



Community Impact of Football in New South Wales



FINAL REPORT
Commercial in Confidence
— June 2018 —

SBP

With almost 300,000 registered football participants in New South Wales and participation growth of over 6% since 2015, there is no doubt that there is significant interest in our game. Accompanying this growth is an increase to the positive benefits that football provides to the whole community.

Football NSW and Northern NSW Football have again partnered with the well respected and experienced management consultancy Sport Business Partners (SBP) to research the broader economic, health and social benefits of football. This study builds on the findings from the first Community Impact Study commission by Football NSW in 2015.

Since the release of the 2015 study, football in NSW has seen a 23% increase in the overall contribution of football to the NSW community. This increase validates our ability to advocate to all levels of Government, and other key stakeholders, about the valuable contribution football makes to communities in NSW, and positions the administration to continue to grow investment in our game.

The physical and mental health benefits delivered by the sport to the NSW community are simply astonishing. This study documents the health advantages which participation and engagement in our great game delivers. It also identifies the positive social benefits which come for the football community. The impact of our diverse and accepting culture towards people from all backgrounds and abilities, serves to unite us and strengthen community bonds.



Stuart Hodge
CEO, Football NSW



David Eland
CEO, Northern NSW Football

We would like to thank every member of the football community whose contribution to this study has been vital in providing an accurate picture of the value football to the community.

With the state and federal elections fast approaching, this research document, accompanied with the state-wide facilities audit that Football NSW and Northern NSW is currently undertaking will form a strong evidence base for facility investment by all levels of Government in the future, demonstrating we are the ideal partner to help government create strong, vibrant communities.



Stuart Hodge
Chief Executive Officer
Football NSW



David Eland
Chief Executive Officer
Northern NSW Football

Objectives

To determine the contribution of football to the broader community in New South Wales, the focus of this project was to understand the benefit that football contributes to the community across three key areas: economic, social and health.

Method

A range of valuation methodologies have been used in this project that are consistent with approaches and data inputs from the Australian Bureau of Statistics, the Australian Institute of Health and Welfare, and the Australian Sports Commission.

This project also incorporates primary research with football stakeholders and participants – including an online survey with 3,994 individuals from within the NSW football community.

The Community Impact of Football in New South Wales

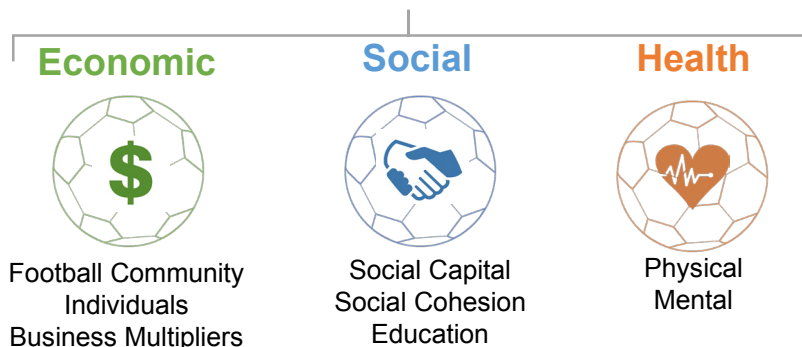
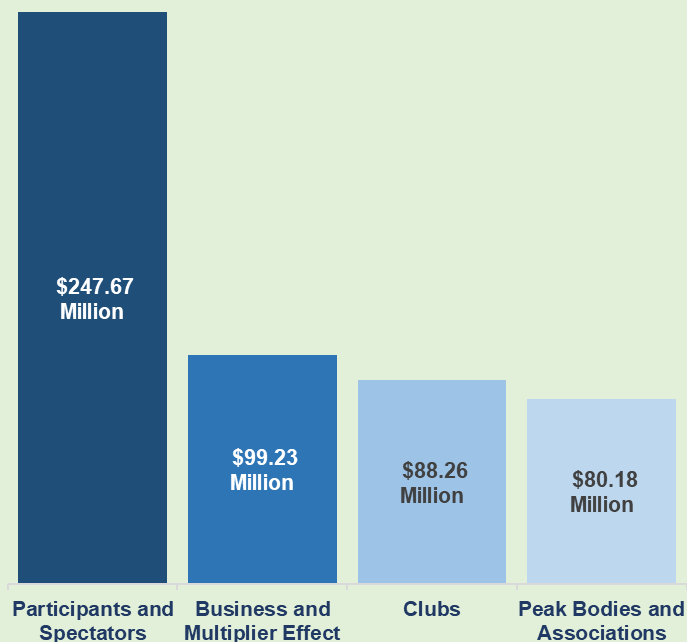


Table of Contents

Foreword	2
Overview	3
Executive Summary	5
Main Report - Economic Contribution	10
Social Contribution	17
Health Contribution	31
References	46
About the Authors	48
Appendix 1: Detailed Economic Contribution By Federal Electorates	50
Appendix 2: Detailed Economic Contribution By NSW State Electorates	60

Total Annual Community Impact \$519,892,768

Community Economic Benefit
\$515,334,869 p.a.



**Football's
Social Benefits**

- **Social Network Diversity:** NSW football clubs bring together people of different ages, genders and backgrounds which creates greater diversity within individual social networks.
- **Multicultural Engagement:** Football has the ability to transcend race, religion and gender to create community connections through a common passion for the game.
- **Social Skills and Behaviour:** The football club environment assists in developing well rounded individuals who apply their leadership, teamwork and community spirit to make a positive contribution to society.
- **Community Connectedness:** People develop deep affiliations with their football club and often identify themselves as being part of their community through their connections with the club.

Community Health Benefit
\$4,557,899 p.a.



Physical Health
\$2,930,030 p.a.

Mental Health
\$1,627,869 p.a.



Lifetime Health Contribution
\$89,109,331



Executive Summary – Football in NSW

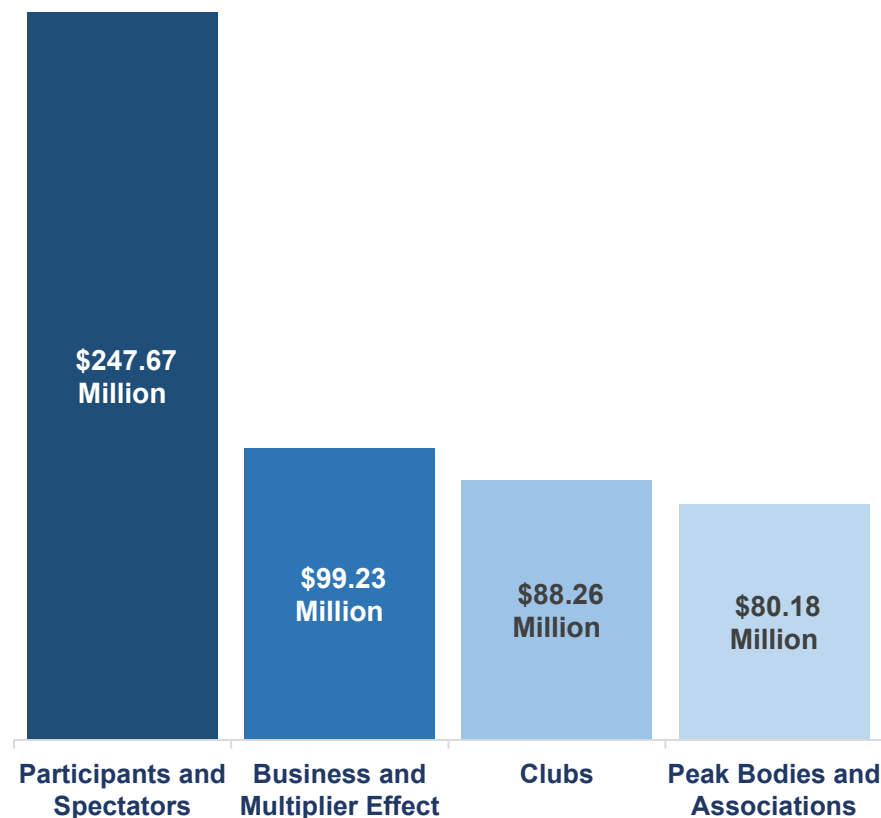
KEY ECONOMIC FINDINGS

Football is the most popular club sport (by participation)¹⁹ in NSW and across the country. It is played by almost 300,000 registered participants in NSW alone.

Football makes an economic contribution to the New South Wales economy of \$515.3 million. This is delivered through the following:

- Regular football participants including outdoor and futsal competitions.
- Spectator attendance at football events, A-League, W-League, National Premier League and international matches.
- Expenditure on services, goods, maintenance, and employees by football clubs, associations, governing bodies and other football-related entities.
- Football-related travel and tourism throughout the State.
- Retailing of football equipment and merchandise.

Community Economic Benefit
\$515,334,869



KEY HEALTH FINDINGS

- Regular participation in physical activity provides significant physical and mental health benefits to individuals.
- The physical health benefits analysed in this study are derived from **reducing the prevalence of chronic diseases** (breast cancer, coronary heart disease, diabetes, bowel cancer and stroke) as identified by the Australian Institute of Health and Welfare.
- The mental health benefits are derived from **reducing the prevalence of anxiety and depression**.
- Three out of the top ten most common diseases in Australia are reduced in prevalence through physical activity, with 5.0% of all diseases being attributed to physical inactivity according to the Australian Institute of Health and Welfare.
- These diseases have a significant negative impact on the health of Australians and **physical inactivity is the fourth highest risk of disease behind tobacco, obesity and alcohol use**.

The annual community contribution which football provides through reducing the prevalence of these diseases is valued at \$4.6 million. The tables adjacent highlight the annual and lifetime health contribution of football participation.

ANNUAL HEALTH CONTRIBUTION			
Participant Segment	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
FNSW - Males	\$2,118,773	\$948,416	\$3,067,189
FNSW - Females	\$320,882	\$376,144	\$697,026
Sub Total	\$2,439,655	\$1,324,560	\$3,764,215
NNSWF – Males	\$415,176	\$215,930	\$631,106
NNSWF - Females	\$75,199	\$87,379	\$162,578
Sub Total	\$490,375	\$303,309	\$793,684
Total	\$2,930,030	\$1,627,869	\$4,557,899

LIFETIME HEALTH CONTRIBUTION			
	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
Lifetime Health Contribution – FNSW	\$55,156,481	\$18,814,418	\$73,970,899
Lifetime Health Contribution – NNSW	\$11,001,795	\$4,136,636	\$15,138,432
Total Lifetime Health Contribution	\$66,158,276	\$22,951,054	\$89,109,331

KEY SOCIAL FINDINGS

The 2015 Community Impact Study found that football contributes a broad range of social benefits such as community cohesion, social mobility, social inclusion and social capital.

The research completed in this study provides additional supporting evidence for these social benefits and football's unique contribution to the NSW community, including:



- **Social Network Diversity:** NSW football clubs bring together people of different ages, genders and backgrounds, which creates greater diversity within individual social networks.



- **Multicultural Engagement:** Football has the ability to transcend race, religion and gender to create community connections through a common passion for the game.



- **Social Skills and Behaviour:** The football club environment assists in developing well rounded individuals who apply their leadership, teamwork and community spirit to make a positive contribution to society.



- **Community Connectedness:** People develop deep affiliations with their football club and often identify themselves as being part of their community through their connections with the club.

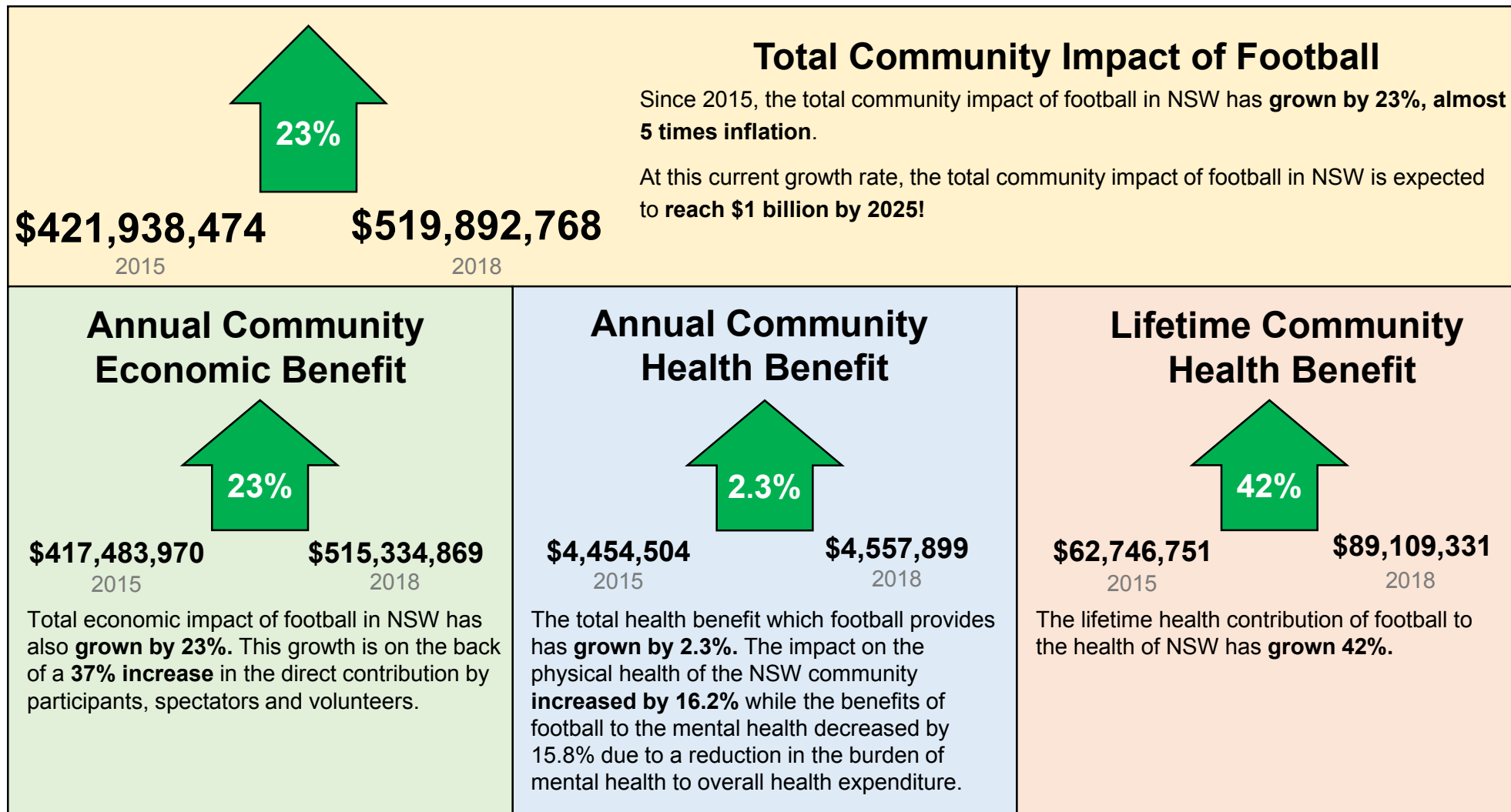
Additionally, using the 12 OECD aspects identified as essential to well-being, and the ABS factors to measure social capital, the following social well-being highlights have been identified. Footballers in NSW are:

- **More likely to volunteer within the community (80%)**, than general sport participants (42%) and non-sport participants (19%).
- More likely to have an **ethnically diverse social network (94%)** compared to general sport participants (77%) and non-sport participants (67%).
- Have a **greater level of trust of other people in their community (71%)** than general sport participants (56%) and non-sport participants (48%).

These findings have been based on the following methods and have been used to develop a picture of football's social impact on the communities of New South Wales.

- A global **literature review** of sport's social impact.
- A **survey with 3,994** individuals from the New South Wales football community.
- Data from the Australian Bureau of Statistics (ABS), AusPlay and Organisation for Economic Co-Operation and Development (OECD).

GROWTH OF FOOTBALL IN NEW SOUTH WALES





Main Report - 1: Economic Contribution

SCOPE OF THE ASSESSMENT

A range of data sources were accessed to derive estimates of the economic contribution and socio-economic indicators for football. These included:

- Analysis of 106 financial statements from football peak bodies, associations and clubs.
- Football NSW's participant database.
- Survey of participant results from SBP.
- Australian Bureau of Statistics Census of Population and Housing Data.
- IBISWorld industry reports.

Results for Football NSW and Northern NSW Football have been applied to small areas, and reported by Federal and State Government Electorates.



Note:

The estimates presented in this report have been entirely derived from the adjacent sources and, therefore, the accuracy is dependent on the extent to which these sources are truly representative of football activities in New South Wales. Football NSW, Northern NSW Football, and their affiliated organisations, SBP, and Street Ryan and Associates Pty. Ltd., accept no responsibility for the accuracy of information or estimates presented, or for decisions taken as a result of material presented in this report.

ECONOMIC CONTRIBUTION OF FOOTBALL IN NEW SOUTH WALES

Summary of Direct and Ancillary Economic Contribution

It is estimated that football has a direct and ancillary economic contribution to New South Wales in 2018 of **\$515.33 million**, including:

- **\$247.67 million** through participants, members, spectators and volunteers
- **\$88.26 million** through football clubs
- **\$80.18 million** through Football NSW, Northern NSW Football and affiliated Associations
- **\$99.23 million** through business and multiplier effects

Each of these categories are explained in detail over the following pages.



EXPENDITURE BY PEAK ORGANISATIONS, ASSOCIATIONS AND CLUBS

Football NSW and Northern NSW Football are the governing bodies for Association Football in New South Wales. Both organisations promote and facilitate participation and community programs. Financial statements were provided for Football NSW and Northern NSW Football as the State peak bodies.

Estimates were calculated for all associations and all clubs based on a sample of eighty-eight clubs from sixteen metropolitan and non-metropolitan associations.

These expenditure calculations were applied to electorates in New South Wales. Expenditure categories were developed to reflect information provided, and the type of expenditure as it relates to the flow-on industry sector.

Only 'recurrent' or operating expenditure items were included. Fixed asset items are long-term investments and would distort the estimates if they were included. Depreciation of fixed assets is included in the estimates where it has been included in financial statements.

Clubs were further classified as:

- Small, with fewer than 150 participant members
- Medium, with 150 to 800 participant members
- Large, with more than 800 participant members

Area	FNSW	NNSW	Expenditure
Affiliation/Registration Fees	\$37,994,089	\$10,989,382	\$48,983,471
Merchandise, Kit and Clothing	\$7,911,504	\$2,395,299	\$10,306,803
Administration	\$10,360,317	\$5,340,721	\$15,701,038
Marketing and Game Development	\$9,247,829	\$2,553,728	\$11,801,557
Salaries, Coaching, Referees, Medical and Player Payments	\$29,222,724	\$7,860,820	\$37,083,544
Equipment and Grounds	\$16,973,840	\$3,765,547	\$20,739,387
Trophies	\$2,248,667	\$574,748	\$2,823,415
Events, Canteen and Presentations	\$15,290,946	\$3,955,951	\$19,246,897
Other	\$1,445,910	\$309,185	\$1,755,095
Total	\$130,695,824	\$37,745,382	\$168,441,206

EXPENDITURE BY PARTICIPANTS, SPECTATORS, MEMBERS AND VOLUNTEERS

The adjacent table presents details of direct expenditure by participants, spectators, members and volunteers, associated with participation in football in New South Wales. This data excludes payments made to clubs or associations.

Expenditure includes:

- Clothing and equipment (including A-League and W-League supporter merchandise)
- Elite club membership
- Coaching and training costs
- Health and wellness equipment
- Food and beverages
- Travel costs

Area	FNSW	NNSW	Expenditure
Clothing and Equipment	\$57,918,015	\$14,295,191	\$72,213,206
Supporter Merchandise	\$26,308,600	\$6,493,428	\$32,802,028
Coaching and Training	\$28,415,689	\$7,013,495	\$35,429,184
Travel, Food and Beverages	\$85,523,256	\$21,697,915	\$107,221,171
Total	\$198,165,560	\$49,500,029	\$247,665,589

BUSINESS AND MULTIPLIER EFFECTS

In addition to the direct expenditure from football businesses (clubs, associations, coaching and training businesses, and sports equipment businesses), there are many indirect business activities that flow on from this expenditure. Hundreds of businesses and public-sector organisations have a sizeable proportion of their annual turnover (and subsequent expenditure) derived from the expenditure made by associations, players, and other stakeholders in football.

Multipliers were generated from the expenditure profiles through the supply chain, and applied to each electorate using location quotients, to produce estimates of the flow-on effect of direct expenditure. Business types with flow on activities from football include: accommodation and food services, retail trade, construction, health services, administration and support services, and art and recreation.

Advice from profiles of these businesses provided insights into expenditure patterns, together with industry data on tourism and a range of relevant industry sectors. The indirect business and multiplier effect estimates are provided in the adjacent table.

Sector	FNSW	NNSW	Value
Construction	\$4,001,119	\$1,083,210	\$5,084,329
Retail Trade	\$22,603,165	\$6,192,873	\$28,796,038
Accommodation and Food Service	\$10,267,580	\$2,532,730	\$12,800,310
Transport	\$13,767,279	\$3,123,823	\$16,891,102
Administration and Support	\$11,938,161	\$3,428,348	\$15,366,510
Health Care	\$7,317,169	\$1,948,840	\$9,266,009
Arts and Recreation	\$8,899,515	\$2,124,261	\$11,023,776
Total Indirect	\$78,793,987	\$20,434,086	\$99,228,073

ECONOMIC CONTRBUTION BY ELECTORATE

In addition to the economic contribution of football to the NSW community as a whole, the economic contribution has been calculated for each state and federal electorate.

The table on the right shows the top ten state and federal electorates, ranked by the total economic contribution of football. The federal electorate of Greenway receives the greatest contribution, of any electorate from football with \$28.98 million. The geographic corresponding state electorates of Riverstone is also reflective of this, receiving the greatest contribution of any state electorate of \$26.51 million. This can, in part, be attributed to Football NSW's head office being located within both of the electoral boundaries.

The bottom right table shows the distribution of electorates by economic contribution. It shows that football contributes more than \$5 million to over 55% of state electorates and 89% of federal electorates.

Rank	Federal Electorate	Value	Rank	State Electorate	Value
1	Greenway	\$28,984,798	1	Riverstone	\$26,510,186
2	Hunter	\$27,743,490	2	Lake Macquarie	\$17,571,357
3	Newcastle	\$20,334,826	3	Lane Cove	\$10,466,774
4	Bennelong	\$19,358,348	4	Heathcote	\$10,226,342
5	Cook	\$17,972,779	5	Ku Ring Gai	\$9,913,675
6	Mitchell	\$16,712,252	6	Penrith	\$9,327,652
7	Mackellar	\$14,849,631	7	Manly	\$9,316,531
8	Bradfield	\$14,187,088	8	Newcastle	\$9,245,465
9	Dobell	\$14,074,623	9	Wakehurst	\$9,173,967
10	Cowper	\$13,962,948	10	Baulkham Hills	\$8,904,840

Contribution (\$)	% of State Electorates	% of Federal Electorates
< \$5,000,000	45%	11%
\$5,000,001 <\$10,000,000	51%	38%
> \$10,000,001	4%	51%



Main Report - 2: Social Contribution

ASSESSMENT APPROACH AND KEY ASSUMPTIONS

The following provides an overview of the conceptual methodology that was used to assess the social contribution of football to the New South Wales community.

Qualitative assessment

- A literature review was undertaken to understand the definitions and contextual approach towards what we have labelled as “community contribution”. This includes social cohesion, social capital, social inclusion, and social mobility – these concepts are frequently used interchangeably although there are slight differences. For this project we have focused on the development of **social capital and social cohesion given these concepts primarily look at individuals and their local community networks**, as distinct from society as a whole.

Quantitative data

- In 2012 the ABS produced a report which sought to establish a correlation between indicators of social capital and sports participation. These social capital indicators included self-assessed health; personal stressors; work-life balance; feelings of safety and trust; social network size and diversity; and access to support.
- The OECD conducts a measurement of life satisfaction which seeks to evaluate a person's life as a whole rather than their current feelings. The questionnaire construct for the ABS Social Capital

indicators and OECD measure of life satisfaction was replicated through an **online survey with 3,994** NSW football participants during May 2018.



DATA SOURCES AND DEFINITIONS

The following data sources have been used as key inputs into the approach towards valuing the social contribution of football.

Each data source is presented in more detail over the following pages.

- The ABS Sport and Social Capital in Australia.
- Online survey of 3,994 individuals from the NSW football community.

The community benefits of sport participation^{11,12,13}

Some of the commonly identified social benefits of participating in sport are; improved community identity, community cohesion, the promotion of community pride and ownership, and the promotion of ethnic or cultural harmony.

A literature review by Atherley (2006) concluded that sport can provide social benefits such as community integration, cohesion, cooperation, and community identity and pride.

It is also evidenced that sport participation can contribute to crime reduction, community safety, education and lifelong learning, and environmental benefits.

Life Satisfaction¹⁴

OECD measures 12 aspects identified as essential to well-being in terms of material living conditions (housing, income, jobs) and quality of life (community, education, environment, governance, health, life satisfaction, safety and work-life balance).

What is a cohesive society?¹⁴

OECD defines a society as “cohesive” if it works towards the well being of all its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust, and offers its members the opportunity of upward social mobility.

Within this definition of ‘social cohesion’ there are three distinct aspects. These being social inclusion, social capital and social mobility.

- Social inclusion: is measured by aspects of social exclusion such as poverty, inequality, acceptance, and social polarisation.
- Social capital: combines measures of trust (interpersonal and society), the extent of personal networks, and the extent of an individual’s engagement within a community.
- Social mobility: measures the degree to which people can, or believe they can, change their position in society.

Self-Assessed Health Status¹⁸

In 2012, the ABS released a range of social capital indicators from the 2010 General Social Survey (GSS). These indicators compared sport participants versus non-sport participants within the Australian population.

Respondents to the GSS were asked to make a general assessment of their own health against a five point scale ranging from excellent through to poor.

SOCIAL CAPITAL

Social capital is defined as being “**a resource available to individuals and communities founded on networks of mutual support, reciprocity and trust**”.

Social capital can contribute to both individuals (via outcomes in health, education, employment and family wellbeing) and communities (community strength and resilience).

It is theorised that participating in sport develops social capital due to the community-based social interaction which it involves.

The ABS suggests that whilst it is not possible to establish a causal link between sport participation and social capital, it is possible to establish correlations between the two.

From selected indicators of social capital (see adjacent table and following pages), it can be seen that NSW footballers in comparison to both general sport participants and non-sport participants are more engaged with their local community, and have closer relationships with their social networks.

Each of the social capital indicators in the adjacent table is presented in more detail over the following pages.

Please note: Due to rounding, numbers presented throughout this report may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.

Social Capital Indicators

Social Capital Indicator	NSW Footballer	Sport Participants	Non-sport Participants
Self-Assessed Health Status (% Excellent/Very Good)	72%	57%	40%
Work-life Balance (% can meet family/community responsibilities)	98%	92%	87%
Volunteership (% that volunteer within the community)	80%	42%	19%
No. of Confidants (% with 3 or more friends to confide in)	61%	58%	37%
Contact with Social Networks (% with weekly face-to-face contact)	76%	81%	73%
Social Network Diversity (% with friends of diverse ethnicity)	94%	77%	67%
Access to support (% able to ask for small favours)	95%	94%	88%

CATERING FOR DIVERSE PARTICIPATION

Football clubs in NSW provide an environment which is inclusive and welcoming of people from a diverse range of backgrounds. Nearly two-thirds of respondents strongly agreed that **their club provided an inclusive environment** for people from **multicultural backgrounds (64%)** and for **female participants (64%)**. Nearly half (48%) “agree” or “strongly agree” that their club provides an inclusive environment for people with a disability.



FEMALE PARTICIPANTS		
	NSW Footballers (2015)	NSW Footballers (2018)
Strongly Agree	49%	64%
Agree	37%	20%
Neither Agree or Disagree	7%	11%
Disagree	2%	3%
Strongly Disagree	1%	2%
Don't Know	4%	0%
Total	100%	100%
Total Agree	86%	84%

PEOPLE WITH A DISABILITY		
	NSW Footballers (2015)	NSW Footballers (2018)
Strongly Agree	19%	28%
Agree	24%	20%
Neither Agree or Disagree	30%	41%
Disagree	7%	6%
Strongly Disagree	3%	4%
Don't Know	17%	0%
Total	100%	100%
Total Agree	43%	48%

MULTICULTURAL BACKGROUNDS		
	NSW Footballers (2015)	NSW Footballers (2018)
Strongly Agree	49%	64%
Agree	34%	22%
Neither Agree or Disagree	12%	12%
Disagree	1%	2%
Strongly Disagree	0%	1%
Don't Know	5%	0%
Total	100%	100%
Total Agree	83%	84%

SPORT AND SOCIAL CAPITAL IN AUSTRALIA - SELECTED INDICATORS

SELF-ASSESSED HEALTH STATUS			
	NSW Footballers	Sport Participants	Non-sport Participants
Excellent	28%	22%	13%
Very Good	44%	35%	27%
Good	22%	30%	32%
Fair	5%	11%	18%
Poor	1%	3%	9%
Total	100%	100%	100%

PERSONAL STRESSOR			
	NSW Footballers	Sport Participants	Non-sport Participants
Experienced a personal stressor	74%	63%	56%
Did not experience a personal stressor	26%	37%	44%
Total	100%	100%	100%

WORK LIFE BALANCE*			
	NSW Footballers	Sport Participants	Non-sport Participants
Can meet responsibilities	98%	92%	87%
Can not meet responsibilities	2%	8%	13%

* Of those with family/community responsibilities

VOLUNTEERSHIP			
	NSW Footballers	Sport Participants	Non-sport Participants
Volunteers	80%	42%	19%
Not volunteers	20%	58%	81%
Total	100%	100%	100%

SPORT AND SOCIAL CAPITAL IN AUSTRALIA - SELECTED INDICATORS

NO. OF CONFIDANTS			
	NSW Footballers	Sport Participants	Non-sport Participants
None	4%	10%	23%
1-2 friends	36%	32%	40%
3-4 friends	35%	32%	23%
5 or more friends	26%	26%	14%

ACCESS TO SUPPORT			
	NSW Footballers	Sport Participants	Non-sport Participants
Are able to ask for small favours	95%	94%	88%
Are able to ask for support in a crisis	95%	95%	90%

SOCIAL NETWORK DIVERSITY*			
	NSW Footballers	Sport Participants	Non-sport Participants
Friends with same ethnic background	6%	23%	33%
Friends of similar age	8%	9%	17%
Friends with same level of education	8%	12%	16%

* % All Friends of same level

CONTACT WITH SOCIAL NETWORKS*			
	NSW Footballers	Sport Participants	Non-sport Participants
At least once a week	76%	60%	54%
At least once a month	18%	14%	17%
At least once in three months	4%	4%	7%
No recent contact	2%	1%	3%

* Face-to-Face contact

SPORT AND SOCIAL CAPITAL IN AUSTRALIA - SELECTED INDICATORS

SAFETY			
	NSW Footballers	Sport Participants	Non-sport Participants
Feel safe at home after dark	91%	88%	79%
Feel safe at home during the day	95%	96%	90%
Feel safe walking alone after dark	71%	53%	33%

*% Very Safe/Safe

TRUST			
	NSW Footballers	Sport Participants	Non-sport Participants
General trust in people	71%	56%	48%
Trust in hospitals	95%	74%	70%
Trust in doctors	87%	38%	37%
Trust in local police	88%	77%	69%

*% Strongly Agree/Somewhat Agree

EVENT ATTENDANCE*			
	NSW Footballers	Sport Participants	Non-sport Participants
Attended cultural event/venue	98%	92%	68%
Attended sporting event	84%	64%	35%
Attended a community event	92%	72%	44%

*In the past 12 months

TIME IN CURRENT DWELLING			
	NSW Footballers (2018)	Sport Participants	Non-sport Participants
Less than 5 years	35%	43%	39%
5 years or more	65%	57%	61%

SPORT AND SOCIAL CAPITAL IN AUSTRALIA - SELECTED INDICATORS

HIGHEST EDUCATION LEVEL		
	Footballers in NSW	NSW Population
University Degree	44%	19%
Diploma	11%	7%
Trade Qualification	7%	12%

ANNUAL HOSEHOLD INCOME		
	Footballers in NSW	NSW Population
<\$50k (NSW footballers) <\$52k (Pop.)	7%	25%
\$50k<\$110k (NSW footballers) \$52k<\$104k (Pop.)	28%	22%
>\$110k (NSW footballers) >\$104k (Pop.)	42%	29%
Not stated	23%	24%

LANGUAGE SPOKEN AT HOME		
	Footballers in NSW	NSW Population
Only English	77%	69%
Italian	3%	1%
Greek	3%	1%
Spanish	2%	1%
Arabic	2%	3%
Croatian	2%	0%
Macedonian	1%	0%
German	1%	0%
Vietnamese	0%	1%
Hindi	1%	1%
Mandarin	1%	3%
Cantonese	1%	2%
Other	7%	17%

QUALITATIVE ASSESSMENT – STRENGTHS AND IMPORTANCE OF FOOTBALL TO COMMUNITIES

As part of the online survey distributed to the NSW football community, respondents were asked to share their stories of how football has made a positive impact on the lives of either themselves, a friend, or another member of the community.

Responses to this question were analysed and used to identify the unique strengths of football in delivering social benefits to individuals and the community. From the analysis of the 1,492 responses collected, four key themes were identified and compared to the findings from the 2015 study.



The similarities between the key themes identified in both the 2015 and 2018 studies validates and reinforces the social benefits which football provides to the community.

The four unique strengths of football in delivering social benefits to the community of NSW include:

- **Social Network Diversity:** NSW football clubs bring together people of different ages, genders and backgrounds which creates greater diversity within individual social networks.
- **Multicultural Engagement:** Football has the ability to transcend race, religion and gender to create community connections through a common passion for the game.
- **Social Skills and Behaviour:** The football club environment assists in developing well rounded individuals who apply their leadership, teamwork and community spirit to make a positive contribution to society.
- **Community Connectedness:** People develop deep affiliations with their football club and often identify themselves as being part of their community through their connections with the club.

The following pages provide a series of verbatim comments from survey respondents which support each of the four key themes.

SOCIAL NETWORK DIVERSITY

“Football breaks down barriers; Our club brings CEOs and apprentices, Australian-born and recent migrants, players and officials of every colour, creed and background, together as equals on the field. Their mutual respect built sharing the beautiful game then flows from the field into their communities, families and workplaces.”

“Football has created friendships for me with people from different ethnic backgrounds and social-economic status. It has allowed me to connect with a migrant family living in our town and we have been able to support them to find work and drive their child to and from soccer games and training.”

“Football brings so many people together for me. The interest in football spans far and wide across ages, cultures and genders. Saturdays at the park with my wife, children and friends are awesome, physically, socially and mentally.”

“We had an Albanian new immigrant as a neighbour. He loved football. Our grandson started having a kick each afternoon after school with him. We very soon all became close friends with his family. All because of the round ball!”

MULTICULTURAL ENGAGEMENT

“As a new migrant to Australia I lost all my network and friends when I moved here. I was a social person and so depressed without any connection here. I joined a local football club and my life changed. The people welcome me and I found lifetime friends there. Since then I continue to play football as I found this as my saviour.”

“Our local football club has a wide range of new immigrant children playing miniroos/junior football each year. This involvement allows easier migrant assimilation and also allows the local kids to learn about other cultures. I think the more we know about others, the more caring we are as a community and the better we can unite as one.”

“As a migrant with no friends growing up in Australia, football gave me friends for life who only cared about my love for football and not the colour of my skin.”

“My team had two new immigrants join our team as a way of meeting people from their local community. They were immediately accepted by the team and we have become good mates socialising outside of football.”

“Football has opened the eyes of my three boys to our multicultural society, evidenced by their teammates!”

SOCIAL SKILLS AND BEHAVIOUR

"My son has high functioning autism and lacks social skills. It's in soccer he found his place - he feels accepted, valued, respected and it gives him confidence."

"When I played football as a teenager I had two great male coaches that were terrific male role models for me and my team mates - both male and female. Now as a coach myself I get a buzz when I can see the example I set resulting in positive behaviours of my players. "

"My son commenced playing football a few years ago and has greatly benefited from the social aspect of football and learning to understand appropriate behaviour in various situations. He can relate empathetically to other children for which he had previous difficulties, learn how to lose (and win) and understand the benefits of teamwork. Football has been fantastic for him and our family."

"Football has helped me build a stronger bond with my daughters, whilst helping them and their friends learn skills and behaviors that will set them up for success in life. It is a very rewarding experience to coach the team."

"When I was a committee member of our local club, I saw many children who had not played the game prior, grow their confidence and social behaviors when involved in football. They made friends which they had for life."

COMMUNITY CONNECTEDNESS

"Being involved in football has given our family another fun and healthy opportunity to be active together. We make Saturday football a family outing and being out together with other community members in the fresh air and sunlight is a plus. Furthermore, as recent migrants, it's helped us to gain a sense of belonging and connectedness, and our Club coaches have been so great. The Club has a wonderful and diverse mix of people from various socio-economic, religious and cultural backgrounds and reflects what we love about Australia and it's people."

"Football has a way of bringing communities together and it helps create many new friendships. All three of my boys play football and have made many friendships from playing football. It's great for kids to have a whole other group of friends outside of school and also be healthy and active at the same time."

"Football is very positive because it is instilling strong community contact in my children, it's providing us with a safe way to get outside and exercise and meet old and new friends. It has built resilience in the whole family in many ways. The cultural mix is prudent to community wellbeing."

"I am a school teacher working in a low socio-economic school, in a disadvantaged suburb. I have encouraged parents to register their children to play football. By doing this, the parents feel connected to a group, nurturing a sense of community and equality. It has also improved community engagement within my school, and improves my school's ability to field competitive sporting teams in the primary schools football knockout."

"Football was the mechanism allowing my parents who were new migrants the ability to connect with the community and build lifelong friendships. It has also given my children another network of friends outside of family and school which is crucial as they grow into adolescence."



3: Health Contribution

VALUATION APPROACH – PHYSICAL AND MENTAL HEALTH

The following provides an overview of the methodology used to calculate the health benefits derived from football participation. The approach is similar to many previous whole of sport industry studies, and includes data input from the Australian Institute of Health and Welfare and the Australian Government Department of Health.

Physical Health

- Evidencing the negative effects of insufficient physical activity. The 2011 study by the Australian Institute of Health and Welfare ¹ **attributed 5.0% of the burden of disease in Australia to physical inactivity**. The specific diseases resulting are breast cancer, coronary heart disease, diabetes, bowel cancer and stroke.
- Identifying the total number of Disability-Adjusted Life Years (DALYs) lost due to diseases caused by physical inactivity, and then calculating the equivalent contribution from a per person perspective.
- Understanding the expected life duration based on current age and gender segments, as well as the average duration in years of football participation.
- Calculating the Value of a Statistical Life Year (VSLY) based upon Department of Finance best practice guidelines. The **VSLY used is \$190,750⁷**.
- Modelling the actual number of football participants (across age and gender segments).
- The basic formula for calculating physical health benefits is therefore:
Physical Health = No. of Participants x DALYs prevented x VSLY x (1-year of football Participation/Expected Life Remaining).

Mental Health

Calculating the mental health benefits was similar to the method used to calculate physical health, with a number of adjustments as follows:

- Evidencing the preventative effects of physical activity on anxiety and depression. Based upon the evidence used by the Australian Government Department of Health to support the current Physical Activity & Sedentary Behaviour Guidelines for Adults (18-64 years)², the conservative estimated range that physical activity has a **25% preventative impact** on anxiety and depression has been used.
- Identifying the total number of Disability-Adjusted Life Years (DALYs) lost due to anxiety and depression, and then calculating the equivalent contribution from a per person (by age and gender) perspective.
- The basic formula for calculating mental health benefits is therefore:
Mental Health = No. of Participants x (DALYs from anxiety and depression/preventative effect of physical activity) x VSLY x (1-year of football Participation/Expected Life Remaining).

The specific health contributions to the community are shown on the following page.

TOTAL NSW FOOTBALL PARTICIPANTS

Annual Health Contribution

ANNUAL HEALTH CONTRIBUTION – NSW Football Participants			
Participant Segment	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
Male 0-14 years	\$0	\$375,639	\$375,639
Male 15-24 years	\$0	\$336,544	\$336,544
Male 25-64 years	\$2,452,612	\$452,163	\$2,904,776
Male 65-74 years	\$70,523	\$0	\$70,523
Male 75+ years	\$10,814	\$0	\$10,814
Female 0-14 years	\$0	\$110,663	\$110,663
Female 15-24 years	\$0	\$209,350	\$209,350
Female 25-64 years	\$393,041	\$142,316	\$535,357
Female 65-74 years	\$1,906	\$1,194	\$3,099
Female 75+ years	\$1,135	\$0	\$1,135
Total	\$2,930,030	\$1,627,869	\$4,557,899

Lifetime Health Contribution

LIFETIME HEALTH CONTRIBUTION – NSW Football Participants			
Participant Segment	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
Male 0-14 years	\$0	\$2,441,655	\$2,441,655
Male 15-24 years	\$0	\$4,072,182	\$4,072,182
Male 25-64 years	\$54,202,734	\$9,992,805	\$64,195,539
Male 65-74 years	\$2,764,499	\$0	\$2,764,499
Male 75+ years	\$389,294	\$0	\$389,294
Female 0-14 years	\$0	\$719,311	\$719,311
Female 15-24 years	\$0	\$2,533,135	\$2,533,135
Female 25-64 years	\$8,686,203	\$3,145,180	\$11,831,384
Female 65-74 years	\$74,704	\$46,785	\$121,490
Female 75+ years	\$40,842	\$0	\$40,842
Total	\$66,158,276	\$22,951,054	\$89,109,331

TOTAL FNSW PARTICIPANTS

Annual Health Contribution

ANNUAL HEALTH CONTRIBUTION – FNSW Football Participants			
Participant Segment	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
Male 0-14 years	\$0	\$299,965	\$299,965
Male 15-24 years	\$0	\$271,173	\$271,173
Male 25-64 years	\$2,046,423	\$377,278	\$2,423,701
Male 65-74 years	\$63,081	\$0	\$63,081
Male 75+ years	\$9,269	\$0	\$9,269
Female 0-14 years	\$0	\$88,046	\$88,046
Female 15-24 years	\$0	\$171,406	\$171,406
Female 25-64 years	\$318,976	\$115,498	\$434,474
Female 65-74 years	\$1,906	\$1,194	\$3,099
Female 75+ years	\$0	\$0	\$0
Total	\$2,439,655	\$1,324,560	\$3,764,215

Lifetime Health Contribution

LIFETIME HEALTH CONTRIBUTION – FNSW Football Participants			
Participant Segment	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
Male 0-14 years	\$0	\$1,949,774	\$1,949,774
Male 15-24 years	\$0	\$3,281,193	\$3,281,193
Male 25-64 years	\$45,225,951	\$8,337,847	\$53,563,798
Male 65-74 years	\$2,472,768	\$0	\$2,472,768
Male 75+ years	\$333,680	\$0	\$333,680
Female 0-14 years	\$0	\$572,302	\$572,302
Female 15-24 years	\$0	\$2,074,013	\$2,074,013
Female 25-64 years	\$7,049,378	\$2,552,504	\$9,601,882
Female 65-74 years	\$74,704	\$46,785	\$121,490
Female 75+ years	\$0	\$0	\$0
Total	\$55,156,481	\$18,814,418	\$73,970,899

TOTAL NSW PARTICIPANTS

Annual Health Contribution

ANNUAL HEALTH CONTRIBUTION – NSW Football Participants			
Participant Segment	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
Male 0-14 years	\$0	\$75,674	\$75,674
Male 15-24 years	\$0	\$65,371	\$65,371
Male 25-64 years	\$406,189	\$74,885	\$481,074
Male 65-74 years	\$7,442	\$0	\$7,442
Male 75+ years	\$1,545	\$0	\$1,545
Female 0-14 years	\$0	\$22,617	\$22,617
Female 15-24 years	\$0	\$37,944	\$37,944
Female 25-64 years	\$74,064	\$26,818	\$100,882
Female 65-74 years	\$0	\$0	\$0
Female 75+ years	\$1,135	\$0	\$1,135
Total	\$490,375	\$303,309	\$793,684

Lifetime Health Contribution

LIFETIME HEALTH CONTRIBUTION – NSW Football Participants			
Participant Segment	Physical Health Benefit	Mental Health Benefit	Total Health Benefit (Yr)
Male 0-14 years	\$0	\$491,881	\$491,881
Male 15-24 years	\$0	\$790,990	\$790,990
Male 25-64 years	\$8,976,783	\$1,654,958	\$10,631,741
Male 65-74 years	\$291,731	\$0	\$291,731
Male 75+ years	\$55,613	\$0	\$55,613
Female 0-14 years	\$0	\$147,009	\$147,009
Female 15-24 years	\$0	\$459,122	\$459,122
Female 25-64 years	\$1,636,825	\$592,677	\$2,229,502
Female 65-74 years	\$0	\$0	\$0
Female 75+ years	\$40,842	\$0	\$40,842
Total	\$11,001,795	\$4,136,636	\$15,138,432

DATA SOURCES

The following data sources have been used as key inputs into the approach towards valuing the health contribution of football. Each data source is presented in more detail over the following pages.

Physical health sources

- Health care expenditure in Australia.
- Health care expenditure on disease.
- The cause of disease in Australia.
- The burden of disease due to physical inactivity.
- Disability-Adjusted Life Year (DALY).
- DALYs attributed to physical inactivity.
- Value of a Statistical Life Year (VSLY).
- Recommended physical activity levels.
- Average life expectancy and duration of football participation.

Mental health sources

- Health care expenditure on mental disorders.
- The cause of disease in Australia.
- The prevention of anxiety and depression.
- DALYs caused by anxiety and depression.



Note:

The estimates presented in this report have been entirely derived from the sources and, therefore, their accuracy is dependent on the extent to which these sources are truly representative of football throughout New South Wales and Australia. Football NSW, Northern NSW Football and affiliated organisations, SBP, and Street Ryan and Associates Pty. Ltd., accept no responsibility for the accuracy of information or estimates presented, or for decisions taken as a result of material in this report.

PHYSICAL HEALTH DATA INPUT

Health care expenditure in Australia³

According to the AIHW, total health expenditure on goods and services in Australia was \$161.6 billion in 2014-2015 (up by 2.8% from 2013-2014), which represents 10% of Gross Domestic Product (GDP) per annum. This total health care expenditure is an **equivalent of \$6,846 per person** in Australia.

Health care expenditure on disease⁴

Whilst not all health expenditure is allocated towards a specific category (such as disease) figures from 2008-2009 AIHW expenditure data show that approximately **12% of total** allocated health expenditure is spent on cardiovascular diseases (the highest expenditure category). This is followed by oral health at 10%, mental disorders at 8.5%, neoplasms (cancers) at 7% and diabetes mellitus at 2% of allocated expenditure.

The cause of disease in Australia¹

Cancer and cardiovascular disease are the two leading causes of disease in Australia, **accounting for 33% of all disease**. Whilst there are a range of risk factors that contribute to each disease group, physical inactivity is attributable to 3 of the top 10 diseases in Australia. This means sport participation is critical to the prevention of the overall burden of disease in the community.

Top 10 causes of disease in Australia

Cause	% of all Diseases	% of Disease attributable to physical inactivity
Cancers	18.5	6.4
Cardiovascular disease	14.6	21.2
Mental disorders	12.1	-
Musculoskeletal	11.6	-
Injuries	8.8	-
Respiratory	8.3	-
Neurological	6.8	-
Gastrointestinal	3.2	-
Infant/Congenital	2.7	-
Endocrine	2.4	29.7

Source: AIHW

PHYSICAL HEALTH DATA INPUT

The burden of disease due to physical inactivity¹

In Australia, **31.5% of the burden of disease** can be attributed to **29 selected risk factors** (top 11 shown opposite). Of these risk factors, physical inactivity is the fourth highest cause at 5.0%, behind tobacco (9.0%); high body mass – obesity (5.5%); and alcohol use (5.1%).

These findings are taken from the Australian Institute of Health and Welfare (AIHW) study (2011). The data from this study is widely used in Australia to measure the burden of disease, and has also been used in many similar studies to this one, including Muller et al (2010)⁵ and Access Economics (2010)⁶.

The AIHW study (2011) found five specific diseases which physical inactivity is an attributing factor. Breast Cancer, Coronary Heart Disease, Diabetes, Bowel Cancer and Stroke.

Disease burden attributable to top 11 risk factors	
Risk Factor	% Attribution
Tobacco	9.0
High Body Mass - Obesity	5.5
Alcohol Use	5.1
Physical inactivity	5.0
High blood pressure	4.9
Low fruit and vegetable Diet	3.4
High blood plasma glucose	2.7
High cholesterol	2.4
Occupational exposures and hazards	1.9
Diet high in processed meats	1.4
Diet low in nuts and seeds	1.4
Total*	31.5

Note*: the total is not cumulative as there is some overlap between risk factors

Source: AIHW.

PHYSICAL HEALTH DATA INPUT

Disability-Adjusted Life Year (DALY)¹

The Disability-Adjusted Life Year (DALY) is a single, consistent measurement of the years of life lost due to premature death and 'healthy' years of life lost. This measurement of the burden of disease is adopted and used by the World Health Organisation (WHO).

A study by AIHW (2011) found that 53% of the burden of disease impacts people between the ages of 15-64 years of age.

Distribution of age, disease and football participation			
Age Group	Australian Population Distribution	Registered Football Participant Distribution	DALY Population Distribution
0-14 years	18.8%	7.0%	6.0%
15-64 years	65.9%	91.2%	53.4%
65-74 years	8.6%	0.3%	18.5%
75+ years	6.6%	1.5%	22.1%

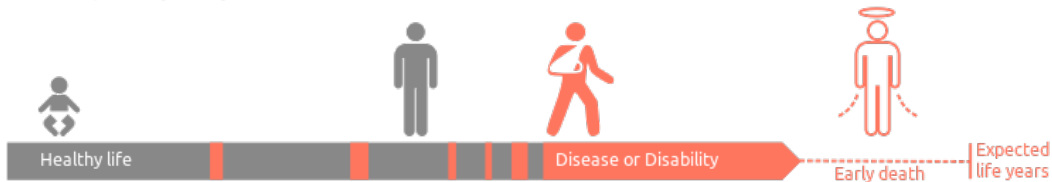
Source: ABS, AIHW, SBP Calculations

DALY

Disability Adjusted Life Years is a measure of overall disease burden, expressed as the cumulative number of years lost due to ill-health, disability or early death

$$= \text{YLD} + \text{YLL}$$

Years Lived with Disability + Years of Life Lost



PHYSICAL HEALTH DATA INPUT

Disability-Adjusted Life Year (DALY) attributed to physical inactivity¹

Based upon the findings from AIHW (2011), it is possible to calculate the contribution of any given person, based upon their age and gender profile, to the DALYs lost as a result of physical inactivity.

Note - there is zero DALYs lost due to physical inactivity for people between 0-24 years of age.

	Males					Females				
	0-14	15-24	25-64	65-74	75+	0-14	15-24	25-64	65-74	75+
DALYs attributed to Physical inactivity - Australian Population (A)	0	0	61,700	30,600	33,300	0	0	42,600	19,600	36,500
Australian Population, 2016 (B)	2,331,078	1,622,984	6,316,978	1,023,017	696,915	2,208,167	1,540,667	6,426,136	1,060,448	902,486
Ave. DALY per person (C) = (A/B)	-	-	0.010	0.030	0.048	-	-	0.007	0.018	0.040

Source: AIHW, SBP calculations

PHYSICAL HEALTH DATA INPUT

Value of a Statistical Life Year (VSLY)⁷

The value of a statistical life year in 2017 is **\$190,750**.

This figure is calculated based on best practice guidelines from the Australian Government (Office of Best Practice, Department of Finance) which calculated the VSLY in 2014 as \$182,000 plus the additional CPI calculation.

Some other studies have used a VSLY as high as \$252,014 based on a global literature review conducted by Access Economics in 2008. However SBP has chosen to use a conservative VSLY to ensure consistency with Australian government guidelines and common practice. If the higher VSLY had been used, the annual health benefit would increase from \$4.56 million to \$7.30 million in total (a \$2.74 million increase).

Recommended physical activity levels^{2, 8}

According to the Australian Government Department of Health, the current Physical Activity & Sedentary Behaviour Guidelines for Adults (18-64 years) are:

- Doing any physical activity is better than doing none. If you currently do no physical activity, start by doing some, and gradually build up to the recommended amount.
- Be active on most, preferably all, days every week.

- Accumulate 150 to 300 minutes (2 ½ to 5 hours) of moderate intensity physical activity or 75 to 150 minutes (1 ¼ to 2 ½ hours) of vigorous intensity physical activity, or an equivalent combination of both moderate and vigorous activities, each week.
- Do muscle strengthening activities on at least 2 days each week.

For health benefits to be achieved through physical activity, a person must meet the minimum recommended levels of 3 x sessions of at least 25 minutes vigorous exercise; OR 5 x 30 minutes of moderate exercise per week.

Whilst regulatory standards on the minimum recommended levels of exercise continue to evolve, it is these levels of the amount of physical activity that contribute health benefits that are representative of the currently available scientific evidence.

PHYSICAL HEALTH DATA INPUT

Number of individuals receiving health benefits

Football NSW and Northern NSW Football have accurate records of the number of football participants in each federation. The table on the right shows the breakdown of participants, by age and gender, which were used as the data inputs for the health contribution modelling.



Participant Segment	FNSW Participants	NNSW Participants	Total Participants	% of Total Participants
Male 0-14 years	103,910	26,214	130,124	44%
Male 15-24 years	38,288	9,230	47,518	16%
Male 25-64 years	41,519	8,241	49,760	17%
Male 65-74 years	178	21	199	<1%
Male 75+ years	6	1	7	<1%
Female 0-14 years	31,097	7,988	39,085	13%
Female 15-24 years	14,451	3,199	17,650	6%
Female 25-64 years	10,418	2,419	12,837	4%
Female 65-74 years	10	0	10	<1%
Female 75+ years	0	1	1	<1%
Total	239,877	57,314	297,191	100%

Note: Figures as of May 2018

Source: Football NSW, Northern NSW Football, SBP Calculations

	Male	Female
FNSW Participants	77%	23%
NNSW Participants	76%	24%
Total Participants	77%	23%

MENTAL HEALTH DATA INPUT

Health care expenditure on mental disorders⁴

Whilst not all health expenditure is allocated towards a specific category (such as disease) figures from 2008-2009 AIHW expenditure data show that approximately 8% of total allocated health expenditure is spent on mental disorders – this being the third highest disease expenditure category.

The cause of disease in Australia¹

Data from 2011 AIHW Burden of Disease report shows, following cancer and cardiovascular disease, mental disorders are the third most common causes of disease in Australia, accounting for 12.1% of all disease. Within the mental disorder disease category, anxiety and depression was the largest specific cause, accounting for 6% of all disease.

Top 10 causes of disease in Australia	
Cause	% of all Diseases
Cancers	18.5
Cardiovascular disease	14.6
Mental disorders	12.1
Musculoskeletal	11.6
Injuries	8.8
Respiratory	8.3
Neurological	6.8
Gastrointestinal	3.2
Infant/Congenital	2.7
Endocrine	2.4
Source: AIHW.	

MENTAL HEALTH DATA INPUT

The prevention of anxiety and depression⁸

Based upon the evidence used by the Australian Government Department of Health to support the current Physical Activity & Sedentary Behaviour Guidelines for Adults (18-64 years), we have estimated that physical activity has a 25% preventative impact on anxiety and depression.

The 25% preventative impact has been used as a conservative estimate for a number of reasons. The Brown et al (2012) report identifies a range of studies which supported physical activity as protective against the onset of anxiety disorders and symptoms, with a reduction impact of 48-53%.

The Brown et al (2012) report also notes that there is substantial evidence that regular physical activity protects against the onset of depression symptoms and major depressive disorders. The reduction impact across a number of studies, was between 25-40% lower.

We note that the evidence used by the Department of Health to support the physical activity guidelines address anxiety and depression separately.

Given that we know the collective impact of anxiety and depression in terms of DALYs, and separately the preventative impact physical activity has on both anxiety and depression, we have chosen the lowest preventative impact (25%) in order to take a conservative approach.



MENTAL HEALTH DATA INPUT

Disability-Adjusted Life Year (DALY) caused by anxiety and depression¹

The findings from AIHW (2011) show that anxiety and depression has a comparatively larger impact on a per person basis amongst the younger age groups, and females compared to males.

For the mental health aspects of this project we have calculated the number of DALYs caused by anxiety and depression that are likely to

have been prevented due to participation in physical activity.

Across the 0-64 age segments, 49% of all DALY's lost due to anxiety and depression occur between the ages of 25-64, whilst 67% of all DALY's are lost to females.

	Males					Females				
	0-14	15-24	25-64	65-74	75+	0-14	15-24	25-64	65-74	75+
DALYs caused by Anxiety and Depression - Australian Population (A)	10,400	14,800	45,500	0	0	10,200	25,100	61,700	49,100	0
DALYs prevented due to participation in physical activity (B) = (A x 25%)	2,600	3,700	11,375	-	-	2,550	6,275	15,425	12,275	-
Australian Population, 2016 (C)	2,331,078	1,622,984	6,316,978	1,023,017	696,915	2,208,167	1,540,667	6,426,136	1,060,448	902,486
Ave. DALY prevented per person (D) = (B/C)	0.0011	0.0023	0.0018	-	-	0.0012	0.0041	0.0024	0.0116	-

Source: AIHW, SBP calculations.

Note- Anxiety and Depression do not appear in the top 10 risk factors for males over 65 y.o and 75 y.o for females



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Note – The estimates presented in this report have been entirely derived from the sources identified and, therefore, their accuracy is dependent on the extent to which these sources are truly representative of football activities throughout Australia. Football NSW, Northern NSW Football, Sport Business Partners, and Street Ryan and Associates Pty. Ltd., accept no responsibility for the accuracy of information or estimates presented, or for decisions taken as a result of material in this report.



About the Authors



SBP provides advice and insights to the not-for-profit and commercial business sectors through a range of integrated strategic, commercial and market research services.

The firm was established in 2001 as a specialist strategic consultancy for the sport business sector, and for the last 15 years we have been a trusted adviser to more than 75 leading professional and Olympic sports, government agencies and commercial businesses across Australia, New Zealand and internationally.

The core services offered by SBP are based around strategic reviews and planning, market research and insights, commercial and business model advisory and business problem solving.

Illustrating the breadth of sporting experience within SBP, the organisations that SBP have worked with include Football Federation Australia, Athletics Australia, Australian Rugby Union, Cricket Australia, Gymnastics Australia, Baseball Australia, Golf Australia and the Australian Sports Commission.



Street Ryan has been established since 1981 and works on regional development assignments in metropolitan, provincial, rural and remote areas of every Australian state and territory. Initially a function of the focus on regional development, quantitative analysis and impact assessment have become core Street Ryan consulting areas in their own right.

Street Ryan has considerable experience and practical knowledge in sports assessment, participation censuses, economic and demographic analysis and projections. Our senior staff have been working in these areas for more than three decades.

Street Ryan have a long history in supporting national sporting organisation clients, including long-term relationships with the Australian Football League (AFL), Cricket Australia, Bowls Australia, and the Australian Rugby Union, as well as a range of shorter term assignments with Golf Australia, Softball Australia, New Zealand Cricket, Tennis Australia and Hockey Australia.

Beyond sporting organisations, Street Ryan specialises in regional development assignments around Australia for private and public organisations, often encompassing economic contribution and impact assessment and demographic analysis for capital development and investment projects, major events, tourism and industry sectors.



Appendix 1: Detailed Economic Contribution By Federal Electorates

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

Federal Electorate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Banks	\$702,498	\$214,379	\$109,335	\$79,374	\$267,467	\$282,008	\$58,692	\$437,195	\$17,688	\$2,168,637
Barton	\$1,305,336	\$220,447	\$258,710	\$139,334	\$728,127	\$426,316	\$75,631	\$446,598	\$20,460	\$3,620,959
Bennelong	\$1,940,972	\$352,887	\$234,295	\$404,300	\$1,032,005	\$848,636	\$134,460	\$777,904	\$45,048	\$5,770,507
Berowra	\$1,051,405	\$274,365	\$222,289	\$153,719	\$438,832	\$389,626	\$76,244	\$596,758	\$24,536	\$3,227,774
Blaxland	\$856,170	\$104,676	\$197,519	\$96,219	\$541,763	\$247,409	\$39,778	\$220,349	\$12,985	\$2,316,868
Bradfield	\$796,312	\$247,724	\$420,737	\$1,123,937	\$1,554,651	\$1,195,294	\$56,428	\$446,959	\$12,380	\$5,854,423
Calare	\$1,391,776	\$214,074	\$247,967	\$146,765	\$706,590	\$398,810	\$92,888	\$425,141	\$35,446	\$3,659,457
Chifley	\$1,050,130	\$166,193	\$215,888	\$154,974	\$445,280	\$326,487	\$78,093	\$349,131	\$17,935	\$2,804,111
Cook	\$1,849,327	\$244,086	\$220,826	\$106,868	\$1,431,133	\$673,185	\$142,948	\$726,304	\$231,224	\$5,625,901
Cowper	\$1,258,971	\$181,599	\$201,068	\$465,556	\$1,115,854	\$683,444	\$61,796	\$428,549	\$86,466	\$4,483,303
Cunningham	\$789,409	\$315,014	\$101,996	\$105,676	\$218,932	\$309,116	\$76,112	\$546,704	\$34,553	\$2,497,511
Dobell	\$1,287,637	\$181,899	\$110,721	\$113,410	\$1,206,631	\$1,106,543	\$49,039	\$567,370	\$137,253	\$4,760,502
Eden-Monaro	\$824,131	\$74,656	\$182,970	\$87,390	\$537,306	\$216,879	\$38,083	\$148,371	\$12,994	\$2,122,781
Farrer	\$205,280	\$42,915	\$26,427	\$24,917	\$104,609	\$70,077	\$21,228	\$99,442	\$4,206	\$599,100
Fowler	\$1,119,399	\$138,194	\$180,321	\$455,199	\$1,068,872	\$626,695	\$52,663	\$355,517	\$84,093	\$4,080,955
Gilmore	\$1,069,384	\$170,741	\$232,052	\$119,314	\$627,737	\$336,562	\$57,049	\$353,793	\$16,368	\$2,983,001
Grayndler	\$1,328,292	\$257,644	\$189,358	\$74,631	\$943,097	\$678,614	\$54,589	\$442,954	\$10,468	\$3,979,645

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

Federal Electorate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Greenway	\$1,261,040	\$734,158	\$3,764,169	\$2,758,665	\$7,111,601	\$2,302,363	\$61,890	\$797,745	\$259,328	\$19,050,958
Hughes	\$720,206	\$247,912	\$141,395	\$75,756	\$264,420	\$259,127	\$54,735	\$341,315	\$7,826	\$2,112,692
Hume	\$1,049,288	\$117,449	\$206,289	\$102,145	\$712,057	\$273,202	\$55,495	\$237,832	\$22,233	\$2,775,990
Hunter	\$3,212,503	\$916,767	\$4,013,947	\$1,072,315	\$3,031,293	\$592,445	\$101,959	\$824,761	\$33,167	\$13,799,158
Kingsford-Smith	\$412,708	\$126,551	\$60,636	\$36,211	\$138,613	\$163,207	\$29,701	\$226,517	\$10,190	\$1,204,333
Lindsay	\$1,274,302	\$258,029	\$147,571	\$102,035	\$942,050	\$363,748	\$59,677	\$621,557	\$30,970	\$3,799,939
Lynne	\$450,696	\$135,870	\$65,083	\$46,336	\$149,950	\$172,036	\$35,727	\$259,635	\$15,299	\$1,330,632
Macarthur	\$744,787	\$223,490	\$114,727	\$80,748	\$287,720	\$312,842	\$59,893	\$463,715	\$16,923	\$2,304,846
Mackellar	\$1,944,061	\$269,503	\$313,590	\$696,648	\$987,304	\$342,265	\$62,447	\$452,070	\$10,247	\$5,078,135
Macquarie	\$676,087	\$158,623	\$110,417	\$38,417	\$188,590	\$293,644	\$54,590	\$317,319	\$29,369	\$1,867,054
Mcmahon	\$509,998	\$176,280	\$77,212	\$65,855	\$158,523	\$198,949	\$35,453	\$328,372	\$16,187	\$1,566,828
Mitchell	\$1,523,714	\$308,085	\$485,653	\$110,318	\$908,033	\$418,625	\$70,291	\$558,797	\$14,264	\$4,397,780
New England	\$968,078	\$140,249	\$213,658	\$100,335	\$575,676	\$294,049	\$45,132	\$268,765	\$13,703	\$2,619,645
Newcastle	\$1,813,662	\$314,336	\$277,648	\$522,861	\$1,381,101	\$889,094	\$112,031	\$700,828	\$93,300	\$6,104,860
North Sydney	\$658,111	\$206,449	\$102,061	\$51,096	\$238,949	\$275,868	\$43,925	\$358,387	\$7,220	\$1,942,064
Page	\$1,624,608	\$186,604	\$386,433	\$177,655	\$1,067,571	\$473,540	\$69,651	\$386,434	\$15,851	\$4,388,347
Parkes	\$1,191,208	\$157,903	\$232,978	\$145,851	\$658,873	\$354,860	\$78,599	\$327,138	\$22,937	\$3,170,348

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

Federal Electorate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Parramatta	\$1,092,985	\$132,178	\$177,485	\$446,877	\$1,061,421	\$621,820	\$47,850	\$330,266	\$79,704	\$3,990,586
Paterson	\$799,863	\$242,027	\$119,298	\$87,090	\$282,965	\$311,217	\$65,526	\$479,481	\$24,787	\$2,412,255
Reid	\$1,395,285	\$180,600	\$283,906	\$209,951	\$570,625	\$317,718	\$47,867	\$359,841	\$13,996	\$3,379,789
Richmond	\$406,586	\$122,360	\$62,564	\$51,210	\$154,335	\$158,780	\$36,516	\$262,910	\$13,284	\$1,268,545
Riverina	\$1,128,233	\$146,552	\$224,928	\$124,695	\$679,421	\$325,071	\$68,634	\$312,792	\$20,394	\$3,030,720
Robertson	\$768,842	\$237,533	\$121,627	\$79,616	\$297,171	\$316,949	\$60,681	\$467,007	\$14,027	\$2,363,452
Shortland	\$602,654	\$183,037	\$93,952	\$71,933	\$231,744	\$240,216	\$52,171	\$383,714	\$16,606	\$1,876,026
Sydney	\$337,096	\$101,458	\$47,523	\$32,747	\$106,836	\$127,108	\$25,871	\$187,565	\$11,982	\$978,188
Warringah	\$1,207,758	\$362,950	\$142,209	\$77,382	\$443,013	\$418,683	\$68,446	\$541,978	\$8,831	\$3,271,250
Watson	\$348,015	\$105,394	\$55,495	\$45,514	\$140,376	\$139,363	\$31,957	\$232,867	\$9,820	\$1,108,800
Wentworth	\$295,172	\$88,608	\$44,766	\$36,612	\$109,259	\$114,107	\$26,273	\$188,231	\$10,166	\$913,194
Werriwa	\$420,445	\$126,515	\$61,094	\$45,011	\$142,145	\$160,384	\$34,160	\$246,896	\$14,580	\$1,251,230
Whitlam	\$1,319,050	\$197,842	\$200,246	\$458,089	\$1,093,024	\$692,406	\$60,544	\$413,124	\$93,800	\$4,528,125
Total	\$48,983,471	\$10,306,803	\$15,701,038	\$11,801,557	\$37,083,544	\$20,739,387	\$2,823,415	\$19,246,897	\$1,755,095	\$168,441,206

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

Federal Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Banks	\$1,716,100	\$779,519	\$841,952	\$2,006,368	\$5,343,939
Barton	\$1,718,342	\$780,537	\$843,052	\$1,192,147	\$4,534,078
Bennelong	\$2,888,229	\$1,311,945	\$1,417,021	\$5,009,472	\$10,626,667
Berowra	\$2,196,061	\$997,536	\$1,077,429	\$2,257,152	\$6,528,178
Blaxland	\$807,489	\$366,793	\$396,169	\$881,824	\$2,452,275
Bradfield	\$1,981,112	\$899,898	\$971,972	\$2,608,912	\$6,461,893
Calare	\$1,667,033	\$757,231	\$817,879	\$4,551,240	\$7,793,383
Chifley	\$1,279,977	\$581,415	\$627,981	\$2,384,496	\$4,873,869
Cook	\$2,812,761	\$1,277,665	\$1,379,994	\$3,116,868	\$8,587,288
Cowper	\$1,449,096	\$658,235	\$710,955	\$2,810,720	\$5,629,006
Cunningham	\$2,073,019	\$941,646	\$1,017,063	\$4,128,208	\$8,159,936
Dobell	\$1,456,319	\$661,516	\$714,498	\$3,227,544	\$6,059,878
Eden-Monaro	\$560,410	\$254,560	\$274,948	\$1,341,000	\$2,430,918
Farrer	\$338,737	\$153,867	\$166,191	\$625,600	\$1,284,395
Fowler	\$1,102,389	\$500,748	\$540,853	\$1,593,360	\$3,737,350
Gilmore	\$1,336,765	\$607,210	\$655,843	\$1,760,376	\$4,360,194
Grayndler	\$2,059,570	\$935,536	\$1,010,464	\$2,778,384	\$6,783,954

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

Federal Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Greenway	\$1,473,256	\$669,210	\$722,808	\$1,845,480	\$4,710,753
Hughes	\$1,814,484	\$824,209	\$890,220	\$2,214,640	\$5,743,552
Hume	\$901,140	\$409,332	\$442,116	\$1,939,248	\$3,691,836
Hunter	\$2,209,261	\$1,003,532	\$1,083,906	\$4,222,120	\$8,518,819
Kingsford-Smith	\$1,010,980	\$459,226	\$496,006	\$909,216	\$2,875,428
Lindsay	\$1,838,145	\$834,957	\$901,829	\$2,479,680	\$6,054,611
Lynne	\$1,085,452	\$493,054	\$532,544	\$1,220,240	\$3,331,290
Macarthur	\$1,830,175	\$831,336	\$897,919	\$3,233,120	\$6,792,550
Mackellar	\$2,088,462	\$948,660	\$1,024,639	\$3,018,600	\$7,080,361
Macquarie	\$1,658,565	\$753,384	\$813,724	\$2,690,236	\$5,915,909
McMahon	\$1,202,017	\$546,003	\$589,733	\$1,544,320	\$3,882,073
Mitchell	\$2,464,310	\$1,119,385	\$1,209,038	\$4,907,424	\$9,700,157
New England	\$1,091,181	\$495,656	\$535,354	\$2,611,076	\$4,733,268
Newcastle	\$2,501,920	\$1,136,469	\$1,227,490	\$5,223,400	\$10,089,279
North Sydney	\$1,612,736	\$732,567	\$791,239	\$1,346,800	\$4,483,342
Page	\$1,434,401	\$651,560	\$703,745	\$1,451,268	\$4,240,974
Parkes	\$1,244,111	\$565,123	\$610,384	\$2,997,000	\$5,416,618

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

Federal Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Parramatta	\$1,054,318	\$478,912	\$517,269	\$982,056	\$3,032,555
Paterson	\$1,935,283	\$879,080	\$949,487	\$2,268,840	\$6,032,690
Reid	\$1,445,360	\$656,538	\$709,121	\$1,485,568	\$4,296,588
Richmond	\$979,597	\$444,971	\$480,609	\$1,179,900	\$3,085,077
Riverina	\$1,145,976	\$520,547	\$562,238	\$2,723,792	\$4,952,553
Robertson	\$1,901,658	\$863,807	\$932,990	\$2,565,360	\$6,263,815
Shortland	\$1,465,535	\$665,703	\$719,019	\$1,365,088	\$4,215,345
Sydney	\$809,979	\$367,924	\$397,391	\$546,336	\$2,121,631
Warringah	\$2,470,786	\$1,122,326	\$1,212,215	\$3,015,680	\$7,821,008
Watson	\$844,600	\$383,650	\$414,377	\$935,916	\$2,578,544
Wentworth	\$709,106	\$322,103	\$347,901	\$637,728	\$2,016,838
Werriwa	\$983,583	\$446,781	\$482,564	\$1,027,216	\$2,940,144
Whitlam	\$1,563,420	\$710,166	\$767,044	\$2,360,152	\$5,400,781
Total	\$72,213,206	\$32,802,028	\$35,429,184	\$107,221,171	\$247,665,589

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

Federal Electorate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Banks	\$65,551	\$671,080	\$276,089	\$473,178	\$206,336	\$59,033	\$229,366	\$1,980,632
Barton	\$95,458	\$738,840	\$288,002	\$308,790	\$535,807	\$164,784	\$269,618	\$2,401,298
Bennelong	\$128,273	\$898,019	\$453,440	\$480,124	\$437,089	\$205,411	\$358,818	\$2,961,173
Berowra	\$82,356	\$688,992	\$188,472	\$186,664	\$227,633	\$92,635	\$257,592	\$1,724,344
Blaxland	\$84,012	\$387,057	\$139,638	\$247,314	\$325,275	\$129,008	\$99,380	\$1,411,685
Bradfield	\$118,381	\$512,086	\$183,280	\$167,499	\$196,117	\$313,539	\$379,870	\$1,870,772
Calare	\$85,532	\$657,882	\$443,732	\$546,740	\$317,855	\$182,677	\$157,920	\$2,392,338
Chifley	\$79,702	\$607,152	\$240,959	\$801,945	\$353,387	\$122,004	\$131,216	\$2,336,366
Cook	\$206,543	\$1,090,031	\$352,399	\$807,587	\$486,944	\$318,571	\$497,517	\$3,759,591
Cowper	\$207,269	\$877,431	\$516,054	\$374,399	\$423,826	\$420,771	\$301,993	\$3,121,742
Cunningham	\$76,539	\$762,115	\$494,659	\$604,942	\$200,670	\$62,854	\$294,768	\$2,496,548
Dobell	\$415,914	\$790,180	\$492,829	\$512,022	\$389,634	\$401,953	\$251,711	\$3,254,243
Eden-Monaro	\$54,604	\$194,658	\$152,052	\$147,529	\$202,754	\$102,644	\$111,931	\$966,172
Farrer	\$14,538	\$129,117	\$68,992	\$86,365	\$41,194	\$22,067	\$24,209	\$386,483
Fowler	\$176,701	\$493,997	\$199,499	\$373,858	\$336,506	\$218,091	\$220,014	\$2,018,666
Gilmore	\$123,565	\$730,488	\$354,161	\$242,634	\$406,015	\$207,146	\$215,051	\$2,279,060
Grayndler	\$81,014	\$487,683	\$252,730	\$247,999	\$310,866	\$165,113	\$429,548	\$1,974,953

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

Federal Electorate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Greenway	\$520,527	\$736,958	\$246,633	\$384,042	\$1,065,987	\$1,642,709	\$626,230	\$5,223,086
Hughes	\$66,680	\$634,020	\$183,168	\$465,155	\$174,953	\$55,673	\$253,278	\$1,832,927
Hume	\$98,945	\$371,250	\$173,700	\$408,151	\$266,678	\$158,801	\$118,430	\$1,595,954
Hunter	\$150,228	\$1,052,174	\$571,401	\$590,983	\$1,921,318	\$773,811	\$365,597	\$5,425,513
Kingsford-Smith	\$33,840	\$315,709	\$126,733	\$179,697	\$125,412	\$31,603	\$202,976	\$1,015,971
Lindsay	\$126,682	\$830,902	\$307,611	\$616,599	\$345,383	\$214,511	\$238,344	\$2,680,032
Lynne	\$57,952	\$572,992	\$204,784	\$195,218	\$141,876	\$51,853	\$118,879	\$1,343,553
Macarthur	\$92,452	\$868,106	\$336,760	\$930,823	\$218,844	\$68,663	\$196,479	\$2,712,126
Mackellar	\$94,763	\$795,663	\$271,038	\$278,821	\$543,569	\$201,881	\$505,399	\$2,691,134
Macquarie	\$98,184	\$587,182	\$260,674	\$385,654	\$165,476	\$45,409	\$288,566	\$1,831,145
Mcmahon	\$71,535	\$539,202	\$175,019	\$410,078	\$149,622	\$34,130	\$127,185	\$1,506,771
Mitchell	\$92,622	\$903,708	\$314,312	\$502,621	\$347,138	\$188,022	\$265,891	\$2,614,315
New England	\$54,872	\$422,724	\$239,870	\$327,545	\$223,122	\$136,548	\$90,364	\$1,495,045
Newcastle	\$207,270	\$1,030,128	\$760,607	\$695,986	\$458,388	\$535,686	\$452,622	\$4,140,687
North Sydney	\$24,598	\$324,673	\$105,825	\$82,036	\$130,164	\$37,409	\$171,892	\$876,599
Page	\$119,839	\$709,940	\$240,100	\$196,817	\$454,847	\$360,352	\$179,144	\$2,261,038
Parkes	\$54,819	\$411,109	\$256,789	\$344,186	\$229,414	\$142,387	\$103,002	\$1,541,705

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

Federal Electorate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Parramatta	\$129,815	\$394,011	\$140,553	\$172,378	\$327,898	\$255,534	\$187,597	\$1,607,787
Paterson	\$88,517	\$929,872	\$367,415	\$422,806	\$258,893	\$77,258	\$185,051	\$2,329,814
Reid	\$55,938	\$487,447	\$209,585	\$179,288	\$417,719	\$117,194	\$211,369	\$1,678,539
Richmond	\$55,608	\$522,537	\$274,718	\$166,615	\$155,184	\$55,078	\$188,920	\$1,418,660
Riverina	\$60,984	\$453,456	\$252,776	\$407,085	\$227,080	\$163,206	\$85,571	\$1,650,158
Robertson	\$106,533	\$859,633	\$359,842	\$334,370	\$246,533	\$99,924	\$295,163	\$2,301,998
Shortland	\$86,842	\$710,626	\$227,971	\$211,964	\$178,937	\$82,750	\$173,195	\$1,672,284
Sydney	\$11,911	\$204,751	\$133,325	\$49,964	\$98,778	\$14,816	\$173,380	\$686,925
Warringah	\$61,670	\$598,180	\$243,664	\$218,449	\$278,973	\$68,951	\$342,700	\$1,812,586
Watson	\$39,895	\$401,110	\$167,618	\$262,759	\$139,424	\$34,112	\$106,110	\$1,151,029
Wentworth	\$13,375	\$155,144	\$69,079	\$44,011	\$77,026	\$17,049	\$139,585	\$515,270
Werriwa	\$77,289	\$431,873	\$137,338	\$349,134	\$154,181	\$70,651	\$105,688	\$1,326,156
Whitlam	\$234,188	\$824,147	\$344,415	\$468,277	\$445,786	\$341,739	\$294,649	\$2,953,201
Total	\$5,084,329	\$28,796,038	\$12,800,310	\$16,891,102	\$15,366,510	\$9,266,009	\$11,023,776	\$99,228,073



Appendix 2: Detailed Economic Contribution By NSW State Electorates

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

State Electoralate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Albury	\$205,280	\$42,915	\$26,427	\$24,917	\$104,609	\$70,077	\$21,228	\$99,442	\$4,206	\$599,100
Auburn	\$137,132	\$40,906	\$20,032	\$16,348	\$47,502	\$51,652	\$11,930	\$84,366	\$5,333	\$415,202
Ballina	\$464,518	\$142,373	\$73,204	\$52,034	\$180,183	\$188,754	\$38,548	\$290,069	\$10,452	\$1,440,136
Balmain	\$390,669	\$122,752	\$60,255	\$28,802	\$139,893	\$163,842	\$25,363	\$208,719	\$4,026	\$1,144,321
Bankstown	\$768,334	\$78,636	\$185,163	\$86,159	\$513,360	\$215,170	\$32,309	\$168,226	\$9,190	\$2,056,546
Barwon	\$106,861	\$30,387	\$12,824	\$10,318	\$26,343	\$35,318	\$11,178	\$56,708	\$6,426	\$296,363
Bathurst	\$918,831	\$103,334	\$194,264	\$97,189	\$560,793	\$251,761	\$46,779	\$196,542	\$17,832	\$2,387,326
Baulkham Hills	\$1,055,088	\$161,323	\$412,522	\$71,938	\$735,239	\$222,234	\$38,086	\$298,290	\$8,814	\$3,003,533
Bega	\$824,131	\$74,656	\$182,970	\$87,390	\$537,306	\$216,879	\$38,083	\$148,371	\$12,994	\$2,122,781
Blacktown	\$142,377	\$42,760	\$21,652	\$17,711	\$52,952	\$55,145	\$12,694	\$91,031	\$4,857	\$441,177
Blue Mountains	\$222,293	\$13,441	\$26,032	\$8,027	\$84,462	\$90,777	\$15,221	\$81,790	\$3,921	\$545,964
Cabramatta	\$255,558	\$77,068	\$39,793	\$32,594	\$99,003	\$100,634	\$23,121	\$167,141	\$7,976	\$802,887
Camden	\$532,035	\$163,687	\$82,665	\$54,495	\$199,560	\$216,284	\$41,782	\$318,635	\$11,197	\$1,620,340
Campbelltown	\$155,309	\$46,999	\$24,662	\$20,222	\$62,206	\$62,010	\$14,224	\$103,505	\$4,465	\$493,602
Canterbury	\$352,871	\$90,713	\$48,409	\$28,366	\$151,167	\$134,213	\$27,310	\$160,508	\$3,512	\$997,070
Castle Hill	\$527,244	\$164,462	\$83,168	\$47,786	\$199,874	\$220,475	\$38,381	\$304,984	\$7,035	\$1,593,409
Cessnock	\$953,105	\$133,534	\$211,512	\$107,630	\$574,627	\$283,622	\$48,151	\$279,310	\$16,889	\$2,608,379

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

State Electoralate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Charlestown	\$361,017	\$108,533	\$55,219	\$45,183	\$135,622	\$140,393	\$32,303	\$232,104	\$12,061	\$1,122,436
Clarence	\$774,173	\$80,488	\$186,340	\$87,135	\$516,761	\$217,945	\$32,933	\$173,123	\$9,159	\$2,078,056
Coffs Harbour	\$318,003	\$97,370	\$48,993	\$33,514	\$118,077	\$127,835	\$25,443	\$191,594	\$7,572	\$968,403
Coogee	\$115,062	\$34,519	\$17,387	\$14,217	\$42,322	\$44,368	\$10,219	\$73,121	\$4,013	\$355,228
Cootamundra	\$216,290	\$44,003	\$24,128	\$22,512	\$90,400	\$66,222	\$21,107	\$90,243	\$7,976	\$582,880
Cronulla	\$436,195	\$140,014	\$46,987	\$54,449	\$171,920	\$262,625	\$58,269	\$250,975	\$10,602	\$1,432,037
Davidson	\$553,645	\$173,319	\$86,448	\$45,729	\$204,505	\$231,923	\$38,229	\$308,711	\$6,543	\$1,649,054
Drummoyne	\$296,642	\$92,498	\$46,843	\$27,130	\$112,756	\$124,026	\$21,708	\$172,229	\$4,002	\$897,835
Dubbo	\$996,357	\$96,266	\$202,388	\$120,936	\$590,205	\$283,143	\$65,932	\$207,925	\$13,564	\$2,576,716
East Hills	\$325,563	\$99,171	\$49,960	\$35,926	\$120,823	\$129,562	\$26,827	\$199,221	\$8,661	\$995,715
Epping	\$434,600	\$131,918	\$65,947	\$48,170	\$158,493	\$171,170	\$35,951	\$264,796	\$12,516	\$1,323,562
Fairfield	\$817,149	\$47,442	\$134,424	\$417,659	\$956,747	\$509,749	\$25,739	\$162,539	\$73,729	\$3,145,178
Gosford	\$423,417	\$129,750	\$67,097	\$48,354	\$166,080	\$172,385	\$35,559	\$267,204	\$9,487	\$1,319,333
Goulburn	\$396,867	\$75,471	\$39,785	\$25,323	\$243,584	\$107,973	\$31,049	\$134,936	\$13,663	\$1,068,651
Granville	\$777,360	\$35,142	\$127,344	\$411,820	\$937,566	\$492,508	\$21,820	\$132,952	\$73,193	\$3,009,704
Hawkesbury	\$418,660	\$143,714	\$80,503	\$36,065	\$103,386	\$205,977	\$34,906	\$232,585	\$26,656	\$1,282,451
Heathcote	\$671,501	\$202,985	\$107,406	\$43,502	\$255,444	\$319,489	\$48,872	\$457,763	\$10,090	\$2,117,052

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

State Electoralate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Heffron	\$985,495	\$142,144	\$132,377	\$62,837	\$815,710	\$531,453	\$37,503	\$282,334	\$14,722	\$3,004,576
Holsworthy	\$336,300	\$90,783	\$85,968	\$54,696	\$112,470	\$98,847	\$27,277	\$137,539	\$6,518	\$950,396
Hornsby	\$696,414	\$165,811	\$166,844	\$114,066	\$303,120	\$246,439	\$46,813	\$376,402	\$16,015	\$2,131,924
Keira	\$533,263	\$250,191	\$70,816	\$79,521	\$164,052	\$213,019	\$49,206	\$395,284	\$20,891	\$1,776,244
Kiama	\$398,142	\$121,175	\$60,141	\$42,229	\$143,302	\$157,217	\$32,044	\$237,876	\$10,985	\$1,203,111
Kogarah	\$119,252	\$35,954	\$18,544	\$15,188	\$46,092	\$46,915	\$10,780	\$77,892	\$3,742	\$374,357
Ku Ring Gai	\$438,638	\$135,794	\$365,173	\$1,094,867	\$1,423,844	\$1,045,847	\$31,941	\$249,158	\$8,022	\$4,793,285
Lake Macquarie	\$2,163,437	\$754,415	\$3,787,848	\$952,753	\$2,421,000	\$271,665	\$45,255	\$484,119	\$13,000	\$10,893,493
Lakemba	\$161,869	\$49,042	\$25,873	\$21,222	\$65,553	\$64,930	\$14,886	\$108,558	\$4,519	\$516,452
Lane Cove	\$860,938	\$224,686	\$126,313	\$83,220	\$348,891	\$322,929	\$77,002	\$461,717	\$20,134	\$2,525,829
Lismore	\$771,976	\$79,591	\$185,309	\$86,260	\$512,978	\$215,855	\$32,486	\$168,912	\$9,640	\$2,063,008
Liverpool	\$99,120	\$29,324	\$13,764	\$11,197	\$31,288	\$36,062	\$8,365	\$58,097	\$4,426	\$291,643
Londonderry	\$213,908	\$50,404	\$23,322	\$22,478	\$85,273	\$82,559	\$17,302	\$176,423	\$10,217	\$681,885
Macquarie Fields	\$376,028	\$113,730	\$55,973	\$40,898	\$132,578	\$146,084	\$30,789	\$225,078	\$11,762	\$1,132,921
Maitland	\$366,323	\$111,149	\$55,117	\$39,735	\$131,393	\$143,692	\$29,914	\$220,305	\$10,730	\$1,108,358
Manly	\$678,922	\$212,386	\$107,058	\$59,010	\$256,131	\$285,178	\$48,223	\$387,179	\$8,039	\$2,042,126
Maroubra	\$328,332	\$101,432	\$48,458	\$26,280	\$110,014	\$131,689	\$22,414	\$175,203	\$6,790	\$950,614

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

State Electoralate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Miranda	\$1,268,426	\$89,642	\$137,634	\$43,616	\$1,176,220	\$306,815	\$80,730	\$307,676	\$220,187	\$3,630,947
Mount Druitt	\$818,612	\$96,426	\$179,988	\$125,576	\$356,229	\$235,585	\$57,201	\$198,318	\$10,590	\$2,078,525
Mulgoa	\$259,932	\$118,184	\$27,261	\$36,057	\$67,355	\$92,554	\$6,368	\$211,779	\$2,853	\$822,344
Murray	\$189,373	\$36,968	\$20,568	\$19,963	\$84,044	\$57,797	\$18,567	\$75,409	\$6,408	\$509,099
Myall Lakes	\$341,998	\$103,047	\$49,264	\$35,108	\$113,290	\$130,300	\$27,091	\$196,639	\$11,728	\$1,008,466
Newcastle	\$1,098,459	\$115,324	\$174,380	\$447,878	\$1,095,438	\$615,917	\$51,667	\$305,831	\$76,498	\$3,981,392
Newtown	\$57,192	\$17,152	\$8,624	\$7,051	\$20,959	\$22,021	\$5,073	\$36,271	\$2,009	\$176,351
North Shore	\$370,844	\$100,477	\$10,382	\$7,608	\$129,139	\$65,871	\$10,407	\$71,438	\$0	\$766,166
Northern Tablelands	\$232,034	\$68,955	\$33,132	\$27,001	\$77,125	\$86,039	\$19,910	\$139,675	\$9,634	\$693,504
Oatley	\$443,004	\$134,604	\$68,110	\$50,531	\$165,626	\$175,701	\$37,282	\$274,927	\$12,328	\$1,362,113
Orange	\$446,584	\$107,500	\$53,648	\$49,576	\$143,757	\$138,391	\$37,247	\$216,251	\$17,005	\$1,209,958
Oxley	\$904,420	\$73,727	\$147,917	\$428,706	\$990,146	\$543,944	\$33,600	\$219,229	\$76,529	\$3,418,219
Parramatta	\$220,102	\$66,478	\$34,572	\$28,331	\$86,545	\$87,206	\$20,022	\$145,161	\$6,630	\$695,046
Penrith	\$1,080,943	\$187,989	\$142,201	\$79,330	\$870,951	\$287,158	\$56,188	\$423,442	\$22,382	\$3,150,583
Pittwater	\$439,785	\$121,285	\$100,166	\$23,915	\$85,772	\$95,171	\$26,059	\$135,202	\$1,125	\$1,028,479
Port Macquarie	\$250,080	\$76,668	\$37,662	\$24,051	\$88,486	\$99,826	\$18,955	\$143,810	\$5,992	\$745,530
Port Stephens	\$247,536	\$74,455	\$37,973	\$31,077	\$93,466	\$96,461	\$22,189	\$159,594	\$8,181	\$770,931

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

State Electoralate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Prospect	\$504,930	\$151,986	\$74,256	\$55,827	\$174,914	\$193,643	\$41,823	\$302,251	\$17,228	\$1,516,856
Riverstone	\$1,036,007	\$665,034	\$3,729,190	\$2,735,145	\$7,026,934	\$2,211,104	\$43,994	\$661,925	\$254,410	\$18,363,742
Rockdale	\$947,210	\$133,984	\$213,481	\$104,390	\$582,451	\$289,113	\$46,286	\$276,290	\$12,307	\$2,605,512
Ryde	\$1,107,207	\$139,677	\$114,004	\$315,408	\$696,581	\$545,333	\$55,474	\$318,024	\$19,842	\$3,311,551
Seven Hills	\$324,590	\$101,212	\$51,256	\$29,687	\$123,380	\$135,711	\$23,754	\$188,457	\$4,380	\$982,426
Shellharbour	\$261,559	\$78,930	\$37,016	\$24,898	\$83,225	\$99,219	\$19,824	\$144,736	\$8,917	\$758,324
South Coast	\$766,829	\$78,628	\$186,241	\$87,102	\$518,365	\$216,911	\$32,646	\$172,530	\$8,096	\$2,067,349
Strathfield	\$1,131,886	\$98,898	\$244,507	\$189,021	\$480,401	\$210,815	\$29,985	\$218,489	\$9,222	\$2,613,224
Summer Hill	\$321,220	\$98,792	\$47,503	\$27,692	\$108,868	\$127,984	\$22,868	\$175,904	\$7,366	\$938,197
Swansea	\$322,201	\$98,498	\$50,393	\$36,260	\$123,565	\$129,974	\$26,837	\$200,736	\$7,766	\$996,230
Sydney	\$30,090	\$8,220	\$2,172	\$1,664	\$957	\$7,380	\$1,815	\$9,553	\$2,944	\$64,797
Tamworth	\$784,277	\$85,955	\$188,378	\$79,781	\$518,689	\$227,610	\$29,708	\$162,010	\$5,302	\$2,081,711
Terrigal	\$340,809	\$106,384	\$53,792	\$30,656	\$129,223	\$142,712	\$24,697	\$196,707	\$4,412	\$1,029,392
The Entrance	\$1,030,715	\$102,803	\$69,929	\$85,356	\$1,106,115	\$1,001,074	\$28,079	\$407,852	\$132,129	\$3,964,053
Tweed	\$60,001	\$17,992	\$9,043	\$7,393	\$21,967	\$23,094	\$5,320	\$38,033	\$2,112	\$184,954
Upper Hunter	\$225,881	\$67,736	\$34,045	\$27,834	\$82,709	\$86,945	\$20,029	\$143,191	\$7,948	\$696,320
Vaucluse	\$67,831	\$20,141	\$9,635	\$7,849	\$22,331	\$25,062	\$5,802	\$40,627	\$2,857	\$202,135

EXPENDITURE BY FOOTBALL PEAK BODIES, ASSOCIATIONS AND CLUBS

State Electorate	Affiliation/Registration Fees	Merchandise, Kit & Clothing	Administration	Marketing and Game Development	Salaries, Coaching, Referees, Medical and Players	Equipment and Grounds	Trophies	Events, Canteen and Presentations	Other	Total
Wagga Wagga	\$823,757	\$95,634	\$194,631	\$93,952	\$538,397	\$238,484	\$37,625	\$207,849	\$10,251	\$2,240,580
Wakehurst	\$1,442,499	\$129,705	\$203,505	\$663,718	\$875,940	\$222,707	\$30,273	\$273,357	\$7,065	\$3,848,768
Wallsend	\$612,533	\$167,527	\$85,741	\$60,557	\$239,332	\$230,009	\$50,519	\$321,645	\$14,826	\$1,782,689
Willoughby	\$393,870	\$123,903	\$60,368	\$27,608	\$138,934	\$165,098	\$24,909	\$206,510	\$3,901	\$1,145,102
Wollondilly	\$728,151	\$60,215	\$172,110	\$75,198	\$479,134	\$201,936	\$25,467	\$124,792	\$11,595	\$1,878,598
Wollongong	\$916,061	\$75,010	\$143,174	\$424,522	\$966,744	\$536,870	\$32,287	\$200,428	\$82,123	\$3,377,218
Wyong	\$261,538	\$80,494	\$41,530	\$28,659	\$102,385	\$107,320	\$21,384	\$162,613	\$5,253	\$811,177
Total	\$48,983,471	\$10,306,803	\$15,701,038	\$11,801,557	\$37,083,544	\$20,739,387	\$2,823,415	\$19,246,897	\$1,755,095	\$168,441,206

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

State Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Albury	\$338,737	\$153,867	\$166,191	\$502,952	\$1,161,747
Auburn	\$327,030	\$148,550	\$160,447	\$485,570	\$1,121,598
Ballina	\$1,139,999	\$517,831	\$559,305	\$1,692,654	\$3,909,790
Balmain	\$981,340	\$445,763	\$481,464	\$1,457,081	\$3,365,648
Bankstown	\$599,514	\$272,323	\$294,133	\$890,151	\$2,056,121
Barwon	\$254,302	\$115,514	\$124,765	\$377,584	\$872,164
Bathurst	\$794,288	\$360,796	\$389,693	\$1,179,348	\$2,724,125
Baulkham Hills	\$1,290,438	\$586,167	\$633,114	\$1,916,024	\$4,425,742
Bega	\$560,410	\$254,560	\$274,948	\$832,089	\$1,922,007
Blacktown	\$342,224	\$155,451	\$167,902	\$508,129	\$1,173,706
Blue Mountains	\$592,789	\$269,268	\$290,834	\$880,166	\$2,033,057
Cabramatta	\$617,198	\$280,355	\$302,809	\$916,408	\$2,116,771
Camden	\$1,309,865	\$594,991	\$642,645	\$1,944,870	\$4,492,372
Campbelltown	\$376,596	\$171,064	\$184,765	\$559,164	\$1,291,589
Canterbury	\$720,065	\$327,081	\$353,278	\$1,069,142	\$2,469,566
Castle Hill	\$1,316,092	\$597,820	\$645,700	\$1,954,115	\$4,513,727
Cessnock	\$1,038,129	\$471,558	\$509,326	\$1,541,399	\$3,560,412

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

State Electoralate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Charlestown	\$868,760	\$394,624	\$426,230	\$1,289,923	\$2,979,538
Clarence	\$614,459	\$279,111	\$301,465	\$912,340	\$2,107,374
Coffs Harbour	\$779,095	\$353,895	\$382,239	\$1,156,789	\$2,672,017
Coogee	\$276,220	\$125,470	\$135,519	\$410,128	\$947,336
Cootamundra	\$360,406	\$163,710	\$176,822	\$535,126	\$1,236,064
Cronulla	\$1,379,107	\$626,444	\$676,616	\$2,047,679	\$4,729,846
Davidson	\$1,386,330	\$629,725	\$680,160	\$2,058,404	\$4,754,619
Drummoyne	\$740,240	\$336,245	\$363,176	\$1,099,097	\$2,538,758
Dubbo	\$713,589	\$324,140	\$350,100	\$1,059,527	\$2,447,356
East Hills	\$793,541	\$360,457	\$389,326	\$1,178,238	\$2,721,562
Epping	\$1,055,315	\$479,365	\$517,758	\$1,566,917	\$3,619,353
Fairfield	\$376,097	\$170,838	\$184,521	\$558,424	\$1,289,880
Gosford	\$1,039,125	\$472,011	\$509,815	\$1,542,878	\$3,563,829
Goulburn	\$595,031	\$270,286	\$291,934	\$883,494	\$2,040,745
Granville	\$277,216	\$125,922	\$136,008	\$411,607	\$950,753
Hawkesbury	\$983,582	\$446,781	\$482,564	\$1,460,409	\$3,373,336
Heathcote	\$1,797,796	\$816,628	\$882,033	\$2,669,342	\$6,165,799

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

State Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Heffron	\$1,126,300	\$511,609	\$552,584	\$1,672,314	\$3,862,808
Holsworthy	\$809,481	\$367,698	\$397,147	\$1,201,907	\$2,776,233
Hornsby	\$1,327,051	\$602,798	\$651,077	\$1,970,387	\$4,551,313
Keira	\$1,476,743	\$670,794	\$724,518	\$2,192,648	\$5,064,703
Kiama	\$958,177	\$435,241	\$470,100	\$1,422,688	\$3,286,205
Kogarah	\$287,926	\$130,787	\$141,262	\$427,509	\$987,485
Ku Ring Gai	\$1,085,950	\$493,281	\$532,788	\$1,612,404	\$3,724,423
Lake Macquarie	\$940,493	\$427,208	\$461,424	\$1,396,431	\$3,225,555
Lakemba	\$393,034	\$178,531	\$192,830	\$583,572	\$1,347,968
Lane Cove	\$1,864,298	\$846,836	\$914,660	\$2,768,084	\$6,393,878
Lismore	\$606,986	\$275,717	\$297,799	\$901,245	\$2,081,747
Liverpool	\$234,127	\$106,349	\$114,867	\$347,628	\$802,972
Londonderry	\$581,830	\$264,290	\$285,457	\$863,894	\$1,995,471
Macquarie Fields	\$909,359	\$413,066	\$446,149	\$1,139,408	\$2,907,981
Maitland	\$888,935	\$403,789	\$436,129	\$1,319,878	\$3,048,731
Manly	\$1,699,413	\$771,939	\$833,764	\$2,523,264	\$5,828,380
Maroubra	\$810,229	\$368,037	\$397,514	\$1,203,016	\$2,778,795

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

State Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Miranda	\$943,233	\$428,453	\$462,768	\$1,400,499	\$3,234,952
Mount Druitt	\$721,310	\$327,647	\$353,889	\$1,070,991	\$2,473,837
Mulgoa	\$661,284	\$300,381	\$324,439	\$981,865	\$2,267,969
Murray	\$289,670	\$131,579	\$142,118	\$430,098	\$993,464
Myall Lakes	\$823,180	\$373,920	\$403,868	\$1,222,247	\$2,823,215
Newcastle	\$915,087	\$415,668	\$448,959	\$1,358,709	\$3,138,424
Newtown	\$137,238	\$62,339	\$67,332	\$203,769	\$470,678
North Shore	\$370,867	\$168,462	\$181,954	\$550,658	\$1,271,942
Northern Tablelands	\$550,945	\$250,261	\$270,304	\$818,036	\$1,889,547
Oatley	\$1,077,233	\$489,321	\$528,511	\$1,599,460	\$3,694,525
Orange	\$872,745	\$396,435	\$428,186	\$1,295,840	\$2,993,206
Oxley	\$586,563	\$266,439	\$287,779	\$1,081,716	\$2,222,497
Parramatta	\$532,514	\$241,889	\$261,262	\$790,670	\$1,826,334
Penrith	\$1,247,598	\$566,707	\$612,095	\$1,852,416	\$4,278,815
Pittwater	\$902,634	\$410,011	\$442,850	\$1,340,218	\$3,095,713
Port Macquarie	\$612,964	\$278,432	\$300,732	\$910,121	\$2,102,249
Port Stephens	\$596,027	\$270,739	\$292,422	\$884,973	\$2,044,162

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

State Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Prospect	\$1,214,969	\$551,886	\$596,087	\$1,803,969	\$4,166,912
Riverstone	\$920,069	\$417,931	\$451,403	\$1,366,106	\$3,155,509
Rockdale	\$1,042,612	\$473,595	\$511,525	\$1,548,056	\$3,575,788
Ryde	\$1,115,839	\$506,857	\$547,452	\$1,656,782	\$3,826,930
Seven Hills	\$809,979	\$367,924	\$397,391	\$1,202,646	\$2,777,941
Shellharbour	\$630,150	\$286,239	\$309,164	\$935,638	\$2,161,190
South Coast	\$600,012	\$272,549	\$294,378	\$890,890	\$2,057,829
Strathfield	\$792,544	\$360,004	\$388,838	\$1,176,759	\$2,718,145
Summer Hill	\$789,307	\$358,534	\$387,249	\$1,171,951	\$2,707,041
Swansea	\$788,559	\$358,194	\$386,882	\$1,170,842	\$2,704,478
Sydney	\$64,759	\$29,416	\$31,772	\$96,153	\$222,099
Tamworth	\$657,797	\$298,797	\$322,728	\$976,688	\$2,256,009
Terrigal	\$851,325	\$386,705	\$417,677	\$1,264,036	\$2,919,743
The Entrance	\$822,931	\$373,807	\$403,746	\$1,221,877	\$2,822,361
Tweed	\$143,963	\$65,394	\$70,631	\$213,754	\$493,742
Upper Hunter	\$541,979	\$246,188	\$265,905	\$804,723	\$1,858,795
Vaucluse	\$160,900	\$73,087	\$78,941	\$238,902	\$551,830

EXPENDITURE BY FOOTBALL PARTICIPANTS, MEMBERS, SUPPORTERS AND VOLUNTEERS

State Electorate	Clothing and Equipment	Supporter Merchandise	Coaching and Training	Travel and Food and Beverages	Total
Wagga Wagga	\$736,005	\$334,322	\$361,098	\$1,092,811	\$2,524,236
Wakehurst	\$1,037,381	\$471,219	\$508,959	\$1,540,290	\$3,557,849
Wallsend	\$1,334,025	\$605,966	\$654,498	\$1,980,742	\$4,575,232
Willoughby	\$952,199	\$432,526	\$467,167	\$1,413,812	\$3,265,704
Wollondilly	\$490,919	\$222,995	\$240,854	\$728,910	\$1,683,678
Wollongong	\$594,035	\$269,834	\$291,445	\$882,015	\$2,037,328
Wyong	\$644,596	\$292,800	\$316,251	\$957,088	\$2,210,736
Total	\$72,213,206	\$32,802,028	\$35,429,184	\$107,221,171	\$247,665,589

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

State Electoralate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Albury	\$18,897	\$153,839	\$79,759	\$75,203	\$47,031	\$30,236	\$30,787	\$435,752
Auburn	\$12,895	\$138,444	\$88,178	\$111,302	\$54,192	\$11,909	\$38,662	\$455,582
Ballina	\$38,804	\$396,157	\$177,098	\$195,880	\$66,182	\$36,316	\$78,276	\$988,713
Balmain	\$17,685	\$246,738	\$103,512	\$98,626	\$97,230	\$24,090	\$184,824	\$772,705
Bankstown	\$64,124	\$294,820	\$122,358	\$267,793	\$280,466	\$127,183	\$76,287	\$1,233,031
Barwon	\$4,255	\$77,172	\$30,969	\$41,085	\$13,936	\$4,661	\$14,628	\$186,706
Bathurst	\$49,535	\$311,840	\$152,964	\$162,894	\$223,050	\$130,704	\$79,262	\$1,110,249
Baulkham Hills	\$48,713	\$470,482	\$145,466	\$214,714	\$292,386	\$177,961	\$125,843	\$1,475,565
Bega	\$83,265	\$327,192	\$226,844	\$122,619	\$281,567	\$197,300	\$120,664	\$1,359,450
Blacktown	\$11,837	\$139,256	\$59,186	\$130,847	\$44,145	\$15,065	\$30,447	\$430,781
Blue Mountains	\$20,763	\$167,679	\$98,313	\$115,641	\$58,211	\$28,987	\$110,881	\$600,475
Cabramatta	\$24,630	\$265,233	\$124,463	\$187,722	\$73,888	\$18,643	\$64,472	\$759,050
Camden	\$67,070	\$535,093	\$190,296	\$469,636	\$142,327	\$45,158	\$155,219	\$1,604,800
Campbelltown	\$19,229	\$155,503	\$57,063	\$135,024	\$41,670	\$14,077	\$45,876	\$468,442
Canterbury	\$32,049	\$278,207	\$163,222	\$210,500	\$128,386	\$39,816	\$120,630	\$972,811
Castle Hill	\$42,287	\$484,405	\$147,116	\$169,138	\$115,489	\$45,995	\$132,106	\$1,136,536
Cessnock	\$62,336	\$390,721	\$129,471	\$317,594	\$253,959	\$116,957	\$141,019	\$1,412,057

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

State Electorate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Charlestown	\$30,856	\$318,319	\$108,080	\$265,780	\$90,765	\$27,604	\$107,722	\$949,126
Clarence	\$44,805	\$225,813	\$98,948	\$105,579	\$118,218	\$104,153	\$49,941	\$747,458
Coffs Harbour	\$26,280	\$270,098	\$119,649	\$133,868	\$45,169	\$23,798	\$53,295	\$672,158
Coogee	\$7,103	\$75,714	\$43,929	\$41,395	\$34,227	\$9,882	\$63,922	\$276,172
Cootamundra	\$19,399	\$175,329	\$94,268	\$93,608	\$61,267	\$29,505	\$45,301	\$518,677
Cronulla	\$83,328	\$513,724	\$213,215	\$514,913	\$115,208	\$40,037	\$195,515	\$1,675,939
Davidson	\$28,256	\$424,869	\$139,814	\$118,401	\$119,849	\$43,570	\$148,883	\$1,023,643
Drummoyne	\$20,946	\$236,390	\$109,304	\$119,859	\$84,506	\$22,511	\$98,789	\$692,304
Dubbo	\$61,387	\$343,573	\$145,873	\$177,651	\$206,113	\$181,925	\$90,564	\$1,207,086
East Hills	\$34,600	\$295,854	\$134,821	\$296,885	\$88,529	\$26,404	\$98,951	\$976,043
Epping	\$21,037	\$314,714	\$115,885	\$113,710	\$94,688	\$36,346	\$98,017	\$794,397
Fairfield	\$153,380	\$174,561	\$89,347	\$149,817	\$292,407	\$215,307	\$122,584	\$1,197,403
Gosford	\$52,499	\$482,072	\$224,922	\$278,265	\$160,068	\$63,119	\$165,354	\$1,426,297
Goulburn	\$31,630	\$288,715	\$150,683	\$154,548	\$111,275	\$79,501	\$72,351	\$888,702
Granville	\$160,928	\$133,689	\$86,105	\$94,630	\$283,824	\$249,054	\$120,008	\$1,128,238
Hawkesbury	\$76,528	\$400,183	\$121,194	\$180,004	\$97,575	\$20,272	\$118,291	\$1,014,047
Heathcote	\$84,168	\$599,972	\$251,078	\$521,614	\$157,329	\$65,140	\$264,191	\$1,943,491

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

State Electorate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Heffron	\$67,315	\$365,501	\$233,498	\$305,685	\$345,732	\$163,463	\$251,817	\$1,733,011
Holsworthy	\$10,669	\$226,011	\$121,177	\$116,610	\$108,774	\$23,359	\$209,670	\$816,270
Hornsby	\$49,896	\$459,706	\$171,765	\$178,493	\$201,217	\$81,673	\$171,819	\$1,314,570
Keira	\$45,377	\$559,126	\$294,069	\$325,870	\$131,743	\$49,547	\$178,234	\$1,583,966
Kiama	\$46,919	\$416,963	\$215,888	\$215,660	\$103,937	\$46,376	\$147,472	\$1,193,216
Kogarah	\$9,977	\$117,181	\$74,721	\$117,143	\$44,289	\$12,683	\$34,412	\$410,406
Ku Ring Gai	\$115,085	\$317,407	\$106,886	\$93,669	\$151,796	\$333,841	\$277,283	\$1,395,967
Lake Macquarie	\$59,708	\$844,523	\$155,176	\$287,725	\$1,297,749	\$492,761	\$314,668	\$3,452,309
Lakemba	\$17,117	\$179,266	\$113,270	\$198,211	\$67,516	\$16,846	\$39,129	\$631,355
Lane Cove	\$43,040	\$541,734	\$217,618	\$204,985	\$203,503	\$80,010	\$256,177	\$1,547,067
Lismore	\$44,375	\$223,095	\$97,307	\$104,295	\$117,821	\$103,391	\$49,429	\$739,713
Liverpool	\$11,316	\$103,448	\$43,320	\$90,598	\$34,971	\$8,037	\$24,665	\$316,355
Londonderry	\$27,833	\$226,981	\$101,033	\$198,440	\$54,590	\$20,109	\$80,444	\$709,430
Macquarie Fields	\$68,907	\$371,853	\$148,585	\$381,203	\$149,520	\$71,542	\$106,120	\$1,297,729
Maitland	\$31,581	\$323,360	\$107,772	\$271,952	\$91,900	\$26,743	\$108,446	\$961,754
Manly	\$52,271	\$497,860	\$225,006	\$187,977	\$204,401	\$45,115	\$233,395	\$1,446,024
Maroubra	\$27,956	\$287,244	\$144,841	\$276,254	\$99,348	\$30,217	\$149,173	\$1,015,033

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

State Electoralate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Miranda	\$81,926	\$372,435	\$152,498	\$306,667	\$338,507	\$276,594	\$191,602	\$1,720,229
Mount Druitt	\$52,186	\$339,908	\$133,078	\$352,575	\$307,419	\$99,138	\$89,533	\$1,373,837
Mulgoa	\$28,294	\$300,515	\$116,036	\$261,856	\$71,894	\$15,369	\$72,062	\$866,028
Murray	\$8,317	\$110,526	\$36,457	\$48,363	\$25,128	\$13,977	\$13,262	\$256,030
Myall Lakes	\$49,457	\$375,148	\$193,227	\$131,968	\$107,882	\$42,876	\$141,232	\$1,041,791
Newcastle	\$233,779	\$434,276	\$242,829	\$146,702	\$350,956	\$414,579	\$302,526	\$2,125,648
Newtown	\$3,719	\$44,638	\$21,149	\$22,221	\$16,192	\$4,184	\$19,125	\$131,229
North Shore	\$4,639	\$123,948	\$32,990	\$27,196	\$73,588	\$17,374	\$38,480	\$318,215
Northern Tablelands	\$10,365	\$166,278	\$69,960	\$89,010	\$30,876	\$13,645	\$31,729	\$411,863
Oatley	\$33,779	\$406,898	\$231,831	\$359,826	\$142,872	\$39,402	\$139,916	\$1,354,524
Orange	\$31,332	\$346,364	\$162,450	\$149,148	\$92,293	\$43,507	\$53,728	\$878,823
Oxley	\$143,388	\$254,589	\$103,372	\$191,408	\$212,902	\$169,492	\$136,082	\$1,211,234
Parramatta	\$15,497	\$197,844	\$93,047	\$114,414	\$76,096	\$23,539	\$60,357	\$580,795
Penrith	\$80,909	\$542,131	\$230,479	\$358,729	\$290,895	\$227,971	\$167,140	\$1,898,254
Pittwater	\$30,111	\$334,490	\$116,498	\$119,414	\$138,749	\$19,315	\$135,739	\$894,317
Port Macquarie	\$37,890	\$278,356	\$143,043	\$98,267	\$79,338	\$33,488	\$103,677	\$774,061
Port Stephens	\$19,830	\$208,709	\$94,245	\$102,412	\$35,140	\$18,838	\$41,741	\$520,915

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

State Electorate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Prospect	\$61,256	\$509,891	\$190,733	\$396,470	\$136,513	\$36,794	\$130,807	\$1,462,464
Riverstone	\$556,697	\$800,090	\$196,848	\$241,206	\$1,020,322	\$1,554,561	\$621,212	\$4,990,935
Rockdale	\$65,582	\$442,203	\$293,384	\$530,248	\$433,273	\$154,049	\$180,635	\$2,099,375
Ryde	\$87,861	\$402,362	\$185,119	\$169,188	\$310,033	\$162,650	\$167,422	\$1,484,636
Seven Hills	\$42,930	\$336,652	\$124,390	\$264,313	\$88,586	\$25,954	\$84,391	\$967,216
Shellharbour	\$31,810	\$305,305	\$138,634	\$198,226	\$84,128	\$28,950	\$78,883	\$865,936
South Coast	\$81,383	\$328,346	\$209,716	\$127,515	\$285,802	\$190,302	\$113,708	\$1,336,772
Strathfield	\$37,053	\$319,014	\$220,253	\$161,469	\$439,182	\$151,209	\$141,218	\$1,469,399
Summer Hill	\$21,614	\$251,970	\$114,972	\$127,804	\$90,715	\$21,734	\$105,796	\$734,604
Swansea	\$50,896	\$377,798	\$178,733	\$180,956	\$93,862	\$41,195	\$99,704	\$1,023,144
Sydney	\$554	\$18,427	\$15,247	\$6,767	\$9,536	\$132	\$14,579	\$65,241
Tamworth	\$27,421	\$205,913	\$82,718	\$106,273	\$113,257	\$91,769	\$42,086	\$669,436
Terrigal	\$54,168	\$385,267	\$197,695	\$136,480	\$108,802	\$48,905	\$141,942	\$1,073,260
The Entrance	\$343,828	\$415,503	\$268,220	\$185,783	\$328,738	\$419,005	\$153,529	\$2,114,605
Tweed	\$4,748	\$50,387	\$22,656	\$24,736	\$8,498	\$4,427	\$10,085	\$125,538
Upper Hunter	\$17,874	\$189,694	\$85,297	\$93,126	\$31,991	\$16,670	\$37,966	\$472,617
Vaucluse	\$3,134	\$46,328	\$23,478	\$14,685	\$20,646	\$4,203	\$30,002	\$142,476

ESTIMATED BUSINESS AND MULTIPLIER INDIRECT CONTRIBUTION

State Electorate	Construction	Retail Trade	Accommodation and Food Service	Transport	Admin and Support	Health Care	Arts and Recreation	Total Indirect
Wagga Wagga	\$57,913	\$320,711	\$157,651	\$168,527	\$200,418	\$160,373	\$60,032	\$1,125,625
Wakehurst	\$55,844	\$407,982	\$162,695	\$144,221	\$484,340	\$203,052	\$309,216	\$1,767,350
Wallsend	\$87,303	\$613,477	\$314,095	\$213,864	\$192,533	\$90,578	\$228,718	\$1,740,568
Willoughby	\$15,409	\$248,559	\$114,950	\$86,984	\$94,982	\$23,830	\$92,719	\$677,434
Wollondilly	\$67,545	\$206,291	\$78,840	\$168,543	\$201,575	\$117,757	\$77,040	\$917,590
Wollongong	\$123,612	\$257,271	\$171,763	\$141,076	\$316,925	\$299,874	\$182,233	\$1,492,755
Wyong	\$37,628	\$351,916	\$163,708	\$180,948	\$97,180	\$35,852	\$86,009	\$953,240
Total	\$5,084,329	\$28,796,038	\$12,800,310	\$16,891,102	\$15,366,510	\$9,266,009	\$11,023,776	\$99,228,073

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