

4<sup>th</sup> FIFA  
Women's Football  
Symposium

Shanghai, 28 and 29 September 2007

# **Women's Football Development in the Associations**

*How FIFA and FIFA's Development  
Officers can help*

# What assistance can FIFA provide?

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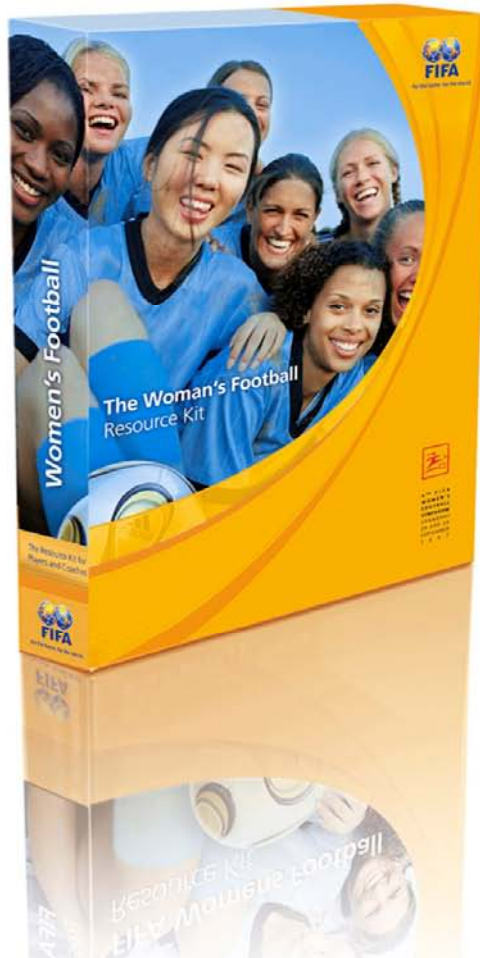
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- **Education: e.g., women's football coaching courses**
- **Resource materials:**
  - **DVDs**
  - **Technical reports**
  - **Symposium report & videocast**
- **Events:**
  - **Women's football development seminars... will continue!**
  - **FIFA symposium for women's football**
  - **Research**

# Introducing: *The Women's Football Resource Kit!*

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# The Women's Football Resource Kit

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4<sup>th</sup> FIFA WOMEN'S FOOTBALL SYMPOSIUM

# The Women's Football Resource Kit

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## Contents:

1. **Developing football for girls and women** – *Best practices, case studies and key findings from all over the world*
2. **FIFA Ambassadors for Women's Football** - *Introducing the Ambassadors*
3. **Health and Fitness for the Female Football Player** – *A guide for players and coaches*
4. **Women's Football Today** - *information and statistics on women's football from the member associations of FIFA*
5. **DVD** – *Women's Football Today*
6. **CD** - Printed material in electronic form (E, F, S, D)

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**How can FIFA's  
development offices assist?**



# 12 Development offices worldwide



# Role and Responsibilities of DOs

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## Infrastructure



## Goal Programme

## Financial Assistance



## Financial Assistance Programme (FAP)

## Strategic planning and development Education



- Long-term development planning
- Course Programmes
- Growth Initiatives
- (women's football)
- Humanitarian initiatives

# What has been done for Women's Football?

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- **Long term planning**
  - Status assessment
  - Strategic planning (different categories and its linkage)
  - Regional seminars
  - Charters (commitments MAs, Conf, FIFA)
  - Follow-up activities – educational courses
- **Regional networking**
- **FAP regulated and audited**

# Ongoing and future projects for development of women's football

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- Continuing monitoring and support for planned activities
- More tailor made programmes to meet needs (marketing...)
- Facilitation of partnerships with government, NGOs, media and commercial partners (Community program)
- Legacy approach alongside FIFA competitions
- Greater involvement of Women's Football Ambassadors
- New growth initiatives (futsal, beach soccer)
- Seminars
- Educational courses (coaching, refereeing, sport medicine, admin & management, marketing)

# Challenges

- Outcome from plans, seminars and courses are implemented and supported by the member associations
- Investments are made to progress the development of WF
- Administration structure is strong
- Ensure sustainable activities – build the foundation for the future
- Provide pathways for talent to progress (create opportunities)
- To secure additional revenues
- To maintain long term partnership
- Accessibility to infrastructure

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