

NRL SEASON

2024



Annual Report



AUSTRALIA AND THE PACIFIC'S #1 SPORT

200.5m

Total AUS and NZ Viewership (+8.6% YoY)

4.79m

Total Attendance (+3.8% YoY)

1.03m

Participation (+20.6% YoY)

11.0m

NRL Fans (+3.8% YoY)

3.51m

NRL Accounts (+12.9% YoY)

For the first time ever, the NRL Telstra Premiership season kicked off on American soil when the Sea Eagles, Rabbitohs, Roosters and Broncos took to the magnificent Allegiant Stadium in Las Vegas.



MESSAGE FROM THE CHAIRMAN

It is with pleasure that I deliver to you the 2024 results following the most successful year in the game's history.

A stronger and more secure future for Rugby League

Key financial highlights from 2024 are as follows:

- » Record revenue: Total revenue increased by \$43.7 million to a new record of \$744.9 million.
- » Record distributions: Distributions to players, NRL Clubs and game development increased by \$22.6 million to \$475.5 million.
- » Record financial position: The Commission is pleased to announce a 2024 operating surplus of \$62.3 million, the fourth healthy operating surplus in a row, maximising the opportunity for reinvestment in Rugby League. The ARLC's financial position continues to improve considerably. With consistent annual increases in revenue and surpluses compounding over several years, net assets are now \$322.4 million, up 24% on 2023.
- » An efficient and effective organisation: Overall operating expenses ratio to revenue was maintained at a record low 22%, a strong result in a period of high inflation.
- » Diversifying income streams: Acquisition of diversified income-producing investments including the IBIS Styles Port Macquarie Hotel and Mantra Terrace Hotel in Brisbane, which adds to the existing hotel portfolio in the group.

Outstanding finances and growth have allowed the Commission to increase support for Clubs and States, while



also increasing investments into new revenue generating assets. Efficient operations have facilitated investments in participation and pathways, driving record growth from the grassroots of the game through to the elite.

The number one sport in Australia and the Pacific

The game's excellent financial performance was matched with success on and off the field.

- » Rugby League is the most watched sport in Australia and the Pacific: In 2024, total viewership across all formats in Australia and New Zealand was a record 200.5 million, up 8.6% from 184.7 million in 2023.
- » Record NRL crowds: Nearly 4.8 million fans attended games across all formats, the highest on record.
- » A booming women's game: Women's State of Origin attracted over 3 million viewers across the expanded three game series, marking a 34% increase in average viewership compared to 2023. Meanwhile, the NRLW Premiership recorded 8 million viewers in 2024, maintaining strong audience engagement.
- » A flourishing international sport: In 2024, the Women's Pacific Championships successfully expanded from five to eight fixtures. Overall viewership across both competitions increased by 43% from 2023, further solidifying Rugby League's pre-eminence across the Pacific.
- » A growing community of over 1 million Australians: The Australian participation ecosystem of registered players and volunteers across touch, tag and tackle surpassed 1 million for the first time in 2024. Strong growth was achieved across all major participation formats of Rugby League, reinforcing the game's foundations for future success. Rugby League is now the largest and most connected community in the Pacific.

A bigger and better 2025

Rugby League emerges from a record 2024 with a strong platform for growth.

With revenues growing, record fan interest, new assets, well-funded

and successful NRL Clubs and State Leagues and a booming participation ecosystem the future is exciting for our game.

We are looking forward to working together with you in 2025 in what promises to be a fantastic season. Some key highlights include:

- » Rugby League returns to the United States: Following the landmark success of the 2024 season opener, Rugby League will return to Las Vegas in 2025 with an expanded schedule, featuring the NRL season opening double header and Super League fixtures, alongside a historic international women's Test between the Jillaroos and England. These matches form part of the ARLC's ongoing United States Strategy.
- » Growing the Number One sport of the Pacific: With the successful negotiation and funding of the game's expanded Pacific Strategy, Rugby League will consolidate and grow its position as the Pacific's preeminent code over the next decade.
- » An expanded women's game: Expansion of the NRLW Premiership to a 12-team competition will see the Bulldogs and Warriors joining the competition, while the introduction of the NRLW Magic Round will create a new tentpole season moment.
- » The Greatest Game for All: Whether it is touch, tag, tackle or new recreational formats of the sport such as Beach Touch, the ARLC is committed to providing a format of Rugby League suitable for everyone. The growth of the game at grassroots level is a key priority of the ARLC and will allow us to maintain our position as the largest sporting community in Australia and the Pacific.

Club licence

- » The club licence agreements have been executed by all clubs, ensuring continuity and stability across the competition for the next decade. With the introduction of the Papua New Guinea team, this marks a significant milestone in reinforcing the long-term sustainability and success of the NRL and its Clubs.

State funding agreements

- » The ARLC was pleased to agree a long-term funding arrangement with both the NSW Rugby League and the QLD Rugby League providing financial security to both States. The agreed funding structure ensures ongoing investment in grassroots development, talent pathways, and competition operations until the end of 2027. This commitment strengthens the foundation of the game and aligns with the ARLC's broader strategic objectives.

Growing the grassroots

- » The ARLC remains committed to investing in grassroots Rugby League, recognising its vital role in developing future talent, future fans and strengthening community engagement. Funding allocations will continue to support junior participation programs (touch, tag, tackle and recreational), local club development, improved coaching initiatives and expansion of the volunteer and administrator base. This commitment ensures a strong pathway from the grassroots to the elite level, reinforcing the game's long-term growth and sustainability.

Investing in income generation

- » The ARLC continued its strategy of developing a strong, revenue generating asset base to provide financial security and steady passive income to the game. The ARLC is focused on assets that will provide long term capital growth and regular income.

Pacific strategy

- » The ARLC concluded the largest single Government investment into any sport with the Pacific Strategy. This will set Rugby League up as the game of the Pacific and provide new fans, new player talent and new revenue streams for the game. Following the conclusion of the detailed Government Funding Agreements, the ARLC will provide the cash payments to Clubs as outlined in discussions with the Club Advisory Group over the next few years.

I would like to thank all Clubs, States and players for their support and contribution to what was a truly landmark 2024 NRL season.

With elite Rugby League being played across the US, UK, Europe and the entire Pacific in 2025, there has never been a better time to be a fan of the Greatest Game for All.

We look forward to continuing to work with you as we seek to elevate our great game to a new benchmark of success once again.

Peter V'landys AM
Chairman
Australian Rugby League Commission

MESSAGE FROM THE CEO

After a record breaking 2024, Rugby League is strong, healthy and vibrant. With more people watching and playing Rugby League than ever before, the game's future is bright and there is much to celebrate.

The best entertainment experience

With the best sports entertainment experience for fans, Rugby League smashed viewership records. In 2024, we reached over 200 million viewers in Australia and New Zealand. More than 10.2 million people viewed the 2024 State of Origin series, with an average of 3.4 million viewers per match—a strong 11% increase from 2023. Meanwhile, the Women's State of Origin broke new ground as a three-match series, captivating over a million viewers per game and more than 3 million in total, showcasing the surging interest in women's Rugby League.

The Pacific Championships smashed attendance and viewership records, with a total audience of 6.2 million across all tournaments, a remarkable 40% increase over 2023.

Rugby League – the greatest game for all

With a vision of creating the largest sports community in the Pacific, in 2024 we experienced unprecedented participation at the grassroots level. Incredibly, we had



over 1 million participants play touch, tag or tackle Rugby League across Australia. Whether its clubs, schools or the wider community, Rugby League – however you play it – is going from strength to strength.

Whether it is fans in the US and UK following the Premiership or young participants in the Pacific playing footy, we continue to see rapid expansion at every level of the game. Building to a World Cup in 2026, the demand for world class Rugby League is growing and we will invest wisely to ensure we capitalise on our momentum as we take our great game to the world.

A team effort

None of the NRL's successes in 2024 would have been possible without the unwavering dedication of our participants, coaches, referees, volunteers, sponsors, stakeholders, and passionate fans. To each of you, thank you for your tireless contributions to the success of our game. Thank you to our partners – broadcasters and sponsors – for your loyalty and advocacy. Thank you to the Clubs, State Leagues, RLPA and hard working NRL team members.

Thank you to Australian Rugby League Commission Chairman Peter V'landys AM for his visionary leadership, and to all Commissioners for their guidance and strong governance, which continue to build the future of our sport.

As we head into 2025, there has never been a more exciting time to be part of our community.

Andrew Abdo
Chief Executive Officer
National Rugby League

AUSTRALIAN RUGBY LEAGUE COMMISSION

The Australian Rugby League Commission (ARLC) is the single controlling body and administrator of Rugby League in Australia, and is made up of high-profile business and sporting leaders who act as trustees of the game.

Together, they work with the ARLC's administrative executive to foster, develop, and grow the game and provide adequate funding for Rugby League at all levels. The ARLC also liaises with and delegates appropriate functions to the governing bodies in the States and Territories of Australia, including the NSWRL and QRL.



Peter V'landys AM (Chairman)

Mr V'landys was appointed Chairman of the ARLC in October 2019 and in 2022 was appointed a Director of the International Rugby League Board. He is Chief Executive and board member with Racing NSW and serves across a number of Boards associated with the thoroughbred racing industry. In 2014, he was appointed as a Member of the Order of Australia for his services to the racing industry.



The Hon. Peter Beattie AC

Mr Beattie is the Chairman and a Director of the Investment Fund Brandon BioCatalyst, the largest life science investment fund in Australia. He is also an Ambassador for Life Sciences Queensland, joint adjunct professor at the University of Queensland's Australian Institute for Bioengineering & Nanotechnology and Institute for Molecular Bioscience.



Tony McGrath

Mr McGrath is a former partner at KPMG and is a co-founder of McGrath Nicol. He is a Director of the National Foundation for Medical Research and a Non-Executive Director for Servcorp Limited and 360 Capital Limited.



Scientia Professor Dr Megan Davis AC

Professor Davis is a Scientia Professor, Pro Vice Chancellor and the Balnaves Chair in Constitutional Law, UNSW. She is also an Acting Commissioner of the NSW Land and Environment Court. A constitutional law professor specialising in constitutional design and constitution building, Professor Davis is one of Australia's leading public constitutional lawyers, and a co-recipient of the 2022 Sydney Peace Prize.



Wayne Pearce OAM

Mr Pearce is a former Kangaroos representative who also captained and coached the NSW State of Origin side. He is Chair of both the ARLC Innovation Committee and the ARLC Player Safety Committee. He is a business consultant and Director of Wayne Pearce Advantage and the Wayne Pearce Academy, and holds an Order of Australia medal for services to Rugby League and the community.



The Hon. Kate Jones GAICD

Ms Jones has more than 20 years' experience in senior leadership and government positions and serves on numerous national boards. She is an Independent Commissioner on the ARLC, Chair of the ARLC Participation Australia Committee and is an Independent Director on the Paralympics Australia Board. Ms Jones was recently appointed to the Chairperson of Women in Digital.



Dr Gary Weiss AM

Dr Weiss is Executive Director of Ariadne Australia Ltd, and Chairman of Coast Entertainment Holdings Limited and Cromwell Property Group. He is Deputy Chairman of Myer Holdings Limited, Non-Executive Director of Hearts & Minds Investments Limited, Thorney Opportunities Limited, the Victor Chang Cardiac Research Institute and The Centre for Independent Studies and Director of Invest Gold Coast Pty Limited. Dr Weiss was appointed as a Member of the Order of Australia in 2019 for significant services to business and to the community.



Alan Sullivan KC

Mr Sullivan is one of Australia's leading barristers. Mr Sullivan is currently Senior Commissioner, Cricket Australia Code of Conduct and President of the Football Federation of Australia Appeals Committee. Mr Sullivan is also a member of the Court of Arbitration for Sport and a Commissioner of the International Cricket Council Code of Conduct Commission.

#1 SPORTS EXPERIENCE

The 2024 NRL season proved once again that Rugby League is the number one sports entertainment experience in Australia and the Pacific – and beyond.

From sold-out stadiums and breathtaking live action to record-breaking broadcast audiences, the NRL captivated fans everywhere. Whether you were in the stands or watching from home, the energy and excitement was unparalleled, showcasing the NRL as the ultimate in sporting entertainment.



The NRL double-header season opener in Las Vegas made history as the first competitive games of an Australian sports league held on American soil.

Record-breaking crowds and viewership showcased the potential for broadening the game's audience, engaging fans, and tapping into new international revenue opportunities.

1.05m

Unique users on NRL.com and NRL App over March 2-3

2.78m

Total engagements for NRL in Las Vegas content since August 2023

9.1m

Total video views for NRL in Las Vegas content published since August 2023

1.76m

Total engagements for NRL in Las Vegas content during event week

NRL TELSTRA PREMIERSHIP

Record-breaking viewership and attendance throughout the 2024 NRL Telstra Premiership season reflected the league's growing popularity and the electrifying quality of the competition.

With an average margin of just 14.8 points – the tightest of the past five seasons – and 65 games decided by six points or fewer, the action kept fans on the edge of their seats. It was also a year of attacking brilliance, with the most tries and points scored in a season since 1998.



This thrilling on-field entertainment translated into extraordinary fan engagement. The 2024 Premiership was the most-viewed season in history, drawing an audience of 153.7 million – up 6.7% from 2023. Attendance also reached record levels, with 4.3 million fans attending games, a 4.4% increase on the previous season, and an average attendance of 20,600 per game, up from 19,700 in 2023.

As well as fundraising for a range of fantastic causes, the 2024 season's themed rounds showcased the rich cultural diversity that makes Rugby League the Greatest Game for All.

Indigenous Round

The 2024 Indigenous Round celebrated the rich history and culture of Aboriginal and Torres Strait Islander peoples through the theme Moving Forward Together. Players embraced the round by proudly representing jersey designs inspired by Aboriginal and Torres Strait Islander art and storytelling, while our deep connection saw our venues use the language and names of traditional owners. Matches were opened by Welcome ceremonies and Aboriginal and Torres Strait Islander cultural performances.



Harvey Norman All Stars

The Harvey Norman All Stars returned to Townsville in 2024, drawing 15,579 fans to Queensland Country Bank Stadium. The Indigenous Men's team delivered a 22-14 victory over the Maori All Stars, while the Indigenous Women's team dominated with a 26-4 win over the Maori Women's team.



Magic Round Brisbane

Magic Round set new benchmarks for visitation, fan interaction and engagement over an action-packed weekend in Brisbane. The event was extended into Caxton Street, with three days of activities including the Harvey Norman immersive space cube and Westpac Catch & Keep.



Beanie for Brain Cancer Round

The Beanie for Brain Cancer Round raised \$3.1 million for the Mark Hughes Foundation to enable brain cancer research and support, bolstered by a record volume of online beanie sales. The Big Three Trek from Sydney to Newcastle raised \$230,000 and Sportsbet donated \$66,000 – \$1,000 for each try scored in the round.

Multicultural Round

The 2024 Multicultural Round launched in Parramatta, celebrating the theme 'Stronger Together' and Rugby League's unique cultural diversity. Across the NRL and NRLW, more than half of players have Pasifika or Aboriginal and Torres Strait Islander heritage, with representation from over 60 countries. At grassroots, Club Rugby League participants represent 236 different heritages, showcasing the game's ability to unite communities and cultures on and off the field.

Harvey Norman Women in League Round

A successful year for the NRL Women in League Round saw the introduction of new executive mentoring and internship programs aimed at cultivating the next generation of female leaders in Rugby League. The round also included a charity initiative with partner Harvey Norman, which raised \$14,000 for Ovarian Cancer Australia.



AMPOL STATE OF ORIGIN

The 2024 Ampol State of Origin and Women's State of Origin competitions captivated fans with thrilling on-field action and unforgettable moments that highlighted the passion and skill of the game's best players.



More than 219,000 fans turned out for a gripping Men's State of Origin series, which saw NSW secure a hard-fought 2-1 victory after winning the deciding match in Brisbane – only the third time this has occurred in 45 years of the competition's history.



Blues backrower Angus Crichton capped off his stellar performances by being awarded the Wally Lewis Medal as the Player of the Series.



The women's series marked a milestone in viewership, with an average of 1 million viewers across all three matches.



In its first-ever three-game series, the Women's State of Origin proved that women's Rugby League is a force, playing in front of record crowds, including an impressive 25,492 in Brisbane and 25,782 in Newcastle.

Shannon Mato was crowned with the Nellie Doherty Medal for Player of the Series.



PACIFIC CHAMPIONSHIPS



The 2024 Pacific Championships highlighted Rugby League's continued growth as the premier sporting code in the region, delivering a thrilling celebration of the sport and strengthening its role in uniting communities on and off the field.

Split into the Pacific Cup and Pacific Bowl, the tournament brought together higher and lower-ranked teams, offering an exciting mix of fierce rivalries and emerging talent. The opening match was played at Brisbane's Suncorp Stadium with the Finals being held in front of a sold-out crowd at CommBank Stadium in Sydney. Australia dominated the Pacific Cup, claiming victory in both the men's and women's competitions, while Papua New Guinea and Samoa triumphed in the men's and women's Pacific Bowls respectively.

In the Women's competition, Samoa's debut in the Bowl thrilled fans, culminating in a 34-12 victory in the promotion-relegation playoff to secure their place in the 2025 Pacific Cup.

Meanwhile, the Jillaroos reclaimed their dominance on the international stage, opening their campaign with a stunning 84-0 victory over Papua New Guinea – their third-largest win ever – and capping off the tournament with a decisive 24-4 triumph over the Kiwi Ferns in the final.

The 2024 Women's Pacific Championships not only showcased exceptional talent and fierce competition but also underscored the growing significance of women's Rugby League in the Pacific. It was a tournament that left fans eagerly anticipating what lies ahead in 2025.



» NRLW TELSTRA PREMIERSHIP



The 2024 NRLW Telstra Premiership delivered a season of intense competition and heart-stopping action, showcasing the growing stature and appeal of women's Rugby League. With more ball in play and consistently close game margins, fans were treated to thrilling contests that highlighted players' skill, tenacity and determination.

The season opener set the tone for a groundbreaking year, drawing half a million viewers – the highest ratings ever recorded for a regular-season NRLW match – as the Newcastle Knights faced off against the Sydney Roosters. The Grand Final saw the Sydney Roosters hold off the Cronulla-Sutherland Sharks to claim a dramatic 32-28 victory, cementing their position as a powerhouse in the league.



This remarkable season has elevated the NRLW to new heights, reinforcing its status as one of the world's best female sports leagues. Captivating a growing audience with its dynamic and exciting brand of football.

EXTRAORDINARY ENTERTAINMENT

From spectacular on-field action to immersive game-day atmosphere, the NRL offered fans unparalleled engagement across every touchpoint. With record-breaking attendance, cutting-edge digital innovations, and world-class entertainment, the league continued to connect with millions of fans, proving why Rugby League is at the heart of Australia's sporting culture.



- 295%** Increase in video views on the NRL App since the launch of Match Snaps
- 32%** Year-on-year growth in NRL YouTube video views to 122,100,000
- 11%** Year-on-year growth in traditional video formats
- 10.2%** Year-on-year growth in NRL social media followers (+777,000 followers)
- 3.51m** NRL Accounts (+12.9% YoY)

DIGITAL AND CONTENT

In 2024 the NRL launched Match Snaps – short clips in vertical video format showcasing match and player highlights, stories, behind-the-scenes footage and special content offerings. This mobile-first approach is driven by a calculated shift in video strategy towards short-form, snackable content that is more engaging and sharable, to reach a broader fan audience.

The innovation of the Draw Hub on NRL.com gave fans unprecedented insights into the 2025 NRL and NRLW schedules. Fans can explore the draw using advanced analytics and travel analysis in ways they've never been able to before.

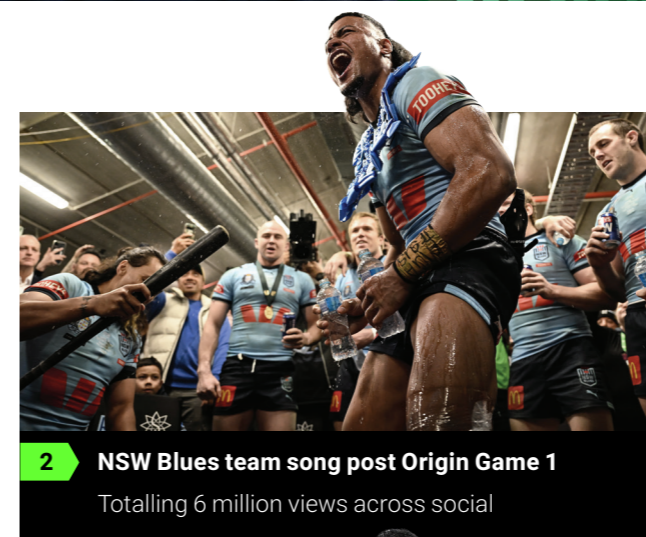
The NRL App saw broadened availability to the New Zealand and US markets to support the organisation's global expansion strategy. This will provide an improved App experience

for international audiences, stimulating growth in these strategically important markets.

Offline, the NRL issued a special edition of Big League magazine for the 2024 NRL and NRLW Grand Finals, celebrating the 50th anniversary of the Big League Grand Final program, first printed in 1974. Offered exclusively at the NRL Fan Fest in Sydney, and in the stadium precinct on Grand Final day, the special issue sold out in a matter of hours.

NRL 2024: Top 5 content highlights

- 1** Reece Walsh with his daughter on field at Origin Game 1
Totalling 10 million views across social



ELEVATING THE FAN EXPERIENCE



Our 2024 NRL Telstra Premiership launch campaign, 'Let's Go', amplified the buzz generated by the Las Vegas season opener across the competition, driving record-breaking attendance and broadcast milestones.

This included Round 26, which drew 212,725 fans to become the most-attended regular season round in NRL history. Building on this momentum, the 2024 season became the most attended Premiership season of all time, drawing a record 4.3 million fans.

After a record-breaking year in 2023, growth across the NRL's major events portfolio also hit new heights in 2024. Backed by a sustained campaign across paid and earned media, the Women's Origin series began with a record crowd of 25,492 before the series' first-ever sellouts in Newcastle and Townsville. The men's series saw sellouts in Sydney and Brisbane either side of a crowd of 90,084 in Melbourne and was the most-watched series since 2016. There were a record 10 major event sellouts in total, including a second consecutive year for NRL Magic Round Brisbane and a first-ever sold-out Final for the Pacific Championships at Sydney's CommBank Stadium.



11.0m
Total NRL fans
3.8% increase on 2023

\$61.4m
In ticketing revenue
19% increase on 2023

940,000
Major event attendees
14% increase on 2023

107,000
New fans attending NRL major events for the first time in 2024
Up 73% YoY

7.3m
NRLW fanbase
Up 5.7% YoY

11.2m
Viewership across NRLW and Women's Origin
13% increase

2024 season started with All Stars in Townsville

Performance from Jess Mauboy
(Attendance – 15,579)



Inaugural Las Vegas Game Day Event

Performance by Stafford Brothers
(Attendance – 40,746)



Inaugural Las Vegas Fan Event

Fremont Street, team presentations and performance by Sheppard and Stafford Brothers



Magic Round

Closed Caxton Street for the first time to expand the Magic Round Precinct Area (Total Attendance across 3 days – 149,196)



Women's State of Origin three game series

Game 1 had a performance by Conrad Sewell (Attendance – 25,492), Game 3 had a performance by Dami Im. (Attendance – 22,819)



Ampol Men's State of Origin Game 2

Temper Trap performed at the MCG
(Attendance – 90,084)



Grand Final Week Events

Dally M's at Royal Randwick, Fan Fest at Overseas Passenger Terminal



Grand Final

Performance by The Kid Laroi, Coterie pre NRLW, light up wristbands for the first time thanks to Telstra



Pacific Championships final at CommBank Stadium

Included four games and cultural performances
(Attendance for Final – 28,728)

GROWING THE PACIFIC'S LARGEST COMMUNITY

More than a million people took part in NRL school programs, club competitions and recreational formats in 2024, as the organisation progressed its vision to become the largest and most connected sports participation community in Australia and the Pacific. This extraordinary participation highlighted the NRL's commitment to providing accessible formats and encouraging people to learn, play and stay in the greatest game for all.



SCHOOLS, CLUBS AND RECREATIONAL

1,034,975	Total Participants
201,845	Registered Club Participants
207,097	Registered Recreational Participants
537,407	School Participants
88,626	Volunteers

RECORD YEAR FOR CLUB PARTICIPATION

201,845
Registered participants in Club Rugby League competitions (+5% YoY)

Australian Club Rugby League achieved record participation and strong growth in 2024, supported by tens of thousands of volunteers whose dedication enabled seamless delivery of the game. A marketing and recruitment campaign focused on children aged 5 to 12 helped establish a strong foundation, while regional strategies and tailored local plans further boosted growth. The implementation of industry-leading coach education and the national adoption of a player development framework fostered a positive club environment and helped drive an increase in participant satisfaction rates.

Highlights

76,860	Club volunteers (+9%)
88,942	Participants aged 5 to 12 (+3% YoY)
67,342	Teenage participants (+7.5 YoY)
44,865	Female participants (+15% YoY)
5,598	Participants in Victoria (+22% YoY)

STRONG GROWTH FOR SCHOOL COMPETITIONS

777,908
Participants in school activations, ball-in-hand programs, school competitions and educational programs

A successful year for NRL Australian school programs and competitions helped consolidate their role in fostering the next generation of Rugby League participants. A highlight of the year was the Schoolboy and Schoolgirl Cup, which saw 60 teams compete, culminating in national finals broadcast on Channel 9. A localised approach to school engagement saw K/P-2 programs across Australia explode and facilitated expanded options for touch, tag, and tackle and independent school competitions.

295,723	School participants in ball-in-hand programs (+27.3% YoY)
241,684	Players in gala days and competitions (+52.8% YoY)
201,509	Students reached through promotional and education programs (non-playing participants)
2,983	School Ambassadors (+100% YoY)



SOCIAL AND RECREATIONAL FORMATS DRIVE SUCCESS

207,097
Participants in recreational formats

Social and recreational formats such as touch and tag offer accessible and inclusive pathways for players of all ages and abilities to connect with the game. The NRL's continued investment and support of these formats and ongoing collaboration with our key partners, including TFA, Wheelchair Rugby League and other affiliates, has continued to broaden the game's reach, attract new participants and foster lasting connections to Australian Rugby League throughout 2024.



154,262	Participants in touch football
31,329	Registered participants in NRL social, inclusion and recreational formats, including 7s, 9s, Beach, Wheelchair and Masters
16,658	Registered participants in League Stars after-school and holiday programs
4,848	Registered participants in Rise

STATE LEAGUE AND TERRITORY REPORT

Community Rugby League competitions, managed by the State and Territory Rugby League bodies, continued their growth trajectory of recent years in 2024. Strong results across the Rugby League heartlands of NSW

and QLD were equally accompanied by huge surges in participation throughout Victoria and Western Australia. Victoria's growth in particular set a record for Community Rugby League participation in the state. Nationally, the game

passed 200,000 Community Rugby League participants for the first time in its history in 2024, as Rugby League continues to entrench itself as the largest and most connected sports community in Australia and the Pacific.



New South Wales

117,580

Registered club participants – +4% on 2023 – all-time high

14% Growth

In registered female club participation – 29,970 – all-time high

2% Growth

In registered male club participation – 87,607

2,766

Match officials

304

Matches livestreamed on NSWTV with 27,550 fans tuning in

169

Teams in NSWRL Junior Representatives and Major Competitions, the most in the organisation's history

Queensland

70,636

Registered club participants – +4% on 2023 – all-time high

13% Growth

In registered female club participation – 11,630 – all-time high

3% Growth

In registered male club participation – 59,006 – all-time high

1,956

Match officials

430

Matches livestreamed on the Qplus.tv platform, attracting 266,235 views – 24% increase on the previous year

2,322

Players took part in the QRL's six statewide competitions

Victoria

42,123

Participants across NRL School Programs, competitions and gala days

21% Growth

In registered club participation, now at an all-time high

50% Growth

In registered female club participation

14% Growth

In registered male club participation

Western Australia

33,950

Participants across NRL School Programs, competitions and gala days

13% Growth

In registered club participation

16% Growth

In registered male club participation

3% Growth

In registered female club participation

New Record

A record 1,600 players and 13 cultural groups represented at the Harmony Cup Multicultural Carnival

Northern Territory

11,266

Participants across NRL School Programs, competitions and gala days

6% Growth

In registered club participation

7% Growth

In registered male club participation

2% Growth

In registered female club participation

South Australia

25,625

Participants across NRL School Programs, competitions and gala days

33% Growth

In unique schools engaged in Rugby League (all programs)

46% Growth

Growth in unique schools playing Rugby League

631

Participants in Nunga Tag Primary School Event. The largest single day Indigenous sporting event in Adelaide.



CELEBRATE AND HONOUR



Jahrome Hughes



Olivia Kernick

Melbourne Storm halfback Jahrome Hughes was crowned the 2024 Dally M Medallist, winning by a single point over Sydney Roosters' captain James Tedesco.

Sydney Roosters second-row Olivia Kernick was crowned the Dally M Female Player of the Year with 22 points, ahead of the Parramatta Eels' Abbi Church and Gold Coast Titans' Lauren Brown, who both earned 20 points.

THE DALLY M AWARDS

2024 Dally M Awards – Male

Dally M Medal	Jahrome Hughes, Melbourne Storm
Dally M Fullback of the Year	James Tedesco, Sydney Roosters
Dally M Winger of the Year	Zac Lomax, St George Illawarra Dragons
Dally M Winger of the Year	Brian To'o, Penrith Panthers
Dally M Centre of the Year	Stephen Crichton, Canterbury-Bankstown Bulldogs
Dally M Centre of the Year	Herbie Farnworth, Dolphins
Dally M Five-Eighth of the Year	Tom Dearden, North Queensland Cowboys
Dally M Halfback of the Year	Jahrome Hughes, Melbourne Storm
Dally M Prop of the Year	Joseph Tapine, Canberra Raiders
Dally M Prop of the Year	Addin Fonua-Blake, Warriors
Dally M Hooker of the Year	Harry Grant, Melbourne Storm
Dally M Second-Row of the Year	Angus Crichton, Sydney Roosters
Dally M Second-Row of the Year	Eliesa Katoa, Melbourne Storm
Dally M Lock of the Year	Isaah Yeo, Penrith Panthers
Peter Frilingos Headline Moment	Xavier Coates' wonder try
Provan-Summons Medal	Tyrone Munro, South Sydney Rabbitohs
Dally M Coach of the Year	Craig Bellamy, Melbourne Storm
Dally M Rookie of the Year	Jack Bostock, Dolphins
Dally M Captain of the Year	Stephen Crichton, Canterbury-Bankstown Bulldogs
Dally M Try of the Year	Xavier Coates, Melbourne Storm
Dally M Tackle of the Year	Tom Dearden, North Queensland Cowboys
Ken Irvine Medal	Alofiana Khan-Pereira, Gold Coast Titans
NRL Top Point Scorer	Valentine Holmes, North Queensland Cowboys
Ken Stephens Medal	Nicho Hynes, Cronulla-Sutherland Sharks

2024 Dally M Awards – Female

Dally M Medal	Olivia Kernick, Sydney Roosters
Dally M Fullback of the Year	Abbi Church, Parramatta Eels
Dally M Winger of the Year	Julia Robinson, Brisbane Broncos
Dally M Winger of the Year	Stacey Waaka, Brisbane Broncos
Dally M Centre of the Year	Isabelle Kelly, Sydney Roosters
Dally M Centre of the Year	Tiana Penitani, Cronulla-Sutherland Sharks
Dally M Five-Eighth of the Year	Zahara Temara, Canberra Raiders
Dally M Halfback of the Year	Lauren Brown, Gold Coast Titans
Dally M Prop of the Year	Shannon Mato, Gold Coast Titans
Dally M Prop of the Year	Millie Elliott, Sydney Roosters
Dally M Hooker of the Year	Keeley Davis, Sydney Roosters
Dally M Second-Row of the Year	Olivia Kernick, Sydney Roosters
Dally M Second-Row of the Year	Yasmin Clydsdale, Newcastle Knights
Dally M Lock of the Year	Simaima Taufa, Canberra Raiders
Provan-Summons Medal	Georgia Hale and Zahara Temara on behalf of the Gold Coast Titans and Canberra Raiders
Dally M Coach of the Year	Scott Prince, Brisbane Broncos
Dally M Rookie of the Year	Kasey Reh, St George Illawarra Dragons
Dally M Captain of the Year	Tiana Penitani, Cronulla-Sutherland Sharks
Dally M Try of the Year	Zali Fay, Parramatta Eels
Dally M Tackle of the Year	Abigail Roache, Newcastle Knights
NRLW Top Try Scorer	Julia Robinson (Brisbane Broncos) and Sheridan Gallagher (Newcastle Knights)
NRLW Top Point Scorer	Romy Teitzel, Brisbane Broncos
Veronica White Medal	Kimberley Hunt, St George-Illawarra Dragons

RLPA AWARDS

The Players' Dream Team (NRL)

Fullback	Dylan Edwards
Wingers	Zac Lomax and Brian To'o
Centres	Herbie Farnworth and Stephen Crichton
Five-Eighth	Jarome Luai
Halfback	Jahrome Hughes
Props	Mitchell Barnett and Addin Fonua-Blake
Hooker	Harry Grant
Second Rowers	Eli Katoa and Angus Crichton
Lock	Isaah Yeo
Impact	Terrell May

The Players' Dream Team (NRLW)

Fullback	Tamika Upton
Wingers	Julia Robinson and Stacey Waaka
Centres	Isabelle Kelly and Annessa Biddle
Five-Eighth	Gayle Broughton
Halfback	Tarryn Aiken
Props	Ellie Johnston and Sarah Togatuki
Hooker	Quincy Dodd
Second Rowers	Yasmin Clydsdale and Olivia Kernick
Lock	Simaima Taufa
Impact	Grace Kemp

MATCH OFFICIALS

NRL Referee Debut

Wyatt Raymond	Storm v Bulldogs – Aami Park, 12 April 2024
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NRL Touch Judge Debut

Paki Parkinson	Warriors v Sharks – BGo Media Stadium, 8 March 2024
Clayton Wills	Wests Tigers v Sharks – Leichhardt Oval, 23 March 2024
Daniel Luttringer	Bulldogs v Warriors – Accor Stadium, 6 July 2024

Milestones

Belinda Sharpe, Touch Judge – 200 games	Titans v Sea Eagles – Cbus Super Stadium, 20 April 2024
Adam Gee, Referee – 250 games	Storm v Knights – Aami Park, 9 June 2024
Michael Wise, Touch Judge – 300 games	Broncos v Titans – Suncorp Stadium, 26 May 2024
Matt Noyen, Touch Judge – 100 games	Eels v Panthers – Commbank Stadium, 9 August 2024
David Munro, Touch Judge – 250 games	Panthers v Storm – Bluebet Stadium, 15 August 2024
Phil Henderson, Touch Judge – 200 games	Cowboys v Raiders – Queensland Country Bank Stadium, 17 August 2024
Ashley Klein, Referee – 400 games	Sharks v Cowboys – Allianz Stadium, 20 September 2024

The Players' Champion

Jahrome Hughes (NRL)
Isabelle Kelly (NRLW)

Rookie of the Year

Lachlan Galvin (NRL)
Rory Owen (NRLW)

Dennis Tutty Award

Daly Cherry-Evans (NRL)
Kennedy Cherrington (NRLW)



300 CLUB



The following players made their 300th NRL appearances during the 2024 NRL Telstra Premiership season:

- Jared Waerea-Hargreaves
- Michael Jennings
- Josh Papali'i
- Kieran Foran

HALL OF FAME

The NRL broke new ground in 2024 with induction of the first female players, first coaches and first referees into the NRL Hall of Fame, which honours pioneers, record-breakers and game-changers of the sport.

Women's inductees

- Natalie Dwyer
- Katrina Fanning
- Tarsha Gale
- Veronica White
- Karyn Murphy
- Tahnee Norris

Men's inductees

- Lionel Morgan
- Les Boyd
- Ben Elias
- Steve Renouf
- Cameron Smith
- Johnathan Thurston
- Billy Slater
- Benji Marshall
- Cooper Cronk
- Greg Inglis
- Sam Burgess

Coaches

- Wayne Bennett
- Jack Gibson

Contributors

- Ken Arthurson
- John Quayle
- Frank Hyde
- David Morrow

Referees

- Bill Harrigan
- Col Pearce

Immortal

- Ron Coote



VALE 2024

The NRL paid tribute to the passing of a number of legendary players, coaches, administrators, executives and Rugby League identities who have left an indelible mark on the game.

- Phil Cooley
- Carl Webb
- Troy Dargan
- Darrell Bampton
- John Elford
- Col McLennan
- Rees Duncan
- John Moran
- Darryl Van de Velde

- Leigh Maughan
- Phil Lowe
- Ern Gillon
- Ray Bernasconi
- Ian Heads
- Bob Lanigan
- Keith Barnes
- David Lord
- Terry Hill

- Ron Lynch
- Steve Blyth
- Rob Burrow
- John Topp
- Geoff Robinson
- Bobby Banks
- Mike Colman
- David Morrow
- Graham McNeice

- Barry Vining
- Ed Whiley
- Kevin Goldspink
- John Gocher
- Peter Langmack
- Shaun Wendt
- Graham Willard



2024 RETIRING CLASS

The following players were recognised as the Official Retiring Class of 2024:

Not pictured:

- Hymel Hunt - Knights
- Edrick Lee - Dolphins
- Tyrone Peachey - Penrith
- Tautau Moga - St George Illawarra
- Zane Tetevano - Penrith

- Jesse Bromwich - Dolphins
- Karina Brown - Gold Coast
- Dale Finucane - Cronulla
- Wade Graham - Cronulla
- Shaun Johnson - Warriors
- Chris McQueen - West Tigers
- Kevin Naiqama - Sydney Roosters

- Dylan Napa - Sydney Roosters
- Bradley Parker - Manly
- Nathan Peats - Gold Coast
- Ava Seumanufagai - Canterbury
- Dean Whare - Penrith
- Aaron Woods - Manly



BETTER TOGETHER

The NRL Telstra Premiership season delivered outstanding results in 2024, supported by new and continuing strategic partnerships and fan-focused initiatives that enhanced match-day experiences for spectators and attendees and developed relationships with key communities.



PARTNERSHIP PORTFOLIO

Premier Partner



Commercial partners



Government



COMMERCIAL PARTNERSHIPS

The 2024 NRL Telstra Premiership season has been another phenomenal year, thanks in part to our many commercial partners.

- » Naming rights partner Telstra continued its collaboration with the NRL to develop and grow relationships with grassroots communities and deepen connections with fans.
- » Fiji Airways came on board as presenting sponsor of the inaugural Rugby League Las Vegas event.
- » Westpac continued as the NRL's official finance partner, supporting men's and women's competitions while extending its impact across community initiatives.
- » Red Bull was announced as the official energy drink partner of the NRL and NRLW from 2025.
- » KIA extended its support to the Kangaroos, taking on the 'front-of-jersey' partnership during the Pacific Championships.
- » NRL continued key partnerships with Diageo as naming rights partner for Super Saturday Football, Swyftx as major event bunker partner and Arnott's Shapes as the presenting sponsor of Magic Round Brisbane.

- » JD Sports came on board as the Official Presenting Partner of Rugby League Las Vegas for seasons 2025 and 2026, as well as becoming the Official Sports Retail Partner of the NRL Premiership.

Community commitment

- » Ampol continued to expand its Little Origin initiative, and demonstrated its dedication to grassroots development by donating \$5,000 grants to 10 schools.
- » Telstra's Junior Club Grants initiative awarded over \$150,000 to junior Rugby League clubs.
- » Sportsbet's Try July Campaign raised \$400,000, shared equally by the Australian Skin Cancer Foundation and former Brisbane Broncos NRLW player Toni Hunt.

Grand Final Week

- » The Grand Final Week Fan Fest featured activations from KIA, Telstra, Harvey Norman, Chemist Warehouse and Arnott's Shapes.

- » NRL and Telstra teamed up to enhance the Grand Final by illuminating it with Telstra Try Lights.

Digital partnerships

- » Youi's 'Made by Fans' campaign achieved 17.15 million views across multiple integrations.
- » Westpac's content highlighting high-impact plays inside the opposition's 20m zone was viewed over 18 million times, while its 'Art of the Catch' series reached 2.2 million views.
- » Through the NRL's partnership with Asahi, Victoria Bitter launched its 'Big Leg Up' campaign, which will give \$50,000 to support an amateur senior Rugby League Club.
- » KFC took over the fan cams at the Men's and Women's finals series matches, applying filters to fans' faces on the big screen, with the funniest moments from each week posted across NRL social channels.

GOVERNMENT PARTNERSHIPS

Government partnerships were integral to the success of the NRL's 2024 season.

Support from state and federal governments helped deliver world-class major events, expand community programs, and foster Rugby League's continued growth, positively impacting communities across Australia and the Pacific.

- » The Australian Government confirmed funding for a 10-year Pacific Rugby League Partnership to support investment in grassroots, pathways and elite Rugby League in Papua New Guinea, Tonga, Samoa and Fiji. It will also support the introduction of a PNG-based NRL side as part of a future expanded NRL Telstra Premiership.
- » The Queensland Government and Brisbane City Council renewed the NRL Magic Round partnership, making Brisbane the home of Magic Round for the next three years.

- » The NSW Government partnered with the NRL on the first NRLW Magic Round, which will be hosted in regional NSW from 2025 to 2027. It also invested in the Women's and Men's Origin in Sydney and the Grand Finals.
- » The Victorian Government supported the Ampol State of Origin Game II at the Melbourne Cricket Ground.

The 2024 Pacific Championships was successful with the support of the following governments:

- » The Queensland Government, which invested in the opener at Suncorp Stadium.
- » The NSW Government, which invested in the sold-out Final at CommBank Stadium.
- » The Federal Government, which supported the Pacific Championships Bowl in Fiji through the PacificAus Sports Program.



The NRL would like to also acknowledge government support for the following important social impact and participation programs:

- » School to Work (Federal Government)
- » Battlefield (Federal Government)
- » COMPACT Alliance (NSW Government)
- » State of Mind - All Stars (Federal Government)
- » Tackling Violence (NSW Government)
- » NRL Wheelchair (Queensland Government)

DEVELOPING TOMORROW'S STARS

The Performance & Pathways team aims to provide world class pathways across all aspects of our game, cultivating an environment that supports peak performance and makes a meaningful difference for everyone engaged in the game. This team delivers the NRL's social impact strategy, wellbeing and education initiatives, people and leadership strategies, and diversity and inclusion initiatives.



HERO STORY: LUKE KEARY

Thirteen years ago, a young Luke Keary entered his first NRL Rookie Camp. Today, he stands as one of Rugby League's examples of whole-person development – a premiership-winning playmaker pursuing an MBA while actively mentoring the next generation of players.

Luke Keary's NRL journey

2012	2013	2020
Attended NRL Rookie Camp	NRL debut with the South Sydney Rabbitohs in Round 9	Completed Bachelor of Business Administration during COVID-19
2021	2022	2023
Undertook internship with Koda Capital	Commenced Master of Business Administration	Named Academic Player of the Year
2024	Completed internship with Origin Energy	

"I've been at Uni for a long time... your careers officer at your club is the number one person. There are opportunities there, you just have to turn up and ask for help when you need it."

PLAYER EDUCATION

57% of NRL/NRLW players were enrolled in some form of education during the 2024 season.

NRL players (612 contracted players)

- » 1,068 courses and programs were undertaken.
- » 96 players (approximately 16%) are pursuing or have completed undergraduate or master's degrees.
- » 972 engagements in accreditations, certificates, apprenticeships, and diplomas.

NRLW players (280 contracted athletes)

- » 446 courses and programs were undertaken.
- » 71 players (over 25%) are engaged in undergraduate or master's degree programs.
- » 376 engagements in accreditations, certificates, apprenticeships, and diplomas, highlighting a dedication to professional growth.

PLAYER WELLBEING

- » Over 5,200 formal wellbeing meetings were conducted with NRL and NRLW players by dedicated wellbeing managers.
- » 100% of players have access to dedicated psychologists and counsellors.
- » Dedicated resources, such as Indigenous and Pasifika support groups, offering cultural and spiritual support.

DIVERSITY

ARLC Pacific Maori Advisory Group

The ARLC established the inaugural Pacific and Maori Advisory Group (PAMAG) in 2024. Comprising representatives of the ARLC and members of our diverse Pacific and Maori communities, the PAMAG supports the NRL's vision to be the most connected sport in the Pacific by contributing valuable advice to help shape ARLC strategies, programs and community engagement efforts.

SOCIAL IMPACT

The NRL is a powerful vehicle for inspiring positive change in our communities. Our aim is to lead and inspire people to be the best they can be by providing pathways and opportunities to live positive, respectful, and healthy lives.

Social impact: Key statistics

46	Voice Against Violence workshops
2,459	Voice Against Violence participants
75,682	Participants in social impact programs (34,000 during Roads to Regionals initiative)
680	Schools/Rugby League clubs participating in social impact programs
1,274	Indigenous participants supported through 1:1 mentoring
353	Students placed in post-secondary education or employment

Voice Against Violence

Through partnerships and community support, Voice Against Violence reached a wide audience of senior football clubs, high schools, and primary schools throughout Australia, using the platform of Rugby League to deliver educational messages

on preventing violence, promoting respectful relationships, and empowering communities to take a stand against violence.

Project Pathfinder

Delivered in partnership with NSW Police Force, this diversionary program focusses on engaging and supporting Indigenous youth in regional NSW and in turn reduce the rates of youth crime. A pilot program developed in 2024 saw 13 young people from 10 regional towns participate in a behind-the-scenes NRL and Club operations experience, learning from elite players, staff and hands-on experience. Each young person was paired with an NRL or NRLW mentor and engaged in regular check-ins to assist the young person to actively engage in school, work and their community.

School to Work

The NRL School to Work (S2W) program is an education and employment program that has leveraged the profile of Rugby League, and its unique and special position in Indigenous communities, to support young Indigenous students to complete high school and successfully transition into further education or employment since 2012. In 2024, S2W supported

1,274 students from 11 NRL club catchments, providing mentoring, career guidance, cultural connection, and resources to help students complete their Higher School Certificate and pursue post-school opportunities.

COMMUNITY AWARDS

The NRL Community Awards presented by Westpac are Rugby League's most prestigious community-focused awards, honouring the individuals who work tirelessly in the community to make Rugby League Australia's favourite sport.

- » Women in League Award – Maryanne Longstaff (South Australia)
- » Indigenous Community Award – Jasmine Bond (Queensland)
- » Teacher of the Year – Matthew O'Dwyer (Charles Weston School, ACT)
- » Community Rugby League Club of the Year – Bowen Seagulls (Queensland)
- » Volunteer of the Year – Khalil Kouayder (Greenacre Tigers, NSW)
- » Young Person of the Year – Thomas Ottaway (Queensland)

PEOPLE AND CULTURE

NRL Workforce – Gender Equity

The NRL is dedicated to fostering an inclusive environment where diversity is celebrated. We believe that Rugby League should be accessible and welcoming to all individuals, regardless of background. As part of our commitment to gender equality, we have implemented a range of strategic initiatives aimed at achieving gender targets of 40/40/20 (40% female, 40% male staff, with 20% open). These initiatives include internship and mentoring programs, learning and development opportunities and Workplace Gender Equality Agency annual compliance and reporting.

Category	Female Workforce
Total workforce	49.6%
Key management	33.3%
General Manager	37.5%
Senior Manager	20.7%
Other Manager	28.6%
Non-Manager	43.8%

INNOVATING FOR THE FUTURE

The NRL continues to set the benchmark for sports administration in Australia, combining innovation, efficiency, and a commitment to excellence. From advancing player safety strategies and leveraging cutting-edge technology to championing Indigenous and Pacific players and culture, 2024 was a year of transformative progress.



PLAYER SAFETY



Safe tackle technique

In continuing the game's focus on safe tackle technique, in 2024 the ARLC endorsed the creation of new safe tackle technique resources for participants at all levels of the game. A group of experts that included several elite coaches was formed to develop a tackling framework that could be easily implemented at different stages of physical development and skill level. The first phase of the project is now underway with the development of a community-based tackle program by the NRL Education team. This program will be piloted in 2025 for players aged 8 to 12.



Training loads research

In 2022 the NRL engaged with Clubs on training loads to enable data sharing across the game. This included GPS Match and Training data, and subjective ratings of training loads. During the 2023 and 2024 seasons, the NRL Performance team collated this data, which also included detailed schedules for each team and breakdowns of contact load minutes performed at each session. Management then developed a research strategy with ARLC approval, and in August 2024 a research partner was appointed to lead the project. Phase 1 of this project is underway, with preliminary findings expected mid-2025.



Expert seminars

The NRL has engaged internationally recognised concussion expert Dr Michael Collins from the UPMC Sports Medicine Concussion Program to deliver a series of educational webinars for key NRL stakeholders. The three-part series will take place over the course of the 2025 NRL pre-season, with in-depth concussion education on topics such as diagnosis, management, rehabilitation, and ongoing best practice for brain health. The NRL has some of the most comprehensive head-injury policies and procedures in world sport.

TECHNOLOGY

In 2024 the NRL delivered several major initiatives that have significantly advanced the game's technological capabilities. These projects reflect our commitment to innovation, efficiency, and enhancing the fan experience, positioning us for continued success and growth.



NRL Data Lakehouse

The NRL Data Lakehouse project, also known as NEXUS, centralised the NRL's data infrastructure, creating a 'single source of truth' for game data. It is the first functioning lakehouse in Australian sport, and enables the NRL to identify a single fan view of 5.3 million member data points in various domains including Fans, Participants, Ticketing Revenue, Competitions, Season Memberships, Shops, and Merchandise.



Signings Tracker

The launch of the Signings Tracker created a centralised platform for accurate and current information on player signings within NRL and NRLW competitions. Following the launch, Signings Tracker articles have generated 1.46 million website page views and 692,000 users from November 2023 to November 2024.



Skeletrack Program

The NRL's Skeletrack program is a partnership with Telstra that identified innovations to enhance the viewing experience for fans through immersive and interactive content. The system is designed to track 29 skeletal points on each player at a rate of 50 frames per second, enabling a 360-degree view of any moment during a game. In addition to providing fan engagement opportunities, Skeletrack opens new opportunities to better manage player safety and improve health outcomes for players over the long term.

INDIGENOUS STRATEGY

Elevate Reconciliation Action Plan

In 2024 the NRL became the first national sporting organisation in Australia to launch a second Elevate Reconciliation Action Plan (RAP). This initiative aims to align with the recommendations of Reconciliation Australia's aspiration of progressing the reconciliation movement from 'safe to brave' through transformative change, and sets out a series of commitments for the NRL to deliver in the areas of relationships, respect and opportunity from 2024 to 2028.

First Nations Gems Indigenous pathway program

The First Nations Gems Indigenous pathway program contributes to the expansion and recognition of Aboriginal and Torres Strait Islander talent, increases representation among coaches and staff, and improves cultural competence across coaching and performance roles. Key successes in 2024 included:

- » Strategic use of key pathways: Collaboration with initiatives including the Harvey Norman Women's National Championships, the RISE Rookie Program and the Prime Minister's XIII facilitated greater integration of Aboriginal and Torres Strait Islander athletes and staff into elite Rugby League pathways.

- » Culturally tailored support and mentorship: The First Nations Gems program provided Aboriginal and Torres Strait Islander athletes with culturally specific support, connecting them with experienced coaches, performance staff, and mentorship from programs such as the Women's Indigenous All Stars and the Australian Jillaroos.

- » Achievements and leadership: The program continued to break barriers with promotions of Aboriginal and Torres Strait Islander coaches into key roles within the NRLW and other significant Rugby League teams. This included the appointment of Jess Skinner as Head Coach of the Women's Aboriginal and Torres Strait Islander All Stars. The first Indigenous woman to hold this role, Skinner also later became the first Indigenous woman to be appointed Head Coach of the Women's Prime Ministers XIII.

PACIFIC STRATEGY

Indigenous players advisory groups

The Indigenous Players Advisory Group and Women's Indigenous Players Advisory Group support the NRL's strategic goals through the inclusion of Aboriginal and Torres Strait Islander perspectives and community participation initiatives.

Goanna's schoolboys team

The NRL supports the Australian Secondary Schools Rugby League (ASSRL) Goannas schoolboys team by identifying opportunities for Aboriginal and Torres Strait Islander students and increasing representation among players and coaching staff at the ASSRL National Championships.

Largest sport in the Pacific

On 12 December 2024, the Australian Government, Papua New Guinea Government and the Australian Rugby League Commission announced the Commonwealth Government's investment in the ARLC's Pacific Strategy. This was a once in a generation announcement, the first for any sporting code and represents the largest single investment in any sport.

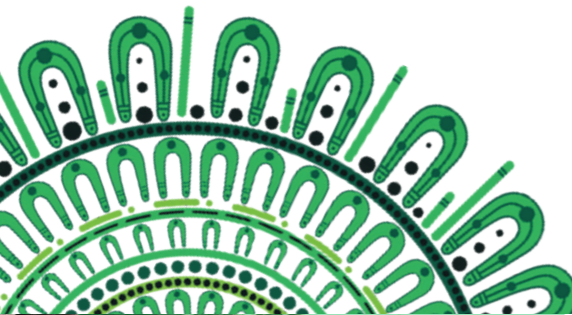
The ARLC's Pacific Strategy builds on a decade of work the ARLC has completed across the Pacific alongside the Commonwealth Government helping build happy and healthy communities.

The ARLC's Pacific Strategy cements Rugby League as the game of the Pacific. It will see a decade of investment across social change programs, community engagement, participation and pathways programs, and elite content across PNG,

Fiji, Tonga and Samoa. This means more kids playing school competitions and club Rugby League with the appropriate facilities, establishing talent pathways in-country, with the ultimate goal of representing their country.

An NRL Franchise based in Port Moresby, PNG will be joining the NRL Premiership in the coming years and will confirm Rugby League as the unifying language of the Pacific.

The ARLC's Pacific Strategy ultimately aims to work alongside the in-country partners to build capacity, capability and sustainability to help create thriving communities.



Elevate Reconciliation Action Plan

18/18 Relationship

20/24 Respect

18/18 Opportunities

21/21 Tracking



Pacific Championships

6.3m

Total audience across the tournament – 42.5% increase on 2023

Social Programs

25,865

Students engaged in 137 League for Life workshops

3,486

Participants in 74 Voice Against Violence workshops

FINANCIAL REPORT

FOR THE YEAR ENDED 31 OCTOBER 2024

Australian Rugby League Commission

ABN 94 003 107 293

The finances of the Australian Rugby League Commission have never been healthier, meaning the game's future is more secure than ever before.

RECORD REVENUES

Revenue has grown by \$43.7 million to \$744.9 million. Total revenue includes increases in game day revenues from new marquee events.

Revenue from investments also continued to grow strongly.

Since 2019, revenues have grown by 34% and are double revenues generated in 2015.

AUSTRALIA'S MOST EFFICIENT SPORT

Operating margin, or operating expenses ratio to revenue, was maintained at a record 22%. In a period of high inflation there was continued focus on cost management and improving operational efficiency.

Since 2019 the operating margin has improved from 34%.

RECORD DISTRIBUTIONS AND INVESTING IN THE FUTURE

Distributions to clubs, players, states, participation and development increased by \$22.6 million. The ARLC was pleased to agree a long-term funding arrangement with both the NSW Rugby League and the QLD Rugby League providing financial security to both states.

Since 2019 distributions have increased by 50% and are 2.3 times those in 2015.

CONTINUED GROWTH OF SECURE INVESTMENTS

The ARLC continued its strategy to develop a strong, stable balance sheet to provide financial security and steady passive income. In addition to existing assets, the ARLC acquired the IBIS Styles Port Macquarie Hotel and Mantra Terrace Hotel in Brisbane in December 2024. Both assets are expected to provide long term growth and regular income.

STRONG BALANCE SHEET

The net assets of the ARLC have grown to \$322.4 million, a 24% increase on 2023. Net assets include \$227.9 million in cash assets invested in at call and fixed term deposits.

Net assets as at 31 October 2024 (\$322.4 million) were 2.7 times the net assets at 31 October 2019 (\$120.7 million) and 4.9 times the net assets at 31 October 2015 (\$66.3 million).

PROFIT AND LOSS

Five Year History (\$'000)	Consolidated Group									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Revenue	374,142	391,368	400,091	523,562	555,915	419,673	575,080	593,798	701,145	744,864
Expenses	(188,385)	(195,842)	(198,768)	(177,208)	(208,907)	(142,815)	(187,004)	(169,907)	(190,001)	(206,995)
Funds Available for Distribution	185,757	195,526	201,323	346,354	347,008	276,858	388,076	423,891	511,144	537,869
Clubs and Players	(148,086)	(143,835)	(140,922)	(221,616)	(228,132)	(245,625)	(278,224)	(282,544)	(366,463)	(382,254)
States, Affiliates and International	(28,511)	(29,603)	(31,838)	(37,239)	(46,640)	(25,078)	(34,847)	(35,367)	(44,601)	(52,458)
Development	(27,815)	(30,737)	(34,984)	(37,249)	(43,253)	(30,897)	(31,948)	(43,077)	(41,897)	(40,830)
Total Distributions	(204,412)	(204,175)	(207,744)	(296,104)	(318,025)	(301,600)	(345,019)	(360,988)	(452,961)	(475,542)
Surplus/(Deficit)	(18,655)	(8,649)	(6,421)	50,250	28,983	(24,742)	43,057	62,903	58,183	62,327

BALANCE SHEET

Total Assets	194,300	248,667	226,786	250,927	271,833	242,325	264,524	285,760	348,432	402,531
Total Liabilities	128,031	191,168	175,708	159,248	151,171	146,405	125,547	83,880	88,369	80,141
Net Assets	66,269	57,499	51,078	91,679	120,662	95,920	138,977	201,880	260,063	322,390

The Directors present their report for the Australian Rugby League Commission Limited and its subsidiaries and controlled entities (the 'Group') for the year ended 31 October 2024.

DIRECTORS

The Company's Directors in office during the financial year and until the date of this report as well as their Board meeting attendance are as follows:

		Board Meetings		
		Date Appointed	Eligible	Attended
1.	Peter V'landys AM (Chairman)	20 March 2018	13	13
2.	The Hon. Peter Beattie AC	25 July 2017	13	12
3.	Professor Megan Davis	25 July 2017	13	12
4.	The Hon. Kate Jones	10 November 2020	13	13
5.	Tony McGrath	8 July 2014	13	13
6.	Wayne Pearce OAM	10 February 2012	13	12
7.	Alan Sullivan KC	7 February 2022	13	13
8.	Dr Gary Weiss AM	30 August 2016	13	13

COMPANY SECRETARY

	Date Appointed
Daniel Dressler	12 January 2022

PRINCIPAL ACTIVITY

The principal activity of the Company is the fostering and propagation of the game of Rugby League Football throughout the States and Territories of Australia as well as internationally.

The short and long term objectives of the Company are to:

- » foster, develop, extend and adequately fund the game from grassroots to elite level;
- » conduct State of Origin and Australian representative matches;

- » organise, conduct and foster the National Rugby League ('NRL') competition;
- » liaise with the Rugby League International Federation on the international game; and
- » promote and encourage sport, recreation and the general welfare of young people in the community.

The success of the Company's achievement of its objectives is indicated by growing awareness and participation in Rugby League.

REVIEW OF OPERATIONS AND KEY FINANCIAL METRICS

There were no significant changes in the Company's operations during the year.

	2024 \$'000	2023 \$'000
Revenue	744,864	701,145
Net Operating Result	62,327	58,183

LIKELY DEVELOPMENTS AND FUTURE RESULTS

There are no foreseen changes to Company operations which will materially impact future year results.

SIGNIFICANT EVENTS AFTER THE YEAR END

Continuing with its investment strategy, the Company acquired the Ibis Styles Port Macquarie Hotel on 5 December 2024 for \$15.6 million including transaction costs and the Mantra Terraces Hotel in Brisbane on 9 December 2024 for \$24.2 million including transaction costs. The results of both of these operations will be included in the 2025 financial results from their dates of acquisition.

On 5 February 2025 the Group entered a series of agreements with the Commonwealth of Australia in relation to the expansion of Rugby League in the Pacific. These agreements will result in an increase in revenues and associated expenses over the 10 year term of the agreements.

There have been no other significant events since the date of this report that, in the opinion of the Directors, are likely to significantly impact the operations or finances of the Company in future years.

ENVIRONMENTAL ISSUES

Company operations are not regulated by any significant environmental regulations under a law of the Commonwealth or of a state or territory.

DIRECTORS' INTERESTS AND BENEFITS

Since the end of the previous financial year, no Director of the Company has received or become entitled to receive any benefit because of a contract made by the Company or a related body corporate with a Director or with a firm of which the Director is a member, or with an entity in which the Director has a substantial interest.

INDEMNIFICATION OF OFFICERS

The Directors and Executive Officers (D & EO) of the Company are indemnified by an insurance contract against liabilities and expenses arising from the performance of their official duties, to the extent permitted by law and up to insurance policy limits.

INDEMNIFICATION OF AUDITORS

To the extent permitted by law, the Company has agreed to indemnify the auditors (Ernst & Young) as part of the terms of its audit engagement agreement, against claims by third parties arising from the audit (for an unspecified amount). No payment has been made to indemnify Ernst & Young during or since the financial year.

MEMBERS' GUARANTEE

The Company is a company limited by guarantee. The Company Constitution requires each member to contribute a maximum of \$10 towards meeting any outstanding obligations of the Company if the Company is wound up.

	2024	2023
Number of members at year end	27	27

Signed in accordance with a resolution of the Directors.



Peter V'landys
Chairman



Tony McGrath
Director

10th February 2025

Sydney, NSW.

AUDITOR'S INDEPENDENCE DECLARATION



Shape the future
with confidence

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GPO Box 2646 Sydney NSW 2001


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Auditor's Independence Declaration to the Directors of Australian Rugby League Commission Limited

As lead auditor for the audit of the financial report of Australian Rugby League Commission Limited for the financial year ended 31 October 2024, I declare to the best of my knowledge and belief, there have been:

- No contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit;
- No contraventions of any applicable code of professional conduct in relation to the audit; and
- No non-audit services provided that contravene any applicable code of professional conduct in relation to the audit.

This declaration is in respect of Australian Rugby League Commission Limited and the entities it controlled during the financial year.


Ernst & Young


Siobhan Drury
Partner
10 February 2025

A member firm of Ernst & Young Global Limited
Liability limited by a scheme approved under Professional Standards Legislation

STATEMENT OF CONSOLIDATED COMPREHENSIVE INCOME

	Notes	2024 \$'000	2023 \$'000
Revenue	3a	744,864	701,145
Expenses			
Event, game and sponsorship		(87,392)	(79,392)
Media contra		(35,072)	(34,112)
Football		(21,093)	(20,874)
Community and player welfare		(6,847)	(6,873)
Administration, integrity and salary cap		(28,191)	(25,466)
Clubs and players		(382,254)	(366,463)
States, affiliates and international		(52,458)	(44,601)
Development		(40,830)	(41,897)
Depreciation and amortisation	3b	(10,715)	(9,184)
Insurance and finance costs	3c	(6,625)	(6,303)
Investment servicing costs		(11,060)	(7,797)
Total Expenses		(682,537)	(642,962)
Net Operating Result		62,327	58,183
Income tax expense	2d	-	-
Net Surplus After Tax		62,327	58,183
Other comprehensive income		-	-
Total Comprehensive Surplus		62,327	58,183

The accompanying notes form an integral part of this Statement of Consolidated Comprehensive Income.

STATEMENT OF CONSOLIDATED FINANCIAL POSITION

	Notes	2024 \$'000	2023 \$'000
Current Assets			
Cash and cash equivalents	4	227,872	210,602
Trade and other receivables	5	62,652	65,439
Prepayments and other assets	6	4,070	3,893
Inventory	7	241	314
Total Current Assets		294,835	280,248
Non Current Assets			
Property, plant and equipment	8	66,131	43,818
Investment properties	9	21,729	-
Intangible assets	10	9,219	9,208
Right-of-use lease assets	11	8,004	10,543
Other receivables	5	2,613	4,615
Total Non Current Assets		107,696	68,184
Total Assets		402,531	348,432
Current Liabilities			
Trade payables	12	23,645	11,204
Other payables	13	38,490	56,616
Lease liabilities	14	3,039	3,546
Employee entitlements	15	6,824	6,734
Total Current Liabilities		71,998	78,100
Non Current Liabilities			
Lease liabilities	14	6,599	9,286
Employee entitlements	15	1,544	983
Total Non Current Liabilities		8,143	10,269
Total Liabilities		80,141	88,369
Net Assets		322,390	260,063
Equity			
Reserves		2,228	2,228
Retained surplus		320,162	257,835
Total Equity		322,390	260,063

The accompanying notes form an integral part of this Statement of Consolidated Financial Position.

STATEMENT OF CONSOLIDATED CHANGES IN EQUITY

	2024 \$'000	2023 \$'000
Reserves		
Balance at beginning of year	2,228	2,228
Total comprehensive surplus	-	-
Balance at end of year	2,228	2,228
RETAINED SURPLUS		
Balance at beginning of year	257,835	199,652
Total comprehensive surplus	62,327	58,183
Balance at end of year	320,162	257,835
Total		
Balance at beginning of year	260,063	201,880
Total comprehensive surplus	62,327	58,183
Balance at end of year	322,390	260,063

The accompanying notes form an integral part of this Statement of Consolidated Changes in Equity.

STATEMENT OF CONSOLIDATED CASH FLOWS

	Notes	2024 \$'000	2023 \$'000
Cash flows from operating activities			
Receipts from ordinary operations		764,247	689,614
Payments to suppliers and employees		(335,685)	(299,328)
Payments to NRL clubs and players		(365,907)	(356,107)
Interest received		8,460	7,057
Interest paid		(607)	(761)
Net operating cash in-flow		70,508	40,475
Cash flows from investing activities			
Payments for land and buildings		(22,584)	(489)
Payments for leasehold additions and plant and equipment		(3,213)	(2,838)
Payments for intangible assets		(3,988)	(3,844)
Payments for investment property		(19,836)	(2,185)
Proceeds on disposal of leasehold additions		-	500
Net investing cash out-flow		(49,621)	(8,856)
Cash flows from financing activities			
Lease payments (principal component)		(3,617)	(3,570)
Net financing cash out-flow		(3,617)	(3,570)
Cash and equivalents net increase		17,270	28,049
Cash and equivalents at beginning of the year		210,602	182,553
Cash and equivalents at end of the year	4	227,872	210,602

The accompanying notes form an integral part of this Statement of Consolidated Cash Flows.

NOTES TO THE FINANCIAL STATEMENTS

1. CORPORATE INFORMATION

The Australian Rugby League Commission Limited (the Company) is a company limited by guarantee incorporated in Australia.

The registered office and principal place of business is Rugby League Central, Driver Avenue, Moore Park, NSW Australia 2021.

The nature of the operations and principal activities of the Company are described in the Directors' report.

2. FINANCIAL STATEMENT PRESENTATION

The consolidated financial statements of the Company and its subsidiaries and controlled entities (the 'Group') for the year ended 31 October 2024 were authorised for issue in accordance with a resolution of the Directors on 10th February 2025.

(A) BASIS OF PREPARATION

The Group is a not-for-profit, private sector entity which is not publicly accountable.

This financial report is a General Purpose financial report, which has been prepared in accordance with the requirements of the Corporations Act 2001, AASB 1060 General Purpose Financial Statements – Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities and other authoritative pronouncements of the Australian Accounting Standards Board.

The financial report has been prepared on a historical cost basis except where otherwise stated.

The financial report is presented in Australian dollars (AUD) which is the functional currency of the Company.

All values are rounded to the nearest thousand (\$'000), except where otherwise indicated under the option available to the company under ASIC Corporations Instrument 2016/191 (Rounding in Financial/Directors' Reports).

Comparative information has been reclassified where necessary to achieve disclosure consistent with the current reporting year.

(B) STATEMENT OF COMPLIANCE

In the opinion of the Directors, having regard to the not-for-profit nature of the Group's business, the terms used in the prescribed format of the Statement of Comprehensive Income have been updated to align with the Group's not-for-profit status. 'Profit or Loss' in the prescribed format of the Statement of Comprehensive Income has been substituted by 'Surplus or Deficit'.

There are no new Accounting Standards and interpretations issued by the AASB that apply to the Group.

(C) FOREIGN CURRENCY TRANSLATION

Transactions in foreign currencies are converted to local currency at the rate of exchange on transaction dates.

Foreign currencies outstanding at the reporting date are translated using the spot rate at the end of the financial year.

(D) INCOME TAX

The Group is a not-for-profit organisation in accordance with section 50-45 of the Income Tax Assessment Act of 1997.

(E) GOODS AND SERVICES TAX (GST)

Revenues, expenses and assets are recognised net of GST except:

- » when the GST incurred on a purchase of goods and services is not recoverable from the taxation authority, in which case the GST is recognised as part of the cost of acquisition of the asset or as part of the expense item as applicable; and
- » receivables and payables, which are stated with the amount of GST included.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the Statement of Financial Position.

(E) GOODS AND SERVICES TAX (GST) ctd

Cash flows are included in the Statement of Consolidated Cash Flows on a gross basis and the GST component of cash flows arising from investing and financing activities, recoverable from, or payable to, the taxation authority is classified as operating cash flows.

Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to, the taxation authority.

(F) SIGNIFICANT ACCOUNTING JUDGEMENTS, ESTIMATES AND ASSUMPTIONS

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts of revenues, expenses, assets, liabilities, contingent liabilities and accompanying disclosures.

The inherent uncertainty in these judgements, estimates and assumptions could result in outcomes that require material adjustments to the carrying amount of assets or liabilities in future periods.

Impairments of financial assets applied in the financial statements involve judgements, estimates and assumptions which are based on information available at the time of preparation of the financial statements. Actual outcomes may be different due to circumstantial and market changes beyond the control of the Group.

(G) GOING CONCERN

The financial report has been prepared on a going concern basis which assumes continuity of normal business activities and realisation of assets and settlement of liabilities in the ordinary course of business.

grants paid to the respective State Leagues. The pattern of revenue recognition in each reporting period will follow the movement in the cost profile.

Cash received is recorded as deferred revenue and recognised as revenue as and when ARLC carries out its obligation.

Wagering Product Fees

The Group grants sports betting operators a licence being a promise to provide rights to the sports betting operators to access the Group's intellectual property. In exchange, the Group will receive royalties from the Sports Betting operators as the sales relating to each bet occurs or is settled.

Merchandise Royalties

The Group grants licences to merchandisers to manufacture and sell Club and Player merchandising containing NRL branding. Revenue is recognised when it becomes probable that the Group will collect the consideration to which it will be entitled in exchange for the services transferred to customers.

(ii) Operations and events

Sponsorship

The Group grants sponsors the right to operate as a sponsor of the National Rugby League and its Rugby League matches in exchange for consideration. Sponsors are also granted access to the intellectual property of the Group which they are able to access throughout the contract term and so benefits are received and consumed simultaneously as the Group is performing its obligation. Sponsorship income is therefore to be recognised over time and measured as time elapses over the contract term. Other obligations under the contract are recognised once the performance obligations are satisfied.

Game Receipts

The performance obligation of the Group is defined as the operation and management of each match. The measure of progress for revenue recognition is the completion of each Rugby League match where the Group is entitled to the game receipts revenue relating to tickets purchased by event attendees.

Government Income

Government funding contracts require the Group to stage Rugby League events on behalf of the Government or at locations chosen by the Government. Revenue is recognised when contracted obligations are fulfilled. Payments received in advance of contracted Rugby League events are recorded as deferred revenue and revenue is recognised on completion of each event.

(iii) Other income

Interest Income

Interest revenue is recognised as interest accrues using the effective interest method.

Sundry Income

This includes sales revenue from the three hotels, Beetson Hotel in Brisbane, Kawana Hotel in the Sunshine Coast and Quest Woollooware Bay. Also included are player registration fees, digital services and shared services income.

3. INCOME STATEMENT DISCLOSURES

(A) REVENUE

	2024 \$'000	2023 \$'000
Licencing	509,656	485,985
Operations and Events	202,980	189,963
Other income		
Interest income	8,460	7,057
Sundry income	23,768	18,140
Total revenue	744,864	701,145

(i) Licencing

Media

The Group grants media organisations the right to broadcast Rugby League matches on television, radio or online in exchange for consideration that includes both cash amounts and contra (which are rights the Group is granted to use advertising slots provided by the media partner).

The broadcasting rights provide the media partner with a right to access the Group's intellectual property as it exists as the games are played.

The method of measuring progress for the transfer of broadcasting rights is costs incurred associated with the competition for the broadcasting period. The costs incurred are reflective of club grants that are paid to the Clubs over the 5 year performance period necessary to fund and support each NRL Club's participation in the National Rugby League competition and where applicable, the State of Origin

(B) DEPRECIATION AND AMORTISATION

	2024 \$'000	2023 \$'000
Land and buildings	1,351	581
Leasehold additions and plant and equipment	2,133	1,707
Investment properties	292	-
Intangible assets	3,977	3,687
Right-of-use lease assets	2,962	3,209
Total depreciation and amortisation	10,715	9,184

(C) INSURANCE AND FINANCE COSTS

	2024 \$'000	2023 \$'000
Interest charges - AASB 16: Lease liabilities	607	761
Insurance	5,873	5,076
Provision for expected credit losses	1,111	1,117
Net bad debts (recovered)/written-off	(1,018)	(765)
Bank fees and charges	83	175
Foreign exchange differences	(31)	(61)
Total insurance and finance costs	6,625	6,303

(D) EMPLOYEE BENEFITS EXPENSE

	2024 \$'000	2023 \$'000
Salary and wages	65,295	57,876
Annual leave	176	529
Long service leave	528	816
Total employee benefits expense	65,999	59,221

4. CASH AND CASH EQUIVALENTS

	2024 \$'000	2023 \$'000
Cash at bank and on hand	57,872	79,949
Short term cash deposits	170,000	130,653
Total cash and cash equivalents	227,872	210,602

Cash at bank earns interest at variable business deposit rates.

Short-term cash deposits are on fixed interest rates and terms.

5. TRADE AND OTHER RECEIVABLES

CURRENT TRADE AND OTHER RECEIVABLES	2024 \$'000	2023 \$'000
Trade receivables	28,678	53,052
Provision for expected credit losses	(1,958)	(2,666)
Net trade receivables	26,720	50,386
Other receivables	11,878	6,139
Contract assets (accrued income)	24,054	8,914
Total current trade and other receivables	62,652	65,439
Total non-current other receivables	2,613	4,615
Total trade and other receivables	65,265	70,054

MOVEMENT IN PROVISION FOR EXPECTED CREDIT LOSSES

Balance at beginning of year	(2,666)	(2,306)
Provision for expected credit losses during the year	(1,111)	(1,117)
Provision utilisation	801	-
Provision released	1,018	757
Balance at end of year	(1,958)	(2,666)

5. TRADE AND OTHER RECEIVABLES ctd

Accounting policy for trade receivables

Trade receivables are recognised at historical cost inclusive of a lifetime expected credit loss allowance.

A provision matrix is utilised based on historical credit loss experience, adjusted for forward looking factors specific to the debtors and the economic environment.

Expected Credit Losses (ECLs)

The Group applies the simplified approach for calculating and recognising ECLs based on lifetime ECLs at each reporting date.

Other receivables

Other receivables includes a sub-lease as a lessor on one of the leased premises.

SUB-LEASE RECEIVABLE	2024 \$'000	2023 \$'000
Current	613	616
Non-current	235	848
Total sub-lease receivable	848	1,464

MOVEMENT IN CARRYING VALUE

Balance at beginning of year	1,464	2,036
Interest income	53	79
Payments received	(669)	(643)
Adjustments	-	(8)
Balance at end of year	848	1,464

MATURITY PROFILE OF UNDISCOUNTED LEASE PAYMENTS

Within a year	696	669
Between 1 and 5 years	178	874
After 5 years	-	-
Total lease payments	874	1,543
Unearned finance income	(26)	(79)
Net investment in sub-lease receivable	848	1,464

6. PREPAYMENTS AND OTHER ASSETS

	2024 \$'000	2023 \$'000
Prepayments	4,070	1,708
Deposit for investment property	-	2,185
Total prepayments and other assets	4,070	3,893

7. INVENTORY

	2024 \$'000	2023 \$'000
Food & beverage (provided as part of hospitality services)	241	314

Accounting policy for inventory

Inventory on hand is reported at cost in accordance with AASB 102.

8. PROPERTY, PLANT AND EQUIPMENT

	2024 \$'000	2023 \$'000
a. Land and buildings	48,180	26,947
b. Leasehold additions and plant and equipment	17,951	16,871
Total property, plant and equipment	66,131	43,818

(A) LAND AND BUILDINGS

	2024 \$'000		2023 \$'000		2024	2023
	Land	Buildings	Land	Buildings	\$'000 Total	\$'000 Total
Cost	5,465	44,647	3,815	23,713	50,112	27,528
Accumulated Depreciation	-	(1,932)	-	(581)	(1,932)	(581)
Carrying value	5,465	42,715	3,815	23,132	48,180	26,947

MOVEMENT IN CARRYING VALUE

	2024	2023	2024	2023	2024	2023
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Balance at beginning of year	3,815	23,132	3,815	23,224	26,947	27,039
Additions	1,650	20,934	-	489	22,584	489
Depreciation	-	(1,351)	-	(581)	(1,351)	(581)
Balance at end of year	5,465	42,715	3,815	23,132	48,180	26,947

(B) LEASEHOLD ADDITIONS AND PLANT AND EQUIPMENT

	2024 \$'000		2023 \$'000		2024	2023
	Leasehold additions	Plant and equipment	Leasehold additions	Plant and equipment	\$'000 Total	\$'000 Total
Cost	21,663	7,469	21,144	8,919	29,131	30,063
Accumulated depreciation	(7,944)	(3,236)	(7,407)	(5,785)	(11,180)	(13,192)
Carrying value	13,719	4,232	13,737	3,134	17,951	16,871

MOVEMENT IN CARRYING VALUE

	2024	2023	2024	2023	2024	2023
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Balance at beginning of year	13,737	3,134	13,939	1,985	16,871	15,924
Additions	519	2,694	522	2,316	3,213	2,838
Disposals	-	-	(142)	(42)	-	(184)
Depreciation	(537)	(1,596)	(582)	(1,125)	(2,133)	(1,707)
Balance at end of year	13,719	4,232	13,737	3,134	17,951	16,871

Accounting policy for land and buildings

Land and buildings comprise the Beetsons Hotel which was acquired in July 2022 and Kawana Hotel which was acquired in December 2023. Both are accounted for as property, plant and equipment.

The properties are carried at cost less accumulated depreciation which is applied to the buildings on a straight line basis over 40 years (2.5% per annum).

Accounting policy for leasehold additions and plant and equipment

Leasehold additions and plant and equipment are stated at cost less accumulated depreciation and any accumulated impairment losses.

Eligible parts replacements and major works are capitalised when incurred. All other repairs and maintenance are recognised as expenses when incurred.

Leasehold additions and plant and equipment are depreciated on a straight line basis as

- » Leasehold additions 10-20 years
- » Plant and equipment 3-10 years

Residual values, useful lives and amortisation methods are reviewed, and adjusted if appropriate, at each financial year end.

Assets are derecognised on disposal or when no further future economic benefits are expected from continued utilisation. Gains or losses (calculated as the difference between net disposal proceeds and the carrying amount) are recognised on derecognition.

9. INVESTMENT PROPERTIES

	2024 \$'000		2023 \$'000		2024 \$'000		2023 \$'000	
	Land	Buildings	Land	Buildings				
Gross carrying amount	2,006	20,015	-	-	22,021	-	-	-
Accumulated depreciation	-	(292)	-	-	(292)	-	-	-
Carrying value	2,006	19,723	-	-	21,729	-	-	-
MOVEMENT IN CARRYING VALUE								
Balance at beginning of year	-	-	-	-	-	-	-	-
Additions	2,006	20,015	-	-	22,021	-	-	-
Disposals	-	-	-	-	-	-	-	-
Depreciation	-	(292)	-	-	(292)	-	-	-
Balance at end of year	2,006	19,723	-	-	21,729	-	-	-

Accounting policy for investment Properties

Investment property assets comprise of the Quest Woolooware Bay which was acquired in March 2024.

The investment properties are carried at cost less accumulated depreciation which is applied to the buildings on a straight line basis over 40 years (2.5% per annum).

The fair value of the investment property is \$22 million.

10. INTANGIBLE ASSETS

	2024 \$'000		2023 \$'000		2024 \$'000		2023 \$'000	
	Digital asset	Software development & legal trademarks	Digital asset	Software development & legal trademarks	Total	Total	Total	Total
Gross carrying amount	16,815	4,338	18,718	3,154	21,153	21,872		
Accumulated amortisation	(8,908)	(3,026)	(9,610)	(3,054)	(11,934)	(12,664)		
Carrying value	7,907	1,312	9,108	100	9,219	9,208		

MOVEMENT IN CARRYING VALUE

Balance at beginning of year	9,108	100	8,507	234	9,208	8,741
Additions	2,392	1,596	3,842	2	3,988	3,844
Work in progress	-	-	305	5	-	310
Amortisation	(3,593)	(384)	(3,546)	(141)	(3,977)	(3,687)
Balance at end of year	7,907	1,312	9,108	100	9,219	9,208

Accounting policy for intangible assets

Intangible assets are carried at cost less accumulated amortisation and any impairment losses.

Amortisation is calculated on a straight-line basis over the useful lives of the assets which are estimated to be between 3 and 10 years.

11. RIGHT-OF-USE LEASE ASSETS

	2024		2023		2024	2023
	\$'000		\$'000		\$'000	\$'000
	Premises	Motor vehicles	Premises	Motor vehicles	Total	Total
Cost	15,891	519	15,509	2,146	16,410	17,655
Accumulated depreciation	(8,222)	(184)	(6,160)	(952)	(8,406)	(7,112)
Carrying value	7,669	335	9,349	1,194	8,004	10,543

MOVEMENT IN CARRYING VALUE

	2024	2023	2024	2023	2024	2023
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Balance at beginning of year	9,349	1,194	11,353	157	10,543	11,510
Renewals / Additions	423	-	96	2,146	423	2,242
Depreciation	(2,103)	(859)	(2,100)	(1,109)	(2,962)	(3,209)
Balance at end of year	7,669	335	9,349	1,194	8,004	10,543

Accounting policy for right-of-use lease assets

The Group recognises right-of-use assets at the commencement date of leases (the date leased assets are available for use).

Right-of-use assets are measured at cost, less accumulated depreciation and any impairment losses, and adjusted for any remeasurement of lease liabilities.

The cost of right-of-use assets includes the amount of lease liabilities recognised, initial direct costs incurred, and lease payments made at or before the commencement date less any lease incentives received.

Right-of-use assets are depreciated on a straight-line basis over the shorter of the lease term and the estimated useful lives of the assets, as follows:

- » Plant and equipment 25%
- » Computer equipment 25%
- » Buildings 3.33%
- » Motor vehicles 25%

If ownership of a leased asset transfers to the Group at the end of a lease term or the cost reflects the exercise of a purchase option, depreciation is calculated using the estimated useful life of the asset.

12. TRADE PAYABLES

	2024	2023
	\$'000	\$'000
Trade payables	23,645	11,204

Accounting policy for trade payables

Trade payables represent unpaid liabilities for goods and services received prior to financial year-end, are carried at historical cost and generally expected to be settled within two months.

13. OTHER PAYABLES

	2024	2023
	\$'000	\$'000
Accruals	25,336	28,312
Goods and Services Tax payable	-	1,024
Other payables	186	9,278
Deferred revenue	12,968	18,002
Total other payables	38,490	56,616

14. LEASE LIABILITIES

	2024	2023
	\$'000	\$'000
Current liabilities	3,039	3,546
Non-current liabilities	6,599	9,286
Total lease liabilities	9,638	12,832

14. LEASE LIABILITIES ctd

MOVEMENT IN CARRYING VALUE	2024	2023
	\$'000	\$'000
Balance at beginning of year	12,832	14,218
Renewals / Additions	423	2,271
Interest expense	607	761
Payments	(4,224)	(4,331)
Adjustments	-	(87)
Balance at end of year	9,638	12,832
Amounts recognised in statement of consolidated comprehensive income	53	79
Interest revenue from sub-lease receivable		
Depreciation expense on right-of-use assets	(2,962)	(3,209)
Interest expense on lease liabilities	(607)	(761)
Consolidated comprehensive income impact	(3,516)	(3,891)
Maturity profile of undiscounted lease payments	3,483	4,136
Within a year		
Between 1 and 5 years	2,264	5,454
After 5 years	11,639	11,344
Total lease payments	17,386	20,934

Lessee leases overview

The Group leases various premises and motor vehicles.

Premises leases are generally for durations of up to 5 years, some with options to extend.

The headquarters premises lease has a duration of 41 years with a natural conclusion in 2060.

Motor vehicle leases are generally for durations of up to 4 years.

Lease terms are renegotiated upon renewal.

Accounting policy for lease liabilities

Lease liabilities are recognised for contracts where the Group has a right to control and use an identified asset for a period of time in exchange for consideration.

The Group applies a single recognition and measurement approach for all leases, except for short-term leases and leases of low-value assets.

The Group has several lease contracts that include extension and termination options. These options are negotiated by management to provide flexibility in managing the leased-asset portfolio and align with the Group's business needs. Management exercises significant judgement in determining whether these extension and termination options are reasonably certain to be exercised.

The Group recognises lease liabilities measured at the present value of lease payments to be made over the lease term at lease commencement date.

Lease payments include fixed payments (including in-substance fixed payments) less any lease incentives receivable, variable lease payments that depend on an index or a rate, and amounts expected to be paid under residual value guarantees.

Lease payments also include the exercise price of a purchase option reasonably certain to be exercised by the Group and payments of penalties for terminating the lease, if the lease term reflects the Group exercising the option to terminate.

Variable lease payments that do not depend on an index or a rate are recognised as expenses in the period in which the event or condition that triggers the payment occurs.

The Group uses its incremental borrowing rate at the lease commencement date if the interest rate implicit in the lease is not readily determinable.

The carrying value of lease liabilities is increased to reflect the accrual of interest and reduced for the lease payments made.

The carrying value of lease liabilities is remeasured if there is a modification, a change in the lease term, a change in the lease payments (e.g., changes to future payments resulting from a change in an index or rate used to determine such lease payments) or a change in the assessment of an option to purchase the underlying asset.

15. EMPLOYEE ENTITLEMENTS

EMPLOYEE ENTITLEMENTS (INCLUDING ON-COSTS)	2024	2023
	\$'000	\$'000
Current	6,824	6,734
Non-current	1,544	983
Total employee entitlements	8,368	7,717

Accounting policy for employee entitlements

Provision is made for employee entitlements accumulated as a result of employees rendering services up to the reporting date. These benefits include wages and salaries, annual leave and long service leave.

Liabilities arising in respect of wages and salaries, annual leave and any other employee benefits due to be settled within twelve months of the reporting date are measured at their nominal amounts based on rates which are expected to be paid when the liability is settled.

16. EXPENDITURE COMMITMENTS

(A) CONTRACTED GRANTS (EXCLUDING REPRESENTATIVE PLAYER PAYMENTS) PAYABLE TO:

	2024 \$'000	2023 \$'000
NRL clubs (incl. salary cap other player benefits)	1,030,411	1,360,855
Not later than one year	339,769	330,444
Later than one year but not later than five years	690,642	1,030,411
Rugby League Players Association	64,230	85,640
Not later than one year	21,410	21,410
Later than one year but not later than five years	42,820	64,230
Total contracted grants	1,094,641	1,446,495

(B) GRANTS TO STATE LEAGUES

	2024 \$'000	2023 \$'000
ARLC Funding provided to New South Wales Rugby League Limited and Queensland Rugby League Limited to administer the game in respective states	178,359	-
Not later than one year	57,884	-
Later than one year but not later than five years	120,475	-

(C) OTHER OPERATING EXPENDITURE COMMITMENTS PAYABLE:

	2024 \$'000	2023 \$'000
Not later than one year	7,478	4,195
Later than one year but not later than five years	592	1,609
Total operating expenditure commitments	8,070	5,804

17. AUDITORS REMUNERATION

	2024 \$'000	2023 \$'000
Ernst & Young (Australia)		
Group statutory audit fees	272	277
Other assurance and compliance services	25	80
Ernst & Young (International)		
Tax advisory services	75	17
Total auditors remuneration	372	374

18. PARENT ENTITY DISCLOSURE

Australian Rugby League Commission Limited

(A) FINANCIAL PERFORMANCE

	2024 \$'000	2023 \$'000
Net operating surplus	62,391	59,482
Total comprehensive surplus	62,391	59,482

(B) FINANCIAL POSITION

	2024 \$'000	2023 \$'000
Total assets	344,334	276,049
Current assets	269,843	243,582
Non-current assets	74,491	32,467
Total liabilities	25,113	19,219
Current liabilities	24,651	18,175
Non-current liabilities	462	1,044
Net assets	319,221	256,830
Total equity	319,221	256,830
Reserves	2,228	2,228
Retained surplus	316,993	254,602

19. CONTINGENT LIABILITIES

If an NRL Premiership club is unable to pay its respective player contracts as a result of the Club being insolvent, the Group will assume liability for player payments guaranteed or underwritten by the club that was a party to that player contract.

The Group has received claims made against it. The Directors have obtained external advice with respect to these matters. The Directors do not expect these matters to have a material financial impact on the results of the Group.

20. SUBSEQUENT EVENTS

Continuing with its investment strategy, the Company purchased the Ibis Styles Port Macquarie Hotel on 9 December 2024 for \$15.6 million including transaction costs and the Mantra Terraces Hotel in Brisbane on 9 December for \$24.2 million including transaction costs. The results of both of these operations from their date of the purchase will be included in the 2025 financial results.

On 5 February 2025 the Group entered a series of agreements with the Commonwealth of Australia in relation to the expansion of Rugby League in the Pacific. These agreements will result in an increase in revenues and associated expenses over the 10 year term of the agreements.

There have been no other significant events since the date of this report that, in the opinion of the Directors, are likely to significantly impact the operations or finances of the Company in future years.

21. RELATED PARTIES

The Australian Rugby League Commission is the ultimate parent entity of the group.

Related parties are disclosed in the Company's KMP (note 22).

22. KEY MANAGEMENT PERSONNEL (KMP)

KMP are those who have the authority and responsibility for planning, directing and controlling the activities of the, directly or indirectly.

	2024 \$'000	2023 \$'000
Aggregate KMP remuneration (in \$ including all entitlements as defined in AASB 119)	4,633,250	4,658,392

23. MEMBERS' GUARANTEE

The Company is a company limited by guarantee.

The Company Constitution requires each member to contribute a maximum of \$10 towards meeting any outstanding obligations of the Company if the Company is wound up.

	2024 \$'000	2023 \$'000
Number of members	27	27

CONSOLIDATED ENTITY DISCLOSURE STATEMENT

As at 31 October 2024

Entity Name	Entity Type	Body corporate country of incorporation	Body corporate % of share capital held	Country of tax residence
Australian Rugby League Commission Limited (ARLC Ltd)	Company	Australia	100	Australia
National Rugby League Limited (NRL Ltd)	Company	Australia	100	Australia
ARLC WA Limited	Company	Australia	100	Australia
ARLC SA Limited	Company	Australia	100	Australia
ARLC Vic Limited	Company	Australia	100	Australia
ARLC NT Limited	Company	Australia	100	Australia
NRL Foundation Limited	Company	Australia	100	Australia
NRL Foundation Trust	Trust	Australia	100	Australia
Australian Rugby League Development Limited (ARLD Ltd)	Company	Australia	50	Australia
League Ahead Ltd	Company	Australia	50	Australia

DIRECTOR'S DECLARATION

In accordance with a resolution of the Directors of Australian Rugby League Commission Limited, we state that:

In the opinion of the Directors:

- a. the financial statements and notes of the consolidated Group are in accordance with the Corporations Act 2001,
 - i. giving a true and fair view of the Group's financial position as at 31 October 2024 and of its performance for the period ended on that date; and
 - ii. complying with the requirements of the Corporations Act 2001, AASB 1060 General Purpose Financial Statements – Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities and other authoritative pronouncements of the Australian Accounting Standards Board; and
- b. there are reasonable grounds to believe that the Group will be able to pay its debts as and when they become due and payable; and
- c. the consolidated entity disclosure statement required by section 295(3A) of the Corporations Act is true and correct.

On behalf of the Board



Peter V'landys
Chairman



Tony McGrath
Director

10th February 2025

Sydney, NSW.



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Independent Auditor's Report to the Members of Australian Rugby League Commission Limited

Opinion

We have audited the financial report of Australian Rugby League Commission Limited (the Company) and its subsidiaries (collectively the Group), which comprises the statement of consolidated financial position as at 31 October 2024, the statement of consolidated comprehensive income, statement of consolidated changes in equity and statement of consolidated cash flows for the year then ended, notes to the financial statements, including material accounting policy information, the consolidated entity disclosure statement and the directors' declaration.

In our opinion, the accompanying financial report of the Group is in accordance with the *Corporations Act 2001*, including:

- a. Giving a true and fair view of the consolidated financial position of the Group as at 31 October 2024 and of its consolidated financial performance for the year ended on that date; and
- b. Complying with Australian Accounting Standards - Simplified Disclosures and the *Corporations Regulations 2001*.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial report* section of our report. We are independent of the Group in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Information other than the financial report and auditor's report thereon

The directors are responsible for the other information. The other information obtained at the date of this auditor's report is the directors' report accompanying the financial report.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the directors for the financial report

The directors of the Company are responsible for the preparation of:

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- ▶ The financial report (other than the consolidated entity disclosure statement) that gives a true and fair view in accordance with Australian Accounting Standards - Simplified Disclosures and the *Corporations Act 2001*; and
- ▶ The consolidated entity disclosure statement that is true and correct in accordance with the *Corporations Act 2001*; and

for such internal control as the directors determine is necessary to enable the preparation of:

- ▶ The financial report (other than the consolidated entity disclosure statement) that gives a true and fair view and is free from material misstatement, whether due to fraud or error; and
- ▶ The consolidated entity disclosure statement that is true and correct and is free of misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Group or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- ▶ Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- ▶ Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control.
- ▶ Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- ▶ Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.

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INDEPENDENT AUDITOR'S REPORT



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- ▶ Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.
- ▶ Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the financial report. We are responsible for the direction, supervision and performance of the Group audit. We remain solely responsible for our audit opinion.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Ernst & Young
Ernst & Young

SD
Siobhan Drury
Partner
Sydney
10 February 2025

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