



# FIFA WOMEN'S WORLD CUP 2023 PACIFIC LEGACY

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A FUTURE IN FOOTBALL FOR ALL

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# PRESIDENT'S FOREWORD



## Key messages from **Lambert Maltock**

It is a great honour that in my time as OFC President I not only witness the first ever OFC Women's Football Strategy 2027 come to life but the development of the Pacific Legacy Programme 2023.

OFC has aspired to align this programme with the Women's Football Strategy 2027 to leverage the FIFA Women's World Cup in our region.

Hosting the FIFA Women's World Cup 2023 in New Zealand presents a unique opportunity not only to develop the women's game but to deliver lasting social impact across the Pacific.

We know that hosting major football events can have significant social and economic benefits for host communities. In 2023, we are working to ensure the tournament impact is spread across the whole of the Pacific and that the tournament leaves a lasting legacy on and off the pitch.

It presents a catalyst for development in alignment with the Women's Football Strategy to ensure "a future in football for all".

This means starting work now to deliver opportunities for everyone involved in football, particularly our women and girls, and to build the capability of our people to ensure enduring impact from the tournament.

At OFC we pledge to continue to create opportunities while empowering Pacific communities, build the capacity and capability of all involved in the Women's game, to deliver sustainable impact and to support the establishment of sustainable partnership with countries, confederations, governments, and NGOs.

# VISION

The FIFA Women's World Cup 2023 is a catalyst for sustained impact both on and off the pitch, activating a legacy of equal opportunity for girls and women in the Pacific.

# MISSION

In collaboration with government and development partners, the Pacific Legacy 2023 will leverage hosting of the FIFA Women's World Cup in our region into sustainable impact for Pacific Island Nations and their people, both on and off the pitch. This will be done through:

- Creating opportunities for all and empowering Pacific communities.
- Building the capacity and capability of those involved in Women's Football to deliver sustainable impact.
- Supporting the establishment of sustainable partnerships between countries, confederations, governments and NGOs.

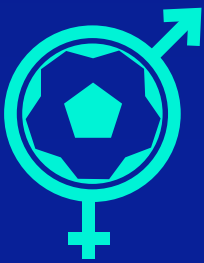


# STRATEGIC ALIGNMENT

Pacific Legacy '23 has been mapped directly to OFC's 2027 Women's Football Strategy, ensuring our activities are valued by our member associations and participants across the Pacific and that they are aligned to, and embedded in the existing plans and infrastructure for Women's Football in the Pacific.

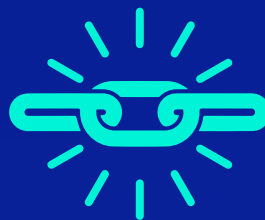
Working in alignment with these aspirations and with the support of our communities, Member Associations, and regional and global partners ensures an enduring positive impact for our region.

## 5 > PILLARS TO THE 2023 PACIFIC LEGACY PLAN



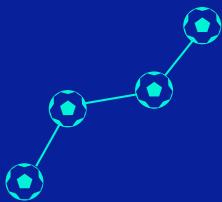
### AN EQUAL OCEANIA

Breaking down the barriers to participation



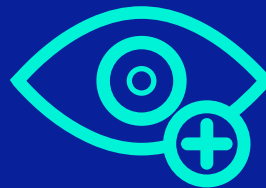
### A STRONGER OCEANIA

Building the foundations



### AN ELEVATED OCEANIA

Raising the standards of the game



### A VISIBLE OCEANIA

Raising awareness of the possibilities



### AN INCLUSIVE OCEANIA

Strengthening systems and structures to promote football for all

## DELIVERY PRINCIPLES

- Partnership & Collaboration
- Alignment with country and regional development priorities
- Transparency and shared learnings
- Promoting sustainable systems for long term impact
- Building capacity and creating opportunities



# AN EQUAL OCEANIA



## BREAKING DOWN THE BARRIERS TO PARTICIPATION

OFC is working toward a future that is safe, equal and accessible for everyone. This means working toward the dual goals of growing the women's game by increasing participation and retention in football and, using football as a tool for change to address social inequities and contribute to the prevention of violence against women and girls.

OFC is seeking to understand the opportunities and barriers for women and girls in the Pacific and develop tangible solutions that address structural inequalities in sport participation and leadership.

### Understanding the barriers women and girls face

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- Conducting research and sharing findings with global community on barriers to female participation and leadership.
- Create resources and education tools to ensure football is a force for gender empowerment in Oceania.

### Sharing insights and creating connections to enhance the Women's game

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- Promote Pacific football perspectives at the 2022 International Working Group (IWG) for Women and Sport Conference being held in Auckland, New Zealand.
- Scholarships for Women's Football Officers and Social Responsibility teams to attend IWG.
- Delivery of events and forums with global partners which focus on evidence-led approach to strategy and policy making for gender equality in football and sport more broadly.
- Delivery of a Pacific Gender Equality education programme and delivery of educational resources for promoting gender equality and reducing gender-based violence in and through sport in the Pacific.

### Creating Opportunities for Women and Girls

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- Integration of the Just Play Programme into the OFC Player pathway and creating a greater pathway for women and girls in football.
- Delivery of pilot programmes which meet the needs of Pacific women and girls and provide greater opportunities to get into the game.

# TARGETS

## Breaking Down the Barriers to Participation

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Develop a single resource with best practice strategies and approaches for achieving gender equality in the Pacific

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Reach 10,000 football and other sport coaches and administrators with gender equality webinar and capacity building series

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20 Pacific Women Leaders to share their perspectives at global forums and apply knowledge to new approaches for the Pacific

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30,000 Adolescent girls reached with new programmes

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25% year on year increase in female footballers in player development pathways across the Pacific

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# A STRONGER OCEANIA



## BUILDING THE FOUNDATIONS

Deliver programmes focussed on ensuring the foundations are in place for women's football to thrive in our regional well beyond 2023. This will take investment in capacity building and ensuring the policies and practices are in place to deliver safe sport, which protects and promotes the rights of all participants.

### Enhancing capacity and capability in the football ecosystem

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- Develop e-learning and training modules for coaching women and girls in the Pacific.
- Enhanced delivery of the women's capacity building and mentorship programmes.
- Development of the Women's leadership framework and education pathway.
- Developing career pathways and education resources relating to project management, administration and competition management including event experience at WWC 2023.
- Delivery of a youth development programme and OFC Youth Advisory Group.

### Safeguarding and protection of rights of athletes, spectators and workers across all levels of football

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- Develop regional tools, resources, collaboration opportunities and trainings to support effective safeguarding across all aspects of the game.
- Develop an online resource hub and e-learning modules on safeguarding and safe sport.
- Host annual regional forum for safeguarding in partnership with AFC.
- Promote safe working conditions and promoting rights of all involved in football.



# TARGETS

## Building the Foundations

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1,000 coaches engaged in training and coach development for coaching women and girls per year

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11+ women leaders developed and engaged in long term development activities

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20+ female administrators gain work experience around tournament

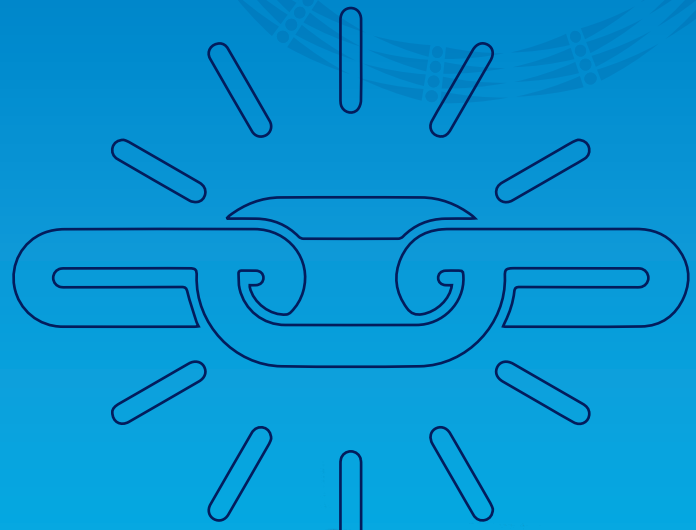
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Formation of a sustainable Oceania Football Youth Advisory Group

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100% of coaches and administrators receive training in safeguarding for children and females

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# AN ELEVATED OCEANIA

## RAISING THE STANDARDS OF THE GAME

Enhanced frequency and delivery of women's football will serve to enhance performance, visibility and opportunities for engagement in the sport. It will also increase the reach and serve to change perceptions around women's sport and women's football and build a stronger economy around the women's game.

### Increase Quality and Quantity of High-Performance Matches

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- Delivery of a greater number of competitive opportunities for national teams in the lead-up to and beyond WWC 2023.
- Develop professional clubs and leagues to enhance access and pathways.

### Drive Improved Performance on and off the Pitch

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- Establish Women's National Academies in Member Associations.
- Enhance opportunities for women footballers to engage with the professional football environment through immersion in foreign high-performance academies.

### Increasing Women in Leadership Positions

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- Develop coach and referee mentorship programmes.
- Development of the women's football player pathway in the Pacific and enhanced clubs and leagues for women's football.

# TARGETS

Raising the Standards of the Game

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Increase number of international matches for women's national sides

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6 new Women's National Academies across Pacific by 2023

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Development of high-performance pathways to professional game

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20+ women referees nominated for OFC referee academy annually

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# A VISIBLE OCEANIA



## RAISING AWARENESS OF THE POSSIBILITIES

Enhancing the visibility and reach of the 2023 FIFA Women's World Cup will provide opportunities to engage new potential fans and players and inspire greater long-term participation. This means providing opportunities for community viewing across the Pacific and ensuring the stories from the tournament are accessible and reflect the diverse languages and cultures of the Pacific.

### Increase the Visibility of Women and Girls in Football

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- Increase engagement with the tournament and TV viewership across the region.
- Delivery of regional fan zones and activations with opportunities for community engagement across the region.
- Increased coverage of women's football on domestic channels across the Pacific.
- Establish Male Champions in support of gender equality in sport in the Pacific.

### Change Perceptions and Inspire future generations

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- Campaigns and communications for increases engagement and attendance at Qualifying Tournaments and the World Cup.
- Creating female champions through OFC Women's Football Ambassador Programme.
- Delivery of campaigns and communications focussed on promoting gender equality across the Pacific.

### Increase Media Capacity Enhanced local content

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- Build capacity and amplify opportunities for women in media through Women in Football Media programme.
- Engage more people in the Pacific through commentary and sharing tournament stories in a manner that reflects the diverse languages and cultures across the Pacific.

# TARGETS

## Raising Awareness of the Possibilities

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5 Fan Zones established with festivals and Just Play activities reaching 10,000 children, in particular girls and persons with disabilities

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Establishment of the Pacific Male Champion's of Change

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Gender Equality Campaigns reach over 100,000 people across the Pacific

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8 Female Commentators engaged in tournament broadcast in local language

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20 Female journalists and media officers given capacity building and tournament experience

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# AN INCLUSIVE OCEANIA



## STRENGTHENING SYSTEMS AND STRUCTURES TO PROMOTE FOOTBALL FOR ALL

OFC is committed to strengthening the culture of governance and ensuring the right regulatory frameworks, systems and structures are in place to allow everyone, especially women and girls, access to football.

### Ensure Accessible and Inclusive Football for All

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- Work in partnership with international, regional and local government to refine regulatory frameworks, systems and structures to ensure women have equal access to all levels of football.
- Development of templates, resources and training on the implementation of gender equality policies and strategies in football.

### Strengthen a Culture of Inclusion

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- OFC to support Pacific Stadium & Facility Accessibility Assessment and develop accessibility strategy for the region.
- Placement and work experience for facilities, stadium and event staff from the Pacific to the tournament for capacity building around event accessibility and inclusion.
- Share learnings through open forums and events on football and Human Rights Forum and shared learnings from the FIFA Human Rights Assessment delivered in collaboration with NZHRC and AHRC.

### Development of Sustainable Partnerships to Promote Inclusion of women, girls, persons with Disabilities and other vulnerable groups

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- Align our women's football initiatives with national and regional policy frameworks.
- Encourage local and regional partnerships across the sport sector and foster collaboration to promote gender equality.

# TARGETS

## Strengthening Systems and Structures to Promote Football for All

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Strategies and policies developed in partnership with regional and local government for inclusive sport for all across 7 Pacific Countries

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5 people engaged in capacity building and experience programme around tournament sustainability and inclusion

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Host 1 regional forum on Sport and Human Rights annually

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Formation of long-term partnerships between government and sport for achieving gender equality with increased investment in women's sport

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# OUR LEGACY OF SUSTAINABLE IMPACT, EQUAL OPPORTUNITY

Hosting the FIFA Women's World Cup 2023 in Australia and New Zealand offers a unique opportunity for us to extend the tournament reach into the Pacific. We are positioned to deliver lasting impact through targeted activities and systemic change to develop the women's game, ensuring all football is maximising its contribution to social development in the region.

We believe that **football can change the lives of girls in the Pacific** and are committed to leveraging the tournament to accelerate this impact. What we do today will contribute to future generations' wellbeing and opportunities to participate fully in football and society.



SDG 3.3 Reduction in communicable disease  
SDG 3.4 Reduction in NCDs and mental health promotion



SDG 4.5 Eliminate gender disparities in education and ensure equal access to all levels of education and vocational training  
SDG 4.7: By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development



SDG 5.1 end all forms of discrimination against women and girls everywhere  
SDG 5.2 Eliminate all forms of violence against all women and girls  
SDG 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life



SDG 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries  
SDG 8.5 Achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities



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REDUCED  
INEQUALITIES

SDG 10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

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PEACE JUSTICE  
AND STRONG  
INSTITUTION

SDG 16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children

SDG 16.6 Develop effective, accountable and transparent institutions at all levels

SDG 16.7 Ensure responsive, inclusive, participatory and representative decision making at all levels

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PARTNERSHIP  
FOR THE GOALS

SDG 17.14 Enhance policy coherence for sustainable development

SDG 17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilise shared knowledge, expertise, technology and financial resources









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