# SAINT LUCIA FOOTBALL ASSOCIATION INC.

Propelling Saint Lucia Football to Higher Heights

Saint Lucia Football Association

www.stluciafa.org

# 2021 - 2025

# NATIONAL WOMEN'S FOOTBALL STRATEGIC PLAN

# THE PRESIDENTS MESSAGE

Women´s Football, the world over has grown in leaps and bounds and is quickly becoming a competing force with Men´s Football. In fact the statistics evidence that the viewership for the last Women´s World Cup increases with every edition of the World Cup

In the dominant Women´s Footballing nations, the lessons learnt that contribute to the growth of the women´s game is dependent on the strategies used to capture the interest of the female sector of the society. The involvement of the parents especially mothers is a key factor that is common across the board. Clubs also play a crucial role in the recruitment thrust and are usually the central unifying factor that draws girls, women parents and the other actors to the game.

Here in Saint Lucia, we have to rethink our strategies in the general recruitment styles that are used to lure girls, women, parents, the business sector and others to the women´s game. We must strive to erase any distinction between the men´s and women´s game, we must sell football. Of course, we will develop strategies to be aimed at the specific sectors that we target, but the central message must be the beautiful game; Football.

This document has undertaken to dissect the Women´s Game here in Saint Lucia with a view to providing us with the appropriate responses through the use of scientific and strategic interventions that will see the improvement of the game through an increase in participation by girls and women, a increase in the quality of administration of the women´s side of the game, an increase in the number of women´s coaches and their technical competencies and greater support by the private sector through increased sponsorship and general support.

It is therefore prudent that we all become familiar with the contents of this document to understand the various roles that each person, group or organization must play as we provide our individual and communal support to make it a successful journey in the development of the game.

The development of this plan is the first step in helping us understand what our challenges are, and also presents us with the opportunity and the motivation that is required at resolving the issues.

How we resolve the issues is key to the success of the plan and must always encompass the support of the entire football fraternity working together towards the achievement of the Game. The need for a resourceful and competent Women´s Football Department is key to the realization of the plan.

As the President of the association, I pledge mine and my executive committee members support and commitment in the achievement of the goals as outlined in this Strategic Plan.

## THE OVERVIEW

Football is the number one sport in St. Lucia, with an estimated 22,000 - 30,000 young children and adults of all ages participating in the sport.

Women's football has been in existence in the Island for many years with the association implementing the whole gamit of programs geared at developing and popularizing the beautiful game. It is estimated that close to 1,200 young girls and women actively play football.

The SLFA currently spends an estimated 18 percent of its finances on Women's programs and competitions aimed at encouraging greater participationamong young girls and women.

A woman holds one of six executive management positions and St. Lucia also has had an internationally recognized women's referee in the person of Ms. Sabrina Kirton.

Furthermore, the SLFA has had several women's consultancy workshops in advance of this documentand has over the last four years averaged 1 to 2 women's coaching courses annually aimed specifically at raising thestandard of the women's game locally.

The Saint Lucia Football Association Inc. has implemented an administrative and technical structure that will provide support to the development of Women's Football.

The Executive Committee provides oversight over the programs and activities of the association and has determined that Women's Football be prioritized program for the association.

The Secretariat and the technical Staff man the technical aspects of the Women's Football Development program. The association has as a sign of the level of seriousness that it allocates to Women's Football has hired a full time Women's Football Coordinator who is responsible for ensuring that this program progresses positively and quickly.

The Women's Development Program at the Saint Lucia Football Association Inc. has over the years grown from strength to strength although the program at the League level has not matured as was hoped it would.

During the period 2015 – 2019 the following activities have been implemented specifically for Women's Football successfully:

- the appointment of a National Women's Football Coordinator by the Saint Lucia Football Association,
- the appointment of district women's football coordinators by the football leagues,
- the hosting of local women's football championships
  - secondary schools championship,
  - Under 13 Girls
  - Under 15 Girls,
  - Under 17 Girls
  - Under 22 Girls,
  - Under 23 Girls,
- Hosting of the CONCACAF Women's Football Day,
- Saint Lucia's hosting and participation in various CFU and CONCACAF Championships
  - CONCACAF Under 15 Girls
  - CONCACAF Under 17 Girls
  - FIFA World Cup Qualifiers
  - Windward Islands Senior Women
  - CFU Women's Football Challenge
- One day women's Strategic Plan review workshop,

***The Playing Structure***

The current football playing structure consists of 19 District Teams from the member Leagues, Zonal championships for the clubs (over 130 Clubs) and club championships at the league and national levels. The association continues to use the district playing unit as its main body in competitions. The district teams are made of players from the various clubs within a district who compete against each other.

At this point in time, we strive to cause the metamorphosis to take place to encourage the formation of women's teams in the clubs to compete against each other.

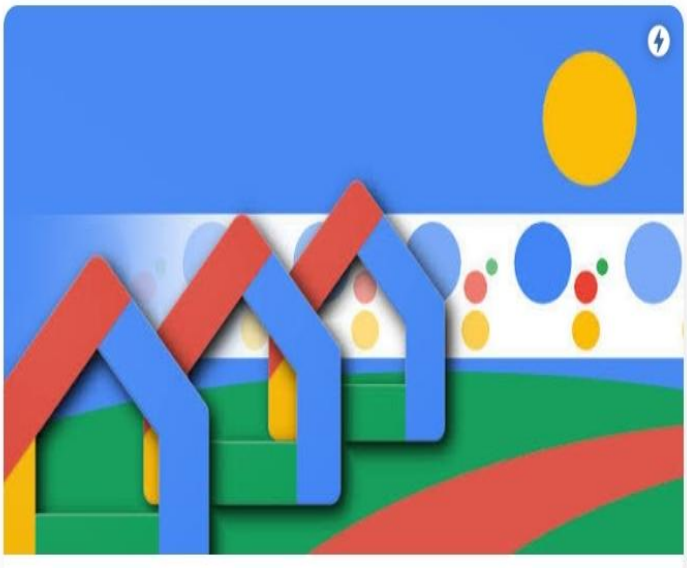
***Senior Women – a year of change***

In 2011, substantial changes to the women's game were implemented, which saw the SLFA move to an affiliate centered approach in an effort to help develop a more structuredWomen's Competitions.

Between 2008 and 2011, the women leagues comprised of all clubs and districts playingwomen's football. Those clubs that played national women's football before 2007 wereallowed to enter the league, alongside all affiliates of the SLFA.

Given the restructure of clubs and districts /leagues through club licensingall clubs affiliated to the SLFA must have female programs/teams within their structires,.

## *Association Membership*



Clubs or Districts seeking to attain and maintain membership of their Football League and by extension the Association mustsubscribe to the following criteria:

- An Executive Committee
- A constitution
- Technical Staff (Coach, Assistant Coach, Manager, etc
- An identifiable home ground
- At least one (1) youth team with the exception of women's teams
- One senior women team within 3 years

Key activities have focused on youth development, with a renewed emphasis on encouraging and building the women's game.

**CRITICAL SUCCESS FACTORS**

The critical success factors, which arekey in building women's football in Saint Lucia:

**SCALE**
Increasing participation among young girls and women is key to the successful growth indevelopment and revenue/marketing opportunities. Popularity of football remains high inkey demographics across all main groups. Sponsors willingness to associate with footballis inextricably linked to its universal appeal and popularity in often difficult to

reach urbanand rural communities. Each district must be encouraged to develop strong women'sprograms, to help foster long-term support and continue to strengthen the base of thewomen's game through sustainable youth development programs,

**FACILITIES**

Playing surfaces and spectator amenities are often poor. There is an inability to charge atmost grounds due to a lack of appropriate infrastructure. Consumers have become usedto watching football for free or at little cost. This means that attractive women's footballgames must appeal to a broad audience and encourage sponsors to help attempt torevive a regular paying customer base.

**ADMINISTRATION**

The SLFA has undergone substantial changes in a bid to manage its affairs more professionally. The women's game now hasa women's coordinator and is in the process of identifying regional coordinators who will be the key link in managing the development of women's football in each district.

A detailed women's player and officialsregistration system must be implemented and bettercommunication with women's players, coaches, officials and administrators is essentialto help build the women's game.

**FINANCING**

In the past insufficient financial resources destabilized local affiliates and women's Programs, which caused an ad-hoc approach to planning. Organizational capacity building and improved systems are helping address these issues and foster an environment where sponsors will be more forthcoming. Focus of young women's health and sporting participation is key to a youth development thrust, which will revamp the image and bring in new financial supporters.

FIFA must continue to play a critical role in assisting withprograms in four core areas, Competitions, Management, Education and Promotion.

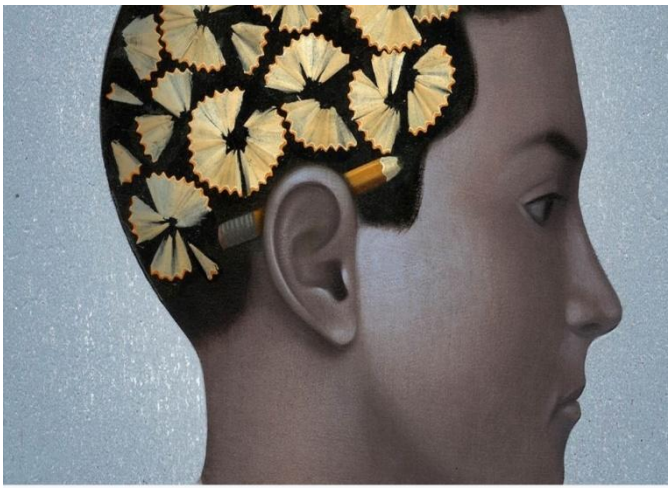
**MEDIA**

Coverage of women's football is sporadic and must improve. As one of the most popular sports for young women there is too little coverage even during major showcases or competitions. Familiarity with the Island's best women's footballers, and administrators needs to improve in order to build anemotional connection to players/teams etc.

**INNOVATION**

New football competitions, trials, TV programs and grassroots schemes can help reignite the interest among a potentially huge fan base.

**COMPETITIVE ASSESSMENT**



This competitive assessment will tackle several important issues and will help the SLFA understandits competitive advantages/disadvantages in women'sfootball relative to competitors. It will generate an understanding of competitors' past,present (and most importantly) future strategies and provide an informed basis todevelop strategies to achieve competitive advantages in the future.

Competition from other sports appears substantial, with netball, cricket and volleyball all with established programs,to some extent targeting young girls and women.The pool of sports participants is relatively small and several participants play multiplesports.
As any other sport gains in popularity, another is likely to feel the impact. Given football'swide general acceptance, it is imperative that a cohesive young girl's program inschool is established if it is to stem the flow of sports women to sports such as netball, volleyball, rugby and other emerging sports.

The impact of constant TV coverage of the UK's Premier League and other top football competitions often helps keep football in the public eye. With leading and talentedfemale local players such as Elissia Marquisand other budding players there is great scope to market the gamemore extensively locally.

Other sports, education, family commitments and attractions, such as the arts, also pose a threat given the limited base. The relatively small pool of advertisers/sponsors meansthat the SLFA is always competing for a limited pot of funds. This is both an advantageand disadvantage.

A strong and innovative women's football programshould be able to command wide

support, as sponsors look to maximize the impact of limited spending power.On the other hand, local loyalties are strong and personal bondsbetween sports administrators and sponsors often override economically sensibledecision making.
The SLFA has a wide network of contacts but room exists to improve networking opportunities and thus sponsorship links to women's football, with this in mind the SLFA has hosted a number of business mixers aimed at alerting local businesses of our plight and to offer partnership opportunities to local businesses to assist in developing our young players and the game of football in St Lucia. At the same time, taking advantage of the opportunity to reach potential clients and customers through effective branding and success stories.

**Advantages**

Two key advantages are:

1. General population scale and popularity are clearly football's biggest advantage.The sport's widespread participation and fan base is attractive to advertisers andsponsors. Many women come as spectators. The SLFA must encourage them tobring their girls to participate in vibrant new programs.

2. Organised, FIFA funded secretariat is a substantial benefit over other sports withthe capability of running and developing substantial youth development, leagueand national team programs in its own right. FIFA funding to assist with a coordinatedpush into schools and other youth development and completionavenues is essential.

**Disadvantages**

key disadvantages are:

1. Disparate district/club/team structure that helps women´s football thrive,
2. Lack of awareness of the presence and the activities and progress of the various national teams and star players,
3. Lack and absence of a proper school playing structure for women´s football,
4. The lack of serious support from girls and women for women´s football,

## KEY ASSETS

Women's football is well positioned to become***THE*** socially inclusive sport for young women and girls. With a view to increasing participation among all ages, races and colours and engaging them in meaningful healthy lifestyle activities, women's football could fill the void left by a lack of consistent, sustainable sports programs aimed at young girls and women.

In a bid to remain deeply embedded in local communities, the women's programs should continue to promote social inclusiveness, providing the full range offun activities and life skills helping foster leadership, communication and other vitalattributes.

This appeal to broader sensibilities will make programs more accessible to young girlsand more widely supported by community leaders and sponsors alike.

The SLFA will use a mixture of accepted women's football approaches to gain greateracceptance among the potential base of the sport.Initial focus will be of encouraging fun, healthy activity. Providing an enjoyable sampleof the sport for young girls is important to address potential prejudices, which often leadlocal parents to resist their girls playing a more "physical" sport such as football and high-tech marketing techniques to target and retain new and existing players and fans in a bidto improve attendance at games, sell merchandise and support sponsors.

One key component that could quickly assist in broadening appeal is an education campaign aimed at promoting the game to young girls and women. Given that little or nopromotional activity is aimed at this demographic a targeted program could have considerable success, especially amid a new drive to establish girls football in school.

Women's football offers an excellent opportunity to bring new and existing sponsors to the game. Retailer Courts for example is reluctant to support men's football but has beena consistent backer of netball due to its appeal to you girls and women.

The SLFA has a wide range of potential marketing interactions and opportunities throughits broad range of women's activities. The goal should be to pair the right women'sprogram with the right activity sponsor to create a synergy that both sponsors andsupporters find mutually beneficial. Customarily, the SLFA's sponsorship agreementshave been relatively short-term in nature. Sponsors have complained about the lack ofvisibility and adequate return on investment due to limited media exposure. Sponsorshipdeals are often transient in nature and bring in limited funds.

The inability to retain long-term partnership sponsors feeds instability in competition and program planning. An important element of the SLFA's women's programmarketing tactics must be to reverse this trend by retaining long-term sponsors andbuilding partnerships that are prepared to plan long-term for the development of the women'sfootball.

The SLFA is the asset leader when it comes to sport in St. Lucia. All marketing initiativesshould focus on leveraging that tremendous popularity and extending the brand. As partof that drive, the SLFA has pledged to ensure every home has a football by 2026.

***Key Marketing Assets***

- Grassroots development programs aimed at girls
- High performance programs and at young girls and women
- Youth development programs aimed at girls
- Women's football administration workshops/conferences
- Technical, coaching, refereeing and training courses for women
- Events and tournaments for young girls and women
- Website, Facebook and other social media
- Hospitality programs

Concacaf
WOMEN'S
CHAMPIONSHIP

**STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS ANALYSIS (SWOT)**

This section of the plan provides an analysis of the strengths, weaknesses, opportunities and threats which currently engage the Saint Lucia Football Association Inc. day to day.

## Strengths

- Market leader
- Financial resources
- Technical know-how
- Well established executive framework
- Network of affiliates
- Sound financial base
- Reliable core membership
- Close relationship with FIFA and CONCACAF
- Affordable membership fees
- Wide program of events

## Weaknesses

- Poor reputation
- Strategic direction unclear to public
- Limited/weakness in sponsorship
- Lack of a cohesive women's youth development network
- Lack of facilities for provision of women's games/training
- Greater expectations of members
- Lack of numbers in clubs and Leagues
- Lack of proactive marketing strategy
- Reliance on volunteer support
- Women's administration structure inadequate
- No merchandising outlet

## Opportunities

- New markets – schools development program etc.
- Vertical or horizontal integration of district and clubs
- Ability to provide social inclusion
- Increased market growth
- Increasing power with sponsors
- Sponsors gaining greater control of affiliate programs
- A major upgrade in facilities through the Goal project
- Raising of the profile of women's football

- Enhancement of general attraction and training of newcomers to women's football
- The establishment ofcentres of excellence for women's football
- The attraction of additional women's football events
- Establish partnerships and links with schools, voluntary and other organisations with a view to introducing these groups to small sided women's football
- Establish a merchandising outlet to generate additional income
- Provide opportunities for social inclusion, particularly for young mothers, single parent families and other disadvantaged women and girls

### Threats

- Competitors (netball/cricket/volleyball)
- Resistance from parents to girls playing football
- Lack of structured monitoring system
- Relatively low barrier to entry
- New approaches to development
- Other sporting and cultural activities
- The need to control costs
- The need to monitor increased revenue from new activities
- The need to retain members
- The ability to provide adequate volunteers to run women's initiatives
- Public expectation for high quality women's events

## The Women's Football Strategic Plan

For Women's Football to continue to develop, there must a deliberate plan that outlines the strategies to be used to cause its uninterrupted development. The plan must be scientific and structured in a simple but strategic in its format.

Consequently, a team was mandated by the President of the Association to review the existing Strategic Plan for Women's Football and to present a new and improved plan of actions to be used.

### VISION STATEMENT

**Propelling Saint Lucia's Women Football to highest heights.**

### MISSION STATEMENT

**To make football the number one sport of choice for the female population of Saint Lucia.**

### Priority Areas

The following areas are seen as the priority areas for Women's Football at this time:

1. **Governance and Management**
2. **Technical Development**
3. **Youth and Women**

Based on these priorities, the following Strategic Goals and Objectives were developed:

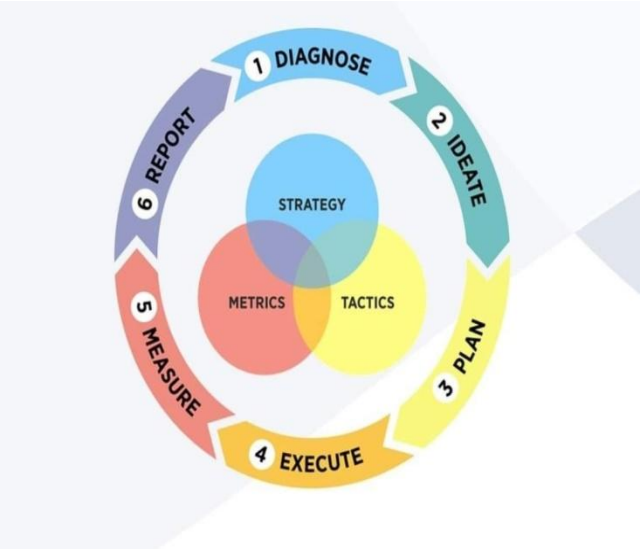
## Strategic Goals and Objectives.

### Governance:

**To develop strategic administrative structuresthat will propel Women's Football.**

**Strategic Objectives:**

- *To implement the Strategic Plan for Women´s Football,*
- *To create a Women´s Football department that is strategic in its approach in developing women´s football in Saint Lucia,*
- *To recommend administrative and technical structures and systems that will facilitate the growth of women's football*
- *To develop a cadre of competent women's football administrators;*
- *To implement the National Women's Football League*




### Technical:

**To achieve National Women's Teams excellence**

**Strategic Objectives**

- *To implement technical programs that will propel women´s Football forward,*
- *To improve the standard of women's football at all levels.*
- *To implement women's specific coaching courses and workshop for women;*
- *To develop partnerships and administer programs with schools and clubs at the district level.*

- *To create opportunities for girls in the national grassroots program at the clubschool and district levels,*

- *To provide opportunities for girls and women to participate in women´s football activities on a more regular basis, including championships and tournaments,*

## Youth & Women:

**To increase by 50%, the number of girls and women playing football in the next two years.**

**Strategic Objectives**

- *To promote Women´s football through the use of all media.*
- *To establish girls and women´s football programs in all 19 leagues;*
- *Two hold annually at least two major flagship women's championships,*
- *To provide increased educational opportunities for girls/women through football,*

Consequent to these strategic goals, there must exist also a strategy that will be employed to ensure that the necessary resources, human and financial are allocated in the annual budget of the association and that an annual plan is devised that will incrementally take the association to its ultimate gols of qualifying for a Women's Football World Cup.

**WOMEN'S FOOTBALL ROAD MAP**

The women's football road map is designed as a basic plan for implementation of
Key mile stones over the next four years. It will be implemented in stages through variousstructural, policy and educational changes. The SLFA's membership and key
stakeholders will be consulted on significant matters and, if necessary, formal approval
will be sought.

We expect to implement the first stages of the plan relating to restructuring of theadministration of women's football over the next 12 months, with additional changes on aquarterly basis thereafter. We believe the Road Map, once fully implemented, will elevateSt. Lucia women's football into one of the premier programs in the region.

The women's football strategic development committee, this plan has been devised intendingrapid changes over the next two (2) to five (4) years and will substantially improve thefoundation for the development of the women's game in St Lucia

The key pillars underpinning this Road Map:

1. **Management** – Establishing a core management group, led by womeninvolved in the game, to oversee the administration of women's football.The SLFA has already accessed a FIFA women's consultant and intendsto apply for/offer administration workshops to assist in improvingmanagement of the game.

2. **Grassroots growth** – The SLFA is committed to expanding opportunitiesfor young girls and women to participate at the base of the women'sgame. This includes the establishment of consistent, sustainableprogrammes designed to bring women's football to schoolas and asmany young girls as possible.

3. **Competition** – The SLFA is committed to expanding active and enjoyableplaying and competitive football for women from grassroots to elite level.The SLFA intends to increase the number of football festivals aimedspecifically at young girls and women and increase the number andscale of national and International women's competitions.

Concacaf
WOMEN'S UNDER-20
CHAMPIONSHIP

4. **Education** – The SLFA intends to embark on a major awarenesscampaign within it's membership and key stakeholders to encouragemore young girls and women to participate in the sport in all forms. TheSLFA will continue to

provide better and better technical developmentcourses, refereeing and official opportunities aimed specifically at womenand women's football

5. **Promotion** – The SLFA intends to undertake major marketing andpromotional thruststhat will create a lasting legacy for women's football in St. Lucia.

The business mixer initiative is part of the SLFA drive to create the opportunity to partner with local businesses in an effort to realize the benefits of working together with a common goal of making football the number one sport of choice for males and females in St Lucia and at the same time outline the importance of a healthy lifestyle through sport.The Mixer presentations will outline the need for support for programs and events such as support for competitions,seminars, promotional campaigns and healthy activity lifestyle drives.In an effort to ensure these elements are all developed according to the Road Map, theSLFA will engage FIFA, Government, stakeholders, the NGO community and generalpublic to:

- Increase financial assistance for women's football,

- Improve and upgrade technical coaching and refereeing education, marketing and Communication of the women's game and event management,

- Improve the quality, standard and amount of equipment available to the women's game to assist in the formation of a properly equipped 12 team women's league,

6. **Elite Player Identification and Development**– The SLFA will identify Elite players who will undergo a special development program at the district, zonal and national levels.

# SAINT LUCIA
# FOOTBALL ASSOCIATION INC.

# THE IMPLEMENTATION PLAN

## THE PROPOSED FORMAT

It is hereby proposed that we utilize the system through which football leagues assume responsibility for the women´s program at the district level. The lack a of significant number of girls and women in the clubs has retarded the thrust to hold club championships. It is therefore prudent that the SLFA, the leagues and clubs undertake to attract and recruit females into the clubs.

The following table clearly defines the district structure and zonal system that is used in the implementation of football programs and activities,

| Eastern zone | Western zone | Northern zone | Southern zone |
|---|---|---|---|
| Mabouya Valley | South Castries | Marchand | Vieux fort south |
| Dennery | Canaries | La Clery | Vieux fort south |
| Mon Repos | Anse La Raye | Babonneau | Laborie |
| Micoud | Roseau | Gros Islet | Soufriere |
| Desruisseaux | | Central Castries | Choiseul |

In an effort to draw out and identify the talent it is proposed that a double round robin format be used there-by allowing adequate playing time for all participating teams.
The talent which is identified from these games will be infused in the national teams and or form the nucleus of the St Lucia female national teams.

The focus of re- organizing, the women's playing structure has been to attempt to better prepare the SLFA's women's program to participate in senior regional and international competitions.

The SLFA has consistently promoted the development of women's football and has pledged to support women's football financially and to give women players, coaches, referees, officials and administrators the opportunity to become actively involved in football.

FIFA has been a critical partner in these efforts in helping to popularize the game by increasing public awareness and conducting information campaigns, coaching and officiating courses, as well as overcoming social and cultural obstacles for women with the ultimate aim of improving women's standing in society.

It is the intention of the SLFA to expand the number of age groups playing competitive young women and girls football over the next four years.

### Competitions

For us to be competitive on the world stage, we must undertake to prepare our girls and women much earlier than is usual. We must undertake to strengthen the grassroots and introductory programs as well as impement professionally administered competitions that will foster greater participation and be attractive enough to sustain the interest,.

# The 2020/2021 Women's Strategic Development Roadmap
# "Growth & Retention"

| Objectives | Activities | Who | When | Finance | Completion |
|---|---|---|---|---|---|
| Develop a Women's Football Department | Update/revise the terms of reference and job descriptions for the women's Football department,<br><br>Staff the women´s department with qualified personnel,<br><br>Create a database of women´s football organisations, officials and administrators,<br><br>Revise the Women´s Football Strategic Plan and ensure that leagues have strategic plans,<br><br>Encourage leagues to implement the necessary technical systems for women´s football, | SLFA secretariat and assistant general secretaries and women´s football coordinator,<br><br>National Executive Committee input throughout the process and for ratification,<br><br>The Secretariat & Women´s Dept.<br><br>The technical and Women´s Football depts.<br><br>Women´s Football Department and the Secretariat, | September 2020 | | December 2020 |

| | | | | | |
|---|---|---|---|---|---|
| **Women's Football Recruitment Project** | Undertake visits to schools by the department, clubs and leagues to encourage students to play football, | Women´s Football Department, | Jan 2021 | | December 2021 |
| | Encourage the clubs and leagues to promote women´s football in schools and the community and use ex – national players to promote the game, | Women´s Football Department, | | | |
| | Promote girls football clubs in the schools and these clubs to promote themselves, | Women´s Football Department and the Communications Officer, | | | |
| | Highlight the Women´s Game and girls and women who have gained tangible benefits from the game in all media, | Newsletter team and Women´s Football Dept. | | | |
| | Hosting of annual women´s football weeks and days by the leagues, | Women´s Football Dept. | | | |
| | Encourage | Women´s | | | |

| | | | | | |
|---|---|---|---|---|---|
| | current National Players to become coaches after their tour of duty and ex-national players to join clubs and get involved in coaching,<br><br>Develop a Recruitment Strategy with the clubs and Leagues for Women´s Football, | Football Dept. and the Secretariat,<br><br>Women´s Football Dept, and Secretarait, | | | |
| **Women's Grassroots, School, Youth and community programs** | Implement and Encourage girls to participate in grassroots programs at the School, club and league levels,<br><br>Provide limited funding to leagues through the SLFAP for grassroots and youth development programs,,<br><br>Utilisethe ¨Coaching A Nation¨ program,<br><br>Hold a twice a week basic coaching /training program for all | The Coaching Department,<br><br>The Secretariat, the Grassroots Officer and the finance department,<br><br>The coaching department,<br><br>The Women´s department and the leagues, | Feb 2021 | | December 2021 |

| | | | | | |
|---|---|---|---|---|---|
| | girls and women at the league level,<br><br>Hold National Girls Festivals in four zones for clubs and Festivals for schools throughout the year, | <br><br>Women´s dept., Grassroots Officer, Leagues, | | | |
| Football For All "Women" | Develop a strategy based on inclusivity that creates opportunities for girls and women to participate in football programs and activities,<br><br>Encourage school based clubs and special needs interests in women´s football,<br><br>Sell women´s football as a tool for healthy living and development,<br><br>Create and implement a mentorship program for girls football at the community and national levels, | TD, Women's Development officer,<br><br>The women´s department and the secretariat,<br><br>The Media Officer and the newsletter team,<br><br>Women´s Football Dept, TD and Secretariat, | Feb 2021 | | To be reviewed August 2021 |

| | | | | | |
|---|---|---|---|---|---|
| | Create a healthy lifestyles program for girls football involving the parents, teachers, coaches and players, | Women´s Football Dept, government, schools, clubs and Leagues, | | | |
| | Create an annual women´s football recognition and exposition program initiative, | Women´s Football Dept, & the secretariat, | | | |
| | Provide support to club grassroots programs and activities | Grassroots Officer, TD and Women´s Dept. | | | |
| **Women's coaching development & training program** | Assign trained coaches to schools and communities under the ¨CAN¨ Program, | CesPodd / Liz Campbell | January 2021 | | December 2020 |
| | Identify 30 women to undertake basic coaching education programs, | The women´s department, | | | |
| | Identify 30 Women to undertake the St. Lucia coaching education certification program, | The women´s department | | | |

| | | | | | |
|---|---|---|---|---|---|
| | Undertake the D and C coaching Licenses for selected women,<br><br>Assign all clubs to identify women to become grassroots coaches for girls,<br><br>Sell the benefits of coaching girls and women´s in all the media and highlight those currently engaged and create the avenues for new women to get involved, | The Coaching and education unit,<br><br>Women´s Dept, Clubs and Leagues,<br><br>Women´s Dept, TD and Coaching unit, secretariat, | | | |
| **Women's Football Championship Program** | Introduce Modified Championships for girls and women at the school, club and league levels, (5 vs 5, etc)<br><br>Host the following 2020/2021 Championships:<br>• Under 13 Girls district,<br>• Senior Women´s<br>• Under 20 Girls | The Competitions & Events and Women's department<br><br>Competitions and Women´s Football depts., | October 2020 | | December 2021 |

| | | | | | |
|---|---|---|---|---|---|
| | Introduce a basic development league competition for girls and women in each district,<br><br>Create a ¨Super League for Women with 10 teams, | The Women´s department and the leagues,<br><br>Competitions Dept,. Women´s Dept, Secretariat, | | | |
| Sponsorship & Collaboration Program | Create symbiotic partnerships with the private sector parties, | The SLFA | January 2021 | | December 2021 |

| Objectives | Activities | Who | When | Finance | Completion |
|---|---|---|---|---|---|
| Media, Communication, Promotion and awards program | Utilize the media to Continue to highlight successes of our Women in football,<br><br>Create profiles of girls/women in football and scholarship recipients (players, referees, administrators) to be highlighted on Social and main stream media and SLFA Newsletter, | Media officer and Women´s dept.<br><br>Women´s dept and the Newsletter Team | October 2020 | | December 2021 |

| | | | | | |
|---|---|---|---|---|---|
| | Continue to honour women at the association´s annual football awards,<br><br>Encourage Leagues to highlight Girls and Women Footballers and Teams on a weekly basis,<br><br>Undertake interviews of players that will inspire girls,<br><br>Highlight Girls and Women´s Championships in the media and on Social Media,<br><br>Highlight Scholarship recipients on all media,<br><br>Design and build advertising boards and banners promoting Women´s Football,<br><br>Produce video recordings of events, | Women´s dept., Newsletter Team and secretariat,<br><br>The Women´s Dept and the Com. Officer,<br><br>Women´s Dept& Com. Officer.<br><br>Women´s Dept& Com. Officer<br><br>Women´s Dept& Com. Officer<br><br>Women´s Dept& Com. Officer<br><br>Women´s Dept& Com. Officer | | | |

| | | | | | |
|---|---|---|---|---|---|
| **The Women's Football League** | Begin to look at the concept for the formation of the Women´s Football League, | A Special Task Force to be set up by the executive committee | February 2021 | | May 2021 |
| **The Women´s National Teams Development Program** | The selection of players and officials to populate the various national teams,<br><br>Preparation and implementation of the national team education and support program for team members,<br><br>The national team social impact projects,<br><br>Implement a zonal development centre strategy for elite players, | Identified selectors as based on the selection policy,<br><br>The Women´s Football Director and the secretariat,<br><br>The Assistant General Secretary, Events and competitions,<br><br>The Assistant General Secretary, training and selection, | February 2021 | | December 2021 |

# IMPLEMENTING THE ROAD MAP

The strategies to be used in the implementation of the National Women´s Strategic Plan must be undertaken in a deliberate and precise fashion. We must work as a team with One Mission and One Purpose, understanding the Goals and Objectives that have been set.Of course, FIFA, Concacaf and the CFU must be part of this process as we can learn from their experiences and expertise in developing Women´s Football.

The Women´s Football Department will be responsible for the execution of the Women´s Program and will work in tandem with all other departments.

The following are some basic requirements that we must undertake to move forward:

1. The executive Committee´s installation of the Women´s Football Committee
2. The appointment of a Head of Women´s Football,
3. The resourcing of the Women´s Football Department,
4. The appointment of Women´s Football Coordinators by Football Leagues,
5. The appointment of Women´s Football Committees by every league,
6. The development of individual League Strategic Plans,
7. The development of League Women´s Football Programs
8. The execution of the National Women´s Football Program and activities,
9. The regular monitoring of the implementation of the Women´s Program
10. Develop reporting mechanisms for regular reporting by staff and leagues,

These actions will be the purview of the Women´s Department which will be required to provide updates and reports on regular basis.

The technical programs and activities will be undertaken by the technical department working in close collaboration and from requests from the Women´s Department.

The technical development agenda will be premised on the following objectives:

- Establish a women's coaches development program,
- Set up coaches and players development centers (regional & national),
- Identify women´s coaches suitable for development/licensing programs,
- Create a cohesive talent ID program for girls as early as possible,
- Qualify for the next FIFA U20 Women´s World Cup,

The technical department will also facilitate the following programs

- *Grassroots & Youth Programs*
- Youth DevelopmentProgram
- *The Long-term development plan for girls and women*