

## MEMORANDUM

To: Capital Football Clubs

cc: Capital Football Board & Staff

From: Chris Canton (Chair, Capital Football Board)

Subject: Dominion Post Article: Football Overtakes Rugby as NZ Kids' Favourite Sport

Date: 11/09/2012

All,

We were thrilled with the front page article in the Dominion Post on Thursday 6 September reporting high playing numbers in football amongst our youth.

According to the Young People's Survey undertaken by Sport NZ recently, 17,000 school children aged 5 to 18 said football had become the most popular team sport, eclipsing rugby across all age groups and both genders. For example, among boys aged 5 to 10, 73.8 percent reported playing football in the previous 12 months, whereas rugby was sixth at 65.6 per cent. For girls aged 11-14, 65.2 percent had played football in the previous 12 months, not far behind netball at 72.1 percent.

This makes it a very exciting time for football as it is the first time research has shown football ahead of rugby across all age groups.

It is important for the football community to capitalise on this momentum. In 2013 we are entering the third year of the Whole of Football Plan, which will continue to give our junior players a structured, consistent, researched approach. It also gives all kids who are trying football the best experience to improve their skills and fall in love with the game and stay in the game.

Capital Football has also recently employed a Women's Development Officer who will be working with girls and women in the wider Wellington region to ensure a positive experience, complementing our existing three Football Development Officers and Futsal Development Officer.

The Wellington Phoenix, Team Wellington and Capital Football are also working more closely together, particularly through community development, to give kids a closer connection to their sporting heroes. Kicking off soon will be Fun Football Centres, a Capital Football after-school programme delivered by the Wellington Phoenix Youth players from the Football School of Excellence and open to all school kids. Details will be on the Capital Football website soon.

The experience that most of the kids surveyed would have come directly from their local Club. So we would like to thank all our Clubs and Volunteers who have put their time and effort into junior football. We think these survey results prove the great job you are doing in our community.

Over 500 schools nationwide took part in the survey. At each school, one or more classes were chosen at random and the students in those classes were asked if they



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would to take part in the survey. Almost 7 out of 10 students/parents selected for the survey took part. Full details on the survey can be found [here](#).

So it's an exciting time for us all to be involved in the world's number one game and with the growth potential we're seeing let's strive to make it New Zealand's number one sport!

Chris Canton  
Chair, Capital Football Board