

[DIGITAL] LANDSCAPE



Football West is the sole governing body for soccer in WA and represents all levels of competition, development and coaching in metropolitan and regional areas.

The world game has been a powerful and unifying force in the WA community for more than 120 years, bringing together football fans and participants regardless of age, gender or ethnicity.



230,000+ PARTICIPANTS



65,000+ REGISTERED PLAYERS
250+ CLUBS



92% PARTICIPANT SATISFACTION
4% GROWTH PER YEAR



13% CALD BACKGROUNDS
23% REGIONAL PARTICIPATION
20% FEMALE PARTICIPATION



13,000+ LIKES



2,200+ FOLLOWERS



6,300+ FOLLOWERS



1,600+ SUBSCRIBERS

65,000+
DIGITAL SUBSCRIBERS



180,000+
SOCIAL MEDIA REACH
per month



290,000+
WEBSITE VIEWS
per month





WHAT IS WALKING FOOTBALL?

Walking Football is fun, accessible and age-appropriate football linked to demonstrated physical, psychological and social health outcomes.

Suitable for those with limited mobility and scalable for different venues and participant numbers.



WHERE IS IT PLAYED?

12 current locations, with planned expansion into other metropolitan locations and across regional Australia, including the Goldfields, Gascoyne, Pilbara and Kimberley. Flexibility to expand into any desired location.

METROPOLITAN

- o Swan
- o Stirling
- o Cockburn
- o Gosnells
- o Wanneroo
- o Belmont
- o Canning
- o Mandurah

REGIONAL

- o Northam
- o Bunbury
- o Albany
- o Geraldton



HEALTH OUTCOMES

- Average 6.5% **drop in blood pressure**.
- Average **body fat loss** of 3kg or 2.8%.
- 10.6% **increase in general fitness**
- 96% of participants **feeling optimistic** often or all of the time.
- 95% **thinking clearly** often or all of the time.
- 92% **feeling close to others** often or all of the time.

Based on 12 Weeks Walking Football Participation



HOW LONG DOES IT LAST?

A typical hour long session includes:

- 10 mins warm-up, stretching etc
- 15 mins basic football skills
- 30 mins football match
- 5 mins warm-down



WHO IS IT FOR?

At least 700 participants across Western Australia in the first year.

Targeting participants 50+, including the socially isolated and those from culturally and linguistically diverse, Indigenous, low socioeconomic and other disadvantaged backgrounds.



WHY FOOTBALL?

- Most-played sport in WA and most popular sport internationally.
- 53% of football fans in WA are over the age of 45.
- Scalable to all venues, participant numbers and ability levels.



WHY FOOTBALL WEST?

- Minister's Award for Sport and Recreation Industry Excellence Winner.
- Over 90% satisfied with 2018 Walking Football pilots.
- Walking Football is safer and more enjoyable when delivered by the governing body
- FIFA-accredited coordinators and staff.
- Part of a national campaign endorsed by Football Federation Australia.



BENEFITS

- Welcoming, supportive and low cost activity
- Improved weight, blood pressure, BMI, optimism, memory and social connections.
- Tailored to individual ability.
- Uses disused facilities during off-peak hours.