



Matt Finnis is the Chief Executive Officer of the AFL Players' Association.

He joined the AFLPA in April 2005 as Manager – Player Relations and was promoted to the position of General Manager – Operations in February 2006. He was acting CEO between March – May 2009 whilst previous CEO Brendon Gale was overseas on study leave and was interim CEO since Gale resigned on 8th August.

In his time at the AFLPA, Matt has been responsible for collective bargaining negotiations involving player employment conditions and entitlements and has represented player interests in relation to a range of issues including drugs in sport, player conduct, individual grievances and the exploitation of commercial rights. Matt has also chaired the AFLPA Player Agent Accreditation Board which is responsible for the accreditation and regulation of player managers.

Matt is a qualified lawyer and continues to hold a practicing certificate issued by the Law Institute of Victoria.

Immediately prior to joining the AFLPA, Matt worked as a commercial lawyer with Lander & Rogers Lawyers advising numerous sporting organisations, businesses, athletes and government agencies in relation to a range of legal matters.

Matt also has experience in sports marketing and media, having held a variety of contract positions within the sports industry whilst completing his Bachelor of Laws (Hons) on a part-time basis.

In 2008, Matt graduated as a fellow of the Vincent Fairfax Fellowship - a 2 year intensive professional development program in ethical leadership conducted by the St James Ethics Centre.

In the community, Matt is currently a director of Surfing Australia – the peak governing body for the sport of surfing, and has been a director and company secretary of Surf Life Saving Victoria since 2002. Matt was also a founding director of HeartKids Australia, a charity supporting children born with congenital heart disease.

Matt is married to wife D'Arne and a father of two young boys – Jake and Ryley.