



# WGEA GENDER PAY GAP EMPLOYER STATEMENT

2023 -  
2024

AUSTRALIAN FOOTBALL LEAGUE



# OVERVIEW

Following amendments to the *Workplace Gender Equality Act 2012*, and as part of the Workplace Gender Equality Agency (WGEA) requirements, the AFL is required to report on gender pay gap data for all employees across all entities within the AFL group.

For 2023-2024, both the average (mean) and median total remuneration and base salary employer gender pay gaps will be released.

For the first time, the data reported on will also include CEO or equivalent and casually employed managers' remuneration.

**This means that gender pay gap data released in 2025 by WGEA, is not directly comparable to the gender pay gap data released in 2024.**



The employer gender pay gaps published by WGEA in 2025 cover the period 1 April 2023 to 31 March 2024.





# COMMITMENT STATEMENT



**At the AFL, we are dedicated to fostering a culture of belonging.**

Guided by our vision – ***for everyone to love and connect with Australia's game*** – we are committed to building a high-performing team, that finds strengths in our differences and are united by our passion for making a positive impact.

**We remain bold in our ambition to embed gender equity into everything we do.** Ensuring all our people are valued and empowered and can thrive as their authentic selves.

This is driven by our Gender Equity Action Plan (GEAP), which is built on our core pillars of **equity, belonging, safety and respect**.

Since the development of our inaugural plan 2018, we have made significant progress, but our aspiration remains the same – **to achieve gender balance at all levels and in all areas of our organisation.**



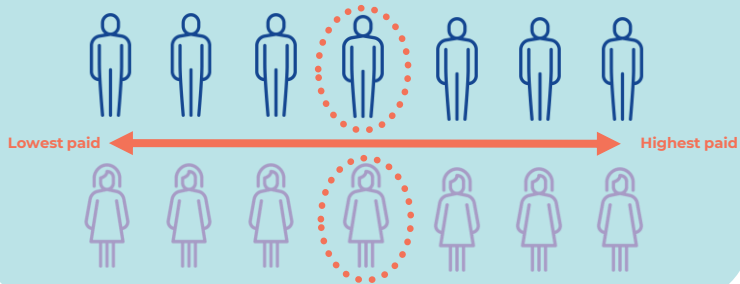
# UNDERSTANDING THE GENDER PAY GAP



The WGEA gender pay gap (GPG) metric is defined as the difference between the earnings for men and women, expressed as a percentage (%) of men's earnings. This year, WGEA has published the **mean** and **median** GPG for **base salary** and **total remuneration**.

## Median Gender Pay Gap

The median gender pay gap is calculated as the difference between the middle earnings of men and the middle earnings of women after ranking then in order from lowest to highest.

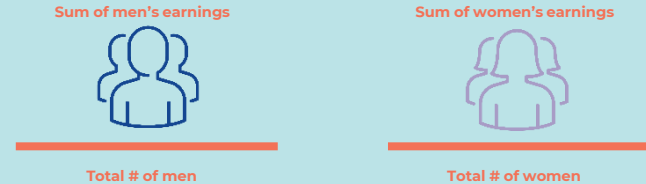


Both the average and median gender pay gaps are expressed as a %, representing the difference between men's and women's earnings.

## Average (Mean) Gender Pay Gap

The average gender pay gap compares the average earnings of men to the average earnings of women in the reporting group.

This is calculated as the difference between:



A positive percentage (greater than 0%) indicates the average or median earnings for men is higher than the equivalent earnings for women.

A negative percentage (greater than 0%) indicates the average or median earnings for women is higher than the equivalent earnings for men.

**The gender pay gap is different to women and men being paid the same for the same, or comparable, job – this is equal pay. Equal pay for equal work is a legal requirement in Australia.**

# OUR PROGRESS



“ We are stronger than ever in attracting, retaining, and advancing talent within our organisation.



**We recognise that there is still work ahead, and we remain committed to achieving true gender equity within the AFL.**

Since the development of our inaugural Gender Equity Action Plan in 2018 and backed by strong momentum as we develop our third iteration, we are continuing to provide support and opportunities to create an inclusive and **equal future for all of our people.**

In 2025, we have four women on the **AFL Executive team** and we've continued to increase the representation of women across our team. **Women now make up 45% of our core AFL workforce.**

**51% of our Senior Leaders** ('Head of' roles) are women, a significant rise from 16% in 2018.

We remain steadfast in our commitment to accelerate progress to equal the playing field. We are developing our third Gender Equity Action Plan, ensuring we continue to champion leading policies, deliver impactful talent and development programs and actively engage men in the conversation to accelerate change.

Change that realises benefits for both men and women in their personal and professional lives.

# OUR PROGRESS: SNAPSHOT



**51% of Senior Leaders are women**



**10% increase in number of women in Football Department**



**57% of new starters are women in 2024** – up from 39% in 2021



**First woman appointed to EGM Football position**



**45% of AFL Core Workforce are women** – up from 38% in 2021



Established **AFL Graduate Program. 83% Women in inaugural program**



**Targeted Talent Programs to accelerate progression** – Women in Leadership, Accelerator and GenW, Women in Football



Annual AFL Industry **Women's Summit**



Scholarships to further education and career aspirations – **Jill Lindsay and Ray Gunston**



Launch of inaugural **AFL Pride Plan** – fostering inclusion for LGBTQI+ team members



**0% median pay gap** recorded in 2022-2023 – WGEA reporting



26 weeks **Parental Leave** for primary carer with no qualifying period and ongoing paid superannuation



AFL Podcast – **League Leaders** – profiling senior women across the AFL Industry



Established AFL Industry **Diversity Dashboard**



**Men's health and development** series to promote healthy masculinity

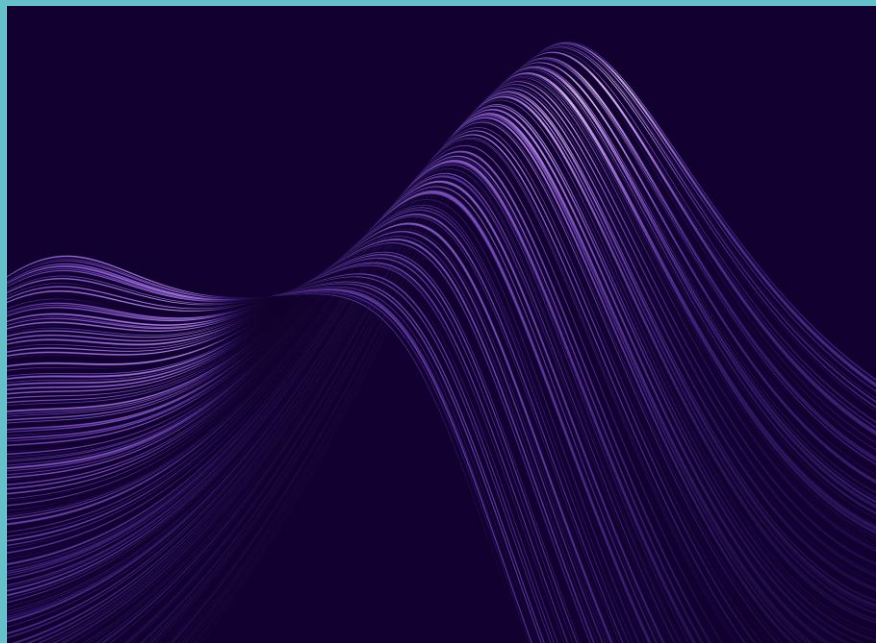
# AFL GROUP

Our WGEA reportable workforce is the **AFL Group** which includes approximately **3,700 employees** – full-time, part-time and casual employees and our CEO (for the first time)

## A breakdown of the AFL Group for 2023-2024 data:

In addition to our permanent AFL workforce, the AFL Group includes:

- Talent Pathway casual employees
- Game Development casual employees delivering community and school programs across AFL and AFL state entities
- All AFL, AFLW, VFL, VFLW and Coates League umpires and match officials
- Casual employees at Melbourne Stadiums Limited (Marvel Stadium)



# OUR RESULTS >>>

**Our median gender pay remains 0% – compared to 18.3% across Australia (total remuneration).**

**Our average (mean) total remuneration pay gap is 3.9%**

The 2023-2024 data is slightly higher than the previous reporting period due to changes in reporting requirements (inclusion of CEO remuneration) and a new Collective Agreement for our elite umpires.

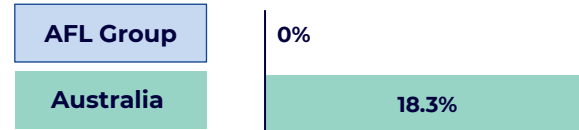


While our median pay gap remains at zero across the AFL workforce, we have an average (mean) pay gap of 3.9% and are continuing our efforts to reduce this.

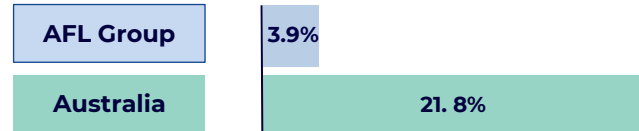


The tables shows the WGEA metrics when applied to our **AFL Group** data and compared to the overall Australian pay gap figures.

## Median total remuneration



## Average (mean) total remuneration



When we compare our **2022-2023** to **2023-2024** reporting data, our **average (mean) total remuneration** is lower at **3.1% (v 3.4%)**

# OUR ONGOING COMMITMENT



Work is currently underway on the development of our third Gender Equity Action Plan to help us reach our aspiration of a truly inclusive and equitable AFL workforce.

We are actively engaging men and women on this important conversation, and to actively contribute to the development of our future plan.



## What we are continuing to work on



Creating a truly safe, inclusive and respectful culture of belonging



Applying a gender equity lens at every people touchpoint – recruitment, performance, remuneration, rewards



Focusing on 'hot spot' areas and levels to improve gender balance – attraction, recruitment, internal promotion



Partnering with all 18 AFL Clubs to work towards gender balance at every level and area



Delivering development programs for our talented women across the industry to accelerate their career progression – GenW, Women in Leadership, Women in Football, Emerging Leaders



Continuing to provide leading policies, practices including parental leave and flexible working to ensure we are a great place to work