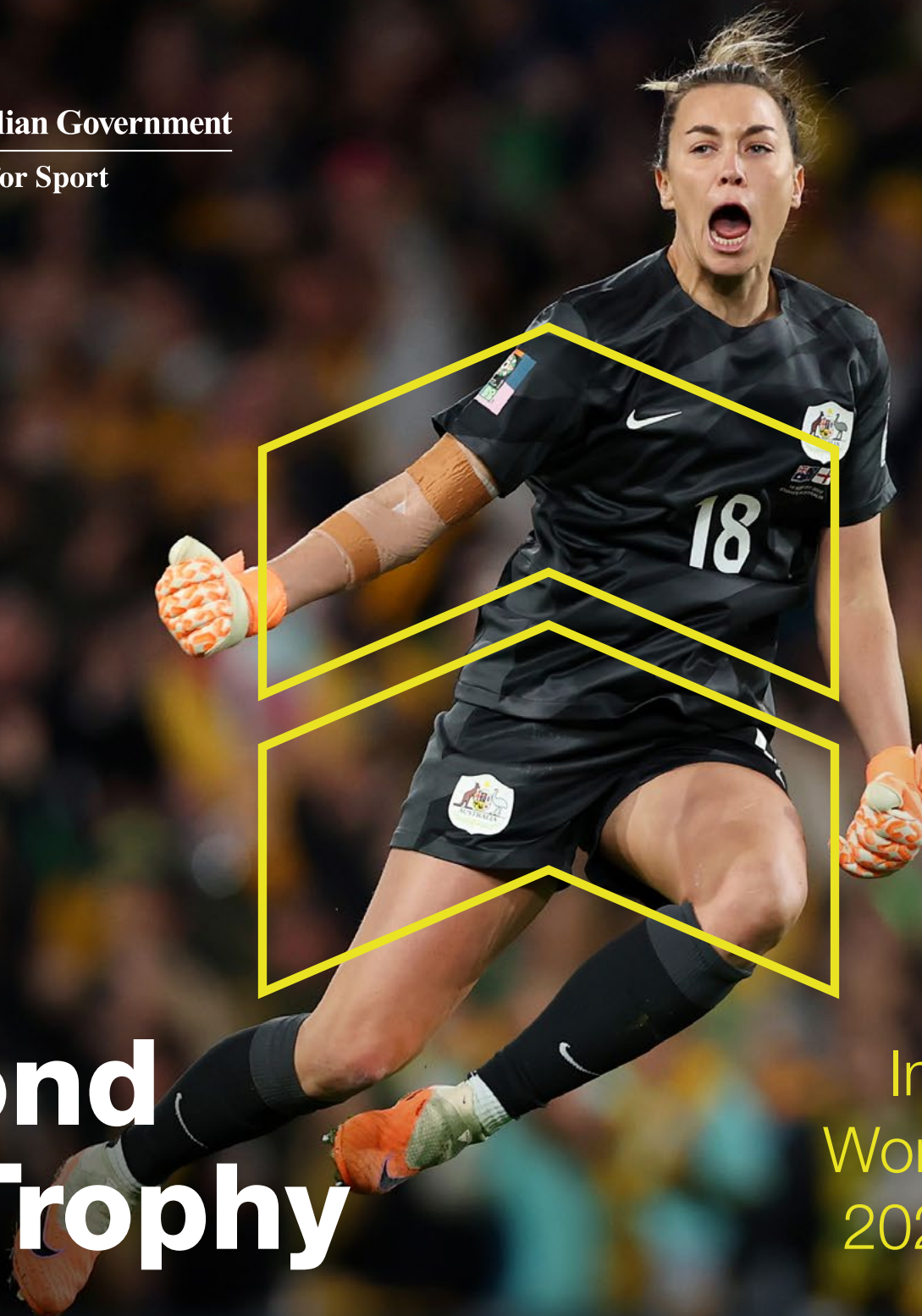




Australian Government
Office for Sport



Beyond the Trophy

Impact of the FIFA
Women's World Cup
2023™ one year on

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Title: Beyond the Trophy – Impact of the FIFA Women's World
Cup 2023™ one year on

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In the spirit of reconciliation, we acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea, and community.

We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

Together we stand on the shoulders of 1,600 generations of Aboriginal and Torres Strait Islander people and that is our shared history.

We reflect on the immense contribution of Aboriginal and Torres Strait Islander people to sport, and their role as sporting leaders, across this nation.

Acknowledgement of Country



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The FIFA Women's World Cup 2023™ has heralded the start of a new era for football in Australia. The sleeping giant has awoken.

It has not just changed women's football; it has changed women's sport.

Never before has Australia rallied behind a women's team with such pride, passion and spirit. So many sportswomen and girls have dreamed of the moment they would be celebrated nationally in the same way as their male counterparts. The dream of selling out stadiums and stopping a nation became a reality in 2023.

One year since Australia and New Zealand co-hosted the FIFA Women's World Cup 2023™ we've seen more women and girls wanting to be active, wanting to play sport, wanting to be the next 'Matilda'. Equally, we've seen men, boys and people of all ages and backgrounds become devoted women's football fans. That is the power of sport and by driving gender equality in sport, we not only help women and girls to enjoy sport for life but we make our communities fairer, more inclusive and more connected.

Foreword

The legacy of the FIFA Women's World Cup 2023™ cannot be understated – it has created iconic moments, vibrantly etched in Australian sporting history. I want to thank FIFA, Football Australia, our government partners and the community for their support and for helping us accelerate the pursuit of gender equality in our country.

The Hon Anika Wells MP Minister for Sport





The Women's World Cup was truly transformational. We had almost two million spectators in the stadiums, full houses everywhere, and two billion watching all over the world. It's great sport, it's entertaining and people love it.¹

Gianni Infantino, FIFA President



The FIFA Women's World Cup 2023™ gave Australians the opportunity to witness the world's best female footballers on home soil. It showcased the best of Australia to the world including our stories, people, places, innovative products and the Matildas' team spirit.

Hosting an event of this magnitude reaffirmed Australia's reputation as a world-leader for hosting major sporting events. With more than 1.2 million tickets sold² and record broadcast viewership, the whole nation got behind the tournament. The Matildas' performance at the tournament marked the best-ever result by any Australian senior national team at a FIFA tournament. Their semi-final match against England attracted an audience of more than 11 million people – the highest Australian viewing audience in the history of free-to-air ratings.³

Beyond their on-field achievements, the 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.

Overview





1,288,175 tickets
sold across matches
in Australia²



18.6 million viewers
watched the tournament
broadcast in Australia³



1.32 billion
economic impact²



2000 volunteers contributed
505,000 volunteer hours
during the tournament²



Over 86,654 international
visitors came to Australia for the
FIFA Women's World Cup 2023™²

By the numbers

Hosting the FIFA Women's World Cup 2023™ generated significant social, economic, and sporting benefits for the Australian community at both the local and national level. This was achieved through tourism, trade, increased community connection, and pride that unified the nation behind the performance of the Matildas.

With 35 matches in Australia, the tournament attracted 1,288,175 spectators² and a global viewership of almost 2 billion³, fuelled by large audiences from key broadcast markets across Asia, Europe, and the United Kingdom.

The FIFA Women's World Cup 2023™ Economic and Social Impact Report undertaken by the Nielsen Group, highlighted the success of the FIFA Women's World Cup 2023™ in a number of areas, including:

- An induced economic impact of \$1.32 billion, with the presence of 86,654 visitors in Australia being a major driver of the economic activity²
- 96% of overseas visitors would recommend visiting Australia, with 76% saying they are likely to return²

- Record breaking ticket sales - 1,978,274 million tickets⁴ sold across the full tournament, including 1,288,175 tickets sold² across the 35 matches played in Australia.

Economic impact



Tourism Australia capitalised on the global awareness created by the FIFA Women's World Cup 2023™ across key markets and built on the momentum of their Come and Say G'day campaign, to attract more visitors to Australia.

Come and Say G'day campaign

Using a new 'Holiday Highlights' television commercial, the campaign focused on Australia being open, encouraging international tourists to visit and support the tourism industry as it continues to re-build. The campaign aimed to drive destination awareness and consideration in the lead up to, during, and post the event. The campaign resulted in: 71.3 million total views (versus 51.1 million target) of the commercial.

Australia.com website

Tourism Australia's consumer website, Australia.com housed bespoke content to profile the 'Holiday Highlights' program and to showcase the depth and diversity of tourism experiences in FIFA Women's World Cup 2023™ host cities, including:

- a homepage takeover, featuring the 'Holiday Highlights' television commercial

- bespoke FIFA Women's World Cup 2023™ landing page with key information about the tournament and the host cities
- a holiday quiz featuring Tourism Australia's brand ambassador, Ruby the souvenir kangaroo.

This led to almost 1.4 million total visits to Australia.com.

Social media

Tourism Australia's social media channels (Instagram, TikTok, Facebook), featured more than 100 posts showcasing the tournament across global, Japan, and China accounts. In addition to profiling key host city destinations and reacting to key tournament moments, the team developed a 'How We Football' social content series encouraging fans of all teams to come and experience an Australian way of celebrating. This resulted in 18.2 million impressions, against a target of 7.5 million impressions.

Public Relations

As part of the program Tourism Australia hosted 327 guests across the five host cities, including 33 Friends of Australia, 22 Influencers and Content Creators, and 13 International Media Outlets. This led to nearly 4000 pieces of media and social coverage, generating an Equivalent Advertising Value of \$81.7 million.⁵

Tourism





For the first time at a FIFA World Cup™ (Men's or Women's), FIFA approved the indigenous flags of host countries Australia and New Zealand to be displayed at all tournament matches.

Australia's national flag, the Australian Aboriginal flag and the Torres Strait Islander flag were displayed at the 35 matches played in Australia.

The Māori flag, known as Tino Rangatiratanga, and the New Zealand national flag featured at the 29 matches in New Zealand.

Indigenous Flags

- 88% of locals had increased pride in Australia while 93% felt an enhanced community spirit, pride and enjoyment²
- In Australia, the tournament had a viewing audience of almost 18.6 million (on Channel 7, including 14.76 million reached on live broadcast, and 3.82 million on 7Plus)³
- The tournament reached a global viewership of almost 2 billion, fuelled by record breaking television viewing around the world, including in England, China, Spain, Ireland, Germany and Colombia³
- China produced the highest reach for a single FIFA Women's World Cup 2023™ match (China v England) anywhere in the world with 53.9 million viewers.⁶

Away from the pitch the Australian Government supported and delivered a number of key events that used the power of sport to bring people together.

Media and social impacts



The Beyond Greatness Speaker Series brought together inspirational women across the fields of sport, entertainment, media, arts, politics and business in support of the FIFA Women's World Cup 2023™.

Held across the 5 Australian host cities of the FIFA Women's World Cup 2023™, the Beyond Greatness Speaker Series provided a platform for phenomenal women to share their awe-inspiring stories. From athletes to leaders, artists to activists, each woman showcased the limitless potential within every one of us. Their stories demonstrated how the community possesses the power to make a difference and create a brighter, more inclusive future.

Panels featured inspiring Australian women, including Cathy Freeman OAM, The Hon Dame Quentin Bryce AD CVO and Natasha Stott Despoja AO. Matildas' stars Elise Kellond-Knight, Chloe Logarzo, Emily Gielnik, and Sarah Walsh were also part of the panel discussions. They each shared their incredible stories, wisdom and experiences.

Beyond Greatness Speaker Series



FIFA WOMEN'S WORLD CUP 2023™
BEYOND GREATNESS™
THE SPEAKERS SERIES – PERTH / BOORLOO



A week into the tournament, the Minister for Foreign Affairs, Senator the Hon Penny Wong, Minister for Sport, the Hon Anika Wells MP and Minister for Women, Senator the Hon Katy Gallagher co-hosted the Gender Equality Symposium in Brisbane.

The Symposium brought together leaders from across our region and the world, emerging women's leaders, human rights advocates, athletes and academics to inspire action and connection on gender equality and human rights of women and girls through the power of sport.

FIFA Secretary General Fatma Samoura spoke at the Symposium, outlining the importance of gender equality to football and raising the standards of women's clubs and leagues across the world.

The football theme continued throughout the Symposium with speakers including FIFA Chief Women's Football Officer Sarai Bareman and former international footballers Khalida Popal and Bruce Djite. The Symposium was attended by international politicians from Fiji, Jamaica, Japan, Papua New Guinea, Republic of Marshall Islands, Samoa, Solomon Islands, Tonga, the United Kingdom and Vanuatu.

Gender Equality Symposium





The transformative power of football was celebrated at Festival23, an 8-day youth festival held in Sydney during the FIFA Women's World Cup 2023™. Festival23 brought together 70 young women from over 40 countries, along with 2,500 young Australians to celebrate the transformative power of football.⁷

Through the worldwide connection of football, the attendees spent the week attending cultural programs, coaching development sessions and competing in their own football tournament. They also attended education workshops and participated in a youth leader summit that focused on global issues such as gender equality, climate action, youth unemployment, diversity and inclusion.



Festival23



From grassroots to high performance sport, volunteers are the heart of our sport sector.

The Hon Anika Wells MP, Minister for Sport



When the world's best footballers and supporters arrived on our shores, they were greeted by volunteers and moved by volunteers in more ways than one.

Our 2,000 volunteers² were the passion, the helping hand, and the warm smile of the FIFA Women's World Cup 2023™.

Their commitment to their role was reflected with 95% volunteer attendance rate and 98.5% of volunteers surveyed saying they would participate in another FIFA event (or volunteer again).⁸

Australia simply wouldn't be able to host world class sporting events without our volunteers.



Volunteers

WOMEN'S WORLD CUP AUSTRALIA WINNER'S TROPHY



The Australian Government committed significant support to deliver the FIFA Women's World Cup 2023™, including:

- \$44.5 million for event delivery operations in Australia in addition to \$5 million to develop the bid
- Operational support for key Commonwealth responsibilities such as national security, taxation, visa and customs facilitation, IP rights protection and radiofrequency spectrum management (costs unquantified)
- More than \$34 million for legacy projects in support of the FIFA Women's World Cup 2023™ and Football Australia's Legacy '23 programs.

Government support

To support Australia's Women's National Team Program and the broader football community, the Australian and Victorian Governments provided funding for the construction of the new 'Home of the Matildas'. The purpose-built facility at La Trobe University, Bundoora, sets a new benchmark in Australian football infrastructure, offering a world-class venue within the La Trobe University Sports Park. It also serves as Football Victoria's home, allowing for year-round access for the community from grassroots to elite.

Opened in July 2023 on the eve of the FIFA Women's World Cup 2023™, the facility served as the Matildas' preparation camp as well as a tournament base camp and venue specific training site. Additionally, it has since hosted the 2023 International Federation of Cerebral Palsy Asia-Oceania Men's and Women's Championships for para footballers and served as the home for the A-League Women's side Melbourne Victory, during the 23/24 season.

Its benefits include:

- 3,500 hours of pitch access for clubs and community groups each year
- access to high-performance facilities for national women's teams of all ages
- hosting participation, pathway and leadership programs which encourage women of all backgrounds and abilities to participate in football.⁹

Home of the Matildas





Leading into the FIFA Women's World Cup 2023™, the Australian Government provided Football Australia \$9 million in funding to support the Women's National Team Program.

This investment has shown significant results in the past two years allowing the Matildas to play eight additional international matches in preparation for the FIFA Women's World Cup 2023™. It also supported the recruitment of high-performance support staff, instrumental in the preparation for the FIFA Women's World Cup 2023™ and success during the tournament.

This funding has also been pivotal in supporting a future talent pipeline and enriching competitive depth through robust programs tailored for the Young Matildas and Junior Matildas.

High Performance Program

Club Changer is a Club Development Program operated by Football Australia in partnership with Member Federations and supported by the Australian Government. Club Changer's objective is to strengthen and protect football clubs, building welcoming and inclusive cultures and provide positive environments for players, coaches, volunteers, and officials whilst planning for long term viability and success.

Clubs who undertake the program can achieve a 1-star certification when the club completes several key development milestones, which includes the completion of a women's and girls' module. Following this, clubs can then work towards achieving their 2-star certification which includes a safeguarding module. Currently over 780 clubs nationally have achieved 1-star status, with Football Australia aiming to increase that number to 1,500 over the course of the programs duration. Over 40 clubs have reached 2-star accreditation since March 2024. Club Changer has worked nationally to identify key priority areas for improvement for the future including priorities for women's and girls' participation. This includes increasing the number of female players and coaches and the development of female leaders at the club.⁹

Club Changer Program

What the clubs say



"As we are a club run by volunteers it has been great to have guidance and a platform that we can follow and implement to make sure we are up to date with all Australian Sports guidelines and benchmarks,"

Dandenong City SC, Football Victoria



"Actively recruiting females to coach - we have increased our female coaches from 3 in 2023 to 17 female coaches across all competitions in 2024," **Hornsby Heights FC, Football NSW**



"We have implemented policies and procedures for more areas of the club, discussed how to move and grow in the future as well as working towards a higher female retention rate."

"We have increased our female participation with the help of this program by 31% in 2024," **Moorebank Sports Soccer Club, Football NSW**



"Introducing a team made up of mostly mums, who played an elite level in the past, and bringing them back to play. This has been extremely successful not only for their mental health but an inspiration to younger players within the club," **Metro United Women's Football Club, Football SA**



Following the success of the FIFA Women's World Cup 2023™, Football Australia with support of the Australian Government, began piloting MiniTillies - an iteration of MiniRoos for Girls.

The program is designed as a fun and social junior football alternate option for girls who may not want to participate in a mixed-gender program. Run by local clubs and Play Football Hubs, the program has seen tremendous growth over the last 12 months.

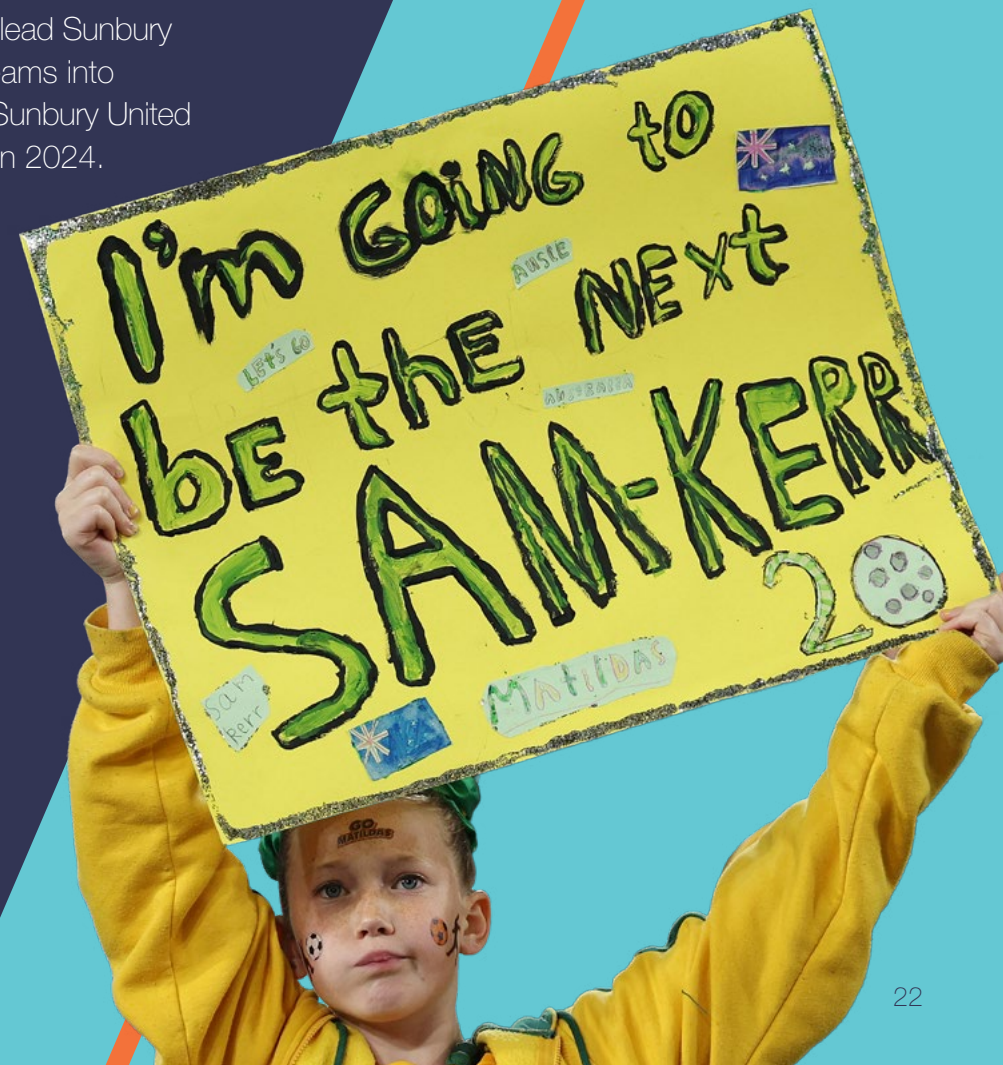
As of 2023, there were 8 operational MiniRoos for Girls sites nationwide. Fast forward to June 2024, the number has surged to 61 active sites. Within both MiniTillies and the mixed MiniRoos programs, female registrations make up 34% of the total registrations for 2024 this has increased from 24% in 2023. As of June 2023, there were 264 MiniTillies registrations (within a 6-month activation period). As of June 2024, there were 1223 registrations within the same time period.⁹

Case study – Sunbury United

Victoria has experienced great success with the trial of MiniTillies. Through the Club Changer program, Sunbury United identified a need to grow spaces for women and girls.

Prior to the program, Sunbury United did not have any female teams. To build interest into their upcoming MiniTillies program, Sunbury United hosted a Play Football Hub during the school holidays, delivered by Football Australia. Not only was this an opportunity to build interest into their program but also an opportunity to upskill volunteer coaches. The success of the Play Football Hub resulted in 60 girls registering into their MiniTillies program.

The success of this program has lead Sunbury United to transition four female teams into MiniRoos Club Football in 2024. Sunbury United will continue to deliver MiniTillies in 2024.



MiniTillies

The Australian Government has supported modified football programs run by Football Australia that support the youth within culturally and linguistically diverse communities.

MiniRoos Multicultural Settlement Program

The Multicultural Settlement Program is a national program offering free introductory football activities to newly arrived migrant, refugee and asylum seeker children aged 4 to 11 years. The program promotes social inclusion as well as football and life values while eliminating the unique barriers that those from diverse cultural backgrounds can experience when participating in physical activity and engaging in the broader community.

National Multicultural Youth Program

Meanwhile in conjunction with the settlement program, Football Australia has rolled out a Multicultural Youth Program, targeting older participants aged 12 to 20 years. The program offers tailored support to navigate the complexities of settling into a new community through a blend of football activities, workshops, and mentorship opportunities, which may focus on leadership, communication, teamwork and confidence building enabling young people with life skills to develop into educational or career pathways.⁹

Supporting Multicultural Programs



As female athletes from around the globe came to Australia and New Zealand to compete for the FIFA Women's World Cup 2023™, a group of media professionals were also traveling to our shores. With Indo-Pacific and First Nations women storytellers coming together to boost diverse representation in media coverage of the tournament.

First Nations voices was an initiative of the Australian Government in collaboration with the ABC and the Oceania Football Confederation. The program sought to increase career opportunities for women in sports media in Australia and the Indo-Pacific region, amplify women's voices in sports and foster professional networks through a global sporting event.

The 20 women journalists were based in Brisbane and had the opportunity to gather new skills, create new networks and possibilities for employment, creation, collaboration, and education. It provided a new way of connecting across cultures and sharing diverse lived experiences.

First Nations media



Following the success of the Matildas at the FIFA Women's World Cup 2023™, the Australian Government announced the \$200 million Play Our Way grant program to promote equitable opportunities for women and girls to benefit from sport at all levels and locations.

Running over three years, the program will provide funding for local solutions and improvements that address participation barriers faced by women and girls.

Local governments, community organisations, not-for-profit organisations and sporting organisations were invited to apply for funding that would:

- provide safe, inclusive, quality and sustainable facilities, equipment and initiatives
- help women and girls to remain involved in sport and physical activity for life.

Play Our Way





Building on the momentum from the FIFA Women's World Cup 2023™, Australia has been awarded the hosting rights for the AFC 2026 Women's Asian Cup, marking another major boost for women's sport.

The Australian Government is contributing \$15 million in support of the event, ensuring its success and capitalising on the Matildas' groundbreaking world cup performance. This investment will increase opportunities for women's football in Australia and across the region, driving further economic and social change within the sporting ecosystem and Australian society.

Over 24,000 international visitors are anticipated to attend the event in Australia¹⁰, contributing to a potential economic impact of \$260 million¹¹. The games will be broadcast to a global audience of hundreds of millions.

A record 14 straight sold-out Matildas matches in Australia demonstrates the endurance of the 'Matildas effect' and our love of women's football.

AFC Women's Asian Cup 2026

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