



BIDDING NATIONS
AUSTRALIA & NEW ZEALAND

AUSTRALIA AND NEW ZEALAND
BIDDING TO HOST THE FIFA WOMEN'S WORLD CUP 2023™

AsOne

A record-breaking FIFA Women's World Cup™ underpinned by our diversity and love for women's football

FIFA's first co-confederation bid

2  **host nations**

2  **confederations**

13  **stadiums**

12  **host cities**

54  **team base camps**



USD165m+

in committed and projected revenues

Growing the women's game

600,000

women playing in Australia by 2027



7%

year-on-year growth

in women's participation in New Zealand



50/50

gender split in registered players by 2027 in Australia and New Zealand

A diverse and inclusive 2023 FWWC



300+

languages spoken



24,000

fans at each game (average)



200+

cultures represented



1.5m+

attendees

A historic co-hosted FIFA Women's World Cup 2023™



The Australian Government is excited and deeply committed to this bid. Together, Australia and New Zealand can deliver a spectacular FIFA Women's World Cup 2023™.

This event will see the best female footballers in the world inspiring more women and girls to participate in sport.

We will ensure that the event creates genuine impact across the region. The legacies will be profound and enduring.

Scott Morrison
Prime Minister, Australia

Participation of women and girls in sport and leadership makes New Zealand stronger as a nation, and we're keen to showcase that by hosting the FIFA Women's World Cup 2023™.

Alongside Australia we will welcome and embrace the world by hosting an outstanding tournament creating a legacy for women and for football in our countries and far beyond.

Jacinda Ardern
Prime Minister, New Zealand

Australia and New Zealand have come together to bid to host the FIFA Women's World Cup 2023™ **As One**.

Two nations from two confederations, united in proposing a historic and exciting step forward for world football to deliver the greatest ever FIFA Women's World Cup™.

A tournament of firsts - the first ever co-confederation hosted FIFA World Cup™, the first ever FIFA Women's World Cup™ to be held in the Asia-Pacific region, and the first ever to be held in the southern hemisphere.

Our shared language and values, similar but distinct cultures, and geographic proximity mean we are already **As One**.

The FIFA family will be in safe hands if Australia New Zealand is granted the honour of hosting the FIFA Women's World Cup 2023™:

- **Our nations have significant major event hosting experience**
- **Our Governments have confirmed unprecedented levels of financial commitment to the competition**
- **Our countries are deeply committed to developing women's football**
- **Gender equality on and off the pitch is a feature of both Australia and New Zealand.**



Women's

Opportunity

We are leaders in women's football. A FIFA Women's World Cup™ in Australia and New Zealand provides the opportunity to meet FIFA's objectives of growing participation and developing a strong commercial platform for the women's game.



Together

Australia and New Zealand are united in our support for the FIFA Women's World Cup™. Government, business, the football family, media, players, all Australians, all New Zealanders. We are As One. We are together in this quest.

Future

We will leverage the FIFA Women's World Cup™ to build the future direction for the game in Australia and New Zealand. We will achieve gender equality, making football the sport of choice for women and girls, both on and off the field.





Our Unique Hosting Concept

As One, Australia and New Zealand present a historic and unique bid that will elevate women's football to new heights.

We have the right mix of innovation, vision and hosting experience to deliver a remarkable FIFA Women's World Cup™ and be a partner FIFA can trust every step of the way.

We will place the interests of the greatest players in the women's game at the centre of everything we do to ensure they can perform at their very best.

With the tournament taking place in our mild winter - July and August 2023 – this will ensure ideal weather conditions for players to allow them to perform to their maximum.

This optimal scheduling will also ensure the FIFA Women's World Cup™ will be 'clash free' from other major international men's football, ensuring the eyes of the world are focussed on the women's game without distraction.

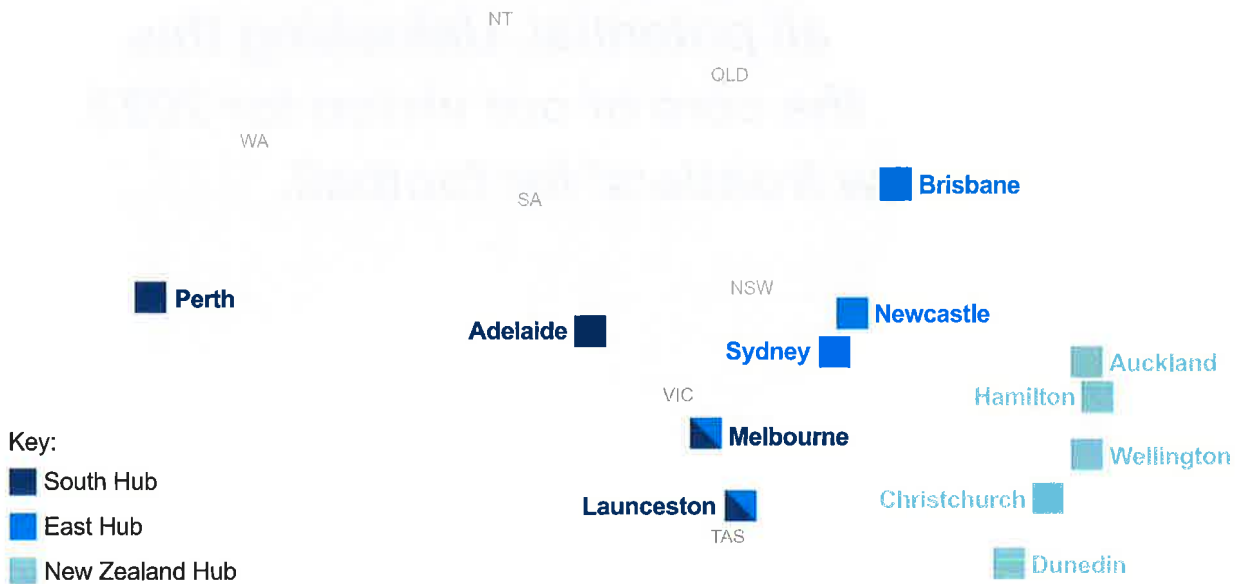
A minimum of five stadia in each country would host the tournament with up to 100 training sites available to competing teams across our two nations.



Our nations sit in the geographical centre of two confederations that have huge untapped football potential. Unlocking this potential is at the core of our vision for 2023. These are 'new frontiers' for football.



**No more than three hours
travel between host cities.**





Four groups staged in each country will minimise travel distances ensuring convenience for both teams and fans. In the true spirit of partnership, the tournament's opening game would take place in Auckland's 50,000 seat Eden Park, with Sydney's 70,000 capacity Stadium Australia hosting the final.

A broad selection of 54 conveniently located team base camps have been selected across Australia and New Zealand to ensure players are perfectly prepared. And with four quality team hotels in each proposed host city, players are assured convenience and comfort.

Every aspect of the tournament will be technically excellent with our world-class infrastructure, effortless and exceptional delivery style, and decades-long experience of hosting major events.

That's why Australia New Zealand can, with certainty, guarantee FIFA a tournament that delivers thrilling matches, great fun and excitement and a wonderful experience for players and fans.

For Players



Ideal temperatures to allow for maximum performance on the pitch
'Clash free' from major international football competitions

Modern stadia and high quality football facilities

A **'home away from home' experience**, provided by two of the most culturally diverse nations on earth

For Football



Opportunity to take one of FIFA's most prestigious events to **new frontiers**

A legacy that spans Australia, New Zealand, Asia and the Pacific

Smooth experience for the football family

As One, we are excited about having the opportunity to bid to host the FIFA Women's World Cup 2023™

Johanna Wood – President, New Zealand Football
Chris Nikou – President, Football Federation Australia

For Women and Girls



Elevating women's football and gender equality

Achieving **social impacts** through football

Developing **AFC** and **OFC** teams by **hosting more girls' international** fixtures

Development of the International Centre for Women's Football to serve the Asia-Pacific region

Expanding the number of teams in the W-League and extending the W-League season

Elevating women's football and gender equality by delivering the **2023 Women's Football Leadership Development Program**

For FIFA



Unlocking the commercial value of the FIFA Women's World Cup™

Best attended FIFA Women's World Cup™ ever

Innovative match scheduling

Our **Governments** have confirmed a **significant investment** to contribute to the delivery of the tournament

A **FIFA first** - co-confederation delivery of a FIFA World Cup™

Our Host Cities



Sydney: The traditional land of the Indigenous Cadigal people, Sydney is situated on one of the world's most beautiful harbours.

Melbourne: The capital of Victoria, Melbourne is considered one of the world's greatest sporting capital cities.



Brisbane: The capital of Queensland, Brisbane, is Australia's fastest growing region with a year-round sub-tropical climate.

Perth: The energetic capital of Western Australia with a naval history dating back to the 16th century.



Adelaide: One of the world's most liveable cities, it is the capital of South Australia, home of the Kurna Aboriginal people.

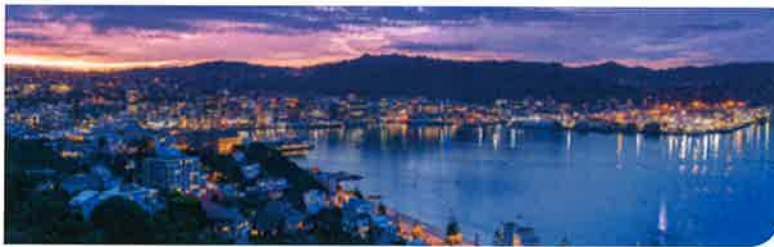
Newcastle: Newcastle is a lively coastal hub. The city is renowned for its pristine beaches and the beauty of its coastline.





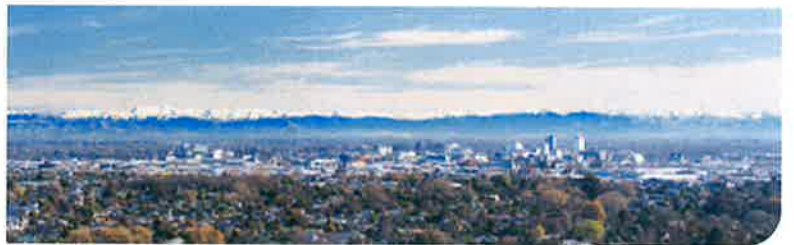
Launceston: Positioned in Tasmania's northeast at the head of the Tamar River, Launceston sits on the lands of the Indigenous Palawa people.

Auckland: New Zealand's largest city encapsulates natural landscapes, urban environments and diverse cultures.



Wellington: The capital of New Zealand, Wellington is a compact, picturesque city positioned between a harbour and hills.

Christchurch: Christchurch is the largest city in the South Island, set against a majestic backdrop of the Southern Alps and Pacific Ocean.



Hamilton: The centre of one of the richest agricultural and pastoral areas in the world.

Dunedin: New Zealand's oldest city, Dunedin is known for its stylish Victorian and Edwardian architecture.



Our Stadiums



Stadium Australia
Sydney
Capacity: 70,000

Sydney Football Stadium
Sydney
Capacity: 42,512



Melbourne Rectangular Stadium
Melbourne
Capacity: 30,052

Brisbane Stadium
Brisbane
Capacity: 52,263



Perth Rectangular Stadium
Perth
Capacity: 22,225

Hindmarsh Stadium
Adelaide
Capacity: 18,435





Newcastle Stadium
Newcastle
Capacity: 25,945

York Park
Launceston
Capacity: 22,065



Eden Park
Auckland
Capacity: 48,276

Wellington Stadium
Wellington
Capacity: 39,000



Christchurch Stadium
Christchurch
Capacity: 22,556

Waikato Stadium
Hamilton
Capacity: 25,111



Dunedin Stadium
Dunedin
Capacity: 28,744

Our Promise

I'm so excited that our two nations have come together to form such an incredible bid. A two-country model to host the FIFA Women's World Cup™ will be a game-changer and I know, through my own experience, that Australia and New Zealand have world class facilities to ensure players will be able to perform at their very best. And, as a direct result of hosting the tournament, Football Federation Australia will realise many incredible legacies. The impact of those will last for many years after 2023.

Sam Kerr

Australian Captain

The fact that literally millions of global citizens have chosen to make their homes in our nations means we can deliver every competing team a true 'home away from home' experience. If FIFA grants us the honour of hosting the tournament, I have no doubt that Australia and New Zealand will not only be the best attended FIFA Women's World Cup™ ever, but also the most welcoming.

Ali Riley

New Zealand Captain

AsOne2023.com
@AsOne2023

*Australia and New Zealand stand ready
As One to deliver FIFA the best and most
successful FIFA Women's World Cup™
ever; a ground-breaking tournament with an
impact that will reverberate across the globe.*





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