

ACCREDITED AGENTS' CODE OF CONDUCT

Introduction

The AFLPA adopts the following Code of Conduct to set out appropriate standards for the representation of AFL Players.

In adopting this Code, the AFLPA has recognised the importance a Code of Conduct for Player Agents has in obtaining quality representation for all Players.

The underlying rationale of the Code of Conduct is that Accredited Agents should always act in the best interests of the players they represent.

1 Maintaining Knowledge & Skills

1.1 Professional Development

Accredited Agents must maintain and improve their professional development by attending an appropriate number (as determined by the Committee) of conferences, seminars, workshops and the like conducted by the AFLPA or by other professional bodies at the request of the AFLPA.

1.2 Exams

Accredited Agents must sit for such examinations the Committee reasonably requires to demonstrate relevant knowledge for obtaining or maintaining Accreditation.

1.3 Working Knowledge

Accredited Agents must maintain an up to date and thorough working knowledge of the AFL Player Rules, the AFL Regulations, the Standard Playing Contract, the CBA, the AFLPA Rules and Regulations, AFLPA Regulations Governing Player Agents and this Code of Conduct.

2 Disclosure

2.1 Conflicts of Interest

Accredited Agents must disclose to the Players who they represent any conflict of interest or potential conflict of interest they may have or might reasonably be suspected of having in dealing with an AFL Club or third party provider of products or services.

2.2 Referral Payments

Accredited Agents must disclose to Players who they represent where they directly or indirectly solicit or accept money or anything of value for referring the Player onto any third party for a product or service.

2.3 Qualifications

Accredited Agents must disclose their qualifications or lack thereof in any area on which they give or intend to give advice to the Player.

2.4 Accredited Agents also acting for coaches & officials

Accredited Agents must disclose to Players their involvement with any Club coaches, officials or AFL Officers who they also represent.

3 Representation Agreements

3.1 Termination

The end date of each Representation Agreement must be no later than August 31st of the final year of the Player Contract.

3.2 Services Provided

The Representation Agreement must clearly outline the services that are to be provided to the Player by the Accredited Agent. This includes all negotiations by the Accredited Agent on behalf of the Player and any additional services that are to be provided.

3.3 Fees for Service

The fees for each particular service to be provided by the Accredited Agent must be made clear to the Player and shown within the Representation Agreement.

This must include the following:

- Fees for contract negotiation
- Fees for licensing & marketing programs sourced by the Accredited Agent
- Fees for licensing & marketing programs sourced by the AFL & AFLPA
- Fees for any additional service that the Accredited Agent provides

4 Approaches to Prospective AFL Draftees

4.1 Method of Approach

- (a) The Accredited Agent's initial approach to a Player must be through a letter of introduction.
- (b) The Player's club must be notified of the Accredited Agent's intention to approach the Player.

- (c) No Accredited Agent is to approach and/or contact an eligible player whilst he is participating in a State League Finals Series.
- (d) Players are not to be approached prior to, during, or immediately after games or training sessions.
- (e) Accredited Agents are not to attend the AFL Draft camp.
- (f) No Accredited Agent is to approach and/or contact an eligible player whilst he is participating in the National Under 16 and 18 Championships.
- (g) No Accredited Agent is to approach and/or contact an eligible player or his parents during the period commencing 7 days before his secondary school or university examinations and concluding after the player's examinations are completed.
- (h) Accredited Agents are not to attend State Based Screening sessions.

4.2 Signed Players not Drafted

Accredited Agents must provide appropriate support and counselling for a Player not taken in the National Draft Selection Meeting.