



Former Matilda Moya Dodd has long championed reforms to boost gender equality in football and has recently successfully lobbied FIFA to ensure that at least six women sit on the new FIFA Council – one from each continental confederation. In Feb 2016, FIFA's Executive Committee unanimously approved a number of changes, including this reform for more decision making positions for females.



FIFA'S 10 KEY DEVELOPMENT PRINCIPLES **FIFA** For the Game. For the World.

- 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.