

# 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 2 x 3hour Zoom workshops followed by 2 weeks of online activities.. 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 was General Manager List Management. Brad's core responsibilities were to oversee the clubs player contracting, player retention & player acquisition. That role included responsibility for the national recruiting network and executing the club's drafting process. Brad is now currently the Head of Football for the 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

**Zoom**  
2 x 3 hr Workshops

**Online**  
Activities

**Online**  
Final Assessment

## Dates

Live Zoom Workshop 1— Wednesday 24th February 2021 from 10 am to 1pm—Melbourne Time

Live Zoom Workshop 2— Wednesday 3rd March 2021 from 10 am to 1pm—Melbourne Time

Workshops are recorded and available in the online portal to watch for 7 days .

## Cost and Conditions

The cost of the Professional Certificate in AFL List Management is:

- \$900 plus GST for non AFLCA members
- \$800 plus GST for AFLCA Associate members
- \$700 plus GST for AFLCA Members

**Please note: AFLCA Members comprise of the 18 AFL Clubs Senior Coaches and their Assistants (approx 160) as opposed to AFLCA Membership which is the local community coaches (Level 1, 2 etc) across Australia. All Enrolments will be checked with the AFL Coaches Association.**

- Participants must be 18 years of age
- Participants can withdraw up to one (1) week before course commencement without incurring a financial penalty
- No refunds will be given after this point
- A minimum of 15 participants is required for each course to run
- Payment is due at enrolment and payment is made via the PayPal Website using either PayPal or Credit Card

## Enrolment and Payment

Please visit <https://bit.ly/37ExKv8> to complete your online enrolment or scan the QR code with your smartphone

Enrolments close at 9pm AEST on 16th February 2021



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