

Response from Jay Allen, Head of Corporate Affairs, AFL:

Please see below the media release that we put out Monday about our position in relation to Mitch Cleary. Mitch hosted his show on Monday afternoon where he also apologised for releasing information on his personal social media account despite his Editor making the editorial call not to publicly release the names.

Mitch's situation (his tweet naming a players partner) was addressed because he did not follow editorial direction. If he wished to publish on the afl.com.au platform, for which he is employed, the editor wouldn't have allowed the publishing of the name or the names of the other families.

The decision by AFL Media not to publish the name of any of the family members from a number of the clubs who transgressed was also mirrored by a number of other media organisations (some media outlets elected to publish on Saturday) so AFL Media was not alone in its editorial decision-making. In a meeting with his Editor, Mitch acknowledged that he should have checked his own outlet's stance on the release of the family names before taking the different editorial position and naming families through his own personal social media channel.

AFL Media journalists are free to report on AFL matters and regularly break stories and feature exclusive content on the afl.com.au site and the AFL app but are still expected to be bound by the editorial decisions of their editor.

MEDIA RELEASE FROM THE AUSTRALIAN FOOTBALL LEAGUE

AFL Media Statement – Mitch Cleary

The AFL has today concluded an internal matter regarding a member of the AFL Media team, Mitch Cleary.

Last week, AFL Media, a department of the AFL, made an editorial decision to not name any family members relating to the recent club breaches of the Return to Play protocols.

The reasoning behind this decision was to protect the well-being of all individual's involved, a message that was reiterated in the official AFL Media Statement on Friday afternoon (31 July).

Mitch mistakenly did not follow his department's editorial decision and named a family member on his own personal twitter channel on Friday evening.

Upon speaking to his Editor and then realising his tweet was at odds with AFL Media's editorial decision, Mitch immediately removed his tweet and acknowledged it was a mistake on his behalf.

The matter has now been resolved internally with Mitch returning to work today, co-hosting AFL Exchange on afl.com.au.