

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

Shanghai, 28 and 29 September 2007

**Creating “Own” Coaches and  
Referees**

**What are the benefits to developing female coaches, referees and administrators within the game and how can this be achieved?**

# Developing female technicians: what we know about *why* this is important

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## Key finding 1: The development of female coaches, referees and administrators is needed to support the *growth* and *sustainability* of women's football

- Women involved as coaches, referees and administrators show a **greater enthusiasm** and **drive to progress women's football**. They also tend to **stay** in the women's game.
- **It is a self-fulfilling prophecy** – the women that are involved as coaches, referees and administrators – **provide role models and motivation** for **girls and women to become involved themselves**.
- In many **cases** and **cultures** – having women as coaches, referees and administrators – **plays a critical role** to girls participating and staying in – football programmes.

# Developing female technicians: what we know about *how*

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## Key finding 2: To have an impact in retaining and developing female coaches and referees – a direct intervention is often required.

- Associations having success in this area are doing so because they have **researched and understood why** women aren't entering the coaching and refereeing ranks in their country (or staying in) and are then designing specific programmes which address these issues.
- The result are coaching and referee education programmes which are **tailored to address these needs.**
- **Structured mentoring programmes** for female coaches and referees have also proven to be effective and are being used by many associations.

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## Key finding 3: Existing infrastructures for coaching and referee development should be leveraged in developing programmes to support the inclusion of women

- **Existing technical resources** and know-how for coach and referee development can be leveraged
- It promotes **more effective communication** and **sharing of knowledge** and **experiences**
- It **provides access** to **established networks** to facilitate **identification** of potential **participants** and **mentors** for coaching and referee development programmes

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**Key finding 4: Criteria to include female coaches and referees as an integrated element of existing and/or planned competition structures should be considered.**

- We are finding more examples of where **criteria regarding female coaches and referees are being employed** to push the issue **providing a platform to implement what female technicians have learned.**
- **The AFC**, for example, is implementing a **comprehensive set of criteria** to encourage **the development of elite female technicians.** This criteria promotes the involvement of women in their coaching and referee education programmes, and in their confederation competitions

# Developing female technicians: what we know about *how*

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## Key finding 5: Encourage and assist your female players to pursue careers in coaching or refereeing

- Logical and **immediate** pool of talent – make sure they stay involved!
- Increases the **number** of **women** who can **coach** at the **highest level** and the **quality of coaching is improved** by their **ability to demonstrate technical skills** to their players.
- **Supports** the **development of players** by improving their technical understanding of the game and what their coach requires.
- Women's national team players attending coaching courses with male candidates helps to **raise the profile and acceptance of women.**

## Case Study: Germany

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DEUTSCHER  
FUSSBALL-BUND

***Providing education programmes to encourage the development and sustained participation of players from the German women's national team***

**Heike Ullrich**

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**Head of Women's  
Football**

***Deutscher Fussball  
Bund***



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## **Developing coaches for women's football – German FA**

Providing coaching education programmes to encourage the development and sustained participation of players from German women's national team

# Background & context

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- In 1982 first women's national team match against Switzerland (25 years ago)
- Today, girl's football shows the fastest growth rate within the German football family
- Girls teams: Increasing rate around 20% per year
- Big count: 2000: 292.955 / 2007: more than 900.000 registered female members
- Today women's football is the most popular team sport for women and girls in Germany
- "Second generation" of female elite football players

# Background & context

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- One important part of the women's football developing programme is to offer and to complete a female coaching structure (with current and former female players)
  - ➔ Coaching education structure is similar for men and women (mixed courses, same input)

# Background & context

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- Gero Bisanz (head coach 1982-1996) also was the head of coaching education for the German FA at elite level
- He asked for a female assistant for the national team because he believed female coaches were capable of the role and that there would be benefits from such an approach

# Background & context

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Tina Theune-Meyer was selected to become the first female assistant coach for a national team – as she had an excellent performance at a coaching course at the University of Cologne, where Gero Bisanz had been the lecturer

# Key objectives

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- Educate former and current national team players as coaches
- Increase the number of female coaches
- Encourage a greater number of national team players to stay into the game after their active career
- Offer opportunities for continued involvement and contribution
- Increase player development and performance by gaining an understanding of coaching and increasing awareness of tactical knowledge and game planning!

# What was done?

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## Step 1

### **Presented the concept of a coaching education programme for women's national team players.**

- Since 1986 Tina Theune-Meyer drove forward proposals to involve her players in the DFB coaching education programme. Her arguments were:
  - ✓ players would be better able to understand what the head coach wanted from them on the field
  - ✓ increase their technical and tactical knowledge
  - ✓ good publicity for the federation
  - ✓ develop role models
  - ✓ effective way to offer players future career prospects in football

# What was done?

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## Step 2

### Targeting and offering coaching education to individuals on the women's national team

- Attention was focused on players who were coming to the end of their careers
- The coaches/TTM underlined the players' responsibility to stay in the game
- Qualities that these players needed:
  - Total focus and commitment to football
  - Ability to analyse games
  - Strong communication and people management skills

# What was done?

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## Step 3

### Arranging for individual players to sign up for coaching license courses

- Once players had been selected to attend the programme, the DFB supported the players to be able to attend the course:
  - DFB made sure that they have a seat reserved for these courses (usually they are sold out)
  - Their attempts to gain time off work to attend the coaching courses (liaising with the employers)

# What was done?

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## Step 3

### Arranging for individual players to sign up for coaching license courses (cont'd)

- Players had to pay to attend the coaching courses to ensure that those who signed up were 100% committed to the course
- There were no special courses for national team players
- There were no amendments made to the coaching education and licensing system to accommodate them

# What was done?

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## Step 4

### **Bring the process of coaching education for national team players on an ongoing basis**

- Tina Theune-Meyer begins her new function as contact person for coaches of female elite teams and the DFB coaches continue with that strategy
- During the training sessions they discuss with the players their opportunities to stay into the football family after their active career concludes
- National team coaches (beginning at U19) encourage players to take coaching courses as early as possible

# What were the results?

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**Since 1986 following former national team players have the following coaching qualification:**

- UEFA Pro Licence
- 17 women in total

# What were the results?

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- **A-License:** Birgit Prinz, Renate Lingor, Bianca Rech, Anouschka Bernhard, Sissy Raith, Nicole Brandebusemayer
- **B-License:** Britta Carlson, Anja Mittag, Verena Hagedorn



# What were the results?

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- Many of them are full time employed in football business
- Three of them fully employed at the German FA: Silvia Neid, Maren Meinert, Bettina Wiegmann
- Ulrike Ballweg: part time employed at German FA and employed at regional federation (Hamburg)
- Martina Voss: technical director and head coach female selecting teams at a regional federation (Niederrhein)

# What were the results?

- Sissy Raith: Head coach of Bayern Munich women's Bundesliga team
- Anouschka Bernhard: part of the youth coaching team for male professional players at Hertha BSC Berlin
- Kerstin Stegemann and Silke Rottenberg: Female Military National team coaches
- Doris Fitschen Marketing Manager at DFB
- Renate Lingor: Employed in the school football-department at DFB (subject: teachers qualification for football coaching at schools)

# What were the results?

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- During coaching courses, female players earned respect from their (famous) male colleagues, in that they are promoting the sport in a group of people who, so far, did not know too much about the quality of elite women's football (Maren Meinert was best in her class)
- The regional federations also started offering courses for female coaches with the focus on grassroots
- There are more and more female coaches in Germany beginning at grassroots level and ending at the elite level

# Key success factors

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- The DFB promoting the role of women in the game and the importance of women's football in general
- The President of the German FA, Dr. Theo Zwanziger, uses opportunities such as conferences and speeches to stress the importance of women's football. This motivates those involved in the women's game and sometimes persuades those with prejudices.
- Women's national team players attending “mixed” courses help to raise the profile of women within football overall and demonstrate a commitment to raising standards

# Key success factors

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- Unlike the men, playing careers in women's football do not guarantee a certain lifestyle or level of earnings, therefore it is essential that post-career opportunities are explored and offered.

**The federation is responsible to offer these opportunities!**

# Getting started

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- Have you thought about what your women's national team players will do at the end of their playing careers?
- Have you asked the players in your women's national team if they are interested in becoming coaches and staying involved in football?
- Can they be encouraged to pursue a career in coaching and to give something back to the game?
- Can you implement programmes or initiatives to support coaching education for female national team players?

# Getting started

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- It is your choice to start something and develop our sport or to be happy with that what you have!

***Let's start something together!***



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