

# PROFESSIONAL CERTIFICATE AFL LIST MANAGEMENT

## Overview

The Professional Certificate in AFL List Management is a 4 week course designed to provide interested individuals with an insight into the skills, knowledge and practices used by successful AFL List Management staff. The content will be delivered by Brad Lloyd, one of the AFL's experienced list and recruiting managers. The course is made up of online pre-readings and activities and a 1 day workshop followed by 2 weeks of online activities including live discussion boards. At the end of the course participants will have the opportunity to complete a practical online assessment and then they will receive the AFLCA Professional Certificate in AFL List Management.

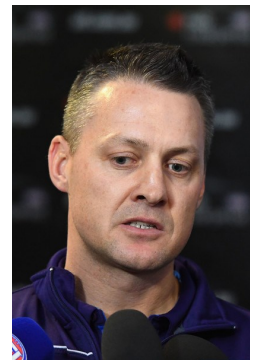
This course is appropriate for AFL coaches looking to enhance their knowledge or transition into the area of AFL List Management. It is also relevant to state and local football staff interested in beginning their pathway to an AFL List Management role.

## Course Presenter—Brad Lloyd

Brad played football at Hawthorn from 1997 to 1999 and was captain of VFL club Williamstown where he played from 2000 to 2006, including a premiership in 2003. He worked as an AFL player agent for Elite Sports Properties from 2001-2008 looking after the playing contracts and marketing of ESP AFL clients.

Brad joined Fremantle Football Club in 2008 in the role of National Recruiting Manager, responsible for the club's National, Preseason and Rookie drafts. At the end of 2008, Brad was appointed to the senior management team and is now General Manager List Management. Brad's core responsibilities are to oversee the clubs player contracting, player retention & player acquisition. This role includes responsibility for the national recruiting network and executing the club's drafting process.

Brad has recently been appointed Head of Football at Carlton Football Club



## Course Outline

- List Management Structure, Roles and Process
- Collective Bargaining Agreement (CBA), Rules and Regulations
- List Management Role, Strategy and Governance
- List Management and Recruiting, AFL Recruiting/Analysis/Groupings
- TPP and Salary Cap
- Player Contracting/Negotiation/Player Agents
- Trading/Trade Period/Future Picks
- Future Thinking (US)/Innovation
- Career Planning

**Online**  
Pre-reading and Activities

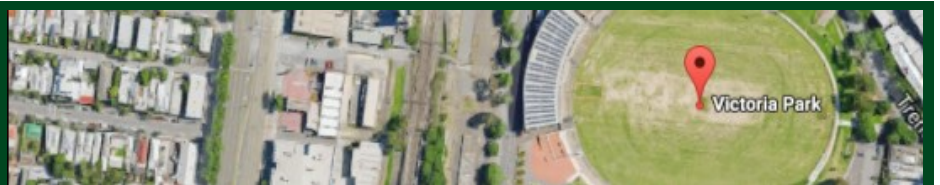
**Face to Face**  
One Day Workshop

**Online**  
2 Weeks of Activities

**Online**  
Final Assessment

## Date and Location

**Wednesday, 5th June 2019 9 am to 4.30 pm**  
**AFL SportsReady Education Complex**  
**Level 2, Victoria Park**  
**Cnr Lulie and Abbot Streets, Abbotsford VIC**



## Cost

The Professional Certificate in AFL List Management is **\$900 plus GST for non AFLCA members, \$800 plus GST for AFLCA Associate members and \$700 plus GST for AFLCA Members** Price includes resources, refreshments and a completion certificate. Participants may withdraw up to four (4) weeks before course commencement without incurring a financial penalty. Refunds will not be given at all after this point. A minimum of 15 participants is required for each course. Participants should be 18 years of age.

## Enrolment and Payment

Enrolment and payment is made online (payment is via PayPal) please visit <https://bit.ly/2NsUK5A> to complete your online enrolment. or scan the QR code with your smartphone.

