



THE 2018/19 PFA W-LEAGUE REPORT



Supporting the Players Building the Game



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Cover photo
Jaime Castaneda

W-LEAGUE FOREWORD



Congratulations to all players on another successful W-League season. It was a fascinating and thrilling campaign until the final whistle, as Sydney FC dethroned three-time Champions Melbourne City, while Melbourne Victory secured a maiden Premiers Plate after a dominant season. There were twists and turns throughout and a commitment from the players to produce entertaining football.

With the 2018/19 season – and the inaugural W-League Collective Bargaining Agreement – concluded, it's important to take a moment to reflect on the foundations that have been established for our competition, which is now entering its 12th season.

This W-League Report allows us to do exactly that. It provides the opportunity to review progress, while projecting forward, ensuring we chart an even stronger path for players and their careers.

As well as recording key trends from season 11 of the W-League, the outcomes highlighted in this Report are inextricably linked to the improvements established through the PFA's foundational W-League CBA.

That CBA delivered player remuneration at a higher level, secured minimum standards, improved exposure of the League and players through a significantly enhanced broadcast partnership and delivered integration of W-League teams into club programs.

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

The extension of the W-League CBA in 2019 is a testament to this. The new deal includes:

- gender equality embedded into the conditions and standards for our players in all competitions
- an increase in investment in female programs at all W-League clubs
- W-League minimum remuneration anchored to that of the A-League

- a commitment to ensuring the Player Development Program is resourced at the required level, allowing for all members to be serviced adequately

Utilising this platform for progress, players now have representation on the newly-established FFA Women's Football Council and on the New Leagues Working Group.

Player representation will guarantee players are central to decisions around the transition to the independent W-League and ensuring gender equality sits at the heart of all footballing decisions.

We should take time to reflect and be proud of the impressive progress made. But we all know how quickly football moves and it remains essential that the players continue to push for career longevity through an extended and balanced competition.

A key focus for players will be establishing a full home and away W-League season and achieving strategic alignment with the National Women's Soccer League, while protecting the integrity of both competitions.

Lastly, thank you for taking the time to complete the 2018/19 PFA W-League end of season survey. Direct player feedback allows us to create vital tools to provide our organisation, and the broader industry, with the ability to track critical areas of the league's progress and players' livelihoods.

Warm regards,

A stylized, handwritten signature in blue ink, reading 'Kathryn Gill'.

KATHRYN GILL
Deputy Chief Executive

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W-LEAGUE SURVEY

METHODOLOGY



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 at the conclusion of the 2018/19 season. Between late February and late March, 101 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, transition-readiness, assessments of their club, the W-League, Collective Bargaining and the PFA.

STRATEGIC CONTEXT



GLOBAL PROGRESS

It is impossible to measure the progress of women's football by a single metric. It is the sum of forward steps ranging from economic to symbolic. It does not grow in a vacuum but in parallel with social advancement for women generally, which drives and is driven by women's football. For this reason, progress is not linear through time or uniform across countries.

All this considered, it seems clear that women's football is on the cusp of a boom, led by countries with the most rapidly shifting attitudes towards women's sport and female empowerment. Milestones have become larger and more frequent, from record attendances and landmark sponsorship deals to intangible gains such as the first Women's Ballon d'Or, and a stadium being named after Spanish star Verónica Boquete.

In March, Atletico Madrid set a new world record for a women's club match of 60,739 at the Wanda Metropolitano as Atletico hosted Barcelona. Days later, Juventus attracted 39,000 to their first women's match held at the Allianz Stadium in Turin, nearly triple the previous club record in Italy.

Research undertaken by Nielsen has shown that women's sport is associated with more positive values than men's sport, and brands are sensing the opportunity to tap into this goodwill. Visa and Adidas have recently announced equal spending on women's and men's football. Barclays has committed more than £10 million to the UK's Women's Super League over three years, a deal called "the biggest ever investment in UK women's sport by a brand". As a result, from next season, the WSL will award £500,000 of prize money.

Locally, AFLW continues to gain traction on the back of heavy promotion and supportive media. Rugby league is launching a series of new national women's competitions and marquee matches in 2019, sponsored by Holden and Harvey Norman. Rugby union experienced a 20% increase in women's participation after the inaugural Super W season last year. Netball and cricket keep raising and re-raising the bar for minimum salaries.

This is the context in which the W-League must be tracked and assessed, in which this report should be consumed. To stand still in this environment is to go backwards. Targets are fluid. What feel like revolutionary leaps forward are quickly superseded by new benchmarks.

At the heart lie players who experience conditions which are simultaneously unprecedented for female footballers and inadequate going forward. They benefit from the legacy of those selfless pioneers who came before, while blazing their own trail towards gender equality.



AUSTRALIANS PLAY IN THE 2019 NWSL

W-LEAGUE POSITIONING

Until now, the W-League has enjoyed a convenient reciprocal relationship with the National Women's Soccer League where the season window in each country has allowed elite players to create a full calendar of professional football by migrating between the two. But as the two leagues naturally expand, the current dovetail could become an unacceptable overlap. This would benefit players who only play in one league, but could actually reduce playing (and earning) opportunities for those who currently feature in both, including many of the Matildas.

This dynamic is representative of an impending challenge for the W-League. As global leagues rise in stature and quality, we must soon decide whether to go head to head with the rest and become a world class league capable of attracting the best Australian and global talent, or concede that ground to others. The move to independent leagues broadens the horizon of possibilities for a competition which has shown exciting potential, but which needs investment to go to the next level.

In the short term, a strategic partnership with the NWSL with bespoke contracting arrangements may ease the transition until the W-League can provide satisfactory opportunities in its own right.

This question will not be answered in this report, but nor can it be ignored. The report shows that W-League players are already availed fewer match minutes than players in competitor leagues, so expansion is critical to ensure the next generation of Matildas are as competitive as today's. But we can't afford to allow the game time for our current stars to drop off a cliff, or risk losing them from our shores, by failing to proactively manage the coming breakdown of the current dynamic.



EMPLOYMENT FRAMEWORK

SNAPSHOT

\$365,431

The average spent on total player payments per club

(UP 48%)

88%

Players who intend to stay at their current club next season

41%

Players surveyed who received more than W-League minimum wage

(DOWN 2%)

UNDER 17

32

Players aged 17 or under who saw game time

(UP 146%)

45.3%

Players who were in their first year at their current club

(=)

FOREIGN

40

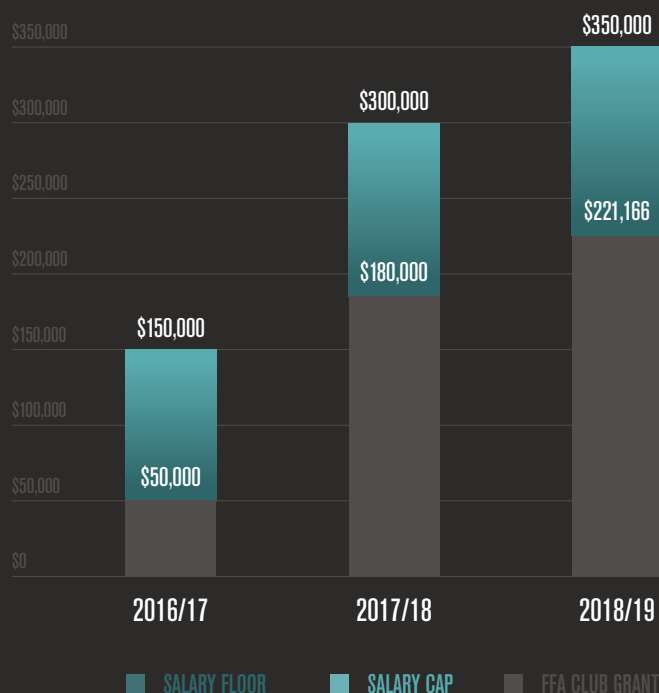
Foreign players in the 2018/19 W-League

(UP 7)

PLAYER PAYMENTS

PLAYER PAYMENTS PER CLUB

Minimum, Maximum and FFA investment



Note: All figures in Australian dollars. Marquees not included.

MINIMUM SALARY

Comparison with other sports



WBBL/WNCL 2018/19

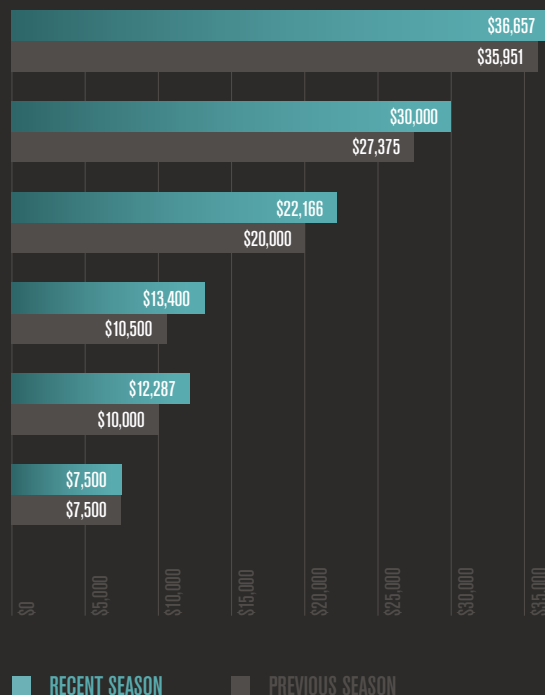
SUPER NETBALL 2019

NWSL 2019

AFLW 2019

WWL 2018/19

WNBL 2018/19



Total Player Payments rose 48% to an average of \$365,431 per club, up from \$246,665 last season. The average exceeds the salary cap because of significant marquee and guest player spend this season, but the overall growth driven from the bottom up, with the minimum salary rising from \$10,000 to \$12,287 in the second and final year of the inaugural W-League Collective Bargaining Agreement.

The minimum salary comparison shows that the growth in W-League payments is not unique in the world of women's sporting leagues. The tide is rising across the board. Of course, the comparison is not like for like because different sports have different season lengths and central contracting arrangements, but as of 2018/19, the W-League lags behind most other Australian women's leagues for minimum salary.

PLAYER ANALYSIS

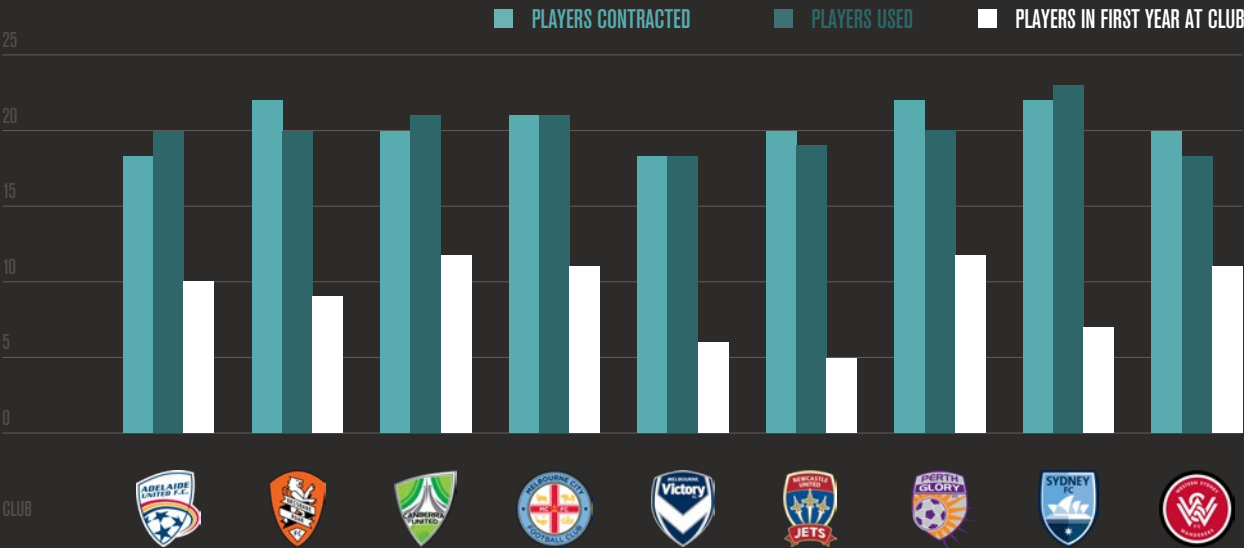
Total players contracted



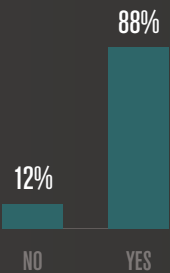
Total players used



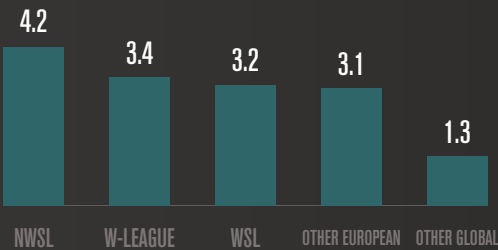
Club by Club breakdown



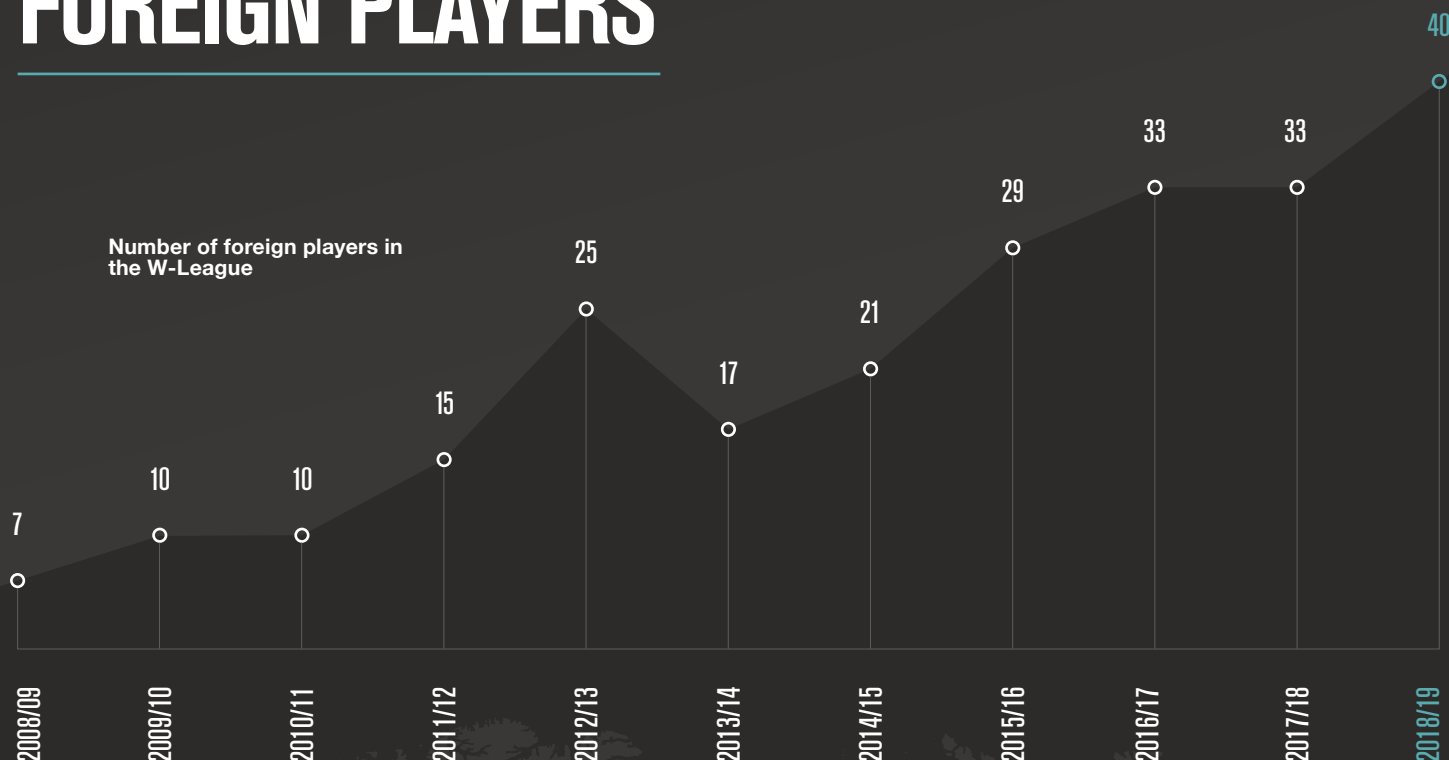
Do you intend to play for your current W-League club next season?



If you could play in any league in the world, rank the following leagues in order of preference (weighted score out of 5)



FOREIGN PLAYERS



Location of foreign players in the W-League

25 NORTH AMERICA

8 EUROPE

2 ASIA

1 SOUTH AMERICA

3 AFRICA

1 NEW ZEALAND

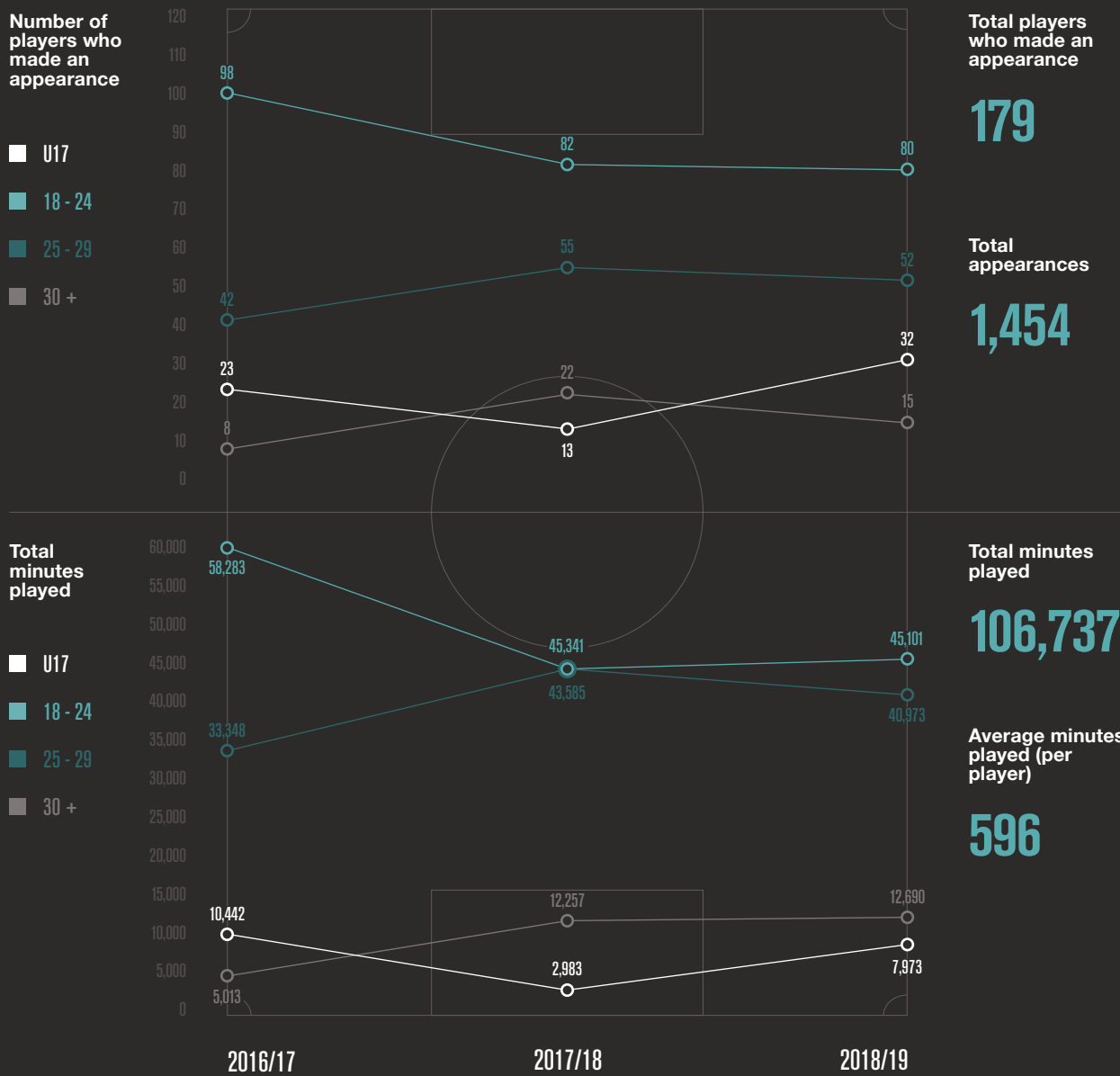
This season was the most cosmopolitan in the W-League's history. Forty players from 12 different countries filled out all four foreign spots on each roster, plus four additional guest and non-visa foreigners. Twenty-five American players featured this season, in addition to two players from each of Japan, Iceland, South Africa and England.

This reflects that the W-League is currently a league of choice. Around eight out of nine players surveyed intend to return to their W-League club next season, including 15 of the 17 foreign players who responded. Given that clubs continue to turn over just under half their squads each season, we see that the level of player movement occurring is driven much more by the club side than by players looking to move.

In addition, the players ranked the W-League as their second most preferred global league behind the NWSL, which was clear out in front. Again, these rankings were largely consistent for Australian players and foreign players. The PFA will continue to track this ranking in future seasons.

It is hard to identify which factors correlated with team success this season because so little separated the top seven or eight teams. However, Melbourne Victory stand out as keeping the second most stable squad despite finishing 7th in 2017/18, and using the equal fewest players, on their way to the Premiership.

MATCH MINUTES



Note: Regular season only.

Last season it appeared there was a trend towards improved career longevity, with playing opportunities shifting towards older players at the expense of younger ones. This season the pendulum swung back somewhat, with the number of players aged 17 or under at the start of the season who saw game time more than doubling to 32. The number of W-League players in their thirties decreased from 22 to 15 this season but the minutes they played actually increased slightly.

Some of this movement may be explained by injury rates rather than labour market trends. The injury section of this report

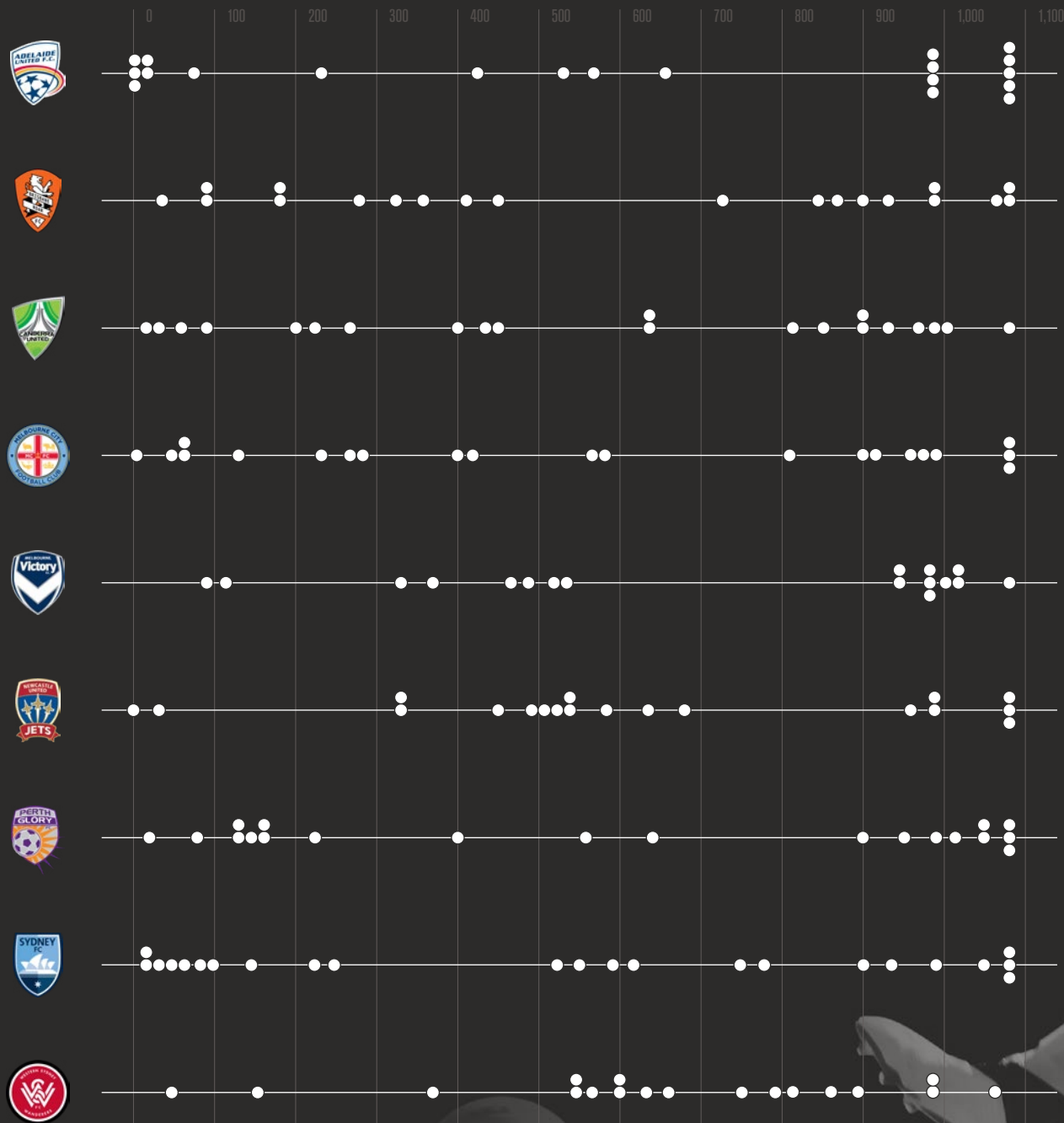
reveals that there was a significant increase in injuries this season, which could explain why more Under 17 players were called upon.

The one consistent trend is that the largest segment, the 18-24-year-olds, is steadily losing its share of playing opportunities to both younger and older players. Older players have likely been able to prolong their careers due to gains made in the inaugural W-League CBA, which covered the past two seasons.

STARTING XI STABILITY

Spread of minutes within each team

Note: Regular season only



Premiers Melbourne Victory benefited from the most stable squad this season. They used the fewest players in the regular season and had nine players almost ever-present in the team.

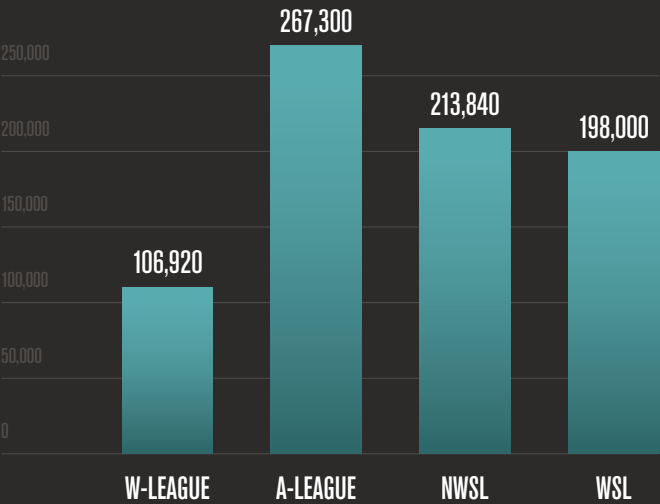
VOLUME OF MINUTES

LEAGUE COMPARISON



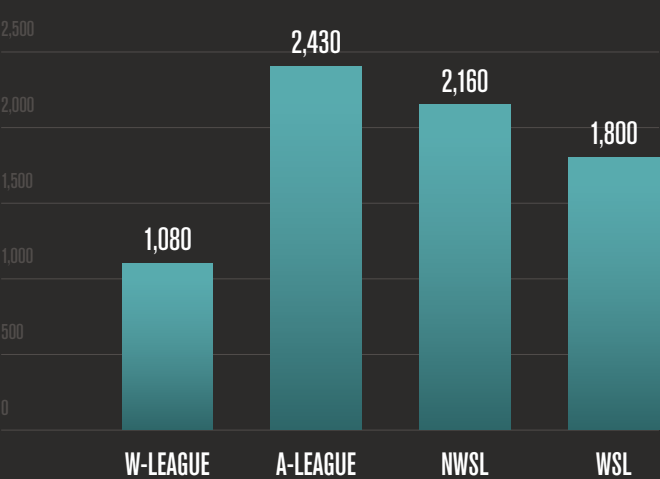
Total minutes available

Note: Regular seasons only



Maximum minutes for a single player

Note: Regular seasons only

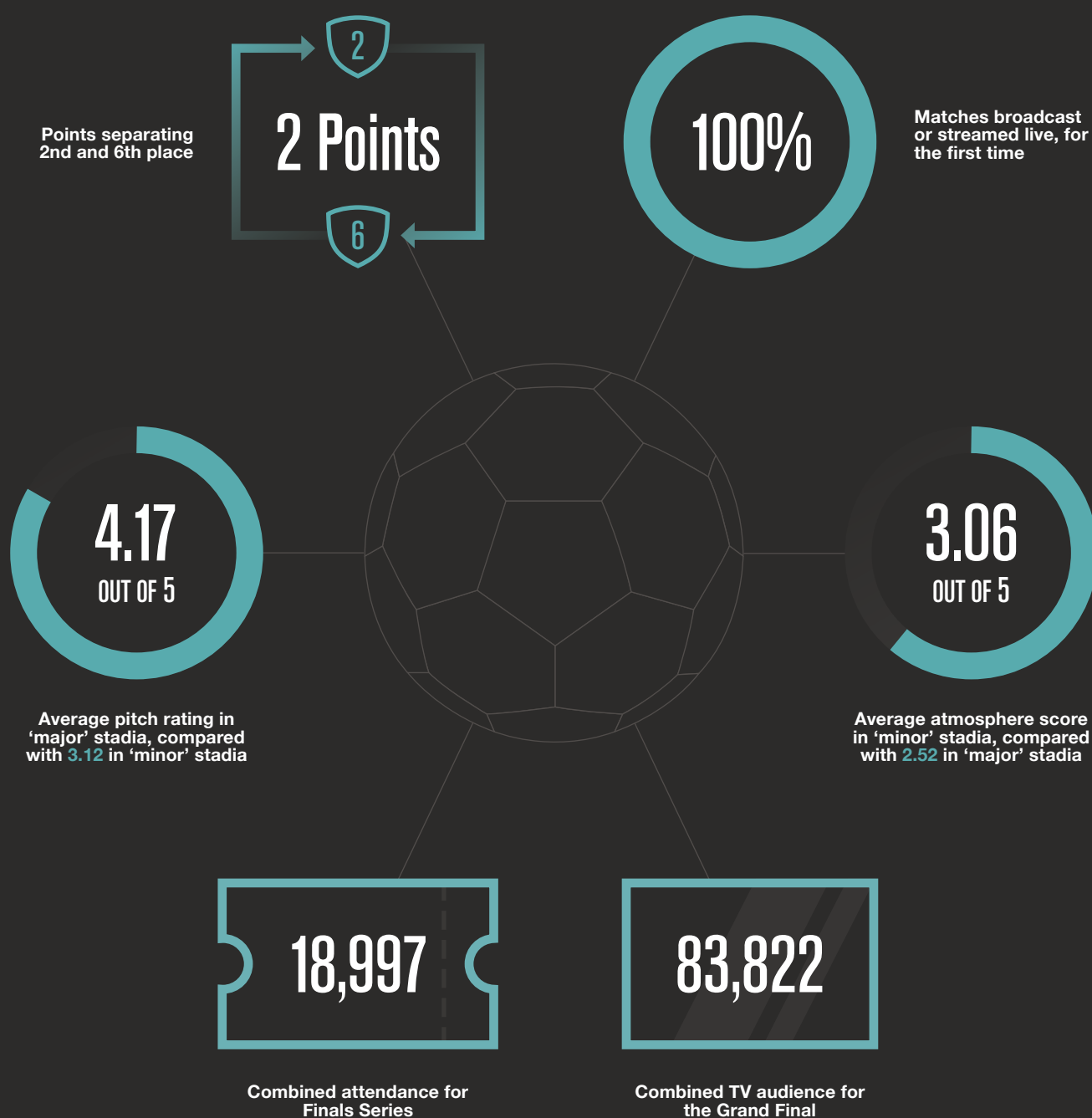


The W-League remains behind other leagues for the playing opportunities it affords both the overall playing cohort and individual players. Currently the synergy between W-League and NWSL is serving some players well but long term we need a roadmap to create sustainable careers in the W-League solely.

A black and white photograph of two female soccer players from Sydney FC. They are both smiling and holding a large, shiny silver trophy. The player on the left is wearing a Sydney FC jersey with 'Westfield W-LEAGUE' and '2019 Champions' visible. The player on the right is also wearing a Sydney FC jersey with 'SYDNEY FC' and '2019 Champions' visible. The trophy has 'W-LEAGUE CHAMPIONS' inscribed on it. The background is slightly blurred, showing what appears to be a stadium setting.

LEAGUE ASSESSMENT

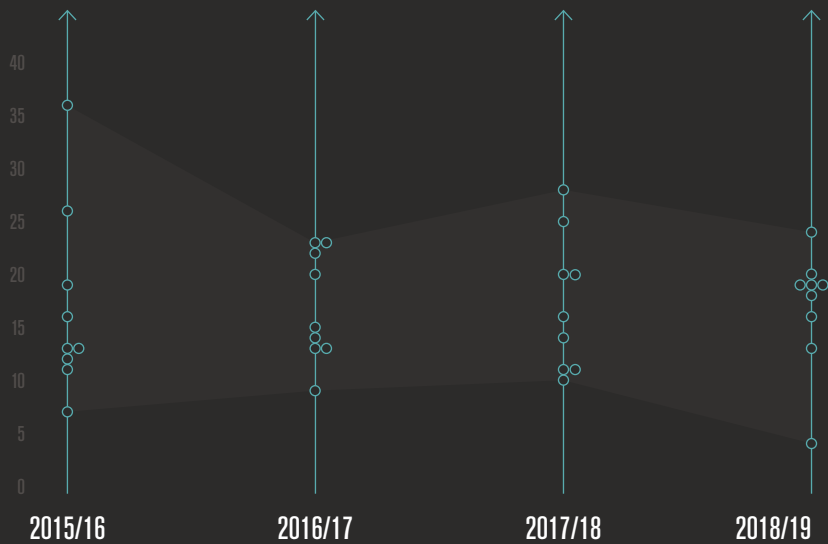
SNAPSHOT



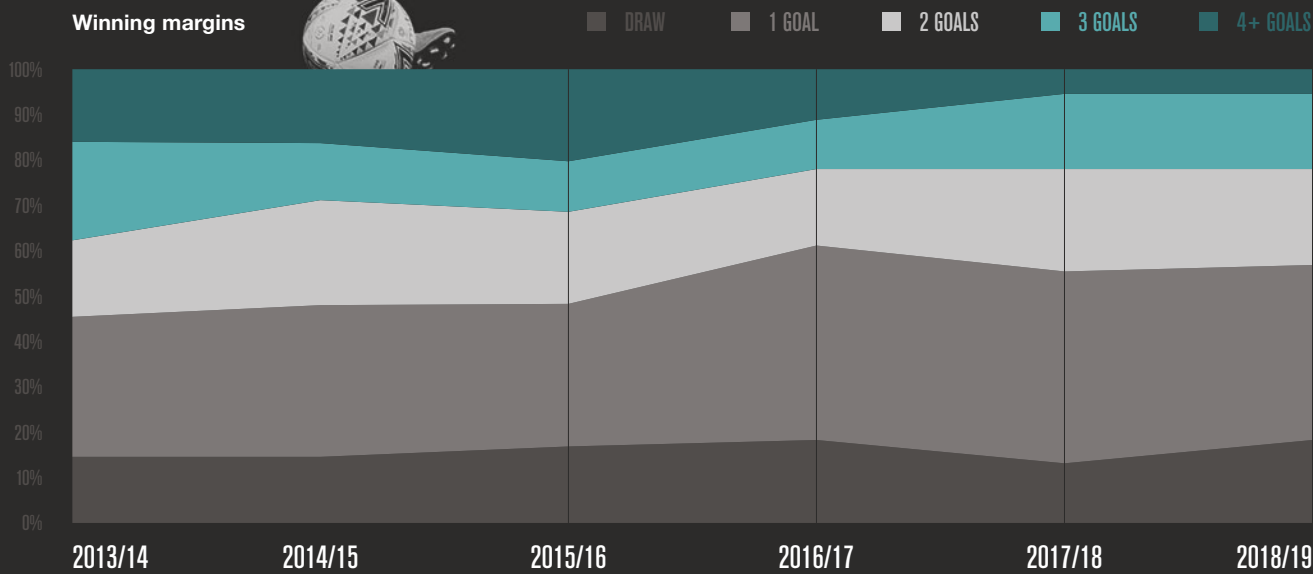
COMPETITIVE BALANCE



Points spread comparison



Winning margins



Competitive balance has continued to improve in the W-League as the clubs increase investment across the board. Western Sydney Wanderers were an outlier this season, but the race for the top four was closer than ever with two points separating second through sixth.

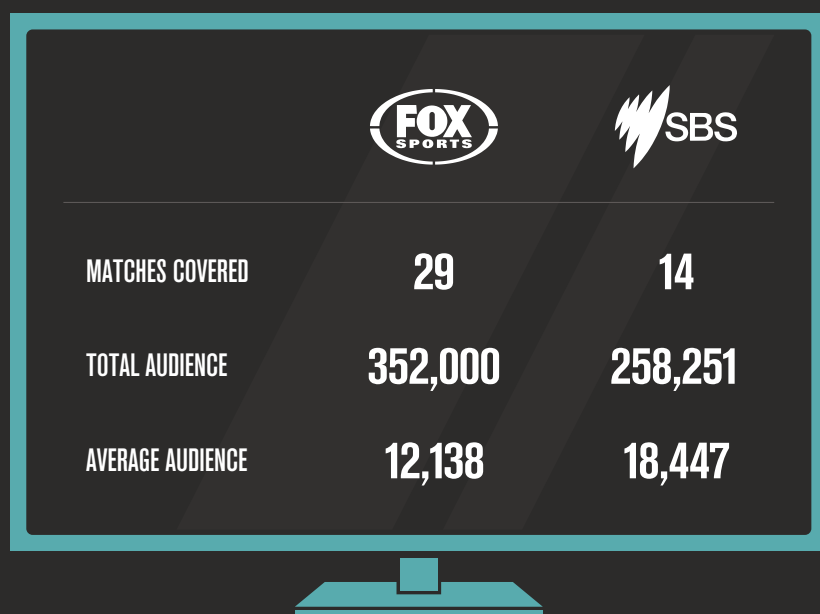
The fact that the team which came third last (Newcastle) won just two matches fewer than the Premiers (Victory) shows the need for a longer season to enhance the competition's sporting integrity. Put simply, a larger sample of games need to be played to sort out the best from the rest.

This point is enhanced by the fact that once again, the Champions (Sydney FC) finished outside the top two in the regular season, the sixth time in seven W-League seasons this has occurred.

Matches are getting tighter as well. The average number of goals per game dropped to 3.2 this season, down from 3.4 last season and 3.5 the season before. While everyone loves goals, this trend represents a move towards the average goals per game seen in more developed women's leagues and men's leagues, probably reflecting increased fitness and professionalism in the W-League.

BROADCAST

Actual Audience



Highest Rating Matches (combined Fox and SBS)

- 83,822**
SYDNEY FC V PERTH GLORY
Grand Final (Saturday 4:30pm)
- 43,876**
MELBOURNE VICTORY V PERTH GLORY
Semi Final (Sunday 2:00pm)
- 34,348**
SYDNEY FC V MELBOURNE VICTORY
Round 4 (Sunday 2:30pm)
- 33,147**
BRISBANE ROAR V PERTH GLORY
Round 1 (Sunday 2:30pm)
- 29,913**
WESTERN SYDNEY V MELBOURNE CITY
Round 9 (Tuesday 5:20pm) (January 1st)

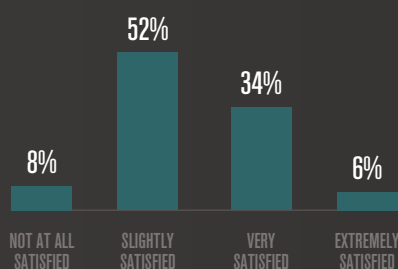
This was the first season when every W-League match was broadcast or streamed live, through a combination of Fox Sports, SBS and the My Football Live app. The data shown does not include figures for My Football Live, or Kayo or Fox Sports digital, making the picture incomplete.

The growth and fragmentation of coverage makes it difficult to compare figures season-to-season, but this expansion should be celebrated in its own right. Fox Sports' 'Hersday' night initiative was positive, attracting an average of 11,462 viewers in a standalone, midweek timeslot.

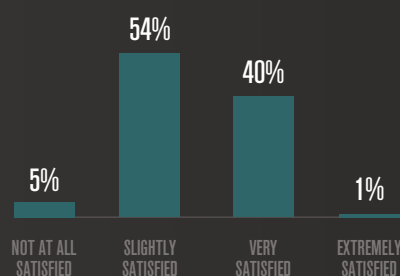
Other reasons which make comparison difficult are independent of the W-League's appeal. For example, matches leading into highly viewed A-League games rate disproportionately well. And, like the A-League, the W-League's Fox Sports viewership is beholden to Foxtel's ability to attract football-loving subscribers in the face of competition from Optus Sport (which has the FIFA Women's World Cup 2019) and other OTT services.

The W-League was broadcast by ESPN+ in North America, BT Sport in Europe, Sky Sport in New Zealand, Pasifika TV in Pacific Islands and YouTube in all other territories.

How satisfied are you with the broadcast of the W-League this season?



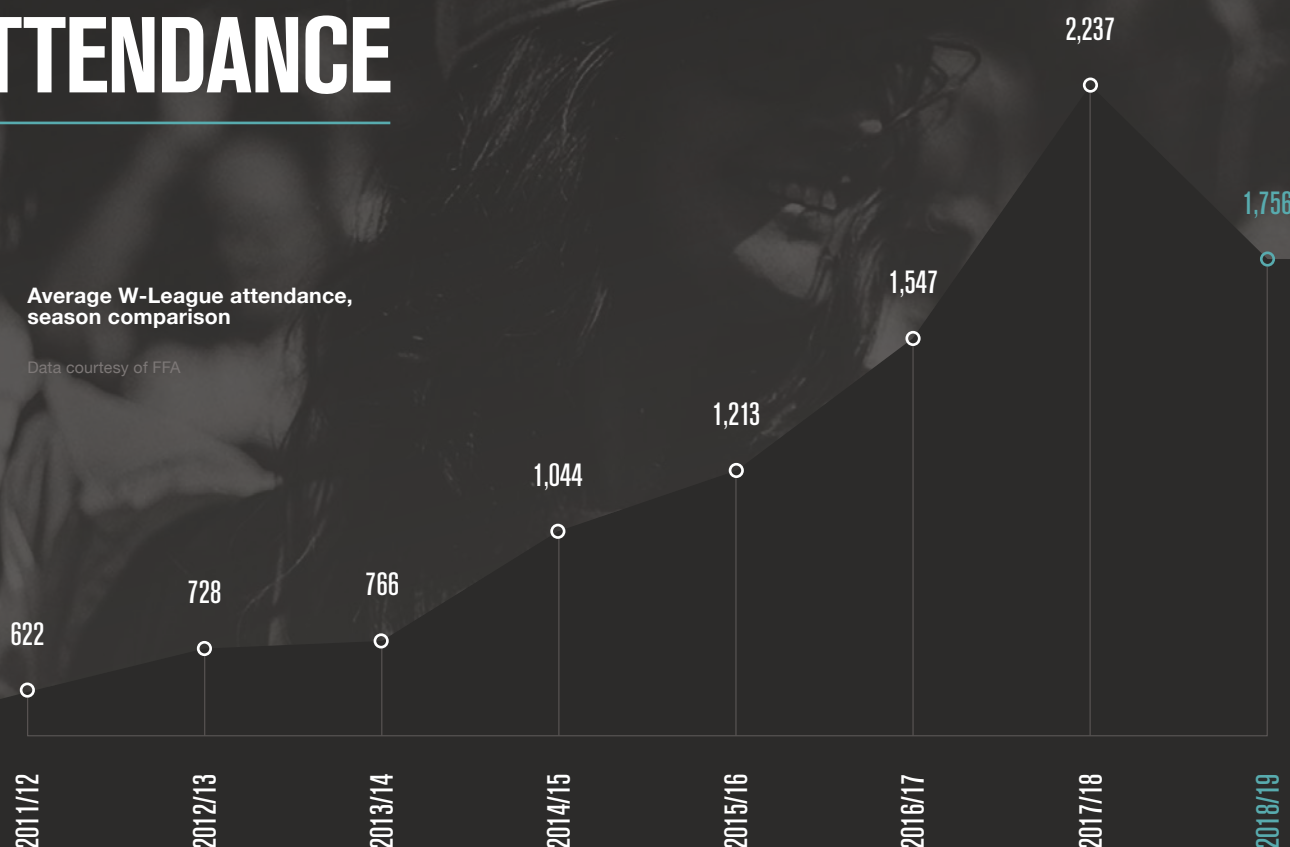
How satisfied are you with the fixturing of the W-League this season? (Stand-alone games, double headers, kick-off times)



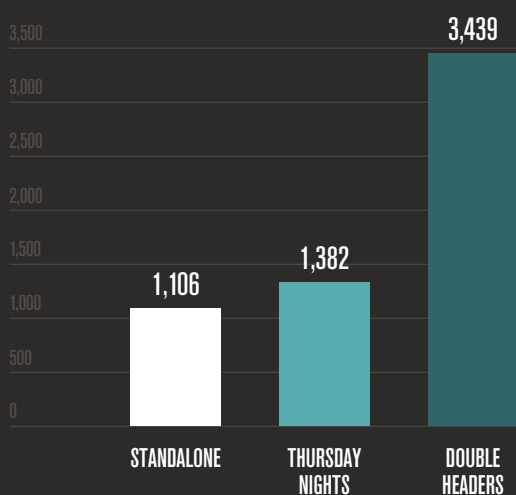
ATTENDANCE

Average W-League attendance, season comparison

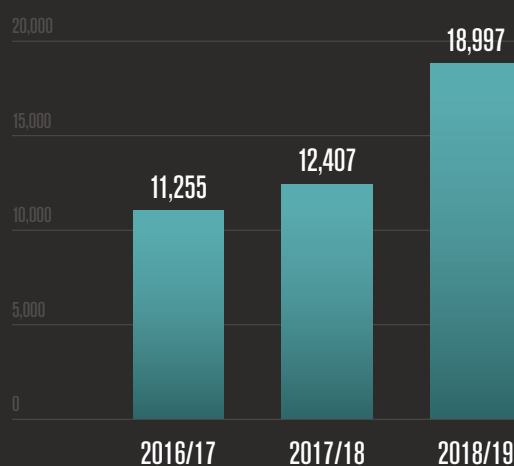
Data courtesy of FFA



2018/19 average attendance



Finals combined attendance

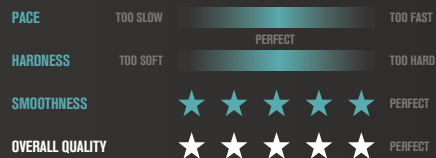


As with broadcast, it is difficult to directly compare attendance figures season-on-season because of the influence of double headers and which clubs host them. This season the number of double headers was reduced from 24 to 14, largely due to the introduction of the Thursday night fixtures. The last time the league featured 14 double headers was 2015/16, so despite the slight drop off in actual attendees this season, it is fair to say that crowds have continued to grow in 'real' terms.

PITCH RATINGS

The PFA W-League Pitch Ratings are voted on by selected away team players at the end of each match. Players rate the pitch on four measures: pace, hardness, smoothness and overall quality. Pace and hardness are measured on a scale where the ideal or 'goldilocks' score is in the middle, while smoothness and overall quality are simply scored out of five.

PITCH RATING KEY






















































































MAJOR STADIA

AVERAGE OVERALL QUALITY **4.17**

MINOR STADIA

AVERAGE OVERALL QUALITY **3.12**

 <p>PACE HARDNESS SMOOTHNESS OVERALL QUALITY</p>	COOPERS STADIUM    		MARDEN SPORTS COMPLEX    	
	SUNCORP STADIUM    		DOLPHIN STADIUM    	LIONS STADIUM    
 <p>PACE HARDNESS SMOOTHNESS OVERALL QUALITY</p>	AAMI PARK    		MCKELLER PARK    	
 <p>PACE HARDNESS SMOOTHNESS OVERALL QUALITY</p>	AAMI PARK    		EPPING STADIUM    	LAKESIDE STADIUM    
 <p>PACE HARDNESS SMOOTHNESS OVERALL QUALITY</p>	MCDONALD JONES STADIUM    		NO.2 SPORTS GROUND    	
 <p>PACE HARDNESS SMOOTHNESS OVERALL QUALITY</p>	HBF PARK    		DORRIEN GARDENS    	
 <p>PACE HARDNESS SMOOTHNESS OVERALL QUALITY</p>	LEIGHARDT OVAL    		SEYMOUR SHAW    	CROMER PARK    
 <p>PACE HARDNESS SMOOTHNESS OVERALL QUALITY</p>	JUBILEE STADIUM    		WIN STADIUM    	
	ANZ STADIUM    	SPOTLESS STADIUM    	MARCONI STADIUM    	

ATMOSPHERE

AVERAGE **2.52**
MAJOR STADIA

AVERAGE **3.06**
MINOR STADIA

	COOPERS STADIUM	2.5	MARDEN SPORTS COMPLEX	3.1
	SUNCORP STADIUM	2.75	DOLPHINS STADIUM	4.0
			LIONS STADIUM	3.67
			MCKELLER PARK	3.92
	AAMI PARK	3.17	CB SMITH RESERVE	2.0
	AAMI PARK	3.25	EPPING STADIUM	2.0
			LAKESIDE STADIUM	1.75
			LATROBE CITY STADIUM	1.0
	MCDONALD JONES STADIUM	3.0	NO.2 SPORTS GROUND	3.17
	HBF PARK	2.5	DORRIEN GARDENS	3.75
			LEICHHARDT OVAL	4.0
			SEYMOUR SHAW	2.0
			CROMER PARK	4.0
			JUBILEE STADIUM	3.75
			WIN STADIUM	3.6
	ANZ STADIUM	2.0	MARCONI STADIUM	3.25
	SPOTLESS STADIUM	1.0		

Once again, the players' post-match surveys highlighted the trade-off between playing in smaller suburban venues or in the A-League team's larger stadium.

In smaller venues, crowds were packed in tighter and seated closer to the action. Players rated the atmosphere at smaller venues 3.06 out of 5 compared to 2.52 in the larger venues. The Melbourne clubs bucked this trend, with their AAMI Park double header matches generating better atmospheres than their suburban fixtures.

However, the players rated the overall quality of pitches in

larger venues on average 4.17 out of 5, far higher than the 3.12 in smaller venues. This gap would have been even larger if we categorised some of Sydney FC's grounds, the relatively established Leichhardt Oval, Jubilee Stadium and WIN Stadium, as major venues instead of minor ones. One venue, Epping Stadium in Melbourne's far north, was highlighted by the players and the PFA during the season as a threat to player safety. It was rated with the slowest, softest, bumpiest and worst scores available on the survey.

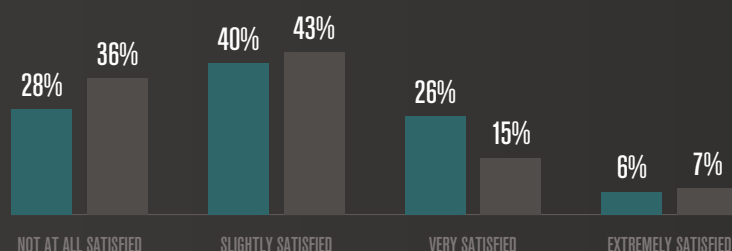
As it stands, one aspect or another of the matchday experience is suffering depending on which venues are used.

INTEGRATION OF W-LEAGUE WITH A-LEAGUE



How satisfied are you with the extent that your club has integrated their W-League team with their A-League team?

■ 2018/19
■ 2017/18



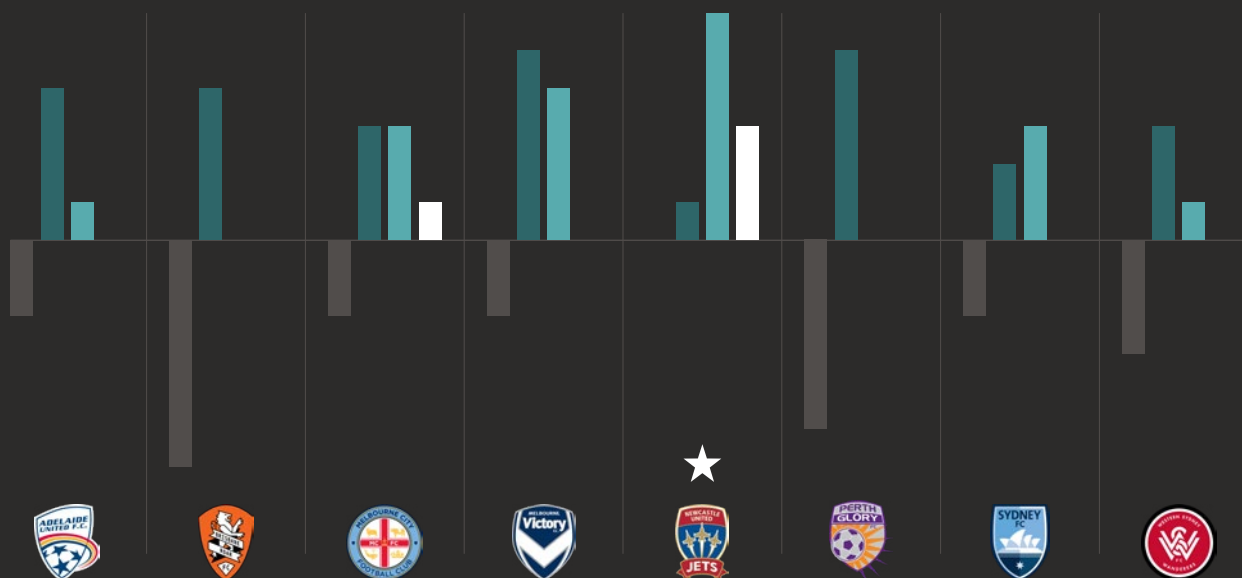
Club by Club

■ NOT AT ALL SATISFIED

■ SLIGHTLY SATISFIED

■ VERY SATISFIED

■ EXTREMELY SATISFIED



The players indicated some increased satisfaction in the way W-League programs are integrated in their clubs – but there's still a lot of room for improvement. The club-by-club breakdown shows that some have more work to do than others.

One club continued to stand apart as the best performer in this regard. Of the four players who were extremely satisfied with their club's integration of its teams, three came from Newcastle

Jets. Newcastle was similarly well-regarded last season.

This is an important measure of progress for players because gender equality does not only mean equal pay, but includes the way they are treated and respected in their environments. There exists a strong incentive for underperforming clubs to improve in this regard because player satisfaction can be greatly increased for free – only changing attitudes and behaviours.



TECHNICAL REPORT

An abstract graphic in the top right corner of the page. It features five circles of varying sizes and colors (white, light blue, and teal) connected by thin, curved arrows, suggesting a flow or relationship between different elements.

SNAPSHOT

This section identifies on-field trends for the 2018/19 W-League season by benchmarking the W-League against the NWSL and WSL using Opta data. For the first time, data from the previous seasons of all three leagues will be used to show the evolution of each. Data from finals are not included.

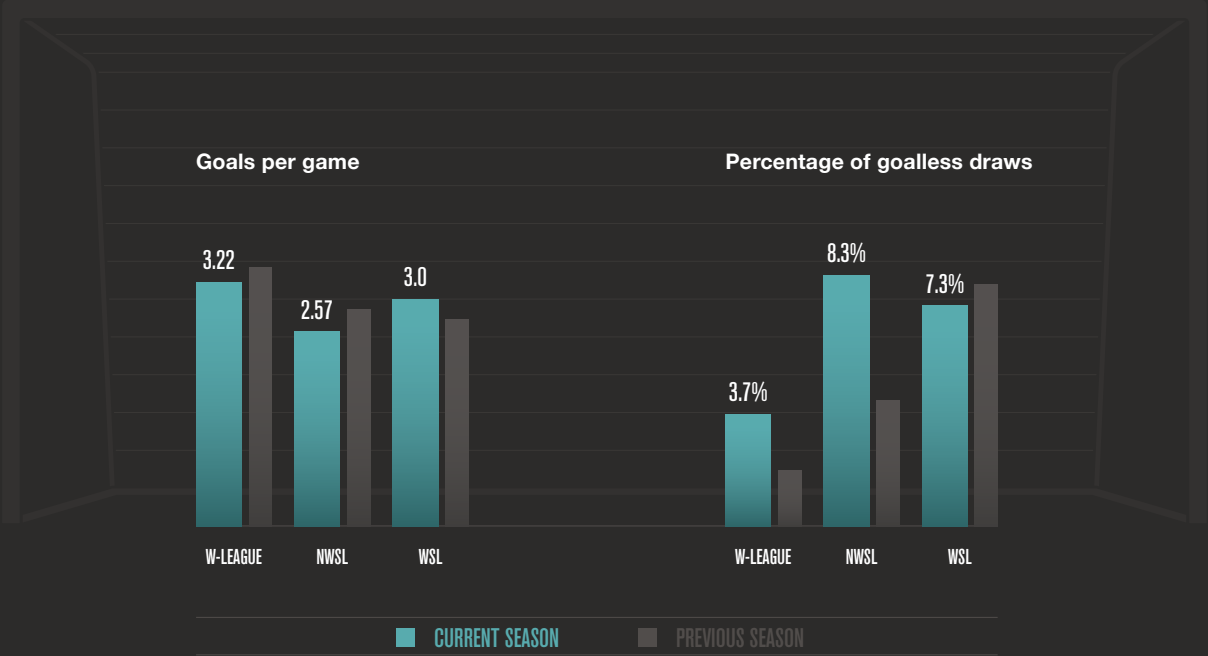
The overarching takeaway is that the W-League has become more like the other two leagues this season by almost all statistical measures. Given that the NWSL and WSL both feature older players and some of the world's best talent, this convergence is likely a positive reflection of the quality and style of play in the W-League.

For example, the W-League featured 837 passes per match this season, up from 791 in 2017/18. The rapidly improving WSL jumped from 681 to 830, and the more mature NWSL rose from 815 to 863. All leagues are becoming faster paced and flowing. The fact that the leagues are more similar in style (at least statistically) also bodes well for Australian players looking to make the leap to the NWSL or the WSL, and vice versa. All that said, the W-League continues to feature significantly more goals and shots per match than the other two leagues. This point of difference is shared by the A-League when compared to other men's leagues.

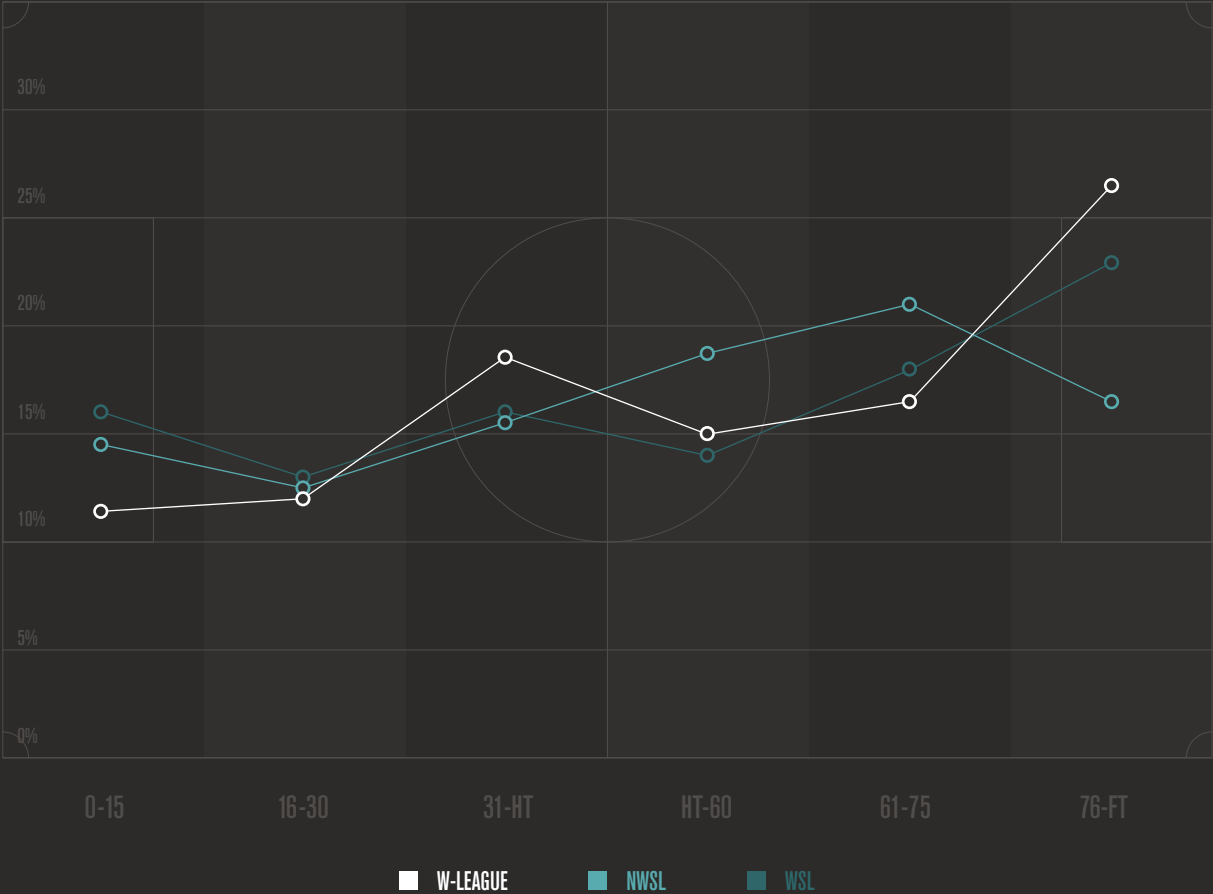
In last year's report, we wrote that "the W-League presents as having an entertaining style of play but with room to improve technically compared to the NWSL". This evidence suggests the gap might have closed technically without compromising on entertainment.

As with last season, the WSL features two dominant teams which topped both the possession charts and the league table, whereas the W-League and NWSL were more balanced in terms of game style across teams, with the exception of Melbourne City, who kept the highest share of possession (64%) of teams from across all three leagues.

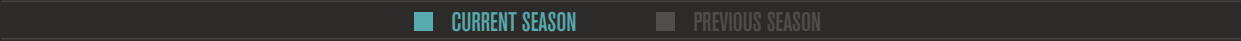
GOALS



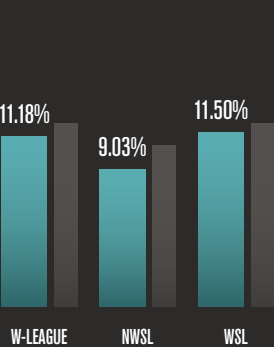
Scoring breakdown



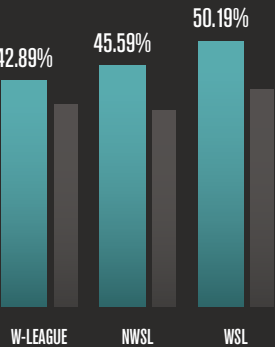
CREATION



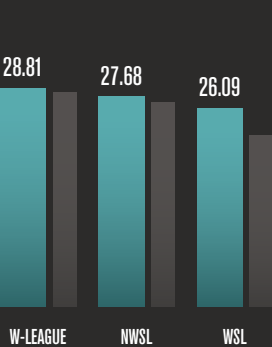
Percentage of shots converted



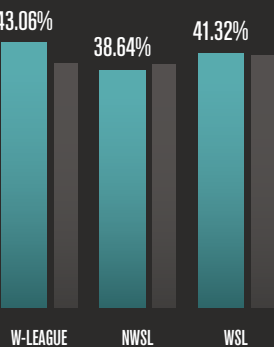
Percentage of shots on target



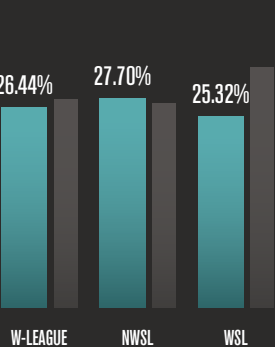
Total shots per game



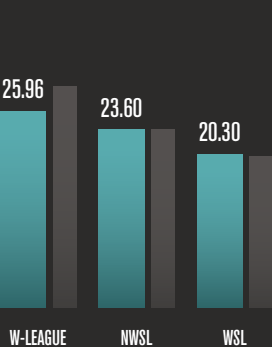
Percentage of shots from outside the area



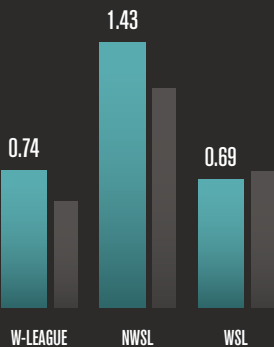
Percentage of shots from set pieces



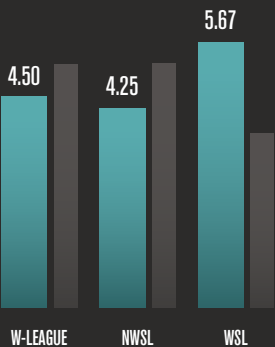
Crosses per match



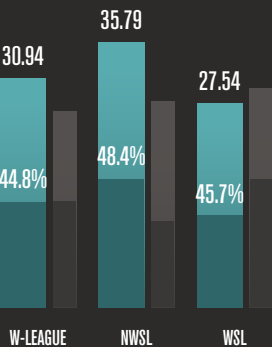
Through balls per match



Offsides per match

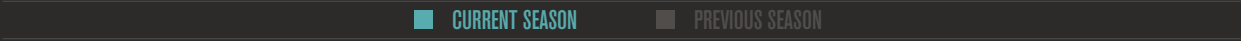


Dribbles per match

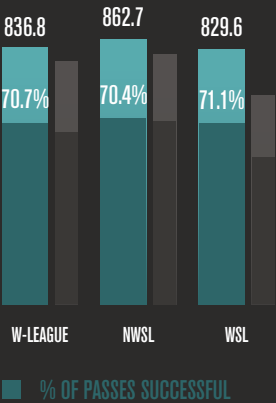


■ % OF DRIBBLES SUCCESSFUL

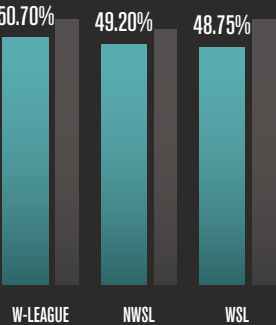
PASSING



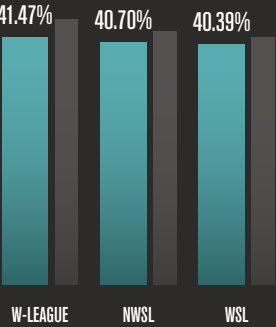
Passes per match



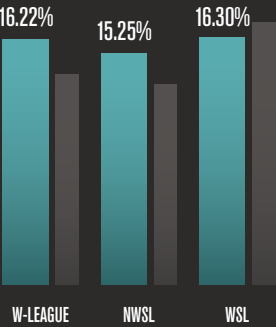
Percentage of passes in attacking half



Percentage of passes forward



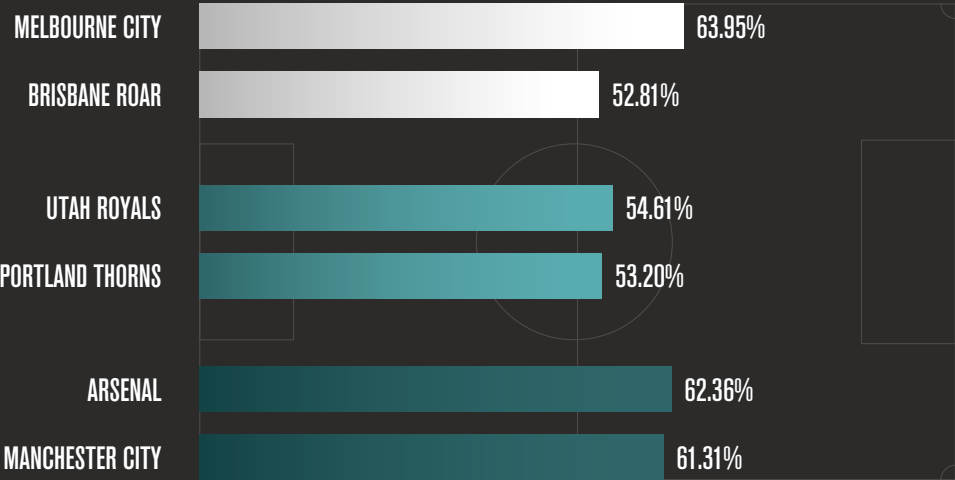
Percentage of passes long



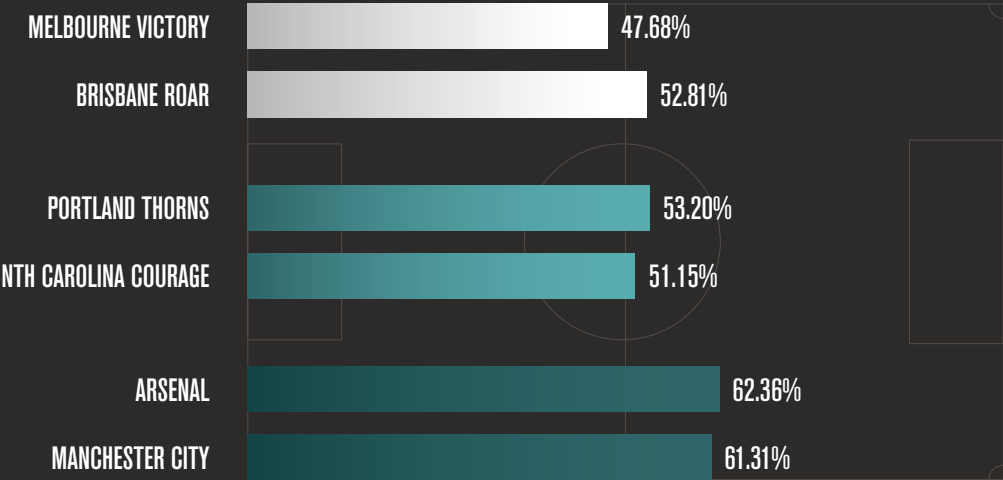
POSSESSION



Average possession for top 2 possession teams



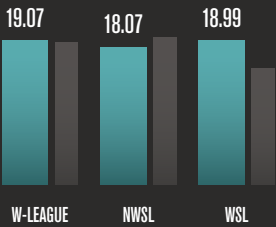
Average possession for top 2 performing teams



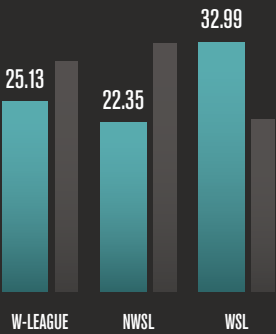
DEFENDING

CURRENT SEASON PREVIOUS SEASON

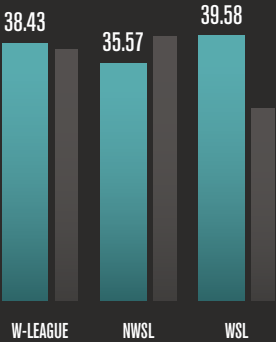
Fouls per match



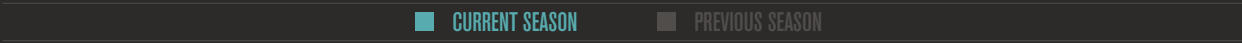
Interceptions per match



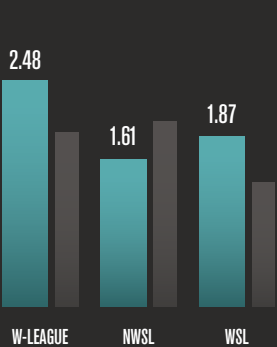
Tackles per match



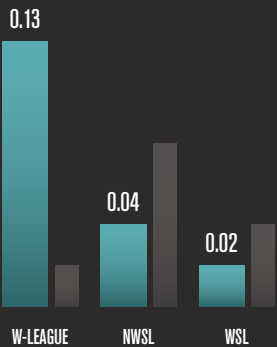
REFEREEING



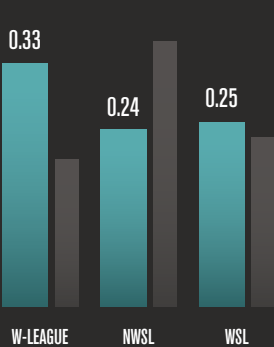
Yellow cards per match



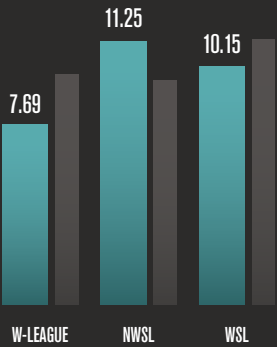
Red cards per match



Penalties per match



Fouls per yellow card



Average referee ratings

This season, we added referee ratings to our post-match surveys. Selected players from the away team were asked to rate the referee's overall performance, communication and protection of player safety out of five.

COMMUNICATION



PLAYER SAFETY



OVERALL PERFORMANCE





INJURY REPORT

SNAPSHOT

There was a dramatic spike in the number and severity of injuries this season. For the past two seasons, there were 35 injuries throughout the season which caused players to miss matches, but this rose to 47 in 2018/19, a 34% increase. Those injuries caused players to miss 174 matches, up from 99 in 2017/18 and 130 in 2016/17.

These results are not easily explained. Some element of luck will always be involved. The PFA's methodology has not changed, but as we rely on public sources of information, there is a possibility that a significant change in the level of reporting by clubs could impact these results.

There are factors which expose W-League players to greater risk of injury, such as heat exposure and playing and training on a wide variety of pitches, but to explain a change, we need to isolate factors which have changed since last season.

One such factor is the players' feedback through the annual survey. In 2017/18, only 10% of players described the medical support provided by their club as "below expectations". In 2018/19, this rose to 18%. However, the worst rated clubs were not necessarily the ones with the most injuries. And the club with the least satisfaction regarding this season's training facilities, Melbourne Victory, led the way with just one match missed due to injury all season.

Looking at injury location, the increase was almost entirely driven by lower body joints and muscles, the exception being Hayley Raso's serious back injury which contributed 11 matches missed. This rise in leg-based injuries was all the more stark given the notable decrease in injuries to wrists and arms. This is a concerning trend since lower body issues are more likely to be connected to controllable factors such as pitch quality, load management and medical treatment, while upper body issues are more likely to be accidental in nature.

The rewards of injury minimisation are clear: Victory's aforementioned success in keeping its players fit and healthy translated to the most stable starting XI and the Premiership trophy. The PFA's injury cost formula also puts a dollar figure to the benefit of fit players, or, conversely, the loss associated with games missed. Due to a combination of more injuries and higher paid players, the conservative cost of matches missed topped \$300,000 for the first time, more than double the figure from last season. This is food for thought for clubs considering the cost-benefit analysis of increased investment in support staff or better facilities or conditions.



METHODOLOGY

During the 2018/19 W-League season (excluding finals), the PFA collected and recorded the occurrence and location 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:



FFA weekly match previews



Official W-League club match previews/reviews



Official media releases



Official websites



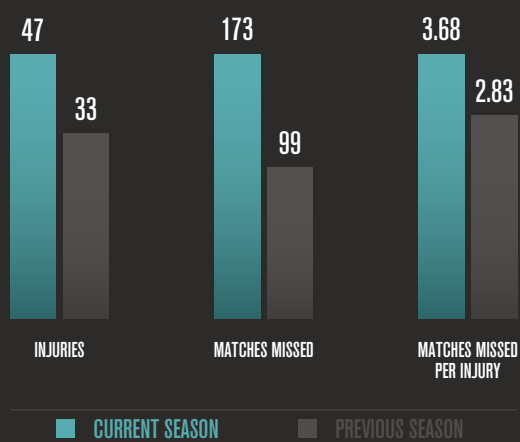
Direct communication with W-League players

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.

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

2018/19 INJURY OVERVIEW

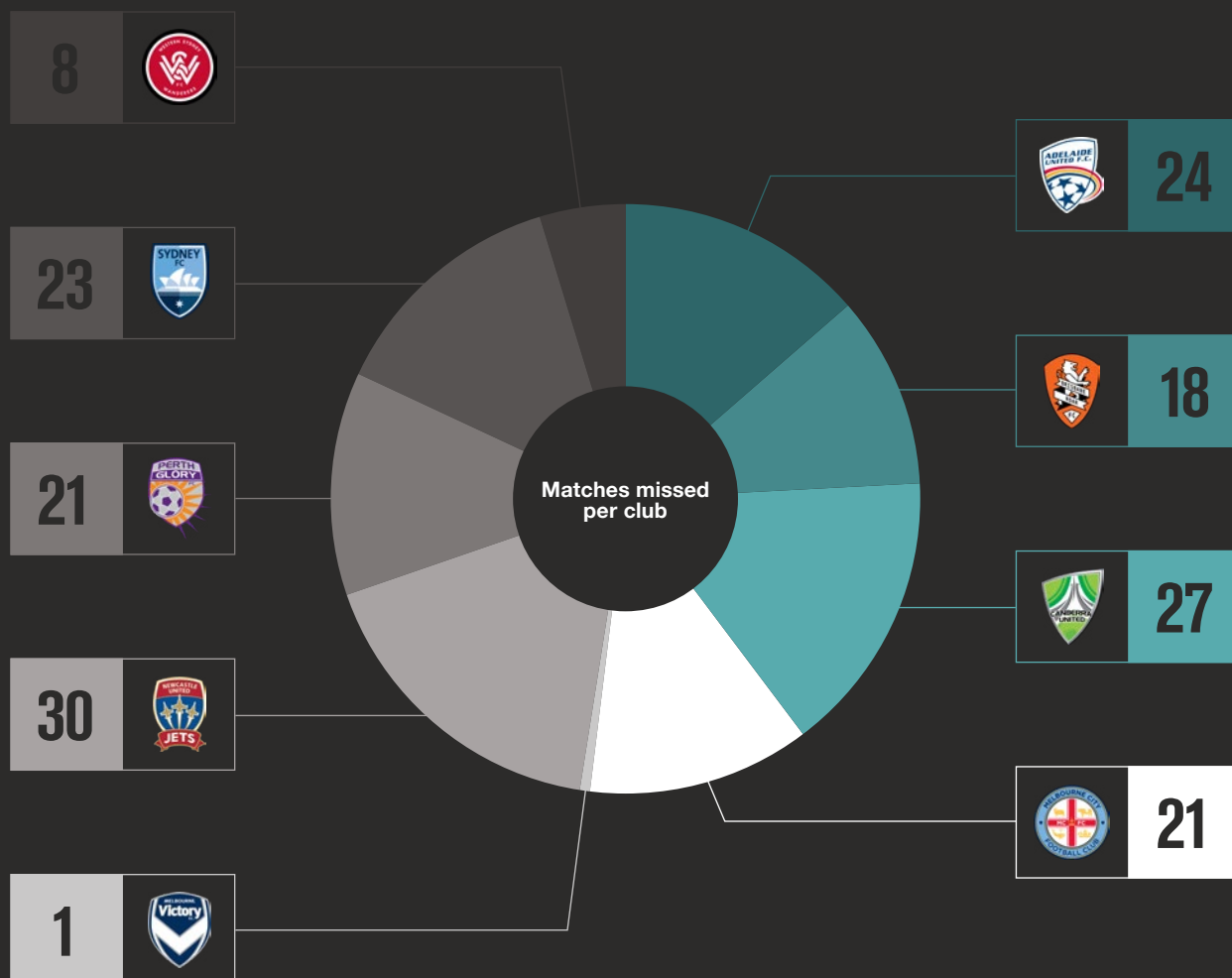
2018/19 injury overview



Total cost of injuries

\$300,315 

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 recorded number of matches missed.



LOCATION OF INJURIES





PLAYER DEVELOPMENT

PROGRAM ENGAGEMENT BY W-LEAGUE PLAYERS

Education Grants



91

Psychological Support Consultations



60

Skin Cancer Checks



187

Coaching Courses, C/B Licence



6

Beyond the 90 Work Placements



4

Player Development Induction Program



INITIATED FOR ALL W-LEAGUE MEMBERS

Highlights Packages



17

Scholarships



2

AMY HARRISON (CRAIG FOSTER SCHOLARSHIP)

AMY CHAPMAN (KIMON TALIADOROS SCHOLARSHIP)

Which best describes your overall perception of the PFA Player Development Program?

EXCELLENT

43%

VERY GOOD

45%

GOOD

12%

POOR

0%

VERY POOR

0%

IDENTITY & TRANSITION

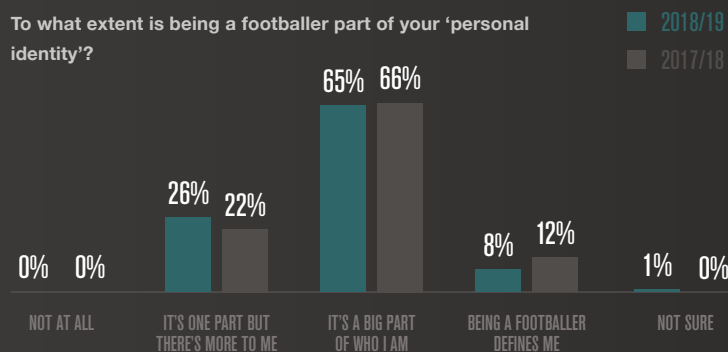


The results of the past two W-League surveys show the importance of off-field development to prepare for transition. In both years, 41% of players held negative feelings towards life after football, and less than half of players feel better than slightly prepared for it. This challenge is compounded by the fact many players' careers will end sooner than they anticipate.

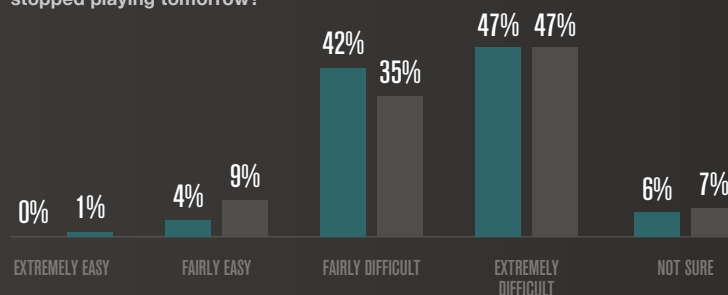
The questions about personal identity were added to the W-League and A-League surveys for the past two seasons. It may surprise some that W-League players have reported that football forms a larger part of their personal identity than A-League players said it did.

This can be interpreted in numerous ways. On the one hand, it underscores how committed our female players are to their careers. On the other hand, it reflects the challenge all professional athletes face when those careers come to an end and personal fulfilment must be sought through other means.

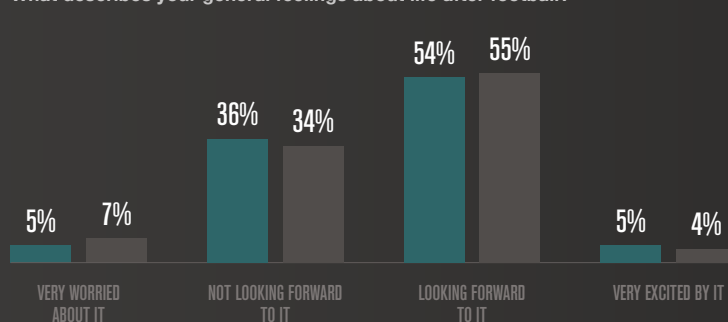
To what extent is being a footballer part of your 'personal identity'?



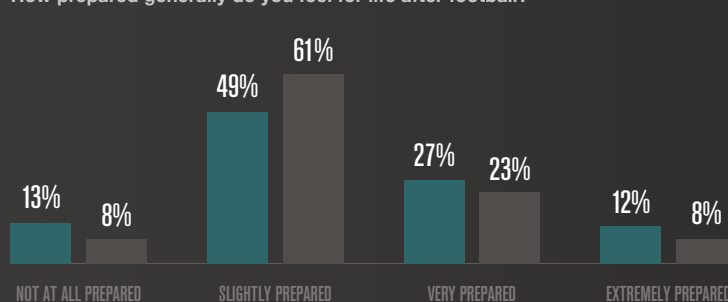
How hard would you find it to give up that identity if you stopped playing tomorrow?



What describes your general feelings about life after football?



How prepared generally do you feel for life after football?



Courage
World Class
Intelligence
Trust
Respect



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