

20
FOOTBALL AUSTRALIA

20
NATIONAL PARTICIPATION REPORT


#### Abstract

2020 was shaping up to be one of the biggest years yet for Australian football and its $\mathbf{1 . 9 6}$ million participants. Participation numbers were at an alltime high, the A-League would wrap up its 15 th season, the Westfield W-League had some of our brightest female talent, our Westfield Matildas and Olyroos were vying for qualification to the Tokyo Olympics, our Socceroos went into 2020 on top of their FIFA World Cup Qatar $\mathbf{2 0 2 2}{ }^{\text {TM }}$ qualification group, and Football Australia were in the final stages of bidding as co-host of the FIFA Women's World Cup $2023{ }^{\text {™ }}$.


Opening the pages of 2020, however, would see us inherit one of our most difficult summers recorded as bushfires ravaged significant parts of the country. Loss of property and life, and the impact on flora and fauna left communities and ecosystems across Australia devastated. Football played its part with a number of key initiatives including the dedication of Rounds 14 and 15 of the A-League season to the work of Rural Aid it its efforts to support first-respondents and those in need.
As we commenced the process of recovery however, we saw the emergence of a new threat, not just to football but on economies and to human life. The COVID-19 pandemic tested Australian football in an unprecedented way and resulted in the suspension of football across the country.
This challenged and disrupted the traditional functioning of Australian football activities at all levels. Consequently, we are likely to feel the impact for years to come as we look to recover from the unprecedented drop in participation numbers and expected depressed economic conditions that threaten previous levels of support. In response, like all other industries and sections of the community at large, football's governing bodies at all levels of the game took the necessary steps to stabilise the game and made the required adjustments to ensure that football was in a strong position to recover.
It is important to also recognise the ongoing support from the Federal, State and Local Governments throughout Australia, who have responded and supported our sport throughout the COVID-19 pandemic.

After playing its role as a responsible citizen and performing its civic duty during the height of the pandemic, football was able to resume in most places across Australia with outdoor football activities.

COVID-19 impacted all of the States and Territories this year to varying degrees with Victoria and NSW affected the most, however despite the hardship, we were able to see some positive highlights in 2020 such as Northern Territory which reported participation growth in 2020. Whilst we experienced a decrease nationally in outdoor participation of $13 \%$ as a direct consequence of the COVID-19 pandemic, Victoria experienced a much larger decrease of $27 \%$ because of the prolonged effects of the lock down within the state.
The resumption of football breathed life back into our game and meant that our football community was able to come together to enjoy the game which we all love. Unfortunately, this was not the case in Victoria which endured more devastating and longer lasting effects of the pandemic, than anywhere else in Australia.
Pleasingly, we experienced an increase across Coaches \& Volunteers during the year, which are essential to delivering such a wide-reaching football offer within Australia, especially during such a challenging year as was 2020. We thank all those involved in the delivery of the game for their patience, understanding and additional time required this season.

In response to the disruption, we brought football into the digital sphere with online resources \& sessions such as the Skills Hub with play at home challenges catering for players from MiniRoos to Walking Football. We introduced online webinars and coaching seminars \& have shown to be resilient and flexible in our approach to delivering football in 2020.
The biggest impact of COVID-19 was felt in the schools and community programs, accounting for $86 \%$ of the total participation decrease for 2020. Within this A-League and Westfield W-League clubs' delivery was down by $50 \%$ because of COVID-19 restrictions, impacting the number of participants being able to take up the community and school programs on offer. Out of necessity and for public safety, many schools moved to remote learning and in doing so restricted access to external providers.
As part of the response, Football Australia, in partnership with the A-League, Westfield W-League clubs and the Member Federations, created the Schools Football Workbook, an online and interactive football resource for Primary Schools, enabling teachers and students to learn from home.

We were pleased to see outdoor football fared relatively well this season with a moderate drop in participation, due to COVID-19. Victoria's long lockdown meant that an entire season of football was lost in its entirety. Despite the difficult season, we had Member Federations, Associations, Clubs and Volunteers working together to bring football back to most parts of the population who were in need of the benefits that football brings (physical activity, social cohesion, a feeling of community and connection).

## 2020 FOOTBALL PARTICIPATION KEY INSIGHTS

| PROGRAM | \% CHANGE | 2020 | 2019 |
| :---: | :---: | :---: | :---: |
| Outdoor Football | 13\% <br> decrease | 470,644 | 543,159 |
| Futsal | $\begin{gathered} 38 \% \\ \text { decrease } \end{gathered}$ | 39,130 | 63,031 |
| Social Football | 17\% <br> decrease | 104,785 | 125,866 |
| Registered Coaches | 10\% <br> increase | 42,512 | 38,715 |
| Registered Referees | $\begin{gathered} -5 \% \\ \text { decrease } \end{gathered}$ | 10,592 | 11,198 |
| Volunteers | $\begin{gathered} 8 \% \\ \text { increase } \end{gathered}$ | 25,168 | 23,322 |
| Schools Football | $60 \%$ <br> decrease | 236,369 | 591,347 |
| Community <br> Football <br> Programs | $56 \%$ <br> decrease | 240,644 | 544,694 |
| Specific Diversity and Inclusion Programs | $\begin{gathered} 25 \% \\ \text { decrease } \end{gathered}$ | 12,087 | 16,220 |
| TOTAL <br> PARTICIPATION <br> 2020 | $\begin{gathered} 40 \% \\ \text { decrease } \end{gathered}$ | 1,181,931 | 1,957,552 |

Women and Girls represented 143,873 participants in outdoor football, social and registered futsal, down from 156,893 in 2019, representing an $8 \%$ decrease in 2020.
There is much to be excited about in the year ahead. The granting of co-hosting rights to the FIFA Women's World Cup $2023^{\text {TM }}$ was a watershed moment for Australian football. The announcement united the entire nation around the game and galvanised the Australian football community behind a common cause, demonstrating the power and potential of women's football in Australia. The ongoing growth and
development of Australian football will be anchored in women's football and significant work with Member Federations, Governments and other stakeholders, has already gone into ensuring that we can maximise the benefits of hosting the FIFA Women's World Cup 2023™ via the establishment of an innovative legacy framework.

Despite challenging circumstances, Football Australia has been able to consider its long-term vision and aspirations for the game and took the opportunity to return to its football core. Following the announcement of Australia as co-host of the FIFA Women's World Cup $2023{ }^{\text {TM }}$ and after a period of robust and extensive consultation with the football community, Football Australia took transformative steps and published its 'XI Principles for the future of Australian football', which advances eleven principles that underpin a bold and innovate 15-year vision for Australian football.

At the centre of the XI Principles is the recognition of the strength and diversity of the Australian football family. We are a melting pot of two million participants ( 1.2 million now in 2020) represented by over 200 different cultures. No other sport within the Australian sporting landscape offers the type of inherent diversity which football does. This diversity in culture, ideas and experience makes us strong and prepares us well for the challenges which lie ahead of us.
To highlight a significant year for the game in 2020, the organisation underwent an internal reshaping to ensure we are ready to implement our strategic agenda, renamed the organisation Football Australia, revamped the FFA Cup and recently announced the unbundling of the Professional Leagues.

The publication of the Domestic Transfer System White Paper, following the Transfer System webinars late last year, is another significant step as we look to bring to life the XI Principles and we are excited to lead with this strategic initiative in 2021.
The way in which the Australian football community conducted itself during 2020, supported by our Member Federations, was exemplary. Our 2020 participation figures, considering the enormous challenges, are a credit to the efforts of our Member Federations, A-League and Westfield W-League Clubs, Associations, Zones, Community Clubs, and large volunteer base.

On behalf of Football Australia, we want to thank you all for your commitment, dedication, and support. We have been able to navigate our way through a difficult period because of a spirit of collaboration borne from a deep love of our game. You can all be extremely proud of your efforts; they have certainly inspired us.


James Johnson
CHIEF EXECUTIVE OFFICER, FOOTBALL AUSTRALIA

## 2020 HIGHLIGHTS



In the early hours of Friday 26 June, 2020, Australia wins the right to cohost the FIFA Women's World Cup $2023{ }^{\text {™ }}$ with New Zealand

Football Australia teams us with the Australia Red Cross and Black Dog Institute to help respond to the mental wellbeing effects of COVID-19 to the most vulnerable in our community

Football Australia launches the XI Principles - for the future of Australian football, to provide guidance and influence decision making for the future growth and development of football in Australia


The Westfield Matildas and Olyroos both qualify for the Olympics Games Tokyo 2020

Highly experienced Swede Tony Gustavsson is announced as the new Westfield Matildas coach to lead the team in two Olympic campaigns, the AFC Women's Asian Cup in 2022 and the FIFA Women's World Cup $2023{ }^{\text {™ }}$

Football Australia announces new commercial partnerships with Priceline Pharmacy and Cadbury. The new partners are focusing on different areas of support and development for our football community from the Westfield Matildas, developing pathways for women and girls to the future development of MiniRoos


#### Abstract

National Teams Staff including Socceroos Head Coach Graham Arnold and Westfield Matildas Assistant Coach Mel Andreatta visit the Northern Territory in partnership with John Moriarty Football to connect with remote Indigenous football communities


The release of the 'Performance Gap Report' based on findings from internal studies identifying performance gaps in men's and women's football and providing insights, challenges and opportunities for Australian football

Key appointments and restructure of the organisation, allowing Football Australia to be better positioned in delivering the XI Principles - for the future of Australian football
> 'Football Federation Australia' changes its name to 'Football Australia' signifying a fresh new start for the organisation under the new strategic agenda embodied by the XI Principles - for the future of Australian football

The 'unbundling' between Football Australia and Australian Professional Leagues taking into effect a new framework and future for the game

The biggest highlight of 2020witnessing the resilience of football and the way the game united and stayed connected culminating with the return of football in most parts of the country in late 2020

# 2) 2020 NATIONAL SUMMARY <br> <br> TOTAL PARTICIPATION <br> <br> TOTAL PARTICIPATION <br> <br> 1,181,931 <br> <br> 1,181,931 <br> FOOTBALL AUSTRALIA 

## WOMEN \& GIRLS PARTICIPATION 143,873 <br> INCLUDES OUTDOOR, REGISTERED FUTSAL \& SÓCIAL

TOTAL PARTICIPATION 369,205
INCLUDES SCHOOLS, COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

OUTDOOR AFFILIATED FOOTBALL

## 470,644 PARTICIPANTS



MiNiR(OOS 200,871 PARTICIPANTS


360,757
MALE
(77\% OF TOTAL)
(3)42,512 REGISTERED COACHES 80\% MALE $20 \%$ FEMALE

YOUTH 149,296 PARTICIPANTS


2,304 CLUBS

109,830 FEMALE (23\% OF TOTAL)
(10,592 REGISTERED REFEREES
88\% MALE
$12 \%$ FEMALE
(1) 25,168 VOLUNTEERS
55\% MALE
45\% FEMALE

OTHER FORMATS


SPECIFIC DIVERSITY AND INCLUSION PROGRAMS PARTICIPANTS 12,087
Includes programs specifically for Cultural and Linguistically Diverse
Communities, Aboriginal and Torres Strait Islander \& All Ability participants


70\% MALE
240,644

## COMMUNITY EVENTS \&

 promoroinata194,335
SCHOOL PROGRAMS SCHOOLS TOTAL
$+\quad=236,369$
42,034
SCHOOL COMPETITIONS PARTICIPANTS PARTICIPANTS

## 2020 NSW SUMMARY



WOMEN \& GIRLS PARTICIPATION 71,283
INCLUDES OUTDOOR, REGISTERED FUTSAL \& SOCIAL

1 a-league 10 Hestfied W-LEAGUE

## TOTAL PARTICIPATION

 88,674INCLUDES SCHOOLS, COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

OUTDOOR AFFILATED FOOTBALL

## 217,173 PARTICIPANTS



|  |  |  |
| :--- | :--- | :--- |
| REGISTERED COACHES | REGISTERED REFEREES | VOLUNTEERS |
| $76 \%$ MALE | $88 \%$ MALE | $53 \%$ MALE |
| $24 \%$ FEMALE | $12 \%$ FEMALE | $47 \%$ FEMALE |

## OTHER FORMATS



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## 2020 VIC SUMMARY



WESTERN
UNITEDFE
w

## TOTAL PARTICIPATION

213,794

0A.LEAGUE

0
Westrield W-LEAGUE

## TOTAL PARTICIPATION

 115,569INCLUDES SCHOOLS, COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

OUTDOOR AFFILIATED FOOTBALL

# 55,257 <br> PARTICIPANTS 



MANTH 505
21,875
PARTICIPANTS


MALE
MALE
17,572


FEMALE 43,738
MALE
(79\% OF TOTAL)

(3) 3,408 RECISTERED COACHES 89\% MALE $11 \%$ FEMALE

YOUTH
22,513
PARTICIPANTS


361
clubs

11,513
FEMALE
(21\% OF TOTAL)

SENIOR 10,869 PARTICIPANTS


1,093
REGISTERED REFEREES
89\% MALE
11\% FEMALE
(1) 2,663 VOLUNTEERS
59\% MALE
41\% FEMALE

## OTHER FORMATS


*Total numbers include male, female and gender unspecified

## 2020 QLD SUMMARY



TOTAL PARTICIPATION

## 183,960

WOMEN \& GIRLS PARTICIPATION 15,937
INCLUDES OUTDOOR, REGISTERED FUTSAL \& SO'CIAL

1 a.league 1 Hestfield
W-LEAGUE

## TOTAL PARTICIPATION

 56,333INCLUDES SCHOOLS, COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

OUTDOOR AFFILIATED FOOTBALL

## 65,748 PARTICIPANTS



MANTRSOS 30,452 PARTICIPANTS


MALE 25,182

fEMALE

52,230
MALE
(79\% OF TOTAL)

287 CLUBS

## 13,513

FEMALE
(21\% OF TOTAL)

SENIOR 12,835 PARTICIPANTS

© 4,814
VOLUNTEERS
49\% MALE
51\% FEMALE

## OTHER FORMATS



## 2020 WA SUMMARY


football WEST


## TOTAL PARTICIPATION

## 144,258

WOMEN \& GIRLS PARTICIPATION 10,920
INCLUDES OUTDOOR, REGISTERED FUTSAL \& SOCIAL

0A-LEAGUE

0
Hestield W-LEAGUE

## TOTAL PARTICIPATION

 48,130INCLUDES SCHOOLS, COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

## 36,932 PARTICIPANTS

 30,242 MALE (82\% OF TOTAL)

MFNJRCOS
15,369 PARTICIPANTS


251
CLUBS

## 6,680

 FEMALE(18\% OF TOTAL)

SENIOR
9,811 PARTICIPANTS
$\underbrace{82 \%}_{\substack{\text { MALE } \\ 8,065}} 18$

2,105 REGISTERED COACHES
87\% MALE
$13 \%$ FEMALE
(3) 549

REGISTERED REFEREES
94\% MALE
6\% FEMALE

SPECIFIC DIVERSITY AND INCLUSION PROGRAMS PARTICIPANTS 4,639
Includes programs specifically for Cultural and Linguistically Diverse Communities, Aboriginal and Torres Strait Islander \& All Ability participants
60,868 86

| SCHOOPROGRAMS |
| :---: |
| + |$=$| SCHOOLS TOTAL |
| :---: |
| 18,067 |
| SCHOOLCOMPETITIONS |

PARTICIPANTS
COMMUNITY EVENTS \&
PROMOTIONAL EXPERIENCES
9,033

## 2020 NNSW SUMMARY



## TOTAL PARTICIPATION

## 80,063

## WOMEN \& GIRLS

 PARTICIPATION 14,201INCLUDES OUTDOOR, REGISTERED FUTSAL \& SO'CIAL

0A-LEAGUE

Hestield W-LEAGUE

## TOTAL PARTICIPATION

 19,952INCLUDES SCHOOLS, COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

## 39,593 PARTICIPANTS



29,841
MALE
(75\% OF TOTAL)



RECISTERED REFEREES
89\% MALE
$11 \%$ FEMALE

183
CLUBS


## OTHER FORMATS


*Total numbers include male, female and gender unspecified

## 2020 SA SUMMARY



FOOTBALL SOUTH AUSTRALIA


TOTAL PARTICIPATION
76,702

WOMEN \& GIRLS PARTICIPATION 5,215
INCLUDES OUTDOOR, REGISTERED FUTSAL \& SOCIAL

0A-LEAGUE

110 W-LEAGUE

## TOTAL PARTICIPATION

 37,966INCLUDES SCHOOLS, COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

OUTDOOR AFFILIATED FOOTBALL

## 27,994 PARTICIPANTS



MHNTSOSS 8,954

## PARTICIPANTS



MALE
7,397


289
CLUBS 4,963 FAMALE (18\% OF TOTAL)

SENIOR 8,102 PARTICIPANTS

© 1,565
VOLUNTEERS
64\% MALE
36\% FEMALE

## OTHER FORMATS



[^1]
## 2020 ACT SUMMARY



CAPITAL FOOTBALL

TOTAL PARTICIPATION
33,604

WOMEN \& GIRLS PARTICIPATION 7,814
INCLUDES OUTDOOR, REGISTERED FUTSAL \& SOCIAL

OUTDOOR AFFILIATED FOOTBALL
14,544
PARTICIPANTS


10,561
MALE
(73\% OF TOTAL)



RECISTERED COACHES 82\% MALE $17 \%$ FEMALE

3,979 fEMALE (27\% OF TOTAL)
© 654
REGISTERED REFEREES
78\% MALE
22\% FEMALE

488
VOLUNTEERS
47\% MALE
53\% FEMALE

SPECIFIC DIVERSITY AND INCLUSION PROGRAMS PARTICIPANTS 48
Includes programs specifically for Cultural and Linguistically Diverse
Communities, Aboriginal and Torres Strait Islander \& All Ability participants


COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES $5: 3$ PARTICIPANTS

## 2020 TAS SUMWARY

N0
FOOTBALL TASMANIA

## TOTAL PARTICIPATION

## 22,815

WOMEN \& GIRLS PARTICIPATION 4,187
INCLUDES OUTDOOR, REGISTERED FUTSAL \& SOCIAL

## OUTDOOR AFFILIATED FOOTBALL

## 10,435 PARTICIPANTS



MHNTROSS
5,750
PARTICIPANTS


MALE
4,036


YOUTH
2,833
PARTICIPANTS


2,914 FEMALE (28\% OF TOTAL)

SENIOR
1,852 PARTICIPANTS
(1) 1,607

VOLUNTEERS
86\% MALE
14\% FEMALE


RECISTERED REFEREES
87\% MALE
13\% FEMALE

## OTHER FORMATS



114 CLUBS

2,870
SCHOOLPROGRAMS SCHOOLS TOTAL $+{ }^{+}=$ 300 SCHOOL COMPETITIONS

COMMUNITY EVENTS \& PROMOTIONAL EXPERIENCES

## 2020 NT SUMMARY

NO

FOOTBALL
NORTHERN TERRITORY

TOTAL PARTICIPATION
12,327

WOMEN \& GIRLS PARTICIPATION 966

INCLUDES OUTDOOR, REGISTERED FUTSAL \& SOCIAL

## OUTDOOR AFFILIATED FOOTBALL

## 2,968 <br> PARTICIPANTS



17 CLUBS


REGISTERED COACHES
81\% MALE
19\% FEMALE


RECISTERED REFEREES
84\% MALE
$16 \%$ FEMALE

## OTHER FORMATS

## FUTSAL

75
PARTICIPANTS

9\%
$9 \%$ FEMALE



[^0]:    *Total numbers include male, female and gender unspecified

[^1]:    *Total numbers include male, female and gender unspecified

