

The 2017/18 PFA

W-League Report

Supporting the Players Building the Game



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W-League Foreword



The 10th season of the W-League was ground-breaking for many reasons: we celebrated a decade of elite female club football, Melbourne City were crowned champions for the third consecutive season (an Australian national league record for women or men), and players received significantly improved protections through their Collective Bargaining Agreement (CBA).

The first W-League CBA contributed to:

- Players being remunerated to a more desirable level, with the clubs averaging close to \$247,000 in player payments
- An increasing number of players attaining a full calendar of high quality club football and a steady flow of income by moving between the W-League and the National Women's Soccer League (USA)
- A more competitively balanced competition, with the percentage of 'blowouts' hitting a record low
- A decrease in the number of matches missed through injury, with the introduction of Minimum Medical Standards
- A direct and fast-paced style of play, resulting in more goals, shots and passes in the attacking third than that of the National Women's Soccer League and Women's Super League (England)

The players know how quickly football moves. Now that the foundations have been laid the focus turns to using our collective strength to push for a stronger industry, respected careers and a world class competition.

To achieve all of this we need to be ambitious.

We need to work hard to make sure the highest standards of high performance and

player welfare are enshrined across the league.

That the W-League's broadcast coverage is enhanced, making all games visible by leveraging new platforms.

That gender equality sits at the heart of all footballing decisions, driven by the principles of fairness and respect.

That career longevity is maximised and players' potentials are fulfilled through an extended and balanced competition.

That the Player Development Program is protected and built upon, supporting players in all aspects of their lives and creating resilient, happy and successful people.

The players have always been at the forefront of these issues because it is their careers and the careers of those to come that are inextricably linked to the success of the W-League.

The players continue to demonstrate both an unwavering desire to enhance all aspects of the W-League and a willingness to make personal compromises to grow the game.

Tools such as this 2017/18 PFA W-League Report allow the PFA and the broader industry to track critical areas of the league's progress and players' livelihoods.

Warm regards,

VASC

Kathryn Gill | PFA Deputy Chief Executive

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W-League Survey



Introducing the survey widget

Where this symbol appears, you will see data and quotes from our major annual survey of W-League players. Every W-League player was sent a link to the online survey in the week following the 2017/18 W-League Grand Final.

Between late February and early April, 96 players responded to the survey, although not every player completed every question.

The survey covered a broad range of areas impacting a player's career, from their contract, to work and study outside of football, to transition-readiness, to assessments of their club, the W-League, the new Collective Bargaining Agreement and the PFA.



Summary

The 2017/18 W-League was a season of milestones, celebrating a decade of elite women's domestic football competition and the introduction of the historic 2017-19 W-League CBA: providing players, for the first time, with a minimum wage and significant protections as professional footballers.

What is included in the CBA?



The rights, responsibilities and obligations of the players, FFA and the clubs



Insurance for all W-League players



Minimum Medical



Minimum Player Payments and Maximum Player Payments



Grievance procedure to resolve disputes



Partnership with FFA to grow the game



Funding for the PFA Player Development Program



Competition and performance standards

Compliance



W-League Survey

While the new W-League CBA has resulted in clubs remunerating players to a more desirable level, it is clear from our major player survey that all clubs are falling short

of providing fully professional standards for W-League players and being fully compliant with all conditions of the new CBA.

It is evident that some clubs are performing better than others, while some clubs may be performing excellently in some areas and poorly in others.

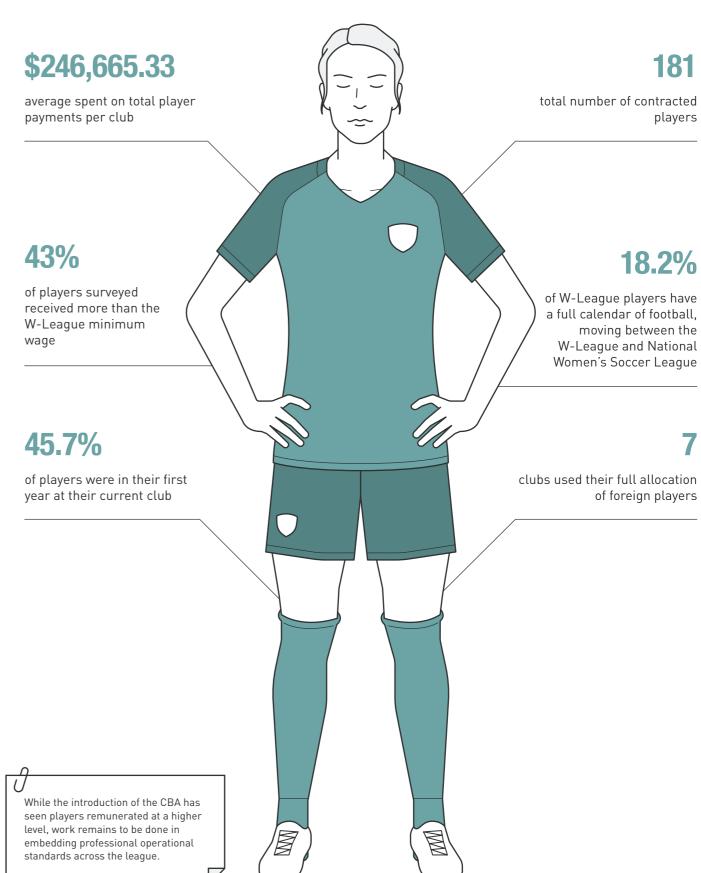
Despite the various shortfalls in standards players suffered across the board, 80% of players intended to stay at their current clubs, and the biggest reasons players gave for not intending to re-sign with their current clubs were personal/lifestyle choices and coaching.

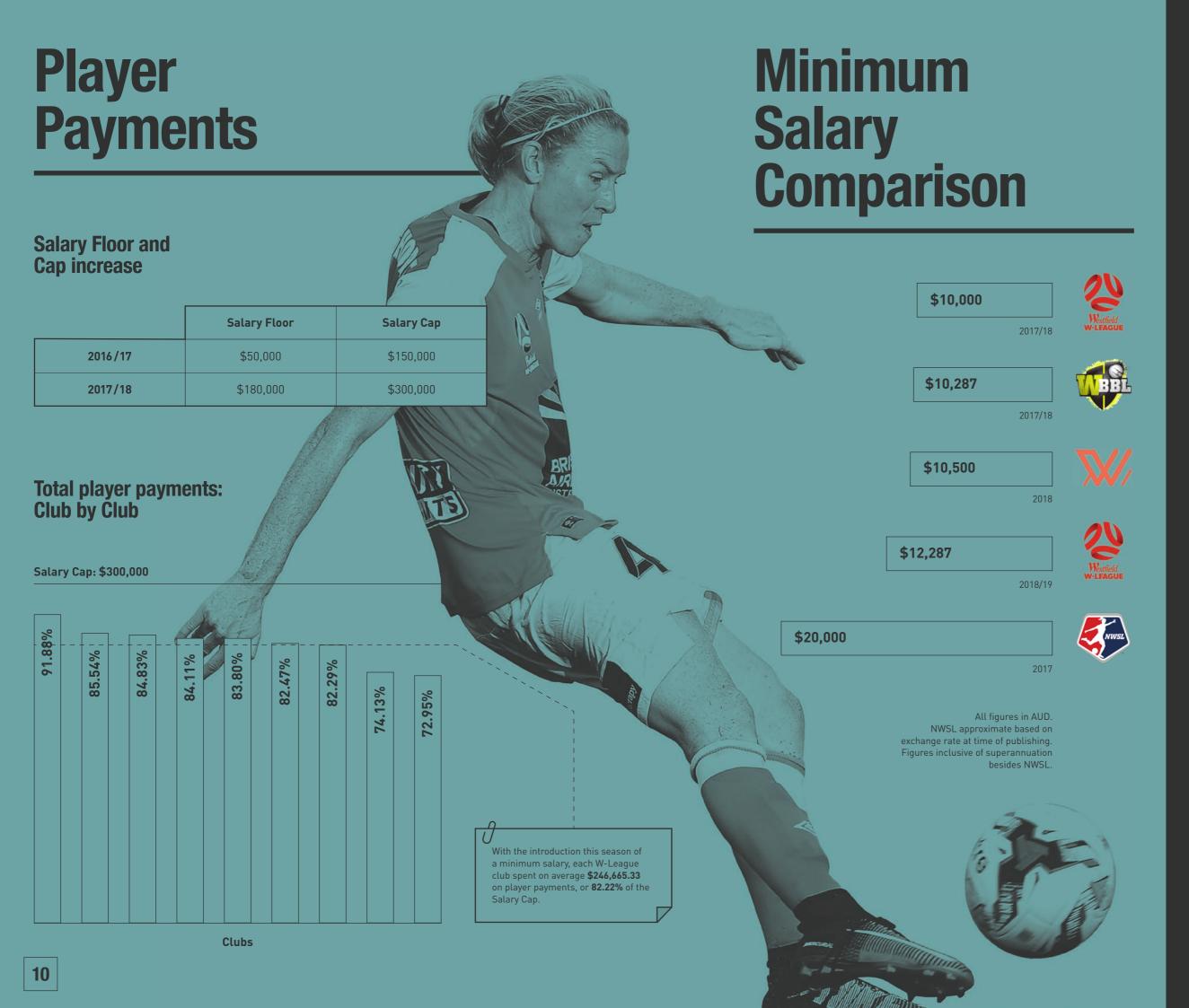
This shows a number of things: that the core football function is most important to players, that there may be a lack of awareness about (or low expectations of) superior conditions elsewhere, and that players may be more willing to suffer inferior conditions than risk uprooting their lives in such an uncertain

This final point suggests CBA compliance must be driven by central enforcement because players have limited capacity to choose an alternate employer.



Snapshot







W-League Survey

In the Australian sports listed, only W-League players are able to negotiate salaries above the minimum.

Of players surveyed, **57%** were paid at or below the **\$10,000** minimum wage.

Players may have earned under \$10,000 if they played for less than the full season, for example.

Player Analysis

Total players contracted





Amateur Players



Scholarship Players

Total players used



Club by Club Breakdown

Players Contracted

Players Used

Each club used **19.1** players on

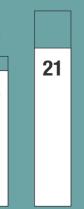
The minimum wage may have

average, down from 20.7 last season.

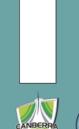
incentivised clubs to work with their initial rosters rather than recruit







26





21

18



18

18



19

19

19



21



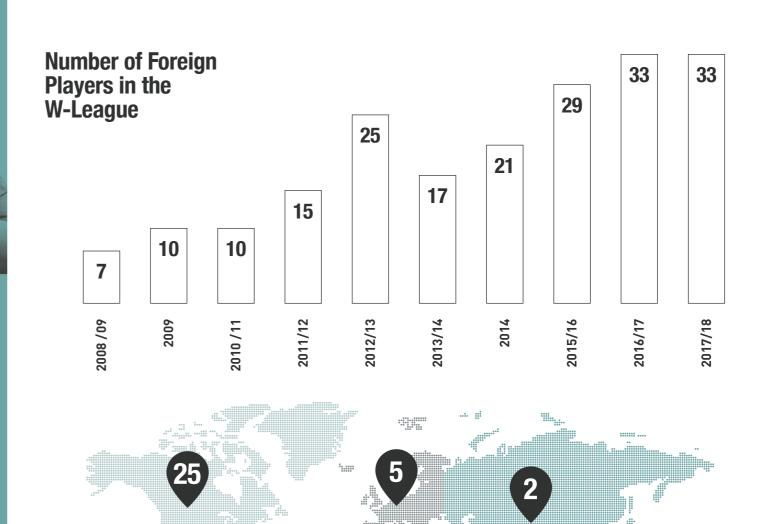
W-League Survey

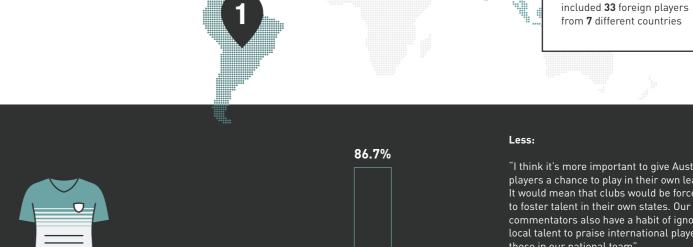
per club should change?

Do you think the number of foreign players



Foreign Players





2.7%

Less

Stay the same

"I think it's more important to give Australian players a chance to play in their own league. It would mean that clubs would be forced to foster talent in their own states. Our commentators also have a habit of ignoring local talent to praise international players and

The 2017/18 W-League season

10.7%

"It will increase the level of the league and cause it to be more professional.

"Attract top quality players to improve standard and profile of W-League"

W-League & NWSL Relationship



NWSL Players in the W-League: Club by Club

2017 NWSL Club	Number of Players	2017/18 W-League Club
Breamers	3	Melbourne Victory (1) Perth Glory (1) Newcastle Jets (1)
RED STARS	4	Adelaide United (3) Newcastle Jets (1)
KANSASCITY	2	Melbourne Victory (1) Western Sydney Wanderers (1)
Sky	2	Perth Glory (2)
COURAGE	2	Adelaide United (1) Melbourne City FC (1)
Print	3	Canberra United (1) Perth Glory (1) Sydney FC (1)
ORTLAND + S + AD R L	3	Brisbane Roar FC (1) Newcastle Jets (1) Sydney FC (1)
REIGH	5	Brisbane Roar FC (1) Canberra United (1) Melbourne City FC (2) Melbourne Victory (1)
SPIRIT	1	Newcastle Jets (1)

Australian Players in the NWSL: Club by Club

2017 NWSL Club	Number of Players	2017/18 W-League Club
Portland Thorns (1)	1	
Orlando Pride (2) Seattle Reign (3)	5	COP PALL
Orlando Pride (1)	1	Victory
Sky Blue FC (1)	1	PERTIN

While this dynamic is evidently appealing for a growing number of Australian, American and other international players, it presents a number of challenges.

Players' workloads are subject to the competing interests of at least two clubs and possibly a national team, which may each want the player peaking and resting at different times.

Players needing to maximise their earnings across these different employers may not be able to take necessary breaks, optimise their conditioning and minimise the risk of injury.

The nomadic lifestyle also impacts on players' abilities to maintain critical support networks and begin preparing for transition.

There is also a potential problem on the horizon as both leagues expand their calendars, because the seasons may overlap and become less conducive to players playing in both each year, actually reducing the annual playing and earning opportunities for some

While we celebrate the increasing opportunities for professional female footballers, we will continue to work for more aligned, stable and rewarding careers and advocate for employers to adopt a coordinated, player-centric approach to managing their athletes

Match Minutes

Age	Number who made an appearance	Total appearances	Total minutes played	Average minutes per player
U17	13	56	2,983	229
18-24	82	640	45,341	553
25-29	55	540	43,585	792
30+	22	181	12,457	566
Total	172	1,417	104,366	607

Compared to last season, there was a significant decrease in players under 17 and a near equivalent increase in players over 30.

Ten fewer U17 players made an appearance, and there was a 71% decrease in the number of minutes played by such players. Each U17 player played around half as many minutes on average this season compared to 2016/17, meaning each played only about two and half matches on average. However, the number of over 30 players who got on the pitch jumped from 8 to 22 and the total minutes played by this cohort also more than doubled.

A core principle of the CBA was to provide career longevity, allowing players to reach their full potential and enjoy more stable employment, so it is pleasing to see the share of minutes shift towards the older bracket so significantly and so quickly. The decreased rates of injury, which correlate with the introduction of the CBA's Minimum Medial Standards, may also have lessened the reliance on U17 replacement players.

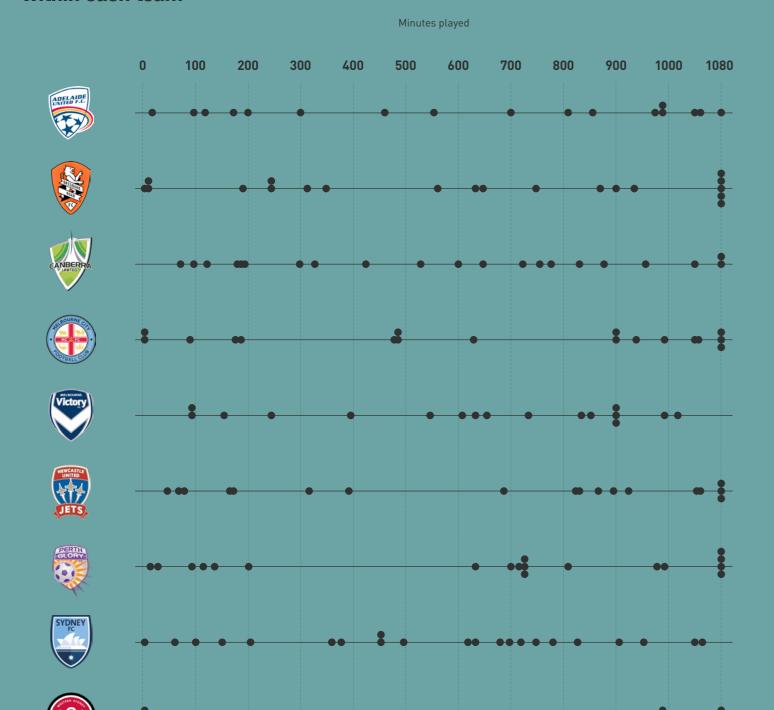
Nevertheless, this decrease in opportunities for youth players must be tracked closely with regards to player development.

The average player played the equivalent of 6.7 full matches

A core principle of the CBA was to provide career longevity, allowing players to reach their full potential...

Starting XI Stability

Spread of minutes within each team



Match Minutes Comparison

Comparison of collective and individual game time vs A-League, NWSL and Frauen Bundesliga

Competition	Total collective minutes	Max minutes for a single player
W-League	23,760	1,080
A-League	53,460	2,430
NWSL	47,520	2,160
Frauen Bundesliga	43,560	1,980

Regular seasons only

It is clear the W-League is not providing enough game time for either individual players or the broader playing cohort due to its relatively short length and small number of teams.

While the current synergy between the W-League and NWSL is serving some players well, in the long term we need a roadmap to create sustainable careers solely in the W-League.



W-League Survey

Players have a strong desire to see an expanded competition, which can be achieved in a number of ways. The vast majority of players said the first priority is for a longer season with a balanced draw.

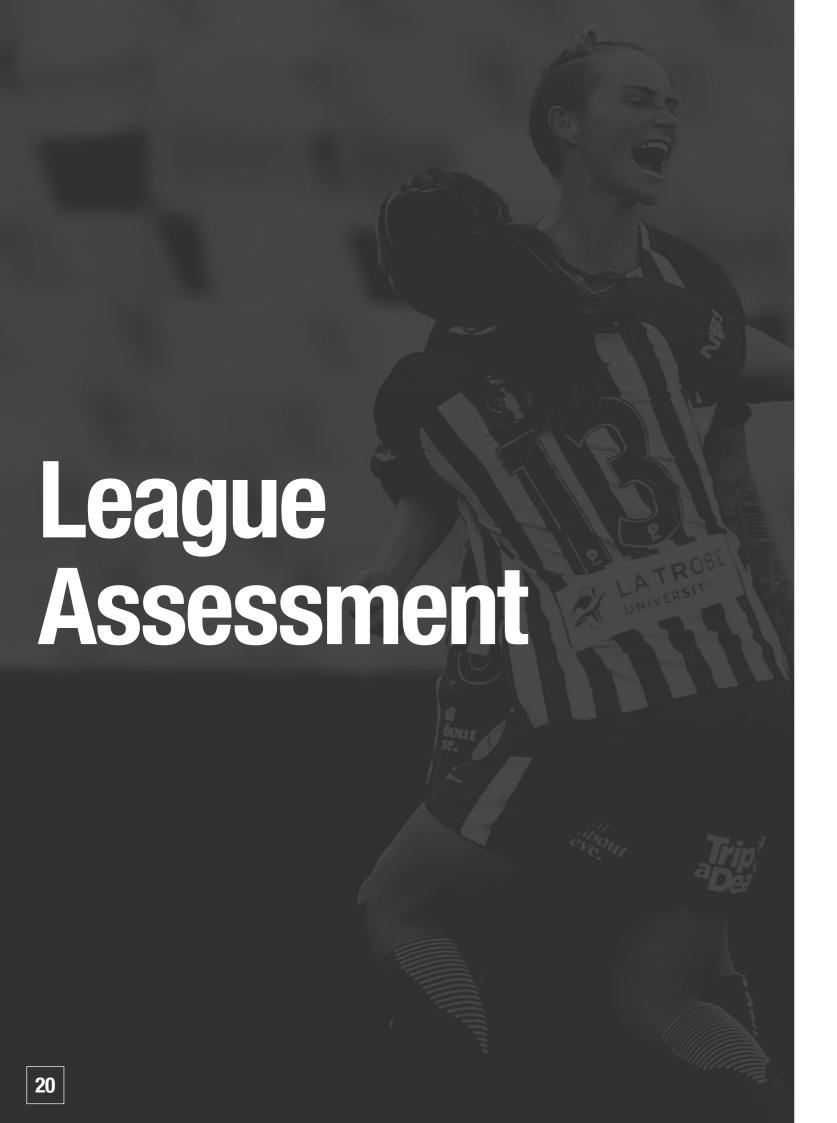
Extending or expanding the W-League is critical to provide more opportunities to play and more game time for those who do, but due to the fragmented nature of the players' careers and the international and club calendars, this process must be collaborative and take into account the impact on players' aspirations, finances and wellbeing.

Which is MOST important: the addition of a 10th team or a complete home and away season?



10th Team

Complete H&A Season



Snapshot

5.6%

matches decided by four or more goals hit a record low

10%

players who found away facilities to be substandard

92.3%

a vast majority of players want increased broadcast coverage 36%

players who were not at all satisfied with their club's integration of A-League and W-League

2,237

the average attendance hit a record high, boosted by double headers

This section paints a picture of a league in transition; as standards rise, investment increases and interest balloons.

However, growth and progress has been sporadic and nonuniform, making for an improving but somewhat unstable environment for the players.

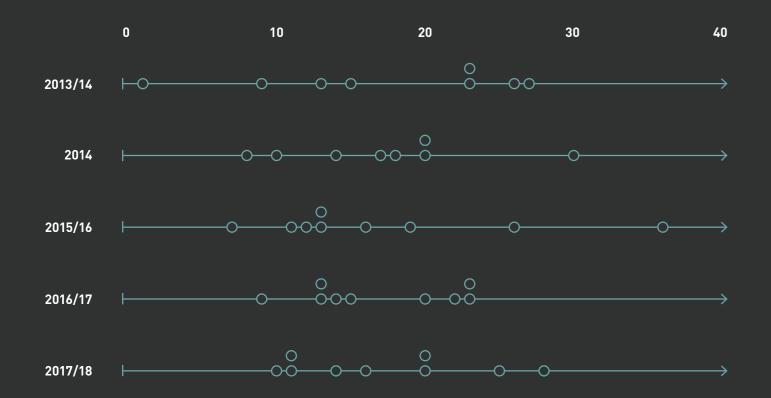
The chopping and changing of venues and broadcast arrangements from match-to-match has added to the instability.

No women's or men's team had ever won three back to back grand finals in Australian national league history before Melbourne City's triumph.

Five of the past six W-League Champions have finished outside the top two in the regular season.

Competitive Balance

Points spread comparison



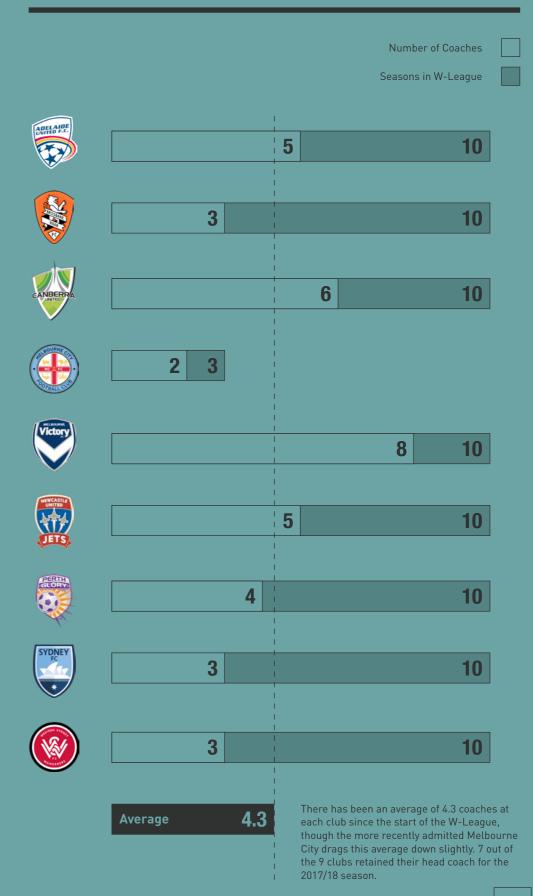
Match Competitiveness

% of Matches with Margins	2013/14	2014	2015/16	2016/17	2017/18
Draw	14.6%	14.6%	16.7%	18.5%	13.0%
1	31.3%	33.3%	31.5%	42.6%	42.6%
2	16.7%	22.9%	20.4%	16.7%	22.2%
3	20.8%	12.5%	11.1%	11.1%	16.7%
4+	16.7%	16.7%	20.4%	11.1%	5.6%

As we see from the tighter clustering of clubs above, the W-League has become more competitively balanced in the past two seasons. This has coincided with increased investment across the board.

The table on the left shows that the percentage of 'blowouts', or matches decided by four goals or more, hit a record low this season, so both the league table and individual matches have become more tightly contested.

Coaching Stability



Broadcast



W-League Survey

Would you prefer to have all matches of the W-League live streamed or keep this season's broadcast format?

All games Current Other streamed broadcast live format

The players indicated a strong appetite for expanded broadcast coverage of the W-League, through various combinations of extra televised matches, full streaming coverage and online access for international viewers, such as NWSL's YouTube partnership.

The PFA commissioned the streaming of two matches in the final round which were more meaningful for the ladder but were not covered by existing broadcast commitments, which were locked in in advance. There exists an opportunity to further exploit emerging technologies to enhance broadcast coverage of the W-League.

24

Number of matches broadcast on Fox Sports



17,306

Average audience

Highest rating matches:



34,760

Melbourne City v Newcastle Jets Round 3 (Sunday 4:30pm)



28,39°

Sydney FC v
Melbourne City
Grand Final (Sunday 4:30pm)



25,326

Melbourne City v
Canberra United
Round 6 (Sunday 4:30pm)



21,718

Newcastle Jets v Western Sydney Wanderers Round 1 (Sunday 2:30pm)



21,377

Brisbane Roar v
Melbourne Victory
Round 10 (Friday 5:20pm)

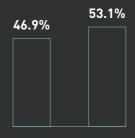
ts v ey Wanderers day 2:30pm) r v ctory day 5:20pm) Note: SBS figures not available

Scheduling



W-League Survey

Would you prefer to play double headers at times that are less conducive to optimal performance, or have standalone games at more appropriate times?



Double Standalone Headers

Double Headers:

"Because of the exposure it gives us."

"Play on better grounds."

"I wish we had another box. I would like the best of both worlds."

Standalone:

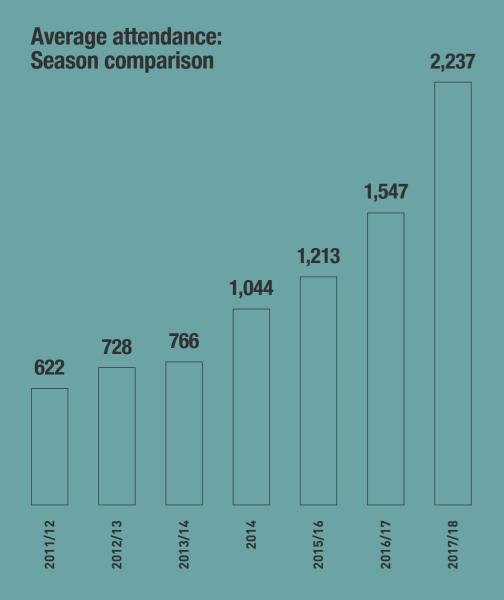
"It's unsafe for games to be played when the temperature is too hot!"

"The product on the field ends up being of a higher quality...makes the game more marketable."

"Double headers aren't important to winning a championship."

Even on issues where the players are split, such as whether to have more or fewer double headers, they show a high level of engagement with how the competing issues will impact them and their colleagues, and often a willingness to make personal compromises to grow the game.

Attendance



It is difficult to draw meaningful conclusions about W-League attendances because of the inclusion of double headers with A-League matches. Different clubs have different numbers of double headers (or none at all) and some clubs also use various home venues, adding further noise to the data.

While it is difficult to scientifically assess the willingness of fans to go to and pay to see matches, it is clear from the data that double headers are leading to greater live exposure for the W-League.

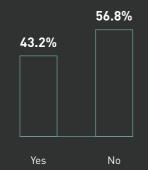
The players' feedback highlights the need to balance the competing priorities of exposure, atmosphere, pitch quality and professionalism as the league continues to grow.

Data courtesy of FFA



W-League Survey

Would you prefer to play in smaller boutique stadiums rather than A-League venues?



Yes

"Yes, because the atmosphere is better and I think more people are likely to come and support us. Also, playing at the bigger stadiums such as Suncorp, we aren't allowed to warm up on the pitch and have to change our warm up routine despite the men training on it during the week."

٩o

"A-League standard venues should be W-League standard. Simple as that. We play better football in proper stadiums on top high-quality surfaces because we feel professional. The better we play, the easier we are to market."



Stadium Ratings

Club averages across minor stadia / major stadia for playing surface

The PFA W-League Stadium Ratings are voted on by selected players after every match. Players rate the quality of the pitch, the atmosphere and facilities out of 5.

The average scores for four metrics of pitch quality are presented for each stadium, with clubs' 'minor' stadia separated from 'major' stadia which are used in double headers with the A-League team.

Three of the minor stadia pitches present immediate concerns with overall ratings of under 2.5 out of 5.

In terms of atmosphere, the players found the smaller venues to be superior, with the minor stadia scoring on average 3.4 out of 5 compared to 3.1 for the bigger venues.





Integration of W-League with A-League

Level of player satisfaction with the integration between women's and men's programs at their club



Player comments on integration:

Successful:

"Mixed tables at club functions"

"A-League coach and players support like talk or videos"

"Share facilities, dining and games area, and mingled together"

Unsuccessful:

"We did joint appearances occasionally but never formally met each other"

"I feel like our teams are completely segregated...only a couple of their players will watch us"

"Treat the women as more than an afterthought"



W-League Survey

Survey results showed a low level of satisfaction with the integration between the W-League and A-League teams at most relevant clubs.

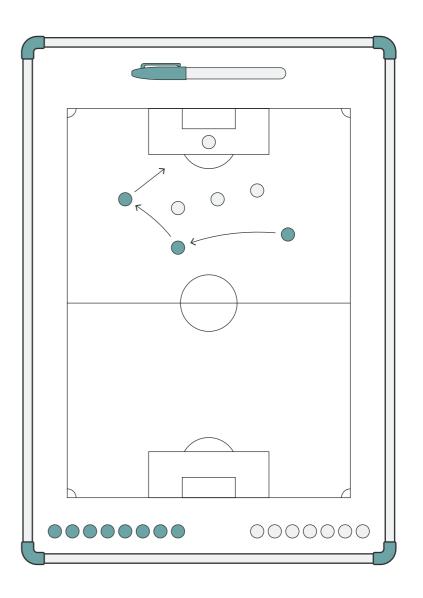
The specific comments from players about what worked and what didn't showed this is not a question of economic investment but shifting behaviours and attitudes, so there is no excuse for clubs not to show improvement in this area.

Not only do relatively small and simple gestures go a long way for W-League players, but Australian clubs have an opportunity to be truly world-leading in their adoption of 'one-club' approaches to their women's and



Technical Report

Snapshot



This section identifies tactical trends for the 2017/18 W-League season. This season, for the first time, the W-League is benchmarked against overseas leagues using Opta data.

The 2017 National Women's Soccer League (USA) and the 2017/18 Women's Super League (UK) are used for comparison. Data from finals is excluded to present balanced comparisons and the data from the WSL is current to April 19.

The W-League is a high-scoring league compared to the WSL and the NWSL. This is due to a higher volume of shots rather than a different quality of shots.

The W-League is fairly direct and fast-paced, with relatively low pass completion and a lot of turnovers, a high percentage of which occur in the forward half, suggesting more high pressing. The NWSL is the most flowing of the three leagues while the WSL is generally very stop-start and also direct.

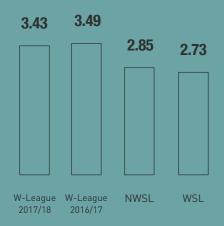
The WSL's passing and possession numbers are inflated by two very dominant teams, which also dominate results, while the W-League and especially the NWSL were more balanced in terms of game style across teams

To the extent that such inferences can be drawn from this data, the W-League presents as having an entertaining style of play but with room to improve technically compared to the NWSI

This season witnessed a marked drop in the number of cards and penalties in the

Goals

Goals per game



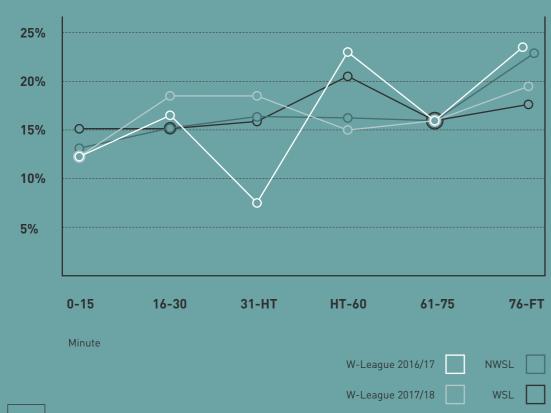
Percentage of goalless draws



Scoring breakdown

Percentage of goals

Despite the number of 'blowouts' – matches decided by at least four goals – halving from last season, the W-League remains a very high scoring league. There has been only one 0-0 draw in each of the past two seasons.





Percentage of shots on target

Total shots per game

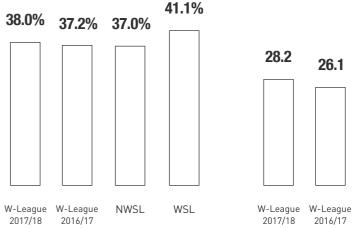
26.8

NWSL

22.6

WSL





Percentage of shots from outside the area



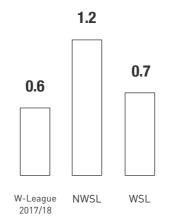
Percentage of goals from set pieces



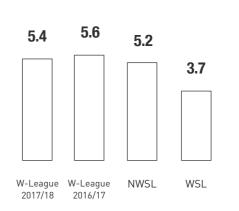
Crosses per match



Through balls per match

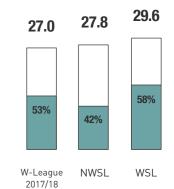


Offsides per match

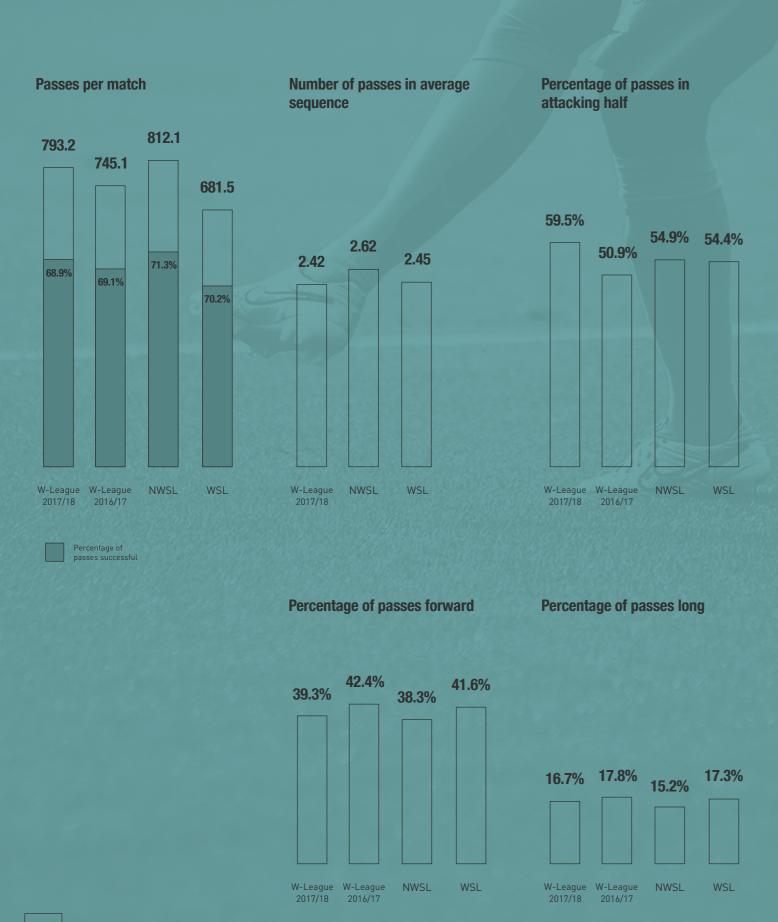


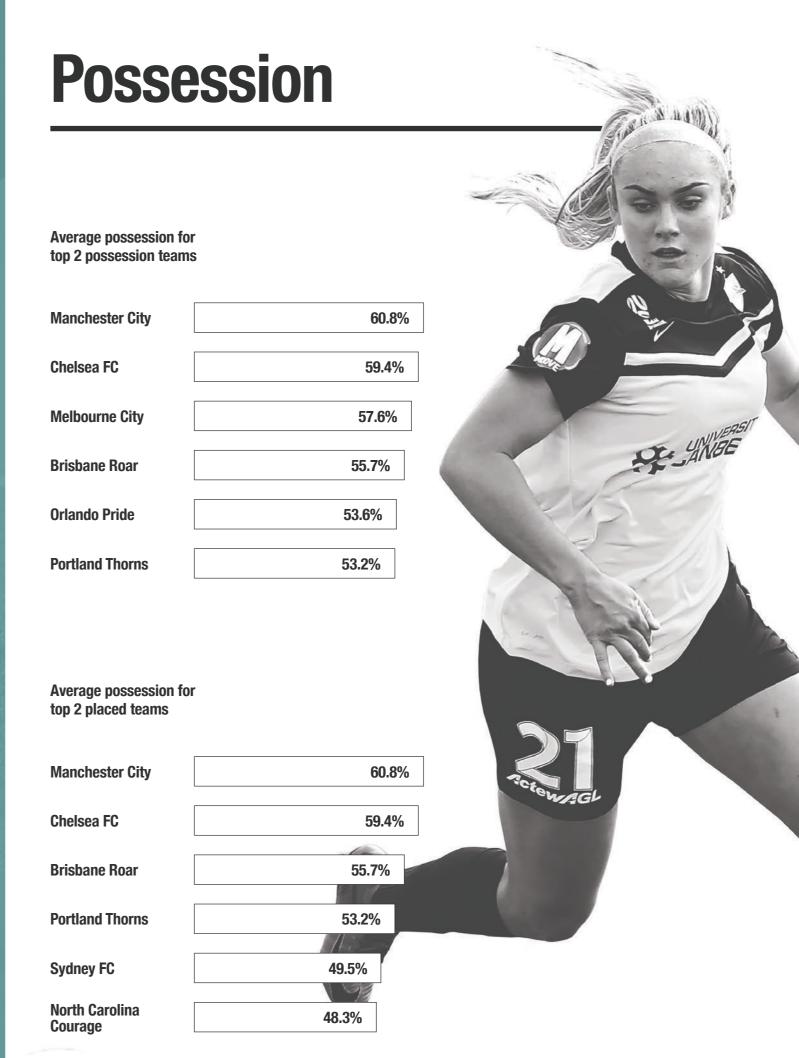
Dribbles per match





Passing

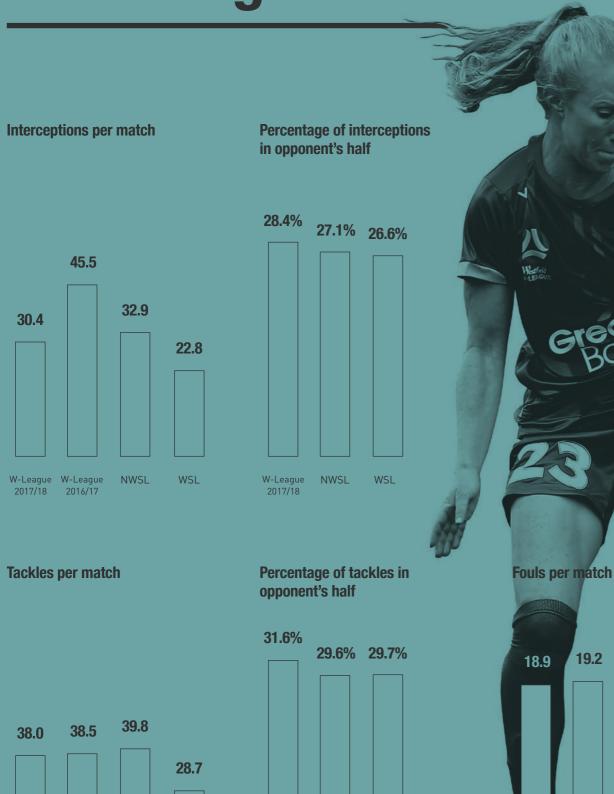






Defending

Refereeing



W-League NWSL 2017/18

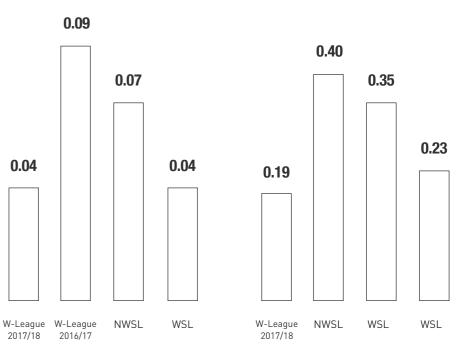
19.5

15.4

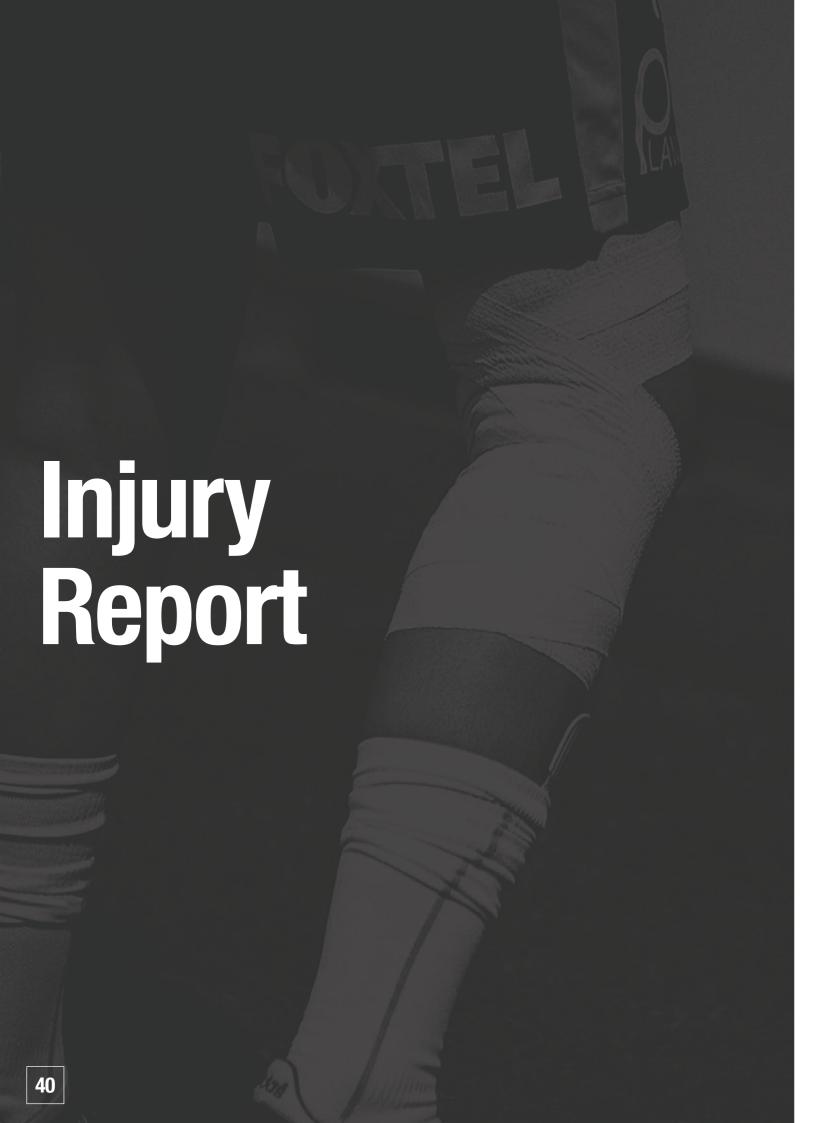
19.2

W-League W-League 2017/18 2016/17



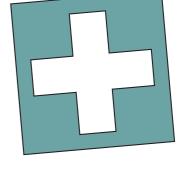


W-League W-League 2017/18 2016/17



Snapshot

Injury Report



With the commencement of the W-League CBA, the 2017/18 season saw the introduction of the Minimum Medical Standards, in line with those in the A-League.



It is pleasing to report that in conjunction with the adoption of these standards, there was a:



24% decrease

in the number of games missed through injury in comparison to the 2016/17 season.



There are still concerns in a number of areas such as incidences of non-compliance with the standards, the number and quality of pitches used for both matches and training, and the activation of the heat policy.



Player safety and welfare is paramount and needs to be given appropriate weighting when balanced against the game's other competing interests, such as the broadcast schedule.

Methodology

During the 2017/18 W-League season, the PFA collected and recorded the occurrence of all injuries causing players to miss matches.

The PFA Injury Report was formulated from publicly available information and private feedback, specifically through the following key sources:



Football Federation Australia (FFA) weekly W-League match previews



Official media releases



Direct communication with W-League players



Official W-League club match previews/reviews



Official websites

During the 2017/18 W-League Season (excluding the W-League Finals Series), the PFA monitored all players (N = 188) of all clubs.

The collection of the data included:



Number of injuries



Injury location



Official games missed due to injury

In this report, injury is defined as "any physical complaint sustained during a competitive game or training that resulted in a player being unable to take part in, at a minimum, the player's next official W-League game." Based on the data collected about injury occurrence and related games missed, descriptive analyses were conducted.

This report does not include injuries players received while playing for the Australian National Women's Team.

1

Important Note: The accuracy of the PFA W-League Injury Report's results and analysis is dependent upon the accuracy of the sources of information from which it is derived. Accordingly, the PFA does not warrant that the results are an exact and complete record of player injuries. They are, however, an accurate summation of the publicly available information provided by FFA and club sources.

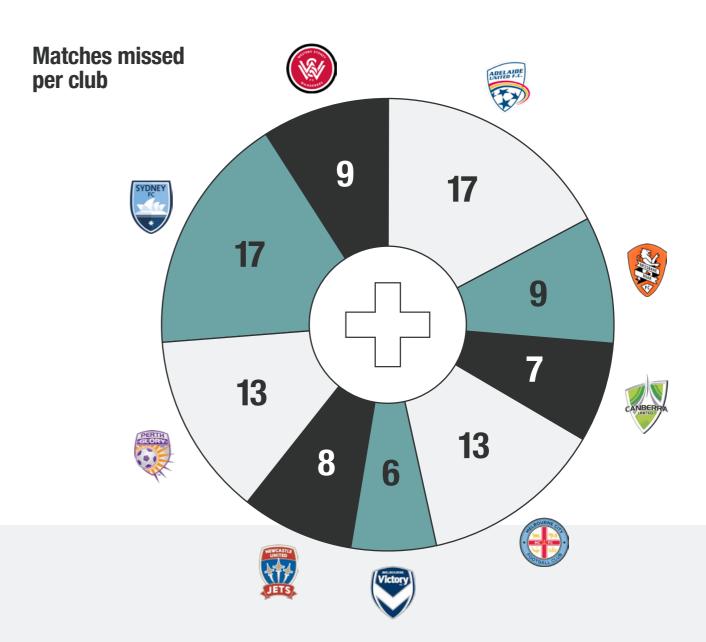
2017/18 W-League Season Overview

35

otal njuries Matches missed due to injury

2.83

Average matches missed per injury



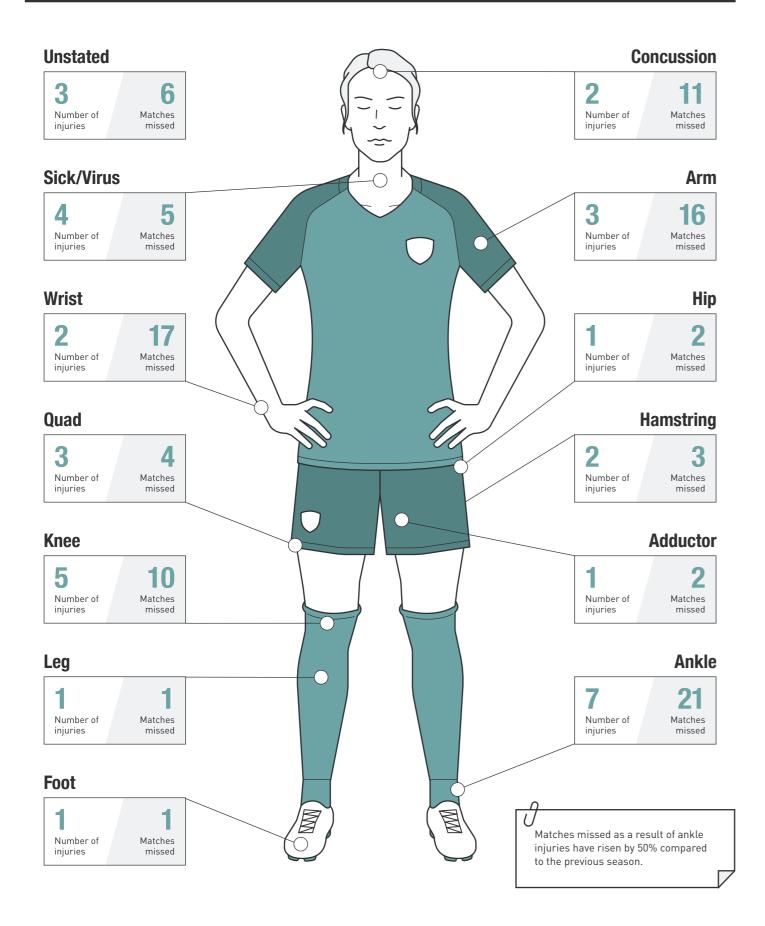
\$136,231.97

Total cost is calculated by dividing the total player payments at each club by 192 [16 players x 12 rounds] to find the average cost to that club of each match missed due to injury, then multiplying by the number of matches missed (above)

Location of Injuries

Total





Minimum Medical Standards

Under the CBA, the following medical assessments must be completed on all rostered players:

- Medical assessment
- General physical and orthopedic examination
- Anterior cruciate ligament screening
- Clinical cardiovascular examination
- 12-lead-resting ECG (first year with the club and at least one every two years thereafter)

Medical screenings undertaken at each of the clubs

Total respondents

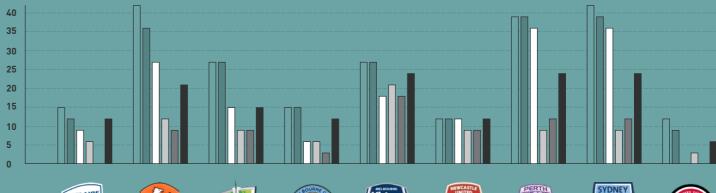
Medical assessment

General physical and orthopedic examination

Anterior cruciate ligament screening

Clinical cardiovascular examination

Electrocardiogram (ECG)





















Data from PFA W-League Annual Player Survey



W-League Survey

The survey showed that no one club adhered to the Minimum Medical Standards, in administering all the prescribed medical assessments to their players.

We acknowledge the survey is not a perfect reflection of compliance because of the varied samples of players at each club. The signing of players after the club conducts pre-season tests could be a reason for non-compliance but not an excuse.

Further work needs to done between the PFA, clubs and FFA to ensure the CBA is enforced and the highest standards of high performance and player welfare are enshrined across the league.

Professional Development

Our annual survey provided valuable insights across players' employment, education, financial security, wellbeing and living arrangements. But the survey also confirmed what our conversations with you, the members, has already told us: that every player is unique.

We also know that as W-League professionalism increases, so does each player's challenge of balancing football with study, other work, commercial opportunities and personal life.

Whatever your aspirations and circumstances, the PFA will be with you for your journey.

Over the coming seasons we are determined to better support you to find your balance and achieve your goals. We hope to help build resilient athletes who can harness the strengths that make you high performers in football to apply to all aspects of your lives.

My role within the PFA was established as part of the W-League CBA to help drive this mission.

We have already launched new projects aimed at connecting members with the opportunities and support that best suit their needs. As we continue to build this program, we want your feedback so we can continue to make sure we tailor services that work for you.

Please always feel free to contact me to get involved in these programs or share your ideas for new ones – or, just to chat. I look forward to meeting you all soon.

Erin Clout

Player Relations and Engagement Executive erin@pfa.net.au



New Programs

WithYouWithMe

We have partnered with WithYouWithMe to create an athlete employment and training program that support players find jobs in in-demand industries which are matched to the players' skills and interests.

The program has access to athletefriendly employers and is able to support your training and work whilst still playing W-League.

Minerva Network

Minerva has access to some of Australia's most successful businesswomen who are available to mentor players.

This program is open to all the W-League players and is a great resource for anyone who feels they wish to personally develop in a particular area, be it leadership, public speaking, self-confidence, or even a chance to learn from someone who is in a career you're interested in.

Players generally felt more positive about the impact of studying on their lives and their football performance, whereas work was reported as having more of a negative impact, seen by many as a 'necessary evil'.

However, players who worked and studied concurred that it was often challenging to fit either in around football commitments.

The same proportion of studiers and workers – around two thirds – had

ceased or delayed their study or work because of football commitments.

Around one in four players surveyed work more than 20 hours a week outside of football.

61.4%



W-League Survey

Player comments on work:

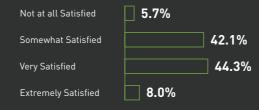
"It's difficult juggling full time work during W-League. I was lucky to have my hours changed so I could finish on time for training and then training was pushed earlier making it stressful to make it to training on time. It's also hard to be physically and mentally prepared for training after working all day."

"Work has always allowed me to feel confident in knowing I can support myself financially. It also provides 'real world' life experience and friends that helped take away stress from my football career."

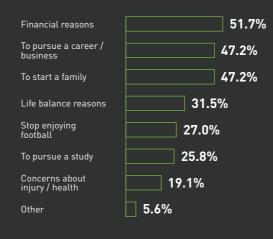
"My work is great, however it's stressful to fit both in."

Balance

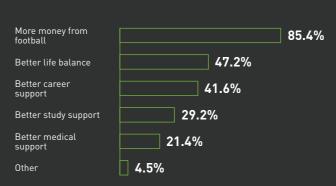
How satisfied are you with your current balance between football/work/study/life?



What reasons might you leave the game earlier than you otherwise might have?



What factors would assist in prolonging your football career?



Current study

Study

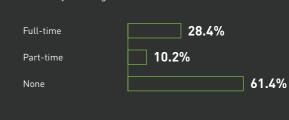


If not, why not?



Work

Currently working



If not, why not?



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Courage World Class Intelligence Trust Respect



