

WOMEN'S FOOTBALL

Competition and Player Development.

A comparison of South Africa and Germany.

FIFA/CIES/NMMU Certificate in Sport Management

Final Project

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Acronyms

USSA	University Sport South Africa
SASFA	South African Schools Football Association
DFB	Deutscher Fußball Bund (engl. German Football Association)
SAFA	South African Football Associatio
TUKS	University of Pretoria
CAF	Confederation of African Football
UEFA	Union des Associations Européennes de Football
FIFA	Fédération Internationale de Football Association
MISTRA	Mapungubwe Institute for Strategic Reflection
FISU	Federation Internationale du Sport
ADH	Allgemeiner Deutscher Hochschulsportverband (engl. University Sport Germany)
EXCO	Executive Committee
COSAFA	Council of Southern Africa Football Associations
AWC	African Women's Championship

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Preamble

“As we speak, we have no growth at all. There’s no structured girls’ soccer in schools; there are no little leagues, there’s no nothing. (...) It actually is quite a dismal picture. And, given our resources and facilities, we should be the top national team in Africa.”

These were the words of Fran Hilton-Smith, Head of Women’s Football for SAFA in 2006. This research paper tries to analyze the current realities of South African Women’s football seven years later, in comparison to one of the strongest women’s football nations. The authors explain whether this picture has changed in the past seven years or whether South Africa still portrays this bleak picture as outlined by Fran Hilton-Smith in 2006.

Chapter 1: Introduction

“The future of football is feminine”(FIFA website, 2013). These are Sepp Blatter’s (FIFA president) most favorite words ahead of women’s football symposiums or FIFA Women’s World Cups and indeed it looks like the leading governing body of football tries to drive the development of the female version of the beautiful game. At its last annual congress in Mauritius, Burundi’s Lydia Nsekera became the first woman to be elected to the FIFA Executive Committee (ExCo) for a full term of four years. It took FIFA 109 years to open one position in its leading committee to a female (Anon., n.d.).

Nsekera (president of the Burundi FA and a member of the International Olympic Committee) is accompanied by her two female comrades Moya Dodd (Australian lawyer and vice-president of the Asian Football Confederation) and Sonia Bien-Aime (Turks & Caicos Islands), who will serve as a co-opted member to the FIFA ExCo for one year (FIFA website, 2013). All three women are proving that something is moving in Sepp Blatter’s old ship FIFA. The 30 million female players worldwide have finally received long needed female representatives in the highest admin positions of the beautiful game. However, the fact that it took FIFA a additional 22 years after the first official FIFA Women’s World Cup in the People’s Republic of China in 1991 until a woman joined the FIFA ExCo also proves that the equality in football and sport overall is a slow process.

The purpose of this research study was to assess the journey of South African women’s football as a whole, over the past years. Our intention is to compare the South African competition and development structures to that of Germany; arguably the best structure in the women’s game worldwide. The analysis will be based on a qualitative questionnaire, which was sent to chosen experts in both countries. The answers in combination with the knowledge of the authors will serve as a foundation for the comparison of women’s football between the two countries. Even though football and in particular women’s football in South Africa and Africa as a whole, has different challenges and is yet to reach the professional level of Europe or the United States, the analysis will serve as a foundation to raise practical recommendations, which, if implemented could improve South African women’s football one or more levels further in its development.

Chapter 2: Methodology

2.1 Scope of Work

The aim of this paper is to determine the current state of women's football in South Africa and develop a long-term strategy to place all the women's national teams on a trajectory to become successful international competitors.

The research is cross-sectional, and it used mixed methods to gather data from the field and existing literature. A comparison between one of the most successful women's football nations – Germany – with the relatively young and growing women's football development in South Africa forms the basis of this report. The focus is on competition and player development. The data gathered is largely descriptive in nature. As a result, a detailed picture of the condition of women's football in South Africa will be projected.

The scope of this paper focuses on the following themes:

- 1) *Competition Structure*
- 2) *Performance at International Tournaments*
- 3) *Grassroots*
- 4) *Talent Identification*
- 5) *Talent development*
- 6) *Administration/Coaching*
- 7) *Finance*
- 8) *Challenges*
- 9) *Solutions*

2.2 Data Collection

The data was collected in the form of qualitative questionnaires that were developed by the researchers. Initially two forms were developed, one comprehensive version for the technical directors of each Football Association and another shortened version for the team support staff. The idea was to give each expert was given the questionnaire which they had to complete and email back to the researchers.

2.3 Experts

The chosen experts were Technical Directors in their respective Football Associations as well as support staff of coaches, administrators and female players. Whilst the data collection from the South African experts went without any difficulties, it was quite a challenge to obtain the necessary answers from the German side. In the end, the researchers had to submit a shortened version of the initial questionnaire to the secretary of Steffi Jones, Technical Director of the German FA. It was answered by Anja Kluck who works in the Department of Women's and Girls Football in Germany (Appendix B).

On the South African side, time and contacts allowed a personal interview with SAFA's Acting Technical Director Fran Hilton-Smith. It serves as the foundation for the data analysis, but is supported by responses of the Under 20 national team coach Sheryl Botes as well as Josina Tellie (Administrator HPC Academy Programme) and Keneilwe Mathibela (ex Banyana player). Because her inputs were highly recommended, the shortened version of the questionnaire was sent to Pearl Mosoane, who serves on SAFA's Women's Football Committee (Appendix C).

2.4 Data Analysis

The responses from the respective experts were formatted and sorted by question and the answers compared. The results are explained in chapter 4.

Chapter 3: Literature Review

3.1 World Football

Women's Football has become a worldwide sporting phenomenon and a key driver of the growth for the sport of football all around the world. Today, almost 30 million women and girls play football and about one in every ten football players on the planet is female.

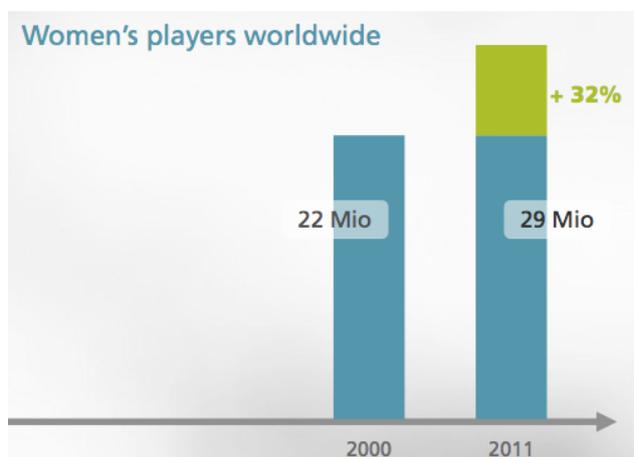


Figure 3.1: Number of Women's Players Worldwide (FIFA Website, 2011)

FIFA has been supporting the development and growth of women's football since the late 1980s and has designed policies for its promotion while sending a clear message to its associations that the future of football is feminine.

“FIFA promotes the development of women's football and is committed to creating opportunities for female players, coaches, referees and officials to become actively involved in the sport of football” (FIFA, 2008).

In the book, *Soccer, Women, Sexual Liberation: Kicking off a new era* (Sport in the Global Society), Hong & Mangan (2004) discuss the fact that “Women's Football is booming (... and) has become the most popular women's team sport worldwide.

3.1.1 FIFA Women's World Cup

The first FIFA Women's World Championship was held in China PR in 1991. Here, the US women's team won the first of their two titles. The next editions of the FIFA flagship competition for women were held in Sweden (1995), the USA (1999 and 2003), China PR (2007) and Germany (2011) with the upcoming World Cup being held in Canada (2015). In 1995, Norway ensured that the title stayed in Scandinavia, while the US regained it in 1999 and never finished lower than in third position. However, in the new century the German women's National team became the new powerhouse in women's football and took the title in 2003 and 2007 respectively. In 2011, Japan became the first Asian winner of the tournament (FIFA, 2008).

In 1991 only 45, women's national teams participated in the qualifying rounds, but this number has since increased to 122 teams, who competed in qualifying matches for the 2011 World Cup in Germany. After the first World Cup started with 12 teams, the number has since grown to 16 teams and in 2015 for the first time 24 teams will line up hoping to lift the FIFA Women's World Cup trophy.

3.1.2 FIFA women's youth competitions

In order to establish a development path for national women's teams, FIFA introduced the FIFA U-19 Women's World Championship in 2002, which became the FIFA U-20 World Cup in 2006. It has been held in Canada (2002), Thailand (2004), Russia (2006), Chile (2008), Germany (2010) and in Uzbekistan (2012). The next edition will be held in Canada (2014).

The fast development of women's football, due and in response to the demands of the women's game, FIFA introduced the FIFA U-17 Women's World Cup in 2008. It was first held in New Zealand and subsequently in Trinidad and Tobago (2010) as well as Azerbaijan (2012). The next edition will be held in Costa Rica (2014) (FIFA, 2009) (Chaplin, 2013).

Year	FIFA U-20 World Cup			FIFA U-17 World Cup		
	Winner	Runners-	Third	Winner	Runners-	Third
2002	USA	Canada	Germany			
2004	Germany	China PR	USA			
2006	Korea	China PR	Brazil			

2008	USA	Korea	Germany	Korea	USA	Germany
2010	Germany	Nigeria	Korea	Korea	Japan	Spain
2012	USA	Germany	Japan	France	Korea	Ghana

Table 3.1: FIFA U20 and U17 World Cup Performances

In coordination with the International Olympic Committee (IOC), FIFA also organizes the Olympic Football Tournament for men and women respectively. The Women's Olympic Football Tournament was introduced in 1996, with the US team solidifying their international women's football dynasty by winning it four out of five times. In 2010, the IOC introduced the Youth Olympic Games, including the Youth Olympic Football Tournaments for boys and girls.

3.2 European Football

Women's football in Europe has made tremendous progress especially in the past 15 years. This is not just estimated from the increasing number of the members of the associations, but also from the increasing social and economic interest (Chaplin, 2013) (UEFA, 2013).

The surge in women's football can be seen not only in Germany, the winner of the European Championship six times, but also in the Scandinavian countries (especially Sweden and Norway) and Italy as well as to an extent, Spain. Great Britain's women's football also belongs to one of the fastest growing women's sports and even countries like France and Finland are picking up. In countries of the former eastern zone, women's football is still under developed. However, 52 teams participate in the qualifiers for the UEFA Women's Championship.

3.2.1 UEFA European Women's Championship

An unofficial European Nations Cup for women was organised in 1969, and 1979 the first tournament under UEFA auspices ran from 1982 – 84. It was a further two European Competition for Women's Football in 1987 and 1989 before it was officially named UEFA European Women's Championship (UEFA, 2013). The growing strength of European Women's Football was highlighted by three European teams reaching the semi-finals of the inaugural FIFA Women's World Cup in 1991. In 1993, Norway achieved the last non-German victory before the German Women's National

Team built their own European women's football dynasty which yet has to be broken and also rewarded them with two FIFA Women's World Cup titles.

Year	Winner	Runners-Up	Third
1984	Sweden	England	
1987	Norway	Sweden	Italy
1989	West Germany	Norway	Sweden
1991	Germany	Norway	Denmark
1993	Norway	Italy	Denmark
1995	Germany	Sweden	
1997	Germany	Italy	
2001	Germany	Sweden	
2005	Germany	Norway	
2009	Germany	England	

Table 3.2: European Women's Championship Performances from 1984-2009

The UEFA Women's Under-19 Championship was founded as an under-18 event in 1997 and became an under-19 event from 2001/02. It is also a FIFA Women's U-19 World Cup qualifying competition. It is played every year and serves as evidence for Germany's strong youth development with their U-19 winning it six times since its inception.

The UEFA Women's Under-17 Championship was founded in 2007/08 and also serves as a FIFA Women's U-17 World Cup qualifying competition. It is played annually and has been won three out of five times by Germany's next generation.

3.3 Women's Football in Germany

Women's football in Germany has come a long way, which often was not straightforward. The effort of many passionate and at times very brave individuals, have led to Germany becoming one of the powerhouses, if not the powerhouse in women's football. To date the women's senior national team has won seven European Titles and two FIFA Women's World Cups (Soccer Warriors, 2011).

According to the DFB membership statistics of 2013 almost 1.1 million females played football in Germany, which means of the estimated 30 million female football players worldwide, each 30th player plays in Germany. According to DFB president Theo Zwanziger Women's football is the fastest growing team sport in Germany (Soccer Warriors, 2011).

Some club records state that women already played in 1900 and until the nineteen twenties no one had a problem with the kicking women. The first prohibition of women's football in Germany came in the early nineteen twenties and was based on a gynecological theory that female athletes would adopt male characteristics, which wasn't compatible with their proper purpose of reproduction (Soccer Warriors website, 2011). This was reinforced in 1936 through a published statement by the DFB, which said that women's football was not compatible "with the dignity and nature of a woman" (Hellmann, 2011). Further to this and although in 1955 the DFB forbid all its clubs to found or accept women's football departments a German women's selection won the first in-official friendly against the Netherlands 2:1 in front of 18 000 spectators (Hellmann, 2011).

However it was only in 1970 when the prohibition of women's football in Germany was removed by the DFB, and it took another 12 years until the first official women's national team match was won 5:1 against Switzerland on the 10th November 1982. Silvia Neid the current national coach of the German women's national team scored two goals and says that: "there were many preconceptions against women's football (during this time). It was said: Only fat girls and lesbians play." By then there was no women's Bundesliga and only a few qualified coaches. The foundation of the current success was built under first women's national coach Gero Bisanz who won the UEFA Women's Championships three times in 1989, 1991 and 1995.

In 1996, Thina Theune (former Theune-Meyer) took over from Bisanz and continued his success story by adding an additional three UEFA Women's Championships (1997, 2001 and 2004) and the first FIFA Women's World Cup (2005), as well as two bronze medals at the Olympic Games (2000 and 2004) to Germany's records. After the first World Cup triumph in 2005 current national coach Silvia, Neid took over and has since won the second FIFA Women's World Cup (2007) and an additional UEFA Women's Championship (2011). In addition, Neid and her team added another Olympic Bronze medal to the record book (DFB, 2012).

When the German women won the European Championship for the first time in 1989 they received a chinaware café set (Hellmann, 2011). Since then, many things have changed, and German players who were amongst the favorites for the FIFA Women's World Cup in Germany in 2011 would each have received 60 000 Euro.

Today German women's football "is on the barrier of professionalism" says Women's National Team manager and former player Doris Fitschen (Hellmann, 2011). Whilst the World Cup winning generation around Birgit Prinz and Steffi Jones had to do ordinary jobs besides their football career today's female national players can live from their earnings as football players.

3.4 African Football

If ever there was a continent where women's football is still in need of development, it is Africa. As was the case in the United States until recently, women's football in Africa is a remarkably small enterprise compared to men's football. Although most countries now participate in football, including Angola, Burkina Faso, Cameroon, Egypt, Guinea, Lesotho, Mali, Namibia, Sudan, Togo, Uganda and Zimbabwe. There are virtually no organized women's football leagues at high school or semi-professional club level.

Yet in spite of this disadvantage Nigeria (six times), Ghana (three times) and Equatorial Guinea (one time) represented the African continent at the final rounds of the FIFA Women's World Cup since its inception in 1991 (SAFA, 2013) (FIFA, 2009). However, even though Nigeria's *Super Falcons* participated in all six FIFA Women's World Cup's they only reached the quarterfinals once and accumulated only three wins over the six final tournaments they have participated in since 1991.

Nigeria continues to dominate women's football in Africa. They have won eight out of ten CAF Women's Championships and lost only six games to African competition in that period – one of which was at the semifinals of the 2012 edition against South Africa's *Banyana Banyana*.

3.4.1 African Women's Championship

The African Women's Championship was founded in 1991 and held as a biennial event since. It has served as qualifying tournament for the FIFA Women's World Cup every other year since its inception.

Year	Winner	Runners-Up	Third
1991	Nigeria	Cameroon	Guinea & Zambia
1995	Nigeria	South Africa	Angola & Ghana
1998	Nigeria	Ghana	Congo DR
2000	Nigeria	South Africa	Ghana
2002	Nigeria	Ghana	Cameroon
2004	Nigeria	Cameroon	Ghana
2006	Nigeria	Ghana	South Africa
2008	Equatorial Guinea	South Africa	Nigeria
2010	Nigeria	Equatorial Guinea	South Africa
2012	Equatorial Guinea	South Africa	Cameroon

Table 3.3: African Women's Championship performances from 1991-2012

The African U-20 Cup of Nations for Women in its current format, has existed since 2008 and succeeded the African U-20 Women's Championship which had been played in 2002, 2004 and 2006. It is played biennially and serves as qualifying competition for the U-20 FIFA Women's World Cup (CAF, 2010).

The African U-17 Cup of Nations for Women was founded in 2008 and is held every two years. Similar to the U-20 version it serves as a qualifying competition for the FIFA U-17 Women's World Cup. Unfortunately, it has over the years been characterized by Nations withdrawing their teams before the competitions start.

3.5 South African Football

South Africa has been among the pioneers of women's football in Africa, but successive teams have continually missed out on continental success at various championships over the past 20 years.

Women's football in South Africa had been played for more than two decades before the country's return to the FIFA fold in 1991, but it was only after the doors of international competition had been opened again that a formal structure for the women's game was established (SAFA, 2006).

For many years, the women's game struggled to raise its profile in a country which is so passionate about its men's national and club teams, yet there are signs that it is becoming more and more popular with each passing year.

In the last week of May 2013, the South African Senior Women's national football team, Banyana Banyana, celebrated 20 years of participation in international football (Moloisane, 2013).

On the 30th May 1993, the national Women's team played in their first international match against neighbours Swaziland and have to date played 154 international matches.

In their short history, the team has achieved several milestones including, qualifying for the 2012 Olympic Games, finishing as runners up at the African Women's Championships three times and being the first South African national football team to beat Nigeria in an international game.

Currently Ranked 51 in the world and four in Africa, the team through the partnership between Sasol and SAFA has played 69 of their 154 games in the last four years, helping the team climb the ranks in the FIFA rankings.

The past 20 years have been all about the development of women's football in South Africa and today there is an amateur league running, the *Sasol League*, which helps with the identification of talent and has exposed women in all nine provinces to competitive football regularly (Moloisane, 2013).

Between the years 1993 – 2008 the Women's National Team played an average of five games in a year. This was before Sasol came on board as the premier sponsor of Banyana Banyana and the Sasol League. Over the last four years, the team has averaged 15 games per year due to the opportunities that have been created by the Sasol and SAFA partnership.

Chapter 4: Results and Discussions

The following chapter will compare women's football in Germany, and South Africa. For the benefit of easier understanding each compared point will always start with the South African implications ("*Where are we now?*") and followed by the German points ("*Where do we want to be?*"). This comparison serves as data analysis from the written interviews with experts from both associations. Recommendations from this analysis ("*Where do we want to be?*") will be presented in the next chapter.

4.1 Competition structure

4.1.1 Senior football

In 2004, Hong and Mangan had already spoken about "at least 50 000 female players nationwide" (Hong & Mangan, 2004), yet the number of *registered* female players is much lower. South Africa's Factsheet in *FIFA's Big Count* of 2006 projected that the country had 5 000 registered female players nationwide.

To date, this figure should be much larger, but an official figure wasn't disclosed through the research. However, there are two women's football leagues running in South Africa and according to Fran Hilton-Smith 139 teams are currently competing at the highest level of South African women's football, the Sasol League. A further 680 teams compete in the ABSA League, the second level competition on a regional level. If we add these two figures together (819) and multiply this number with an estimated 18 players per team, there should be an estimated 14 742 registered female players in South Africa.

In the Sasol League 16 teams per province compete against each other on a home and away basis. The nine winners of the respective provinces will qualify to compete at the Sasol League National Championships to find the National Women's Club Champion. The bottom two teams of each provincial league are relegated to the ABSA Women's League whilst the top two teams from each region are promoted to the highest level of SA women's football. The SAFA website (2013) explains that the ABSA Women's League is divided into two phases with the first being played in each of the 52 SAFA regions fielding an average of 12 teams who play each other on a home and away basis. In the second round all regional winners compete in play-offs for the two promotion spots of each province.

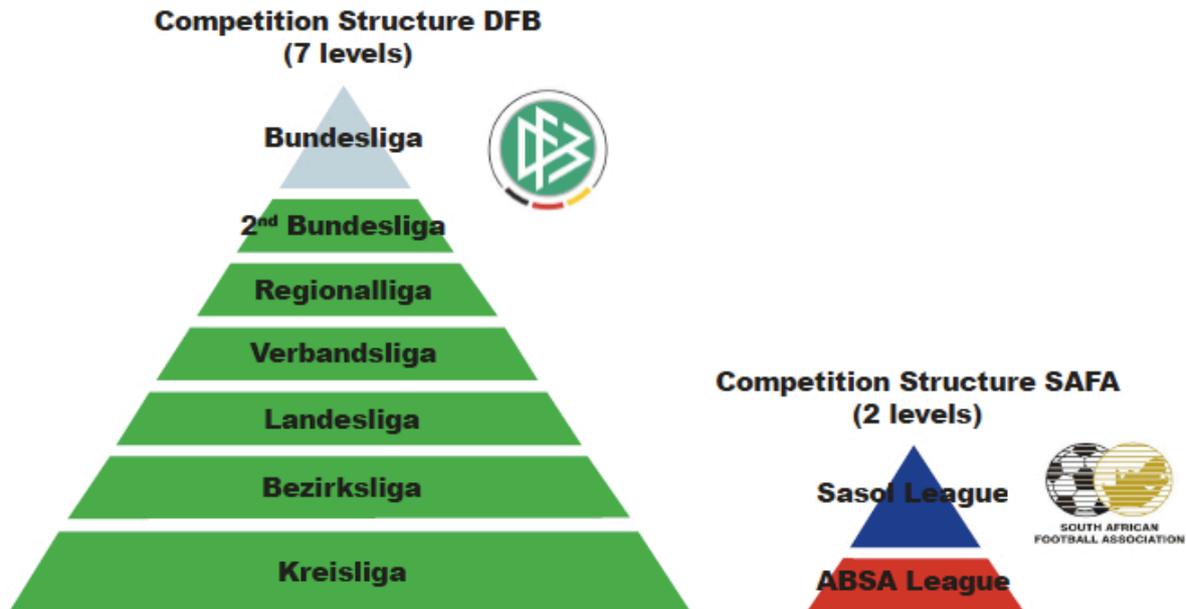


Figure 4.1: Comparison of competition structure in Germany and South Africa (developed by the authors)

The German structure, is in comparison quite complex. It has seven different league levels to accommodate the 1.08 million female players, playing for over 13 000 female teams (DFB, 2007).

The highest league is the Women’s Bundesliga. Founded in 1990, the league is based on the model of the men’s Bundesliga. However, it was first played in two streams and only since 1997 exists in its current format. The league currently consists of twelve teams, who play each other on a home and away basis. After 22 combined games the first placed club is the league champion, the so-called ‘Deutscher Meister’. The top two sides qualify for the UEFA Women’s Champions League whilst the last two teams get relegated to the 2nd Women’s Bundesliga.

The second league level is divided into two the groups North and South with 22 teams each. Both winners gain promotion to Germany’s top league level and the last two teams of each group are relegated to the third league level, the ‘Regionalliga’ (DFB, 2011).

The Regionalliga consists of five groups divided by DFB regions with an average of 12 teams. Each division champion is promoted to the 2nd Bundesliga and the number of relegated teams depends on how many teams from a particular region are being

relegated from the 2nd Bundesliga. Promotion and relegation between the Regionalliga and the league beneath serves as a cushion to keep the divisions of the Regionalliga at the size they are supposed to have.

It is only the 5th league level of the German competition structure, which is divided geographically, according to the German provinces like the Sasol League is in South Africa. However, this is no indication that Sasol League teams won't be able to compete in higher German leagues.

Each province also hosts regional cup competitions of which the winner represents its region in the Women's DFB Cup, which has been existing since 1980. The regional cup winners from lower league levels will then compete in next season's Women's DFB Cup and compete against Women Bundesliga and 2nd Women Bundesliga teams.

4.1.2 Youth football

"There is virtually no football being played by girls on a junior level", says Pearl Mosoane, because until recently no official junior football leagues existed in South Africa. That means talented younger players (of all age groups) are allowed to and have to compete at senior level, due to the non-existing age group restrictions.

However, in April 2013 SAFA announced the "most significant development programme in the history of South African football" (SAFA, 2013). As part of the so-called technical Master Plan the mother-body wanted to introduce the SAFA Under 13 and SAFA 15 Boys and Girls Leagues. The official press release states that this "talent identification and development pipeline" was made possible through funding of the 2010 FIFA World Cup Legacy Trust and is supposed to be implemented in 311 Local Football Associations. Unfortunately there has been little evidence that this very ambitious programme, which is outlined to identify and in the process test 1 000 talented boys and 1 000 talented girls, has really kicked off nationwide.

Out of the 1.08 million registered German female players 337 495 fall into the category girls (women younger than 17) and play for 7 329 teams. There is an existing junior league structure from Under 9 to Under 17. Although there aren't enough Under 19 teams to form a proper league structure some provinces also offer

Under 19 leagues, which don't have an official DFB league status. The reason behind this is that if the Under 19 league would be an official league talented Under 17 players would not be allowed to play senior football, because DFB regulations allow youth players to only play one age group above their actual age.

Up until Under 9 leagues, mixed teams of boys and girls are allowed to compete in the general women's youth leagues. In addition, in some provinces girls are allowed to apply for a "second playing status" until the Under 17 age group. This serves to produce more playing opportunities for girls and strengthens the development of these talented or early-developed girls through more competitive football. A good example is Germany's current Technical Director and former National Team player Steffi Jones, who played in a boys' team till she was 13 (Kluck, 2013).

4.1.3 University Football

Even though SAFA and SASFA have done very little to set up girls' leagues at junior level, from where girls can graduate to into the university leagues, South African Women's Football is at its strongest at the tertiary level. Sixteen University teams surpass the annual provincial qualification rounds, with all affiliated tertiary institutions, to qualify for the USSA National Club Championships, during which student teams are selected to represent South Africa and USSA at various national and international tournaments. The USSA Women's National Team is currently preparing for the upcoming FISU Universiade, hosted in Russia, this July (USSA, 2013).

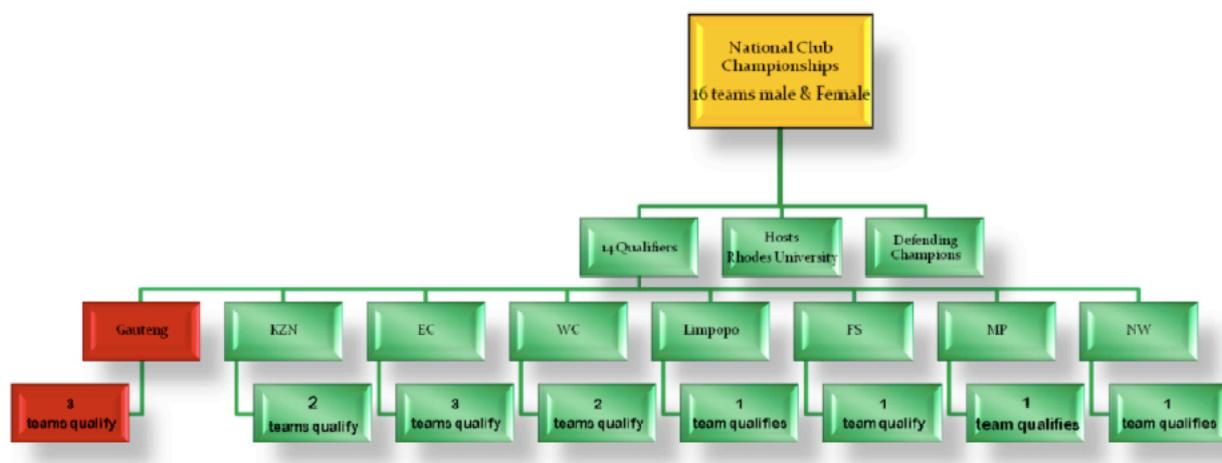


Figure 4.2: USSA qualifying structure for annual National Club Championships

Whilst the USSA competition structure appears to be one of the strongholds of South African Women's football, there is currently no University league structure existing in Germany. There is however, also a University Sport Germany (ADH) structure existing which is represented by the ADH Women's National Team. According to Anja Kluck these teams meet two to three times per year for camps and friendly games, but they don't compete in international University competitions.

Even though there is no existing league structure, annual German University Championships are hosted in different age groups. The winners of these competitions represent Germany at international University competitions like the European University Championships or the Universiade (Kluck, 2013).

4.2 Performance

4.2.1 Senior Football

Even though Banyana Banyana are seen as pioneers in African football and have moved up into the 4th spot of the Coca Cola FIFA Rankings, the team is yet to win an international or African championship. Banyana's biggest success was the qualification for the 2012 London Olympics, where they were drawn into the group of death with France, Canada and Japan. After they had lost the first two group matches they managed to restore some pride, holding World Champions Japan to a goalless draw before leaving the tournament at the group stage.

Banyana is yet to qualify for the FIFA Women's World Cup, but the overall performance at the African Women's Championship is, in our opinion, quite satisfying. They came agonizingly close ending as Runners- up in four out of nine tournaments they have participated in, since readmission. Since 2006, there has been an upward trend seeing Banyana reaching every semi-final and managed a respectable third; runners up; third; runners up record since.

On the European level, Germany has built a yet unbroken European dynasty by winning the UEFA Women's Championship seven times overall and claimed the past five titles concurrently. In addition, they added the FIFA Women's World Cup twice to their trophy portfolio and had claimed the Olympic Bronze medal three times.

Nevertheless, the non- qualification for the past Olympic Games in London 2012 has to be seen as a major disappointment.

4.2.2 Youth Football

Unfortunately, the upward trend of the senior Women's National Team in recent years has not impacted positively on the two existing South African youth sides Basetsana (Under 20) and Bantwana (Under 17). Basetsana, which was formed in 2001 (FIFA, 2009), became Runners Up in the African U-20 Cup of Nations for Women in 2002 and 2004, but never did qualify for the FIFA U-20 Women's World Cup. Bantwana which was only formed for the qualification of the inaugural FIFA U-17 Women's World Cup (Naidoo & Muholi, 2010) missed out on two out of three possible qualifications and also didn't win any medal at the African U-17 Cup of Nations for Women yet. At the 2010 U-17 World Cup the team went out after the group stage with no win and 2:17 goals.

German women's youth football has set itself extremely high standards and the stated goal is to maintain current standards (FIFA, 2007)(Kluck, 2013) Germany won the FIFA U-19 Women's World Championship in 2004 as well as in 2010 and has claimed the UEFA U-19 European Championship crown on six occasions. Additionally, the U-17 Women's National Team won the European title in 2008, 2009 and 2012.

4.3 Grassroots level

According to FIFA, Grassroots Programmes are "football programmes in schools, clubs and communities (and) form the foundation from which players of the future emerge (FIFA, 2007). Both Fran Hilton Smith and Pearl Mosoane confirm that in South Africa, just like in many associations, women's football focus is on national-team performance rather than grassroots programmes.

The non- existing league structures for young girls in both schools and clubs proves that there is no grassroots level foundation in South Africa. Pearl Mosoane explained: "We lack the strategic and technical vision to drive the development of the women's game in this country. We look for quick results through the national teams to justify our existence."

According to research statistics six out of ten girls wanted to play football in Germany and that is why the DFB introduced the new Girls-Football-Programme in 2005. The programme contained targeted campaigns to raise the awareness and the image of girls' football and wanted to motivate more young female football players to play the beautiful game (Kluck, 2013). By then, 236 947 (DFB, 2006) girls were registered members of the DFB and this number has since risen to by more than 100 000 girls to 337 495. This proves the great success of the programme, which has been running till today.

The Girls-Football-Programme, existing club and schools league structures as well as targeted campaigns to reach girls from migration backgrounds and the 1 000 football fields project to reach more schools, demonstrate that Germany sees Grassroots development as imperative for the future of the game.

4.4 Talent identification

Although requested through several channels, unfortunately, the researchers didn't get access to the Technical Master Plan of SAFA throughout this study. However, Pearl Mosoane confirms that: "there is no separate women's football development plan and women feature very little in the overall development strategy".

Not only is the talent development plan insufficient, according to Fran Hilton-Smith, the talent identification system also "is not structured" and selection for national teams happens "randomly and often accidental". In addition, Pearl Mosoane explains that scouts only (if at all) watch Sasol National Championships, ABSA U19 Inter-Provincial Championships and the USSA National Club Championships. If your team doesn't make these tournaments there is little chance for you to be scouted, but "if you are lucky" the National coach happens to watch your match or he knows and likes the coach of your team (Mosoane, 2013).

Similar to South Africa there is no separate technical development plan from the DFB. Nevertheless, recent and continuous success of the German Youth National Team proves that the German scouting system is finding its best female football players. According to Anja Kluck the talent identification happens mainly at the DFB Provincial Cup, which from next season onwards will be played in the age groups U14, U16 and U18 (until today U15, U17 and U19). Each province, represented by

its best players participates in this annual competition to find Germany's best football region in each age group. In addition, the German National Team of the next younger age group also participates to expose young national players to high-level competition. At U14 level the current champion can send a second team. During this three to four day long tournament, several DFB coaches scout intensively. The DFB coaches also do targeted scouting at identified youth games and for next year (2014) an upgraded scouting will be implemented at the Under 17 Women's Bundesliga.

4.5 Talent development

Both South African experts agree that the High Performance Center (HPC) in Pretoria acts as the development center for women and girls from 14 years in South African football. According to Naidoo and Muholi (2010) Fran Hilton-Smith raised the necessary funds from the National Lottery Fund to open the HPC in 2004 with R2 500 000 a year for the following three years.

However, the abovementioned random player selection also seems to happen at this development hub. Due to the appointment of under qualified managers the center "has definitely not been running as an elite high-performance venue, and the players are nowhere near the level which they should be now" (Fran Hilton-Smith, 2006).

The DFB tries to support a talent development pathway from the "small" amateur club or school level player to becoming a fully developed player. Depending on the age, province and current player level as well as the player's personal situation, this task is shared amongst clubs, local football associations and schools. In this process the following pyramid structure has been developed.

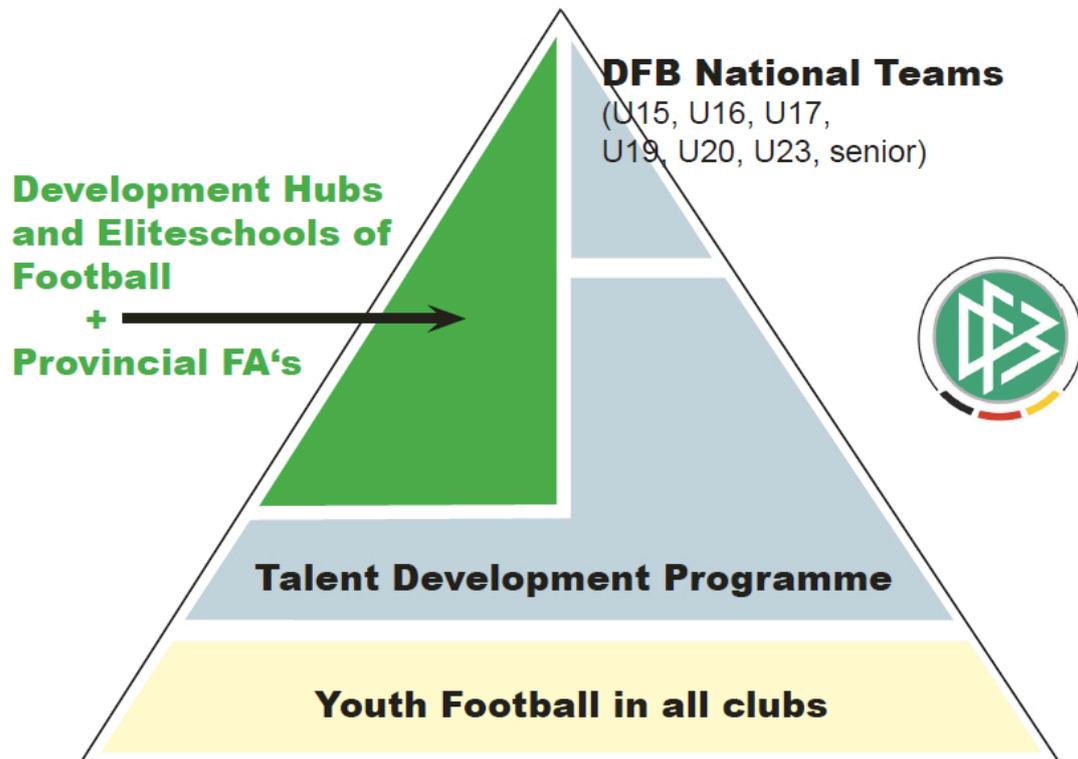


Figure 4.3: Talent development pathways Germany

Women's football in Germany profits from a massive pool of football playing girls. The first level of the German development pathway is the Talent Support Programme at DFB support bases, which ensures nationwide talent identification and more practices for talented players. The next level further separates the better talented from the age of Under 13 through provincial teams or provincial centers. The pyramid structure continues through the Provincial tournaments where players for the Youth National Teams are being scouted. In addition, the provincial football associations serve in a control function for the Elite Schools of Football (currently seven in Germany) (DFB, 2007). Some Women's Bundesliga clubs or Under 17 Women's Bundesliga clubs work closely together with schools to implement the Elite Schools of Football concept. In such a partnership, the two partners adjust practice and the school curriculum to ensure optimal development of talented girls (Kluck, 2013). At the elite level the DFB intensifies individual development of its top talent in its U-National Teams continuously.

4.6 Administration/Coaching

As a resolution of the Pickard Commission, which was appointed by the former minister of Sport and Recreation, Steve Tshwete, to investigate the problems of South African football in 1996 the first women's steering committee was formed in 1997. But according to Fran Hilton Smith this decision didn't really help because the chairperson of this committee didn't have a voice on the National Executive Committee (NEC) (Naidoo & Muholi, 2010). Nowadays the women's game has one female representative on the SAFA NEC and a second representative in the Premiere Soccer League Board.

According to SAFA (2010) 585 coaches have completed the introductory women's coaching course between 1997 and 2009 nationwide. Unfortunately, no actual figures on the current level and involvement of these coaches in South African women's football can be found. Recently, former Banyana Banyana Captain Simphiwe Dlodlu became the first female South African coach to receive the UEFA B Licence.

At the elite level, SAFA has three national coaches, one for each of their three National Teams. The head coach of the senior side, Joseph Mkhonza, has a SAFA Level 3 coaching license, which is the highest coaches qualification in South Africa. Sheryl Botes, who coaches the U17 National Team (Bantwana) has the same qualification. The Under 20 National Coach, Anna Monate is currently holding a SAFA Level 2 coaching license and has completed three subjects of her Level 3 coaching license. Even though two out of three coaches have the highest national coaches qualification, none of the National Team coaches currently holds one of the internationally acknowledged UEFA Licenses.

According to Fran Hilton-Smith the Technical Team around Banyana Banyana consists of 15 members, of which eight are females. This number shows the professionalism around the South African Women's senior national team. In comparison, the Technical Team around the senior German Women's National Team consisted of 50 people ahead of the 2011 FIFA Women's World Cup (DFB, 2011).

At the elite coaching level Germany currently has five National Team coaches who are taking care of all female National Teams from Under 15 to senior level. The senior national team is coached by Silvia Neid with the youth national coaches being part of her assistant team. Subsequently Uli Ballweg (U23 and U16), Maren Meinert (U20 and U19), Anouschka Bernhard (U17) and Bettina Wiegman (U15) follow in the respective age groups. The DFB requires from all its national coaches to hold the UEFA Pro-License or the German equivalent (Kluck, 2013).

In 2007 and for the first time in its 100-year old history the DFB introduced the position vice-president for Women's and Girls Football, which is held by Hannelore Ratzeburg. Also since 2007 the Committee for Women's and Girls Football exists. Apart from the development of the professional club competition structure its main target is to create a sustainable infrastructure for women's and girls' football (DFB, 2007).

In September 2009 a new and independent Department for women's football was launched in Germany. Since 2011, this department is headed by former German international Steffi Jones, who was the Head of the Organising Committee for the 2011 FIFA Women's World Cup in Germany. According to Anja Kluck the department for women's and girls' football is split into the two sections "Competition Structure" and "National Teams / Talent Development" (Kluck, 2013).

4.7 Finance

Unfortunately the representatives from both compared associations were not allowed to disclose the official which is invested in women's football overall. However, according to Fran Hilton-Smith SAFA invests 15 percent of the overall football budget into the women's game and "all funds go towards High Performance (Hilton-Smith, 2013).

In addition, the 2010 FIFA World Cup Legacy Trust allocated 8.7 million Rand to SAFA Women's Football. The bigger portion, 5.7 million Rand are for the delivery of the SAFA Women's Regional League whilst the smaller portion of 3 million Rand is set a-side for the Long Term Women's Development Programme. Furthermore, another 17.05 million have been allocated for the delivery of the Under 13 and Under 15 Girls and Boys League (SAFA, 2013).

The overall DFB budget for women's football is about 6 to 7 million Euro annually (Kluck, 2013). The fluctuations are depending on how many high profile women's events the DFB hosts in a particular year. However similar to SAFA, Anja Kluck the DFB representative wasn't allowed to specify detailed figures on how money is spent for different parts of women's football in Germany.

4.8 Challenges

This chapter comes back to the introductory statement by Fran Hilton-Smith in 2006: "As we speak, we have no growth at all. There's no structured girls' soccer in school, there's no little leagues, there's no nothing. (...) It actually is quite a dismal picture. And, given our resources and facilities, we should be the top national team in Africa' (Naidoo & Muholi, 2010).

Unfortunately the overall picture hasn't much changed seven years down the line. According to Pearl Mosoane "the biggest stumbling block is the lack of strategic and technical vision to drive the (women's) game forward" and also Fran Hilton-Smith still highlighted a long list of challenges in 2006:

- The lack of structured grassroots football and club football at junior level
- The lack of club football at junior level
- Not good enough female coaches (they don't see a future in it)
- Referees and administrators – not enough courses
- The lack of equipment in clubs
- Facilities – quality and access
- Transport to training and games
- The lack of funds
- Limited media exposure
- The lack of competitions in CAF (only three, naming African Women's Championship, All Africa Games and sometimes COSAFA games)

Further to abovementioned challenges Naidoo and Muholi highlight the main contradiction in South African women's football – the lack of grassroots level structures on the one hand and the elite football focus at the Pretoria HPC on the other hand:

“While a single high-performance centre may improve South Africa’s chances at scoring more international goals in women’s football, it is only able to reach a selected few of many talented of the many talented South African girls out there. It does not in any way address far more fundamental levels of inequality that are perpetuated through the lack of resources, for example at school level. And it channels resources towards a highly elitist form of competitive sport that can only ever be restricted to the fortunate few” (Naidoo & Muholi, 2010).

South Africa’s challenges symbolize the struggle of a pioneering nation to strengthen their whole development structure to reach a higher overall standard of the women’s game. In comparison Germany has already reached this aspired level and is confronted with challenges to keep the high standards set by themselves. The following DFB women’s football challenges were listed by Anja Kluck:

- To stabilize membership figures,
- To keep the successful standard with all National Teams from youth level onwards as well as at international tournaments with German clubs.
- Further development of the German league structure.

4.9 Solutions

The South African challenges are so complex and different from each other that our experts also mentioned a huge amount of solutions, of which some have an overall approach and others go very explicit into detail. In general the experts call mainly for:

- 1) Structured School football for girls.
- 2) More competitions at all levels including international exposure at the highest level to create a competitive environment.
- 3) Improved coaching qualification and introduction of minimum requirements for league coaches.

Another solution, which has been discussed the most is the call for a Professional Women’s Football League. However, Pearl Mosoane rightfully warns to plan such a massive project properly, because in her view South African women’s football is not yet ready for it.

“We need people who will drive a strategic vision for women’s football in this country. Everyone is calling for a national league for women, but I don’t think we are ready for it. (...) If we are going to talk about a national league, let us talk about what it is we are going to put in place to be able to have a viable, attractive and sustainable product that will be ready for launch in 2018. Otherwise it becomes a futile exercise.”

She further explains:

“SAFA should bring in a private company to set up and run the u13 and u15 leagues. The LFA’s cannot administer themselves, how are they going to be able to set up and run a project as big as this? Failing that and given where we are right now, the best thing for SAFA to do is bring on board USSA and SANDF. Both these associate members of SAFA have provincial and national structures and also resources that SAFA can tap into. Both these organizations can train the support staff whom SAFA can strategically place anywhere in the country to run SAFA programs. The operational structures need to be separated from the political playing field because politics that are unrelated to our football have brought football to a standstill and some of these so-called leaders are using teams and players as pawns in their mindless political games. You need people who care about nothing but the game to run the game.”

And she finishes her line of argument after a few very technical and league specific solutions with the following part:

“Most importantly for me, all these well laid out plans and strategies need to run parallel with a comprehensive strategy to change the perception of women’s football in South Africa. Including changing the perceptions of the players themselves. How they conduct themselves is how people are judging women’s football so they need to work harder, conduct themselves better and be good ambassadors for our game. Professionalism does not mean a check at the end of the month, it starts from within.”

The German expert Anja Kluck does not go into too much detail while outlining solutions for the German challenges, because she rightfully says that all existing campaigns and activities are already supporting the development of women’s

football in Germany. However, Kluck concludes that the successes of the German National Teams fast-track the development of the women's game.

Chapter 5: Conclusions and Recommendations

Conclusions

There are very few grassroots opportunities for girls in South Africa and having only two official leagues with open age groups is counter-productive to development, as it limits the number of girls/women who can participate. Compared to Germany and other similar countries (Brazil, Mexico), the SAFA structure is lacking in a number of key principles, these being:

- To stabilize membership figures
- Grassroots development programmes for girls
- Early development of girl players (U8-U12 age group)
- Adequate age specific leagues and tournaments
- Age specific national tournaments
- An official structure of women's football from development to the Elite level
- A comprehensive senior league structure, comprising seven league levels with a National Women's League at the top
- Enough trained officials and qualified coaches
- Proper talent identification and development structures (for example Elite Schools of Football)
- Productive relationships and partnerships with regions (LFA's), Department of Sport and Recreation, Department of Education, Department of Health and the private sector

South African women's football has moved very little as compared to 20 years ago when the sport was re-introduced to the international arena.

On an international competition front, there have been massive gains with the senior women's team (Banyana Banyana) qualifying and participating in their first Olympics in 2012. This team has also been steadily climbing in the FIFA rankings while maintaining their top 4 spot on the CAF rankings. Sadly, the two junior teams feeding Banyana, have not had as much success in continental and world competitions. The lack of a grassroots level foundation in schools or clubs is partly to blame. In addition, talent identification and development have insufficient structures in place with only the HPC academy programme providing this.

Recommendations

If South Africa is to progress in Women's Football, certain changes will have to be implemented, as follows;

1. There must be a strategic management, financial and administrative shift in focus
2. A clear, structured system must be developed for women and girls
3. Introduction of school leagues leading to regional, provincial and national competitions is essential for the development of players

Summary

The proposed plan hopes to increase the participation numbers, quality and image of women's soccer in South Africa. If followed, the plan could have the National Teams in a highly competitive state, akin that of Germany today in 6 years (2020). The exercise will be costly, but as Germany has shown us, it can produce a winner.

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Chapter 7: Appendices

Appendix A: Interview Fran Hilton-Smith

Appendix B: Email interview Anja Kluck

Appendix C: Email interview Pearl Mosoane

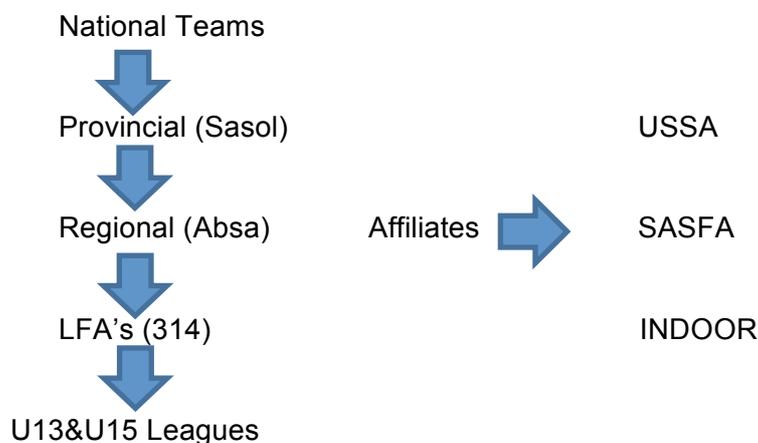
Appendix D: Proposed Plan

WOMEN'S FOOTBALL
Competition and Player Development.
A comparison of South Africa and Germany.

Interview with Fran Hilton-Smith, 08th May 2013

A) STRUCTURE OF WOMEN'S FOOTBALL IN THE COUNTRY

1. What is the structure of women's football in the country? Please refer to how national Women's bodies interact with the other bodies!



2. Local Competition. Please complete the following table:

Item	Number
Number of girls/ women playing football	
Number of girls/ women's football teams	139 Sasol; 680 Regional
Number of regional leagues	1 (52 regions)
Number of national leagues	1 sasol (9 provinces)
Number of age group specific leagues	2 (U13 & U15)
Number of regional competitions (which age groups?)	1 (ageless)
Number of national competitions (which age groups?)	1 (ageless)
Number of National Teams (different age groups)	3 (U17,U20,SNR)

B) DEVELOPMENT

1. Is there a separate development plan for Women, or it included in the general 'youth development plan'?

There is no separate, specific plan- women's development is included in the grassroots plan. The HPC acts as the Development centre for women where girls from 14 years upwards are randomly selected and placed there.

2. Has your country built a grassroots foundation (schools, clubs and communities) from which players of the future can emerge? (Please give examples.)

No. The system is not structured. Player development and selection is random and not done by all LFA's.

3. Where is women's football focus in your country, (grassroots or National Team level) and why?

National Team Level. Media Coverage and Sponsorship

4. How are talented female players scouted for National Teams?

- Random and often accidental
- Sasol roadshows, league championships and playoffs
- Individual phonecalls
- Word of mouth
- USSA

C) TECHNICAL TEAMS AND SUPPORT STRUCTURES

1. How many National Coaches does the FA have?

7 (GI, SM, SL, SL, AM, CB, JM)

2. How many of those coaches are female?

2 (AM, CB)

3. What are the qualifications of the National Coaches?

CB- Level 3

AM- Level 2 (3 completed with subjects outstanding)

4. How many regional coaches are there?

52 regions- 2 coaches each= 104

5. How many female officials work with the women's national teams? Please list their positions.

8 of 15

Assistant Coach

Team Manager

Media Officer

Kit Manager

Assistant Kit Manager

Psychologist

Doctor

Physiotherapist

6. How many of the FA's referees are female? What is the total number of the FA's referees?

9 (3 International, 6 Highest League)

7. How many women are on the FA Executive Committee and in other key decision-making positions?

1 NEC

1 PSL

**CERTIFICATE
IN SPORT MANAGEMENT**
Sixth edition - 2012

Final Project
Yoliswa Lumka
David Kappel

8. *How much money is invested into women's football (compared to male football)?*
- General:*
 - National Team:*
 - Development:*
- 15% OF Total amount, 17 million from legacy

D) PERFORMANCE

The following are FIFA Women's Events held to date, since South Africa's readmission to International Sport. Please complete if your country participated and the final position of the team.

Tournament	Year	Participated (Y/N)	Final Position
Youth Olympics	2010	N	
Olympics	2012	Y	1 ST Round
	2008	N	
U17 Women's World Cup	2012	N	
	2010	Y	Group Stage
	2008	N	
U20 Women's World Cup	2012	N	
	2010	N	
	2008	N	
	2006	N	
	2004	N	
	2002	N	
Women's World Cup	2011	N	
	2007	N	
	2003	N	
	1999	N	
	1995	N	

African Women's Championship	2012	Y	2 ND
	2010	Y	3 RD
	2008	Y	2 ND
	2006	Y	3 rd
	2004	Y	1 ST ROUND
	2002	Y	4 TH
	2000	Y	2 nd
	1998	Y	1 ST ROUND
	1995	Y	2 nd

UEFA EURO Women's Championship	2009		
	2005		
	2001		
	1997		
	1995		

E) FINANCE

1. Other than the FA, are there other funders (Government, private, etc.) of the Women's Programmes? Please List.

YES,
Government
Sasol (Sponsor)
SASCOC
2010 Legacy Fund

2. Of the funding received, what portion is spent on development?

Nothing, all funds go towards High Performance

F) CONCLUSION

1. What are the major challenges for women's football in your country?

- The lack of structured grassroots football
- Lack of club football at jnr level
- Not enough female coaches (they don't see a future in it)
- Referees and administrators- not enough courses
- Lack of equipment in clubs
- Facilities- quality and access
- Transport to training and games
- Lack of funds
- Limited media exposure
- Lack of competitions in CAF (ONLY 3, AWC, All Africa Games and sometimes COSAFA games)

2. Are there any cultural barriers influencing the development of women's football in your country?

Yes

3. Are there any existing development programmes between your country and FIFA ('s Development Office)? If yes, please provide a list and brief summary.

Yes

Grassroots development programme with FIFA. 2/3 Workshops hosted
2 coaching workshops for Women with FIFA

4. What is your solution to strengthen women's football in your country?

- Structured school football for girls
- Club football
- National league
- More exposure, increases number of corporates increases number of players, increase number of tournaments and quality of football

WOMEN'S FOOTBALL

Competition and Player Development. A comparison of South Africa and Germany.

Emailinterview with Anja Kluck, responses received 21st June

A) STRUCTURE OF WOMEN'S FOOTBALL IN THE COUNTRY

1. How many League levels exist in your country's women's football structure?

It differentiates from province to province, but on average there are seven different league levels with the first three leagues in the overview at the highest level. Subsequently four lower league levels follow and every province also offers its own Cup competition.

2. How is German Girls football structured?

Girls football exists in the age groups F – B Juniors (F = U8/9; E = U10/11; D = U12/13; C = U14/15; B = U16/17). In some provinces also leagues for A – Juniors (19 – 20) exists. However, a proper A Juniors youth league structure doesn't exist, because B Juniors are already allowed to play at senior women level and German rules only allow players to jump one age group.

Up until E Junior level football is played in mixed teams (boys and girls). In general mixed teams are possible up until B Juniors. The provincial FA's handle this issue differently, but in general girls are allowed to apply for a "second playing right" with which they can play girls and boys football. This serves to produce more playing opportunities on the one hand and for talent development on the other hand.

3. Is there a Universityfootball structure (like in South Africa)?

There is a women's national team for female students, which gets together twice to three times a year for camps and friendly games, but this is not organized by the DFB. It runs under the German School/University Sport Association. There is a German School/University Championship for different age groups, but we don't participate in international competitions. There is no University/School league system existing.

4. How do the leagues interact with schools football?

Its difficult to generalize. In the framework of "Eliteschools of Football" some Bundesliga clubs or B-Junior Bundesliga clubs work together with schools. In such a partnership the two partners adjust practice and school plans to ensure a optimal development of girls. The concept can be found under <http://talente.dfb.de/index.php?id=518884> The youth teams of the Eliteschool of Football in Potsdam, which is mainly represented by girls from former Champions League Champion Turbine Potsdam, participate in "Youth Trains for Olympia" (national and international).

B) DEVELOPMENT

1. Is there a separate development plan for Women, or it included in the general 'youth development plan'?

In 2005 the ***DFB-Girlsfootball-Programme*** was started. It focusses on campaigns which raise the image of girls football as well as to attract more girls to football. There is a general Development Plan of the DFB, but every department (men or women) adopts it according to its own needs. However, that doesn't mean that men's and women's football run into two different directions.

2. How are talented female players scouted for National Teams?

Since 2007 there is a DFB Provincial Cup which from next season onwards is played in the age groups U14, U16 and U18 (until today U15, U17 and U19) – to go hand in hand with age groups of Germany's Junior National Teams. At this tournament, which happens once a year, all provincial teams (with the best players from each province) participate. In addition the German National Team of the next younger age group also participates – at U14 level the last year champion can send a second team. During this 3 – 4 day long tournament several DFB coaches scout intensively. In addition the DFB coaches do also do targeted scouting at identified youth games. For next year an upgraded scouting will be implemented at the B-Junior Bundesliga. The newly implemented B-Junior Bundesliga was founded that the leading clubs will support further the talent development on a middle and long-term basis.

C) TECHNICAL TEAMS AND SUPPORT STRUCTURES

1. How is the DFB Womens football Department structured?

This department is split into the two parts "League Structure" and "National Teams / Talent Development".

2. How many National Coaches does the FA have?

Senior

Head Coach	Silvia Neid
U23/U16	Ulrike Ballweg
U20/U19	Maren Meinert
U17	Anouschka Bernhard
U15	Bettina Wiegmann

3. What are the qualifications of the National Coaches?

All National coaches have to hold the UEFA Pro-Licence.

4. How much money is invested into women's football (compared to male football)?

- a. **General:**
- b. **National Team:**
- c. **Development:**

We are not allowed to publicise detailed figures. However, the overall budget is about 6 – 7 Million Euro depending on how many high profile events we host.

D) PERFORMANCE

The following are FIFA Women's Events held to date, since South Africa's readmission to International Sport. Please complete if your country participated and the final position of the team.

Tournament	Year	Participated	Final	Participated	Final
Youth	2010	N		N	
Olympics	2012	N	----	Y	Group
	2008	Y	3 rd	N	
U17 Women's World Cup	2012	Y	4 th	N	
	2010	Y	QF	Y	Group
	2008	Y	3 rd	N	---
U20 Women's World Cup	2012	Y	Runners –	N	---
	2010	Y	Winner	N	---
	2008	Y	3 rd	N	---
	2006	Y	QF	N	---
	2004	Y	Winner	N	---
	2002	Y	3 rd	N	---
Women's World Cup	2011	Y	QF	N	---
	2007	Y	Winner	N	---
	2003	Y	Winner	N	---
	1999	Y	QF	N	---
	1995	Y	Runners –	N	---

African Women's Championship	2012	Y	Runners – Up
	2010	Y	3 rd
	2008	Y	Runners – Up
	2006	Y	3 rd
	2004	Y	Group Stage
	2002	Y	4 th
	2000	Y	Runners – Up
	1998	Y	Group Stage
	1995	Y	Runners – Up

UEFA EURO Women's Championship	2009	Yes	Winner
	2005	Yes	Winner
	2001	Yes	Winner
	1997	Yes	Winner
	1995	Yes	Winner

E) FINANCE

1. Other than the FA, are there other funders (Government, private, etc.) of the Women's Programmes? Please List.

See attached overview.

F) CONCLUSION

1. What are the major challenges for women's football in your country?

To stabilize the membership figures. However that is also a challenge for male football, due to the demographical development in Germany. A future strategy for amateur football will be introduced at the DFB Annual General Meeting in 2013.

To stay successful at international level with all National Teams from youth level onwards as well as at international tournaments with our clubs.

Further development of our League structure.

2. Are there any cultural barriers influencing the development of women's football in your country?

It is unbelievable, but there are still the "old men" who represent the opinion that football is no womens sports. However, the womens football is been widely accepted and womens as well as girls sport number one.

Sceptism often exists when campaigns try to approach girls with migration backgrounds for football. Within there families often sceptism exists, because they don't know the classic club structures and/or religious rules have to be considered (the role of female coaches etc.). But our campaigns to integrate girls with migrational backgrounds partner with clubs and schools and do good work. Look at www.fussball-ohne-abseits.de

3. Are there any existing development programmes between your country and FIFA ('s Development Office)? If yes, please provide a list and brief summary.

Have a look at the FIFA Homepage. All their development projects are listed including financial support.

4. What is your solution to strengthen women's football in your country?

This question is to general to answer is it quickly. All existing activities and campaigns strengthen the development of womens football.

In general successes of our National Teams speed up the development of womens football.

WOMEN'S FOOTBALL
Competition and Player Development.
A comparison of South Africa and Germany.

Email Interview with Pearl Mosoane, 03rd June 2013

A) STRUCTURE OF WOMEN'S FOOTBALL IN THE COUNTRY

1. **What is the structure of women's football in the country? Please refer to how national Women's bodies interact with the other bodies!**

SASFA

As the custodians of football at primary school level SASFA has done very little to set up girls' leagues at that level, from where girls can graduate to feed into the university leagues. There is virtually no football being played by girls on a junior level.

SAFA

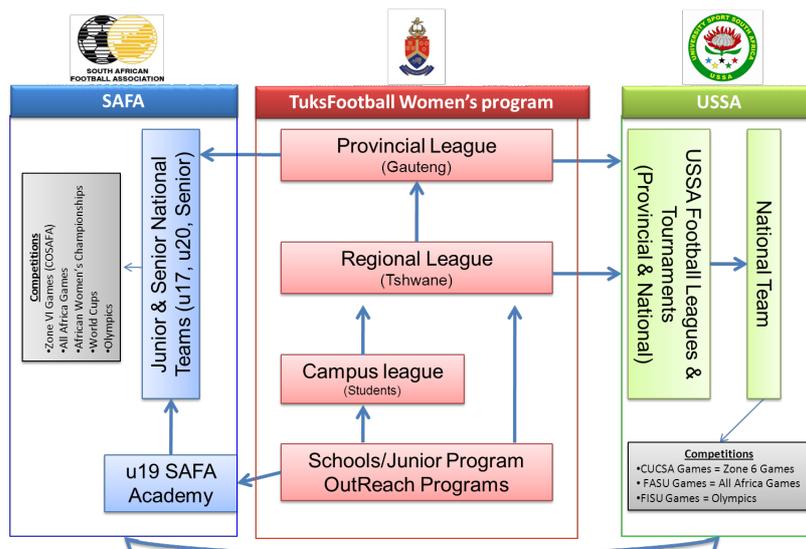
There are only 2 recognizable levels of football for women under the Federation, regional league and provincial league. Very few local football associations have leagues below the regional league and there are no age group leagues to speak of.

USSA

There aren't enough universities in each of the 9 provinces to have regional leagues so the USSA leagues start at provincial level

University of Pretoria

OUR CONTRIBUTION TO THE NATIONAL STRUCTURE ¹



B) DEVELOPMENT

1. **Is there a separate development plan for Women, or it included in the general 'youth development plan'?**

There is no separate development plan for women in the country and women feature very little in the overall development strategy. Even with the new development strategy which has seen the launch of the u13 and u15 leagues for boys and girls; the plan in itself puts a greater focus on the male player pathway, forgetting that there are no structures in place for women to can follow a similar player pathway.

2. Has your country built a grassroots foundation (schools, clubs and communities) from which players of the future can emerge? (Please give examples.)

The only attempted hub is the u20 “academy” based at the University of Pretoria Highperformance Center.

3. Where is women’s football focus in your country, (grassroots or National Team level) and why?

National Team level. We lack the strategic and technical vision to can drive the development of the women’s game in this country. We look for quick results through the national teams to justify our existence.

4. How are talented female players scouted for National Teams?

- National tournaments such as the Sasol national championships, Absa u19 Inter-Provincial championships and USSA National Club Championships
- If you are lucky and the national coach happened to be in your neck of the woods when your team is playing a match
- During the so-called Sasol road shows where the coaches host “trials” for Banyana-Banyana (I don’t know if I am the only one who sees everything wrong with that statement of hosting trials for a national team!!)
- If the national team coach knows and likes your team’s coach then your coach will be encouraged to send players to selection camps

C) CONCLUSION

1. What are the major challenges for women’s football in your country?

The biggest stumbling block is the lack of strategic and technical vision to drive the game forward. That, in my opinion, will in itself solve a lot of problems. Once we can have someone steering the ship in the right direction then all the other pieces will fall into place:

- We will have a single vision that all stakeholders buy into
- There will be improved communication between the national team coaches and the local coaches, such that the national team coaches can influence how the local coaches train their players
- Teams will be more willing to adopt schools of start development programmes for younger girls despite a lack of financial incentive.
- There will be better corporation between the coaches of the 3 national teams (u17, u20, senior)
- Once everyone is moving in the same direction it will be easier to set standards. For example, all coaches coaching in the provincial league should have level 2 coaching certificates, no-one should coach or manage without at least a level 1 first aid qualification, you will not be allowed to register a team if X, Y and Z are not in place or you will not be promoted to a higher league if 1, 2 and 3 are not in place, etc. something similar to the FA Standards Charter.

2. Are there any cultural barriers influencing the development of women’s football in your country?

It is not so much cultural barriers as it is the question of how sport is perceived in South African society and also the general misconceptions around women's football. For me, the fact that women like Noko Matlou and Caster Semenya, who come from the "bundus" of Limpopo where the families and communities there are still deep rooted in culture, is evident that we have developed beyond the point where cultural beliefs are that big an obstacle to the development of our sport.

3. Are there any existing development programmes between your country and FIFA ('s Development Office)? If yes, please provide a list and brief summary.

The only one I know of is the Grassroots project but I am not sure if it is still running.

4. What is your solution to strengthen women's football in your country?

I am going to sound like a broken record but I will repeat myself: We need people who will drive a strategic vision for women's football in this country.

Everyone is calling for a national league for women, but I don't think we are ready for it. Only a few teams are ready enough right now; to can provide a good enough product at that level and unfortunately most of them are based in Gauteng!! If we are going to talk about a national league, let us talk about what it is we are going to put in place to be able to have a viable, attractive and sustainable product that will be ready for launch in 2018. Otherwise it becomes a futile exercise.

SAFA should bring in a private company to set up and run the u13 and u15 leagues. The LFA's cannot administer themselves, how are they going to be able to set up and run a project as big as this? Failing that and given where we are right now, the best thing for SAFA to do is bring on boars USSA and SANDF. Both these associate members of SAFA have provincial and National structures and also resources that SAFA can tap into. Both these organizations can train the support staff whom SAFA can strategically place anywhere in the country to run SAFA programs. The operational structures need to be separated from the political playing field because politics that are unrelated to our football have brought football to a standstill and some of these so-called leaders are using teams and players as pawns in their mindless political games. You need people who care about nothing but the game to run the game.

SAFA needs to bring back the Inter-Provincial games. Our players need more competitive playing time and we need to create a more competitive environment in our football, the more competitions we have the better.

There needs to be provincial tournaments that run concurrently with the Sasol League, and then the winners of those tournaments can play in a national knock out competition to determine the national winner. All in the name of creating a more competitive environment.

Besides a cash prize, the winner of the sasol League should be funded to compete in an international tournament somewhere in the world or go on a football tour of some or other country. Even the neighbouring countries will do for a start.

Most importantly for me, all these well laid out plans and strategies need to run parallel with a comprehensive strategy to change the perception of women's football in South Africa. Including changing the perceptions of the players themselves. How they conduct themselves is how people are judging women's football so they need to work harder, conduct themselves better and be good ambassadors for our game. Professionalism does not mean a check at eh end of the month, it starts from within.

Proposed Women's Plan

Purpose

To provide opportunities for girls (9-18) to play football across South Africa and over time build a larger and stronger potential national player pool.

Strategy

Introduce regional to provincial to national age group specific schools leagues and tournaments, on an annual trial basis, per age- group until all age groups have been added.

The league will start with the Under 17 age group, because:

- 1) currently, no grassroots level foundation exists and
- 2) to support the existing youth national teams as soon as possible.

The National finals will involve the top 2 teams from each province. The leagues and tournaments will run concurrently with coach and officials' development and training.

Key Responsibilities

- Introduce competition at the grassroots level (school leagues)
- Create a larger pool of highly-skilled players for national team selection
- Increase the level and quality of selection through National age group tournaments
- Create a straightforward platform to identify talented players for national teams and offer more competitive football
- Drive player development to earlier ages
- Grow opportunities for participation

Goals

1. Increase visibility of the game
2. Increase the number of participants
3. Improve the quality and level of the game

Timeline

Year	Function	Age group	Area
2014	Trial High Schools League 1 Region/1 Province	U17	SAFA Tshwane Gauteng
	Review		
2015	Trial High School League country-wide	U17	1 st round: regional 2 nd round: provincial 3 rd round: national
	Review		
2016	Official Introduction of High School League	U17, U15	1 st round: regional 2 nd round: provincial 3 rd round: national
2016	Qualify for FIFA U19 Women's World Cup		
	Review Structure		
2017	Continuously Improvement of High Schools League Trial Run Primary Schools League	U17, U15 U13	1 st round: regional 2 nd round: provincial 3 rd round: national
	Review		
2018	High Schools League Primary Schools League	U17, U15 U13, U11, (U9)	1 st round: regional 2 nd round: provincial 3 rd round: national
2018	Qualify for FIFA U17 Women's World Cup Surpass group stage of FIFA U19 Women's World Cup		
2019	Introduction of U15 National Team		
2019	Surpass group stage of FIFA Women's World Cup		
2020	Surpass group stage Olympics		

Trial Phase, 2014

The trial phase has been selected to launch in the East of Pretoria for a number of reasons:

1. The selected areas are in close proximity to each other
2. There is a positive interest in girls football in the areas
3. The City of Tshwane has shown interest in financially supporting schools football programmes for girls
4. The City has also pledged facilities, including the preparation and maintenance thereof

The league

- 24 high schools in Mamelodi and Eersterust will participate
- U17 age group (no younger than 16, born 1998)
- 1 match per week
- League running between April and September of the year 2014
- Coaching, officials and administrators courses to run in the pre-league period (Jan-March) and after the season (Oct-Dec).

Costing

Proposed League Costing			
Item	Cost	Qty	Total Cost
Office and administration			
Stationery and printing	R 5 000.00	1	R 5 000.00
telephones, cellphones and fax	R 3 500.00	1	R 3 500.00
Competition Expenditure			
Referees	R 80.00	69	R 5 520.00
Kit Allowances	R 3 000.00	24	R 72 000.00
Match Co-ordinators	R 100.00	276	R 27 600.00
Team/School Grants	R 5 000.00	24	R 120 000.00
Development expenditure			
Administrators Workshops	R 2 500.00	3	R 7 500.00
Referees' development - Workshops (SAFA to cover)	R 0.00	2	R 0.00
Coaching Courses (SAFA to cover)	R 0.00	2	R 0.00
Basic Life Support Course	R 5 000.00	1	R 5 000.00
Marketing and advertising costs			
Advertising and promotion	R 5 000.00	1	R 5 000.00
Communications and media	R 5 000.00	1	R 5 000.00
Website	R 2 000.00	1	R 2 000.00
Total			R 258 120.00