

Women's football - 10 key development principles

1. Women's football represents an enormous **growth opportunity** for football. Each Member Association should have a **women's football plan** to develop the game
2. Making football **equally accessible** to girls as it is to boys (including in clubs, schools and colleges) should be a major focus in the work of every one of FIFA's Member Associations.
3. At the **elite** level, women's football should continue to be developed technically and commercially, through the stable development of commercial structures, regulatory arrangements, and off-field support, in order to build towards **sustainable professionalised competitions**
4. At all levels, women's football must be better **marketed and promoted** to grow participation, build the audience and target potential partners.
5. Women's football is at a different development stage to men's football, and differs in other important respects on and off the field - hence it requires special focus and expertise to thrive. Therefore, **expertise in women's football** is a valuable and unique skill set. Such experts should be involved in **all key decisions** about the women's game.
6. **Former players and referees** are particularly important to women's football development, because they have lived through the challenges, and have commitment and accumulated expertise. They should be targeted for **development, leadership and management** opportunities.
7. **Female coaches** are especially important as visible leaders and role models on and around the field of play (especially ex-players), and should also be targeted for **development opportunities and mentoring**. Their experience and commitment will help raise standards and retain high-level skills in the game.
8. Football, and especially women's football, will benefit from the involvement of **women on governing bodies and in management**. In principle, each Member Association should have women involved at all decision-making levels, including the Executive Committee.
9. Because men's football is already well-established, women's football needs to be "**incubated**" within football's governing bodies via appropriate **organisational structures** which provide the necessary **focus** to realise its potential.
10. Football is a powerful means of enabling women to fulfil their potential both in **sport**, and in **society**. No woman should be subject to discrimination, abuse or disadvantage because of her gender. Football will be a leader in carrying this message to the world.