

# Rising Value of Women's Football in Australia

**An investigation into how global events have increased the value of Women's Football for Australians (A Cross-cultural comparison of Generation Z and Generation X)**



## Table of Contents

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Introduction.....	3
Log.....	5
Chapter 1 Social trends in the impact of accepting women’s sport.....	7
Chapter 2 The Matilda’s as change-makers in sport.....	11
Chapter 3 Funding in women’s sports across Australia.....	16
Conclusion.....	20
Annotated Bibliography.....	22

## Introduction

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**Question:** An investigation into how global events have increased the value of women's football for Australians

When reflecting on meso and macro experiences within the football industry, the above question reflects my thoughts on the women's football industry. My whole life has been surrounded by football over time I began to notice the difference in men's and women's football daily on a meso and macro level.<sup>1</sup> Global events such as the Women's FIFA World Cup 2023 altered how Australians viewed women's football and sports in general. Gender bias and stereotypes led to men's football being more popular therefore they ended up getting paid more than women due to more sponsorships and attendance at the events. The acceptance of women's sports was revealed through the attendance at women's sporting events before, during and after the World Cup. The Matildas have continued to develop and change over generations becoming more popular and influential over the years, their involvement with their fans empowers Australia.

As I grew up watching both men's and women's football both on TV and in the stadium I noticed the different cultures and environments that surrounded the games. There was a difference between the number of people in the stadium watching, I remember many empty seats surrounding me at the Matildas games whereas the men's Sydney FC were full. As the World Cup began and I attended games I noticed that it was different, all of the games were sold out and I got to experience a new atmosphere.<sup>2</sup>

When researching the Matildas and the World Cup I came across an article What was learnt from Matildas' World Cup campaign, and what comes next? Emma Kemp analysed how influential the Matildas have been and what was to come next for the

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<sup>1</sup> Primary Research: Personal Reflection

<sup>2</sup> Primary Research: Personal Reflection

Matildas.<sup>3</sup> Another article that drove me to construct my PIP was BUSYAtWork, The Matilda's Effect, this article provided insight into how the Matilda's have emerged as powerful symbols in Australian society by shattering gender stereotypes.<sup>4</sup>

My primary research involved a content analysis, a questionnaire, an interview and a personal reflection. The use of a content analysis of documentaries on the 2008 Matildas and the 2023 Matildas environments enabled a view into the team's development throughout the years with the change in players and coaches, altering the dynamic of the team. The questionnaire involved both males and females from Generation X and Z, providing a cross-cultural comparison, which assists in the collection of qualitative and quantitative data. The interview is vital as it provides insight into the perspective of an individual highly involved with the football industry, providing a deeper understanding of Matilda's influence. A personal reflection helped in refining my perspective on the topic and therefore provided insight into the impact on a meso and macro level.

This topic seeks to investigate the continuity and change of women's sports across Australia. The cross-cultural comparison of generations highlights the developing views on women's sports across Australia as well as the change in gender stereotypes that surround women's sports in Australia.

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<sup>3</sup> E. Kemp, 'What Was Learnt from Matildas' World Cup Campaign, and What Comes Next?' (The Sydney Morning Herald 18 August 2023)  
<<https://www.smh.com.au/sport/soccer/what-was-learnt-from-matildas-world-cup-campaign-and-what-comes-next-20230818-p5dxk5.html>> accessed 10 November 2023

<sup>4</sup> 'The Matildas: Empowering Young Australians' (BUSY at Work 28 August 2023)  
<<https://www.busyatwork.com.au/the-matildas-effect-empowering-dreams-and-fostering-change/#:~:text=They%20are%20reshaping%20the%20narrative>> accessed 11 November 2023

## Log

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Whilst deciding on my PIP topic, I was interested and certain my topic would surround the idea of women's sports in Australia, focusing on the 2023 Women's World Cup. I was inspired to investigate the impact that the global event had on the rising value of women's football in Australia. I believe that if everyone is aware of how women's sports are rapidly growing then female athletes would become more valued in their profession. This topic focuses on the continuity and major changes in women's sports in Australia, emphasising the influence of social trends in women's sports, the legacy left by the Matilda's and the influence of funding on the value of women's sports, these topics can be seen as the basis of my chapters.

My cross-cultural component was found during the research phase at the beginning, it was evident to use a comparison of generation X and Z and a focus on gender. The comparison of generations showed the change in sports in Australia over time and its adaption. The gender comparison of men's and women's football shows how women's football has rapidly changed in recent years. My secondary research started by considering how women's sports have changed over time in Australia. The article 'The Matildas: Empowering Young Australians', defined my understanding of how impactful the Australian national team the Matilda's has been on the youth of Australia which developed a base for one of my chapters.

My primary research involved a questionnaire of Generation X and Z, which involved a series of questions that were formed based on my chapter questions, providing insight and personal opinions into the ideas of women's sports in Australia. The questionnaire provided statistical data as well as qualitative data which was vital in understanding the different perspectives between the generations. I also completed a personal reflection which gave me insight into my actual perspective and opinion on the topic. A content analysis of the 2008 and 2023 Matilda's documentaries was conducted to analyse the difference between Matilda's team then and now. The last research method was an interview that was also completed which gave further insight into the perspective of someone who has worked within the football community throughout their life, revealing their view into the women's sports industry.

They provided insight into how vital the global event of the World Cup has been to Australia including the influence of the Matilda's. The writing process was difficult to begin because a lot of my information crossed all of the chapters and I did not want them to blend. To fix this, I established more refined topics to organise my information into a system of ideas so I could begin my writing process. Whilst writing and refining my chapters I continued to research to create more in-depth and detailed chapters.

Throughout my primary and secondary research, my social and cultural literacy has grown and I have been able to understand and appreciate different opinions. This allowed me to communicate others' perspectives throughout my PIP.

## Chapter 1

### Social trends in the impact of accepting women's sport

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For the past century, the FIFA World Cup has been played and was created due to the success of football in the Olympic games, it was created to be an international competition between men's football teams. The social trends across Australia in terms of accepting women's sports after the 2023 Women's FIFA World Cup have highly changed due to the alteration of the acceptance of women's sports. The acceptance of Women's sports across Australia has altered and changed over generations, this change is likely to grow and continue amongst future generations. The FIFA World Cup started in 1930 for men and in 1991 for women, it is a global event that occurs every four years and is held by a different country each year, these countries are known as the host countries.<sup>5</sup> It is a global event that brings countries together, it is a way for countries to be represented through the use of football. In 2023 the women's FIFA World Cup occurred in Australia and New Zealand, games were played in 9 cities across the two countries with the final being held in Sydney Stadium, Sydney. The 2023 World Cup has changed the way women's sport is viewed across the world especially in Australia due to their team the Matilda's making it to the semi-final. This brought together many communities across Australia and people finally began to realise the value of the women's national soccer team - the Matilda's, therefore women's sport in Australia changed the acceptance of women's sports in general across Australia forever.

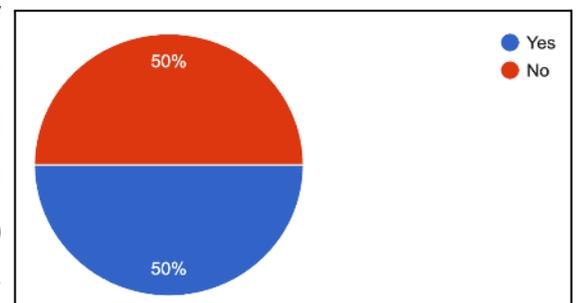
Historically, FIFA was an exclusively male domain, however, women's football's popularity grew over time due to events that changed the future of women's football. Women's FIFA World Cup was not established until 1991 even though historical events have shown that women have been playing the sport since the 19th century. In 1970 the Turin-based Federation of Independent European Female Football (FIEFF) staged an unofficial women's World Cup.<sup>6</sup> FIFA was aware of the unofficial

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<sup>5</sup> C de Guzman, 'The History of the Women's World Cup' (Time 23 June 2023) <<https://time.com/6289539/womens-world-cup-2023-history/>> accessed 15 November 2023

<sup>6</sup> C de Guzman, 'The History of the Women's World Cup' (Time 23 June 2023) <<https://time.com/6289539/womens-world-cup-2023-history/>> accessed 15 November 2023

World Cup and held one of its own involving 12 teams, after its global success FIFA was persuaded to officially establish the first FIFA Women's World Cup in 1991, held in China. The Women's World Cup started differently for men, they were not provided with as much funding or luxuries as the men and did not include any prize money until 2007. They were forced to bunk in rooms and were only given hand-me-down uniforms from the men's team, women were not perceived as good as the men so they were treated differently. Before the 2023 World Cup, the Matilda's were not a very well-known team across Australia. In 2014 Australia defeated Brazil in Queensland, the first game only produced 2583 fans and therefore they were forced to shut the stadium for the second game as it was not producing any profit.<sup>7</sup> In the content analysis that was completed, it was revealed that Matilda had to work jobs outside of football as they were not getting paid enough to support themselves, this occurred only 2 decades ago and showed how women's football was appreciated at the time.<sup>8</sup> A questionnaire that was completed revealed that before the 2023 World Cup Generation X and Generation Z mostly watched male sports whether on TV or attending games, it also revealed they would watch a range of men's sporting events whereas they would only watch a few of the women's. Questionnaire 11 of the questionnaire that was a yes or no question asked individuals if before the FIFA World Cup 2023 would consider attending or watching, this revealed a 50/50 (As seen in Figure 1). Figure 1 reveals the low interest that individuals have in watching the 2023

(Figure 1)<sup>9</sup>

Women's World Cup.<sup>10</sup> A local club from the northern beaches has provided their registration records from before the 2023 Women's World Cup, their information showed that the club had a total of 492 players in the year 2009, with only 109 of these being female.<sup>11</sup> 2022 the year before the Women's World Cup occurred the number of players at the club had a large increase from 2009, with 358 of them

<sup>7</sup> 'Photo Shows Just How Far the Matildas Have Come in Less than 10 Years' (Fox Sports 13 August 2023)

<<https://www.foxsports.com.au/football/photo-shows-just-how-far-the-matildas-have-come-in-less-than-10-years/news-story/174548306271ea950439cd0ff3c111f8>> accessed 15 November 2023

<sup>8</sup> Primary Research: Content Analysis: Matilda's Documentary 1 (2008)

<sup>9</sup> Primary Research: Questionnaire: Graph of all responses

<sup>10</sup> Primary Research: Questionnaire: Both male and female, Generation X and Generation Z response

<sup>11</sup> Manly Allambie United Football Club, 'Email Correspondance with Geri Phil on the 19/05/2024 about historical trends in the Club', Registration Records from 2009

being female and 468 male, despite there still being a large difference in the men's and women, the women's football league has already begun to grow.<sup>12</sup> The social trends in women's football have continually changed throughout history, women's football has slowly become more popular and continues to grow.

During the 2023 World Cup, my family and I attended games across Australia flying to both Brisbane and Melbourne to see the Matilda's play at the group stage. The atmosphere was so much different to any other game I have ever been to before and I had never seen that many people at a game before. The atmosphere during the World Cup had transformed compared to how it was years before the World Cup.<sup>13</sup> A report completed by the Australian government on the impact of the 2023 Women's World Cup revealed that the Matilda's received the highest media engagement during the World Cup at 90% and 75% of Australians who had any involvement by watching or listening to the World Cup felt proud or wanted to participate in sports.<sup>14</sup> This reveals the significant impact of the women's FIFA World Cup 2023 and how the social trends within sports in Australia have already started to adapt and change.

After the 2023 World Cup, the way Australians viewed and accepted women's sports changed for the better. The acceptance of women's sport grew and people started to become more interested in watching and playing sports. After the 2023 World Cup the Matilda's played China in a farewell match before they headed to the 2024 Paris Olympics, it was the biggest crowd to come watch the Matilda's with 76,798 in attendance.<sup>15</sup> In a questionnaire conducted question 12 asked if people would consider watching women's soccer on TV or attending matches, it was revealed that 87.5% of people said yes and 12.5% of people said no.<sup>16</sup> This shows the large impact that the Women's FIFA World Cup has had on Australia as a nation and the

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<sup>12</sup> Manly Allambie United Football Club, 'Email Correspondance with Geri Phil on the 19/05/2024 about historical trends in the Club', Registration Records from 2022

<sup>13</sup> Primary Research: Personal reflection

<sup>14</sup> Australian Sports Commission, 'Community Perceptions Monitor (CPM) Summary Report Impact of the FIFA Women's World Cup 2023 TM on the Australian Community' (2023) <[https://www.clearinghouseforsport.gov.au/\\_data/assets/pdf\\_file/0015/1120506/CPM-Summary-Report-Impact-of-the-FIFA-Womens-World-Cup-2023-on-the-Australian-Community-September-2023-Final.pdf](https://www.clearinghouseforsport.gov.au/_data/assets/pdf_file/0015/1120506/CPM-Summary-Report-Impact-of-the-FIFA-Womens-World-Cup-2023-on-the-Australian-Community-September-2023-Final.pdf)> accessed 10 May 2024

<sup>15</sup> P. Brischetto, 'What Is the Largest Ever Matildas Crowd? List of Biggest Women's Football Attendances in Australia | Sporting News Australia' (www.sportingnews.com 3 June 2024) <<https://www.sportingnews.com/au/football/news/largest-matildas-crowd-biggest-attendances-australia/31f6e437b5731252deaf8f34>> accessed 25 November 2023

<sup>16</sup> Primary Research: Questionnaire

influence that it has had. In question 13 of the questionnaire conducted respondents were asked why they now showed more interest in the Matilda's. The majority of responses included that it has more TV access/coverage, it was more entertaining or that it was inspiring to see young women have so much.<sup>17</sup> One response in particular "The media always played down women's sport but with the World Cup it was heavily entertaining", this reveals that the community can see the change in women's sports across Australia.<sup>18</sup> Over time the media and people globally have realised the value of women's sport and are now uplifting it rather than putting it down. An interview conducted with Dave Mason the CEO of Manly Warringah Football Association revealed that good representation of sports within the media has a large impact on Australians, he was asked about the impact he saw in his community after the World Cup. Dave Mason said "a lift of players numbers on the northern beaches in 2024...a significant lift in the boys' numbers after the Socceroo's success at the last World Cup"<sup>19</sup>, this reveals that the success of national sporting teams can be seen within the community of Australia.

Therefore women's sport in Australia has changed for the better and continues to change into the future. The acceptance of women's sports across Australia can be seen through the change in social trends and the attendance and viewership of women's sports. The FIFA Women's World Cup 2023 has been the driving charge of the change in women's sports across Australia. Women's sport in Australia has now changed forever and continues to change.

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<sup>17</sup> Primary Research: Questionnaire

<sup>18</sup> Primary Research: Questionnaire: Male Generation Z respondent

<sup>19</sup> Primary Research: Interview with Dave Mason the CEO of Manly Warringah Football Association

## Chapter 2

### The Matilda's as change-makers in sport

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*"The main thing now is inspiring the next generation and showing girls they can do whatever they want to do"<sup>20</sup> - Steph Catley*

The Matilda's have been a vital aspect of the value of women's sport across Australia, they have become role models to the people of Australia. They have inspired young people across Australia and the World to be change-makers in the sports industry. In 1921 when over 100 women gathered in Brisbane in search of a women's football association, it was decided a Queensland Ladies' Soccer Association (QLSA) would be formed. This was the first official women's football organisation in Australia.<sup>21</sup> Since then the equality in women's football has continued to alter over the past century until the first official women's World Cup was held in 1991. This enabled women's football to grow and expand globally. As a women's team, the Matildas have become role models for the young women of Australia. Together they have changed the stereotypes faced by young women who play sports in Australia. The Matildas have had a major influence on the youth intake of Australian sports with this influence heightening during the 2023 Women's World Cup. With Matilda's popularity growing, the team has empowered young women across Australian society influencing change-makers in women's sport.

The Matilda's national team would not be where they are today without the development and hardships faced by women's football players of the past. On Boxing Day of 1920, a historic event in women's football occurred. As 53,000 people squeezed into Goodison Park Liverpool to watch them take on the St Helens Ladies. Men's football games at the time did not attract these numbers.<sup>22</sup> In December of

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<sup>20</sup> Primary Research: Content Analysis: Matilda's Documentary 2 (2023)

<sup>21</sup> S Lewis, 'Out of the Shadows: How Women's Football Flourished after 50 Years of Darkness' ABC News (19 July 2023)  
<<https://www.abc.net.au/news/2023-07-20/out-of-the-shadows-womens-football-soccer-fifa-world-cup-2023/102321436>> accessed 3 June 2024

<sup>22</sup> S Lewis, 'Out of the Shadows: How Women's Football Flourished after 50 Years of Darkness' ABC News (19 July 2023)

that same year, women's football changed for the coming decades. The English Football Association believed that women's football was a threat as they had no control over its delivery. They banned women's football from being played on the association pitches. This ban had a large impact on women's football globally. "The ban slowly fanned across the world, consuming the women's game like a shadow."<sup>23</sup>, as the countries of Brazil, Germany and Spain fully banned women from playing football across the country. Australia also followed this by not providing facilities, resources and opportunities leading to the same effect. Women's football took such a large hit and this impact delayed the evolution of women's football entirely. After an unofficial Women's World Cup was held, England finally lifted the ban on Women's football, which the majority of countries such as Australia followed. Countries began to form their first national teams and begin playing in international competitions. In 1995 the first official FIFA-sponsored Women's World Cup occurred<sup>24</sup>. Before the revolutionary FIFA Women's World Cup 2023, a questionnaire revealed only 50% of 80 respondents would willingly watch Matilda's game.<sup>25</sup> Women's sports have changed through the generations and years as women's football becomes more recognised due to the impact of the Australian National team the Matilda's.

The patriarchal values of the sporting industry in Australia are the cause of women's football slowly evolving over the years, this continued until the Matilda's evolved and became one of the most popular teams across the world due to their success in football and the way they have captured the hearts of Australians.<sup>26</sup> Matilda's popularity and fame have grown since their first appearance in 1978 as they took

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<https://www.abc.net.au/news/2023-07-20/out-of-the-shadows-womens-football-soccer-fifa-world-cup-2023/102321436> accessed 3 June 2024

<sup>23</sup> S Lewis, 'Out of the Shadows: How Women's Football Flourished after 50 Years of Darkness' ABC News (19 July 2023)

<https://www.abc.net.au/news/2023-07-20/out-of-the-shadows-womens-football-soccer-fifa-world-cup-2023/102321436> accessed 3 June 2024

<sup>24</sup> S Lewis, 'Out of the Shadows: How Women's Football Flourished after 50 Years of Darkness' ABC News (19 July 2023)

<https://www.abc.net.au/news/2023-07-20/out-of-the-shadows-womens-football-soccer-fifa-world-cup-2023/102321436> accessed 3 June 2024

<sup>25</sup> Primary Research: Questionnaire

<sup>26</sup> E Ransley and C Gould from Nca Newswire, E.R., C.G, Matildas inspire a \$200m government commitment to equipment and changing rooms. (FOX Sports. August 18th, 2023 10:30 pm).

<https://www.foxsports.com.au/football/matildas/matildas-inspire-200m-government-commitment-to-equipment-changing-rooms/news-story/b5cc6b9de2c2fbd3cc6a498ef4742601> accessed on the 12th of November 2023

part in the first women's world invitational tournament in Chinese Taipei.<sup>27</sup> This team was the Matildas who have continued to evolve over the years. Their squad has grown and their influence on Australia has been outstanding. The Matildas team have come to be role models of Australian society empowering the youth across Australia to become change-makers in society. They have overcome the stereotypes women face in the football world on a global level, influencing the participation and interest in football not just in Australia but across the world. As a team, they aim to influence the younger generations and make a more welcoming community in women's football by encouraging young women to participate. The 2023 Women's World Cup has been vital to Matilda's growth in Australia. After Matilda's loss to England in the semi-final, their captain Sam Kerr was clear on the fact that the team needed greater investment. It has been said that Matilda's most remarkable aspect is that "Matilda's success is the impact it is having on young women... engraving their triumphs in the hearts and minds of countless girls".<sup>28</sup> Their influence continues to grow and spread due to their passion for being there for the younger generations, more investment and time should be made into younger generations to change the future of women's sports. In 2007, the Matildas participated in their fourth World Cup, appearing in the quarter-final. This was a huge moment for Australian football and was seen as a "Footballer's dream"<sup>29</sup>. The questionnaire revealed that 95% of 80 respondents believed that the Matildas have influenced all people of Australia to participate in more sports. Another question asking how the influence of the Matilda's is seen in local communities revealed that their impact can be seen as "The new-found confidence the Matilda's gave them"<sup>30</sup>. Another respondent said they have seen this influence within their local football club with "an increase of 64% at Noosa Lions Football club since last year alone in girls soccer"<sup>31</sup>. This response reveals that the effect of the Matildas had made a large impact on youth participation in football. To be role models for the youth, Matildas player Ellie Carpenter says "For me, it's important to impact the next generation" The Matildas assistant coach also

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<sup>27</sup> Football Australia 'History of the Matildas | Football Australia' (www.footballaustralia.com.au30 May 2021) <<https://www.footballaustralia.com.au/history/matildas#:~:text=The%20Australian%20Women>> accessed 16 June 2024

<sup>28</sup> 'The Matildas: Empowering Young Australians' (BUSY at Work28 August 2023) <<https://www.busyatwork.com.au/the-matildas-effect-empowering-dreams-and-fostering-change/#:~:text=One%20of%20the%20most%20remarkable>> accessed 11 November 2023

<sup>29</sup> Primary Research: Content Analysis: Matilda's Documentary 1 (2008)

<sup>30</sup> Primary Research: Questionnaire: Generation Z Female respondent

<sup>31</sup> Primary Research: Questionnaire: Generation X Female Respondent

says “The Matildas believe in inspiring the next generation”<sup>32</sup>. This desire to create change amongst the youth of Australia’s sports participation is something that they continue to share with the rest of the country.

The Matilda’s influence can be seen in many aspects of Australian society now after the Women’s FIFA World Cup 2023. Sport is an important part of society and brings people together creating communities. The Matilda’s have accomplished their mission of inspiring the generation “beyond inspiring a generation of young women...this world cup campaign has led to some real, tangible changes”<sup>33</sup>. The 2023 World Cup broke many broadcast records in Australia with 4.17 million people watching the Matilda’s which is more the men’s AFL Grand Final and NRL’s state of origin. Their influence can be seen by many people in Australia Olympic gold medallist Chloe Dalton said “Being able to see role models who are women in professional sport is such a powerful thing,”<sup>34</sup>, other elite athletes can see the influence of Matilda’s from their perspective. Many women across Australia drop out of sports after the age of 15 due to its lack of accessibility, due to the Matildas the government has begun to invest in opportunities for young women as the participation of women in sports continues to grow. This investment changes the way younger generations of children in Australia experience the sporting industry. The influence of the Matildas can be seen on a local level in the registration of women in football. The Manly Warringah Football Association (MWFA) has had an increase in female football players. The year before the World Cup in 2022 they had 6613 females playing across all local clubs, this has increased by 568 with 7181 females being registered in 2024 after the 2023 World Cup<sup>35</sup>. Dave Mason the CEO of Manly Warringah Football Association believes that the 2023 Women’s World Cup in Australia has been important for women’s sports across Australia. He said the Matildas and young athletes are “female role models and heroes” and that the

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<sup>32</sup> Primary Research: Content Analysis: Matilda’s Documentary 2 (2023)

<sup>33</sup> C Powers, ‘How the Matildas Have Changed Women’s Sports Forever’ (The Australian Women’s Weekly 22 August 2023)  
<<https://www.womensweekly.com.au/news/how-the-matildas-have-changed-womens-sport/>>  
accessed 14 June 2024

<sup>34</sup> C Powers, ‘How the Matildas Have Changed Women’s Sports Forever’ (The Australian Women’s Weekly 22 August 2023)  
<<https://www.womensweekly.com.au/news/how-the-matildas-have-changed-womens-sport/>>  
accessed 14 June 2024

<sup>35</sup> Manly Warringah Football Association, ‘Email Correspondence about historical trends in the Association’, Registration records from 2022 and 2024

Matildas have “engaged a whole new wave of sports followers and as well...given women’s sport, in general, a huge boost”<sup>36</sup> This increase in registration at this time reveals that the Matildas have had such a large impact on the Northern Beaches, that these registration records and participation are likely to be seen in other sports and areas across Australia.

In conclusion, the evolution of women's football in Australia has led to the position that women's football and all sports now sit in Australia. The football women of Australia overcame significant barriers of stereotypes of gender discrimination. The Matildas have been pivotal in the change of women's sport in Australia and have become powerful models for the youth of Australia. Their success and want to inspire the younger generation has changed the way women's sport is viewed and the participation of women in all sports across Australia. The legacy of the Matildas continues, impacting the local communities in Australia, the Matilda’s influence has just begun and will continue to change the sport in Australia indefinitely. They have influenced the young people of Australia to become the next change marks of Australian sporting society.

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<sup>36</sup> Primary Research: Interview with Dave Mason the CEO of Manly Warringah Football Association

## Chapter 3

### Funding in women's sports across Australia

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Funding is a vital aspect received by all sports across Australia, the funding these sports receive shows how the sport is valued in Australian society. The payment received by men and women in the sports community differs majorly, this is due to many different aspects including the revenue the team makes and the publicity the teams receive from news media. The funding received by the Australian national team the Matilda's continues to grow over the years as Matilda's fame grows. Matilda's fame has created an evolutionary change in the funding received by the youth of Australia in sports. This change started after Matilda's success in the 2023 Women's World Cup. Therefore, the division of funding in sports in Australia reveals the value of women's sports nationwide.

The publicity and funding that men's and women's football teams receive highlight the differing visibility that their respective societies offer them, in turn paving the way for future successes or failures in their careers. The representation of all female sports in news cycle coverage is complex. Change our Game reported that in Victoria (2022-23), less than 15% of all new stories were focused on women's sports, while 81% focused on men's sports<sup>37</sup>. Troublingly, when expanded to a global context, the statistics did not improve. The coverage by football shows that 20% of the women's games were covered and 80% of the men's.<sup>38</sup> The media reveal they show more interest in representing male sports and that is why male sports are more well-known and played across Australia. The majority of forms of media coverage such as print media, online media, radio news and television news all reveal that

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<sup>37</sup> Victoria State Government, 'Change Our Game' (The Conversation of Sport )  
<<https://changeourgame.vic.gov.au/leadership-centre/the-conversation-of-sport-are-women-visible-in-sports-news-coverage/The-Conversation-of-Sport-Representation-of-Women-in-Sports-News-Coverage-2022-23-OWSR.-2024.pdf>> accessed 16 June 2024

<sup>38</sup> Victoria State Government, 'Change Our Game' (The Conversation of Sport )  
<<https://changeourgame.vic.gov.au/leadership-centre/the-conversation-of-sport-are-women-visible-in-sports-news-coverage/The-Conversation-of-Sport-Representation-of-Women-in-Sports-News-Coverage-2022-23-OWSR.-2024.pdf>> accessed 16 June 2024

male sports are covered double the amount of women's sports<sup>39</sup>. The publicity of Women's sports altered during the 2023 World Cup "The media always played down women's sport but with the World Cup it was heavily entertaining", this higher media coverage during a global event creates more revenue and alters the funding for women's football teams receive<sup>40</sup>. The low publicity and media coverage received by women in sports reveal that Australia's value of women's sports is lower and they are putting funding into showing women's sports to the youth of Australia. Media coverage is therefore a driving factor in how women's sports are valued across Australia.

By extension, The gender pay gap is still a major part of the football society and this includes the prize money received by the FIFA World Cup winners. In 2018 the winner of the men's FIFA World Cup France received 38 million dollars as their prize money, the next year in 2019 the winner of the women's FIFA World Cup USA received only 4 million dollars.<sup>41</sup> The reason the prize money differs largely is because the women do not attract as much attention and do not produce as much revenue. FIFA has a new objective for the prize money of the men's and women's World Cup Infantino told the FIFA Congress "Our ambition is to have equality in payments for the 2026 Men's and 2027 Women's World Cup,".<sup>42</sup> Broadcasters and sponsors have a large part of the prize money and FIFA's objective cannot be achieved without them. The value of women's sport has grown and changed over the past decades due to generational change, the 2008 Matilda documentary revealed the pay they were receiving at the time. Many of the Matilda's were not getting paid enough to live in Australian society the Matilda's had to "fit work in and support ourselves and playing"<sup>43</sup>, it showed many of the Matilda's with additional jobs. At the

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<sup>39</sup> Victoria State Government, 'Change Our Game' (The Conversation of Sport )  
<<https://changeourgame.vic.gov.au/leadership-centre/the-conversation-of-sport-are-women-visible-in-sports-news-coverage/The-Conversation-of-Sport-Representation-of-Women-in-Sports-News-Coverage-2022-23-OWSR.-2024.pdf>> accessed 16 June 2024

<sup>40</sup> Primary Research: Questionnaire: Generation Z Male respondent

<sup>41</sup> Goal, 'World Cup Prize Money: How Much Do the Men's Team Earn Compared to the Women's Team? | Goal.com Australia' (www.goal.com 9 March 2021)  
<<https://www.goal.com/en-au/news/world-cup-prize-money-how-much-do-the-mens-team-earn-compared-to-the-womens-team/1wk1f3wl235ug136bxwo721wmk>> accessed 16 June 2024

<sup>42</sup> ESPN 'Equal Pay Explainer: How Much Money USWNT Can Win at Women's World Cup' (ESPN.com 4 August 2023)  
<[https://www.espn.com.au/football/story/\\_/id/38129076/equal-pay-explainer-uswnt-prize-money-women-world-cup](https://www.espn.com.au/football/story/_/id/38129076/equal-pay-explainer-uswnt-prize-money-women-world-cup)> accessed 2 June 2024

<sup>43</sup> Primary Research: Content Analysis: Matilda's Documentary 1 (2008)

time this was very different to what the Socceroos received and they were known to be “Some of the Socceroos are multi-millionaires”<sup>44</sup>. However, the gender pay gap in football in Australia has now changed severely. Now, in 2023, men and women playing football in Australia receive the same base pay, earning more money depending on how successful they are. The Matilda’s have become the first women’s football team in the world to receive the same pay as their male counterparts.<sup>45</sup> Publicity and funding are vital aspects of the succession of football teams in Australia and across the world.

The Matilda’s have grown and developed changing the way that they are sponsored by brands and Australia. In 2007 the Matildas participated in the Women’s World Cup, they didn’t receive funding anywhere close to what the Matildas this generation has now and did not receive many sponsors. Matilda’s coach at the time believed “If it’s resourced properly we can make enormous strides in the game”<sup>46</sup>, despite the changes in women’s sports it is still evident that more investment into the youth sport industry of Australia is still required. After the success of Matilda’s in the 2023 Women’s World Cup the government announced its \$200 million ‘Play our Way program’, this program will run for over 3 years supporting local governments and community sporting organisations.<sup>47</sup> This program can be applied to any sporting community across Australia and provides two streams of funding including facilities to support physical activity for women and girls, it also includes participation and equipment to encourage girls to participate and remain involved in physical activity.<sup>48</sup> Prime Minister Anthony Albanese says “The Matildas have given us a moment of national inspiration, this is about seizing that opportunity for the next generation,” this is the reason the Play Our Way program has been created to create change for the future generations of women football. The Matilda’s and Sam Kerr are also a vital

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<sup>44</sup> Primary Research: Content Analysis: Matilda’s Documentary 1 (2008)

<sup>45</sup> F Feenstra, ‘Matildas Score Equal Pay’ (People Measures 29 April 2023)

<<https://www.peoplemeasures.com.au/insights/matildas-score-equal-pay/>> accessed 15 May 2024

<sup>46</sup> Primary Research: Content Analysis: Matilda’s Documentary 1 (2008)

<sup>47</sup> E Ransley and C Gould, ‘Matildas Inspire \$200m Government Commitment to Equipment, Changing Rooms’ (Fox Sports 18 August 2023)

<<https://www.foxsports.com.au/football/matildas/matildas-inspire-200m-government-commitment-to-equipment-changing-rooms/news-story/b5cc6b9de2c2fbd3cc6a498ef4742601>> accessed 5 April 2023

<sup>48</sup> E Ransley and C Gould, ‘Matildas Inspire \$200m Government Commitment to Equipment, Changing Rooms’ (Fox Sports 18 August 2023)

<<https://www.foxsports.com.au/football/matildas/matildas-inspire-200m-government-commitment-to-equipment-changing-rooms/news-story/b5cc6b9de2c2fbd3cc6a498ef4742601>> accessed 5 April 2023

aspect of the funding received for the next generations Sam Kerr believes “We need funding in our development, we need funding in our grassroots. We need funding everywhere,”<sup>49</sup> the Matilda’s want to leave a legacy of funding to enhance the next generation of women’s football and women’s sport in Australia. Thus, Matilda’s team have been an important aspect of the changing value of women’s sports across Australia and has created enormous opportunities for the future generations of women’s football.

The value of women’s sports is shown through the funding received on both an international, national and community level. The Matilda’s have been a driving change in the funding and payment received by women in sport. The publicity received by women’s sports in Australia highly differs from men’s and is a vital reason why women’s sports are not as highly valued as men’s. The gender pay gap is a major part of how women’s sport is valued globally, the pay gap in Australia has changed due to the influence of the Matilda’s. The Matilda’s have also left a legacy of funding for the future generations of Australia altering the value of women’s sport for future generations.

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<sup>49</sup> E Ransley and C Gould, ‘Matildas Inspire \$200m Government Commitment to Equipment, Changing Rooms’ (Fox Sports 18 August 2023)  
<<https://www.foxsports.com.au/football/matildas/matildas-inspire-200m-government-commitment-to-equipment-changing-rooms/news-story/b5cc6b9de2c2fbd3cc6a498ef4742601>> accessed 5 April 2023

## Conclusion

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I strived for my PIP to reveal how the Women's 2023 World Cup has increased the value of women's football in Australia and even globally, I wanted to reveal that if women's sports had more attention women could be valued properly within their profession. Throughout writing my PIP I uncovered how influential the global event had been on the people of Australia, I was able to discover the different things that have impacted and continue to impact the value of women's sport in Australia. In my PIP I showed that women's football has become more popular now after the Women's World Cup due to the change in attention that is directed towards women's sports. Writing this allowed me to uncover how women's sport is rising in value and predicts to continue rising in the future.

In particular, chapter 1 disclosed that whilst change has occurred in the women's sporting industry, social trends have still impacted the acceptance of women's sports in Australia. In addition, chapter 2 focused on how the Matilda's have inspired change-makers in the female sporting industry. It provided insight into how female athletes view the rising value of women's sports and the legacy Matilda wants to leave behind for the future generations of women's football in Australia. Finally, chapter 3 ultimately revealed the influential nature of how funding is a vital aspect in showing the value of women's sports in Australia.

My PIP topic is highly relevant to pursue on a social and cultural basis, as it reveals how a large global event indefinitely impacts the value of women's sports. Thus, as women's sports in Australia have grown and continue to grow it reveals how the ideologies of Australians reveal their influential nature on the value of women's sports.

In particular, the primary research that was conducted on the questionnaire and content analysis were vital in testing my hypothesis and gaining further opinions on the factors that have led to the change in the value of women's sports. These two primary research methods were very strong in providing qualitative data that could be quoted throughout my PIP to support my research. The use of an interview with

someone involved in the football industry gave further insight that once again supported aspects of my secondary research. The personal reflection was not as useful within my writing but it did allow me to establish my own opinions and personal perspective on the topic as a whole. The primary research was essential in my research as it added more depth and meaning to my secondary research.

The research conducted was highly effective in revealing that the global event had an impact on the rising value of women's football in Australia. Furthermore, it can change the stereotypes and known social trends of women's sports in Australia, changing the way sports are perceived by future generations. Additionally the Matildas' are the driving future of women's football in Australia and the development of future generations of sports.

## Annotated Bibliography

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### ***Primary Research***

*A questionnaire was conducted on Generation X and Z. February 2024.*

The questionnaire was useful in providing information based on the foundation of my chapters, this was completed through a diverse range of questions. This questionnaire focused on each chapter and the questions were designed to provide information for each one. In particular, this research focused on the social trends in women's football, the way the Matilda's have created change-makers and how funding impacts the value of women's sports. Through this research I was provided with both qualitative and quantitative data, providing detailed information that was used within my PIP. This questionnaire included 15 questions which had both open and closed-ended questions. It was difficult to find an equal representation of each generation and gender and in the end, it did not equalise. The generation X and Z responses provided relevant information for my cross-cultural perspective. This questionnaire relevant information for all chapters 1 and 2 of my PIP, giving me the ability to gain further insight into my chapter questions.

*Interview with Dave Mason the Ceo of MWFA. Conducted June 2024*

An interview was conducted with Dave Mason who is currently the CEO of the Manly Warringah Football Association (MWFA). The interview had 10 questions and lasted about 20-30 minutes. This method was time-consuming as I had to transcribe it so that I could properly analyse his responses in relation to my PIP. The interview questions were based on the questions from the questionnaire, therefore they relate to each chapter of my PIP. Despite the questions relating to all chapters of my PIP, the responses were only used in chapters 1 and 2 of my PIP, he provided insight into the change of social trends in sports in Australian communities, as well as his own opinion on the influence of the Matilda's. This interview that was conducted was reliable as the individual has been highly involved in the professional sporting industry.

*Personal reflection. April 2024.*

The use of a personal reflection allowed me to define my perspectives and opinions on the topic. This was helpful as I was able to uncover my own bias towards the topic, but it did not provide me with much information to be used within my PIP. This research method was not that helpful within my PIP as I only used it in the introduction to establish my opinion on the PIP topic and why I decided to research and study this idea.

*Content analysis of Matilda Documentaries. Conducted January 2024*

A content analysis was conducted on Matilda's documentaries from 2008 and 2023, providing insight into the change in Matilda's overtime. It was successful in finding the differences between the Matildas across generations. This research method was very time-consuming as I had to watch many hours of the documentary pausing to write down quotes or notes on specific topics of funding, money, spectators, news media, gender, the World Cup and many more themes seen throughout the documentaries. Through analysing, I was able to assess the continuities and changes of the Matildas team. This content analysis provided a wide range of insight into Matilda's team and their impact on the future generations of the Matilda's. This content analysis was used throughout all chapters of my PIP.

**Secondary Research**

*Australian Sports Commission, 'Community Perceptions Monitor (CPM) Summary Report Impact of the FIFA Women's World Cup 2023 TM on the Australian Community' (2023)*

*<[https://www.clearinghouseforsport.gov.au/data/assets/pdf\\_file/0015/1120506/CPM-Summary-Report-Impact-of-the-FIFA-Womens-World-Cup-2023-on-the-Australian-Community-September-2023-Final.pdf](https://www.clearinghouseforsport.gov.au/data/assets/pdf_file/0015/1120506/CPM-Summary-Report-Impact-of-the-FIFA-Womens-World-Cup-2023-on-the-Australian-Community-September-2023-Final.pdf)> accessed 10 May 2024*

The primary focus of this source is to show the impact of the FIFA Women's World Cup 2023 on the Australian Community written by the Australian government sports commission. This source provided a deep statistical analysis into the benefits to the Australian community of the World Cup. This source is credible as it is a survey conducted by the Australian government and has provided statistical data on the media involvement o during the 2023 World Cup which was useful in Chapter 1 of

my PIP. This source is directly related to my research as it addresses the social trends of Australians whilst engaging with the 2023 Women's World Cup.

*C de Guzman, 'The History of the Women's World Cup' (Time 23 June 2023)*  
 <<https://time.com/6289539/womens-world-cup-2023-history/>> accessed 15  
 November 2023

The central theme of this source revolves around how the Women's World Cup evolved into what it is today, providing historical data into the past of women's football globally. This source provides multiple strengths as it is very detailed on the events leading to women's football now. Within the context of my research, this source is significant because it contributes to my understanding of the timeline of women's football from the 1960s til now which has been very important in chapter 1 of my PIP as it highlights how women are accepted in sports throughout time.

*E. Kemp, 'What Was Learnt from Matildas' World Cup Campaign, and What Comes Next?' (The Sydney Morning Herald 18 August 2023)*  
 <<https://www.smh.com.au/sport/soccer/what-was-learnt-from-matildas-world-cup-campaign-and-what-comes-next-20230818-p5dxk5.html>> accessed 10 November 2023

The Sydney Morning Herald's article by Emma Kemp provides a detailed insight into what was learnt for the Matilda's World Cup campaign, and what was to come next for the future generations of the team. It dove into the rise of the Matilda's during the 2023 World Cup and the change in the Matilda's team for the future years. In assessing the reliability and unbiased of this source, it's essential to consider the website on which the article was posted to ensure that it is credible. This source is reliable as the author regularly affirms her opinions with quotes from people across the football industry. This article was useful in my PIP as it is vital information for Chapter 2 of my PIP and affirmed the legacy left by the Matilda's on younger generations. This source showed no limitations and provided helpful information.

*E Ransley and C Gould from Nca Newswire, E.R., C.G, Matildas inspire a \$200m government commitment to equipment and changing rooms. (FOX Sports. August 18th, 2023 10:30 pm).*  
 <<https://www.foxsports.com.au/football/matildas/matildas-inspire-200m-government->

[commitment-to-equipment-changing-rooms/news-story/b5cc6b9de2c2fbd3cc6a498ef4742601](https://www.footballeurope.com/news-story/b5cc6b9de2c2fbd3cc6a498ef4742601)> accessed on the 12th of November 2023

This website's viewpoint is what the government has done in terms of funding for women's sports, also showing what Matildas want by leaving a legacy or more funding. Matildas player Sam Kerr said she and the Matildas would not want a public holiday but rather leave a legacy of funding for the next generations. Anthony Albanese then announced the "Play Our Way" campaign specifically for women and girls sports to give them more equipment and facilities that can change their participation in sports on a global level. He then announced that \$200 million would be committed to women's sport. This website was very useful in finding out the findings supplied by the government and the viewpoint the Matildas themselves have on the funding of women's sports. Therefore this website has helped me to conclude that the Matildas believed women's sports should be highly valued.

*ESPN 'Equal Pay Explainer: How Much Money USWNT Can Win at Women's World Cup'*  
 (ESPN.com4 August 2023)  
[https://www.espn.com.au/football/story/\\_/id/38129076/equal-pay-explainer-uswnt-prize-money-women-world-cup](https://www.espn.com.au/football/story/_/id/38129076/equal-pay-explainer-uswnt-prize-money-women-world-cup)> accessed 2 June 2024

This source offers a detailed examination of equal pay and the women's World Cup prize money. This source is relevant to my research as the article was submitted in August of 2023, showing that this article came about due to the global event of the World Cup. The source's trustworthiness is supported by its author's expertise in the sporting industry ESPN is a well-known sporting site used in the US and is used by numerous people. This source provides a qualitative insight into the perspectives of the FIFA Congress, directly relating to chapter 3 of my PIP revealing how the global event has altered the gender pay gap and the change in funding women's sports will receive in the future.

*Football Australia 'History of the Matildas | Football Australia'*  
 (www.footballaustralia.com.au30 May 2021)  
<https://www.footballaustralia.com.au/history/matildas#:~:text=The%20Australian%20Women>> accessed 16 June 2024

This source reports a comprehensive overview of the Australian Women's national team the Matilda's. This source provides information into the first known record of

the Matilda's, their game results and the change of attendance at their games throughout time. This source is credible because it has been published by Football Australia, the organisation the Matilda's are a part of. This source is a historical recount of the Matilda's Games results and attendance and is the majority of statistical data. Incorporating this source into my research is pivotal as it bolsters my understanding of how the Matilda's began and evolved over the years.

*Fox Sports 'Photo Shows Just How Far the Matildas Have Come in Less than 10 Years'* (Fox Sports 13 August 2023)  
 <<https://www.foxsports.com.au/football/photo-shows-just-how-far-the-matildas-have-come-in-less-than-10-years/news-story/174548306271ea950439cd0ff3c111f8>>  
 accessed 15 November 2023.

In this article, Fox Sports reveals how attendance in Matilda's games has rapidly increased and changed over the years. The main idea that is revealed is that during the 2023 World Cup, the Matilda's obliterated the records for attendance during their games and has the most people watching them on Australian TV since Cathy Freeman won the gold at the Sydney Olympics 23 years ago. Before the World Cup stadiums were forced to close their gates to Matilda's fans as they didn't have enough people booking seats and would have cost them more money. The Matilda's then played with no crowds. All games after the 2023 World Cup have been sold out. This source directly correlates to my research as it supplies statistical data on the attendance records for Matilda's games and the dramatic change that has occurred. This source has limitations because it did not provide data on why Matilda's attendance records are so low.

*Goal, 'World Cup Prize Money: How Much Do the Men's Team Earn Compared to the Women's Team? | Goal.com Australia'* (www.goal.com 9 March 2021)  
 <<https://www.goal.com/en-au/news/world-cup-prize-money-how-much-do-the-mens-team-earn-compared-to-the-womens-team/1wk1f3wl235ug136bxwo721wmk>>  
 accessed 16 June 2024

The central theme of this source reveals the statistics of the FIFA World Cup prize money a comparison of the men and the women teams. This source required a cross-match of data to ensure that it was correct for use in my PIP. The article was useful for the statistical information I needed of the World Cup prize money received,

this article was not used otherwise. In particular, this article will assist in chapter 3 to provide a comparison of the gender pay gap in the sporting industry.

*P. Brischetto, 'What Is the Largest Ever Matildas Crowd? List of Biggest Women's Football Attendances in Australia | Sporting News Australia' (www.sportingnews.com3 June 2024)*  
 <<https://www.sportingnews.com/au/football/news/largest-matildas-crowd-biggest-attendances-australia/31f6e437b5731252deaf8f34>> accessed 25 November 2023

This source offers a detailed examination of the biggest women's football attendance in Australia. This site was useful as it provided me with the statistical data that I needed on the attendance of the biggest crowd watching the Matildas in Australia which was used in Chapter 1 of my PIP. Other than that information I did not use the source for anything other than the data. This source did not have any limitations but I did cross-match the statistical data to ensure that it was correct.

*Victoria State Government, 'Change Our Game ' (The Conversation of Sport )*  
 <<https://changeourgame.vic.gov.au/leadership-centre/the-conversation-of-sport-are-women-visible-in-sports-news-coverage/The-Conversation-of-Sport-Representation-of-Women-in-Sports-News-Coverage-2022-23-OWSR,-2024.pdf>> accessed 16 June 2024

This source represents a comprehensive overview of the representation of women in sports news coverage in Victoria. This source is credible and reliable as it was published by the Victoria State Government and was a study completed during 2022-23 which is during the 2023 FIFA Women's World Cup. While this source provides valuable insights, it is critical to acknowledge its potential shortcomings, such as the fact that the study is only done in Victoria meaning this source has limitations as it is in just one area of Australia. In the context of my research, this source plays a vital role in shedding light on the media coverage of men's and women's sporting events. This directly relates to Chapter 3 of my PIP as it focuses on the funding in women's sports including how women's sport is perceived and viewed in the media.