

Canadian Soccer Association Women's Committee Women's Planning Session – September 30 – October 2, 2011 Report

A. INTRODUCTION

Representatives from twelve provincial/territorial soccer associations and the Women's National Team, along with the four members of the CSA's Women's Committee, its staff support and three additional members of the CSA staff assembled in Ottawa for the purpose identifying projects for the consideration of the Women's Committee.

Subsequent to the workshop, the Women's Committee will analyze and develop a detailed proposal for projects to enhance the profile of women's soccer in the three years leading up to the 2015 Women's World Cup to be held in Canada. The recommendations will be submitted to the CSA Board of Directors in the latter part of 2011.

The workshop was facilitated by Rose Mercier, an experienced facilitator, allowing the full involvement of the Women's Committee and CSA staff in the discussions.

The objectives for the workshop were to:

1. Create an opportunity to share what is known about how girls and women are participating in the game as players and leaders and the level of awareness of the women's game.
2. Identify projects that the CSA could carry out through the next four years that will add value to work that is already being done to encourage participation of girls and women in the game as players, coaches, team officials, referees and in leadership roles at all levels.
3. Establish the foundation of the position paper which will be presented to the CSA Board of Directors.

B. PREPARATION FOR WORKSHOP

The Women's Committee began planning for the Women's Planning Session in mid-May with a teleconference. Shortly thereafter, an invitation letter was sent to the presidents and executive directors of all Provincial/Territorial Soccer Associations (P/TSAs) inviting them to name a representative who was familiar with women's soccer in their province/territory. In early August, the Committee met in Ottawa to prepare for the planning session. They reviewed demographic information that had been assembled and identified a need to collect information about the status of the women's game in each province. An online questionnaire was developed and sent to each P/TSA with the request to complete the questionnaire incorporating the perspectives of

players, coaches, referees and administrative leaders. The questionnaires were summarized by Rose Mercier in advance of the meeting and responses to selected questions were included with the pre-workshop letter to participants.

C. DESCRIPTION OF WORKSHOP ACTIVITIES

Friday Night

On Friday evening, Jeannette Kuc, chair of the Women's Committee, welcomed participants and identified the purpose of assembling the group. She introduced the Women's Committee and the CSA staff, Sylvie Beliveau and Jessie Daly, who were present. She noted that Sylvie was the staff support for the Women's Committee and would be there for the entire workshop; Jessie would attend only Friday night; Sandra Gage would be at the session on Saturday morning and Michèle Dion, all day Saturday. Participants introduced themselves, identifying their role in their province, their feelings as the meeting began. They also spoke about what would make the weekend successful for them, including the following:

- Identifying goals that are achievable, and creating concrete projects
- Building a plan that will build support among champions in the room
- Networking and taking advantage to learn what other provinces/territories are doing
- Concrete data to take back

Participants also identified some guidelines for the weekend:

- The need for lots of sharing, open communication and exchange of ideas
- Focus on what we can do
- Don't get stuck on any one issue
- Transparency: let people know what's going on.

The introductions revealed that participants had a wide range of experience as players, coaches, and technical and administrative leaders.

Jeannette then introduced Rose Mercier, the facilitator for the session. Rose provided an overview of the two days, outlining the objectives, agenda, roles of facilitator and participants, and reviewed some of the input received in the online questionnaire. Participants had the opportunity to reflect on what they had learned from the summary data that they had received.

Saturday

On Saturday morning, Rose addressed the question, "What is a project?" by providing some parameters: a definite beginning and end within the next three years; does not duplicate work already happening within the CSA or the P/TSAs; and lies outside of technical programming. She provided an illustration of how projects are intended to

support and enhance the various strategies employed by the CSA and its members to achieve various outcomes for the women's game.

Sandra Gage, Director, Business Development provided an overview of the approach and initiatives of her department which was created just over a year ago. She described the department's main priorities and reminded everyone that FIFA owned the World Cup events and would lead the marketing and sponsorship of these events. Sandra provided examples of marketing materials that had been produced for the Women's National Team. Sandra participated in the idea generation task that continued until lunch.

Participants next engaged in an idea generation round table, where members of the Women's Committee and Michèle Dion served as 'table keepers' while participants circulated to contribute their ideas for possible projects in the areas of Participation, Player Development, Coaching, Refereeing, Competition Quality, and Administrative Leadership. Once participants had circulated through all five tables, they returned to their starting point and, with the guidance of the 'table keeper', consolidated and summarized the project ideas. Each group presented their summary list before lunch. The long list of ideas generated in each category is in *Appendix 1*.

After lunch, four working groups were established to work on projects that were common in category: mentorship template, mentorship program to facilitate provincial leaders become national leaders, leadership profiles, and documenting the leadership pathway. The groups used a worksheet to address the what, why, how, when, and who of each project, as well as the resources needed and potential partners. The groups reported back when their work was complete. Participants were then asked to choose the category they wished to work on to develop the remaining project ideas. They used the same worksheet, completing one for each project. Project development was completed for all ideas that met the basic criteria for projects. Project worksheets are in *Appendix 2*.

On Sunday Morning, the work groups for Player Development, Coaching, Participation, Refereeing, Competition Quality and Decision-Makers reported back in plenary about their projects. This created the opportunity for discussion of the projects. It was suggested that merchandise be added to the list of potential projects.

Participants were then asked what they would be taking back to their associations as a result of the planning session. Among their answers:

- Referee liaison program (this was the most common take-away)
- Identifying the coaching pathway
- Looking at Atlantic cooperation for women's soccer
- Establishing a provincial women's committee
- How to be an advocate for the women's game with their board
- Better ideas of how to frame information for districts and grass roots levels about increasing participation of girls and women

- Understanding of commonalities that exist in all provinces/territories
- Better understanding of the obstacles that girls/women face and what it will take to make changes
- Network among women and men who are champions for the women's game
- "Soccer Moms" program
- Ideas for how to help small U18 program

Jeannette explained the history of the Women's Committee and its challenges in identifying unique work. She explained how the committee's roles might evolve when the new governance structure was implemented in May 2012. She reviewed the next steps for the Women's Committee, noting that it would meet after lunch to begin its work in elaborating the projects.

Once the meeting formally ended, Chantal Daigle and Sylvie Béliveau presented an overview of the process, results and current status of the major project that the Québec Association has undertaken in an effort to strengthen the women's game and increase the number of women participating as referees, coaches, technical and administrative leaders. The description of the process and the project report are currently available only in French. There was general agreement about the value of having the description of the process available in English and it would be an excellent template for other provincial/territorial associations to use.

D. DEVELOPING THE POSITION PAPER

The Women's Committee will work on the preparation of the position paper to be presented to the Board of Directors. To do this, the potential projects will need to be described in further detail and prioritized according to criteria that remain to be identified. The paper will also incorporate the demographic information that has been collected and selected input from the online questionnaire.

APPENDIX 1:
Idea Generation – Original long lists and consolidated lists

REFEREES (Long list)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	Promotion of female referee “heroes”, i.e., Carol Ann doing final; posters promoting successful referees through social media	Awareness Raising
2.	Promote opportunities available to referees/assistant referees at National Championships, Commonwealth Games, WCG	Education
3.	Require elite level players to take courses and offer them	Education
4.	Women’s committee for referees that offers mentorship and support to younger referees (or offer for both genders)	Best Practices
5.	Referee liaison/Marshall who is parent from the team responsible for speaking with the referee and controlling parents	Best Practices
6.	Referee mentorship where there is a senior referee at all games of those young referees who deal with coaches and who is available after the game to speak with the young referees	Best Practices Education
7.	Female referee symposium; national increased volume	Education
8.	Support network with respect to child care (all levels), i.e., at competitions and/or courses	
9.	Offer different or more times throughout year to attend courses	Education
10.	Offer female only courses (fund it to bring them in)	Education
11.	Psychological support available to referees to deal with abuse etc.	
12.	Introduce refereeing as leadership component to curriculum in schools – utilize school competition to expose them to the game	Awareness Education

REFEREES (Long list)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
13.	Find out data on number of females that have taken courses	Research
14.	Fitness education and training programs	Education
15.	Silent soccer program – raise awareness of the aspect of the game of shouting at players	Awareness
16.	Offer courses to one age division (e.g., U14) at all levels of play and make it a requirement to take the course that year and then track the #'s still involved 2yrs/5yrs/10 yrs out	Research
17.	Promote refereeing as a good alternative summer job	Education Awareness
18.	Offer course to referees on case studies of how to deal with issues of abuse and harassment – Respect in Sport has parent component	Education
19.	Mini course/document for parents online that requires parents to take/read/review refereeing knowledge or laws of the game in order to activate their child's registration; this would help with obstacles/issues of abuse	Education
20.	Online support with content of mentors/videos/case studies/chat groups – match elite level referees with young referees (designate mentor)	Education
21.	Special badge designating age of official to indicate to parents that they are younger and to be patient (colour?)	Awareness
22.	Have U14/U16 programs responsible for refereeing U8/U10 programs	

**Key to programs is ensuring that there are games available and support network.

REFEREES (Consolidation)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	Promotion of successful referees to encourage awareness and availability of opportunities – promotion of summer job	Awareness
2.	Requiring course participation: <ul style="list-style-type: none"> - Elite level players - Age division specific (all levels) - Female only - Times offered throughout the year - Fitness/nutrition component - Modules available for more experienced referees to access, i.e., dealing with harassment and abused - Parents pledge requirement - Online support mentor program Female referee symposium Child care at clinics	Education
3.	Referee liaison/Marshall Program: parent is responsible for being the only individual permitted to communicate with the referee	Best Practice
4.	Mentorship program <ul style="list-style-type: none"> - Online, senior support, designated mentors - Psychological support/training to learn skills to handle specific issues related to refereeing 	Education
5.	Special badge designating “in training” – offer only in conjunction with mentor program so that support is on site.	Education Awareness
6.	Data research – tracking #females taking courses and following retention levels	Education
7.	Utilize leadership components through schools to help them introduce opportunities in their field to young potential referees.	Education

PLAYER DEVELOPMENT (Long list)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	Adopt a Team – familiar provincial teams work with a younger team	
2.	Communication and awareness of projects being offered, branch to other ideas – social media	
3.	National Championship school program; soccer at that level – see the level	Awareness
4.	“Skills Baseline Testing” – school system computerized	
5.	More information directly to the player	
6.	More “national games” across the country in each province – interest, time and money	Awareness
7.	In combination with LTPD – need specific practice plans for coaches – soccer resources, user-friendly, age-specific, technical, easy to follow	
8.	Develop intelligent coaches who have understanding at highest technical level	
9.	“Possessing the Ball” principles of play must take total precedence over the result	
10.	Smaller games at each level	
11.	Establish elite leagues for players in our country – level to strive for	
12.	Change the soccer culture in Canada to one which values the ball over the athlete, skill over strength, football intelligence over graft and effort	
13.	Establish role models that emphasize the direction we want to go – visibility, guest speakers, players	
14.	Coaching clinics for development and knowledge, not just certification, more technical coaches for younger players	
15.	Understanding of implementing LTPD, active for life	

PLAYER DEVELOPMENT (Long list)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
16.	Funds for player – especially for the Atlantic – funding new alignment for one Atlantic team	
17.	Go into the schools – roles models, 4 year project – resources, soccer programs in elementary and secondary schools	
18.	Next level – North – invite to National Training Centre for a week. Invite Camp for the North- incorporated with other girls be part of the environment – next step in development and challenge – more networking between provinces	
19.	Player retention after retirement	
20.	Coaching modules on coaching the female player levels, differences in genders, how to be a better coach in all aspects a female, reinforce it, instruct the female, serious	
21.	Separate leagues in NWT – where do they play – when and work with the players	

PLAYER DEVELOPMENT (Consolidation)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	Programming to implement LTPD – soccer resource, develop coaches, develop female players	Best Practice
2.	Visibility – role models, games, standards, levels, school project, provincial to club	Awareness
3.	Coaching – module on coaching girls part of the coaching levels [NCCP]	Best Practice
4.	Coaching clinics for developing women, girls, not just for levels	Education
5.	Skills – Baseline Testing – fit into LTPD measureable, computerized, standards, goals	Best Practice
6.	“Possess the Ball” – change the culture of soccer in Canada	Knowledge
7.	National Championships Schools Program	Awareness
8.	Centralized training opportunities	Best Practice

LEADERSHIP POSITIONS/INFLUENCE (Consolidation)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	Pathway: What are the opportunities/roles available locally, nationally, internationally for women in leadership roles <ul style="list-style-type: none"> - What are the skills needed (define the requirements) - Resources/education to support the development of skills required (funding opportunities) 	Education
2.	Recruitment and retention: <ul style="list-style-type: none"> - Engaging potential leaders - Resources available that support women in leadership roles (professional development) 	
3.	Develop a women’s network for women in leadership positions in all levels of soccer	
4.	Value of diversity, i.e., women at board, senior staffing, team management, etc. – education for boards/ other administrators	
5.	Showcasing / celebrating the existing women in leadership roles (past/present) and contributions	
6.	Tying into networking – National Symposium for women in leadership roles/positions of influence in sport	
7.	Women in leadership roles – how far we’ve come and what are ongoing struggles	
8.	Communication strategy plan	

Participation (Long list)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	On & off field activities/awareness (follow competitions, events etc.)	Awareness
2.	Skill levels consistent throughout teams in order to keep young players' experience positive	Best Practices
3.	Coaching trained/equipped to recognize and adapt to players' skill levels	Best Practices
4.	Self esteem program built in participation level activities	Best Practice
5.	Mentorship/Partnering between group ages and roles	
6.	Pickup games / opportunities to different age groups to share learning /skills	
7.	Research on female players through age groups to identify triggers/causes of drop out	Research
8.	Promo/PSA/Campaign on benefits of playing soccer – focus on soft skills (active, socialization, etc.)	Awareness
9.	Exit interviews/surveys to find out why girls leave the sport or don't get involved	Research
10.	Find the right context for girls to play at the level and to the extent that suits them (recreational versus competitive)	
11.	Good match-up between coaching style and team ensuring appropriate development/experience	Best Practices
12.	Celebrate 'social' aspect of the sport (team environment, sharing, self-esteem, development, nutrition, academic success) etc.	
13.	Make it so that it is 'bigger than soccer' – building communities, using soccer as a vehicle, legacies	
14.	Exposure of NT 'heroes' to grass roots (accessibility of players to the kids (event U19 example)	

Participation (Long list)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
15.	Focus on retention of current players/referees/coaches to maintain participation	
16.	Building sponsorships to keep accessibility /affordability for players/participants moving up in the system	
17.	Building national pride to support programs	
18.	Better tracking of participation divided by levels/situation at all levels to provide better understanding of where players are	Research
19.	Integration of soccer in the school system (organized sports) as intro/recess/ etc. and building it as part of physical education curriculum – structure and quality of content	
20.	General public surveys for general public perception, values, importance = understanding	Research
21.	Intro to soccer skills in festivals and schools to let people try for first time – get a taste of sport	
22.	Build a Soccer Mom community (technology = Facebook, etc.) with tips, organization tools, nutrition, etc.	Awareness
23.	Leverage/engage support groups to influence, share messages, information	
24.	Initiate a WNT specific support group	
25.	Maintain flexibility for kids involved in higher calibre (specialized) so they can still participate in other sports at younger age groups so they don't have choose between soccer and other sports	
26.	Coordinate with provinces/cities to develop/promote recreation leagues at different age groups	Best Practice
27.	Using Futsal to connect soccer with schools	
28.	Promote festivals / bring a friend/come and try for a week	Awareness

Participation (Long list)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
29.	Build “moms only” program for moms to play while their kids play /train (City of Burnaby initiative)	
30.	Profiling role models for all age groups (national team, family members, etc.	
31.	National initiative that travels and brings a ‘travelling road show’ (e.g., MLS works) across the country (sponsored)	Awareness
32.	Adult focus program to disseminate information for +18 wanting to continue/start playing	Awareness
33.	Female only tournaments/festivals/events	
34.	Get programs to be relevant (time, place, cost) to ‘spark’ the desire to get involved (make time then)	
35.	Promote/encourage female players to play in female teams – go to co-ed only if all female is not available at age level	
36.	Adapt roles to promote participation (merging clubs, etc.) to ensure accessibility	Best Practice

PARTICIPATION (Consolidation)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	Promotion/PSA/Campaign on the benefits of soccer (active, self-esteem, social skills, nutrition, etc.)	Awareness
2.	Ensuring that playing environment is relevant to player (right competition calibre, coaching etc.) positive experience	Best Practice
3.	Promoting the “all female” initiatives/opportunities (female coaching female teams, all-female events, etc.)	Best Practice
4.	Research/study on why females drop out and how to avoid (triggers, trends) and on why they choose to get involved)	Research

PARTICIPATION (Consolidation)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
5.	Mentorship programs/opportunities (between age groups, roles, etc.) + National Team players/role models accessibility/profile	Education
6.	More detailed tracking of participation levels by age groups, levels and development phases (players, referees, coaches)	Research
7.	Integrate soccer into school system – recess, physical education, after school and intro to soccer	Awareness, Best Practice
8.	Building/leveraging “communities” around soccer – Soccer Moms, supporters, etc.	Awareness
9.	Building sponsorship opportunities to maintain accessibility and affordability of the sport for players moving up in the system	Best Practice
10.	Develop national initiative (NT players?) that would travel across the country (road show concept), e.g., MLS Works	Awareness

COMPETITION QUALITY (Consolidation)		Project Categories: Research – Awareness Raising – Best Practices - Education
	Idea	Category
1.	Competition review: Leagues, format, numbers, levels, calendar, strength, balance, selection teams;	
2.	LTPD Philosophy implemented: Winning at all cost; format	
3.	Implementation of leagues: Feasibility study of semi-pro league	
4.	Specific projects: Festival-type program unique to girls	
5.	Good ideas for best practice: Tiers, same opportunities, increase coaching standards,	

APPENDIX 2: Project Development Worksheets

MENTORSHIP TEMPLATE

WHAT:

CSA needs to develop a mentorship program that all levels and categories can use.

WHY: To groom and strengthen females in all categories. Increase retention.

HOW:

1. Buy-in and support at all levels.
2. Identify mentors – need capable women who have time to devote to mentee.
3. Develop tools for the mentor (teach them how to be a good mentor).
4. Need a match-up system (have to apply to be a mentee)
5. Develop guidelines: what's involved in being a mentee.
6. Development plan for mentee that's being followed through.
7. Research different industries for a good model (don't need to reinvent the wheel)
8. Yearly evaluation of mentorship template (talk to mentor and mentee)
9. Talk to the NCIs: anything CSA can mimic
10. Administrative program: use all national and provincial competitions as a training example (ready for FIFA)
11. Use older youth to help younger kids
12. CSA to scan different organizations for funding and programs (CAAWS, etc.)

WHEN:

Develop program immediately (before next season)

Get it to provincial, territorial, club level as soon as possible so they can start implementing

WHO:

CSA develop plan and then roll it out program to the right people (P/TSO, head coaches, refs, Board, etc.)

POTENTIAL PARTNERS:

CAAWS

CAC

Referee Association

FIFA (do they have programs?)

RESOURCES:

\$\$ - to attend conferences /any national grants

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PROFILES

WHAT:

Profiles – athletes, coaches, referees, administrators (builders) – CSA national
History and current
Form and template
Means to get information out

WHY:

Change mentality
Awareness
Acknowledge
Celebrate
Inspire
Open door and opportunities

WHEN:

Centennial
Ongoing
Profile of the week online – link it with an event

WHO:

Current/Historical – CSA compile, P/TSOs submit and contribute – local heroes,
research and gather, funding source

HOW:

Profile form
Web
CBC-TV
= Legacy “book”

Submission, Nomination, Selection, Missing?

RESOURCES:

\$\$
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PATHWAY

WHAT:

Documenting the pathway: basic outline

- Administrative
- Coaches/instructors
- Referees/instructors/assessors
- Players
- Paid positions in soccer

WHY:

Information is out and transparent

Motivation to stay involved, build power

HOW:

Identify person who does communication (web)

Provide framework, information – build a template

WHO:

CSA lead, provide P/TSOs with framework or template to replicate

WHEN:

See with CSA communication manager

RESOURCES:

CSA: \$ ☺

P/TSO: \$\$☺☺

POTENTIAL PARTNERS:

CAC – Women in Coaching Program

MENTORSHIP (PROVINCIAL – NATIONAL)

WHAT:

Training opportunities for coaches, referees, administrators to reach a national level

WHY:

Not enough women in leadership roles

To broaden the “pool” of candidates who are qualified for these positions

HOW:

Linking individuals with appropriate “mentors” through exposure

Exposure could be attending camp/championship; the training could be open communication with your mentor, a chance to ask questions and bounce ideas off your mentor

WHO:

Provincial coaches, referees, and board members

National Team coaches, referees, board and staff

WHEN:

Target it around ‘big events’ when appropriate

Mentorship on a smaller scale...going to all stars, training camps

Ongoing based on calendar

RESOURCES:

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POTENTIAL PARTNERS:

Women in Sport

CAAWS

CSA/PSO

Project #1

WHAT:

A book celebrating women who have influenced soccer at the national level over the past 100 years
Starting with a presentation at the 100 year celebration of the CSA

WHY:

Helps to show how women have been involved for a century in different capacities; will provide a legacy

HOW:

Would need to hire a researcher – gather information – historical data within the CSA and provincial/territorial associations
When?
Book for December 2012

RESOURCES:

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Project #2

WHAT:

Research project looking at women's involvement on provincial and national boards of directors and in senior management positions, in comparison to other sports in Canada
A look at how far we've come and what are the problems

WHY:

Female representation is still lacking

HOW:

P/TSOs offer statistical data for clubs, districts and P/TSO
Who?
P/TSOs and CSA, possibly research analyst

WHEN:

As soon as possible – elections upcoming
Potential partners
University sport management programs – PhD students

Project #3

WHAT:

National symposium for women in leadership roles in NSOs (maybe only team sports) – networking, learning, unity

WHY:

Proven success in addressing issues/ideas related to women in sport/soccer
Desire from membership to continue with symposium

HOW:

Follow FIFA structure
Ask membership to identify topics to be covered at the symposium

WHEN:

1/year, leading up to and immediately following 2014 / 2015

Project #4

WHAT:

Develop a document that provides a profile of the skill sets/characteristics to participate at the board, committee, CEO level
Development of a 'pathway': how to begin, where you want to finish (board, committee, CEO)

WHY:

Need to identify, encourage, and recruit 'qualified' females

HOW:

CSA, P/TSOs, other sport bodies – national/international/provincial effective ideal candidate pieces

WHO:

CSA/P/TSOs and possibly outside leadership expert

Project #5

WHAT:

Develop a “women’s handbook” that contains information on resources for women and professional development, funding, resources, etc.

Including testimonials of success, contact information for ‘champions open to networking/open communication, professional development listings

WHY:

Assist in ensuring women’s success in leadership

HOW:

Compilation of best practices/resources from PTSOs/CSA/other NSOs/International sport bodies

WHO:

CSA primarily, input of those listed above

Project #6

WHAT:

Develop an educational tool that presents the value of diversity on boards and in senior management (women)

Addressing the power dynamics and ethical use of power to translate into healthy (sport) environments

Promote inclusive behaviour

*included in handbook (profile)

*addressing the issue requires action (educational tool is not enough)

*Needs some added thought re. How? When? Who?

Project #1

WHAT:

Training opportunities

Exchange and have sister teams – opportunity to train with provincial/district/regional centres

Developing partnerships in the country for training and development

WHY:

Opportunity, development, exposure

HOW:

Identify regions and groups in need of soccer exposure to higher level success

WHEN:

Ongoing

WHO:

PSOs/regions – university / academy

RESOURCES:

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POTENTIAL PARTNERS:

CSA/P/TSO/club, academy, university, NCAA, CIS

Project #2

WHAT?

Skills – Baseline – Testing

- Determine the skills/tests – LTPD
- Standards/age/level – to professional
- Implement online
- Ongoing
- CSA – LTPD
- Invest – what exists online in other countries already
- APP possibility
- On-line video – show/demonstrate
- Awards

RESOURCES: \$, ☺

Project #3

WHAT:

Module on coaching girls

- How to optimize the coaching of girls
- Educate on the differences of coaching girls and boys
- Education on physical, social, mental, aspects of women

HOW:

Part of coaching course

Coaching clinic with this emphasis

WHEN:

Ongoing

RESOURCES:

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POTENTIAL PARTNERS:

CAAWS, NCCP, CAC

Project #4

WHAT:

Centralized Computer Training Centre

- Connects with team members, “here’s your training”
- Include everyone – all areas of Canada
- APP
- Ongoing
- CSA

RESOURCES:

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POTENTIAL PARTNERS:

Apple

Project #1

WHAT:

Information Sharing

On CSA website, create a “coaches’ corner” where NT coaches share drills, tips, what’s happening...

WHY:

- Link “us” and “them”
- Create an environment of sharing
- Have coaches try new things with their players, help players develop as well

HOW:

Get NT coach support and CSA tech to facilitate

WHO:

NT staff

CSA staff

WHEN:

Ongoing

Resources: \$ ☺

Potential Partners

It is CSA. Other maybe provincial TDs can share, add to; like from BC today – a drill on finishing

Project #2

WHAT:

Certification/licence offered at club, provincial, and through CSA – for females only

WHY:

- Our participants are 50% female, so increasing the number of qualified people in leadership roles
- Increases the pool of qualified people for all roles
- Increase the comfort of women who attend, it encourages them to take this course

HOW:

- Have these courses offered to young people / soccer 'Moms'; - certain target groups

WHO:

- Target groups to attend
- Put females in leadership roles at these courses

WHEN:

- Start of seasons
- Festivals

RESOURCES:

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POTENTIAL PARTNERS:

- Grass roots – clubs
- Higher levels – provincial and national 'B': clubs, PSO, Women in Sport, CAAWS

Project #3

WHAT:

- Coaching Symposium
- Having a symposium, maybe east/west or national, that brings together women in coaching

WHY:

- Education, exposure, sharing, open pathways, connections

HOW:

- Following an existing template (FIFA?)

WHO:

- Identify coaching champions in Canada
- Support people around coaches, people that work with female athletes

WHEN:

- 2014 at U20's
- Thinking a time frame around a 'big' event

RESOURCES:

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POTENTIAL PARTNERS:

- BMO, Nutrilite, Dove. Tim Hortons, Gillette. FIFA

Project #1

WHAT:

Course Recommendation

WHY:

Feedback from membership with respect to increase and retention of women in refereeing

HOW:

- Requiring course attendance by either/both elite U14/U16 players and grass roots U14/U16
- Offering female only course and target female leagues of all levels (offer child care at courses)
- Offer said courses at various times throughout the year
- Modules available for more experienced officials, i.e., dealing with the screaming parent, video examples of difficult decisions
- Online support mentorship program – blogs, chat groups
- Female referee symposium

WHO:

CSA for modules, mentorship and symposium
P/TSOs for all others and mentorship

WHEN:

As soon as willing

RESOURCES:

\$ ☺ +1/2 ☺

POTENTIAL PARTNERS:

Provincial Referee Associations

Project #2

WHAT:

Referee Liaison Program: parent driven program which sees parent being responsible for controlling or overseeing negative behaviour by other parents and coaches during games

WHY:

Improve retention of young referees by lessening the potential for negative harassment toward the officials

HOW:

Developing or using existing program and packaging it a form that is simple to implement by all local associations

WHO:

CSA would outline the program and have it available online through website which local associations would access

- Referee committee input and encouragement
- Provincial referee associations (support and training)
- Local organizations and clubs

WHEN:

As soon as it is developed
Also have kick-off campaign

RESOURCES:

\$ ☺

POTENTIAL PARTNERS:

Existing CSA sponsor
Soccer Fests – kick off campaign

Project #1:

WHAT:

Competition review: Leagues, format, numbers, levels, calendar, strength, balance, selection teams;

Based on Quebec framework

Survey/focus groups /reference group – resulting in production of position paper describing recommended changes

WHY:

Bring to light the realities of the women`s game (objective and subjective)

A need to know where we are at now

HOW:

By Provincial Association

Based on the framework

WHO:

Provincial expert group (identified by the PSO)

Facilitators (identified by the PSO)

WHEN:

From the start – 1 year time to produce - based on size of the province

By October 2012 (fall)

RESOURCES:

Quebec project was \$15,000

Between 3 to 6 facilitators + one contractual person (staff)

PARTNERS:

(To PSO) Districts / clubs

CSA supported – Chair presentation to the Board of Directors to get the buy-in by the Presidents

Project #2

WHAT :

LTPD Philosophy implemented: Winning at all cost; format
“The kick stops here, pass it on”

WHO:

CSA lead, LTPD

Project #3

WHAT :

Implementation of leagues - Feasibility study of implementation of semi-pro league

WHY:

Support of National Team results - performance

Profiling high level soccer competition in Canada

Providing a competition for players after college and for player who do not go to college

Project #4

WHAT:

Festival type program unique to girls (Self Esteem Program)

Pilot Showcase event (U14) - (2014)

WHY:

To expose girls who do not have the chance to compete in any national event, to live the experience of a out of province competition

HOW:

Build the project – offer to PSO for piloting

Profile women of distinction

WHO:

CSA to build the project

PSO to deliver

WHEN:

2013

RESOURCES:

PSO Staff will run the event and CSA managing team registration

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POTENTIAL PARTNERS:

Dove

Other financial partners

Project #5

WHAT:

Good ideas for best practice: Tiering, same opportunities, increase coaching standards.

Project #1

WHAT:

National participation campaign

WHY:

Create visibility of soccer as good choice for girls: benefits (physical activity, fun, self-esteem, team skills, nutrition, lifelong sport, etc.)

Make WNT familiar faces

Create support for WNT leading up to U20WC and WWC

HOW:

Travelling road show with involvement of WNT players

Demonstrations, drills, fun games,

Template that could be duplicated by provinces/territories with their provincial teams

Merchandise: women's national team jerseys with names, posters, post-cards

WHEN:

2014 and 2015

RESOURCES:

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POTENTIAL PARTNERS:

Kidsport

Boys and Girls Clubs

Public Health