



**MATILDAS
ALUMNI**

'for ALUMNI by ALUMNI'

ANNUAL REPORT 2026

President's message

Dear Matildas Alumni,

I am delighted to share with you this inaugural Annual Report. The 2023 Women's World Cup was a watershed moment for women's sport. Across Australia, people of all ages and backgrounds continue to embrace the Matildas, with an unprecedented level of community support that no other women's national team has ever had before. As Matildas alumni, we celebrate their success and take immense pride in knowing we helped pave the way for the generations who have followed.

It was fitting that the Matildas Alumni Association began as something small, with a simple aim: to protect the integrity of our history and honour what it means to be a Matilda. That small beginning has become something far greater than we could have imagined. MAA is an association we proudly call our own, built by alumni, for alumni, and united by a shared understanding of the commitment, sacrifice and pride that comes with wearing the green and gold. It is this shared experience that connects us across generations and makes our association so special.

Since our inception in May 2025, the growth of the MAA has been remarkable. Three-quarters of all alumni are now members, and we are proud to represent their interests by supporting, advocating for, empowering and keeping our members informed. We have also built collaborative relationships with Professional Footballers Australia and Women Onside, working together to promote and contribute to five pre-game events during the Asian Cup and other occasions.

These collaborations provide a strong foundation for the future. We will continue to grow our membership, deepen our collaborations and celebrate the lasting contributions Matildas alumni have made to the game, while helping shape its future for generations to come. On behalf of the Management Committee and Council, I am delighted to share our achievements over the past year in the pages that follow.

Shona Bass

President, Matildas Alumni Association



Matildas Alumni

A former player of the Australian national women's football (soccer) team who meets the following eligibility criteria:



The player was selected through a competitive national selection process by a national coach, appointed by the governing body and subsequently took the field representing Australia in a senior international football match.

Introduction & Background

We are excited to share our achievements over the past 12 months as we continue to establish, strengthen and grow the Matildas Alumni Association (MAA). We are particularly proud to have grown our membership to 130 members across all generations. It has been an incredibly productive period since the inception of the Matildas Alumni Association (MAA) that incorporated on 12th May 2025.

The development of MAA has two distinct phases:

- Pre-Incorporation: The active Alumni group were known as the Matildas Alumni Advocacy Group (MAAG)
- Post-Incorporation: We became the Matildas Alumni Association (MAA)

MAA Strategic Objectives

- ✓ To grow Alumni membership to ensure the MAA represents the majority of eligible Matildas Alumni across all generations.
- ✓ To strengthen MAA profile and presence, increase visibility and engagement across digital platforms, at football matches, events and across the wider community.



To advocate for MA Integrity, Equality, and Inclusion.



To foster meaningful partnerships with strategically aligned organisations to strengthen our collective impact and create opportunities for Matildas Alumni.



To build a diverse and representative MAA Council reflecting the breadth of experience, perspectives, and generations within the Alumni community.



www.matildasalumni.com.au



admin@matildasalumni.com.au

1.



**MATILDAS
ALUMNI**

'BY ALUMNI FOR ALUMNI'

MAA STRUCTURE & FUNCTION

The Matildas Alumni Association (MAA) is a volunteer-led organisation run by Alumni across Australia, united by a shared purpose to connect, communicate, support, network and advocate for all Alumni while celebrating the Matildas legacy.

Connect, Share, Together



#matildasalumni #alumnitogether

Vision & Purpose

VISION: The MAA provides a safe, inclusive community where Alumni can connect, participate and feel a sense of belonging.

PURPOSE: To connect, support and advocate for Matildas Alumni while honouring their legacy and contribution to Australian football.

VALUES: | Integrity | Respect | Collaboration | Excellence | Honesty | Resilience | Pride |

FOUNDATION MEMBERS: Fourteen Alumni have been recognised as Foundation Members of the MAA in acknowledgement of their significant contribution to its establishment, formation and incorporation of MAA.

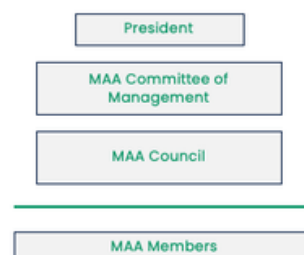
Shona Bass
Vicki Cerny
Theresa Deas
Moya Dodd
Julie Dolan AM
Donna Fredrickson
Renaye Iserief

Tracie McGovern
Janine McPhee
Cheryl Salisbury
Tammie Thornton
Leigh Wardell
Tracey Wheeler
Karen Menzies

Organisation Structure

The MAA structure is designed to deliver the best outcomes possible with limited available resources. The Matildas Alumni Association is led by the president, whilst business and governance is conducted by the MAA Committee, and the MAA Council is the voting body on all matters related to resolutions presented at General Meetings.

MATILDAS ALUMNI ASSOCIATION ORGANISATION CHART



COMMITTEE OF MANAGEMENT

President – Dr Shona Bass
Vice President Operations – Theresa Deas
Vice President, Membership – Tracey Wheeler
Secretary – Leah Wright
Treasurer – Donna Fredrickson

General Member – Renaye Iserief
General Member – Vicki Cerny
General Member – Janine McPhee
General Member – Nicky Leitch



www.matildasalumni.com.au



admin@matildasalumni.com.au

2.

OBJECTIVE 1

TO GROW ALUMNI MEMBERSHIP TO ENSURE THE MAA REPRESENTS THE MAJORITY OF ELIGIBLE MATILDAS ALUMNI ACROSS ALL GENERATIONS.

➔ To establish the MAA as the representative body for Matildas Alumni, it was essential to secure membership from the majority of Alumni. This was achieved through two significant phases of development.

➔ In September 2024 – April 2025, 140 Alumni formally supported MAAG to engage with Football Australia (FA) regarding governance concerns surrounding retrospective changes to the definition of a Matilda. This advocacy involved meetings with State Football associations, FA's Women's Football Council and Professional Footballers Australia (PFA).

➔ The FA Women's Football Council endorsed an independent review titled 'The Criteria, Policy and Procedure for the Recognition of a Matilda'.

➔ Preparation for this review was a significant undertaking, preparing extensive documentation on Matildas history and selection criteria. It also involved recruiting an independent Chair and two panel members to represent MAAG, who joined the two representatives appointed by FA's Women's Football Council to form the review panel.

Sport Alumni Model

Sports Alumni Model Research was conducted in early 2025 to explore existing alumni models and identify opportunities to inform the development of the Matildas Alumni Association (MAA). Research involved contacting female alumni, national federation representatives and club staff across a variety of Australian national teams and National League clubs. Where direct alumni contacts could not be established, online research was conducted into international football alumni associations and their operating models.

A range of alumni models were explored, both formally and informally, to identify best practices, governance structures, membership models and opportunities for alumni engagement, including:

- ➔ Football: USA, England, NZ, Netherlands, Canada
- ➔ Netball (Netball Australia & West Coast Fever)
- ➔ Hockey (Hockeyroos)
- ➔ Basketball (Opals)
- ➔ Waterpolo (Stingers)
- ➔ Cricket Australia
- ➔ Rowing

The research revealed a general lack of established, independent sports alumni models, with most existing programs administered by their respective sporting governing bodies. The West Coast Fever Super Netball team was a notable standout, providing a valuable example of an alumni program.

Given the limited number of established programs available to benchmark, MAA developed its own model, shaped by the needs, experiences and aspirations of former Matildas. We hope to share our experiences and the MAA alumni model with other sports, encouraging greater collaboration, stronger connections and a legacy across Australian sport.

MAA Incorporation

The decision to incorporate MAA was a direct response to the overwhelming support for MAAG and the recognition of the need for a representative body to unite alumni and connect across generations and advocate on key issues.

In preparation for incorporation, the MAAG team undertook significant foundational work, developing a constitution, membership model, values, objects and codes of conduct to establish a strong and sustainable organisation with a clear purpose and shared vision for the future.

MAA was delighted to achieve formal incorporation on 12 May 2025, marking a significant milestone in our journey to establish a representative body for former Matildas.

MAA extends its thanks and appreciation to the following individuals who generously contributed their time, expertise and support throughout the independent review and the development of our constitution, incorporation and implementation.

INDEPENDENT REVIEW

Heather Reid: Historical documentation

Anthony Scarcella: Panel Chair

Jodie Camden | MAA panel representative
Rachel Harrigan

Deidre Anderson | FA Women's Football Council
Frances Sankey | panel representatives

CONSTITUTION & INCORPORATION

Stephanie Quinn | Development of the MAA constitution,
Heather Reid | incorporation documents and implementation.



MAA Membership

Alumni were invited to join the Matildas Alumni Association through a series of membership drives led by Tracey Wheeler Vice President (membership). Alumni registered their membership online and completed a short questionnaire documenting their playing history.

MAA offers two membership options (social or contributor) as explained below.

Social MAA Member (free): This membership offers Alumni the opportunity to be involved in and contribute to all that MAA offers to members. Social members will not be able to apply for MAA Council or vote at a governance level.

Contributor MAA Member (\$65 annual fee): This membership is for alumni who wish to support MAA more actively. Members of MAA Council are drawn from this membership category. Membership of Council means being able to vote at a governance level, stand for election and elect office bearers of MAA Committee.

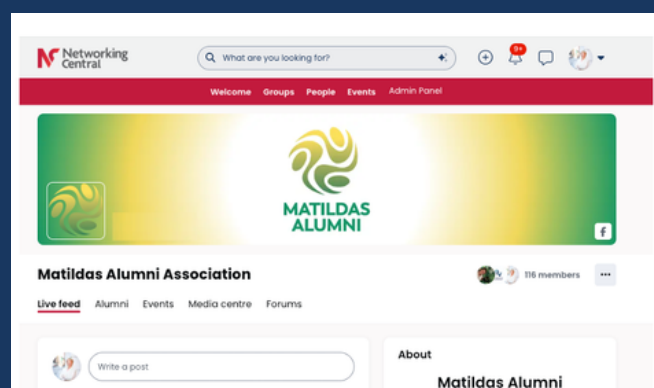
MAA Networking Platform

Registered alumni were invited to join the Matildas Alumni Networking Platform, a bespoke online platform designed to connect members and encourage ongoing engagement across the MA community. Featuring live feeds, news, events and discussion forums, the platform provides a central hub for alumni to stay informed, share experiences and maintain meaningful connections across generations of Matildas.

Matildas vs Mexico, Newcastle June 2026



Back row: Toni Bashford, Kim Schaefer, Renae Iserief, Gill Foster, Mara Watts, Jo Peters, Leigh Wardell, Vicki Cerny, Kristen Theille.
Front row: Jo Powell, Moya Dodd, Janine McPhee, Janine Riddington.



MAA is proud to have 115 active and contributing alumni on the platform, reflecting the growing strength of the network and the commitment of alumni to staying connected and engaged with the Association.

OBJECTIVE 2

TO STRENGTHEN MAA PROFILE AND PRESENCE, INCREASE VISIBILITY AND ENGAGEMENT ACROSS DIGITAL PLATFORMS, AT FOOTBALL MATCHES, EVENTS AND ACROSS THE WIDER COMMUNITY.

Digital Presence

The following initiatives have provided MAA with a more coordinated, professional and secure digital presence, creating a strong platform for increased visibility, alumni engagement and future growth.

- ✓ Secured ownership of all login details of current social media, domain names and websites
- ✓ Registration of a range of domain names related to Matildas Alumni.
- ✓ Planned, developed and published a new website
- ✓ Streamlined social media to (i) facebook private site (ii) facebook public site, (iii) Instagram (iv) "X" (formerly twitter).
- ✓ Set up emails president@, admin@ & finance@

Brand Development

- ✓ Matildas Alumni brand and logo was created pro bono by JAC Designs. The design symbolises the unity and connection of alumni, represented through the shape of a football.
- ✓ MAA brand has been overwhelmingly embraced, attracting positive feedback and establishing a distinctive and recognisable identity for MAA.



Marketing & Promotion

A marketing and promotion plan was developed by the Communications Subcommittee, led by Julie Dolan, Tracie McGovern and Vice President Operations, Theresa Deas.

Initiatives focused on promoting MAA's contributions to football and beyond, supporting event participation, celebrating alumni achievements and sharing news through social media and the MAA Networking Platform.

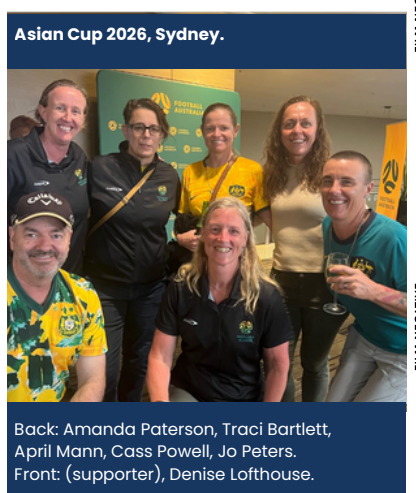
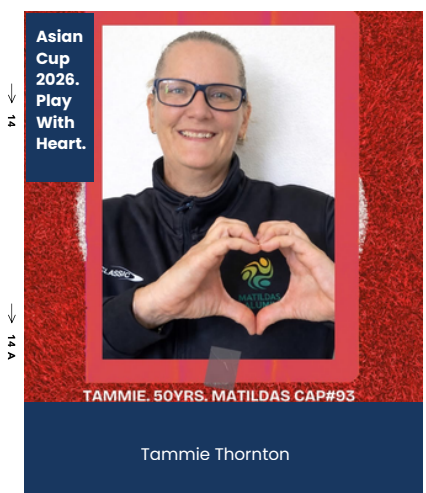
MAA merchandise was also designed, with alumni purchasing 44 jackets, 35 polo shirts, 31 T-shirts and 32 caps, demonstrating strong member support and pride in the Association.

Information about events, achievements and news has been distributed through social media platforms and the Matildas Alumni Association Networking Platform.

- Promotion of MAA contributions in football and beyond
- Facilitation of MAA to contribute to events
- Events and general news
- Fun engagement eg. Merchandise videos

Asian Cup

- ➔ MAA merchandise visible at games, social media.
- ➔ PFA pregame events Perth and Gold Coast
- ➔ Women Onside events: Perth, Melbourne, Sydney
- ➔ Heart Health initiatives, including Heartbeat of Football and Play With Heart.
- ➔ Increased MAA engagement through CoP, the MAA networking platform.
- ➔ Half-Time Alumni Engagement with young fans through autographs, photos and sharing personal football experiences to inspire the next generation.



Games & Community Engagement

Matildas games v Mexico: PFA pregame in Newcastle

Matildas games: Melbourne, Canberra, Perth, Adelaide, Central Coast. Including pre match functions organised by PFA or MAA, and half-time fan engagement.

Celebrating Matildas Alumni cap presentation Melbourne and Perth 2025.

- ➔ Coaching Clinic (Tamworth)
- ➔ Western Condors (Sydney)
- ➔ Bilbies training camp (Adelaide & Melbourne)
- ➔ ParaMatildas Training (Newcastle)



OBJECTIVE 3

TO ADVOCATE FOR MA INTEGRITY, EQUALITY, AND INCLUSION.

MAA has been supporting the following:

- Football Australia Governance: Advocating for fair and transparent processes regarding retrospective changes to Matildas history.
- B-Caps: Supporting unnumbered B-Caps in retaining their recognition, status and rights as former Matildas.
- ASC Restorative Program: Supporting restorative initiatives for athletes affected by their experiences at the Australian Institute of Sport (AIS).



Alison Leigh Forman
Cap No. 61 and former Captain for the Matildas

"I support the Matildas Alumni Advocacy Group (MAAG)"



Asian Cup, 2026, Gold Coast



Jo Millman, Donna Fredrickson, Helen McGregor (obscured), Ann-Louise Edwards, Vicky Cerny, Kerry Hetherington, Connie Selby, Leanne Priestley, Jim Selby.

Presentation of Caps: Kozak and Varadi Matildas vs Slovenia June 2025, Perth



Theresa Deas, Sara King, Barbara Kozak, Casey Dumont, Teresa Varadi, Tracey Wheeler, Sandra Brentnall, Lizzy Claydon.

Asian Cup Final, Sydney 2026



Amanda George, Gill Foster, Tracie McGovern, Leah Wright, Nicky Leitch.



OBJECTIVES 4 & 5

TO FOSTER MEANINGFUL PARTNERSHIPS WITH STRATEGICALLY
ALIGNED ORGANISATIONS
TO BUILD A DIVERSE AND REPRESENTATIVE MAA COUNCIL

Partnerships & Strategic Alignment

MAA has established collaborative relationships with Professional Footballers Australia (PFA) and Women Onside, contributing to and promoting five pre-game events during the Asian Cup and other events. We look forward to continuing to strengthen these connections and exploring further opportunities for collaboration between MAA and its partners.

MAA Council Members

We congratulate the following Alumni, nominated by the MAA Committee and duly elected as MAA Council Members:

- Alison Forman
- Nicky Leitch
- Mandi Langlar
- Leah Wright
- Denise Lofthouse

These Alumni join our Foundation Members on the MAA Council, strengthening the collective experience, representation and leadership of our growing association.

