



50 + 1 SEMINAL EVENTS IN AUSTRALIAN FOOTBALL (SOCCER) AGENCY – A CHRONOLOGY

Date	Event
<i>November 1995</i>	The Second report from the Australian Commonwealth Senate's Environment, Recreation, Communications and the Arts References Committee reaffirmed recommendations that: <ul style="list-style-type: none">▪ a conflict of interest clause be incorporated in all contracts for Soccer coaches preventing them acting for or on behalf of or assisting Players' Managers or Agents in overseas transfers; and▪ the Australian Soccer Federation urgently discuss with FIFA the need for genuine and effective co-operation from overseas clubs in dealing with allegations of improprieties relating to transfers of Australian players overseas.
<i>February 1997</i>	George Christopoulos obtained FIFA's approval to be Australia's first FIFA licensed player agent.
<i>March 2001</i>	First Professional Footballer's Australian (PFA) Players Agents conference held near Sydney Airport, featuring Brendan Schwab (CEO), Craig Foster and Andy Harper on behalf of the PFA and Player Agents/Managers like John Grimaud, Bernie Mandic, Alan McGrouther, Leo Karis and Peter Katholos.
<i>August 2001</i>	Second PFA Players Agents conference at Melbourne, featuring presentations on the international player transfer system by Associate Professor Braham Dabscheck and Player Intellectual Property (IP) issues by Eugenie Buckley, with such Player Agents/Managers in attendance like Martin Reusch, Dan Fabian, Chris Tanner, Rob Aivatoglou and Peter Paleologos.
<i>September 2001</i>	First FIFA Agents Exam scheduled by Soccer Australia is held at the main campus of the University of Technology Sydney.
<i>May 2002</i>	Third PFA Players Agents conference at Melbourne, with Ann Nichols from Soccer Australia in attendance, as well as Player Agents/Managers like Michael Crismale, Lou Sticca, Richard Rudzki, Patrick Dominguez and Lou Nesci.
<i>October 2002</i>	At the Australian National Talent Identification Championships, (a week-long tournament for State-based teams that serves as the trials for the national under-17 team - the Joeys). The presence of

	Australian agents at these championships, meeting players and parents and potentially offering management contracts and promising European pathways, has become so custom. Therefore, Soccer Australia ensured that in the tournament program it included a full-page code of conduct and warning for Agents against improper behaviour ¹ .
<i>April 2003</i>	The Report of the Independent Soccer Review Committee (Crawford Report) stipulated in its published report an observation that 'Soccer Australia has issued 150 player agent licences (exaggerated figure) — causing environmental problems at the lower levels as young players now have agents and are being exposed to the commercial aspects of the game at an early age'.
<i>January 2004</i>	The Australian Soccer Association in its Strategic/Business Plan 2003 - 2007 confirms that the remit of International Transfers and Clearances and dealings with Agents would continue to sit with Ann Nichols.
<i>March 2004</i>	Les Murray of SBS TV and Bernie Mandic discuss Harry Kewell's availability for the Socceroos. The Football Media are starting to seek the view of the Australian Agents on players and as they go to sources on transfers ² .
<i>November 2004</i>	Football Federation Australia's first known action regarding the suspension of a player's agent licence namely that of Alain Barataud. The FFA said the reasons for Barataud's suspension were confidential and that the agent had been informed. Barataud disputed this and had appealed to FIFA to intervene in the case ³ .
<i>March 2005</i>	The ABC's Radio Sports Factor show hosted legendary football industry guests such as Michael Cockerill, Les Murray, Lyall Gorman and Nick Tana in a roundtable discussion on football in Australia. Amongst other things, the discussion raised the importance of Agents in building the A-League squads and that within 24 hours of a club being admitted to the A-League, clubs had multiple Agents offering hundreds of players to look at ⁴ .
<i>June 2006</i>	Post the positive performance of the Socceroos at the 2006 FIFA World Cup (which showcased the Australian player talent/brand), there was no vacation for Agents who were now working on securing moves for their Australian clients ⁵ .

¹ @ <https://www.smh.com.au/sport/soccer/taking-a-shot-at-glory-20021006-gdfp7g.html>

² @ <https://www.theage.com.au/sport/exclusive-sheds-little-light-on-kewell-injury-20040307-gdxdg45.html>

³ @ <https://www.smh.com.au/sport/soccer/yorke-deal-saga-reveals-secret-agents-intrigues-20050410-gdl3mj.html>

⁴ @ <https://www.abc.net.au/listen/radionational/archived/sportsfactor/reinventing-football-part-2-the-football-clubs/3446916>

<i>July 2006</i>	Simon Johnson, lawyer, wrote his ground-breaking paper on the Australian Player Agents industry namely "Show Me The Money!!! - Player Agents and Conflicts of Interest" ⁶ . Published in the Australian and New Zealand Sports Law Journal and winner of the 2006 Paul Trisley Award.
<i>March 2009</i>	Player agents like Bernie Mandic, become more vocal on youth player development and believed all A-League clubs should be bound by Football Federation Australia (FFA) to field at least two Australian under-20 players in every match ⁷ .
<i>May 2009</i>	FFA had launched a crackdown on the transfer of Australian players who are minors to overseas clubs, in a move that has sent Player Agents and some private academies into a state of flux ⁸ .
<i>February 2011</i>	The Australian Football Agents Association Inc (AFAA) founded and registered as an Incorporated Association in Melbourne, Victoria.
<i>November 2011</i>	An AFAA Agent representative attended the European Union (EU) Conference on Sports Agents organised by the European Commission in Brussels, Belgium. This conference covered important topics like 'the regulation of the activities of sports agents' and presented on 'the main findings of the independent study on Sport Agents in the EU' ⁹ .
<i>March 2012</i>	AFAA representatives (Lou Sticca and Peter Paleologos) meet with Ben Buckley (CEO) of Football Federation Australia and Lyall Gorman (A-League Chief Executive) at FFA HQ in Sydney to discuss a draft Memorandum of Understanding (MoU) between AFAA and FFA. During this discussion, AFAA highlights to FFA what value Australian Agents have brought to the table in relation to Australia's football economy including club transfer fees, overseas player pathways, scouting infrastructure and football market expertise.
<i>April 2014</i>	AFAA committee members meet with the Football Federation Australia's Legal and Regulatory team to discuss the implementation of the draft FIFA Regulations on Working with Intermediaries within Australia.
<i>April 2015</i>	AFAA asks to sit in on talks between FFA and PFA over the ongoing

⁵ @ <https://amp.smh.com.au/sport/soccer/fifa-world-cup-2018/now-agents-take-the-stage-as-socceroos-seek-to-cash-in-20060629-gdnus7.html>

⁶ @ <https://classic.austlii.edu.au/au/journals/ANZSportsLawJl/2006/6.pdf>

⁷ @ <https://www.foxsports.com.au/football/a-league/league-hamstrung-by-lack-of-youth/news-story/c3671620e06589f8f7c4f1f20b88045b>

⁸ @ <https://www.smh.com.au/sport/soccer/ffa-clamps-down-on-transfer-of-minors-20090526-gdtjye.html>

⁹ @ <https://ec.europa.eu/assets/eac/sport/library/studies/final-report-eu-conference-sports-agents.pdf>

	Australian football player pay dispute. AFAA stated that 'enough is enough' and now is the time that AFAA is given a seat at the negotiating table to assist with the Collective Bargaining Agreement ¹⁰ .
<i>April 2015</i>	AFAA and its members (all licensed player agents) issue a statement recommending to Football Federation Australia to toughen A-League salary-cap policing and invest more in its compliance unit. Further, that the game's governing body take a tougher stance on Agents who lack qualifications or the skills required to do the job ¹¹ .
<i>April 2015</i>	FIFA announced mass changes to the way Agents will be able to operate - including dropping the very name they go by 'Agents' and replacing it with the term 'Intermediaries' and that they now mainly come under remit of Football Federation Australia ¹² .
<i>May 2015</i>	Football Federation Australia (FFA) in a pioneering worldwide innovation, publishes the first index (list) of the Australian Pre-lodged Intermediaries (Agents). Specifically, where an Intermediary has pre-lodged their registration and declarations with FFA, the relevant Australian Club (or the Player) will not have to provide to FFA an Intermediary Declaration along with the relevant Representation Contract ¹³ .
<i>February 2016</i>	The inclusion of Asian player visa spots in several Asian countries including China, Malaysia, Thailand (3 +1 or 4 +1 rules) open up unique opportunities for Australian Agents to place Australian players ¹⁴ in those leagues.
<i>March 2016</i>	Football Federation Australia compiled and uploaded its first Intermediary report pursuant to the 'FIFA Regulations on Working with Intermediaries' for the period 1 April 2015 to 31 March 2016. This was the first opportunity for Agents and other stakeholders to identify the club deals, player contract/transactions and which Agents were representing which players ¹⁵ .
<i>May 2016</i>	AFAA and its members oppose the FFA plan to make A-League player wages public. This move will completely counteract the stated aim of maximising a player's contract and create privacy concerns.

¹⁰ @ <https://www.sportsbusinessjournal.com/Global/Issues/2015/09/04/International-Football/FFA-pay-dispute.aspx>

¹¹ @ <https://www.smh.com.au/sport/soccer/player-agents-call-for-ffa-to-toughen-salarycap-policing-20150414-1mku05.html>

¹² @ <https://www.sbs.com.au/sport/article/a-centralised-scouting-model-could-benefit-the-a-league/xss0hcl19>

¹³ @ <https://www.footballaustralia.com.au/governance/intermediaries>

¹⁴ @ <https://www.sbs.com.au/sport/article/more-than-money-on-offer-for-aussies-in-china/oxnjaor5f>

¹⁵ @ https://www.footballaustralia.com.au/sites/ffa/files/2017-09/FFA%20Intermediary%20Reporting%20-%202015-16%20-%20Updated_oquk40a1f1nj15avbqdk0zvt.pdf

<i>October 2016</i>	AFAA and PFA announce the signing of a joint Memorandum of Understanding (MoU) to cooperate on future projects and initiatives ¹⁶ .
<i>August 2017</i>	The PFA rolled out their national program to Australian youth players entitled 'A Professional Footballer's Journey' which included an industry understanding component focussed on the Australian and International 'Player Agents' ¹⁷ space.
<i>September 2017</i>	Tony Rallis, Agent of Football House on the Soccer Stoppage Time radio show engages in a passionate (no topic off limits) diatribe and comprehensive discussion of the main issues from his Agent's perspective including the pros and cons of the National Soccer League, ideas for Australian Player development and the current Agents and A-League space.
<i>April 2018</i>	Lou Sticca and Paddy Dominguez attend the Agents Consultation Workshop hosted by FIFA at their Zurich HQ, Switzerland. This event featured many of the world's Agent powerbrokers including super agents like Jonathan Barnett and Mino Raiola in order to discuss a new framework for the worldwide regulation of player agents.
<i>May 2018</i>	In partnership with the Australian Football Agents Association, the PFA hosted the 2018 Player Agents Conference at PFA HQ in Melbourne ¹⁸ .
<i>July 2018</i>	AFAA receive a letter from James Johnson, then Head of Professional Football at FIFA, advising that another focused consultation with representative groups of agents (including AFAA) on a potential new Agent framework will be held in August 2018.
<i>March 2019</i>	First comprehensive media exploratory article from The Guardian newspaper regarding the Australian Player Agents business. Which amongst other information utilised the Football Federation Australia's own published reports on Intermediaries, where it was noted that last season leading Australian agents like Tony Rallis represented eight players from Western Sydney Wanderers, in 2017-18 agent Zeljko Susa had seven players with Adelaide United and in 2015-16 Dragan Jevtic acted for six players from Sydney FC ¹⁹ .
<i>March 2020</i>	The Professional Football Agents Association (ProFAA) was founded under Swiss law as a global body to represent the interests of football

¹⁶ @ <https://x.com/thepfa/status/791574589352456193?s=46&t=PLj7PitqvJLOUSKUB5tNvQ>

¹⁷ @ https://www.profootballtraining.com.au/wp-content/uploads/PFA-Footballers-Journey-Zone-1-Conference-Flyer_Perth.pdf

¹⁸ @ <https://www.youtube.com/watch?app=desktop&v=AQUEBEW8sJA>

¹⁹ @ <https://www.theguardian.com/football/2019/mar/14/behind-the-football-the-uncertain-role-and-influence-of-agents>

	agents worldwide to FIFA and UEFA. It is the brainchild of leading Australian agent Paddy Dominguez, among others. Subsequently, ProFAA had issued proceedings at the Court of Arbitration for Sport (CAS) against FIFA, on the legitimacy of parts of the new FIFA Football Agent regulations.
<i>July 2020</i>	John Grimaud a leading Australian agent, predicts the immediate crash in Australian player foreign transfers, which did indeed last at least until mid-2022 ²⁰ .
<i>November 2020</i>	AFAA make submissions and recommendations to the European Football Agents Association (EFAA) concerning the 1 st draft of FIFA's new Football Agents Regulations to be submitted collectively to FIFA.
<i>March 2021</i>	Leading Australian agents meet with Football Australia to consult and discuss Football Australia's Domestic Player Transfer System Transformation White Paper.
<i>November 2021</i>	The PFA launches its 'Your Career' player development program to first year A-League Men and Women players which also features the role of Player Agents ²¹ .
<i>January 2022</i>	AFAA make submissions and recommendations to ProFAA concerning FIFA's 3 rd draft of the new Football Agents Regulations to be submitted collectively to FIFA.
<i>February 2022</i>	The Australian Professional Leagues (APL), the PFA and AFAA meet to discuss a potential Australian Player Agents accreditation scheme and framework to lift Agent standards.
<i>February 2022</i>	Several international Agents' Associations representatives including from AFAA attend (via conference call) FIFA's 3 rd consultation process on the draft FIFA Football Agents Regulations. FIFA's Agent Department staff host this online meeting.
<i>May 2022 and July 2022</i>	Football Australia hosts two roundtable meetings with key Australian Agents to discuss running a pilot scheme to test run some of FIFA's new Football Agents Regulations framework.
<i>June 2022</i>	In an interview style article by Michael Lynch of the Sydney Morning Herald, where Agents were also invited to discuss the Socceroos decline - it was Lou Sticca who stated that 'in the last 15 to 20 years you have had the NSL collapse, the A-League start, the arrival of private and club academies, the demise of the AIS, so it's an imperfect storm' ²² .

²⁰ @ <https://www.ftbl.com.au/news/australias-leading-agent-predicting-crash-in-aussie-foreign-transfers-550087>

²¹ @ <https://x.com/thePFA/status/1458240521512448003?s=46&t=PLj7PItqvJLOUSKUB5tNvQ>

<i>December 2022</i>	Australian Frank Trimboli, Co-Head of Football and Agent at CAA Base (London) was ranked 25 th by Forbes Magazine in its Worldwide Sports Agents Commissions rankings ²³ .
<i>March 2023</i>	In a comprehensive deep dive article by Joey Lynch of Optus Sport into FIFA's new Football Agent Regulation reforms, the aims of these new reforms to regulate the Agent 'Wild West' is unpacked. The article features from the Australian football stakeholder perspective, the views of James Johnston, CEO of the Football Australia and John Grimaud, Australian Agent ²⁴ .
<i>March 2023</i>	Football Australia issue Circular No. 23-01 to the members of Football Australia to provide an update regarding the approval of the FIFA Football Agent Regulations (FFAR) and Football Australia's National Football Agent Regulations (NFAR). The circular advises that the NFAR provisions provide jurisdiction to the Football Australia National Dispute Resolution Chamber (NDRC) to determine disputes arising out of, or in connection with, an agent representation agreement without an international dimension ²⁵ .
<i>April 2023</i>	Football Australia approves its new National Football Agent Regulations.
<i>June 2023</i>	Football Australia incorporates a presentation module on the Football Agents Business into their Asian Football Confederation (AFC) Professional Coaching Licence course.
<i>December 2023</i>	Frank Trimboli of CAA Base, is named as one of three finalists for Best Agent at the 2023 Globe Soccer Awards ²⁶ .
<i>January 2024</i>	AFAA advises its members and other Australian Agents, that the FIFA Agent commission/service fee caps stipulated in the FFAR does not apply to the Australian market at this time due to competition law concerns.

²² @ <https://www.smh.com.au/sport/soccer/from-kings-of-oceania-to-asian-minnows-behind-the-socceroos-decline-20220606-p5arb9.html>

²³ @ <https://www.forbes.com/profile/frank-trimboli/?sh=4454ea813590>

²⁵ @ <https://www.footballaustralia.com.au/sites/ffa/files/2023-03/23-0331%20-%20FA%20Circular%2023-01%20-%20National%20Football%20Agents%20Regulations.pdf>

²⁴ @ <https://sport.optus.com.au/news/all/os55735/fifas-new-agent-regulations-look-to-safeguard-players-but-some-warn-a-few-rules-may-harm>

²⁶ @ https://www.instagram.com/caa_sports/p/C1NBuX9OqpP/?hl=en