WORKING TOWARDS BEING THE LEADING SPORT FOR WOMEN AND GIRLS

FEMALE FOOTBALL WEEK

PRESENTED BY rebel

2-10 March 2018

FOOTBALL FEDERATION AUSTRALIA

What is rebel Female Football Week?

rebel Female Football Week (FFW) was originally established by Football Member Federations in 2014 with the aim to shine the spotlight on girl's and women in football and grow female participation at the grassroots level.

rebel FFW has evolved into a nationwide initiative whereby all stakeholders, both grassroots and professional, work towards making the game a more inclusive sport for females.

rebel FFW provides football stakeholders with a platform to spark discussions around gender equality and to amplify new and existing female specific programs and events to ensure we remove the barriers to entry for women and girls.

Females make up 50% of the population, it is footballs long term vision to have this gender split reflected in our sport at all areas of the game. rebel FFW presents an opportunity for football to review current practices and ensure they are designed to increase and retain female players, administrators, coaches, referees and fans.

Lastly, rebel FFW provides football with an opportunity to recognise the amazing achievements of women and girls in football. Additionally, women's football has grown from strength to strength over the years, it's the perfect time to celebrate the fantastic progress that's been made in this space.

5 REASONS

TO GET EXCITED ABOUT WOMEN'S FOOTBALL

1 Female participation is a strategic focus for football, it continues to grow rapidly year on year

Female participation in structured football has increased by 9.5% over the past twelve months with over 139,000 girls, and women playing the game nationally.

Football Federation Australia (FFA), Member Federations, Associations and Clubs have a strong focus on growing the 4-11 year olds ALDI MiniRoos age group. In the future, this segment is predicted to increase further due to the delivery ALDI Miniroos Kick-Off For Girls programs and the increased popularity of the Westfield W-League and Westfield Matildas.

Providing women and girls with choice is crucial to recruitment and retention. Member Federations are having great success from working with Associations and Clubs to ensure there is an increased focus on providing women and girls the option to play with their female friends in female only competitions. As a result of this success, there are now over 500 female competitions and over 4000 female only teams nationally.

2 Celebrating 10 years of the Westfield W-League

Over the past 10 seasons, the Westfield W-League has attracted some of the best International talent from all over the globe, featuring The Westfield Matildas and over 125 foreign players from over 22 nations.

Amid the current unprecedented interest in women's football there are more matches broadcast than ever before.

In season 10, the entire Westfield Matildas squad are home to compete in the Westfield W-League, many returning from their overseas clubs to be in Australia.

Young girls can aspire to play professionally in Australia with a new CBA agreement being established for Westfield W-League players. The new CBA will see the minimum wage increase to $10,000 and the average wage rise to approx. $15,000.

3 The Westfield Matildas have reached their highest ever FIFA World Ranking- 4th in the World

Last year the Westfield Matildas dominated on the world stage, winning the Tournament of Nations in the United States, going undefeated in the past 10 matches.

The team were fan favourites back home in Australia, selling out Pepper Stadium for an International Friendly v Brazil (17,000 tickets). They then went on to beat Brazil 3-2 in Newcastle, producing another record crowd of 16,892, the highest ever crowd for a standalone women's international match in Australia.

Throughout 2017, the Westfield Matildas received plenty of accolades, including the most popular national sporting team in Australia at the AIS Sport Performance Awards and The Women's Health A-Team of the year award.

In April 2018, the Westfield Matildas will look to take their current form into the 2018 AFC Women's Asian Cup in Jordan. They will be taking on Japan, South Korea and Vietnam in group B with the ultimate aim of winning the tournament and qualifying for the 2019 FIFA Women's World Cup in France.

4 Australia are bidding to host the FIFA Women's World Cup in 2023

FFA, with the support of the Federal Government, will bid to host the FIFA Women's World Cup in 2023.

Hosting the world's biggest women's sporting event will bring enormous social and economic benefits to the Australian community and provide governments with significant trade and diplomatic opportunities.

FFA aims to become the leading organisation for women in sport. The bid is the catalyst to fast track more opportunities for women in the following areas:

- Leadership and governance.
- Female participation;
- Grassroots facilities and access;
- Elite facilities and pathways; and
- National team content.

Bidding for, and hosting the FIFA Women's World Cup, provides a unique platform for governments to partner with football to achieve wide-ranging gender equality outcomes.

5 The Sam Kerr effect

In 2017, the Westfield Matildas and Perth Glory striker took her game to the next level, on and off the field.

On the field, Sam broke plenty of records and won a number of notable awards;

- Young Australian of the Year
- AFC Women's Player of the Year
- NWSL Golden Boot 2017
- NWSL Most Valuable Player 2017
- ABC Sports Personality of the year- AIS Awards
- FIFA Female Player of the year- finalist
- PFA Women's Footballer of the Year
- Women's Health Sportswoman of the year

Off the field, Sam has proved to be a role model to many girls and boys across the nation. Sam has played a part in reshaping the way society views women in sport, and has provided greater visibility and inspiration for young girls aspiring to reach their dreams.

rebel adds value to Female Football Week as the new naming rights partner

With 32 years of experience and over 160 stores nationwide, rebel has a genuine passion for a healthy lifestyle and providing their customers with what they need. A partnership with the FFA reinforces rebel's commitment to football in the Australia and the partnership will allow rebel and the FFA to work closely on aligning mutual objectives for the future growth and sustainability the game.

The partnership also allows rebel to support two of its main partnership objectives being:

To support the FFA in increasing participation throughout Australia. rebel is committed to motivating and inspiring all Australians to participate in the sports that they love, whether it be at the grassroots or the elite level. Our partnership with the FFA provides rebel with direct access to build relationships with participants nationwide to support their passion and football journey and this is further enhanced by our association and support of the national participation program Play Football Week.

Our second commitment is to **championing female athletes**. A partnership with the FFA supports rebel's focus on women in sport, which aims to both elevate the profile of female athletes and inspire young girls to play. rebel will use its association to the national Female Football Week campaign and the W-League partnership to support this key pillar of our strategy.

As a sign of this commitment, rebel has undertaken the creation of a series of 'one on one' content pieces featuring female athletes from Westfield W-League teams which will be utilised to support this key objective, allowing the athletes to tell their stories to inspire the next generation as well as raising awareness of the game and their profiles.

rebel will also look to recognise the next generation of talent through the creation of a yearly award providing access to a rebel mentoring program currently in the final stages of development to support athletes with valuable skills to support their careers beyond the field.

rebel Female Football Week function in Melbourne

FFA will be hosting a breakfast in Melbourne at the Luminare Friday 2nd March to celebrate rebel Female Football Week.

Lucy Zelic, SBS TV Presenter will be hosting the breakfast that coincides with the first Hyundai A-League Round 22 match between Melbourne City FC and Melbourne Victory at AAMI Park.

A number of key football stakeholders, government representatives, journalists, sports personalities and sponsors will be attending the event.

Winners of the rebel Female Football Week National Awards will be announced at the launch.

rebel Female Football Week celebrates International Women's Day (IWD) on the 8th March

International Women's Day (IWD) is celebrated globally on March 8th each year as a commemorative day for the women's rights movement.

This year's IWD campaign theme is #PressforProgress based on pressing for progression towards gender parity.

On the 8th March, the football community will work together to celebrate the achievements of women and girls in football.

International Women's Day

INTRODUCING OUR rebel FEMALE FOOTBALL WEEK SPOKESPERSONS

Lucy Turnbull

A dynamic businesswoman, Lucy Turnbull has enjoyed an illustrious career of public service and commercial success. The first female Lord Mayor of Sydney, Turnbull also adds philanthropist and published author to her name, while also being a director of several companies, advisories and non-profits. In 2015 she was appointed Chief Commissioner of the Greater Sydney Commission.

Erica Berchtold

Erica Berchtold is the Managing Director of rebel sport and Infinite Retail, part of Super Retail Group. With over 20 years of experience in the Australian retail landscape, Berchtold is a role model in business and offers her expertise to Sydney FC as a member of the board of Directors since 2014, as well as having served as President of the Australian Sporting Goods Association for 5 years until 2017.

Sam Kerr

2018's Young Australian of the Year Sam Kerr boasts an impressive list of achievements both on and off the football field. The Westfield Matilda & Perth Glory striker is known for her successful football exploits for both club and country, and has ignited interest in women's sport through her advocating work. Her trademark backflip goal celebration is loved internationally as she quickly becomes a household name in Australia as a champion of equality and inspiration to young footballers.

Tara Rushton

Tara Rushton is an Australian sports presenter and journalist. Passionate about football, Rushton followed her career abroad to Singapore, with the experience instilling her with an international perspective on the game. Now back in Australia, Rushton has established herself as a key voice in the footballing landscape as a key member of the FOX SPORTS commentary team. She offers a fresh perspective as a sideline commentator for Socceroos and Hyundai A-League matches, and hosts popular football shows Just for Kicks and Shootout.

Assmaah Helal

Football United's Assmaah Helal is a champion of football participation and youth leadership development. Through her role as Programmes Manager, Assmaah Helal combines her passion for sport and education to drive positive change in diverse communities. Assmaah has played state level football and believes her life-long experience allows her to advocate for equitable access to sport for young people, particularly girls. Assmaah was also part of a global effort to successfully allow the hijab as an official part of uniform, allowing Muslim women to compete at an international level.

The rebel Female Football Week National Awards recognise a number of fantastic individuals working towards making the game better for women and girls

Member Federation award categories:

- Female Player of the Year
- Female Coach of the Year
- Female Administrator of the Year
- Female Referee of the Year
- Male Champion of the Year

Hyundai A-League/Westfield W-League award categories:

- rebel Role Model Award
- Female Coach of the Year
- Female Administrator of the Year
- Female Fan of the Year
- Male Champion of the Year

In Round 22 of the Hyundai A-League, Hyundai A-League Clubs will be celebrating rebel Female Football Week

rebel Female Football Week, provides Hyundai A-league Clubs with the opportunity to grow their female fan base and work towards being a more inclusive organisation for women. During the week, Hyundai A-league Clubs will be working closely with their respective Member Federation to engage with activations taking place in their local region. It also provides Clubs with a platform to promote the amazing women associated with their Club and promote gender inclusive practices within the Club.

Date	Teams	Venue
Fri 2nd Mar	Melbourne City FC vs. Melbourne Victory	AAMI Park (Melbourne)
Sat 3rd Mar	Newcastle Jets vs. Sydney FC	McDonald Jones Stadium (Newcastle)
Sat 3rd Mar	Brisbane Roar FC vs. Adelaide United	Suncorp Stadium (Brisbane)
Sun 4th Mar	Western Sydney Wanderers FC vs. Perth Glory	Spotless Stadium (Sydney)
Sun 10th Mar	Western Sydney Wanderers FC vs. Wellington Phoenix	Spotless Stadium (Sydney)
Sun 10th Mar	Perth Glory vs. Central Coast Mariners	nib Stadium (Perth)

rebel Female Football Week at the grassroots level

During 2-10th March, each of the nine Member Federations will be working with their Associations and/or Clubs to deliver programs and events designed to increase female participation. Below is a list of some of the programs and events being delivered nationally:

- Female Football Festivals
- Female coaching and refereeing courses and mentor programs
- ALDI MiniRoos Kick-Off For Girls programs and Gala Days
- Hyundai A-League/Westfield W-league and Westfield Matildas signing sessions
- Female Football Forums and Networking Events
- Women in Leadership breakfast/lunches

CAPITAL FOOTBALL
FOOTBALL NSW
NORTHERN NSW FOOTBALL
FOOTBALL FEDERATION NORTHERN TERRITORY
FOOTBALL QUEENSLAND
FFSA
FOOTBALL FEDERATION TASMANIA
FOOTBALL FEDERATION VICTORIA
FOOTBALL WEST

If you are looking to get involved at the grassroots level, please contact your local Member Federation

Member Federation	Staff	Email
Football NSW	Jo Fernandes	joannef@footballnsw.com.au
Football Queensland	Brendon Boss	Brendonb@footballqueensland.com.au
Football Federation Northern Territory	Alex Billeter	alexbill87@gmail.com
Capital Football	Ashleigh Sykes	Ashleigh.sykes@capitalfootball.com.au
Football Federation Tasmania	Michael Edwards	michael.edwards@footballfedtas.com.au
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Football West	Natasha Rigby	Natasha.rigby@footballwest.com.au

CAPITAL FOOTBALL · FOOTBALL NSW · NORTHERN NSW FOOTBALL · FOOTBALL FEDERATION NORTHERN TERRITORY · FOOTBALL QUEENSLAND · FFSA · FOOTBALL FEDERATION TASMANIA · FOOTBALL FEDERATION VICTORIA · FOOTBALL WEST

If you are looking to get involved during Round 22, please contact your local Hyundai A-League or Westfield W-League Club

Club	Staff	Email
Adelaide United	Will Cutts	Will.Cutts@aufc.com.au
Brisbane Roar FC	Andy Pinches	Apinches@brisbaneroar.com.au
Canberra United	Ashleigh Sykes	Ashleigh.sykes@capitalfootball.com.au
Central Coast Mariners	Cheyanne Pay	cpay@ccmariners.com.au
Melbourne City	Annabel Finch	Annabel.Finch@melbournecityfc.com.au
Melbourne Victory	Tim De Graaf	tdegraaf@mvfc.com.au
Newcastle Jets	Cassidy Davis	cassidy@newcastlejets.com.au
Perth Glory	Callum Salmon	callum.salmon@perthglory.com.au
Sydney FC	Paul Reid	paulr@sydneyfc.com
Wellington Phoenix	Becky Cooke	beckyc@wellingtonphoenix.com
Western Sydney Wanderers FC	Josh Hunter	jhunter@wswanderersfc.com.au

If you have any questions regarding rebel Female Football Week, please contact the appropriate Football Federation Australia staff member

FOOTBALL FEDERATION AUSTRALIA

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