



LEGACY '23



Exciting and enduring
outcomes for Australians
beyond the FIFA Women's
World Cup 2023™

BUILDING BACK TOGETHER THROUGH FOOTBALL

Hosting the FIFA Women's World Cup™ is a once-in-a-lifetime opportunity to create positive and enduring outcomes for millions of Australians in 2023, and beyond. In partnership with Government, Football provides a unique and inclusive platform to unite the country, rebuild our communities from COVID-19, renew our nation's optimism, and show the world we are open for business.



Playing Together

Australia's largest community sport reaching gender parity in 2027.
New programs to unlock the potential of women and girls.



Building Communities Together

Improving grassroots infrastructure and facilities to meet demand and create settings where the community can come together.



Winning Together

Lifting the World Cup in 2023 and inspiring the nation, while developing the next generation of stars.



Bringing Our Region Together

Maximise opportunities to boost tourism and trade, empower women in our region and strengthen international relations.



Leading and Developing Together

Tailored educational programs to ensure greater female representation to shape the future of Australian sport.

"The 2023 event will be the largest, and no doubt the best, Women's World Cup that has ever been staged. The business and economics of events are a no-brainer."

Scott Morrison, Prime Minister



PLAYING TOGETHER

By expanding the reach and impact of Australia's most diverse and largest club participation sport, Government can create more economic, health and social benefits for all Australians, and unlock the potential of women and girls from Indigenous and migrant communities.

Expand Club, School and Social Football

- 20 new Development Officers to support 2,000+ clubs nationally
- Engage 1 million schoolgirls and their teachers via the Sporting Schools program
- Walking Football and Football My Way for 25,000 women and girls

Introduce National Indigenous Program

- Launch and grow a National Indigenous Program reaching 16,200 participants

Scale Up Youth and CALD Football for Girls

- MiniRoos program for 65,000 additional girls aged 6-12 to play Football
- Participation programs for 24,000 multicultural women and girls

IMPACTS

407,000 additional female participants

498 direct jobs

4,860 upskilled Australians

"The Government is passionate about raising the profile of women's sport and driving increased participation in sport for girls and women."

Richard Colbeck,
Minister for Sport

Achieve
50:50
gender equality
in participation
by 2027





BUILDING COMMUNITIES TOGETHER

Together we can help remove the barriers to female participation and growth at all levels of our game to create positive, thriving communities across Australia.

National Home of Football

- An inclusive, world-class facility delivering participation, professional development and women's leadership programs, for all ages and abilities
- A headquarters for Football Australia administration and technical staff
- Establish an International Centre for Women's Football for the Asia-Pacific region

Female Community Football Facility Legacy Fund

- An ongoing fund to create equitable female facilities that meet surging community demand
- Create places for Australians to come together and enjoy the social and health benefits of Football

IMPACTS

\$338 M value to GDP

950 construction jobs

1,600 indirect and flow-on jobs

"We turn away at least 2,000 people every season. We desperately need lighting, drainage and irrigation to increase capacity and meet community demand."

Jeff Stewart, Sutherland Shire Football Association, NSW

Only
1 in 5
grounds have
female change
rooms

Only
22%
of registered
players are
female



WINNING TOGETHER

World-class preparation for our Westfield Matildas to lift the trophy on home soil, aligned with the Government’s Sport 2024 High Performance Strategy. Unleashing the next generation of talent under the priorities of the Government’s Sport 2030 National Plan.

World-class Matildas Program

- 8 additional domestic Westfield Matildas’ matches against world-class competition

Expand Youth Team Program

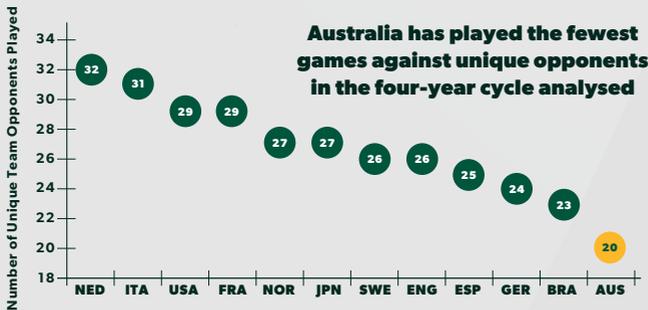
- Increase pathways and playing opportunities for talented young female footballers, and increase depth of the Westfield Matildas squad
- Establish new national team programs for U19, U18, U16, U15
- 92 domestic camps and 38 international tours to nurture elite talent

IMPACTS

35 specialist jobs to match the expertise of our FIFA WWC competitors

4,945 elite player opportunities

2,100 coaching opportunities



“The Matildas have the potential to be one of the best teams in the world... I wouldn’t be here if I didn’t think we could win in 2023.”

Tony Gustavsson,
Westfield Matildas’
Head Coach





BRINGING OUR REGION TOGETHER

Together we can strengthen relations with our Indo-Pacific neighbours, and promote Australian tourism and trade through the platform of the world game and the biggest-ever FIFA Women's World Cup™.

Boost tourism, trade and direct foreign investment

- Develop a FIFA WWC International Business Club with Austrade
- Formal partnership with Tourism Australia to unlock extra tourism and brand exposure for Australia

International Outreach Program

- Player, administrator, coach and diaspora outreach in-country, through football

Pacific 4-Nations Youth Tournaments

- Host elite competitions for Pacific nations to assist with World Cup qualification prospects

Women's International Leadership Program

- Expand our women's football leadership program across the Indo-Pacific
- Bring Asia-Pacific women to the AIS for a coaching development program

IMPACTS

460 opportunities for elite Pacific players

100 leadership opportunities for female football administrators

300 international media opportunities for Australia

16,380 participation touchpoints to support development and capacity building





LEADING AND DEVELOPING TOGETHER

Support our largest and most diverse sport in empowering a new generation of women to lead on and off the pitch ahead of the world's largest women's sporting event. Service the booming popularity of Football, and inspire Australians via greater visibility of legacy initiatives and sporting success stories leading into 2023.

Dedicated Women's Leadership & Education Programs

- Build capacity by educating and encouraging more women to enter and lead the game

Boosting Visibility, Leadership Diversity & Indigenous Connections

- Establishment of an Indigenous Advisory Council
- Host Women In Football 2022 conference for sports, business and community leaders
- Production, design and editorial resources to tell powerful stories of legacy and women's sport

IMPACTS

1,000 CALD/Indigenous women empowered to lead

1,000 female coaches and referees upskilled at the AIS

2,000 community members trained to deliver the FIFA Women's World Cup™

82 direct jobs and 35 specialist jobs to empower women in the world game

100,000+ content pieces to tell powerful stories of legacy and women's sport



"The 2023 World Cup will strengthen our already solid reputations as world leaders in women's sport. This competition will champion the further development of women's football in both our countries, the Asia-Pacific region and globally, creating a profound and enduring legacy for the women's game."

**Marise Payne,
Minister for Foreign Affairs
& Women**

LET'S TRANSFORM
OUR GAME **TOGETHER**

#STAYONSIDE
LEGACY '23

Learn more and join the team at
footballaustralia.com.au/legacy23