

2023 AFL PLAYERS' HANDBOOK



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celebrating 50 years

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ACKNOWLEDGEMENT OF COUNTRY

The AFL Players' Association acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.



FROM THE CEO

WELCOME TO THE 2023 EDITION OF THE AFL PLAYERS' HANDBOOK. THIS WILL BE A VALUABLE RESOURCE TO EDUCATE YOU ON THE PROGRAMS, SERVICES AND SUPPORT AVAILABLE TO YOU THROUGH MEMBERSHIP OF THE AFL PLAYERS' ASSOCIATION.

The handbook also contains details on key aspects such as the Collective Bargaining Agreement (CBA), rules and regulations, the function of the AFLPA and our various departments, and the programs and services we provide our members.

We, at the AFLPA, exist to support you through your football journey and beyond, and maximising your time in the game is vital to ensuring a thriving career during and post football. It's also our job to represent the playing group on issues that impact you, while providing world class benefits and programs to support your professional development.

The industry has changed significantly as we emerge from the pandemic and credit should go to all players for helping the industry through this difficult period. The next step in our journey is negotiating a new CBA for players, and our goal is to combine AFL and AFLW players into one agreement for the first time, which we believe will help grow the game and therefore deliver increased benefits for both groups of members. As always, player unity is critical to getting the best outcomes for you, so I'd encourage you to stay strong, keep asking questions and engaging with us to help ensure the futures for all players are strong and secure.

While the life of an elite athlete continues to be demanding, investing in your off-field development has never been more important and we've seen countless examples of how this can help, or hinder, your on-field exploits as well as the next phase of your working life.

As always, hearing from individuals helps us act on behalf of the collective so if you have an issue, question or idea, please don't hesitate to reach out. The staff at the AFLPA are passionate people who want to help you get the most out of your AFL career, so I encourage you to engage with us when you get the chance.

Good luck for the season ahead.



Paul Marsh



FROM THE PRESIDENT

AS THE INDUSTRY CONTINUES TO REBOUND FROM A FEW TOUGH YEARS, THE OPPORTUNITY TO SHAPE THE GAME ARE VAST AND CRITICAL FOR FUTURE PLAYERS.

That's why it's never been more important to maintain a unified playing group, and by extension players' association, so that all players have equal opportunity to thrive.

However, alongside those opportunities are the challenges we, as players, face as the stakeholder that allows the industry to thrive as much as it does. We are the labour force, the product and are often the ones who are worse off when things don't go to plan.

There are many incredible benefits in playing this game at the highest level; the relationships, camaraderie, and team ethos, but the reality is it does take its toll on the people involved so it's vital we continue to improve the conditions in which we operate to ensure the football experience is an enjoyable one for each and every player who walks through your club's doors.

To do so, we need to continue to engage with the AFLPA, have honest conversations, and push for the outcomes we want.

This handbook is a one-stop shop for everything you need to know about the things you can access as a member of your Association and I encourage you to be proactive in reaching out to your Regional Manager, Delegates, and AFLPA staff.



Patrick Dangerfield



EXECUTIVE TEAM

The AFLPA Executive is led by Paul Marsh and he is supported by the executive team. They are responsible for delivery of the strategy and general operations across the organisation.



PAUL MARSH
CEO



BRETT MURPHY
General Manager -
Player & Stakeholder Relations



REGAN BUNNY
General Manager -
Human Resources



MEGAN COMERFORD
General Manager -
Legal



BEN SMITH
General Manager -
Member Programs & Services



MICHAEL JAMISON
General Manager -
Communications & Commercial



JOHN ULKOWSKI
General Manager -
Business Operations



REBECCA CHITTY
General Manager -
Strategy & Transformation



AFL PLAYERS' ASSOCIATION

LEVEL 2, 170 BRIDPORT STREET
ALBERT PARK, 3206

P: (03) 8651 4300
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THE AFLPA BOARD

The AFLPA Board will be finalised at the Annual General Meeting in March. In 2022, the Board was led by President Patrick Dangerfield and Chairman Andrew Twaits. The AFLPA Board meets regularly throughout the year to make decisions on behalf of the wider AFL and AFLW membership.



PATRICK DANGERFIELD
PRESIDENT



PHIL DAVIS
CO-VICE PRESIDENT



ANNALYSE LISTER
CO-VICE PRESIDENT



ANDREW TWAITS
CHAIR



PAUL MARSH
CEO



CATHERINE PHILLIPS



KERRY PETERSON



CHRIS HEFFERNAN



ISABEL HUNTINGTON



TOM JONAS



DARCY MOORE



ED CURNOW

THE DELEGATES

There are a minimum of two delegates from every club, who act as the conduit between the players from their club and the AFLPA Board and staff. The delegates come together for an annual Leadership and Development Conference to discuss the key issues impacting players. The role of a club delegate is:

- Represent the players and the AFLPA on club decisions
- Provide a link between the AFLPA and their playing group
- Develop and implement an annual Club Actions and Priorities Plan, in conjunction with their AFLPA Regional Manager
- Keep players up to date on key information relating to member benefits, industry issues or workplace conditions

WANT TO BE A DELEGATE? Contact your AFLPA Regional Manager.



ADELAIDE
Tom Doedee,
Andrew McPherson



COLLINGWOOD
Mason Cox, Nathan Murphy,
Isaac Quaynor



GEELONG
Tom Atkins,
Gryan Miers



HAWTHORN
Sam Frost,
Mitch Lewis



PORT ADELAIDE
Connor Rozee,
Xavier Duursma



SYDNEY
James Rowbottom,
Hayden McLean



BRISBANE
Daniel Rich,
Brandon Starcevich



ESSENDON
Kyle Langford,
Zach Merrett



GOLD COAST
Rory Atkins,
Jake Stein



MELBOURNE
Tom McDonald,
Tom Sparrow



RICHMOND
Nick Vlastuin,
Ivan Soldo



WEST COAST
Alex Witherden,
Oscar Allen



CARLTON
Marc Pittonet,
Matt Cottrell



FREMANTLE
Alex Pearce,
Travis Colyer



GWS
Matthew Flynn
TBC



NORTH MELBOURNE
Luke McDonald,
Nick Larkey



ST KILDA
Jack Billings,
Jack Sinclair



WESTERN BULLDOGS
Taylor Duryea,
Anthony Scott

PLAYER & STAKEHOLDER RELATIONS

The Player and Stakeholder Relations team provides individual support to 800 AFL players and 580 AFLW players through Regional Managers, in addition to more than 4000 past players through our alumni program. The team also provides players with a voice on relevant game-related matters including laws of the game, match review and tribunal, player movement, athlete tracking and health and safety.

VOICE

The AFLPA is the voice of the collective playing group on a wide range of matters including:

- Laws of the Game
- Fixturing
- Match Review and Tribunal
- Player Movement
- Player Health and Safety

The AFLPA develops its position on these matters through direct conversation with players, in particular through club visits, and through survey data. We deal directly with the AFL on these matters, as well as through various committees and working groups including the AFL Competition Committee, AFL Research Board and AFL OH&S Committee.

REGIONAL MANAGERS

A key part of our success is in the relationships we build with players, communicating with and connecting you to your association. We urge you to get to know your Regional Manager or any member of the team – it is your association and we are here to assist you on these issues.

See page 11 for more information.

ALUMNI

The AFL Players' Association has more than 4,000 AFLW and AFL past players as Alumni members who have access to a range of benefits and services to recognise the contribution that past players have made to the game.

See page 42 for more information.

DIVERSITY

The AFL Players' Association believes in the importance of diversity in the AFL industry. We provide numerous programs and services and host a range of events to support those from diverse backgrounds to better serve our members while promoting social change within the industry.

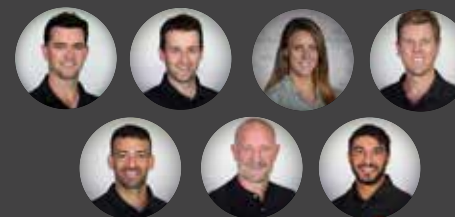
See page 40 for more information.

NEED ASSISTANCE?

Brett Murphy

General Manager - Player & Stakeholder Relations
M: 0432 072 250 E: bmurphy@aflplayers.com.au

REGIONAL MANAGER TEAM



One of your important contacts at the AFLPA will be your club's allocated Regional Manager. The Regional Manager team is responsible for building strong engagement between players and the PA and are able to provide support and guidance to you in a number of areas, including:

- Building trusted relationships with you and connection to your association
- Conduit between your club staff, players, the AFLPA and industry
- General support around your wellbeing and progress through your career, and a listening ear should you need someone to bounce off at any time
- Provide advice and guidance around your individualised holistic growth and development, including your vocational development outside of football
- Connecting you to AFLPA services, including independent legal support, psychology network, financial advisers and others
- Transition support, both into the AFL and out of the system at the end of your career
- Club delegate development and guidance
- Monitor and collaboration with your club on delivery of the CBA and your club's Player Development Steering Committee

CONTACTS

We encourage you to put your relevant Regional Manager's contacts into your phone and get in touch whenever needed.

Marcus Drum

Head of Regional Managers
(Carlton, Collingwood, Essendon)
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Braden Stokes

Head of Regional Managers
(Hawthorn, North Melbourne, Richmond, St Kilda)
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Luisa Meoli

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(GWS Giants, Sydney)
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Braeden Money

Regional Manager VIC
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Jimmy Toumpas

Regional Manager SA
(Adelaide, Port Adelaide)
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Dan Southern

Regional Manager WA
(Fremantle, West Coast Eagles)
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Jamie Bennell

Indigenous Relationship Manager
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LEGAL SNAPSHOT

The Legal team is here to advance and protect the interests of players, both collectively and individually.

COLLECTIVE

Our key role is to negotiate the CBA and then to monitor workplace conditions to ensure that what we agreed is delivered. We play an active role in all changes to rules and regulations to ensure your rights are protected, including to negotiate AFL policies. We also advocate on behalf of all players on issues including health and safety.

INDIVIDUAL

With a team of experienced lawyers, we are here to assist and support you on any matter, including:

- Disciplinary Issues
- Contractual or Legal Disputes
- Commercial Matters
- Disputes with Agents

NEED ASSISTANCE?

Megan Comerford

General Manager - Legal

M: 0438 818 800

E: mcomerford@aflplayers.com.au

RULES AND REGULATIONS

Your playing contract and the CBA require that you comply with various rules, policies and codes. Breaches of the various rules are treated very seriously. As a member of the AFLPA, we urge you to contact us for free and confidential advice if you have any concerns about a breach of these rules. The rules and policies are mentioned below and can be accessed in full here:

www.afl.com.au/policies

AFL RULES AND REGULATIONS

Includes rules concerning TPP, draft, and prohibitions on gambling.

AFL POLICIES

Includes the AFL's Vilification and Respect and Responsibility Policies.

AFL & AFLPA CODE OF CONDUCT

See page 20.

ANTI-DOPING CODE

See page 20.

ILLICIT DRUGS POLICY

See page 22.

CBA

COLLECTIVE BARGAINING AGREEMENT 2017 - 2022

ON THE WEB

FULL 2017-2022 CBA

www.aflplayers.com.au/cba

The **Collective Bargaining Agreement (CBA)** is the document signed by the AFL Players' Association and AFL that sets out the minimum terms and conditions of your employment. The six-year deal was finalised in June 2017, was amended for 2020 and 2021 seasons due to the impact of COVID-19, is scheduled to end at the end of 2022. Under the 2017-2022 CBA, player wages were tied to the industry's revenue for the first time in the history of the game.

THE KEY AREAS OF THE 2017-2022 CBA INCLUDE:

- Minimum player payments
- Injury payments
- Leave, travel and accommodation entitlements
- Free Agency
- Grievance procedure
- Player appearances
- Player Retirement Scheme
- Code of conduct and player rules
- Use of image
- Match and grand final tickets

As at the date of publication, we are still in the process of negotiating a CBA with the AFL for 2023 and beyond. In the meantime, the terms of the 2017-2022 CBA will continue to be in place, as set out on the pages that follow. We are continuing to advocate for further improvement to your working conditions, and any changes to the key terms and conditions impacting players will be communicated to you and included in an updated version of this handbook.



AFLPA CEO Paul Marsh (right) and AFL CEO Gillon McLachlan after signing the AFLW Season 7 CBA in 2022.

TOTAL PLAYER PAYMENTS 2022

2022
\$13,538,993*

ADDITIONAL SERVICE AGREEMENTS (ASA)

2022
\$1,230,392*

2022 ROOKIE-LISTED PLAYERS

NEW PLAYERS OR ONGOING ROOKIES

WHO HAVE PREVIOUSLY BEEN ON A PRIMARY LIST

BASE PAYMENT
(MINIMUM)
\$80,000

BASE PAYMENT
(MINIMUM)
\$95,000

+ SENIOR MATCH **\$4,000**

+ SENIOR MATCH **\$4,000**

These amounts are minimums and clubs may pay Rookies more than this.

2022 FIRST-YEAR PLAYER

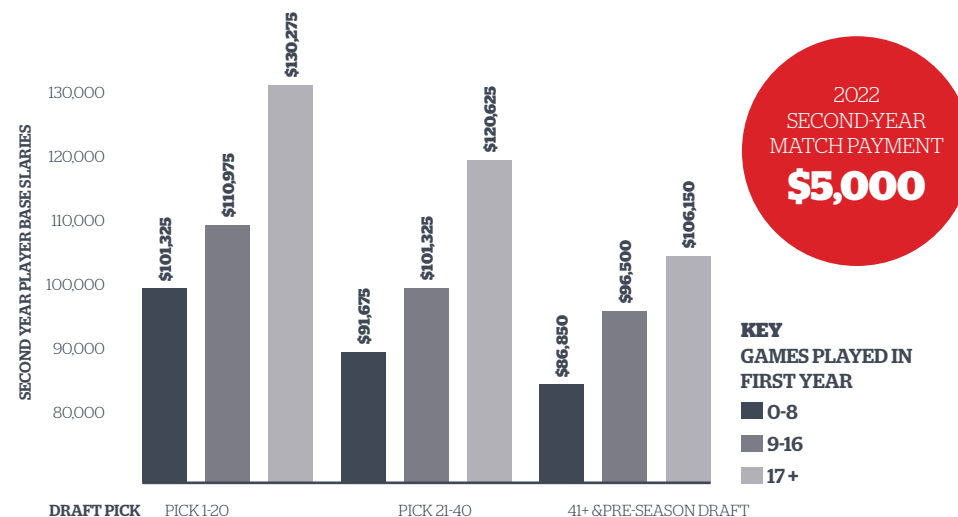
An AFL club shall pay each first-year draft choice the base payments and senior match payments per senior game:



2022
FIRST-YEAR
MATCH PAYMENT
\$4,000

2022 SECOND-YEAR PLAYER

An AFL club will pay each second-year player it employs a base payment and a senior match payment per senior game:



BONUS FOR SENIOR MATCHES PLAYED IN CURRENT YEAR*

1 - 5 GAMES **\$3,000**

6 - 10 GAMES **\$3,000**

11 + GAMES **\$6,000**

*MAX BONUS \$12,000, APPLIES ONLY TO SECOND YEAR PLAYERS & ROOKIES

Note: A second-year player who is eligible for relocation benefits/living allowance under this agreement and has played 0-8 senior matches in the previous year, will have his base payment increased by \$5000. Further information relating to any of the above payments to players is available from the AFLPA

2022 SENIOR-LISTED PLAYERS

Senior Listed players who are not first or second-year players or rookie listed players must be paid at least the below minimum base payment plus \$5,000 per senior match played.

BASE PAYMENT
\$110,000

+

●

SENIOR MATCH **\$5,000**

CBA

KEY MATTERS

RELOCATION - FIRST-YEAR PLAYER AND ROOKIES

For all first-year players and rookie-listed players required to relocate (generally interstate or from regional areas) following selection in the draft, the club shall:

- Reimburse or pay for the player's actual relocation costs.
- Pay for or reimburse two economy return flights for the player and a total of eight flights including one night's accommodation each time for family members.
- Reimburse the player for household establishment items purchased up to a total cost of \$6895.
- Pay the player a living allowance of up to \$11,118, based on actual costs.
- The relocation allowances may be used in a player's second year if not completely used in the player's first year.

HEALTH, SAFETY, INJURY AND INSURANCE

- You must maintain top-level health insurance during the term of your contract and for a period of 18 months after delisting.
- Clubs can offer you an insurance option at your cost but you can choose whether to accept it or get your own comparable cover.
- Club will pay all medical costs not covered by Medicare and health insurance during your contract and for 18 months after delisting.
- If you are injured and your last match was at AFL level, then you may receive up to 30 match fees for missed matches.
- If you are injured and your last match was at second tier level, then you may receive injury match fees of \$1000 for each match missed after you've missed three matches for a total of ten matches.
- If you are injured when delisted then you may be entitled to certain benefits either from the club or through the AFLPA Injury Fund. Please contact the AFLPA if this applies to you.

- There are other injury protections provided by AFLPA, which are detailed in the Alumni section of this handbook.

TRAINING, LEAVE & DAYS OFF

The PA has negotiated these conditions to ensure you have appropriate time off to refresh and have balance in your lives. While these minimum conditions are important, we are always open to changing them if it would better suit your playing group.

PRE-SEASON TRAINING

Prior to Christmas, training is limited to:

- Four days per week, or
- Three full days and two half-days, with player approval.

A 'half-day' is a maximum of four hours, or two hours prior to 10am on a Saturday.

CHRISTMAS LEAVE

You will receive three weeks' leave over Christmas, returning not prior to 6 January.

MINI-BREAKS

You will receive two four-day breaks between your return from Christmas leave and the conclusion of pre-season games.

IN-SEASON DAYS OFF

Your club must schedule a day off each week, which may not be the day prior to a game (other than a Friday game) or on a travel day. Your club must also schedule a half-day off on one week day each week. You will also receive a four-day break in any bye week during the season.

TRAVEL

You will be provided with exit row seats (or two players to three seats) on all flights, subject to availability. Teams based in WA will also receive a minimum of 12 business class seats on flights within Australia, except to/from SA and NT. You will receive either premium economy or business class seats on any international flights other than to New Zealand.

Your club is required to cover your reasonable transfer/parking costs when going to/from the airport, or reimburse you for them.

Clubs may not require a contribution to camps and must reimburse any costs you incur.

CAR PARKING

At each match, you will receive a secure reserved space, at no cost, with secure travel to and from the clubrooms.

At the MCG, players must receive tickets to park in the area reserved for AFL umpires and officials. For matches at Marvel Stadium, you should pay and be reimbursed.

TICKETS

You will receive the following, subject to any COVID-19 restrictions and government regulations:

- A 'player pass' which allows entry to all home and away matches
- Four general admission tickets for all home and away matches in which your club is competing
- Two reserved seats for all matches you are required to attend
- Two reserved seats for all finals in which your club is competing, except the GF
- The right to purchase two reserved seats to any final, except the GF

GRAND FINAL TICKETS AND TRAVEL

Subject to any COVID-19 restrictions and government regulations, all players are entitled to apply to the PA for up to two tickets from a player allocation of 1000 tickets. The AFLPA will communicate details each year as to the terms on which you can apply for these tickets. If your club makes the AFL Grand Final, the 22 selected players and three emergencies are each entitled to purchase up to eight tickets from their club.

All other listed players are entitled to one ticket at the club's cost. The club must cover the cost of travel and accommodation if based outside of Victoria.

TOOLS OF TRADE / EQUIPMENT

Clubs are required to reimburse you for items the club requires you to use, but does not provide in sufficient quantity or quality. You can wear your own choice of footwear and/or gloves. If you don't nominate your own type of footwear, the club must provide two pairs of runners and three pairs of boots (additional if necessary). Clubs will select the footwear/glove provider, unless you have medical advice to use another supplier.

APPEARANCES

- A more flexible points system was introduced in 2019 where points are used based on the impact and reach of appearances, and which allows the use of new digital activities. Each player may be scheduled to perform 75 club points and 30 AFL points (15 and six appearances under the old model); for clarity 30 AFL points is the equivalent of six CBA appearances, 75 club points the equivalent of 15 club appearances / initiatives. The new system is also complemented by a purpose built app, providing players with real time updates and status.
- Appearances can't be scheduled during your day off or half day off.
- It is important to note that any appearances you are required to do under your ASA are in addition to the CBA appearances.
- Players with more than five years of service can apply for credit for up to six half-day appearances (30 points) in consideration participating in a personal bona fide Australian football development program. Consideration will also be given to players that have served less than 5 years of service on an AFL List for development programs.
- You can access your appearances via logging into the Controlled Treatments Register; eafl.austfoot.com.au/player/Dashboard



Stephen Coniglio

RULES, REGULATIONS AND POLICIES

AFL & AFLPA CODE OF CONDUCT

The Code of Conduct provides a framework for player obligations and team rules, which are prescribed by your clubs. It also sets out how clubs may sanction players for behavioural matters including the process that must be followed and the maximum sanctions that can be applied.

AFL ANTI-DOPING CODE

The AFL Anti-Doping Code applies to AFL players at all times. The Code is consistent with the World Anti-Doping Code and prohibits the use of substances and methods believed to be performance enhancing. The Code is managed and administered by Sports Integrity Australia (SIA – formerly ASADA).

TYPES OF SUBSTANCES AND METHOD

Each year the World Anti-Doping Authority (WADA) publishes a list of prohibited substances.

These substances are split into categories. Some substances are banned at all times – that means they cannot be in your system either in or out of competition. Substances in categories S0 (Non-approved substances), S1 (Anabolic Agents), S2 (Peptide hormones, growth factors, related substances and mimetics), S3 (Beta-2 Agonists), S4 (Hormone and Metabolic Modulators) and S5 (Diuretics and Masking Agents) are banned at all times. Some substances are banned in competition – that means they cannot be in your system

on match day. Substances in categories S6 (Stimulants), S7 (Narcotics), S8 (Cannabinoids) and S9 (Glucocorticoids) are banned in competition only.

In addition some methods are prohibited at all times. These include M1 (Manipulation of Blood and Blood components), M2 (Chemical and Physical Manipulation) and M3 (Gene and Cell doping).

Athletes are strictly responsible for anything found in their system through testing. It may not be a defence to any allegation of breach that you did not know how the substance got into your system or that you did not know the substance was banned.

TESTING

Urine testing for banned substances is conducted by SIA and is:

- Unannounced and random and may occur on match day, at training or whilst you are away from the club.
- Performed throughout the year – even while you are on leave.
- Conducted anywhere in the world.

Blood testing may also be conducted.

PENALTIES

A breach of the AFL Anti-Doping Code carries a maximum penalty of four (4) years suspension for a first offence.

If a Specified Substance (which includes every category except S1, S2, S4.4, S4.5 and S6.A) is present in your system then the period of suspension will be two years unless AFL, SIA or WADA can show that the use was intentional.

If a Non-Specified Substance (i.e. S1, S2, S4.4, S4.5 and S6.A) is present in your system then

the period of suspension will be four years unless you can show that the use was not intentional.

From 1 January 2021, new rules will apply to some substances known as 'substances of abuse' – cocaine, diamorphine (heroin), methylenedioxymethamphetamine (MDMA/"ecstasy") and tetrahydrocannabinol (THC). If one of these substances is present in your system on match day after 1 January 2021, but was used out of competition in a context unrelated to sports performance, the maximum penalty will be three months.

These penalties may only be decreased where you:

- Can prove you have no fault or negligence or no significant fault or negligence;
- Provide substantial assistance in discovering or establishing anti-doping rule violations;
- Admit to an anti-doping rule violation in the absence of evidence.

PLAYER WHEREABOUTS

Players are required to keep information about their whereabouts up-to-date so that they can be tested under the Code. If whereabouts information is not kept up-to-date then:

- Their club may be fined by the AFL and the club may, in turn, pass this fine onto the player; and
- If there are three missed tests or filing failures in a 12-month period, then it will be a breach of the Code for which a player may be suspended.

THERAPEUTIC USE EXEMPTION

Some substances that are banned will be needed by athletes for medical reasons. If this applies to you then, your club doctor will see if there is an alternative that does not contain a banned substance. If there is no alternative medication then the club doctor will seek a therapeutic use exemption (TUE), which must be obtained before taking the medication.

WHAT IS SIA?

SIA, formerly ASADA, is Australia's national anti-doping organisation, which is responsible for implementing an effective program consistent with international requirements and Australian legislation.

WHAT IS WADA?

The World Anti-Doping Agency (WADA) is an international independent agency composed and funded equally by the sport movement and governments of the world. Its key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti-Doping Code (Code) – the document harmonizing anti-doping policies in all sports and all countries.



WHAT YOU SHOULD DO

- Consult the club doctor before taking any substance, including medicines and supplements.
- Keep your whereabouts information accurate and up to date.
- Consult the SIA website www.sportintegrity.gov.au for additional information.
- Check your substances at www.globaldro.com/AU/search.

NEED ASSISTANCE?

Megan Comerford
General Manager - Legal
M: 0438 818 800
E: mcomerford@afplayers.com.au

RULES, REGULATIONS AND POLICIES

ILLCIT DRUGS POLICY

The Illicit Drugs Policy is currently under review by the AFLPA and AFL. Communication and education on a new policy will be provided to players at the relevant time.

POLICY OBJECTIVES

Provide education and support for players who have used illicit drugs;

Deter players from using illicit drugs;

Change player behaviour.

TESTING

There are two types of testing:

1. Hair testing is used to:

- Identify players for necessary education and support;
- Direct target testing;
- In limited circumstances alert clubs of players who continue to demonstrate risk taking behaviour in relation to their illicit drug use.

2. Urine detections are used to determine sanctions

SANCTIONS TO DETER PLAYERS FROM REPEATED BEHAVIOUR

- **First urine detection** = \$5,000 fine (suspended), mandatory education/counselling
- **Second urine detection** = Four-match suspension plus the \$5,000 suspended fine is imposed
- **Third urine detection** = 12-match suspension

INVOLVEMENT FOR CLUBS

Clubs are informed:

- Following a second urine detection; and
- Where a player does not act within the spirit of the IDP, including:
 - Where a player fails to comply with the prescribed education and counselling program;
 - Where a player has repeated elevated dosage levels in hair detections within a period of 15 months;
 - Where a player on one urine detection produces an in-season hair detection within 15 months, or has two hair detections within 15 months; and
 - Repeated use of methamphetamine.

ACCREDITED PLAYER AGENTS

OUR ROLE

The AFLPA is the sole body responsible for the accreditation, regulation and professional development of player agents across the industry.

Our GM of Legal chairs the AFLPA's Agent Accreditation Board, which consists of representatives from all parts of the industry including the AFL, the pathways, the playing group and the agents themselves.

There are 108 accredited player agents for the 2022-23 accreditation period. The full list of player agents can be found here:

aflplayers.com.au/industry-home/player-agents

THE ROLE OF THE AGENT

Under the CBA, AFL clubs are only permitted to negotiate your Standard Playing Contract with an accredited agent, or with you (or a parent or guardian) directly.

While the precise nature of your relationship with your agent is a matter for you (some players expect regular contact and support, while others don't) your agent is required to:

1. **Act in your best interests at all times**
2. **Disclose any conflicts of interest**
3. **Act in accordance with the AFLPA Regulations Governing Accredited Agents.**

As of 2023, your agent is also required to provide certain information to you by September 1 each year, including:

- An itemised statement outlining the fees charged to you and any expenses incurred by your player agent on your behalf during the previous financial year.
- A further statement outlining any commissions (if any) received by your agent (or their company) for referring you to a third party for a service. (e.g. financial planner, insurance etc)

More information on the player agent accreditation scheme, including the regulations and the process to become accredited, can be found here: aflplayers.com.au/agents

WHAT IF IT DOESN'T WORK OUT?

While most players and their agents have good professional and personal relationships, occasionally a player decides to bring this relationship to an end.

If you do make this choice, you must terminate your Standard Player Agent Agreement (SPAA) in writing, and provide three months' notice to your agent. Note that this does not exclude you from your obligation to pay fees, although in limited circumstances you may be able to terminate your SPAA for cause and pay no fees.

We suggest that you contact us to discuss the process if you make this decision. We can help ensure that the termination process is done respectfully for both player and agent, and that all legal obligations are complied with.

CONTACT

Megan Comerford
General Manager - Legal
E: mcomerford@aflplayers.com.au
M: 0438 818 800

MEMBER

PROGRAMS AND SERVICES

THE WHY

In the professional era, where the average career length is less than six years and players are accountable for more than just their on-field performance, developing the 'person' as well as the 'footballer' is vitally important. Recent research proves that if our industry is prepared to invest in the holistic growth and development of our athletes and help them establish balance in their lives through study, work experience, a hobby, financial or wellbeing support, then they'll get greater return from the footballer.

However, the incentive to provide holistic development and care for players must go beyond the lure of better on-field performance.

The services and support to players have certainly grown in sophistication over the past decade and through the previous CBA (2012-2016) it was mandated that every club must employ development and wellbeing staff.

THE FUTURE

Best practice player development support for players requires a whole of industry approach.

The current AFL CBA has seen the formation of an Industry Governance Committee (IGC). The IGC, comprised of representatives from the AFLPA, AFL, Clubs, Agents and Players, drives an industry aligned strategy for player development. In simple terms it's about getting the football industry on the same page, ensuring that best practice is being employed across the industry.

Players don't get a choice of where they're drafted, so it's vital the industry provides equal, standardised and bespoke opportunities for all players.

Should you wish to learn more about how to maximise your professional development opportunities, then you should contact your Regional Manager.



Players don't get a choice of where they're drafted, so it's vital the industry provides equal, standardised and bespoke opportunities for all players.

Ben Smith - GM of Member Programs and Services

PLAYER DEVELOPMENT

KEY PILLARS

The AFLPA will continue to drive the player development agenda across the industry via the Industry Governance Committee and develop player-centred programs and services for current and past players.

The programs and services we currently have in place are as follows:

1. CAREER DEVELOPMENT AND GROWTH

- Football Induction Program
- AFLSR Vocational Pathway
- Career Skills Program (Literacy & Numeracy)
- 1:1 LinkedIn and CV development
- 1:1 Meetings – Transition Out Support
- Education & Training Grants
- Executive Certificate in Player Development
- Next Goal Program
- 1:1 Torrens University career advice
- Good Education Career Navigation Platform

2. MENTAL HEALTH & WELLBEING

- Wellbeing Workshops
- National Network – Psychologists & Psychiatrists
- Gambling Harm Prevention

3. DIVERSITY

- Indigenous Players Advisory Board
- Best Practice Guidelines for Supporting Indigenous Players
- Themed Round Activity
- Indigenous and Multicultural Summit

4. ALUMNI

- Education & Training Grants
- Geoff Pryor Hardship
- Players Trust
- Hospital Excess Payments
- AFLDA Bulk Billing
- Lifetime Health Care Program
- Career Ending Injury Fund
- Social Events / Business Networking

5. FINANCIAL EDUCATION & LITERACY

- Workshops
- 1:1 Financial Health Checks



Harry Cunningham

HOW TO ACCESS

Contact your Regional Manager to learn how you can access these programs and services.



The AFLPA are one of the more incredible organisations I've worked with. The amount of help they gave me in my last year was phenomenal.

Dylan Buckley



There is no better Players' Association in sport! Thankful for the AFL Players'.

Alex Neal-Bullen

AFLPLAYERS' PORTAL

MEMBERS.AFLPLAYERS.COM.AU

The AFL Players' Portal is a resource designed for all players to assist in keeping important personal details up to date while also providing key information on services offered by the AFL Players' Association.

Through the AFL Players' Portal you will be able to perform the following:

- Complete grant requests online, making for a speedier approval process
- Access your AMP Superannuation account
- Check your Player Retirement Account balance
- Complete your membership form
- Access a digital version of the AFL Players' Handbook
- View special member offers



Your username and password will allow you to log into both of the listed resources on this page. Please contact your Regional Manager if you are not sure of your username or password.

USERNAME

PASSWORD

The players portal is regularly updated along with the AFLPA website **aflplayers.com.au**. These the best resources for keeping up to date with programs and services

If you don't have access to the portal please contact your appointed regional manager or our alumni team

EDUCATION AND TRAINING GRANTS

Players can access Education and Training Grants to subsidise university, tertiary study and short courses. The Committee determines grants based on the guidelines provided, the number of total successful applicants and the amount of funding available in each year

CLOSING DATE FOR E&T GRANT APPLICATIONS:

15 JAN 2024

For study
completed
in 2023

FUNDING GUIDELINES

MASTERS **\$4290**
(PER YEAR)

**GRADUATE CERTIFICATE /
DIPLOMA** **\$3575**
(PER YEAR)

BACHELOR **\$3575**

AVIATION **\$2400**

DIPLOMA **\$2860**

**PROFESSIONAL
QUALIFICATION / LICENSES** **\$1430**

**TAFE
CERTIFICATE 4** **\$1100**

**TAFE
CERTIFICATE 1-3** **\$825**

**SHORT
COURSE** **\$715**

Education and Training Grants are capped to a maximum of \$4300 per year.

Torrens University Australia (TUA) is the Higher Education Partner of the AFL Players' Association, and all AFLPA members can access the following opportunities:

- 20% off all Torrens University enrolments
- Dedicated Education Services Officer. This will streamline the enrolment process and provide you with a direct contact to keep you on track while studying.
- Free online short courses

For more information about TUA and how it could benefit you, contact Janine Greaney via jgreaney@aflplayers.com.au.

E&T Grant applications are submitted by the AFL Players' Portal (members.aflplayers.com.au). A copy of your paid course receipts/ HECS Statement, university results or completion certificate must be uploaded at the time of application.

“ ”

My initial reason for wanting to be on the board is because I'm passionate about how guys transition from their playing careers, and how they can prepare for that while they're still playing.

Ed Curnow

FOR MORE INFORMATION

Jen Ashton
Programs and Services Coordinator

W: (03) 8651 4364
M: 0419 335 914
E: jashton@aflplayers.com.au

MENTAL HEALTH & WELLBEING

We know that players are not immune to mental illness, given three million Australians are living with anxiety or depression. Research conducted by mental health experts tells us that the incidence of mental illness among footballers occurs at the same rate as the broader Australian community, with one in five experiencing an issue such as depression or anxiety.

WHAT DO WE DO?

The AFL Players' Association has a specialised in-house mental health and wellbeing team that is supported by a national network of leading mental health clinicians and wellbeing practitioners. Our services are tailored to meet the needs of past and present players, with an emphasis on building good mental health, wellbeing and life performance. We hold key relationships with and work closely with all clubs, in particular club psychologists, player development managers, and wellbeing staff as well as player agents. Our collaborative efforts aim to ensure that holistic support exists around all players. These services are complemented by a range of wellbeing promotion and advocacy initiatives. This includes community projects, public campaigns, industry-backed programs and workshops, and targeted research activities.

WHERE TO FIND HELP?

The AFLPA's Mental Health Navigator Service connects you to a National Network of qualified, AHPRA registered and experienced psychologists & psychiatrists who are available to work one-on-one with players, away from the club environment. This service is independent, confidential, player-focused service, provided at no direct cost* to current and past players. Our providers are located across the country in all states. You don't need to see a provider in the city where you play football – you can access any of our providers across Australia. The Mental Health Navigator Service is managed internally by the Psychologists in our wellbeing team at the AFL Players' Association.

AFLPA MENTAL HEALTH NAVIGATOR SERVICE

Players can engage with this service by phone (1800 448 903) or email (wellbeingservice@afplayers.com.au), or through club Psychologists, PDMs, or any AFLPA staff member.

This service is:

- Confidential and de-identified
- Independent/ External to your club
- Free (fees may apply for less than 24 hours' notice of cancellation*)

NEED SUPPORT? IF YOU KNOW SOMEONE WHO REQUIRES URGENT ASSISTANCE OR SUPPORT, PLEASE CONTACT:

TRIPLE ZERO
000

BEYOND BLUE
1300 224 636

LIFELINE
13 11 14



Dave Williams

Coordinator and Psychologist
E: wellbeingservice@afplayers.com.au
P: 1800 448 903



Matt McGregor

Mental Health Triage and Network Services Lead
E: wellbeingservice@afplayers.com.au
P: 1800 448 903



Luke Jankie

Psychologist
E: wellbeingservice@afplayers.com.au
P: 1800 448 903

WHAT IS MENTAL HEALTH?

Mental health is a state of wellbeing in which you feel able to cope with stresses of everyday life, to maintain healthy relationships, to realise your potential in your career and personal life, have a sense of purpose and hope for the future, and are able to contribute to your community.

WHAT ABOUT WELLBEING?

Wellbeing is a central component of good mental health. It is also referred to as happiness, life satisfaction, thriving or flourishing in life. Wellbeing is about feeling satisfied and functioning well in life. Wellbeing not only contributes to our mental health and helps us to perform to our potential, but also buffers us against mental illness and stress. Wellbeing is associated with a range of positive outcomes for physical health (e.g.

immunity and longevity), psychological health (e.g. resilience, hope, purpose and meaning), social health (e.g. connectedness and prosocial behaviour) and career (e.g., performance, engagement, productivity, flow and creativity).

WHAT IS MENTAL ILLNESS?

Experiencing mental illness is more than just a "bad day" and can cause significant difficulties in your everyday activities, whether at work, school, or in relationships. Mental illness can negatively impact your thoughts, feelings, behaviour and memory. While onset of anxiety disorders and depression commonly start in adolescence, mental illness can occur at any age. Approximately 20 per cent of the Australian population (1 in 5 people) will experience a mental illness in a given year. Common issues include relationship problems, depression, anxiety, eating disorders, gambling, alcohol and drug addiction.



Steven May

DIVERSITY

The AFL Players' Association believes in the importance of diversity in the AFL industry. We provide numerous programs and services and host a range of events to support those from diverse backgrounds to better serve our members while promoting social change within the industry.

HUMAN RIGHTS FRAMEWORK

As part of our efforts to enhance our members' football experience, we have been working in partnership with the World Players Association (WPA) to develop a Human Rights Framework for the AFLPA. This will assist us in taking a people (player) centered approach in all that we do. Part of this framework will include the development of a steering committee inclusive of Indigenous, multicultural and women's experts that will help guide our decision-making, strengthen the PA as a representative body, and enhance the environment in which our members live and work.

INDIGENOUS

There are more Indigenous footballers playing at the highest level than ever before, so it's important to provide best practice when Indigenous players transition in and out of an AFL club to increase the careers of Indigenous players, which currently sits around five years.

INDIGENOUS PLAYERS ADVISORY BOARD

With the retirement of several key members of the Advisory Board, and a change of structure following strategic review, the Advisory Board is undergoing several changes. We will communicate details of the new Indigenous Advisory Board shortly.

INDIGENOUS MAP

Created in 2014, the Indigenous Map is a concept that lists the heritage of each of the AFL's Indigenous players. To view the AFL Players' indigenous map, head to <https://www.aflplayers.com.au/resources/indigenous-map>

AFL & AFLPA INDIGENOUS AND MULTICULTURAL SUMMIT

First held in 2000, the Indigenous Camp serves to provide the game's current Indigenous players with the opportunity to connect with culture and spend time together before the start of the season. In 2022, The Indigenous and Multicultural Player Summit marked the first time Aboriginal and Torres Strait Islander and Multicultural players from both AFL and AFLW cohorts came together to participate in a four-day program with a focus on celebrating and strengthening cultural identity. In addition, the Summit offered a platform for players to discuss matters of importance to them and how the AFL and the AFLPA can work collaboratively to best support change across the industry that will impact positively on players' experiences in the game, on and off the field.

INDIGENOUS BEST PRACTICE GUIDELINES

Launched by the Indigenous Players' Advisory Board, the Indigenous Best Practice Guidelines – *Many Stories, One Goal* document provides AFL clubs with a framework to develop an environment that best supports Indigenous footballers.

RECONCILIATION ACTION PLAN

Launched in 2014, the RAP is a document that symbolises the commitment of our organisation to the development and support of our members to assist them in shaping an inclusive industry, connect with communities and promoting change within broader society. In 2022, the AFLPA launched its Innovate Reconciliation Action Plan. This RAP builds upon the work we've done previously to better ourselves, and by extension the industry, in supporting Indigenous players. The next step in our reconciliation journey will be one that better aligns the relationships the industry has with Aboriginal and Torres Strait Islander players, respect for Indigenous cultures among all stakeholders, and explores opportunities for First Peoples in the game. Through this RAP, the AFLPA will continue to ingrain these aspects into our organisation with the goal of providing a better workplace for Indigenous members and staff, celebrating their culture and, ultimately, improving their football experience.



ON THE WEB

- Indigenous Map
- Indigenous Best Practice Guidelines
- Reconciliation Action Plan
- Multicultural Map
- Supporting Multicultural Footballers

FOR MORE INFORMATION

Jamie Bennell
Indigenous Relationships Manager

W: (03) 8651 4352
M: 0406 212 495
E: jbennell@aflplayers.com.au



ALUMNI MEMBERSHIP

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

- Former players who played at least one senior VFL/AFL game receive access to the services listed below, plus a range of lifetime benefits when they leave the AFL competition.
- Former rookie or senior-listed players who did not play a senior AFL game will receive access to some of the services for three years post their AFL careers.

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 us at wellbeingservice@aflplayers.com.au

CONCUSSION SUPPORT

The AFL coordinates and funds a past player program for concussion which facilitates individual assessment, including brain imaging, as individually required by past player participants.

The AFL recently oversaw a review which resulted in a report on various issues relating to concussion, including recommendations to improve this program. The AFL is currently addressing those recommendations with a view to improving the health outcomes of those already in the program and past players who may join in the future.

We are working with the AFL to progress adoption of the recommendations.

Past players are encouraged to contact the AFL directly at concussion@afl.com.au to find out more about this program.

CONCUSSION RESEARCH

The AFLPA and AFL are committed to ongoing concussion research to improve prevention, detection and management of sports related concussion and improve outcomes for past and present players at all levels of Australian Football. An important aspect of such research are the learnings that can be obtained from brain donation and analysis by brain banks.

The AFL is currently developing a longitudinal research program to be launched in the future, which will additionally offer participation in a brain donation program. While this research program is being developed, we continue to encourage past players to consider brain donation.

Please email the AFL directly at concussion@afl.com.au if you are thinking about donating your brain and would like some more information and/or to register your interest in brain donation. For further information about brain banks in Australia please see links below:

- Australian Sports Brain Bank: <https://www.brainbank.org.au>
- Sydney Brain Bank: <https://www.neura.edu.au/scientific-facility/sydneybrainbank>

FINANCIAL PROSPERITY FINANCIAL CONSULTANTS

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



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 or tertiary studies, short courses or licences.

The AFLPA Education & Training Committee will use its discretion to equitably determine grant funding to successful applicants. A key consideration is the number of total successful applications received by the closing date, as compared to the total amount of funding available.

Applications are submitted by the AFL Players' Portal (members.aflplayers.com.au). A copy of your paid course receipts/HECS Statement, university results or completion certificate must be uploaded at the time of application.

AFL PLAYERS INJURY & 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 is managed by a corporate trustee, AFL Players Injury & Hardship Fund Ltd, the directors of which are detailed at the end of this section. The Injury & Hardship Fund has various payments and benefits which may be applicable to past players who played at least one senior VFL/AFL game. These are set out below.

LIFETIME HEALTH CARE PROGRAM

AFLPA Alumni members may be eligible for reimbursement of medical costs and expenses for any joint surgery. Medical costs for dental damage incurred whilst playing or training with a VFL/ AFL 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. More than \$3m has been reimbursed to 654 members since the program commenced.

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 147 past players with over \$2m in support since 2017.

Go to aflplayers.com.au/alumni to learn more about the AFL Players Injury and Hardship Fund.



DID YOU KNOW?







There are more than 4960 members of the AFL Players' Association Alumni program and they can access all the benefits listed in this section through a once off fee that gives players lifetime membership. The alumni program is open to anyone who played at least one AFL/VFL game and membership forms can be accessed via aflplayers.com.au/alumni.

HOSPITAL EXCESS REIMBURSEMENT

AFLPA Alumni members can apply for reimbursement of hospital excess paid for any hospital stay or procedure conducted in a hospital up to \$500.

For Lifetime Health Care, Past Player Hardship support, Hospital Excess reimbursement and the AFLPA Alumni program in general, contact Tim Harrington, Chris Smith or Rebecca Gross or visit aflplayers.com.au for further details.

AFL PLAYERS' INJURY & HARDSHIP BOARD

-  **Paul Marsh** - AFLPA CEO (Chair)
-  **Paul Henderson** - Medical negligence lawyer
-  **Joan Fitzpatrick** - Experienced company director
-  **Dr Andrew Potter** - Adelaide FC Club Doctor
-  **Rebecca Cordingley** - CEO PurePlay Orthopaedics
-  **Dr Jess Foley** - Former AFLW Player

FOOTBALL-ENDING INJURY

From the end of 2017, players who exit the game due to an injury sustained during their employment as an AFL footballer, which will prevent them from playing at senior level in any competition again, can apply to the Trustee for a Football-Ending Injury payment.

This component of the Injury and Hardship Fund varies a benefit previously available to players through the CBA. It has been updated to make it less arbitrary and has been broadened to better capture long-term injuries, including concussion. The sum of any payment is now awarded based on the player's age at the time of injury and base salary in the final year of his final contract.

DELISTED INJURY PLAYER PAYMENT

Players who are unable to complete full-time work in the first six months after their delisting due to a football injury, which is identified in their exit medical, are eligible for a payment at the average weekly wage for a period of four weeks.

For a Football Ending Injury or Delisted Injury Player Payment, players need to gain a copy of their exit medical and then contact their AFLPA Regional Manager or AFLPA GM of Legal Megan Comerford.

Megan Comerford
AFLPA GM – Legal
P: 0438 818 800 E: mcomerford@aflplayers.com.au

FOR MORE INFORMATION

Tim Harrington
Head of Alumni

P: 0419 152 411
E: tharrington@aflplayers.com.au

Chris Smith
Alumni Programs Manager

P: 0400 019 391
E: csmith@aflplayers.com.au

Rebecca Gross
Alumni Programs Manager
E: rgross@aflplayers.com.au



PLAYER RETIREMENT ACCOUNT

As a result of the negotiations for the 2012-2016 CBA, the AFLPA created the Player Retirement Account (PRA), a structure to benefit AFL players for their years of service in the AFL. For the 2017-2019 years, contributions negotiated in the CBA have further enhanced the PRA with an increase to the contributions for each year of service. Relevant adjustments have also been made in 2020-2022, per the re-negotiated CBAs for those years. Note non-standard annual contributions stemming from the CBA review mechanism have also been made. The benefits for a player's service on a list of an AFL club are determined by the amount of the contributions that are made under the PRA. For each year a player is on the list of an AFL club, the amounts set out in the table below were invested in the member's account, subject to years of service.

TABLE OF ANNUAL CONTRIBUTIONS

Player Service Category	2012-2016 CBA PRA Payment	2017-19 & 2022 CBA PRA Payment	2020 CBA PRA Payment	2021 CBA PRA Payment
Rookies	\$7,000	N/A	N/A	N/A
1st Year	\$10,000	\$10,560	\$2,640	\$7,040
2nd Year	\$12,000	\$12,672	\$3,168	\$8,448
3rd and 4th Year	\$14,000	\$14,784	\$3,696	\$9,856
5th Year	\$15,000	\$15,840	\$3,960	\$10,561
6th Year	\$16,000	\$16,896	\$4,224	\$11,265
7th Year	\$17,000	\$17,952	\$4,448	\$11,969
8th Year	\$18,000	\$19,008	\$4,752	\$12,673
9th Year	\$19,000	\$20,964	\$5,016	\$13,377
10th Year	\$20,000	\$21,120	\$5,280	\$14,081

Note: "For the purpose of the 2012-2016 PRS, a Rookie received a Rookie contribution of \$7,000 regardless of the number of years on an AFL list. Under the 2017-2022 CBA "Rookie" contributions no longer apply with Rookies to receive a contribution based on the number of years he has been on an AFL list (same as a primary listed player). "Contributions received by players in 2020 were only at 25% of standard contributions as a result of the financial impact of the COVID-19 global pandemic on the AFL industry. "Contributions to be received by players in 2021 are based on the agreed PRS funding stemming from the revised PRS for 2021."

EXAMPLE

- A player commenced his AFL career as a rookie for two years (2010-2011) and then on the senior list for six years (2012-2017), a total eight years of service. The player's PRS contribution for 2017 will be \$19,008 as 2017 was his 8th season of service.
- A player that is rookie listed in 2022 and has three prior years of service on the senior list will be categorised as a 4th year player as there is no longer a rookie contribution. The player will receive \$14,784.

When you retire from the AFL, you are paid a percentage of your fund within 12 months of your career ending, with the balance in your account retained for a further three years accruing investment earnings.

When retiring/delisted and not being redrafted, should your investment be in a High-Growth, Growth or Balanced Option, your investment will automatically be rolled over into the Conservative option, should you not advise that you do not want this to occur. Equity Trustees (EQT) will communicate with players once club lists are finalised each year advising the date you will have until to notify EQT should you not want your investment to switch to Conservative.

ADDITIONAL ENTITLEMENTS

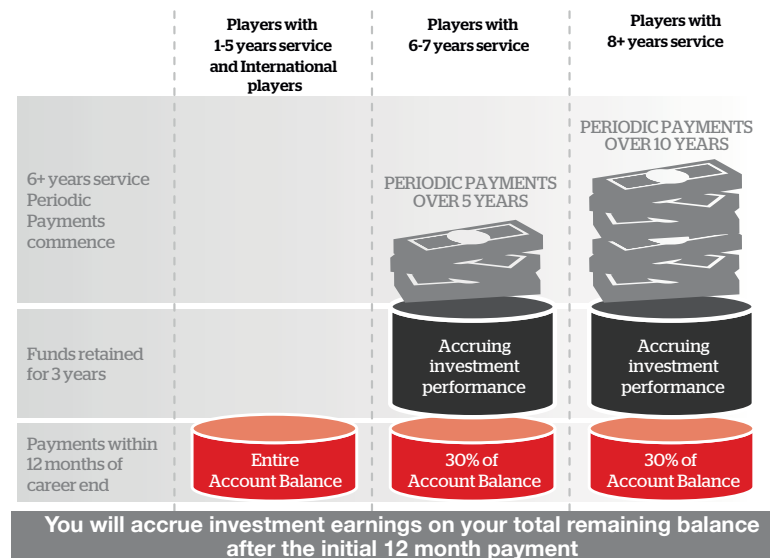
Additional Entitlements:

Private Health Insurance - 2010/2011	\$1,500 per annum
Office Bearer fee per year:	1999-2015 2016 onwards
Director	\$4,000 \$5,000
Delegate	\$2,000 \$2,000
Alternate Delegate	\$500 N/A

THOSE WHO HAVE PLAYED PRIOR TO 31ST OCTOBER 2011

Those who have played prior to 31st October 2011 will also have contributions from the old Defined Benefit Player Retirement Account (DBPRA). The DBPRA was in effect from 1st January 1999 to 31st October 2011 and assisted players in the transition into their post-AFL career. The retirement payments were funded from the contributions made to the AFLPA under the CBA. The level of the benefit was determined by reference to the years the AFL player was on an AFL list and the particular list the AFL player was on at the commencement of the season, that being, senior or rookie list.

PAYMENT TIMING



POINTS TO NOTE

- Under the regulations of the PRA, your benefit will be paid to you according to the number of years that you have been on an AFL club's list. An initial lump sum payment, which is a percentage of your benefit, will be paid post 30 June the year after you retire and the remainder will be invested for a further three years.
- The initial lump sum payment is eligible to be treated as an Employment Termination Payment (ETP) as secured by the AFLPA through a private tax ruling from the Australian Taxation Office. Following the three year investment period, the balance in your account will be remitted to you as a periodic payment in May each year for a period determined by the length of your AFL career (see table above). These instalments will form part of your assessable income in the taxation year you receive it.
- As everybody's personal taxation situation is different, we strongly recommend you seek professional taxation and financial advice to determine the tax consequences regarding your payment.
- If you are an International player who plans to return to your country of origin upon completing your AFL career, please advise EQT to arrange payment of your PRA balance.

TAX INFORMATION

As your income may vary post football please familiarise yourself with the tax rates relating to gross income/salary/earnings that may be derived from future pursuits. In addition to the rate of tax, the current Medicare levy of 2% will apply to your taxable income, as well as any additional Medicare levy surcharges should the appropriate levels of private health insurance not to be maintained.

RESIDENT TAX RATES FOR 2022/2023

Taxable Income	Taxable on this Income
\$0 - \$18,200	NIL
\$18,201 - \$45,000	19c for each \$1 over \$18,200
\$45,001 - \$120,000	\$5,092 plus 32.5c for each \$1 over \$45,000
\$120,001 - \$180,000	\$29,407 plus 37c for each \$1 over \$120,000
\$180,001 and over	\$51,667 plus 45c for each \$1 over \$180,000

For more information related to the PRA, please refer to the AFLPA Player Retirement Account Handbook, which can be found on the AFLPA website: www.aflplayers.com.au/resources/ or contact Steve Najdovski at EQT (aflpamembers@eqt.com.au)

COMMUNICATIONS

The team is responsible for facilitating communication with staff, AFLPA members, Alumni, media, fans and other important stakeholders. Key functions performed by the communications team include:

MEDIA AND PR

The team works with the media to generate positive publicity for the AFLPA to help maintain the public's trust and respect for AFL footballers, advocate for industrial outcomes and strengthen commercial relationships.

CORPORATE AFFAIRS

Helping the players communicate their views to the media and key stakeholders on a range of issues impacting players is central to the role of the communications team.

ISSUES MANAGEMENT

The communications team will be involved in issues management by working with the clubs, player agents and the AFL to ensure involved members or staff are supported through the situation.

INTERNAL COMMUNICATIONS

The AFLPA will communicate with you through a number of different methods, dependent on the audience, the content of the message and action required. Some of these methods include:

- Newsletters
- Website
- Email
- Social media
- SMS
- Club notice boards
- Videos

SOCIAL LEADERSHIP

The communications team guides the AFLPA social leadership strategy and facilitates the AFL Players Care program and assists with campaigns such as IDAHOBIT, Racism It Stops With Me and Courageous Conversations.

PLAYER SURVEY

The AFLPA communications team has previously worked with the Herald Sun to formulate a series of topical questions for players to answer in a survey completed during the mid-season club visits. The results are published in the newspaper alongside commentary from AFLPA Board members. While this partnership is under review, it gives players the opportunity to express their views on a range of issues affecting the industry.



For more information contact:

Bobby Beaton
Media Manager

M: 0402 546 351
E: bbeaton@afplayers.com.au

CONTENT

The content team is responsible for producing content to advocate for players and the issues that matter to them, highlight the programs and services available to our members and help service our commercial partners.



FOLLOW US afplayers afplayers /afplayers

AFLPLAYERS.COM.AU

The website was built to help the AFLPA build an audience of football fans that we could regularly communicate with to share the stories of AFL and AFLW players, advocate for industrial outcomes and promote our programs and services as best practice. The AFLPA launched a new player-facing website in February 2022 with one of the key objectives to be a destination for players to access information and resources to help them in their football journeys, as well as making player resources readily available.

PLAYER ADVOCACY

A key focus of the content team is to bring to light issues and causes that interest and impact our playing cohort. We encourage players to voice their opinions and thoughts and make them known to the AFLPA so that we can help support them. The content team will look to advocate for both AFL and AFLW players across our platforms.

For more information contact:

Ben Guthrie
Content Manager

M: 0488 275 298
E: bguthrie@afplayers.com.au



AFL PLAYERS CARE IS THE OFFICIAL CHARITY PROGRAM OF AFL PLAYERS

The AFL Players Care program is the official charity initiative of all elite level players and was established in 2014 when the AFLPA Board Members and Delegates voted to increase male match fee contributions from \$25 to \$50 per player, per game.

The program highlights the work players do, often unpublicised, collectively and individually and is an opportunity to raise funds and awareness to causes close to their hearts.

AFLW players opted to join the program in 2017, to coincide with the launch of the inaugural AFLW season, contributing \$25 per player, per season.

The decision is completely the players' choice, subject to any conflicts of sponsors or charities within each club, which the AFLPA will work through with each team's community and media teams.

The charity must have DGR status.

WHAT'S DGR STATUS?

This is an entity or fund that can receive tax deductible gifts. If you're unsure if your aligned charity has DGR endorsement, check with Bobby Beaton at the AFLPA on 0402 546 351.

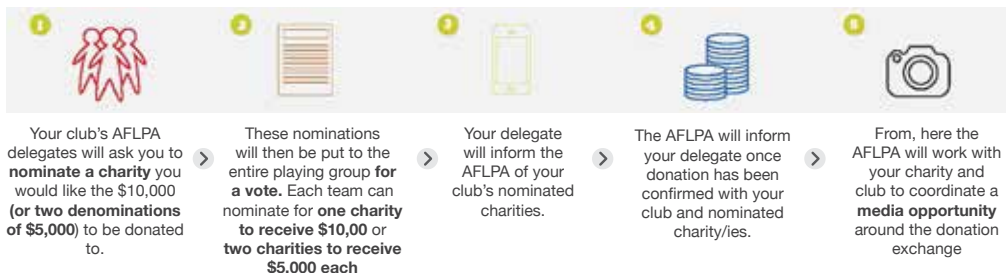
\$527,800

WAS DONATED BY AFL
PLAYERS IN TOTAL IN 2022

\$217,800

WAS DONATED TO LADDER
TO HELP TACKLE YOUTH
HOMELESSNESS

How Does it Work?



We exist to make young people's lives matter

Ladder is the official charity of the AFL Players' Association. It is an independent not for profit, founded in 2007 by AFL players who recognised the power of sport, and the AFL industry, as being a powerful vehicle for social change.

Ladder is a leader in youth mentoring and development, delivering specialist programs and vital opportunities to disadvantaged young people in communities across Australia. We deliver programs to young people, 16 – 25, that improve outcomes across key life domains including self-efficacy, community connection, health and wellbeing, independent living skills and education, employment, and training.

Ladder Development Coaches work alongside the young people to help them achieve goals across each of the program areas. Over ten years on, players continue to be at the heart of the organisation, contributing financially, as volunteers, staff, advocates, mentors, and there is also player representation on the Ladder Board.

Ladder has made a lasting impact on the lives of young people across Australia and looks forward to continuing this important work as the AFL and AFLW players' official charity.

To find more about Ladder, or how you can get involved, please contact guy.walker@ladder.org.au.



LICENSING

The AFLPA manages the players' licensing rights via two streams:

GROUP LICENSING AGREEMENT

The players have authorised the AFLPA to manage the collective group licensing rights for players. This means that for any licensed product, promotions or marketing agreement featuring three or more players outside of AFL or club apparel, the AFLPA can negotiate on your behalf to generate financial return for you as an individual player, and the AFLPA. This gives you the opportunity to promote your personal brand beyond club colours and the AFL competition, often alongside players from other clubs. The PA is in direct contact with you and/or your agents to negotiate these deals.

IMAGE USE

The AFLPA also manages use of your image on AFL products such as posters, badges, magnets, T-shirts, caps, footy cards and figurines.

When your image is used in the form of a picture, photo, signature, name, number or cartoon you will be remunerated for this – the AFLPA collects and distributes the royalties on your behalf, which are paid to you on an annual basis.

Products are either 'automatically approved' meaning the AFLPA will approve on your behalf or 'require approval' which the AFLPA will work with you and/or your manager to get your tick of approval.

Memorabilia is a licensed product you and/or your agent must approve. You will be paid two figures for your involvement in a memorabilia program – a signing fee, which is negotiated by your manager within guidelines set by the AFLPA, and a royalty, which is as per any other licensed product. You will also be asked to sign a number of items (800 maximum) by your club, which they can use for charity and community purposes or for sponsors and other commercial activity.

Outside of these official programs, players are **NOT** permitted to sign anything for a fee as this impacts the saleability of the official product and confuses consumers about what is official and legitimate and what is not.

The AFLPA also works with the AFL to shut down any unofficial product carrying player image – which is important because it means somebody is trying to make money from your image without sharing the profits with you.

You need to address this in two ways:

1. Outside the club signing program, always personalise the message so it can't be sold online. We also recommend using a secondary signature for fan product.
2. Report any products you think may be unofficial to the AFLPA so we can investigate, and feel comfortable saying 'no' to anyone seeking an autograph who seems suspicious.

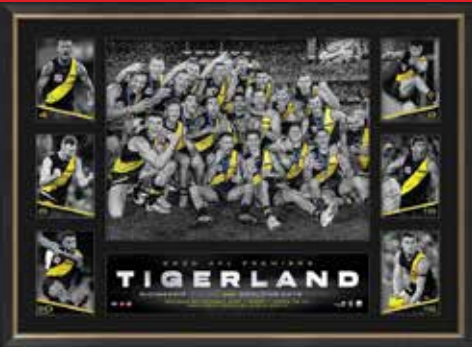
FOR MORE INFORMATION

Michael Jamison

General Manager Communications & Commercial

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COMMERCIAL PARTNERS

The AFLPA partners with organisations, brands and government agencies to drive commercial return to players and the AFLPA. Funds generated for the AFLPA finance our operations to provide increased services and support for members.

Brands partner with the AFLPA to utilise players across a range of clubs to attract a broader spectrum of footy fans to their products and campaigns. The players' collective endorsement of a brand, and the AFLPA logo, can resonate strongly with consumers.

AFLPA commercial partnerships provide brands with a combination of I.P and logo use, player ambassadors, content, digital media exposure, media and PR outcomes and naming rights for awards, events, and programming.

Players with strong social media followings, in combination with the AFLPA's digital channels, are of interest because of their audience reach. Partnerships that the PA has facilitated include Snaffle, Local Expert, Torrens University, and The Diamond Guys.

The AFLPA proudly thanks the following partners for their contribution:



snaffle.



These arrangements provide a number of benefits for players and the AFLPA:

- Increased profile and financial return for AFLPA and players
- Promotion of personal brand for individual players
- Revenue to support AFLPA operations and programs
- Content that brings fans closer to the players
- Ability to influence social habits and build audience to amplify player and AFLPA key messages








The AFLPA MVP Awards night is the players' premier event and sees the league's Most Valuable Player, as chosen by his peers, recognised with the Leigh Matthews Trophy. Select players are invited to attend the awards ceremony along with AFLPA staff, club and AFL representatives, sponsors and industry stakeholders.

THE VOTING PROCESS

Every AFL player is asked to nominate the three players from his club he deems worthy of the Leigh Matthews Trophy. In stage two of the voting process, players are asked to select their MVP from the list featuring three nominees from every club. However, players can't vote for their teammates in stage two.

OTHER AWARDS PRESENTED ON THE NIGHT ARE:

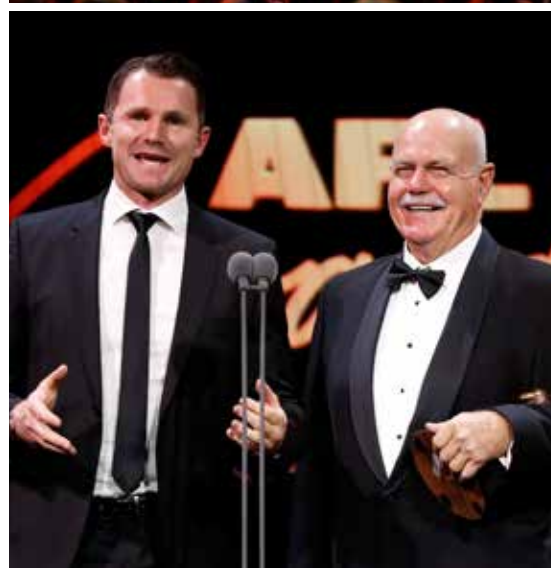
-  Best Captain, presented by The Diamond Guys
-  Best First Year Player, presented by Local Expert
-  Robert Rose Most Courageous Player Award, presented by Tackle Your Feelings
-  Education and Training Award, presented by Torrens University
-  Grant Hattam Award for Journalism Excellence

AFLW MVP

The AFLW Players' MVP was introduced in 2017 to coincide with the inaugural national AFL Women's competition. AFLW players vote to decide their award winners of the MVP, Best Captain, Most Courageous and Best First-Year Player awards. An Education & Development Excellence award is also presented at the September awards.



2022 AFLPA MVP ANDREW BRAYSHAW



HONOUR ROLL

AFL MVP

MOST VALUABLE PLAYER

Leigh Matthews (1982)
Terry Daniher (1983)
Russell Greene (1984)
Greg Williams (1985, 1994)
Paul Roos (1986)
Tony Lockett (1987)
Gerard Healy (1988)
Tim Watson (1989)
Darren Millane (1990)
Jim Stynes (1991)
Jason Dunstall (1992)
Gary Ablett, Sr. (1993)
Wayne Carey (1995, 1998)
Corey McKernan (1996)
Robert Harvey (1997)
Shane Crawford (1999)
Anthony Koutoufides (2000)
Andrew McLeod (2001)
Luke Darcy (2002)
Michael Voss (2002, 2003)
Nick Riewoldt (2004)
Ben Cousins (2005)
Chris Judd (2006, 2011)
Dane Swan (2010)
Gary Ablett, Jr. (2007, 2008, 2009, 2012, 2013)
Nathan Fyfe (2014, 2015)
Patrick Dangerfield (2016)
Dustin Martin (2017)
Tom Mitchell (2018)
Patrick Cripps (2019)
Lachie Neale (2020)
Marcus Bontempelli (2021)
Andrew Brayshaw (2022)

BEST CAPTAIN

Michael Tuck (1986)
Stephen Kernahan (1987)
Ross Glendenning (1988)
Tony Shaw (1990)
Paul Roos (1992)
Stephen Kernahan (1994)
Wayne Carey (1995, 1998, 2000)
Paul Kelly (1999)
Michael Voss (2001, 2002, 2003, 2004)
Mark Ricciuto (2005, 2006)
Jonathan Brown (2007, 2009)
Tom Harley (2008)
Brett Kirk (2010)
Chris Judd (2011)
Jobe Watson (2012)
Joel Selwood (2013)
Luke Hodge (2014)
Robert Murphy (2015)
Taylor Walker (2016, 2017)
Trent Cotchin (2018)
Shannon Hurn (2019)
Scott Pendlebury (2020, 2022)
Marcus Bontempelli (2021)

BEST FIRST YEAR PLAYER

Nick Stevens (1998)
Adam Goodes (1999)
Paul Hasleby (2000)
Daniel Kerr (2001)
Chris Judd (2002)
Daniel Wells (2003)
Aaron Davey (2004)
Brett Deledio (2005)
Marc Murphy (2006)
Joel Selwood (2007)
Rhys Palmer (2008)
Daniel Rich (2009)
Michael Barlow (2010)
Dyson Heppell (2011)
Jeremy Cameron (2012)
Jaeger O'Meara (2013)
Marcus Bontempelli (2014)
Isaac Heeney (2015)
Callum Mills (2016)
Andrew McGrath (2017)
Tim Kelly (2018)
Sam Walsh (2019)
Caleb Serong (2020)
Errol Gulden (2021)
Nick Daicos (2022)

MOST COURAGEOUS

Gavin Brown (1991, 1992)
Gavin Wanganeen (1993)
Paul Kelly (1994, 1995, 1996, 1997, 2000)
Glenn Archer (1998, 1999, 2002, 2003, 2005, 2006)
Michael Voss (2001)
David Teague (2004)
Brett Kirk (2006)
Jonathan Brown (2007, 2008, 2011)
Luke Hodge (2010)
Beau Waters (2012)
Joel Selwood (2009, 2012, 2013, 2014)
Luke Parker (2015, 2016)
Rory Sloane (2017)
Callan Ward (2018)
Dylan Grimes (2019)
Dane Ramage (2020)
Jack Steele (2021)
Liam Baker (2022)

AFLW MVP

MOST VALUABLE PLAYER

Erin Phillips (2017, 2019)
Courtney Gum (2018)
Jasmine Garner (2020)
Brianna Davey (2021)
Emily Bates (2022)
Monique Conti (2022 S7)

BEST CAPTAIN

Daisy Pearce (2017, 2018, 2020, 2022)
Brianna Davey (2019)
Ellie Blackburn (2021)
Chelsea Randall (2022 S7)

MOST COURAGEOUS

Chelsea Randall (2017, 2018, 2019, 2021, 2022)
Kiara Bowers (2020)
Kirsty Lamb (2022)

BEST FIRST YEAR PLAYER

Chloe Molloy (2018)
Madison Prespakis (2019)
Georgia Patrikios (2020)
Ellie McKenzie (2021)
Charlie Rowbottom (2022)
Eilish Sheerin (2022 S7)



22Under22 is a fan-voted concept that recognises the best 22 players aged 22 and under for the entirety of the season. The concept was introduced in 2013 to recognise the young players who make an impact on their club and the competition so early in their careers. Those selected in the final team are presented with a custom 22Under22 jumper at the MVP Awards night.

HOW IT WORKS

- the AFL Players' Association, with support from Champion Data, selects a squad of 40 players
- Fans then have the opportunity to decide the final 22 by voting on the AFLPA website
- The fan whose team is the best match for the final team wins a prize
- Those selected in the final team are presented with a custom 22Under22 jumper to recognise their achievement.





2021 Madden Medallist Eddie Betts

MADDEN MEDAL



The Madden Medal, first awarded in 2007 by the AFL Players' Association, celebrates and congratulates outstanding on and off-field careers of all retiring and delisted AFL players as they embark on the next chapter of their lives.

Very few have had the skill, effort and commitment it takes to play even a single AFL game and you're one of them.

Named in honour of the contributions of two former premiership players and AFL Players' Presidents, Simon and Justin Madden, the Madden Medal recognises the player who has demonstrated on-field excellence, off-field football achievements, personal growth and community spirit.

The Madden Medal selection committee consists of the AFL Players' Association Executive and former Madden Medal winners.

PREVIOUS MADDEN MEDAL WINNERS

- 2007** Glenn Archer (North Melbourne)
- 2008** Robert Harvey (St Kilda)
- 2009** Michael O'Loughlin (Sydney Swans)
- 2010** Brett Kirk (Sydney Swans)
- 2011** Cameron Ling (Geelong Cats)
- 2012** Luke Power (Brisbane/GWS)
- 2013** Jude Bolton (Sydney Swans)
- 2014** Lenny Hayes (St Kilda)
- 2015** Chris Judd (West Coast/Carlton)
- 2016** Matthew Pavlich (Fremantle)
- 2017** Nick Riewoldt (St Kilda)
- 2018** Brendon Goddard (St Kilda/Essendon)
- 2019** Luke Hodge (Hawthorn/Brisbane)
- 2020** Gary Ablett (Geelong Cats/Gold Coast)
- 2021** Eddie Betts (Carlton/Adelaide)



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