

Project



The Social Value of Football Clubs

Partner



Year

2014

Purpose



Determine the value of a “typical” community football club in terms of its contribution to social, community and health impacts. The key focus was to produce data that assists clubs, leagues and AFL Victoria to articulate the value provided by football clubs across the state, supporting them in their key stakeholder relationships.

Method



The research design adopted the Social Return on Investment framework, an increasingly accepted method for undertaking impact assessments, especially for community focussed organisations dependent on large numbers of volunteers for the delivery of their services and has been identified by the Productivity Commission as a comprehensive method for social impact assessment. The research comprised two stages:

1. Conducting nine case studies on the activities and outcomes of football clubs in various locations across Victoria developed through 110 in-depth interviews with club and community members; and
2. A survey sent to all members of AFL Victoria football clubs across the state, examining individual health, well-being, trust and social connectedness.

Application



The social return on investment (SROI) for an average community football club indicates that for every \$1 spent to run a club, there is at least \$4.40 return in social value in terms of increased social connectedness, wellbeing, and mental health status; employment outcomes; personal development; physical health; civic pride and support of other community groups.

