



Do I need a Player Agent?

Here is some information to help you decide if you need a Player Agent or if one is right for you.

Am I required to have a Player Agent?

- No, not every Player needs an Accredited Agent, especially in the early stages of their career. Some Players are happy to represent themselves and are well advised by their parents/ close relatives and the collective representation of the ACA. A lot will depend on a Player's personal circumstances, profile and stage of career;
- However, a good Accredited Agent, engaged on the right commercial terms, can be very beneficial.

Commissions and Other Payments to Agents

- What agreement a Player reaches with an Agent should reflect what a Player's needs are at that time. The ACA recommends that Players carefully consider what assistance they would like their Agent to provide and what types of contracts the Accredited Agent should receive a commission or other payment for;
- Some Players want their Accredited Agent to find them personal sponsors and external marketing opportunities, and agree to pay the Agent a percentage of these payments;
- The Standard Player Agent Agreement contains a schedule that lists the most common types of Player Contracts and invites a discussion of whether or not a commission (or other form of fee, if any) should be payable on that type of contract. Some types of Player Contracts are not able to be negotiated by an Agent, nor is the size of a Retainer negotiable, whilst other forms of contract allow the Retainer and term to be negotiated;
- The ACA does not regulate what an Accredited Agent can charge a Player by way of a commission or other fee. This is left to the Player and Accredited Agent to negotiate and agree;
- Before you reach an agreement with an Accredited Agent, make sure you understand how the fees are calculated and when they will fall due. If you need help understanding how the fees work and/or when they will be payable, please contact the ACA before signing a Player Agent Agreement with an Accredited Agent.

What can a good Player Agent do for me?

- Actively seek endorsement, sponsorship and professional opportunities that generate income and increase your profile;
- Increase your profile in the media and generate positive press;
- Whilst the role of an Accredited Agent in negotiation of a standard form Playing Contract is minimal (as it has already been done by the ACA as part of the MOU negotiation process), a good Player Agent may be able to:
 - provide guidance to help you maximise opportunities in and out of sport;
 - negotiate your Retainer amount and/or negotiate multi-year contracts;
 - help you manage your contractual obligations, such as attending and monitoring appearances;
 - negotiate a new contract with your existing employer or find opportunities with other State Associations or W/BBL clubs when you are coming off contract;
 - support you through your sporting career and as you transition out of it;
 - help find opportunities for you to play in overseas leagues and competitions if this is something you would like them to do.

Agent Accreditation

Under the terms of the MOU, Cricket Australia, the State Associations and W/BBL Teams agree that they will only deal with Agents of male and female players who are formally accredited under the ACA Player Accreditation Scheme. These cricket bodies can also continue to deal with Players and their immediate family or legal guardians; Accredited Agents must pass an entrance exam, abide by the schemes' Regulations and Code of Conduct, have insurance in place and use a Standard Player Agent Agreement.

Things to consider before selecting a Player Agent

- What would you like an Accredited Agent to do for you (get you a new/extended Playing Contract, find you a personal sponsor)?
- What background does the Accredited Agent have?
- What is their experience with cricket and how much do they know about your career?
- Do they understand the sporting landscape and know the best culture and environment for success? If an Accredited Agent manages similar athletes to you, they may understand your needs better, but there may be a conflict of interest managing you in some situations (e.g. which Player should they put forward for a particular opportunity?)
- Who else do they manage in your sport; in other sports?
- Are there similar Players to you already on their books?
- Will you receive the personal service you need?
- Do you need your Accredited Agent to assist you with accessing legal and financial advice outside of the services the ACA offer?
- Are they genuinely interested in your wellbeing and future?
- What is the Accredited Agent proposing to charge by way of a commission or other fee and for what particular services?
- Have you spoken to a few other agents and Players to get a feel for what other Accredited Agents may offer?
- Where is the Player Agent based? Are they able to meet you regularly face to face and are they well-connected in your State?
- Have you sort the advice of people you trust before signing and find out if other athletes are happy with the job they are doing for them?
- What is being proposed to you in your Player Agent Agreement?
- How long a deal should you do with an agent?
- Have you had a detailed discussion about their fees and how are they structured? (eg. Flat rate or a commission on certain contracts etc). **If you are unsure about the fee structure proposed by an Accredited Agent, please contact the ACA.**
- What sponsorship/endorsement deals have they previously negotiated for other clients?

If I have an agent, how can we best work together?

If you decide to engage a player agent, it is important to establish a positive relationship which has defined expectations and goals for your career on and off the cricket field.

This will help your Accredited Agent target their work to meet your needs and ambitions.

Key Contacts

Lauren Ebsary - Cricket Operations and Player Relations Senior Manager

Mobile: 0428 189 820

Email: lebsary@auscricket.com.au

Lachlan McKenna - Cricket Operations and Key Stakeholders Senior Coordinator

Mobile: 0425 104 652

Email: lmckenna@auscricket.com.au

What if I change my mind?

If you change your mind about having an Agent you can terminate your Player Agent Agreement with your Accredited Agent by providing 3 months' notice in writing;

Please be aware that termination in this manner shall not exclude the obligation of the Player to pay the Accredited Agent any fees the Accredited Agent is owed and entitled to according to the Player Agent Agreement as and when the fees fall to be paid. Conversely, the Accredited Agent may be required to refund a pro-rata portion of any advance fee payment received as it relates to the period post-termination.

If you have questions about ending your Agent Agreement please contact the ACA.

If you want some assistance in thinking through these issues, or would like to be put you in touch with other Players to discuss their experiences the ACA can assist you with this.

