



FNSW Club Development Conference

February 2026



AFC
WOMEN'S
ASIAN CUP
AUSTRALIA
2026™

WOMENASIANCUP2026.COM.AU

AGENDA

1. AFC Women's Asian Cup 2026™ Overview
2. Trophy Road Trip
3. Football Club Activity Book
4. Live Sites / Watch Parties

REWRITING
THE STORY
OF WHO
FOOTBALL
BELONGS TO.



Girls in Football: Why we're here



1.

AFC Women's Asian Cup 2026™

1–21 March 2026

Perth | Gold Coast | Sydney

**How many teams are competing in the
Women's Asian Cup 2026?**

8

12

16

?

How many teams are competing in the Women's Asian Cup 2026?

12



AUSTRALIA



KOREA REPUBLIC



IRAN



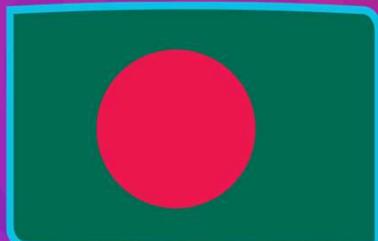
PHILIPPINES



DPR KOREA



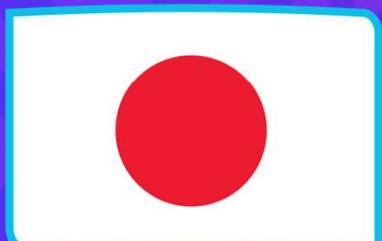
CHINA PR



BANGLADESH



UZBEKISTAN



JAPAN



Vietnam



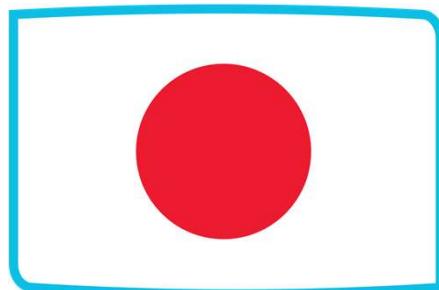
INDIA



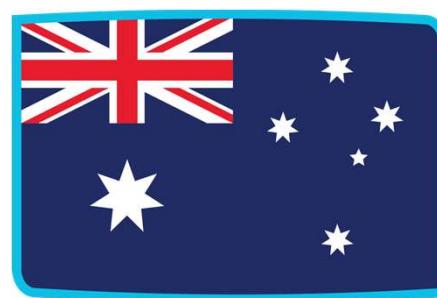
CHINESE TAIPEI

The Competition

Who do you think is the number one ranked team heading into the Women's Asian Cup?



JAPAN



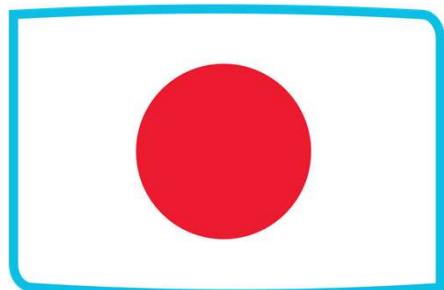
AUSTRALIA



KOREA REPUBLIC

The Competition

Who do you think is the number one ranked team heading into the Women's Asian Cup?



1 JAPAN

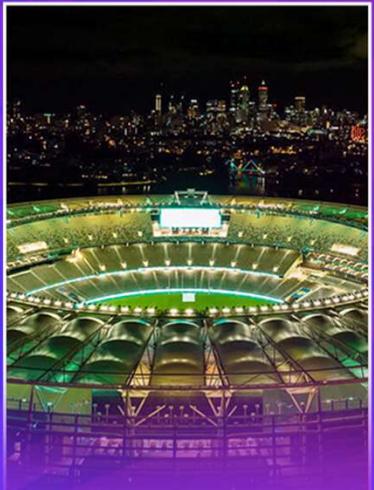
- 2 DPR Korea
- 3 Australia
- 4 China PR
- 5 Korea Republic

FIFA RANK

TEAMS

8		Japan – The only Asian team to have won a FIFA Women's World Cup, the side is full of stars who play in the top leagues. Semi-finalist in 2022, they are eyeing a third continental crown.
9		DPR Korea – A powerhouse returning for the first time since 2010 and with three titles under their belt, they're here to make a statement.
15		Australia – The hosts and former champions, Australia are aiming to lift the trophy on home soil for the first time, having last won the title in their historic 2010 triumph.
17		China PR – The defending champions and record-holders with nine AFC Women's Asian Cup titles – always a major force.
21		Korea Republic – 2022 Women's Asian Cup runners-up, they'll be hungry for a maiden title in their 14th straight campaign
36		Vietnam – Quarter-finalists in 2022 looking to break new ground in their 10th consecutive Women's Asian Cup appearance after their maiden FIFA World Cup appearance in 2023.
40		Chinese Taipei – A proud history with three titles, they returned to the AFC Women's Asian Cup with a quarter-final finish in 2022 after a 14-year absence.
41		Philippines – Fresh from a breakout semi-final run in the 2022 tournament to qualify for their first FIFA World Cup in 2023, the Filipinas are out to cement their place among Asia's best.
49		Uzbekistan – Back at the tournament for the first time in 23 years, they'll be hungry to make history by reaching the knockout stage for the first time in 2026.
67		India – Hosts of the 2022 Women's Asian Cup, but could not play due to an outbreak of COVID. Sealed their spot in 2026 with a blistering, unbeaten qualifying run, showing they're a force to be reckoned with.
68		IR Iran – Qualified while their country was suffering airstrikes. Making just their second-ever appearance, they return with growing belief, gritty determination, and eyes firmly set on shaking up the established order.
112		Bangladesh – The only tournament debutantes in 2026, they topped a very tough group with a perfect qualifying campaign, marking a major milestone in their rapid rise on the Asian football stage.

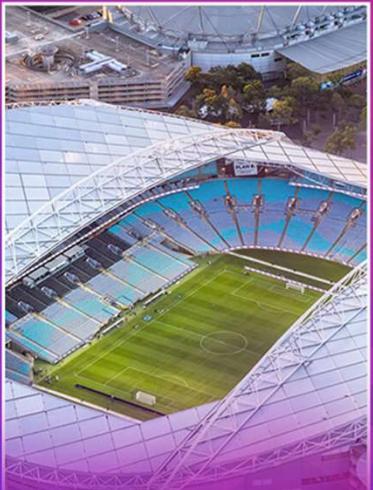
3 HOST CITIES – PERTH, SYDNEY, GOLD COAST



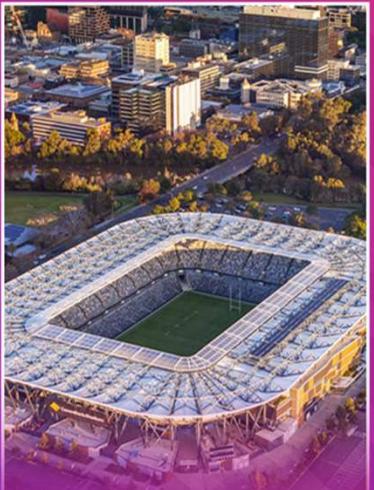
PERTH
STADIUM



PERTH RECTANGULAR
STADIUM



STADIUM
AUSTRALIA



WESTERN
SYDNEY STADIUM



GOLD
COAST STADIUM

5 WORLD-CLASS STADIUMS

**27
MATCHES
ACROSS
21
ACTION-
PACKED
DAYS**



The logo for the AFC Women's Asian Cup Australia 2026. It features the text 'AFC WOMEN'S ASIAN CUP AUSTRALIA 2026' in a bold, sans-serif font. The 'AFC' is at the top, followed by 'WOMEN'S' on the first line and 'ASIAN CUP' on the second line, and 'AUSTRALIA' on the third line. Below 'AUSTRALIA' is the year '2026'. A small trademark symbol (TM) is at the end of '2026'.

MATCH SCHEDULE

1-21 March 2026 | Australia

GROUP STAGE

		Match Day 1				Match Day 2			Match Day 3		
		Sunday 1 March	Monday 2 March	Tuesday 3 March	Wednesday 4 March	Thursday 5 March	Friday 6 March	Saturday 7 March	Sunday 8 March	Monday 9 March	Tuesday 10 March
PERTH BOORLOO	Perth Stadium (60,000)	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>01 17:00</p> <p>AUS vs PHL</p> </div> </div>				<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>03 13:00</p> <p>JPN vs TPE</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>11 13:00</p> <p>TPE vs VIE</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>15 17:00</p> <p>BAN vs UZB</p> </div> </div>	
				<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>06 19:00</p> <p>VIE vs IND</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>12 19:00</p> <p>IND vs JPN</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>17 17:00</p> <p>JPN vs VIE</p> </div> </div>			
	Perth Rectangular Stadium (19,500)			<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>02 19:00</p> <p>KOR vs IRN</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>07 13:00</p> <p>PHL vs KOR</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>13 19:00</p> <p>IRN vs PHL</p> </div> </div>			
GOLD COAST KOMBUERRI COUNTRY	Gold Coast Stadium (28,000)			<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>08 19:00</p> <p>IRN vs AUS</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>14 20:00</p> <p>AUS vs KOR</p> </div> </div>					
				<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>03 13:00</p> <p>PRK vs UZB</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>05 13:00</p> <p>BAN vs PRK</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>16 20:00</p> <p>PRK vs CHN</p> </div> </div>			
SYDNEY GADIGAL	Stadium Australia (79,500)			<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>04 19:00</p> <p>CHN vs BAN</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>10 19:00</p> <p>UZB vs CHN</p> </div> </div>		<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>17 20:00</p> <p>IND vs TPE</p> </div> </div>			
GMT+8											
GMT+10											

All Kick off times are shown in local time (Sydney: GMT+11; Gold Coast: GMT+10; Perth: GMT+8)

Group A

A1	Australia	(AUS)
A2	Korea Republic	(KOR)
A3	Islamic Republic of Iran	(IRN)
A4	Philippines	(PHL)

Group E

B1	DPR Korea	(PRK)
B2	China PR	(CHN)
B3	Bangladesh	(BAN)
B4	Uzbekistan	(UZB)

Group C

C1	Japan	(JPN)
C2	Vietnam	(VIE)
C3	India	(IND)
C4	Chinese Taipei	(TPE)

OFFICIAL GLOBAL PARTNER



OFFICIAL GLOBAL SUPPORTER



AFC



CELEBRATING 50 YEARS
LOCAL OPPORTUNITY - GLOBAL LEGACY



LONG BEFORE THE WORLD WAS WATCHING

The AFC Women's Asian Cup is **oldest official international women's football competition in the world**, with the inaugural edition being played in 1975 in Hong Kong. It was then called Asian Cup Ladies Football Tournament.

THE FIRST MATILDAS

In 1975, Australia's first-ever senior women's national football team represented the country at the inaugural AFC Women's Asian Cup. This pioneering squad laid the foundation for women's football in Australia, marking the nation's first foray into international competition. In recognition of their trailblazing role, Football Australia formally recognised them as the First Matildas.



THE LAST CHAPTER - 2006



The last time Australia hosted the AFC Women's Asian Cup was 20 years ago in Adelaide.

The final between Australia and China was played in front of 5,000 people with China winning on penalties to clinch their eighth title.



2010 - A ONCE-IN-A-GENERATION WIN



The only time Australia has won the AFC Women's Asian Cup was 2010 - it is still the only trophy the Matildas, have won proving just how hard it is to clinch.

Overcoming several injury setbacks and monsoonal conditions, they beat DPR Korea on penalties, in front of just 1,200 fans at Chengdu Sports Centre,

Now, as we gear up to hold the AFC Women's Asian Cup on home soil in 2026, we're preparing for a final that could fill an 80,000-seat stadium



WOMEN'S ASIAN CUP AUSTRALIA 2026™



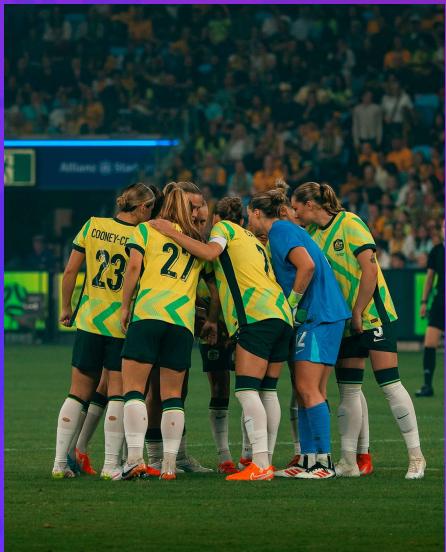
OUR GOAL IS SIMPLE

To deliver the **most attended AFC Women's Asian Cup ever** – while strengthening Australia's connection with the **Asian football community** and leaving a **lasting legacy** for women's sport.



WOMEN'S ASIAN CUP AUSTRALIA 2026™

ALREADY BREAKING RECORDS



OVER 150,000
TICKETS SOLD

FIRST EVER
MASCOT

FIRST EVER
BESPOKE
BALL

VIDEO ASSISTANT
REFEREE FOR
EVERY MATCH



ALL
ABOUT
CONNECTION



**AUSTRALIA IS ONE OF THE
MOST CULTURALLY DIVERSE
COUNTRIES IN THE WORLD.**

Of the 47 Member Associations in the AFC
Australia is the most multicultural.

A collage of three images. The top left image shows a woman with short dark hair smiling and taking a selfie with a child wearing a green beanie with 'AUSTRALIA' and a yellow and green scarf. The top right image is a close-up of a man with curly brown hair and a beard, wearing a purple zip-up jacket with the Australia football logo on the sleeve. The bottom image shows a person's hands holding a booklet titled 'Western Australia SQUAD' with a yellow and green cover.

5.1 MILLION

Australians have heritage from AFC nations.

3.6 MILLION

Australians have heritage from the eleven visiting nations.



**VOLUNTEERS WILL BE THE HEARTBEAT OF THE
TOURNAMENT**

THE BRIDGE BETWEEN CULTURES

REPRESENTATION WILL FUEL
PARTICIPATION



DREAM FEARLESS



2. Trophy Road Trip

Background



The Trophy Road Trip is on the road throughout February 2026. The goal is to create moments at iconic locations in each host city that will:

- Generate national narrative, excitement, and anticipation
- Support ticket sales by generating social content & sharing with broad reach

Trophy Road Trip – Itinerary



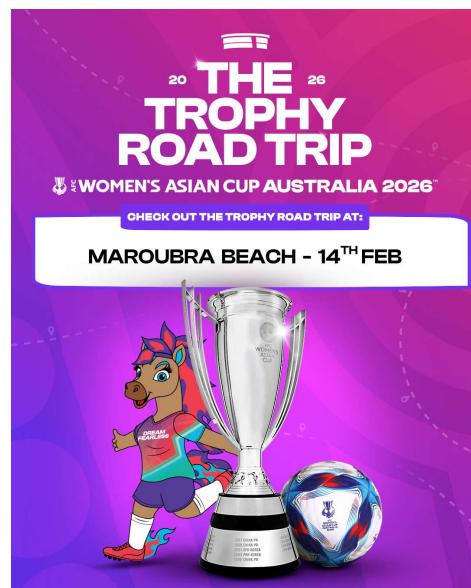
📍 NSW STOPS

Date	Location	Activation
1-Feb	Admiralty House, Sydney	Governor General media op
12-Feb	Manly to Darling Harbour Ferry	Trophy arrival on Sydney Ferry
	Darling Park offices	CommBank
	Chinese Gardens (tbc)	Content capture
13-Feb	Parramatta Square	Public Event
	Western Sydney Stadium, Parramatta	WSW double header
14-Feb	Maroubra Beach	Public Event
	Blue Mountains	Content capture
15-Feb	Sydney	Fair day
17-Feb	Chinese Gardens (tbc)	Content capture
	WSW Blacktown	Multicultural Football Mela
18-Feb	Thomas Hassal & Hackenburg Public School	School visits

Public Events



Lunchtime Event
Naara & Trophy
&
A Leagues:
WSW Double Header
Western Sydney Stadium



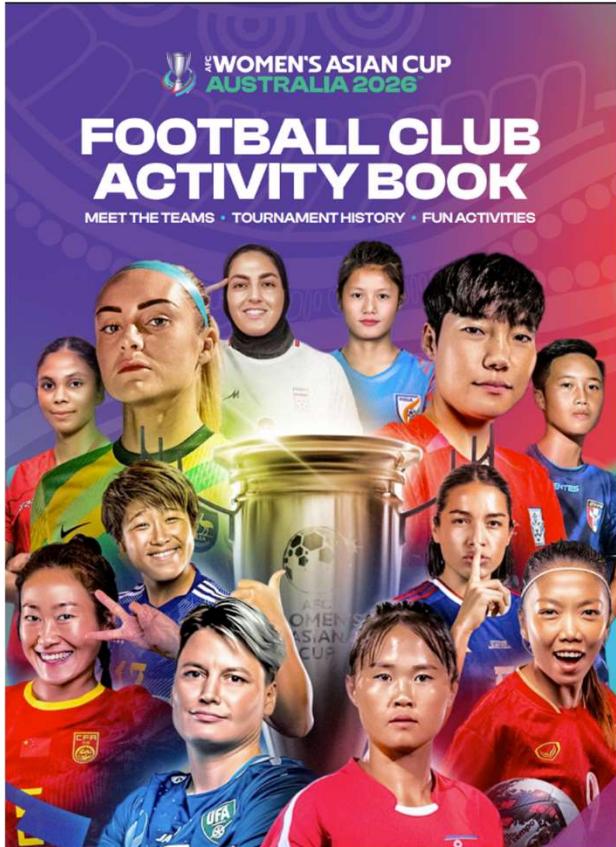
Morning Event
Naara & Trophy



Sun 15th Feb
Mardi Gras Fair Day
10am - 9pm

3. **Football Club Activity Book**

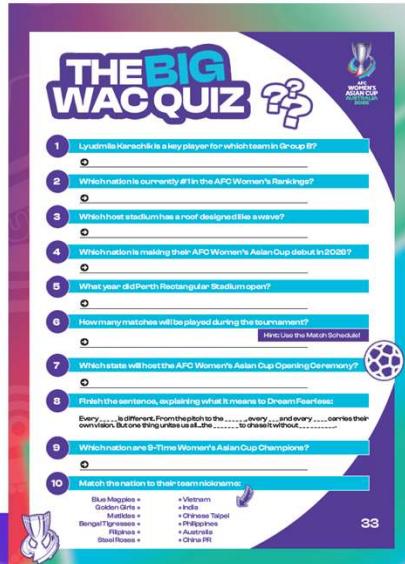
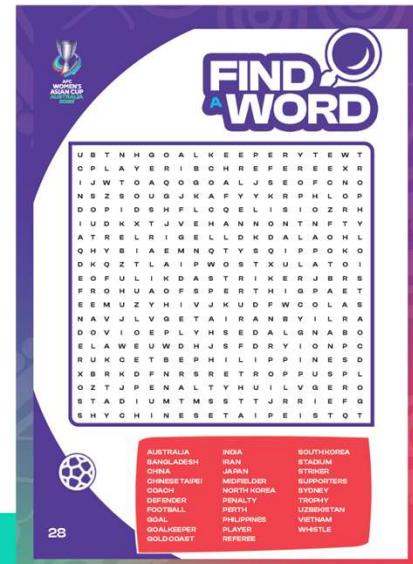
Club Activity Book & Club Hub



- Engaging activities for kids & clubs
- Team profiles, tournament information & schedules
- A great way for clubs and participants across Australia to get involved with the Women's Asian Cup wherever they are located.



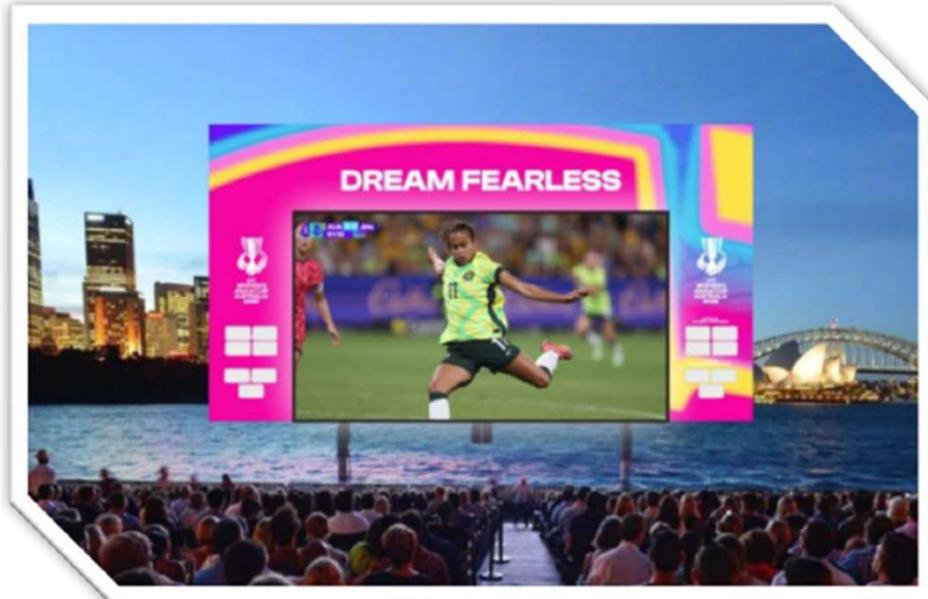
www.womensasiancup2026.com.au/club-hub



4. Live Sites

Official Live Sites

- Live Sites deliver measurable community engagement, drive visitation, and support local business while celebrating women's football on an international stage
- A public hub where fans come together to watch live AFC Women's Asian Cup 2026 matches
- Deliver family-friendly entertainment: sport, culture, food, and activities
- Creates community connection, pride, and celebration of women's football
- The WAC26 will not be delivering live sites in any city, however, will be creating fan activation zones outside stadiums for ticketholders attending matches



Support Available

WAC2026 LOC can provide support to bring your Live Site to life:



Branding Assets

Logos

Signage templates

Brand guidelines



Content Schedules

Broadcast timing

Host broadcast feed via application



Marketing Collateral

Social templates

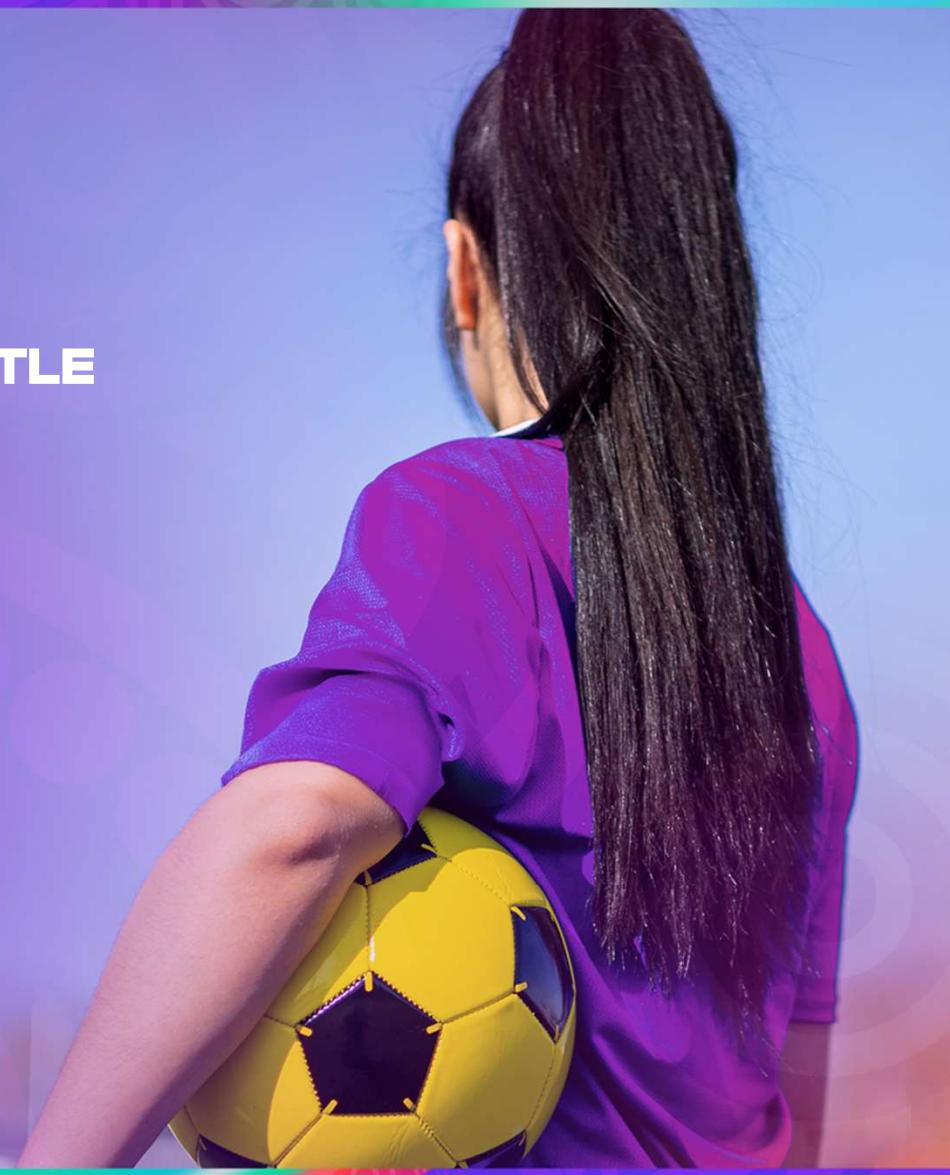
Suggested comms copy

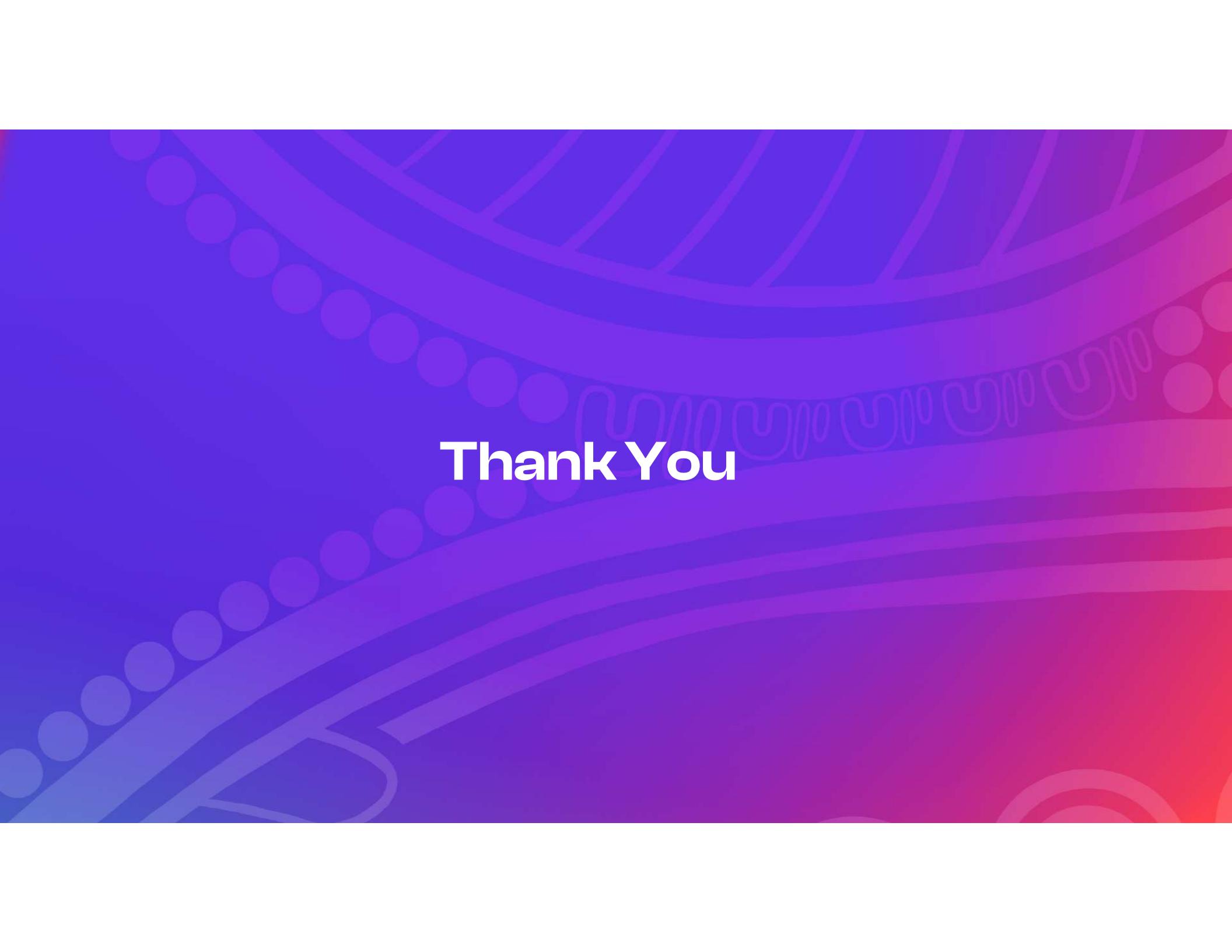
Official 'where to watch' event listing
on WAC26 website



THE LEGACY BEYOND THE FINAL WHISTLE

The real measure of success won't just be in ticket sales or broadcast numbers – it will be the lasting impact we make. How deeply we strengthen women's football across the region, increase participation and wellbeing, and how we bring communities together through the World Game.





Thank You