



**FOOTBALL COACHES**  
— AUSTRALIA —

**MEMBER SURVEY 2025/26:  
STRATEGIC INSIGHTS**

10 February 2026

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# 01 Executive Summary

## **Survey Objective:**

The survey aimed to gather detailed data on FCA members, their views on their memberships as well as any key challenges they face.

## **Membership Demographics and Insights**

In addition to demographic data, key insight themes include professional development, job security, communication, pathways, and wellbeing.

## **Systemic Challenges**

The survey revealed systemic issues like limited full-time roles, youth development gaps, governance, and licensing barriers.

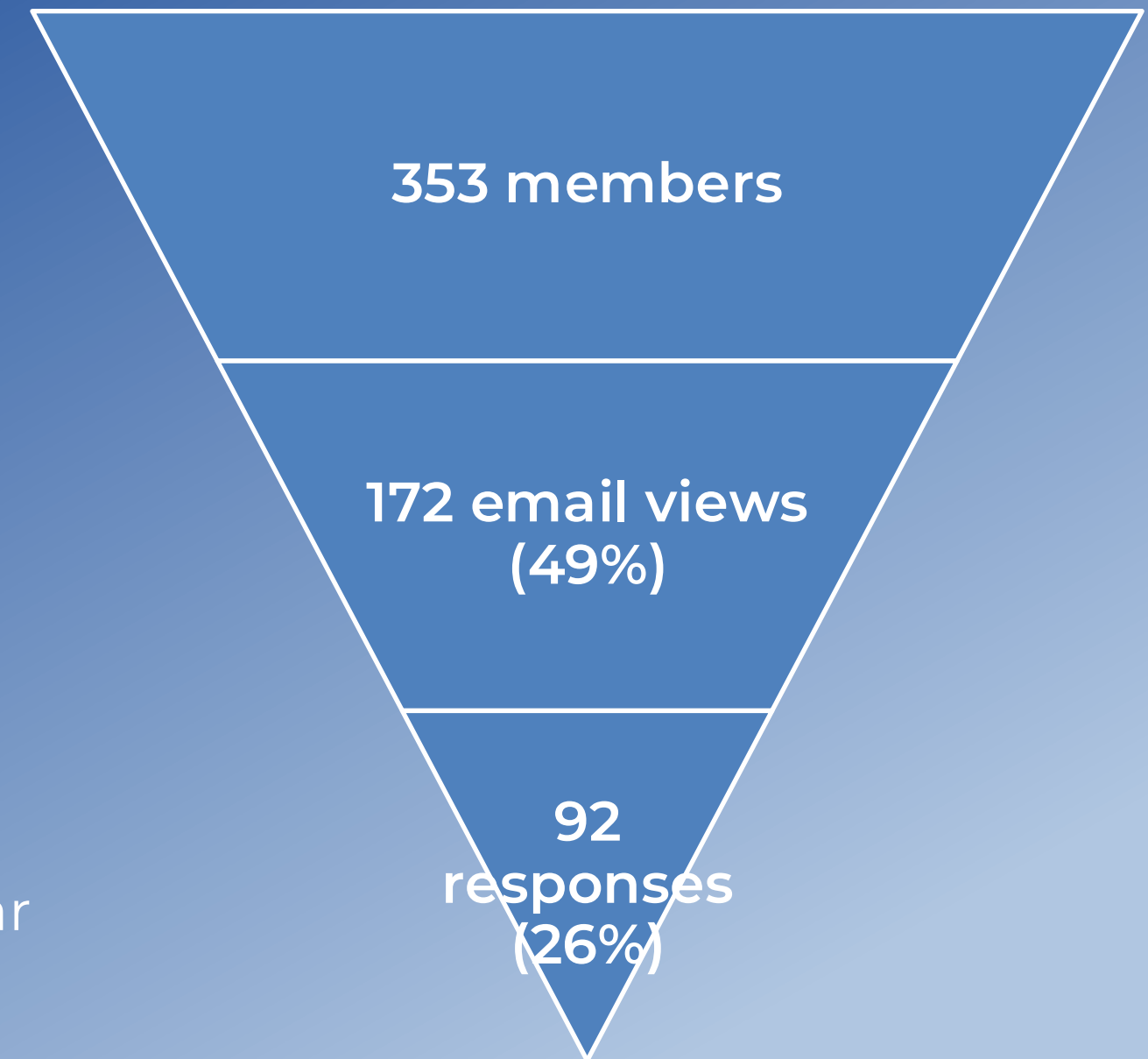
## **Strategic Impact**

Insights from the survey will help refine FCA's strategic plan, advocacy, and support systems for coaches in the upcoming year.



# 02 Membership Demographics

- **Member type:** 61 Professional members | 31 Community Members
- **Licence level:** 17 Pro-Licence holders | 25 A-Licence | 32 B-Licence | 18 Other
- **Employment:** 9 Full-time coaches | 28 Part-time coaches | 5 consultants | 23 without contracts | 14 not currently coaching
- **Gender:** 83 Men | 9 Women
- **Duration:** 37 members have held membership for less than a year



## 02 Membership Demographics (cont.)

Location	Count	% of total
NSW	34	36.9%
VIC	21	22.8%
QLD	11	11.9%
WA	7	7.6%
SA	3	3.3%
ACT	5	5.4%
TAS	1	1.1%
NT	0	0.0%
Overseas	3	3.3%
Unknown	7	7.6%
<b>Total</b>	<b>92</b>	<b>100%</b>

Age band	Count	% of total
<25	0	0.0%
25–34	11	12.0%
35–44	16	17.4%
45–54	28	30.4%
55–64	18	19.6%
65+	19	20.7%
<b>Total</b>	<b>92</b>	<b>100%</b>

# 03 Member Engagement

- **Engagement rate:** 73% have used at least one member service
- **Satisfaction:** See Fig. 1
- **Most used services:**
  - Online education (63%)
  - Partner discounts (20%)
  - In person sessions (17%)
  - Legal (13%)
- **Most valuable service:** CPD / education

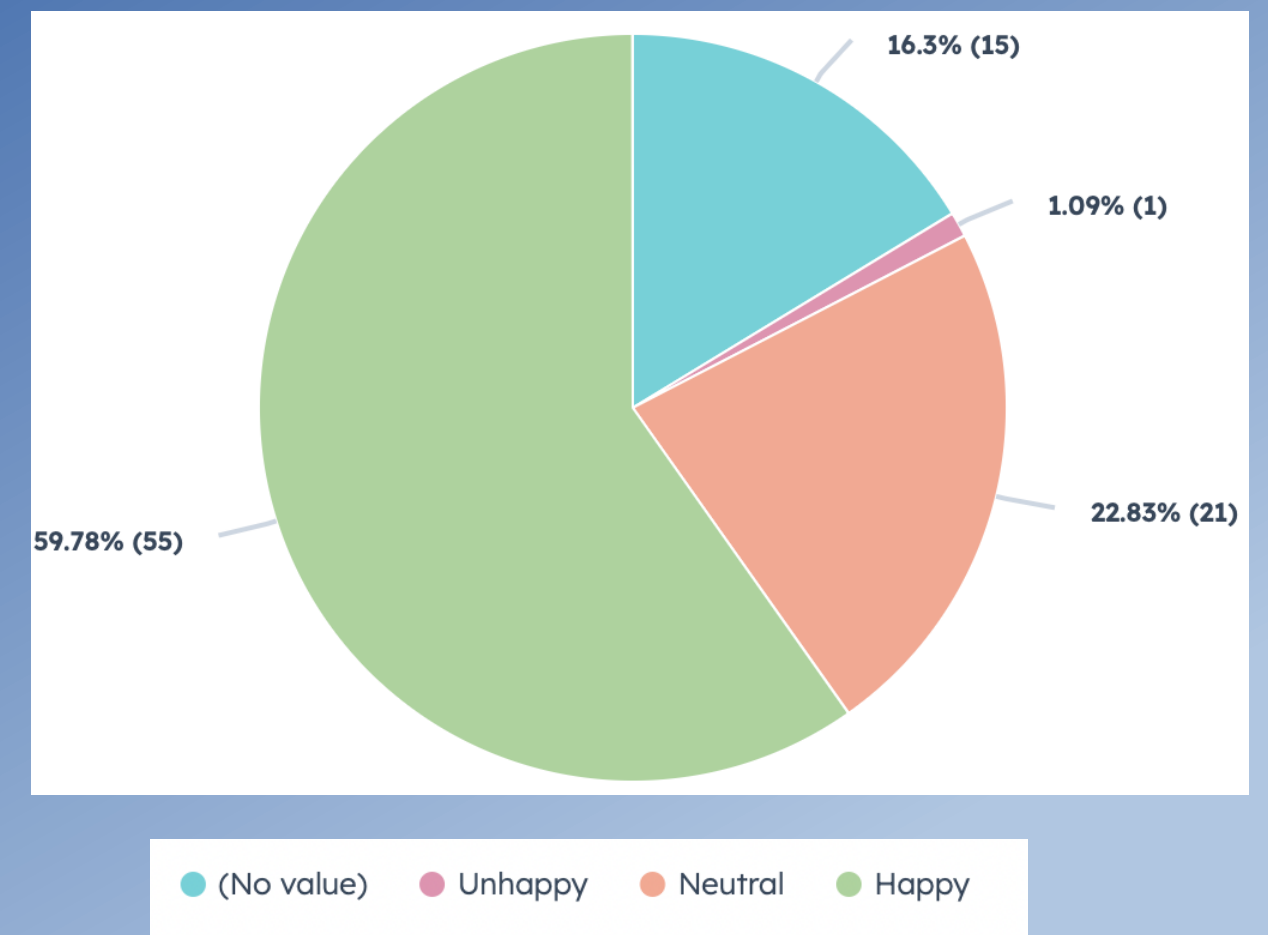


Figure 1: Member Satisfaction

# 04 Desired Additional Support

## Improved Communication

- More frequent check-ins
- Better communication flow with FCA
- Improved in-work coach communications / support

## Job Opportunity Visibility

- National job board, highlighting vacancies across states and competition levels for members.

## Employment Support

- Standardised contract templates
- Agreement guidance
- Advocacy for minimum coaching standards
- Insurance / analysis platform partnerships

## Coaching Development & Wellbeing

- Mentoring
- Diverse CPD sessions
- Mental health support.
- Develop a coaching network / community

# 05 CPD Topics of Interest

## **Professional Development Interests**

Strong interest in senior leadership, youth development, and talent identification skills.

## **Technology and Data Analysis**

Growing enthusiasm for data analysis and technology-driven coaching understanding.

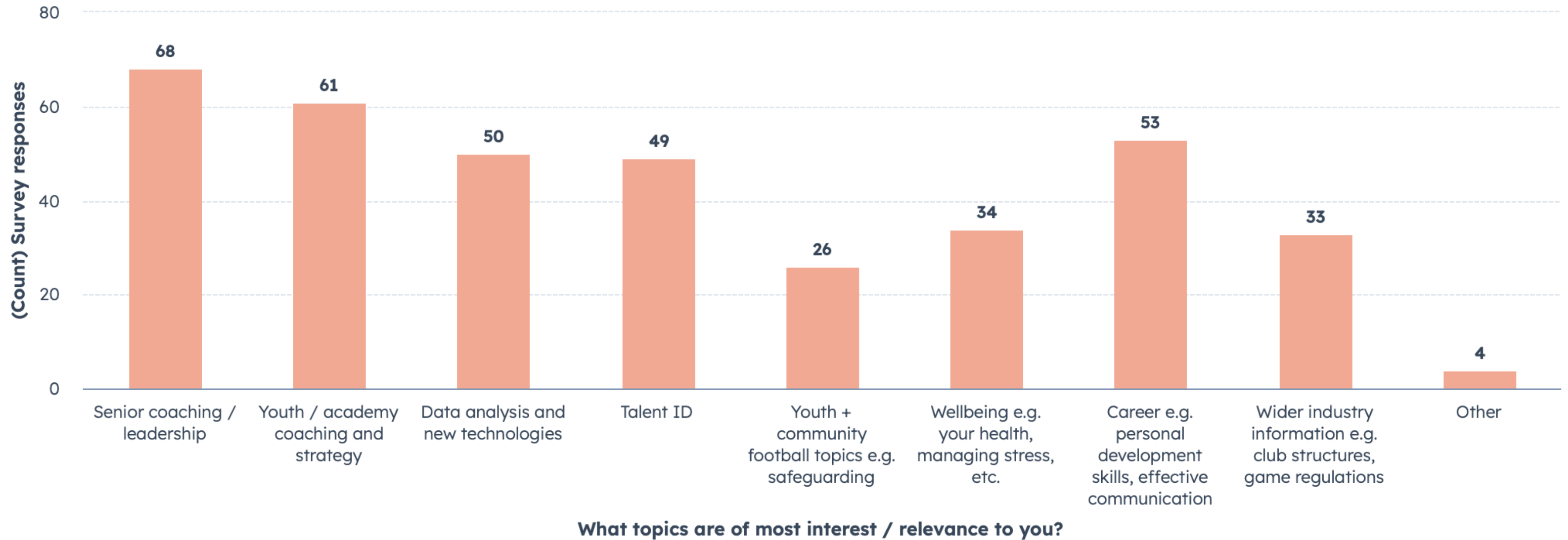
## **Non-Technical Skills Focus**

Wellbeing, communication, career development, and safeguarding are key non-technical coaching topics.

## **Expanding Educational Access**

Demand for diverse CPD suggests need for accessible online and in-person coaching education.

# 05 CPD Topics of Interest (graph)



# 06 Key Issues Facing Coaches

## Limited Coaching Opportunities

Coaches face a shortage of full-time roles with limited job stability and security in their careers.

## Inadequate Remuneration

Compensation is often insufficient relative to the workload, especially in semi-professional and community settings.

## Governance and Youth Development Issues

Poor communication, a limited voice in governance, lack of respect, and inconsistent structures negatively affect coaching and player progress.

## Barriers to Professional Growth

High licensing costs, limited course availability, and inconsistent standards hinder coach development. There is also a tech skills gap due to challenges with adopting new analysis/technologies.

# 07 Strategic Implications for FCA 2026/27

## **Diversifying CPD Offerings**

Introduce technology and leadership-focused training, as well as advanced tactical education. Explore mentorship opportunities to meet member demands.

## **Enhancing Communication**

Increase frequency of updates and active engagement with coaches to improve connection and satisfaction.

## **Supporting Mental Health**

Provide targeted resources and initiatives to improve coaches' mental wellbeing.

## **Strengthening Advocacy**

Focus on job security, standardised contracts, pay structures, and coach protection to resolve structural issues.