

4th FIFA
**Women's Football
Symposium**

Shanghai, 28 and 29 September 2007

Striking Partnerships

How can partnerships with government or other entities be used to access funding, resources and information to help develop women's football?

Why do we mean by *partnerships*?

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- In general, **partnerships** involve mutual cooperation between individuals or groups to achieve a specific goal.
- In the context of *football*, **partnerships involve associations linking up with local or national government bodies** such as the ministry of sport, the ministry of health or the ministry of education or with an economic partner or a non-governmental organisation (NGO) to help them achieve their goals.

What do we know about partnerships and football?

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1. **Increasingly, *football*** is becoming a popular delivery vehicle for NGOs and governments to deliver key objectives around health, education, anti-violence and social inclusion
2. **Partnerships** provide a powerful tool to enhance the development and support the sustainability of ***women's football*** in particular.
3. **Associations** are increasingly using governmental partnerships to secure financial resources and support to implement football programmes for girls and women at all levels

What is essential in striking partnerships?

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Identify what is important to partners, and then how football, particularly women's football – can help

- **Ministry of Health:** what problems are they battling and how can football deliver on their goals?
- **Ministry of Education:** What opportunities do girls have to participate in sport in schools? How can football help educators deliver on their learning objectives or teach children skills?

Key Findings in Striking Partnerships: what we now know

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Key Finding 1: Find common ground! Understand how women's football can help potential partners meet their objectives.

- **Research policy areas** and funding that has been allocated to different parts of government (e.g., health, education)
- Be able to demonstrate **how *football* can help them deliver on *their* objectives**
- Be able to show / prove the **strength of demand** for women's and girls' football and demonstrate potential for growth to prospective partners

Key Findings in Striking Partnerships: what we now know

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Key Finding 2: Integration of women's football within the football association and commitment within the "men's side" opens doors with partners!

- **Doors are easier to open and dialogues easier to start**– if you use contacts and credibility from the more established men's side
- **High level commitment from senior levels within the federation** makes a difference in convincing partners how serious you are

Key Findings in Striking Partnerships: what we now know

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Key Finding 3: Development plans for your partner campaign – work!

- Partners are more encouraged to become involved if there is evidence that proposals are **well thought-through, clearly defined** and based on **research**
- **Multi-year plans** also help ensure **roles and responsibilities** of all parties are **communicated** and **understood** effectively
- Plans with **measurable targets** that align the success of the plan with the partner's desired result are extremely effective

Case Study: England

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Developing partnerships to secure additional funding for women's football; a strategic approach to developing women's football in England

Kelly Simmons

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**Head of Football Development
The Football Association**



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Creating Partnerships

Maximising Investment into Women's Football

Background & context

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- Creating partnerships and maximising investment
- Government – growth of sport in tackling wider social objectives
- Private sector - the growth of Corporate Social Responsibility

Key objectives

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- Develop a strategy for the growth and development of the women's game
- Create partnerships at national and regional level
- Maximise investment into the game

What was done?

Step 1

Research and Consultation

- Evidence the demand for women's football and the growth potential
- Identify how women's football can contribute to potential partner agendas

Step 2

Women's Football Strategy

- Vision, objectives and targets

What was done?

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Step 3

Partnership funding

- English Government – poor physical activity levels, especially prevalent amongst girls. Obesity 'time bomb'
- Girls football can make a major contribution to activity levels amongst girls
- Government invested £8m over 5 years into the girls programme

What was done?

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Step 4

Programme delivery

- Regional Federations appoint a full time Women's Development Officer and create plans / targets
- Deliver 'sustainable programmes'
- Maximise local 'wider agenda' funding opportunities
- Monitoring and evaluation

What was done?

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Step 5

Continue to map and secure external funds

- National and regional funding from health, crime reduction, drug prevention, housing etc
- Tesco's the official FA Women's Football Partner 2006-2010. Funds include £2m grassroots programme as part of a growing CSR agenda

What were the results?

General Participation:

- 1.1 million girls and 250,000 women play football

Affiliated Football:

- 2000/2001 2,541 teams 55,500 players
- 2006/2007 8,303 teams 147,302 players

What were the results?

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Talent Development:

- 52 Centres of Excellence
- National Academy



**Elite: England Seniors reach last 8.
Under 19's reach Euro final.**

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Arsenal UEFA European Club Champions

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e-on



The FA Women's Cup
sponsored by E.ON

What were the results?

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Profile of the Game:

- 29,000 fans at England's opening Euro 05 game / 9.3 million watch the 3 group matches on TV.
- 25,000 fans at FA Women's Cup Final 2006 / 2.1m TV audience
- FIFA Women's World Cup all England games live on BBC



What were the results?

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Investment:

- 2001-2005 £8m public sector investment into the women's game
- Partners renew deal until 2009 investing an additional £7 million
- New Tesco's and National Sports Foundation investment of £2m
- Range of innovative programmes demonstrating the power of football to deliver across a range of government agendas

Key success factors

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- Strategy with clear vision and targets for growth
- Partnerships are critical
- Think wider than sports funding
- Research funding and be innovative
- Robust monitoring and evaluation

Getting started

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- Establish a strategy group of key partners
- Research demand
- Set clear targets for growth and development
- Map potential funding partners



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Getting Started:

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1. What are the key policy issues in your country?
2. What are the specific programmes and targets within each policy area?
3. Can football contribute to these targets?
4. What funding has been ring fenced for these initiatives?
5. Has the funding been devolved to local government / other delivery agencies?
6. Can you create mutually beneficial partnerships?

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