



# 2015 IN DETAIL



## Melton

### Key Stats and Highlights

Key Statistics	LGA	State
<b>Total Players</b>	1,292	62,133
<b>Ranking of Total Players</b>	22 of 66	-
<b>Population Ranking</b>	25 of 66	-
<b>Player Growth (vs 2014)</b>	7.6%	13.4%
<b>Player Growth (vs 2013)</b>	5.1%	2.2%
<b>Player Churn</b>	28.5%	30.4%
<b>Est. Population</b>	127,540	5.6 million
<b>Est. Population Growth</b>	3.3%	1.7%

#### Melton Highlights

- Melton has experienced steady growth across 2014 and 2015.
- The percentage of junior and MiniRoos players is well above the state average.
- While female participation in Melton is just below the state average, all clubs field female players.

Population is estimated population based on Census 2011 LGA populationbreakdown and Victoria in Future 2015 growth projections.



### Pitch and Football Penetration Information

Pitch Information			
	LGA	State Avg	State Total
<b>Football Venues</b>	5	7	402
<b>Senior Pitches</b>	9	9	552
<b>Players per Pitch</b>	144	109	-
<b>Total Pitches</b>	11	16	937
<b>Total Pitch m<sup>2</sup></b>	72,272	88,061	5,195,623
<b>Players per Pitch Ranking</b>	54 of 66	-	-

Melton Football Penetration		
Profile	Playing %	State Avg
<b>MiniRoos</b>	3.3%	4.1%
<b>Junior</b>	4.9%	4.9%
<b>Senior</b>	0.3%	1.0%
<b>Over 35s</b>	0.05%	0.10%

Number of Pitches refer to pitches available within an LGA for FFV managed competitions

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## Player and Population Stats

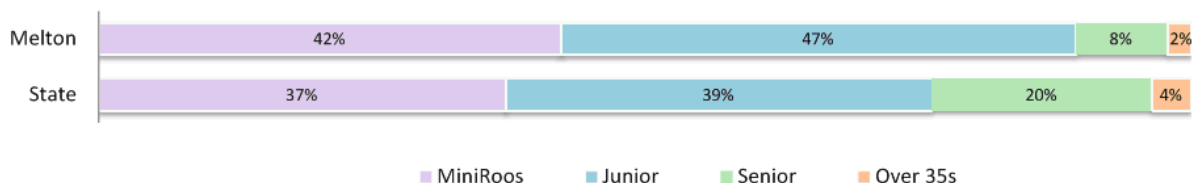


Players							Estimated Population						
Male			Profile	Female			Male			Profile	Female		
LGA	LGA Share	State		LGA	LGA Share	State	LGA	LGA Share	State		LGA	LGA Share	State
466	36.1%	32.0%	MiniRoos	81	6.3%	5.3%	8,475	6.6%	5.0%	MiniRoos	8,081	6.3%	4.8%
496	38.4%	31.1%	Junior	113	8.7%	7.9%	6,386	5.0%	4.5%	Junior	6,053	4.7%	4.3%
96	7.4%	16.2%	Senior	12	0.9%	4.0%	16,765	13.1%	12.0%	Senior	17,442	13.7%	12.1%
22	1.7%	3.2%	Over 35s	6	0.5%	0.4%	31,718	24.9%	27.6%	Over 35s	32,620	25.6%	29.7%
<b>1,080</b>	<b>83.6%</b>	<b>82.5%</b>	<b>TOTAL</b>	<b>212</b>	<b>16.4%</b>	<b>17.5%</b>	<b>63,344</b>	<b>49.7%</b>	<b>49.2%</b>	<b>TOTAL</b>	<b>64,196</b>	<b>50.3%</b>	<b>50.8%</b>

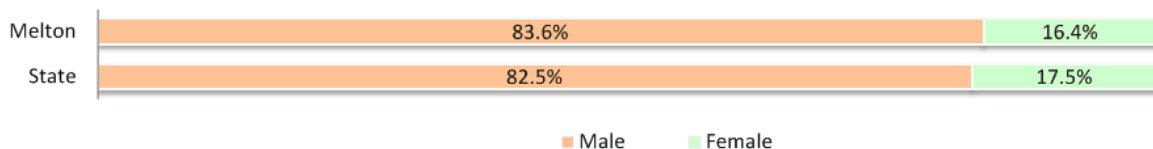
### Player Growth by Gender and by Profile

Male			Profile	Female	
LGA	State	LGA		State	
4.0%	21.0%	MiniRoos	1.3%	9.0%	
7.1%	14.2%	Junior	25.6%	3.9%	
23.1%	7.7%	Senior	-20.0%	9.5%	
-15.4%	3.0%	Over 35s	500.0%	15.6%	

### Melton Player Profile Share vs. State Player Profile Share



### Melton Gender Split vs. State Gender Split



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## Melton Club Profile

Clubs in Melton	Totals for Melton		
	Total Males	Total Females	Grand Total
Melton Phoenix FC	170	41	211
Satellite City United SC	76	2	78
Spring Hills FC	439	117	556
Sunshine George Cross SC	163	20	183
Westside Strikers Caroline Springs FC	232	32	264

Clubs in Melton	MeltonClub Data							
	Male MiniRoos	Female MiniRoos	Male Juniors	Female Juniors	Male Seniors	Female Seniors	Male Over-35s	Female Over-35s
Melton Phoenix FC	72	22	45	5	50	12	3	2
Satellite City United SC	2	2	74	0	0	0	0	0
Spring Hills FC	209	35	182	82	30	0	18	0
Sunshine George Cross SC	36	0	110	16	16	0	1	4
Westside Strikers Caroline Springs FC	147	22	85	10	0	0	0	0



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