# Professional Footballers Australia

**Annual Report 2018** 



# Supporting the Players. Building the Game.

**Professional Footballers Australia** 2/55 Walsh Street West Melbourne VIC 3003

p 1300 650 497 | e info@pfa.net.au www.pfa.net.au

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## From the CEO

## The time has come to put players back at the centre of football.

If the past 12 months has demonstrated anything, it has reinforced that the dressing rooms have continued to deliver for football in this country whilst the boardrooms have not.

The Matildas became the Tournament of Nations Champions, defeating the US on home soil, and kick-started a nation's love affair with the team that culminated in packed stadiums across the country.

The Socceroos overcame the world's most arduous and labyrinthine World Cup qualification journey to qualify for a fourth consecutive showpiece event, where they pushed the ultimate champions France to the very end. The Socceroos achieved this with a playing population that is a fraction of what other countries can call upon.

The A-League and W-League produced an incredible climax to the 2017/18 season, highlighted by an unforgettable semi-final between Sydney FC and Melbourne Victory and a Riley McGree goal that went around the world. In the W-League, Melbourne City set a new Australian football record following an historic 'three-peat'.

Off-the-field, Socceroo Awer Mabil has been nominated for the FIFPro Medal of Merit for his Barefoot to Boots program which supplies football boots to Africa's poorest communities.

Awer's nomination stands as a monument to the PFA's broader commitment to player development which has seen over 200 players share in over \$260,000 in education grants, provide over 130 confidential counselling sessions, putting 74 players through coaching accreditation and financially supporting players after the closure of the AIS Centre of Excellence program.

The players continue to show they are world class. Combined with the strength of those millions who engage with football on a weekly basis, we should be at the tipping point the game has long sought.

Instead, the sport finds itself at another crossroads.

One can juxtapose the performance of the players with the morass surrounding the structural reform of Australian football governance over the past two years that has inhibited what seemed to be our inevitable progress.

Countless hours have been invested in circuitous boardroom rhetoric that comes at a huge opportunity cost for the actual progress of the sport. A failure to meaningfully grow our professional footprint through expansion and a second division hurts the quality of football as a career choice and hurts the long-term success of national teams on the international stage.

The best coaches stay out of the way of talented players. They guide and poke and prod as needed. Ultimately, their most important role is to help the player fall in love with the ball. Similarly, the intervention of administrators must be viewed as facilitators of the game, not as its masters.



Football will always be won and lost in the dressing room. If our administrators neglect to anchor their principles for managing football in our players and our dressing rooms, time will prove those decisions to be flawed.

To demonstrate this point, the NBA uses algorithmic software to generate over 32 trillion fixture variations before finalising its draw. Scheduling 30 teams across 82 rounds is clearly a big job. In building its schedule, the NBA builds over a thousand constraints into its software.

It's number one focus across the 32 trillion variations – maximising player welfare.

The NBA embraces the enlightened selfinterest attached to making decisions that protect and cultivate their most important assets – the players. The more minutes LeBron plays, the more games LeBron plays, the more years LeBron plays – the bigger the beast that is the NBA.

The time has come to put players back at the centre of football.

Warm Regards,

John Didulica | Chief Executive

## **From the President**

## On behalf of the PFA Executive, welcome to the 2018 PFA Annual Report.

This report serves many purposes, but one of its key functions is to allow us to reflect on the previous 12 months in order to chart and measure the PFA's performance. It allows us to monitor progress, create a level of accountability, while establishing new benchmarks for the next year, and beyond.

If there is any doubt about the collective evolution of the PFA over the past 12 months, the achievements outlined in this Annual Report provide evidence of the growing strength and output of our association.

In the PFA's 25th year, our organisation continues to deliver impressive outcomes to support our members, with record levels of membership across our domestic leagues, National Teams and Australians based overseas, significantly enhancing the PFA's capacity to do so.

But the PFA's achievements don't merely lie in the number of pledges to the association. We are more focused on meaningful results for our players – individually and collectively. The most important focus is on establishing mechanisms that deliver holistic development outcomes and ensure that professional football careers enrich all aspects of players' lives.

This objective itself provides the PFA with many challenges. Our research continues to show the short term and precarious nature of the careers of Australia's elite professional players and the challenges and opportunities faced by the sport. This only serves to further highlight the importance of our work as we aim to deliver a successful career framework for all players.

Impressively, against this backdrop, 2018 has been one of the most successful in PFA history in terms of player development, with a record number of members accessing the PFA Player Development Program.

Over 200 Education Grants were allocated as players continue to embrace personal development on and off the pitch in record numbers. Encouragingly, many players are making an impact not only on the football pitch, but at University, in various vocations or in the classroom.

In another encouraging development, more players are attending or tapping into the PFA's events and workshops. Over 140 players attended the PFA's Induction, which for the first time, provided an 'Outduction' component to assist players transitioning to life after the game. The two-day showcase provided elite players with the necessary skills to excel on and off the pitch and understand the importance of change in a transient environment.

However, the PFA's work has not been limited to one-off events. It is all year round. In the

past year, the PFA has delivered 72 individual club workshops, covering topics as varied as financial literacy, networking and wellbeing to transition and change, provided 130 confidential counselling sessions, and the organisation's legal advocacy produced over \$5m of recovered wages and damages for players.

The PFA's performance in 2018 has set new standards for our organisation in many key areas, and we should all be incredible proud of what we have achieved together.

This unity will be more important than ever as we aim to collectively negotiate football's turbulent environment to pursue the realisation of Australian Football's enormous potential and turn to the players, who are always the voice of reason and direction in our game.

Best Wishes,

Alex Wilkinson | PFA President





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What we have achieved this year

**DB** PFA Executive Committee

09

PFA A-League Delegates

**10** PFA W-League Delegates

**11** PFA Socceroos & Matildas Committee

12 Player Recognition

**14** Membership / Organising

16 Legal & Advocacy **18** PFA Player Development

Program

Understanding the Game

**24** Media Coverage

**26** A Powerful Association

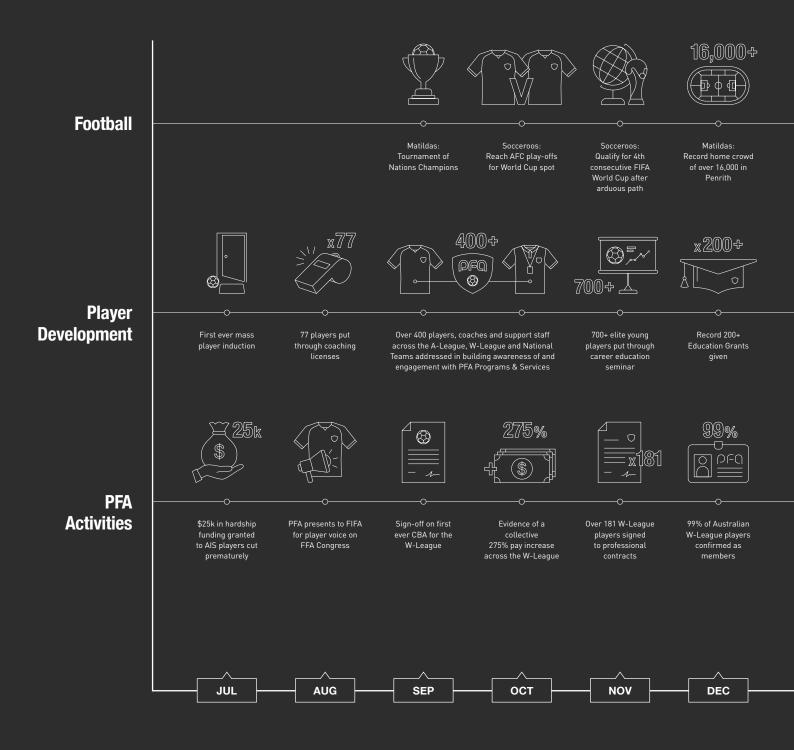
**27** PFA Events

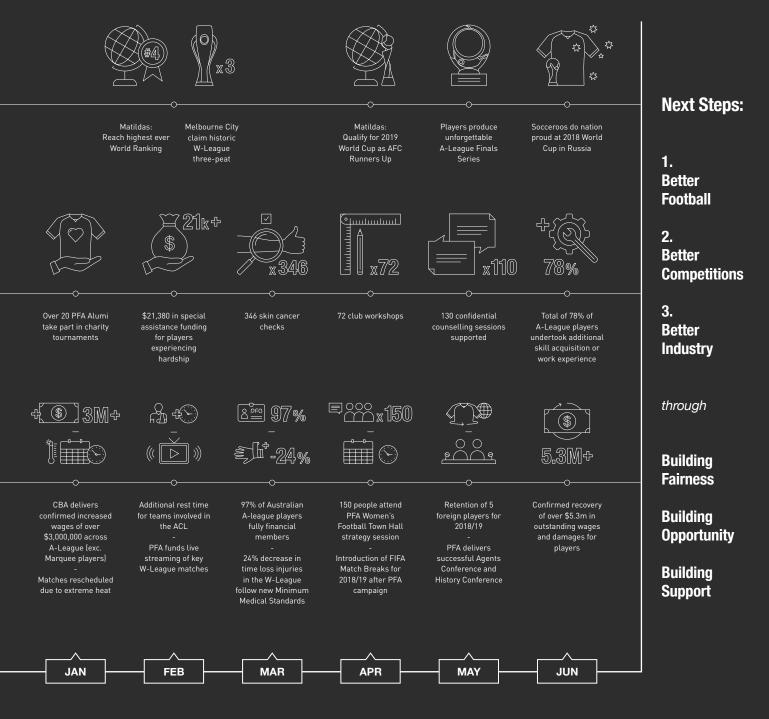
**28** PFA Awards

**30** Partnerships

**31** PFA People

## What we have achieved this year





# **PFA Executive Committee**

## Run by Players, for Players



**Alex Wilkinson** PFA President



**Nigel Boogaard** PFA Executive



**Kim Carroll** PFA Executive



Francis Awaritefe PFA Executive / FIFPro Member



**Lydia Williams** PFA Executive



Nikolai Topor-Stanley PFA Executive



**Glen Moss** PFA Executive



**Brendan Schwab** PFA Chair



Mile Jedinak PFA Executive



Elise Kellond-Knight PFA Executive



**John Didulica** Chief Executive

# **PFA A-League Delegates**

## Adelaide United



**Taylor Regan** Adelaide United



**Michael Marrone** Adelaide United



**Vince Lia** Adelaide United

## Brisbane Roar



**Jack Hingert** Brisbane Roar



**Jamie Young** Brisbane Roar



**Luke DeVere** Brisbane Roar

## **Central Coast Mariners**



Jonathan Aspropotamitis Central Coast



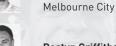
Antony Golec Central Coast



Michael McGlinchey Central Coast

## Melbourne City





**Rostyn Griffiths** Melbourne City

Scott Jamieson

## Melbourne Victory



Leigh Broxham Melbourne Victory

**Thomas Deng** Melbourne Victory



Nick Ansell

Melbourne Victory

## Newcastle Jets



**Jason Hoffman** Newcastle Jets



## Perth Glory



Liam Reddy Perth Glory



**Chris Harold** Perth Glory



Scott Neville Perth Glory

## Sydney FC



Brandon O'Neill Sydney FC



Andrew Redmayne Sydney FC

## Wellington Phoenix



Andrew Durante Wellington Phoenix



**Thomas Doyle** Wellington Phoenix

## Western Sydney Wanderers



**Tarek Elrich** Western Sydney



**Abe Majok** Western Sydney

## **PFA W-League Delegates**

## **Adelaide United**



Emma Checker Adelaide United



Michelle Heyman Adelaide United

## **Brisbane Roar**



Allira Toby Brisbane Roar



Georgina Worth Brisbane Roar

## **Canberra United**



Melissa Maizels Canberra United



Nickoletta Flannery Canberra United

## **Melbourne City**



Rhali Dobson Melbourne City



Lia Muldeary Melbourne City

## **Melbourne Victory**





Laura Alleway Melbourne Victory

## Newcastle Jets





**Cassidy Davis** 







Newcastle Jets

## Perth Glory



Natasha Rigby Perth Glory



Kim Carroll Perth Glory



Sarah Carroll Perth Glory

## Sydney FC



Amy Harrison Sydney FC



**Trudy Burke** Sydney FC

## Western Sydney Wanderers





- Jada Whyman Western Sydney
- **Remy Siemsen** Western Sydney



## **PFA Socceroos Committee**



Mile Jedinak Socceroos Committee



**Trent Sainsbury** Socceroos Committee



Mark Milligan Socceroos Committee



**Jackson Irvine** Socceroos Committee

# **PFA Matildas Committee**



**Lydia Williams** Matildas Committee



**Tameka Butt** Matildas Committee



**Emily van Egmond** Matildas Committee



**Elise Kellond-Knight** Matildas Committee



**Sam Kerr** Matildas Committee



## **Player Recognition**

## Recognising Outstanding Service to Their Fellow Professionals

**National Senior Teams** 



### Australian National League

#### Men's



Liam Reddy 30/12/17 | Perth Glory (v Sydney FC)

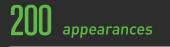


Alex Brosque 15/10/17 | Sydney FC (v Wellington Phoenix)

Nikolai Topor-Stanley 03/01/18 | Newcastle Jets (v Sydney FC)

Leigh Broxham 13/01/18 | Melbourne Victory (v Perth Glory)

Mark Bridge 10/03/18 | Western Sydney Wanderers (v Wellington Phoenix)



Matt Simon 27/10/17 | Sydney FC (v Perth Glory)

Nigel Boogaard 04/11/17 | Newcastle Jets (v Wellington Phoenix)

Scott Jamieson 04/02/18 | Melbourne City (v Brisbane Roar)

Michael McGlinchey 17/02/18 | Wellington Phoenix (v Perth Glory)

## 100 appearances

Dario Vidosic 28/10/17 | Wellington Phoenix (v Brisbane Roar)

Luke DeVere 28/10/17 | Brisbane Roar (v Wellington Phoenix)

Andrew Hoole 16/12/17 | Central Coast Mariners (v Western Sydney Wanderers)

lacopo La Rocca 01/01/18 | Melbourne City (v Western Sydney Wanderers)

Joshua Brillante 03/01/18 | Sydney FC (v Newcastle Jets)

Jason Geria 06/01/18 | Melbourne Victory (v Central Coast Mariners)

Andrew Redmayne 08/01/18 | Sydney FC (v Brisbane Roar)

Steven Lustica 04/02/18 | Western Sydney Wanderers (v Central Coast Mariners]

Storm Roux 17/02/18 | Central Coast Mariners (v Adelaide United)

Roly Bonevacia 25/02/18 | Western Sydney Wanderers (v Sydney FC)

Connor Pain 31/03/18 | Central Coast Mariners (v Brisbane Roar)

Scott Galloway 14/04/18 | Wellington Phoenix (v Melbourne City)

Fahid Ben Khalfallah 20/04/18 | Brisbane Roar (v Melbourne City)



Brendon Santalab 16/12/17 | Western Sydney Wanderers (v Central Coast Mariners)

#### Women's



Michelle Heyman 14/01/18 | Canberra United (v Western Sydney Wanderers)

Tameka Butt 17/11/17 | Brisbane Roar (v Adelaide United)

Ashleigh Sykes 12/11/17 | Canberra United (v Sydney FC)

Nicola Bolger 28/01/18 | Perth Glory (v Western Sydney Wanderers)

Stephanie Catley 01/01/18 | Melbourne City (v Western Sydney Wanderers)

Gema Simon 03/01/18 | Newcastle Jets (v Sydney FC)

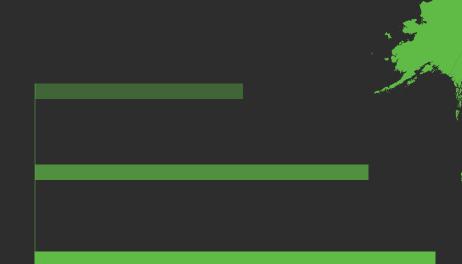
Caitlin Cooper 09/12/17 | Sydney FC (v Western Sydney Wanderers)

Laura Alleway 09/12/17 | Melbourne Victory (v Adelaide United)

# **Membership / Organising**



Number of Financial Members



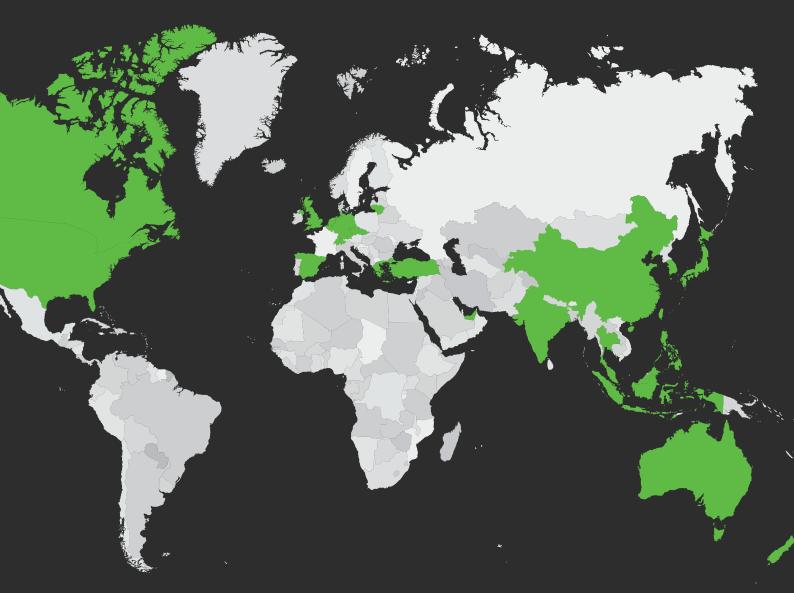
1 July 2017 - 30 June 2018	#
A-League 2017/18 (excluding Socceroos)	227
W-League 2017/18 (including Matildas)	149
Socceroos	23
NPL	22
NYL	98
Overseas (excluding Socceroos)	26
Elite Development	44
TOTAL	589

PFA had a record number of members in 2017/18 with 589 members, reflecting an increase of 99 members from the 2016/17 season.

The increase can be attributed to a number of new W-League members and overseas-based members, as well as the creation of the new Elite Development membership category that incorporates Under 20 Elite Academy players.



## PFA Members plied their trade in 25 different countries



## Nationalities of our Members

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## Legal & Advocacy

Money secured by the PFA for members over the course of the 2017/18 Financial Year



Total number of cases

## Types of Cases

<b>25.9</b> %
<b>20.4</b> 0
0

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Ό



8.1%

Transfer Regulations



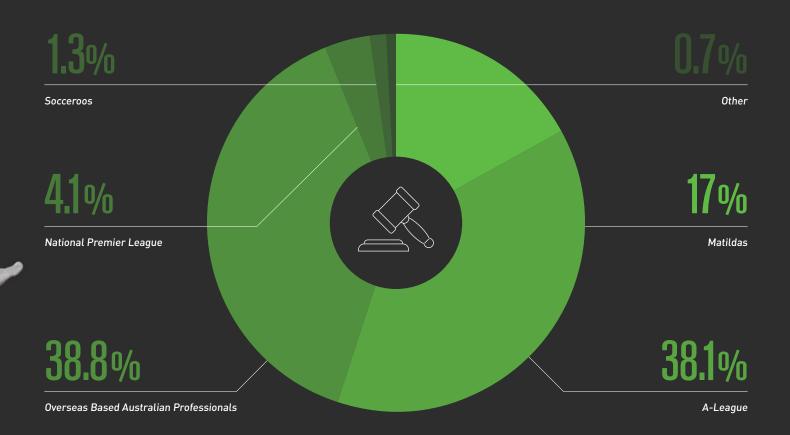
3.4% **Collective Bargaining** Agreement

26.5% Contract Negotiation

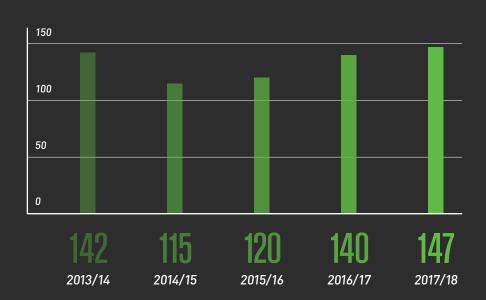
Image Rights / Commercial



### Legal Cases By Membership Groups



### Legal Cases Previous Years Comparison



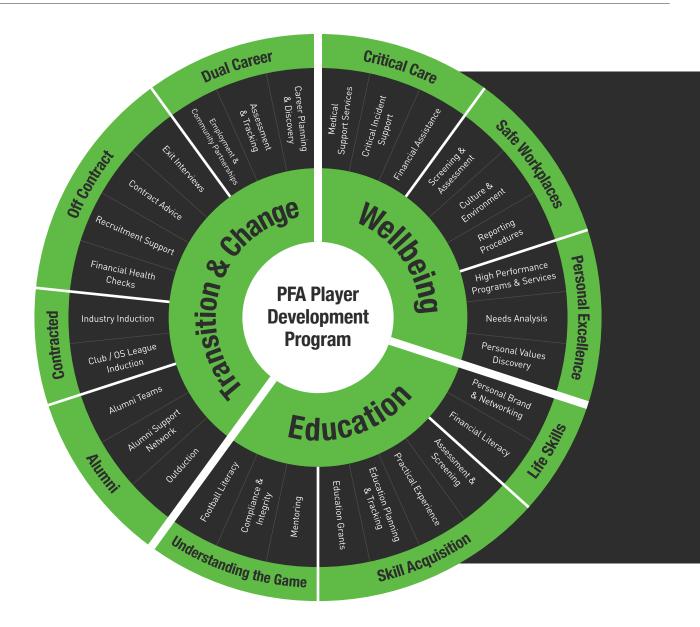
"I would like to thank the PFA for all their work behind the scenes...We are very lucky to have an association as good as they are in this country"

> **Jason Davidson** Perth Glory FC

## **PFA Player Development Program**

## Better Careers | Better Lives | Better Futures

### Our Program Model



"The Education Pillar is focused on meeting the individual needs of each player, to help them to develop into the person they want to be, to live the life they want, both during their playing career and beyond it"

Elise Kellond-Knight Melbourne City FC





215 Education Grants approved



## \$260,553.82

spent on supporting PFA members to pursue education and skill development



Financial Literacy workshops at all A-League Clubs and National Teams



## 700-

elite young players and parents presented to as part of the PFA's Zone 1 National Roadshow which was aimed at empowering and inspiring the next generation



UNIVERSITY

## 130+

Foxtel Y-League Players undertook the PFA's Industry Understanding workshop





Individual Assessments were undertaken



current and former members took part in the PFA Coach Education Program







## Wellbeing Support





current and former PFA members undertook skin cancer checks



## 635

PFA members took part in the PFA's Player Development Program overview workshop

All A-League PFA members undertook the PFA's Wellbeing and Addiction Workshop, which focused on:



Insights in wellbeing

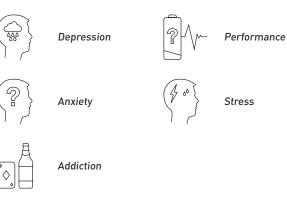


Understanding signs and symptoms of distress



Support services

Players were supported with over 130 confidential counselling sessions through the PFA's National Wellbeing Network Members sought support in coping with:



## 120

A-League members took part in Tomorrow Architect's Males Stereotypes workshop, which focused on:



Breaking down barriers to deeper engagement; and



Building emotional resilience.



## Transition and Change Support

## 140

players attended the **2018 PFA Player Induction & Outduction**. Held over two days, the event saw players undertake a series of workshops aimed at ensuring members get the very most out of their careers on and off the pitch and beyond their playing days. Workshops focused on areas such as:



Resilience



Financial Literacy



Being an athlete in professional sport



Mental health and wellbeing



players undertook work experience through the PFA Beyond the 90 Program in fields such as:



Real Estate



Sports Marketing





Sports Training

PFA members took part in the PFA and WithYouWithMe (WYWM) Athlete Transition Pilot Program



## 45

A-League members undertook extensive Exit Interviews aimed at ensuring players were supported during their transition out of their 2017/18 clubs

# **Understanding the Game**

## PFA Brand / Communications





in the number of followers





in the number of followers



in the number of followers





**The Marston** 

The official PFA E-Newsletter



930

SUBSCRIBERS

ICRFASF

## Content: Social Media and PFA.net.au

In fulfilling its duty to provide a voice for the players, the PFA has developed a suite of content on its digital platforms to provide them with a place to share their unique career stories on varied topics impacting professional players. 'Copa Coffee', 'In Their Words' and the increasingly successful 'Talking Point Tuesday' provide players with a voice on issues experienced within the game.





## **Media Coverage**

### **Educations Grants**



Players hit the books with record numbers of PFA education grants theworldgame.sbs.com.au



PFA supports record number of educational grants thewomensgame.com



Sydney FC goalkeeper Andrew Redmayne is preparing for life after football by studying to become a primary school teacher foxsports.com.au

### 2017/18 Team of the Season



Sky Blues dominate PFA Team of the Season sydneyfc.com

#### :: news



Eight Sydney FC players named in PFA's A-League Team of the Year news.com.au

### Alex Tobin OAM Medal



Young gun Arzani among PFA award winners a-league.com.au



PFA honours Arzani, Kerr, Okon and Mooy at awards night smh.com.au



Sam Kerr named PFA Women's Footballer of the Year news.com.au



Aaron Mooy and Daniel Arzani among PFA award winners goal.com



Mooy completes PFA award hat-trick thewomensgame.com



The awards keep coming for Super Sam perthglory.com.au

### Town Hall

### **PFA Documentaries**



PFA and FFA partner to change the game for women in professional football pfa.net.au



Former Brisbane Strikers Championship winner Chay Hews and his wife Karolina tell the story of their daughter Summer's fight against Leukaemia youtube.com

## **A Powerful Association**

### PFA Research / Reports

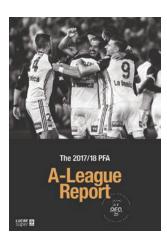
The PFA's research and reports have entrenched the organisation's position as thought leaders in Australian football and beyond, which gives the players a powerful and credible voice. When the PFA speaks, people listen. The 2017/18 PFA W-League and A-League Reports contained unprecedented analysis of the two domestic competitions, from employment framework issues and league conditions to technical data from Opta and the ongoing injury and stadium reports.

For the first time, this analysis was paired with direct feedback from the players in the form of selected results from the PFA's major annual player surveys. The players generously gave their time to complete the most comprehensive surveys in the PFA's history, informing the priorities for the new Collective Bargaining Agreement and empowering their organisation to better target its work. Surveys of player agents, fans and NPL players have expanded the PFA's understanding of the broader industry, while in the past 12 months the PFA also delivered scouting dossiers on the Socceroos' key opponents in the form of reports and video packages, and tracked the progress of the FFA Cup with a report on the 2017 edition.

A major research project in conjunction with Victoria University, to be delivered by the end of the year, promises to provide valuable new insights regarding Australia's talent development pathway.



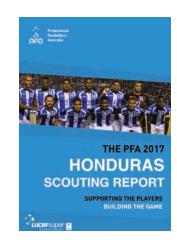
2017/18 W-League Report



2017/18 A-League Report



2017 FFA Cup Report



Honduras Scouting Dossier



#### **PFA Events**

#### **Player Agents Conference**

The PFA held its second Player Agents Conference in April with 25 individuals from the player agency service discussing player career paths, tax, troubleshooting overseas player contracts and A-League PCRs. The overriding objective was to cultivate a more holistic management of talent within the sport.

#### The History of Football Conference

"Learning from the past to shape the future"

Player development, Australian football's place in the world and the journey of the country's professional competitions took centre-stage at the inaugural History of Football Conference at Lakeside Stadium. Over 100 guests from across the football community discussed the game's evolution through three distinct lenses – professional competitions, the changing world and player development. The event was curated by Joe Gorman, author of 'The Death and Life of Australian Soccer', and renowned football historian and writer, Roy Hay.

#### **Player Induction and Outduction Conference**

Over 140 A-League, W-League and Y-League players came together for the PFA's annual Induction conference, designed to equip Australia's elite players with the necessary skills to excel on and off the pitch. For the first time, the two-day workshop included a specific 'Outduction' component, with critical information and insights provided to players approaching, or transitioning, into post-career employment.

### Women's Football 21st Century Town Hall Deliberation

macrer

The PFA and Football Federation Australia (FFA) partnered to deliver football a '21st Century Town Hall Deliberation' on building a World Cup Legacy for women in Professional Football. The initiative saw over 150 thought leaders from football, government, business and media join together to share ideas and strategies to build stronger careers and pathways for women in football.' The forum delivered a series of outcomes for the football industry to absorb into its planning as it heads into the bidding process for the 2023 FIFA Women's World Cup.

### The 2018 PFA Players' Awards

This year's PFA Awards were held during a special 25 Anniversary Gala Dinner at ANZ Stadium, designed to honour the achievements of players and acknowledge the contribution of the PFA as the longest established stakeholder in the professional game in Australia. The PFA crowned Paul Okon as Alex Tobin OAM Medallist and recognised the achievements of five professional players.

## **PFA Awards**

Voted by the players, for the players

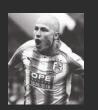
2017/18 PFA A-League Team of the Season

2017/18 PFA W-League Team of the Season





## PFA Men's Footballer of the Year



Aaron **MOOY** 

## PFA Harry Kewell Medal



Daniel **Arzani** 

## PFA Women's Footballer of the Year



Sam **Kerr** 

## PFA Young Women's Footballer of the Year



Alex Chidiac

## Inaugural PFA Community Award



## <sup>Nigel</sup> Boogaard

### The Alex Tobin OAM Medal

## Paul **Okon**

The Alex Tobin OAM Medal was inaugurated in 2008 to recognise Australian footballers that have demonstrated excellence, leadership, service and commitment to both the game and their fellow players.

Paul Okon joins Australian football greats in Joe Marston, Johnny Warren, Craig Johnston, Mark Viduka, Frank Farina, Mark Schwarzer, Harry Kewell and Cheryl Salisbury as a Tobin Medal recipient.

Okon commenced his career in the National Soccer League playing for Marconi where he won the Australian young player of the year in his first two seasons. He then embarked on a long and successful career in Europe where he played for 16 years in Belgium, Italy and England, and was capped 28 times for the Socceroos over a 13-year career.

## **Partnerships**



### **John Moriarty Football**

In 2018 the PFA reaffirmed their partnership with John Moriarty Football (JMF) continuing to further enhance the foundation's work in engaging indigenous Australians through football.



## LUCRF Super

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 our partnership, hundreds of our 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 go to: www.lucrf.com.au



### **FIFPro**

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 joined FIFPro in 1999, and 18 years later the PFA has become an integral part of the 'world players' association,' with PFA co-founder and Life Member Brendan Schwab previously holding the role of FIFPro Vice President and FIFPro Asia Chairman before being appointed as the Head of UNI World Athletes. With over 180 Australian's based abroad, FIFPro has been integral in ensuring the rights of PFA members are respected both domestically and worldwide.



## **Victoria University**

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.

## **PFA People**



John Didulica Chief Executive



Kathryn Gill Deputy Chief Executive



Angela Collins General Counsel



Beau Busch National Manager, **Player Development** 



Simon Colosimo **Player Relations** Executive



Erin Clout Player Relations and Engagements Executive & Player Development Manager (PDM), Canberra United



Nick Farrugia Membership and Operations Coordinator



Brianna Mann **Operations & Events Executive** 



**Brett Taylor** Research & Insights Executive



**Jim Files** Digital & Social Media Coordinator



Julius Ross Media and Communications Executive



**Jim Kourtis** Finance (Part Time)



Jon McKain Player Development Manager (PDM), Socceroos and Overseas Based Players



Gabby Ripoll Player Development Manager (PDM), Matildas & Sydney FC

**Emily Figueroa** 

Player Development

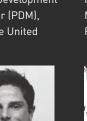
Newcastle Jets & Central

Manager (PDM),

Coast Mariners



Lucas Pantelis Player Development Manager (PDM), Adelaide United



Jason Tutt Player Development Manager (PDM), Melbourne Victory



**Robbie Gaspar** Player Development Manager (PDM), Perth Glory



Joey Didulica Player Development Manager (PDM), Melbourne City FC



Stephanie Gill Player Development Manager (PDM), Brisbane Roar



Dean Heffernan Player Development Manager (PDM), Western Sydney Wanderers

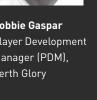


Helen Regan Player Development Manager (PDM), Wellington Phoenix



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Courage World Class Intelligence Trust Respect

Partners:











Professional Footballers Australia 2/55 Walsh Street West Melbourne VIC 3003

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