

Roll Call and Agenda

of meeting no. 3 of the

Task Force for Women's Football

at the Home of FIFA, Zurich

on 19 August 2015, 9h30

Roll Call

Chairwoman

Moya Dodd FIFA Executive Committee co-opted member

Members

Junko Imai AFC Women's Committee member and
Deputy Chairwoman of the Japanese Women's Football Committee

Fran Hilton-Smith Technical Director, South African Football Association

Nicola Demaine Women's Football Development Officer, OFC

Marino Faccioli President Women's Section, FC Olympique Lyonnais

Vera Pauw FIFA instructor for women's football

FIFA administration

Tatjana Haenni Deputy Director, Head of Women's Football

Agenda

9h30 **Opening by the President**

9h45 **Welcome by the Chairwoman**

Symposium calls to action

Review of the symposium:

Discuss the framework and contents of each of the following calls to action:

a) Governance:

- Guidelines on gender inclusiveness in football governance and management
- Guidelines on women's football inclusiveness in football governance and management

b) Competitions and participation

- Strategy and plan to make football female-friendly:
 - Increase the number of female coaches, officials, referees, etc.
- Continue to develop competitions
 - FIFA Women's Club World Cup
 - Increase number of teams and matches in the confederation qualification tournaments
 - Development tournaments

c) Business

- Declaration and guidelines to resource football without discrimination as to gender, in fair financial proportion to our participation and potential
- Develop and implement a high-growth commercial strategy for women's football, and make it the highest value women's sporting property in the world, including a research program to analyze the market value for women's football and the commercial and public interest

Summarize discussion and proposals to be submitted to the FIFA Executive Committee.

11h45 **Lunch**

13h00 **Women's football leadership program**

Update on program; and discussion of how to leverage the program.

14h00 **International Women's Day 2016**

Update on program; and discussion of ideas.

14h30 **Break**

15h00 **FIFA Women's Football Strategy**

Discussion of how to create an overall FIFA Women's Football Vision, Mission and Strategy.

15h30 **FIFA Reform Process**

Discussion of points to be submitted to the respective group.

15h45 **Conclusion and next steps**

16h00 **End of meeting**