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To the member associations of FIFA

Circular no. 1392

Zurich, 18 November 2013
SG/tre/jne/mcr

Survey for member associations on women's football

Dear Sir/Madam,

Following the success of the FIFA Women's World Cup Germany™ in 2011, FIFA introduced women's football development guidelines and programmes for 2012-2015. Our main objective for this period is to improve female players' pathways worldwide.

In the past two years, we have seen a very positive increase in the participation of our members in women's football development programmes, with over 110 member associations benefiting overall.

Programmes for the development of women's football leagues, girls' festivals and specific initiatives for increasing the participation of girls in the under-12 age group, as well as coaching training courses, have been the most popular programmes so far.

We can look back with satisfaction at the number of girls participating in our girls' festivals and "Live Your Goals" initiatives, with an overall total of 16,700 girls participating in the 110 festivals organised in 2012 and 2013.

We would like to enhance the impact of our programmes and women's football has been identified as one of FIFA's priorities for the next cycle together with grassroots (6-12-year-old boys and girls), as well as youth development. As such, FIFA will seek opportunities to work closely with the member associations to strengthen these key strategic development areas.

To achieve this we need to know more about the growth of women's football in each member association, in order to evaluate the support required in the future.

We have prepared an online survey, which will give us the feedback and information we need in order to adapt our programmes accordingly for the next cycle.

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The survey will look at and evaluate the following areas:

- Overall development and growth of women's football
- Integration and governance
- Female participation in football
- Investment in women's football worldwide
- Awareness and media coverage
- Perception of women's football
- Challenges, needs and priorities from the member associations

Your accurate answers will be crucial for achieving our objectives, and therefore we ask you to use the enclosed version of the survey as a guide in order to gather the information you need before completing the survey online.

The link to complete the survey has been sent to your association's e-mail address. *Please note that you are only allowed to login to the survey ONCE, and in the survey, when you click submit to go to the next page, you will not be able to go back and change your previous answers.*

If you have any questions please contact us at the following e-mail address:

memberassociations@fifa.org

The deadline for submitting the survey is 5th December 2013.

We look forward to receiving your feedback which will help FIFA to continue improving our development initiatives.

Thank you for your cooperation.

Yours faithfully,
FÉDÉRATION INTERNATIONALE
DE FOOTBALL ASSOCIATION

Jérôme Valcke
Secretary General

CC Confederations
FIFA Development Offices

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FIFA Women's Football Survey 2014

TERMS AND CONDITIONS

By filling in this survey, I confirm that the submitted data is correct and has been lawfully obtained. I further confirm that I am entitled, as well as authorised and instructed by the person or persons whose data is submitted (hereinafter individually and collectively referred to as the "Data Subject"), to submit the data by means of this survey. I also confirm that the Data Subject has been informed about the processing of data as set forth herein and that the Data Subject desires and agrees to such processing of data. By filling in this survey, I (for myself and on behalf of the Data Subject) voluntarily permit and consent to the processing (including but not limited to the use, storage, disclosure and transfer) of the personal data entered on this survey in connection with all future FIFA events and FIFA activities and in accordance with the FIFA Privacy Policy in use. The data maintained in the database is owned and controlled by FIFA. I (for myself and on behalf of the Data Subject) furthermore acknowledge and agree that such personal data may be transferred or disclosed to third parties working for or on behalf of FIFA and/or to the relevant government authorities for the purposes mentioned herein. Finally, I (for myself and on behalf of the Data Subject) herewith unconditionally and irrevocably waive any and all claims against FIFA, its officers, directors, employees, representatives, affiliates, auxiliaries and partners resulting from any government decision, including but not limited to the denial of an entry visa, in connection with the submitted data.

Name of member association:

Please choose your confederation:

1. AFC
2. CAF
3. CONCACAF
4. CONMEBOL
5. OFC
6. UEFA

GOVERNANCE

Please specify which dedicated structure your association has for women's football:

1. Women's Football Committee
2. Women's Football Department
3. Women's Football Development Manager
4. Women's Football National Team Coach(es)
5. Women's Football Technical Director
6. Other

What is the total number of employees at your member association?
What is the total number of staff dedicated to women's football?
How many people dedicated to women's football are employed full time?
How many people dedicated to women's football are employed part time?
How many people dedicated to women's football are volunteers?

What is the total annual investment in women's football? Please specify the amount in USD (this data will be kept confidential):

Is there a dedicated women's football sponsor or a sponsor for a particular project related to women's football?

1. Yes
2. No

Please specify the name of the sponsor:
Please specify the amount in USD:
Please specify whether the sponsor supports women's football in general or a specific project (give the name of the project):

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Does your local government support/invest in women's football or in a particular project related to women's football?

1. Yes
2. No

Please specify which department/government sector:
Please specify the amount in USD:
Please specify project supported:

How many representatives is your executive committee/board composed of?

How many members of your executive committee/board are female?

How many coaches are registered in your association in total?

How many female coaches are registered in your association?

How many of your registered coaches have a coaching licence?

How many of your registered female coaches have a coaching licence?

How many referees are registered in your association in total?

How many female referees are registered in your association?

How many registered female players do you have in total? If you do not register your players, please give an estimated total number of female players:

How many registered female senior players (17 years old and over) do you have? If you do not register your players, please give an estimated number of female senior players:

How many registered female U-17 players do you have? If you do not register your players, please give an estimated number of female U-17 players:

How many registered female U-15 players do you have? If you do not register your players, please give an estimated number of female U-15 players:

How many registered professional female players do you have? If you do not register your players, please give an estimated number of professional female players:
(A professional is a player who has a written contract with a club and is paid more for her footballing activity than the expenses she effectively incurs. All other players are considered to be amateurs.)

How many registered amateur female players do you have? If you do not register your players, please give an estimated number of amateur female players:

Which women's national football teams are established in your association?

1. Senior team
2. U-20
3. U-19
4. U-17
5. U-15
6. Other

How many U-12 girls play football?

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Is football included in the school curriculum for boys and girls?

1. Yes, mixed boys and girls
2. Yes, only boys
3. Yes, only girls
4. No

Does your association have a Memorandum of Understanding with the government regarding women's football?

1. Yes
2. No

Please specify the areas covered in the Memorandum of Understanding related to women's football:

Is there a specific programme for U-12 girls in your association?

1. Yes
2. No

If you have a specific programme for development for U12 girls please upload a copy of your development plan:

Is a national/top women's football league established in your country?

1. Yes
2. No

If there is no national/top women's football league, please explain the structure of your top competition:

How many teams play in your national/top women's football league?

What is the status of your national/top women's football league?

1. Professional
2. Semi-professional
3. Amateur

Please select the month of the start of your season:

Please select the month of the end of your season:

What is the total number of games played during one season?

How is the national/top women's football league development managed?

1. By the association
2. By a league
3. By a private franchise
4. By a government body
5. Other

What are the annual costs for running the national women's football league(s)?
Please specify the contribution in USD by your association
Please specify the contribution in USD by sponsors
Please specify the contribution in USD by the government
Other

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Which media platform promotes women's football in your country?

1. Printed press
2. TV
3. Radio
4. Website
5. Social media (Facebook, Twitter, Instagram, Pinterest, etc.)
6. None
7. Other

Which platforms are used by your association to promote women's football?

1. Printed press
2. TV
3. Radio
4. Website
5. Social media (Facebook, Twitter, Instagram, Pinterest, etc.)
6. None
7. Other

Does your association have a partnership with a national TV station that women's football also benefits from?

1. Yes, for both women's football national team and the national/top women's football league
2. Yes, only for the women's national football team
3. Yes, only for the national/top women's football league
4. No
5. Other

What are the biggest challenges preventing women's football in your country from moving to the next level? Please mark the following examples from1-10 (1 meaning not a challenge at all and 10 meaning very strong challenge)

	1	2	3	4	5	6	7	8	9	10
Cultural barriers	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Social barriers	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Number of players	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Participation (grassroots (U-12), youth and senior)	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Female representation	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Awareness	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Qualified staff (technical and administrative)	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Competitions, tournaments, friendly matches	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Investment	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Infrastructure (access to football facilities)	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Structure	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Availability of football equipment	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Support within the football family	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

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Please drag and rank (1st to 10th) the following priorities/goals for women's football in the next ten years in order of interest:

- Increase the overall number of women/girls playing football _____
- Promotion of women's football _____
- Media support to create a positive image of women's football in the country _____
- Player development _____
- Sourcing funding/sponsors/resources _____
- To have more qualified coaches _____
- To improve the infrastructure (football facilities) _____
- Performance of the national team(s)/qualifying for international and FIFA competitions _____
- League development _____
- Women's football structure _____

Please evaluate your needs based on your priorities/goals specified. Mark the following examples from 1-10 (1 meaning not an urgent need at all and 10 meaning very urgent need)

	1	2	3	4	5	6	7	8	9	10
Football equipment	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Infrastructure (football pitches, training facilities)	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Funding	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Technical expertise	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Promotion, advocacy, awareness	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

How would you say that women's football is perceived in your country?

1. A quality sport
2. A high-participation sport
3. Expression of a modern lifestyle
4. Great platform for international participation (women's football national team(s)/country)
5. Attractive area for investment
6. Vehicle for social development
7. Football as a sport for women is culturally challenged
8. Football is not traditionally seen as a sport for women
9. Other

Additional Comments/Suggestions:

Survey filled in by:
First name
Last name
Job title
E-mail address