

LEGACY '23



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The CommBank Matildas formed a huddle in the middle of Stadium Australia in the shape of a love heart
Photo by Robert Cianflone/Getty Images



ACKNOWLEDGEMENT

Today and always, Football Australia recognises and acknowledges Aboriginal and Torres Strait Islander Peoples as the first inhabitants of Australia and that sovereignty was never ceded.

Football Australia Headquarters are located on the lands of the Gadigal people of the Eora Nation, who we acknowledge are the traditional custodians of the land now known as Barangaroo. We extend our respect and honour to all elders past, present and for future generations.

Left page: Mununjali Wiradjuri Artist Kim Walmsley.
This artwork was commissioned to mark the launch of Football Australia's Reconciliation Action Plan in February 2022.

EXECUTIVE SUMMARY

Australia's global football triumph: Legacy '23 sparks call for increased investment into football

In 2020, the joint bid by Football Australia and New Zealand Football were appointed hosts of the FIFA Women's World Cup 2023. Beyond the ambition of hosting the most commercially successful women's football tournament, the broader vision was aimed at fostering a lasting impact on both football and society. In 2021, Football Australia's commitment to this vision was actioned through the launch of Football Australia's Legacy '23 Plan. Over the subsequent years, Legacy '23 evolved into football's primary leveraging strategy, emphasising the generation of economic and social benefits both domestically and internationally.

This post-tournament report underscores the significant impact of the Legacy '23 strategy, which has brought about incremental yet transformative change within the sport during a short period. However, it also highlights critical shortfalls. Despite

foundational strides made, the Legacy '23 plan fell well short of its ambitious targets. With over 2,400 clubs operating at full capacity, Football Australia is committed to working with all levels of government, and other sporting codes, to address the \$2.9 billion gap in facility investment across Australia.

The FIFA Women's World Cup Australia & New Zealand 2023™ marked a historic milestone in Australia's sporting journey. Notably, FIFA's investment into the tournament resulted in the event breaking even for the first time. Alongside the Government's substantial investment into the tournament, it achieved resounding success, generating an induced economic impact of \$1.32 billion, with an estimated reduction in healthcare costs of \$324 million due to increased physical activity levels.

Football Australia welcomed the combined investment of \$398 million from the Australian and various State Governments for Legacy '23 and related initiatives. Of the \$398 million secured for Legacy '23, \$129m (33%) of the total funds were allocated by government to positively impact other sports, primarily through substantial stadium upgrades nationwide. This highlights football's value to the broader sporting industry and establishes a new benchmark for future hosts of major sporting events in Australia. Football Australia and its stakeholders will continue to advocate for additional funds from government to fully realise the infrastructure needs of the sport, to meet the outstanding targets outlined in the Legacy '23 plan, and to meet the growing demand participation resulting from the success of the CommBank Matildas and Subway Socceroos.

As attention shifts towards the Brisbane 2032 Olympics and Paralympics, football's intrinsic and proven value reaffirms its position as an ideal partner for ongoing collaborative efforts across all levels of government. Through these partnerships, additional economic and social benefits can continue to be realized for Australian society, football, and sport more broadly. Following the successful co-hosting of the FIFA Women's World Cup 2023, Australian Football has demonstrated its capability as a suitable candidate for hosting global football tournaments, evidenced by the significant attendance and viewership numbers, bolstered by favourable broadcast time zones, supported by a passionate nation of football fans.

Football Australia remains a strong contender to secure the hosting rights for the 2026 AFC Women's Asian Cup. Australia is ready, one of the most multicultural societies in the world, with over 300 different ancestries and almost 20% of our nation's population having ties back to countries that comprise the Asian Football Confederation, meaning every team that visits our shores will have a 'home away from home' feeling. This esteemed Asian football tournament provides an ideal platform for all tiers of government to employ football as a tool for effectively implementing sports diplomacy and tourism strategies within Asia. This enhances Australia's footprint across the continent, fostering deeper connections. Furthermore, hosting the tournament on home soil represents a crucial platform to advance the goals outlined in Legacy '23, particularly in addressing the shortfall in football facility investment.

To help narrow the facilities gap, another avenue available is the Australian Government's innovative \$200 million Play Our Way grant program. Inspired by the impact of the CommBank Matildas during the FIFA Women's World Cup 2023, this grants program is open to all sports, and aims to develop more suitable facilities to engage women and girls in sport. Given football's ongoing status as Australia's largest club-based participation sport and the surge in participation figures following the tournament, it's crucial that grassroots clubs are adequately positioned to access funding allocations through this program.



INVESTMENT DRIVES IMPACT

FIFA and the Australian Government Investment in the FIFA Women's World Cup 2023 delivers Significant Economic and Social Impact in Australian Society

The FIFA Women's World Cup Australia and New Zealand 2023™ set a new standard, surpassing all previous benchmarks, and establishing itself as the most significant and successful edition of the tournament. FIFA and the Australian Government's investment into this tournament had extraordinary economic and social impacts on Australian society.

Research conducted by Nielsen in October 2023, revealed an induced economic impact of \$1.32

billion, with the presence of 86,654 visitors in Australia being a major driver of the economic activity. With 35 matches in Australia drawing 1,269,531 spectators and a global viewership of almost 2 billion, fuelled by large contributions from key broadcast markets across Asia, Europe, and the United Kingdom.



The Hon Anthony Albanese MP, Prime Minister of Australia and FIFA President Gianni Infantino

The CommBank Matildas' performance at the tournament marked the most exceptional achievement by any Australian Senior National Team in a FIFA tournament. Their semi-final match against England attracted the largest Australian viewing audience in the history of free-to-air terrestrial ratings, reaching 11.15 million people. This number increased significantly when considering subscribers to Optus Sport, viewers of all ages, and crowds at public viewing areas. Moreover, the total viewership for Network 7 fixtures during the competition reached an impressive 24.08 million viewers, underscoring the team's immense popularity and widespread support across the nation.

Beyond their on-field achievements, the CommBank Matildas, revered as Australia's most beloved National Team, have achieved more than sporting milestones. They've been catalysts for transformative societal change, challenging perceptions and gender stereotypes, while advocating for sustained evolution within the Australian and international sporting landscape. This report provides a detailed account of new research and insights developed by Football Australia in collaboration with Portas Consulting, capturing the wide-reaching social impact of the CommBank Matildas before, during and after the FIFA Women's World Cup 2023. The research expands upon the five pillars of Legacy '23, encompassing the CommBank Matildas influence on broader social, health, sporting, and economic impacts that transcended the realm of football, reaching individuals, communities, and society at large.

These impressive outcomes stemming from co-hosting the FIFA Women's World Cup 2023 are in close alignment with key government initiatives outlined in the Sport 2030 National Sports Plan (NSP 2030), Long Term National Health Plan (LTNHP), Tourism Plan 2030, and Sports Diplomacy 2030. This exemplifies the strategic integration of football achievements with broader national objectives, showcasing how football's success contributes to, and supports wider national goals and strategies.

Australian economic and social impacts

\$1.32 billion
economic impact

1,288,175
total tickets sold for Australian matches

\$324 million
decreased healthcare costs

35 matches
across 5 host cities

403,136
in attendance across all seven sold out CommBank Matildas matches

86,654
international visitors

96%
of overseas visitors will recommend visiting the host city to friends & family

505,000
volunteer hours during the tournament

Data source: FIFA and Nielsen Sports - Australia Host City Impact Study October 2023

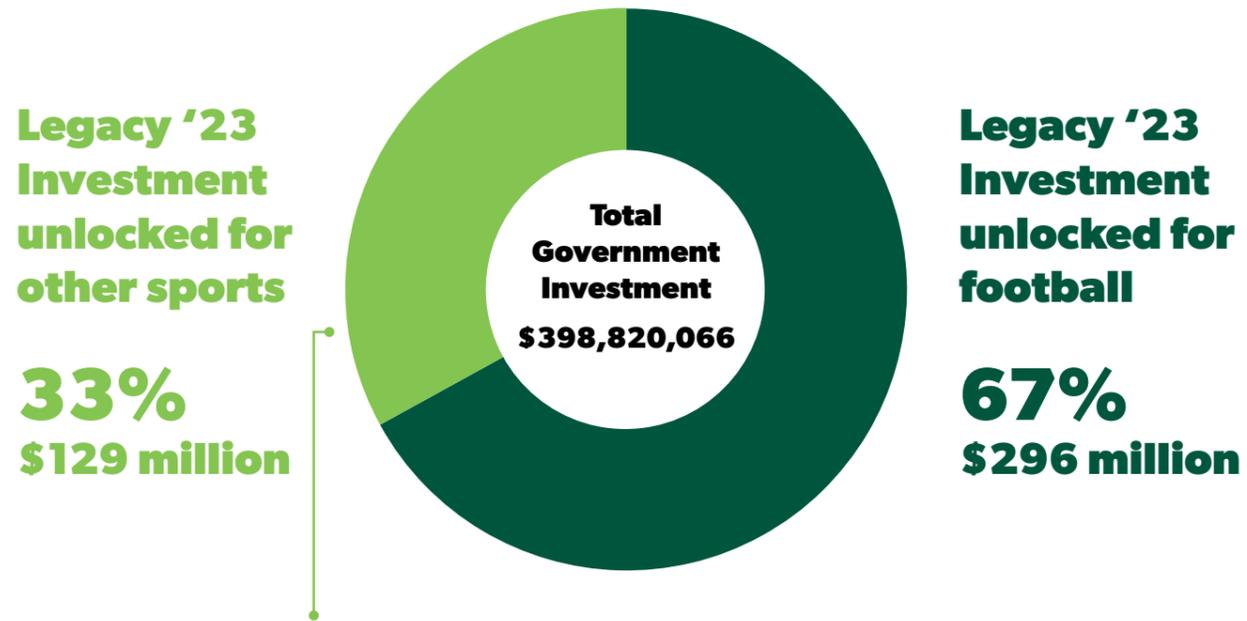
AUSTRALIAN AND STATE GOVERNMENTS' INVESTMENT INTO FOOTBALL AND OTHER SPORTS

As a result of co-hosting the FIFA Women's World Cup 2023, Football Australia has unlocked more than \$398 million in federal and state government funding for Legacy '23 related projects.

It is important to note that \$129 million (33%) of the total funds unlocked for Legacy '23 also positively benefited other sports.

Through a number of key projects, enhancements to stadia will support other sports beyond football and benefit industries beyond sport for years to come.

The pie graph below represents the total government funding unlocked through Legacy '23 from June 2020 – December 2023.



\$25 million

Melbourne Rectangular Stadium
Rugby League, Rugby Union

\$58.71 million

La Trobe Sports Precinct, Melbourne
Rugby Union

\$35 million

Perth Rectangular Stadium
Rugby Union

\$11 million

Brisbane Stadium
Rugby Union, Rugby League

\$200 million Play Our Way grant program

Football Australia's advocacy and the CommBank Matildas success contributed to the Australian Government committing \$200 million to the Play Our Way grant program during the FIFA Women's World Cup 2023.

This is Australia's biggest comprehensive investment in women's sports, with funding to address participation barriers through safe, inclusive and sustainable facilities and programs that support the enduring engagement of women and girls in sport and physical activity.

Football remains the largest club-based participation sport in Australia, with a notable increase in participation following the FIFA Women's World Cup 2023. It is crucial for grassroots football clubs nationwide to ensure fair access to funding allocations through the grant program. With guidelines now available, Football Australia will collaborate with Member Federations and the grassroots community to achieve this goal.

"The Matildas have changed sport forever and our \$200m Play Our Way program will help the next generation of female athletes enjoy safer sporting facilities. Too often women and girls are changing in men's bathrooms, wearing hand me down boys uniforms, playing with men's equipment on poor fields that boys teams wouldn't train on. Play Our Way will address these issues to help women and girls enjoy sport for life."

The Hon Anika Wells MP
Minister for Sport



LEGACY '23 PILLARS

Overview of Key Wins & Future Opportunities

Foundational investment in the **Facilities Pillar** has resulted in enhancements in stadium infrastructure nationwide, fostering the establishment of cutting-edge facilities and propelling the evolution of community football clubs. Through targeted investment in community facilities across various states, there have been foundational improvements in the Community Club environment, particularly for women and girls. Notably, the percentage of clubs deemed 'inclusive' has seen a rise from 36% to 40%, signifying positive strides in creating more inclusive spaces within clubs. However, there remains a significant deficiency in facility investment across pivotal states that demands urgent attention. As participation demands increase, the strain on existing facilities within the 2,400+ clubs nationwide, already at saturation levels, requires immediate attention from all levels of government—federal, state, and local. Addressing this gap is essential to meet the expected surge in participation, improve the experience and retention rate for women and girls on our journey to the national 50:50 target, and continue fostering the wide-ranging benefits that football provides to its community of over 2 million people. It will therefore be crucial that grassroots football club facility upgrades materially benefit from the Play Our Way grant program.

The Australian Government's investment in the **High-Performance Pillar** has shown significant results in the past two years. The substantial funding provided to the CommBank Matildas by establishing a world-class schedule and ensuring adequate support staff, was instrumental in their preparation for the FIFA Women's World Cup 2023 and success during the tournament. This backing has also been pivotal in nurturing a future talent pipeline and enriching competitive depth through robust programs tailored for the CommBank Young Matildas and CommBank Junior Matildas. Sustaining this level of funding is crucial, as it has set a benchmark for consistent excellence, and aims to cement the gains made and further elevate Australia's performance on the global stage in future tournaments. As we

progress towards the Brisbane 2032 Olympics and Paralympics, we recognise the vital role played by our National Teams in propelling the continuous growth of women's football and broader societal development

This investment's social impact extends beyond our National Teams, significantly contributing to positive advancements for the larger community.

Key initiatives within the **Participation Pillar** have supported the football ecosystem in implementing transformative changes at the grassroots level. The Club Changer program led to over 653 Community Clubs achieving 1-star status via Club Changer, with 34% completing the Women & Girls module. Football retained its top position among schools for the second year in the Sporting Schools program for Term 2, 2023, underlining its popularity among primary school-aged children. The Football Fever program engaged schools in conducting mini tournaments during the FIFA Women's World Cup 2023. Pleasingly, women and girls' participation has risen from 22% to 26%, demonstrating much needed progress. Nevertheless, achieving 50:50 gender participation at the grassroots level remains an ambitious, yet feasible goal, necessitating further investment and commitment to achieve it.

The initial investment in the **Leadership and Development Pillar** has shown promising progress in our efforts to support and retain more women in football. The Our Game Women in Leadership program successfully engaged over 175 women across 5 States, while the Women & Non-Binary Persons in Media Program provided invaluable experience for a smaller group of aspiring talents in the football media industry. Collaborative initiatives with football stakeholders have resulted in significant growth in women's participation across the sport. Between 2021 and 2023, there was a remarkable 63% increase in women entering coaching roles, coupled with a notable 27% growth in women pursuing refereeing. Nevertheless, female representation currently stands at 26% for coaches and 15%

for referees. Achieving greater women's representation remains a significant and ongoing objective, necessitating support from all levels of government.

The **Tourism and International Engagement Pillar** continued its role in supporting Australia's public sports diplomacy efforts and global connectivity through football. In early 2023, Australia's Department of Foreign Affairs & Trade initiated an unprecedented FIFA Women's World Cup trophy tour, covering all participating Member Associations—an inaugural step for a foreign policy agency. Former Australian National Football Team players embarked on tours across several Asian countries, advocating for increased involvement of women and girls in football. Organizing the Pacific Women's Four Nations

Tournament ensured that Member Associations within the Oceania Football Confederation benefited from a tournament held within their regional sphere. Simultaneously, the Australian U-20 Women's National Football Team toured China, engaging in numerous international friendlies. While acknowledging these achievements, there's potential for further exploration of football's capacity to strengthen diplomatic relations for governments, leveraging its extensive connections in the Indo-Pacific region.

Pillar	Amount \$	%
 Facilities	\$373,247,105	93.59%
Community Facilities	\$78,157,105	19.60%
High Performance Facilities	\$171,090,000	42.90%
Stadia	\$124,000,000	31.09%
 High Performance	\$9,000,000	2.26%
 Participation	\$13,542,961	3.40%
 Leadership & Development	\$1,830,000	0.45%
 Tourism & International Engagement	\$1,200,000	0.30%
Total	\$398,820,066	100%

PILLAR 1: FACILITIES

OBJECTIVE

Building Our Game to meet surging demand through improved infrastructure to ensure equitable female facilities.



THE WOMEN'S WORLD CUP WAS AN INCREDIBLE TOURNAMENT THAT PERTH PLAYED A PART IN – AND WE WANT TO MAKE SURE THAT THE WORLD GAME, AND WOMEN'S FOOTBALL IN PARTICULAR, CAN CONTINUE TO BENEFIT FROM ITS SUCCESS. OUR GOVERNMENT'S INVESTMENT IN THE WOMEN'S GAME IS ALL ABOUT MAKING SURE EVERY YOUNG WESTERN AUSTRALIAN HAS THE OPPORTUNITY TO BECOME THE NEXT SAM KERR.

ROGER COOK MP
PREMIER OF WESTERN AUSTRALIA



KEY WINS

Upgrade and naming of the Sam Kerr Football Centre in Perth

Queensland Women's Football Legacy Fund of \$6 million (excluding co-contributions)

Dedicated allocation for football of \$10 million in the South Australia Female Sporting Facilities Fund



FUTURE LEGACY OPPORTUNITIES

Capacity of community infrastructure remains the biggest barrier to achieving 50/50 gender equity in participation. With only 40% of facilities considered inclusive, coupled with the widespread distribution of football in Australia, the cumulative facilities gap amounts to \$2.9 billion.

Establish a Home of Football that serves as the Centre of Excellence for Australia's national teams, administrative headquarters, and community facility, enabling a variety of programs and courses.

Sam Kerr Football Centre, Perth



SUMMARY

Facilities have been the biggest beneficiary of Legacy '23 investment to date including:

- Stadia upgrades
- Venue Specific Training Site enhancements
- NSW Football Legacy Fund infrastructure grants
- High performance facilities including Home of the Matildas, SA State Football Centre and Sam Kerr State Football Centre in WA

In August 2023 we welcomed additional commitments from the QLD Government and SA Government underlining their dedication to making more community football facilities inclusive and accessible.

On 19 August the Australian Government announced the \$200 million Play Our Way program, aimed at improving sporting facilities and equipment specifically for women and girls.

“The Matildas’ efforts to date have been inspirational, and we know it is going to drive participation for more girls to take up football. Without adequate investment there will be a gap between the desire to play and the resources to facilitate that will.”

**Peter Malinauskas MP
Premier of South Australia**



Community Facilities

QLD Women’s Football Legacy Fund

- The Queensland Women’s Football Legacy will continue the momentum from the FIFA Women’s World Cup 2023 to drive important state-wide legacy outcomes for Queensland, particularly for grassroots community women and girls’ participation.
- Funding will be aligned with the strategic infrastructure priorities of FA, such as increasing the number of female-friendly facilities in Queensland while also considering additional community use of these facilities.
- The Queensland Women’s Football Legacy Fund will offer opportunities to support inclusive participation for football, right across Queensland, through increasing the quality of infrastructure such as lighting and irrigation.
- Most importantly, it will provide inclusive and accessible facilities that cater for the diversity of all participants, including women and girls to ensure community clubs and facilities welcome them.



SA Female Sporting Facilities Fund

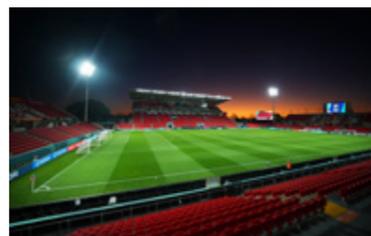
The South Australia Government will deliver an \$18 million grant program over the next three years for dedicated female sporting facilities and improvements that grow female participation.

- \$10 million will be quarantined for football, with Football South Australia agreeing to match the grants dollar for dollar through a range of funding sources
- All funding will be allocated through an independently assessed grants program managed by the Office of Recreation and Sport, with further details to be announced later this year.
- Football SA expects girls and women’s participation to grow by 33 per cent over the next three years on the back of the Women’s World Cup and the CommBank Matildas’ efforts.
- Currently only one in four SA children 12 and under and 14% of those aged 13 to 17 are meeting national activity guidelines. This funding will ensure there is a place for children and young people who want to be active.



Tournament Infrastructure

All stadiums within Australia underwent significant stadium upgrades in preparation for the tournament, as detailed below:



Hindmarsh Stadium	
Change Rooms	F&B Outlets
Hospitality Kitchens	Media and Operational Facilities
Eastern Grandstand Roof	Eastern Grandstand VIP Lounge
Holden St Entrance	Turnstiles
LED Sports Lighting	Big Screens
Temporary Pitch Stitching	



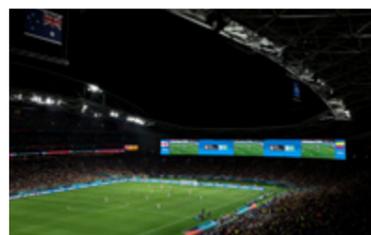
Brisbane Stadium	
Sensory Room	Changing Places
Level 4 West VIP Lounge	Level 4 West Skyboxes
LED boards	Stadium Theatrical Lighting
Temporary Pitch Stitching	



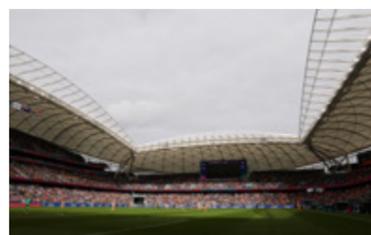
Melbourne Rectangular Stadium	
LED Sports Lighting	Big Screens
Player Changeroom Recovery Areas	Level 2 West VIP Lounge
Media Facilities	WiFi Connectivity
Pitch	



Perth Rectangular Stadium	
LED Sports Lighting	Big Screens
Player Changerooms	Pitch
Changing Places	Broadcast facilities



Stadium Australia	
LED Sports Lighting	Big Screens
Player Changerooms	Pitch
Security Gatehouse	Turnstiles
Core Fibre Network	



Sydney Football Stadium	
Temporary Pitch Stitching was added to the new stadium ensure the pitch met FIFA requirements.	

Training Site Upgrades

One of the many legacies of hosting the FIFA Women's World Cup 2023 was the infrastructure improvement works of the training sites.

While most training sites underwent renovations during this process, FIFA and the LFS oversaw the renovation and upgrade works deemed significant. For the minor valued works, it was left to the Training Site Authority to monitor and report on the completion of the minor compliance works.

The primary infrastructure improvement works to training sites to meet requirements were pitch renovations, new or upgrade to existing floodlights to meet minimum 300 lux level and renovations of dressing rooms and sanitary facilities.

Total number of training sites:

Location	No.
Team Base Camp Training Sites	16
Venue Specific Training Sites*	10
Back up Training Sites	5
Referee Base Camp Training Site	1

Infrastructure improvement works at tournament training sites:

	Major pitch renovation works	New floodlights or upgrade to existing floodlights	Dressing rooms and sanitary facilities (Showers, sinks and toilets) renovated	Media Centre (Clubhouse) renovated
No. of Training Sites in Australia	13 (54%)	11 (46%)	13 (54%)	3 (12%)

Detailed site PMA training breakdown:

State	MD-1 Official Training (VSTS)	Training Sessions (TBCTS)
NSW	9 x Jubilee Stadium 11 x Leichhardt Oval 1 x Wanderers Football Park (R16 only) 2 x Valentine Sports Park 1 (R16 only)	10 x Campbelltown Sports Stadium (KOR) 6 x Marconi Stadium (COL) 11 x Valentine Sports Park 1 (FRA) 16 x Central Coast Stadium (ENG) 14 x Central Coast Regional Sporting & Recreation Complex (GER)
QLD	11 x Spencer Park 14 x Perry Park (hosted double session)	9 x Meakin Park (IRL) replaced Goodwin Park 10 x Lions FC Stadium (NGA) 7 x Moreton Bay Central Sports Complex (BRA) 15 x Queensland Sports & Athletics Centre (AUS)
VIC	2 x Avenger Park 10 x Lakeside Stadium (hosted double sessions due to Avenger Park being offline) 3 x Olympic Park, Heidelberg West (R16 only) 4 x Victorian State Football Centre, Pitch 1 (R16 only)	14 x Galvin Park Reserve (MAR) 7 x Olympic Park, Heidelberg West (CAN) 8 x Victorian State Football Centre, Pitch 1 (JAM)
SA	7 x Marden Sports Complex 7 x SA Football Centre	10 x Adelaide United Training Centre (PAN) 8 x Croatian Sports Centre Adelaide (CHN)
WA	8 x Dorrien Gardens 7 x Western Australian State Football Centre	10 x Kingsway Reserve (DEN) 9 x Percy Doyle Reserve (HAI)

Assets

To support the FIFA Women’s World Cup 2023 event delivery, FIFA purchased physical assets which were utilised at all venues including stadiums as well as training sites and base camps.

Football Australia in partnership with FIFA has secured ownership of the assets.

- All assets that were purchased for training sites and base camps were donated to these venues.
- Majority of these sites were community clubs which led to a significant increase in work for the season including the rescheduling of fixtures and other administrative tasks
- England donated additional \$584k worth of gym equipment to the Central Coast Mariners
- Additional assets were distributed to support development pathways of women & girls including the Young & Junior Matildas as well as the ParaMatildas.
- All six stadiums used for Australian matches received key equipment including fixed goals and line marking tools.

“We greatly appreciate the Legacy items and the entire club has loved being involved in the tournament and supporting our adopted team of Nigeria”

Rob Scanlon - General Manager at Lions FC - Training Base for the FIFA Women’s World Cup 2023



In preparation for the FIFA Women’s World Cup 2023, the Lions Women Team played a friendly against the Nigeria Super Falcons. Photo by Getty



PILLAR 2: HIGH PERFORMANCE

OBJECTIVE

Elevating Our Game with world-class preparation to support our CommBank Matildas, whilst also developing the next generation of talent.



EVERY CHEER, EVERY TICKET PURCHASED AND EVERY JERSEY WORN BY A FAN, REITERATES THE IMPORTANCE OF THE COMMBANK MATILDAS TO THE AUSTRALIAN SPORTS COMMUNITY. WE ARE ON AN INCREDIBLE JOURNEY TOGETHER AND THERE'S NO TELLING WHERE THIS MOMENTUM WILL TAKE US.

JAMES JOHNSON
CEO FOOTBALL AUSTRALIA



KEY WINS

Best ever performance at a FIFA Women's World Cup

Largest EVER viewing audience across all screens with a reach of 11.15 million for the FIFA Women's World Cup Semi Final

2.78 billion media value generated by the CommBank Matildas



FUTURE LEGACY OPPORTUNITIES

Maintain investment into our National Teams to enhance development pathways and competitive depth, paving the way for success in major tournaments leading up to Brisbane 2032

Execute the landmark and industry leading National Teams Collective Bargaining Agreement (CBA) with the PFA

Capitalise on the commercial growth of the CommBank Matildas brand by leveraging their international platform and securing regular home matches across the country

Expand the A-League Women's Competition through increased investment, creating enhanced professional pathways for talented young female footballers



SUMMARY

The FIFA Women's World Cup 2023 produced enormous dividends across all metrics for the Women's National Team, shattering all pre-tournament targets with Football Australia reaping the rewards of its dedication to the advancement of women's football through the High-Performance Pillar.

Football Australia left nothing to chance in preparing the CommBank Matildas for the tournament showcasing the considerable strides made since the release of the Performance Gap Report in 2020 which assessed the landscape for elite female footballers. Since Tony Gustavsson's appointment as the Head Coach of the CommBank Matildas, efforts have been made to address the findings of the report. Under Gustavsson's tenure, a total of 54 different players, including 19 debutants, were selected for camps and tournaments. These players were drawn from five different A-League Women's Clubs and have represented 11 different women's leagues worldwide, showcasing the diverse talent pool. In addition, the CommBank Matildas increased their activity across FIFA windows. By kick-off for the CommBank Matildas opening match in the FIFA Women's World Cup 2023, the team played 42 international matches in this world cup cycle. This included 14 domestic matches across 7 cities and in 9 different stadiums. This heightened activity was facilitated by a substantial investment from the Australian Government, underscoring the positive impact of such investment on achieving meaningful outcomes.



"These 23 players not only exemplify what it means to be a part of the tradition of the CommBank Matildas but also what it means to represent the 25 million Australians we know are fully behind us"

Tony Gustavsson
Head Coach – CommBank Matildas

Cementing their position as a pivotal force in the sporting landscape both in Australia and internationally, the CommBank Matildas sold out every match from their pre-World Cup send-off game against France to their 3rd place play off against Sweden. The state of the art 'Home of the Matildas' was opened in line with announcement of the final squad with the facility setting a new benchmark in football-specific infrastructure in Australia, as part of the \$116 million dollar La Trobe University Sports Park. The 2023 edition of the tournament marked the first time the Team Base Camp was introduced for the FIFA Women's World Cup 2023. Queensland Sport and Athletics Centre (QSAC) and Rydges South Bank Hotel Brisbane/ Meaanjin were chosen to host the CommBank Matildas after an extensive evaluation process by Football Australia's National Teams Unit.

The public enjoyed unprecedented behind the scenes content of the players in camp with a dedicated digital content team and the positive response was overwhelming, with the CommBank Matildas social media following growing 145%, social media impressions up more than 88% from the previous FIFA World Cup and the number of EDM subscribers increasing by an astonishing 218%.

The fan engagement resulted in staggering viewership figures with the CommBank Matildas semi-final against England recording the largest viewing audience in Australian history while the tournament coverage delivered the highest total minutes streamed for a tournament in Optus Sport history and the Optus Sport FIFA Women's World Cup 2023 Google Web Stories for the Matildas matches against France and England becoming the highest viewed Google Web Stories recorded in Australia.

71 live sites around Australia welcomed fans while 403,136 fans filled stadiums to see the CommBank Matildas live as they captivated the nation with their best performance at a FIFA Women's World Cup 2023.

The popularity of the team saw huge success for partners with long term licenses while collaborations with new licensing partners saw CommBank Matildas merchandise rocket to the top of best seller lists. Active subscribers to Football Australia's e-commerce store increased by 341% during the FIFA Women's World Cup 2023 period and Nike reported record breaking demand for the team jersey.



Final squad includes 15 players who were part of the 2019 campaign and 7 FIFA Women's World Cup 2023 debutants.



Lydia Williams and Clare Polkinghorne become the first Australian players (male or female) to participate at five FIFA World Cup Finals tournaments.



July 11, CommBank Matildas squad presented to the public at Federation Square, Melbourne/Naarm. 23 people named Matilda invited to be part of the presentation.



14 July, Send-off match against fellow World Cup participants France, in front of a capacity crowd of 50,629 at Marvel Stadium in Melbourne.



On 15 July the CommBank Matildas moved into their Team Base Camp in Brisbane / Meaanjin at Queensland Sport and Athletics Centre (QSAC).

Featuring a high-level gym, on-pitch training facilities, excellent recovery solutions off the pitch this facility provided for an optimum performance environment for the FIFA Women's World Cup 2023 campaign.

Rydges South Bank Hotel had: Dedicated team floors featuring featured a private outdoor area overlooking Brisbane City, branded common areas, individual player rooms kitted out with personal touches including family photo boards, custom doormats, cushions and coasters, and a private outdoor area overlooking Brisbane City.

Match Attendance

The tournament saw a spike in fan engagement, with almost two million fans attending matches – 500,000 more than initial targets and projections. Stadiums were full at the FIFA Women's World Cup 2023, with stadium occupancy at more than 84% across Australia and New Zealand. Australia's seven matches during the tournament attracted 403,136 fans, with an average of 57,591 for each match, accounting for 99.92% of capacity at each venue.

CommBank Matildas v Ireland, 20 July 2023	75,784 (Sydney/Gadigal)
CommBank Matildas v Nigeria	49,156 (Brisbane/Meaanjin)
CommBank Matildas v Canada, 31 July 2023	27,706 (Melbourne/Naarm)
CommBank Matildas v Denmark, 7 August 2023	75,784 (Sydney/Gadigal)
CommBank Matildas v France, 12 August 2023	49,461 (Brisbane/Meaanjin)
CommBank Matildas v England, 16 August 2023	75,784 (Sydney/Gadigal)
CommBank Matildas v Sweden, 19 August 2023	49,461 (Brisbane/Meaanjin)

Live Sites

- Federation Square in Melbourne hosted more than 140,000 people and welcomed many families to enjoy and support the CommBank Matildas and other nations throughout the FIFA Women's World Cup 2023. Approximately 12,000 people at Federation Square during the Australia v England game.
- There was a total of 71 live sites around Australia, with 44 in NSW alone during the tournament.
- There were 747,000 visitors to FIFA Fan Festivals across five Australian host city sites.

Fans at the Federation Square Live Site in Melbourne

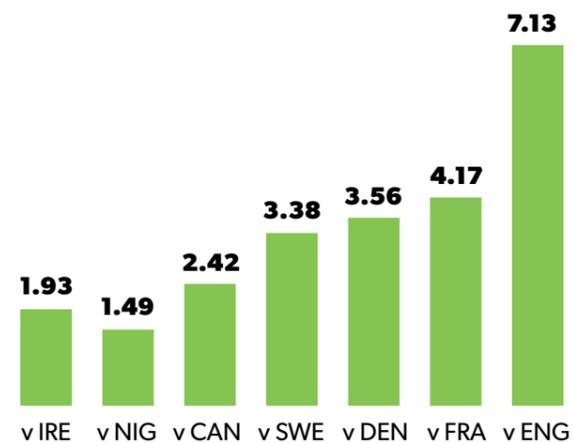


Broadcast

Seven Network

Seven's coverage of the FIFA Women's World Cup 2023 reached 18.6 million broadcast viewers with an additional 3.82 million on 7plus.

Average broadcast audiences for CommBank Matildas games (millions):



Channel 7 Commentary Team



Optus Sport broadcast

Optus Sport

- Host broadcaster Optus Sport, recorded social media views of FIFA Women's World Cup 2023 content of over 75 million.
- Coverage of the FIFA Women's World Cup 2023 delivered the highest total minutes streamed for a tournament in Optus Sport history
- Over 100 million video views across all social platforms throughout the FIFA Women's World Cup 2023.
- Optus Sport FIFA Women's World Cup 2023 Google Web Stories for the Matildas matches against France and England are the highest viewed Google Web Stories recorded in Australia.

10 Paramount ANZ

- The CommBank Matildas continued to benefit from it's major commercial free-to-air broadcast deal for Football Australia's National Teams, which was signed in 2020 with 10 Paramount ANZ.
- In 2023 the Paris 2024 Asian Qualifiers and the Cup of Nations, as well as CommBank Matildas friendly matches, were all available live on free-to air.
- The qualifier match between the CommBank Matildas and the Philippines saw 781,000 viewers across Australia tuning in to Network 10, its highest viewership for a women's football match ever. Women's football also received prominence across Network 10's news and entertainment programming.

Digital

With a dedicated digital content team inside and outside of the camp there was unprecedented coverage with key movements and milestones shared through access at both basecamp and stadiums.

Collaboration with Optus Sport, partners, players and respective clubs to amplify content allowed CommBank Matildas channels access to match footage while support from platforms (TikTok, META & X) allowed integration into their 'World Cup Hubs'. Optimised digital channels enabled direction of traffic to the online store supporting merchandise sales.

Estimated media value across social media of \$22.9M (as calculated by research partner Meltwater through stats of reach, likes, views, reactions, comments and shares.

Instagram

Country	Followers gained
Australia	486,245
England	291,222
Spain	188,386
Columbia	133,605
Sweden	112,743
France	74,951
Netherlands	14,843
Japan	8,524

335M social media impressions

48.5M social media unique reach

120M social media video views

29.9M social media engagements

7.5% social media engagement rate

842,041 new social media follower's growth

TikTok Sports Content Creator of 2023

Media

Impact of media coverage gained by Football Australia for the CommBank Matildas during the FIFA Women's World Cup 2023 covering traditional media including Global Online, TV, Radio and Podcasts, along with Australian and New Zealand Print:

Total Mentions 207k

Total Reach 301B

Total Media Value 2.78B

Marketing and Brand

The production of the bespoke marketing and brand 'Til Its Done' campaign produced and contributed to positive football and brand health metrics including -

- The Matildas are Australia's favourite national team
- The Matildas are Australia's number one favourite football product/code
- Football fandom increased at all time high - as Australia's favourite sport
- Football brand health index at all time of 47%
- Awareness of the Til Its Done campaign at 61% recall and 77% positive rating

Sources – Gemba Football Research – July, August 2023; Futures Brand Tracking, July/August 2023



CASE STUDY: CommBank

The FIFA Women's World Cup 2023 was the most successful Women's World Cup in history - and CommBank was there every step of the way. Along with being a proud partner of the CommBank Matildas, and an Official Supporter of the FIFA Women's World Cup 2023, CommBank was focused on growing the game from the grassroots to the elite.

3.9 million customers engaged

2 x increase in awareness of the CommBank and Football Australia partnership



CommBank launched communications and experiences for its customers, communities, and people, including the CommBank Mini Mates program, giving 1,400 children the opportunity to walk the pitch with their heroes. And the integrated campaign 'For all the goals we share', connected with Australians through their passion for the game across multiple channels.

Over 3.9 million customers were directly engaged with the opportunity to win match tickets or Mini Mates experiences, driving significant increases in favourability for customers who received the communications and advocacy uplifts amongst customers who participated in the experiences.

Engaging fans both at-match and beyond was also pivotal to the program. A comprehensive content and social media strategy drove record levels of reach and engagement, with over 15 million impressions and 109,000 minutes of social media content consumed. At-match fan engagement was also critical, with close to 20,000 participants taking part in the "Train like a CommBank Matilda" activation at stadiums across Australia.

Over 200 branches and head offices were also activated across Australia, welcoming CommBank's customers and people to the home of the CommBank Matildas. From volunteering opportunities to large scale installations, to access to unique offers and experiences, the Bank galvanised its 40,000+ employees behind the tournament, resulting in a 1400%+ increase across its internal community platform.

CommBank also ensured it remained contextual as excitement around the team reached fever-pitch, updating real time outdoor displays following the CommBank Matildas progress in the tournament.



Together, this resulted in an integrated program that united the country and gave CommBank customers once in a lifetime experiences. Overall, the program drove brand leadership, doubling awareness of the Bank's football partnership, and delivered significant uplift of consideration and advocacy metrics.

CommBank's support of the FIFA Women's World Cup 2023 and the CommBank Matildas helped elevate women's football and forever changed the narrative. It empowered a generation and created a lasting legacy. And, to continue to help more girls onto the pitch, in partnership with Football Australia, CommBank has launched the Growing Football Fund, which will not only provide grants to grassroots clubs but will support an increase in coaches – because without a coach, you can't have a team.



Licensing



Our licensing and merchandise program carved a new direction for the program leading into and following the World Cup. Through the continued partnerships with long term licenses such as Nike Pacific, Burley Sekem, Penguin Random House publishing & Summit Sport as well as the new partnerships with leading fashion & lifestyle brands we have created a supporter program for Australian football fans that can live outside of the traditional stadium environment and tap into everyday life.

Collaborations with youth accessories brand Smiggle, cult sustainable water bottles by Frank Green, mobile phone accessories by Casetify, collectable coins by the Royal Australian Mint along with handbag & earring collections by Colette x Colette Hayman expanded the reach of the CommBank Matildas merchandise program to appeal, not only to the traditional football fan, but to the casual everyday fan.

“We are thrilled to announce our collaboration with CommBank Matildas x Colette, as we embark on a remarkable journey to demonstrate that women’s football is not only about skill and athleticism but also about embracing individuality and expressing oneself through fashion.

Marianne Jones
Co-CEO Colette by Colette Hayman



Caption



CommBank Matildas x Smiggle

Within the first two days after launching, all 5 items within the CommBank Matildas range were top sellers online, accounting for 25% of Smiggle’s total business online sales.

The announcement of the CommBank Matildas x Smiggle range was ranked the highest licensed fan engagement post across CommBank Matildas and Smiggle channels.

CommBank Matildas x Colette

The CommBank Matildas range was the first sports collaboration that Colette has produced and resulted in a 22% sell through on the first week, 18% higher than usual. Scrunchies, clips and the jewellery collection sold out online within 2 days of launch.

CommBank Matildas x Royal Australian Mint

3x CommBank Matildas \$2 coins and 4x \$1 coins were distributed exclusively through all 1000 Woolworths registers nationally from 5 July - 25 July 2023, outperforming previous coin programs with over 95% of comments across the campaign containing positive sentiment, driven by excitement and eagerness to purchase/acquire and tag mentions.

Football Australia online store

The Football Australia e-commerce store had unprecedented success with the launch of the CommBank Matildas WC23 x Nike range in April. Active subscribers to the e-comm store increased by 341% during the tournament period. In the 6-week World Cup period, online store revenue surpassed the entire prior financial year, by 30%.

CommBank Matildas x Nike

Record breaking demand for the team jersey, with total sales 19 times what they were four years ago in 2019. More jerseys were sold in Australia in July, August and September than before, during and after any previous tournament.

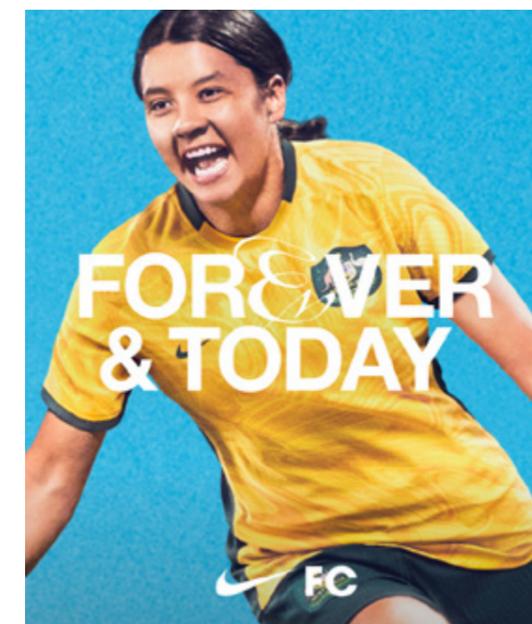
CommBank Matildas Memorabilia

Sales of CommBank Matildas’ memorabilia were greater than sales following the heroics of Cathy Freeman in the Sydney 2000 Olympics.

CommBank Matildas x Best and Less range

Social media posts relating to the CommBank Matildas range were the top 3 posts for the Best and Less Facebook page leading into and during the tournament period. The range saw an unprecedented sell through of over 95% across all products prior to the first CommBank Matildas match at the FIFA Women’s World Cup 2023.

Nike campaign for the 2023 Australian Women’s National Football Team kit



APL Update



Having grown and expanded over the past two seasons, the Liberty A-League Women is now achieving record crowds following the FIFA Women's World Cup 2023.

With further investment by the Australian Professional Leagues (the operator of the league), its clubs and commercial partners for season 2023/24, the league has been able to benefit from the excitement of the World Cup.

Seven rounds into season 2023/24, Liberty A-League Women attendances are now more than double the average of last year, club memberships have increased sharply and engagement through social media has quickly accelerated.

1. Membership

- Club memberships have increased by 669% since last season.
- More than 27,300 Australian children have registered for the Liberty A-League Pass, which compares to 8,800 last season, representing a 196% increase.

2. Match attendance

- In the first seven rounds of the Liberty A-League Women, the average attendance at games is more than 2,500 compared to 1240 for the regular season last year. This is a 123% increase in the average attendance.
- The Round 1 Sydney Derby between Sydney FC and Western Sydney Wanderers had a crowd of 11,471, the biggest ever crowd for a women's domestic match in Australia.
- More fans attended round 1 games than any other round in the league's history.
- Almost 100,000 fans have attended Liberty A-League Women games already in the first seven rounds. This compares to 118,000 in the whole of season 2022/23.

3. TV viewers

- Average stream starts for Liberty A-League Women games on Paramount+ and 10Play is up 120% since last season.

4. Digital media

- There has been a 763% increase in content impressions on DubZone accounts for the opening 6 rounds of the Liberty A-League Women season compared to the same period last season.
- The DubZone social community has grown by 28% compared to the start of last season.

5. Other highlights:

- The Central Coast Mariners entered the Liberty A-League Women - the third new team in three seasons.
- The Liberty A-League Women has been extended to a full home-and-away fixture of 22 rounds (increased from 14 rounds in 2018/19).
- There are more than 270 contracted players at Liberty A-League Women clubs in season 2023/24, a 42% increase over the past 5 years, providing more professional football opportunities to Australian female footballers.
- Several World Cup Matildas have returned to the Liberty A-League Women including Kyah Simon, Lydia Williams, Tameka Yallop and Emily van Egmond while penalty kick hero Cortnee Vine has re-signed with Sydney FC to stay in the league.
- APL in conjunction with Professional Footballers Australia has made further improvements to the collective bargaining agreement for Liberty A-League Women players including a 20% increase in the salary cap as well as increased benefits for scholarship players and youth development players.

100,000 FANS
HAVE ATTENDED
GAMES BY
ROUND 7
123% INCREASE
IN AVERAGE
ATTENDANCE
AT LIBERTY
A-LEAGUE
WOMEN GAMES



PILLAR 3: LEADERSHIP & DEVELOPMENT

OBJECTIVE

Leading Our Game through capacity in women's leadership to shape the future of Australian sport and foster a culture that welcomes more women and girls to the game.



THIS WAS THE MOST INCREDIBLE EXPERIENCE I'VE EVER BEEN PART OF. THE OPPORTUNITIES CREATED FOR US FOR PROVIDED PRACTICAL HANDS ON LEARNING AND WAS BEYOND WHAT I COULD HAVE HOPED FOR.

KELSEY ZAFIRIDIS
OUR GAME MEDIA INTERN



KEY WINS

Launched the Growing Football Fund, supported by CommBank

Delivered the Our Game Women in Leadership Program to 175 women across 5 States

Successful delivery of the first intake of the Women in Media Program



FUTURE LEGACY OPPORTUNITIES

Address the underrepresentation of women in coaching, refereeing, and administration leadership roles by attracting, retaining, and developing a more diverse football workforce.

Harness the Growing Football Fund, supported by CommBank, to spotlight and empower coaches in fostering an inclusive environment for women and girls in football.

Implement a gender equity education program for football leaders to systematically prioritise and address women's safety, well-being, and employment opportunities in the governance and administration of the game.



Our Game Women in Leadership



Launched in 2023, the Women in Leadership Program designed in collaboration with respected football executive Ebru Köksal, is an intensive course aimed at women currently working in or aspiring to work in football.

This 5-week program looks to enhance participants' skills and knowledge, whilst fostering confidence to pursue leadership roles, and advancing their careers.

The program course covers various topics, such as sport governance, personal growth planning, emotional intelligence, effective communication, stakeholder engagement and leading in male-dominated industries.

Throughout 2023, this program was delivered seven times, across five member federations, and so far has seen approximately 175 women across the country being upskilled.

This program is supported by the Australian Government through Legacy '23.

Matildas Alumni gather ahead of the opening CommBank Matildas match in Sydney on July 20, 2023



Our Game Women and Non-Binary Persons in Media Program

The Media Program aims to ensure that the push for gender parity in football is not limited to just the pitch. It is critical for the future of the sport that there is increased female participation and leadership in every facet of the game, and this includes media and creatives.

It is well documented that Women and Non-Binary persons are currently underrepresented in the Australian sports media landscape with just 14% of editorial content produced by women and non-binary persons.

To address this underrepresentation, Football Australia launched the 'Our Game: Women and Non-Binary persons in Media Program.

The first intake of the program, which ran from January to August 2023, offered ten participants a front row seat to the FIFA Women's World Cup 2023 through the streams of Photography and Communications / Digital Media

Getty Images (NYSE: GETY), Australian Broadcasting Corporation, the Local FIFA Subsidiary for the tournament, and Australian Professional Leagues (operators of the A-Leagues competitions) joined on as enthusiastic supporters of the program, providing the participants with workshops led by industry experts, hands-on work experiences, accreditation to events and a speakers series.

Participants also had access to mentorship from two qualified and well-respected practitioners of their field with ABC Sport journalist Samantha Lewis and longtime women's football and music photographer Joseph Mayers to provide guidance, support and share their learnings.

This program is supported by the Australian Government through Legacy '23.



Our Game Women and Non-Binary persons in Media Participants

Annabel Martin	NSW	Communications/Digital Media
Hayley Routley	SA	Communications/Digital Media
Lani Johnson	VIC	Communications/Digital Media
Emma Burke	VIC	Communications/Digital Media
Taisha Ovens	WA	Communications/Digital Media
Isha Jalloh	NSW	Photography
Montanna Bailey	QLD	Photography
Maya Thompson	SA	Photography
Kelsey Zafiridis	SA	Photography
Janelle St Pierre	WA	Photography

The Winning Playbook

Hosted by the NSW Government and Football Australia on 9 August 2023, the Winning Playbook looked at key trends driving innovation in women's sport against the backdrop of the remarkably successful FIFA Women's World Cup 2023.

Speakers included FIFA Secretary General Fatma Samoura, a trailblazer for women's football who has overseen unprecedented growth in the sport, Jill Ellis, President, San Diego Wave and two-time World Cup champion coach, U.S. Women's National Soccer Team and James Johnson, Football Australia CEO who masterminded Australia's successful bid for the FIFA Women's World Cup 2023.

The event was an initiative of the NSW Football Legacy Program which is overseeing the investment of \$10 million by the NSW Government in football as a legacy of NSW hosting matches at the tournament.

For access to The Winning Playbook please visit: <https://www.footballaustralia.com.au/the-winning-playbook>



Refereeing

A total of 33 referees, 55 assistant referees and 18 video match officials (VMOs) were selected in close cooperation with the six confederations, based on the officials' quality and the performances delivered at FIFA tournaments as well as at other international and domestic competitions in recent years.

For the first time in the history of the FIFA Women's World Cup 2023, six female VMOs were selected.

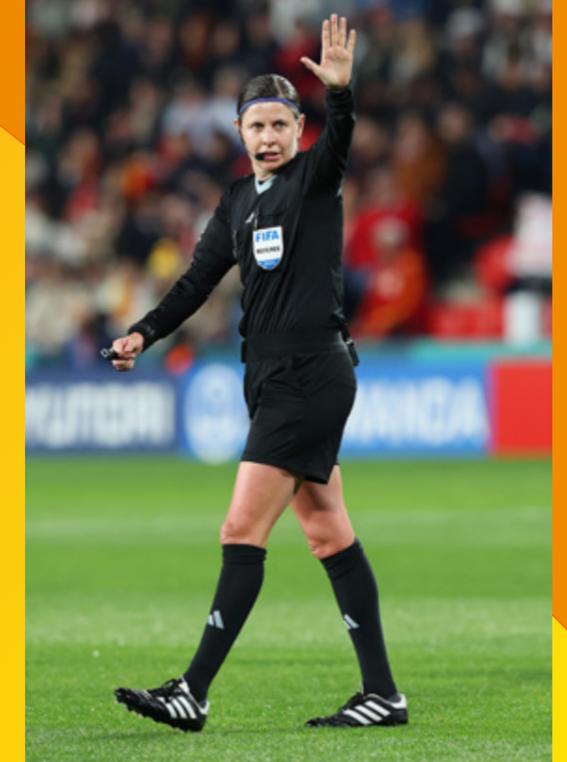
Australia had four match officials selected -

Kate Jacewicz (REF)

Casey Reibelt (REF)

Joanna Charaktis (AREF)

Chris Beath (VMO)



Referee Casey Reibelt during the FIFA Women's World Cup 2023

Photo by Sarah Reed/Getty Images

FIFA Women's World Cup 2023 Cultural Panel

In preparation for the FIFA Women's World Cup 2023, FIFA introduced a cultural panel which comprised of three Football Australia National Indigenous Advisory Group (NIAG) members. The panel ensured that the tournament paid respect to First Nations cultures and fostered meaningful engagement with these communities, both in the lead up to and during the event. Notable achievements from this panel include the policy reform to include Traditional Placenames and give First Nations Flags global exposure through the FIFA Women's World Cup 2023 football and authentically showcase the colour, diversity and inclusive nature of football.

The Australian flag, the Aboriginal flag and the Torres Strait Islander flag are displayed prior to the FIFA Women's World Cup 2023 displayed at all Australian matches

Photo by Chris Hyde - FIFA/FIFA via Getty Images



PILLAR 4: PARTICIPATION

OBJECTIVE

Growing Our Game through expanded community programs to ultimately achieve gender parity, with 400,000+ new female participants.



THROUGH CONTINUED COLLABORATION WITH OUR GOVERNMENT, COMMERCIAL AND FOOTBALL PARTNERS WE AIM TO CAPITALISE ON THE GROWTH OPPORTUNITIES PRESENTED BY THIS EVENT, ACHIEVING GENDER EQUITY AT ALL LEVELS OF THE GAME FOR THE LARGEST CLUB-BASED PARTICIPATION SPORT IN THE NATION.

SARAH WALSH
HEAD OF WOMEN'S FOOTBALL, WORLD CUP LEGACY & INCLUSION
FOOTBALL AUSTRALIA



KEY WINS

Women and Girls Participation has increased from 21% to 26% since 2021

Over 665 Community Clubs have achieved 1 star status through Club Changer and 41% of all community clubs have completed the Women & Girls module

19% uplift in the Sporting Schools program from the previous 12 months



FUTURE LEGACY OPPORTUNITIES

Partner with Government and Member Federations to match the significant uplift in demand for women's football.

Expand access to non-traditional and social game formats, representing the most significant avenue for growth.

Support clubs in fostering inclusivity and long-term viability, leading to greater participation from diverse communities, women, and girls.



SUMMARY

Driven by the enormous popularity of the CommBank Matildas during the FIFA Women's World Cup 2023, football mania swept through the community during July and August.

For the second successive year, football secured top spot in the Sporting Schools, an Australian Sports Commission program, with a 19% surge in school programs since the same period in 2022, underlining its widespread popularity among primary school aged children.

The new Club Development Program has seen over 653 community clubs achieve 1 star status, and more than 34% of all community clubs have completed the Women & Girls module. 800 young footballers from 1 star clubs were given the unforgettable opportunity to play a starring role as FIFA Women's World Cup 2023 Flag Bearers along with two grassroots clubs who were invited to represent the Club Changer program at the Beyond Greatness Community Football Tournament played on the forecourt of the iconic Sydney Opera House on 19 August 2023.

State Member Federations reported community engagement was at an all-time high through pop up events and programs along with flagship events such as the NAIDOC Cup.



"We have noticed a real shift in this school and there are a lot more kids playing football at lunch and recess which is fantastic to see."

Shane Thomas, Dromana Primary School



Football NSW and Northern NSW Teams compete at NAIDOC Cup in July 2023

Club Development Program

Club Changer, the Club Development Program by Football Australia, has a clear objective: to strengthen and protect clubs, foster inclusive and welcoming cultures and provide positive environments for players, coaches, volunteers and officials.

Available to all metro and regional community football clubs from every member federation across Australia providing clubs with access to 1:1 support, resources, forums, webinars and focus groups.

National roadshows introduced the program to over 200 clubs, facilitating the creation of individualised action plans. Within 6 months, over 600 clubs engaged demonstrating rapid adoption and a high level of enthusiasm.



1 Star Clubs	135	223	66	45	81	67	26	18	4	665
Completed Women and Girl's module	207	261	86	62	96	72	27	29	5	844

This program is supported by the Australian Government through Legacy '23.

CASE STUDY: Yarraville Glory FC

The World Cup generated a new level of admiration for the female game and the CommBank Matildas. The enthusiasm for the opening match was high amongst the girls' teams however there was not the same engagement from some of our older male members.

As the competition progressed and the CommBank Matildas progressed the excitement and engagement amongst all our members grew. More of our members were appreciating the skill level and football knowledge that they were seeing in the female game.

There is now a new level of admiration and respect for the female game across all genders, ages, and backgrounds of football supporters.

In terms of growth in female participation, at this time last year we only had one U16 girls' team with 14 players. During the year we grew to have U8, U12, U16 and Senior Women's teams, while now post-world cup, we have seven female teams training and playing at the club. The growth in female teams has also resulted in growth in volunteers and engagement and the club. It is now our collective responsibility to foster this and build passion for the sport around this.



Yarraville Glory FC Women's representatives acting as flagbearers during the world cup

FIFA Community Tournament

On Saturday 19 August, prior to the CommBank Matildas playing Sweden in the third place play off, four teams represented by 40 female players between 14 and 16 years old, played in the Beyond Greatness Community Football Tournament, organised by FIFA at the iconic Sydney Opera House.

Kissing Point Football Club and Hurlstone Park Wanderers Football Club were selected to represent the Club Changer program due to their commitment to improved women's football within their community.

This tournament also showcased the culmination of the NAIDOC Cup - A flagship grassroots initiative in New South Wales and Northern New South Wales, promoting football and celebrating indigenous heritage and culture.



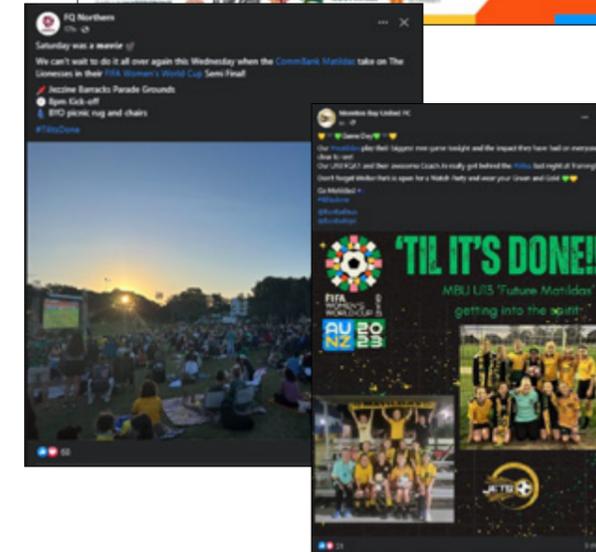
Community Engagement

Across hundreds of community clubs around the country, community engagement was at an all-time high, with the support of our State Member Federations.

Activity included:

- Watch parties
- Community events
- Social engagement

Watch Parties



Community Events



FIFA Fan Festival & OUR GAME

For the first time ever in 2023, FIFA Fan Festivals were delivered as part of a FIFA Women's World Cup and in partnership with Member Federations, OUR GAME provided a national platform to activate at the festivals throughout the tournament. The Our Game Hub was activated in the country's three largest cities: Sydney, Melbourne and Brisbane

The FIFA Fan Festival generated mass brand awareness, providing an opportunity for fan engagement to grow the OUR GAME community.

Engaging content across digital channels provided fans with a voice to express their love of football and authentically showcased the colour, diversity and inclusive nature of football.



Email subscribers – 12,933 subscribers

Social stats – 6,824 followers

Total Impressions 4,290,821 = 1,766.6% increase

Video Views 1,767,945 = 3,044.1% increase

Total Engagement 253,993 = 2,050.3% increase

Follower Growth 5,494 = 1,160.1% increase

Community Engagement



Social Engagement



Sporting Schools



SPORTING
Schools

The excitement around the CommBank Matildas during the FIFA Women's World Cup 2023 saw the popularity of football continue to soar with Football Australia's school programs.

Statistics released by the Australian Sports Commission revealed football clinched the top ranking among schools in Term 2 for the second consecutive year in the Sporting Schools program.

With a centralised model of state-based Junior Program Officers managing a workforce of 250+ Participation Officers (coaches) Football Australia's program offerings significantly increased leading up to and during the FIFA Women's World Cup 2023.



Highlights

313 School Programs delivered in Term 3, 2023 with a total reach of 32,965 participants

19% increase in programs compared to Term 3, 2022

1,100+ sessions delivered in a 10-week period

Delivery rate of 91% in 2023
This is 10% higher than the Sport average despite being in the top three of sports regarding volume of programs (1250 in total).

Football Skills Program:

Engaged with over 10,000 participants across all states and territories

Launched in July 2023, this program aligns with the Australian Curriculum (ACARA) to introduce youngsters to essential football skills. Lesson centred around a target skill demonstrated by the CommBank Junior Matildas in a series of videos.

Festival of Football:

Engaged with over 10,000 participants across all states and territories

A 4-week curriculum aligned program, bringing football into the classroom and culminating with an opportunity for children to be physically active via a 'Festival of Football'. The campaign video featured insights from Rae Dower, former teacher and CommBank Junior Matildas Coach.

Football Fever:

Engaged with over 26,000 participants

Introduced in July 2023, this mass-participation initiative empowered schools to organise their own Mini tournament during the FIFA Women's World Cup 2023. The campaign video featured CommBank Matildas Assistant Coach Mel Andreatta.

Design your own football Competition:

Attracted 3,890 entries

A student engagement drive which saw primary school students using their imagination and creativity to design a football whilst supporting the CommBank Matildas during the tournament. The winner was announced in August 2023 and received a signed CommBank Matildas jersey plus 50 footballs for their school featuring their winning design.



CommBank Matilda Emily Gielnik visiting the Kingborough Lions Women's Team in Tasmania during the FIFA Women's World Cup 2023



FIFA Football for Schools:

The FIFA Football for Schools Programme was officially launched in the Northern Territory in July 2023, representing the commencement of a suite of initiatives that will see significant funding injected into schools in the region, delivering football activities designed to promote targeted life skills and education.

FIFA Football for Schools is an ambitious programme run by FIFA, in collaboration with the United Nations Educational, Scientific and Cultural Organisation (UNESCO), which aims to contribute to the education, development and empowerment of millions of children around the world, by making football more accessible.

The commencement of FIFA Football for Schools in the Northern Territory represents a collaboration between FIFA, Football Australia, Football Northern Territory, and the Northern Territory government.

The Northern Territory is the first state in Australia to secure FIFA Football for Schools funding and it will be integrated into Football Australia’s strategy to engage more school students in football by aligning to its core objectives and outcomes which include encouraging students to engage in physical literacy and learn about life principles and skills through sport.

Funding from FIFA Football for Schools will see week-to-week program scheduling in school curriculums, regional roadshows for remote communities, involvement in after school and holiday programs and the delivery of major events.



MiniTillies Pilot:

Following the success of the FIFA Women’s World Cup 2023, Football Australia began piloting MiniTillies - an iteration of MiniRoos for Girls. Leveraging the association with the CommBank Matildas brand, the pilot program has achieved notable success.

As of, 2023, there were eight operational MiniRoos for Girls sites nationwide. Fast forward to January 31, 2024, and the number has surged to 46 active sites. Within both MiniTillies and the mixed MiniRoos programs, female registrations make up 51% of the total registrations for 2024 so far.

This pilot has showcased the translation of interest to active participation and represents a significant growth opportunity as Football Australia strives to achieve gender parity in participation.



PILLAR 5: TOURISM & INTERNATIONAL ENGAGEMENT

OBJECTIVE

Expanding Our Game to boost tourism, trade and international relations when co-hosting 30 nations and their leaders.



FUTURE LEGACY OPPORTUNITIES

Unlock funding to bid for major international events such as the AFC Women's Asian Cup and the FIFA Club World Cup, which will generate significant economic and social returns for Australian society

Leverage Australian National Team activity to drive international trade and diplomatic engagement with the Australian Government

Continue to partner with the Australian Department of Foreign Affairs & Trade to deliver capacity and capability building initiatives in the Asia-Pacific region



KEY WINS

Australia's Department of Foreign Affairs & Trade supported activities at embassies in conjunction with the FIFA Women's World Cup 2023 Trophy Tour

Organisation of a Pacific Women's Four Nations Tournament in Canberra, fulfilling Football Australia's commitment to ensure the FIFA Women's World Cup 2023 delivered benefit to OFC Member Associations

Delivery of various programs to support women and girls in football in 13 countries across Asia and the Pacific

Bringing the FIFA Women's World Cup 2023 trophy to Canberra for a celebration of the world game's capacity to bring people together, attended by members of the diplomatic corps accredited to Australia

Supporting the Australian Government with its Gender Equality Symposium, a signature government activation during the FIFA Women's World Cup 2023, bringing together leaders from across the globe to inspire action and connection on gender equality and the human rights of women and girls through the power of sport

The CommBank Young Matildas visiting Xiamen for two international fixtures against the Chinese U-20 Women's National Football Team



THIS FIFA WOMEN'S WORLD CUP REMINDS US HOW WE COME TOGETHER AS AN INTERNATIONAL COMMUNITY AND AS A HUMAN COMMUNITY. SPORT – ESPECIALLY THE GLOBAL GAME OF FOOTBALL, PLAYED BY MILLIONS, WATCHED BY MILLIONS – BRINGS US TOGETHER IN ALL OUR BEAUTIFUL DIVERSITY. A KALEIDOSCOPE OF HUMANITY.

SENATOR THE HON PENNY WONG
MINISTER FOR FOREIGN AFFAIRS



SUMMARY

From July 1 to August 20, a series of key activities relating to the FIFA Women's World Cup 2023 were held which fostered international relations through football and reflected the tournament's social impact.

The period was marked by high-profile engagements, discussions on gender equality and strategic meetings which all underscored Australia's role not just as tournament co-host but as an active participant in leveraging football to promote broader societal goals.

The Hon Anthony Albanese MP, Prime Minister of Australia and President of FIFA Gianni Infantino

"These are stories that inspire us. Stories that show how the world game can break down cultural barriers and foster understanding of different peoples and cultures. But they also show what can happen when you give women and girls the space to succeed."

The Hon Tim Watts MP
Assistant Minister for Foreign Affairs

FIFA WOMEN'S WORLD CUP AU-NZ-2023™ WINNER'S TROPHY



Trophy Tour and FIFA President's Visit:

FIFA President Gianni Infantino visited Parliament House in Canberra, meeting with Australian Prime Minister, The Hon Anthony Albanese, Football Australia Chair, Chris Nikou and Chief Executive Officer, James Johnson to discuss the tournament's impact, subsequently presenting the trophy to MPs, Senators and members of the wider football community.

The FIFA Women's World Cup 2023 Trophy was then showcased at University of Canberra, with a significant public event attracting thousands of fans.

Football Australia Event for Diplomatic Corps:

On August 2, an event was held in partnership with Department of Foreign Affairs and Trade (DFAT) and the New Zealand High Commission to bridge football and international diplomacy. Attended by diplomatic heads from the participating nations and key Australian politicians, the evening featured a keynote address by Assistant Minister for Foreign Affairs, The Hon Tim Watts MP.

Gender Equality Symposium:

The centrepiece of DFAT's engagement with the FIFA Women's World Cup 2023, the Australian Government's Gender Equality Symposium was held in Brisbane on July 28, celebrating the role of women's football in driving social change and highlighting the leadership capabilities of young women in our game.

Hosted by Senator the Hon Penny Wong, Minister for Foreign Affairs and the Hon Anika Wells MP, Minister for Sport and Aged Care, speakers included FIFA Secretary General Fatma Samoura and US Secretary of State Anthony Blinken.

Selected CommBank Young Matildas and CommBank ParaMatildas engaged in a reverse mentoring session with emerging leaders from the Pacific.

AFC Women's Football Committee Meeting

Convened in Sydney on the day of the FIFA Women's World Cup 2023 Final, the inaugural meeting of this newly elected cohort addressed key reforms to AFC Women's Competitions and promoted the inclusive spirit of the tournament within the Asian region.

Attended by AFC General Secretary Datuk Seri Windsor John and Football Australia Chair Chris Nikou, the meeting allowed the thought leaders of Asian women's football to unite in the excitement of the final stages of the tournament, further underpinning Australia's pledge that the tournament belonged to the region as a whole.



CASE STUDY: China & Young Matildas

In November 2023, the CommBank Young Matildas travelled to China for two matches against the Chinese U-20 Women's National Football Team, in partnership with the Australian Government's National Foundation for Australia – China Relations.

The 9-day tour to China continues Football Australia's track record of partnering with the Australian Government to send Australian National Football Teams abroad on sports diplomacy focused tours. The CommBank Young Matildas, coached by Leah Blayney, arrived in Xiamen, a city in south-east China, ready for a solid training block and two matches that were played out at the Auxiliary Field of Xiamen Egret Stadium.

While there was inherent competition on the field, there was plenty of collaboration between Football Australia and the Chinese Football Association off the field, as the two Member Associations took the opportunity to work together to inspire the next generation of female footballers in China and celebrate the importance of the FIFA Women's World Cup 2023 in driving women and girls participation in Asia.

1 December saw a visit to Xiamen Xindian Middle School, where the two women's national football teams ran a series of skills clinics for 150 girls aged 15 and under, ranging from passing exercises to shooting drills to small sided games. The teams had lunch afterwards, sharing experiences about their development as footballers in their respective countries.

3 December was the first matchday, but it was notable just as much for the off-field activity, which saw the Australian Consulate General in Guangzhou, led by Acting Consul-General Ms. Sophie Smith, organising an event for Australian alumni – people living in China who had spent time at an Australian education institution – on the sidelines of the game. The alumni watched the fixture and had the opportunity to engage with both teams at full time.

4 December saw the CommBank Young Matildas travel off the coast of Xiamen to Gulangyu Island, a UNESCO World Cultural Heritage Site and the location of the first football field in China. Joined



by representatives from the hosts, Xiamen Football Association, and the Australian Consulate General, the team toured the island and spent time learning about an important piece of Chinese football history. Throughout the entire window, the team also undertook a range of media commitments – both with Chinese media outlets and Football Australia's own in-house team, with content featured both on Matildas.com.au and OurGame.

A quote from Acting Consul-General Ms. Sophie Smith summed up the experience: "It's so exciting to be here and see our girls play. We always say that people to people links are the foundation

of our bilateral relationship with China. We have longstanding cultural connections, built through things like sport." "The International Series is a great opportunity to build the profile of women's soccer, both in Australia and China. It also gives both our teams the experience to compete against each other and to get that sense of what international games are really like". Football Australia will continue to use Australian National Football Team tours as a vehicle for strengthening people to people connections between Australia and the world.



THE IMPACT OF THE COMMBANK MATILDAS

THE STORY OF THE
COMMBANK MATILDAS
AND THE FIFA WORLD
CUP 2023 IS A
TESTAMENT TO THE
POWER OF SPORTS
IN DRIVING SOCIETAL
TRANSFORMATION



WE WANTED TO
LEAVE A LEGACY
AND I REALLY FEEL
WE'VE DONE IT

STEPH CATLEY
COMMBANK MATILDA



THE IMPACT OF THE COMMBANK MATILDAS IN 2023

The CommBank Matildas are more than a sports team. Their remarkable journey through the FIFA Women's World Cup 2023 has seen them emerge as a pivotal force in sports and society, inspiring a generation, transforming gender norms and reinforcing Australia's standing on the global stage.

The purpose of this chapter is to capture the wide-reaching impact of the CommBank Matildas before, during and after the tournament. This chapter expands upon the impact across the five pillars of Legacy '23, encompassing the broader social, health, sporting, and economic impacts that transcended the realm of football, reaching individuals, communities, and society at large.

- I Why the CommBank Matildas are a powerful driver of impact
- II A deep dive into the impact of the CommBank Matildas at the FIFA Women's World Cup across diverse audiences
- III A recap of the overall impact of the CommBank Matildas in 2023

This impact chapter was developed by Football Australia in collaboration with Portas Consulting, a leading management consultancy dedicated to sport. To capture the wide-reaching impact of the CommBank Matildas in 2023 a combination of primary and secondary research was leveraged.

Six surveys were conducted targeting different audiences, which received a combined total of 6,707 responses. In addition, data related to media (150k+ news articles), jersey and merchandise sales, participation and government investment was analysed.

Existing reports have been leveraged to identify an additional ~200 data points to support our own primary research. All data presented in this chapter is from the six surveys conducted and Football Australia's internal data unless otherwise accredited.



"Thank you to both host nations of Australia and Aotearoa New Zealand for having united the world indeed, to all those who have put their efforts – their hearts – into what will go down in the history books of women's football as the best, the most spectacular, the most colourful, the most inclusive and the best FIFA Women's World Cup ever"

– Fatma Samoura, Former FIFA Secretary General

"The Women's World Cup did more than hit KPI's and create life-long memories - it has left a tangible legacy"

*– James Johnson
CEO Football Australia*

Surveys conducted

- Football Australia Registered Participants (players, coaches, referees, administrators & volunteers)
- CommBank Matildas social followers
- CALD Communities (in partnership with Cultural Pulse)
- Football Australia Club Changer Clubs
- Teachers and educators that participated in Football Fever
- Participants of Dads & Daughters



"By being who I am, I hope that allows others to be who they are"

– Sam Kerr, CommBank Matildas captain

WHY THE COMMBANK MATILDAS ARE SUCH A POWERFUL DRIVER OF IMPACT

The CommBank Matildas played a starring role at the FIFA Women's World Cup 2023, resonating with Australians and the world. Seven key factors played, and will continue to play, a crucial role in enabling the CommBank Matildas to have wide-reaching impact.

1 REPRESENT MODERN AUSTRALIAN IDENTITY & VALUES

Integrity
 Female empowerment
 Equality Diversity Resilience
 teamwork



2 GLOBAL INFLUENCE AND BRAND POWER

19X increase in jersey sales vs. 2019¹



3 PERFORMANCE ON THE GLOBAL STAGE

4th

Position at Tournament – highest-ever finish of any Australian football team at senior level



4 STRONG REACH

70% Of Australia population watched the tournament

2M In-person attendance

18.6m cumulative broadcast viewership



5 NEW AND DIVERSE AUDIENCES

38% Of social media followers new to women's football following the tournament

56% Female audiences⁴

976k New social media followers (July – Dec 2023)

6 SUSTAINED MOMENTUM POST TOURNAMENT

3 Sell-out Matildas fixtures in Perth
 336% increase Memberships for Liberty A-League Womens Games
 781,000⁵ highest viewership for a women's football match ever



7 FUTURE PLATFORM FOR GOOD

2024 Paris Olympics

2027 FIFA Women's World Cup

2030 AFC Women's Asian Cup

2032 Brisbane Olympics

2026 AFC Women's Asian Cup

2028 LA Olympics

2031 FIFA Women's World Cup

Source
 1: Nike
 2: Brand Finance
 3: The Australian National Dictionary Centre
 4: Nielsen Australia Host City Impact Study, October 2023
 5: CommBank Matildas vs. Philippines Paris 2024 Asian Qualifiers

THE IMPACT OF THE COMMBANK MATILDAS AT THE FIFA WOMEN'S WORLD CUP 2023 ACROSS DIVERSE AUDIENCES





INSPIRING POSITIVE CHANGE IN WOMEN AND THE NEXT GENERATION OF GIRLS

The CommBank Matildas performance at the FIFA Women's World Cup 2023 captivated women and girls across Australia.

56%

Female attendees¹

75%

Female Social Media followers²

Providing inspiration through powerful role models

The CommBank Matildas provided powerful, diverse, and authentic role models emerging as not only formidable athletes, but powerful symbols of inspiration for women.

94%

of teachers and educators believe the CommBank Matildas are positive role models in their school

88%

of followers believe that women and girls have more female role models following the tournament

77%

of female social media followers strongly associate the CommBank Matildas as 'inspirational'

Boosting confidence, and empowerment

Watching the CommBank Matildas break down barriers over the course of the year, helped to change perceptions and increase confidence about what young girls can achieve.

68%

of female followers reported greater confidence levels following the tournament

60%

of female followers reported that women are more empowered following the tournament

91%

of female followers feel that the CommBank Matildas represented "Female Empowerment"



Source
1: Nielsen Australia Host City Impact Study, October 2023
2: Based on demographic segmentation of survey responses from CommBank Matildas social followers across four platforms

Something I've always wanted to do is inspire young girls and boys in the way I play and how I am off the field. So to see and know that young girls have my ribbons in their hair or are wearing my jersey just goes to show that maybe I've managed to do that.

- Hayley Raso, CommBank Matilda



Top 4 global players by engagement in Australia on X (formerly Twitter)

1. Sam Kerr | 2. Mary Fowler | 3. Caitlin Foord | 4. Mackenzie Arnold

Increasing participation in football

The inspirational influence of the CommBank Matildas is reflected in the increase in demand from girls and women to play football, along with the creation of new football programs post-tournament.

78%

Of teachers and educators from Football Fever Schools feel the CommBank Matildas have made young girls more interested in football/sport

81%

Of registered participants agree that more women and girls want to play football

86%

Of club changer clubs have seen an increase in female participation since the FIFA Women's World Cup



SHIFTING ATTITUDES AND BEHAVIOURS OF MEN AND BOYS IN AUSTRALIA

Boys, fathers, uncles and grandfathers across the nation were gripped by the CommBank Matildas at the FIFA Women's World Cup 2023 like never before.

880k¹

number of boys/
men attended
matches

1 in 5

Male social media
followers new to
women's football
post tournament

Creating allies to support the future of women's sport

Men and boys also saw the CommBank Matildas as powerful role models, helping to drive visibility, appreciation and perception of women's sport.

87%

of male registered participants agree
'I want to support the growth of women's
football in my local club environment'

78%

of male followers have noticed shifting
perception of female athletes

63%

58%

42%

42%

Inspirational

Role Models

Entertaining

Talented

of male followers that strongly associate
the CommBank Matildas with each word



"It's crazy to see how many jerseys have been sold and not only how many little girls but boys as well are running around with our jerseys on and our names on the back"
- Caitlin Foord, CommBank Matilda

Shifting mindsets, perceptions and behaviours towards women in society

The influence of the CommBank Matildas extended beyond sport, changing male perceptions about women, shifting mindsets and behaviours towards more equitable gender norms.

100%

of teachers and educators in Football Fever schools feel the CommBank Matildas have positively impacted fathers and young boys within the school community

76%

of male followers believe the success of the CommBank Matildas will definitely or probably impact their support for gender equality initiatives or women in leadership roles

82%

of female followers have noticed positive changes in the way women and girls are viewed and treated in society since the FIFA Women's World Cup

Over 1
in 3

Male followers agree that the CommBank Matildas' success has led them to reconsider their attitudes or stereotypes about women's roles in society (e.g., in sports, in the workplace, at home)



ENGAGING CULTURALLY AND LINGUISTICALLY DIVERSE (CALD) COMMUNITIES

Reaching and engaging CALD communities

Australia is one of the most culturally and linguistically diverse (CALD) countries in the world, with 29.5% of Australia's 26 million people born overseas¹; 51% have at least one parent who was born overseas¹; and 22.3% of Australians speak a language other than English at home¹. The FIFA Women's World Cup (FWWC 2023) managed to engage CALD communities like never before.



Creating a sense of belonging and representation

Despite the diverse CALD communities represented across Australia, only one in three CALD individuals said they feel accepted and recognised as true Australians². However, with many of the CommBank Matildas second and third-generation migrants, the FIFA Women's World Cup 2023 provided a platform to celebrate cultural and linguistic diversity and foster a sense of belonging.

73%

of CALD community respondents feel that the CommBank Matildas have had a positive impact on their community

79%

of CALD community respondents agree that the CommBank Matildas and the FIFA Women's World Cup 2023 emphasised the importance of diversity and inclusion

70%

of CALD community respondents from Asian cultural ancestry feel that the CommBank Matildas advocate for and represent the values of their community

85%

of CALD community respondents watched the tournament sometimes, most of the time, or always

70%

of CALD community respondents are moderately, very, or extremely aware of the CommBank Matildas



Setting new standards for cultural inclusion

"They set a new benchmark for the women of our community, empowering them and setting new trends in sports"
– Community member

"Brought the community together to support each people's country. And also highlighted showmanship and respect to other cultures and community within the same area"
– Community member

"These are stories that inspire us. Stories that show how the World Game can break down cultural barriers and foster understanding of different people and cultures. But they also show what can happen when you give women and girls the space to succeed"
– The Hon Tim Watts MP, Assistant Minister of Foreign Affairs

1: The Australian Bureau of Statistics
2: The Research Agency, 2023

REACHING ALL FACETS OF SOCIETY

The impact of the CommBank Matildas extended beyond boys, girls, men and women, touching diverse stakeholders across society within and beyond traditional sports audiences.

Supporting educators in schools

In education, they became a part of the teaching narrative, notably increasing engagement in school programs related to football.

#1 Football ranking in Sporting Schools Program sport of choice, Term 2 2023

19% increase In school programs, reaching **33k** participants in Term 3 2024

94% of Football Fever schools indicated that the CommBank Matildas had either extremely or somewhat positively impacted...

83%

89%

56%

...the culture and community in school

...the way children are engaging in school

...the way children are taught sports

...the way children are taught in classrooms



Fuelling government investment into legacy projects and infrastructure

The impact extended to local and national government levels, with substantial funding being allocated for legacy-related projects and the improvement of infrastructure and facilities in women's sport. This governmental support reflects a significant buy-in to the potential of women's football to drive positive societal change.

\$398 million Unlocked for legacy-related projects across the country

\$200 million Play Our Way Fund to improve infrastructure and facilities in women's sport

60% believe the government / public funding for the event was highly worthwhile, **6%** higher than pre-event¹

"We have obtained local council and State government approval for building female only change rooms, so the females do not have to share facilities with their male counterparts"
– Club manager, Balga Soccer Club, Western Australia

Unlocking support for volunteering/working in community clubs

In the community, there was a notable rise in interest and support from parents, former players, coaches, referees, and volunteers, with the shared vision of growing and supporting the community game.

90% Of registered participants want to support the growth of women's football in their local club environment

44k The tournament is expected to inspire an additional **44k** volunteers within community football¹

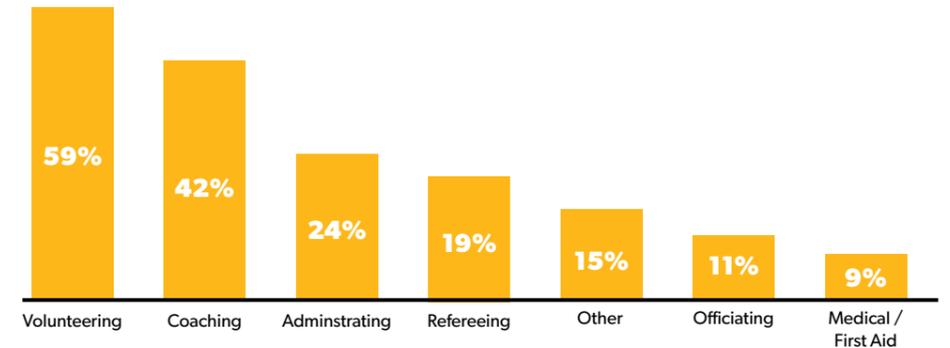
505k Volunteer hours¹



"I want to participate in every way possible to grow women's football. I will play, referee, coach and support"
– NSW Football Community Member

94% of Club Changer clubs strongly agree or agree that the CommBank Matildas have had a positive impact on their club

Roles registered participants would like to take up to support the growth of women's football



Introducing new grassroots playing opportunities

Playing opportunities have expanded due to new programs and facilities at schools and local clubs, for both male and female players. In particular, there has been a notable increase in the number of local girls' teams and initiatives, such as the Go Girls Football, a new social, non-competitive football program for 12-16 year old girls.

Over 800 boys and girls from Club Changer 1-star clubs featured as FIFA Women's World Cup Flag Bearers

86% of clubs say female participation has increased since FIFA Women's World Cup 2023

56% of registered participants want to support the growth of women's football in their local club environment

Case study: Yarrville Glory FC

\$1.18 million to install female friendly change rooms
Nominated for the metropolitan club of the year in the 2023 Football Victoria Community Awards

"There is now a new level of admiration and respect for the female game across all genders, ages, and backgrounds of football supporters"
– Nick Koutroumanis, Club Secretary

"The level of interest and engagement with the game has been amazing. The growth in female teams has also resulted in growth in volunteers and engagement and the club. It is now our collective responsibility to foster this and build passion for the sport around this"
– Jim Babatzanis, Club President

STRENGTHENING AND TRANSFORMING COMMUNITIES AND SOCIETY

Improving the treatment of women in society

With the CommBank Matildas playing a crucial role in shifting mindsets and behaviours towards women and girls, there is the potential to move towards more equitable gender norms and improve the treatment of women in society. There is the potential for this to impact schools, the workplace and in homes.

80% Of followers agree that 'I have noticed positive changes in the way women and girls are viewed and **treated in society** since the FIFA Women's World Cup 2023'

83% Of participating Football Fever teachers and educators agree that the CommBank Matildas have contributed to promoting gender equality **within their school**

75% of Club Changer clubs have noticed greater appreciation and support for women's football **within their club** and membership base

Enhancing family dynamics

Many families were able to attend the FIFA Women's World Cup tournament, providing an opportunity to spend quality time together.

New initiatives such as the Dads & Daughter program also provide unique opportunities to deepen family relationships.

Case study: Dads & Daughters program
An award-winning, evidence-based program that introduces football to fathers/father figures and their daughters aged 5 - 12 years.

85% agreed the program strengthened their relationship with their daughter

66% agreed the program improved their parenting and / or coaching skills

57% agreed the program made them more likely to spend quality time with their daughter



Fostering cultural diversity, exchange and inclusion

The tournament celebrated Australia's diverse cultures, facilitating cultural exchange and inclusivity. By instigating policy reforms such as showcasing Traditional Place names and First Nations flags globally, the tournament notably represented the diversity of Australian people and cultures.

78% of female followers feel the CommBank Matildas represent inclusivity

71% of Australians felt the tournament represented the diversity of Australian people and culture¹

65% of Australians that felt there was a strong First Nations Australian cultural theme running throughout the event¹

1: Australian Sports Commission, Community Perceptions Monitor (CPM) Summary Report, September 2023
2: Nielsen Australia Host City Impact Study, October 2023

Enhancing community cohesion and bonding

The FIFA Women's World Cup 2023 was a time to come together in an inclusive and safe environment, forging new bonds and connections within communities. As part of the FIFA50 initiative, fifty First Nations girls participated in a transformative journey to Brisbane/Meenjin promoting football, empowerment and cultural connection.

81% Australians felt it brought different communities together¹

92% felt safe and welcome at matches²

93% agree that the tournament enhanced community spirit, pride and enjoyment¹



Improving long-term health outcomes

By inspiring participation in football, there is the opportunity to create healthier habits and develop lifelong skills

\$324 million²

Projected social value from reduced health costs based on Nielsen reported inspiration effect from the FIFA Women's World Cup 2023

International case study: The social and economic value of grassroots football participation in England

- Children who play a team sport such as football feel on average 6% **happier**, 12% **more satisfied with life** and 14% **higher life worthiness**³
- Children who are physically active through football have **decreased odds of obesity** (Boys – 39%, Girls – 20%)⁴
- 58% of regular footballers with a healthy diet agree that football has a direct influence on their **healthier food choices**⁵
- The reduction in physical and mental health diseases, due to football participation, results in **£1.62bn healthcare savings annually**⁶

Football Australia will continue to measure and monitor the impact of the tournament on participation in grassroots football and the long-term health and social impact of increased participation.

Highlighting the barriers to female participation

The spotlight on women's sport has led to new investments and partnerships, and created a runway for future growth.

\$9m High Performance funding for domestic matches, high performance staff & camps, youth national team support

QLD state government funds: \$21m (stadium upgrade and women's football legacy fund)

SA state government funds: \$69m for facilities and legacy funding

92% agreed that tournament has increased the visibility of women's sport in Australia¹

"The Matildas have given us a moment of national inspiration; this is about seizing that opportunity for the next generation, investing in community sporting facilities for women and girls around Australia."

– The Hon Anthony Albanese MP Prime Minister of Australia

Sources:
1: Australian Sports Commission, Community Perceptions Monitor (CPM) Summary Report, September 2023
2: Nielsen Australia Host City Impact Study, October 2023
3: Based on OLS regression analysis on team sport participation using data from Sport England (2019). Active Lives Children and Young People Survey Academic Year 2018/19, controlling for socio-demographic factors
4: University of England. UCL Institute of Education. Centre for Longitudinal Studies, Millennium Cohort Study: Sixth Survey, 2015-2016. 6th Edition. Colchester, Essex: UK Data Archive, March 2007. SN: 4683. Calculated using logistic regression analysis, controlling for socio-demographic factors.
5: The FA Participation Tracker November 2019 – February 2020 (n=1962)
6: Portas Consulting Socio-Economic model



FUELLING THE NATION AND BUILDING INTERNATIONAL RECOGNITION

Fostering national pride

Australia came together like never before through the FIFA Women's World Cup 2023, fostering national pride, unity and a positive perception of sport

93%

stated enhanced community spirit, pride and enjoyment in Australia¹

2x

Increase in national pride in Australian sport during tournament vs. rest of 2023²



"It has brought a great sense of inclusion and Australian pride as everyone gathered together to support as a nation"
- CALD Community member

Enhancing global connections and diplomacy

"No other sport like football – the beautiful game, the world game – has the ability to mark the national significance, into lifting our country in the eyes of the world..."

..No other sport gives us the entry into diplomacy and into sporting diplomacy that this world game does."
- The Hon Anika Wells MP, Minister for Sport and Aged Care

68

nations represented by volunteers³

Positioning Australia as a leading sports nation and host of major sports events

79%

of Australian felt the tournament enhanced Australia's international reputation and influence²

95%

of international media coverage was positive or neutral⁴



Boosting economy through tourism, hospitality and job creation

95,446 unique international visitors¹

76% overseas tourists planning to return to Australia and 96% recommend visiting¹

96% of overseas tourists from tournament would recommend visiting¹

"People flocked to public venues to cheer on the Matildas and the broader World Cup with friends, family and colleagues."

"This would have been a huge income earner for those businesses, many of whom and are still recovering from Covid disruption and would typically have expected much slower mid-week trade in winter"
- Dr Hunter Fujak, Deakin University

4,270 volunteers⁵

1,902 staff⁵

658 suppliers⁵

1: Nielsen Australia Host City Impact Study, October 2023
2: Australian Sports Commission, Community Perceptions Monitor (CPM) Summary Report, September 2023
3: FIFA Report August 2023, via Inside World Football
4: Based on sentiment analysis conducted by Portas Consulting on 150k+ news articles, December 2023
5: THE FINAL REPORT - FIFA WOMEN'S WORLD CUP AUSTRALIA AND NEW ZEALAND 2023, November 2023

A RECAP OF THE OVERALL IMPACT OF THE COMMBANK MATILDAS

Increased physical activity and better health

- Increasing participation in football
- Improving long-term health outcomes



Improved mental health and personal wellbeing

- Providing inspiration through powerful role models
- Boosting confidence, inspiration, and empowerment



Gender inclusiveness and equality

- Highlighting the barriers to female participation
- Creating allies to support the future of women's sport
- Improving the treatment of women in society
- Shifting mindsets, perceptions and behaviours towards women in society



Cultural inclusiveness and social cohesion

- Enhancing community cohesion and bonding
- Fostering cultural diversity, exchange and inclusion
- Reaching and engaging CALD communities
- Creating a sense of belonging and representation
- Setting new standards for cultural inclusion



Social and community behaviours

- Enhancing family dynamics
- Supporting educators in schools
- Introducing new grassroots playing opportunities



Jobs and economy

- Boosting economy through tourism, hospitality, and job creation
- Fuelling government investment into legacy projects and infrastructure
- Unlocking support for volunteering/working in community clubs



National pride and identity

- Fostering national pride



International reputation & diplomacy

- Enhancing global connections and diplomacy
- Positioning Australia as a leading sports nation and host of major sports events



'Til we play our first international match
 we claim our first trophy
 we qualify for our first World Cup
 we score our first World Cup goal
 they call us the Matildas
 we get a write-up in the papers
 we win our first World Cup match
 we play in Sydney 2000
 the stands start filling up
 we're women's Asian Cup champions
 we get our own jersey
 we score a World Cup hat-trick
 we make the quarter finals
 we outdo ourselves in Tokyo 2020
 they build the Home of the Matildas
 we play a World Cup on home soil
 we make the quarter finals again
 other sports pause and watch us
 we smash a history-making penalty
 we storm into the semis
 the whole country takes notice
 the whole world takes notice
 we're all over every front page
 everyone knows our names
 girls dream of being us
 boys are wearing our jerseys
 over 11 million watch us live
 we score an unforgettable goal
 the crowd gets to its feet
 we unite Australia
 women's football gets funded
 grassroots football gets funded
 we bring it at Paris 2024
 we go again in 2027
 we leave a legacy...

We're not done #tilitsdone

MATILDAS
IT'S DONE



Thank you

Football Australia would like to thank our the Australian and State & Territory Government partners for their support and contributions. We also extend our gratitude to our commercial and football partners for their efforts in driving positive outcomes for women and girls.

Furthermore, Football Australia proudly joined the first ever Legacy Working Group for a FIFA Women's World Cup, working closely with stakeholders from New Zealand Football, Oceania Football Confederation, Asian Football Confederation, and FIFA. These collaborations have played a crucial role in our Legacy '23 journey so far.

We value the strong partnerships we have established and look forward to continuing our collective efforts to achieve further Legacy '23 outcomes.

PARTNERS

Football Partners



Commercial Partners





LEGACY '23

www.footballaustralia.com.au/legacy23

**MA
'TIL IT'S
DONE
DAS**



**CommBank
MATILDAS**