

# PROFESSIONAL CERTIFICATE IN AFL RECRUITING

## Overview

The Professional Certificate in AFL Recruiting is a 4 week course designed to provide interested individuals with an insight into the skills, knowledge and practices used by successful AFL recruiting 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 Recruiting.

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

## Course Presenter—Brad Lloyd

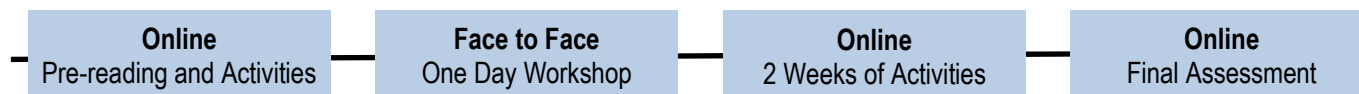
Brad played football at Hawthorn from 1997 to 1999 and was captain of VFL club Williamstown where he played from 2000 to 2006, including a premiership in 2003. He worked as an AFL player agent for Elite Sports Properties from 2001-2008 looking after the playing contracts and marketing of ESP AFL clients. 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 was General Manager List Management. Brad's core responsibilities were 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 is currently the Head of Football for the Carlton Football Club



## Course Outline

- What makes an effective AFL Recruiter?
- What Skills and Knowledge do you need?
- What are the key focus areas and roles of an AFL Recruiting team?
- What are the key challenges in AFL Recruiting?
- Success Stories and Key Learnings?
- Career Path – how to become an AFL Recruiter?



## Date and Location

**DATE: Wednesday, 30th October 2019**  
**AFL SportsReady Education Complex**  
**Level 2, Victoria Park**  
**Cnr Lulie and Abbot Streets, Abbotsford VIC**



## Cost

The Professional Certificate in AFL Recruiting is **\$900 plus GST for non AFLCA members, \$700 plus GST for AFLCA Members** (\$800 plus GST for AFLCA Associate members). Price includes resources, meals, refreshments and a graduation certificate. Participants should be 18 years of age.

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 are required for each course.

## Online Enrolment and Payment (payment is via PayPal)

Scan the QR code with your smart phone or visit <https://bit.ly/2okOO3E> to complete your online enrolment  
 Enrolments close at 9am on Wednesday 16th October 2019



Scan me