players to gain hands-on experience in their chosen field or industry.

The program enables players to build on existing skills and network with potential employers while learning about potential career pathways.

More than 350 players have taken part in placements across a range of industries including finance, real estate, education, youth services and construction.

The Next Goal Work Placement program takes place over a five-day period where players attend workplaces while gaining valuable experience in their chosen field.

Many players who have successfully completed their Next Goal Work Placement have benefited by gaining valuable industry experience along with direct employment with their host employer.

If you would like to gain experience in an industry you are interested in, please contact Rayden Tallis.

Rayden Tallis
Manager – Next Goal Program
E: rayden.tallis@aflsportsready.com.au
M: 0407 162 229



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AFL SportsReady runs a number of executive level courses that are available for AFL or AFLW players who are looking to work in the AFL system.

These courses, together with a range of certificate IV and diploma courses, are available at a cost – contact AFL SportsReady if you are interested or have any questions.

AFL COACHES ASSOCIATION PROFESSIONAL CERTIFICATE IN AFL RECRUITING

The Professional Certificate in AFL Recruiting is a four-week course designed to provide interested individuals with an insight into the skills, knowledge and practices used by successful AFL recruiting staff. This course is appropriate for people looking to enhance their knowledge or transition into the area of AFL recruiting.

AFL COACHES ASSOCIATION EXECUTIVE CERTIFICATE (TEACHING AND EDUCATION FOR COACHES)

The AFLCA Executive Certificate (Teaching and Education for Coaching) has been designed by the AFL Coaches Association in partnership with AFL SportsReady to help prepare potential and current coaches to become equipped to teach effectively. This course will provide some great insight into teaching practice and how this can be used in a coaching environment. In addition, participants have the option to complete an assessment giving participants one unit of credit in the La Trobe University Masters of Sports Management.

AFL EXECUTIVE CERTIFICATE IN AFL MANAGEMENT (FOOTBALL OPERATIONS AND LIST MANAGEMENT)

The AFL is committed to investing in the education and professional development of their industry leaders. The Professional Certificate (Football Administration) has been designed to prepare and extend potential and current football administrators within the AFL. Upon completion of the Executive Certificate in AFL Management (Football Operations & List Management), participants will be eligible for one unit of credit towards a Masters of Management through La Trobe University.

AFL COACHES ASSOCIATION PROFESSIONAL CERTIFICATE IN LIST MANAGEMENT

The Professional Certificate in AFL List Management is a four-week course designed to provide interested individuals with an insight into the skills, knowledge and practices used by successful AFL List Management staff. The content will be delivered by Brad Lloyd, one of the AFL's experienced list and recruiting managers. The course is made up of online pre-readings and activities and a one-day workshop followed by two weeks of online activities including live discussion boards.

AFL PLAYERS' ASSOCIATION EXECUTIVE CERTIFICATE (PLAYER DEVELOPMENT)

The course aims to educate and inform participants on current best practice models for developing athletes holistically in an elite sporting environment. Although the course will focus on the AFL environment, the skill sets developed will be transferrable to other sports. Upon successful completion students will be eligible for one subject credit in La Trobe University's Master of Management (Sport Management).

PROFESSIONAL CERTIFICATE (PLAYER AGENT)

The AFLPA Professional Certificate (Player Agent) aims to educate participants on the key aspects of player management in the AFL environment. Participants will hear from key industry figures and learn the fundamental skills required to be a successful player agent. Upon completion, participants will be eligible for entry into La Trobe University's Master of Management (Sports Management).

SPECIALIST CERTIFICATE IN COACHING FEMALE ATHLETES

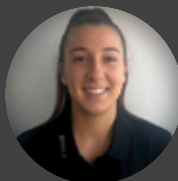
With the introduction of AFLW the interest in coaching female athletes has significantly increased across the AFL system and beyond. This one-day course aims to provide coaches with greater understanding and insights about how to effectively coach female athletes to maximise both their development and performance. The course will be presented by industry experts who will share their experiences in maximising female athlete performance and developing and winning team culture.



Victoria Park, Level 3,
Bob Rose Stand
Abbotsford VIC 3067
www.aflsportsready.com.au



Matthew Scholes
Director of Education /
Head of AFL Programs
E: [matthew.scholes@
aflsportsready.com.au](mailto:matthew.scholes@aflsportsready.com.au)
M: 0412 031 269



Casey Sherriff
National Projects Officer
E: [casey.sherriff@
aflsportsready.com.au](mailto:casey.sherriff@aflsportsready.com.au)
M: 03 8413 3531



Hayden Holbrooke
Co-ordinator AFL
Induction Program,
Athlete & Sports
Education Department
AFL SportsReady
E: [hayden.holbrooke@
aflsportsready.com.au](mailto:hayden.holbrooke@aflsportsready.com.au)
M: 0404 754 422



WELLBEING AND LIFE PERFORMANCE

Life after AFL footy can be a time of significant change and the AFLPA Wellbeing Services Team is available to players who are looking to manage the post-career challenges as smoothly as possible. Think of this as a friendly but focused service to help you navigate and grow through change.

WHAT CAN I EXPECT?

A confidential conversation with one of the AFLPA's in-house psychologists, who understand and help navigate the typical post-career challenges that past players face.

These conversations often result in a face-to-face session/s with one of the AFLPA's independent and experienced network psychologists, in their private practice rooms (not at the AFL Players' Association). Phone/Skype consults can be arranged where face-to-face meetings are challenging.

WHY DO PAST PLAYERS CONTACT THE SERVICE?

Via this service, past players have access to a traditional range of mental health services, as well as more proactive services to build resilience, perform optimally and flourish in life.

A range of topics such as transitioning out of football, relationship issues, feeling flat or anxious, drug, alcohol and gambling related behaviour and other issues that pop up in their lives are often addressed.

If you're unsure about what our psychologists can help with – call and have a chat or come for an initial session. Think of it as a proactive health check.

DO PAST PLAYERS USE THE SERVICE?

Absolutely. Approximately one-half of all members who access the Wellbeing Service are past players (male and female).

DOES IT MATTER IF I'VE NEVER USED THE SERVICE BEFORE?

No. While many past players may have already accessed our psychology network during their playing career, some have never done so. Members find the independent and confidential service appealing because while our network psychologists understand the AFL industry, the focus of discussion can be much broader.

WHAT DOES IT COST?

This service is provided at no direct cost to current or past players, as one of the many benefits of your AFLPA membership.

CONTRIBUTE TO THE VISION

We are always looking for current and past players to share their ideas and get involved with campaigns we promote or to provide a players' perspective on current and new services. You don't need a psychology degree – you just need to have an interest or passion for enhancing wellbeing, building resilience and preventing mental illness.

Contact us at wellbeing@aflplayers.com.au or 1800 448 903



Tackle Your Feelings
ambassador and Fre-
mantle FC skipper,
Kara Antonio.



Brisbane stalwarts Lauren Arnell and Emma Zielke capped off their AFLW careers in the best possible fashion, with a premiership win.



AFL PLAYERS' ASSOCIATION

Level 2, 170 Bridport Street, Albert Park, VIC 3206

T: 03 8651 4300 F: 03 8651 4305



@AFLPlayers

aflplayers.com.au