



## Study Group **Scheme**

### Girls' and women's football development

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## Girls' and Women's Football Development

1. Basis - graphics
2. F.U.N. –project years 2001-2006
3. Girl football –club development scheme, year 2008→

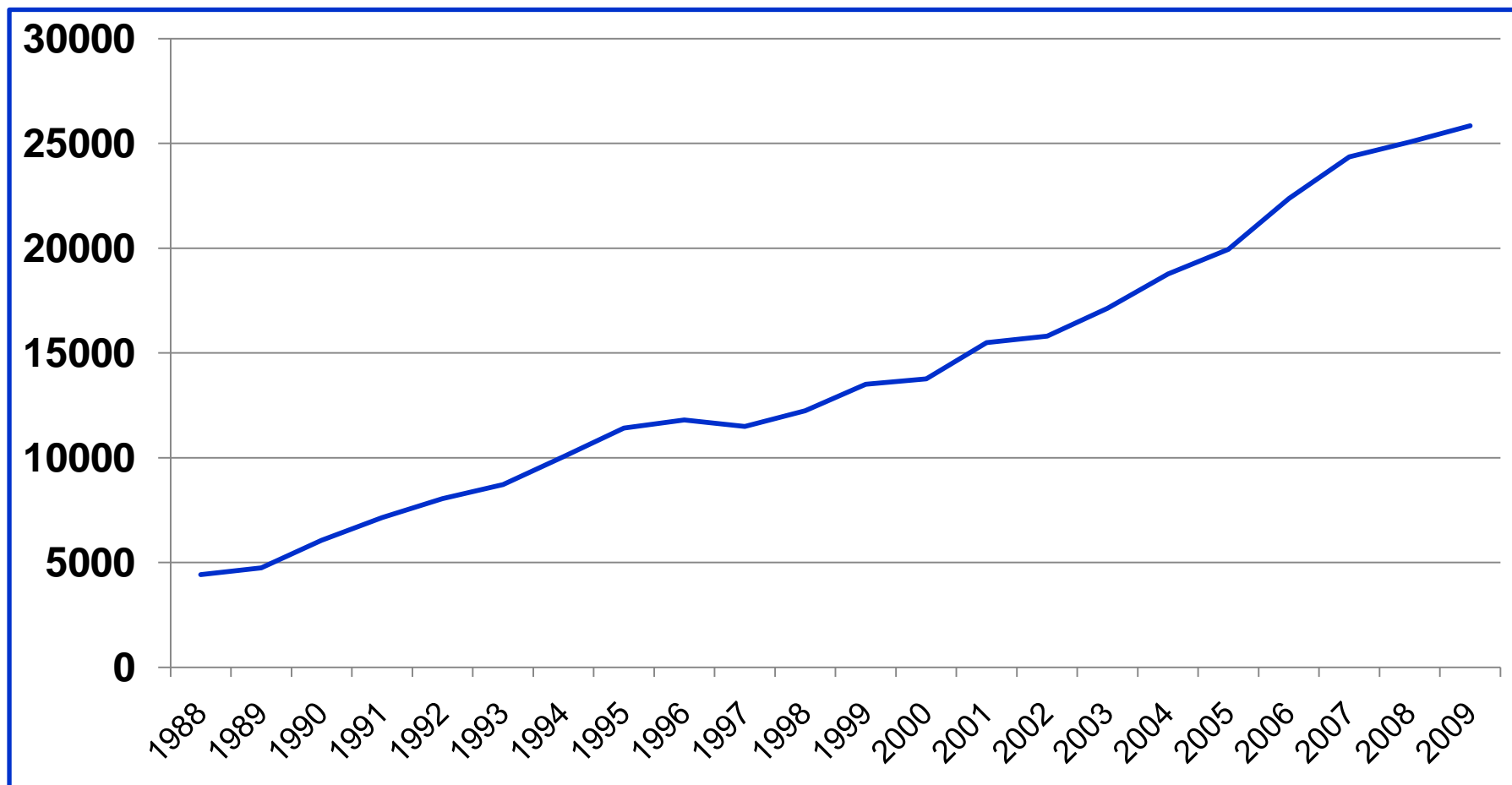




# 1. Basis - graphics



## Number of licenced female football players, years 1988-2009 Finland





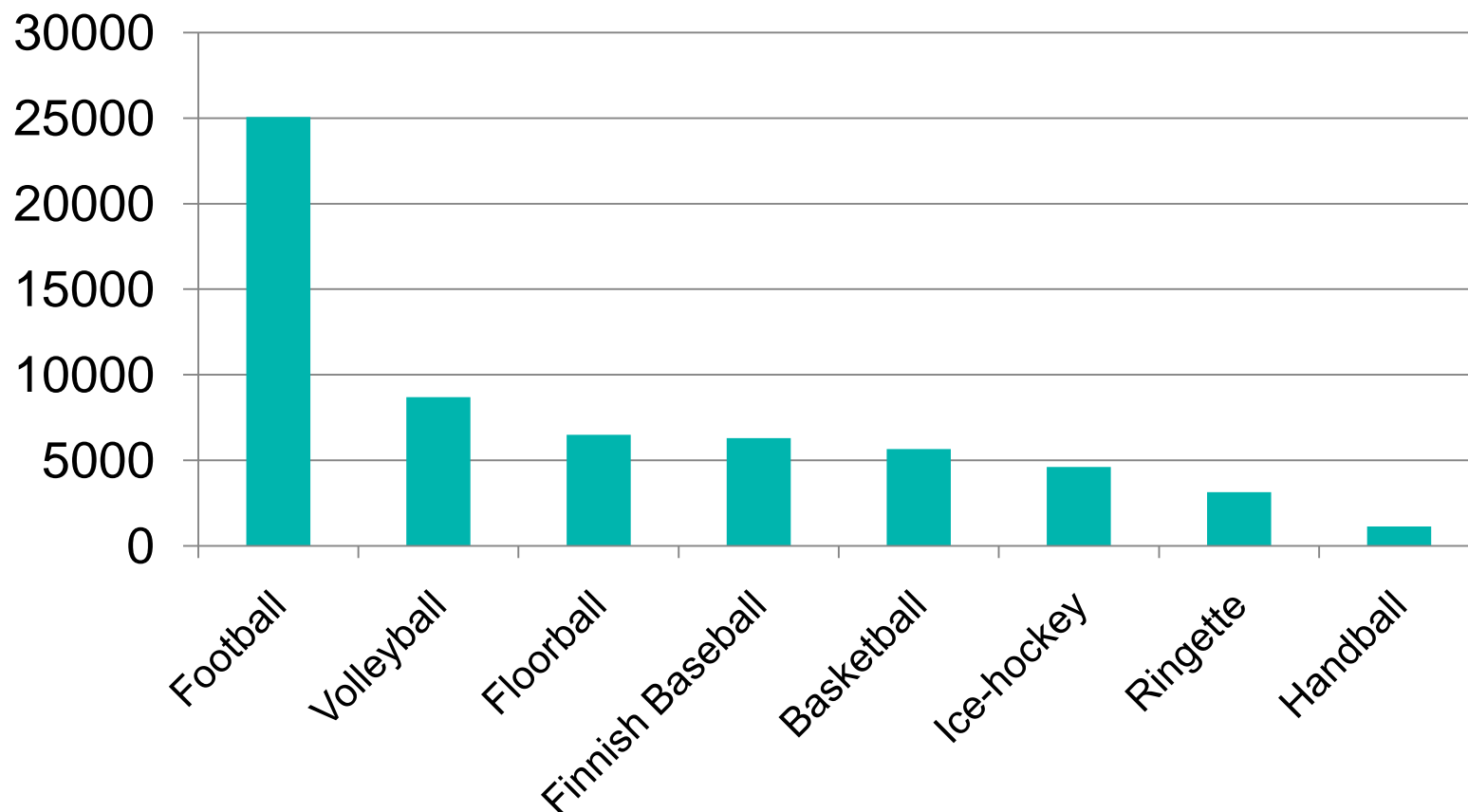
## National Sport Gallup year 2005/2006

Which sport you would like to participate?

	Girls	Boys
Athletics	19.000	15.000
Football	14.500	31.500
Dancing	17.500	500
Gymnastics	13.000	1.500
Floorball	10.000	15.500
Volleyball	9.500	2.000
Swimming	9.000	5.500
Cross country skiing	8.000	8.000
Finnish baseball	7.000	5.000
Basketball	5.000	5.000
Ice-Hockey	2.000	16.500



## Female players in team sports, Finland 2008-2009





## 2. F.U.N. –project 2001-2006





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### **FUTAA = Play**

- Increase the number of the players
- Develop girls' football in schools
- Drop out → drop in
- Girls football to each village



### **UNELMOI = Dream**

- Many possibilities
- Top sport
- Develop the quality of coaching

### **NAUTI = Enjoy**

- Develop communication/marketing
- Positive image
- Own event calendar







## F.U.N. –project 2001-2006

What was done?

- Targeted education for women
- Development of the quality of coaching
- Own teams for girls
- Own events for girls
- Equal possibilities – players development programme
- Development of school football:
  - “All in game” school football –events
  - teachers’ skills, materials
- Soccerbic
- High quality events
- High quality communication, promotion, marketing
  - Girls and women in pictures/talk – make them visible!





### **3. Girl football club development scheme, since 2008**



## Women's EURO 2009 in Finland

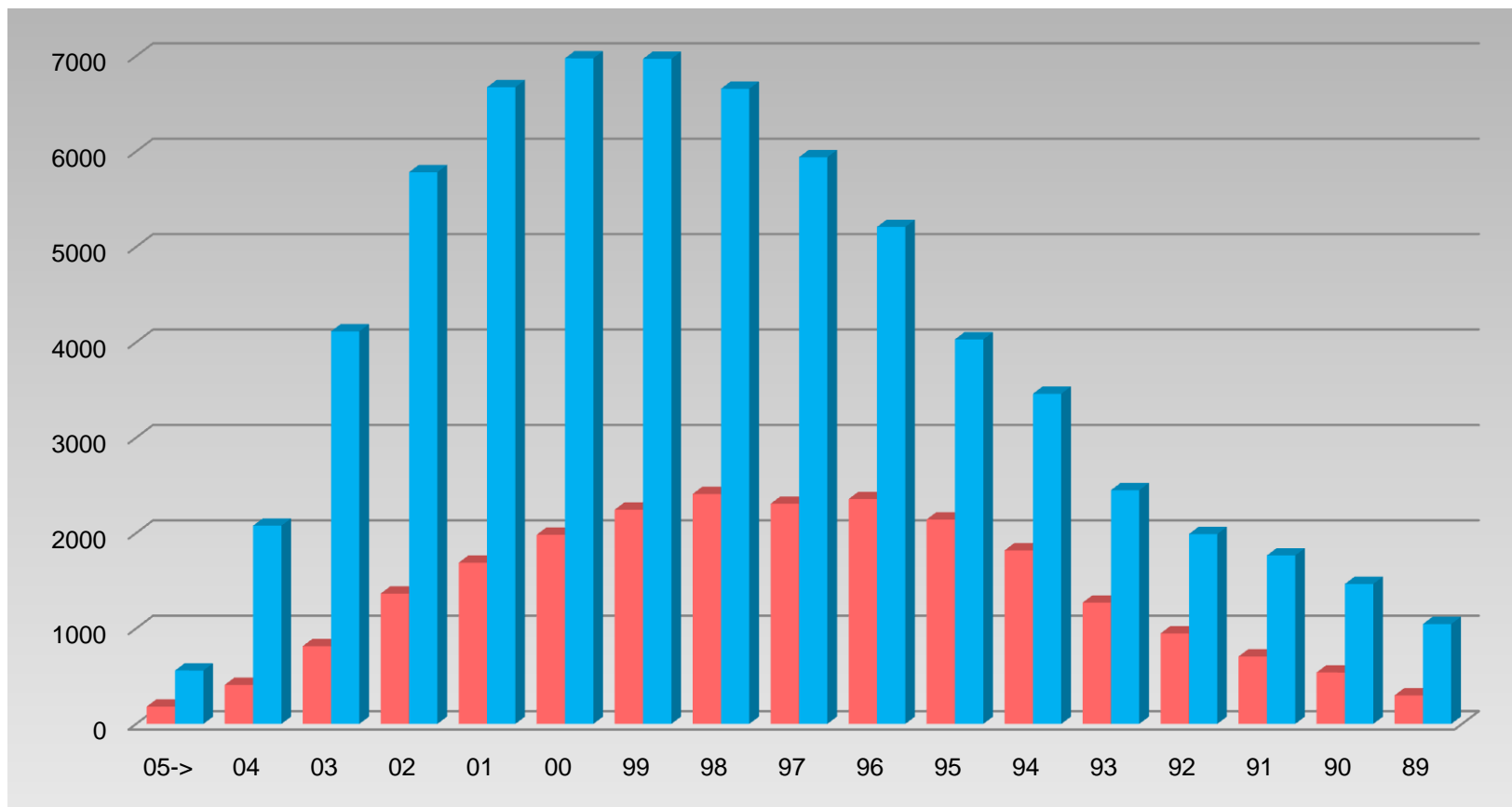
- Not just one time campaigns - all promotional activities continuity after the tournament
- 300 promotional events, 100.000 participants
- 2000 children participated youth programme
- 900 volunteers
- 150 Women's EURO Club promoters
- Spectators overall attendance 130.000 (average 5356) (FIN-DEN 16 334)
- Average 300 000 TV spectators in Finland
- Final: 7,2 million in Germany / 1,4 million in England

Growing visibility, growing interest →  
more players, more spectators, more volunteers





## Lisenced players 2008, boys vs. girls



# Girl football club development scheme - Objectives

1. More players

2. Beginning age  
downwards,  
commitment with  
football

3. More volunteers,  
especially female



Local club  
development  
schemes – objectives  
of the club

5. Communication,  
marketing

4. Player-,  
coach- and club  
education



# 1. More players

## 2. Beginning age downwards

How do we get more girls...

### 1. Start to play football?

- Beginning age downwards
- Commitment with football
- All in Game –school/day care football events, football schools, princess football, city block leagues, game evenings for tots

### 2. Continue playing football?

- Recreational football – Funball
- Player education, activities for talents

### 3. Return to football?

- Recreational football
- Mom football
- Fitness football





## PRINCESS Football

- Foresee the interests of the small girls
- Fantasy world is important for small children
- Girls are allowed to be "girlish" – also in football!
- Marketing trap:
  - reduces old fashioned attitudes among parents
  - small girls want to play princess football
- Princess football is practicing basic motoric and football skills, playing games and playing football – just like children's football in general







## Recreational football for women

Lots of potential:

- Many women have played football in their childhood
- Lots of “soccer mums”
- Health issues
- Sport for whole family
- Companies – sports for employees
- Employees to clubs
- Potential spectators and consumers

What we have done:

- Events for women (beginners), Unelma Cuppi
- Company leagues
- Local leagues for recreational teams (Fitness League)
- Open practices
- Family football

In the future: “Fitness football” “Fat burning Football” ?









### 3. More volunteers - especially female

- Women still an unused resource in football
- More women needed as team administrators, kit manager, coaches, referees, decision makers, employees
- Parents of small children tend to be easier to get involved



## More women - how?

- Ex-players
- Players' mothers
- Minimum 1 woman in each team
- Minimum 2 women in each decision making group
- Own courses, meetings
- Positive discrimination: e.g. lower education fees
- Rolemodels important – women have to be visible
- Ask them! Notice that women may need more encouragement
- Ask first for small tasks
- Conscious recruiting – Men important in this!



## 4. Education

Players:

- Technic and skill schools for motivated and talented
  - club co-operation
  - ex-players as coaches



Coaches:

- Capability of coaches
- Fortum Tutors
- courses for women coaches



Club:

- Footpass club development
- Team administrator education

## 5. Communication, marketing



- Growth of the visibility of women's football  
→ EURO2009 home tournament
- Positive image – Laura Österberg Kalmari, role model athlete –prize 2009
- Princess Football
- Role models (local and national)
- Local Visibility





## Scheme clubs 2008/2009 results

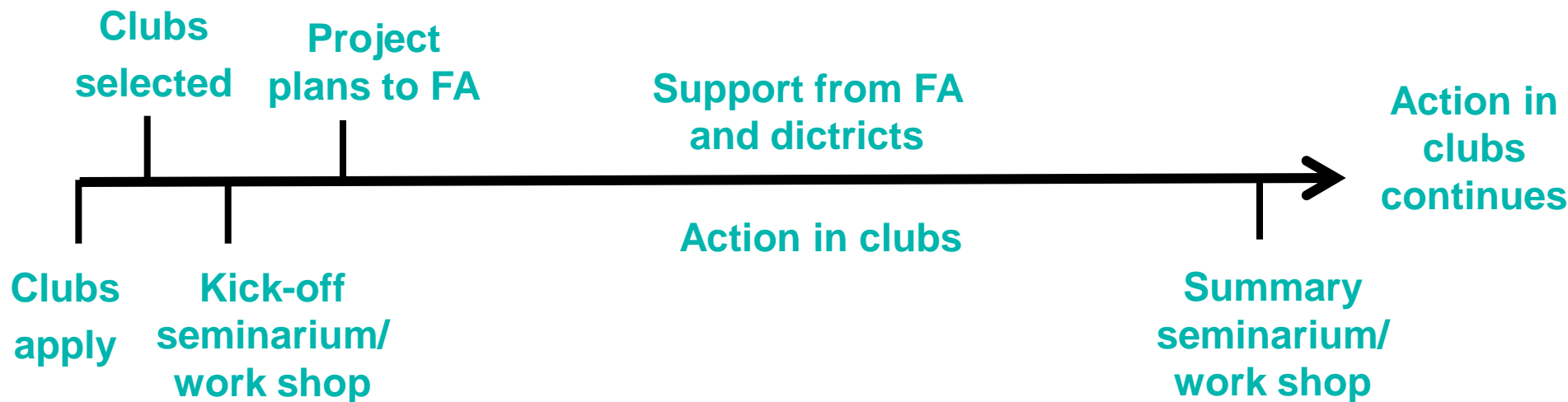
- Number of the 6-9-years old girls, growth 40% in scheme clubs
- 260 new volunteers (156 women)
- Status of the girl football has got up in clubs
- Lots of Best practice –cases
- Princess, Minnie, Ballerina, RonalTiina football (also knight/prince)
- School and day care events
- Education for new coaches
- Women's recreational football groups
- Local visibility
- Family football







## Club development process



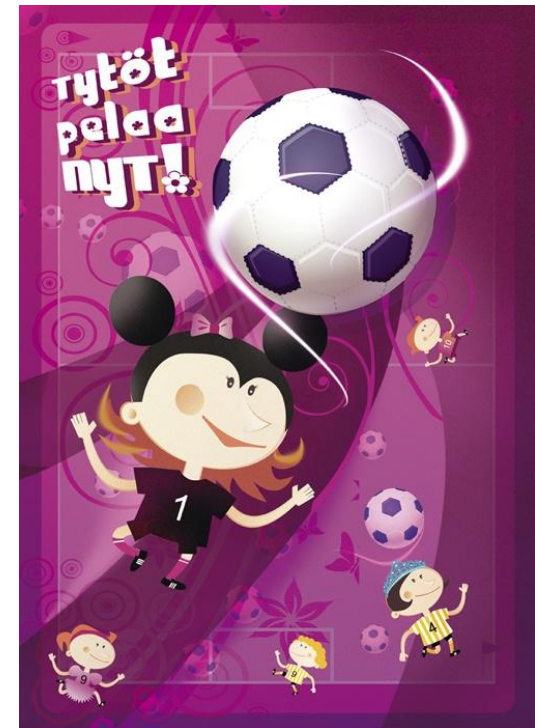
## Support for scheme clubs

- Consultation (FAF & districts)
- Education
- Networking
- Marketing materials (posters, post cards)
- Equipment bag (pink footballs etc.)
- Pink glitter T-shirts
- All in game –school football concept
- All in game –day care football concept (2010)
- Possibility for funding (via Ministry of Education)



# “Take a friend with you!” –post cards

Message from girl to girl



Tule mukaan pelaamaan!



**Princess football rulez!**  
**Thank you!**