

RCM SPORT



RCM Sport sits at the forefront of developing, coaching and advising our roster with a new and innovative management approach to ensure you get more out of your management team.

No other group can offer such an experienced group of people, providing the personal service that is vital in the various stages of an AFL career.

In the field of AFL player management, Ralph Carr alongside Adrian Marchesani and a team of highly skilled, administrative experts provide a boutique and personalised approach to AFL player management from our offices in Richmond – where we have been situated for over 20 years.

“Quality over quantity is our game and we strive to keep it that way to enhance all aspects of your career.”

RCM targets only a select group of potential clients.

Our team includes two AFLPA Accredited Agents and an experienced management administration staff.

Our approach is extremely personalised and we

don't compromise on this. We strive to be part of something special.

Ralph Carr – Is a recognised expert in AFL contract negotiations and also has key contacts in the corporate world. Ralph led from the forefront in the Dustin Martin deal, the largest in AFL history, and also negotiated the lucrative Travis Cloke Collingwood deal.

Ralph Carr also has experience on the other side of the fence having served as a Board Member of the Carlton Football Club.

RCM has been a permanent fixture in the Australian Management Industry for over 20 years.

RCM is widely recognised for our work with some of the most successful artists of Australia including Tina Arena, Vanessa Amorosi, Kate Ceberano, Juliette Lewis, Jon Stevens and Richard Wilkins.

RCM Sport delivers the same high quality and innovative standard of service that our entertainment clients have benefited from for over 20 years.

This experience is what distinguishes RCM and demonstrates how unique this company truly is. Our focus is our players best interests at all times due to our boutique-style group.

As our client, you will have access to our team, which is considered with the highest regard in the AFL management community.



PLAYER MARKETING

We aim to build brand profile for all our athletes and endeavor to achieve maximum financial return for both our athletes and corporate partners.

Our ability to forge relationships between sports' biggest properties and the corporate world's strongest brands is the key to our success and we have been achieving this for over twenty years.

AFL FOCUS

We maintain strong working relationships with all eighteen clubs and the AFLPA in order to ensure the appropriate structures are in place pursuant to what is called the 4 pillars:

1. Career Transition and Education
2. Financial Education and Support
3. Cultural Diversity
4. Well being services

TRANSITION

RCM Strongly believe in preparing now for the future.

Together we will develop a strategy with your parents input, focusing on your external passions and as such, identify your strengths.

We use all relevant resources available at club level, the AFLPA and RCM's huge network of contacts to ensure you are adequately equipped with the essential knowledge and skills to adjust into the 'real world'.

Our approach to address post-career requirements relies heavily on having a strong and stable financial base from which to grow, no matter how long a player's tenure is.

We will endeavour to ensure you are equipped for life, once your football career is complete. Working on this with us, will create stability for you from day one.

We would love to discuss representing you in the AFL world and the many aspects which are beyond the AFL.

"At RCM we like to do things a little bit differently..."



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