

Touch Football Australia





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## Whole of Sport Opportunity

A partnership with Touch Football will provide brands with a whole of sport opportunity across all States & Territories.

From grassroots to elite.



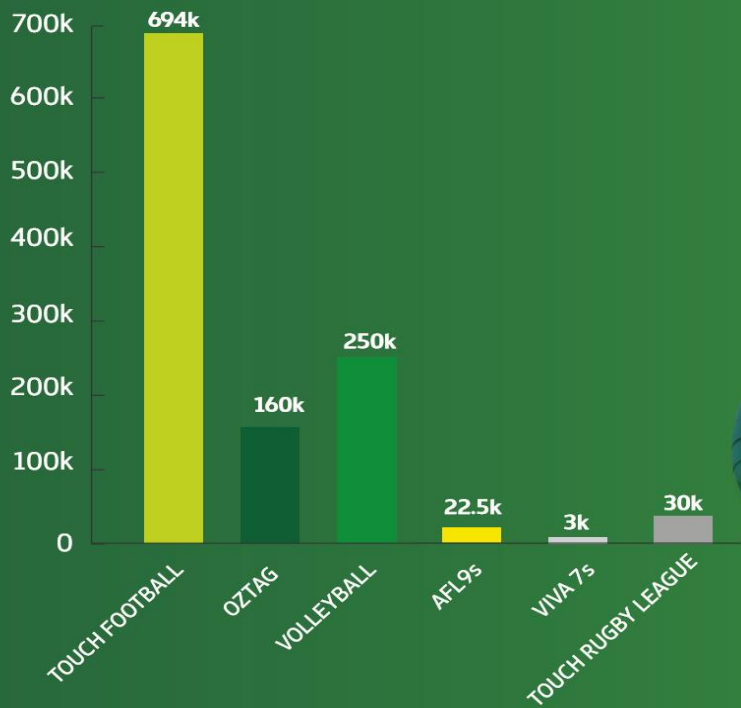


# AUSTRALIA'S LEADING SOCIAL SPORT

Touch Football is the leading social sport in Australia, with a long history and the largest participation base for a social sport. Partners will have the ability to access Touch Football's extensive participant base in a social setting and one in which, Touch Football participants are extremely comfortable in. When you compare Touch Football participation numbers to other social sports in Australia, it becomes clear that no other social sport or governing body can compete with the number of Australian's that play Touch Football.

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## SOCIAL SPORT PARTICIPATION



Australia's **Most Participated** Social Team Sport



Australia's **Best Value For Money** Social Sport



Australia's Leading **Gender Neutral** Social Sport



Men's, Women's and Mixed Divisions Available



Competitions Available for **ages 5-70**

# Cause Marketing

Due to the inclusive nature of touch football, we are committed to using our sport for good and championing social progress.



With 9% indigenous participation rates we are committed to closing the indigenous health gap & achieving reconciliation outcomes



Touch Football Specialised is our program enabling individuals with physical or mental impairments to enjoy our sport & physical activity



We are a member of Pride in Sport Australia providing a safe environment for members of the LGBTQ+ community

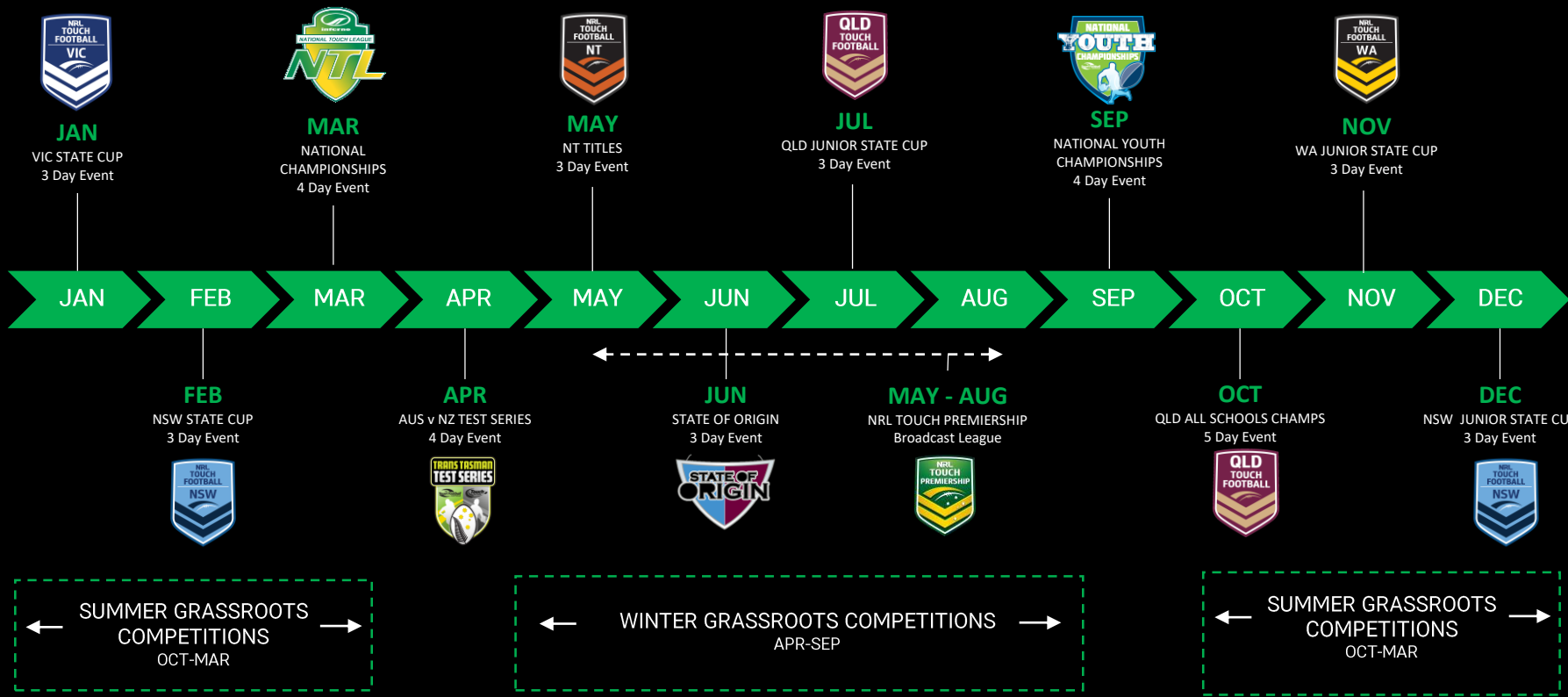


We work with red elephant group on social inclusion programs for multicultural groups

We can provide further information on any of the above or additional purpose based programs we deliver if you are interested in learning more and helping us to make a difference.



# 12 Month Engagement



## Case Studies – Success



Touch Football participants are 70% more likely to fly with AirAsia than when the partnership with TFA started.



**CouriersPlease®**

Couriers Please website bookings increased by 14% following EDM offers sent to TFA membership.

**POWERADE**

Touch Football participants are 3 x more likely to prefer Powerade over other sports drinks than when the partnership started.





# APPENDIX

## Touch Football Demographics





# Touch Football

- Australia's largest social sport
- Part of the Australian way of life
- A sport for all genders, ages, families and communities (truly inclusive)
- Truly national with strong representation in all states, metropolitan and regional areas
- One of the most popular sports in the Australian school system
- In the top 5 producers of digital & social media content of all sports
- 63% Net Promoter Score (Highest rating out of any sport or activity)  
We're trusted!

BRAND VALUES  FUN  
SAFE  
AUSTRALIAN



# Participation

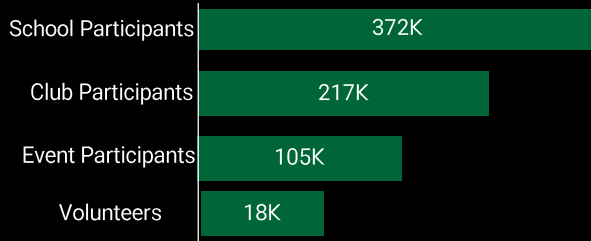
697K ➤ TOTAL ANNUAL PARTICIPANTS

3.1% ➤ PARTICIPATION GROWTH (2019)

18K ➤ ANNUAL SOCIAL TEAMS

321 ➤ LOCAL ASSOCIATIONS

## PARTICIPANTS BY TYPE



## PARTICIPANTS BY STATE

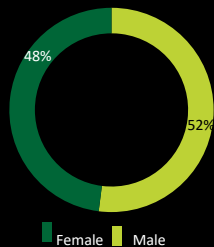


# Demographics

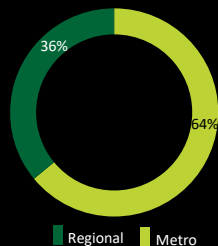
65% ➤ HOUSEHOLDS WITH CHILDREN (FAMILIES)

31% ➤ PARTICIPANTS AGED 35-49 (HOUSEHOLD PURCHASERS)

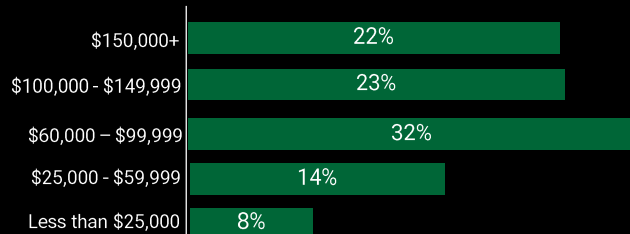
GENDER BREAKDOWN



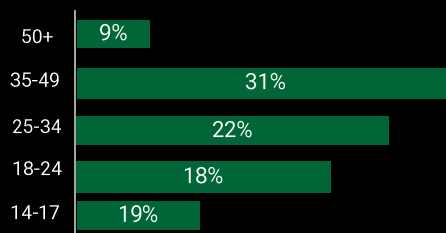
METRO V REGIONAL SPREAD



PARTICIPANTS BY INCOME



PARTICIPANTS BY AGE





## Participation Drivers

48% ➤ PLAY FOR SOCIAL REASONS  
(INTERACTION)

45% ➤ PLAY FOR FUN AND  
ENJOYMENT

37% ➤ PLAY FOR PHYSICAL HEALTH  
AND FITNESS REASONS

## KEY SPORT ATTRIBUTES

Source: Nielsen Consumer Research: Touch Football

➤ FUN  
FAMILY FRIENDLY  
SAFE  
INCLUSIVE



DATABASE

261K ➤ EMAIL DATABASE  
OPT-IN SUBSCRIBERS

20% ➤ AVERAGE OPEN  
RATE

SOCIAL MEDIA

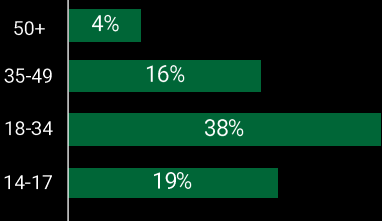
225K ➤ TOTAL NETWORK  
FOLLOWERS

40M ➤ ANNUAL FACEBOOK  
REACH

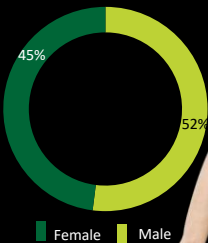
1st ➤ FOR ENGAGEMENT ON  
FACEBOOK FOR ALL SPORTS\*

\*Source: Shunt 2019

SUBSCRIBERS BY AGE



SUBSCRIBERS BY GENDER



OTT BROADCAST

2M ➤ EVENT LIVESTREAM  
VIEWS PER YEAR

WEBSITE

13.8M ➤ PAGE VIEWS ON  
NETWORK PER YEAR



# NRL Touch Premiership

TOUCH FOOTBALL'S ELITE BROADCAST LEAGUE  
MALE AND FEMALE TEAMS

FOX LEAGUE  
SKY SPORTS  
KAYO  
NRL.COM

BROADCAST  
PARTNERS

26K

AVERAGE VIEWERS  
PER GAME (FOX)

23%

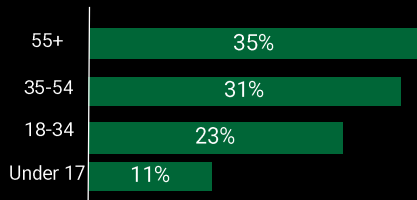
BROADCAST AUDIENCE AGED  
18-34 (HIGHEST % IN AUS SPORT)

38min

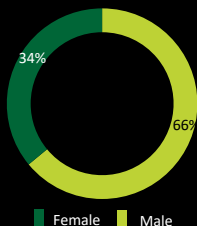
BRAND EXPOSURE PER HOUR  
(6 x HIGHER THAN AFL)

Source: Futures Sport and Entertainment 2019

## AUDIENCE AGE DEMOGRAPHICS



## AUDIENCE GENDER



## TEAMS





## Testimonials

### Mater

“Mater aligned with Touch Football in order to provide leading health advice to local communities. What drew us to Touch was not only the size of their reach but also their influence in local communities where more often than not, the local competition is the lifeblood of the community. Through our partnership we have not only been able to promote our re-brand but position Mater as a leading and trustworthy organisation that cares for the community”

Kelly Morgan – Senior Brand Manager  
Mater Group

### AirAsia

“Touch Football provides the perfect platform for AirAsia to promote our expanded footprint in Australia and communicate directly with our target demographic. During our activations we are part of an electric atmosphere of fanatical fans and players and as a result of this we have been able to increase our brand consideration by over 70% resulting in an uplift in sales from the Touch Football community. We are very proud to be major partners of Touch Football Australia”

Mika Paech – Brand Manager AUS  
AirAsia

### Couriers Please

“As an organisation that has been conservative towards brand sponsorships, our partnership with Touch Football has been excellent. The team truly go above and beyond to understand our objectives and work hard to achieve them. Our partnership with Touch Football has enabled us to acquire small to medium size enterprise business through data mining, promote new product launches and provide an opportunity for our franchisees to give back to their local communities, which has been great.

Jessica Ip – Chief Transformation Officer  
Couriers Please



# Thank You & Questions?

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