



## 2011/12 PFA Awards in conjunction with FMA

Wednesday 13 June 2012  
Sofitel Brisbane Central

Event Program



Order of Ceremonies	
<b>12:00pm</b>	Welcome Murray Shaw, FMA, Master of Ceremonies
	PFA Presidents, Greg Brown, Kimon Taliadoros, Alex Tobin and Simon Colosimo
	PFA Chief Executive, Brendan Schwab
	PFA Education, PFA Player Development Executive, Daniel Kowalski, PFA Kimon Taliadoros and Craig Foster Scholarships
	The Women's Game FMA Women's Footballer of the Year PFA Women's Footballer of the Year
Main Course	
	FMA International Footballer of the Year
	PFA Harry Kewell Medal
	PFA Footballer of the Year
Dessert, Tea & Coffee	
	Alex Tobin OAM Medal
<b>2:30pm</b>	End of Formalities

The PFA gratefully acknowledges the support of its major partner LUCRF Super, the PFA's superannuation fund of choice and a proud supporter of the PFA Awards.

The PFA also greatly acknowledges the contribution of event sponsor the Adecco Group in their continued and meaningful support of Australia's' professional footballers through their sponsorship of the PFA Awards.

Lastly, the PFA would like to thank Open Universities Australia for the invaluable support they provide our members off the field, as well as Greg Ortolan at Fox Sports and Tom Anderberg at SBS for their outstanding contributions to today's proceedings.



Harry Kewell with LUCRF Super CEO Greg Sword

## Credits

- Event Management: Brianna Mann & Nathan Meade, PFA
- Program Book Editorial: Ray Gatt, Philip Micallef and Bonita Mersiades, FMA.
- Vision: Greg Ortolan, Fox Sports & Tom Anderberg, SBS
- MC: Murray Shaw, FMA
- Front cover: The 2010/11 PFA Footballer of the Year Matt McKay with his award



# Welcome from the PFA

Professional Footballers Australia (PFA) is delighted to combine the presentation of the PFA Footballer of the Year and PFA Harry Kewell Medal awards with the Kimon Taliadoros Scholarships, the Craig Foster Media Scholarship and the Alex Tobin Medal.

Throughout the football world, one of the most prestigious individual honours a professional footballer can attain is to be voted as the best by his or her peers. The PFA Footballer of the Year and PFA Harry Kewell Medal awards are now established as an important component of recognising individual achievements of Australian players.

The Kimon Taliadoros Scholarships and Craig Foster Media Scholarship are given to players or former players to help them advance their career and professional interests outside of the playing sphere, and previous winners are testament to the value of this recognition and financial support for their endeavours.

And of course we are presenting the PFA Alex Tobin OAM Medal to Frank Farina.

Named after long time Socceroos captain, Alex Tobin – one of the best Australian players never to ply his trade overseas – the Alex Tobin Medal is the most prestigious of the PFA awards. It is awarded only to the true legends of Australian football. It recognises players who have demonstrated:

- Leadership
- Achievements as a player
- Commitment to fellow professionals, and
- Service and dedication to the game.

As the citation for Frank on pages 10-13 show, he is a worthy recipient of this award to celebrate 30 years of service and commitment to football at the highest level.

We're also delighted to welcome the Football Media Association (FMA) of Australia as a partner in this awards function today.

Love them or hate them, the football media is part of the fabric of the game and has contributed to the development of football in Australia over many years. They have an important role to play in advancing the understanding of the game while at the same time maintaining their independence and professionalism. As the 'eyes and ears' of all stakeholders of the game, their two awards of FMA International Player of the Year (men and women) also represent important recognition from those who watch and comment on every minute of every game that is played.

Finally, it's been yet another challenging but tremendous year for the PFA. We will talk more about this today but, in the meantime, we wish to thank all members, staff and supporters of the PFA for their advocacy, hard work and commitment over the past twelve months – and we look forward to the year ahead.

Please enjoy today's luncheon.



Simon Colosimo  
President



## PFA Footballer of the Year

The PFA Footballer of the Year award was introduced in 2009 and is given to the outstanding performance of a player for club and/or country. Players eligible include A-League players (including players from other countries) and Australians playing professionally overseas.

This year's shortlist was determined by ten of Australia's recently retired internationals and a small group of media representatives, and is voted upon by all eligible players.

### BESART BERISHA

BRISBANE ROAR (AUSTRALIA)



Games: 29 (21 goals)

An excitement machine and one of the real characters of the game. Scored twice in the Roar's grand final win over Perth and won the Golden Boot as leading goalscorer. Capping a remarkable first season in Australia, he was named in the PFA team of the season and was named Football Media Association of Australia player of the year.

### THOMAS BROICH

BRISBANE ROAR (AUSTRALIA)



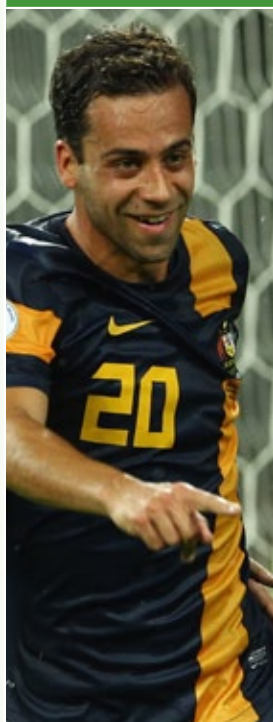
Games: 20 (3 goals)

Nominated: 2011, 2012

Regarded as one of the best imports to play in the A-League. Skillful and exciting, Thomas overcame injury problems this season to again set high standards with his performances for Brisbane. The German was voted to the PFA A-League Team of the Season by his peers for the second year in a row. He also won the 2011-2012 Johnny Warren Medal to add to his rapidly growing collection.

### ALEX BROSQUE

SHIMIZU S-PULSE (JAPAN)



2012 Games: 8 (3 goals)

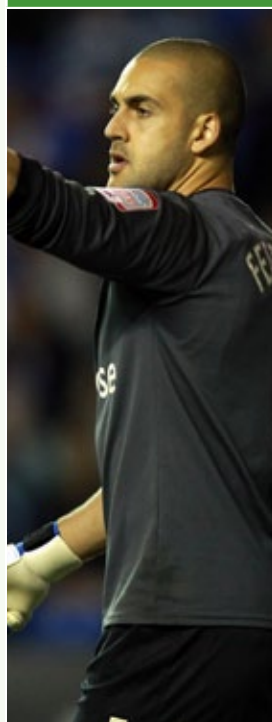
2011 Games: 32 (7 goals)

2011/12 Socceroo appearances: 7 (5 goals)

Alex has gone from strength to strength since going to Japan, where he is now in his second season. He has carried his great form there into the Socceroots, where he has flourished under Holger Osieck. He has scored three times in his first eight games this year as well as scoring a phenomenal five goals in seven games for Australia.

### ADAM FEDERICI

READING FC (ENGLAND)



Games: 46

2011/12 Socceroo appearances: 2

Nominated:  
2009 (PFA Harry Kewell Medal)

Widely regarded as the next in line to Mark Schwarzer, Federici continues to impress in England and was pivotal in helping Reading get back into the English Premier League after a stellar season in The Championship. Has never let Australia down when he has been given the chance in goal.

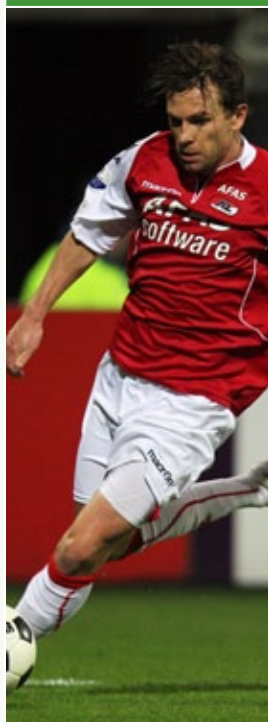
## Previous winners:

- Tim Cahill (2009)
- Mark Schwarzer (2010)
- Matt McKay (2011)



### BRETT HOLMAN

AZ ALKMAAR (NETHERLANDS)



Games: 27 (5 goals)

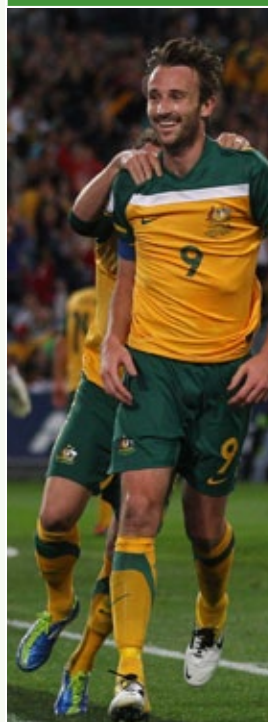
2011/12 Socceroo appearances: 5 (2 goals)

Nominated: 2010, 2011, 2012

Has signed with Aston Villa in England in a sign he is making waves in the game. Has been outstanding with AZ Alkmaar where he scored five domestic league goals this season, including one that figured highly in the goals of the season reels. His performances with Australia continue to impress fans all around the country.

### JOSH KENNEDY

NAGOYA GRAMPUS (JAPAN)



2012 Games: 4 (2 goals)

2011 Games: 31 (19 goals)

2011/12 Socceroo appearances: 6 (6 goals)

Nominated: 2010, 2011, 2012

Despite on-going back issues, Kennedy has been a standout striker in the J-League. He scored an amazing 19 goals in 31 games in 2011 and has continued his good form in the new season. On an international level, Josh is an integral part of the Socceroos, where he continues to score goals almost at will.

### LUKE WILKSHIRE

DINAMO MOSCOW (RUSSIA)



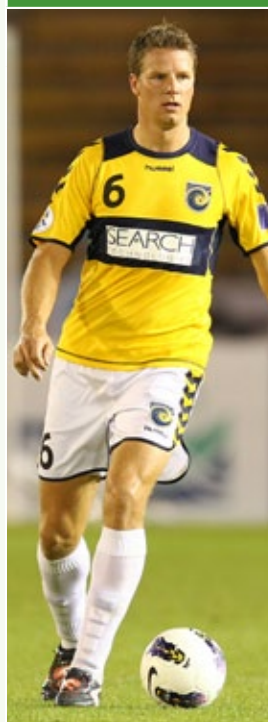
Games: 37

2011/12 Socceroo appearances: 7 (2 goals)

Highly regarded with his club side Dinamo Moscow, where he continues to produce week in and week out no matter what position he plays. He started every game in the 2011-12 season. With the Socceroos he is always one of the first picked and loved for his versatility. He also pops up with important goals.

### PATRICK ZWAANSWIJK

CENTRAL COAST MARINERS (AUSTRALIA)



Games: 29 (7 goals)

A thorough professional. Even though he is well and truly in the veteran class now, his fitness, strength and poise in defence was a standout during the last A-League season. Named in the PFA Team of the Season, Patrick is a tremendous guiding light for the Mariners and great role model for the younger players.



## PFA Harry Kewell Medal

The PFA Harry Kewell Medal is for the most outstanding player under the age of 23 in line with eligibility for the Olympic Football Tournament.

Similar to the PFA Footballer of the Year, the shortlist is determined by ten of Australia's recently retired internationals and a small group of media representatives, and is voted upon by all eligible players.

### Aziz Behich

Melbourne Heart (Australia)



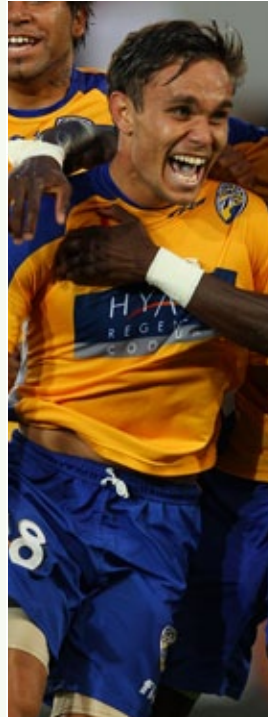
Games: 24 (1 goals)

2011/12 Olyroos  
Appearances: 4

Aziz has a tremendous future ahead. Played a huge role in helping the Heart qualify for the finals in just their second season. An exciting attacking fullback, Aziz has skill and pace and is the sort of player who excites the fans. Justifiably named in the PFA's Team of the Season, a great reward for a fantastic season.

### James Brown

Gold Coast United (Australia)



Games: 17 (6 goals)

2011/12 Olyroos  
Appearances: 3

Injuries did not help his cause this season, but James showed his qualities with some fantastic performances for the now defunct Gold Coast United. Scored a couple of memorable goals this season and it was no surprise he was quickly picked up by Newcastle Jets after United folded.

### Luke DeVere

Gyeongnam (South Korea)



2012 Games: 5

2011 Games: 30 (2 goals)

Nominated: 2011, 2012

Luke is going from strength to strength in Korea after producing some solid performances for Brisbane Roar, where he was also touted as a future Socceroo. A strong, reliable defender, Luke is good in the air and never afraid to put his body on the line. He will continue to make huge progress playing overseas.

### Mate Dugandzic

Melbourne Heart (Australia)



Games: 23 (7 goals)

2011/12 Olyroos  
Appearances: 5

A classy, young player with speed and skill and good eye for goal. Surprised by switching to Melbourne Heart from Victory but it did not hurt him. He consolidated his spot in the Olyroos. Mate is an unselfish player and it showed with him being the second highest provider of assists in the A-League.

## Previous winners:

- Nikita Rukavytsya (2009)
- Mitch Langerak (2010)
- Robbie Kruse (2011)

### Ryan McGowan

Heart of Midlothian (Scotland)



Games: 32 (3 goals)

Ryan scored a goal and played a huge part in Hearts' 5-1 win in the Scottish Cup final recently. Highly regarded in Scotland where there is talk he may be approached to play for the Scots internationally, Ryan is also attracting the interest of English clubs. He is a versatile player who can play at fullback, centre of defence or in midfield.

### Mitch Nichols

Brisbane Roar (Australia)



Games: 24 (10 goals)

2011/12 Olyroos  
Appearances: 3

Strong and quick, Mitch also possesses a fierce determination and a highly competitive nature. He has a great nose for goals, finishing equal third top scorer in the A-League and, as a result, was voted in the PFA A-League Team of the Season. Has also done well in the ACL and for the Olyroos.

### Mathew Ryan

Central Coast Mariners (Australia)



Games: 24

2011/12 Olyroos  
Appearances: 4

Nominated: 2011, 2012

Mat Ryan had a stellar season for the Central Coast Mariners and Olyroos. He has scooped the pool with a number of awards, claiming the A-League best goalkeeper and best young talent awards as well as being named in the PFA Team of the Season and nominated for the Football Media Association of Australia player of the year.

### Rhys Williams

Middlesbrough FC (England)



Games: 35 (2 goals)

2011/12 Socceroos  
Appearances: 4

Injuries have been unkind for Rhys but he is now coming out the other side and is ready to show why he is so highly regarded by many pundits and Socceroos coach Holger Osieck. Recently signed a new long term deal with Middlesbrough and that says it all about his ability.





## PFA Women's Footballer of the Year

The PFA Women's Footballer of the Year award was introduced in 2010 and is given to the outstanding performance of a player for club and/or country. Players eligible include W-League players (including players from other countries) and Australians playing professionally overseas.

The award is determined by a vote of the Matildas.

### This year's nominees are:

- **Caitlin Foord**  
Sydney FC (Australia)
- **Elise Kellond-Knight**  
Brisbane Roar (Australia)  
Fortuna Hjørring (Denmark)
- **Sally Shipard**  
Canberra United (Australia)  
Bayer Leverkusen (Germany)
- **Lydia Williams**  
Canberra United (Australia)  
Pitea IF Dam (Sweden)

### Previous winners:

Servet Uzunlar (2010)  
Elise Kellond-Knight (2011)



Australia's most capped footballer Cheryl Salisbury (right), whose image features on the PFA Women's Footballer of the Year Award, with 2010 winner Servet Uzunlar (top left) and 2011 winner Elise Kellond-Knight (bottom left)



## PFA Kimon Taliadoros Scholarships

The Kimon Taliadoros Scholarships are awarded annually to two players who demonstrate excellence in their personal development off-the-field through education, business, community or charitable involvement. One scholarship is awarded to a senior player nearing the end of his career, the other is for a younger player. Each scholarship is worth \$5,000.

**Previous winners: Andrew Clark, Adam D'Apuzzo (2008); Karl Dodd, Daniel Mullen (2009); Jamie Harnwell, Ben Kantarovski (2010)**

### Tim Brown

English born Kiwi, Tim Brown, of Wellington Phoenix retired from football in April to study for a Masters in Management from the London School of Economics.

Tim graduated with first class honours as a Bachelor of Science in Design from the University of Cincinnati on a soccer scholarship in 2004 and was inducted into the university's Legion of Excellence.

After graduation, Tim spent a further two seasons in the US before joining the A-League with Newcastle Jets in 2006-07. He moved home to Wellington Phoenix in the 2007 season and in that time has been a pivotal part of the Phoenix midfield and was vice captain of the All Whites at the 2010 World Cup in South Africa.

Off the field, Tim has also played an important role with the New Zealand PFA, helping to create a football scholarship program for New Zealand's top young players to the USA, known as 'Tomorrow's All Whites'. He is an elected member of the FIFPro Asia Football Committee.

Tim also founded the athletic sneaker brand ToBe: in partnership with a former national team mate, and is an ambassador for the Wellington-based Westpac LifeFlight Trust Air Ambulance, along with Ben Sigmund.



### Kliment Taseski



21 year old Kliment Taseski has combined studying Bachelor of Laws and Bachelor of Business degrees at LaTrobe University while also playing football at a high level with Melbourne Heart and being part of the Australian Under-20 squad.

Kliment has been an active supporter and valuable mentor in the PFA's Heroes Community program.

## PFA Craig Foster Media Scholarship

The Craig Foster Media Scholarship is awarded annually to up to two current or former players who aim to pursue a career in football media commentary/analysis. The scholarship is worth \$5,000. It was awarded for the first time last year to Ross Aloisi.

### Jamie Harnwell



Perth Glory's most capped player, with 256 matches spanning both the NSL and the A-League, Jamie Harnwell has been steadily building his portfolio of post-career interests for some time.

In addition to a Bachelor of Science (Human Movement) and Bachelor of Business degrees, Jamie has his own coaching business and also works for Football West as a Development Officer. Last year, he won the Kimon Taliadoros Scholarship to help further his business and professional interests.

In the 2011-12 season, he began working with FOX Sports as a commentator for A-League matches and quickly established himself as an astute and popular part of the FOX Sports team.

The scholarship will assist Jamie in his further professional development as a media commentator.

## PFA Alex Tobin Medal: Frank Farina

“It was time to come back to Australia. On the football side, I had always wanted to put something back into the game as a player in the national league, before my playing days were over. I was just turning 31, and I could have had another two or three years in Europe earning much more money, but I wouldn’t have been as effective here as a player if I had stayed in Europe another two or three seasons and returned home as a 34 or 35 year old.

A silver lining to the exodus of Australian players from the domestic competition is our return and the opportunity to contribute to the further development of the code with the benefit of our experience and insights.”

So said the 2012 Alex Tobin Medal winner Frank Farina, in his 1998 book, *My World is Round* (written by Bonita Mersiades), of his return to football in Australia in 1995 after seven years in Europe.

But both before and since, Frank Farina has been an important contributor to the football narrative in Australia.

Born in Darwin in 1964, Frank spent his childhood in Papua New Guinea and moved to Cairns as a 10 year old where he played with St Augustine’s College, Stratford United and Edge Hill United before playing four games with Mareeba United in the Queensland State League at the age of 16. He won a scholarship to the Australian Institute of Sport in Canberra in 1982, as a 17 year old, in only the second year of the football program.

Frank began his national soccer league career with the Canberra Arrows in the NSL in 1983. In 1985, he moved to Sydney City where he spent two seasons, and then transferred to Marconi for a further two seasons, when Sydney City was withdrawn from the competition in 1987. He made his move overseas to play for Club Brugge in Belgium in 1988-89 for three seasons, after the Seoul Olympics. Frank was an outstanding success in Belgium where he helped Club Brugge win the Belgian First Division title as well as the Belgian Cup in 1990-91 and Belgian Supercup in each of 1990 and 1991. Farina won the Belgian Golden Boot and Best Foreign Player awards in Club Brugge’s successful 1989-90 season.



He transferred to Bari in Italy’s Serie A on a then record transfer fee for an Australian player of \$3.2m in 1991-92, and the first Australian to play in the Italian league. After a change of coach at Bari early in the season, Frank spent most of the remainder of the season cooling his heels in Bari or on loan to Nottingham Forest in England before settling with Strasbourg in Ligue1 for two seasons in 1992-93 followed by a final two years with Lille, also in Ligue1.

But if being one of our earliest and highest profile overseas Socceroos wasn’t enough, it was Frank’s return to the NSL - when he was still at the top of his game - that was a major boost to the development of the game in this country. His return to the Brisbane Strikers helped us see what football was capable of with the ingredients of:

- an exciting marquee player - before the term was used
- geographically based support for a team from an entire city
- greater professionalism for the club and team mates
- improved quality of play, and
- great crowds for the big games.

In his first season back home, Farina scored 20 goals in 30 games, was runner-up in the Golden Boot and Player of the Year awards, and the Brisbane Strikers made the finals for the first time. In the next season, Frank was made player-coach, the Strikers won the competition against Sydney United before a capacity crowd at Suncorp Stadium and Frank scored 12 goals including the first goal in the 2-0 Grand Final victory.

Brisbane went wild for their ‘Sultan of Suncorp’ and local buses displayed signs saying ‘Frank for PM’.

Farina was named Queensland Coach of the Year, Brisbane Strikers was named Team of the Year and one of the Strikers’ ‘young guns’, Kasey Wehrman was named Indigenous Sportsman of the Year at the annual Queensland Sports Awards.

At the same time, Farina took a leadership role on the Executive of the PFA. Always concerned with players’ rights and responsibilities, Frank was instrumental in providing input, advice and comparisons to overseas player issues as part of the PFA Executive. He was made of Life Member of the PFA in 2008.





In 1997-98, Frank and five other members of the victorious Strikers side of the previous season retired and the team finished in 9th position. In the following year, he returned to Club Marconi as coach for the 1998-99 season with the team placed 4th.

In a 17 year playing career, he played 360 League games in five countries and scored 167 goals, the best goals-to-game ratio of any Australian player in domestic competition. He also played numerous Cup games in Australia and Europe, including European Cup competition while with Club Brugge against the likes of Frank Rijkaard, Paolo Maldini, Franco Baresi, Marco van Basten and Ruud Gullit.

Frank twice won the Players' Player of the Year in the NSL (the forerunner to the Johnny Warren Medal), twice won Most Entertaining Player in the NSL, twice won the Golden Boot Award in the NSL as well as in Belgium, was voted Top Foreign Player by the Belgian media, was Oceania Player of the Year in 1988 and was named runner-up to Wynton Rufer for Oceania Player of the 20th Century.

As a player, he represented Australia on 86 occasions (37 'A' internationals) including the World Youth Cup in 1983; the 1986, 1990 and 1994 World Cup campaigns; and the 1988 Bicentennial Gold Cup and the Seoul Olympics. He retired from international competition in 1993 – most would say prematurely.

In August 1999, he was appointed coach of the 'Socceroos' – the first Australian born man to hold the position. He was replaced by Guus Hiddink in June 2005. In the six years at the helm, Frank was responsible for the team in the 2001 Oceania Nations Cup, 2002 World Cup campaign, the 2001 and 2005 Confederations Cups and the 2004 Athens Olympics. He guided the team to famous victories over England, Brazil and France and the 'Socceroos' were placed 3rd in the 2001 Confederations Cup – and without his dogged determination, Tim Cahill might never have pulled on a green and gold shirt.

He was appointed coach of Brisbane Roar in the A-League in November 2006 until he was terminated from the role in October 2009. The team finished 5th in 2006-07 and 3rd and 4th in his two full seasons in charge (in 2007-08 and 2008-09).

In 2011, Frank was appointed coach of the PNG national team on a part time basis.

Frank Farina rose to the top of Australian football at a time and in an environment where it was difficult to do so – let alone for a skinny kid from regional Queensland via New Guinea.

He has demonstrated leadership, achievement as a player, commitment to his fellow professionals and service and dedication to the game over a 30 year professional career and is a worthy recipient of the Alex Tobin Medal.

*Frank Farina OAM is just the fifth person to be awarded the prestigious PFA Alex Tobin Medal, joining the late Johnny Warren MBE OAM (2008), Joe Marston MBE (2008), Craig Johnston (2009) and Mark Viduka (2011)*



Johnny Warren & Joe Marston



Craig Johnston



Mark Viduka







## FMA International Player of the Year

The FMA International Player of the Year is awarded to the outstanding international Australian player for 2011-12. The nominees are determined by the FMA Executive Committee and voted upon by all members of the FMA.

### Women

This is the first year there has been an award for Matildas.

The award period covers nine games from the 2011 Women's World Cup and 2012 Olympic Games qualifying campaign.

#### Caitlin Foord



Matildas Games: 7 (1 goal)

It was a breakthrough year for Foord with the defender/midfielder taking out several awards including the Best Young Player at the Women's World Cup and the AFC Young Player of the Year. Her mobility, speed and timing on the tackle allowed Foord to quell opposition attackers while providing the springboard for Australia's own forward forays.

#### Elise Kellond-Knight



Matildas Games: 30

A dynamic yet reliable defender, Kellond-Knight's knack of shutting down some of the world's best attackers saw her selected in the Women's World Cup All-Star team. A composed footballer and excellent reader of play, Kellond-Knight often broke down opposition plays before launching attacks for the Matildas from that left flank.

#### Kyah Simon



Matildas Games: 33 (8 goals)

Kyah carried her Julie Dolan Medal winning W-League form onto the international stage. A technically skilful and quick striker, Simon was the focal point for the Matildas attack during 2011 and, with her brace against Norway, became the first Indigenous Australian to score in a World Cup match.

#### Emily van Egmond



Matildas Games: 11 (3 goals)

A late addition to the Women's World Cup squad, Van Egmond's pre-tournament form saw in the starting line-up against Brazil. With her rifled half volley against Equatorial Guinea, she became the youngest Australian footballer to score in the World Cup. Her growth continued with several top notch performances in the Olympic Qualifiers. Despite her age, Van Egmond displays considerable football maturity with an excellent touch, technique and reading of the play the features of her game.

#### Lydia Williams



Matildas Games: 30

Lydia started of the season as the reserve goalkeeper but her performances soon saw her become Australia's premier custodian. Although she only played the one World Cup match, her excellent performances in the Olympic Qualifiers kept Australia in the match in several key fixtures. Williams exhibits excellent positional awareness which complements her phenomenal shot stopping.



## Alex Brosque



Socceroos games: 10

The former Sydney FC star has become vital part of the Socceroos' set-up after he came on as a substitute to score a vital goal in 2-1 World Cup qualifying win over Thailand in Brisbane. 'Brosquey' has never looked back and more goals in the green and gold have made him an established and reliable squad member with genuine aspirations for a ticket to Brazil.

## FMA International Player of the Year



### Men

The 2011-12 award covers eight games commencing in August 2011 against Wales up to, and including, the match against Saudi Arabia in February this year.

#### Previous winners:

Mark Schwarzer (2009)

Tim Cahill (2010)

Brett Holman (2011).

## Brett Holman



Socceroos games: 53

The much-improved striker is enjoying the best form of his life and his solid performances for his club AZ and country earned him a dream contract with Premier League Aston Villa. Holman's skill and pace are such that in Saudi Arabia last September he managed to do the unthinkable ... keep talisman Tim Cahill out of the national starting line-up.

## Josh Kennedy



Socceroos games: 30

The tall striker has been blighted by injury but he still came up with a set of vital goals that kept the Socceroos on course for a third straight World Cup qualification. Kennedy has established himself as the country's number one striker and Australian coach Holger Osieck has said several times that he thinks the world of him.

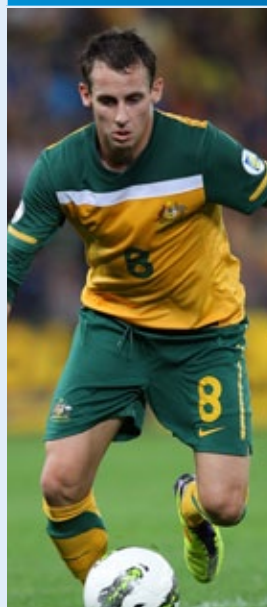
## Lucas Neill



Socceroos games: 79

Many pundits thought that going to the United Arab Emirates was a step backwards for the experienced captain but his stint with Al Jazira in Dubai where he has to deal regularly with South American ball-playing forwards has revitalised him. Neill is playing exceptionally well and will be the cornerstone of Australia's defence as it seeks a passage to Brazil.

## Luke Wilkshire



Socceroos games: 66

Wilkshire has become Australia's 'Mr Dependable' for his consistent performances down the right side, either as a resolute defender or an attacking wingback. Wilkshire has scored several goals for Australia and he made many more due to his ability to time his forward runs to perfection and pick out forwards with telling crosses.

## PFA History, 1993 - 2012

Professional Footballers Australia has come a long way since it came into being in 1993 essentially to protect and promote the status of domestic players and build the game into a meaningful sporting industry in the country.

Nineteen years down the track, the PFA has been instrumental in helping to change the perception of Australian football from a “joke” to one that commands respect.

Today’s Australian footballer has a clear and profitable career path ahead of him or her that is determined by excellent working conditions that are among the best in the world and their respective clubs’ more professional *modus operandi*.

The PFA’s history during one of the most turbulent periods of Australian football is littered with remarkable achievements.

Its first feat was the establishment of a standard player contract in 1994, followed by the abolition of the domestic transfer and compensation system following the Stewart Report.

The PFA successfully negotiated its first National Soccer League CBA in 1996 and a year later it sealed a similar deal regarding the Socceroos after industrial action at the 1997 FIFA Confederations Cup in Saudi Arabia. A second CBA for the NSL signed in 1999 and extended to 2001 provided for the introduction of full-time professionalism including the establishment of a minimum wage.

The PFA was going from strength to strength and it negotiated a second CBA for the Socceroos in 2001 but its main concern was the domestic league which was struggling and was on its last legs.

In 2003 the PFA, mindful of its original aim to raise the standard of the domestic game from a player and club perspective, established a model for a new eight to 10 team national competition under the working title “Australian Premier League” featuring two teams from Melbourne and three from Sydney.

The model was based on strategic pillars including quality, atmosphere/boutique stadia, building of strong club brands, engagement of local football communities and a salary cap to promote competitive balance and economic sustainability. The strategy was backed up by a \$500,000 research report.

The 2002 Crawford Report recommended the APL governance model, and in 2003 an NSL task force recommended a new national competition that was similar to the APL model.

The A-League was created in 2005 to replace the disbanded NSL. It was a fully professional competition governed by a salary cap and a free labour market but it omitted elements of the APL model such as governance, team location, stadia, season window and community engagement.

In 2005 the PFA negotiated a third CBA for the Socceroos as they prepared to play in the 2006 World Cup in Germany. This was followed by the establishment of the FFA/PFA My Football Career program and the PFA Education Fund.

The growing status of the PFA was illustrated when the FFA agreed to a memorandum of understanding with the players’ union that ensured all matters affecting players are first negotiated with the PFA.

In 2008, with the A-League going great guns, the PFA negotiated its first A-League CBA that came after a fourth agreement regarding the national team. In the same year, the PFA launched the PFA Awards, including the Alex Tobin Medal, followed by the Footballer and Women’s Footballer of the Year awards and a Harry Kewell Medal for Australia’s best young player in 2009.



## PFA Mission

The mission of Professional Footballers Australia is to:

- support the players, and
- build a better game.

In pursuing its mission, the PFA is committed to:

- developing players both as people and as footballers, and
- ensuring football makes a difference to the community.



## PFA Values

### Respect

We hold a deep respect for the institutions of the game of football and the profession of playing the world's greatest game for a living. We understand the wellbeing of the game is a precondition to the wellbeing of the player.

### Intelligence

We adopt a knowledge based approach to finding solutions to the major challenges facing the game and the players. We believe in continuous learning and development.

### World Class

We are a global body that has a major role to play in the world game. Our world view embraces the game and its players in our region. Through striving for excellence, we seek to advance the international competitiveness of football in Australia and our region.

### Courage

We stand by what we believe in. Our great achievements have often come in the face of determined opposition. Our position is sustainable because our cause is for the good of the game as well as the players.

### Trust

Everything we do is based on the unique trust that exists with our members. The foundations for that trust lie in our deep commitment to our mission, the quality of work, our knowledge of the game and our belief in acting collectively and in solidarity.

## PFA Life Members

PFA Life Membership recognises individuals who have shown service, commitment and loyalty to the well-being of professional footballers.

<b>1999</b>	Kimon Taliadoros
<b>2000</b>	Francis Awaritefe
<b>2001</b>	Andy Harper
	Robert Hooker
<b>2002</b>	Alex Tobin OAM
<b>2003</b>	Craig Foster
	Brendan Schwab
	Stan Lazaridis
<b>2006</b>	Zeljko Kalac
<b>2008</b>	Greg Brown
	John Didulica
	Frank Farina OAM
	Jeromy Harris
	Brad Maloney
	Kevin Muscat
<b>2009</b>	Ross Aloisi
	Simon Colosimo
	Ante Milicic
	David Zdrilic
<b>2011</b>	John Aloisi
	Clint Bolton

## PFA Champions

The PFA also gives special recognition to Life Members for exceptional leadership and contribution.

### Kimon Taliadoros

Kimon Taliadoros co-founded the PFA in 1993, acted as the association's inaugural Chief Executive in 1994 and 1995 (whilst playing in the NSL), served as PFA President from 1995 to 1998 and became the PFA's inaugural Life Member in 1999. He had an outstanding playing career, illustrated by 9 Socceroos appearances, 244 NSL games, 82 NSL goals and 2 NSL championships.

### Alex Tobin OAM

Alex Tobin OAM served as PFA President from 1998 to 2004. He received the Order of Australia Medal on Australia Day 2007 for services to Australian football, especially as an international player and through the PFA. He has played more national league games than any Australian footballer, and is the most capped Socceroo. He captained Australia in its 1998 FIFA World Cup qualifying campaign and to second place at the 1997 FIFA Confederations Cup. His NSL career also featured 3 NSL championships and 2 Joe Marston Medals for best on ground at the Grand Final.

### Craig Foster

Craig Foster served on the PFA Executive for 4 years. During this time he was also a Director of PFA Management Limited. In 2005, Craig acted as Interim PFA Chief Executive during the negotiation of the Socceroos Collective Bargaining Agreement for the 2006 FIFA World Cup and the organisation of the PFA's membership presence with all establishment A-League clubs. Craig is one of the most successful media personalities in the game and the PFA has initiated the PFA Craig Foster Football Media Scholarships in honour of his contribution to the game in this country.



Alex Tobin

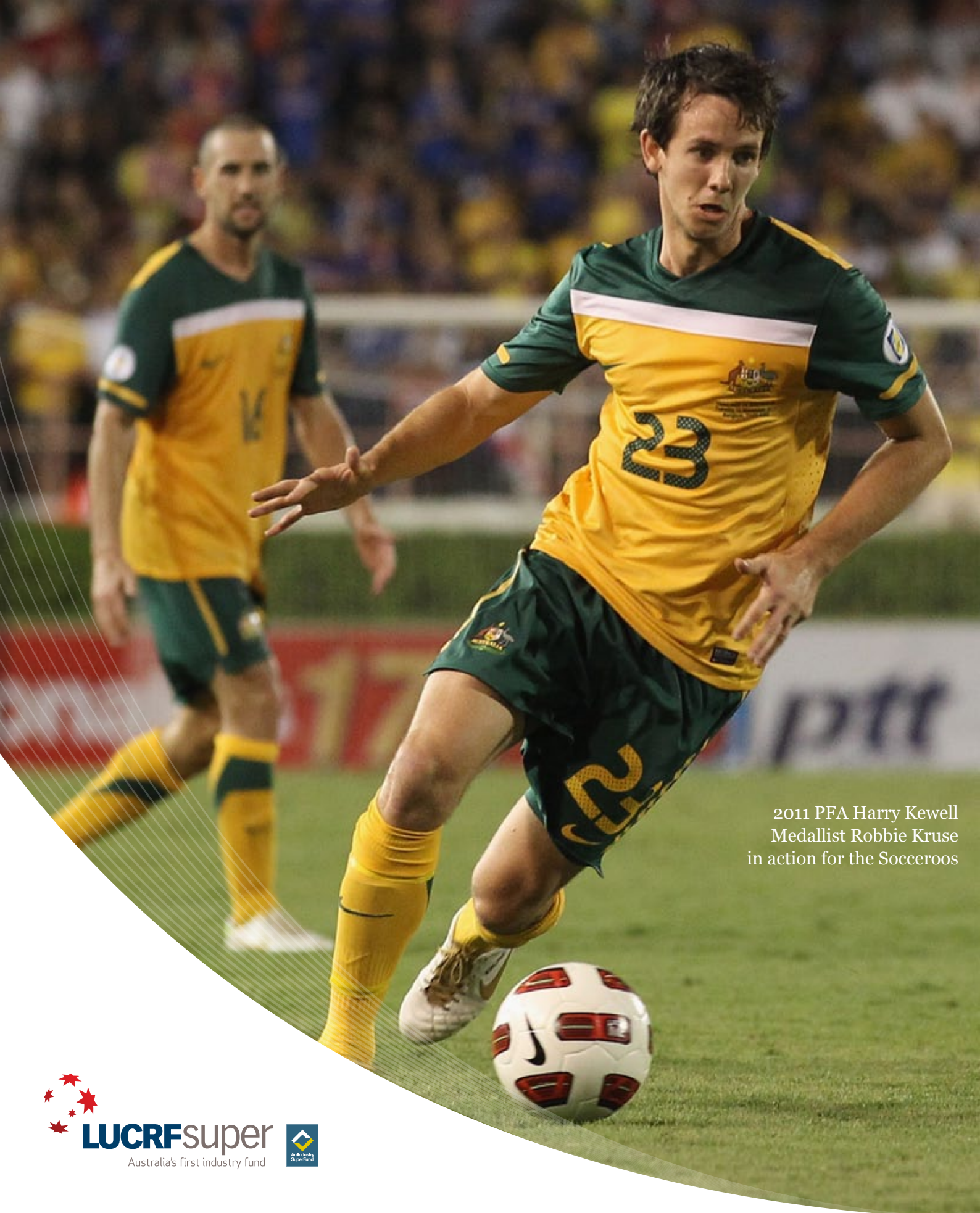


Kimon Taliadoros

Craig Foster







2011 PFA Harry Kewell  
Medallist Robbie Kruse  
in action for the Socceroos

