

THE GAME WITHIN THE GAME

# YOUR BETTING GUIDE FOR THE 2020 AFL SEASON



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# INTRODUCTION

The 2020 AFL season promises to be another thriller and we've leveraged the predictions of multiple pro punters to give you an insight to how the year will play out.

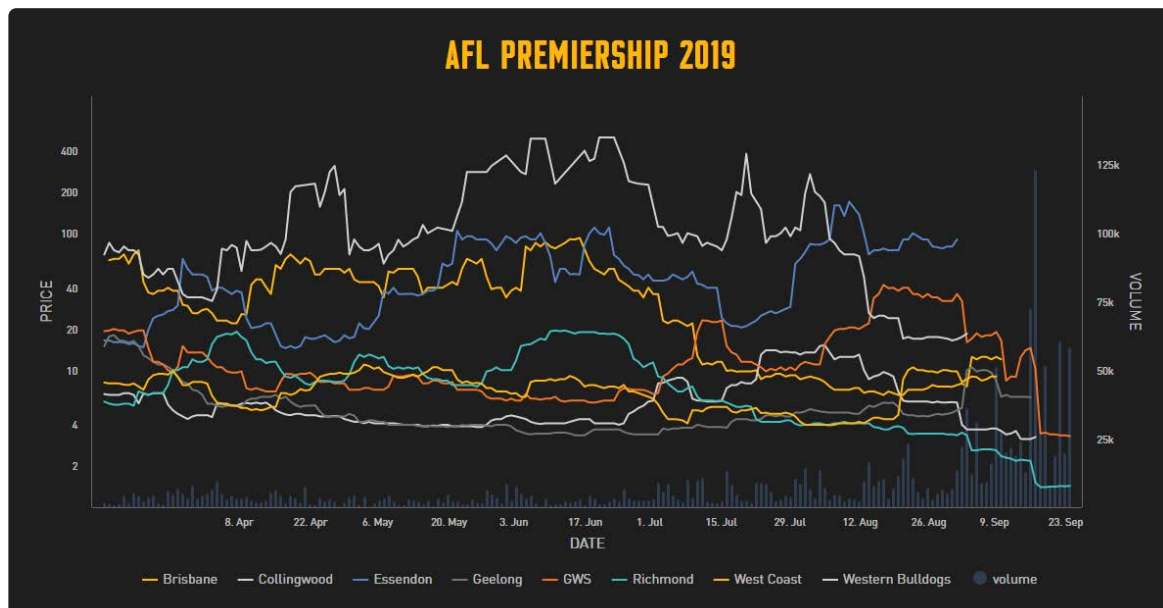
What have they come up with as Richmond look to claim their third flag in four years? Will it be West Coast, Collingwood or last year's grand finalists, Greater Western Sydney? They're all under \$10 in a tight premiership market (at time of writing) but could the winner come from juicier odds?

Don't forget that the Tigers traded at \$21 on the Betfair Exchange last year. Plus their Grand Final opponents, Greater Western Sydney, hit a peak of \$40 during the season.

These fluctuations aren't rare on the Exchange and are something you can take advantage of on a weekly basis on Betfair.

**With deep markets on futures, you won't find a better place to Back, Lay and Trade the AFL this season.**

The graph below shows the fluctuations of the top eight teams last season.



Additionally, there has been plenty of pre-season discussion on who will win the 2020 Brownlow Medal. The Exchange has Patrick Cripps (\$6) as the favourite over 2019 winner Nat Fyfe. However, Dustin Martin, Patrick Dangerfield and Marcus Bontempelli also loom as key chances in the count.

Our pro punters discuss it all in this eBook, helping you navigate an array of AFL futures markets ahead of the 2020 season, including:

- Premiership winner
  - Best bet
  - Value bet
- Minor premiers
- Top 4
  - Value bet
  - Lay bet
- Top 8
- Wooden Spoon
- Coleman Medal
- Brownlow Medal
- Rising Star

Don't forget, **Betfair's 2.5% commission rate on AFL is the lowest take-out rate in the industry.**

Enjoy our 2020 AFL eBook and, as always, gamble responsibly.

# PREMIERSHIP WINNER



Three of the last four premiers finished sixth or worse the previous season, an indicator that the AFL is getting significantly more competitive and [the market reflects that](#).

This year we've circled Greater Western Sydney to have on side. The Giants have played finals in four straight seasons and despite finishing sixth on the ladder last year, got hot in September to reach the Grand Final. They have significantly bolstered their list in 2020 with the acquisition of quality ruckman Sam Jacobs. Plus, the Giants already have the most talented and deepest midfield in the AFL, including the likes of Stephen Coniglio, Callan Ward, Josh Kelly, Tim Taranto, Lachie Whitfield and Jacob Hopper.

Jeremy Cameron is the reigning Coleman Medal winner and Toby Greene is a match winner. This is a team with no weaknesses other than mental.

**If they can close the gap between their best and their worst, they are entitled to return to the Grand Final.**

The Demons were the disappointment of 2019. Tipped to win the flag by many, Melbourne completely tanked to finish 17th with just five wins, finishing the season with seven straight losses. After featuring in their first finals in 13 years, it was a horrid fall for the Dees.

2019 put coach Simon Goodwin under pressure but there were excuses with major unrest and a significant injury toll. The Demons needed a fresh slate and they can bounce back quickly from their meagre 2019 - any improvement could have them in the hunt for the flag.

▲ **BACK – Greater Western Sydney at \$9.00**

▲ **BACK – Melbourne at \$26.00**



# MINOR PREMIERS

Five different teams have won the AFL minor premiership across the last five years and our experts are backing West Coast to make it six from six.

The 2018 premiers have not finished top of the ladder since 2006 but look set to kick on for a big 2020 following the addition of Tim Kelly to an already stacked list.

**Over the last five seasons no team has had a better home record, with the Eagles winning 48 of 61 games in Perth (and even covering the spread at a rate of 62%).**

Additionally, West Coast have won 16 or more games in four of the last five seasons. They tick a lot of boxes to finish the year on top, only confirmed by having such a senior side.

▲ **BACK – West Coast at \$5.00**

# TOP FOUR



The Bulldogs are the only team in last year's Top 8 to fall within a win of their win expectation. They are the real deal and what you got last year was a fair reflection of where they are at.

After two years on the outside following their drought-breaking premiership, the Bulldogs returned to the finals last year. The young core at the Bulldogs made a major leap in 2019 and can go on.

Defensively, the Dogs made major improvements in 2019 and the addition of Alex Keath will further help their case in 2020. Should his inclusion result in even a slight improvement in the Bulldogs' defence, they are more than capable of going a long way this year.

On the flip side, the Lions finished second on the ladder last year but have some major red flags, suggesting significant regression in 2020.

**Brisbane are the clear Pythagorean lays after overshooting their expected win ratio by over four victories last year.**

They are also clear regression candidates based on their significant leap last year, jumping from five straight years in the bottom four including 15th in 2018 to finish second on the AFL ladder. They are the top take on team in [the AFL this year in all markets](#).

▲ **BACK – Western Bulldogs at \$2.90**

▼ **LAY – Brisbane at \$2.70**



# TOP EIGHT

The Blues significantly undershot their true win rate in 2019 when they went 7-15, falling a full 3.5 wins short of their expected win number. After the disappointment of the Brendon Bolton regime came to a head in 2019, David Teague gets a fresh slate after having the interim tag removed.

The Blues have recruited well, led by the return of gun goal-sneak Eddie Betts, but the most important return will be that of Sam Docherty from two injury-ruined seasons. Sam Walsh's quick development hasn't hurt either. Teague has the Blues playing an exciting brand and they can drive to the Top 8 this year.

▲ **BACK – Carlton at \$4.00**

# WOODEN SPOON



Absolutely no spoil at the price but the Suns are not leaving the 2020 season without the [wooden spoon](#).

Yes, this may seem all too obvious, but Gold Coast are very much a basket case who have managed to finish 15th or worse in seven of nine seasons. Additionally, they have never finished higher than 12th on the ladder.

The numbers aren't kind either.

**The Suns are 19-69 across the last four seasons and are very much just fighting for survival at this point.**

Whilst the kids they've drafted do look good, they're a long way away from making a significant impact to their win total.

Don't overthink this one. The \$1.70 on offer is value.

▲ **BACK – Gold Coast at \$1.70**





# COLEMAN MEDAL

North Melbourne big man Ben Brown has put together goal tallies of 64, 61 and 63 across the last three years. These numbers stack up quite well considering the winning tally for the [Coleman Medal](#) in those seasons have been 67, 65 and 69.

A traditional forward by trade, look for an improving North Melbourne side to lend itself to more favourable results in 2020. There are no complications at the Roos.

**Brown is entering his prime and can easily reach 70 goals, a tally that will win the Coleman in 2020.**

Check updates to see if his preseason injury is worse than expected but he should be right for Round 1 and if so, we see him as the most consistent entry point in what should be a very open Coleman race.

▲ **BACK – Ben Brown at \$7.00**

# BROWNLOW MEDAL



Betfair is your home for the 2020 Brownlow Medal. [Our Brownlow Medal Predictor Leaderboard](#) is back this year. With votes for every player and every team for every game, this is your number one Brownlow resource to refer to throughout the season.

## THE ANALYSTS

Patrick Cripps has become a Brownlow darling and with Carlton expected to improve, he is rightfully at the top of the market.

**Cripps has polled 20-plus votes each of the last two years, despite Carlton's record, to net Top 5 finishes.**

The co-captain is a ball magnet who stands tall and is well liked by the umpires.

[It's a group one field](#) with Fyfe, Dangerfield, Martin, Mitchell, Bontempelli and Neale, but Cripps is the standout. He can't be tagged, his age suggests he can still get better and Carlton should win more games in 2020. He'll be trading much shorter than his current quote during the season.

▲ **BACK – Patrick Cripps at \$6.00**



# RISING STAR

Hard to see someone outside of the Gold Coast Suns winning this award. Izak Rankine and Noah Anderson headline the outsiders of the field. However, Matt Rowell is the clear top pick.

**He has Sam Walsh v2 written all over him and is one of the most readymade draft picks we've seen in the last decade.**

We are going to suggest a Back to Lay selection here though with the potential of Anderson and Rankine to shine just as brightly as Rowell does. He's going to attract plenty of media hype throughout the season [which will drive his price down](#), meaning we'll be able to Lay for a profit.

▲ ▼ **BACK to LAY – Matt Rowell at \$4.00 (trade out at \$1.70 or lower).**

# CONCLUSION



The Analysts are backing the Giants to go one step further this season, whilst also siding with a 2018's bolter, Melbourne, to bounce back in a big way.

However, backing isn't the only way to take advantage of your edge this AFL season.

**The Exchange also offers a breadth of opportunities that are unique to Betfair customers.**

Do you agree with the Analysts and believe Brisbane will be the big sliders of the 2020 season? Lay them on the Exchange.

Alternatively, jump in and out of the futures market and green up by trading the AFL Premiership market.

With **Betfair's industry-leading take-out rate of 2.5% on all AFL markets**, there's never been a better time to bet on Australia's leading football code.

## AFL PREMIERS 2020

Team	Betfair Odds*	BetEasy	TAB
Richmond	5.29	4.50	4.50
West Coast	6.85	5.75	6.00
Collingwood	8.80	8.00	8.00
GWS	8.80	8.50	9.00
Western Bulldogs	11.24	10.00	11.00
Geelong	13.19	12.00	12.00
Brisbane	13.68	12.00	11.00
Hawthorn	19.04	19.00	15.00
Melbourne	27.33	26.00	26.00
Port Adelaide	31.23	31.00	29.00

\*All odds correct as of 14:00, 06/03/20 with commission removed.



# BONUS

Be sure to return to the [Betfair Hub](#) every week of the AFL season to ensure you have all the necessary information you need to make informed decisions on the Exchange.

What can you expect this year?

- [Weekly best bets from our AFL Analysts](#)
- [Brownlow medal predictions](#) for every game after every round, on site by Monday afternoon
- [Rated prices for every game from a model built by our expert Data Science team](#)
- [Matched betting tutorials](#) to help you exploit bookmaker promotions on the AFL

We're proud to support smart punters at Betfair. If that's you, there's only one place to bet in 2020.

We hope you enjoyed our 2020 AFL eBook.

**Betfair has the best AFL odds. Every round.**

Gamble responsibly.