



Professional Footballers
Australia (PFA)

2017 ANNUAL REPORT



Supporting the Players. Building the Game.

From the CEO



The foundations are now in place for the PFA to drive **Better Football** in Australia.

Since July 2016, with the support of the players, the PFA Executive has:

- Secured Collective Bargaining Agreements for all members – from Socceroos to Matildas to the A-League and to the W-League – until June 2019
- Finalised the long form Whole of Game CBA which entrenched a more than 10% increase to player payments and grew funding for Player Development by almost 40%
- Secured a foundational CBA for players within the W-League which increased guaranteed payments by over 400%, introduced fundamental protections such as insurance and medical standards as well as embedding a player voice in the future development of the W-League
- Secured specific recognition from FIFA as a stakeholder who warrants representation on the Football Federation Australian congress
- Achieved record levels of players with financial membership
- Re-established the financial stability and prosperity of the PFA as a self-sustaining business
- Adopted a new strategic plan to take the PFA from 2017 to 2020
- Secured \$5.0million in damages for Australian players around the world, and
- Embarked on a mission to evolve the talented player pathway, lead by the release of an historic Player Pathway Study.

The players know how quickly football moves. There is no time to look back and our focus must be on using our collective strength and know-how to drive for a **Better Industry**, a **Better Competition** and a **Better Career**.

To achieve **Better Football**, we need to be ambitious.

We need to renew the governance of football in Australia, we need independent professional competitions with a clear vision for growth, we need to build player pathways that are world leading, we need to continue to drive the transformation of women's football at a domestic and global level, we need to engage with Asia and drive reform of AFC competitions, we need to build a genuine partnership between players and other stakeholders, we need to devise a plan for infrastructure, and we need to devise an economic model that underpins our vision for Better Football.

The players have always been at the forefront of these issues because we are the ones whose livelihoods are inextricably linked to the success of the sport and we are the ones who live the sport every hour of every day.

This proactive role in driving for Better Football will continue in 2018.

Warm Regards,

John Didulica | PFA Chief Executive

From the President



On behalf of the PFA Executive, welcome to the 2017 PFA Annual Report.

The 2016/17 season has been historic for football in Australia both on and off the pitch.

The first W-League Collective Bargaining Agreement ensures that W-League players are now paid as professionals, which follows last year's successful establishment of Australian football's first ever 'Whole of Game' Collective Bargaining Agreement. Due to the solidarity and commitment of the players, we now have a platform to build on to make the W-League one of the best female football leagues in the world.

The CBA provides a minimum salary of \$10,000 ensuring players no longer have to pay to play, while it also provides critical insurance protection, minimum medical standards, and access to the PFA's Player Development Program.

The deal is foundational and through the continued support of players, we can make this a first step on the journey to a fully professional and world class competition.

The Matildas juggernaut, meanwhile, continues to gain huge momentum following a memorable Tournament of Nations in the USA that saw the team defeat the USA, Japan and Brazil on their way to winning the tournament. The achievements and quality of the team's performances over the past 12 months is testament to the increasingly professional conditions for the players combined with the players' sacrifices for their sport. They are certainly pioneers, both for women's sport and the increasingly improved conditions and standards for female players.

Meanwhile, the Socceroos continue to do Australia proud on the international stage, their character and resilience constantly tested during a lengthy and arduous World Cup qualifying campaign. The players have conducted themselves with the utmost professionalism and commitment to their country.

In representing players, almost \$5.0m was secured by the PFA for players from 140 legal cases over the past year. In developing players, the PFA recognises the wellbeing of our members as a key priority, with \$120,000 in direct investment going to support and assist PFA members to pursue education and off field opportunities.

In living this philosophy, the PFA is proud to have welcomed back a number of ex-players who are now working at the PFA in some capacity. Former professional footballers Jon McKain, Dean Heffernan, Lucas Pantelis and Joey Didulica have joined the PFA in Player Development roles, while former NSL striker Francis Awaritefe was appointed to serve as Australia's representative on the board of FIFPro, the worldwide representative body for professional footballers. We congratulate them on their appointments. They join five former players who are already on the PFA staff.

Another fantastic result was having over 100 players attend the inaugural mass PFA Player Induction. Held over two days, the induction saw players undertake a series of workshops aimed at ensuring members get the very most out of their careers.

Significantly, 2016/17 saw a record number of financial members for the PFA and we pleasingly continue to see inroads made in all areas and we look forward to continuing to represent and stand up for all our members' interests and concerns.

The collective voice of the players is needed now, more than ever, so thank you for your continued support and commitment.

Best Wishes,

Alex Wilkinson | PFA President

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Player Representation



PFA Executive Committee

‘Run by players for players’



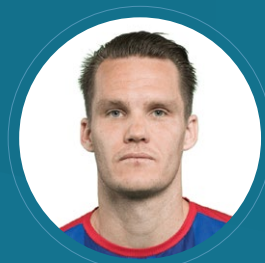
Alex Wilkinson
PFA President



Lydia Williams
PFA Executive



Mile Jedinak
PFA Executive



Nigel Boogaard
PFA Executive



Gabe Marzano
PFA Executive



Nikolai Topor-Stanley
PFA Executive



Kim Carroll
PFA Executive



Glen Moss
PFA Executive



Brendan Schwab
Chairman



John Didulica
Chief Executive

PFA Delegates

- Tarek Elrich**
Adelaide United
- Taylor Regan**
Adelaide United
- Jack Hingert**
Brisbane Roar
- Luke DeVere**
Brisbane Roar
- Jade North**
Brisbane Roar
- Antony Golec**
Central Coast Mariners
- Liam Rose**
Central Coast Mariners
- Manny Muscat**
Melbourne City
- James Donachie**
Melbourne Victory
- Leigh Broxham**
Melbourne Victory
- Jason Geria**
Melbourne Victory
- Jason Hoffman**
Newcastle Jets
- Lachlan Jackson**
Newcastle Jets
- Chris Harold**
Perth Glory
- Liam Reddy**
Perth Glory
- Brandon O'Neill**
Sydney FC

- Andrew Redmayne**
Sydney FC
- Andrew Durante**
Wellington Phoenix
- Michael McGlinchey**
Wellington Phoenix
- Robbie Cornthwaite**
Western Sydney Wanderers
- Jonathan Aspropotamitis**
Western Sydney Wanderers
- Emma Checker**
Adelaide United
- Alexandra Chidiac**
Adelaide United
- Amy Chapman**
Brisbane Roar
- Michelle Heyman**
Canberra United
- Grace Maher**
Canberra United
- Rahli Dobson**
Melbourne City
- Aivi Luik**
Melbourne City
- Alexandra Gummer**
Melbourne Victory
- Gulkan Koca**
Melbourne Victory
- Jenna Kingsley**
Newcastle Jets
- Cassidy Davis**
Newcastle Jets

- Natasha Rigby**
Perth Glory
- Melissa Maizels**
Perth Glory
- Amy Harrison**
Sydney FC
- Rosie Sutton**
Western Sydney Wanderers
- Ellie Brush**
Western Sydney Wanderers
- Mile Jedinak**
Socceroos
- Tim Cahill**
Socceroos
- Mark Milligan**
Socceroos
- Alex Wilkinson**
Socceroos
- Mat Ryan**
Socceroos
- Lydia Williams**
Matildas
- Emily van Egmond**
Matildas
- Sam Kerr**
Matildas
- Tameka Butt**
Matildas
- Elise Kellond-Knight**
Matildas

Ante Covic
2007 - 2017

Recognising outstanding service to their fellow professionals

2017 saw long serving PFA Executive and Vice President Ante Covic step down. We thank Ante for his commitment to the game, the players and the contribution he made.

PFA Life Members



Josip Skoko
PFA Life Member



Kate Gill
PFA Life Member



Ante Covic
PFA Life Member

Membership

PFA Members plied their trade in **27** different countries:

- USA
- Indonesia
- India
- Korea
- Norway
- Germany
- Denmark
- Russia
- Portugal
- Australia
- Malaysia
- Thailand
- Iran
- England
- Switzerland
- Scotland
- Cyprus
- South Africa
- New Zealand
- China
- Japan
- Sweden
- Spain
- Netherlands
- UAE
- Greece
- Myanmar



Nationalities of our members



Australia



New Zealand



Spain



Japan



Germany



USA



Iceland



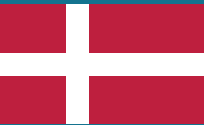
Uruguay



Argentina



Brazil



Denmark



England



Finland



Ireland



Senegal



Tunisia



Albania



Croatia

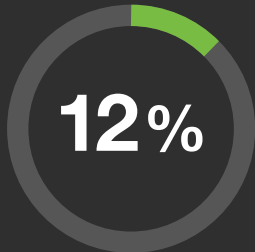


Macedonia

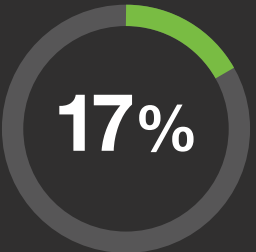


Turkey

Age Breakdown



Of members were **under 20**



Of members were **over 30**

Legal & Advocacy

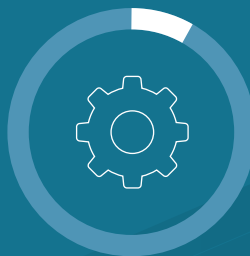
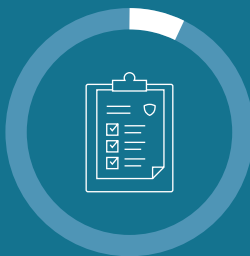
Money secured by the PFA for members over the course of the 2016/17 FY:



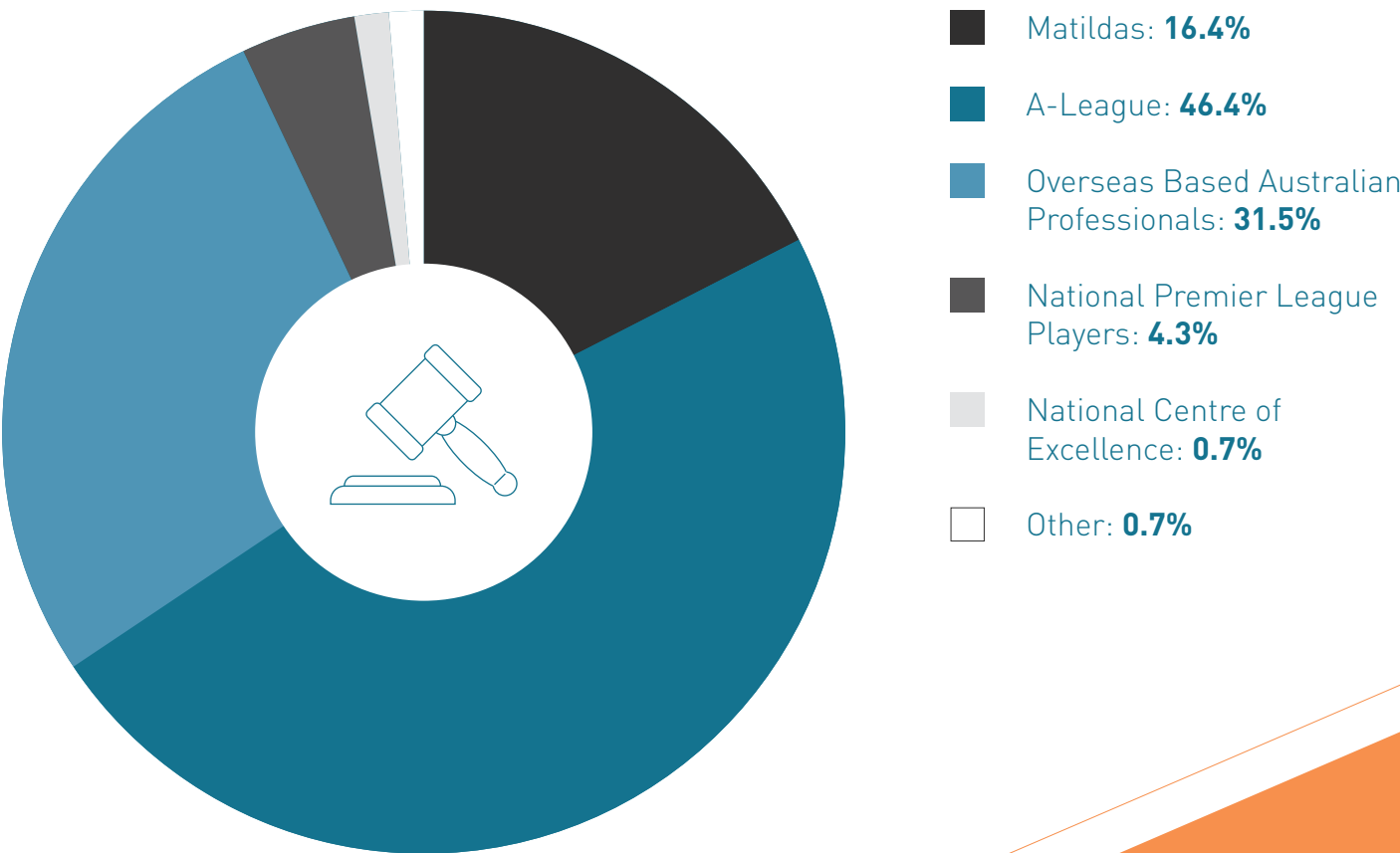
Total number of cases:



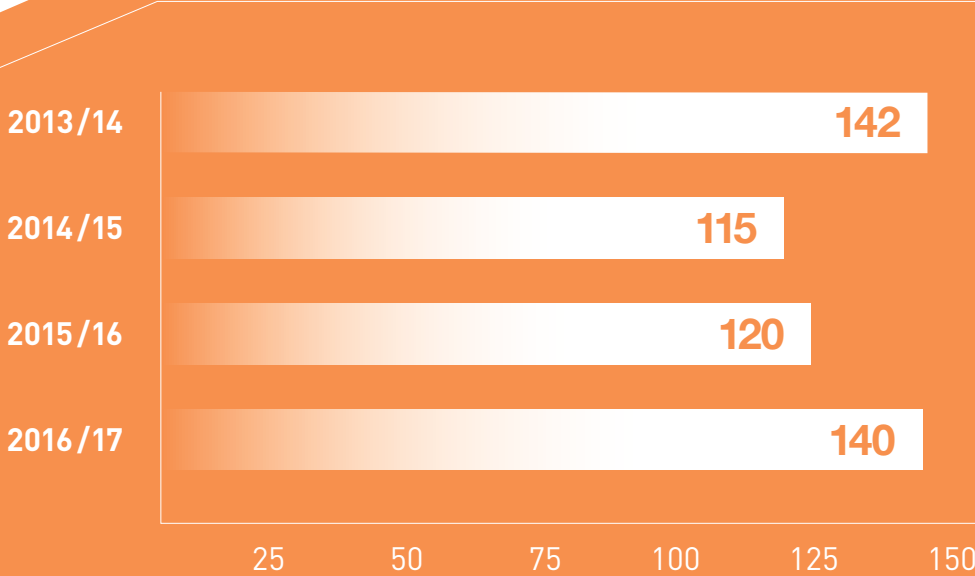
Types of cases:



Legal cases by membership group:



Legal cases previous years comparison:



Collective Bargaining

Whole of Game Collective Bargaining Agreement

The long form drafting of the Whole of Game CBA that covers the Socceroos, Matildas and A-League players was finalised in 2017 after almost 14 months of negotiation.

A centre-piece of the Whole of Game CBA is the Funding Agreement that ties together the professional and personal development of all elite players, regardless of what team they might play for at any given time. This ensures a cohesive and consistent service to all players – regardless of what stage of their football journey they are on.

Through linking funding for the Player Development Program to the broadcast rights, the PFA was able to increase funding to \$1.391m for the 2017/18 season, up from \$850,000 in 2015/16, so it is a great tribute to those players who fought for this principle.

The scope of the PDP has now extended to include education grants and supporting those uncontracted players who are transitioning out of full time employment within football into other areas of work. These two principles will expand the reach of the PFA and help it support more players, more effectively.

The individual financial and non-financial benefits were also greatly enhanced through the CBA process. Total spend on player wages is up across all teams (for example, at least \$3.2m across the A-League and the Matildas payment pool increasing by over 40% over the life of the CBA) while aspects such as travel standards, minimum medical standards and insurances were enhanced.

This journey is by no means over. As emerging technologies and player brands evolve as well as the demands on individual players becoming more complex, it is critical that the PFA stays abreast of those trends and can continue its world class advocacy on behalf of Australian footballers.

W-League Collective Bargaining Agreement

For the first time, a foundation has been laid for W-League players to play football as professionals.












There is still much work to do but – thanks to the solidarity across the players and the commitment of the player delegates – we now have a platform to build from. The first ever Collective Bargaining Agreement is recognition of your increasing value as players and the increasing value of female footballers to the sport.

The minimum salary of \$10,000 increasing to over \$12,200 for next season is important because it will help the 25% of players who still had to pay to play and will help over 50% of players who still needed to work long hours in addition to football just to get by.

Significantly, the CBA also provides critical insurance protection for players, minimum medical standards in line with A-League players, a maternity policy that can help support current and future mums, and provide all W-League players with access to education funding and wellbeing support within the PFA Player Development Program.

The next step is for the players to have a voice in how the W-League evolves. We want a longer and fairer season and we deserve the highest possible performance and professional standards at clubs so that there are no barriers preventing you from being your best. For the first time, the players will have a voice in this process. Through the Professional Women's Football Committee, the players will work directly with FFA and the W-League clubs to help shape the future of your workplaces and the W-League.

The PFA were instrumental in ensuring we achieved an outcome that we are all happy with and making sure throughout the process that our rights were protected.

W-LEAGUE CBA TERMS AND CONDITIONS 2017 - 2019			
All CBAs will expire in June 2019			
EMPLOYMENT	 MINIMUM SALARY 2016: \$2,500 2017: \$10,000 2018: \$12,287	 BASE PLAYER PAYMENTS PER CLUB 2016: \$50,000 2017: \$180,000 2018: \$221,166	 MINIMUM LEAGUE SPEND 2016: \$450k 2017: \$1.62m 2018: \$1.99m
OTHER KEY BENEFITS	 Up to \$1,500 per week, football and non-football income protection if injured and unable to work	 MATERNITY POLICY Airfare and room funded for players travelling with a child 3 years old or younger	 FFA obliged to use best endeavours to find a sponsor to subsidise player private health insurance costs
PROFESSIONAL STANDARDS & COMPETITION STRUCTURES	 Establishment of the Professional Women's Football Committee which will give players a strategic, advisory and influencing voice on all matters	 MIN. 6 WEEK PRE-SEASON 23 WEEK CONTRACT	 Minimum medical standards in line with A-League
PFA & PLAYER DEVELOPMENT	 W-League players gain access to existing Player Development Program		 \$100,000 contribution to the Player Development Program

Player Development

PFA Player Development and Wellbeing Programs and Support



PFA Player Development Program

‘Developing, supporting and empowering outstanding people.’

Education Support



78 PFA Members supported with education funding



\$120,000 Spent on PFA Members to pursue education



Financial Literacy Workshops at all A-League Clubs



108 attended the PFA's AFC Coach Accreditation Courses

“

The support of the PFA is a huge benefit and really helps to pursue our passions alongside our football careers and to develop in all aspects of our lives.

”

Chris Harold

“
Knowing it was confidential made me feel comfortable enough to ask for help through the PFA.
 ”

Targeted workshops were undertaken across the membership, including:

LinkedIn:



Superannuation Workshop:



Business Basics:



Networking:



Obtaining a Boat Licence:



Wellbeing Support



389 PFA members and club staff were afforded skin cancer checks



Up to 10 PFA members per month accessed the PFA's National Wellbeing Network.

Members sought support in coping with:

- Depression
- Anxiety
- Stress
- Addiction



100 PFA members took part in the Resilience Project, which focuses on three key themes:


- Gratitude
- Empathy
- Mindfulness

Transition and Change Support


100+ players attended the inaugural mass PFA Player Induction. Held over two days, the Induction saw players undertake a series of workshops aimed at ensuring members get the very most out of their careers. Workshops focused on areas such as:




Resilience




Financial Literacy



Being an athlete in professional sport



Mental health and wellbeing



Social Media

Nine players undertook work experience through the PFA Beyond the 90 Program. This included in fields such as:



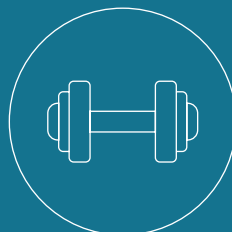
Media



Property development



Coaching



Personal Training




The inaugural PFA Alumni meeting was held with former Soceroos, Matildas, A-League and National Soccer League players meeting to discuss the state of Australian football with over 60 players in attendance.




The PFA Aussie legends played their first ever match facing Manchester United Legends in a charity match in Perth to raise funds for the Dylan Tombides Foundation.


A Footballer's Journey:
Zone 1 Roadshow




Preparing elite young footballers for all aspects of a professional career



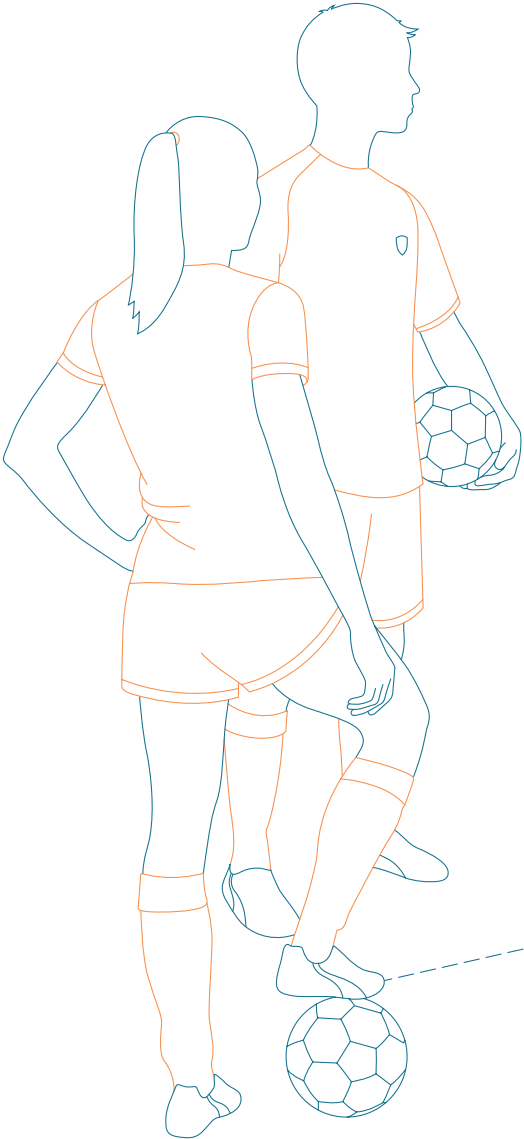
Expertise from the PFA and advice from current and former players



Canberra, Perth, Sydney, Melbourne (so far)



+600
600+ players/parents (so far)



Understanding The Game



PFA Brand / Communications



11%

Increase in
the number of
Followers



36%

Increase in
the number of
Followers



12
Editions

950
Subscribers



Media Coverage

Grassroots to Greatness

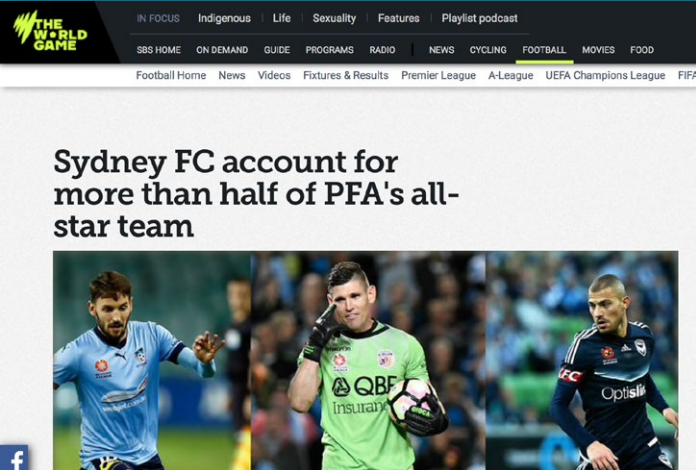
Union plan to boost W-League pay and put women’s soccer on top of the world.



Professional Footballers Australia unveils ambitious plans to put W-League on top.

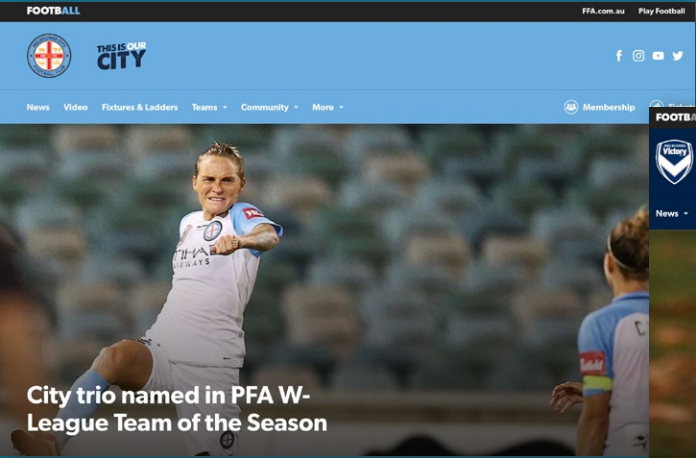
A-League and W-League Team of the Season

A-League team of the season, 2016-2017: Professional Footballers Australia’s choice for season’s best.

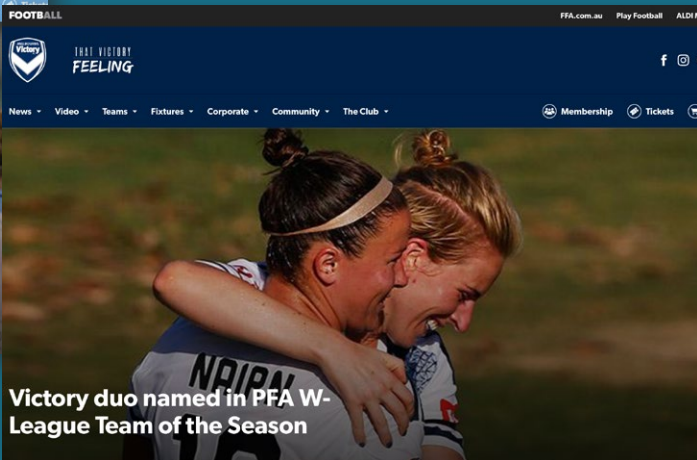


Sydney FC account for more than half of PFA's all-star team.

City trio named in PFA W-League Team of the Season.

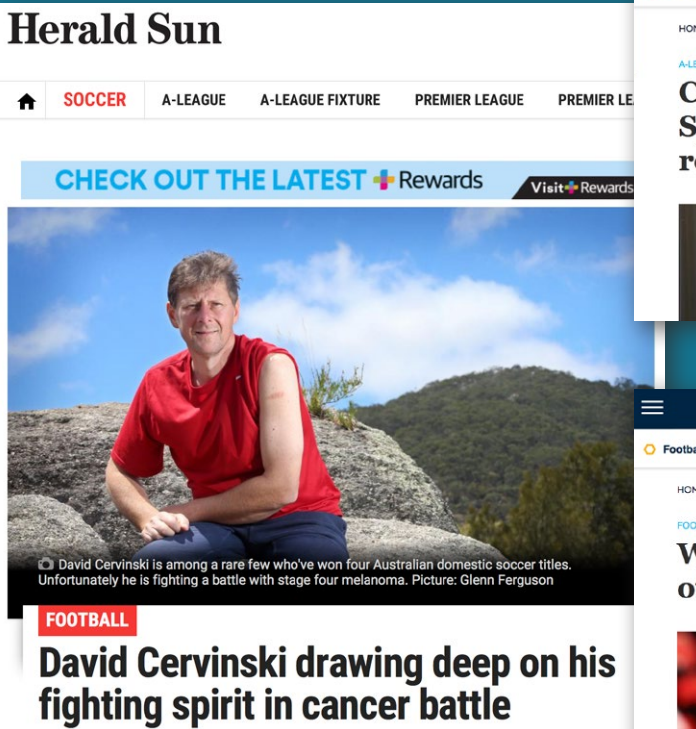


Victory duo named in PFA W-League Team of the Season.



PFA Documentaries

David Cervinski drawing deep on his fighting spirit in cancer battle.



Chris Naumoff, what is he doing now? Former Sydney FC star opens up one year into retirement.



Watch former Socceroo Ljubo Milicevic’s story of hitting rock bottom.

A Powerful Association

PFA Research and Insights

The new role of Research and Insights Executive was created to enhance the PFA's position of thought leadership in Australian football and player associations.

The past 12 months have seen an expansion of the PFA's research and reporting capacity. The new 2016/17 A-League and W-League reports provide one-stop, comprehensive wrap-ups of the previous seasons including employment frameworks, injury reports, stadium ratings and technical benchmarking.

Our landmark Player Pathway Study provided unprecedented analysis of the careers of our male players and has quickly become the touchstone for discussion about the health of Australian football's development system.

We introduced a new policy to produce technical reports tracking the performances of the Matildas and Socceroos in all major tournaments, starting with the Olympics and the Confederations Cup. We also analysed the first three years of the FFA Cup.

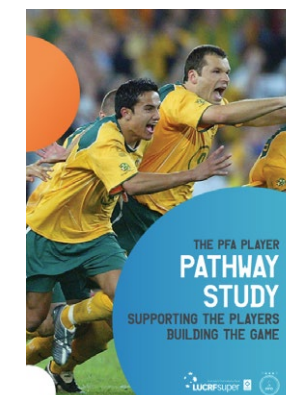
2016/17
W-League Report



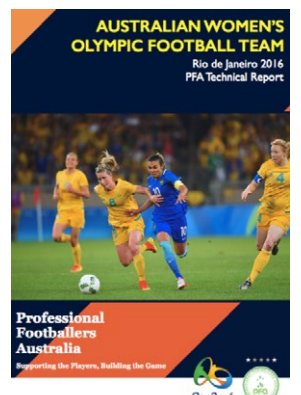
2016/17
A-League Report



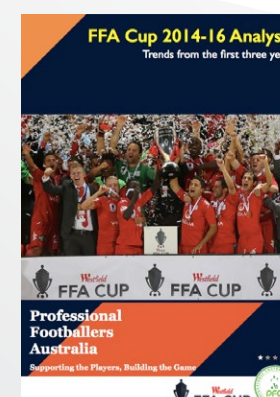
PFA Player Pathway
Study



Matildas Rio
Technical Report



FFA Cup three-year
study



A-League half-year
report



Socceroos Confederations
Cup Technical Report



PFA Awards

2016/17 PFA A-League Team of the Season

PFA A-LEAGUE TEAM OF THE SEASON 2016/17

COACH
Graham Arnold

DIEGO CASTRO
GOALKEEPER

BESART BERISHA
DEFENDER

MARCO ROJAS
DEFENDER

JAMES TROISI
MIDFIELDER

BRANDON O'NEILL
MIDFIELDER

MILOŠ NINKOVIĆ
MIDFIELDER

MICHAEL ZULLO
DEFENDER

ALEX WILKINSON
DEFENDER

MICHAEL JAKOBSEN
DEFENDER

RHYAN GRANT
DEFENDER

DANNY VUKOVIĆ (C)
GOALKEEPER

SUBSTITUTES

LIAM REDDY
SUBSTITUTE

JADE NORTH
SUBSTITUTE

JOSH BRILLANTE
SUBSTITUTE

RUON TONGYIK
SUBSTITUTE

ALEX BROSQUE (C)
SUBSTITUTE

RILEY MCGREE
SUBSTITUTE

BRUNO FORNAROLI
SUBSTITUTE

Alex Tobin OAM Medal



Harry Kewell
2016

2016/17 PFA W-League Team of the Season

PFA JETTS W-LEAGUE TEAM OF THE SEASON 2016/17

REFEREE
Kate Jacewicz

NATASHA DOWIE
DEFENDER

ASHLEIGH SYKES
DEFENDER

SAM KERR (C)
FORWARD

KATRINA GORRY
DEFENDER

YUKARI KINGA
MIDFIELDER

JESS FISHLOCK
MIDFIELDER

MEGAN OYSTER
DEFENDER

ALANNA KENNEDY
DEFENDER

LYDIA WILLIAMS
GOALKEEPER

CLARE POLKINGHORNE
DEFENDER

STEPH CATLEY
DEFENDER

SUBSTITUTES

JADA WHYMAN
GOALKEEPER

KIM CARROLL
DEFENDER

CHRISTINE NAIRN
MIDFIELDER

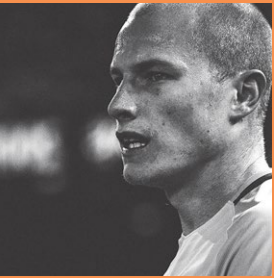
ALEX CHIDIAC
MIDFIELDER

ADRIANA JONES
FORWARD



Cheryl Salisbury
2017

PFA Footballer of the Year



Aaron Mooy
2015/16



Aaron Mooy
2016/17

PFA Harry Kewell Medal



Jamie Maclaren
2015/16



Alex Gersbach
2016/17

PFA Women's Footballer of the Year



Lydia Williams
2015/16



Sam Kerr
2016/17

Inaugural PFA Young Women's Footballer of the Year



Alex Chidiac
2016/17

Inaugural PFA Community Award



Robbie Cornthwaite
2017

“Voted by
the players,
for the players”

PFA Events

“
Recognising excellence
on and off the pitch.
”

The 2016 PFA Players' Awards

The 2016 PFA Players' Awards were held on 6 December 2016 at Palladium Crown in Melbourne to honour Harry Kewell as the 2016 Tobin Medal winner and announce the 2015/16 PFA award winners in front of 300 guests.



The 2017 PFA Players' Awards

The 2017 PFA Players' Awards were held on 17 September 2017 in Newcastle to honour Cheryl Salisbury as the 2017 Tobin Medal winner and announce the 2016/17 PFA award winners. The event was a celebration of football in Newcastle and women's football with 200 guests including the current Matildas.



The 2017 PFA Player Agents Conference

“To engage and educate on the decisions that impact on the lives of footballers.”

The PFA held its first Player Agents Conference on 27 April 2017 in Melbourne, in partnership with Australian Football Agents Association and Gow Gates Insurance Brokers. Representatives from PwC, PFA, Gow Gates Insurance and FFA addressed 44 guests on the topics of research on players' career paths, tax, troubleshooting Asian player contracts and A-League PCR's, with a panel of A-league Football Directors on, “What clubs are looking for when recruiting”



Partnerships



LUCRF Super has been the major partner of the PFA since 2009. They play a key role in providing superannuation and financial education to PFA members. As a result of the partnership, hundreds of the PFA's members have joined LUCRF Super. Many have taken advantage of benefits that are open to all of our members, such as personalised financial advice and a secure mobile app. For more information visit www.lucrf.com.au



Victoria University (VU) is known for its industry-focused courses, flexible approach to education, and supportive and culturally diverse learning environment. VU's research and international reputation is also regarded as world-class. Ranked in the top 2% of universities globally (Times Higher Education World University Rankings), Victoria University is world-class in the west.



In 2016 the PFA joined forces with John Moriarty Football (JMF) to further enhance the foundation's work in engaging Indigenous Australians through football. To mark the new partnership, the PFA's Socceroos members made an historic donation of \$90,000 from their match fees from their World Cup Qualification match against Jordan.



FIFPro is the representative organisation for more than 65,000 professional footballers worldwide. Established in 1965 with the mission of supporting the players, FIFPro with its 55 members, three candidate members and seven observer unions, makes it the biggest player union in the world.

The PFA has become an integral part of the 'world players' association, with PFA Life Member Francis Awaritefe elected a FIFPro Board Member and FIFPro Asia Deputy Chairman. In addition, PFA Player Relations Executives Simon Colosimo and Kate Gill serve on the FIFPro Asia Board. With over 180 of the PFA's members based abroad, FIFPro has been integral in ensuring the rights of PFA members are respected both domestically and worldwide.

With an increasing amount of Australians now plying their trade in Asia, FIFPro Asia has been vital in working towards reform in a region that is widely regarded as the world's most difficult for players.





PFA People

PFA Staff

John Didulica
Chief Executive

Angela Collins
General Counsel

Beau Busch
National Manager, Player Development

Simon Colosimo
Player Relations Executive

Kate Gill
Player Relations Executive

Shannon Beck
Player Development & Partnership
Executive

Nick Farrugia
Operations Assistant

Brianna Mann
Operations & Events Executive

Brett Taylor
Research & Insights Executive

Jim Files
Digital & Social Media Coordinator

Jim Kourtis
Finance (Part Time)

PFA Strategic Pillars

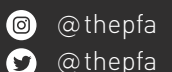
- Player Representation
- Player Development

- Understanding the Game
- A Powerful Association

Courage
World Class
Intelligence
Trust
Respect



Professional Footballers Australia
221/757 Bourke St, VIC 3008 | e. info@pfa.net.au | p. 1300 650 497



@thepfa

@thepfa