



# WA FOOTBALL: SOCIAL RETURN ON INVESTMENT - KEY FACTS

- We've always known the benefits of footy go beyond being a great game to play and watch. Now we have the research and findings to confirm this
- For every dollar of input the football industry produces \$2.16 worth of economic and social benefit for WA

## ECONOMIC BENEFITS

**Every dollar spent by football in WA creates two dollars for the local economy**

- Community football clubs support local businesses and suppliers by spending their money in the local community
- WA Football industry directly contributed \$110.4M in economic output to WA in 2016/17
- This in turn generated flow-on value of a further \$109.9M
- Overall the WA football industry contributed \$220.3M to the WA economy
- The economic value-added multiplier is 2.00
- This compares favourably to other industries. For example, 1.43 for major mining companies in regional communities or 1.62 for the WA cruise ship industry

**For every person employed by football directly, another job is created in the community**

- WA football industry directly accounted for 715 FTE jobs in 2016-17
- A further 762 FTE jobs were generated throughout the economy as a result
- Overall the WA football industry accounted for 1,477 direct and indirect jobs
- The employment multiplier is 2.06

## SOCIAL BENEFITS

**Club-based footy generates \$225 million in social benefits to the community each year**

- WA delivered \$225M attributable social benefits to 75,941 participants involved in organised club-based football in 2016/17
- For your average footy club member this means ~\$3,000 of social benefits directly related to being involved in club football
- Participants were active for 11.4 million hours
- 2.2 million hours were contributed by coaches, umpires, administrators and other volunteers involved in clubs
- Physical and mental health benefits, including suicide prevention, account for \$78.6M
- Economic benefits of organised club-based football create \$76.4M of benefit for participants through job matching, volunteering and increased productivity
- Personal wellbeing is third largest category creating \$52.0M of benefit
- Education related benefits create \$16.7M, while reduced recidivism accounts for \$0.9M
- Others benefits that have not been quantified include social inclusion, civic pride, empowerment, social connectedness, regional population stability, crime reduction and cultural integration



FOOTBALL COMMISSION INC.