



Australian Football
League Players'
Association

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AFL Players' Association FAQ

FAQ about AFL Player Licensing

AFL Player Licensing involves all products which use AFL or club logos and use player images.

Why is the AFLPA involved?

The AFLPA involvement in AFL Licensing means that players receive payment for the use of their image in AFL Licensed products. Prior to the current Collective Bargaining Agreement (CBA), players only received payment for trading cards and for individually negotiated memorabilia products. Group licensing also ensures that players are unified to the public and present an image as a whole group – not just as individuals. This is very important to the AFLPA's ongoing role as promoting the best interests of all players.

Process

- The licensee requests the use of player images in their product. This request is made to the AFL.
- The AFL contacts the AFLPA and provides a detailed description of the product and how the player images will be used.
- The AFLPA, once satisfied that the use complies with the Collective Bargaining Agreement, sends the request to the Player Manager, or if the player does not have one, to the player directly.
- The player manager must respond within 7 days to the request. If no response is received, approval is said to be given.

When can players object to the use of their image in a licensed product?

Under the Collective Bargaining Agreement, players have a limited opportunity to object to the use of their image within a licensing program. A player may withhold his consent if the activity relates to tobacco, drugs, alcohol, race or religion, or the player has an existing personal arrangement which is in conflict with the program (this must be documented to the AFLPA).

What is the situation with AFL Intellectual Property?

The AFL owns all rights to the AFL logos and Club logos and jumper designs. If a player wishes to wear his jumper or use any AFL or Club IP in his personal marketing campaigns he must obtain the permission of the AFL Licensing department.

What are current player image licensed products?

Current licensed products containing player images:

- Memorabilia products
- Calendars
- Posters
- TeamZone Player Trading Cards
- Select Player Trading Cards
- Bobbledobbles
- Greeting Cards
- Banners
- Badges
- Magnets
- Videos

What is the payment structure to players?

Licensees pay the AFL a royalty fee which is a percentage of the *wholesale* price of the sold items. This percentage ranges from 7.5% to 15%. The AFL passes on 80% of this amount to the AFLPA. The AFLPA take a 10% administration fee (except for memorabilia) and this amount is passed on to players (usually via their manager).

Example:

Product X sold for a wholesale price of \$100.
\$100 x 15% royalty fee = \$15
\$15 paid to the AFL
AFL retain 20% (\$3)
80% paid to the AFLPA (\$12)
AFLPA retains 10% of this (\$1.20)
Payment to player \$10.80

(Note: if this product was memorabilia, all \$12 would have been paid to the player)

The AFLPA uses the money received from the 10% fee for programs such as the player computers and the player development program. Payments are made to players every 6 months. The AFLPA also provides to players a Licensing Report outlining every product in which the player appeared.

What about personal promotional activities?

Under the CBA, players cannot endorse products which conflict with protected AFL and Club sponsors.

For more information, please contact Sarah Mitchell at the AFL Players' Association on (03) 9328 8001