

WOMEN'S FOOTBALL ACROSS THE NATIONAL ASSOCIATIONS

2013/14

WE CARE ABOUT FOOTBALL

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Introduction

This year – 2013 – has been a great year for women's football. The UEFA Women's EURO, which was held in Sweden, featured top-quality football and broke attendance records, with a total of more than 200,000 spectators attending matches. As the sport grows in popularity, things are rapidly changing within UEFA's national associations, and there have been many positive developments within the sport.

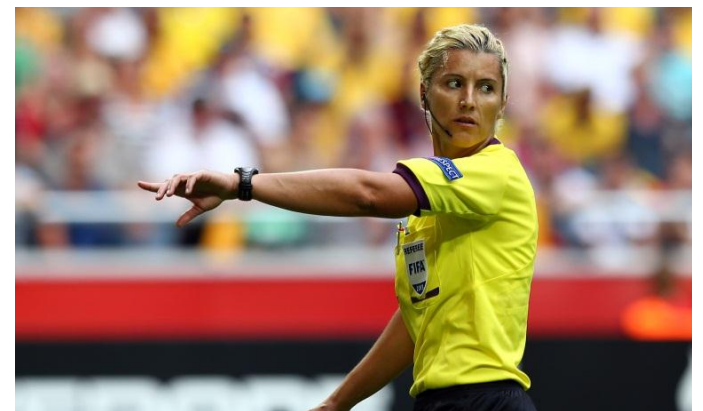
The Gibraltar Football Association has now joined UEFA and the European football family. This has increased the number of national associations by one, bringing the total to 54, and will hopefully bring even more to the world of women's football.

As women's football grows and experiences increased attention, it is interesting to look at statistics indicating the situation in the individual national associations, as well as figures showing the status of European women's football as a whole. This report compiles information from the national associations to give a clearer picture of the state of women's football today, showing where development has been seen and where further growth is possible. As this report is a compilation of data collected from the football associations that make up the UEFA football family, UEFA would like to thank all associations for the information they have provided.



Statistical overview

1,162,314	Registered female players
48	National women's football leagues
719,098	Registered female youth players
25,313	Female senior teams
21,285	Female youth teams
69,533	Clubs with women's teams
11	National associations with national academies for girls
7,505	Female referees
39	National associations with women's football committees
369	National association coaches working in women's football
464	Female members of national association committees in Europe
€80,679,700	Total amount spent on women's football by national associations in 2012/13



Country codes

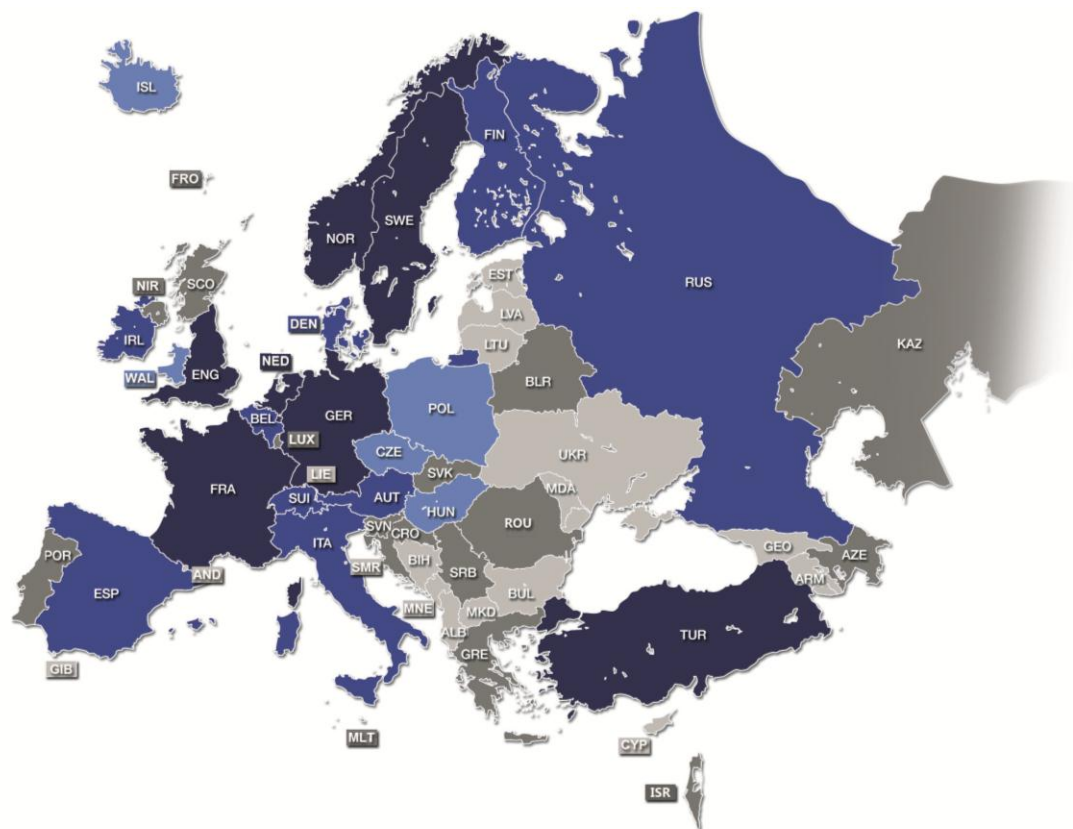
In this report, countries are referred to using the following abbreviations:

Albania	ALB	Latvia	LVA
Andorra	AND	Liechtenstein	LIE
Armenia	ARM	Lithuania	LTU
Austria	AUT	Luxembourg	LUX
Azerbaijan	AZE	FYR Macedonia	MKD
Belarus	BLR	Malta	MLT
Belgium	BEL	Moldova	MDA
Bosnia and Herzegovina	BIH	Montenegro	MNE
Bulgaria	BUL	Netherlands	NED
Croatia	CRO	Northern Ireland	NIR
Cyprus	CYP	Norway	NOR
Czech Republic	CZE	Poland	POL
Denmark	DEN	Portugal	POR
England	ENG	Republic of Ireland	IRL
Estonia	EST	Romania	ROU
Faroe Islands	FRO	Russia	RUS
Finland	FIN	San Marino	SMR
France	FRA	Scotland	SCO
Georgia	GEO	Serbia	SRB
Germany	GER	Slovakia	SVK
Gibraltar	GIB	Slovenia	SVN
Greece	GRE	Spain	ESP
Hungary	HUN	Sweden	SWE
Iceland	ISL	Switzerland	SUI
Israel	ISR	Turkey	TUR
Italy	ITA	Ukraine	UKR
Kazakhstan	KAZ	Wales	WAL

1 | Registered female players

Total number of registered players

2012/13	1,159,814
2013/14	1,162,314



The number of registered players* has increased by 0.2% relative to last season. Although this is a small increase, in practice it means that an additional 2,500 registered players are now playing women's football in Europe. For participation in non-organised football, the numbers are even higher, as presented in section 9.

As regards the distribution of players, it is clear that there are some countries where the sport is well-established and others where the sport is still developing. There are seven countries where the sport is in a particularly strong position, with over 60,000 registered players (ENG, FRA, GER, NED, NOR, SWE and TUR), while there are 17 countries with 1,000 registered players or less. The latter is down considerably on last season, when there were 22 countries with 1,000 or less, showing that countries with potential are developing.

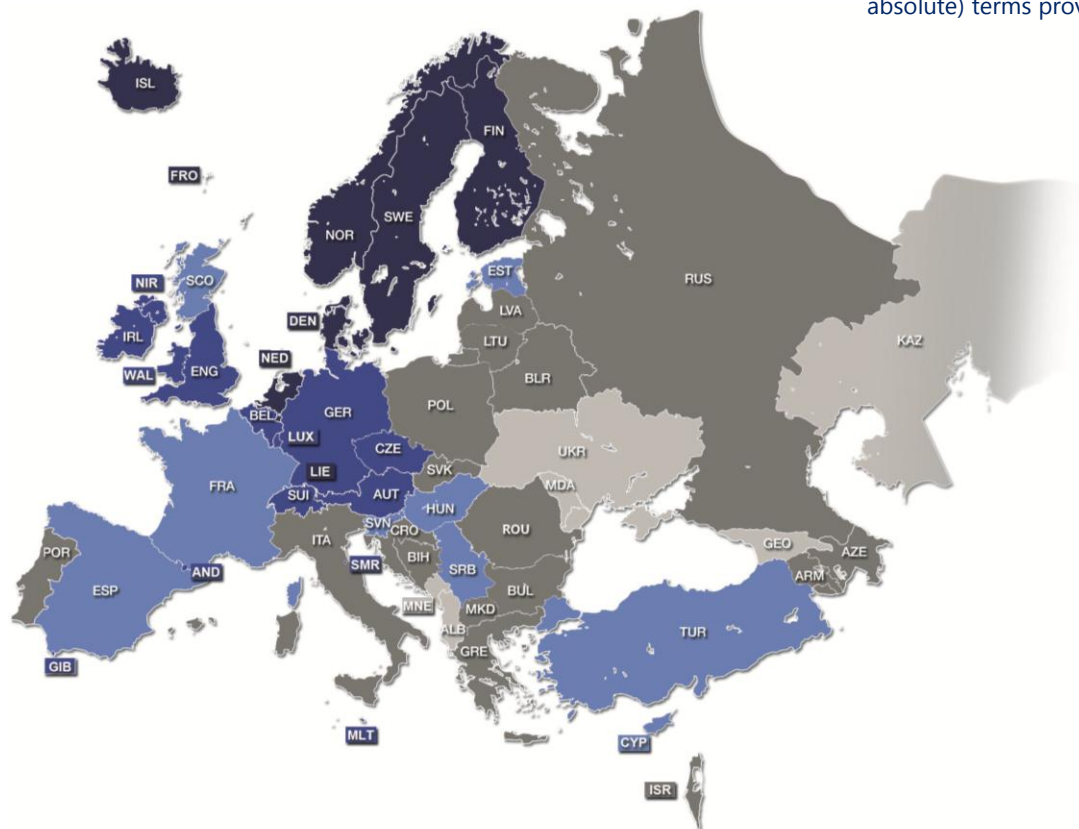
In terms of the categories on the map, there are 11 countries that have gone up a category relative to last season (AZE, BEL, BLR, CRO, FRA, HUN, ISR, KAZ, POL, ROU and WAL), while Denmark is the only one to drop to a lower category.

Total number of registered players

60,001 or more	7x
20,001 to 60,000	9x
5,001 to 20,000	5x
1,001 to 5,000	16x
1,000 or less	17x

* Registered player: A player whom the association has on record as actively playing football on a regular basis.

When seen as a percentage of the total populations of these countries, as shown on this page, the figures paint a different picture. Now, countries such as AND, FRO and ISL show much higher levels of participation. The percentages are small, but looking at the figures in relative (rather than absolute) terms provides a better picture of the development of women's football in Europe.



In terms of the categories on the map, there are 11 countries that have gone up a category relative to last season (AND, ARM, AZE, BUL, ESP, HUN, LIE, NED, NIR, ROU and SRB), while Montenegro and Slovenia have dropped to a lower category.

Number of registered players as a percentage of the total population 2013/14

0.51% or more	8x
0.11 to 0.50%	14x
0.06 to 0.10%	9x
0.02 to 0.05%	17x
0.01% or less	6x

As regards overall numbers of registered players, these might be affected by the different registration systems within the individual associations. It should be noted that the number of registered players for Germany has been calculated by multiplying the number of registered teams by 20, as German data on the number of registered players refers to members of clubs, not active players.

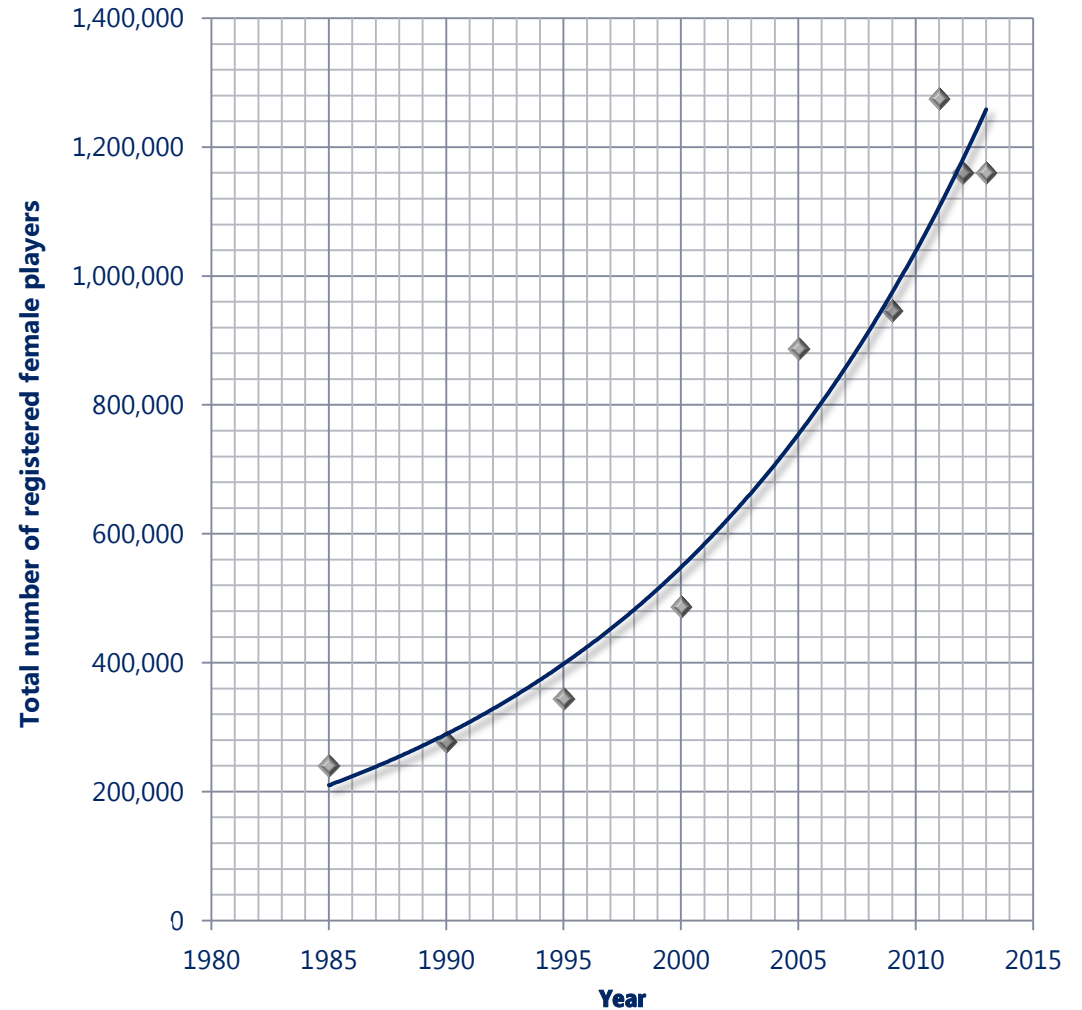
2 | The growth of women's football

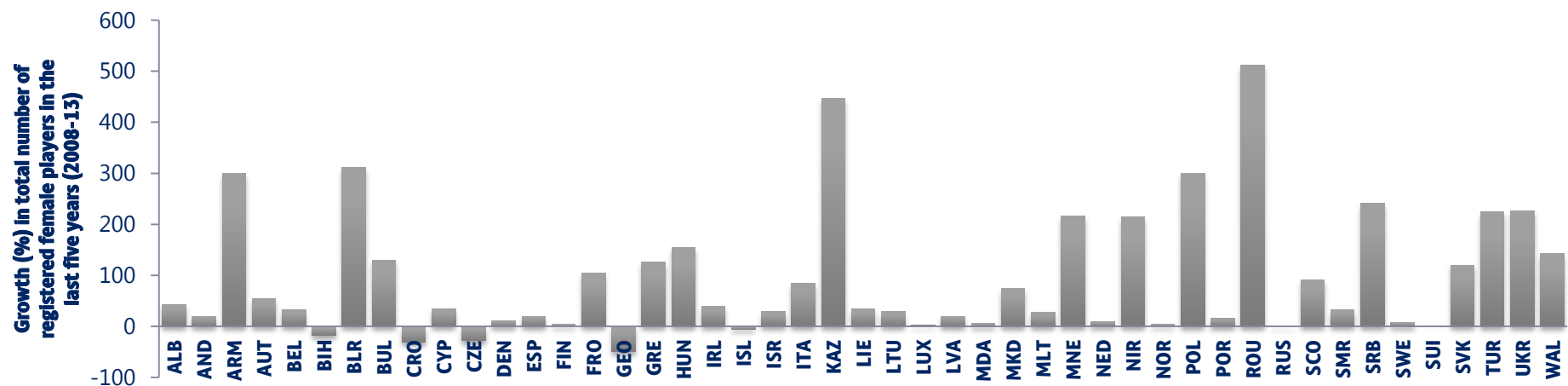
The diagrams on the next page show that most of the national associations have achieved great growth over the last five years in terms of the total number of registered female players. Growth is shown first in percentage terms and then in absolute terms. Once again, the percentage increases provide a more accurate picture of the development of women's football in the individual associations, but the absolute figures can also provide valuable information. For example, with just 40 registered players in 2008, it is easier for Andorra to record a large percentage increase than it is for Norway, which had 107,500 registered players in 2008.

In percentage terms, Romania (511%) and Kazakhstan (446%) have seen the largest increases over the last five years, while in absolute terms, Turkey (46,353) and the Netherlands (11,734) lead the way.

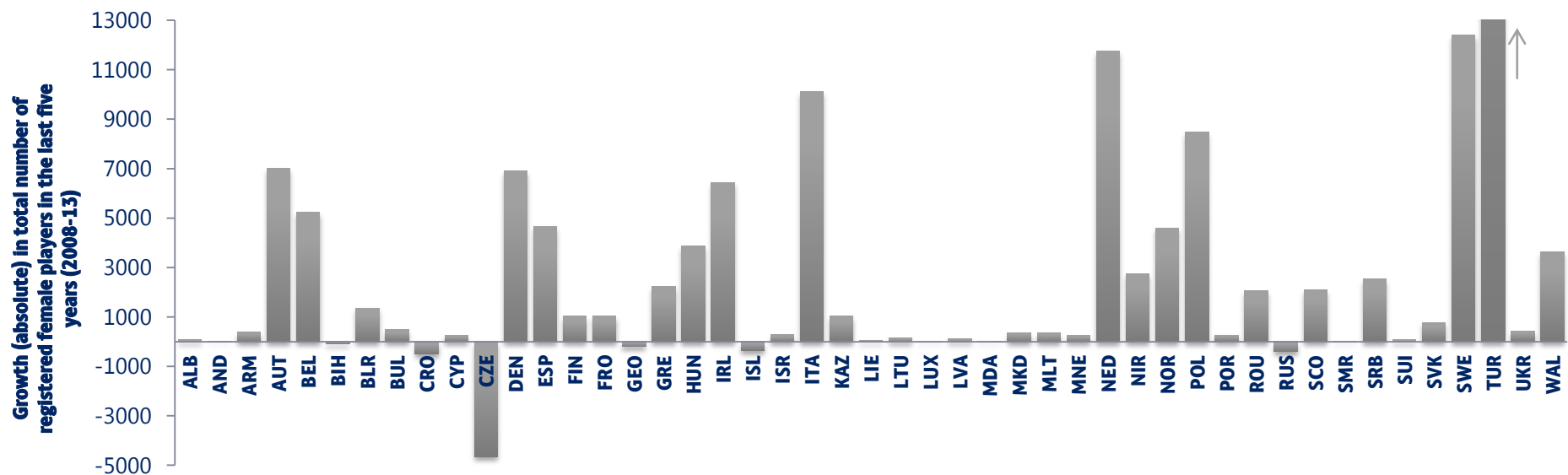
As the number of registered players keeps increasing, so does the amount of resources dedicated to women's football. The total amount of money invested in the sport is almost three times higher than it was last season. Here, England has played a major role with its new "Game Changer" strategy, which seeks to increase investment and attract more funding for women's football.

In the report, there are small diagrams in the top right-hand corner comparing data collected this season with data for last season. All of these figures are higher for the 2013/14 season than they were for the 2012/13 season, which supports the notion that there has been a further progression within women's football in Europe. It should be noted that one additional national association (Gibraltar) has joined UEFA, which may affect these figures to a certain extent. This mainly applies to data referring to the number of national associations.



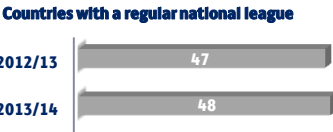


* No data available for AZE, ENG, EST, FRA, GER, GIB or SVN.



* No data available for AZE, ENG, EST, FRA, GER, GIB or SVN.

3 | Domestic women's football

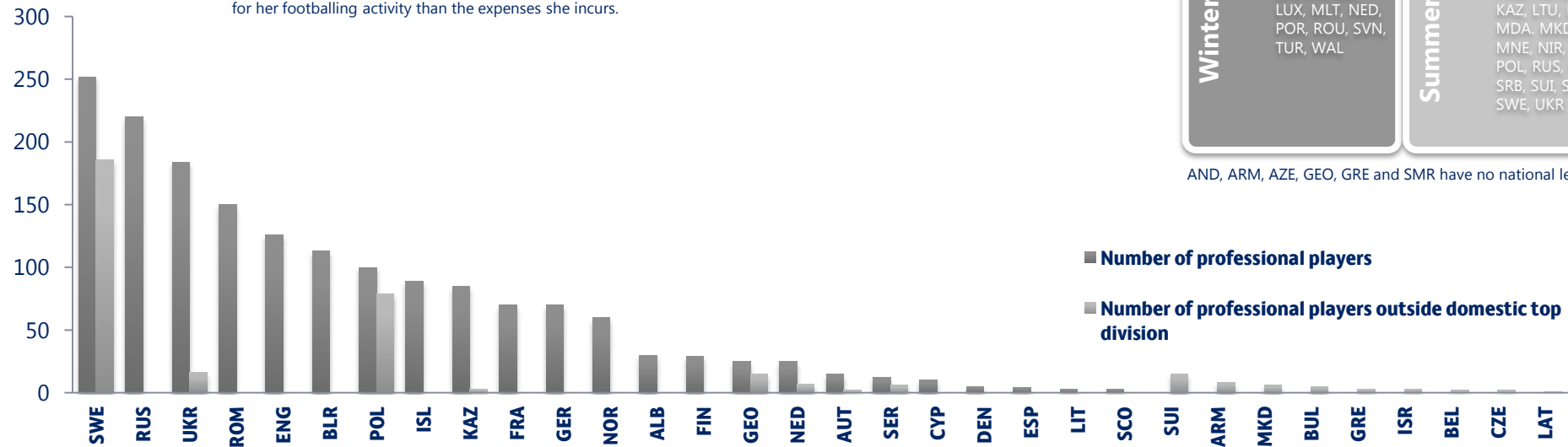


Of the 54 national associations, there are 48 that have a regular national women's league. Of these, 28 have promotion and relegation, ten have a closed structure, and ten have more than one league and use both of these structures. Most of these national leagues are run in the summer season, taking place from around April to November.

Looking at professional players* within these associations, the diagram below shows that there are 32 associations that claim to have professional players. Most of these play in their respective national top divisions, but ARM, BEL, BUL, CZE, GRE, ISR, LVA, MKD and SUI do not have any professional players playing in their own leagues.

In total, there are 2,039 professional female players, and 1,680 of these play in Europe's top national divisions. Sweden has the largest number of professional players, while AND, AZE, BIH, CRO, EST, FRO, GIB, HUN, IRL, ITA, LIE, LUX, MDA, MLT, MNE, NIR, POR, SMR, SVK, SVN, TUR and WAL have none at all.

* Professional player: Article 2(2) of the FIFA Regulations on the Status and Transfer of Players stipulates that a professional player is a player who has a written contract with a club and is paid more for her footballing activity than the expenses she incurs.

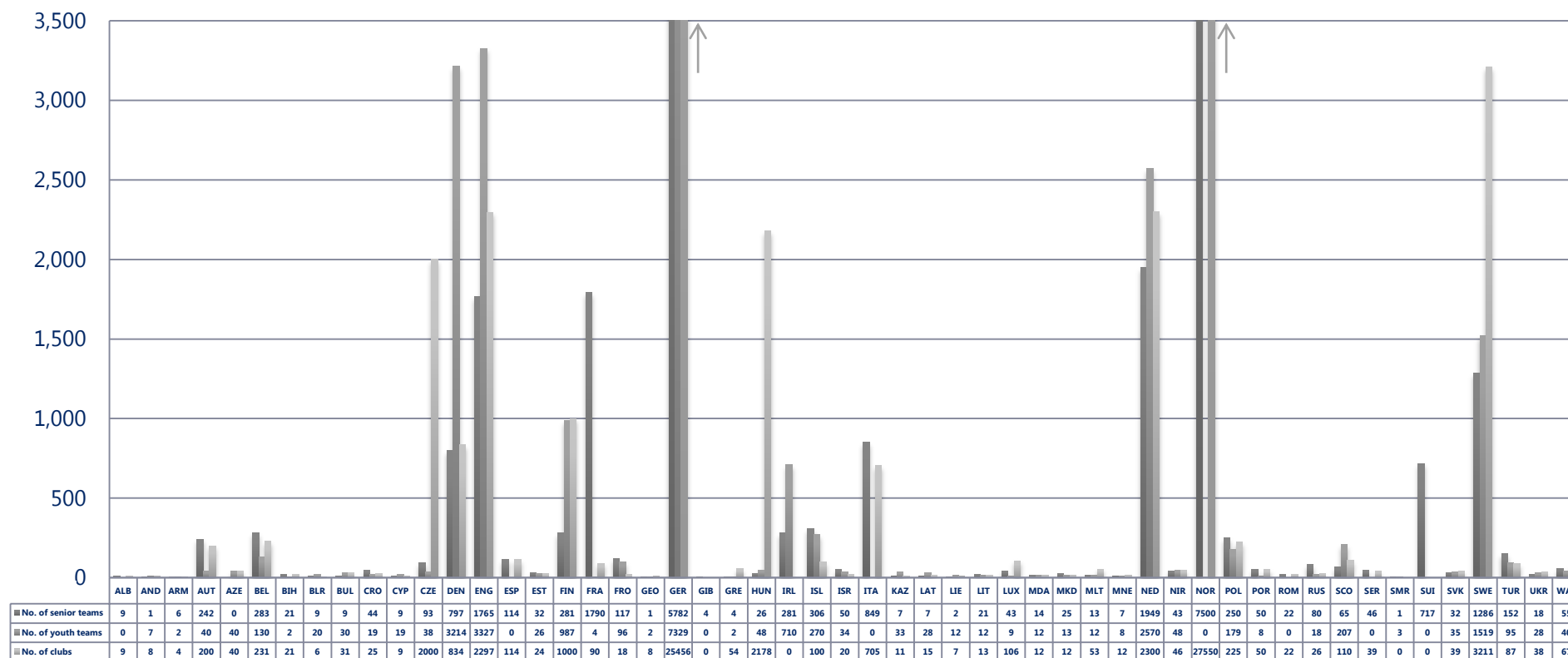


AND, ARM, AZE, GEO, GRE and SMR have no national league.



AND, ARM, AZE, GEO, GRE and SMR have no national league.

Number of teams and clubs



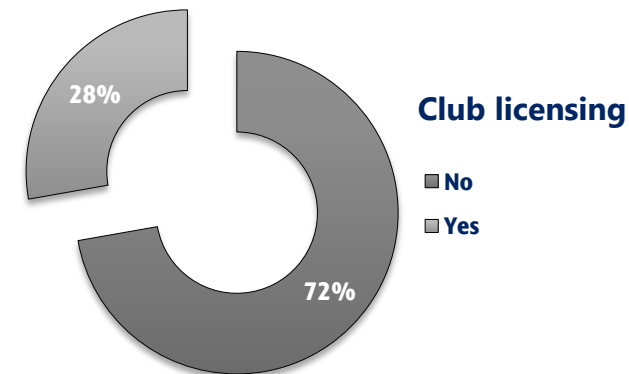
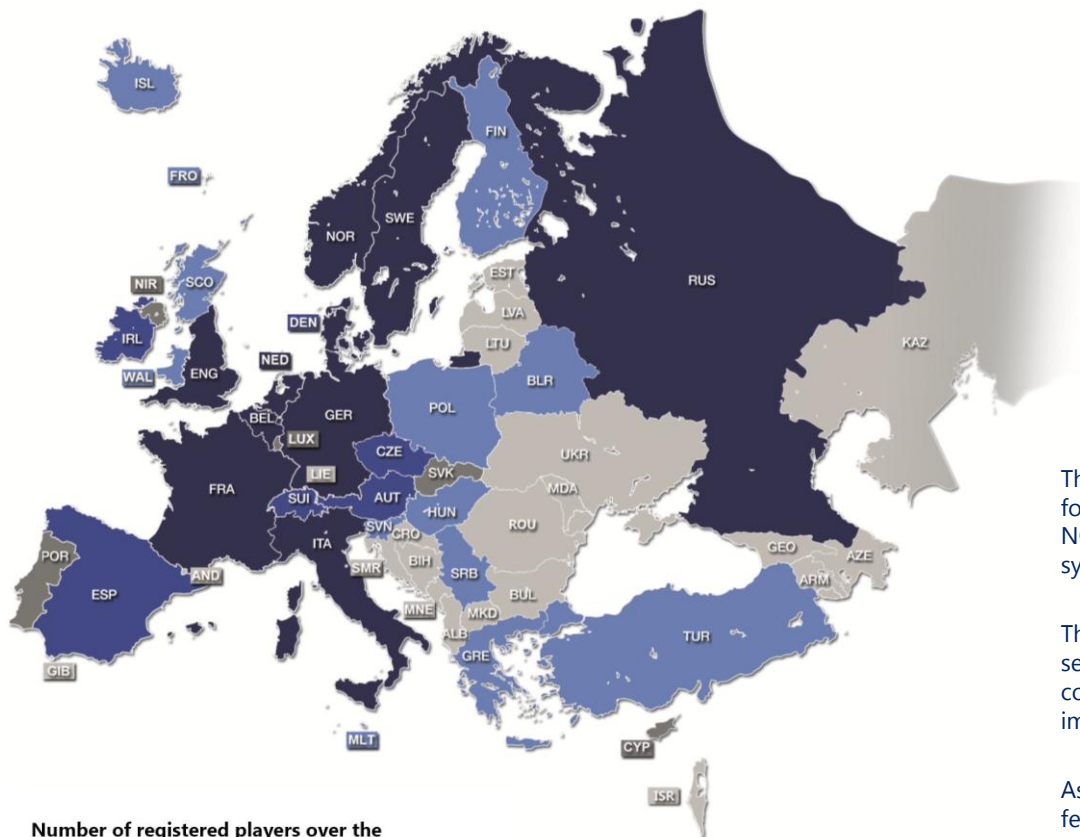
* No data available for SVN.

Measuring the number of registered teams* comes with complications, since some national associations do not register all teams in a formal way, and some do not separate the teams into youth and senior teams. When looking at the number of teams registered for this season, the total number of senior teams within UEFA's 54 national associations is 25,313, while for youth teams the figure is 21,285. These teams are unevenly distributed across the national associations, with Germany and Norway together accounting for 52% of all registered senior teams. The situation is very similar for youth teams, with Germany and England accounting for 50% of all teams.

The total number of clubs* with women's teams within the national associations is 69,533. As with the teams, most of the clubs are located in a few countries, and here Germany and Norway account for 80% of all clubs. The number of clubs has increased by 2,812 since last season. It is important to note that these are not all purely women's clubs: some are mixed clubs with both male and female players.

*Team: A group of players forming one side in a competitive game and seeking to achieve a common goal.

*Club: A sports organisation comprising active and non-active members that is affiliated to a football association and seeks, above all, to promote and develop football.



This year there are 15 national associations that have a club licensing* system for women's football (AUT, BEL, BUL, CZE, DEN, ENG, ESP, FIN, GER, IRL, KAZ, NOR, SCO, SVN and SWE), down one from last season. These licensing systems typically apply to the country's highest division.

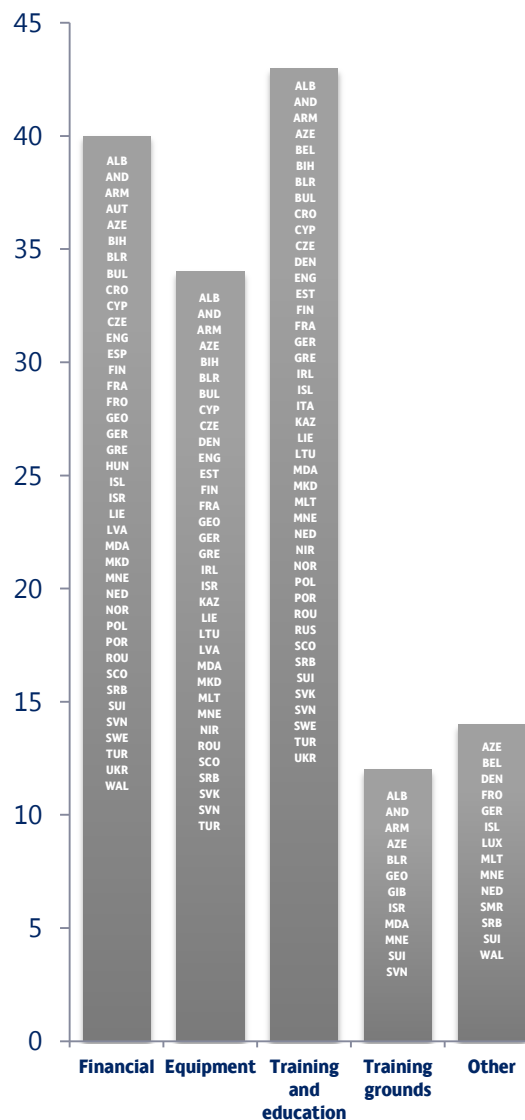
The associations operating a licensing system have changed slightly since last season: EST, MNE and SUI have sets of criteria in place, but can not be considered as club licensing systems, while Kazakhstan and Slovenia have implemented club licensing systems for the first time.

As regards adult players, eleven countries have 10,000 or more registered female players over the age of 18, while a total of 15 countries have more than 5,000.

In terms of the categories on the map, there are six countries that are a category higher than they were last season (BEL, BLR, FRO, MLT, RUS and SRB), while AUT, ESP and LUX have dropped to a lower category.

*Club licensing: A set of standards and procedures to which football clubs are required to adhere.

4 | National associations and clubs

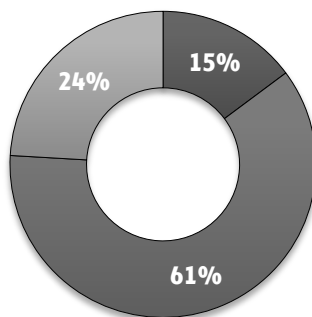


As regards the support that national associations give their clubs. The most common form of support is training and education, followed by financial support. All national associations gives some kind of support to their clubs, and the category "other" includes help with transport, registration fees and officials' costs.

These different types of support are all important for the maintenance and development of clubs within women's football. The fact that the most common form of support is training and education is a positive sign, since this creates long-term gains by enhancing knowledge and encouraging the development of skills within clubs.

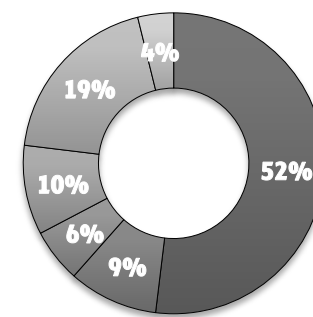
Relations between the national associations and their women's clubs are regarded as "good" or "excellent" in most cases, with only 15% of associations describing relations as "average" and none regarding them as "poor". This is a good sign in terms of strengthening the foundations of the sport, as clubs play an important role in the growth of women's football.

As participation in football is dependent on opportunities to participate, it is interesting to see that the average distance to a local club is 20km or more for 52% of national associations. If the number of clubs with women's teams keeps increasing, as it has this season, that distance will hopefully come down, since having more clubs will hopefully result in shorter distances for players to travel. These numbers also reflect the fact that clubs in developing nations focus their efforts on the capital cities, so many of the clubs are there.



Rating of relationship between national associations and their women's clubs

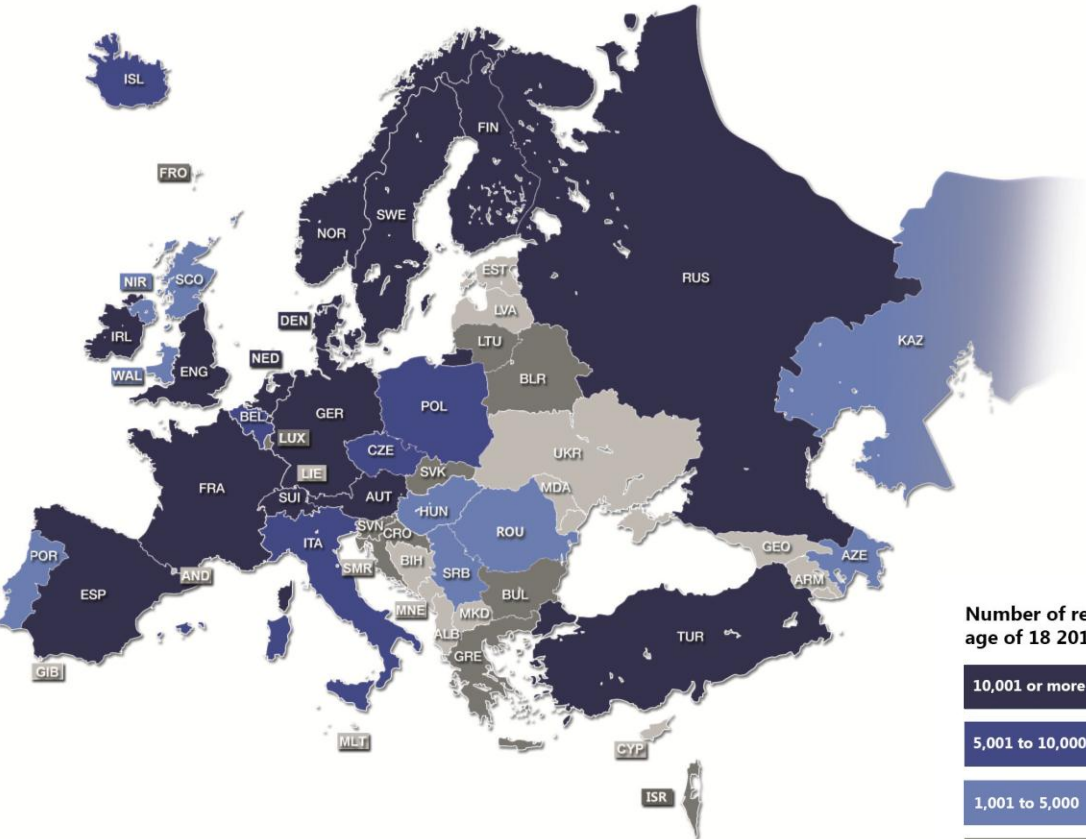
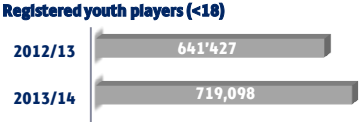
■ Average
■ Good
■ Excellent



Average distance to local club

■ 20km or more
■ 16-19km
■ 11-15km
■ 6-10km
■ 2-5km
■ 1km or less

5 | Girls and youth football



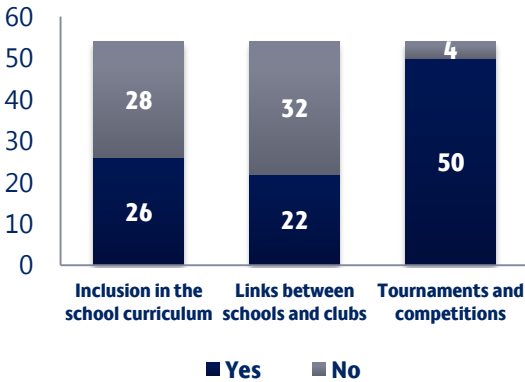
Number of registered players under the age of 18 2013/14

10,001 or more	14x
5,001 to 10,000	5x
1,001 to 5,000	9x
501 to 1,000	10x
500 or less	16x

As grassroots football provides the foundations for the future of the sport, UEFA is glad to see the number of youth players rising. The number of registered players under the age of 18 has increased by 77,671 since last season, a rise of 12%. This could be the result of 21 of the 54 national associations having marketing strategies in the area of grassroots football. Another factor could be the fact that 41 of the associations have an overall strategy for the development of women’s football (as presented in sections 9 and 14).

In terms of the categories on the map, there are seven countries that are one category higher than last season (AZE, BUL, KAZ, NIR, POL, ROU and SRB), while Italy and Slovenia have dropped to a lower category.

Most of the associations have tournaments and competitions for girls, while girls’ football is included in the school curriculum in 26 of the countries. By including girls’ football in school activities, a large number of girls can be reached at the same time to promote women’s football.



	Under-6	Under-7	Under-8	Under-9	Under-10	Under-11	Under-12	Under-13	Under-14	Under-15	Under-16	Under-17	Under-18	Under-23
ALB														
AND														
ARM														
AUT														
AZE														
BEL														
BIH														
BLR														
BUL														
CRO														
CYP														
CZE														
DEN														
ENG														
ESP														
EST														
FIN														
FRA														
FRO														
GEO														
GER														
GIB														
GRE														
HUN														
IRL														
ISL														
ISR														
ITA														
KAZ														
LIE														
LTU														
LUX														
LVA														
MDA														
MKD														
MLT														
MNE														
NED														
NIR														
NOR														
POL														
POR														
ROU														
RUS														
SCO														
SMR														
SRB														
SUI														
SVK														
SVN														
SWE														
TUR														
UKR														
WAL														
Total	1	4	11	12	14	18	14	25	18	25	19	22	19	2

Age categories: Girls' leagues

	Under-6	Under-7	Under-8	Under-9	Under-10	Under-11	Under-12	Under-13	Under-14	Under-15	Under-16	Under-17	Under-18	Under-23
ALB														
AND														
ARM														
AUT														
AZE														
BEL														
BIH														
BLR														
BUL														
CRO														
CYP														
CZE														
DEN														
ENG														
ESP														
EST														
FIN														
FRA														
FRO														
GEO														
GER														
GIB														
GRE														
HUN														
IRL														
ISL														
ISR														
ITA														
KAZ														
LIE														
LTU														
LUX														
LVA														
MDA														
MKD														
MLT														
MNE														
NED														
NIR														
NOR														
POL														
POR														
ROU														
RUS														
SCO														
SMR														
SRB														
SUI														
SVK														
SVN														
SWE														
TUR														
UKR														
WAL														
Total	16	19	19	21	21	26	24	19	10	10	5	4	2	0

Age categories: Mixed leagues

The matrices on the left show the age categories where the national associations have, or do not have, a league for girls (blue) or a league for mixed football (grey).

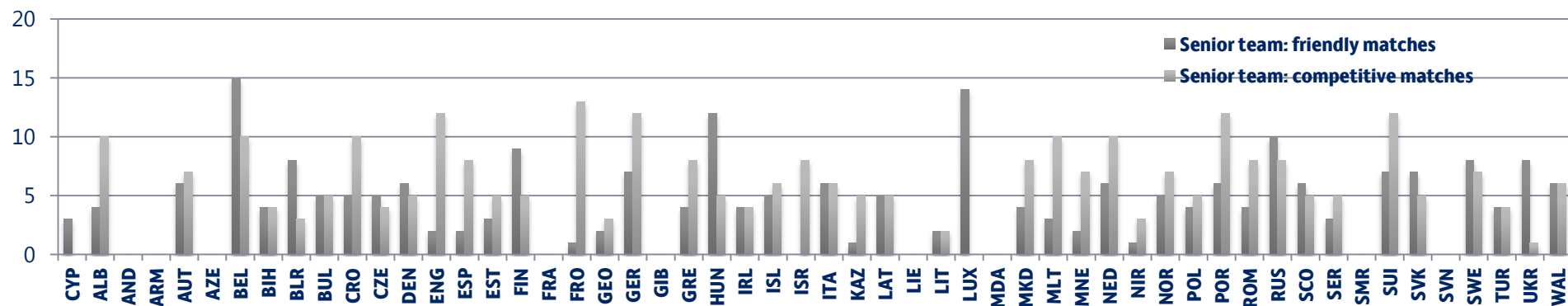
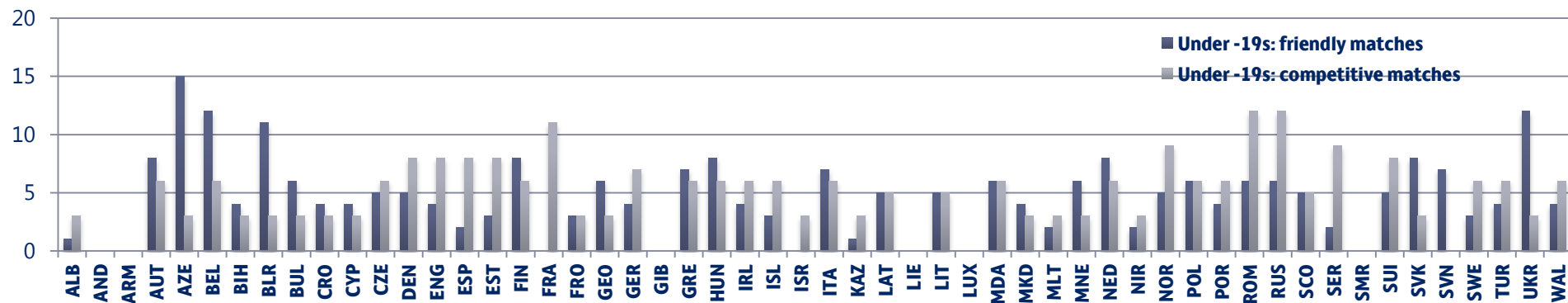
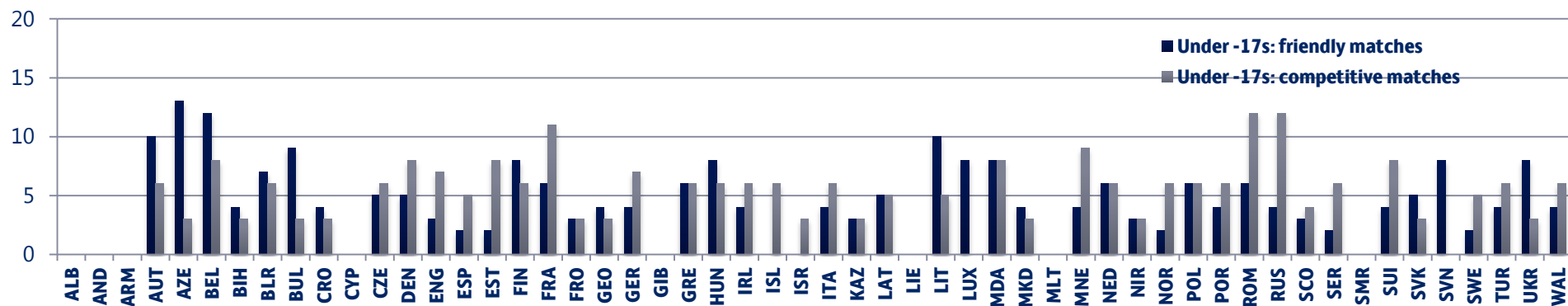
In ALB, BIH, ESP, GRE, ROU and SRB there are no leagues for any of the categories. FYR Macedonia only has leagues for mixed football, and ARM, FIN, GEO, HUN, ISL, LTU, LUX, MNE, NOR, SMR, SVK, SWE and UKR only have leagues for girls' football.

Looking at the distribution, it is clear that most girls' football leagues are at Under-13 and Under-15 level, while most leagues for mixed football are at Under-11 level.

- Girls' league in age category
- No girls' league in age category
- Mixed league in age category
- No mixed league in age category

On average, mixed football is played until the age of 14, and it is played in 39 of the national associations. Of these associations, there are five that have no age limit for mixed football (ARM, DEN, FRO, NIR and POL) and five that have no leagues for mixed football (ARM, FIN, GRE, HUN and SMR).

There are 204 girls' leagues and 196 mixed leagues, making a total of 400 leagues where girls can play football. This represents an increase of 103 leagues relative to last season.



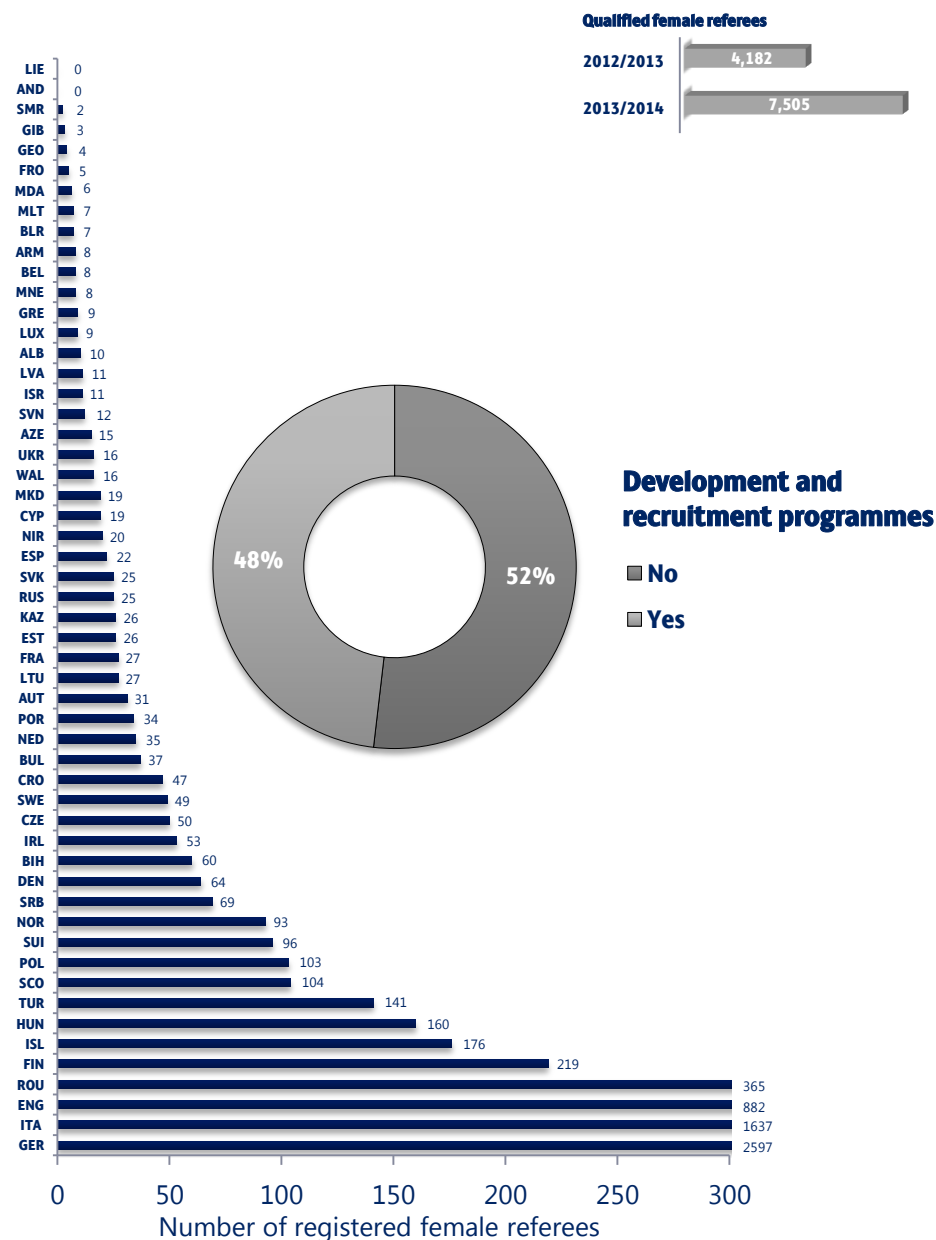
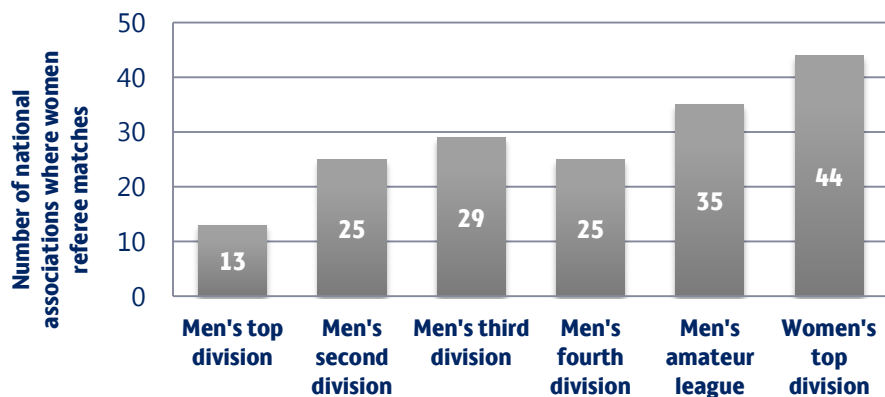
7 | Female referees

With 26 of the 54 national associations having programmes aimed at developing and recruiting female referees, this area has seen great progress since last season. The number of female referees with qualifications administered by FIFA and the various national associations has increased by 40% since last season, with Germany at the top with a total of 2,597 qualified female referees and Italy in second place with 1,637.

The national associations' programmes for the development and recruitment of female referees include seminars, training courses and specific recruitment campaigns, all aimed at female referees. For example, Serbia has developed a two-day seminar where the referees gather to watch matches from the previous season, analysing them and being given guidelines for the coming season. This two-day seminar also involves knowledge tests, physical testing, and information on new practices and innovations within refereeing.

A total of 50 of the national associations have female referees refereeing men's matches. Most of these referees officiate in men's amateur leagues, followed by the men's third division. Compared with last season, the graph below is very similar in terms of distribution, but the number of associations with female referees is higher this season for every category. For example, the number of associations with female referees active in the men's top division has increased from 11 to 13.

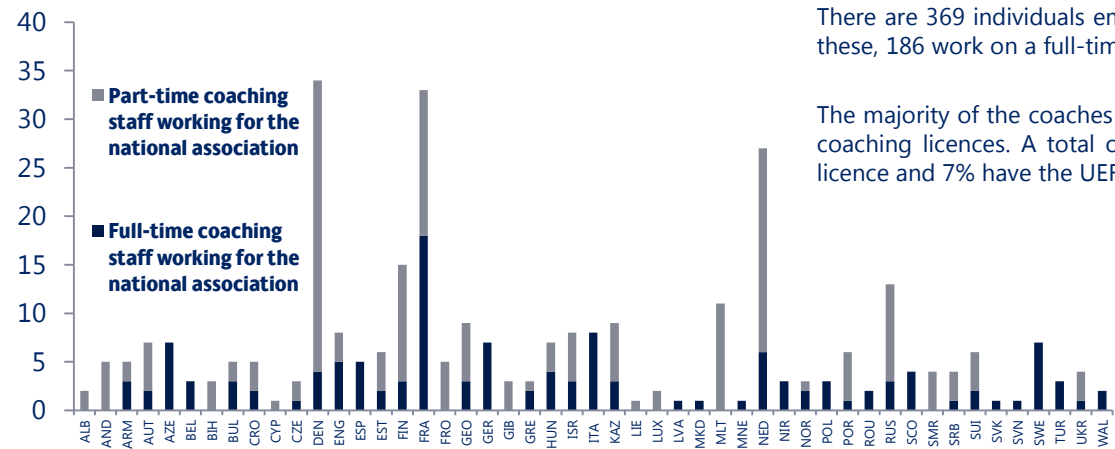
The overall number of qualified referees this season is significantly higher than last season. This can be explained by the absence of data for Germany in the previous report.



8 | Coaching in women's football



Coaching in women's football remains dominated by male coaches, with 78% of the coaches of the national Under-17, Under-19 and senior teams being male. Within most national associations, male coaches outnumber female coaches, with only two associations (BUL and GIB) having an even split or more female coaches.

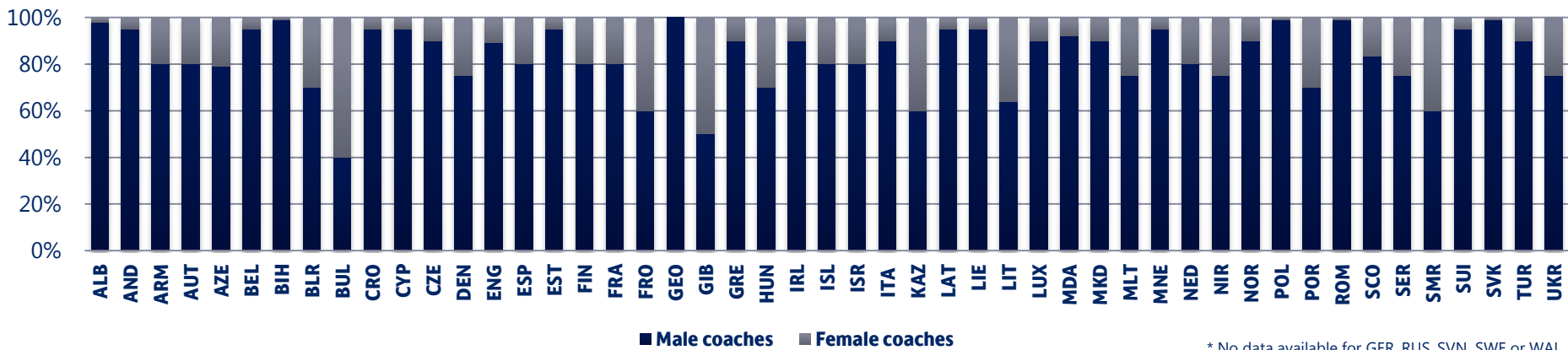


There are 369 individuals employed by the national associations as women's football coaches, and of these, 186 work on a full-time basis.

The majority of the coaches of the national Under-17, Under-19 and senior teams hold one of UEFA's coaching licences. A total of 31% have the UEFA Pro licence, while another 31% have the UEFA A licence and 7% have the UEFA B licence.

Licence	Associations' senior team coaches	Associations' Under-19 coaches	Associations' Under-17 coaches
UEFA Pro	21	18	8
UEFA A	13	17	17
UEFA B	3	3	6
National	4	4	7
Other	6	6	7
Unknown	7	6	9

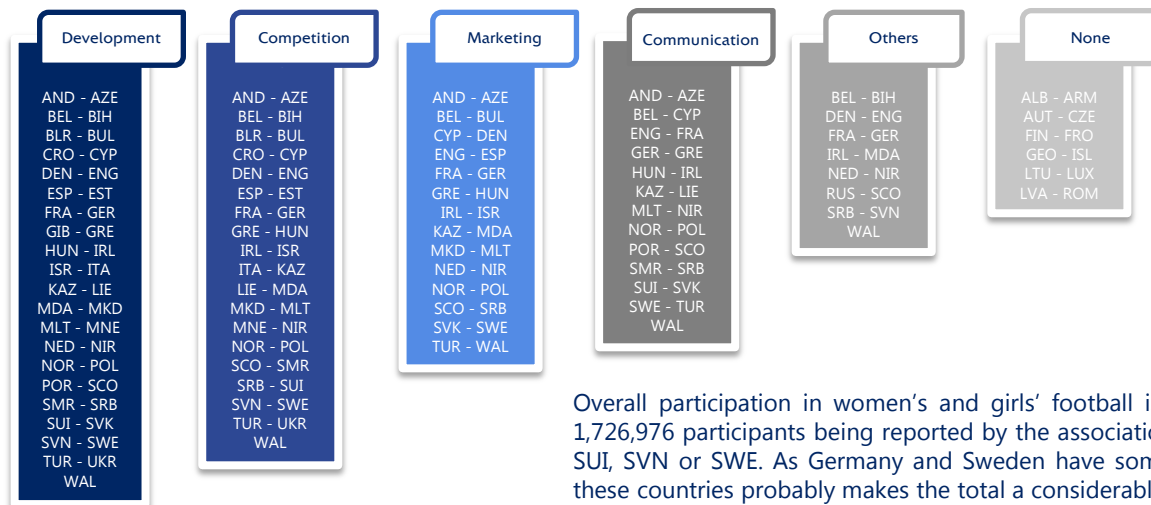
* No data available for BLR, IRL, ISR, LTU or MDA.



* No data available for GER, RUS, SVN, SWE or WAL.

9 | Other factors

Dedicated strategies for women's football

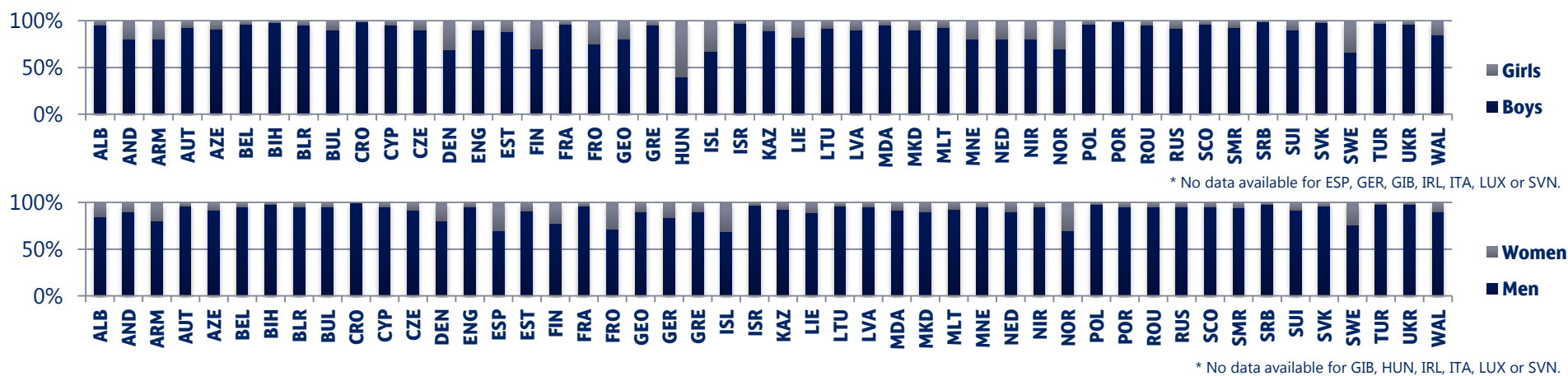


A total of 42 national associations have a strategy in place for women's football. The most common areas for such strategies are development and competition. The category "other" includes areas such as broadcasting, governance, talent development and education.

Development strategies can be very important, since their implementation has a considerable impact on the return on investment in women's football. While it is good for the sport that lots of effort is being put into development and competitions, marketing and communication are also important in building interest and creating awareness of women's football. This is touched on again in sections 14 and 15.

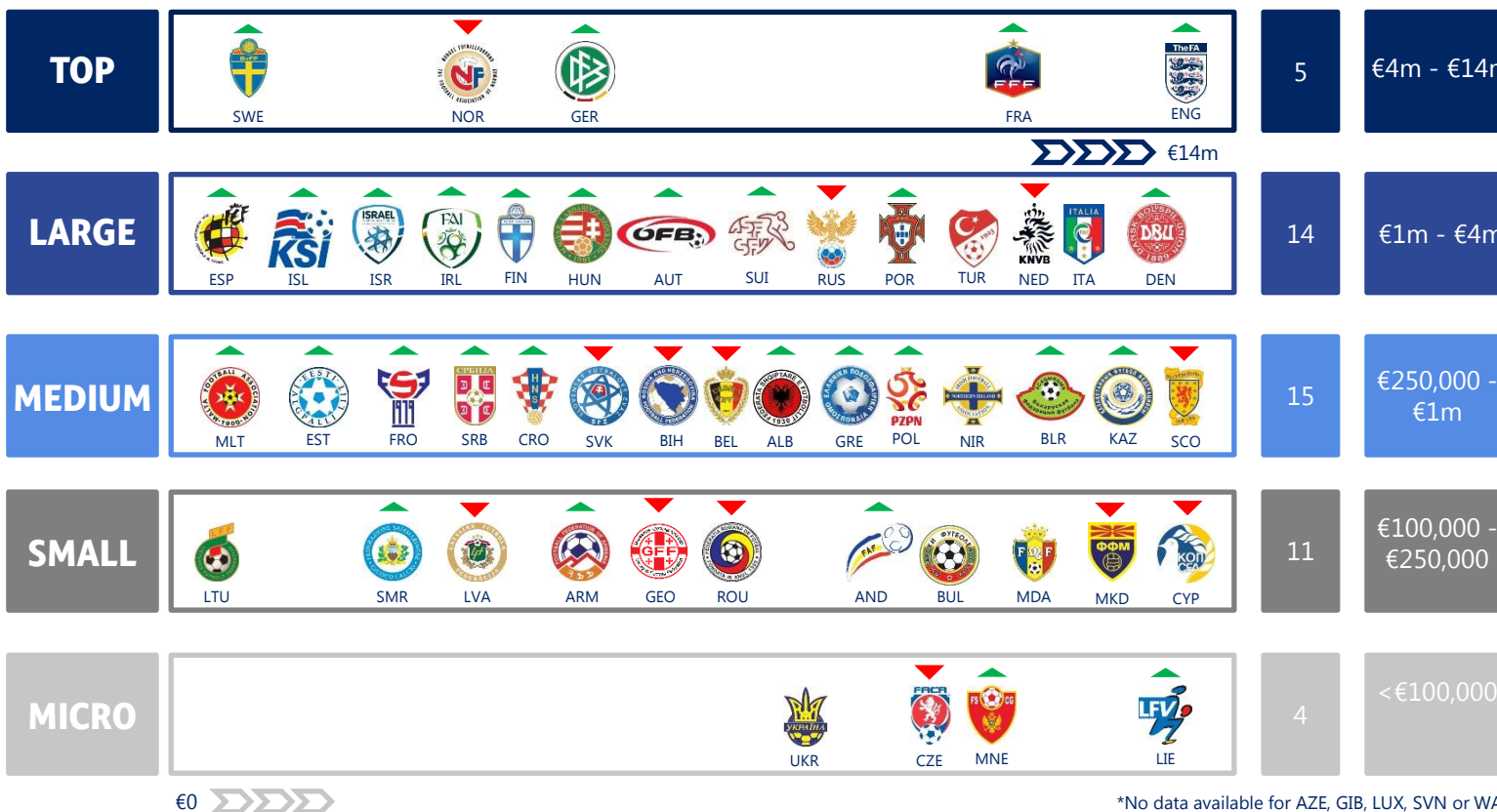
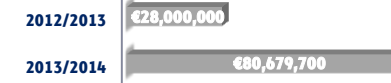
Overall participation in women's and girls' football is even higher than the number of registered players, with a total of 1,726,976 participants being reported by the associations. However, there is no data on participation from GER, GIB, ITA, LUX, SUI, SVN or SWE. As Germany and Sweden have some of the highest numbers of registered players, the lack of data from these countries probably makes the total a considerable underestimation.

The diagram below shows the breakdown of registered female and male players within the national associations. It is not at all unexpected that male players dominate. At youth level, the ratios tend to be a little more even than for senior players, but there are still far more registered boys than girls. Only one national association has more female than male players in a particular category: Hungary reports a 60:40 split in favour of girls at youth level.



10 | Finances

Total budget for women's football



The chart shows how much of their resources the national associations allocate to women's football. There are 29 associations that have increased their budgets for women's football this season, while 13 have reduced the amount of resources put into women's football. As these are budgets, they represent the maximum amount that the association can spend, not what is actually spent on women's football.

As last season, England retains its leading position, as its budget has increased strongly this year to stand at over €14 million, following its new "Game Changer" strategy (as presented in section 2). The lowest budget is that of the national association of Ukraine, which has allocated €63,900 to women's football this season. The green and red arrows above the logos of the national associations indicate whether the budget has been increased (green) or decreased (red).

The average distribution of the budgets for women's football is shown in the top chart on the right. The largest categories are operation of national teams and grassroots development, and the smallest are development of female referees and development of female coaches.

The category "other" includes many different areas, such as volunteer development, marketing, amateur football, competitions, talent development and league development.

The national associations' financial statements for 2012 were collected and compiled in the chart below in order to obtain an overview of the main costs for the associations within women's football. With 34%, the development of women's football is clearly the largest individual cost, while security for the women's senior team has the lowest percentage of all the costs presented in the chart.

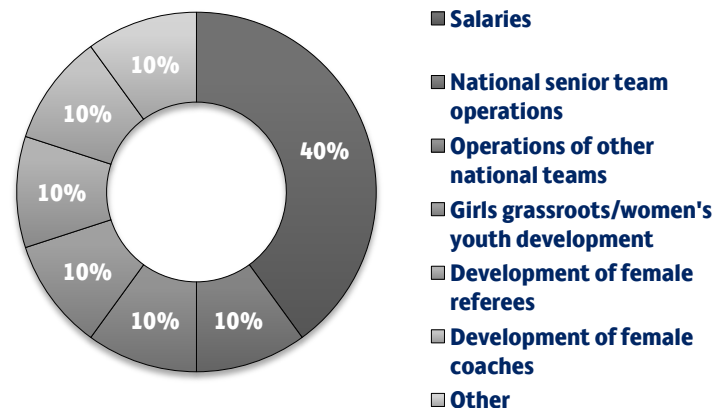
In the last five years, the amount of money spent on these costs within women's football has increased by €10,888,000. In the 2013/14 season, a total of €11,783,000 has been invested in the operation of women's senior national teams across all national associations, and €6,090,000 has been spent on the development of women's football.

There were only nine associations that shared information about their revenue for 2012: BEL, ESP, EST, FIN, FRA, IRL, ISL, RUS and SVN. Judging from the information given by these associations, the biggest source of revenue is broadcasting rights for the women's senior national team.

Overall, the budgets of the national associations are larger this year than ever before. The average budget for women's football is €1,161,524, and while some associations have reduced their budgets or kept them the same as last season, most of the associations have increased investment in women's football.

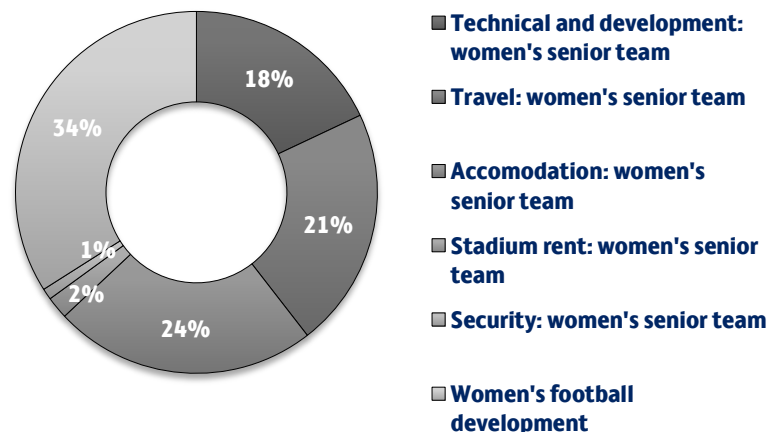
The distribution of the budgets and the overview of the costs within women's football both show that development is an area where large amounts of resources are being invested (something that applies to all types of development). This is positive for the future of women's football, and in the context of the big increases in overall budgets, UEFA hopes to see great progress in the coming years.

Budget distribution



* No data available for AZE, BEL, GER, GIB, ITA, LUX, SUI, SVN or WAL.

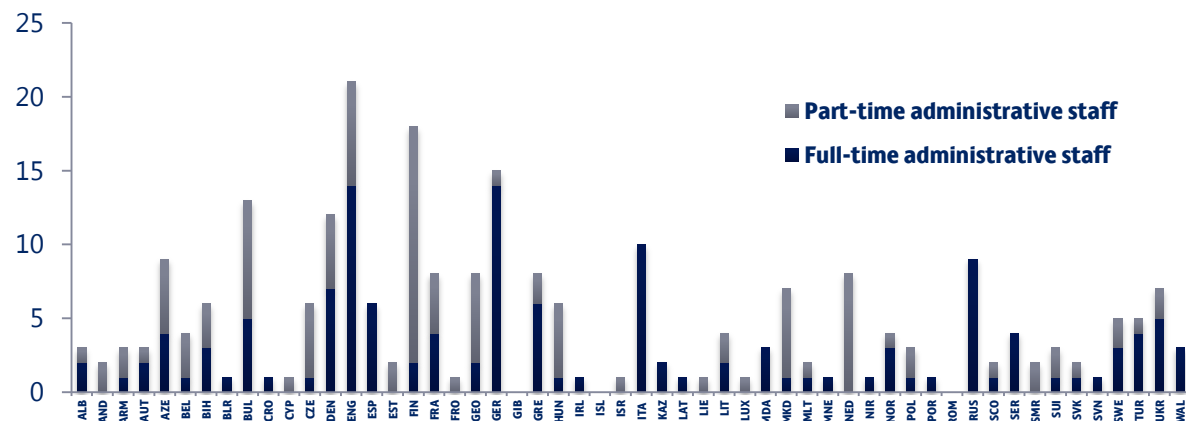
Costs



* No data available for AZE, CRO, ENG, GER, GIB, LIE, LTU, MDA, POR or SWE.

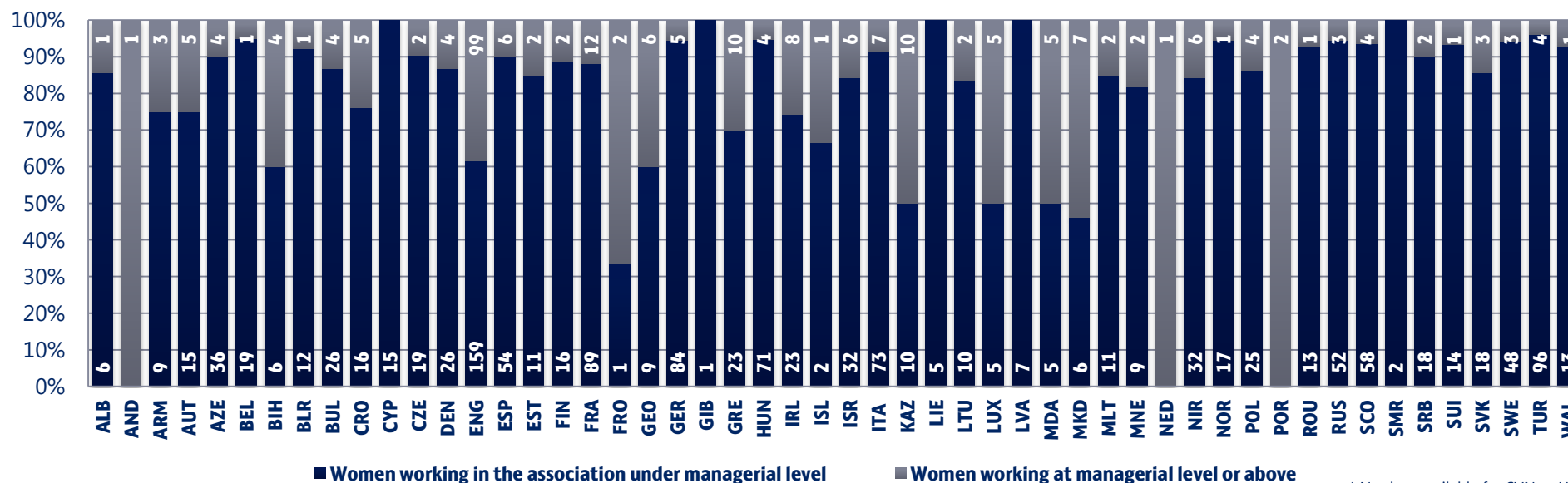
11 | Women and governance

Women at managerial level or above



The number of women working within UEFA's 54 national associations stands at 1,613. Of these, 272 work at managerial level or above. While some associations do not have any women working at managerial level (CYP, GIB, LIE, LVA, SMR, SUI and WAL), England are leading the way with 99 women at managerial level or above.

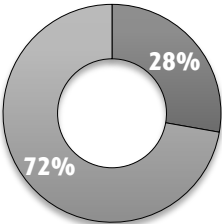
A total of 47 of the associations have members of staff devoted solely to women's football, and overall there are 251 members of administrative staff working in this area within the national associations. Of these, 137 work on a full-time basis.



* No data available for SVN or UKR.

12 | Women and committees

Countries with a women's committee



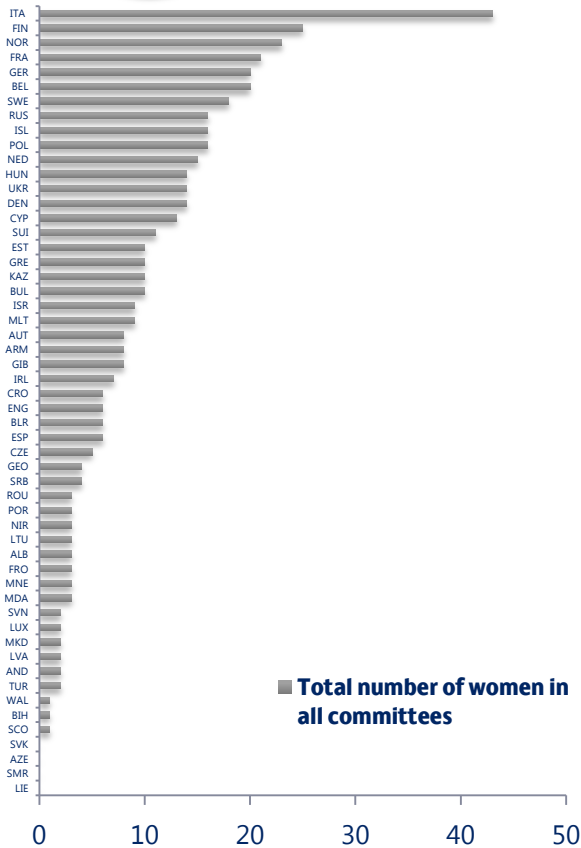
Women's committee in the national association?

No
Yes

A total of 39 of the national associations have a women's committee. These have a total of 343 members, of whom 153 are female. These women's committees are all active in different areas, but the most common role for such committees is the development and promotion of women's football. Some committees also work on operational matters or the administration of competitions and leagues. The national associations that do not have a women's committee are AZE, FIN, GEO, IRL, ISL, ITA, LIE, LTU, NED, SCO, SMR, SVK, SWE, TUR and WAL.

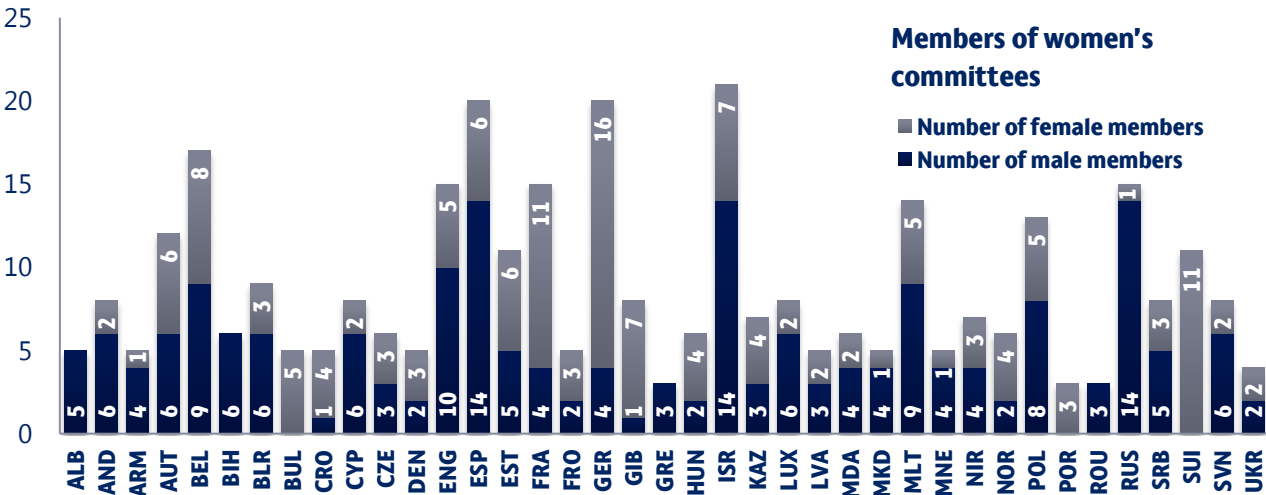
When looking at all of the national associations together, there are a total of 464 female committee members across all committees. This figure has increased by 9% since last season, up from 422. Four national associations – AZE, LIE, SMR and SVK – have no female representatives on any of their committees, down two from last season.

Overall, the number of female committee members across all committees has increased, and so has the number of national associations with a women's committee. The appointment of more women to committees and the establishment of women's committees strengthens the representation of women within European football. This is something that UEFA encourages, and the UEFA Women's Football Committee (described on the next page) sets a good example in this regard.



Members of women's committees

Number of female members
Number of male members



* No women's committee or no data: AZE, FIN, GEO, IRL, ISL, ITA, LIE, LTU, NED, SCO, SMR, SVK, SWE, TUR or WAL.

UEFA Women's Football Committee

A total of 19 committees are involved in shaping UEFA's policies on European football. These committees discuss issues ranging from competition formats to medical matters. In total, 30 women sit on UEFA's committees, with five of these women being in leading positions (chairwomen, deputy chairwomen or vice-chairwomen). This is 12% of the total number of committee members at UEFA.

The UEFA Women's Football Committee plays a key role and fosters the development and progression of women's football in general, as well as the development of women's competitions. There are 13 women and three men on the committee.

The UEFA Women's Football Committee:

- a) exchanges views on current issues in women's football, particularly the UEFA women's competitions and women's international calendar, including coordination with FIFA competitions;
- b) draws up recommendations regarding possible modifications to the existing competitions and the regulations governing these competitions, as well as regarding the implementation of development programmes for women's football;
- c) assists in the process of selecting host associations for the final rounds of women's competitions;
- d) assists with the programme content for women's football conferences and courses;
- e) monitors the UEFA European Women's Championship, the UEFA Women's Champions League, the UEFA European Women's Under-19 Championship, the UEFA European Women's Under-17 Championship and the European qualifying competition for the FIFA Women's World Cup;
- f) assists with defining draw principles and monitors the preparation and conducting of draws;
- g) makes recommendations on the international calendar, including proposals for the coordination of UEFA and FIFA national team competitions.

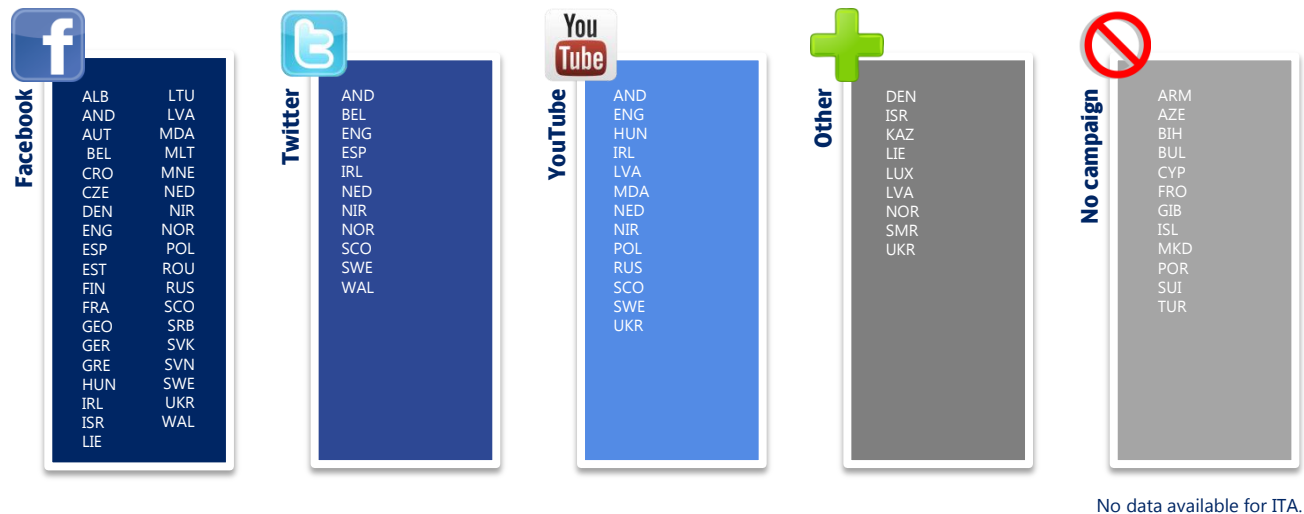


Members of the UEFA Women's Football Committee

Chairwoman	Karen Espelund	Norway
Deputy chairman	Michel D'Hooghe	Belgium
1st vice-chairwoman	Susanne Erlandsson	Sweden
2nd vice-chairwoman	Hannelore Ratzeburg	Germany
3rd vice-chairwoman	Sheila Begbie	Scotland
	Jasmin Baković	Bosnia and Herzegovina
	Bernadette Constantin	France
	Monica Jorge	Portugal
	Aleksandra Pejkovska	FYR Macedonia
	Anne Rei	Estonia
	Clémence Ross	Netherlands
	Sergey Sidorovskiy	Russia
	Gudrun Inga Sivertsen	Iceland
	Frances Smith	Republic of Ireland
	Liana Stoicescu	Romania
	Marina Tashchyan	Armenia

13 | Social media

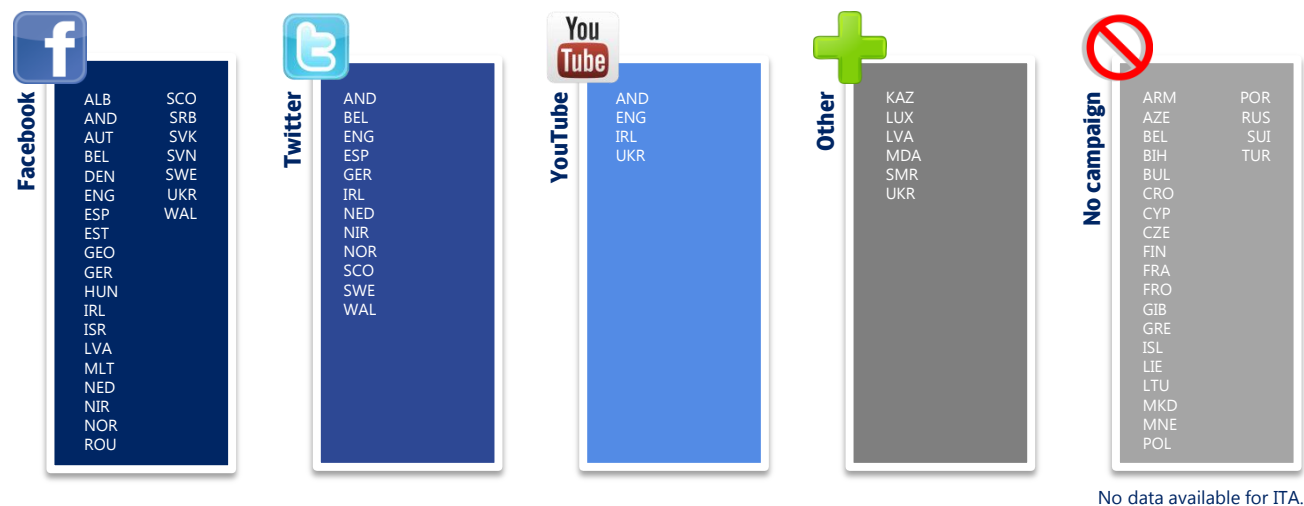
National associations' campaigns for women's football



When looking at the use of social media, it is clear that Facebook is the most commonly used tool for digital communication. For the national associations, campaigns on YouTube are the second most common, while for the countries' top leagues, Twitter is the second most used.

While some of the campaigns are mostly a tool to communicate news and information about the association or the clubs, some of the campaigns aim to promote women's football and various projects. For example, Scotland's top league has started a campaign on Twitter whereby one person from each club in the league has been identified as an ambassador and now uses Twitter to promote women's football.

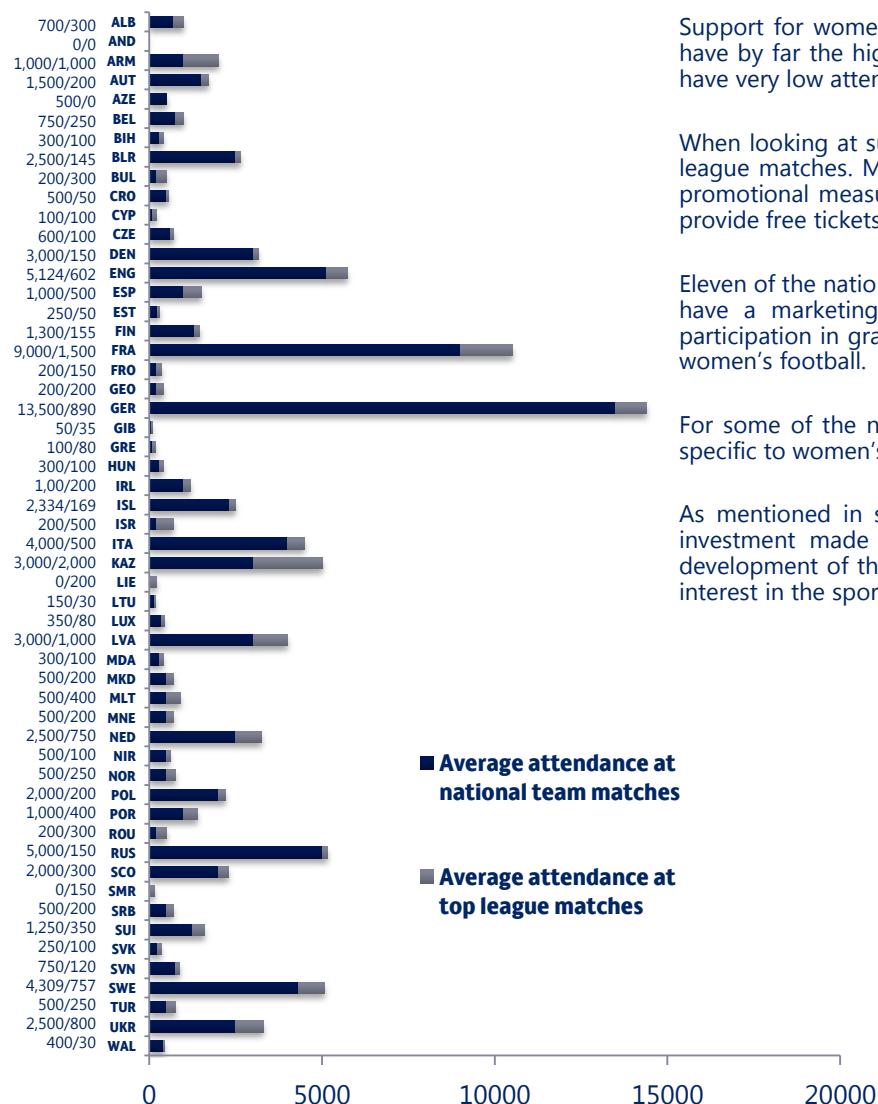
National top leagues' campaigns for women's football



As social media are becoming a bigger and bigger part of the communication and marketing of everything from business to sport, it is good that women's football is following these trends and using these various tools to communicate with the general public. In fact, women's football is taking the lead within the world of sport with its creative use of social media.

There are 12 national associations that do not run any social media campaigns, while the equivalent figure for the countries' top leagues is 23. There are a number of countries where there are no campaigns by either organisation: ARM, AZE, BIH, BUL, CYP, FRO, GIB, ISL, MKD, POR, SUI and TUR.

14 | Marketing and support



The numbers on the side of the diagram reflects average attendance at national team matches/top league matches.

Support for women's football differs between national associations, as shown on the left. Germany and France have by far the highest attendance figures at matches, while smaller associations such as GIB, LIE, LTU and SMR have very low attendance levels.

When looking at support, it is clear that the national teams' matches are significantly more popular than the top league matches. Most of the national associations promote their matches and try to increase attendance. These promotional measures include advertising through print media, websites, social media, TV and radio. Some also provide free tickets to schools, clubs and teams.

Eleven of the national associations have a specific person in charge of marketing women's football, and 30 of them have a marketing strategy of some kind. The most common type of strategy involves seeking to boost participation in grassroots football – which can, if successful, have a very positive impact on the future growth of women's football.

For some of the national associations, these strategies are still under development, and for some they are not specific to women's football, being used by the national association to promote both men's and women's football.

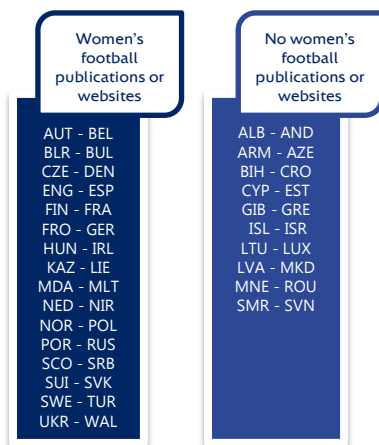
As mentioned in section 9, the implementation of such strategies can be key in terms of the return on the investment made in women's football. Marketing, which has an important role to play in the growth and development of the sport, has the potential, through a well-planned and managed strategy, to strongly increase interest in the sport, as well as boosting revenue by increasing participation and attendance levels at matches.

Marketing strategies within women's football



No data available for ITA.

15 | Communications and publications



No data available for ITA.

Women's football is mostly perceived in a positive way by the media, which has an important role to play in the promotion of the sport. If this positive trend continues, and if more media attention is given to women's football, this can be a great asset in terms of developing interest in – and the accessibility of – the sport for the general public, at both national and European level. The countries where women's football is perceived very positively by the media are: ISL, MNE and NOR.

A total of 31 national associations actively promote women's football through various means of communication. These mostly involve using diverse media channels to communicate results and schedules, but associations also communicate stories about players, as well as videos promoting the game.

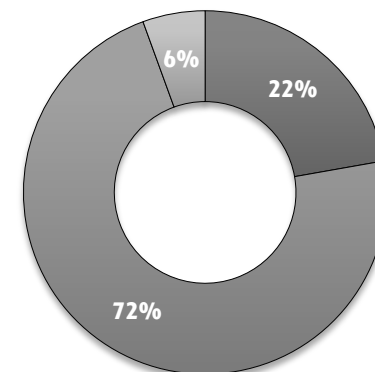
Out of the 54 national associations, 29 have secured press coverage in regional, national or industry press. The coverage varies between national associations, with newspapers in different areas and differing amounts of coverage in those newspapers. England stated that the press it had secured this season was the best ever, with consistent coverage in all media.

Of the 54 national associations, 32 have publications or websites that specialise in women's football. For most, their websites are the main communication tool, but some also have publications. The contents of those websites range from the history of women's football and relevant statistics to Facebook pages and podcasts. Most registered publications are issued weekly.

As websites are constantly available, this is a good way of keeping information accessible and ensuring direct updates. As use of the internet is increasing across society as a whole, websites have become more popular than print media for the provision of information. Nevertheless, printed publications do still matter and will continue to be an important communication tool.

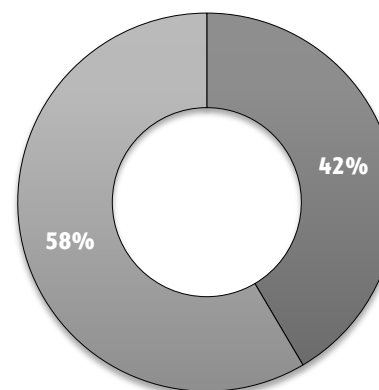
How is women's football perceived by the media?

- Not mentioned
- Positively
- Very positively



Does your association promote women's football through active communications?

- No
- Yes



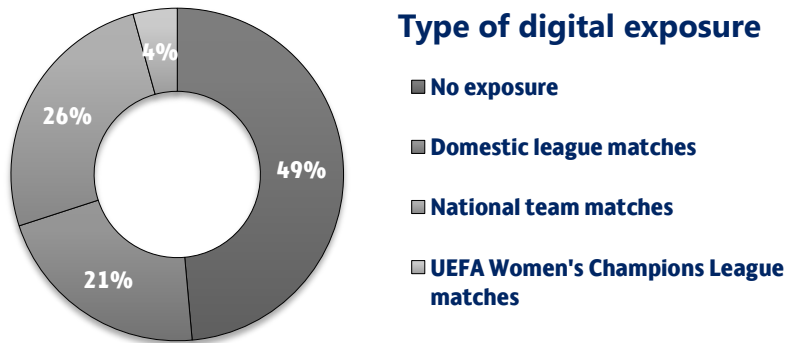
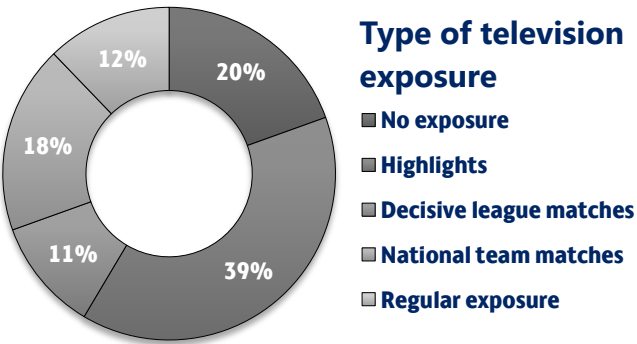
No data available for ITA.

16 | Television and digital media

Sixteen of the national associations have no women's football on television, two more than last season. However, there are now ten national associations that claim to have regular exposure,* which is an increase of six on last season. The most common type of exposure is highlights, followed by national team matches, and these are mostly offered through free-to-air channels.

Television exposure generally involves no financial commitment on the part of the national associations, but where it does, it is either part of a global package or in exchange for a rights fee.

* Regular exposure: Weekly broadcasting of national league.

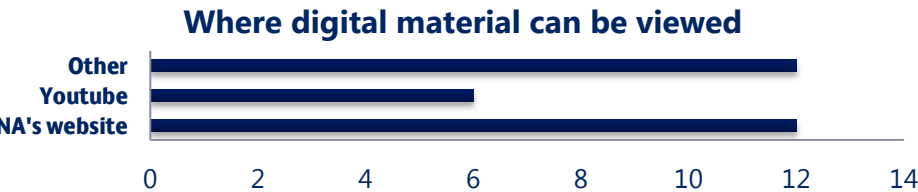
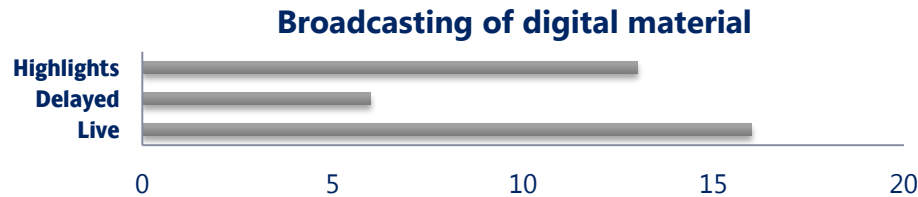


As regards digital exposure, over 50% of the national associations broadcast material online, and 90% of this material can be accessed through free streaming. Distributing material online free of charge makes the sport more accessible to the general public, which could result in increases in both interest and awareness.

In most cases, online material is shown on the national associations' websites or on "other" websites (specific streaming websites or the websites of the TV channels that own the broadcasting rights). Showing material on national associations' websites adds to its accessibility, as it is one of the more logical places to go for information.

The most common type of digital exposure involves national team matches, and these are mostly broadcast live. The charts on this page show that, as with support and attendance levels (presented in section 14), national team matches are the most popular type of material, both on television and digitally.

There are 12 national associations where women's football is not shown either on television or online: ALB, AND, ARM, BEL, BIH, CRO, LIE, LTU, MKD, SMR, SVK and TUR.





NATIONAL ASSOCIATION FACTSHEETS

2013/14

WE CARE ABOUT FOOTBALL

National association factsheets

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List of abbreviations

Av.	Average
Com.	Communication
Comp.	Competition
Dev.	Development
DLM	Decisive league matches
Dom.	Domestic
Edu.	Education
Equ.	Equipment
Exp.	Exposure
Fin.	Financial
Grassr.	Grassroots
Higl.	Highlights
Impr.	Improvements
Int.	International
Mark.	Marketing
Nat.	National
NL	National league
NT	National team
Perf.	Performance
Reg.	Registered
Tech.	Technical
Tra./edu.	Training and education
Trans.	Transport
Trg.	Training grounds
WCL	Women's Champions League

Pro	UEFA Pro licence
A	UEFA A licence
B	UEFA B licence

Additional notes:

- For Italy, data is taken from the survey performed for the 2012/13 season (except for numbers of registered players, which have been collected by UEFA for other publications).
- The entry entitled "Top level where women referee matches" refers to matches outside women's football.
- Budgets presented in currencies other than euros may have altered slightly as a result of changes to exchange rates.
- Information on the number one team sport in the country is based on data gathered for previous reports.
- The UEFA coefficients/rankings were calculated on 26 October 2012, after the play-off matches for the UEFA Women's EURO 2013.
- Population data has been taken from the CIA factbook website and the UK government's statistical website.
- The number of teams in the top league is higher than the number of registered teams in Liechtenstein. This is a result of them playing in the league of Switzerland.
- For the number of women with A, B or Pro licence in Sweden, there are no up to date numbers for registered B licences, and therefore the number only includes A and Pro licences.

Albania | ALB

Registered players 2013/14

Total no. of registered female players	251
No. of registered female adult (18+) players	71
No. of registered female youth (<18) players	180

Growth of women's football

Registered players 2012/13	251
Registered players 2011/12	-
Registered players 2010/11	225
Registered players 2009/10	175
Growth in last five years	43%

Domestic women's football

No. of registered senior teams	9
No. of clubs	9
Cooperation between clubs and association	Average
Support given to clubs	All
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	9
Dates of national league	Sept-Nov, Feb-Apr
Club licensing?	No

Professional and foreign players

No. of professional players	30
At how many clubs?	2
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U19
No. of friendly and competitive senior matches	4/10
No. of friendly and competitive Under-19 matches	1/3
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	-
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	-

Coaching in women's football

Ratio of female to male coaches	2:98
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	2

Refereeing in women's football

Total no. of qualified female referees	10
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 3 million
FIFA ranking: 60
UEFA coefficient (ranking): -
Year women's football began: 2009



Finances and strategies in women's football

Budget for women's football	€650,000
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	700
Av. attendance at top national league matches	300
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Comp.
No. of administrative staff for women's football	3
No. of women in the association	7
No. of women at managerial level or above	1
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	-
No. of women in all committees	3

Andorra | AND

Registered players 2013/14

Total no. of registered female players	97
No. of registered female adult (18+) players	20
No. of registered female youth (<18) players	77

Growth of women's football

Registered players 2012/13	69
Registered players 2011/12	75
Registered players 2010/11	75
Registered players 2009/10	81
Growth in last five years	20%

Domestic women's football

No. of registered senior teams	1
No. of clubs	8
Cooperation between clubs and association	Good
Support given to clubs	All
Av. distance to local club	1-5km
Regular national women's league?	No
Structure of national league	-
Total no. of divisions	-
No. of teams in top national division	-
Dates of national league	-
Club licensing?	No

Professional and Foreign Players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	-
National youth teams?	-
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	-
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	-
Licence held by head coach of Under-19s	-
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	1

Refereeing in women's football

Total no. of qualified female referees	-
Do these referee men's matches?	-
Top level where women referee matches	-
Programme targeting development and recruitment of female referees?	No

Population: 85,293
FIFA ranking: -
UEFA coefficient (ranking): -
Year women's football began: 2004



Finances and strategies in women's football

Budget for women's football	€200,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., Mark., Com., Comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	-
Av. attendance at top national league matches	-
Perception of women's football in the media	Positive
Promotional marketing strategy	Grassr.
No. one team sport	Basketball

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	Dom. comp.
No. of administrative staff for women's football	2
No. of women in the association	1
No. of women at managerial level or above	1
Women's committee?	Yes
No. of members in women's committee	8
No. of female members in women's committee	2
No. of women in all committees	2

Armenia | ARM

Registered players 2013/14

Total no. of registered female players	491
No. of registered female adult (18+) players	296
No. of registered female youth (<18) players	195

Growth of women's football

Registered players 2012/13	137
Registered players 2011/12	419
Registered players 2010/11	144
Registered players 2009/10	123
Growth in last five years	300%

Domestic women's football

No. of registered senior teams	6
No. of clubs	4
Cooperation between clubs and association	Average
Support given to clubs	Fin., equ., tra./edu., trg.
Av. distance to local club	1-5km
Regular national women's league?	No
Structure of national league	-
Total no. of divisions	-
No. of teams in top national division	-
Dates of national league	-
Club licensing?	No

Professional and foreign players

No. of professional players	8
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	-
National youth teams?	U15
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	-
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U15
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No age limit

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Other
Licence held by head coach of Under-19s	-
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	1

Refereeing in women's football

Total no. of qualified female referees	8
Do these referee men's matches?	Yes
Top level where women referee matches	Men's amateur league
Programme targeting development and recruitment of female referees?	Yes

Population: 3 million
FIFA ranking: 97
UEFA coefficient (ranking): 7,020 (39)
Year women's football began: 1999



Finances and strategies in women's football

Budget for women's football	€141,217
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	1,000
Av. attendance at top national league matches	1,000
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Women's football/futsal
No. of administrative staff for women's football	3
No. of women in the association	12
No. of women at managerial level or above	3
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	1
No. of women in all committees	8

Austria | AUT

Registered players 2013/14

Total no. of registered female players	20,000
No. of registered female adult (18+) players	7,000
No. of registered female youth (<18) players	13,000

Growth of women's football

Registered players 2012/13	37,000
Registered players 2011/12	17,000
Registered players 2010/11	17,000
Registered players 2009/10	13,000
Growth in last five years	54%

Domestic women's football

No. of registered senior teams	242
No. of clubs	200
Cooperation between clubs and association	Good
Support given to clubs	Fin.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	5
No. of teams in top national division	10
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	Yes

Professional and foreign players

No. of professional players	17
At how many clubs?	4
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	6/5-7
No. of friendly and competitive Under-19 matches	6-8/6
No. of friendly and competitive Under-17 matches	6-10/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U14, U16, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	14

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	7

Refereeing in women's football

Total no. of qualified female referees	31
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 8.2 million
FIFA ranking: 33
UEFA coefficient (ranking): 25,819 (18)
Year women's football began: 2005



Finances and strategies in women's football

Budget for women's football	€1,700,000
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	1,500
Av. attendance at top national league matches	200
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	-
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	5
Position of women's football in the association	Tech.
No. of administrative staff for women's football	3
No. of women in the association	20
No. of women at managerial level or above	5
Women's committee?	Yes
No. of members in women's committee	12
No. of female members in women's committee	6
No. of women in all committees	8

Azerbaijan | AZE

Registered players 2013/14

Total no. of registered female players	3,928
No. of registered female adult (18+) players	94
No. of registered female youth (<18) players	3,834

Growth of women's football

Registered players 2012/13	1,743
Registered players 2011/12	1,097
Registered players 2010/11	1,097
Registered players 2009/10	-
Growth in last five years	-

Domestic women's football

No. of registered senior teams	-
No. of clubs	40
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu., trg., trans., food
Av. distance to local club	20km or more
Regular national women's league?	No
Structure of national league	-
Total no. of divisions	-
No. of teams in top national division	-
Dates of national league	-
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	-
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	15/3
No. of friendly and competitive Under-17 matches	13/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U13, U16, U18, U13*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	14

Coaching in women's football

Ratio of female to male coaches	21:79
Licence held by head coach of senior team	-
Licence held by head coach of Under-19s	Nat.
Licence held by head coach of Under-17s	Nat.
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	7
No. of women with A, B or Pro licence	1

Refereeing in women's football

Total no. of qualified female referees	15
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	No

Population: 9.6 million
FIFA ranking: 120
UEFA coefficient (ranking): 9,181 (38)
Year women's football began: 2010



Finances and strategies in women's football

Budget for women's football	-
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., Mark., Com., Comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl., DLM, NT; free to air
Level and type of digital exposure	NT; free streaming
Place shown	Affavideo.az
Av. attendance at national team matches	500
Av. attendance at top national league matches	-
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	Tech.
No. of administrative staff for women's football	9
No. of women in the association	40
No. of women at managerial level or above	4
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	-

Belarus | BLR

Registered players 2013/14

Total no. of registered female players	1,790
No. of registered female adult (18+) players	1,070
No. of registered female youth (<18) players	720

Growth of women's football

Registered players 2012/13	970
Registered players 2011/12	970
Registered players 2010/11	970
Registered players 2009/10	435
Growth in last five years	311%

Domestic women's football

No. of registered senior teams	9
No. of clubs	6
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., equ., tra./edu., trg.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	9
Dates of national league	Apr-Oct
Club licensing?	No

Professional and foreign players

No. of professional players	113
At how many clubs?	6
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	8/3
No. of friendly and competitive Under-19 matches	11/3
No. of friendly and competitive Under-17 matches	7/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18, U12*, U13*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	13

Coaching in women's football

Ratio of female to male coaches	30:70
Licence held by head coach of senior team	Nat.
Licence held by head coach of Under-19s	Nat.
Licence held by head coach of Under-17s	Nat.
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	5

Refereeing in women's football

Total no. of qualified female referees	7
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 9.6 million
FIFA ranking: 38
UEFA coefficient (ranking): 23,689 (21)
Year women's football began: 1992



Finances and strategies in women's football

Budget for women's football	€884,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	2,500
Av. attendance at top national league matches	145
Perception of women's football in the media	Positive
Promotional marketing strategy	Grassr.
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Comp.
No. of administrative staff for women's football	1
No. of women in the association	13
No. of women at managerial level or above	1
Women's committee?	Yes
No. of members in women's committee	9
No. of female members in women's committee	3
No. of women in all committees	6

Belgium | BEL

Registered players 2013/14

Total no. of registered female players	21,634
No. of registered female adult (18+) players	14,161
No. of registered female youth (<18) players	7,473

Growth of women's football

Registered players 2012/13	18,410
Registered players 2011/12	15,600
Registered players 2010/11	16,562
Registered players 2009/10	16,400
Growth in last five years	32%

Domestic women's football

No. of registered senior teams	283
No. of clubs	231
Cooperation between clubs and association	Average
Support given to clubs	Tra./edu.
Av. distance to local club	16-20km
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	4
No. of teams in top national division	7
Dates of national league	Sep-Nov, Feb-May
Club licensing?	Yes

Professional and foreign players

No. of professional players	2
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U19, U21
No. of friendly and competitive senior matches	15/10
No. of friendly and competitive Under-19 matches	12/6
No. of friendly and competitive Under-17 matches	12/8

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U13, U16, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*, U15*, U16*, U17*	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	Yes
Organised youth tournaments?	No
Age until which mixed football is played	18

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	B
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	-

Refereeing in women's football

Total no. of qualified female referees	8
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 10.4 million
FIFA ranking: 27
UEFA coefficient (ranking): 25,727 (19)
Year women's football began: 1971



Finances and strategies in women's football

Budget for women's football	€650,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	750
Av. attendance at top national league matches	250
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL
No. one team sport	Field hockey

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Tech.
No. of administrative staff for women's football	4
No. of women in the association	20
No. of women at managerial level or above	1
Women's committee?	Yes
No. of members in women's committee	17
No. of female members in women's committee	8
No. of women in all committees	20

Bosnia and Herzegovina | BIH

Registered players 2013/14

Total no. of registered female players	417
No. of registered female adult (18+) players	234
No. of registered female youth (<18) players	183

Growth of women's football

Registered players 2012/13	555
Registered players 2011/12	460
Registered players 2010/11	460
Registered players 2009/10	500
Growth in last five years	-17%

Domestic women's football

No. of registered senior teams	21
No. of clubs	21
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	3
No. of teams in top national division	8
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19
No. of friendly and competitive senior matches	4/4
No. of friendly and competitive Under-19 matches	4/3
No. of friendly and competitive Under-17 matches	4/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	-
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	1:99
Licence held by head coach of senior team	B
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	16

Refereeing in women's football

Total no. of qualified female referees	60
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 3.9 million
FIFA ranking: 78
UEFA coefficient (ranking): 12,238 (32)
Year women's football began: 1998



Finances and strategies in women's football

Budget for women's football	€473,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., comp., edu.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	300
Av. attendance at top national league matches	100
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Volleyball/handball

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Tech.
No. of administrative staff for women's football	6
No. of women in the association	10
No. of women at managerial level or above	4
Women's committee?	Yes
No. of members in women's committee	6
No. of female members in women's committee	0
No. of women in all committees	1

Bulgaria | BUL

Registered players 2013/14

Total no. of registered female players	850
No. of registered female adult (18+) players	350
No. of registered female youth (<18) players	500

Growth of women's football

Registered players 2012/13	394
Registered players 2011/12	350
Registered players 2010/11	350
Registered players 2009/10	370
Growth in last five years	130%

Domestic women's football

No. of registered senior teams	9
No. of clubs	31
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	8
Dates of national league	Sept-Nov, Mar-Jun
Club licensing?	Yes

Professional and foreign players

No. of professional players	5
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	5/5
No. of friendly and competitive Under-19 matches	6/3
No. of friendly and competitive Under-17 matches	9/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U14, U17, U7*, U8*, U9*, U10*, U11*, U12*, U13*	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	14

Coaching in women's football

Ratio of female to male coaches	60:40
Licence held by head coach of senior team	Nat.
Licence held by head coach of Under-19s	Nat.
Licence held by head coach of Under-17s	Nat.
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	5

Refereeing in women's football

Total no. of qualified female referees	37
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	No

Population: 7 million
FIFA ranking: 55
UEFA coefficient (ranking): 12,099 (33)
Year women's football began: 1981



Finances and strategies in women's football

Budget for women's football	€200,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl., DLM; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	200
Av. attendance at top national league matches	300
Perception of women's football in the media	Positive
Promotional marketing strategy	No
No. one team sport	Volleyball/handball

Women, governance and committees

Dedicated members of staff for women's football	3
Position of women's football in the association	Amateur football league
No. of administrative staff for women's football	13
No. of women in the association	30
No. of women at managerial level or above	4
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	5
No. of women in all committees	10

Croatia | CRO

Registered players 2013/14

Total no. of registered female players	1,133
No. of registered female adult (18+) players	469
No. of registered female youth (<18) players	664

Growth of women's football

Registered players 2012/13	998
Registered players 2011/12	1,732
Registered players 2010/11	1,732
Registered players 2009/10	1,627
Growth in last five years	-31%

Domestic women's football

No. of registered senior teams	44
No. of clubs	25
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	3
No. of teams in top national division	8
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	5/10
No. of friendly and competitive Under-19 matches	4/3
No. of friendly and competitive Under-17 matches	4/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U17, U6*, U7*, U8*, U9*, U10*, U11*, U12*
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	Nat.
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	8

Refereeing in women's football

Total no. of qualified female referees	47
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	Yes

Population: 4.5 million
FIFA ranking: 63
UEFA coefficient (ranking): 9,866 (37)
Year women's football began: 1971



Finances and strategies in women's football

Budget for women's football	€400,000
Specific commercial sponsors?	-
Dedicated strategies?	Dev., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	500
Av. attendance at top national league matches	50
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Basketball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	NT, comp., dev.
No. of administrative staff for women's football	1
No. of women in the association	21
No. of women at managerial level or above	5
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	4
No. of women in all committees	6

Cyprus | CYP

Registered players 2013/14

Total no. of registered female players	994
No. of registered female adult (18+) players	890
No. of registered female youth (<18) players	104

Growth of women's football

Registered players 2012/13	977
Registered players 2011/12	878
Registered players 2010/11	878
Registered players 2009/10	741
Growth in last five years	34%

Domestic women's football

No. of registered senior teams	9
No. of clubs	9
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	16-20km
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	9
Dates of national league	Nov-Apr
Club licensing?	No

Professional and foreign players

No. of professional players	10
At how many clubs?	3
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U19
No. of friendly and competitive senior matches	3/0
No. of friendly and competitive Under-19 matches	4/3
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U6, U7, U8, U9, U10, U11, U12, U13, U14, U15, U6*, U7*, U8*, U9*, U10*, U11*, U12*	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	7

Refereeing in women's football

Total no. of qualified female referees	19
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	Yes

Population: 1.1 million
FIFA ranking: 101
UEFA coefficient (ranking): -
Year women's football began: 1972



Finances and strategies in women's football

Budget for women's football	€250,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	100
Av. attendance at top national league matches	100
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	Grassr.
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	Comp.
No. of administrative staff for women's football	1
No. of women in the association	15
No. of women at managerial level or above	-
Women's committee?	Yes
No. of members in women's committee	8
No. of female members in women's committee	2
No. of women in all committees	13

Czech Republic | CZE

Registered players 2013/14

Total no. of registered female players	11,500
No. of registered female adult (18+) players	6,500
No. of registered female youth (<18) players	5,000

Growth of women's football

Registered players 2012/13	16,900
Registered players 2011/12	18,776
Registered players 2010/11	18,776
Registered players 2009/10	16,154
Growth in last five years	-28%

Domestic women's football

No. of registered senior teams	93
No. of clubs	2,000
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	4
No. of teams in top national division	8
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	Yes

Professional and foreign players

No. of professional players	2
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	5/30
No. of friendly and competitive Under-19 matches	5/25-30
No. of friendly and competitive Under-17 matches	5/25-30

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U9, U11, U13, U15, U18, U9*, U11*, U13*, U15*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	15

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	4

Refereeing in women's football

Total no. of qualified female referees	50
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 10.2 million
FIFA ranking: 26
UEFA coefficient (ranking): 26,562 (17)
Year women's football began: 1992



Finances and strategies in women's football

Budget for women's football	€80,000
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	600
Av. attendance at top national league matches	100
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	Int. matches, NL, grassr.
No. one team sport	Football/basketball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Amateur football
No. of administrative staff for women's football	6
No. of women in the association	21
No. of women at managerial level or above	2
Women's committee?	Yes
No. of members in women's committee	6
No. of female members in women's committee	3
No. of women in all committees	5

Denmark | DEN

Registered players 2013/14

Total no. of registered female players	70,641
No. of registered female adult (18+) players	14,654
No. of registered female youth (<18) players	55,987

Growth of women's football

Registered players 2012/13	77,889
Registered players 2011/12	66,671
Registered players 2010/11	71,273
Registered players 2009/10	63,736
Growth in last five years	11%

Domestic women's football

No. of registered senior teams	797
No. of clubs	834
Cooperation between clubs and association	Good
Support given to clubs	Equ., tra./edu.
Av. distance to local club	1-5km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	5
No. of teams in top national division	8
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	Yes

Professional and foreign players

No. of professional players	5
At how many clubs?	2
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19, U23
No. of friendly and competitive senior matches	6/5
No. of friendly and competitive Under-19 matches	5/8
No. of friendly and competitive Under-17 matches	5/8

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U7, U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18, U6*, U7*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No limit

Coaching in women's football

Ratio of female to male coaches	25:75
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	24

Refereeing in women's football

Total no. of qualified female referees	64
Do these referee men's matches?	Yes
Top level where women referee matches	Men's fourth division
Programme targeting development and recruitment of female referees?	Yes

Population: 5.5 million
FIFA ranking: 12
UEFA coefficient (ranking): 34,971 (7)
Year women's football began: 1974



Finances and strategies in women's football

Budget for women's football	€3,000,000
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., comp., grassr.

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; pay TV, free to air
Level and type of digital exposure	NL, NT; paid and free streaming
Place shown	DBU website
Av. attendance at national team matches	3,000
Av. attendance at top national league matches	150
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, nat. league, grassr.
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	7
Position of women's football in the association	NT, club licensing, grassr., mark.
No. of administrative staff for women's football	12
No. of women in the association	30
No. of women at managerial level or above	4
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	3
No. of women in all committees	14

England | ENG

Registered players 2013/14

Total no. of registered female players	91,656
No. of registered female adult (18+) players	31,770
No. of registered female youth (<18) players	59,886

Growth of women's football

Registered players 2012/13	89,640
Registered players 2011/12	-
Registered players 2010/11	-
Registered players 2009/10	-
Growth in last five years	-

Domestic women's football

No. of registered senior teams	1,765
No. of clubs	2,297
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	1-5km
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	8
Dates of national league	Mar-Jun, Aug-Oct
Club licensing?	Yes

Professional and foreign players

No. of professional players	126
At how many clubs?	8
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U19, U23
No. of friendly and competitive senior matches	2/10-12
No. of friendly and competitive Under-19 matches	3-4/6-8
No. of friendly and competitive Under-17 matches	2-3/4-7

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18, U7*, U8*, U9*, U10*, U11*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	15

Coaching in women's football

Ratio of female to male coaches	11:89
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Other
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	329

Refereeing in women's football

Total no. of qualified female referees	882
Do these referee men's matches?	Yes
Top level where women referee matches	Men's amateur league
Programme targeting development and recruitment of female referees?	Yes

Population: 53.5 million
FIFA ranking: 11
UEFA coefficient (ranking): 38,903 (4)
Year women's football began: 1993



Finances and strategies in women's football

Budget for women's football	€14,010,000
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., com., comp., commercial, broadcasting and increasing fan base

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; pay TV and free to air
Level and type of digital exposure	NL, NT; free streaming
Place shown	FA website, YouTube, FA TV
Av. attendance at national team matches	5,124
Av. attendance at top national league matches	602
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL, grassr.
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	19
Position of women's football in the association	Integrated
No. of administrative staff for women's football	21
No. of women in the association	258
No. of women at managerial level or above	99
Women's committee?	Yes
No. of members in women's committee	15
No. of female members in women's committee	5
No. of women in all committees	6

Estonia | EST

Registered players 2013/14

Total no. of registered female players	908
No. of registered female adult (18+) players	438
No. of registered female youth (<18) players	470

Growth of women's football

Registered players 2012/13	752
Registered players 2011/12	-
Registered players 2010/11	698
Registered players 2009/10	-
Growth in last five years	-

Domestic women's football

No. of registered senior teams	32
No. of clubs	24
Cooperation between clubs and association	Good
Support given to clubs	Equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	3
No. of teams in top national division	7
Dates of national league	Apr-Oct
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	2-3/3-5
No. of friendly and competitive Under-19 matches	2-3/5-8
No. of friendly and competitive Under-17 matches	1-2/8

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U11, U13, U15, U17, U6*, U7*, U8*, U9*, U10*, U11*, U12*	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	4
No. of women with A, B or Pro licence	4

Refereeing in women's football

Total no. of qualified female referees	26
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 1.2 million
FIFA ranking: 74
UEFA coefficient (ranking): 11,019 (35)
Year women's football began: 1994



Finances and strategies in women's football

Budget for women's football	€319,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	250
Av. attendance at top national league matches	50
Perception of women's football in the media	Positive
Promotional marketing strategy	Grassr.
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Grassr., tech.
No. of administrative staff for women's football	2
No. of women in the association	13
No. of women at managerial level or above	2
Women's committee?	Yes
No. of members in women's committee	11
No. of female members in women's committee	6
No. of women in all committees	10

Faroe Islands | FRO

Registered players 2013/14

Total no. of registered female players	2,012
No. of registered female adult (18+) players	1,331
No. of registered female youth (<18) players	681

Growth of women's football

Registered players 2012/13	1,222
Registered players 2011/12	1,202
Registered players 2010/11	1,202
Registered players 2009/10	981
Growth in last five years	105%

Domestic women's football

No. of registered senior teams	117
No. of clubs	18
Cooperation between clubs and association	Average
Support given to clubs	Fin.
Av. distance to local club	6-10km
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	2
No. of teams in top national division	7
Dates of national league	Mar-Oct, Jul-Aug
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	1/13
No. of friendly and competitive Under-19 matches	3/3
No. of friendly and competitive Under-17 matches	3/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U8, U10, U12, U14, U17, U8*, U10*, U12*	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	No
Age until which mixed football is played	No age limit

Coaching in women's football

Ratio of female to male coaches	40:60
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	3

Refereeing in women's football

Total no. of qualified female referees	5
Do these referee men's matches?	No
Top level where women referee matches	-
Programme targeting development and recruitment of female referees?	Yes

Population: 49,709
FIFA ranking: 67
UEFA coefficient (ranking): 5,071 (45)
Year women's football began: 1984



Finances and strategies in women's football

Budget for women's football	€357,200
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	200
Av. attendance at top national league matches	150
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	Comp.
No. of administrative staff for women's football	1
No. of women in the association	3
No. of women at managerial level or above	2
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	3
No. of women in all committees	3

Finland | FIN

Registered players 2013/14

Total no. of registered female players	26,867
No. of registered female adult (18+) players	3,730
No. of registered female youth (<18) players	23,137

Growth of women's football

Registered players 2012/13	26,776
Registered players 2011/12	25,070
Registered players 2010/11	26,423
Registered players 2009/10	25,836
Growth in last five years	4%

Domestic women's football

No. of registered senior teams	281
No. of clubs	1,000
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	1-5km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	5
No. of teams in top national division	10
Dates of national league	Apr-Oct
Club licensing?	Yes

Professional and foreign players

No. of professional players	29
At how many clubs?	6
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U16, U17, U18, U19, U20
No. of friendly and competitive senior matches	9/5
No. of friendly and competitive Under-19 matches	8/6
No. of friendly and competitive Under-17 matches	8/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U7, U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	15

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	26

Refereeing in women's football

Total no. of qualified female referees	219
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	Yes

Population: 5.3 million
FIFA ranking: 22
UEFA coefficient (ranking): 34,436 (9)
Year women's football began: 1972



Finances and strategies in women's football

Budget for women's football	€1,389,228
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; free to air
Level and type of digital exposure	NL, NT, WCL; free streaming
Place shown	SPL-FBF website, YLE
Av. attendance at national team matches	1,300
Av. attendance at top national league matches	155
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	5
Position of women's football in the association	Integrated
No. of administrative staff for women's football	18
No. of women in the association	18
No. of women at managerial level or above	2
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	25

France | FRA

Registered players 2013/14

Total no. of registered female players	65,001
No. of registered female adult (18+) players	24,749
No. of registered female youth (<18) players	40,252

Growth of women's football

Registered players 2012/13	58,350
Registered players 2011/12	-
Registered players 2010/11	-
Registered players 2009/10	-
Growth in last five years	-

Domestic women's football

No. of registered senior teams	1790
No. of clubs	90
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	11-15km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	3
No. of teams in top national division	12
Dates of national league	Sep-Nov, Jan-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	70
At how many clubs?	9
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U16, U17, U18, U19, U23
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	0/6-11
No. of friendly and competitive Under-17 matches	4-6/6-11

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U9, U11, U13, U15, U18, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	15

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	0
No. of women with A, B or Pro licence	159

Refereeing in women's football

Total no. of qualified female referees	27
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 65.9 million
FIFA ranking: 6
UEFA coefficient (ranking): 40,251 (3)
Year women's football began: 1970



Finances and strategies in women's football

Budget for women's football	€10,100,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp., feminisation

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; pay TV and free to air
Level and type of digital exposure	NT; free streaming
Place shown	FFF website, YouTube
Av. attendance at national team matches	9,000
Av. attendance at top national league matches	1,500
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL, grassr.
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	4
Position of women's football in the association	Amateur football league
No. of administrative staff for women's football	8
No. of women in the association	101
No. of women at managerial level or above	21
Women's committee?	Yes
No. of members in women's committee	15
No. of female members in women's committee	11
No. of women in all committees	21

Georgia | GEO

Registered players 2013/14

Total no. of registered female players	200
No. of registered female adult (18+) players	50
No. of registered female youth (<18) players	150

Growth of women's football

Registered players 2012/13	220
Registered players 2011/12	-
Registered players 2010/11	350
Registered players 2009/10	400
Growth in last five years	-50%

Domestic women's football

No. of registered senior teams	1
No. of clubs	8
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., trg.
Av. distance to local club	20km or more
Regular national women's league?	No
Structure of national league	-
Total no. of divisions	-
No. of teams in top national division	-
Dates of national league	-
Club licensing?	No

Professional and foreign players

No. of professional players	40
At how many clubs?	3
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	2/3
No. of friendly and competitive Under-19 matches	6/3
No. of friendly and competitive Under-17 matches	4/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U17, U18, U23
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	0:100
Licence held by head coach of senior team	-
Licence held by head coach of Under-19s	-
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	-

Refereeing in women's football

Total no. of qualified female referees	4
Do these referee men's matches?	Yes
Top level where women referee matches	Men's amateur league
Programme targeting development and recruitment of female referees?	No

Population: 4.5 million
FIFA ranking: 98
UEFA coefficient (ranking): -
Year women's football began: 2003



Finances and strategies in women's football

Budget for women's football	€147,000
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	200
Av. attendance at top national league matches	200
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Handball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Women's football
No. of administrative staff for women's football	8
No. of women in the association	15
No. of women at managerial level or above	6
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	4

Germany | GER

Registered players 2013/14

Total no. of registered female players	262,220
No. of registered female adult (18+) players	-
No. of registered female youth (<18) players	-

Growth of women's football

Registered players 2012/13	250,000
Registered players 2011/12	-
Registered players 2010/11	-
Registered players 2009/10	-
Growth in last five years	-

Domestic women's football

No. of registered senior teams	5,782
No. of clubs	25,456
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu., courses, workshops
Av. distance to local club	-
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	5-8
No. of teams in top national division	12
Dates of national league	Aug-Dec, Feb-Jun
Club licensing?	Yes

Professional and foreign players

No. of professional players	70
At how many clubs?	12
Restriction on no. of foreign players	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U19, U20, U23
No. of friendly and competitive senior matches	6-8/12
No. of friendly and competitive Under-19 matches	4/6-8
No. of friendly and competitive Under-17 matches	3-5/6-8

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U9, U11, U13, U15, U17, U9*, U11*, U13*, U15*, U17*
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	17

Coaching in women's football

Ratio of female to male coaches	-
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	7
No. of women with A, B or Pro licence	180

Refereeing in women's football

Total no. of qualified female referees	2,597
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 81.1 million
FIFA ranking: 2
UEFA coefficient (ranking): 43,460 (1)
Year women's football began: 1970



Finances and strategies in women's football

Budget for women's football	€7,000,000
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., com., comp., league development

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; free to air
Level and type of digital exposure	NL, NT; free streaming
Place shown	DFB website
Av. attendance at national team matches	13,500
Av. attendance at top national league matches	890
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	14
Position of women's football in the association	Women's football
No. of administrative staff for women's football	15
No. of women in the association	89
No. of women at managerial level or above	5
Women's committee?	Yes
No. of members in women's committee	20
No. of female members in women's committee	16
No. of women in all committees	20

Gibraltar | GIB

Registered players 2013/14

Total no. of registered female players	80
No. of registered female adult (18+) players	60
No. of registered female youth (<18) players	20

Growth of women's football

Registered players 2012/13	66
Registered players 2011/12	66
Registered players 2010/11	132
Registered players 2009/10	-
Growth in last five years	-

Domestic women's football

No. of registered senior teams	-
No. of clubs	-
Cooperation between clubs and association	Average
Support given to clubs	Trg.
Av. distance to local club	<1km
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	-
Dates of national league	Sept-May
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	-
National youth teams?	U21
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	-
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U11, U11*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	50:50
Licence held by head coach of senior team	B
Licence held by head coach of Under-19s	-
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	-

Refereeing in women's football

Total no. of qualified female referees	3
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 29,111
FIFA ranking: -
UEFA coefficient (ranking): -
Year women's football began: 1989



Finances and strategies in women's football

Budget for women's football	-
Specific commercial sponsors?	No
Dedicated strategies?	Dev.

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	50
Av. attendance at top national league matches	35
Perception of women's football in the media	Positive
Promotional marketing strategy	No
No. one team sport	-

Women, governance and committees

Dedicated members of staff for women's football	8
Position of women's football in the association	Women's football
No. of administrative staff for women's football	-
No. of women in the association	-
No. of women at managerial level or above	-
Women's committee?	Yes
No. of members in women's committee	8
No. of female members in women's committee	7
No. of women in all committees	8

Greece | GRE

Registered players 2013/14

Total no. of registered female players	3,997
No. of registered female adult (18+) players	3,275
No. of registered female youth (<18) players	722

Growth of women's football

Registered players 2012/13	3,410
Registered players 2011/12	1,770
Registered players 2010/11	3,242
Registered players 2009/10	1,770
Growth in last five years	126%

Domestic women's football

No. of registered senior teams	4
No. of clubs	54
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	16-20km
Regular national women's league?	No
Structure of national league	-
Total no. of divisions	-
No. of teams in top national division	-
Dates of national league	-
Club licensing?	No

Professional and foreign players

No. of professional players	3
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19
No. of friendly and competitive senior matches	4/8
No. of friendly and competitive Under-19 matches	7/6
No. of friendly and competitive Under-17 matches	6/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	-
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	13

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	0
No. of women with A, B or Pro licence	70

Refereeing in women's football

Total no. of qualified female referees	9
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 10.8 million
FIFA ranking: 58
UEFA coefficient (ranking): 16,404 (30)
Year women's football began: 1989



Finances and strategies in women's football

Budget for women's football	€764,300
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	NL, NT; free streaming
Place shown	EPO website, ustream, top sports websites
Av. attendance at national team matches	100
Av. attendance at top national league matches	80
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	Int. matches, NL
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	NT, comp.
No. of administrative staff for women's football	8
No. of women in the association	33
No. of women at managerial level or above	10
Women's committee?	Yes
No. of members in women's committee	3
No. of female members in women's committee	0
No. of women in all committees	10

Hungary | HUN

Registered players 2013/14

Total no. of registered female players	6,375
No. of registered female adult (18+) players	1,840
No. of registered female youth (<18) players	4,535

Growth of women's football

Registered players 2012/13	4,798
Registered players 2011/12	3,000
Registered players 2010/11	2,600
Registered players 2009/10	2,500
Growth in last five years	155%

Domestic women's football

No. of registered senior teams	26
No. of clubs	2,178
Cooperation between clubs and association	Excellent
Support given to clubs	Fin.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	8
Dates of national league	Aug-Dec, Mar-Jul
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	10-12/3-5
No. of friendly and competitive Under-19 matches	6-8/3-6
No. of friendly and competitive Under-17 matches	6-8/3-6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U15, U17
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	15

Coaching in women's football

Ratio of female to male coaches	30:70
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	Nat.
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	42

Refereeing in women's football

Total no. of qualified female referees	160
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees	Yes

Population: 9.9 million
FIFA ranking: 36
UEFA coefficient (ranking): 21,509 (22)
Year women's football began: 1982



Finances and strategies in women's football

Budget for women's football	€1,610,000
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; free to air
Level and type of digital exposure	NL, NT; free streaming
Place shown	YouTube
Av. attendance at national team matches	300
Av. attendance at top national league matches	100
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Handball

Women, governance and committees

Dedicated members of staff for women's football	4
Position of women's football in the association	Comp., tech.
No. of administrative staff for women's football	6
No. of women in the association	75
No. of women at managerial level or above	4
Women's committee?	Yes
No. of members in women's committee	6
No. of female members in women's committee	4
No. of women in all committees	14

Iceland | ISL

Registered players 2013/14

Total no. of registered female players	6,118
No. of registered female adult (18+) players	1,041
No. of registered female youth (<18) players	5,077

Growth of women's football

Registered players 2012/13	6,030
Registered players 2011/12	6,471
Registered players 2010/11	6,571
Registered players 2009/10	6,470
Growth in last five years	-5.5%

Domestic women's football

No. of registered senior teams	306
No. of clubs	100
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., tra./edu.
Av. distance to local club	6-10km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	10
Dates of national league	May-Sep
Club licensing?	No

Professional and foreign players

No. of professional players	89
At how many clubs?	8
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19
No. of friendly and competitive senior matches	5/6
No. of friendly and competitive Under-19 matches	3/3-6
No. of friendly and competitive Under-17 matches	0/3-6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U10, U12, U14, U16
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Other
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	55

Refereeing in women's football

Total no. of qualified female referees	176
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	Yes

Population: 315,281
FIFA ranking: 15
UEFA coefficient (ranking): 34,524 (8)
Year women's football began: 1981



Finances and strategies in women's football

Budget for women's football	€1,115,600
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; pay TV and free to air
Level and type of digital exposure	NL, NT; free streaming
Place shown	TV rights holder's website
Av. attendance at national team matches	2,334
Av. attendance at top national league matches	169
Perception of women's football in the media	Very positive
Promotional marketing strategy	Int. matches, NL
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	-
No. of administrative staff for women's football	-
No. of women in the association	3
No. of women at managerial level or above	1
Women's committee?	-
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	16

Israel | ISR

Registered players 2013/14

Total no. of registered female players	1,205
No. of registered female adult (18+) players	445
No. of registered female youth (<18) players	760

Growth of women's football

Registered players 2012/13	867
Registered players 2011/12	900
Registered players 2010/11	948
Registered players 2009/10	934
Growth in last five years	29%

Domestic women's football

No. of registered senior teams	50
No. of clubs	20
Cooperation between clubs and association	Average
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	2
No. of teams in top national division	8
Dates of national league	Oct-May
Club licensing?	No

Professional and foreign players

No. of professional players	3
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	0/8
No. of friendly and competitive Under-19 matches	0/3
No. of friendly and competitive Under-17 matches	0/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U11, U13, U18, U12*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	8

Refereeing in women's football

Total no. of qualified female referees	11
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 7.7 million
FIFA ranking: 61
UEFA coefficient (ranking): 11,576 (34)
Year women's football began: 1996



Finances and strategies in women's football

Budget for women's football	€11,320,000
Specific commercial sponsors?	-
Dedicated strategies?	Dev., mark., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	200
Av. attendance at top national league matches	500
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	Grassr.
No. one team sport	Basketball

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Women's football
No. of administrative staff for women's football	1
No. of women in the association	38
No. of women at managerial level or above	6
Women's committee?	Yes
No. of members in women's committee	21
No. of female members in women's committee	7
No. of women in all committees	9

Italy | ITA

Registered players 2013/14

Total no. of registered female players	22,115
No. of registered female adult (18+) players	12,236
No. of registered female youth (<18) players	9,879

Growth of women's football

Registered players 2012/13	22,743
Registered players 2011/12	12,975
Registered players 2010/11	12,975
Registered players 2009/10	11,987
Growth in last five years	84%

Domestic women's football

No. of registered senior teams	849
No. of clubs	705
Cooperation between clubs and association	Good
Support given to clubs	Tra./edu.
Av. distance to local club	-
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	16
Dates of national league	Sep-May
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	6/6
No. of friendly and competitive Under-19 matches	7/6
No. of friendly and competitive Under-17 matches	4/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U15, U18, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	17

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	-

Refereeing in women's football

Total no. of qualified female referees	1,637
Do these referee men's matches?	Yes
Top level where women referee matches	Men's first division
Programme targeting development and recruitment of female referees?	No

Population: 61.5 million
FIFA ranking: 12
UEFA coefficient (ranking): 37,057 (6)
Year women's football began: 1974



Finances and strategies in women's football

Budget for women's football	€2,850,000
Specific commercial sponsors?	-
Dedicated strategies?	Yes

Media, exposure, marketing and spectators

Level and type of TV exposure	DL, NT; pay TV
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	4,000
Av. attendance at top national league matches	500
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	3
Position of women's football in the association	Women's football
No. of administrative staff for women's football	10
No. of women in the association	80
No. of women at managerial level or above	7
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	43

Kazakhstan | KAZ

Registered players 2013/14

Total no. of registered female players	1,255
No. of registered female adult (18+) players	109
No. of registered female youth (<18) players	1,146

Growth of women's football

Registered players 2012/13	469
Registered players 2011/12	278
Registered players 2010/11	280
Registered players 2009/10	230
Growth in last five years	446%

Domestic women's football

No. of registered senior teams	7
No. of clubs	11
Cooperation between clubs and association	Good
Support given to clubs	Equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	1
No. of teams in top national division	7
Dates of national league	Mar-Nov
Club licensing?	Yes

Professional and foreign players

No. of professional players	88
At how many clubs?	6
Restriction on no. of foreign players	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	1/5
No. of friendly and competitive Under-19 matches	1/3
No. of friendly and competitive Under-17 matches	3/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U13, U14, U15, U17, U18, U12*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	40:60
Licence held by head coach of senior team	Other
Licence held by head coach of Under-19s	Other
Licence held by head coach of Under-17s	Other
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	2

Refereeing in women's football

Total no. of qualified female referees	26
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 17.7 million
FIFA ranking: 66
UEFA coefficient (ranking): 10,589 (36)
Year women's football began: 1987



Finances and strategies in women's football

Budget for women's football	€916,400
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	DLM, NT; pay TV, free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	3,000
Av. attendance at top national league matches	2,000
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, grassr.
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Women's football
No. of administrative staff for women's football	2
No. of women in the association	20
No. of women at managerial level or above	10
Women's committee?	Yes
No. of members in women's committee	7
No. of female members in women's committee	4
No. of women in all committees	10

Latvia | LVA

Registered players 2013/14

Total no. of registered female players	643
No. of registered female adult (18+) players	214
No. of registered female youth (<18) players	429

Growth of women's football

Registered players 2012/13	562
Registered players 2011/12	497
Registered players 2010/11	647
Registered players 2009/10	538
Growth in last five years	20%

Domestic women's football

No. of registered senior teams	7
No. of clubs	15
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ.
Av. distance to local club	20km or more
Regular national women's league	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	5
Dates of national league	Apr-Oct
Club licensing?	No

Professional and foreign players

No. of professional players	1
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	5/5
No. of friendly and competitive Under-19 matches	5/5
No. of friendly and competitive Under-17 matches	5/5

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U8, U10, U14
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	3

Refereeing in women's football

Total no. of qualified female referees	11
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 2.2 million
FIFA ranking: 84
UEFA coefficient (ranking): 4,014 (46)
Year women's football began: 1998



Finances and strategies in women's football

Budget for women's football	€131,000
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	NL, NT; free streaming
Place shown	Sportacentrs.com
Av. attendance at national team matches	3,000
Av. attendance at top national league matches	1,000
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	-
No. one team sport	Basketball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Dev.
No. of administrative staff for women's football	1
No. of women in the association	7
No. of women at managerial level or above	0
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	2
No. of women in all committees	2

Liechtenstein | LIE

Registered players 2013/14

Total no. of registered female players	198
No. of registered female adult (18+) players	67
No. of registered female youth (<18) players	131

Growth of women's football

Registered players 2012/13	178
Registered players 2011/12	152
Registered players 2010/11	152
Registered players 2009/10	148
Growth in last five years	34%

Domestic women's football

No. of registered senior teams	2
No. of clubs	9
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	1-5km
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	6
No. of teams in top national division	10
Dates of national league	Aug-Nov, Feb-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	-
National youth teams?	U15
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	-
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U10, U12, U14, U16, U18, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*, U15*, U16*, U17*, U18 *	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	20

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	-
Licence held by head coach of Under-19s	-
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	-

Refereeing in women's football

Total no. of qualified female referees	-
Do these referee men's matches?	-
Top level where women referee matches	-
Programme targeting development and recruitment of female referees?	No

Population: 37,009
FIFA ranking: -
UEFA coefficient (ranking): -
Year women's football began: 1998



Finances and strategies in women's football

Budget for women's football	€97,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	-
Av. attendance at top national league matches	200
Perception of women's football in the media	Positive
Promotional marketing strategy	No
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	Grassr.
No. of administrative staff for women's football	1
No. of women in the association	15
No. of women at managerial level or above	-
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	-

Lithuania | LTU

Registered players 2013/14

Total no. of registered female players	656
No. of registered female adult (18+) players	146
No. of registered female youth (<18) players	510

Growth of women's football

Registered players 2012/13	556
Registered players 2011/12	595
Registered players 2010/11	595
Registered players 2009/10	510
Growth in last five years	29%

Domestic women's football

No. of registered senior teams	21
No. of clubs	13
Cooperation between clubs and association	Good
Support given to clubs	Equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	6
Dates of national league	Apr-Jun, Aug-Oct
Club licensing?	No

Professional and foreign players

No. of professional players	3
At how many clubs?	1
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	2/2
No. of friendly and competitive Under-19 matches	5/5
No. of friendly and competitive Under-17 matches	10/5

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U11, U13, U15, U17
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	36:64
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	Other
Licence held by head coach of Under-17s	Other
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	5

Refereeing in women's football

Total no. of qualified female referees	27
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	Yes

Population: 3.5 million
FIFA ranking: 82
UEFA coefficient (ranking): 5,293 (43)
Year women's football began: 2001



Finances and strategies in women's football

Budget for women's football	€100,000
Specific commercial sponsors?	No
Dedicated strategies?	-

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	150
Av. attendance at top national league matches	30
Perception of women's football in the media	Positive
Promotional marketing strategy	Grassr.
No. one team sport	Basketball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Women's football
No. of administrative staff for women's football	4
No. of women in the association	12
No. of women at managerial level or above	2
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	3

Luxembourg | LUX

Registered players 2013/14

Total no. of registered female players	1,323
No. of registered female adult (18+) players	640
No. of registered female youth (<18) players	683

Growth of women's football

Registered players 2012/13	1,056
Registered players 2011/12	1,793
Registered players 2010/11	1,793
Registered players 2009/10	1,296
Growth in last five years	2%

Domestic women's football

No. of registered senior teams	43
No. of clubs	106
Cooperation between clubs and association	Average
Support given to clubs	-
Av. distance to local club	6-10km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	3
No. of teams in top national division	10
Dates of national league	Sep-Dec, Feb-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U17
No. of friendly and competitive senior matches	14/0
No. of friendly and competitive Under-19 matches	-
No. of friendly and competitive Under-17 matches	8/0

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U14, U15*
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	14

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	B
Licence held by head coach of Under-19s	B
Licence held by head coach of Under-17s	B
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	4
No. of women with A, B or Pro licence	3

Refereeing in women's football

Total no. of qualified female referees	9
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 514,862
FIFA ranking: 90
UEFA coefficient (ranking): 5,113 (44)
Year women's football began: 1995



Finances and strategies in women's football

Budget for women's football	-
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	350
Av. attendance at top national league matches	80
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Basketball

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	Nat. comp.
No. of administrative staff for women's football	1
No. of women in the association	10
No. of women at managerial level or above	5
Women's committee?	Yes
No. of members in women's committee	8
No. of female members in women's committee	2
No. of women in all committees	2

FYR Macedonia | MKD

Registered players 2013/14

Total no. of registered female players	850
No. of registered female adult (18+) players	450
No. of registered female youth (<18) players	400

Growth of women's football

Registered players 2012/13	850
Registered players 2011/12	950
Registered players 2010/11	950
Registered players 2009/10	488
Growth in last five years	74%

Domestic women's football

No. of registered senior teams	25
No. of clubs	12
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	1
No. of teams in top national division	12
Dates of national league	Sep-Nov, Feb-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	6
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	2-4/4-8
No. of friendly and competitive Under-19 matches	2-4/3
No. of friendly and competitive Under-17 matches	2-4/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U11*, U12*, U13*, U14*, U15*, U16*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	16

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	Other
Licence held by head coach of Under-19s	Other
Licence held by head coach of Under-17s	Other
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	4

Refereeing in women's football

Total no. of qualified female referees	19
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	Yes

Population: 2 million
FIFA ranking: 100
UEFA coefficient (ranking): 6,563 (40)
Year women's football began: 2004



Finances and strategies in women's football

Budget for women's football	€250,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	500
Av. attendance at top national league matches	200
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, grassr.
No. one team sport	Handball

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Tech.
No. of administrative staff for women's football	7
No. of women in the association	13
No. of women at managerial level or above	7
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	1
No. of women in all committees	2

Malta | MLT

Registered players 2013/14

Total no. of registered female players	1,577
No. of registered female adult (18+) players	1,189
No. of registered female youth (<18) players	388

Growth of women's football

Registered players 2012/13	1,220
Registered players 2011/12	1,096
Registered players 2010/11	1,318
Registered players 2009/10	1,231
Growth in last five years	28%

Domestic women's football

No. of registered senior teams	13
No. of clubs	53
Cooperation between clubs and association	Good
Support given to clubs	Equ., tra./edu.
Av. distance to local club	1-5km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	13
Dates of national league	Sep-May
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U13, U16, U19
No. of friendly and competitive senior matches	3/10
No. of friendly and competitive Under-19 matches	2/3
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U11, U16, U13*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	12

Coaching in women's football

Ratio of female to male coaches	25:75
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	B
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	1

Refereeing in women's football

Total no. of qualified female referees	7
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 411,277
FIFA ranking: 88
UEFA coefficient (ranking): 5,650 (42)
Year women's football began: 1995



Finances and strategies in women's football

Budget for women's football	€251,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	500
Av. attendance at top national league matches	400
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL, grassr.
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Grassr., youth dev.
No. of administrative staff for women's football	2
No. of women in the association	13
No. of women at managerial level or above	2
Women's committee?	Yes
No. of members in women's committee	14
No. of female members in women's committee	5
No. of women in all committees	9

Moldova | MDA

Registered players 2013/14

Total no. of registered female players	339
No. of registered female adult (18+) players	113
No. of registered female youth (<18) players	226

Growth of women's football

Registered players 2012/13	360
Registered players 2011/12	360
Registered players 2010/11	360
Registered players 2009/10	320
Growth in last five years	6%

Domestic women's football

No. of registered senior teams	14
No. of clubs	12
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., equ., tra./edu., trg.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	8
Dates of national league	Sept-Nov, Mar-May
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	
Restriction on no. of foreign players?	Yes

National teams

National senior team?	-
National youth teams?	U17, U19
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	6/6
No. of friendly and competitive Under-17 matches	8/8

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U16
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	-

Coaching in women's football

Ratio of female to male coaches	8:92
Licence held by head coach of senior team	-
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	B
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	10

Refereeing in women's football

Total no. of qualified female referees	6
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 3.6 million
FIFA ranking: 120
UEFA coefficient (ranking): -
Year women's football began: 1996



Finances and strategies in women's football

Budget for women's football	€225,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., comp., coach edu.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.
Level and type of digital exposure	NL, NT, higl.; free streaming
Place shown	FMF website, YouTube
Av. attendance at national team matches	300
Av. attendance at top national league matches	100
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	3
Position of women's football in the association	Tech.
No. of administrative staff for women's football	3
No. of women in the association	10
No. of women at managerial level or above	5
Women's committee?	Yes
No. of members in women's committee	6
No. of female members in women's committee	2
No. of women in all committees	3

Montenegro | MNE

Registered players 2013/14

Total no. of registered female players	379
No. of registered female adult (18+) players	48
No. of registered female youth (<18) players	331

Growth of women's football

Registered players 2012/13	289
Registered players 2011/12	134
Registered players 2010/11	134
Registered players 2009/10	120
Growth in last five years	216%

Domestic women's football

No. of registered senior teams	7
No. of clubs	12
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., equ., tra./edu., trg.
Av. distance to local club	<1km
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	6
Dates of national league	Sep-Dec, Feb-May
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	2/7
No. of friendly and competitive Under-19 matches	6/3
No. of friendly and competitive Under-17 matches	4/9

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U12, U15
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	-

Refereeing in women's football

Total no. of qualified female referees	8
Do these referee men's matches?	Yes
Top level where women referee matches	-
Programme targeting development and recruitment of female referees?	No

Population: 653,474
FIFA ranking: 80
UEFA coefficient (ranking): -
Year women's football began: 2009



Finances and strategies in women's football

Budget for women's football	€80,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	500
Av. attendance at top national league matches	200
Perception of women's football in the media	Very positive
Promotional marketing strategy	-
No. one team sport	Handball

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Grassr.
No. of administrative staff for women's football	1
No. of women in the association	11
No. of women at managerial level or above	2
Women's committee?	Yes
No. of members in women's committee	5
No. of female members in women's committee	1
No. of women in all committees	3

Netherlands | NED

Registered players 2013/14

Total no. of registered female players	131,948
No. of registered female adult (18+) players	51,891
No. of registered female youth (<18) players	80,057

Growth of women's football

Registered players 2012/13	81,993
Registered players 2011/12	124,100
Registered players 2010/11	124,100
Registered players 2009/10	120,250
Growth in last five years	10%

Domestic women's football

No. of registered senior teams	1,949
No. of clubs	2,300
Cooperation between clubs and association	Good
Support given to clubs	Fin., tra./edu., club support
Av. distance to local club	1-5km
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	8
No. of teams in top national division	8
Dates of national league	Aug-Dec, Jan-May
Club licensing?	No

Professional and foreign players

No. of professional players	32
At how many clubs?	3
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U19
No. of friendly and competitive senior matches	6/10
No. of friendly and competitive Under-19 matches	8/6
No. of friendly and competitive Under-17 matches	6/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U10, U11, U12, U13, U14, U15, U16, U17, U18, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*, U15*, U16*, U17*, U18*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	19

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	2

Refereeing in women's football

Total no. of qualified female referees	35
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 16.8 million
FIFA ranking: 14
UEFA coefficient (ranking): 33,661 (11)
Year women's football began: 1972



Finances and strategies in women's football

Budget for women's football	€2,700,000
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., talent dev., club dev.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	NT; free streaming
Place shown	KNVB website, YouTube
Av. attendance at national team matches	2,500
Av. attendance at top national league matches	750
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL, grassr.
No. one team sport	Hockey

Women, governance and committees

Dedicated members of staff for women's football	10
Position of women's football in the association	Amateur football
No. of administrative staff for women's football	8
No. of women in the association	1
No. of women at managerial level or above	1
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	15

Northern Ireland | NIR

Registered players 2013/14

Total no. of registered female players	4,036
No. of registered female adult (18+) players	997
No. of registered female youth (<18) players	3,039

Growth of women's football

Registered players 2012/13	1,098
Registered players 2011/12	1,149
Registered players 2010/11	1,149
Registered players 2009/10	1,285
Growth in last five years	214%

Domestic women's football

No. of registered senior teams	43
No. of clubs	46
Cooperation between clubs and association	Excellent
Support given to clubs	Equ., tra./edu.
Av. distance to local club	6-10km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	6
No. of teams in top national division	8
Dates of national league	Apr-Sep
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	1/3
No. of friendly and competitive Under-19 matches	2/3
No. of friendly and competitive Under-17 matches	3/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U9, U11, U13, U15, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	No age limit

Coaching in women's football

Ratio of female to male coaches	25:75
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	32

Refereeing in women's football

Total no. of qualified female referees	20
Do these referee men's matches?	Yes
Top level where women referee matches	Men's amateur league
Programme targeting development and recruitment of female referees?	Yes

Population: 1.8 million
FIFA ranking: 54
UEFA coefficient (ranking): 18,424 (18)
Year women's football began: 1998



Finances and strategies in women's football

Budget for women's football	€840,000
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., com., comp., governance

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	NL, NT, WCL; free streaming
Place shown	IFA website, YouTube, UTV
Av. attendance at national team matches	500
Av. attendance at top national league matches	100
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	4
Position of women's football in the association	Football dev., high perf.
No. of administrative staff for women's football	1
No. of women in the association	38
No. of women at managerial level or above	6
Women's committee?	Yes
No. of members in women's committee	7
No. of female members in women's committee	3
No. of women in all committees	3

Norway | NOR

Registered players 2013/14

Total no. of registered female players	110,000
No. of registered female adult (18+) players	20,000
No. of registered female youth (<18) players	90,000

Growth of women's football

Registered players 2012/13	110,000
Registered players 2011/12	107,700
Registered players 2010/11	108,400
Registered players 2009/10	105,400
Growth in last five years	4%

Domestic women's football

No. of registered senior teams	7,500
No. of clubs	27,550
Cooperation between clubs and association	Good
Support given to clubs	Fin., tra./edu.
Av. distance to local club	1-5km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	7
No. of teams in top national division	12
Dates of national league	Apr-Jun, Aug-Nov
Club licensing?	Yes

Professional and foreign players

No. of professional players	60
At how many clubs?	10
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U19, U23
No. of friendly and competitive senior matches	5/7
No. of friendly and competitive Under-19 matches	5/9
No. of friendly and competitive Under-17 matches	2/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U7, U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	B
Licence held by head coach of Under-17s	B
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	0
No. of women with A, B or Pro licence	40

Refereeing in women's football

Total no. of qualified female referees	93
Do these referee men's matches?	No
Top level where women referee matches	-
Programme targeting development and recruitment of female referees?	No

Population: 4.7 million
FIFA ranking: 10
UEFA coefficient (ranking): 37,193 (5)
Year women's football began: 1976



Finances and strategies in women's football

Budget for women's football	€6,000,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl., DLM, NT; free to air
Level and type of digital exposure	NL; free streaming
Place shown	NRK.no, TV2.no, livestream.com
Av. attendance at national team matches	500
Av. attendance at top national league matches	250
Perception of women's football in the media	Very positive
Promotional marketing strategy	-
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	6
Position of women's football in the association	Women's football
No. of administrative staff for women's football	4
No. of women in the association	18
No. of women at managerial level or above	1
Women's committee?	Yes
No. of members in women's committee	6
No. of female members in women's committee	4
No. of women in all committees	23

Poland | POL

Registered players 2013/14

Total no. of registered female players	12,725
No. of registered female adult (18+) players	4,639
No. of registered female youth (<18) players	8,086

Growth of women's football

Registered players 2012/13	4,500
Registered players 2011/12	4,000
Registered players 2010/11	5,000
Registered players 2009/10	4,250
Growth in last five years	299%

Domestic women's football

No. of registered senior teams	250
No. of clubs	225
Cooperation between clubs and association	Average
Support given to clubs	Fin., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	4
No. of teams in top national division	10
Dates of national league	Aug-Dec, Feb-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	179
At how many clubs?	6
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	4/5
No. of friendly and competitive Under-19 matches	6/6
No. of friendly and competitive Under-17 matches	6/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U13, U16, U10*, U11*, U12*, U13*, U14*, U15*, U16*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No age limit

Coaching in women's football

Ratio of female to male coaches?	1:99
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	0
No. of women with A, B or Pro licence	35

Refereeing in women's football

Total no. of qualified female referees	103
Do these referee men's matches?	Yes
Top level where women referee matches	Men's amateur league
Programme targeting development and recruitment of female referees?	Yes

Population: 38.4 million
FIFA ranking: 30
UEFA coefficient (ranking): 26,785 (16)
Year women's football began: 1991



Finances and strategies in women's football

Budget for women's football	€793,500
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	NL; free streaming
Place shown	-
Av. attendance at national team matches	2,000
Av. attendance at top national league matches	200
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL, grassr.
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Dom. comp., int. comp., coaching
No. of administrative staff for women's football	3
No. of women in the association	29
No. of women at managerial level or above	4
Women's committee?	Yes
No. of members in women's committee	13
No. of female members in women's committee	5
No. of women in all committees	16

Portugal | POR

Registered players 2013/14

Total no. of registered female players	1,974
No. of registered female adult (18+) players	719
No. of registered female youth (<18) players	1,255

Growth of women's football

Registered players 2012/13	1,743
Registered players 2011/12	1,683
Registered players 2010/11	1,683
Registered players 2009/10	1,706
Growth in last five years	16%

Domestic women's football

No. of registered senior teams	50
No. of clubs	50
Cooperation between clubs and association	Good
Support given to clubs	Fin., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	3
No. of teams in top national division	10
Dates of national league	Sep-Dec, Jan-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19
No. of friendly and competitive senior matches	6/12
No. of friendly and competitive Under-19 matches	4/6
No. of friendly and competitive Under-17 matches	4/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U18, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*, U15*	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	Yes
Organised youth tournaments?	No
Age until which mixed football is played	15

Coaching in women's football

Ratio of female to male coaches?	30:70
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	B
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	12

Refereeing in women's football

Total no. of qualified female referees	34
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 10.8 million
FIFA ranking: 42
UEFA coefficient (ranking): 19,577 (25)
Year women's football began: 1985



Finances and strategies in women's football

Budget for women's football	€2,500,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., com.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; pay TV, free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	1,000
Av. attendance at top national league matches	400
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, grassr.
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Integrated
No. of administrative staff for women's football	1
No. of women in the association	2
No. of women at managerial level or above	2
Women's committee?	Yes
No. of members in women's committee	3
No. of female members in women's committee	3
No. of women in all committees	3

Republic of Ireland | IRL

Registered players 2013/14

Total no. of registered female players	22,941
No. of registered female adult (18+) players	6,077
No. of registered female youth (<18) players	16,864

Growth of women's football

Registered players 2012/13	23,085
Registered players 2011/12	21,590
Registered players 2010/11	21,590
Registered players 2009/10	16,500
Growth in last five years	39%

Domestic women's football

No. of registered senior teams	281
No. of clubs	0
Cooperation between clubs and association	Good
Support given to clubs	Equ., tra./edu.
Av. distance to local club	6-10km
Regular national women's league?	Yes
Structure of national league	Closed
Total no. of divisions	1
No. of teams in top national division	8
Dates of national league	Aug-May
Club licensing?	Yes

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U19
No. of friendly and competitive senior matches	4/4
No. of friendly and competitive Under-19 matches	4/6
No. of friendly and competitive Under-17 matches	4/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18, U7*, U8*, U9*, U10*, U11*, U12*, U13*	
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	13

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	-

Refereeing in women's football

Total no. of qualified female referees	53
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 4.8 million
FIFA ranking: 34
UEFA coefficient (ranking): 23,747 (20)
Year women's football began: 1991



Finances and strategies in women's football

Budget for women's football	€1,348,780
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., com., comp., high performance

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	NT; free streaming
Place shown	Link provided via social media
Av. attendance at national team matches	1,000
Av. attendance at top national league matches	200
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NL
No. one team sport	Gaelic football

Women, governance and committees

Dedicated members of staff for women's football	5
Position of women's football in the association	Grassr.
No. of administrative staff for women's football	1
No. of women in the association	31
No. of women at managerial level or above	8
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	7

Romania | ROU

Registered players 2013/14

Total no. of registered female players	2,444
No. of registered female adult (18+) players	344
No. of registered female youth (<18) players	2,100

Growth of women's football

Registered players 2012/13	550
Registered players 2011/12	550
Registered players 2010/11	450
Registered players 2009/10	400
Growth in last five years	511%

Domestic women's football

No. of registered senior teams	22
No. of clubs	22
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	16-20km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	8
Dates of national league	Sep-Nov, Mar-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	150
At how many clubs?	8
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	4/8
No. of friendly and competitive Under-19 matches	6/12
No. of friendly and competitive Under-17 matches	6/12

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	-
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	1:99
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	4

Refereeing in women's football

Total no. of qualified female referees	365
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 21.8 million
FIFA ranking: 35
UEFA coefficient (ranking): 20,993 (24)
Year women's football began: 1990



Finances and strategies in women's football

Budget for women's football	€150,000
Specific commercial sponsors?	No
Dedicated strategies?	No

Media, exposure, marketing and spectators

Level and type of TV exposure	DLM, NT; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	200
Av. attendance at top national league matches	300
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	-
No. one team sport	Handball

Women, governance and committees

Dedicated members of staff for women's football	1
Position of women's football in the association	Tech.
No. of administrative staff for women's football	-
No. of women in the association	14
No. of women at managerial level or above	1
Women's committee?	Yes
No. of members in women's committee	3
No. of female members in women's committee	-
No. of women in all committees	3

Russia | RUS

Registered players 2013/14

Total no. of registered female players	27,593
No. of registered female adult (18+) players	16,678
No. of registered female youth (<18) players	10,915

Growth of women's football

Registered players 2012/13	29,500
Registered players 2011/12	31,000
Registered players 2010/11	32,000
Registered players 2009/10	28,000
Growth in last five years	-1.5%

Domestic women's football

No. of registered senior teams	80
No. of clubs	26
Cooperation between clubs and association	Good
Support given to clubs	Tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	4
No. of teams in top national division	8
Dates of national league	Apr-Nov
Club licensing?	No

Professional and foreign players

No. of professional players	220
At how many clubs?	8
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19, U23
No. of friendly and competitive senior matches	10/6-8
No. of friendly and competitive Under-19 matches	6/12
No. of friendly and competitive Under-17 matches	4/10-12

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U13, U15, U17, U18, U23, U11*, U12*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	13

Coaching in women's football

Ratio of female to male coaches	-
Licence held by head coach of senior team	Nat.
Licence held by head coach of Under-19s	Nat.
Licence held by head coach of Under-17s	Nat.
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	0

Refereeing in women's football

Total no. of qualified female referees	15
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 142.5 million
FIFA ranking: 21
UEFA coefficient (ranking): 33,697 (10)
Year women's football began: 1987



Finances and strategies in women's football

Budget for women's football	€2,126,000
Specific commercial sponsors?	No
Dedicated strategies?	Coach edu.

Media, exposure, marketing and spectators

Level and type of TV exposure	NT; pay TV, free to air
Level and type of digital exposure	NT, WCL; free streaming
Place shown	RFS website
Av. attendance at national team matches	5,000
Av. attendance at top national league matches	150
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	-
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	12
Position of women's football in the association	Women's football
No. of administrative staff for women's football	9
No. of women in the association	55
No. of women at managerial level or above	3
Women's committee?	Yes
No. of members in women's committee	15
No. of female members in women's committee	1
No. of women in all committees	16

San Marino | SMR

Registered players 2013/14

Total no. of registered female players	96
No. of registered female adult (18+) players	39
No. of registered female youth (<18) players	57

Growth of women's football

Registered players 2012/13	95
Registered players 2011/12	92
Registered players 2010/11	92
Registered players 2009/10	72
Growth in last five years	33%

Domestic women's football

No. of registered senior teams	1
No. of clubs	-
Cooperation between clubs and association	-
Support given to clubs	-
Av. distance to local club	1-5km
Regular national women's league?	No
Structure of national league	-
Total no. of divisions	-
No. of teams in top national division	-
Dates of national league	-
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	-
National youth teams?	U14
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	-
No. of friendly and competitive Under-17 matches	-

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	-
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	13

Coaching in women's football

Ratio of female to male coaches	40:60
Licence held by head coach of senior team	B
Licence held by head coach of Under-19s	-
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	1

Refereeing in women's football

Total no. of qualified female referees	2
Do these referee men's matches?	Yes
Top level where women referee matches	Men's amateur league
Programme targeting development and recruitment of female referees?	No

Population: 32,448
FIFA ranking: -
UEFA coefficient (ranking): -
Year women's football began: 2001



Finances and strategies in women's football

Budget for women's football	€120,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	-
Av. attendance at top national league matches	150
Perception of women's football in the media	Positive
Promotional marketing strategy	Grassr.
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	-
Position of women's football in the association	Women's football
No. of administrative staff for women's football	2
No. of women in the association	2
No. of women at managerial level or above	-
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	-

Scotland | SCO

Registered players 2013/14

Total no. of registered female players	4,400
No. of registered female adult (18+) players	1,400
No. of registered female youth (<18) players	3,000

Growth of women's football

Registered players 2012/13	4,595
Registered players 2011/12	4,245
Registered players 2010/11	2,600
Registered players 2009/10	2,300
Growth in last five years	91%

Domestic women's football

No. of registered senior teams	65
No. of clubs	110
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	11-15km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	3
No. of teams in top national division	12
Dates of national league	Mar-Jun, Aug-Nov
Club licensing?	Yes

Professional and foreign players

No. of professional players	3
At how many clubs?	1
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U19
No. of friendly and competitive senior matches	6/5
No. of friendly and competitive Under-19 matches	5/5
No. of friendly and competitive Under-17 matches	3/4

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U13, U15, U17, U9*, U10*, U11*, U12*
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	15

Coaching in women's football

Ratio of female to male coaches	15:75
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	4
No. of women with A, B or Pro licence	30

Refereeing in women's football

Total no. of qualified female referees	104
Do these referee men's matches?	Yes
Top level where women referee matches	Men's amateur league
Programme targeting development and recruitment of female referees?	Yes

Population: 5.3 million
FIFA ranking: 20
UEFA coefficient (ranking): 30,338 (13)
Year women's football began: 1998



Finances and strategies in women's football

Budget for women's football	€950,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp., staff in women's football

Media, exposure, marketing and spectators

Level and type of TV exposure	NT; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	2,000
Av. attendance at top national league matches	300
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	All
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	14
Position of women's football in the association	Football dev., perf., com.
No. of administrative staff for women's football	2
No. of women in the association	62
No. of women at managerial level or above	4
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	1

Serbia | SRB

Registered players 2013/14

Total no. of registered female players	3,583
No. of registered female adult (18+) players	2,533
No. of registered female youth (<18) players	1,050

Growth of women's football

Registered players 2012/13	1,200
Registered players 2011/12	1,230
Registered players 2010/11	1,230
Registered players 2009/10	1,049
Growth in last five years	241%

Domestic women's football

No. of registered senior teams	46
No. of clubs	39
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu., registration
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	3
No. of teams in top national division	8
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	18
At how many clubs?	3
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	3/5
No. of friendly and competitive Under-19 matches	2/6-9
No. of friendly and competitive Under-17 matches	2/3-6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	-
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	25:75
Licence held by head coach of senior team	A
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	4

Refereeing in women's football

Total no. of qualified female referees	69
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 7.2 million
FIFA ranking: 43
UEFA coefficient (ranking): 21,124 (23)
Year women's football began: 1970



Finances and strategies in women's football

Budget for women's football	€391,075
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp., edu., partnership, prevention activities, database

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	500
Av. attendance at top national league matches	200
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, grassr.
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	4
Position of women's football in the association	Grassr.
No. of administrative staff for women's football	4
No. of women in the association	20
No. of women at managerial level or above	2
Women's committee?	Yes
No. of members in women's committee	8
No. of female members in women's committee	3
No. of women in all committees	4

Slovakia | SVK

Registered players 2013/14

Total no. of registered female players	1,420
No. of registered female adult (18+) players	870
No. of registered female youth (<18) players	550

Growth of women's football

Registered players 2012/13	1,300
Registered players 2011/12	890
Registered players 2010/11	880
Registered players 2009/10	645
Growth in last five years	120%

Domestic women's football

No. of registered senior teams	32
No. of clubs	39
Cooperation between clubs and association	Good
Support given to clubs	Equ., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	2
No. of teams in top national division	8
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U17, U19
No. of friendly and competitive senior matches	7/5
No. of friendly and competitive Under-19 matches	8/3
No. of friendly and competitive Under-17 matches	5/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U16
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	1:99
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	A
Licence held by head coach of Under-17s	A
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	1
No. of women with A, B or Pro licence	9

Refereeing in women's football

Total no. of qualified female referees	25
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	Yes

Population: 5.5 million
FIFA ranking: 41
UEFA coefficient (ranking): 18,984 (27)
Year women's football began: 1993



Finances and strategies in women's football

Budget for women's football	€423,500
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	250
Av. attendance at top national league matches	100
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	-
No. one team sport	Basketball

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Tech., youth
No. of administrative staff for women's football	2
No. of women in the association	21
No. of women at managerial level or above	3
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	-

Slovenia | SVN

Registered players 2013/14

Total no. of registered female players	1,834
No. of registered female adult (18+) players	1,050
No. of registered female youth (<18) players	784

Growth of women's football

Registered players 2012/13	2,680
Registered players 2011/12	-
Registered players 2010/11	-
Registered players 2009/10	-
Growth in last five years	-

Domestic women's football

No. of registered senior teams	-
No. of clubs	-
Cooperation between clubs and association	Good
Support given to clubs	Fin., equ., tra./edu., trg.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	-
No. of teams in top national division	9
Dates of national league	Aug-Nov, Mar-Jun
Club licensing?	Yes

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	-
No. of friendly and competitive Under-19 matches	7/0
No. of friendly and competitive Under-17 matches	8/0

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U13, U15, U17, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	14

Coaching in women's football

Ratio of female to male coaches	30:70
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	14

Refereeing in women's football

Total no. of qualified female referees	12
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	No

Population: 2 million
FIFA ranking: 59
UEFA coefficient (ranking): 16,616 (29)
Year women's football began: -



Finances and strategies in women's football

Budget for women's football	-
Specific commercial sponsors?	No
Dedicated strategies?	Dev., comp., grassr., school comp. promotion

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	DLM, NT; paid stream., free stream.
Place shown	NZZ website
Av. attendance at national team matches	750
Av. attendance at top national league matches	120
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	Int. matches, nat. league
No. one team sport	Unknown

Women, governance and committees

Dedicated members of staff for women's football	2
Position of women's football in the association	Tech.
No. of administrative staff for women's football	1
No. of women in the association	-
No. of women at managerial level or above	-
Women's committee?	Yes
No. of members in women's committee	8
No. of female members in women's committee	2
No. of women in all committees	2

Spain | ESP

Registered players 2013/14

Total no. of registered female players	28,154
No. of registered female adult (18+) players	11,354
No. of registered female youth (<18) players	16,800

Growth of women's football

Registered players 2012/13	27,609
Registered players 2011/12	68,399
Registered players 2010/11	61,394
Registered players 2009/10	23,485
Growth in last five years	20%

Domestic women's football

No. of registered senior teams	114
No. of clubs	114
Cooperation between clubs and association	Excellent
Support given to clubs	Fin.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and regulation
Total no. of divisions	2
No. of teams in top national division	16
Dates of national league	Sept-Jun
Club licensing?	Yes

Professional and foreign players

No. of professional players	4
At how many clubs?	3
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19
No. of friendly and competitive senior matches	2/8
No. of friendly and competitive Under-19 matches	2/8
No. of friendly and competitive Under-17 matches	2/5

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	-
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	No
Organised youth tournaments?	No
Age until which mixed football is played	-

Coaching in women's football

Ratio of female to male coaches	20:80
Licence held by head coach of senior team	Other
Licence held by head coach of Under-19s	Other
Licence held by head coach of Under-17s	Other
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	4

Refereeing in women's football

Total no. of qualified female referees	22
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 47.4 million
FIFA ranking: 17
UEFA coefficient (ranking): 32,999 (12)
Year women's football began: 1988



Finances and strategies in women's football

Budget for women's football	€1,000,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	DLM, NT; free to air
Level and type of digital exposure	NL, NT; free streaming
Place shown	Futbolme.es
Av. attendance at national team matches	1,000
Av. attendance at top national league matches	500
Perception of women's football in the media	Positive
Promotional marketing strategy	NL
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	15
Position of women's football in the association	Amateur league
No. of administrative staff for women's football	6
No. of women in the association	60
No. of women at managerial level or above	6
Women's committee?	Yes
No. of members in women's committee	20
No. of female members in women's committee	6
No. of women in all committees	6

Sweden | SWE

Registered players 2013/14

Total no. of registered female players	165,259
No. of registered female adult (18+) players	65,743
No. of registered female youth (<18) players	99,516

Growth of women's football

Registered players 2012/13	159,305
Registered players 2011/12	119,060
Registered players 2010/11	157,661
Registered players 2009/10	152,875
Growth in last five years	8%

Domestic women's football

No. of registered senior teams	1,286
No. of clubs	3,211
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	7
No. of teams in top national division	12
Dates of national league	Apr-Jun, Aug-Oct
Club licensing?	Yes

Professional and foreign players

No. of professional players	438
At how many clubs?	12
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U15, U16, U17, U18, U19, U20, U23
No. of friendly and competitive senior matches	8/7
No. of friendly and competitive Under-19 matches	3/6
No. of friendly and competitive Under-17 matches	2/5

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	-
Licence held by head coach of senior team	-
Licence held by head coach of Under-19s	-
Licence held by head coach of Under-17s	-
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	38

Refereeing in women's football

Total no. of qualified female referees	49
Do these referee men's matches?	Yes
Top level where women referee matches	Men's fourth division
Programme targeting development and recruitment of female referees?	Yes

Population: 9.1 million
FIFA ranking: 5
UEFA coefficient (ranking): 42,503 (2)
Year women's football began: 1993



Finances and strategies in women's football

Budget for women's football	€5,200,000
Specific commercial sponsors?	Yes
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Regular exp.; pay TV, free to air
Level and type of digital exposure	No
Place shown	-
Av. attendance at national team matches	4,309
Av. attendance at top national league matches	757
Perception of women's football in the media	Positive
Promotional marketing strategy	Int. matches, NT
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	14
Position of women's football in the association	Integrated
No. of administrative staff for women's football	5
No. of women in the association	51
No. of women at managerial level or above	3
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	18

Switzerland | SUI

Registered players 2013/14

Total no. of registered female players	22,510
No. of registered female adult (18+) players	7,150
No. of registered female youth (<18) players	15,360

Growth of women's football

Registered players 2012/13	22,500
Registered players 2011/12	22,505
Registered players 2010/11	22,978
Registered players 2009/10	22,427
Growth in last five years	0.5%

Domestic women's football

No. of registered senior teams	717
No. of clubs	-
Cooperation between clubs and association	Good
Support given to clubs	Fin., tra./edu., trg., labels
Av. distance to local club	16-20km
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	6
No. of teams in top national division	20
Dates of national league	Aug-Dec, Feb-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	15
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19, U20, U23
No. of friendly and competitive senior matches	7/12
No. of friendly and competitive Under-19 matches	5/8
No. of friendly and competitive Under-17 matches	4/8

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U16, U18, U6*, U7*, U8*, U9*, U10*, U11*, U12*, U13*, U14*, U15*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	19

Coaching in women's football

Ratio of female to male coaches	5:95
Licence held by head coach of senior team	Nat.
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Nat.
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	2
No. of women with A, B or Pro licence	138

Refereeing in women's football

Total no. of qualified female referees	96
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 8 million
FIFA ranking: 25
UEFA coefficient (ranking): 27,194 (15)
Year women's football began: 1993



Finances and strategies in women's football

Budget for women's football	€2,100,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	NT
Level and type of digital exposure	NL, NT; free streaming
Place shown	SFV-ASF website
Av. attendance at national team matches	1,250
Av. attendance at top national league matches	350
Perception of women's football in the media	Not mentioned
Promotional marketing strategy	Int. matches
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	3
Position of women's football in the association	Tech.
No. of administrative staff for women's football	3
No. of women in the association	15
No. of women at managerial level or above	1
Women's committee?	Yes
No. of members in women's committee	11
No. of female members in women's committee	11
No. of women in all committees	11

Turkey | TUR

Registered players 2013/14

Total no. of registered female players	64,516
No. of registered female adult (18+) players	2,098
No. of registered female youth (<18) players	62,418

Growth of women's football

Registered players 2012/13	63,513
Registered players 2011/12	48,691
Registered players 2010/11	48,691
Registered players 2009/10	18,163
Growth in last five years	255%

Domestic women's football

No. of registered senior teams	152
No. of clubs	87
Cooperation between clubs and association	Excellent
Support given to clubs	Fin., equ., tra./edu.
Av. distance to local club	11-15km
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	2
No. of teams in top national division	10
Dates of national league	Sep-Jun
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	4/4
No. of friendly and competitive Under-19 matches	4/6
No. of friendly and competitive Under-17 matches	4/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U13, U15, U17, U11*
Inclusion of girls' football in school curriculum?	No
Formal links between clubs and schools?	No
Organised youth tournaments?	Yes
Age until which mixed football is played	11

Coaching in women's football

Ratio of female to male coaches	10:90
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	B
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	12
No. of women with A, B or Pro licence	37

Refereeing in women's football

Total no. of qualified female referees	141
Do these referee men's matches?	Yes
Top level where women referee matches	Men's second division
Programme targeting development and recruitment of female referees?	No

Population: 80.7 million
FIFA ranking: 65
UEFA coefficient (ranking): 12,271 (31)
Year women's football began: 1992



Finances and strategies in women's football

Budget for women's football	€2,500,000
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	-
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	500
Av. attendance at top national league matches	250
Perception of women's football in the media	Positive
Promotional marketing strategy	NL, grassr.
No. one team sport	Volleyball

Women, governance and committees

Dedicated members of staff for women's football	7
Position of women's football in the association	Dev. leagues
No. of administrative staff for women's football	5
No. of women in the association	100
No. of women at managerial level or above	4
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	2

Ukraine | UKR

Registered players 2013/14

Total no. of registered female players	626
No. of registered female adult (18+) players	438
No. of registered female youth (<18) players	188

Growth of women's football

Registered players 2012/13	458
Registered players 2011/12	222
Registered players 2010/11	222
Registered players 2009/10	192
Growth in last five years	226%

Domestic women's football

No. of registered senior teams	18
No. of clubs	38
Cooperation between clubs and association	Good
Support given to clubs	Fin., tra./edu.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Both
Total no. of divisions	2
No. of teams in top national division	8
Dates of national league	Apr-Jun, Aug-Oct
Club licensing?	No

Professional and foreign players

No. of professional players	200
At how many clubs?	8
Restriction on no. of foreign players?	Yes

National teams

National senior team?	Yes
National youth teams?	U15, U17, U19
No. of friendly and competitive senior matches	8/1
No. of friendly and competitive Under-19 matches	12/3
No. of friendly and competitive Under-17 matches	8/3

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

	U15, U17
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	No mixed football

Coaching in women's football

Ratio of female to male coaches	25:75
Licence held by head coach of senior team	Other
Licence held by head coach of Under-19s	Other
Licence held by head coach of Under-17s	Other
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	3
No. of women with A, B or Pro licence	2

Refereeing in women's football

Total no. of qualified female referees	16
Do these referee men's matches?	Yes
Top level where women referee matches	Men's top division
Programme targeting development and recruitment of female referees?	No

Population: 44.6 million
FIFA ranking: 23
UEFA coefficient (ranking): 29,095 (14)
Year women's football began: 1992



Finances and strategies in women's football

Budget for women's football	€63,900
Specific commercial sponsors?	No
Dedicated strategies?	Dev., comp.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl., DLM; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	2,500
Av. attendance at top national league matches	800
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Handball

Women, governance and committees

Dedicated members of staff for women's football	5
Position of women's football in the association	Separate committee
No. of administrative staff for women's football	7
No. of women in the association	58
No. of women at managerial level or above	46
Women's committee?	Yes
No. of members in women's committee	4
No. of female members in women's committee	2
No. of women in all committees	14

Wales | WAL

Registered players 2013/14

Total no. of registered female players	6,181
No. of registered female adult (18+) players	3,432
No. of registered female youth (<18) players	2,749

Growth of women's football

Registered players 2012/13	4,848
Registered players 2011/12	-
Registered players 2010/11	2,509
Registered players 2009/10	2,540
Growth in last five years	143%

Domestic women's football

No. of registered senior teams	55
No. of clubs	67
Cooperation between clubs and association	Good
Support given to clubs	Fin., ground impr.
Av. distance to local club	20km or more
Regular national women's league?	Yes
Structure of national league	Promotion and relegation
Total no. of divisions	1
No. of teams in top national division	12
Dates of national league	Sep-Dec, Jan-May
Club licensing?	No

Professional and foreign players

No. of professional players	-
At how many clubs?	-
Restriction on no. of foreign players?	No

National teams

National senior team?	Yes
National youth teams?	U16, U17, U19
No. of friendly and competitive senior matches	6/6
No. of friendly and competitive Under-19 matches	4/6
No. of friendly and competitive Under-17 matches	4/6

Domestic women's youth football

Age categories of youth leagues (*indicates mixed league):

U8, U10, U12, U14, U16, U7*, U8*, U9*, U10*, U11*	
Inclusion of girls' football in school curriculum?	Yes
Formal links between clubs and schools?	Yes
Organised youth tournaments?	Yes
Age until which mixed football is played	11

Coaching in women's football

Ratio of female to male coaches	-
Licence held by head coach of senior team	Pro
Licence held by head coach of Under-19s	Pro
Licence held by head coach of Under-17s	Pro
No. of female head coaches for women's national teams (senior, Under-19s and Under-17s)	-
No. of women with A, B or Pro licence	16

Refereeing in women's football

Total no. of qualified female referees	16
Do these referee men's matches?	Yes
Top level where women referee matches	Men's third division
Programme targeting development and recruitment of female referees?	Yes

Population: 3.1 million
FIFA ranking: 37
UEFA coefficient (ranking): 19,482 (26)
Year women's football began: 1993



Finances and strategies in women's football

Budget for women's football	-
Specific commercial sponsors?	No
Dedicated strategies?	Dev., mark., com., comp., grassr.

Media, exposure, marketing and spectators

Level and type of TV exposure	Higl.; free to air
Level and type of digital exposure	-
Place shown	-
Av. attendance at national team matches	400
Av. attendance at top national league matches	30
Perception of women's football in the media	Positive
Promotional marketing strategy	-
No. one team sport	Football

Women, governance and committees

Dedicated members of staff for women's football	3
Position of women's football in the association	Int., comp.
No. of administrative staff for women's football	3
No. of women in the association	14
No. of women at managerial level or above	1
Women's committee?	No
No. of members in women's committee	-
No. of female members in women's committee	-
No. of women in all committees	1



For further information about the report and data presented, please contact:

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