

# WOMEN'S STRATEGY

GROWING THE WOMENS GAME  
YELLOW PRINT 2021-2023

The Women's Strategy is a mark in the ground to change the conversation of Women's Football in the Capital. We are determined to change Women's football from being seen as a 'development area' to a **'strategic priority'**.

There's now a conscious effort and decision to make football the sport of choice for young girls, teenagers and women due to the value they feel, sense of belonging and breaking down barriers to participate.

To view the full Women's Strategy please use the qr code below



## KEY OPPORTUNITIES

**1** Enabling clubs to support player, coach, referee, and administrator development.

Lift on/off field standards while reducing workload on volunteers. **2**

**3** Gender equity across club expenditures, enhance the feeling of value.

Growing female participation in all levels across football, from community to talent. **4**

## STRATEGIES FOR GROWTH



## TARGETS BY 2023

30% increase in participation in the College Futsal League & U15 Girls Futsal League

15 x Coaches Complete Female Coaches Development Programme

Introduce U14 Girls TDP Club Based

150 x Coaches Complete Coaching Female Athletes Course

Open Women's Futsal competition(s) run through summer months

15 x Clubs with 40%+ women on committee

40 x Leaders Complete Women In Football Leadership Programme

Introduce U15 Girls full time centralised programme

Girls and Women's Local Leagues operating in Kapiti Coast and Wairarapa

15 x Referees complete Female Referee Development Programme

30% increase in participation in senior futsal and football

40% increase in participation in U13-U18 girls club football teams



# WOMEN'S STRATEGY FOUNDATION INITIATIVES

All initiatives lay the foundation for the development of football across the Women's game.



## PLAYERS

### ENHANCING PLAYER EXPERIENCE

Key strategies and easy wins for clubs to locate, attract, and recruit female players. Tips for retaining players through a sense of belonging, especially through the youth pathway. Making football more accessible in key participants

- Wairarapa & Kapiti Coast regions
- 13-19 year olds and 24+
- Minority groups or Lower socio-economic families

### MAXIMISING EQUAL OPPORTUNITIES

Maximising opportunities for emerging players to develop with talent development programmes, qualified coaching and club capability building.



## COACHES

### COACH OPPORTUNITY

Provide safe & engaging opportunities & environments for coaches to enter into and thrive.

### COACH DEVELOPMENT

Accelerating aspiring coaches through the Female Coach Development Programme (FCDP). Connecting them to a coaching network and mentor programme.



## REFEREES

### REFEREE COMMUNITY & OPPORTUNITY

Provide safe, engaging opportunities for referees to enter into futsal and football. Work in groups to encourage a welcoming space.

### REFEREE DEVELOPMENT

Accelerating aspiring referees through the Female Referee Development Programme (FRDP). Connecting them to a refereeing network and mentor programme, providing access to appointed referees pathways.



## LEADERS

### GROWING LEADERS FOR THE FUTURE

The Women in Football Leadership Programme will amplify women's leadership and increase their impact and influence, close the 'confidence gap' and provide a leadership community of women to advocate for and uplift each other.



## ADMINISTRATORS

### ADMINISTRATOR DEVELOPMENT

Women in Football Leadership Programme also applies to administrators that lead the operations / football development within club footballs. They are role models, connectors, and the backbone of clubs. Connecting individuals to paid roles and navigating careers in football is essential to a thriving football community.

