



A new chapter for kids' football in New Zealand

Backed by McDonald's®, Whole of Football 2.0 is set to transform how young players learn, play, and fall in love with the game.

For more than two decades, McDonald's has stood proudly alongside New Zealand Football, backing the grassroots game and helping hundreds of thousands of young players, their coaches, managers and sideline supporters discover a love of football. From supporting junior and youth competitions to investing in coach and referee development, Macca's has become part of the fabric of football in Aotearoa.

Now, that long-term partnership is taking another step forward with the launch of Whole of Football 2.0, an exciting new approach designed to give kids more of what they love: time on the ball.

A new era begins

After three years of research and consultation, Whole of Football 2.0 is set to transform how football and futsal are delivered nationwide. With 176,000 players nationwide, the goal is simple - make the game more fun, inclusive, and skill-

focused from day one.

Smaller teams mean every child gets involved, passing, shooting, scoring, and building confidence with every touch. No one is left on the sidelines. Instead, every player feels part of the action, sparking a lifelong connection to the game.

The new formats will roll out across federations and clubs between 2026 and 2027, giving communities time to prepare and embrace the changes.

Backed by Macca's

To help make this vision a reality, Macca's is investing nearly \$500,000 in brand-new goals for clubs and communities. But it's about more than just equipment - it's about safe, high-quality places for kids to play and grow.

This builds on more than two decades of partnership. McDonald's has rolled up its sleeves alongside clubs, volunteer coaches, and families to help football thrive at the grassroots level. The locally grown initiative highlights how football in Aotearoa is rooted in community, with its future built on shared investment and support.

Impact at every level

While young players are the focus, the benefits reach across the game. Referees, coaches, senior teams, and volunteers all gain from better

resources, stronger pathways, and improved experiences.

Volunteer coaches feel equipped, parents see their kids grow in confidence, and clubs gain the infrastructure to welcome more players. It's a ripple effect stretching from weekend kickabouts to the national stage.

Building a lifelong love of the game

At its heart, Whole of Football 2.0 is about giving young players the best possible start. Smaller teams and updated structures mean kids will have more fun, stay engaged for longer, and develop the technical skills that keep them excited about playing.

For families and supporters, it's also about creating welcoming environments where every child feels included, no matter their background or ability.

Whole of Football 2.0 is more than a change in format, it's a promise to keep football fun, and inclusive for years to come, and ultimately help support our locally grown talent to shine on the global stage.

Read more about Whole of Football 2.0 at www.nzfootball.co.nz