



SANFL COMMUNITY CLUB SOCIO-ECONOMIC CONTRIBUTIONS



NOVEMBER 2022

1. BACKGROUND

Australian Football is one of the major sports in Australia and is the largest individual business sector within the sports and recreation industry. South Australia is an Australian Football heartland, where community football participation rates are consistently among the highest in the nation. For example, around 13% of Australian Football participants are in South Australia while the resident population is 7% of the national total.

Economic contribution and participation in the game has been substantially impacted by the ongoing COVID 19 pandemic since March 2020. Throughout 2021 and 2022 there have been games affected in South Australian communities including cancellations, restrictions on movement, reduced crowd numbers, and more recently, people testing positive to COVID affecting participant and volunteer numbers. Prior to the onset of the COVID pandemic, Australian Football, at all levels across the nation, recorded:

- Over 16 million spectator attendances annually
- 1.716 million regular participants
- Direct employment of around 8,500 full time equivalent people (excluding players and umpires).
- Annual economic contribution of almost \$7 billion¹.

This brief report presents an assessment of the Economic and Social Contribution of community football clubs in South Australia. The assessment is based on results and activities of community clubs for the most recently available full year results during the period 2020 to 2022. Results presented are calculated averages for three different classifications of community football clubs: Clubs in metropolitan Adelaide, clubs in South Australian Regional Centres, and clubs in South Australian small towns. Sources used for this assessment have been:

- Interviews and data supplied by a selection of 12 community clubs
- Annual reports and financial statements from 12 community clubs
- AFL Census of Players and Participation 2019 (Street Ryan 2020)
- AFL National Economic Impact 2018 (Street Ryan 2019)
- Health benefits methodology by Sports Business Partners 2020
- Industry reports from IBISWorld for relevant industry sectors (such as retail, recreation, health)
- Australian Bureau of Statistics resident populations 2021.

Estimates presented in this report have been entirely derived from the above sources and, therefore, their accuracy is dependent on the extent to which these sources are truly representative of South Australian community football club activities and contributions. Neither the South Australian National Football League and its affiliated bodies, nor its consultants Street Ryan and Associates Pty. Ltd., accept any responsibility for the accuracy of information or estimates presented, or for decisions taken as a result of material in this report.

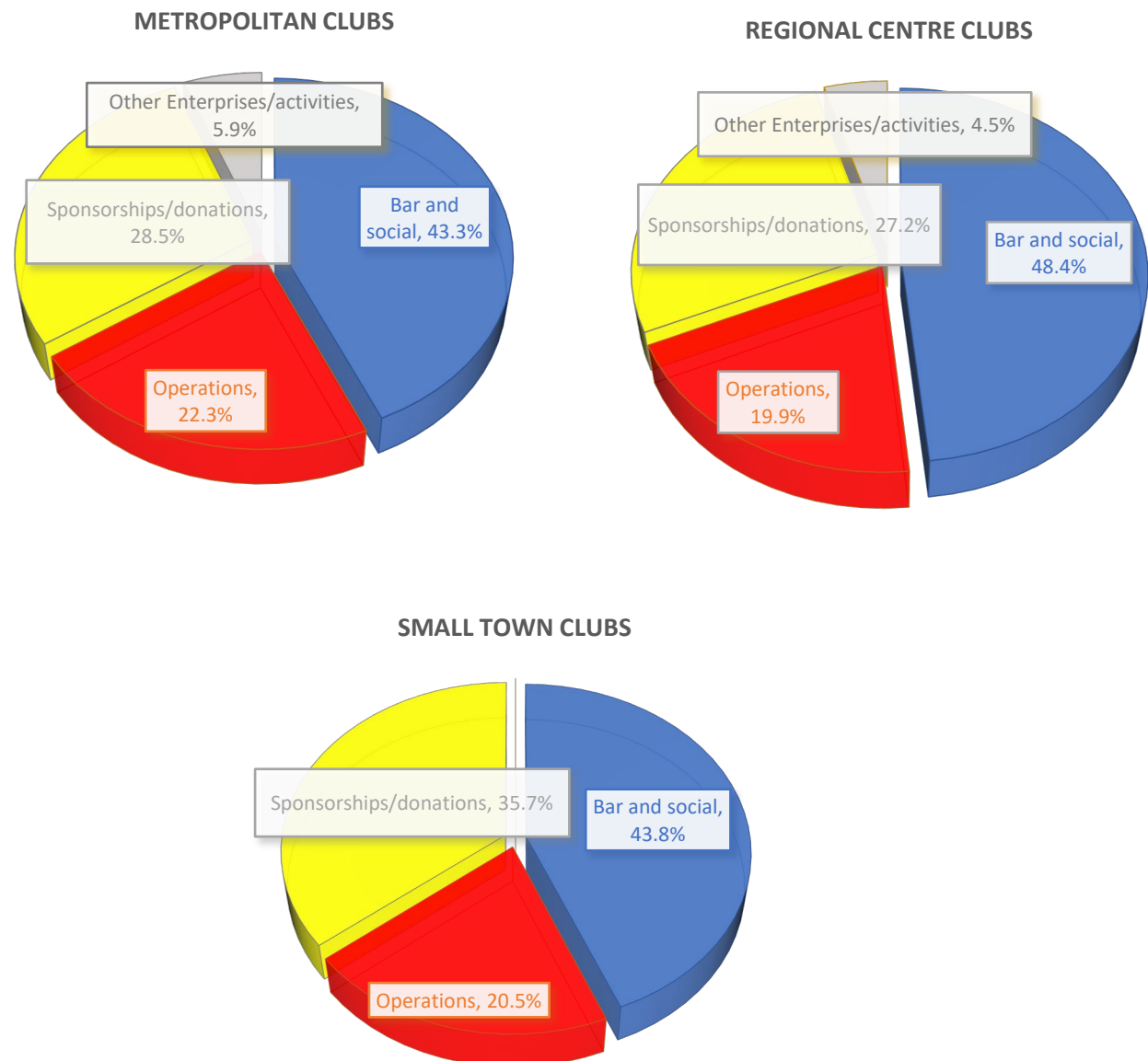
¹ Street Ryan, Economic Impact of Australian Football AFL, Jan 2019

2. ECONOMIC CONTRIBUTION

Financial Analysis

South Australian community football clubs rely on three main revenue streams: Operations (such as membership fees, sale of merchandise and gate takings), bar and social (such as canteen, bar, events, presentations, raffles), and sponsorships/donations (which also includes grants and other fundraising). Some clubs receive revenue from diversified business activities or other (unspecified) activities. Figure 1 shows that the percentage contribution from each of these areas is similar for the average metropolitan, regional centre and small-town clubs.

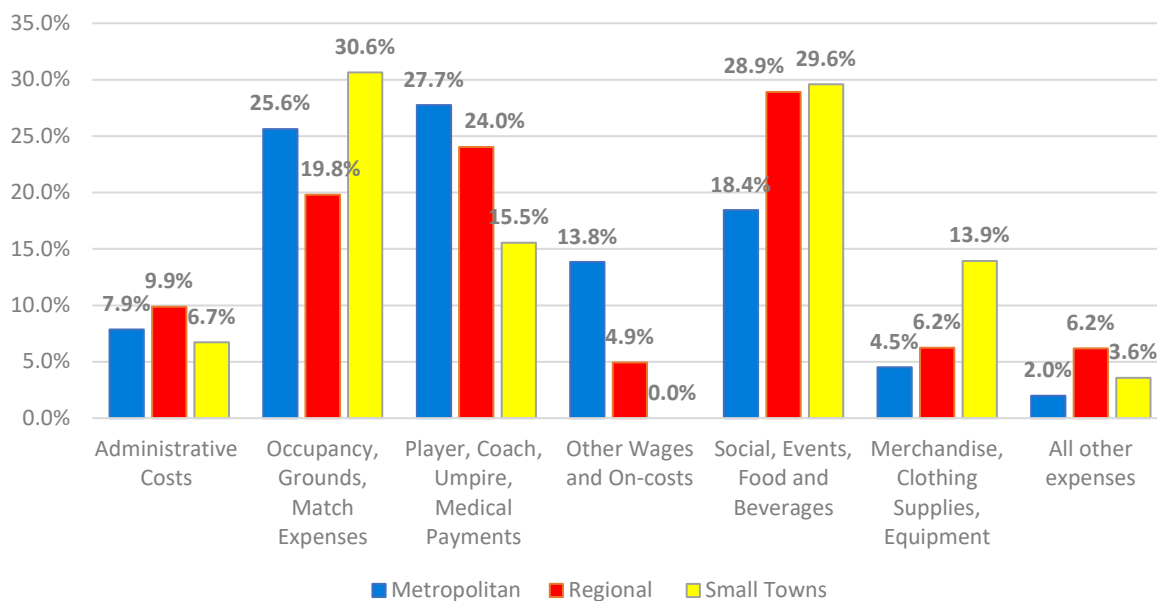
Figure 1 Average Income Distribution: South Australian Community Clubs



Annual direct expenditure, on average, by Metropolitan Adelaide Clubs is \$481,257, by Regional Centre Clubs is \$315,617, and by Small-Town Clubs is \$168,977. The main expenses (also shown in Figure 2) are:

	Metropolitan	Regional	Small-Town
- Social activities, events and functions:	18.4%	28.9%	29.6%
- Player, coaching, training, medical:	27.7%	24.0%	15.5%
- Administration (inc. salaries/wages):	21.7%	14.8%	6.7%
- Occupancy, grounds, match expenses:	25.6%	19.8%	30.6%
- All other expenses:	6.5%	12.4%	17.5%

Figure 2 Average Club Expenditure



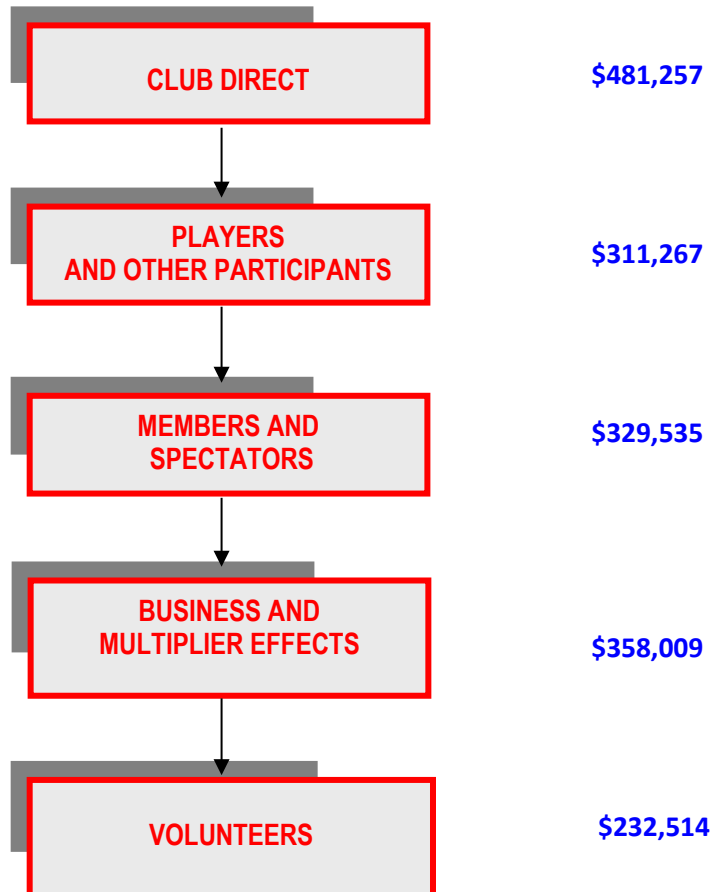
Expenditure on football by Australian Football players includes equipment, clothing, membership, transport and other items (such as canteen items, and social functions). Members make financial expenditure to football organisations in four main forms:

- ◆ Membership subscriptions (usually annual), although a small number of members may be honorary or life-members
- ◆ Participation in social functions and/or regular licensed clubhouse sales
- ◆ Purchase of merchandise through the club
- ◆ Fundraising.

Many members also participate as spectators at matches, which generates additional expenditure in ticket sales (except where membership covers admission charges) and refreshments.

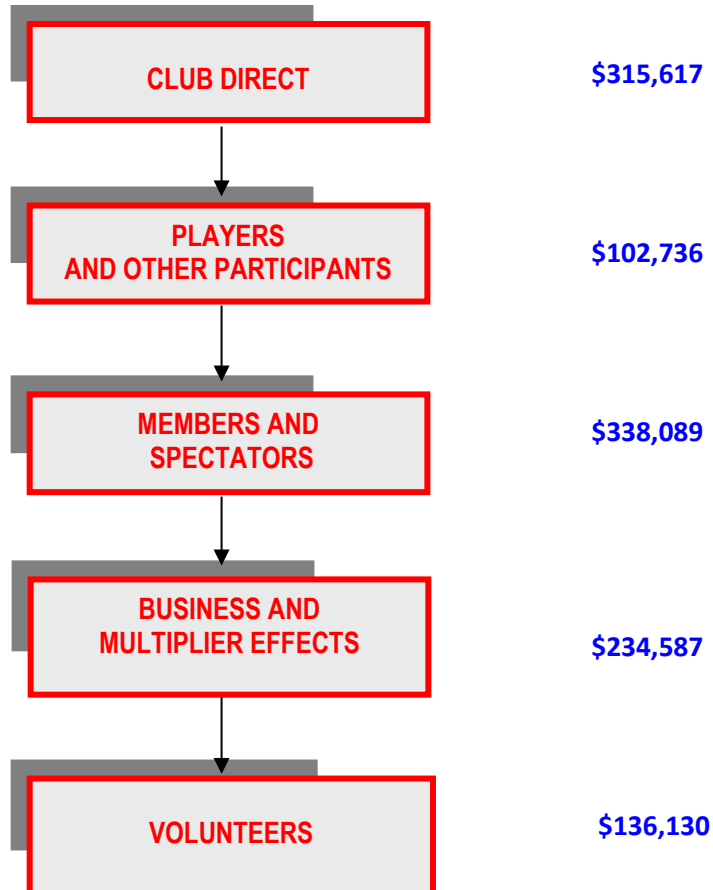
Total annual financial contribution of a Metropolitan Club is estimated to be \$1.713 million. Segments contributing to this total are shown in Figure 3.

Figure 3: Annual Economic Contribution of a Metropolitan Club



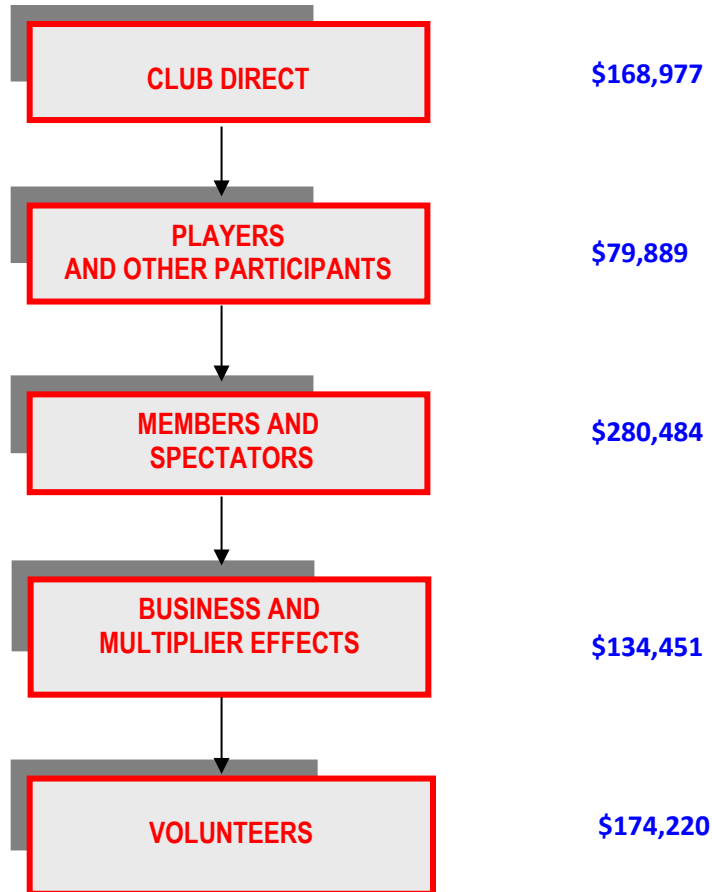
Total annual financial contribution of a Regional Centre Club is estimated to be \$1.127 million. Segments contributing to this total are shown in Figure 4.

Figure 4: Annual Economic Contribution of a Regional Centre Club



Total annual financial contribution of a Small-Town Club is estimated to be \$0.838 million. Segments contributing to this total are shown in Figure 5.

Figure 5: Annual Economic Contribution of a Small Town Club



Employment

Sport and recreation has generally been a growth industry, in employment terms, for at least two decades and employment in Australian Football has been among the more significant contributors to this growth. Estimated average full time equivalent jobs either directly employed by clubs, or indirectly supported by clubs (through contracting or flow-on effects) are summarised in Table 1. In summary:

- Metropolitan clubs provide an average of 7.5 full time equivalent jobs in football operations and administration, contracting and flow-on effects.
- Regional Centre clubs provide an average of 2.9 full time equivalent jobs in football operations and administration, contracting and flow-on effects.
- Small Town clubs provide an average of 1.0 full time equivalent jobs in football operations and administration, contracting and flow-on effects.

Table 1 Average Employment Supported by Community Football Clubs

FTE Employment	Metropolitan	Regional Centre	Small Town
Club staff, players, team support	4.0	1.8	0.5
Contractors	1.3	0.3	0.2
Flow-on employment	2.2	0.8	0.3
Total	7.5	2.9	1.0

3. SOCIAL CONTRIBUTION

Players, Other Participants, Members and Spectators

Metropolitan Clubs

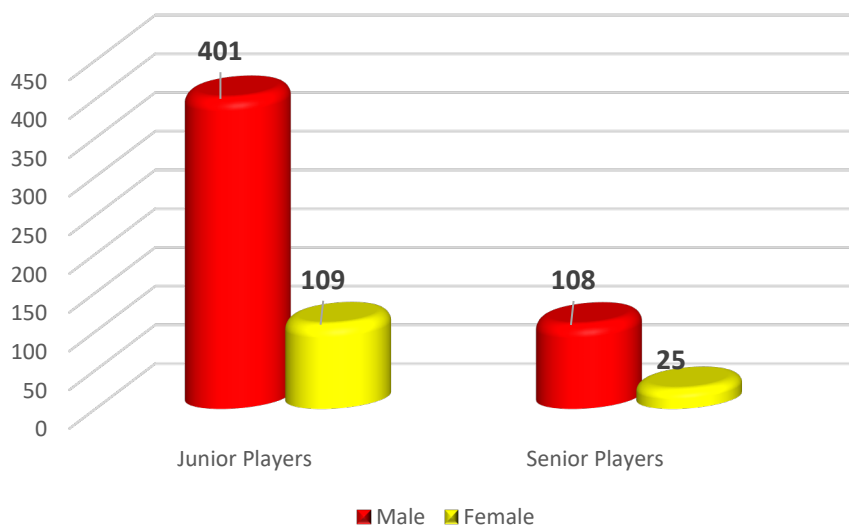
The number of players, program participants, members and spectators at a Metropolitan Club, on average, is:

- Players 643
- Program participants 45
- Non-Playing Members 350
- Spectator Attendances 6,400



Of the metropolitan clubs' average of 643 playing members, 79.2% are male and 20.8% female.

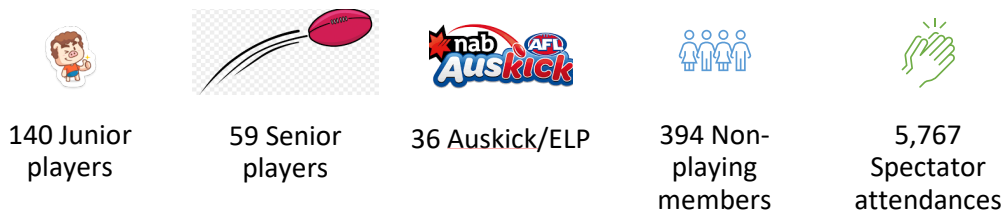
Figure 6 Metropolitan Clubs: Average Playing Members



Regional Centre Clubs

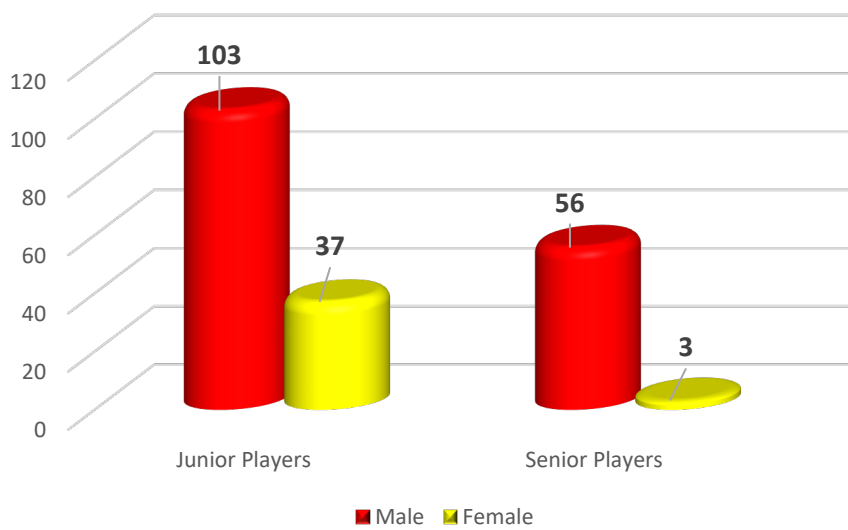
The number of players, program participants, members and spectators at a Regional Centre Club, on average, is:

- Players 199
- Program participants 36
- Non-Playing Members 394
- Spectator Attendances 5,767



Of the regional centre clubs' average of 199 playing members, 79.9% are male and 20.1% female.

Figure 7 Regional Centre Clubs: Average Playing Members



Small Town Clubs

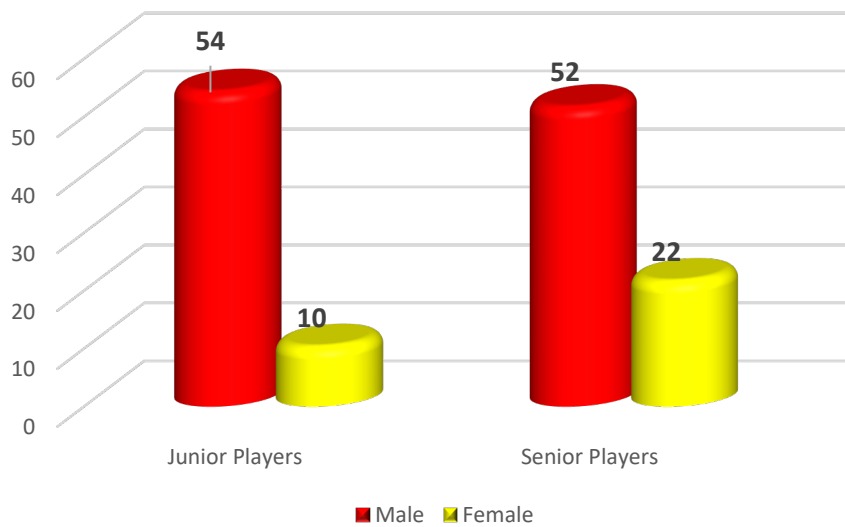
The number of players, program participants, members and spectators at a Small-Town Club, on average, is:

- Players 138
- Program participants 32
- Non-Playing Members 305
- Spectator Attendances 5,288



Of the small-town clubs' average of 138 playing members, 76.8% are male and 23.2% female.

Figure 8 Small-Town Clubs: Average Playing Members



Volunteers

Until the 1970's, the sport and recreation industry in Australia was largely the domain of the voluntary sector. However, the ever-increasing commercialisation of many (but not all) tiers of sport, the need for professionalism, and the greater social acceptance of sport and recreation as legitimate business activities, have appeared to change the nature of voluntary input to sport. In reality these changes have occurred in the upper echelons of sport. Elite level football clubs and some community clubs now employ administrators, operational staff, and sports professionals in order to keep up with competitive factors and commercial demands.

Among small, local football organisations and junior leagues and clubs the voluntary sector continues to thrive, and football is enhanced by this voluntary input.

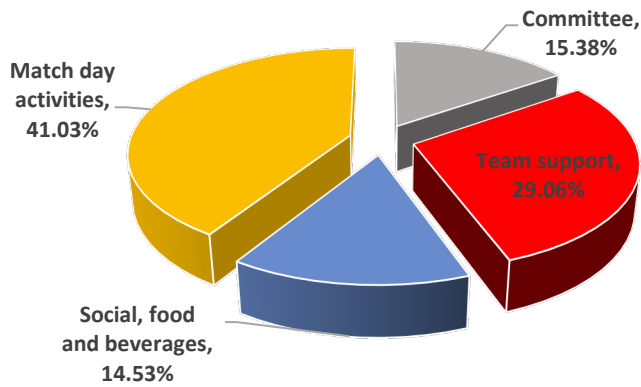
Estimating the equivalent financial contribution of voluntary workers generally results in a conservative value being placed on volunteer labour; a consequence of several factors. For example:

- In many cases the output of a voluntary worker is not equal to a paid worker (although it is generally true that output even among paid workers is seldom equal)
- It is difficult to achieve perceived or real accountability among workers who are not paid
- Voluntary positions are not necessarily filled by either the best available people, or even people with the skills to effectively undertake the work. If someone is offering their time freely it is difficult to complain about the standard. From the volunteer worker's point of view, the job is often taken as part of a commitment to the game/organisation or pressure from other club members to contribute, and it cannot be expected to be the highest priority at all times.

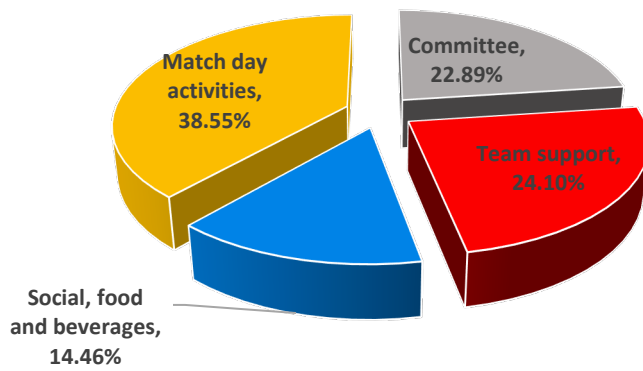
The type and percentages of volunteer roles at average South Australian community clubs are shown in Figure 9.

Figure 9 Average Distribution of Volunteer Roles

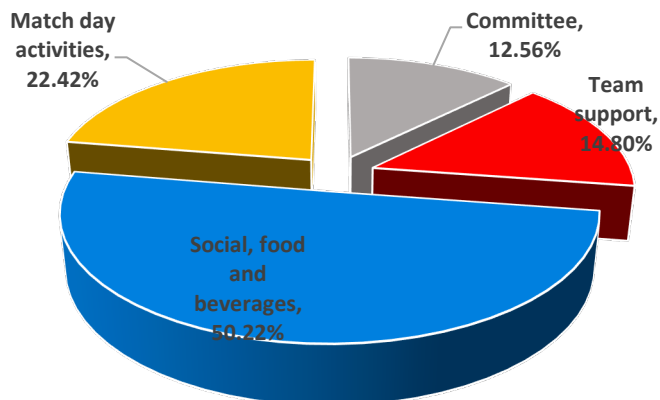
Metropolitan Club Volunteers



Regional Centre Club Volunteers



Small Town Club Volunteers



Health and Wellbeing

Participation in football as a player, volunteer or active member provides an important outlet for physical and mental relaxation and contributes to social inclusion. The physical health benefits analysed in this assessment are derived from the prevention of chronic diseases (such as breast cancer, coronary heart disease, diabetes, bowel cancer and stroke) and mental health benefits are derived from the prevention of anxiety and depression. The average health contribution for participants has been based on the prevention of these physical and mental diseases. They are focussed on selected health issues which are evidenced to be attributed to physical inactivity. The value of estimated health benefits are:

Metropolitan Clubs

	Annual participation	Lifetime participation ²
- Physical health benefits	\$ 8,348	\$ 208,696
- Mental health benefits	\$ 9,873	\$ 246,813
Total	\$ 18,220	\$ 455,509

Regional Centre Clubs

	Annual participation	Lifetime participation ³
- Physical health benefits	\$ 6,901	\$ 172,514
- Mental health benefits	\$ 7,279	\$ 181,976
Total	\$ 14,180	\$ 354,490

Small Town Clubs

	Annual participation	Lifetime participation ⁴
- Physical health benefits	\$ 6,893	\$ 172,319
- Mental health benefits	\$ 6,125	\$ 153,123
Total	\$ 13,018	\$ 325,442

² Calculated at 25 years

³ Calculated at 25 years

⁴ Calculated at 25 years

Relationships with Community Organisations

South Australia is a heartland of Australian Football participation. South Australia accommodates 7.01% of Australia's resident population but it has 12.96% of Australian Football participants as shown in Table 2. Participation is extremely strong in regional South Australia. This participation is, in part, a reflection of community clubs working in their respective regions to promote and develop the game. Clubs play an important role in working with their grassroots base schools, clubs and community groups in both metropolitan Adelaide and regional South Australia.

Table 2 South Australian Football Participation in 2019

	Participants ¹ 2019	% in 2019	Resident Population ²	% of Australian Population
South Australia				
Adelaide Metropolitan Regions	135,093	7.87%	1,315,346	5.35%
Country Regions	87,314	5.09%	408,325	1.66%
Total South Australia	222,407	12.96%	1,723,671	7.01%
TOTAL AUSTRALIA	1,716,276	100.00%	24,592,907	100.00%

¹ Excluding promotional experiences. Street Ryan, Australian Football National Census of Participation 2019

² Australian Bureau of Statistics, Australian Regional Population Growth June 2018 (released August 2019).

South Australian community football clubs have established relationships with community organisations where they support regular programs in entry level (such as Auskick) and schools.

Community Clubs often have supportive partnerships with local netball clubs and collaborate with cricket clubs. They also support a range of charities, foundations and community causes.