

FIFA[®]

Women's Football Development

Agenda / Topics

Women's Football Development at FIFA

Mission

Women's Football Development Programmes

Guidelines 2012-2015

FIFA Member Associations and Women's Football Development

FIFA's Mission on Women's Football

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“FIFA promotes the development of women’s football and is committed to creating opportunities for female players, coaches, referees and officials to become actively involved in the sport of football.”

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Women's Football Development

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Key Takeaways 2008 – 2011

FIFA development Programmes

Increased FIFA FAP towards Women's Football to 15%

Increased number of development projects for women's football

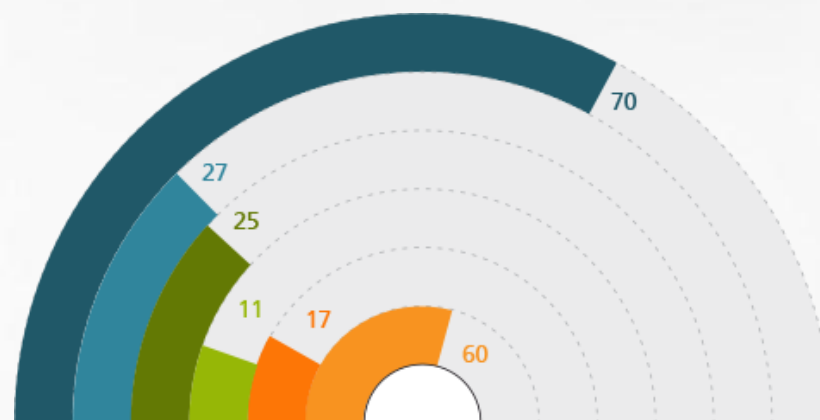
Development Projects linked to the U17 & U20 FIFA WWCs/legacy

3 GOAL Projects dedicated to Women's Football (Iran, Laos, and Korea DPR)

Over 3,000 coaches have attended Women's Football Technical Courses

More girls participating in Grassroots Projects (6-12 years old)

MAs Projects by Confederation



AFC

UEFA

OFC

CONMEBOL

CONCACAF

CAF

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Key figures

29 million of women and girls play football worldwide!

12% of youth players are female

Women and girls play football **worldwide** in one way or another

Today **134** Women's Team have a FIFA ranking

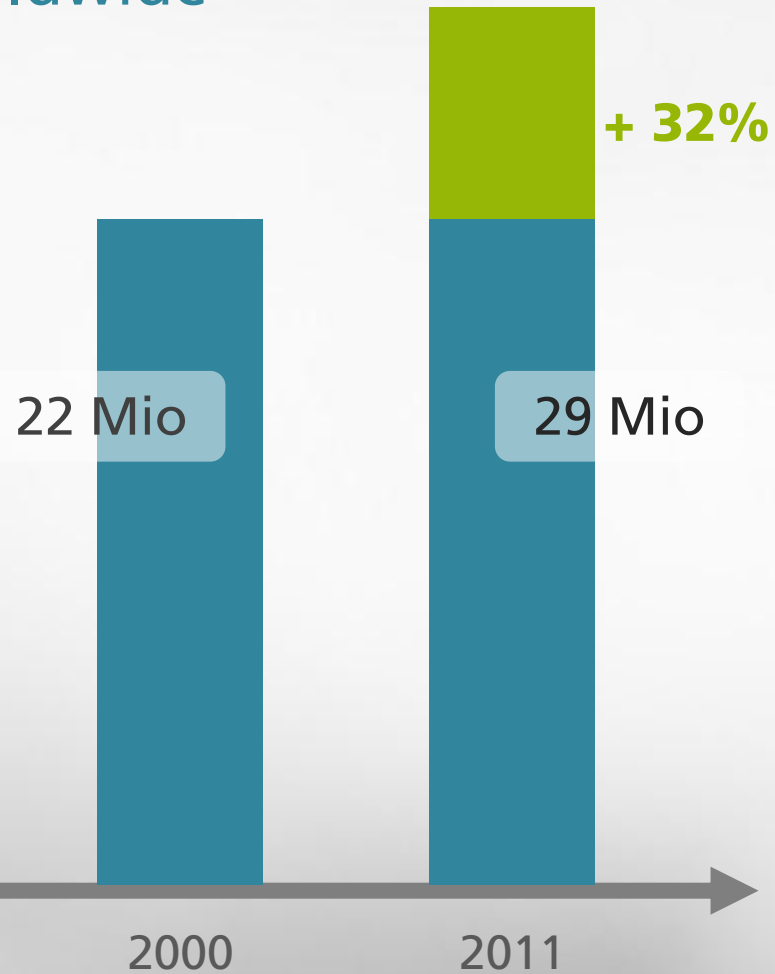
The number of teams for the FIFA WWC Canada 2015 has increased to **24**!

The Women's Game keeps growing!



Participation figures on the rise!

Women's players worldwide



FIFA & Confederations Conferences Legacy - Germany 2011

Objectives:

- Technical analysis of the [FIFA Women's World Cup Germany 2011™](#) and identification of new trends on women's football technical development
- Bring the WWC to the Member associations sharing the legacy of [Germany 2011](#)
- **Learn about the Member Associations planning and challenges for the next four years**
- **Present FIFA's and Confederations Programmes and projects for [Women's Football Development 2012-2015](#)**

Overview:

- FIFA & CAF Conference in South Africa: [18-20 November 2011](#)
- FIFA & AFC Conference in Kuala Lumpur: [6-8 December 2011](#)
- FIFA & CONCACAF Conference in Vancouver: [26-28 January 2012](#)
- **FIFA & UEFA Conference in Rome: [11-13 April 2012](#)**

Challenges ahead!



Follow up on activities and projects from 2008 - 2011

Work with the Member Associations to ensure that those who participated in our programmes continue involved

Ensure a pathway for girls and women in football

Keep the pace and standards of the game

24 teams for Canada 2015!

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Women's Football Development Programmes 2012-2015

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Goals



1. **Women's Football competitions / leagues in all Member Associations;**
2. Women & girls participating in youth, grassroots and outreach football programmes worldwide;
3. Improve the structures/infrastructure dedicated to the women's game;
4. Increase number of women in leadership positions - executive level, management, coaching, and refereeing;
5. Contribute to the Member Associations potential to qualify for FIFA Women's Tournaments **2012- 2015**

Resources 2012-2015

Multi-faceted support:

Expertise (*Instructors, Consultants, Ambassadors*)

Teaching and Promotional Material

Football Equipment

Financial Assistance

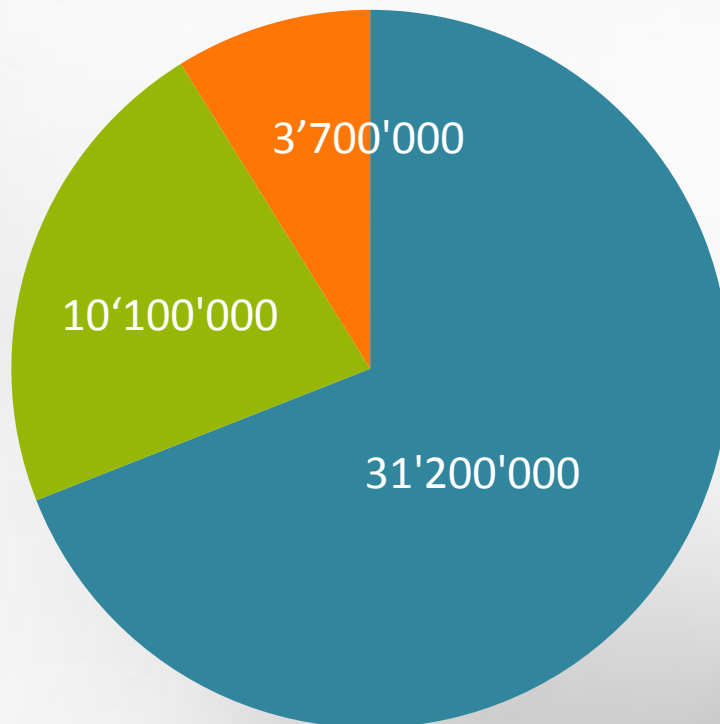


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FIFA's Earmarked Funding 2012-2015 For Women's Football Development

A total of USD 44'200'000
Aside From Other FIFA Development Programmes



- FAP (15% earmarked to Women's Football)
- Women's Football Development Programmes
- Development Support to Women's Football Competitions

Women's Football Development Programmes

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Competitions

PROGRAMMES

1. Support for Women's National Competitions & Leagues
2. FIFA Festivals for girls

OBJECTIVES

Support FIFA Member Associations in establishing women's football competitions and leagues;

Ensure female player development from grassroots to elite

Impact on the quality of women's competitions at national, Confederation and FIFA tournaments

Management

PROGRAMMES

3. FIFA FAP 15% earmarked for Women's Football
4. WF Regional Development Seminars
5. Workshops for MAs' WF development Managers
6. Consultancy

OBJECTIVES

- Support MAs' WF development programmes
- Create a platform for MAs to network and share best-practice
- Contribute to the on-going education of those in charge of women's football
- Assist MAs in specific projects & programmes

Education

PROGRAMMES

7. MAs' Women's Football Technical Courses (50% female participants)

8. Regional Coaching Workshops for National Team Coaches

9. Women's Refereeing Courses and support within the RAP

OBJECTIVES

Encourage coaching education locally and improve coaching expertise worldwide

Create a regional platform for knowledge sharing and exchange

Increase the number and assist in the education of female referees at the national level

Promotion

PROGRAMMES

10. Women's Football
Com-Unity Seminars

11. Support for Host MAs
organizing FIFA Women's
Competitions (WF
Development Legacy)

OBJECTIVES

Promote women's football and attract investment from local governments, institutions & the private sector

To assist Host MAs in creating awareness about the Tournament and enhancing the legacy of the Tournament for women's football development in the Host MA and region.

Support for national women's
**Competitions / leagues
and Grassroots**

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Support for national women's football competitions / leagues

Objectives:

To support FIFA Member Associations in developing women's football competitions and leagues at the national level;

Ensure female player development pathways from grassroots to elite level

Support & resources:

Equipment (Training kit of league's teams)

Expertise (Courses and consultancy)

Financial assistance (Case by case basis)



Festival For Girls

Objectives:

To increase the number of girls starting to play football from an early age

To ensure the promotion of women's football at the community level

Support & resources:

Equipment (Training kit of league's teams)

Expertise (Courses and consultancy)

Financial assistance (Case by case basis)

FIFA will support MAs girls' festivals projects, or festivals organised after WF Courses or WF Com-Unity seminars



FIFA calls young girls with "Live Your Goals" (LYGs)



Launched in at the FIFA WWC Germany 2011

Addresses the next generation of female players

Invites the girls to start playing football early

Shows that women and girls can succeed through football both on and off the pitch - by living their Goals

<http://FIFA.com/liveyourgoals>
Official Twitter feed @fifalyg

Tailor made projects on the scope of the legacy for women's youth competitions

Member associations projects on request



Legacy through FIFA women's competitions



Great opportunity to **create awareness** about women's football and its benefits;

Get **more women and girls** playing and involved in football;

Increase public and commercial interest in women's football countrywide;

Main focus on FIFA women's youth competitions

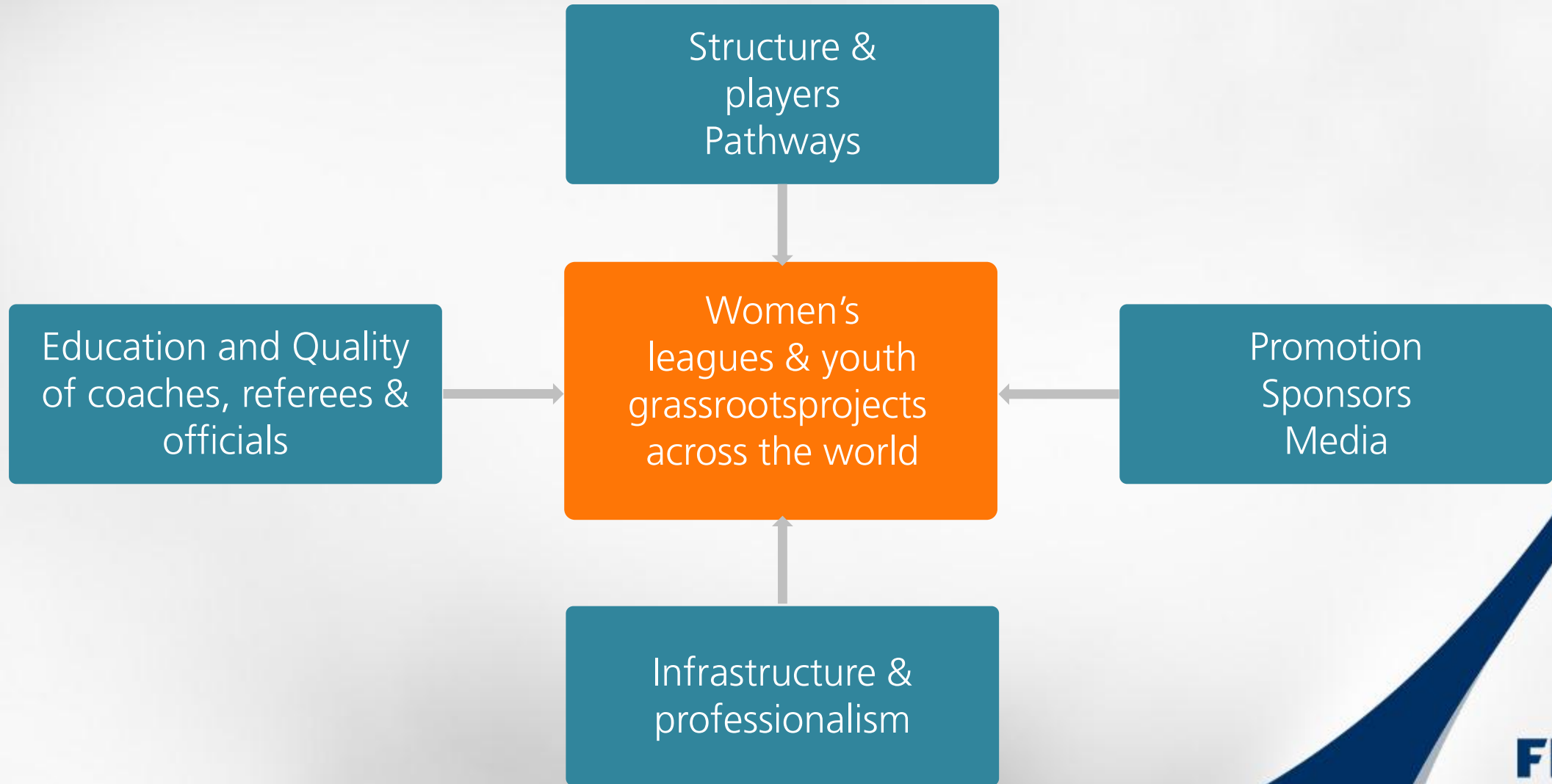
Package of tailor-made projects to support host Member Associations

Enhance regional impact!

Competitions at the core...



Influencing...



Development Programmes **Guidelines 2012-2015**

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Women's Football Development Programme Guidelines

Content:

- FIFA's mission for women's football
- Foreword
- Introduction
- The MAs, their partners and women's football
- Guidelines for each programme
- How to apply and necessary forms

Sent to all Member Associations on
Friday 20th January
Circular letter 1289



Criteria and numbers

Criteria for
Member
Associations



Number of projects
By
Member Association

All Member associations are entitled to **participate** in the programmes;

Priority to those that demonstrate **commitment** and **full involvement** in Women's Football development;

Ideally have a staff member **responsible for Women's Football Development**.

Member associations are entitled to apply **for more than one programme** on the same year;

When there is a clear link between the projects and overall WF strategy;

Women's competitions/leagues/grassroots **should be** at the heart or the overall development strategy;

Member associations commits by signing a Memorandum of Understanding (MoU) with FIFA.

FIFA Member Associations & Women's Football Development

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Special focus on Women's Football! Why?

The FIFA Member Associations are in the front line to support the Women's Game

Provide an opportunity to develop football and women's sport in their country



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Special focus on Women's Football! Why?

Platform for international participation and football excellence;

Vehicle to cooperate with government, non-governmental organisations, the private sector and the media

Support for social progress and a contribution to a healthier country.

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What is needed?

An effective structure with clear objectives & programmes

Integrating women's football in all activities within the Associations

Establishing grassroots and youth programmes for girls

Establishing women's competitions and leagues (youth & senior level)

Create opportunities for women's and girls to "find" football

Involve more women, former female players in all areas of football

The future:
More women and girls on board!

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