

Ghana Football Association

WOMEN'S FOOTBALL STRATEGY

— 2023 - 2026 —





Ghana Football Association

WOMEN'S FOOTBALL STRATEGY

2023 - 2026

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FOREWORD



**A MESSAGE FROM;
KURT EDWIN SIMEON-OKRAKU,
PRESIDENT,
GHANA FOOTBALL ASSOCIATION.**

From the day my administration took over the mantle of the Ghana Football Association, I was under no illusion that one of our key tasks was, and still is, to build on the gains made in the development of the women's game in Ghana over the preceding two decades.

With all the challenges we inherited after the Normalisation Committee handed over to us, the rejuvenation of all facets of the game was paramount. Hitherto, even though women's football had shown immense promise and made admirable strides, it was yet to attract the needed patronage and level of resources required to sustain continuous growth.

We needed to transcend the perennial dominance of the men's game if we were to achieve our aim of taking women's football to another level. From then, I must say that investment and energy so far channelled into the development of Women's football in Ghana continues to yield the right results. We are encouraged by the fact that critical interest in the game from all stakeholders continues to grow as we work to streamline structures and provide more resources for both the local game and the national teams.

Fast forward to 2023, women's game has seen the addition of organisational and developmental structures that are bearing fruits, with stable local leagues, a thriving senior national women's team, the Black Queens, juvenile programmes that continue to feed the junior national teams, training programmes for coaches, increased patronage, and sponsorship.

Our Women's Football Strategy, 2023 – 2026, is designed to modernise our local game and ensure the institution of qualitative talent discovery and transition programmes to feed our various national teams.

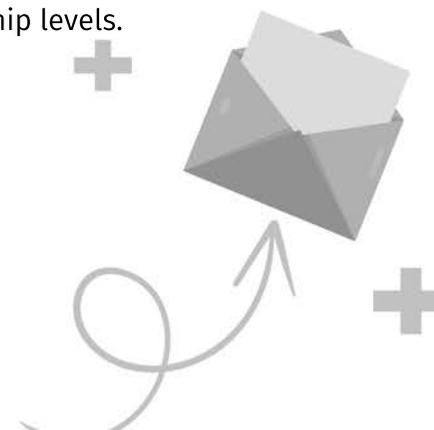
Our intent is evident in the establishment of the Women's Football Development portfolio under the Technical Directorate, which has enabled the GFA to bring focus to our set targets. Reference in point is the recent Women's Football Strategy Workshop held in Accra, with critical stakeholders, as part of the policy development process for a practical framework for the strategic advancement of Women's football in Ghana.

As the GFA President, while the buck stops at my door, I cannot claim sole credit for the strides made by the women's game to date. Due homage must be paid to my executives, my predecessors on whose shoulders and dreams we now stand, poised to take our women's game to another level.

We must also commend successive governments who have seen the wisdom in engaging the GFA as partners in developing the women's game as part of governments' overriding responsibility towards creating yet another avenue for the girl child to aspire, be mentored, encouraged and inspired to realize their dreams.

It is also important to note and acknowledge the support and cooperation of CAF and FIFA in our efforts thus far. I want to take this opportunity to assure them of the Ghana Football Association's continued commitment to a more significant level of investment in women's football in Ghana, both from our resources and our stakeholders. At the same time, we strive to ensure that the brand is made even more attractive to attract sustainable corporate sponsorship levels.

Thank You.





**A MESSAGE FROM;
AMA BROBEY-WILLIAMS,
HEAD OF WOMEN'S FOOTBALL DEVELOPMENT,
GHANA FOOTBALL ASSOCIATION.**

The development of the women's game in Ghana is not the exclusive preserve and responsibility of women. The stakeholder community encompasses men and women from the women's football space, who may

be football administrators, coaches, referees, club owners, current and ex-players, the media, sponsors and the fans. Thus far, we have received tremendous support from our stakeholders, who consistently challenge us to do more.

As I posited during the recent FIFA/GFA Women's Football Strategy Workshop in Accra, moderated by FIFA representative Thuba Sibanda and myself, I believe the clubs have an active role to play in securing tailored growth strategies to take Women's football in Ghana to the next level.

Nonetheless, we must, as a community, also strive to create an enabling environment to attract investors, develop a game that will bring the fans to the stadia, and a brand that will attract media patronage and bring sponsors to the table.

While we at the GFA are collectively confident that, as partners, we can continue to count on the unyielding support of CAF and FIFA, I also acknowledge the commitment of the Technical Directorate of the GFA to my work as Head of Women's Football Development, in aligning our developmental goals to CAF's continental agenda, within FIFA's global framework for the development of the women's game.

As an avid and active advocate of the women's game from the grassroots, I firmly believe that apart from providing opportunities for girls from underprivileged backgrounds, it also gives all other girls a chance to dream of pursuing their passion for the game, especially now that they have role models who have demonstrated that it can be achieved. For me, it has been a personal journey that aligns with my current position at the Ghana Football Association, and I eagerly anticipate the implementation of the GFA's Women's Football Strategy for the years 2023 to 2026

So far, I believe the development of the game locally has been both challenging and rewarding for all our stakeholders, particularly considering the lack of sufficient resources, which contrasts with the notable improvement in the qualitative performances displayed by the different women's national teams in international competitions. Having more resources to drive our strategic development will create an even better environment for the game to grow.

Thank you.





**A MESSAGE FROM;
HABIBA ATTA FORSON
MEMBER, EXECUTIVE COUNCIL
GHANA FOOTBALL ASSOCIATION.**

Women's football in Ghana has come a long way from when the game was seen as a game for men only, when a girl playing football was unthinkable, even as a pastime.

Being a former national track & field athlete who transitioned through playing football and coaching in the men's game before venturing into administration over the past five decades, I was lucky to have been involved in the introduction of organised women's football in the country, founding Fabulous Ladies in Kumasi. From those teething years, we virtually had to struggle to be allowed to play.

We had to fight to gain a foothold; from being barely tolerated and grudgingly accepted, through recognition and organised leagues, to the formation of National teams and participation in various continental and global competitions, we have seen the game grow from being tolerated to being celebrated.

While different administrations have placed varying emphasis on the women's game over the decades, the evolution of the global women's game into a competitive spectacle has also impacted the speed of our development and investment in women's football here in Ghana.

While the Black Queens' qualification for their first ever FIFA Women's World Cup in the USA in 1999 was in itself a notable milestone, that was not the story; the remarkable statistic was the fact that they made it to the global fiesta ahead of the storied men's senior national team, the Black Stars; that made the headlines then.

We have come a long way, and women's football now attracts due patronage, national attention and even sponsorship, but we still have work to contend with men's football as an African and global powerhouse. I commend the current administration for its commitment to the development of the game, as is evidenced by the establishment of the Women's Football Development Department within the Technical Directorate.

Today, as I serve on the Executive Committee of the Ghana Football Association, I am acutely aware of how far we have come and how far we still have to go. Personally, the Women's Football Strategy (2023-2026) of the GFA is in the right direction. We have seen incredible strides made by CAF on the continental women's game, while FIFA has grown it into a global spectacle rivalling the men's game.

To say that I am excited at the state of women's football in Ghana today is an understatement. I know where we came from, and the future is bright as we chart our course within the global women's football family. I believe we in Ghana are also on the right track, and I hope to see more investment from the government, administrators, club owners and corporate sponsors in support of the work of the GFA.

Thank you.





Ghana's female senior national team made its first appearance on the world stage at USA 1999.



1.0 INTRODUCTION

Until the early 1990s, women's football in Ghana was not competitive. It was mainly played for fun with no reference to techniques and tactics. In 1999, Ghana's national female team, the Black Queens, made history by playing at the FIFA Women's World Cup in the United States. They were the first Ghanaian national team to make an international debut, a record that stayed relevant until the Black Stars, the senior male national team, made its maiden appearance in the 2006 FIFA World Cup in Germany.

The Ghana Women's Premier League (GWPL), the top division league for women's football in Ghana, was launched in 2012. The league was played in two Zones of eight clubs, after which winners of each Zone meet in a championship final to declare the league winner. The Ghana Women's Premier League continuously produces quality players sought out by European clubs.

The introduction of the FA Cup competition and the Champions League by CAF has created significant awareness for women's football in Ghana and Africa. Now, the level of play has dramatically improved; tactically and technically, media attention has increased exponentially, and the game has grown in popularity.

Many existing challenges must be addressed for women's football in Ghana to develop to the level of the top female football nations such as the USA, England and Japan. In light of the challenges faced by women's football, the Ghana Football Association's unflinching commitment to developing women's football cannot be understated.

The strengths and weaknesses in physical, psychological, tactical and technical areas cut across both male and female football in Ghana. Therefore, our national football philosophy addresses men's and women's football needs and provides solutions to both male and female football in Ghana.





CURRENT STATE OF PLAY

GFA | WOMEN'S FOOTBALL STRATEGY

2.0 CURRENT STATE OF PLAY

I. EDUCATION (COACHES, REFEREES, ADMINISTRATION)

The education for women in football is growing. But there are still not enough licensed female and male coaches for the Women's Teams. The reasons are that the license cost is not affordable for everybody (e.g., GHC 6,000 for a C-License).

NO.	COURSES	BATCHES	MALE	FEMALE	TOTAL NUMBER	PERCENTAGE OF WOMEN
1.	FIFA Youth Coaching Course	1	21	6	27	22%
2.	CAF C Course	1	29	1	30	3.3%
3.	License D Coaching	30	797	36	833	4.32%
4.	License A Refresher	2	85	3	88	3.5%
5.	License B Refresher	3	123	2	125	1.6%
6.	License C Refresher	2	72	4	76	5.3%
7.	FIFA Goalkeepers	1	23	2	25	8%
8.	GFA Football Analysis	1	23	1	24	4.2%
9.	GFA Instructors Course	1	18	2	20	10%

Table 1: Number of courses and licenses generated by the GFA in 2021-2023.



- Currently there are 56 registered licensed female coaches in Ghana, most of them D-Licensed.

NO.	LICENSES	FEMALE
1	License A	5
2	License B	2
3	License C	5
4	License D	44
Total		56

Table 2: Number of female coaching licenses in February 2023

Currently, 40 female referees and 40 female assistant referees are officiating in Ghana's Women's Premier League. In addition, 88 non-league female referees are in the Regional Football Association, and the "Catch Them Young Girls Referees" are 276 from all regions.

The Ghana Football Association occasionally sponsors Women's Premier League administrators to undergo special courses and retraining workshops.

II. GRASSROOTS (SCHOOL PROJECTS)

An existing "Football 4 Girls" project covers primary school grades 1 to 6 (5 to 12 years). The project involves an active football training program once a week using Physical Education teachers and ex-female footballers nationwide in primary schools. It also aims to allow the girls to develop the passion, skills and proper way to play the sport at a very early age. It is also an opportunity for us to identify talents early and attach them to the system.

Players Age Groups	Total number of Female Registered players
0 to 15 years	831
16 to 17 years	457
18 to 20 years	522
20 to 40 years	564
Total	2374

Table 3: Number of female registered players in February 2023.

The Ghana Football Association has registered 2374 female footballers. The data confirms that over 76% of these registered footballers fall below the age of 20 years and already play in senior teams, as there are no active youth leagues within the women's football sector.

However, more must be done to encourage community female football clubs and promote young girls playing in district juvenile (Colts) under-13 friendlies in male teams. The GFA regulations do not restrict girls from playing in boys' teams until the age sixteen (16). But the mindset of some district officials and official regional coaches is different, and they regularly need to allow the girls to enter their boys' teams.

III. TALENT IDENTIFICATION

An effective talent identification and selection process for the national U15 girls' team has been almost nonexistent. Technical handlers have employed personal methods and criteria in player call-ups but have yet to adequately screen the female football landscape.

IV. WOMEN YOUTH LEAGUES & CHAMPIONSHIP (OVERVIEW)

The Women's Premier League (WPL) comprises 20 clubs across the country (initially were 16 clubs until last season, 2021/2022). The WPL is played on a home-and-away basis and split into two rounds consisting of two zones (Southern and Northern zones), with ten clubs per zone. The Women's Premier League typically spans between 5 - 6 months. Two clubs exit the league to the regional leagues through relegation at the end of the season, while two qualify and gain entry to the premiership. To declare a national champion, winners from the two zones play a championship match after the league.

The Women's FA Cup is a knockout competition involving the Women's Premier League and Division One League (regional) clubs. Before the recent format change, the tournament began in the Round of 32 with 16 clubs each from the Women's Premier League and 2nd-tier regional leagues. At the start of the 2022-23 season, the Women's FA Cup was increased to a 64-club competition of 20 top-flight and 44 lower-division clubs. A surge in women's football clubs at the regional level accounts for the increased representation in the knockout competition. The first three rounds are played in a regional format due to proximity and insufficient sponsorship. After Round 3 of the games, it continues in a national form until a champion is declared.

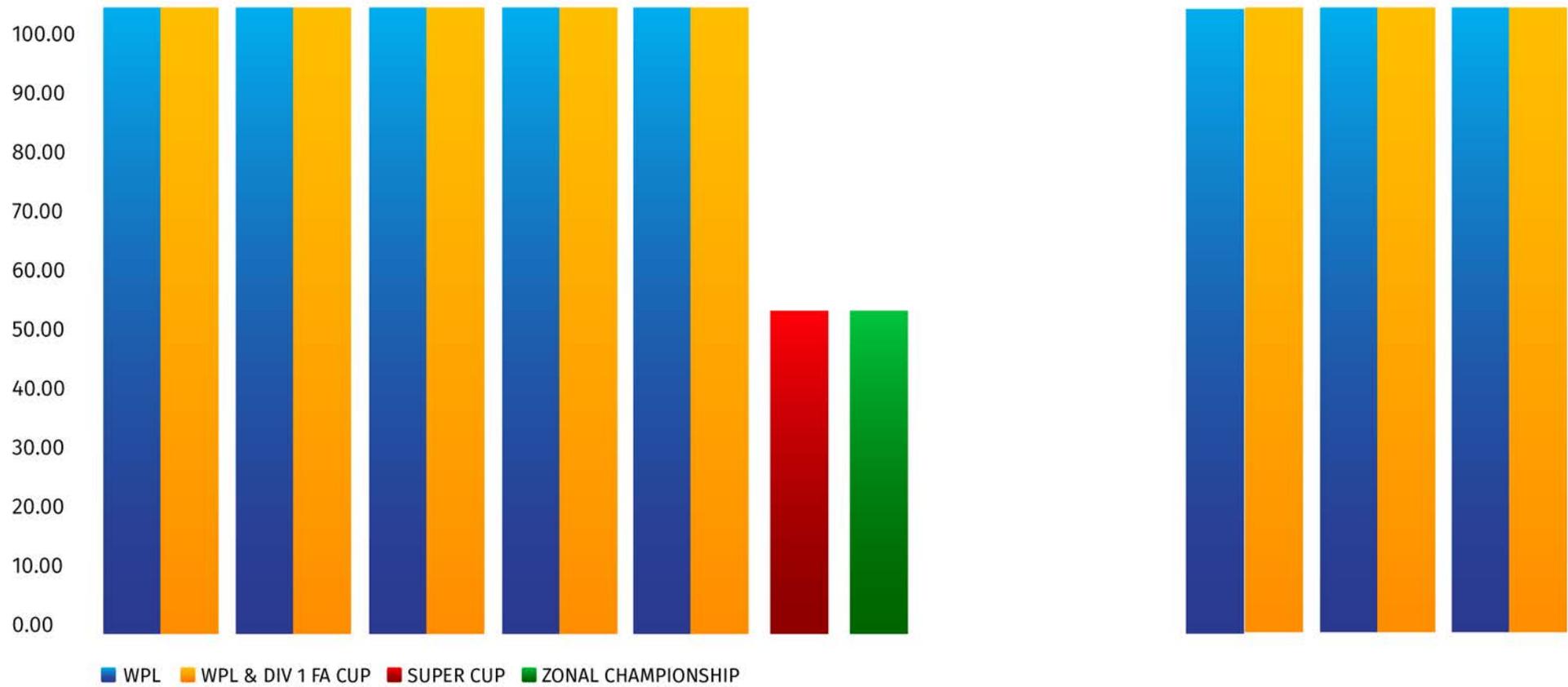
Zonal Championship is mainly a regional tournament organized under the auspices of the Ghana Football Association. It is a qualification tournament comprising various regional league winners organized in two zones. Since some regions have more clubs (Greater Accra and Northern), two clubs are each considered per zone. The Zonal Championship is a competition played in a league format within two weeks. The winner and runner-up qualify for the Women's Premier League in their respective zones (Southern and Northern).

The Super Cup is the latest addition to the range of women's football events introduced by the Ghana Football Association. This competition is a pre-season tournament of eight clubs which finished the previous football season in the top 4 spots of the league table in the northern and Southern sectors, respectively. One of the cardinal reasons for the existence of the Super Cup competition is to give participating clubs additional playing time to assess their players and test their new signings' readiness for upcoming seasons. It's played in a league format within two weeks, and a champion is declared at the end.

Youth Tournaments are currently not running but are presently under consideration. Most young players play on the street or in schools.

WOMEN CHAMPIONSHIP

Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
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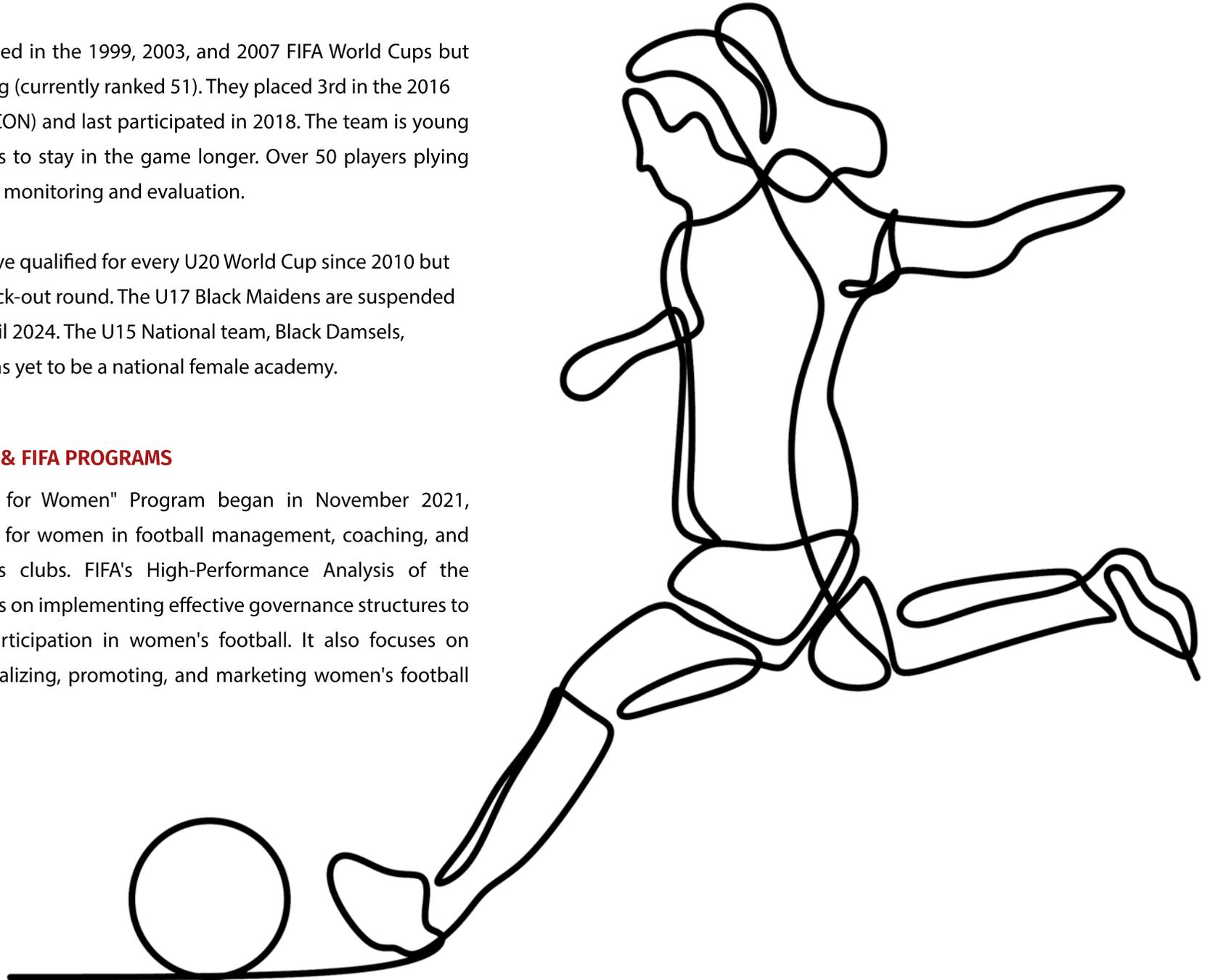
V. NATIONAL TEAMS

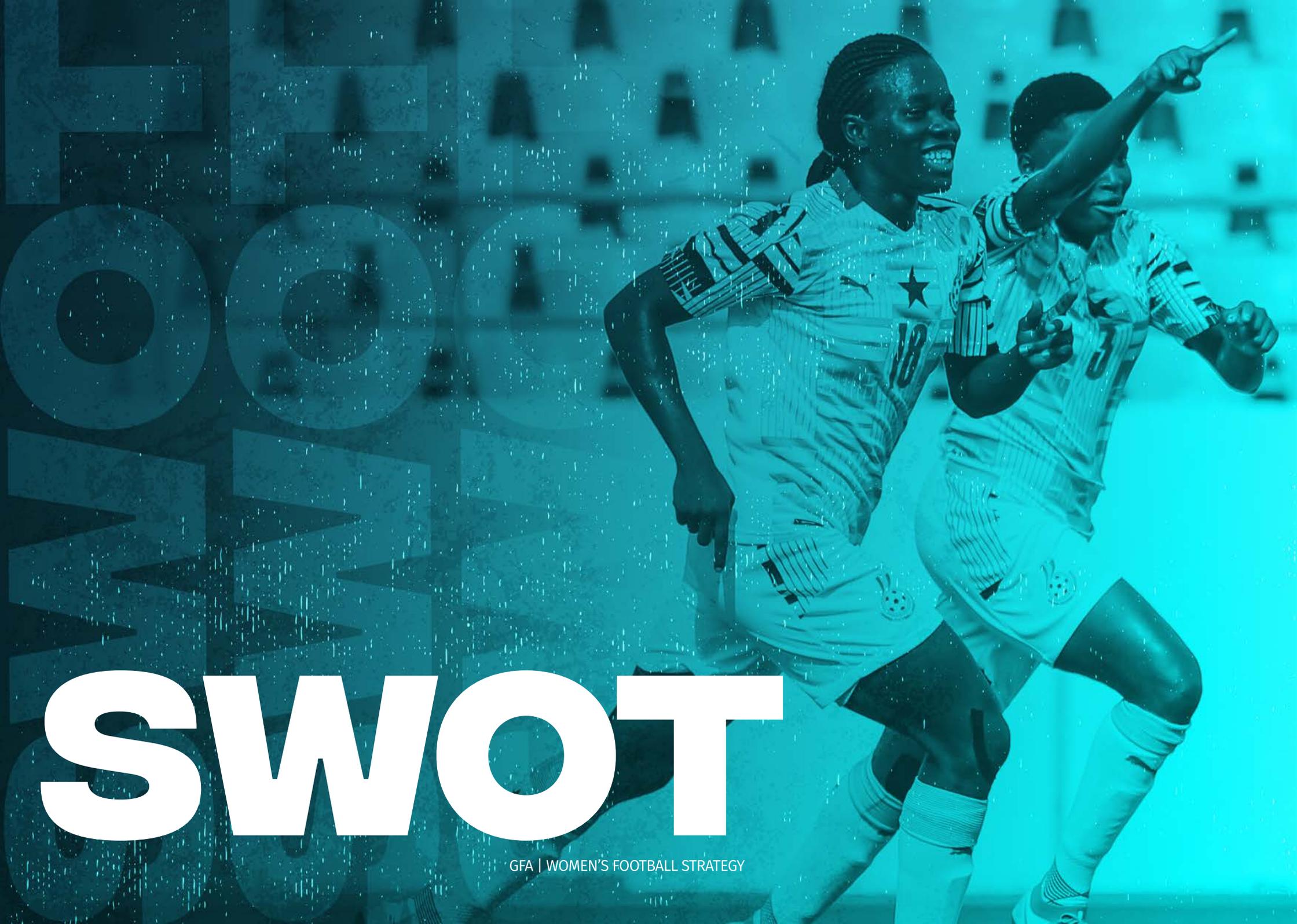
The Black Queens participated in the 1999, 2003, and 2007 FIFA World Cups but dropped in the world ranking (currently ranked 51). They placed 3rd in the 2016 African Cup of Nations (AWCON) and last participated in 2018. The team is young due to limited opportunities to stay in the game longer. Over 50 players plying their trade abroad are under monitoring and evaluation.

The U20 Black Princesses have qualified for every U20 World Cup since 2010 but have never reached the knock-out round. The U17 Black Maidens are suspended from the U17 World Cup until 2024. The U15 National team, Black Damsels, started in 2020, and there has yet to be a national female academy.

VI. UEFA ASSIST PROGRAM & FIFA PROGRAMS

The UEFA Assist "Football for Women" Program began in November 2021, providing capacity building for women in football management, coaching, and technical staff of women's clubs. FIFA's High-Performance Analysis of the Eco-System includes sessions on implementing effective governance structures to increase awareness and participation in women's football. It also focuses on professionalizing, commercializing, promoting, and marketing women's football and women in football.





SWOT

GFA | WOMEN'S FOOTBALL STRATEGY

GRASSROOTS DEVELOPMENT

S

Strengths

- Girls passion to play
- Natural born talents

W

Weaknesses

- Perception
- Availability
- Lack of facilities
- Lack of workshops
- Lack of sponsorship
- Lack of coaches

O

Opportunities

- Scholarship
- Employment
- Networking
- Schools

T

Threats

- Lack of competitions
- Religious and Cultural beliefs
- Parental control
- Bullying by senior players
- Distraction from peers
- Conflicting schedules and programs in schools

EDUCATION

S

Strengths

- Existence of licensed and regular courses
- Existence of courses through University of Education
- Existence of regional instructors
- Curriculums
- Passion and interest
- Catch Them Young (referees)

W

Weaknesses

- Lack of access
- Cost of courses
- Lack of qualified coaches
- Lack of female coaches
- Lack of female referees
- Lack of program post playing

O

Opportunities

- FIFA/CAF/UEFA Courses interested
- Former players can be encouraged in courses
- Coach Mentorship program
- Able to work after football career

T

Threats

- Lack of remuneration for Coaches
- Lack of more competitions
- National league instead of Zonal League
- Exodus of players to foreign countries

MARKETING

S

Strengths

- Good governance established
- Existence of National Talents
- All national teams are available
- Committees for all levels

W

Weaknesses

- PR - Communications
- Perception
- Strength on social/new media (limited presence)
- Branding of players

O

Opportunities

- Gaining popularity (More Visibility)
- Networking

T

Threats

- Misappropriation of funds
- Agents, Managers, Intermediaries
- Supporters

TALENT PATHWAY

S

Strengths

- Inter schools competition
- Women's Div 2 regional league
- Women Div 1 regional league
- Premier league competitions
- FA Cup

W

Weaknesses

- Limited competitions
- Limited funding
- Societal misconception
- Limited infrastructure

O

Opportunities

- Scholarship for players
- Invitation to National Teams
- Employment opportunities
- Capacity building for women coaches

T

Threats

- Misconception
- Teenage pregnancy
- Lack of funding
- Migration for greener pastures

COMPETITION DEVELOPMENT

S

Strengths

- More playing time and opportunity
- More competitions (Elite, Regional Super Cup, FA Cup)
- Qualification to CAF Champions League
- Providing exposure, Career Development and progress Medics, Players Coaches, Referees and Media
- More players showing interest

W

Weaknesses

- Lack of access to Facilities
- Poor infrastructure
- Lack of funding for clubs/FA
- Lack of development structures at the Grassroots
- Lack of interest of females players to stay on as auxiliary after actual playing career
- Low media coverage and patronage

O

Opportunities

- Exposure for players
- Positive impact; employment
- Opportunity to further education, income and national team call-ups.
- External support from FIFA, CAF and other clubs
- Club licensing

T

Threats

INTERNAL

- Poor structures at the foundation to build on
- Lack of trained personnel
- Poor injury management

EXTERNAL

- Lack of support and patronage
- Player exodus not controlled
- Combining school, play and national calendar



NATIONAL TEAM

S

Strength

- Wide pool of talented players
- Establishment of the National Team Departments at the FA
- Qualified coaches and ongoing refresher courses for coaches
- Improved commitment of the GFA towards surgical rehabilitation of injured players
- More players playing in foreign based League Clubs

W

Weakness

- No transitional plan for player progression.
- Short pre-tournaments camping period
- Lack of training equipment
- Lack of competitive friendly matches
- Lack of sponsorships for national teams
- Uncoordinated enrollment of players in foreign professional clubs
- Missing bridge-stage between U20 and Senior National team.
- Inadequate rehab facilities at the FA's training center (e.g. gymnasium, ice baths, etc.)

O

Opportunities

- Wider selection criteria
- Friendly matches, though occasional
- Blend of local and foreign based player improves performance in the local players
- Improved attention to nutrition and dietary supplementation

T

Threats

- Player exodus
- Low attendance by fans and unprofessional conduct during games
- Inadequate qualified coaches at clubs
- Lack of training equipment
- Remuneration challenges
- The lack of government communication and funding for female National Team activities, including international friendly sponsorships



IDENTITY

GFA | WOMEN'S FOOTBALL STRATEGY

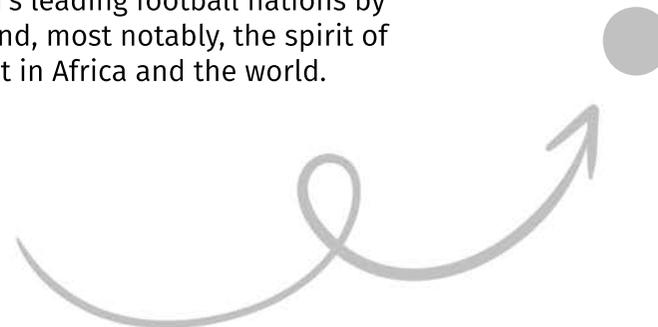
3.0 IDENTITY

VISION

- I. To establish a well-defined and sustainable pathway for the development of women's football, aiming to reach the highest level of professionalism and global exposure.
- II. To enhance female football activities and visibility by ensuring all girls and women have access to the Ghanaian football ecosystem.
- III. We aim to enhance women's football through targeted developmental initiatives that foster the growth of our most talented players and contribute to the national team's success.
- IV. To establish the national teams as a dominant force in women's football on a global scale and consistently maintain a ranking among the top three women's football nations in Africa.

MISSION

- I. To seek and enhance the profile of women's football by raising the standards of our local league to that of the best in the world.
- II. We are dedicated to making women's football in Ghana competitive by creating vibrant, rigorous and rewarding leagues.
- III. To become one of Africa's and the world's leading football nations by exhibiting our competitiveness, talent and, most notably, the spirit of fair play in tournaments against the best in Africa and the world.





GENERAL OBJECTIVES

GFA | WOMEN'S FOOTBALL STRATEGY

4.0 GENERAL OBJECTIVES

Over the next four years, we aim to accomplish the following objectives:

I. MARKETING SPONSORSHIP & PROMOTION OBJECTIVES

- Create a strong and attractive Women's football brand for Ghana.
- Develop a comprehensive Women's Football Strategy highlighting our Competitions and Development.
- Change the narrative and perception about women's football.
- Visibility: Create more media exposure and publicity for women's football. Create role models for identification.
- Generate more funding for women's football.
- Invite potential stakeholders and corporate investors.

III. EDUCATION OBJECTIVES

- Train more female coaches at D and C License levels.
- Mentoring program for the top talented female coaches.
- Offer refresher courses for female club coaches.
- Train and develop more female referees.
- Train and develop more female administrators.
- Educate to dispel misconceptions about females and football.
- Enhance female football players' opportunities through the sport.

II. GOVERNANCE

- The Ghana Football Association has implemented measures to increase female representation in decision-making positions. One of these measures is the mandatory inclusion of a female member in the Executive Committee. In addition, the Association's Congress has reserved eight spots for women's clubs, with five of these reserved for female representatives.
- Currently, the Women's FA Cup is led by a woman who oversees several committees under the Association. Qualified women are also given the opportunity to take on various roles within these committees, further strengthening their presence in decision-making positions.

IV. GRASSROOT OBJECTIVES

- Increase the number of female players.
- Implement a structured grassroots program for females, starting with school activities.
- Mixed kids football: Integrate talented girls into age-appropriate boys' football.



V. LEAGUE DEVELOPMENT OBJECTIVES:

- Increase WPL games by implementing a new league format with a shorter summer break.
- Establish a Club Label for WSL & Youth Teams based on criteria (such as the number of players, coach licenses, pitches, and training frequency), which includes sponsorship benefits.
- Implement a club licensing system that requires every WSL team to have a youth team (National U17 League).
- Develop domestic youth tournaments and leagues for U12, U15, and U17 age groups.

VII. NATIONAL TEAMS OBJECTIVES:

- Provide and educate qualified Technical Staff for each Women's National team.
- Regularly play highly competitive matches across all Women's National Team levels.
- Qualify for major tournaments such as CAF AWFCO, World Cups, and Olympics.

VI. TALENT IDENTIFICATION OBJECTIVES:

- Establish female talent identification and development programs mirroring men's structures.
- Develop a scouting network across domestic women's leagues with national team coaches and regional scouts.
- Implement an international scouting program to assess potential Ghanaian female players globally.
- Create an editable database of registered female players.



5.0 STRATEGICAL PLAN OVERVIEW 2028 2026

		MORE FOOTBALL			BETTER FOOTBALL		
Goals	Target	Marketing	Education	Grassroot	Competitions	Talent Pathway	National Teams
	Strategic Goals	Establish Football as the most popular women sports in Ghana	Nourishing the women's football with accurate own educated human power.	Enabling access for all girls and women to active	Integration of Women's Football in professional structures	Offering optimal structures in Talent Development	Positioning National Teams in Top 30 worldwide
	KPIs	Number of Social media followers and live spectators. Budget amount/year	Number of female coaches, functionaries and referees	Number of players and teams per category at region	Budget of women's sections	Number of youth players playing with boys in academies, playing in WPL & contracting abroad	FIFA ranking A-Team and U-Teams
	Leader	Marketing	Technical Directorate	Women's Football Development	Competition's Department	Talent Pathway	National Teams
	Development Plans	2023	<ul style="list-style-type: none"> Women's Football Strategy Vice President Position Sponsors WPL Live Stream National team 	<ul style="list-style-type: none"> Women D License (30) Women C License (25) Monitoring program (2x5) 	<ul style="list-style-type: none"> Football 4 girls visits nationwide (50 schools) 	<ul style="list-style-type: none"> FIFA - CAF - GFA Calendar WPL Modus 	<ul style="list-style-type: none"> Top Talent Pathway National Selections for U15/U17/U20/ A Domestic
2024	<ul style="list-style-type: none"> Women's Football Brand Sponsor Black queens Role model campaign 	<ul style="list-style-type: none"> Women B - License (20) WPL Workshop (40) 	<ul style="list-style-type: none"> U13 & U15 School Championships 	<ul style="list-style-type: none"> U15 & U17 Leagues WPL Club Licensing 	<ul style="list-style-type: none"> Database National women's scouting structure (30 Regional Scouts) 	<ul style="list-style-type: none"> Black Queen: WAFCON 2024 and Olympics 2024 Black Princesses: WC 2024 	
2025	<ul style="list-style-type: none"> Youth Director for Women's football 	<ul style="list-style-type: none"> Regional Coordinator (10) Club Administrators (25) Career after Career (20) Referees (x) 	<ul style="list-style-type: none"> Outreach Programs and Tournaments 	<ul style="list-style-type: none"> 10 teams + 2nd Division in 10 regions WPL Youth Licensing 	<ul style="list-style-type: none"> National Women's Academic in Prampram 	<ul style="list-style-type: none"> Staff professionalization Black Queens: qualify for world cup 2027 	
2026	<ul style="list-style-type: none"> Women's Football Technical Director 	<ul style="list-style-type: none"> Awareness Campaign: More women for Football 	<ul style="list-style-type: none"> A New Junior Categories (mixed) 	<ul style="list-style-type: none"> Professionalism WPL Players 	<ul style="list-style-type: none"> 10 Regional Academies International Women's Scouting Structure 	<ul style="list-style-type: none"> Home Tournament: Youth or Senior 	

PILLAR ACTIVITIES

GFA | WOMEN'S FOOTBALL STRATEGY

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26



6.0 PILLAR ACTIVITIES 2023 - 2026

MARKETING, PROMOTION & COMMERCIALIZATION					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Awareness	Identify and select three influential individuals to serve as ambassadors and promote women's football		August 2023	Head of Women's Football Development.	★★★
Strengthen Women's Leadership in the GFA by establishing structures and positions	Identify and utilize commemorative days to run women's football promotional campaigns and events starting in 2024		January 2024	Head of Marketing	★★
	Election and creating task books of Women's Committee Members		December 2024	Vice President Women	★
	Appoint Youth Director for Women's Football		January 2026	Executive Council	★★
Create a strong and attractive women's football brand for Ghana.	Build a branding and marketing strategy for women's football		December 2023	Head of Marketing	★
	Run women's football promotional campaign through the Women Premier League	Ongoing	September 2024	Head of Marketing	★★
	Live TV-matches of Women Premier League Games in season 2023-24.	2 WPL Live Stream per week.	September 2023	Head of Marketing	★★★★
	Increase Women Premier League attendance for the 2023-24 season by inviting schools, communities, and organizations	Average of 300 people per game	September 2024	Head of Marketing	★
	Nominate three influential people to lead in promoting women's football				
Attract new sponsors and partners for women's football.	Identify and create partnerships with three brands that share similar interests.		September 2023	Head of Marketing	★★★★★
	Develop and plan a fundraising program each year with the purpose of backing women's football		December 2023	Head of Marketing	★★★
	Run one (1) fundraising initiative per year for Women's football		January 2024	Head of Marketing	★★★★
	Engage an exclusive Women Premier League and Women's National teams sponsor		January 2024	Head of Marketing	★★★★★

MARKETING, PROMOTION & COMMERCIALIZATION					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Enhanced visibility of the women's game through media exposure and publicity	Promote national team camps and matches on social media		January 2023	Head of Communication	★★★★
	Share a human-interest story or post on a national team player quarterly		September 2023	Head of Communication	★★★
	Live coverage of national team matches on Social Media and National TV		February 2023	Head of Communication	★★★★
Changing the narrative/ perception of women's football	Education of communities/ awareness creation activities on a quarterly basis through the clubs		June 2025	Head of Women's Development	★
	Utilize the FIFA women's football campaign to run awareness events on women's football		2025-2026	Head of Women's Development	★★★
	Identify and appoint local female role models/ ambassadors		May 2024	Head of Women's Development	★★★★



EDUCATION					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Technical development and capacity building of all personnel in the game	Organize a CAF D license course for 30 female coaches	D-License for 30 female coaches	July 2023	Head of Education	★★★★★
	Organize a CAF C license course for 25 female coaches	C-License for 30 female coaches	July 2024	Head of Education	★★★★★
	Run 1 coaches workshop for WPL coaches each year beginning in 2023.	WPL Workshop for 20 Coaches & 20 Assistants	July 2024	Technical Department	★★★★★
	Run at least 1 refresher course for each National team Technical Group (Goalkeeper, Athletic & Video Coaches) beginning in 2024	Refresher for each 30 of Technical Group	July 2024	Head of High Performance	★★★★★
	Create a course for medical personnel in 2024 Run at least 1 refresher course for each Medical Group beginning in 2025	Refresher for each 30 Doctors, Physios and Nurses	July 2024	Head of Education	★★★
Mentorship program for talented female coaches and creation of opportunities for their engagement at elite level	Identify and create a database of talented female and male coaches in Women's football	10 Talent Coaches, at least 5 females	December 2023	Technical Department	★★★★★
	Identify potential mentors for talented coaches	5 Mentors	December 2023	Technical Department	★★★★★
	Launch talented female coaches' mentorship program by January 2023 and keep it running	1st Batch: 5 Coaches 2nd Batch: 5 Coaches	January 2023 August 2023	Technical Department	★★★★★
	Identify international courses for talented female coaches to attend	3 Courses	January 2024	Technical Department	★★★
	Identify candidates to send each year to FIFA courses like women in leadership, FIFA Mentorship program and Coach Education scholarship	10 Talents / year	February 2024	Technical Department	★★★★★
	Develop a plan to retain talented female coaches by integrating them into roles and activities at the elite or national team level	5 Integrations / year	August 2024	Technical Department	★★★

EDUCATION					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Train and develop more female referees and administrators for the women's game	Identify 50 new female coaches (Physical Educators) to train from the schools	50 / year	May 2026	Head of Women's Football Development	★
	Create licensed courses for referees and run refresher courses yearly	50/yearly - 50/Year	July 2024	Head of Referees	★★★★★
	Apply for the FIFA Capacity building program	Application Document	January 2024	Head of Women's Football Development	★★★★
Provide better education against misconception of females and football	Train 25 club administrators through the FIFA Capacity building program (topics: p.e. Marketing).	5 Administrators	September 2024	Head of Women's Development	★★
	Run a workshop with Club Administrators on marketing and promoting their women's football club	1 Workshop	December 2025	Head of Women's Football Development Head of Marketing	★★★★★
	Apply for the FIFA women's football campaign	Application Document	December 2024	Head of Women's Football Development	★★
	Run an awareness campaign on women's football and educate communities through the FIFA women's football campaign	10 regional educations	May 2026	Head of Women's Football Development	★
Improve female football players' prospects through football	Run a basic coaching course for 20 former players in January 2025 (Career after Career)	20 former players / year	July 2025	Head of Education	★★★★
	Identify opportunities for football-based scholarships and exchange programs for players	5 programs	January 2026	Head of Women's Football	★
	Create a transition program for senior national team players from playing to coaching, refereeing or administration	Program Document	January 2026	Technical Department	★
	Create a senior player database and identify opportunities for their involvement in courses / have at least 3 spots in courses reserved for former players	Database	May 2025	Technical Department	★★

GRASSROOT FOOTBALL DEVELOPMENT					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Develop a structured grassroots program for girls.	Apply for the FIFA Women's Football Campaign for implementation in 5 targeted communities	Application Document	July 2023	Head of Women's football Development	★★★★★
	Identify five community game centers to host the #Football4girls festivals	5 game centers	July 2023	Head of Women's Football Development	★★★★★
	Launch Football4girls program from 5-12 years old in elementary schools	50 school visits (5 per region) / year	December 2023	Head of Women's Football Development	★★★★★
	Introduce quarterly U12 mixed football festivals in schools.	50 school visits (5 per region) / year	July 2024	Head of Women's Football Development	★★★
	Run an annual U13 and U15 Inter-school tournament for 5 schools per region.	10 tournaments per year for each group	January 2026	Head of Women's Football Development	★★★★★
	Encourage schools to register teams in the U15 Regional League	One school per region	July 2025	Head of Women's Football Development	★★★★★
	Identify talented girls to include in age- appropriate boys football teams	5 Girls in each of 10 regions per year	December 2024	Head of Talent Identification	★★★★★
	Create mixed Boys and Girls Junior Categories until U13	Youth Regulations	December 2026	Head of Women's Football Development	★★★★
Run promotional activities for women's football and increase participation in the communities.	Create outreach programs for parents to encourage their girl - child to play football	2 tournaments per year	December 2026	Head of Women's Football Development	★

COMPETITIONS DEVELOPMENT					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Increase the number of teams and competitions at youth level.	Apply for the FIFA League Development for U15 and U17 leagues program	Application Document	January 2024	Head of Women's Leagues	★★★★★
	Develop regional youth tournaments for U15/U17 levels to commence in 2024/25 season with four regions	4/year U15 4/year U17	September 2023 September 2023	Head of Women's Leagues	★★★★★
	Develop regional youth tournaments for U15/U17 levels to commence in 2024/25 season with four regions	4/year U15 4/year U17 In every region	September 2024 September 2024	Head of Women's Leagues	★★★
	Develop regional youth tournaments for U15/U17 levels to commence in 2024/25 season with four regions	5 teams per region each U15 and U17	September 2025 September 2025	Head of Women's Leagues	★★★★
	Develop regional youth tournaments for U15/U17 levels to commence in 2024/25 season with four regions	20 teams U15 20 teams U17	September 2027 September 2027	Head of Women's Leagues	★
Increase the number of teams and competitions at senior level.	Revise the women's football competition calendar in accordance with the FIFA calendar	Calendar	December 2023	Head of Women's Leagues	★★
	Reorganize the Women's Premier League format to raise the number of games per team	Minimum 35 league games/year per club	September 2024	Head of Women's Leagues	★★★★★
	Implement a regional Women's 2nd Division Competition U17 in all regions in 2026/2027)	10 Teams per region	September 2025	Head of Women's Leagues	★★★★
	Create a partnership with Universities to establish new teams and competitions. Accra (2), Kumasi (1), Cape Coast (1), Winneba (1), Tamale (1).	Six Universities: each per team	September 2025	Head of Women's Leagues	★
Create a club licensing system for WSL teams for 2024-25.	Apply for FIFA Club Licensing program	Application Document	September 2023	Head of Women's Leagues	★★★★★
	Adjust the existing club licensing system by 2024-25 to an advanced criteria	License Document & Compliance	September 2024	Head of Women's Leagues	★★★★★
	Mandate clubs to have youth teams through the Club Licensing system	Youth Licensing	September 2026	Head of Women's Leagues	★★★★★

TALENT DEVELOPMENT					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Create a scouting system nationwide (based on FIFA Talent Development Scheme)	Develop a female talent development scheme and align with the male development scheme	Document	December 2023	Head of Talent Identification	★★★★★
	Align the criteria of Talent Identification at the grassroots and high-performance level in the National Philosophy.	Game Philosophy	December 2023	Head of Talent Identification Head of High Performance	★★★★★
	Created an editable database for scouting and talent identification purposes based on the FIFA Connect Program	Database 2.0	December 2024	Head of High Performance	★★
	Mandate the existing male scouts to scout 30 female players for each U13 and U15.	15 X U13 per region 15 X U15 per region	July 2024	Head of Talent Identification	★★★★★
	Create a scouting tournament once per year in every region for U13 and U15.	1 tournament per region for each U13 & U15	November 2024	Head of Talent Identification	★★★★
	Create a scouting tournament once per year in Pram Pram for U13 and U15.	150 players	February 2025	Head of Talent Identification	★★★
	Identify and train 3 domestic scouts per region for Women's players.	3 scouts per region	March 2024	Head of Talent Identification	★★★
Improve the quality of youth players feeding into the National team.	Apply for FIFA Talent Development Program for GFA National Women's Academy project funding.	Program Document	December 2023	Technical Department	★★★★★
	Propose a project plan for a National Women's Academy in Pram Pram.	Program Document	December 2024	Technical Department	★★★
	Start with GFA National Women's Academy in Prampram: focus on football and education.	35 players	July 2026	Technical Department	★★
	Create 10 Women's Academies in Regions.	10 academies (1 in every region)	July 2028	Technical Department	★

NATIONAL TEAMS					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Creating and educating a professional staff set-up for each Women's National team	Providing and educating an adequate Technical Staff for each Women's National team with each a refresher course per year 1 Head coach: min. A-License 2 Assistants: min. B-License 1 Goalkeeper Coach: min. GK-License 1 Game Analyst: min. GA-License 1 Athletic Coach 1 Team Manager 1 Dietician 1 Clinical Psychologist	Coaching Licenses & Refresher courses	December 2023	Technical Department	★★★★★
	Providing and educating an adequate Medical and Administrational Staff for each Women's National team with each a refresher course per year	Refresher courses	December 2024	Technical Department	★★★★★
	Clear task books and hiring conditions for all staff members of the National teams	Task Books	December 2025	Technical Department	★★★★★
Ensure consistent qualification for all national teams for major football events; AWCON, Olympics and FIFA World Cup tournaments to progress to the Top 30 worldwide	Implementing the Ghana Playing Philosophy to all the Women's National teams	Philosophy	December 2024	Technical Department	★★★★★
	Playing a yearly number of high-level games on each level (min. 30% of games against higher ranked opponents): ● WNT A: >12 games in 6 FIFA periods ● WNT Domestic: >4 games in 2 camps ● WNTA U20: >12 int. games in 6 camps ● WNTA U17: >10 int. games in 5 camps ● WNTA U15: >8 int. games in 4 camps	Number of games	December 2024	National Teams	★★★★★

NATIONAL TEAMS					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
	Training a yearly number of camping days on each level: <ul style="list-style-type: none"> ● WNT A: >60 camp days with 42 trainings ● WNT Domestic: >20 camp days with 14 trainings ● WNTA U20: >60 camp days with 42 trainings ● WNTA U17: >50 camp days with 35 trainings ● WNTA U15: >40 camp days with 28 trainings 	Duration of camping days	December 2024	National Teams	★★★★★
	Ensure the qualification for the following tournaments: <ul style="list-style-type: none"> ● Qualify the Black Queens for WAFCON 2024 and Olympics 2024 ● Qualify the U20 National team for Women's World Cup 2024 ● Qualify the U17 National teams for Women's World Cup 2026 	Tournament Qualification	April 2024 April 2024 April 2026	National Teams	★★★★★
Create a nationwide scouting system	Run a national team selection camp annually for all the national teams U15, U17, U20 and Senior Domestic	5 Head of Scouting Regions	December 2025	Head of Talent Identification	★★★★★
	Organize a national team selection camp annually for all the national teams U15, U17, U20 and Senior Domestic	Program Document	December 2025	Head of Talent Identification	★★★★★
Host international Women's Tournaments in Ghana.	Host a WAFU Zone B Cup Tournament U20 in 2023		December 2023	National Teams	★★★★★



NATIONAL TEAMS					
GOALS	TACTICS	KPI	TIMELINES	LEAD	RATE OF PRIORITY (1-5)
Develop an environment and infrastructure for the National team camps	<p>Ensure quality of infrastructure for all Youth camps at the Ghanaman Soccer Center of Excellence in Prampram with:</p> <ul style="list-style-type: none"> ● A full astro turf or grass pitch with mobile goals and equipment ● Gym and recovery facility ● Maximum 2 players per room (air conditioned) ● Equipment for every player ● Travel expenses 		December 2024	National Teams	★★★★
	Play all friendly matches of the Black Queens in a stadium a minimum capacity for 3000 spectators			December 2025	National Teams





A scene during phase 1 of the "Football 4 Girls" project in September 2022.



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WOMEN´S FOOTBALL STRATEGY

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2023 - 2026