



**WELCOME TO
PROFESSIONAL FOOTBALLERS AUSTRALIA**

HISTORY & ACHIEVEMENTS

1993 – 2010



FIFPro Asia

“Supporting the players and building the game.”

JUNE 2010

**PROFESSIONAL FOOTBALLERS AUSTRALIA -
HISTORY AND ACHIEVEMENTS**

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**PROFESSIONAL FOOTBALLERS AUSTRALIA –
SUPPORTING THE PLAYERS & BUILDING THE GAME**



Professional Footballers Australia (PFA) was established by the players in April 1993 with the twin objectives of supporting the players and building Australian football.

Remarkably, the 17 short but significant years since then mark the PFA as the longest established stakeholder in the professional game in Australia.

The establishment process was difficult – an idea in the minds of players for generations that came to fruition due to the hard work of a few players and friends that took over a year. From the outset, the PFA's founders were determined to ensure that the association did not become the 9th failed attempt at establishing a players' association in Australia and reflected the dignity, professionalism and quality associated with earning a living from playing the world's greatest and most important game.

The growth of the PFA reflects one clear thread in the history of Australian football – that nothing of sustainable value to the sport has come easily.

The initial survival and ultimate success of the PFA is largely due to the association having been driven and supported by the game's greatest players, who all share a wonderful rapport with and understanding of the game and what is required to make football succeed on and off the field. The players – who include the likes of Kosmina, Tobin, Taliadoros, Lazaridis, Farina, Harper, Awaritefe, Foster, Kewell, Kalac, Colosimo, Muscat, Cahill, Grella and others – have shaped an organisation that has always understood that the well being of the game is a precondition to the well being of the players and that the fans must stand alongside the players as the game's most important stakeholders.

Of course, the challenges confronting the PFA, the players and the game today are as daunting and as exciting as ever. The PFA will continue to work energetically in providing the players with services and support of the highest standard, and ensuring the continued growth of Australian football. The leadership of Football Federation Australia, the continued development of the A-League, deep engagement with Asia and the success and public acclaim for the Socceroos now see football on the cusp of a golden era. We have to marry these opportunities with a career path for players that makes them both masters of the beautiful game and people to be proud of. As a nation, we will rely on 300 to 400 players to deliver internationally competitive performances against the world's biggest football nations, who access thousands. It is the PFA's job to ensure the game invests in every one of these careers, for in them lie the hopes and dreams of a sporting nation that is finally embracing the beautiful game of football.

Welcome to the PFA!

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PFA MAJOR ACHIEVEMENTS SINCE 1993

1993	PFA successfully established
1994	New National Soccer League Standard Player Contract
1995	PFA wins abolition of Transfer and Compensation Fee System before Full Bench of Australian Industrial Relations Commission
1996	1st National Soccer League Collective Bargaining Agreement establishes long overdue player rights
1997	1st Socceroos Collective Bargaining Agreement follows industrial action at 1997 FIFA Confederations Cup
1998	Player rights continue to be upheld before PFA negotiated grievance procedure (PFA protects NSL players in 697 individual cases between 1996 and 2003)
1999	PFA Champion Kimon Taliadoros becomes the PFA's inaugural Life Member
2000	PFA joins FIFPro, the world players' union, and wins membership of the FIFA Dispute Resolution Chamber and the International Court of Arbitration for Sport
2001	PFA registers "Australian Premier League" and commits itself to the wholesale reform of Australian football
2002	PFA Champion Alex Tobin awarded PFA Life Membership
2003	NSL Collective Bargaining Agreement extended for 8th consecutive season following another PFA legal victory before Australian Industrial Relations Commission PFA Champion Craig Foster awarded PFA Life Membership
2004	NSL closed down. PFA sits on Task Force that designs new national competition. Football's reform program heralds Football Federation Australia as new governing body and creation of A-League
2005	Socceroos Collective Bargaining Agreement for the 2006 FIFA World Cup in Germany
2006	PFA establishes Education and Special Assistance Funds, and partners FFA in the establishment of the <i>My Football Career</i> program
2007	PFA and FFA sign historic partnership agreement between the players and the game
2008	A-League Collective Bargaining Agreement continues the players' partnership with the game The late Johnny Warren and Joe Marston become the inaugural recipients of the PFA Alex Tobin OAM Medal

2009

PFA leads the development of FIFPro Asia – FIFPro’s continental division for Asia and Oceania – culminating in the effective establishment of players’ associations in 6 nations, agreements protecting the players in another 19 and, for the first time, a representative of the players of Asia and Oceania on the Board of FIFPro.

Tim Cahill becomes the inaugural PFA Footballer of the Year. Nikita Rukavytsya wins the inaugural PFA Harry Kewell Medal for being Australia’s best young player

Craig Johnson receives the PFA Alex Tobin OAM Medal

2010

PFA secures historic collective agreement for the Matildas, and signs major collective bargaining agreement for the Socceroos for the 2010 FIFA World Cup South Africa

Braham Dabscheck, Senior Fellow, Faculty of Law, University of Melbourne and a Member of the PFA Advisory Panel, penned this article on the 15th anniversary of the PFA in 2008.



Then PFA President Kimon Taliadoros and Chief Executive Brendan Schwab at the announcement of the PFA's first collective bargaining agreement in Sydney (December 1996) © Newspix

27 April 2008 marks the fifteenth anniversary of the Australian Professional Footballers' Association (*PFA*). The persons who attended this inaugural meeting had two key objects. The first was to improve the wages and employment rights of players. Such problems were seen as being linked to the operation of the transfer and compensation system that operated in football. The second objective was more fundamental, more profound; it expressed a deep felt concern about the state of football in Australia. The minutes of this meeting state:

that a major problem with soccer is its perceived total lack of professionalism and that it was regarded as a 'joke' by many other professional sporting bodies. With that in mind, [a players'] association must be encouraged to work for the good of the game.

The PFA initially acted to protect and defend both the individual and collective rights of players. It represented and acted on behalf of players in grievance disputes with clubs over terms and conditions contained in contracts. Such actions acted as a powerful bond between members and leaders/officers of the PFA. It also negotiated collective bargaining agreements for both players of the old National Soccer League (*NSL*) and the Socceroos. After the PFA's "Bosman like" legal victory in the Australian Industrial Relations Commission in 1995, the first NSL collective bargaining agreement a year later introduced major changes to the transfer and compensation system and increased the economic freedom of players. Between 1996 and 2001 the average income of players increased from \$20,000 to \$43,000, with full-time players earning on average over \$60,000 in 2001 and, for the NSL's best, substantial six figure salaries.

Despite these successes, the PFA was frustrated in its attempts to improve incomes and benefits for players, because of the inability of the Australian Soccer Federation (*ASF*) and NSL to provide a financially stable environment, let alone grow the game. Various administrators were viewed as being unable to develop policies and programmes to enhance the code's development. The ASF and NSL, plus various clubs, lurched from one financial crisis to another.

In October 2001, the PFA decided to launch PFA Management Limited and allocated scarce resources – some \$500,000 – in undertaking research to investigate commercial opportunities and develop a proposal for the establishment of a new and viable league in Australia. In November 2002, the PFA endorsed the creation of the Australian Premier League.

Such initiatives induced the ASF (by then called Soccer Australia) to call on the Federal Government to help it escape from the financial and administrative mess that was Australian football. In due course, the Government commissioned Crawford Report made recommendations for a new beginning. Both Soccer Australia and the NSL were abolished. They were replaced by Football Federation Australia (**FFA**) and the A-League, respectively. The organisation and structure of the A-League was largely based on the Australian Premier League model which had been developed by PFA Management Limited.

While the PFA experienced some initial problems in developing a relationship with FFA, it has now negotiated a “whole of game” compact with FFA as well as comprehensive collective bargaining agreements for the A-League and players who represent Australia in various international competitions. The average income for A-League players, for the 2008/2009 season, will be approximately \$100,000, with a minimum of \$35,000 for young players and \$42,000 for players over 21. The A-League boasts a free labour market without the restriction of the transfer and compensation fee system which proved to be so problematic for players. Socceroos players earned on average \$215,000 in the 2006 FIFA World Cup year and payments will continue to grow over the 4 years of the new Socceroos collective bargaining agreement. The PFA continues to represent players individually, and has won millions of dollars in unpaid entitlements for players both at home and around the world. Players now turn to the PFA for guidance and financial assistance when injured and to prepare for life after football. In addition, FFA’s strategic plan expressly acknowledges the importance to the game of building partnerships with both players and the PFA.

The A-League is now preparing for its fourth season. It has grown in leaps and bounds. The FFA has secured a meaningful broadcasting agreement. FFA and the respective clubs have been able to negotiate increasingly valuable deals with sponsors. Match attendances have grown. Many of Australia’s leading players have returned from Europe to play in Australia. The A-League is looking to expand into exciting new markets, such as the Gold Coast, and, in time, second teams are likely to be added in both Sydney and Melbourne in keeping with the PFA’s early vision for the competition.

Australian football is on a growth trajectory. The PFA has been a major force in the successful transformation of the sport from a ‘joke’ to a professional code enjoying increasing success. The PFA can look back with pride, since that historic meeting on 27 April 1993, on the pro active and prominent role that it has played in this transformation. This has been the greatest achievement of the PFA in the fifteen short years of its operation.

Braham Dabscheck is Australia’s leading authority on the industrial relations aspects of professional team sports. He has advised the AFL Players’ Association, the Australian Cricketers’ Association, the Rugby Union Players’ Association as well as the PFA since its inception. Braham was an expert witness in the PFA’s successful legal challenge to the Australian transfer and compensation system before a Full Bench of the Australian Industrial Relations Commission in 1995, which paved the way for the free movement of players within Australia. Players in attendance at the PFA’s inaugural meeting included John Kosmina, Greg Brown, Stan Lazaridis, Oscar Crino and Kimon Taliadoros.

**WHY PROFESSIONAL FOOTBALLERS SHOULD JOIN
PROFESSIONAL FOOTBALLERS AUSTRALIA**

To all new professional footballers or those professionals who have yet to join the PFA, we respectfully point out why you should join at once:

Because we are strategically working to improve the terms and conditions of employment and the career paths and opportunities of all professional players.

Because we are a truly objective force working towards the advancement of the professional game in Australia.

Because we are the exclusive collective voice of Australia's professional footballers.

Because we provide Australian professional footballers with a strong and united voice in Australia, Asia and, through FIFPro, the world footballers' union, the football world.

Because we negotiate collective bargaining agreements for professional footballers that provide both fundamental and cutting edge rights and protections.

Because we help our Members find employment.

Because we help our Members negotiate playing contracts with their club.

Because we help our Members resolve disputes with clubs and football bodies.

Because we help our Members in their dealings with player agents.

Because we represent our Members in hearings before football and industrial courts and tribunals.

Because we help to promote and market our Members and the game.

Because we help Members at times of hardship.

Because we support our Members' education both within and outside the game.

Because we help our Members prepare for life after football.

Because we support the welfare of our Members, both during their careers and afterwards.

Because we support our Members, both at home and around the world.

Because we help ensure that being a professional footballer is a great profession, and something to be proud of.

Because by joining the PFA you will not only help yourself, but you will increase our powers to help all professionals.

Yours faithfully,

YOUR PFA EXECUTIVE COMMITTEE

Simon Colosimo (President), John Aloisi, Tim Cahill, Ante Covic, Vince Grella, Chris Coyne, Jon McKain, Kevin Muscat, Liam Reddy, Alex Wilkinson, Brendan Schwab (Chief Executive) and John Poulakakis (Chairman)

Socceroo Great Calls for Players' Union

December 1989 Socceroo great and former captain John Kosmina, writing a column in *The Australian*, calls for a players' association for Australian footballers, describing the idea as "nothing new" and something players have often spoken about.



John Kosmina, a former Socceroo skipper, who called for a players' union in his playing days

Taliadoros' Transfer Inspires Players' Association

June 1992. After his playing contract has expired, National Soccer League leading scorer and Socceroo Kimon Taliadoros engages articled clerk Brendan Schwab to negotiate his transfer from South Melbourne to Marconi. South Melbourne tries to stand in his way, ultimately settling on a compensation fee of \$43,000, the equivalent of an annual salary for a champion NSL player. Taliadoros and Schwab, both 24, agree on the need to establish a players' association.

Formation

April 1993. The Australian Professional Footballers' Association is formed and adopts the name "Australian Soccer Players' Association (*ASPA*)", by which it is known until 1 July 1999.



The logo of the Australian Soccer Players' Association.

Initial ASPA Executive Elected.

April 1993. An initial Executive Committee comprising Greg Brown (President), John Kosmina (Vice President), Oscar Crino, Kimon Taliadoros, Stan Lazaridis, Joe Palatsides and Alan Hunter is elected. They have a big job – the Association is the ninth attempt at forming a soccer players' association in Australia.



Inaugural ASPA President and Socceroo Greg Brown

Players' Association Wins Victory for Free Agency

June 1995. On the legal application of ASPA, a Full Bench of the Australian Industrial Relations Commission rules that the Transfer and Compensation Fee System in its current form should be abolished by the end of 1996. Players Joe Spiteri, John Koch, Paul Healy and Kimon Taliadoros all give evidence of the harsh impact of compensation fees on players. The expert testimony of Associate Professor Braham Dabscheck establishes that the system's operation actually undermines its objectives of team stability and competitive balance.

The ruling is the same as the earlier recommendation of the Stewart Report. A Senate Report into Australian soccer later goes further and recommends the system's immediate abolition.

All rulings are made following determined activism by ASPA under the inspired leadership of Taliadoros, who combines his playing duties with the responsibilities of being the Association's inaugural Chief Executive.

Stars Join Association Executive

December 1995. Superstars Frank Farina and Alex Tobin join the Association's Executive Committee. Other players to join the Executive include Socceroos Warren Spink and Alistair Edwards.



Frank Farina, ASPA Executive, 1995 – 1998.

Major Collective Agreement Struck

June 1996. After more than 3 years hard work, the Association enters into a major Collective Agreement with Soccer Australia to cover the NSL. The agreement substantially modifies the Transfer and Compensation Fee system, bringing Free Agency to players 26 years of age or older or with 6 years service. The Agreement provides the basis for full-time professionalism to become a reality in Australia, with the Association sharing in key revenue streams to establish player welfare programmes.

Players Commission is Formed.

December 1996. The Australian Soccer Players Commission meets for the second time under the chairmanship of former Tasmanian government minister John Barker, and is formally launched by Soccer Australia Chairman, David Hill, and Association President, Kimon Taliadoros, at a joint media conference in Sydney. The Players Commission is a joint negotiating and consultative committee established under the new Collective Agreement. It consists of nominees of Soccer Australia, the NSL Clubs' Player Relations Committee and the Association.

Player Awarded over \$50,000 in Compensation

January 1997. In the first demonstration of the rights of players under the new Collective Agreement, unfairly dismissed Cameroon international Cyrille Ndong-Keller is awarded more than \$50,000 from his former national league club, West Adelaide.

Socceroos Win Massive Pay Rise

January 1998. After almost 18 months of acrimonious negotiations with Soccer Australia that included industrial action, Soccer Australia and the Association strike a new Collective Agreement to reward the Socceroos for their outstanding performances at the 1997 Confederations Cup in Saudi Arabia. The Agreement provides all players with a special bonus of \$650,000 and ensures they receive over 50% of the revenue generated by their performances.



Australian Football Team, 1997 FIFA Confederations Cup, which made the final, losing to world champions Brazil, after stirring victories over Mexico and Uruguay, the latter courtesy of a golden goal from youngster Harry Kewell.

ASPA Adopts 5 Year Strategic Plan (1997 – 2001)

March 1997. The Association Executive adopts a comprehensive 5 year strategic plan for ASPA, articulating the mission of the Association to:

- provide world class collective and individual representation to players;
- promote and foster the highest standards of professionalism and citizenship among players; and
- promote and advance the well being of the game.

A key plank of the strategic plan is the attainment of secure and sustainable full-time professionalism in Australia.

Supreme Court Upholds Players' Free Agency Bid

February 1998. ASPA's Collective Agreement with Soccer Australia is legally tested when Melbourne Knights Soccer Club ask the Supreme Court of Victoria to grant an injunction restraining Soccer Australia from allowing players Adrian Cervinski and Wilson Knezevic to transfer as Free Agents. The Soccer Australia Disputes Committee had earlier declared both players to be Free Agents in accordance with the Grievance Procedure set out under the Collective Agreement. The independence and importance of the Grievance Procedure is upheld by the Supreme Court of Victoria which dismisses the legal action stating that it is not satisfied that Melbourne Knights had been denied natural justice.

New Socceroos Collective Agreement

June 1998. Soccer Australia and ASPA quickly reach agreement for the 1999 Confederations Cup, due to be held in Mexico in January 1999. The agreement substantially accords with that struck for the 1997 Confederations Cup, but provides for 5% of prize money to be paid to the Association to be applied to player welfare programs.

Socceroos' Skipper New President

November 1998. The 1998 Annual General Meeting elects Socceroos Skipper Alex Tobin as ASPA's 3rd President. Alex replaces Kimon Taliadoros, a co-founder of the Association. David Clarkson, Sean Douglas, Craig Foster, Jeromy Harris and Brad Maloney also join the Executive.



Alex Tobin, PFA President, 1998 - 2004, celebrates Harry Kewell's opening goal against Iran at the Melbourne Cricket Ground in November 1997.

New Name - the PFA

November 1998. A special resolution is carried to adopt the name "Australian Professional Footballers' Association" with effect from 1 July 1999. The change of name is in keeping with the Association's increasing international presence, and the goal of Australian soccer to establish itself as the true national football code.



July 1999 - introduction of the new "PFA brand and logo"

New NSL Collective Agreement

June 1999. Soccer Australia and the PFA execute their second major Collective Agreement for the National Soccer League. The Agreement is to operate from 1 July 1999 to 30 June 2001, and maintains all of the benefits procured by the PFA in June 1996. In addition, the Agreement deals specifically with the issue of full-time professionalism by introducing a minimum remuneration package of an annual salary of \$20,040.80, private health insurance and superannuation. For the first time, the Agreement regulates the hours of work of all players by limiting part-time players to 4 training sessions per week during the season and entitling all players to one day off in each week. Increased revenues are allocated to the PFA under the Agreement to enhance its player welfare programs.



The NSL captains - including Frank Farina, Brisbane Strikers (left), Alex Tobin, Adelaide City (6th from left) and Kimon Taliadoros, Sydney Olympic (right)

Player Exodus to Continue

June 1999. 100% of NSL players between the ages of 17 and 21 reveal during the PFA's athlete career education (ACE) pilot program that they wish to become full-time professional footballers with overseas clubs.

Inaugural Life Member

November 1999. Kimon Taliadoros is awarded the unique honour of becoming the PFA's inaugural life member. The award recognises Kimon's outstanding service to the PFA since April 1993. At the time of his appointment, Kimon had played for South Melbourne, Marconi, Sydney Olympic and Collingwood Warriors, where he was Captain. A Socceroo, Kimon had until then scored 81 goals in 238 NSL appearances and was a member of South Melbourne's 1991 and Marconi's 1993 Championship teams.

PFA Joins FIFPro

May 1999. At its annual Congress in Copenhagen Denmark, the PFA is officially welcomed as the newest member of FIFPro, the international federation of national professional footballers' associations. The PFA's membership of FIFPro greatly enhances its international platform and ability to involve itself in all of the key issues facing the game, including the pressing reform of the International Player Transfer System.

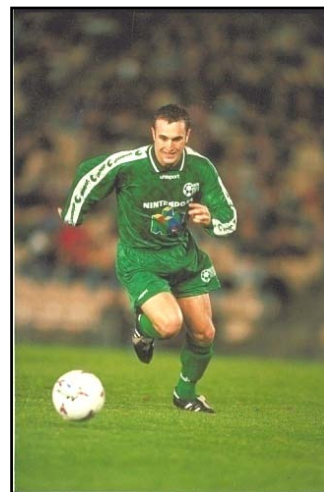


May 1999 – the PFA becomes part of FIFPro, the world footballers' union.

Rights of Players to Belong to PFA Upheld

February 2000. The PFA institutes proceedings in the Federal Court of Australia for Northern Spirit players Robbie Enes and Tony Perinich, after their employment with the club is jeopardised following their activism on behalf of the PFA in bringing several breaches of the Collective Agreement to the PFA's attention. The stance taken by the PFA upholds the importance of the Collective Agreement in

the NSL, and sees both players sign new contracts with the club.



Robbie Enes, later to join the PFA Executive, launched landmark freedom of association legal proceedings with the PFA and Northern Spirit team-mate Tony Perinich in the Federal Court in February 2000.

PFA Takes the Lead on NSL Reform

February 2000. At a mass meeting attended by players from all NSL clubs, the PFA resolves to play a leading role in the reform of the NSL. The malaise in the NSL is recognised as ultimately limiting the PFA's ability to generate reasonable benefits for its members and inhibits its ability to implement a host of welfare initiatives that are the hallmarks of other successful competitions. The PFA confirms that the security and prosperity of its members is directly linked to the success (or otherwise) of the NSL and that it must therefore involve itself in determining the future direction of the game in Australia to protect and further the interests of its membership.

PFA Advisory Board Launched

April 2000. The PFA Advisory Board meets for the first time under the Chairmanship of John Poulakakis. The PFA Advisory Board consists of experts in all of the key areas of the game, and enables the PFA to exercise greater influence over the game's key decisions by combining its unique platform as the collective bargaining agent of the players with mastery of the business of football. The Advisory Board includes experts in the law, economics, industrial relations, sports medicine, marketing and communications.

PFA Survey 2000

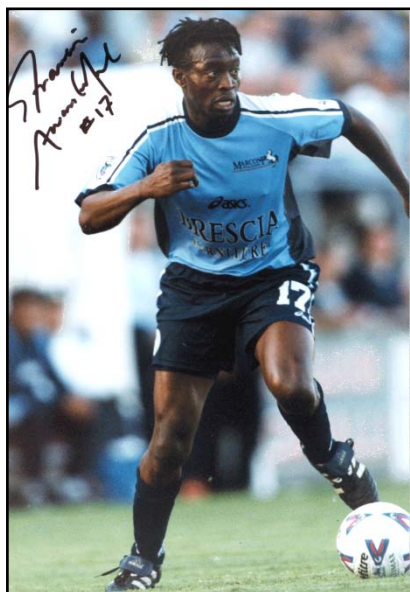
May 2000. In a comprehensive survey of its membership, "PFA Survey 2000" reveals that despite average annual earnings of less than \$42,000, almost two-thirds of all NSL players are employed on a full-time basis. 92% of all player contracts in the NSL are for terms of 2 years or less, whilst the average NSL career span is only 3.8 years.

"Shaping the Future of the Game."

July 2000. The PFA Executive, following the mandate given by NSL players, adopts the bold vision of ***"Shaping the future of the game."*** in renewing the PFA strategic plan for a further 3 years. The plan recognises that the well being of the game is a precondition to the well being of the players, requiring the PFA to work actively to bring about a better commercial and footballing environment for the careers of professional footballers.

Francis Awarded PFA Life Membership

November 2000. Former Socceroo and NSL 300 Club member, Francis Awaritefe becomes the PFA's second Life Member. The award recognises Francis' outstanding service to the PFA since its formation in 1993 in various capacities, including as a member, Club Delegate and Executive member.



Francis Awaritefe, PFA Life Member, 2000, in his playing days with leading NSL club Marconi

PFA Fails to Save Carlton as Players Fall Victim of NSL's Financial Woes

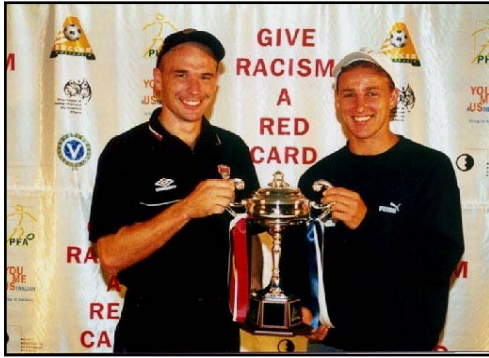
December 2000. Despite meeting player wages to enable the Carlton Soccer Club to field a team in what proves to be the team's final NSL match, Soccer Australia moves to cancel the new club's licence following it being placed into voluntary administration by its directors. The collapse of the club leaves an entire squad unemployed, and hundreds of thousands of dollars of contractual entitlements unpaid. In so doing, Carlton becomes the sixth club to face insolvency, following Sydney United, West Adelaide, Gippsland Falcons, Canberra Cosmos and Newcastle Breakers. As a result, the PFA finds itself investing most of its resources in simply ensuring that player contracts are honoured. By October 2001, Gippsland Falcons and Canberra Cosmos are to be excluded from the NSL for financial reasons.



Sean Douglas, former PFA Executive member and PFA Club Delegate at Carlton, who was intimately involved in the desperate PFA effort to save the NSL Club in December 2000.

"Living in Harmony" Cup

December 2000. Tennis legend Evonne Cawley kicks off the inaugural "Living in Harmony" Cup, between Oceania Champions South Melbourne and NSL Champions Wollongong Wolves. The match, which is won by South Melbourne 4-2, is part of the PFA's efforts to remove racism from the game and promote Australia's multicultural society. The match follows educational programs conducted by the PFA with football and Government authorities, both at NSL and grass roots levels.



Wollongong Wolves skipper Matt Horsely with his South Melbourne counterpart, Paul Trimboli, on the eve of the "Living in Harmony Cup".

Socceroos Rewarded for Outstanding Achievements in 2001 FIFA Confederations Cup

June 2001. Soccer Australia and the Socceroos share equally in the multi-million dollar prize money generated by the Socceroos for their outstanding achievement in finishing 3rd at the 2001 FIFA Confederations Cup, held in South Korea and Japan. During the tournament, the Socceroos recorded landmark victories over France and Brazil. The revenue sharing deal is made possible by a new collective bargaining agreement struck between Soccer Australia and the PFA especially for the tournament.



Socceroo Clayton Zane is mobbed after scoring what proves to be an historic winner over world champion France at the 2001 FIFA Confederations Cup

NSL Reform is No. 1 Issue on PFA's Collective Bargaining Agenda

June and September 2001. The National Soccer League Collective Agreement is extended until 30 June 2002. The PFA confirms its commitment that reform of the National Soccer League will be pursued in the negotiations as the number one issue facing players.

PFA Management Limited Launched October 2001. In pursuit of the PFA's vision of "shaping the future of the game", PFA Management Limited is launched with significant seed capital from the PFA. The key objective of the new company is to build the business case for the creation of a new fully professional national competition. PFA lawyer Eugenie Buckley briefly steps into the role of PFA Chief Executive, working full-time with Schwab who takes on the role of Managing Director of the new company.

Landmark Socceroos CBA Struck November 2001. The PFA and Soccer Australia sign a landmark collective bargaining agreement, that enables the Socceroos to take the field in a vital international friendly against World Champions France. The agreement extends to the 2002 World Cup Korea/Japan the revenue-sharing principles of previous Confederations Cup collective agreements, and additionally ensures that, in the future, players will share 30% of the international game's key revenues. The agreement also provides a framework for negotiations, in order to avoid further industrial disputation.



Kevin Muscat celebrates his penalty that defeats Uruguay in Melbourne. Unfortunately, Soccer Australia's delay in CBA negotiations meant the new deal was not completed until the week before the crucial qualifier.

New Life Members November 2001. Robert Hooker and Andrew Harper become the PFA's latest life members, in recognition of their outstanding service to the union over many years. Together with Lindsay Wilson of Sydney Olympic, the Brisbane Strikers' Paul Foster joins his brother Craig on the PFA Executive,

in place of the retiring Francis Awaritefe and Andrew Harper.



Andy Harper, PFA Life Member, 2001, long serving member of the PFA Executive.

FIFA Dispute Resolution Chamber Established

January 2002. As part of an important agreement between FIFA and FIFPro on the international player transfer system, the FIFA Dispute Resolution Chamber (*DRC*) is established. The PFA's Brendan Schwab is nominated by the PFA and FIFPro to the body, with Eugenie Buckley being nominated to the football panel of the International Court of Arbitration for Sport, which hears appeals from the DRC.

NSL Collective Bargaining Agreement Struck for 7th Straight Season

July 2002. Soccer Australia and the PFA agree to extend the NSL Collective Bargaining Agreement to 30 June 2003 with a number of amendments, including measures aimed at promoting the financial viability of NSL Clubs. The agreement means that a Collective Bargaining Agreement between SA and the PFA will govern the NSL for the 7th consecutive season since the first deal was struck in mid 1996.

PFA Win at FIFA Disputes Resolution Chamber

September 2002. The PFA wins its first case at the newly formed FIFA Disputes Resolution Chamber. Zeljko Susa is awarded damages and a free transfer back to South Melbourne Soccer Club after breaches by his overseas club.

Players Endorse Australian Premier League Vision

November 2002. The representatives of Australia's elite professional footballers

endorse the vision of the Australian Professional Footballers' Association for the creation of the Australian Premier League. The unanimous endorsement is given following an extensive presentation of the vision at the PFA's Annual General Meeting held in Sydney and attended by the PFA Club Delegates at all 13 NSL Clubs.

Harry Kewell Joins PFA Executive

November 2002. Socceroo and Leeds United star Harry Kewell becomes the 18th Socceroo to have served on the PFA Executive, following his election to the post at the 2002 PFA Annual General Meeting.



Putting back into the game – new PFA Executive member Harry Kewell

Alex Tobin Awarded Life Membership

November 2002. PFA President Alex Tobin becomes the PFA's 5th Life Member, joining Kimon Taliadoros, Francis Awaritefe, Andrew Harper and Robbie Hooker. Tobin's award recognises his service on the PFA Executive since December 1995, as PFA President since December 1998, and as inaugural Chair of PFA Management Limited.

Crawford Report Handed Down.

April 2003. The report of the Independent Soccer Inquiry, chaired by David Crawford and conducted under the auspices of the Australian Sports Commission, is handed down. Among 53 recommendations, the report calls for the establishment of an independent commission to govern Soccer Australia, the separation of the national competition from Soccer Australia under its own independent board and the greater involvement of the game's players and grass roots in the decision-making processes at stakeholder level. The PFA Executive meets and endorses all 53 recommendations. The

Crawford Report will herald the long awaited era of “new football” in Australia, featured by:

- the establishment of a new and highly credible governing body;
- the establishment of a new national competition; and
- Australia joining the Asian Football Confederation.

These 3 pillars, on top of the success of the Socceroos, enable the game to finally start building a strong commercial base.

PFA Unveils Australian Premier League Vision

April 2003. In a major public launch in Sydney, the PFA unveils its model for the Australian Premier League.



AUSTRALIAN
PREMIER
LEAGUE

April 2003, and the PFA unveils its long awaited APL vision.

Based on market research of a scope unprecedented in the history of Australian soccer, the Australian Premier League model believes that by correctly structuring, positioning and capitalising the APL, a new national competition can be created that will attract sufficient crowds, media audiences and commercial revenues to underpin a sound business model.

PFA Notifies Australian Industrial Relations Commission of NSL Industrial Dispute.

July 2003. Following the refusal of Soccer Australia and the 13 NSL Clubs to extend the “*National Soccer League Collective Agreement 1999 – 2003*”, the PFA notifies the Australian Industrial Relations Commission of the existence of an industrial dispute under the *Workplace Relations Act 1996* and seeks an urgent interim award to protect the existing terms and conditions of employment of NSL players.

PFA Win at Australian Industrial Relations Commission

August 2003. The PFA secures an historic win at the Australian Industrial Relations Commission. Senior Deputy President Lacey is satisfied that the failure by Soccer Australia and the clubs to deal with the PFA on the wages and working conditions of the players constituted a dispute.

In his finding, Lacey was satisfied that “...*the PFA did ascertain the wishes of its members as to their terms and conditions of employment. It did so by meetings and discussions with members prior to the preparation of the claim. In any event, the PFA, on behalf of the players, previously negotiated to secure their terms and conditions of employment. It must have been in a position to understand the wishes of its members from those negotiations.*”

The win is a ringing endorsement of the excellence of the PFA’s legal strategy and commitment to being the genuine collective representative of Australia’s footballers.

New Collective Bargaining Agreement Signed.

September 2003. The massive win at the AIRC is the precursor to the PFA being able to renegotiate a CBA to take it to the conclusion of the 2004 NSL season, retaining the key benefits of all players, including injury pay, for the 8th consecutive season.

New Chief Executive Appointed

September 2003. PFA President Alex Tobin announces the appointment of Rob Anderson as the PFA’s 4th Chief Executive. Anderson joins the PFA from the Australian Football League Umpires’ Association, having overseen the growth and development of the AFLUA from a part-time association to a fully professional outfit. Anderson’s appointment follows the resignation of long serving PFA Chief Executive, Brendan Schwab, who will remain with the PFA as the Chair of PFA Management Limited and a member of the PFA Advisory Board.

New Life Members

November 2003. Craig Foster, Brendan Schwab and Stan Lazaridis become the PFA’s latest Life Members in recognition of their outstanding service over many years.

Craig was a long standing Executive member, Brendan a long standing administrator and Stan a long time delegate and Socceroo representative.



The PFA's 8th Life Member, Stan Lazaridis

National Soccer League Task Force Commits to New National Competition

December 2003. The NSL Task Force commissioned by Frank Lowy AC recommends the winding up of the NSL and the creation of a new national competition. The Task Force assesses the work of PFA Management Limited, and adopts most aspects of the PFA's APL model. Much of the work of the Task Force, which includes some of the greats of the game including Johnny Warren, Charlie Yankos and Jack Reilly as well as former PFA Chief Executive Brendan Schwab, is subsequently endorsed by the FFA Board.

National Soccer League Closed Down

March 2004. FFA officially closes down the National Soccer League following Perth Glory's Grand Final victory over Parramatta Power in Sydney.

PFA Wins at Disputes Resolution Chamber

October 2004. The PFA continues its unblemished record at the FIFA Disputes Resolution chamber with players Michael Curcija and Nebojsa Vukosavljevic successful.

The A-League is Launched

November 2004. FFA launches a new eight team national competition in Australia – the Hyundai A-League. In announcing the new league, FFA states that the seeds for the new league were sown with the work of the NSL Task Force and 4 months of planning by new FFA CEO John O'Neill.

A New President for the PFA

January 2005. Socceroo Simon Colosimo takes over as PFA President. Simon, an Executive member of the PFA since 2003, replaces Alex Tobin in the role.



Simon Colosimo, the PFA's 4th President (2005 – today), representing Australia at the 2005 FIFA Confederations Cup.

Craig Foster Appointed Interim Chief Executive

February 2005. Former Socceroo and PFA Life Member, Craig Foster takes over as PFA Chief Executive on an interim basis following the resignation of Rob Anderson.

Brendan Schwab Appointed PFA Chairman and to Key FIFPro Roles

March 2005. Former PFA Chief Executive and Life Member, Brendan Schwab, is appointed to the new position of PFA Chairman to assist Foster in the Socceroo's CBA negotiations and to represent the PFA at FIFPro. In November, Schwab is made an observer to the Board of FIFPro and the Chairman of FIFPro Asia.

PFA Appoints Fresh Executive

April 2005. Following the launch of the A-League the PFA appoints a new Executive team of Simon Colosimo (remaining as President, Perth Glory), Ante Milicic (Newcastle Jets), David Zdrilic (Sydney FC), Kevin Muscat (Melbourne Victory), Noel Spencer (Central Coast Mariners), Danny Hay (New Zealand Knights), Ross Aloisi (Adelaide United), Harry Kewell (Liverpool and Australia), Brendan Schwab (Chairman) and Craig Foster (Interim Chief Executive).



PFA Executive member Harry Kewell celebrates scoring the goal that takes Australia to the round of 16 of the 2006 FIFA World Cup Germany

PFA Legal Counsel Appointed to FIFA Dispute Resolution Chamber

June 2005. PFA Legal Counsel, John Didulica is appointed to the FIFA Disputes Resolution Chamber as the nominee of the PFA and FIFPro.

Landmark Win at Court of Arbitration for Sport

August 2005. The PFA wins a landmark case for Daniel McBreen at the Court of Arbitration for Sport. McBreen had exercised his right to terminate his contract with his Romanian club following the Club's refusal to pay this wages. The Club sought to uphold the contract. With the cooperation of the Swiss players association, the PFA is able to successfully win the case.

PFA Secures Historic Collective Bargaining Agreement for Socceroos

August 2005. The PFA enters into a CBA with Football Federation Australia for the Socceroos. The agreement covers the crucial World Cup campaign and sees players share in 30% of player generated revenue and prize money, generating a payments pool of over \$5.2 million for 2005/2006. The CBA is backdated to 1 July 2004, and also rewards the players for the 2004 OFC qualifiers and 2005 FIFA Confederations Cup.

Players Give A-League a Vote of Confidence

August 2005. The inaugural A-League season kicks off. Wollongong's Stuart Young becomes the first player to sign with the A-League, joining Perth Glory. Socceroos Ned Zelic, Kevin Muscat, Archie Thompson, David Zdrilic, Steve Corica, Alex Brosque and Richard Johnson, just to name a few, return to Australia to play in the A-League's inaugural season.

John Didulica Appointed Chief Executive September 2005. Former Sydney United and Melbourne Knights player, John Didulica is appointed the PFA's 6th Chief Executive. John started with the PFA in 2002 as Legal Counsel and takes over from Craig Foster, who steps down to resume his media duties following the signing of the Socceroos CBA. In November, the PFA Executive adopts a strategic plan which focuses on the new vision – *"The Culture of Football"*.



PFA Chief Executive, John Didulica (2005 – 2006), also a former Melbourne Knights and Sydney United player and PFA delegate

The Marston Launched

November 2005 The PFA launches *The Marston*, the official magazine of Australia's professional footballers, named in honour of the great Joe Marston.



The pioneer – Joe Marston – in his playing days. Marston was the first Australian to succeed in English football, becoming a champion with Preston North End and playing in the 1954 FA Cup Final.

Socceroos Qualify for 2006 FIFA World Cup Germany

November 2005. John Aloisi's penalty takes Australia to Germany, immediately becoming one of Australia's greatest sporting moments. It is captured brilliantly on SBS television by the PFA's own Craig Foster's memorable commentary that invokes the

emotion of the moment and the greats of the past, including Johnny Warren and Ray Baartz.



The Socceroos celebrate John Aloisi's winning penalty

PFA Football Conference with Aime Jacquet March 2006. The inaugural PFA Football Conference with 1998 FIFA World Cup winning manager Aime Jacquet is a huge success, treating current and former PFA members to a 3 day conference into the technical and coaching revolution that established France as a footballing power.



Aime Jacquet, lifting the FIFA World Cup in 1998

Socceroos Take Centre Stage

June 2006. The Socceroos stop Australia and nearly the world with their supreme performances at the 2006 World Cup in Germany. Captained by Mark Viduka, the side defeats Japan and draws with Croatia to qualify for the second round, where it is beaten by Italy courtesy of a hotly-disputed penalty in the final minute of second half stoppage time. Australia's only defeat in the group stage is a hard-fought 2-0 loss to reigning champion, Brazil.



Lucas Neill leads the Socceroos' celebrations in Stuttgart

PFA Launches Hardship & Education Fund

July 2006. The PFA announces the provision of financial assistance to current and former players to complete education courses and overcome the many challenges they face both during and after their playing careers have finished.

Carlton SC Player Payments Secured

September 2006. The PFA secures around \$700,000 in player payments following the final completion of the administration of the Club. The Club went into administration on 17 December 2000, leaving 24 players without employment and little prospect of finding a new club so early in the season. This spelt the end of a football career for a number of the Carlton players. Many distinguished names played at Carlton in its brief history including: Daniel Allsopp, Simon Colosimo, Lubo Lapsansky, John Markovski, Andrew Vlahos, Archie Thompson, Craig Deans, Steve Horvat, Joshua Kennedy, Andy Packer and Andrew Marth. The only reason a distribution is made to the players is due to extraordinary talent of previous players. Leading Socceroos, Marco Bresciano and Vince Grella, moved from Carlton to the Italian club Empoli with a sell on clause, entitling Carlton to a generous payment.

New Executive Members

November 2006 New Zealand Knights' Che Bunce and Perth Glory's Stuart Young join the PFA Executive at the 2006 Annual General Meeting. The meeting also learns of the resignation of highly regarded PFA Chief Executive John Didulica for personal reasons. Didulica will continue to sit on the FIFA Dispute Resolution Chamber on behalf of FIFPro and the PFA. The PFA invites PFA Chairman Brendan Schwab to take on the CEO's duties in the lead up to the Socceroos and A-League CBA negotiations in 2007. Retiring Socceroo Zeljko Kalac becomes the PFA's 9th Life Member.



*Zeljko "Spider" Kalac,
the PFA's 9th Life Member*

Football Review

November 2006. Informed and guided by the expertise of the PFA Football Committee and the PFA's own research, the PFA was able to present a submission to the FFA on a best practice elite player development pathway, informed by the Australian experience. The PFA Football Committee comprises former champions Jesper Olsen, Wynton Rufer, Craig Foster and Alex Tobin who, together, have played under some of the world's greatest coaches and technicians.

The submission makes a number of key recommendations on three key areas: structure, football philosophy and career path. It is important that Australia develops its football culture and structures to ensure players and coaches are able to achieve a standard that will consistently ensure international respect, competitiveness and success.

The FFA Project Team includes former PFA Executive members Andrew Harper and Alistair Edwards.



Former Danish international and now Australian resident, Jesper Olsen, a member of the PFA Football Committee

Players Unite Behind CBA Strategy November 2006

The membership of the PFA overwhelmingly unites behind the PFA's comprehensive strategy to secure collective bargaining agreements for the Soccerroos and the A-League in the first part of 2007. The 2006 PFA Annual General Meeting unanimously adopts changes to the PFA's Rules to enhance the representative capacity of the PFA under Australia's new industrial relations laws. On top of this, 170 A-League players (almost 100% of permanently listed players) appoint the PFA as their exclusive collective bargaining agent in writing, legally requiring all dealings in relation to the collective employment of players to be conducted through the PFA. The PFA's Soccerroos Committee agrees to a 30 item agenda for the new CBA negotiations.

My Football Career Programme Launched December 2006.

Glenn Warry, in conjunction with work undertaken by the FFA and the PFA, spearheads the *My Football Career* programme which, for the first time, empowers players with the off-field skills and knowledge to maximise their time in the game in the areas of:

- professionalism and performance management;
- career management and networking; and
- learning and development.

Former Soccerroo Tony Vidmar is appointed an ambassador of the program.



*My Football Career ambassador,
Tony Vidmar*

FIFA and FIFPro Enter into Historic Memorandum of Understanding

November 2006. FIFPro, the world footballers' union, and FIFA enter into a major international players' agreement that establishes minimum standards for professional footballers' and entrenches the role of players' associations throughout the world. The international deal will assist the Australian PFA in its efforts to negotiate Collective Bargaining Agreements for Australian footballers, including the Socceroos, A-League players and other national team representatives.

The agreement, the first of its kind in professional sport, commits FIFA and FIFPro to working together on vital matters including FIFA's "For the Good of the Game" Task Force, the international transfer system, the individual case management of doping cases, the game's fight against racism, player involvement in dispute resolution matters and the establishment of minimum contract conditions for players.



The new logo of FIFPro – a true partner with FIFA in the leadership of the world game

Alex Tobin Receives OAM

Australia Day 2007. Alex Tobin receives the Order of Australia Medal (OAM) for services to the game of football, especially as an international player and through the PFA. He is the first PFA servant to be honoured in this way.



Alex Tobin OAM

FFA and PFA sign Landmark Partnership Agreement

July 2007. The FFA and PFA sign a landmark partnership agreement consisting of:

- a Memorandum of Understanding (MOU) between the FFA and PFA which outlines mutual recognition and respect for each party's roles and a commitment to work together to protect, promote and develop football in Australia, and the playing career path. The MOU implements the principles of the FIFA / FIFPro MOU within Australia;
- a Collective Bargaining Agreement (CBA) that covers the Qantas Socceroos for the vital 2007 AFC Asian Cup and up to the completion of the 2010 FIFA World Cup in South Africa; and
- a commitment to constructing a CBA for Hyundai A-League players. Together with the MOU, the agreement provides immediate benefits for players such as injury payments, regulatory improvements, image rights and injury, overcoming areas of disagreement between FFA and the PFA which made a CBA impossible for Versions 1 and 2 of the A-League.



FFA Chief Executive Officer Ben Buckley and the PFA's Executive Chairman Brendan Schwab sign the Landmark Partnership Agreement

Matildas Join the PFA

July 2007. The Matildas become the newest group of elite footballers to join the PFA. The timing is perfect for the Matildas, who benefit from a specially negotiated agreement between FFA and the PFA for the 2007 FIFA Women's World Cup in China.

The Matildas achieve their best result, losing to eventual finalist Brazil in the quarter-finals.



Australia's National Women's team, the Matildas – the PFA's newest membership group

The PFA Breaks New Ground - Inaugural FIFPro Asia/ Oceania Congress

October 2007. The inaugural FIFPro Division Asia/ Oceania Congress 2007 proves to be a resounding success for both FIFPro and the PFA. Attended by representatives from seven leading football nations in the region, the Mini-Congress projects the goals and objectives of FIFPro, the worldwide governing body for players' associations, as well as the experiences with players' associations from the viewpoint of a football association.



Delegates at the inaugural FIFPro Asia Mini-Congress in Sydney

An action plan commits the PFA to drive the establishment of Player Associations in key Asian nations including China, South Korea, and Indonesia. The Congress also welcomes the Football Players Association of India, which becomes FIFPro's fourth member in the region.

The FIFPro Asia strategy is to be implemented by FIFPro Asia General Secretary Sanjeevan Balasingam, who joins the PFA from the Asian Football Confederation.



Sanjeevan Balasingam – FIFPro Asia General Secretary (2007 – 2009)

FFA Launches Football Development Plan November 2007.

The FFA launches its National Football Development Plan, "Making Australia a Leader in the World Game". The objectives of the plan are to:

- improve the overall technical standard of the Australian player base;
- design and oversee delivery of the best participation experience in Australian sport;
- identify, attract and retain more and better athletes particularly in the 12-16 age group;
- convert participants to life-long fans of the Australian game;
- increase the number of accredited coaches and referees; and
- ensure facilities keep pace with demand.

The plan acknowledges the role played by the PFA in its construction, especially in relation to building the quality of the playing career path for Australians.

Liam Reddy Joins the PFA Executive

January 2008. Queensland Roar player, Liam Reddy joins the PFA Executive during the 2007 PFA Annual General Meeting.



Liam Reddy – PFA Executive

Liam fills the vacancy left by Noel Spencer, who stepped down after serving the players since the launch of the A-League in 2005.

PFA and FFA Extend Partnership with 5 Year A-League Collective Bargaining Agreement May 2008. After more than three years negotiation, FFA and the PFA enter into a 5 year Collective Bargaining Agreement (*CBA*) for the A-League. The new CBA will see a major boost in player payments within the discipline of the salary cap:

Average A-League Player Payments, Versions 4 - 6 (23 Player Roster, exc. Marquee Player)

CLUB PAYMENTS	VERSION 4 (\$)	VERSION 5 (\$)	VERSION 6 (\$)
Min. Payments	1,615,000	1,700,000	1,785,000
Max. Payments	1,900,000	2,000,000	2,100,000
ASA's	475,000	500,000	525,000
Under 23 Marquee	150,000	150,000	150,000
TOTAL ALLOWED PAYMENTS	2,525,000	2,650,000	2,775,000
Ave. Min. Payments	73,409	77,273	81,136
Ave. Max. Payments	86,364	90,909	95,455
Ave. Total Allowed Payments	114,773	120,455	126,136

Further player payments are also permitted outside the salary cap which, taken together, are potentially of considerable financial benefit to players:

- payments to marquee, guest and replacement players;
- relocation;
- insurance premiums (sporting, career ending and income insurance);
- injury payments;
- Final Series, Asian Champions League and exhibition match payments;
- prize money;
- player percentages of transfer and compensation fees; and
- termination payments to injured players.

Other key benefits for players include:

ISSUE	CBA
Player Rosters	20-23.
Free Movement / Transfer and Compensation Fee System	Restriction on introduction of transfer and compensation system within A-League.
Minimum Wage	Minimum annual salary to be as follows: <ul style="list-style-type: none"> • 2008/2009 - \$42,000 (\$35,000 for players under 21); • 2009/2010 - \$45,000 (\$35,000 + CPI for players under 21); • 2010/2011 - as per previous year + CPI; and • thereafter, as agreed between FFA and the PFA (or CPI).
Injury Payments – Remuneration and Entitlements	To include all player remuneration and entitlements (including match payments) and to run to later of contract expiry date or 104 weeks from date of injury.
Career Ending Injury	On top of 104 week injury payments, players entitled to between one and ten years annual income in event of career ending injury (capped at \$500,000 and subject to player's age and other conditions).
Medical Support	Clubs to be contractually obliged to comply with prescribed minimum national standards developed by FFA in consultation with the PFA.
Superannuation	Player may nominate his own superannuation fund. 9% superannuation paid by club on top of annual salary, match payments and certain other entitlements.
Hours of work	Minimum 1 day off per week. Additional ½ day off per week for professional development (subject to criteria).
Player Welfare	Formal induction program; transition program for delisted players; FFA financial contribution to PFA for purposes including PFA Hardship and Education Funds; FFA and PFA to implement the comprehensive <i>My Football Career Program</i> .

FIFA-FIFPro Asia Meeting A Resounding Success

May 2008. FIFA, FIFPro and the key stakeholders of Asian football met on the morning of the 58th FIFA Congress in Sydney. The meeting proved to be a fruitful platform that made tremendous headway as officials from FIFA, FIFPro, continental confederations, football associations and players' associations and representatives came to some ground-breaking consensus after exchanging views on player-related matters.



PFA Executive Member John Aloisi

The PFA also acknowledges its outgoing Executive Members David Zdrilic and Ross Aloisi for their outstanding service since the start of the A-League in 2005.

PFA Life Membership Reunites Former Sydney United Team-mates

May 2008. During the PFA Executive Meeting in May, Socceroo Zeljko Kalac was presented with his PFA Life Membership award by PFA Executive member and his former Sydney United team-mate, Ante Milicic. Zeljko was originally awarded with the PFA Life Membership at the PFA Annual General Meeting on 29 November 2006.



PFA Life Member Zeljko Kalac receiving his award from PFA Executive Member Ante Milicic



David Zdrilic

PFA Taliadoros Scholarships Recognise Player Excellence in Sport Science, Commerce and the Law

September 2008. Central Coast Mariners' Andrew Clark and Newcastle Jets' Adam D'Apuzzo, are awarded the inaugural PFA Kimon Taliadoros Scholarships at the inaugural PFA Alex Tobin Medal presentation in Sydney. The establishment of the PFA Taliadoros Scholarships honour former Socceroo and PFA co-founder Kimon Taliadoros.

John Aloisi joins the PFA Executive

September 2008. Socceroo John Aloisi joins the PFA Executive during the PFA Annual General Meeting in September 2008.



Andrew Clark with Kimon Taliadoros

Johnny Warren and Joe Marston Inaugural PFA Alex Tobin Medallists

September 2008. Two icons of Australian football, the late Johnny Warren and Joe Marston, are honoured by today's generation of professional footballers by being announced the inaugural PFA Alex Tobin Medallists at an awards ceremony in Sydney.

The PFA Tobin Medal honours former Socceroos captain and long serving PFA President, Alex Tobin OAM. The PFA Tobin Medal is to be awarded annually by the PFA Executive to a current or former player based on 4 attributes demonstrated by Tobin throughout his career and which encapsulate the philosophy of the PFA: (1) leadership; (2) achievement as a player; (3) commitment to one's fellow professionals; and (4) service and dedication to the game.



Joe Marston speaking after receiving the PFA Tobin Medal

As part of the PFA's 15th anniversary celebrations, Taliadoros and Tobin are recognised as the inaugural "PFA Champions", the PFA's highest honour.

Socceroos donate playing fees to the Red Cross Bushfire Appeal

February 2009. The Socceroos show their support for the victims of the devastating Australian Bushfires by donating the match payments from their 2010 FIFA World Cup qualification match against Japan to the Red Cross Bushfire Appeal.



Socceroos training before the Japan match

Players Pick Inspirational Moore to Lead Attacking PFA A-League Team of the Season

February 2009. The inaugural PFA A-League Team of the Season is announced in 2009 A-League Grand Final week, with inspirational Queensland Roar and Socceroo defender Craig Moore selected as the captain of the side. The team is a unique peer selected honour and provides a rare insight into the style of football valued by A-League players. Pace, creativity and attacking flair feature heavily in a 4-3-3 formation.



Craig Moore – the players' captain

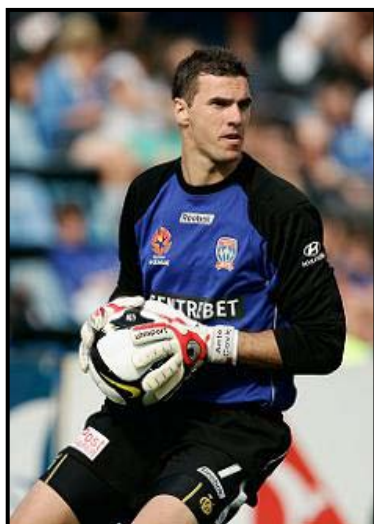
The PFA's New Constitution Takes Effect

March 2009. The Office of Consumer Affairs in Victoria approves a new Constitution for the PFA as unanimously adopted at the 2008 Annual General Meeting. The new Constitution further ensures player control over the key decisions of the PFA, whilst ensuring the PFA is able to run a professional and growing business under the leadership of the player elected PFA Executive.

The PFA's membership now includes the Socceroos, Australia's national teams (both men and women), overseas based Australian professionals, A-League players, W-League players, State based professionals and members of elite academies such as the Australian Institute of Sport.

Ante Covic – Australia's First Webster Case

March 2009. PFA assists Ante Covic to unilaterally terminate his playing contract with Newcastle Jets and transfer to Swedish club Elfsborg. This landmark case for Australian players means a player can now unilaterally terminate his contract with his club after the protected period of the contract.



Ante Covic – the first Australian to unilaterally terminate his contract in accordance with the Webster case

FIFPro Asia Signs MOU with the ASEAN Football Federation during the 3rd FIFPro Asia Congress in Kuala Lumpur

April 2009. FIFPro Asia, signs a Memorandum of Understanding (MOU) with the ASEAN Football Federation (AFF). The MOU is specifically designed to reinforce

cooperation and dialogue between these international organisations on the major issues facing professional football and its players in the ASEAN region.

PFA and FFA Reach Agreement on A-League Player Contract Regulations for 2009/2010

April 2009. The A-League Player Contract Regulations introduce a number of innovations into the A-League including an 18% increase to the A-League salary cap, under the terms of a new agreement between FFA and the PFA, with the 2009/2010 salary floor being higher than the previous year's salary cap. The new salary cap takes average A-League player payments above \$100,000 for the first time even at clubs that don't use Additional Services Agreements (ASAs).



Kevin Muscat – the first beneficiary of the new player testimonial rules

2009/2010 sees the salary cap rise to \$2,250,000, underpinned by a floor of \$1,912,500. New initiatives include the introduction of a player testimonial allowance of \$75,000 outside the salary cap.

Nominees for the Inaugural PFA Footballer of the Year Awards Announced

May 2009. 23 footballers playing in 8 countries and representing 16 of the best football clubs in Australia and around the world make the short list for the inaugural PFA Footballer of the Year and the PFA Harry Kewell Medal awards.

The awards are a first in Australian football as they are open to players plying their trade both at home and abroad and will be voted for by the judge the professional footballer most highly regards – his peer.

The 12 nominees for the 2008/2009 PFA Footballer of the Year are Tim Cahill, Travis Dodd, Eugene Galekovic, Mile Jedinak, Harry Kewell, Scott McDonald, Craig Moore, Kevin Muscat, Lucas Neill, Sasa Ogjenovski, Mark Schwarzer and Shane Smeltz.

The 11 players in the running for the 2008/2009 PFA Harry Kewell Medal, awarded to the U23 PFA Footballer of the Year, are Billy Celeski, Bruce Djite, Tarek Elrich, Adam Federici, Scott Jamieson, Mitch Nichols, Nikita Rukavytsya, Matt Simon, Matthew Spiranovic, James Troisi and Michael Zullo.



Harry Kewell with the PFA Harry Kewell Medal

Tim Cahill and Vincenzo Grella Join PFA Executive

May 2009. The PFA announces the appointment of Socceroos and English Premier League stars Tim Cahill and Vincenzo Grella to the PFA Executive.

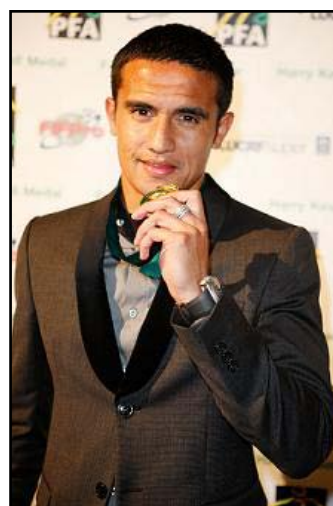


PFA Executive Members Vince Grella and Tim Cahill

Cahill and Rukavytsya Inaugural PFA Footballers of the Year

June 2009. Australia's professional footballers vote Socceroo and Everton midfielder Tim Cahill as Australia's most outstanding player of 2008/2009. FC Twente and former Perth Glory striker Nikita Rukavytsya is presented with the PFA Harry Kewell Medal for Australia's best player under the age of 23.

Cahill tops the vote of his 300 fellow professionals, receiving 378 votes from Mark Schwarzer (254). Craig Moore and Shane Smeltz tie for third with 100 votes. Rukavytsya wins the PFA Harry Kewell Medal, receiving 218 votes, ahead of Scott Jamieson (173) and Tarek Elrich (164).



Tim Cahill, 2008/2009 PFA Footballer of the Year

High Court Rules in Athletes' Favour

June 2009. The Australian Athletes Alliance (AAA), the peak body of Australian players' associations including the PFA, achieves a legal victory when the High Court of Australia unanimously rules that agent/management fees paid by athletes are deductible as a business expense even when they are paid in connection to the negotiation of an employment contract with a new club. The ruling followed a test case ran with the support of the AAA on behalf of all professional athletes in Australia.

PFA Chief Executive Brendan Schwab, a AAA Board member, welcomes the decision, stating that it righted a longstanding wrong in Australia's tax laws.



AUSTRALIAN ATHLETES' ALLIANCE

PFA Announce Major Partnership with LUCRF Super

July 2009. The PFA announces LUCRF Super as the organisation's major partner for superannuation services for PFA members. The partnership means that LUCRF is the PFA's partner for member superannuation needs. LUCRF will provide superannuation education to Australian footballers through the *My Football Career* program, support the PFA's awards and events activities and had an involvement in upcoming PFA community initiatives.

As Australia's first industry super fund, LUCRF has over 180,000 members and \$2.1 billion in funds under management. LUCRF's aim is to provide consistently competitive returns on their superannuation funds for their members. Whilst achieving these returns, they also aim to provide excellent service at a minimal cost to their members.



LUCRF Super CEO Greg Sword with Brendan Schwab

Medical Room One Key to Championship Success

July 2009. The 2008/2009 PFA Injury Report suggests injury management is a central factor in the on-field success of A-League clubs, and an ongoing issue of

concern to the PFA as the A-League season is extended for 2009/2010.

The 2008/09 PFA A-League Injury Report, in its third year, collates and analyses available data to measure player injuries. It reveals total games lost to injury, injury type and number of injured players during a season. While luck has a role to play, the tight playing rosters of the A-League ensure there is a direct correlation between medical excellence and on-field competitiveness.



The PFA injury report shows a strong correlation between injury rates and table position

Lei Lei Gao Awarded \$50,000 Compensation for Unjust Contract Termination

July 2009. Wellington Phoenix is ordered to pay former player Lei Lei Gao NZ\$52,177.46 after the newly established Australian National Dispute Resolution Chamber (NDRC) finds that the club did not have just cause to terminate its playing contract with the Chinese star in November 2008. The compensation award is for the balance of the payments due to Lei Lei from the date of termination until the expiry date of his contract.



Lei Lei Gao in action for Wellington Phoenix

The PFA's New Brand and Strategy October 2009. The Australian Professional Footballers' Association officially announces the adoption of a new name - **Professional Footballers Australia** - as approved by PFA members at the 2008 Annual General Meeting. The PFA also clearly expands its strategic mandate:

The PFA - *"Supporting the players and building the game"*

With and for Australia's professional footballers, we:

1. **fight** for world class careers;
2. **help** develop players as great people;
3. **embrace** the opportunities and challenges of football's world stage; and
4. **give** back to the game and the community.

So we can do this, we:

- are run by the players, for the players;
- believe in football's revolutionary role in our world; and
- understand that we must be financially strong, independent and always there to support the players.

Our Values:

- RESPECT
- INTELLIGENCE
- WORLD CLASS
- COURAGE
- TRUST



The new PFA name and logo

Footballers as Mentors: Welcome to the PFA Heroes Program

October 2009. The PFA Heroes High School mentoring program is formally launched by PFA Chief Executive Brendan Schwab and Victorian Education Minister Bronwyn Pike at Monash University's High Performance Centre. Assisting with the launch are PFA

Executive member Kevin Muscat and his Melbourne Victory teammate, Grant Brebner.

Utilising the power of football to teach values to Australian school children, the pilot program features PFA members in the role of 'in class' mentors to students aged 13 - 15. The PFA Mentors spend 8 sessions with participating students and work on developing values that include respect, fair play, teamwork, playing by the rules and leadership.

"We agree with parents that nothing is more important than their children's education," Ms Pike says. "We want to improve student outcomes and engage young students on values in ways that they can relate to. That's why our Government is forming strong partnerships with organisations like Professional Footballers Australia."



PFA Football Mentors with PFA Heroes students from Keysborough Secondary College

Chris Coyne Elected to PFA Executive

November 2009. Socceroo and Perth Glory defender Chris Coyne is elected to the Executive at the 2009 PFA Annual General Meeting. Coyne replaces former Socceroo Ante Milicic, who stepped down from the Executive following his retirement as a player. The PFA Executive now comprises:

- Simon Colosimo, Sydney FC (President)
- John Aloisi, Sydney FC
- Tim Cahill, Everton
- Ante Covic, FC Elfsborg
- Chris Coyne, Perth Glory
- Vincenzo Grella, Blackburn Rovers
- Jon McKain, Wellington Phoenix
- Kevin Muscat, Melbourne Victory
- Liam Reddy, Brisbane Roar
- Alex Wilkinson, Central Coast Mariners
- John Poulakakis (Chairman)
- Brendan Schwab (Chief Executive)



Chris Coyne with fellow PFA Executive member Kevin Muscat.

Ross Aloisi, Simon Colosimp, Ante Milicic are all awarded with PFA Life Membership at the meeting.

PFA Recognises the Academic Commitment of A-League Players Daniel Mullen and Karl Dodd

November 2009. A-League players Daniel Mullen and Karl Dodd are recognised by Australia’s elite professional footballers when they receive the annual PFA Kimon Taliadoros Scholarships at the PFA Alex Tobin OAM Medal.



Karl Dodd in action.

Liverpool Legend Craig Johnston Honoured by Australia’s Professional Footballers

November 2009. Liverpool legend Craig Johnston is honoured by Australia’s elite professional footballers when he becomes only the third player to receive the prestigious PFA Alex Tobin OAM Medal.

Players to honour Johnston on the night include current and former Socceroos John Aloisi, Tim Cahill, Simon Colosimo, Ante Covic, Harry Kewell, Craig Moore, Paul Okon and Mark Schwarzer. All speak of Johnston’s inspirational example and how that not only motivated them to become professional footballers but educated them of the tough realities of the profession.

Johnston is deeply honoured to be recognised by today’s players: “I usually say thanks but no thanks to awards. But this is different. It’s from fellow players who know how hard it is to make it in this game and that’s why I am really happy to accept the honour.”



Craig scores in the 1986 FA Cup Final

PFA Chief Executive Brendan Schwab elected to the FIFPro Board

November 2009. PFA Chief Executive and FIFPro Asia Chairman Brendan Schwab is elected to the Board of FIFPro – the World Players’ Union. Schwab is the first person from Asia and Oceania to join the FIFPro Board, the players’ counterpart to FIFA’s Executive Committee.

Speaking from FIFPro’s Headquarters in Hoofddorp Holland, General Secretary Theo van Seggelen comments on the progress achieved in Asia through Schwab’s leadership.

“We are very delighted with the development in Asia and Oceania under Brendan Schwab,” said van Seggelen. “In Australia, Brendan has also shown that he represents the interests of the players excellently. With the experience and expertise of the FIFPro Board and FIFPro staff, Brendan will get full support to develop FIFPro Asia/Oceania.”



PFA Chief Executive and FIFPro Board member Brendan Schwab

PFA PwC Business Scholarship

December 2009. Football Tennis Australia (FTA), the inaugural recipients of the PFA PwC Business Scholarship, launch their business with the inaugural tournament in Perth. FTA is the brainchild of former Perth Glory team-mates Mark Lee, James Robinson and David Tarka.

The event is the product of months of planning for FTA who have worked closely with advisers from PwC over the past 12 months. PwC Partner Manoj Santiago is impressed with the quality of FTA's launch.



Football Tennis Australia's inaugural winners.

New Collective Agreement for the Matildas

January 2010. Football Federation Australia (FFA) and the PFA announce a new collective agreement for the Westfield Matildas. The agreement will see players in the AFC Asia Cup in May 2010 earn between \$500 and \$1,000 per match and 6 month retainers of up to \$17,000.00. No less than 23 women footballers will be accommodated under the three-tiered contract system when they are offered new six-month contracts that will take them through to the AFC Women's Asian Cup 2010 to be held in Chengdu, China, between 19-30 May.

PFA chief executive Brendan Schwab welcomed the new deal. "We are determined to work with FFA to make football the sport of choice for elite athletes of both genders," Schwab says.



The Matildas in action.

A-League Players Rate Brisbane Roar's Suncorp Stadium the Best

February 2010. A-League Players vote Brisbane Roar's Suncorp Stadium as the best pitch in the A-League in 2009/2010.

Accepting the award on behalf of Stadiums Queensland, Queensland Sports Minister Phil Reeves thanks the players for their award. "It's great to receive this feedback from A-League players about the quality of the venues they play at in Queensland. This is great recognition of all for the hard work that goes into preparing these pitches week in week out."

PFA Launches Player Management Agency

March 2010. Professional Footballers Australia (PFA) establishes the PFA Player Management Agency in response to an overwhelming demand by Australia's elite professional footballers.

The move follows extensive research by the PFA into the quality of player agency services available to Australian players and what they want from a management agency. PFA Chief Executive Brendan Schwab says the PFA is determined to not only provide independent advice and representation to players of the highest order, but to maximise the international competitiveness of Australian football.

"The first overseas move a young Australian player makes is nearly always career defining. The PFA's research shows that, for 80% of players, their first overseas move is to the best ranked club of their career. Further, only one in 6 players join a top tier club, with only half of these lasting more than a season. Whilst many agents encourage players to leave Australian shores as soon as possible and work their way up from there, we will be encouraging our clients to adopt a much more strategic approach."

The PFA also confirms the appointment of former Socceroo and 1999 Johnny Warren Medallist Brad Maloney to drive the development of the agency.

"I look forward to building a top quality player management service under the PFA banner. As a former player, I understand how tough the career of a professional

footballer is and how trusted the PFA is among the players,” Maloney says.



Brad Maloney in action for Perth Glory.

Muscat Leads the Players' A-League Team of the Season

March 2010. The PFA announces the players' 2009-2010 A-League Team of the Season, with Melbourne Victory skipper Kevin Muscat selected to lead a side that provides a rare insight into the style of football that A-League players value.

Muscat is delighted to be selected to lead the side.

“Being recognised by your fellow professionals in this way is a tremendous honour,” Muscat says. “When the peers you compete against every week show this respect for your efforts throughout the season it is very special.”



Kevin Muscat and Archie Thompson selected by their peers in the 2009/2010 PFA A-League Team of the Season

FFA Must Guarantee A-League Player Payments: PFA

June 2010 Socceroos and A-League players unite in their resolve to secure A-League player payments following the refusal of

Football Federation Australia (FFA) to honour player contracts at North Queensland Fury and concerns over the financial viability of some A-League clubs.

Players express their dismay at FFA's treatment of Fury players at a series of meetings held in Melbourne by Professional Footballers Australia (PFA).

“FFA's handling of player contracts at North Queensland has appalled A-League and Socceroos players and greatly undermined player confidence in the security of an A-League playing contract. There seems to be a view that players will want to play in the A-League despite conditions. However, this is inconsistent with FFA's stated aim to not only make this completion a success but to make it the preferred sport for elite Australian athletes,” PFA Chief Executive Brendan Schwab says.

Schwab fully endorses the public comments of former Fury marquee player and Liverpool legend Robbie Fowler, who described the treatment of the players as 'disgraceful'.

“Players went to North Queensland in reliance of FFA's decision to expand the A-League in Townsville. Yet, even though FFA's plans fell apart within 12 months, FFA felt free to turn its back on the players who had committed themselves to driving the A-League's expansion effort. The same players left secure jobs, relocated their families and placed their children in local schools.”



Robbie Fowler in action for North Queensland Fury

**PROFESSIONAL FOOTBALLERS AUSTRALIA –
LEADERSHIP & HONOURS 1993 – 2010**

Year	President	Chief Executive (from 1994)	Life Members (from 1999)
1993	Greg Brown		
1994	Greg Brown	Kimon Taliadoros	
1995	Greg Brown Kimon Taliadoros	Kimon Taliadoros Brendan Schwab	
1996	Kimon Taliadoros	Brendan Schwab	
1997	Kimon Taliadoros	Brendan Schwab	
1998	Kimon Taliadoros Alex Tobin OAM	Brendan Schwab	
1999	Alex Tobin OAM	Brendan Schwab	Kimon Taliadoros
2000	Alex Tobin OAM	Brendan Schwab	Francis Awaritefe
2001	Alex Tobin OAM	Brendan Schwab Eugenie Buckley*	Andrew Harper Robert Hooker
2002	Alex Tobin OAM	Eugenie Buckley* Brendan Schwab	Alex Tobin
2003	Alex Tobin OAM	Brendan Schwab Rob Anderson	Craig Foster Brendan Schwab Stan Lazaridis
2004	Alex Tobin OAM	Rob Anderson	

**Brendan Schwab served as full-time Managing Director of PFA Management Limited at this time, working on the PFA's plan to establish a new professional football league in Australia.*

**PROFESSIONAL FOOTBALLERS AUSTRALIA –
LEADERSHIP & HONOURS 1993 – 2010**

Year	President	Chairman (from 2005)	Chief Executive	Life Members	PFA Champions (from 2008)	PFA Alex Tobin OAM Medal (from 2008)	PFA Kimon Taliadoros Scholarship (from 2008)	PFA Footballer of the Year (from 2009)	PFA Harry Kewell Medal (from 2009)
2005	Simon Colosimo	Brendan Schwab	Rob Anderson Craig Foster <i>(interim)</i> John Didulica						
2006	Simon Colosimo	Brendan Schwab	John Didulica	Zeljko Kalac					
2007	Simon Colosimo	Brendan Schwab <i>(Executive Chairman)</i>							
2008	Simon Colosimo	Brendan Schwab <i>(Executive Chairman)</i> John Poulakakis	Brendan Schwab	Greg Brown Frank Farina OAM Jeromy Harris Brad Maloney John Didulica Kevin Muscat	Kimon Taliadoros Alex Tobin	Joe Marston MBE The late Johnny Warren MBE OAM	Andrew Clark Adam D'Apuzzo		
2009	Simon Colosimo	John Poulakakis	Brendan Schwab	Ross Aloisi Simon Colosimo Ante Milicic David Zdrilic	Craig Foster	Craig Johnston	Daniel Mullen Karl Dodd	Tim Cahill	Nikita Rukavytsya
2010	Simon Colosimo	John Poulakakis	Brendan Schwab						

PROFESSIONAL FOOTBALLERS AUSTRALIA -
PRESIDENTS & EXECUTIVE MEMBERS 1993 - 2010

4 players have had the distinction of being elected PFA President:



*The 4 PFA Presidents 1993 - 2010
(from top left: Greg Brown, Kimon Taliadoros,
Alex Tobin OAM and Simon Colosimo)*

The 45 players to have served on the PFA Executive are (with international honours):

John Aloisi (AUS), Ross Aloisi (AUS), Francis Awaritefe (AUS), Greg Brown (AUS), Che Bunce (NZL), Tim Cahill (AUS), David Clarkson, Simon Colosimo (AUS), Vaughan Coveny (NZL), Ante Covic (AUS), Chris Coyne (AUS), Oscar Crino (AUS), Sean Douglas (NZL), Alistair Edwards (AUS), Robert Enes (AUS), Frank Farina OAM (AUS), Craig Foster (AUS), Paul Foster, Vincenzo Grella (AUS), Peter Gunning, Andrew Harper, Jeromy Harris, Danny Hay (NZL), Alan Hunter (AUS), Harry Kewell (AUS), John Kosmina (AUS), Stan Lazaridis (AUS), Brad Maloney (AUS), Andy McDermott, Jon McKain (AUS), Ante Milicic (AUS), Kevin Muscat (AUS), Joe Palatsides (AUS), Liam Reddy, Chris Slater, Noel Spencer, Warren Spink (AUS), Kimon Taliadoros (AUS), David Tarka (AUS), Alex Tobin (AUS), Michael Valkanis (AUS), Alex Wilkinson, Lindsay Wilson (AUS), Stuart Young, David Zdrilic (AUS).

