



# TOGETHER WE THRIVE: ELEVATING THE GAME FOR EVERYONE

Strategic Plan for Women's & Girls' Football 2025-2029





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## FOREWORD: IRISH FA PRESIDENT

**Women's and girls' football continues to rise and rise in Northern Ireland. The national team's performance at the Women's Euros 2022 was inspirational. Julie Nelson's goal – the first in a finals stage by a Northern Ireland player – will live long in the memory. The bond between that group of players and the fans was matched by the impression that those fans made at the finals.**

This year has been impactful already. Marissa Callaghan has been recognised with an MBE for her magnificent contribution. Referee Louise Thompson has taken charge of a NIFL Premiership game. A course of 12 women completed their referee's course in early February almost doubling the number of female referees already. And, most encouragingly another group of Female Football Leaders has graduated through the Irish FA programme supported by Electric Ireland.

Our previous strategy "Growing the Game – Maximising Impact" saw the appointment of Angela Platt as the Director of Women's Football at the Irish FA. This now means that women's and girls' football is not an afterthought as part of other work. It is a pillar in the Irish FA's "A Roadmap for Football" in its own right and that focus has proved invaluable.

It saw the number of players increase, the number of volunteers grew, more females have taken up roles in coaching, refereeing and administration. The Irish FA now benefits from the input from two female Board Members – Helen Kirkpatrick and Cheryl Lamont. Governance has improved in women's football. The profiles of women's and girls' football has been raised and football is being used both recreationally and professionally to help improve lives here.

The local game is benefitting from an influx of young players and the introduction of professional contracts at the highest level in the Northern Ireland Football League. More of our international players are in the ranks for professional teams across the water and beyond. Tanya Oxtoby's team has taken shape and continues to improve.

It would be tempting to think of the old Harold McMillan quote "We have never had it so good". Whilst that sentiment may in part be true, it belies the fact that there is much more of a journey to come.

This strategy not only maps out the road ahead – all strategies do – but it challenges the Irish FA and its members to do much much more. Some of the journey will require funding, some of it will require better use of current resources, some of it will be challenging. ALL of it will need us to work together to promote, foster and develop women's and girls' football wherever and whenever we can.

**Conrad Kirkwood**  
President



**Women's and girls' football continues to rise and rise in Northern Ireland**





**Football is more than just a game; it is a force that unites communities, inspires individuals and transforms lives**



## MESSAGE FROM DIRECTOR OF WOMEN'S FOOTBALL

**We are thrilled to present our new Women's and Girls' Football Strategy, a comprehensive plan designed to elevate the game at every level. This strategy is a testament to our commitment to making football accessible, enjoyable and successful for all women and girls, regardless of their background or ability.**

Football is more than just a game; it is a force that unites communities, inspires individuals and transforms lives. It ignites passion, stirs pride and brings people together in a way that few things can. Over the years we have witnessed the incredible power of football to break down barriers, empower dreams and open doors that once seemed firmly shut. Today, with immense pride and hope, we present our new Women's and Girls' Football Strategy – a heartfelt vision to harness this power and elevate the women's game to dazzling new heights.

This strategy is more than a plan; it is a promise. A promise to every girl who dreams of scoring her first goal, to every woman who has fought for her place on the pitch, and to every fan who has cheered from the sidelines. It reflects our unshakeable mission to promote, foster and develop football for all in Northern Ireland.

It is inspired by the remarkable progress we have made – increasing participation, amplifying visibility and achieving historic

milestones, such as our senior women's national team's first-ever qualification for a major tournament. While we have laid foundations to be proud of, we know there is still so much more to do, and this strategy is our commitment to building a brighter, more inclusive future.

We are focused on embedding women's and girls' football into our normal business operations at every level of the Irish FA. This means ensuring that women's and girls' football is not seen as a separate entity but as an integral part of our footballing fabric. We will continue to build on the great work already established, honouring the progress made and the dedication of those who have brought us to where we are today.

Our commitment is to develop women's and girls' football in ways that reflect the unique needs of the female game and those who play it. We understand that sustainable growth requires allowing the game to evolve at its own pace, creating systems and programmes that will stand the test of time. By taking thoughtful, deliberate steps, we will ensure that women's and girls' football continues to grow, flourish and reach new heights.

This vision is bold because it must be. It asks us to dream bigger, aim higher and work harder, together. Clubs, schools, communities and stakeholders all have a role to play in making this strategy a success. Together we can ensure that football becomes not just a sport, but a transformative force that inspires and empowers women and girls across Northern Ireland.

As we step forward let us honour the trailblazers who dared to dream, the players who give us hope, and the countless individuals who make this beautiful game possible. Let us celebrate the magic of football – a magic that transcends boundaries and unites us all. Together we can create a future where every girl can lace up her boots, step onto the pitch and feel inspired to achieve her dreams.

Join us on this journey. Be a part of the change. Together we can empower the next generation, break down barriers and elevate the game for everyone. Let's take this next step – with pride, passion and purpose. Together we thrive.

**Angela Platt**  
Director of Women's Football





## INTRODUCTION

### The Irish FA's new vision and strategic plan for women's and girls' football outlines our plans and the path ahead for women's football in Northern Ireland for the next five years

Our strategy aims to enable women's and girls' football in Northern Ireland to reach its true potential. This new strategy is aligned to the Irish FA Corporate Strategy 'A Roadmap for Football (2022-2027)', the UEFA Women's Football Strategy 'Unstoppable (2024-2030)' and the FIFA Women's Football Strategy 2024-2027.

Women's and girls' football throughout Europe and the world has made considerable strides during the last few years with increased participation, record-breaking attendances and increased visibility through competitions like the UEFA Women's Euro and FIFA Women's World Cup. Our previous strategy, 'Growing the Game; Maximising Impact (2019-2024)', has provided a solid platform on which to build. It provides us with a base on which we can now focus on strengthening our clubs, sustaining our programmes and accelerating the development of our game for the future - for the next generation of players, coaches, referees, volunteers and fans.

During the last five years women's and girls' football in Northern Ireland has grown and evolved significantly. In qualifying for UEFA Women's Euro in 2022, our senior women's national team has reached a major tournament for the first time and, as a consequence, helped to raise the profile and visibility of women's and girls' football. We have also increased our participation numbers from 1600 registered players in 2018 to 11,441 in 2024. However, there is still so much to achieve.

This ambitious plan will require support from clubs and stakeholders, as well as local and national government. It will require us all to collaborate and work together more to enable sustainability of our football ecosystem, achieve further growth in our participation and enhance the game at all levels to reach our full potential at the highest level of our sport.

Within this document you will see our objectives and goals for the next five years clearly set out. Achieving this will make our system more sustainable, grow the game further than ever before, support the people engaged in delivering women's and girls' football, enhance our player pathways, support our international teams to be the best that they can be and give our game the visibility and the platform it deserves.

**We have qualified for a major tournament for the first time, increased our participation numbers and raised the profile of women's and girls' football in Northern Ireland**

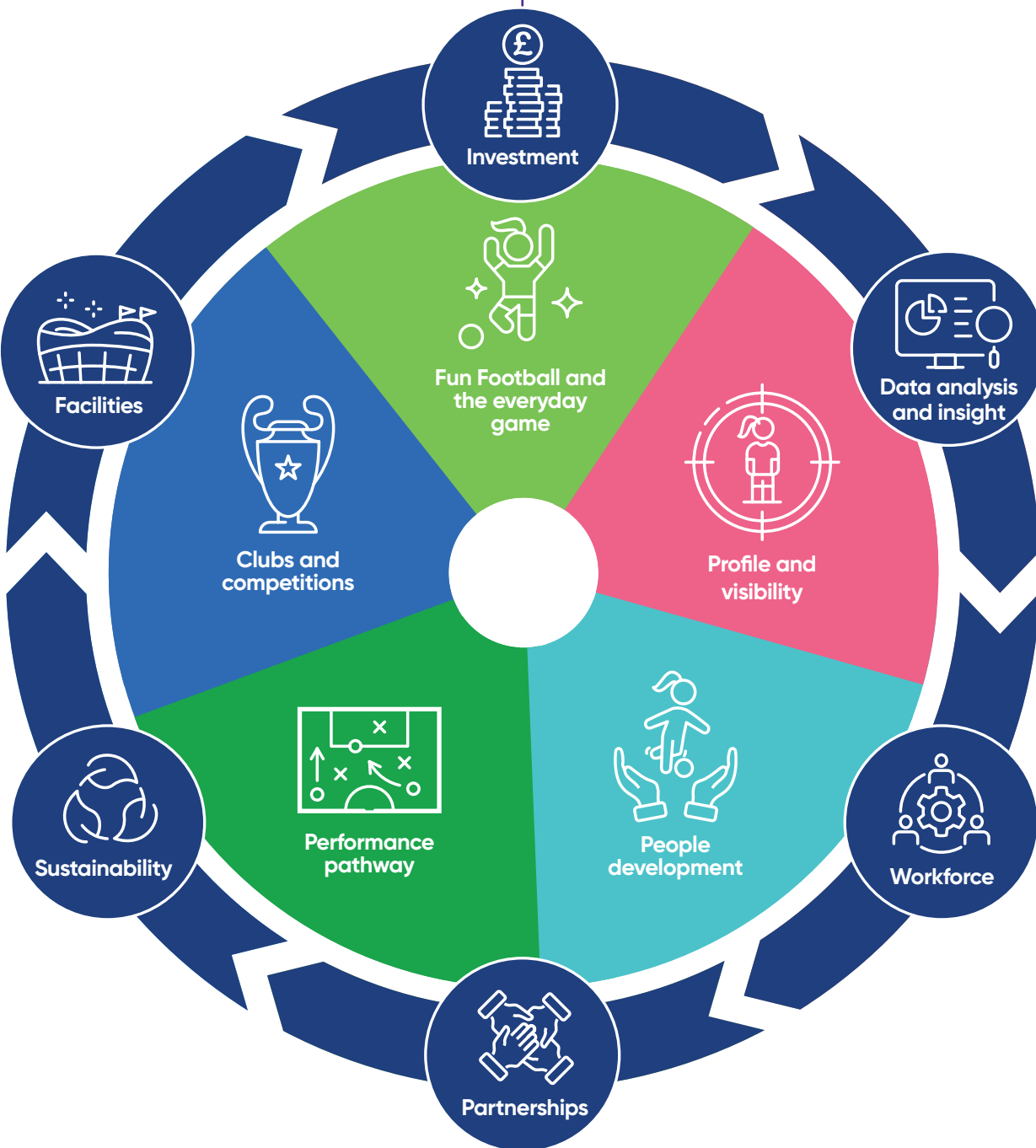




**Mission**  
 To promote, foster and develop football for all in Northern Ireland.

**Vision**  
 To create an inclusive and dynamic environment for women's and girls' football, enhancing participation, nurturing talent and achieving excellence on and off the pitch.

**Values**  
 Progressive | Inclusive | Transparent | Collaborative | Healthy & safe | Excellence | Socially responsible



## Our Strategic Pillars

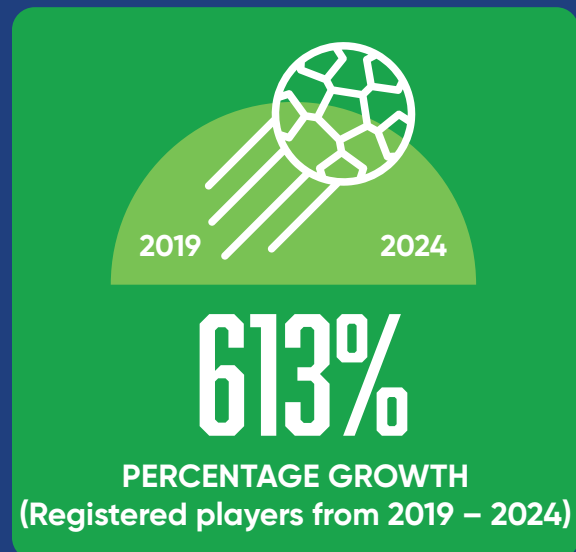
- Fun Football and the everyday game**  
 To make football accessible and enjoyable for everyone, regardless of age, ability, motivation or location.
- Clubs and competitions**  
 Deliver a sustainable women's and girls' football pyramid that enables an appropriate game model for all levels alongside an enhanced domestic league.
- Performance pathway**  
 Deliver successful national teams through the implementation of a high quality elite performance environment and support system.
- People development**  
 Recruit, develop and retain a skilled workforce, both voluntary and professional, to support the growth and development of women's and girls' football.
- Profile and visibility**  
 Raise the profile and improve perceptions of women's and girls' football through increased visibility and creative content aligned to the needs of the female game.

## The Enablers

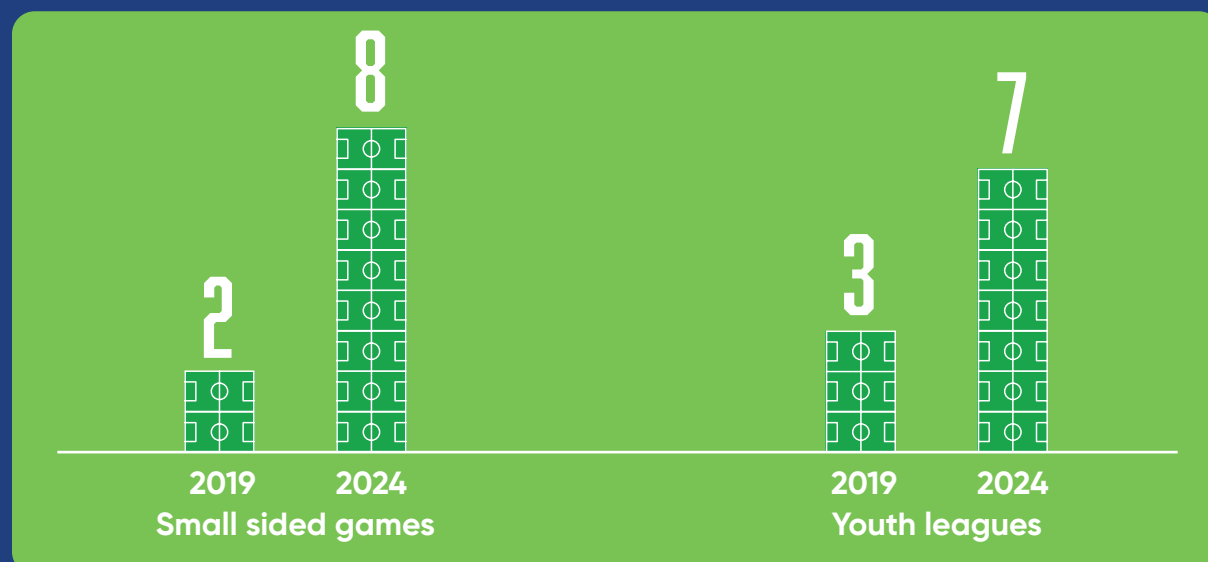
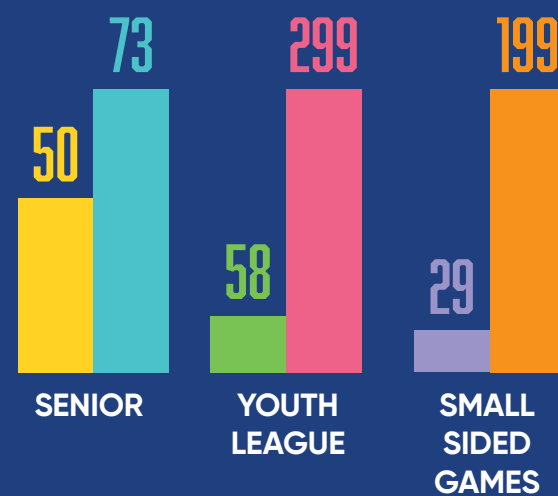
- Workforce**  
 We want to empower and support the people that make women's and girls' football happen at all levels of the game. We will invest in the development of our current and future workforce (both voluntary and professional) to develop football on and off the pitch.
- Data analysis & insight**  
 Collecting, measuring and analysing the right data and insights will enable us to make more informed decisions that support the future innovation and development of the game.
- Partnerships**  
 Our partnerships are essential to ensure we work together to create greater opportunities for players, coaches, referees, administrators and fans across the game. Collaborating with our existing partners and creating new partnerships will enable us to strengthen and enhance our game.
- Facilities**  
 The provision and development of good facilities has not kept pace with the growth of women's and girls' football. Developing more accessible and inclusive high quality facilities that meet the needs and demands of the game is essential as we strive to ensure players have positive experiences.
- Investment**  
 The successful delivery of this strategy will require more investment if we are to realise the ambition and aspirations contained within it. We will require commercial adaptation and innovation to maximise visibility and increase revenue.
- Sustainability**  
 In today's rapidly evolving world, sustainability is no longer just a buzzword; it is a critical component of any successful strategy. Integrating sustainability into our strategic planning ensures that women's and girls' football can thrive in the long term while positively impacting the environment, society and economy.

## OUR JOURNEY SO FAR: REFLECTING ON PROGRESS

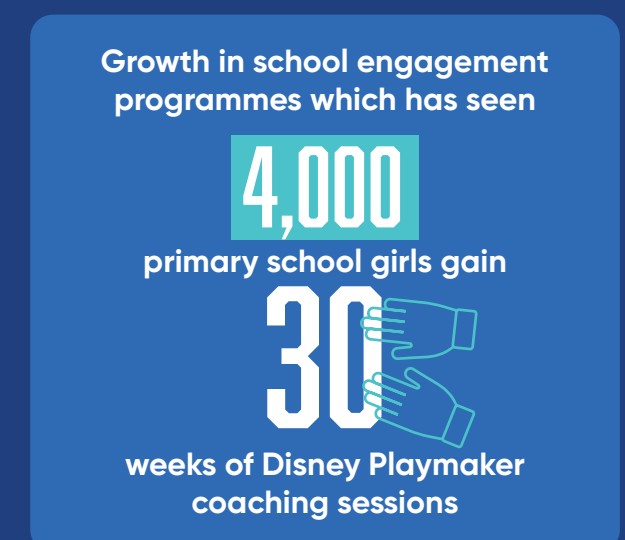
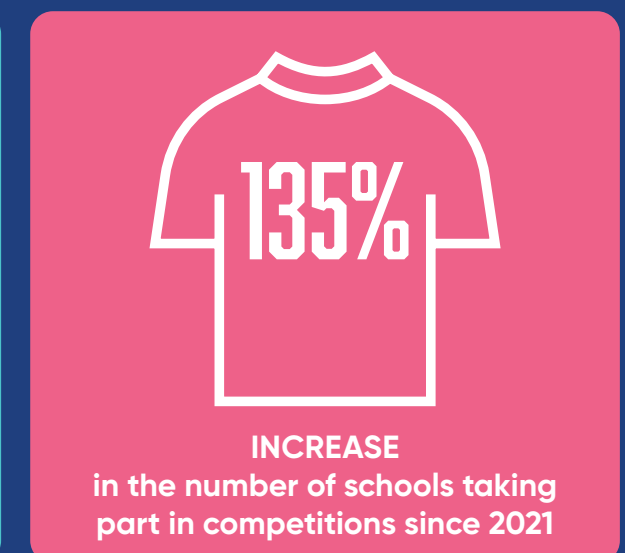
### Growth in Girls Only Pathway



Increase in number of female teams:



### Participation



## Female Coach Education

NCC	204 qualified
	690 additional qualified coaches
UEFA C Diploma	3 qualified
	60 additional qualified coaches
UEFA B Diploma	12 qualified
	16 additional qualified coaches
UEFA A Diploma	1 qualified
	5 additional qualified coaches
UEFA Pro Diploma	1 qualified pre strategy
	2 additional qualified coaches

20182023/24



## NIFL Women's Premiership



### ENHANCED NIFL WOMEN'S PREMIERSHIP

Under the direction of the Northern Ireland Football League, the Sports Direct Women's Premiership has enjoyed the following milestones in recent seasons:



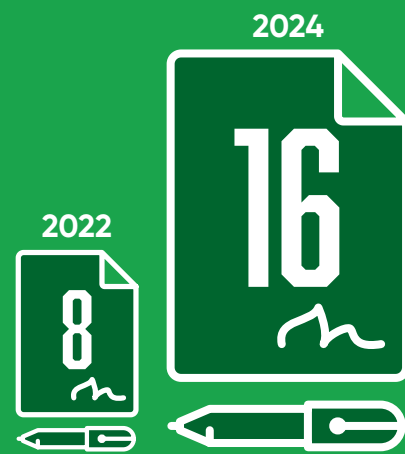


## International

Set a women's international attendance record at the National Football Stadium at Windsor Park with



fans attending the game vs England



Number of international players on full-time professional contracts

FIFA world ranking improved from 61 in Dec 2018 to 45 in Aug 2024



**FIFA**



Senior Women's National Team qualified for the Women's Euros in 2022







## STRATEGIC PILLARS 2025-2029

### FUN FOOTBALL AND THE EVERYDAY GAME

**Make football more accessible and enjoyable for every woman and girl, regardless of age, ability, motivation or location**

Over the lifespan of our last strategy we witnessed an increase in the number of registered female players playing the game regularly, as well as growth in young girls engaged in football.

However, our evidence and research, alongside the trends globally in women's football, indicates that the potential for further growth remains significant.

We aim to continue growth in participation through the provision of more opportunities and clear pathways that encourage and enable participation for all, as well as retain participants in the game for longer. This includes creating new and increased opportunities for women and girls in areas where football is not played, as well as improving and increasing the playing opportunities in areas where women already play the game regularly.

Participation is at the heart of football in so many communities across Northern Ireland. Our focus is to ensure women and girls playing the game have a quality experience. This focus on participation drives the right strategic decision-making, fostering environments where everyone feels welcome and safe.

#### To do this we will:

- create more inclusive opportunities for women and girls to play including more informal, flexible formats in a range of environments.
- establish an effective player pathway for girls' youth football by implementing the Youth Football Framework.
- support and empower clubs to build capacity to deliver more quality and sustainable opportunities for women and girls.
- develop programmes that cater to different skill levels and interests, ensuring that every woman and girl has the opportunity to play football.
- integrate and embed women's and girls' football activities within the operations of all departments in the Irish FA to enable the game to be accessible for all.



**Participation is at the heart of football in so many communities across Northern Ireland**





## STRATEGIC PILLARS 2025-2029

### CLUBS AND COMPETITIONS

**Deliver a sustainable women's and girls' football pyramid that enables an appropriate game model for all levels**

Through this strategy we are ensuring we prioritise the development of women's domestic club football.

Having sustainable clubs and competitions is integral to the future development of the game at all levels, including elite level with the NIFL Women's Premiership.

Our objective is to create a comprehensive structure that supports players at all levels, ensuring every player has access to the right level of competition and development opportunities, fostering talent and promoting long-term engagement in football. A strong women's and girls' football pyramid will enhance the overall quality of the game, raise the standard of play and create a more competitive environment.

This strategic priority will benefit players, clubs and the wider community. A thriving club scene will generate more interest and investment, driving the sport's growth and sustainability. In collaboration with NIFL, NIWFA and other key partners, we are committed to improving the women's football pyramid.

#### To do this we will:

- review the women's football pyramid to implement a clear and sustainable structure and game model with appropriate competitions.
- invest in and further develop the women's club licensing system to improve standards on and off the field.
- develop an enhanced club development programme that supports sustainable clubs on and off the field, including club accreditation for relevant levels.
- collaborate with the NI Schools' FA to develop clear and aligned schools' regional and national competition pathways for girls.
- develop an aligned competition calendar, in collaboration with partners and stakeholders, to support player development and maximise visibility to improve standards and grow the game.



**In collaboration with NIFL, NIWFA and other key partners, we are committed to improving the women's football pyramid**





## STRATEGIC PILLARS 2025-2029

### PERFORMANCE PATHWAY

**Deliver successful national teams through the implementation of a high quality elite performance environment and support system**

Our senior women's national team have achieved much success in recent years, including qualification to a first ever major tournament, UEFA Women's EURO in 2022.

As a result the visibility of our national team players competing at the highest level creates greater awareness of role models for young girls, inspiring them to participate in football.

Our performance pathway covers three key stages:

- Girls' Elite Youth Academy and Talent ID
- Youth International Player Pathway
- Senior Women's National Team Programme

In order to elevate standards and strive for excellence in all aspects of our performance pathway we have identified several areas of focus. We are committed to developing our performance pathway, ensuring we provide the appropriate performance environment and support system to give our national teams the best possible chance of success, to improve our senior women's team's world ranking and to qualify for major tournaments again in the future.

#### To support the ambition for the performance pathway we will:

- develop and implement an aligned technical and coaching framework to support our senior women's national team and the development of future senior international players.
- develop and implement an aligned and robust regional, national and international scouting system to support talent identification, development and player tracking.
- introduce a Women's Under-23 development programme to bridge the gap between youth and senior international football.
- work with key education partners and other stakeholders to explore the viability of developing an academy programme for players in education, to better prepare them for a career in football.
- develop and implement a women's and girls' player support programme, focusing on player welfare, player care and health and wellbeing.
- showcase the best of our football family through the exemplary hosting of the 2026 UEFA Women's U17 Euros in Northern Ireland.



**The visibility of our national team players competing at the highest level creates greater awareness of role models for young girls**







## STRATEGIC PILLARS 2025-2029

### PEOPLE DEVELOPMENT

**Invest in the development of our workforce (both professional and voluntary) to ensure the standard of women's and girls' football is elevated on and off the pitch**

Football quite simply doesn't happen without its workforce, whether that is professional staff or volunteers.

People from all communities and backgrounds are engaged in and delivering football in every corner of Northern Ireland, and they are the essential component of our game that make it happen on a daily basis. The administrators, coaches, officials, referees and the army of volunteers delivering so many opportunities for women and girls to enjoy football are vital for the future development of girls' and women's football.

We also value the people that have enabled girls' and women's football to be where it is today, the trailblazers and pioneers who knocked down doors and opened new ones to provide opportunities for others who came after them. We would not be where we are now without those dedicated and committed people who continue to make football happen today and inspire others to get involved in our great game. Therefore it is important that we invest in the personal and professional development of our current and future workforce and ensure that women's and girls' football advances in Northern Ireland and is truly reflective of our society at all levels of the game.

#### To do this we will:

- develop and deliver more opportunities to grow and retain volunteers, coaches and technical staff involved in women's and girls' football.
- develop and deliver more opportunities to improve the quality and quantity of match officials across all levels of the game.
- implement a training and support programme to develop administrators operating across women's and girls' football.
- strive to increase female representation within Irish FA governance structures.
- develop the competencies of the workforce (professional and voluntary) by providing training and development programmes specific to women's and girls' football, including female-only programmes and CPD opportunities.

**We value the people that have enabled girls' and women's football to be where it is today**







## STRATEGIC PILLARS 2025-2029

### PROFILE AND VISIBILITY

**Raise the profile and improve perceptions of women's and girls' football through increased visibility and creative content aligned to the needs of the female game**



The perception and visibility of women's football in Northern Ireland has changed significantly over the last few years through support from our commercial partners, sponsors and stakeholders.

Whilst progress has been made, women's and girls' football still accounts for a small percentage of mainstream media coverage so there is more work to be done to improve visibility of the game and shine a light on our progress and success.

We now have greater awareness and understanding of what enhanced media coverage does for women's football through our involvement in UEFA Women's EURO 2022, hosted in England, as well as the increased visibility created globally for women's football through the FIFA Women's World Cup in 2023, hosted in Australia and New Zealand.

Our challenge is to harness that growing interest and convert it into regular, longer-term fans and audiences for the women's national team and the domestic leagues in Northern Ireland.

#### To help us achieve this we will:

- produce and deliver a clear women's and girls' football communication plan covering development, competitions and national teams.
- develop a dedicated marketing programme focused on fan engagement, designed to attract and retain women's and girls' football fans on a long-term basis.
- increase commercial income and the range of commercial partners supporting women's and girls' football.
- collaborate with a range of ambassadors, personalities and influencers to raise the profile and visibility of women's and girls' football and advocate for the game.

**We now have greater awareness and understanding of what enhanced media coverage does for women's football through our involvement in the UEFA Women's Euro 2022**





# KEY PROGRESS INDICATORS

To evaluate our progress within each Strategic Pillar we will assess ourselves against the objectives as outlined below.

## Fun Football and the everyday game

Make football more accessible and enjoyable for every woman and girl, regardless of age, ability, motivation or location.

Objective	Outcome	Evaluation	Key Indicators
Create more inclusive opportunities for women and girls to play, including more informal and flexible formats in a range of environments	Increased participation and engagement in football among women and girls	Number of active registered players Number of new informal and flexible football programmes introduced Participation rates in these programmes	Increase in the number of women and girls participating in football programmes Positive feedback from participants on programmes, accessibility and enjoyment
Establish an effective player pathway for girls' youth football by implementing the Youth Football Framework	Clear and structured player pathway for youth players to progress to higher levels	Implementation of the Youth Football Framework Number of players progressing through the pathway	Effective player competition and performance pathway for elite players Higher retention rates of youth players Reduced dropout rates Increased number of players advancing to elite levels/performance pathway
Support and empower clubs to build capacity to deliver more quality and sustainable opportunities for women and girls	Enhanced club capabilities and sustainability	Number of clubs receiving support and training Quality of programmes delivered by clubs	Improved club performance and sustainability Increased number of quality programmes offered by clubs
Develop programmes that cater to different skill levels and interests, ensuring that every woman and girl has the opportunity to play football	Diverse and inclusive programme offerings that meet the needs of all participants	Variety of programmes developed Participation rates across different skill levels	High satisfaction rates among participants Balanced participation across different skill levels
Integrate and embed women's and girls' football activities within the operations of all departments in the Irish FA to enable the game to be accessible for all	Holistic integration of women's and girls' football within the Irish FA	Number of departments incorporating women's and girls' football activities Cross-departmental initiatives and collaborations	Increased visibility and support for women's and girls' football Enhanced coordination and resource allocation across departments

## Clubs and competitions

Deliver a sustainable women's and girls' football pyramid that enables an appropriate game model for all levels.

Objective	Outcome	Evaluation	Key Indicators
Review the women's football pyramid to implement a clear and sustainable structure and game model with appropriate competitions	A well-defined and sustainable football pyramid that meets the needs of all levels	Completion of the review process Implementation of new structure and game model	Positive feedback from clubs and stakeholders Increased participation and satisfaction across all levels
Invest in and further develop the women's club licensing system to improve standards on and off the field	Higher standards and professionalism in women's football clubs	Number of clubs meeting licensing criteria Improvements in club facilities and operations	Enhanced club performance and sustainability Increased number of clubs achieving higher standards
Develop an enhanced club development programme that supports sustainable clubs on and off the field, including club accreditation for relevant levels	Stronger, more sustainable clubs with improved capabilities	Number of clubs participating in development programmes Club accreditation rates	Improved club sustainability and performance Higher levels of club accreditation
Collaborate with the NI Schools' FA to develop clear and aligned schools' regional and national competition pathways for girls	Clear and accessible competition pathways for school-aged girls	Number of schools participating in regional and national competitions Development of competition pathways	Increased school participation in football Positive feedback from schools and participants
Develop an aligned competition calendar, in collaboration with partners and stakeholders, to support player development and maximise visibility to improve standards and grow the game	A well-coordinated competition calendar that supports player development and visibility	Completion and implementation of the competition calendar Coordination with partners and stakeholders	Improved player development outcomes Increased visibility and attendance at competitions





## Performance pathway

Deliver successful national teams through the implementation of a high quality elite performance environment and support system.

Objective	Outcome	Evaluation	Key Indicators
Develop and implement an aligned technical and coaching framework to support our senior women's team and the development of future senior international players	Enhanced technical and coaching standards, consistent playing style and identity, and improved player development	Number of coaches developed under the new framework Implementation of the framework across pathway Adherence to the framework Coach and player feedback	Improved performance of SWNT and youth teams Improved player development across pathway Positive feedback from coaches and players
Develop and implement an aligned and robust regional, national and international scouting system to support talent identification, development and player tracking	Comprehensive and effective identification, nurturing and tracking of elite talent	Number of talent identification programmes conducted Number of players identified and progressed Number of scouts recruited Number of scouting events Consistency in scouting criteria	Increased number of identified talents Successful tracking of player development Positive feedback from scouts and coaches Success rates of identified players
Introduce a Women's Under-23 development programme to bridge the gap between youth and senior international football	Enhanced transition from youth to senior international football	Number of U23 players participating and being developed Number of competitive matches for U23 group Performance metrics	Successful transitions to senior team Retention of talent in performance pathway Feedback from players and coaches Improvement in match performance
Work with key education partners and other stakeholders to explore the viability of developing an academy programme for players in education (age 17-23)	Feasibility of an academy programme assessed Strong partnerships with educational institutions	Number of feasibility studies and pilot programmes Number of partnerships Stakeholder engagement levels	Positive feasibility study results High participation and support from partners Stakeholder feedback

Objective	Outcome	Evaluation	Key Indicators
Develop and implement a women's and girls' player support programme for health and wellbeing, welfare and player care	Improved health and wellbeing of elite female players	Implementation of the health and wellbeing programme Number of health and wellbeing programmes implemented Frequency of health assessments Utilisation rates of support services Number of welfare support initiatives Frequency of welfare check-ins Player satisfaction surveys	Enhanced athlete health metrics Positive health and wellbeing outcomes for athletes Reduced injury rates High utilisation of support services Positive feedback from players High player satisfaction Improved wellbeing metrics
Showcase the best of our football family through the exemplary hosting of the 2026 UEFA WU17 Finals Tournament in Northern Ireland	Successful hosting of the tournament, showcasing NI's capabilities Positive international recognition	Planning and execution milestones Number of attendees and participants Feedback from teams and spectators, media coverage	Positive feedback from UEFA and participants High attendance and participation Increased visibility and reputation of NI football





## People development

Invest in the development of our workforce (both professional and voluntary) to ensure the standard of women's and girls' football is elevated on and off the pitch.

Objective	Outcome	Evaluation	Key Indicators
Develop and deliver more opportunities to grow and retain coaches, volunteers and technical staff involved in women's and girls' football	Increased number of qualified and skilled coaches	Number of coaching courses offered Number of coaches trained and certified Mentoring support provision for NIFL and Championship clubs	Increase in the number of qualified coaches Improved coaching quality and player development Number of coaches supported by mentoring
Develop and deliver more opportunities to improve the quality and quantity of match officials across all levels of the game	Enhanced officiating standards and increased number of match officials	Number of officiating courses offered Number of officials trained and certified Number of active officials	Increase in the number of certified match officials Improved officiating quality and game management
Implement a training and support programme to develop administrators operating across women's and girls' football	More skilled and effective football administrators	Number of training programmes conducted Number of administrators trained	Improved administrative efficiency and effectiveness Positive feedback from clubs and stakeholders
Strive to increase female representation within Irish FA governance structures	Increased female representation on Irish FA committees and boards	Number of female members on boards Number of female members on committees Number of female candidates applying for governance positions	Increase in the number of women involved in Irish FA committees and boards Positive impact on governance and decision-making
Develop the competencies of the workforce (professional and voluntary) by providing training and development programmes specific to women's and girls' football, including female-only programmes and CPD opportunities	A highly skilled and competent workforce	Number of training and development programmes Participation rates in continuing professional development (CPD) opportunities	Improved workforce competencies Positive feedback from participants and improved performance



## Profile and visibility

Raise the profile and improve perceptions of women's and girls' football through increased visibility and creative content aligned to the needs of the female game.

Objective	Outcome	Evaluation	Key Indicators
Produce and deliver a clear women's and girls' football communications plan covering development, competitions and national teams	Increased engagement, awareness and positive perception of women's and girls' football	Completion and implementation of the communications plan Reach and engagement metrics on social media and other platforms Number of communication channels utilised Frequency of updates	Increased media coverage Higher engagement rates on social media Positive public perception surveys
Develop a dedicated marketing programme focused on fan engagement, designed to attract and retain women's football fans on a long-term basis	Enhanced fan loyalty and growth in fan base	Completion and implementation of the marketing plan Number of marketing campaigns Number of fan engagement activities Fan retention rates	Growth in ticket sales Growth in merchandise sales Increased engagement opportunities with fans Positive feedback from fans
Increase commercial income and the range of commercial partners supporting women's and girls' football	Diversified and increased revenue streams and partnerships to support women's and girls' football	Number of new commercial partnerships Total commercial income Number of partners supporting the game	Increase in sponsorship deals Advertising revenue Partnership agreements Increase in grant support Growth in the number and diversity of partners
Collaborate with a range of ambassadors, personalities and influencers to raise the profile and visibility of women's and girls' football and advocate for the game	Greater visibility and advocacy for women's and girls' football	Number of ambassadors, role models and influencers identified Number of engagement activities involving ambassadors Number of collaborations with influencers Number of media mentions and public appearances	Increase in media coverage and social media mentions Increased public engagement Positive impact on participation and interest in women's football



## CONSULTATION MEETINGS AND THANKS

The consultation on this strategy was an integral part of the process to develop the new vision for women's and girls' football in Northern Ireland for the next five years.

Thank you to the many organisations and members of the football family, including players, coaches, referees, administrators, volunteers and staff, who engaged with us through this process. Your feedback and input has played a big part in the future direction for girls' and women's football.

We look forward to working with you in our efforts to grow, strengthen and enhance women's and girls' football in the coming years. We are all united in our passion to see the game prosper and through our shared commitment to promote, foster and develop football for all across Northern Ireland we will all ensure this strategy is a success.

Special thanks go to our strategy steering group of David Martin, Chairman of the Irish FA Foundation, Irish FA Board member Cheryl Lamont CBE DL, Irish FA Council member Elaine Junk and Patrick Nelson, Irish FA CEO, for their invaluable contribution in supporting this process during the past year.

Thank you to UEFA and FIFA for their support and guidance during the development of this new strategy.



**FIFA®**



**Your feedback and input has played a big part in the future direction for girls' and women's football**





