



# Information for parents of prospective AFL Players

## Eleven things you should know about Player Agents

1. AFL rules require that any player (or prospective player) who wishes to use a player agent to represent them in contract negotiations with an AFL club must use an AFLPA Accredited Player Agent.

2. There are no rules preventing a player from representing himself, or a player's parent or legal guardian representing him in all aspects of his contract negotiations with an AFL club, however there may be some advantage in using a person experienced in this field.

3. Accredited Player Agents receive regular training & information relevant to their roles, must maintain professional indemnity insurance, and must abide by a set of regulations and a code of conduct. All these measures are designed to ensure players receive honest, ethical & professional advice.

4. An Accredited Agent's initial approach to a prospective AFL draftee must be through a letter of introduction. The player's club must also be notified of the agent's intention to approach the player.



**AFL draftees at the 2006 AFLPA Induction Camp**

5. An Accredited Player Agent must not offer any money, goods, benefits or any other thing of value, to or for any prospective AFL Draftee: **i.** to sign a Representation Agreement; **ii.** in anticipation of a Player signing a Representation Agreement.

6. Accredited Agents may not enter into a Standard Player Agent Agreement (or any other form of arrangement whereby the Accredited Agent agrees to provide representation services) with any Player (or a Player's parent or legal guardian) unless & until that Player is 17 years of age and eligible to be selected in the next scheduled AFL National Draft.

7. Accredited Agents are not permitted to approach or contact a prospective AFL draftee: **i.** whilst he is participating in the National U/16 & U/18 Championships, the AFL Draft Camp or State based screening session; **ii.** whilst he is participating in a State League finals series; or **iii.** prior to, or immediately after games or training sessions.

8. Accredited Agents cannot approach and/or contact an eligible player or his parents during the period commencing 7 days before his secondary school or university exams & concluding after the player's exams are completed.

9. Accredited Agents must pro-



**2006 AFL draftees Ryan Cook, Dale Thomas & Shannon Cox**

vide appropriate support & counseling for a Player they represent who is not taken in the National Draft Selection Meeting or is delisted from his club.

10. Approximately 90% of AFL Players currently employ the services of an Accredited Player Agent.

11. The key responsibility of a Player Agent is to ensure the best interests of the individuals they represent are cared for. AFL Clubs are tremendous environments for the development of young men, however, the best interests of the Club & the individual Player are not always the same.

**For these reasons, the AFLPA endorses the services provided by Accredited Player Agents who can play a valuable role in guiding a Player throughout his AFL career.**

### Key points:

- The AFL Player's Association manages a compulsory accreditation process for Agents to ensure competent & ethical individuals represent its members.
- There is no requirement to appoint an Agent.
- A player or player's parent/ legal guardian can represent themselves.
- There are advantages in using an experienced Accredited Agent.

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**AFLPA President  
Peter Bell**

*“Ask around,  
speak to people.  
Look for people  
you can trust  
and learn from.”*

**Peter Bell  
AFLPA President  
& Fremantle  
Captain**

## Selecting a Player Agent

The decision to appoint a Player Agent should not be taken lightly. There are currently over 50 Accredited AFL Player Agents located throughout Australia.

Whilst all Accredited Agents are required to adhere to minimum standards of conduct & service, the particular style in which specific Accredited Player Agents manage their clients is likely to differ significantly.

It is important that you select an Accredited Agent who suits your specific needs & desires. The following list is provided as a guide to assist you should you decide to engage the services of an Accredited Agent.

Remember, there is no requirement for you to appoint a Player Agent. Having a Player Agent will not increase the

likelihood of a Player being drafted by an AFL Club in any way.

### Key Criteria for choosing a Player Agent

- The Agent is accredited with the AFLPA.
- The Agent's values.
- The Agent's experience & understanding of the football industry, market dynamics & market value.
- A strong willingness & desire to teach the player & parents so they gain independence & accountability.
- Referrals by existing clients & industry sources whom you respect & have experience in dealing with Agents (be wary of

sources who continually refer to a specific Agent as they may be receiving a commission).

- Tertiary qualifications & appropriate experience (eg law, sports management, marketing, accounting, business etc).
- Accessibility (location & adequate resources).
- Network of relationships (both corporate & football sectors).
- A holistic approach to an athlete's life & not just commission bearing issues.
- A proven track record of successfully managing AFL Players or an association with an organisation which has such a track record.

## Who is the AFLPA?

The AFLPA is the representative body for all AFL players, responsible for ensuring the fair employment terms conditions & personal development opportunities for past, present & future AFL footballers.

Governed by an Executive of current players, the Association speaks on behalf of the

playing group in the areas of employment terms & conditions, player safety & welfare and also negotiates with other key industry stakeholders in the making & implementation of player rules & other issues affecting the modern AFL player.

The AFLPA annually invests over \$1.5 million, in Player

education, training & welfare, under the AFLPA 'Player Development Program'.

The AFLPA, the AFL, Clubs & current players strongly endorse & support Players undertaking further education & training. The AFLPA also stresses the importance of completing Year 12 (or equivalent) in order to strengthen future career opportunities.

## Require more information?

Check out [www.afipa.com.au](http://www.afipa.com.au) and click on the Accredited Agents tab.

This section contains further information such as the Agents Code of Conduct,

Agent's Regulations & complete list of AFL Players' Association Accredited Player Agent's.

If you require further information, please contact

**Matt Finnis**, General Manager, Operations at the AFL Players' Association on 03 9328 8001.



**AFLPA CEO Brendon Gale  
at the 2006 AFLPA  
Induction Camp**

