



WOMEN'S FOOTBALL STRATEGY

2020-2023

#ItsTimeItsNow





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ACKNOWLEDGMENTS

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Photos: CAF, FIFA, Backpagepix, CAF Member Associations



“ THE TIME FOR WOMEN'S FOOTBALL IS NOW! ”

The power of football is an open secret. Education, emancipation, unity, creativity, passion and hope are all concepts that develop the body and the soul. Football is loved by everyone. Therefore, it must be accessible to everyone.

In Africa, and all over the world, the population is dominated by women. Thus, an organization that wants to be modern and representative overlook more than half of humanity. This is why, from the first day of my mandate, I have, in a proactive approach, placed the development of women's football at the top of my priorities.

In 2017, the CAF Executive Committee began substantive work to fully develop women's football within the confederation, and effectively through with the support of our Member Associations.

In March 2018, CAF organized in Marrakech (Morocco) the very first Symposium on Women's Football, which climaxed the International Women's Day celebrations. The event under the theme 'Raising our Game' brought together key stakeholders - FIFA, Confederations, Member Associations, Current and Former Players, Sponsors, Partners, Media, to brainstorm and chart a new path for the development of the women's game.

Foremost amongst the resolutions of the symposium was the creation of a Women's Football Department, which was implemented immediately. The department, a key arm of the CAF Development Division serves as the focal point for women's football, handling all related projects and activities.

Not long after, the establishment of the Women's Football Department will start to bear fruits. A taskforce was put in place to discuss the resolutions from the Marrakesh Symposium, and make recommendations to the CAF Executive Committee for its implementation.



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In sequel to that, the flagship and main Women's Football competition, Women's Africa Cup of Nations will be the first beneficiary of the reforms with an increase in the number of participants for the final tournament from eight (8) to twelve (12) effective the 2020 edition. The decision taken by the Executive Committee at its meeting in Cairo, Egypt in June 2019 is to expand the tournament to more teams and increase participation.

In November 2019, CAF officially launched a comprehensive Strategy for the Development of Women's Football in Africa. Key stakeholders and experts took part in the drafting of an inclusive and comprehensive strategy that will drive the development and promotion of the women's game under the leadership of the Women's Football Department. It sets out a clear roadmap for the deployment of specific actions which started with the youth teams: A revolution in women's football.

The first initiative took off in 2020, the organization of a yearly competition for U-15 Girls, allowing promising players to be identified and supported in their training. This will have a positive impact on the technical quality of the teams. African communities will also benefit from the growing participation of girls and women in football.

The exceptional enthusiasm surrounding the last FIFA Women's World Cup in 2019 showed higher expectations around this field, and the importance of professionalizing women's football. Of course, Africa was represented thanks to the participation of Cameroon, Nigeria and South Africa - the first two reaching the Round of 16. In future, we hope to do better, by increasing the number of women officials, identifying new audiences, and developing the sporting, social and economic impact of women's football on the continent.

There is still much to be done in important areas such as Administration, Infrastructure, Coaching and Governance among others to raise the level of the women's game to a level befitting of a continent that prides itself as very passionate about football, and to a large extent women's football.

However, with the foundation we have started laying, I remain positive there will definitely be light at the end of the tunnel. It is our responsibility to ensure that women's football is given the proper undivided attention it needs to grow and flourish.

We present this strategy today as an assurance of our commitment to the development of women's football. The objectives created herewith are a promise towards a more professional women's game.

It is my sincere hope that our Member Associations and football stakeholders will respect it and strive to fulfill the vision and objectives.

CAF President
Ahmad Ahmad







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WOMEN'S FOOTBALL DEVELOPMENT DEPARTMENT



Women's Football is a special and unique sport, one that is full of passion, full of empowerment and leadership skills. As women in our department women's football was and always will be a source of inspiration, it has helped us develop and grow personally and professionally and is the reason we are here today.

Women's Football in Africa has long been overlooked but now it is reaching new standards worldwide and we are using this momentum to help build women's football on the continent with a bottom-up approach. As a development division and women's football development department we knew that to succeed we would need a vision and plan to go ahead. However, that would not have been possible without understanding the continent's current women's football status quo. Our first year was focused on collection of data, meetings with Member Associations and women football players of the game, and understanding of African countries football infra-



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structure. And this was all to build a tailor made women football strategy that meets the African continent's needs to efficiently and effectively develop women's football.

CAF's current commitment towards developing women's football proves that now is the time for women's football and our strategy slogan clearly states it, **It's Time, It's Now**. This strategy serves as a guideline to success for all our Member Associations and African football stakeholders. By synergizing all our efforts this strategy will guarantee that women and girls' football will receive the attention it deserves.

Women's Football Development Department

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INTRODUCTION



The CAF women's football strategy focuses on building women football foundations, creating clear player career pathways and professionalizing women's football. Tailor made to Africa's needs, the strategy has five priorities, each with its own vision and objectives that will be achieved through various actions. This strategy serves as a roadmap to guide CAF's stakeholders on important focus areas between 2020- 2023 in terms of women football development.

By collaborating with our Member Associations and football stakeholders, CAF will invest in projects, deliver courses and help create opportunities for women in the game. Through working together, we will ensure that each objective set in this strategy is tackled in the best and most efficient way.

We therefore, ask all our football stakeholders and partners to help us by acknowledging our strategy and putting it in action to elevate women's football in Africa.



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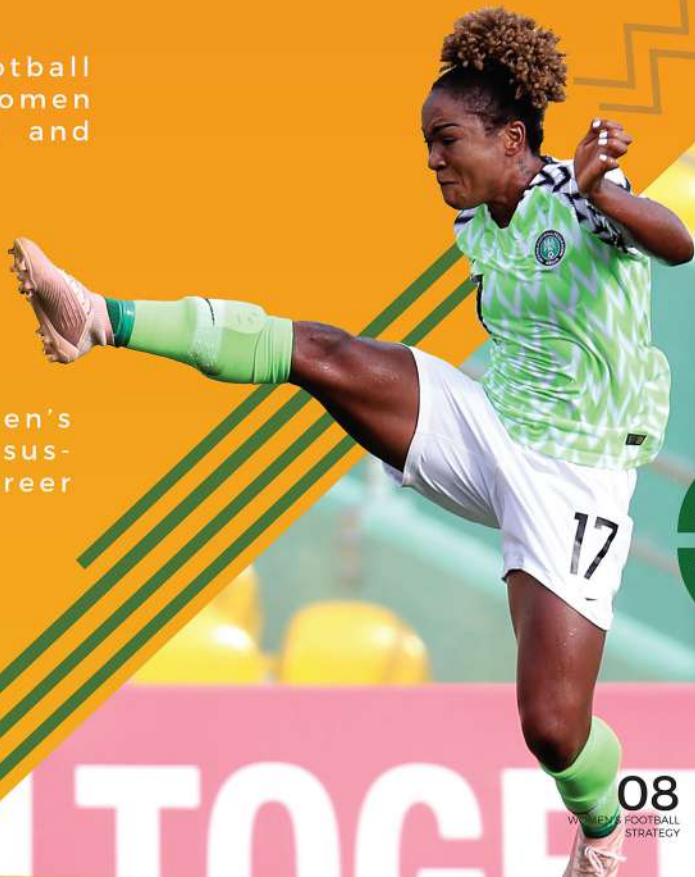
Vision:

A robust African women's football identity that give girls and women playing opportunities, career and representation



Mission:

To strengthen African women's football identity by creating sustainable and empowering career pathways



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TOGETHER

DEVELOPMENT OBJECTIVES

CAF will accelerate the growth of the women's game at all levels, all across Africa. To facilitate more playing opportunities for women and girls, new programs will be organised through existing structures like schools and communities.



By making use of the Zonal Unions, CAF will provide increased and improved training opportunities for technical staff involved in the women's game, in order to enhance the quality of football being played.



Furthermore, by linking capacity building courses to development programs and competitions, CAF will ensure sustainable growth across all areas of the women's game.



ACTIONS

Organise annual elite instructors course to **upskill and create a network of high level coach educators** for CAF

Organise **regular female refereeing education** at youth and senior levels

Provide **more playing opportunities for girls** through football in schools and street football programmes

Organise zonal instructors courses to **increase the number of coaching workshops** that can be delivered across Member Associations

Provide opportunities for MAs to **facilitate certified coaching education for women**

Identify a pool of former players and provide them with **education and pathways in football at all levels**

Engage with schools to participate in regular competitions at under-15 age level



COMPETITIONS OBJECTIVES

CAF recognises that competitions are the greatest driver of football development. In the next four years CAF will work diligently with the Zonal Unions to increase the number of women's competitions for clubs and national teams at youth and senior level.

By enhancing the qualifying pathway for CAF Women's Competitions, African teams will feature more frequently in the knockout stages of the FIFA World Cups.

At domestic level, CAF will work with its MA's to increase the number of national leagues at youth and senior level,



ACTIONS



- Organise centralised zonal tournaments to enhance the qualifying pathways to youth and senior CAF competitions
- Regulate the use of the CAF Competition Management System for all zonal qualifiers
- Organise CAF youth championships to increase the motivation of players, coaches and Member Associations
- Review the competitions regulations to incentivise participation
- Identify and create a pool of influential women from MA's to support hosting and competition opportunities
- Increase Member Associations with National Leagues at senior and youth level
- Introduce new continental club competitions, i.e. Women's champions league to strengthen leagues and clubs
- Facilitate knowledge exchange between CAF and Zonal Unions on all aspects of competition delivery





TOTAL WOMEN'S AFRICA CUP OF NATIONS GHANA 2018





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MARKETING AND PROMOTION OBJECTIVES

CAF will create a strong and unifying women's football brand for Africa, that leverages African values and has regional and global appeal.



Fueled by the spirit of family, passion and culture, the brand will create an image of Unity, Empowerment, Education, Development & Legacy.



Dedicated commercial and communication strategies will be created to leverage the new brand and market the women's game and its qualities across the region.



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Create a dedicated women's football communication strategy covering competitions and development

Develop and implement a brand strategy that clearly distinguishes women's football within CAF

Identify and create a pool of communications experts across Africa to support the communication strategy

ACTIONS

Build and grow dedicated digital platforms to promote women's football and women in football

Create a specific commercial strategy for women's football leveraging digital assets, competitions, development programs and brand values

PROFESSIONALISATION AND LEADERSHIP OBJECTIVES



CAF will increase the number of women in football administration across Africa.



To enhance the decision making process at every level, CAF will examine the regulatory framework seeking to increase the opportunities for women in executive roles.



Ensuring our efforts towards the growth of the women's game are sustainable. CAF will work with its member associations and Zonal Unions to professionalise the structures surrounding women's football, on and off the field.



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ACTIONS

- Organise capacity building courses for women in football across Africa to enhance administration and leadership skills
- Encourage and support all Member Associations to have dedicated personnel on women's football
- Review the existing regulatory framework to identify opportunities to increase the number of women in decision making bodies
- Harness the CAF club licensing regulations to increase participation in women's football and drive professionalisation of the women's game

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SOCIAL IMPACT OBJECTIVES

CAF will use the power of football to make a positive social impact for women and girls around Africa.

By partnering with international organisations and NGO's at the grassroots level, football will be used as tool to educate the girl child on important life skills and empowerment.

Role models and ambassadors will be used to promote the image of football and encourage participation, with CAF women's competitions providing a valuable tool for education campaigns and legacy.



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ACTIONS

● Highlight the success stories of women's football and women in football to inspire, encourage and improve the image of the game

● Identify a team of ambassadors to raise the profile of the women's game

● Create and build strategic partnerships with international organisations and NGOs to highlight the positive impact of football on women and girls

● Incorporate social messaging and educational elements into grassroots development programmes

● Create dedicated legacy programmes linked to CAF women's competitions





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WOMEN'S FOOTBALL STRATEGY 2020 - 2023

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