



# FOOTBALL DEVELOPMENT GRASSROOTS

GIRLS & WOMEN'S FOOTBALL

Roos Brouwer





# INTRODUCTION

DREAM – MISSION - VISION



# **WOMEN'S FOOTBALL 2020**

## **FROM GOOD TO GOLD**



### **DREAM**

Creating a better world for women in football. A world where women can show their talent, be ambitious and achieve their goals in every role they desire. A world where women are seen, taken seriously and involved.

With women, football will really be the number one sport in the Netherlands!

**Football to love and football is for everyone = Women's football!**

### **MISSION**

Every girl/woman gets the opportunity to enjoy football, as a player, trainer, volunteer, referee, fan etc. her whole life

### **VISION**

Every girl/woman can find a spot in football fitting her level, talent, ambition, experience, age and motivation to get the chance to develop herself optimally.

# FROM GOOD TO GOLD

## FOOTBALL

### Development program

The KNVB wants to build an infrastructure in the Netherlands of strong amateur football clubs for boys and girls, men and women. Clubs with a great atmosphere for all members and an enormous impact in the region. Where girls and women can play together with and against boys and men, get the same opportunities to develop themselves optimally and give them a great football experience.

Note: With 3.000 amateur football clubs in the Netherlands for 153.000 female players we are not able to pro-actively support all these clubs and give all these girls what they need and want.

First of all we started by making a thorough analysis of all clubs in the Netherlands per region. We researched the position of girls and women's football in clubs, what is the level they play at (both boys and girls, men and women), how many female players do they have, what is the potential of female players in their region, etc?

After analyzing the infrastructure we selected a number of clubs. This is a delicate procedure, we have selected 36 clubs on this moment.



# WOMEN'S FOOTBALL 2020

## FOOTBALL



### Development program

Finally, with the selected clubs we are going to start an intense cooperation. Help them to develop their club, build local networks around their club; cooperating with local governments, sports organizations, schools and companies, to create strong and solid communities for football in every region in the Netherlands. These clubs should be an example (best practice) for other clubs to help them develop girls and women's football in their club. Help build and support the clubs to create challenging learning environments and a clear player pathway for girls and women.

### FOCUS AND PRIORITIES

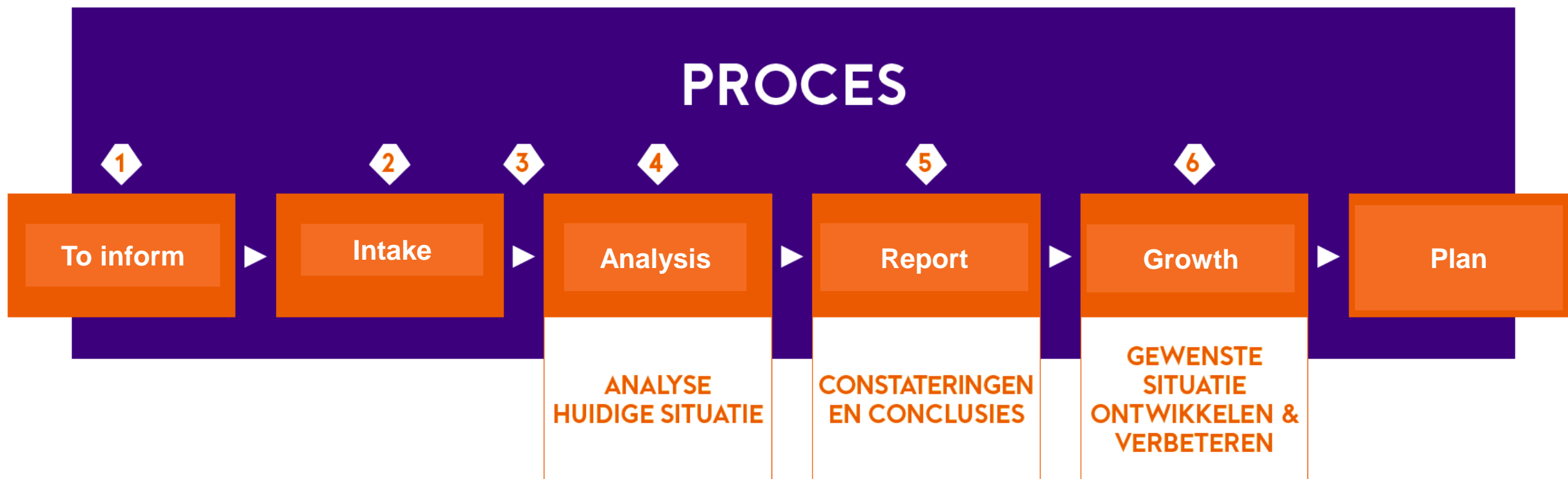
Build programs in cooperation with the clubs:

- Player development program
- Club development program
- Coach development program
- Talent development program

# DEVELOPMENT PROGRAM



## ONTWIKKELINGSPROGRAMMA 2018/'19



# ANALYSE GROWTH MODEL



FASES ►  
FACTOREN ▼

ACCEPTATIE ◀

ACTIVATIE ◀

ACCELERATIE ◀

Orientation phase

Pioneers  
To investigate

Development phase

Focus  
Knowledge

Anchoring phase

Integration  
Secure

Normalization phase

Optimized  
Collaborate

# ANALYSE



## Questions

1. Accommodation and facilities are equally divided between boys / men and girls / women (fields, equipment, changing room, toilets)
2. We have a clear and supported vision of girls' women's football within the club (only on paper or does the vision 'live'?)
3. Our culture-bearers/ clubheroes support girls / women's football (VIPs, heroes, role models, role models)
4. Women's football is clearly visible within the club (rituals / symbols, opening game, club magazine)
5. Management and organization: management & organization is fully focused on women's football (budget, portfolios, agenda, tone)
6. There is good cooperation between boys and girls' teams (coaches / leaders / hjos / tc: for example: practice games, specialists)





THANK YOU!

