

## **The 10 key development principles recognised by the FIFA Executive Committee at its last meeting in March, are to be submitted to the congress for approval**

1. Big growth opportunity in football – Women's football development plan for all MA's
2. Equal access to football for girls and women, incl. clubs, schools and colleges
3. Work towards sustainable professionalised competitions
4. Improve Marketing and Promotion of Women's football, build up own women's football brand
5. Women's football at a different stage to men's football: need for experts in women's football in all decision-making areas
6. Keep former referees and players involved in the game and create leadership and management opportunities
7. Develop opportunities and mentor female coaches and increase the number
8. MA's to involve women in all decision-making levels, including the Executive Committee
9. Grow women's football via appropriate organisational structures with necessary focus
10. Fight discrimination against women in sport and society