



# **FFV Women's Football Review**

Women's State League, Social / Modified  
Football and Junior Girls

# FFV Staff



- Matthew Annells – General Manager, Football Operations
- Liam Bentley – Head of NPL
- Mike Fox – Participation Manager
- Aisling Callaghan – Women & Girls Development Officer
- Brad Borsato – Senior Competitions Coordinator
- Jen Willmott – Competitions Coordinator
- Michael Ireland – Competitions Coordinator
- David Zucchet – Competitions Coordinator

# INTRODUCTION



## **Aim for the Meeting**

### **Agenda:**

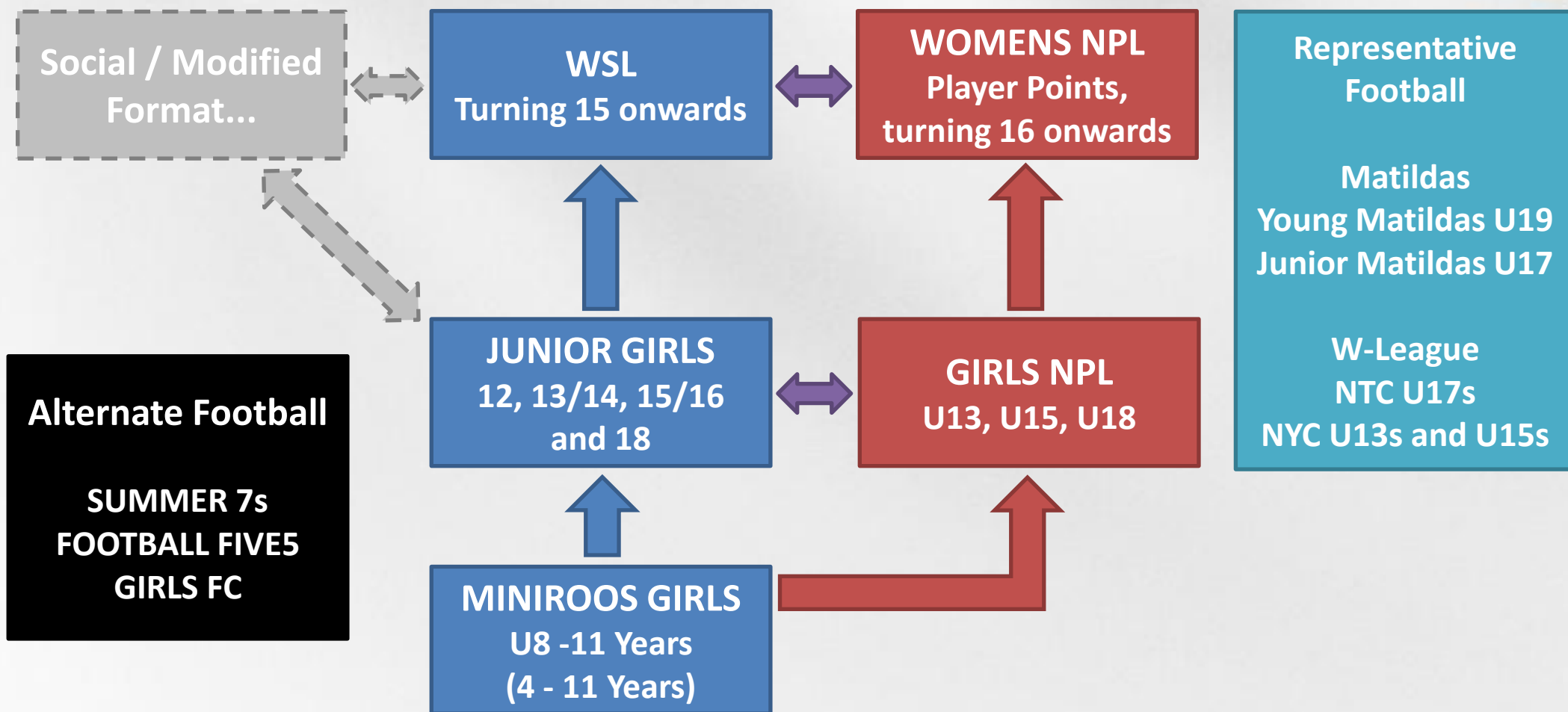
Player Pathway for Community Players

**(30 minutes maximum per section)**

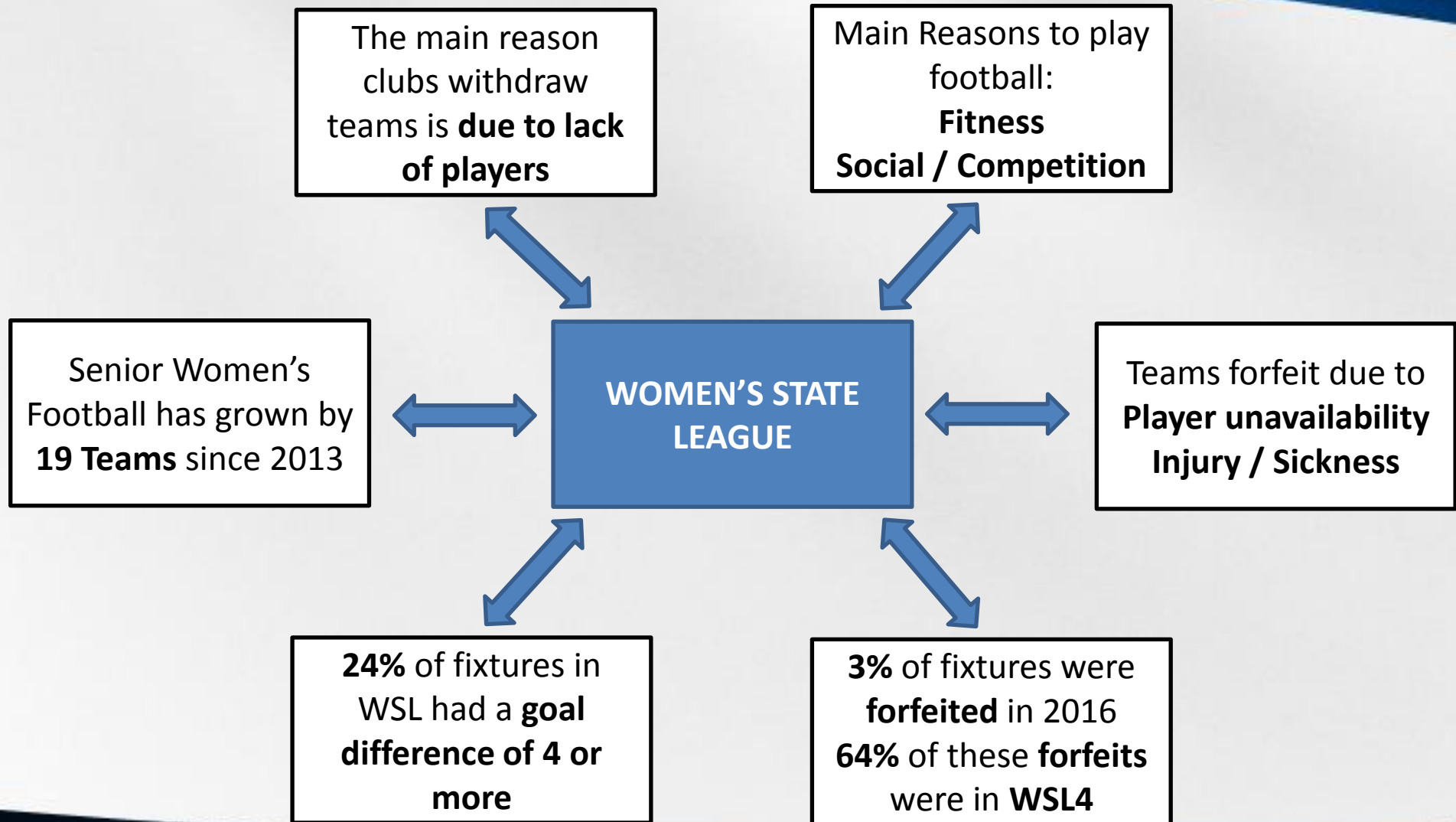
1. Womens State League
2. Proposed Social / Modified Competition Format for Senior Women
3. Junior Girls

## **What Will Happen Next**

# METROPOLITAN VICTORIA Female Pathway



# WOMEN'S STATE LEAGUE





# WOMEN'S STATE LEAGUE

## Current League Structure



\* Decisions regarding League positioning will be made by FFV at its discretion and in the best interests of League and Division structures for the following season

# **WOMEN'S STATE LEAGUE WSL1**



**Reason for WSL1 League Structure for 2016**

**No Changes to WSL League Structures are Proposed for 2017**

**Timing of Notifications for Changes to League Structures**

**Promotion and Relegation**

**New Team Entries**

# WOMENS STATE LEAGUE & Social / Modified Football in 2017



## Introduction of Social / Modified Football

- Alternate Competition to WSL
- No Promotion and Relegation between WSL and Modified Football
- Competitions offered will be dependent on Team Entries

### Purpose

- Recruit and retain players who cannot commit to traditional winter football

## League Options

OPTION ONE

METROPOLITAN

OPTION TWO

NORTH-WEST  
SOUTH-EAST

OPTION THREE

NORTH  
WEST  
SOUTH  
EAST



# Social / Modified Format



Three reasons why we're considering this:

1. External and internal research
2. Market exists in other States (i.e. there is a precedent), and is emerging here
3. Survey results support the research

# External and Internal Research



- Australian Sports Commission (*Exercise, Recreation and Sport survey, 2010*)
- VicHealth (*Female participation in sport & physical activity: a snapshot of the evidence, 2014*)
- Victorian government consultations (*Inquiry into Women and Girls in Active Recreation, 2015*)
- FFA/FFV (*Non Renewing Female Participant Research, 2010*)
- Participation rates in Winter Football, Summer 7s and Fit Football
- Churn rates for senior women

# Emerging Market



- NSW Associations
- Women's O30, O35 and O45 competitions

# Survey Results



## ***Increasing overall participation, enhancing existing opportunities***

- 30% of all player respondents are interested in the new format
- 28% are interested in the future (2018 onwards) while 39% may be interested
- 33% have no interest in social sport
- 83% of clubs would provide the opportunity.
- 90% of interested players would like to be affiliated with a club.
- 60% of interested players have never played before, or did not play in 2016.

## ***Top 3 reasons why people would choose SMF over 11-a-side***

- Lack of time due to study/work
- Don't want to commit to a full season
- Family commitments take a priority



# Social / Modified Format Competition Proposal – Player Feedback



Day	Central Venue	Home & Away	1 season	2 seasons	2 x 15 min	2 x 20 min	2 x 25 min
Weekend	8	16	11	13	2	4	19
Weeknight	19	8	9	20	1	17	11



# Social / Modified Format Competition Proposal 1



<b>Season Length</b>	<b>2 x 9 round seasons</b>
Match Length	2 x 20 minute halves
Match Day	Weeknight
Venue	Weekly centralised venue
Start Date	Week beginning May 15
End Date	Week beginning June 26 (9 <sup>th</sup> round as finals)
Start Date (Season 2)	Week beginning July 3
End Date (Season 2)	Week beginning August 28 (9 <sup>th</sup> round as finals)
Team Fee	TBC
Player Fee	TBC
Team Registration	As per current registration process
Player Registration	All players officially registered in MFC

# Social / Modified Format Competition Proposal 2



<b>Season Length</b>	<b>1 x 15 round season</b>
Match Length	2 x 25 minute halves
Match Day	Weekend
Venue	Home & Away Fixtures
Start Date	Weekend beginning May 20
End Date	Weekend beginning August 26
Team Fee	TBC
Player Fee	TBC
Team Registration	As per current registration process
Player Registration	All players officially registered in MFC

# JUNIOR GIRLS



**3874 MiniRoos Girls**  
in 2016  
Increase of **1377**  
players since 2011

**5403 Junior Girls** in  
2016  
Increase of **560**  
players since 2011

Target group for  
player retention and  
recruitment is 14 +  
due to new  
commitments and  
priorities as players  
get older

**MINIROOS AND  
JUNIOR GIRLS**

The biggest growth in  
Victorian Football is  
Girls aged 7-12 Years  
Increase of **1616**  
players since 2011

**Junior Girls  
Competitions are  
Self-Graded**

**110 Clubs** have Girls /  
Womens Teams  
Increase of **36 Clubs**  
since 2011

# JUNIOR GIRLS



**Flexible Kick-Off Times**

**Team Entry - Self-Graded**

**League Structures**

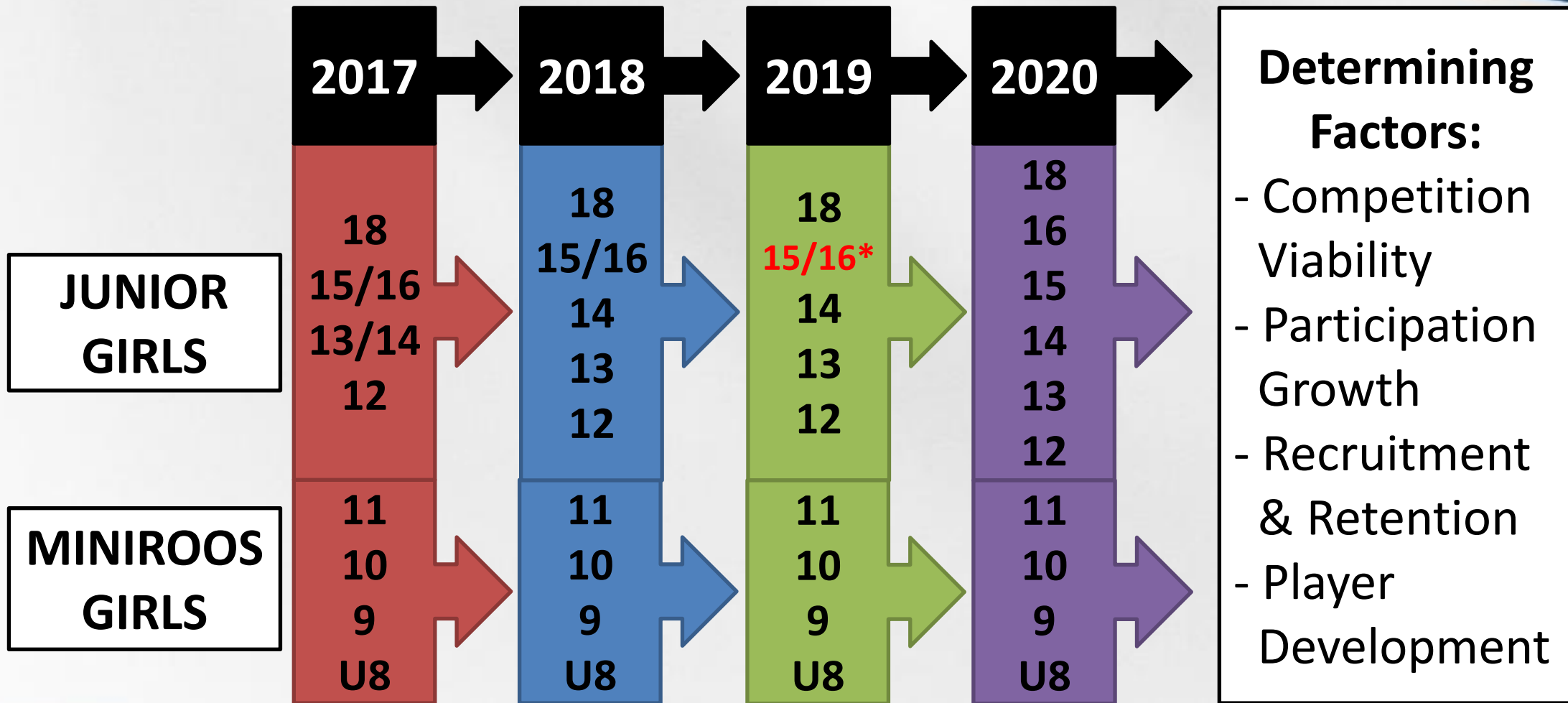
**Dual Age verse Single Age Groups**

# JUNIOR GIRLS

## Proposed League Structure Changes



**\*Subject to continued Growth in Player Registrations, Team Entries and Club Feedback**





# WHERE TO NEXT



**FFV will continue to perform a 'Female Football Health Check' each year to monitor Female Football**

**All clubs and stakeholders are invited to provide written feedback to FFV via [clubfeedback@ffv.org.au](mailto:clubfeedback@ffv.org.au)**

**FFV to communicate further information to Clubs and Forum participants when confirmed**

**Thank you for attending.**