



ALL IN



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Foreword

It is both a pleasure, and an honour, that the first OFC Women's Football Strategy has been developed during my mandate as President of the Oceania Football Confederation.


We have a unique opportunity in the Pacific in the build-up to the FIFA Women's World Cup 2023 in Australia and New Zealand. Capitalising on the momentum of the World Cup will assist us to bring women's football to the forefront in Oceania and enable us to grow the game from grassroots through to the elite level.

What you see before you, is the hard work of a dedicated group of individuals who are committed to driving women's football in the Pacific forward.

The OFC Women's Football Strategy 2027 is a contract binding the governors and administrators of football in Oceania to deliver on every aspect of this strategy, at every level, over the next six years.

It is in fact crucial, if we are to achieve our vision of featuring two competitive Oceania teams at the FIFA Women's World Cup 2027.

Our commitment is to bring this document to life, and to provide opportunities for all women across the Pacific to find their place in the world of football.



Lambert Maltok
OFC President



Introduction

OFC has committed to a long-term strategy for women's football: ALL IN: OFC Women's Football Strategy 2027, which aims to increase the development, growth, sustainability and professionalisation of women's football in Oceania, leading to greater performances on the world stage.

The inaugural OFC Women's Football Strategy will lay the foundations for achieving OFC's goal of having two competitive teams at the FIFA Women's World Cup 2027.

This strategy will provide direction, purpose and guidelines for women's football in Oceania, which will align policy and programme development and ensure women's football is given a platform where it will not only exist, but thrive, over the coming years.

The implementation of this strategy will assist with the creation of an accessible, equitable and inclusive footballing culture for all, one which inspires, empowers and enables all girls and women across all sectors in football.

The OFC Women's Football Strategy links directly with the wider OFC Football Development Strategy to ensure it is fully aligned and integrated within the organisation. The strategy has been created to be adaptable enough to suit the varying needs of each Member Association, while remaining steadfast in its core vision, mission and values.

We would like to thank the OFC Member Associations and stakeholders for having an 'ALL IN' mentality, through their invaluable contribution to this strategy, and for their ongoing collaboration and commitment to bringing it to life.









Background

Since 2005, OFC has had a Women's Football Development Officer leading the women's game in Oceania.

Over this time, we have seen an increase in participation numbers, sparking a need for Member Associations to grow their capacity in women's football and have a key person to lead the women's game in their respective Member Association.

All OFC Member Associations now have a full time Women's Football Development Officer employed, with many employing multiple staff members dedicated to women's football.

While significant advances have been made, a greater level of equality, investment and leadership is required in Oceania to pursue the same level of growth and professionalisation that women's football is seeing globally.

There is a vast amount of untapped potential and opportunity across Oceania, both on and off the pitch. With the added motivation of the FIFA Women's World Cup 2023 being hosted within the confederation, OFC aim to implement a women's football strategy and system-wide legacy,

which will accelerate the growth and professionalisation of women's football, leading to more opportunities and greater performances on the world stage.

The implementation of this strategy will see equal opportunities and increased visibility for girls and women in football, increased investment in participation and high-performance programmes, prioritisation of capacity building programmes for women in football, and the creation of career pathways that have not previously existed for women within the Pacific become a reality.

These opportunities and pathways are crucial to inspiring girls and women to pursue their dreams.

To create sustainable change and to have an everlasting impact, the OFC Women's Football Strategy and the FIFA Women's Football World Cup 2023 Legacy will transcend the football field and permeate the homes and communities of girls and women across the Pacific.

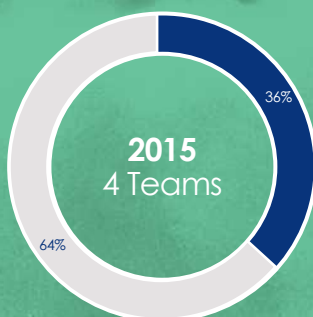


Current State of Play

National team activity:
Participation in FWWC qualifiers



16 matches
4.0 average matches per team per qualifying cycle



6 matches
3.0 average matches per team per qualifying cycle



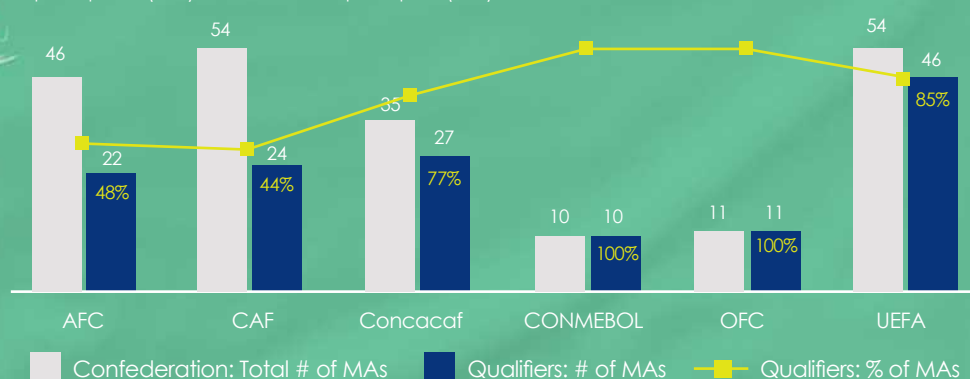
22 matches
4.0 average matches per team per qualifying cycle

■ Confederation: Total # of MAs ■ Qualifiers: # of MAs

Participation in qualifying tournaments for FWWC 2019

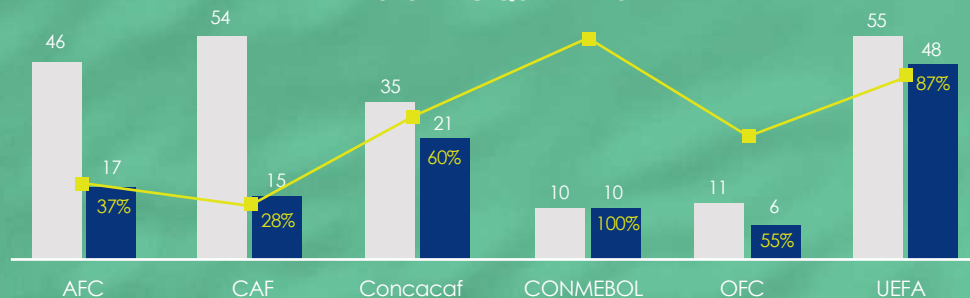
A total of 140 MAs participated (66%)

A total of 71 MAs did not participate (34%)

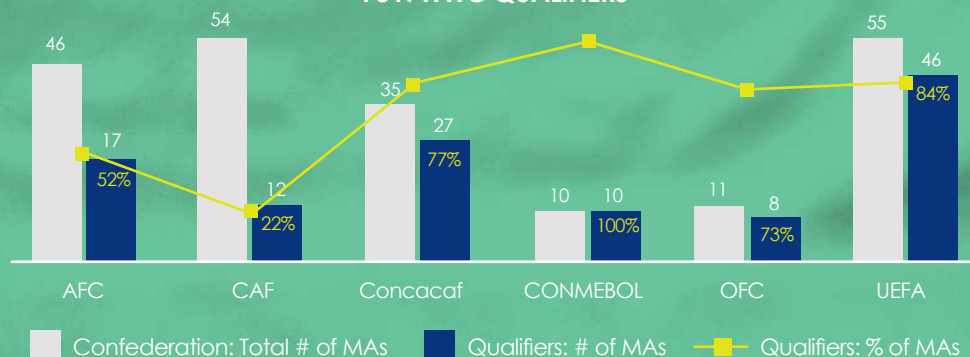


Participation in qualifying tournaments for FU20WWC AND U17WWC 2018

FU20WWC QUALIFIERS



FU17WWC QUALIFIERS



Factsheet:

AFC:	Under 20	(32 matches)	Avg. match per WNT 3.8
	Under 17	(62 matches)	
CAF:	Under 20	(24 matches)	Avg. match per WNT 3.2
	Under 17	(17 matches)	
Concacaf:	Under 20	(42 matches)	Avg. match per WNT 5.0
	Under 17	(53 matches)	
CONMEBOL:	Under 20	(26 matches)	Avg. match per WNT 5.2
	Under 17	(26 matches)	
OFC:	Under 20	(15 matches)	Avg. match per WNT 5.0
	Under 17	(15 matches)	
UEFA:	Under 20	(42 matches)	Avg. match per WNT 4.9
	Under 17	(53 matches)	

We're All In.

Vision

A future in football for all.

Mission

Create opportunities which enable women in football to thrive in the Pacific.

Values

Fun, accessible, empowering and competitive.

Priorities

The five priority areas of the OFC Women's Football Strategy are:

- 1. An Equal Oceania**
Participation: Breaking down the barriers.
- 2. A Visible Oceania**
Visibility: Raising the awareness of possibilities
- 3. A Stronger Oceania**
Education: Building the foundations.
- 4. An Elevated Oceania**
Performance: Raising the standards.
- 5. An Inclusive Oceania**
Culture: Leading by example.

OFC Women's Football Strategy





An Equal Oceania

Breaking down the barriers

Priority: Participation

Goal: Break down the barriers and increase accessibility for girls and women in football, to ensure girls and women are meaningfully engaged in all aspects of football.

Game Plan: To progress football in the region, the multiple barriers girls and women in Oceania face within football must be better understood, with the provision of real and tangible solutions to influence perceptions and overcome these barriers. Through the development of new programmes, initiatives and partnerships, more girls and women will have access to the game, both on and off the pitch, regardless of their age, ability or experience level.

To create an Equal Oceania, OFC will:

- **Increase accessibility** of football for girls and women by ensuring every Member Association has dedicated human and financial resource for women's football
- **Increase the number of female players, coaches, referees and administrators** by creating tailor-made programmes and setting individual Member Association targets
- **Gain a better understanding of the barriers** to the participation, engagement and retention of girls and women in football by conducting research on women's football
- **Implement new programmes and initiatives** to engage girls and women in football, futsal and beach soccer through the OFC Football Development Programme
- **Create sustainable pathways** linking grassroots programmes to women's football to retain girls and women in football



A Visible Oceania

Raising the awareness of possibilities

- **Priority:** **Visibility**
- **Goal:** Create awareness and raise the profile of women's football in Oceania to increase participation, visibility and value of women's football and women in football.
- **Game Plan:** OFC is committed to raising the profile of women's football and increasing the visibility of women in football, which will influence perceptions and behaviours, inspire the next generation and ensure women in football are seen, valued and celebrated for what they achieve.
- **To create a Visible Oceania, OFC will:**
 - **Change the perception** of girls and women in football by developing a women's football marketing, digital and communications strategy
 - **Raise awareness of the opportunities** available for girls and women in football by supporting each Member Association in developing their own women's football marketing, digital and communications strategy
 - **Inspire and empower** girls and women across the Pacific through the OFC Women's Football Ambassador Programme
 - **Elevate the profile** of women's football leagues and competitions by ensuring equal marketing, communication and broadcasting standards at all OFC Competitions
 - **Increase the visibility of powerful and positive role models** by promoting and profiling women in football, both on and off the pitch







A Stronger Oceania

Building the foundations

Priority: Education

Goal: Build the foundations of women's football and increase the capacity and capability of girls and women in football.

Game Plan: OFC is committed to building the capacity and capability of those currently working, or aspiring to work, in women's football, increasing the development and sustainability of women's football and creating more opportunities and career pathways for women in football than ever before.

To create a Stronger Oceania, OFC will:

- **Increase the quality** of female coaches, educators, referees and administrators by running formal and informal education courses and workshops
- **Strengthen the knowledge, skillset and confidence** of women in football through the OFC Women's Football Capacity Building Programme
- **Protect the safety and wellbeing** of those in football by facilitating OFC Safeguarding Workshops
- **Enhance the leadership capability** of women in football through the OFC Women in Football Leadership Programme
- **Facilitate competition management and database training** through the OFC Competition Management Certificate Programme
- **Provide opportunities and careers pathways** for women in football by creating tailor-made programmes, workshops, and job opportunities at OFC competitions



An Elevated Oceania

Raising the standards

Priority: Performance

Goal: Raise the standard, frequency and delivery of women's football to drive performance and have more competitive teams at OFC and FIFA competitions.

Game Plan: OFC will increase the strength and sustainability of women's football to change perceptions and empower women by raising the standards, frequency and delivery of women's competitions and performance programmes, increasing the level of investment and partnering with external stakeholders to provide further opportunities to female players and teams.

To create an Elevated Oceania, OFC will:

- **Boost the development** of women's football by assisting Member Associations in creating their own women's football strategies
- **Support age-appropriate development pathways** to increase and retain female players by ensuring every Member Association has youth and senior leagues
- **Increase the quantity and quality** of elite programmes and leagues for female players
- **Improve standards and access** to club football for female players through endorsed club licensing regulations
- **Launch new competitions** for women's club and national teams to provide greater opportunities for female players to play at the highest level
- **Optimise the qualifying pathway** for FIFA women's competitions for youth and senior teams by reviewing current competition formats and strengthening the women's international match calendar
- **Provide scholarships** to educational institutions and facilitate opportunities at professional clubs for female players and coaches







An Inclusive Oceania

Leading by example

Priority: Culture

Goal: Strengthen the culture of governance in football to improve gender equality and foster a safe, positive and inclusive environment for all.

Game Plan: OFC will refine regulatory frameworks, systems and structures, to ensure women have equal access to all levels of the game. A safe, positive and inclusive culture in football is crucial for the advancement of gender equality, as well as the development, sustainability and professionalisation of women's football.

To create an Inclusive Oceania, OFC will:

- **Refine regulatory frameworks, systems and structures** to ensure women have equal access to all levels of football
- **Provide pathways and opportunities** for those in women's football by creating an OFC Women's Football Steering Group with representatives from every Member Association
- **Enable and empower women** to be decision makers and leaders within football by supporting Women's Football Committees in every Member Association through governance and management workshops
- **Develop new partnerships** to expand and enhance the delivery of women's football



Are you ALL IN?

ALL IN: OFC Women's Football Strategy 2027, will increase the development, growth, sustainability and professionalisation of women's football in Oceania, leading to greater performances on the world stage.

The values of this strategy will be the foundation for women's football across the Pacific, ensuring women's football is fun, accessible, empowering and competitive – creating opportunities which enable women in football to thrive in the Pacific.

OFC will create an action plan which will outline the key initiatives and delivery timeframes for each initiative

and will review the progress made on an annual basis. Following the FIFA Women's Football World Cup 2023, OFC will review the impact of ALL IN: OFC Women's Football Strategy 2027 and the FIFA Women's World Cup 2023 Legacy and will set further targets, identifying the steps necessary to reach OFC's goal of having two competitive teams at the FIFA Women's World Cup 2027 and beyond.









Women of the Pacific

We, the women of the Pacific are strong.

We gain our strength from our ancestors, our sisters,
our extended families and our places of belonging.

We do not stand alone.

We gain our strength from our cultures,
our Pacific Island languages,
our stories, our art and our traditions.

They shape our past, our present and our future.
We also gain our strength from the sacred waters of the Pacific.

The ocean birthed us and our many islands;
she sustains and connects us together.

We the women of the Pacific are strong.

One people, our family, the Pacific.

Reference: <https://www.beehive.govt.nz/speech/launch-pacific-womens-economic-well-being-report>

WE'RE
ALL IN

