

CAMPBELLTOWN

MACARTHUR FC & CAMPBELLTOWN COUNCIL

COUNCILLOR BRIEFING



A-LEAGUE



Macarthur FC Club Update

Macarthur FC is the only “full time” professional team in the area. We have committed all our home games at Campbelltown Stadium. The Macarthur region has over 10,000 registered players, taking into other areas in our catchment it exceeds over 30,000. Far more than any other sport such as netball & rugby league.

In the 2019/20 Financial year, Macarthur FC has spent over \$690,000 on various community programs, equipment and community group donations.

To date we have invested over \$5,363,789.27 without kicking a ball and anticipate investing in excess of \$30M over the next 5 years.

We have launched our own charity (with government approval) called the *Macarthur FC Foundation Inc.* The key goals of this charity are Community Cohesion, Education, Health & Wellbeing and Indigenous, being key pillars that the Council supports as well.

Our Chairman, Gino Marra is in regular contact, meeting with State and Federal government members promoting Campbelltown as our home, championing further investment into the region across all areas, not just sport.

Recently we have been in discussion with NSW State Government officials to provide potential funding for Campbelltown Stadium.



Ante Milicic, Macarthur FC Head Coach, at the clubs launch function at The Cube, Campbelltown



In the 2019/2020 financial year the total amount spent on establishing and delivering our community programs exceeded \$690,000. A key component to our community programs is ensuring there is no cost to participants.

2019/20 Financial Year Breakdown	
Indigenous Programs	\$62,927.36
Community Program staff to develop and deliver community programs	\$344,375.00
Marketing and Social Media Programs	\$9,467.91
Donations to Community Groups	\$38,727.27
Community Events	\$3,167.74
General Administration	\$2,828.17
Food Truck (Iveco Community Truck)*	\$220,000.000
Food Truck Signage*	\$5,500.00
Insurance	\$7805.13
Total	\$694,798.58
Total* – Excluding Food Truck Costs	\$469,298.58



Bulls in Schools – Blairmount PS

This does not include costs such as equipment for programs, office, administration, workers compensation and public liability insurance. This far exceeds the \$450,000 sponsorship by Campbelltown Council. This investment would have exceeded over \$1M in the 2019/2020 year if there had not been a Covid Pandemic.



BULLS IN SCHOOLS

Given the global health pandemic and restrictions from Department of Education regarding outside school personal, the Bulls in Schools program has been extremely well received and supported by local schools in the Campbelltown LGA.



Macarthur Square
BULLS IN SCHOOLS



Approximately 2,000 children have participated in the program. As promotion on social media and feedback from schools has increased we have been able to provide schools a more regular occurrence. In Term 4, we have a further 9 schools booked with an additional 1500 children participating in the month of November. Our aim is to visit 3,500 – 3,700 students by the close of this school year. In the 2021 school year we will seek to visit 2000 – 3000 students per semester.

The program runs for approx. 2 hours and aims to teach the children basic fundamental physical and communication skills such as;

- Teamwork
- Communication
- Gross Motor skills
- Improve Hand eye coordination

Funds dedicated to this program have contributed to coaching uniforms, soccer balls, player bibs, goal posts and agility poles/cones.



Macarthur FC Food Truck

The Macarthur FC Food truck initiative has been designed to promote health and wellbeing lifestyles in the Campbelltown LGA. This program will run throughout the remainder of the 2020/21 year at community events, school visits and assisting underprivileged members of the community.

As much of the 2020 year has been affected by the COVID-19 pandemic in relation to food serving and community engagement and activations, we have taken this time to have key discussions with local supermarkets to provide fresh and healthy food for the food truck initiative.



Mayor of Campbelltown, Cr George Brticevic and Head Coach Ante Milicic

The Food truck has recently been completely fitted out brand new state-of-the-art kitchen, cooktop and food preparation areas. The total cost of fit out for the food truck is \$220,000.

Macarthur FC staff have participated and completed a Campbelltown Council seminar on food safety protocols relating to food preparation and service in the Campbelltown LGA. The truck is available for Campbelltown City Council usage as well.



Macarthur FC Indigenous Football Program

In 2020 Macarthur FC has launched the Macarthur FC Indigenous Football Program. This program is designed to give local indigenous children opportunities to play elite football talent id, and also to promote the game through local indigenous communities.

While initially the club was associated with The Charles Perkins Foundation, this was a nationally designed program. With the change in ownership and management of Macarthur FC in March 2020, we've refocused the program specifically for the ***Macarthur region only.***

We have engaged Phill Dotti, Aboriginal Senior Caseworker with Department of Communities and Justice as the clubs advisor for the Macarthur region.



Indigenous players from the IFP



Macarthur FC at Ingleburn Alive

Community Events

Prior to the COVID-19 pandemic lock-down, Macarthur FC participated in two Campbelltown Council community events - The Fishers Ghost Festival and Ingleburn Alive.

With approximately 10,000 people in attendance across both events the Macarthur FC activation proved extremely popular with fans and community members, with many wanting to share the excitement of the team representing Campbelltown in the A-League and playing regular matches at Campbelltown Stadium.



Macarthur FC at Fishers Ghost Festival



Promoting Campbelltown to the WORLD!

Macarthur FC has generated global exposure from international media outlets and online social media users promoting Campbelltown and the Macarthur region through football.

Communications sent regarding Macarthur FC announcements include Campbelltown and Campbelltown Stadium references further promoting the football and the area.

Following the announcement of our international players Matthew Derbyshire (England) and Loic Puyo (France) joining the club we saw an increase in international web traffic and social media shares across all platforms.

16.72% of website traffic to www.macarthurfc.com.au is from a country outside Australia.

15% of social media engagement across all platforms is from a country outside Australia.



Fox Sports interview with Macarthur FC player Mark Milligan at Campbelltown Stadium





Fox Sports coverage of upcoming A-League season featuring Macarthur FC and Campbelltown Stadium



Matildas and Macarthur FC Head Coach Ante Milicic at the Olympic Qualifiers announcement in January



Press Announcement at Campbelltown Stadium – Mark Milligan

Over the past 10 months Macarthur FC used Campbelltown Stadium as the backdrop for several announcements and media conferences. This included the announcement of the **Westfield Matildas Olympic Qualifiers** being moved to Campbelltown Stadium in January, and Macarthur FC's signing of **former Socceroo captain Mark Milligan** to the Bulls in July.

Both press announcements received international exposure in Asia and the UK through Fox Sports and Sky News while we had over **45k impressions** on both announcements on Macarthur FC channels.

Subsequently, footage from the Mark Milligan announcement is still being used to promote the inclusion of Macarthur FC in the upcoming **2020/21 A-League season** through various news stories.



DIGITAL INSIGHTS

ACROSS MACARTHUR FC SOCIAL PLATFORMS THERE WERE

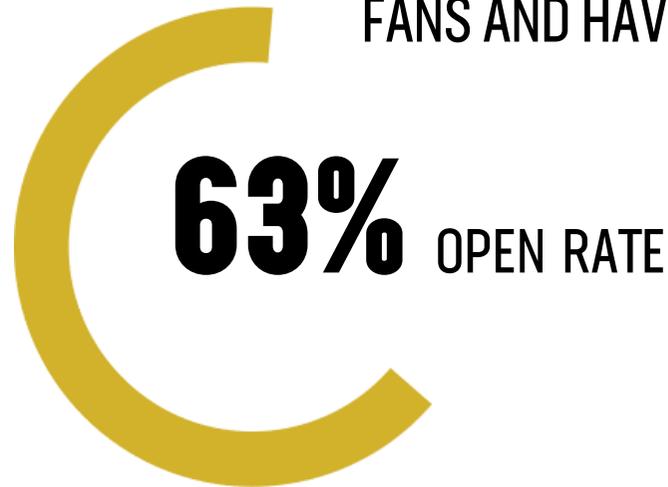
3.7M

TOTAL IMPRESSIONS



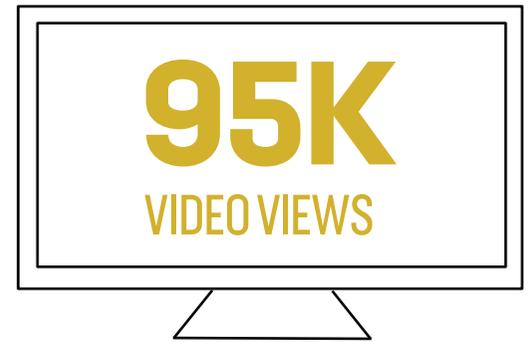
BETWEEN
1 OCTOBER 2019 - 1 OCTOBER 2020

MACARTHUR FC EDM'S GO TO 28,000 FANS AND HAVE A



12% OPEN THE EDM MORE THAN ONCE, SUGGESTING THEY ENGAGE MULTIPLE TIMES

IN SEPTEMBER 2020, MACARTHUR FC HAD



WITH AN AVERAGE OF

12K VIEWS

PER VIDEO ACROSS



LOCATION ACROSS SOCIAL CHANNELS

85% AUSTRALIA **15%** INTERNATIONAL

DEVICES



67%
MOBILE



29%
DESKTOP



2.8%
TABLET

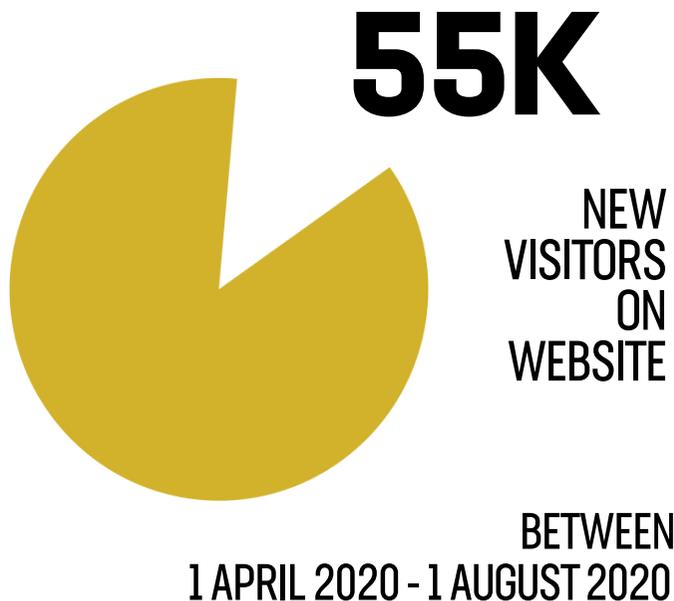


FAN ENGAGEMENT

INFLUENCER MARKETING

MACARTHURFC'S INSTAGRAM ENGAGEMENT RATE IN THE FIRST YEAR WAS **4%**

HIGHER THAN KIMKARDASHIAN WHO ACHIEVED 2.9%



CONNECTED ON SOCIAL MEDIA

165K FACEBOOK ENGAGEMENT

BETWEEN 1 OCTOBER 2019 - 1 OCTOBER 2020

TOP CHANNELS CLICKING ONTO WEBSITE

25.1% ORGANIC
49.2% SOCIALS

BETWEEN 1 APRIL 2020 - 1 SEPTEMBER 2020

DEMOGRAPHIC SOCIAL INSIGHTS

OVER 80% MALE INTERACTION ON MACARTHURFC SOCIAL CHANNELS WITH JUST UNDER 20% FEMALE



DEMOGRAPHIC WEBSITE INSIGHTS

JUST OVER 54% MALE INTERACTION ON MACARTHURFC WEBSITE COMPARED TO 46% FEMALE

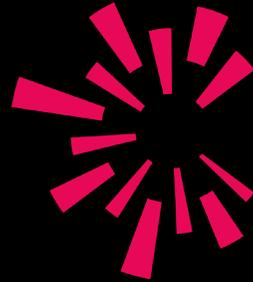
#1 AGE 33.5% OF USERS 25-34



In 2021

- Macarthur FC will play **13 home matches** at Campbelltown Sports Stadium in the national A-League competition.
- The **Bulls in Schools** program is expected to reach approximately 1500 students each school term, totalling almost **6000 students** across the school year.
- Expansion and roll out of **community indigenous programs** and broader exposure for the Macarthur FC Indigenous Football Program.
- **Macarthur FC Food Truck** to engage further at both Campbelltown City Council and other community events including grassroot sporting clubs in the Campbelltown LGA.
- **Macarthur FC will have activations** at Campbelltown City Council events including 2021 Fishers Ghost Festival, Ingleburn Alive, Macarthur FC Fan Day and attend the Mayors Charity Gala Night.
- Continue to engage with partner football associations on a grassroot level with participants.
- Continue to **build awareness and pride** in the community while engaging with young people and the families in the area.





CAMPBELLTOWN

MACARTHUR FC
JOIN THE HERD



A•LEAGUE