



**FOOTBALL
AUSTRALIA**

LEGACY '23

An exciting and enduring legacy for Australians
through the FIFA Women's World Cup 2023™

Pre-Budget Submission
2022/2023



1. EXECUTIVE SUMMARY – The Future is Now

1.1 Introduction

Australia is 18 months away from co-hosting the FIFA Women's World Cup 2023™ which is the biggest women's sporting event in the world, and the largest national event since Sydney 2000. Not only do over 250 million people in more than 200 countries play the game, over a billion people will tune in from around the world to watch the FIFA Women's World Cup 2023™.

Football is important to Australia and is recognised as one of the nation's most loved and esteemed sports with over 1.85 million players residing within Australia. Played in every community across the country, football delivers significant economic, social, physical, and mental health benefits; promotes social cohesion and multicultural inclusion; and will play a leading role as Australia recovers from the effects of the pandemic. An estimated additional \$422 million in total economic value will be triggered if the *Legacy '23* Plan receives funding to progress, in addition to the already sizeable economic impact generated from Australia's largest club-based team sport.

An integral part of the successful Bid submission presented to FIFA was the commitment to deliver a lasting legacy from the hosting of the

event. Key elements of this legacy are more women and girls playing football; creating greater pathways for opportunity; building capacity for women's football; and securing investment for a National Home of Football.

Throughout the process of developing the *Legacy '23* Plan, Football Australia has worked closely with the Federal Government, through the offices of Senator Richard Colbeck, Minister for Sport and Senator Marise Payne, Minister for Women. Discussions have also been ongoing with DFAT and at a departmental level through the Office for Sport within the Department of Health and with Sport Australia. Conversations are also ongoing with Tourism Australia and Austrade.

The Plan has been widely socialised to relevant portfolios within the Government, and feedback has been received and incorporated.

The *Legacy '23* initiatives support a range of Government priorities including the Sport 2024 High Performance Strategy, the Sport 2030 National Plan, the 2021-22 Women's Budget Statement, the Pacific Step-up and Sport Diplomacy 2032. Once supported by the Government, The Plan will also help achieve outcomes aligned with Australia's Long Term National Health Plan, the National Preventative

Health Strategy and the National Agreement on Closing the Gap.

Legacy '23 if funded will:

- Deliver health benefits in the aftermath of COVID-19
- Create jobs and economic uplift across the nation
- Assist in developing the champions of tomorrow in preparation for Brisbane 2032
- Deliver transformative social inclusion programs

Five pillars for legacy success

Alongside assessing and preparing to co-host the FIFA Women's World Cup 2023™, Football Australia has carried out extensive planning across five key areas (Fig. 1) that will position the country to take maximum advantage of this once in a lifetime event, and ensure long term benefits are realised across all of Australia.

Legacy '23 will introduce new crucial programs across Participation, Leadership & Development, Tourism & International Engagement and Community Facilities.

These programs will either seek to capitalise on the opportunity afforded by the Women’s World Cup through leveraging historical successes and program growth/adaptation, or through introducing new targeted programming that seeks to address a community need or deliver on government strategic objectives.

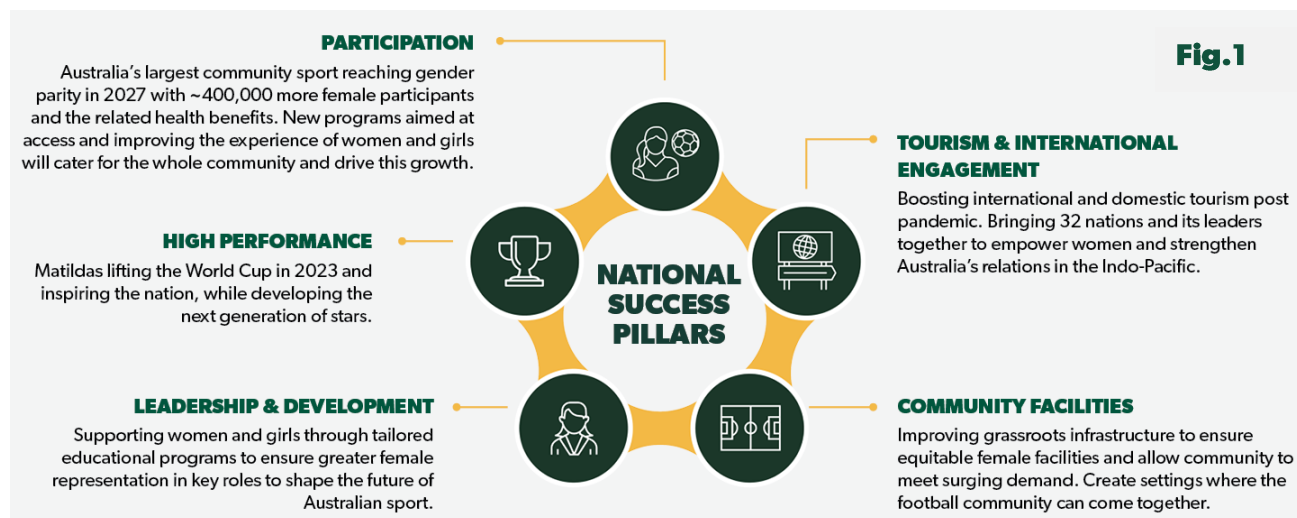
Detailed program information is contained within the submission, with the costings of each program and the benefits associated to the investment detailed.

Strong financial backing is needed from the Federal Government, however as shown by this submission the return on investment for Australians is clear.

Economic and community benefits

In October 2020, Football Australia commissioned independent consultants MI Associates to quantify the social and economic benefits associated with the *Legacy’23* Plan, and the following long-term impacts were calculated if all pillars are delivered:

- **\$422 million** total benefits (present value)
- **\$232 million** net benefits
- **2.22** benefit cost ratio
- **\$338 million** total value added to GDP






- **\$340 million** + 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** children engaged via Indigenous participation programs

- **16,380** children engaged via international outreach participation programs
- **2.33 million** physical participation touchpoints through the participation programs

In addition, it is estimated there will be 60,000 international tourists, 645,000 international bed nights, \$150 million international direct expenditure, and 900,000 domestic attendees for the Tournament. And there will be additional benefits from the build-up matches and pre-Games training camps.

(See appendix for the full details)

1.2 What Legacy '23 can deliver

		
ECONOMIC BENEFITS	COMMUNITY BENEFITS	GOVERNMENT BENEFITS
✓ Bounce back from COVID	✓ Increased participation = physical & mental health	✓ Aligns with 2021/22 Women's Budget Statement
✓ Economic stimulus	✓ Gives hope post COVID and inspires youth	✓ Aligns with Sport 2024 High Performance Strategy
✓ Tourism jobs	✓ Community Facilities - 3 tiers of Govt approach	✓ Aligns with Sport 2030 National Plan
✓ Construction jobs	✓ New and enhanced Community programs	✓ Aligns with National Women's Health Strategy 2020-2030
✓ Leadership jobs & training	✓ Indigenous programs	✓ Aligns with Long Term National Health Plan
✓ International Tourism	✓ CALD programs	✓ Supports National Preventative Health Strategy
✓ Domestic Tourism	✓ All ages and abilities programs	✓ Supports National Agreement on Closing the Gap
✓ Trade and Investment	✓ International Relations & Diplomacy	✓ Aligns with Pacific Step-up policy
✓ Greater opportunities for Philanthropy Program	✓ More international matches in Australia	✓ Aligns with Sport Diplomacy 2032
✓ Increased Commercial Partner investment	✓ Future Generations inspired to be Matildas	✓ Supports the Green & Gold Runway and the 2018 Foreign Policy White Paper
	✓ Young Matildas and Junior Matildas Programs of international standard	✓ Supports Austrade's Strategy 2018-2022
	✓ Volunteer opportunities across all ages and communities	✓ Runway of announcements & promotion of Govt backed initiatives

1.3 Investment Schedule

To support investing in a challenging economic environment due to COVID-19, Football Australia has developed an investment option schedule. This schedule offers the Australian Government three tiers of investment with variations on term and range of programs under each *Legacy '23* pillar. The National Home of Football infrastructure investment is further provided as an addition to each option.

Football Australia is ready to announce and launch the *Legacy '23* initiatives as soon as additional Federal Government funding is secured. With the Tournament fast approaching we cannot afford to wait until the next budget and need to start executing on the plan now.

We will continue to work with State and Territory Governments, local governments, corporate Australia and our philanthropy program to scale up the *Legacy '23* initiatives, as shown in section 7 of this submission. However, the funding received from the Federal Government is vital to activate all elements of the Plan.

Within the submission detailed program costings are contained within each pillar. It is acknowledged that the High Performance pillar received a funding commitment from the Federal Government's May 2021 Budget and therefore, is not included in the investment schedule below.

GOLD

Legacy '23 Pillar	FY22/23	FY23/24	FY24/25	FY25/26	FY26/27	Total Cost
Participation	\$7,223,212	\$7,063,112	\$7,388,112	\$7,388,112	\$7,388,112	\$36,450,660
Leadership & Development	\$2,719,000	\$2,199,000	\$2,199,000	\$2,077,000	\$2,077,000	\$11,271,000
Tourism & International Engagement	\$2,700,270	\$2,596,770	\$2,614,095	\$2,632,286	n/a	\$10,543,421
Total Federal Investment	\$12,642,482	\$11,858,882	\$12,201,207	\$12,097,398	\$9,465,112	\$58,265,081

SILVER

Legacy '23 Pillar	FY22/23	FY23/24	FY24/25	FY25/26	FY26/27	Total Cost
Participation	\$7,223,212	\$7,063,112	\$7,388,112	\$0	\$0	\$21,674,436
Leadership & Development	\$2,719,000	\$2,199,000	\$2,199,000	\$0	\$0	\$7,117,000
Tourism & International Engagement	\$2,064,190	\$1,960,690	\$1,978,015	\$0	n/a	\$6,002,895
Total Federal Investment	\$12,006,402	\$11,222,802	\$11,565,127	\$0	\$0	\$34,794,331

BRONZE

Legacy '23 Pillar	FY22/23	FY23/24	FY24/25	FY25/26	FY26/27	Total Cost
Participation	\$5,186,212	\$4,701,112	\$2,991,112	\$0	\$0	\$12,878,436
Leadership & Development	\$1,796,000	\$1,276,000	\$1,276,000	\$0	\$0	\$4,348,000
Tourism & International Engagement	\$1,859,190	\$1,747,440	\$646,103	\$0	n/a	\$4,252,733
Total Federal Investment	\$8,841,402	\$7,724,552	\$4,913,215	\$0	\$0	\$21,479,169

NATIONAL HOME OF FOOTBALL

Legacy '23 Pillar	FY22/23	FY23/24	FY24/25	FY25/26	FY26/27	Total Cost
Community Facilities	\$15,000,000	\$15,000,000	\$0	\$0	\$0	\$30,000,000
Total Federal Investment	\$15,000,000	\$15,000,000	\$0	\$0	\$0	\$30,000,000

FURTHER INFORMATION

For further discussion about the broader *Legacy '23* submission or specifics on the programs, please contact:

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