

THE GAME WITHIN THE GAME

# YOUR UPDATED BETTING GUIDE FOR THE 2020 AFL SEASON



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We may be one round into the 2020 AFL season, but this season looms as one that will shape up very differently to ones in seasons gone. With teams dealing with COVID-19 restrictions as well as a shortened season, there will be a lot of uncharted waters in the months ahead.

However, it 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.

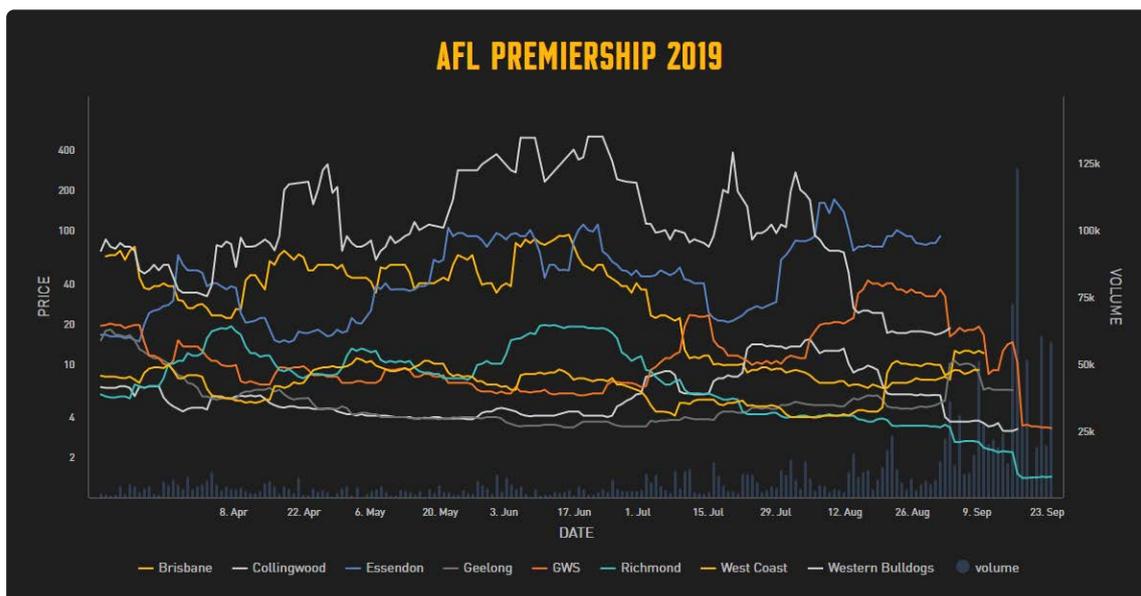
What have they come up with as Richmond look to claim their third flag in four years? Will it be West Coast, Collingwood or last year's grand finalists, Greater Western Sydney? They're all under \$10 in a tight premiership market (at time of writing) but could the winner come from juicier odds?

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



Looking past the top couple of lines of betting has served well in recent times. Three of the last four premiers finished sixth or worse the previous season, an indicator that the AFL is getting significantly more parity in its competition than previous years.

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. The Giants already have the most talented midfield in the AFL led by Stephen Coniglio and Callan Ward. Jeremy Cameron is the reigning Coleman Medal winner.

**They are arguably winners from the revamped draw with no truly elite opponent in the first five weeks and they could not have been more impressive in Round 1 with a big win over Geelong.**

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 Cats are also huge beneficiaries of the revamped AFL fixture. They play all four of their first set of games at home - three at the Cattery - and will be heavily favoured in all four.**

A 4-1 record with heavy percentage advantage would have the Cats primed for a high ladder finish and perhaps a home advantage when the finals roll around. Geelong have historically been very good playing from in front and a veteran team will benefit from reduced travel and the flexibility of being able to rotate.

▲ **BACK - Greater Western Sydney at \$7.00**

▲ **BACK - Geelong at \$17.00**



# MINOR PREMIERS

Five different teams have won the AFL minor premiership across the last five years and West Coast look a great chance to make it six straight. The Eagles have not finished top of the ladder since 2006 but look set to kick on for a big 2020.

They won well in Round 1 and they are well placed to win at least three games in Queensland during their first set of games.

**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 at a rate of 62%) so they will thrive when they get back on home turf. 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 \$7.00**

# TOP 4



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 while the investment in Alex Keath to bolster their defence that ranked bottom six was a boon.

The Bulldogs only need a slight improvement with their defence to go a long way in 2020, though they will need to atone for a horrific season opening loss to Collingwood.

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

**They 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](#). If they don't take advantage of four straight games at The Gabba they are completely cast.

▲ **BACK - Western Bulldogs at \$3.70**

▼ **LAY - Brisbane Lions at \$3.30**



# TOP 8

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. Teague has the Blues playing an exciting brand and they can drive to the Top 8 this year.

They start behind the eight-ball after a loss in Round 1 but the talent is there to surprise.

▲ **BACK – Carlton at \$4.80**

# FEWEST SEASON WINS



Absolutely no spoil at the price but the Suns are not leaving the 2020 season without the wooden spoon. Gold Coast are a basketcase who have managed to finish 15th or worse in seven of nine seasons and have never finished higher than 12th on the ladder.

**They are 19-70 across the last five seasons and couldn't manage even 30 points at home in their opener.**

▲ **BACK - Gold Coast at \$1.80**



North Melbourne big man Ben Brown has put together goal tallies of 64, 61 and 63. The winning tally for [the Coleman](#) 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.

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

There are no complications at the Roos. He booted a goal in the opener so is not too far off the mark.

▲ **BACK - Ben Brown at \$7.00**

# BROWNLOW MEDAL



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 to net Top 5 finishes. Cripps is a ball magnet who stands out and is well liked by the umpires. Picked up 31 touches and can poll on a losing team in Round 1.

▲ **BACK - Patrick Cripps at \$10.00**



# 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 an experienced Geelong outfit to capitalise on a host of fixture changes.

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*	TAB	Ladbrokes
Richmond	5.10	4.50	4.50
West Coast	6.66	6.50	6.00
Collingwood	7.24	6.00	6.50
GWS	6.85	6.50	6.50
Brisbane	14.16	14.00	12.00
Geelong	16.11	15.00	15.00
Western Bulldogs	16.60	15.00	15.00
Hawthorn	18.06	15.00	15.00
Port Adelaide	29.28	26.00	26.00
Essendon	31.23	26.00	26.00

\*Prices correct as of 4:45pm AEST on 01/06/2020.



# 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.