A critical review of Organization Matildas

by Author

Course Name

Tutor Name

University Name

15th April 2019

**A critical review of Organization Matildas**

**Background and Description of the Organisation**

 The first National Women’s Team of Australia namely The Westfield Matildas was founded in 1978 and it took part in 1st world women’s invitational tournament in Chinese Taipei. Other than Australia twelve more countries took part in the tournament but The Westfield Matildas was the only national team and the other countries were represented by the club or the district teams (“History of Westfield Matildas,” n.d.). The nickname or the short name of The Westfield Matildas are just Matildas. Jim Selby the coach of the first Australian women's team, selected the squad for Australia, for the tournament. The team mainly consisted of the players from NSW and Western Australia. Connie Byrnes was the first coach of the first Australian national women team. In the initial round of matches, Australia only for a goal difference was missed by the sixth place (“History,” n.d.). The Australians then competed in the second round for teams placed seventh to thirteenth, ultimately finishing eighth in the tournament. This team played now and then on many occasions, throughout the 1980s. Matildas is one of the most successful things ever produced in Australia. It is the first national team of Australia to go on strike and throw the games. Matildas has many historical things on their credit, such as they won Asian Football Confederation championship in the year 2010 against the Democratic Republic of Korea, and it was the first time ever in the history of Australia that any national team went to this level. This and many other significant achievements aided to improve the recognition of the games for women in Australia. The start of the FIFA Women’s World Cup and women’s football at the Olympic Games during1990s joined with a gush in contribution stages all over the country, ignited improved concern in the national women's team that is now named as the Westfield Matildas.

**Critique One: Organisational Culture and Values**

 Organizational culture and leadership are very complex topics (Schein, 2010). The culture of an organization is flourished by its leadership mostly, and the developed culture can affect the development of the leadership as well (BASS and AVOLIO, 1993). Organizational culture at any company basically describes the shared culture and values, norms, and the goals that the company follows. Corporate Culture and Organizational Effectiveness leads to understanding and productive work environment (Denison, 1990). By everyone having the same values and the goals the company can achieve their goals and targets easily, and the culture is mutual respect, cooperation, and support is formed. All the football associations have a fan following and so is for the Matildas. They have a huge fan following and the relation between fans based on passion and support. The fans have huge support for the team. The ultimate responsibility for leading the team environment and driving change in culture and environment rests with the head coach. We no longer feel confident Alen is the right person to lead the team and the staff," Gallop said ("Matilda's team culture under Stajcic in question after damning review," n.d.). Football fans are usually very loyal to their teams and the case for the Matildas is the same. Their fans are very loud, vocal, and passionate. He views of the fans are really important for the club. The reason is that the opinions of the fans can bring changes to the team. Sometimes some of the fans get into street fights with the fans of the other teams. They are so attached emotionally to their teams that they cannot take anything against their team r its members. They often start singing too during the matches to cheer their team up. A report found out that the Australians are most emotionally attached to the Matildas, and four other teams of Australia. These teams have the highest rate of emotional attachment with their fans. The Matildas were crushing favorites to assert the opening Cup of Nations trophy, and did so with comparative simplicity on Wednesday night, wrapping up the tournament with a 3-0 win over an aggressive and eager Argentina side at AAMI Park (Smale and Howard, 2019). True North Research’s 2018 Report established that while famous teams have a huge number of followers, it is women's teams that have a greater emotional linking. It states that the relationship between the fans and their teams is very unique and it has emotions attached to it as well as the passion. The Matildas are presently in camp in Colorado after previous week's 5-3 defeat to world champs USA. They won't accumulate again till the concluding squad is chosen in mid-May, coming together for a hot weather preparation camp in Antalya, Turkey from May 19 (“Matildas tee up Dutch friendly,” n.d.).

**Critique Two: Sponsorship and Marketing Activities**

 There has never been more buzz around the Matildas than right now. Their headline-grabbing feats have captivated the nation and for several of the team's stars are likely to earn them stacks of cash in endorsements (“Sponsors set to splash the cash for red hot Matildas,” n.d.). After their back to back wins over Brazil and their outstanding victory in the tournament of the Nations during August, the star players of Matildas could increase their earnings to three Of all the business companions of Australia's national teams, none is minor than that of the Matildas' sole separate sponsor - however possibly none is more involved than the project management company. Times according to the best economy professional. The sponsorship is other than only the publicity (Bossi, 2018). After they read a news in the Herald regarding the deficiency of advertising around the Matildas, Seven Consulting creator Declan Boylan come up to Football Federation Australia to turn into the main sovereign sponsor of the team to help link the incomes slit between female and male football. Managing consultancy firm supports Australian women's soccer team (“Australian women’s national soccer team score Seven Consulting deal - SportsPro Media,” n.d.). As a workforce profit-sharing company, any possible treaty would influence salaries of workers - however, the suggestion to upkeep the Matildas got an awe-inspiring endorsement. Seven Consulting are fervent and dedicated in our backing of the Westfield Matildas. We find their constant individual exertions to play at a world-class level, in specific their new successes over the USA, Japan, and Brazil to win the 2017 Tournament of Nations, to be moving both for us and for a new age group of footballers (General, n.d.).

Their backing isn't only in the positions or on a database, but also could lead to post-football service. For ages, the cards appeared set counter to Australian women footballers. Men clogged them from playing, offenses were thrown as they taught, their boots were destroyed, and they couldn't have the funds to stuff that fit (Feller, 2018).

**Recommendation**

 The only recommendation for The Westfield Matilda is that they should be putting more and more effort into the game. They should try to always give their best and stick to healthy competition. To win or to lose is a part of the game and sports, the sportsman spirit should never end. Also, the sponsors of the team depend on the performance they show. To earn more and bigger sponsors the team has to perform outstandingly. Their performance is the key factor behind their relationship with their fans and the marketing they get.

**Bibliography**

Australian women’s national soccer team score Seven Consulting deal - SportsPro Media [WWW Document], n.d. URL http://www.sportspromedia.com/news/australian-womens-national-soccer-team-score-seven-consulting-deal (accessed 4.15.19).

Bossi, D., 2018. The Matildas sponsor becoming embedded in women’s football [WWW Document]. Syd. Morning Her. URL https://www.smh.com.au/sport/soccer/the-matildas-sponsor-becoming-embedded-in-women-s-football-20181115-p50gba.html (accessed 4.15.19).

Feller, J., 2018. Why female footballers no longer take their clothes off to be noticed [WWW Document]. ABC News. URL https://www.abc.net.au/news/2018-03-12/matildas-the-rise-to-the-top-for-womens-football-team/9528470 (accessed 4.15.19).

General, n.d. Matildas. Seven Consult. URL https://www.sevenconsulting.com/matildas/ (accessed 4.15.19).

History of Westfield Matildas [WWW Document], n.d. . Socceroos. URL https://www.socceroos.com.au/news/history-westfield-matildas (accessed 4.15.19).

History [WWW Document], n.d. . Matildas. URL https://www.matildas.com.au/history (accessed 4.15.19).

Matildas team culture under Stajcic in question after damning review [WWW Document], n.d. . World Game. URL https://theworldgame.sbs.com.au/matildas-team-culture-under-stajcic-in-question-after-damning-review (accessed 4.15.19).

Matildas tee up Dutch friendly [WWW Document], n.d. . World Game. URL https://theworldgame.sbs.com.au/matildas-tee-up-dutch-friendly (accessed 4.15.19).

Smale, S., Howard, J., 2019. Dominating the Cup of Nations is nice, but are the Matildas ready for a World Cup tilt? [WWW Document]. ABC News. URL https://www.abc.net.au/news/2019-03-06/matildas-cup-of-nations-victory-world-cup-true-test/10877312 (accessed 4.15.19).

Sponsors set to splash the cash for red hot Matildas [WWW Document], n.d. . World Game. URL https://theworldgame.sbs.com.au/sponsors-set-to-splash-the-cash-for-red-hot-matildas (accessed 4.15.19).