



Women in Football, Women's Football

Heather Reid, CEO A.C.T. Football Federation

3 July 2015

FIFA®

For the Game. For the World.

THE POWER OF FOOTBALL

UNITED AND CONNECTING MEN AND WOMEN FROM DIFFERENT CULTURES AND COMMUNITIES

REFORM FOR FIFA AND FOOTBALL IN GENERAL

HOW CAN WOMEN INFLUENCE THE CHANGE PROCESS?

GOVERNANCE PRINCIPLES, GENDER EQUITY AND INCLUSION POLICIES

DEVELOPMENT AND PROGRESS – THE FUTURE REMAINS FEMININE WOMEN'S FOOTBALL

INTERNATIONAL INSTRUMENTS AS GUIDING DOCUMENTS

UN CONVENTION ON THE ELIMINATION OF DISCRIMINATION AGAINST WOMEN (CEDAW) – International bill of rights for women (1979)

IWG BRIGHTON DECLARATION (1994) – equity and equality for women in sport

UN BEIJING PLATFORM FOR ACTION (1995) – sport on women's agenda

IWG STATEMENT FROM HELSINKI (2014) – Lead the change, Be the change

FIFA'S TEN KEY PRINCIPLES FOR DEVELOPING WOMEN'S PARTICIPATION



HOW TO LEAD CONTINUOUS CHANGE

- **BE COURAGEOUS AND WILLING TO TAKE RISKS**
- **MAKE COMMITMENTS AND PERSEVERE WITH YOUR GOALS**
- **BE CONFIDENT AND BUILD CAPACITY TO MAKE DECISIONS**
- **COMMUNICATE EFFECTIVELY AND MAKE CONNECTIONS THROUGH GOOD INTERPERSONAL AND PROFESSIONAL RELATIONSHIPS**

HOW TO LEAD CONTINUOUS CHANGE

continued

- **CREATE POSITIVE AND SUPPORTIVE ENVIRONMENTS**
- **AIM FOR CONTINUOUS IMPROVEMENT AND ONGOING EDUCATION**
- **CELEBRATE SUCCESSES WHEN GOALS ARE ACHIEVED**

THE FUTURE OF FOOTBALL CONTINUES TO BE FEMININE

FIFA®

FOOTBALL FOR ALL (FIFA)

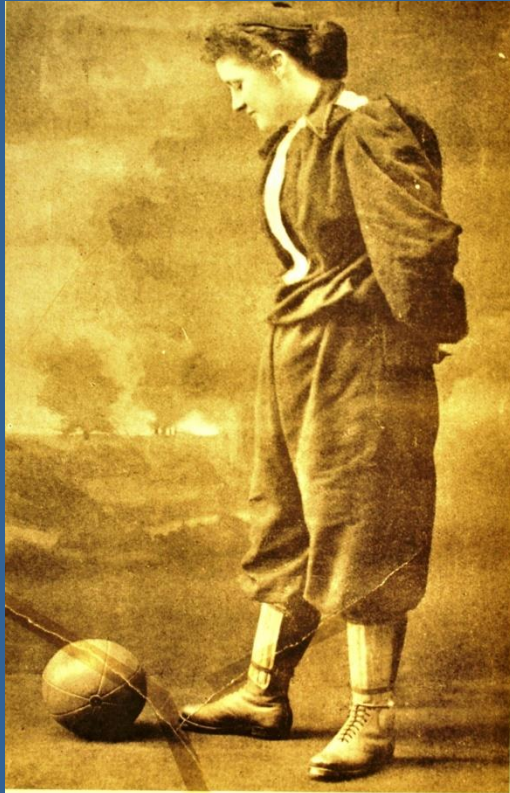
HOW CAN YOU -

#LIVEYOURGOALS

AND

#BETHEDIFFERENCE





CAPTAIN OF THE BRITISH LADIES 1894



Canberra Times
Sport

AURA OF AUTHORITY
CLARKE'S GREAT START
TO HIS CAPTAINCY
PAGES 52-53

Sunday January 9, 2011

WE'RE NUMBER ONE

CANBERRA UNITED SCORES
RECORD UNBEATEN SEASON
REPORTS: PAGE 54

INSIDE

TOMIC TAMED
MURRAY FLIES
INTO FINAL
Page 48

VICTORY DANCE
MELBOURNE PUTS
HORROR WEEK TO REST
Page 50



Thank you

FIFA®

For the Game. For the World.