

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

Shanghai, 28 and 29 September 2007

# Introduction & Executive Summary

Mary Harvey  
Director, FIFA

**Women's football has  
become a worldwide  
phenomenon and a key  
driver of growth of the sport  
around the world**

**The Future of Football is  
Feminine**

# Why do we say this?

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- **Growth in participation**
- **Growth in opportunities to compete**
- **Growth in the number of spectators**
- **Growth in media coverage – particularly TV coverage**
- **Growth in the number of women watching football period!**

**The evidence clearly shows that women are indeed a key driver for growth of the sport worldwide**

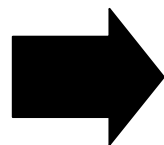
## Growth in participation

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The FIFA Big Count 2006 revealed quite a bit about the growth of football worldwide.... And today we know the following:

- Today, of the 265 million players worldwide, **26 million are female** or **1 out of every 10 players**
- Today, there are 23 million *more* players than in 2000, and of this number, ***1 out of every 5 new players is female.***



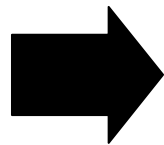
***women's football is growing  
– and at an accelerating pace***

# Growth in opportunities to compete

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- In 2006, 448 women's international matches were played in 134 countries
- That smashes the previous record (set in 2003) – by 20%
- **Half** of these international matches were FIFA Women's World Cup qualifiers – with **the majority of the remainder** being mostly **friendly matches** (44%)



*more countries are investing in the preparation of their women's national teams*

# Growth in viewership of women's football

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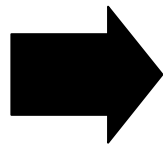
<b>FIFA Women's World Cup</b>	<b>1999</b>	<b>2003</b>	<b>2007</b>
<b>Countries reached (TV coverage)</b>	<b>67</b>	<b>144</b>	<b>200</b>
<b>Airtime in hours</b>	<b>541</b>	<b>2,900</b>	<b><i>tbd</i></b>
<b>Cumulative Television audience (millions)</b>	<b>240m</b>	<b>526m</b>	<b><i>tbd</i></b>

# Women's football

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- Over 1000 accredited TV staff (host broadcaster, TV and Radio)
- 759 accredited journalists
- 13 host broadcaster cameras per match
- 16 unilateral broadcasters on site
- Highlights of TV ratings
- 3 TV documentaries being filmed during the event and 5 other special film crews



***Demand to watch the FIFA Women's World Cup is growing – rapidly***



# Growth in viewership of *football* by women - what we now know

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## Women watch football – and in unprecedented numbers.

In 2006, FIFA conducted research in a number of countries worldwide to understand more about the television viewership of the FIFA World Cup. The finding with respect to **women**, was unexpected and **unprecedented**.

- Overall, **80% of women** watched at least one of the matches of the 2006 FIFA World Cup Germany, **with most watching 10 matches or more**
- In most countries, **women were equal to men** in terms of viewership
- In Brazil, it is particularly stunning: **98% of women** watched at least 1 game, but on average, each woman watched **15 of the 64 matches**

# What is FIFA's role to support the growth of women's football?

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FIFA provides funding and activities to promote the development of women's football – and will a substantial amount over the next two years. These activities include:

- Dedicating FAP funding (10% minimum FAP)
- Establishing more women's competitions and opportunities for women to compete and participate
- Establishing a dedicated women's referee development programme
- Introducing new programmes to help member associations train coaches, referees and administrators for women's football
- Helping associations develop their individual women's football development plans

## But more is needed...

- FIFA has sent the clear message to its associations that the future of football is feminine, and set clear policies to promote this.
- But **development** is a process where it is a combination of policy and **proactive** measures to help implement them. “I know it is important to develop women’s football – but it’s not so easy in my country. Help me get started.” Work in the field must compliment any policy to help implement and ensure growth.
- But to do this, it is important that we understand **how** women’s football is being developed in all parts of the world – what the challenges are, and importantly, how they are being overcome. This information is instructional for everyone!

**so that is what we did.**

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- A 2 year project was initiated in 2005, the purpose of which was to enable FIFA to obtain a clear picture of the status of women's football in the countries, both inside and outside the associations.
- FIFA mobilised each of its 12 development offices and its development team, to understand what the challenges are and how women's football is being developed in the associations.
- This was done by organising **10 women's football development seminars** all over the world, involving nearly **150** countries.

We went everywhere....

...and we learned a *lot*

# South America...

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# Central America...

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10  
countries

# The Caribbean...

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# Europe...

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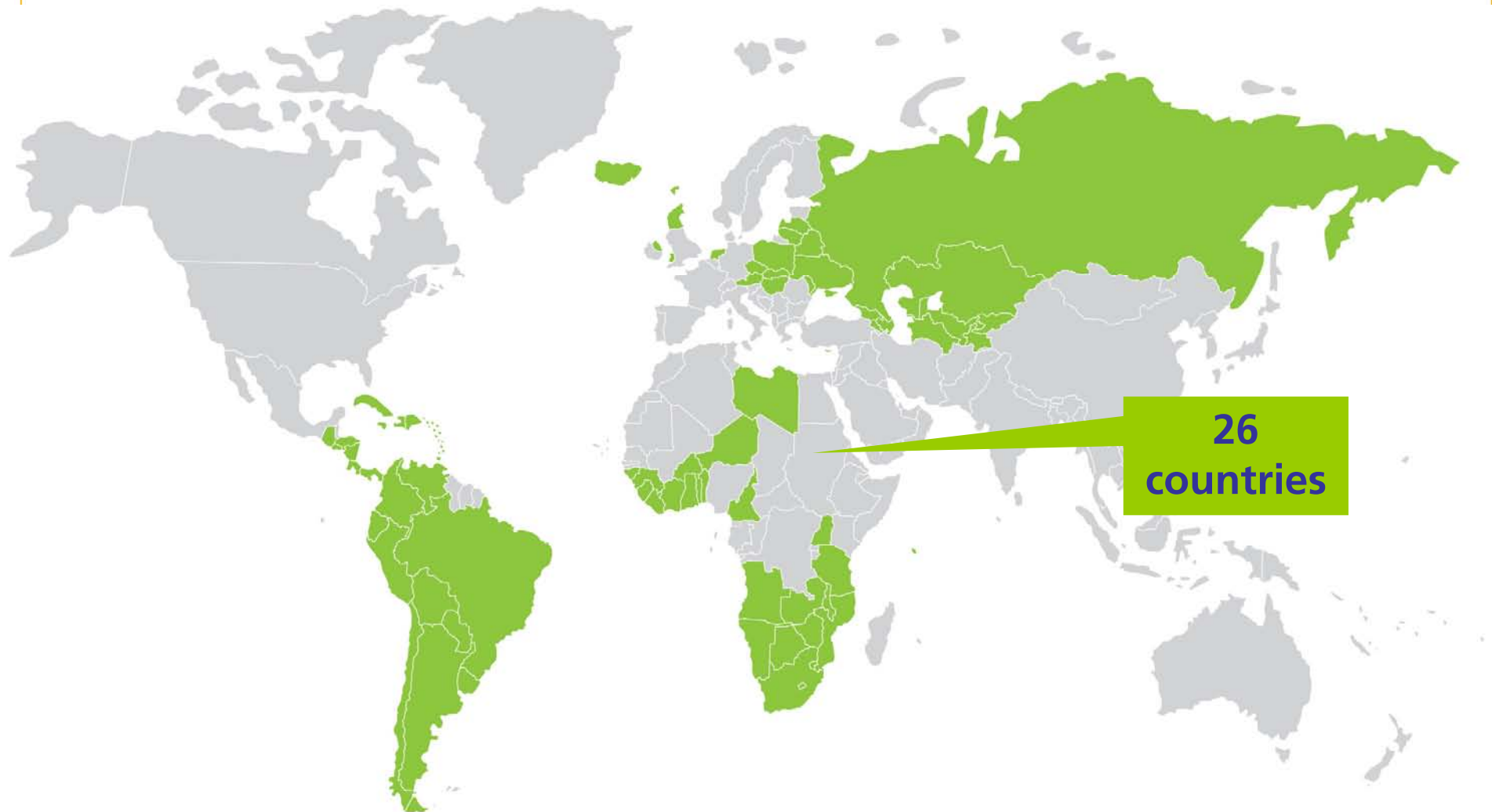
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**Africa...**

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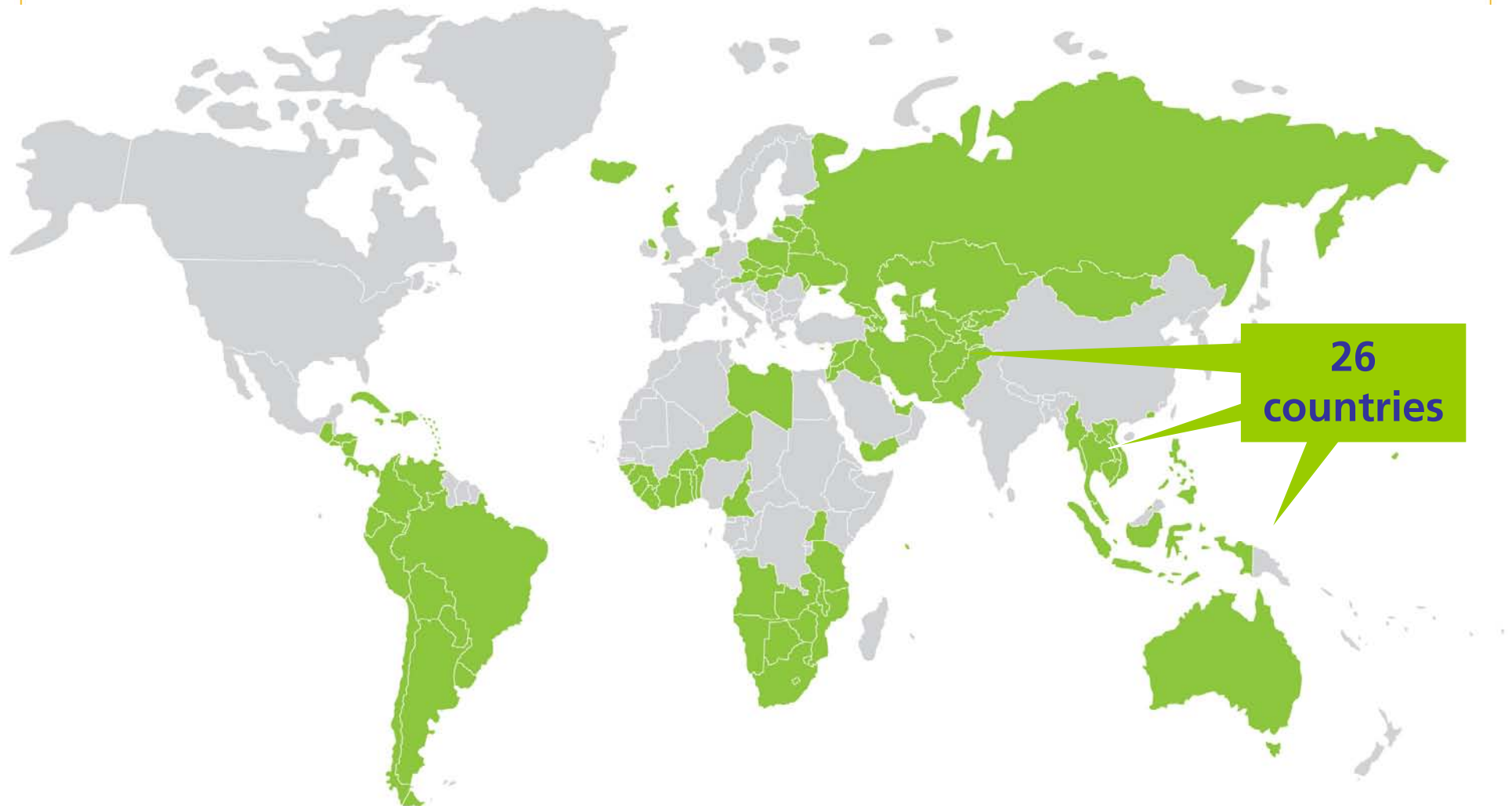
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**Asia...**

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# and Oceania

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# Women's Football Development Seminars: 2005-2007

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## During these 3-day regional seminars:

- Associations were asked to present on a specific topic selected by FIFA, thereby fostering an exchange of experiences, in-depth discussion, and sharing of best practices.
- **Each** association was invited to send up to **3** representatives to the seminar: the President or General Secretary (mandatory) the person within the association responsible for women's football or technical development, and also a person *outside* the association, who was heavily involved in women's football in the country.
- Associations were required, at the conclusion of the seminar, to outline their short-term and long-term actions to further develop women's football in their country.

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

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- The **4<sup>th</sup> FIFA Women's Football Symposium**, presents for the first time, the conclusions of this research.
- Input received from the associations through in-depth discussions during the development seminars have been compiled and analysed.
- Our findings were divided into **7 development areas**, which all build upon each other...

# The results fall in to 7 key areas of development

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1. **Striking partnerships with Government** - How can partnerships with government or other entities be used to access funding, resources and information to help develop women's football?
2. **Supporting growth** - What key structures need to be in place in federations to ensure significant and sustained growth in women's football at all levels?
3. **Developing grassroots programmes** - What role do schools, clubs and community activities play in the development of women's football? What are lessons learned from each?
4. **Organising competitions and player development** - What are different ways to build a structured competition programme to support player development?

# The results fall in to 7 key areas of development

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- 5. Creating 'own' coaches and referees** - What are the benefits of developing female coaches, referees and administrators within the game and how can this best be achieved?
- 6. Marketing, promotion and building awareness** - How can marketing, publicity and promotional campaigns help raise awareness of women's football and impact on overall development? What are the key factors for success?
- 7. Overcoming cultural barriers** - How are cultural barriers in countries that discourage women and girls from becoming involved with football – being overcome? How is this being done?



# **Presentations of findings in *each* area will be as follows**

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- **Executive summary of findings and key learnings in each area**
- **Presentation of a case study which will provide:**
  - Background on the situation and the objective of what was to be achieved
  - What was done and the steps involved
  - The results achieved
  - Key success factors that made the difference
  - Suggestions on how to get started
- **Questions and Answers**

# Objectives and what you can expect over the next 2 days

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1. **Overall findings** as a result of feedback from the associations during the women's football development seminars
2. **Key findings** in each development area, which we hope provide universal yet practical insights into how to develop women's football
3. **Practical case studies** – from associations large and small – from those with many resources and those with very few
4. **Practical ways to get started** in each area

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