



WOMEN IN FOOTBALL AUSTRALIA INC

# 2020-21

## ANNUAL ACTIVITY REPORT

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## About Us **WHAT IS WOMEN IN FOOTBALL?**

We are a member-based national charity registered with the Australian Charities and Not-for-Profits Commission, incorporated as an Association in Tasmania.

Our vision is to eliminate the 'grass ceiling' in the football industry in Australia.

The game would not be the success it is today without women, be that as players, administrators, volunteers, fans, technical personnel or in the media.

However, despite changes to the FIFA Statutes in 2016 and the Constitution of Football Federation Australia in 2018 that mandate greater gender representation - as well as the success of senior women's national team, the Matildas - there remain significant gender issues in the game in Australia from the grassroots upwards.

This annual report covers the twelve months from 1 July 2020 to 30 June 2021, our second full year of operation.



## In summary

Similar to many individuals and organisations in the Australian community, 2020-21 has been a challenging year for Women in Football as an organisation.

The impact of the Covid-19 pandemic meant that we were not able to proceed with planned face-to-face and networking events, and the financial impact of the pandemic on many individuals resulted in us waiving membership fees until at least 2021-22 in light of the financial hardship to many, as well as Women in Football's inability to be as active as we would like.

Plans, budgets and site visits had been made in relation to our proposed Women in Football tournament and Women in Football Awards to be held on the Central Coast of NSW. These were initially to be held in October 2020, and were later postponed to September 2021.

However, in July 2021, due to the NSW Covid lockdown introduced on 26 June 2021, we made the decision to cancel the tournament altogether and made arrangements with the Central Coast City Council to acquit the grant we had received for this purpose.

We also sought permission from the Office of Sport of the NSW Government to move the Women in Football Awards to be announced by way of a series of short videos rather than an event attached to the tournament. This agreement was received in July 2021.

Notwithstanding these limitations, our achievements and highlights include the following.

# Highlights 2020-21

## July 2020

- We provided a comprehensive response to Football Australia's '*XI Principles*' document (available on our website).

## August 2020

- Virtual discussion group/seminar on Talking About Indigenous Football with Professor John Maynard of the University of Newcastle.
- Networking virtual Happy Hour held.

## September 2020

- Annual General Meeting outcome saw a change of committee with four outgoing and three incoming new committee members.

## November 2020

- Our application to FA Congress to be considered as an associate member of Congress was rejected at the annual general meeting of the Congress. No reason was given for this, even though we had fulfilled all criteria and the Secretary to the Congress had commented our submission was "excellent".

## January 2021

- We conducted pre-season giveaway as a means of attracting new members.

## February 2021

- We launched the Women in Football Awards and the Women in Football Football Tournament.

## February to April 2021

- In conjunction with research partners Core Data, we conducted research drawn from women in the general population about their attitudes to sport from the perspective of a participant, volunteer and consumer. The subsequent report entitled '**Play. Watch. Do. Research report on women's attitudes to sport**', with recommendations for follow-up, were released widely to the football community, football stakeholders and our membership. The report is available on our website.

# Our 2020-21 Committee

## All Volunteers

Our committee comprises individuals with high level, relevant experience and a deep knowledge of the sport, who all volunteer their time to Women in Football.

### **Rob Juric:** (Treasurer)

- Accountant, Finance Executive, Founder of Maverick Sports Management which specialises in management of female football players. Grassroots. coach.

### **Dr Jorge Knijnik:**

- Associate Professor, School of Education Western Sydney University, and Researcher at Institute of Culture and Society specialising in gender and diversity. Winner UNESCO Building Gender Equality award, lifelong football fan. Grassroots coach.

### **Bonita Mersiades:** (Chair)

- Writer & Publisher, international football reform advocate, former government senior executive, former football executive with NSL club, state federation and FA. Grassroots volunteer.

### **Victoria Morton:** (Secretary)

- President South Hobart FC, Deputy Chair AAFC, President Central Regional FA (Tasmania), Director Morton's Soccer School and The Kit Room.

### **Louise Taffa**

- Journalist, government communications/media advisor.

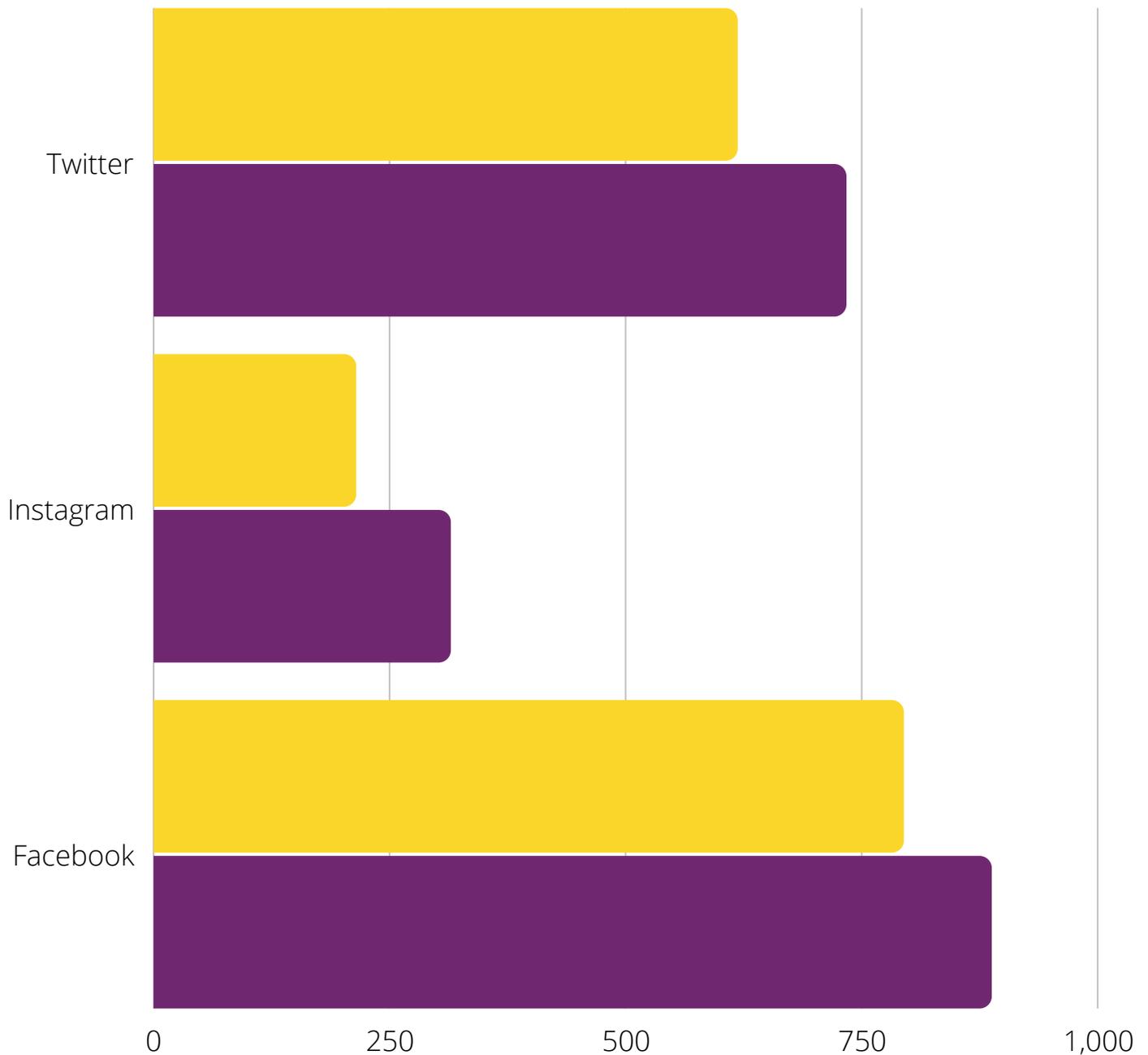
# Committee Meeting Attendance 2020-21

	<b>Meetings eligible to attend</b>	<b>Meetings attended</b>
Donikian	1	1
Garriock	1	1
Juric	6	6
Knijnik	6	4
Mersiades	6	6
Morton	6	6
Santoro	1	1
Stajcic	1	0
Taffa	6	4



# Social Media Presence

2019-20 vs 2020-21



## Membership

As outlined above, we had little opportunity to conduct member events. Our membership increased by 32 to 210.



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