



FOOTBALL  
AUSTRALIA

# LEGACY '23

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



# POSITIVE AND ENDURING BENEFITS FOR AUSTRALIA'S LARGEST COMMUNITY SPORT

Hosting the FIFA Women's World Cup 2023™ is a once in a lifetime opportunity to realise a truly meaningful legacy for football, the community and the nation.



**PARTICIPATION -  
Growing our game**



**COMMUNITY FACILITIES -  
Building our game**



**HIGH PERFORMANCE -  
Elevating our game**



**TOURISM & INTERNATIONAL ENGAGEMENT -  
Expanding our game**



**LEADERSHIP & DEVELOPMENT -  
Leading our game**

*"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**



# PARTICIPATION

By expanding the reach and impact of Australia's most diverse and largest club participation sport, we 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

- Introduce Development Officers to support 2,400+ clubs nationally
- Expand reach and offerings through the Sporting Schools program
- Substantially grow existing programs including Walking Football and Football Your Way

## Introduce National Indigenous Program

- Establish a sustainable participation model for Indigenous people of all ages

## Improved accessibility for CALD and all abilities communities

- Increase participation in football of culturally and linguistically diverse girls and boys
- Launch of Undefeated Academies, a pathway to the Pararoos and ParaMatildas

## 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





# COMMUNITY FACILITIES

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
- An International Centre for Women's Football for the Asia-Pacific region

## Female Football Facilities 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



# HIGH PERFORMANCE

World class preparation to support the Commonwealth Bank Matildas to lift the trophy on home soil and developing the next generation of talent.

## World-class Matildas Program

- Additional domestic Commonwealth Bank 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 Commonwealth Bank 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 international 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,  
Commonwealth Bank  
Matildas' Head Coach**







# TOURISM & INTERNATIONAL ENGAGEMENT

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 Women's World Cup 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 diplomacy 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 Development 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





# LEADERSHIP & DEVELOPMENT

Build capacity in women's leadership, increase female representation in key roles to shape the future of Australian sport and foster a culture that welcomes more women and girls to the game.

## Women in Leadership Programs

- Supporting women to reach their leadership potential by enhancing knowledge, skills and providing support networks

## Scholarship Program

- Financial support to ensure underrepresented women can access the Women's Leadership Programs
- Individual development grants focused upon providing part-time employment opportunities for experience and development

## Football Leadership – Gender Equity Education Program

- Educate and build the capability of football's decision makers across the game

## Women's Football Digital Platform

- An inclusive digital platform that utilises football to drive social and health outcomes

## 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

# ENDURING BENEFITS FOR AUSTRALIA'S LARGEST COMMUNITY SPORT

## LONG-TERM LEGACY '23 IMPACTS

- **\$422 M** Total Benefits (Present Value)
- **\$232 M** Net Benefits
- **2.22** Benefit Cost Ratio
- **\$338 M** Total Value Added to GDP
- **\$340 M+** Potential Trade Outcomes
- **3,185** Equivalent FTE Direct / Indirect Jobs Created
- **407,000** New Female Participants by 2027
- **6,656** Elite Player and Coaching Opportunities Created
- **4,860** Australians Upskilled
- **4,800** Women Accessing Mentoring / Developing Programs
- **16,200** Kids Engaged via Indigenous Participation Programs
- **16,380** Kids Engaged via International Outreach Participation Programs
- **2.33 M** Physical Participation Touchpoints through the Participation Programs

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