



General:

- The Hills Football Association 2019 Female Football survey was conducted by *Survey Matters* (an independent and specialised sporting survey company) across June 2019
- The Female Footballers Survey was sent (as an email and via link) to the registered email addresses of all HFI Clubs 2019 registered female players, team managers and team coaches (n=2147)
- Participation rate of the Female Footballers Survey was 17% (a total of 410 complete responses were received)
- Confidence in the Female Footballers Survey results were 95%
- The objectives of the Female Footballers Survey were to:
 - Better understand the reasons for participation in female football
 - Gauge satisfaction with various aspects of the 2019 competition (including grading, competitive ness and timing of games)
 - Test member preferences for a variety of alternate football formats
 - Understand satisfaction with female football coaching and club facilities
 - Test intentions to continue playing and interest in involvement in various capacities.

Overall Findings:

- HFI are thrilled with the 17% participation rate and quality of feedback that has been provided by respondents via the Female Footballers Survey. HFI would like to thank all players, coaches and managers that directly completed their survey and to all parents that may have assisted their daughters in participating – we really appreciate it!
- Enjoyment of the game and social interaction are the main drivers of participation in female football
- While overall satisfaction with the Hills Football Competition is reasonable, there are high levels of dissatisfaction with grading and the equality of teams in each Division – particularly in the AAL Division 1 competition
- While some players would be willing to travel and play for another club for a better competition, few players (other than those at the most junior level) are interested in a ‘non-traditional’ or ‘social only’ format
- Most members were satisfied with their Clubs facilities, but only two-thirds intend to stay with their coming club for the upcoming season – with most of those considering leaving citing dissatisfaction with competition, grading and management
- There were many calls for female specific skills training and coaching, as well as female specific uniforms.

Specific Findings:

Demographics, Motivations and other Findings:

- *Respondent Profile* – 90% of responders were female and 75% of those females identified as players
- *Respondent Age Group* – 40% of responders identified as from the AAL or O35L / LD1 age group
- *Motivations for Playing* – 64% of responders were motivated to play as they “enjoyed playing the game of football” (highest motivator)
- *Motivations for Playing* – 21% of responders were motivated to play “for the competition” (lowest motivator)
- *Driver of Club Choice* – most respondents choose to register with a Club that allows them to play with friends / colleagues (50% - highest driver) or because the Club is close to home (42% - second highest driver)



- *Mixed Teams* – respondents want to play for female teams. Just over a third (34%) of respondents are registered in mixed teams as there is no female team in their age group.
- *Mixed Teams* - respondents want to play for female teams. Nearly half of the respondents would be more inclined to play for a Club that has female teams in every age group.

Satisfaction Findings:

- *Satisfaction with Competition* – the majority of respondents are highly satisfied with the day and timing of their games. Fewer are satisfied with the grading of teams in their competition (30% - lowest satisfier) and with the number of teams in their competition (41% - second lowest satisfier)
- *Reason for Dissatisfaction* – most respondents are concerned that the skills and abilities of teams are not evenly matched (59% - highest reason for dissatisfaction) and that the grading does not seem fair (46% - second highest reason for dissatisfaction).

Competition Options Findings:

- *Travel to neighbouring associations* – less than half of respondents (48%) would be interested in travelling to neighbouring associations in order to play more games against teams of a similar standard. Of those respondents that were interested in travelling, three-quarters (75%) identified as players within the AAL and Youth Girls Competitions.
- *Different Club* – if a “better product was offered” at another Club, 40% of respondents would be prepared to move to that Club. Of those respondents that were interesting in moving to another club, around half identified as players within either the Youth Girls League, Ladies Division 1 or AAL.
- *Non-Traditional / Social Football* – Whilst only a minority of older players expressed an interest, almost half (47%) of the 5-12-year-old players would be interested in playing a social football format where no points were awarded, and no finals played.
- *Timing* – The majority of respondents (75%) would continue to play if female football games were on the same day as the male football games [NB: there was no identification of which day (either Saturday or Sunday) that would be]. With the exception of Friday evening (at 19% of respondents), there was almost no interest to playing matches midweek.

Coaching and Club Appraisal Findings:

- *Coaching* – 51% of respondents are satisfied with their coaching that is available at their Club. Many comments point to the statement that female specific skills training and coaching would be beneficial, however.
- *Facilities* – a large variance exists on the satisfaction with Club Facilities for female players. With the exception of Hills Grammar School (who were 100% satisfied with their facilities), most suggested improvements to playing surfaces, ground shelter, changing rooms and ground lighting / security lighting.
- *Intention to Remain with Current Club* – A third of responders (34%) intend to play football for another Club next season. The intention to change clubs next year are greatest in the responders identifying as O35L (79%) and Youth League / Girls (75%) and the reasons for leaving include:
 - A lack of enjoyment of dissatisfaction with grading, coaching, coaching or team management (50%);
 - Moving to a team with more depth / better skills level (15%);
 - Competition structure – the game / division is not competitive (13%);
 - They no longer enjoy the game (9%);
 - The cost (it is too expensive) (5);
 - Their friends and social group are no longer playing (4%).



Next Steps:

- Results of the Female Football Survey will be sent to all registered email addresses of all HFI Clubs 2019 registered female players, team managers and team coaches by 30 August 2019;
- Results of the Female Football Survey will be discussed with the HFI Female Football Standing Committee and the General Clubs Meeting in August 2019;
- It is anticipated that a repeat of the Female Football Survey will be conducted in 2020.