Women's Football Strategic Plan

Concacaf

Women's Football Strategic Plan
One of the best experiences of my life has been to see how football unites and inspires a country and transforms the lives of children, youth and adults.

Throughout my career as an administrator and when Canada held the FIFA Women’s World Cup in 2015, which attracted a record of fans and viewers, I have seen the potential of women’s football ... How the fans also wear their favorite player’s jersey and how girls across our diverse region also enjoy playing the game.

I have seen the talent of world-class administrators, referees and coaches. And above all, I have seen the desire of women and girls to be part of the extraordinary world of football and their passion for our beautiful sport.

However, there is a great need to change perceptions and stereotypes, to break down cultural barriers so that we can benefit from the sport and create opportunities to continue growing football. The universality of football covers all ages, genders and socio-cultural and economic conditions.

Through Concacaf W, we are committed to building a robust platform that allows us to educate our region about the potential of women’s football, establish a structure to develop solid administrative, competitive and commercial foundations, as well as increasing growth and participation in the game.

Working together with you, our Member Associations and key stakeholders, we can create a collective force that contributes to the sustainable development of women’s football, providing access so that every girl can play, dream and grow through the game.

Concacaf W is a platform aligned with the principles of ONE Concacaf and complements our mission to develop the game with a vision focused on transforming the lives of women in our region through football.
Empowering young women through football...

I can speak to the incredible, empowering effect football can have on a young woman’s life. I grew up in the Caribbean at a time when there was no access to football for women. I was a shy girl who lacked confidence and did not know I had an athletic bone in my body. All of that changed the first time I was exposed to the beautiful game. Playing football changed my life in ways that extend well beyond the field. I am an example of what can happen when young girls have access to a safe environment to grow through football.

Our Concacaf region has seen much growth in the women’s game in recent years with a more diverse number of countries finding success both regionally and globally. The women’s game is growing, participation levels are rising, and we are at a point in time where we can truly see the ability for women’s football to change lives.

Our region has a massive opportunity in front. Through Concacaf W we can seize the opportunity to further develop the game. With a diverse and young population of women throughout our 41 countries, the key to growth will lie largely in changing the perception of women’s football in our Member Associations. This, along with building the proper foundations that provide women of all ages and skill levels in our region access to participate in football, will be the driving force to grow participation, raise the level of play, and impact the lives of those that play the beautiful game.

The transformative ability of football in women’s lives is evident. From improving overall health, to opening pathways for further education and building the confidence of young women, Football truly has the ability to change lives and empower women.

Karina LeBlanc
Head of Women’s Football

Foreword
“We need to be game changers... Empower, influence and change the lives of girls and young women through football.”

Karina LeBlanc
Head of Women's Football
Vision

Improving lives through football.

Mission

To improve lives of Women in our region through Football by changing perceptions, growing participation and building sustainable foundations.
Women’s Football Objectives

- Change Perception
- Grow Participation
- Build Foundations
Women's Football Strategic Plan Overview

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<th>Vision</th>
<th>Improving lives through football</th>
<th>Mission</th>
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<td>To improve lives of Women in our region through Football by changing perceptions, growing participation and building sustainable foundations.</td>
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**Strategic Pillars**

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<th>Communication</th>
<th>Development</th>
<th>Growth</th>
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<td>To communicate the importance of Women’s Football and advocate on key issues affecting women.</td>
<td>Create pathways to develop and empower women.</td>
<td>Build a self-sustainable growth model.</td>
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<tr>
<td>Synergized efforts with FIFA and MAs. Strategic partners.</td>
<td>Programs, resources and accountability for all. Clear long-term Concacaf W calendar.</td>
<td>Relevant brand equity. Dedicated commercial model.</td>
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**Goals**

- Communicate the importance of Women’s Football and advocate on key issues affecting women.
- Synergized efforts with FIFA and MAs. Strategic partners.

**Key Enablers**

- Communicate the importance of Women’s Football and advocate on key issues affecting women.
- Synergized efforts with FIFA and MAs. Strategic partners.

**Key Actions 2019**

- Showcase success stories by leveraging big events such as FIFA WWC and Concacaf W events.
- Create women’s football community and establish communication channels and cadence.
- Develop & promote safeguarding.
- Research issues at each region and what companies are doing to identify the best partners.
- Create dedicated communication and digital programs for women’s football to inspire fans and new audiences.
- Launch annual symposium.

**Key Actions (Long-term)**

- Create professional pathways for players and coaches.
- Launch Next Play Girls.
- Create coaching mentorship programs.
- Integrate women-specific topics into licensing programs.
- Reinforce regional club licensing to develop women’s club competitions.
- Develop club licensing regulations for women’s football.
- Finalize benchmarking program to get knowledge of current landscape.
- Implement female-friendly coaching programs.
- Continue building relationship with FIFA and Confederations.
- Create professional development pathways.
- Develop programs that engage communities, schools, parents.
- Generate opportunities around competitions.

**Mission**

To improve lives of Women in our region through Football by changing perceptions, growing participation and building sustainable foundations.

**On & Off the Field**

On the field

- Create professional pathways for players and coaches.
- Launch Next Play Girls.
- Create coaching mentorship programs.
- Integrate women-specific topics into licensing programs.
- Reinforce regional club licensing to develop women’s club competitions.
- Develop club licensing regulations for women’s football.

Off the field

- Finalize benchmarking program to get knowledge of current landscape.
- Implement female-friendly coaching programs.
- Continue building relationship with FIFA and Confederations.
- Create professional development pathways.
- Develop programs that engage communities, schools, parents.
- Generate opportunities around competitions.

Off the field

- Analyze current competition formats for our game.
- Build long-term calendar. Re-design Women’s Football Day.
- Create new competitions.
- Launch redesigned Women’s Football Day.
- Finalize Women’s Football Strategy.
- Develop commercial platform for Concacaf W.
- Develop Concacaf W Brand.
- Create Women’s Football ambassadors program and other key assets.
- Assist MAs in building marketing plans.
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