

# END GAME

WITH TONY ARMSTRONG



**ABC**  
**COMMERCIAL**  
Australian Broadcasting Corporation



# A GLOBAL MISSION TO TACKLE RACISM IN SPORT HEAD ON

Former professional athlete Tony Armstrong is fed up with sport's empty promises and failed anti-racism campaigns. In *End Game*, the proud Indigenous Australian embarks on a deeply personal but global mission to confront the rising tide of racism in sport, uncovering lasting solutions and delivering hope for future generations.

From grassroots to the elite, locker rooms to boardrooms, Tony asks: Why is racism in sport escalating? Is sport simply a mirror of society's deep-rooted biases? And importantly, what will it truly take to finally create meaningful, lasting change?

This bold three-part documentary series unfolds in real time as Tony – a former Australian Rules Football player and now one of the country's most prominent and popular TV broadcasters – travels across the UK and USA meeting a powerful cross-section of voices.

He comes face-to-face with high-profile athletes, sports organisations, AI and data experts, police, educators and campaigners. Through raw conversations, *End Game* explores how racism operates in sport and society, and how we can all play a role in dismantling it.

**Athletes and organisations featured include:** Rio Ferdinand (former Manchester United and England captain), NBA, Players Coalition (US-based organisation founded by former NFL players Anquan Boldin and Malcolm Jenkins), and Signify (UK-based AI company).

3 X 60' OR 1 X 60' (INTERNATIONAL VERSION)  
BARKING MAD PRODUCTIONS, SMASHING FILMS  
& ALLSTORY PICTURES

# EPISODE SYNOPSES

## Episode 1

Fed up with excuses and failed campaigns, **Tony Armstrong** is on a mission to tackle racism in **Australian sport**. In the first episode, the former Australian Football League (‘AFL’) player turned award-winning broadcaster travels to the UK, as he starts a global search for solutions that could help drive systemic change back home. From conversations with former athletes, to a landmark meeting with an innovative data science company, Tony’s on a mission to create a better future for athletes at all levels.

## Episode 2

Tony investigates how athlete activism can combat racism in sport, questioning why Australia often resists outspoken **athletes like Adam Goodes**. After speaking with Goodes, Tony travels to the U.S. to learn from a culture where sport has long driven social change. He meets **journalist Steve Wyche**, who covered **Colin Kaepernick’s protest**, and **Angela LaChica from the Players Coalition**, who stresses the power of coordinated advocacy. At **Angel City FC**, a **women’s football team** built on values of equality, Tony sees how clubs can embody activism, whilst in New York, **NBA executive James Cadogan** explains how the league supports players through its Social Justice Coalition. Inspired by the impact he witnesses, Tony ends the episode with a chat with **Michael Holding**, who challenges him to return to Australia and ask those in power why they’re not doing more to create change.

## Episode 3

Tony returns to Australia to ask whether lessons from abroad can help tackle racism in sport. He meets athletes **Ash Gardner**, **Usman Khawaja** and **Akec Makur Chuot**, who embody the power of advocacy but stress the need for institutional backing. The removal of **AFL executive Tanya Hosch** sparks an emotional exchange and a tense meeting with **CEO Andrew Dillon**, whose answers fall short when compared to the stronger vision of **NRL chief Andrew Abdo**. Alongside academics, educators and the E-Safety Commissioner, Tony explores why racism is so hard to call out, both in person and online. After pitching digital protections to the **Brisbane Lions**, Tony closes his mission by challenging the government to take stronger action, believing that while change won’t come overnight, **sport holds the power to reshape Australia for the better**.

LOS ANGELES  
MEMORIAL  
COLISEUM



# MEET TONY ARMSTRONG

## PRESENTER & NARRATOR

Tony Armstrong, a proud Gamilaroi man hailing from rural New South Wales, has left an indelible mark on Australian media. His journey through AFL with Adelaide, Collingwood, and Sydney, notably alongside his childhood inspiration, Adam Goodes, is just the beginning of his remarkable story.

Breaking new ground in 2019, Tony became the first Indigenous person to provide live commentary for Aussie Rules Football on commercial radio. His undeniable talent and charisma earned him coveted spots on the *Marngrook Footy Show* and as a regular panellist on *The Colour of Your Jumper*.

Expanding his media footprint in 2020, Tony co-hosted the Indigenous comedy football chat show, *Yokayi Footy*, which aired on NITV, SBS On Demand, and AFL channels. Simultaneously, he co-hosted ABC Melbourne's breakfast radio program alongside Sammy J. Later that year, Tony joined the ABC family, presenting sports news on the ABC NEWS channel, providing commentary for Grandstand AFL on ABC Sport, and hosting the 2020 summer series of *Offsiders*. In 2021, the ABC proudly announced Tony as the full-time sports presenter on *News Breakfast*.

His television credits extend beyond sports across a wide variety of television and feature film projects. In 2025, Tony reached an exciting new milestone in his broadcasting career by taking over the hosting duties for the Eurovision Song Contest on SBS alongside Courtney Act, bringing his signature warmth and humour to one of the world's most iconic live television events

Beyond his accomplishments in media, Tony is also a gifted writer and creator. In addition to this literary success, he is currently developing an exciting slate of television projects that promise to captivate audiences nationwide.

**'Sport is our greatest passion but it's somewhere that racism has always reared its head. I want to run towards the fire – and I know that this is going to come at physical cost. I'm going to put a big target on my back, but it's a price I'm willing to pay. If people listen...then it's worth it.'**



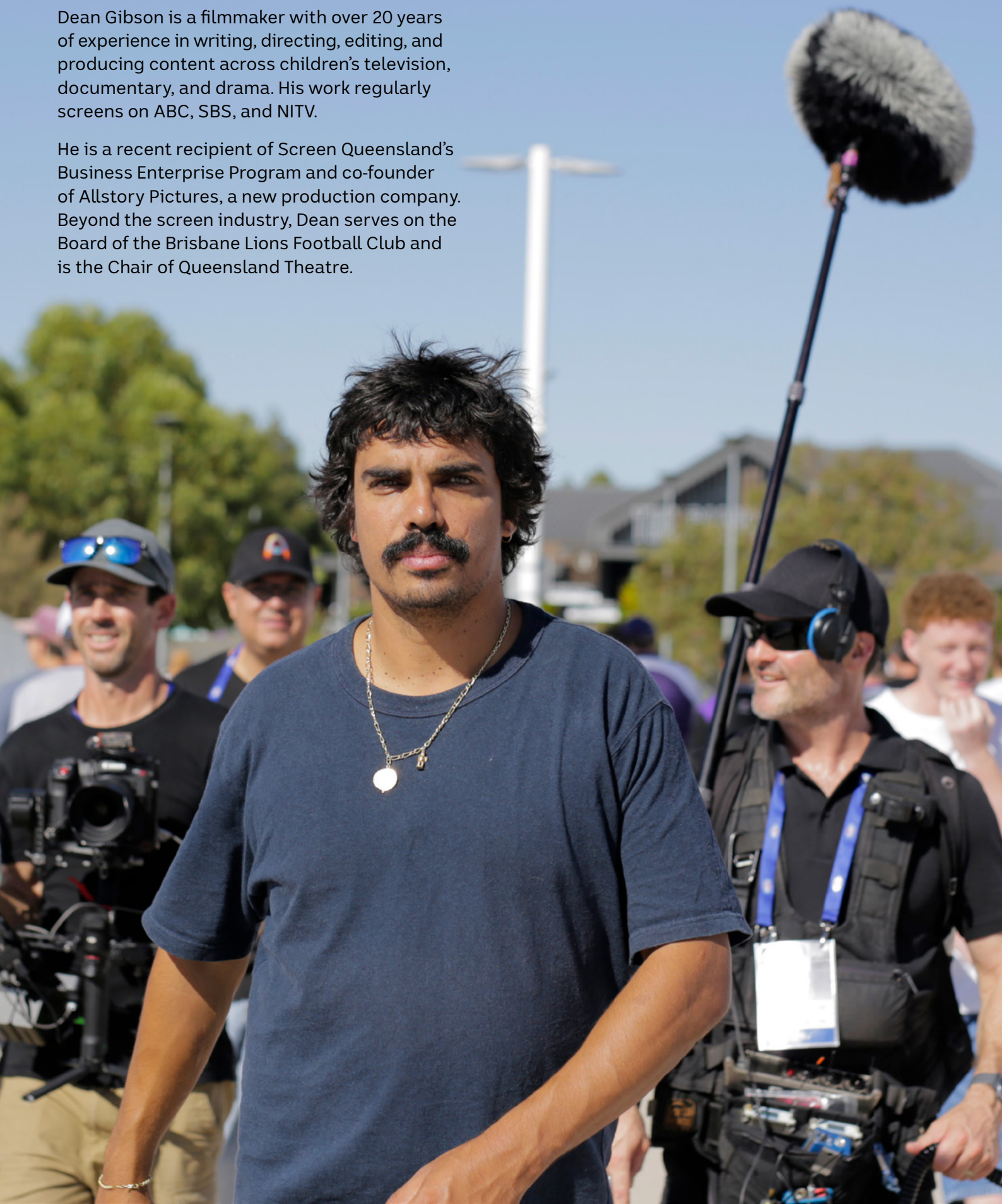
# KEY CREATIVES

## Dean Gibson

### Executive Producer & Series Director

Dean Gibson is a filmmaker with over 20 years of experience in writing, directing, editing, and producing content across children's television, documentary, and drama. His work regularly screens on ABC, SBS, and NITV.

He is a recent recipient of Screen Queensland's Business Enterprise Program and co-founder of Allstory Pictures, a new production company. Beyond the screen industry, Dean serves on the Board of the Brisbane Lions Football Club and is the Chair of Queensland Theatre.



# DIRECTOR'S STATEMENT

**I love sport – both playing and watching it.**

Sport deeply permeates Australian society, serving as a powerful platform for driving change. Everywhere you look, sport greets us, and its undeniable intersection with politics helps shape and define our national identity.

However, we cannot ignore the troubling history of racial abuse within Australia's sporting culture, particularly targeting our First Peoples. Despite this dark history, sport has also provided a platform for Aboriginal people to reclaim their voice and find empowerment. Yet the prevalence of online abuse faced by Aboriginal athletes today remains shockingly unacceptable.

Sadly, racism doesn't stop with First Nations athletes. People of colour and those from diverse backgrounds also endure the same treatment, including sporting heroes like Akec Makur Chuot, Usman Khawaja, and many athletes with Pacific heritage. This sobering reality is a stark reminder of the urgent need to combat racial vilification in sport.

This is where *End Game* flips the conversation – something never before seen on Australian television. Through Tony Armstrong, we dive deep to engage the nation and push the story forward. With his lived experience and powerful social media presence, Tony boldly ventures into uncharted territory to confront racism in both sport and society. Drawing on every ounce of courage and strength from his playing days and beyond, Tony navigates the series by interacting with his online following, posing tough questions, sparking debate, and steering change.

He travels the world in search of solutions and better ways forward, turning the mirror back on Australia with the hope of inspiring us to be better. Along the way, he meets athletes, administrators, and changemakers who bring their own emotional stories and perspectives, each influencing Tony's journey.

At its heart, *End Game* uses sport to ask a much bigger question of the nation. The conversations it sparks are designed to create moments in homes, schools, and workplaces – moments of national vulnerability that will force Australia to confront racism in sport. For too long, we have sidestepped this conversation.

Archive sequences and intimate athlete encounters empower *End Game* to shine a light on the devastating effects of abuse – not only on athletes' mental and emotional well-being – but also on our collective spirit. At the same time, it celebrates Black excellence and leadership both here and abroad.

**– Dean Gibson, Director**

**'End Game holds the transformative power to ignite action within the sports industry and ultimately drive change for Aboriginal people and people of colour. It speaks to the change I hope for. It is what motivates me to help tell this story and to give voice to our people.'**

# KEY CREATIVES

## Steve Bibb

### Executive Producer

Steve Bibb is an award-winning television producer, director, writer and the former Head of Factual at the ABC.

Recognised as one of Australia's leading factual and documentary producers, Steve brings decades of experience and a track record of delivering hundreds of hours of critically acclaimed, high-impact programs.

In 2020, Steve launched Barking Mad Productions, an independent production company committed to creating premium factual and documentary programming built on integrity, innovation and storytelling excellence.

As Head of Factual at the ABC, Steve led a bold creative strategy that revitalised the genre and delivered award-winning, conversation-starting shows. His commissioning highlights include *War on Waste*, *Old People's Home for 4 Year Olds*, *Back in Time for Dinner*, *Ice Wars*, *Love on the Spectrum*, *Conviction*, *Stargazing Live* and *Anh's Brush with Fame*. Before the ABC, Steve was an Executive Producer at CJZ, where he created *Great Southern Land* (ABC) and co-created *Hardliners* (FOX8) and *MegaTruckers* (A&E). He also held senior roles at Ambience Entertainment and was a co-owner of Landmark Television.

Steve began his career as a newspaper journalist in Sydney and London and is the co-author of two books. He spent a decade at the Nine Network as a producer and executive, establishing his reputation as a creative leader in Australian television.

## Dan Brown

### Executive Producer

Dan Brown is the Creative Director and Executive Producer behind factual TV programs that get audiences talking across Australia and overseas. After a successful stint with the ABC as Executive Producer Factual, Dan co-founded Joined Up Films in 2010. Specialising in high-quality original concepts for the factual market, Dan was responsible for the creation, pitching and production of content for broadcasters that include the ABC, SBS, Network 10 and Discovery Channel.

In 2023 Dan founded Smashing Films to continue his passion for creating thought provoking, quality content. The company's original concept, *The Hospital: In the Deep End*, shone a spotlight on the challenges faced by Australia's healthcare system. The success of this project prompted SBS to return *The Hospital* for a second season due in 2026.

Smashing Films produced a 4 part series *Aerial Australia* for Paramount in 2024 whilst developing and producing the ambitious *End Game* for the ABC. Dan continues to oversee a wide range of projects and loves to develop new ideas and formats that play with the form of documentary.

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