

Football Federation Australia (FFA) has ushered in a new era for Australia's national football teams, unveiling reinvigorated brands for both the Caltex Socceroos and Westfield Matildas.



‘UNITING A NATION’: FFA UNVEILS UNIFYING BRAND IDENTITY

Kids united with the unveiling of the FFA's new logo

The new logos and brands for both the men's and women's national football teams marks the next major milestone in FFA's extensive rebrand project developed in conjunction with branding agency, Hulsbosch.

The new look for the Caltex Socceroos and Westfield Matildas will continue to see the squads play under the same logos, binding all men's and women's teams under a common brand to create a unified identity for football in Australia at its

most elite level.

FFA Chief Executive Officer, Mr David Gallop AM, said: "The shared look aims to capture the atmospheric and diverse nature that makes the Caltex Socceroos and Westfield Matildas two of Australia's most beloved national sporting teams.

"This further reinforces the underlying tagline of the brand launch being 'Uniting a Nation' – a position that celebrates the rich diversity of football in Australia and the power football has to bring

people of all backgrounds together under a common passion.

"It was fantastic to see so many people representing so many different areas of football at today's launch. From our senior men's and women's coaches, through to professional and grassroots players, fans, officials, and media, so many important stakeholders took the time to be part of the launch which shows how football truly unites Australians," he said.

FFA HAVE EXTENDED THE DECISION ON TWO NEW EXPANSION CLUBS TO DECEMBER 12



Southern (along with the mysterious, fiercely private backers of the West Melbourne bid) are said to have the biggest financial backing among bids hoping to join the league, supported by the owners of Chinese League One side Guizhou Hengfeng (currently home to Nikica Jelavic and Mario Suarez).

"The company standing behind our bid own a Chinese Super League club," Southern spokesman Morris Iemma told FTBL in May. "It's a marriage of excellence, that takes social media, IT and the latest methods in football to that part of NSW."

FFA's language seems to favour a financial heavyweight, despite large public support for more community-driven

expansion bids in Dandenong, South Melbourne and Canberra.

Southern stepped back from flaunting the financial prowess of their bid in light of Gallop's comments, instead focusing on the player participation rates in the bid's Sutherland homeland.

"According to FFA data, Sutherland has, by itself, more player participation than each of the other bid areas: South West Sydney, Canberra, West Melbourne/Geelong, or Melbourne South/South East," CEO Chris Gardiner said.

"And it will take a decade of projected population growth for South West Sydney to catch up.

"Even after a decade, Canberra will still be behind and the

Melbourne bid areas won't come anywhere close. With St George and Wollongong added, no-one comes close even by 2030."

However, the subtext remains clear behind the self-described "grassroots giant": new FFA board structure aside, for the cash-strapped league and Deloitte economics firm that will make the final decision, choosing the highest bidder is a significant possibility.

"We're a grassroots football giant," Sutherland Shire Mayor, Carmelo Pesce said. "And the giant is rumbling - it's time to give us our own club."

FFA have extended the decision on two new expansion clubs to December 12, although are still leaving open the possibility of an announcement as late as January, 2019.