City Council

MM13.21	ACTION			Ward: All
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Supporting Professional Women's Soccer in Toronto - by Councillor Jaye Robinson, seconded by Mayor Olivia Chow

* This Motion has been deemed urgent by the Chair. * This Motion is not subject to a vote to waive referral. This Motion has been added to the agenda and is before Council for debate.

Recommendations

Councillor Jaye Robinson, seconded by Mayor Olivia Chow recommends that:

1. City Council express its support for the establishment of a professional women's soccer league in Toronto and its commitment to championing gender equity in sport.

2. City Council direct the General Manager, Parks, Forestry, and Recreation, in consultation with the FIFA World Cup 2026 Toronto Secretariat, to explore opportunities to support the establishment of a professional women's soccer team in Toronto, including helping to identify potential sites.

3. City Council request the FIFA World Cup 2026 Toronto Secretariat to advance growing the participation of women in sport as a key legacy opportunity of hosting the FIFA World Cup 2026 in Toronto.

Summary

Women's professional sports are on the rise in North America. The recent successes of teams such as Angel City Football Club in the American National Women's Soccer League demonstrate that professional women's sports franchises can draw significant crowds, generate economic activity, and build community.

As Canada's largest city, Toronto has an opportunity to be a leader in promoting gender equity in sport. Toronto is home to many professional sports teams and will welcome a new Professional Women's Hockey League team in 2024.

Project 8, led by two-time Olympic-medalist Diana Matheson, plans to launch a new Canadian professional women's soccer league in 2025. The league is structured to include eight teams across Canada competing in two conferences.

Three teams have signed on to the league to-date, including AFC Toronto City, along with teams in Vancouver and Calgary. AFC Toronto City was founded earlier this year by an experienced team committed to growing the game of soccer in Toronto. Currently, AFC Toronto City is seeking a potential home field and associated facilities.

As the City prepares to welcome the world to Toronto for the FIFA Men's World Cup in 2026, it is important to consider the broader legacy of the tournament. A key community-building opportunity is growing the participation of women in soccer. The City can work toward this objective by supporting the establishment of a professional women's soccer league in Toronto.

Background Information (City Council)

Member Motion MM13.21