



In partnership with  
 **BARCLAYS**

# Yvonne Harrison

Women in Sport

Leading the Way

# WE ARE **WOMEN IN FOOTBALL**

With over 9,000 women, men and non-binary members and an online community of over 75k, together, we are dedicated to driving football forward and transforming the industry for the better.

We're empowering our members with knowledge, expertise and collective support to create a stronger, brighter and more diverse future. Developing the leaders of a future where gender discrimination doesn't exist.

We're here, we're working and we're making changes.  
It's good for football and it's just good business.

Join us.

Individuals



Organisations





# WHAT WE DO



## CELEBRATE ACHIEVEMENT

We celebrate success and champion female talent in a bid to change attitudes towards women in football, bringing about positive change and driving football forward together.



## CHALLENGE DISCRIMINATION

Improving women's representation at all levels of the game by challenging discrimination, lobbying for change and eliminating negative attitudes towards women working in football.



## SHARE EXPERTISE

Women are vital to the success of football, both now and in the future. By sharing knowledge and expertise, we are supporting and encouraging more women to get involved across the board.

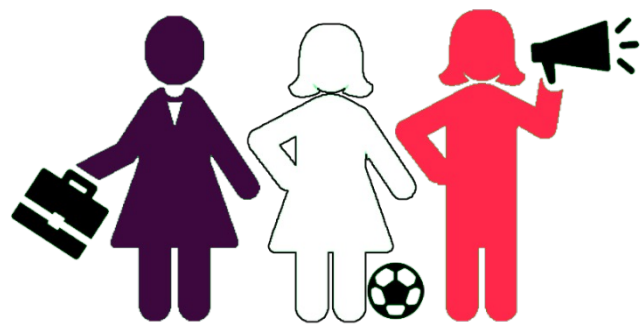


# OUR IMPACT TO DATE



for the Football Association's 'Introduction to Coaching' course were provided to aspiring female coaches in partnership with PepsiCo.

Helping to drive women's representation at all levels of the game.



700 ATTENDEES  
150 SPEAKERS  
30 SESSIONS



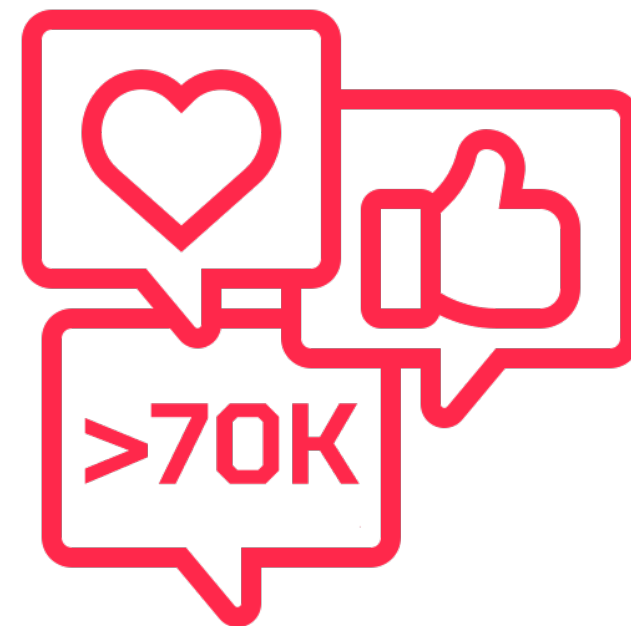
took part in our UEFA Women's EURO 2022™ Mentoring Programme supported by Heineken®.

The programme helped to support the careers of almost 100 women, in particular the fantastic staff and volunteers that made the WEUROs such a roaring success.



women have attended our Leadership Course in partnership with Barclays.

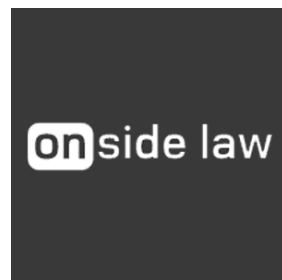
Developing their personal skills and learning new ones in a supportive environment.



social media followers.

A growing online community supporting gender equality with a 16% growth rate yoy.

WE WORK WITH



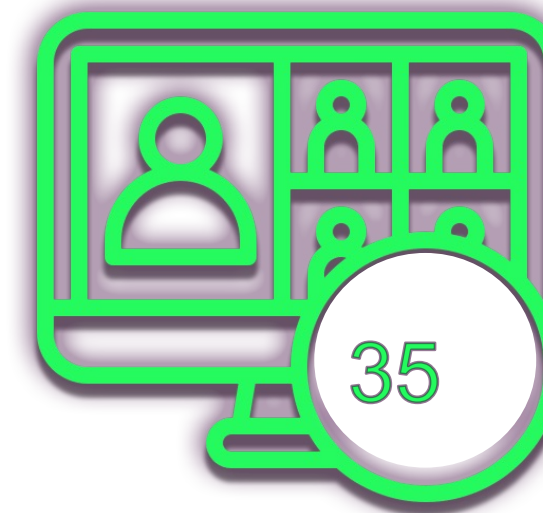
Mishcon de Reya



SINCE THE START OF 2020 WE HAVE HELD



LIVE EVENTS



WEBINARS



SPEAKERS



ATTENDED LIVE BY >3K MEMBERS



WATCHED BACK OVER 11.5K TIMES



PEOPLE USE OUR WEBSITE EVERY YEAR

237 #GETONSIDE PLEDGES made to our gender equality campaign, including:

> 15 PLEDGES offering invaluable mentoring sessions

> 17 PLEDGES offering free scholarships, placements and discounts

UNLIMITED POTENTIAL to change lives





# JOIN US

## LET'S DRIVE THE GAME FORWARD TOGETHER

### INDIVIDUAL MEMBERSHIP



Join us

### CORPORATE MEMBERSHIP



Join us

### #GETONSIDE CAMPAIGN



Make a pledge



IT'S TIME FOR CHANGE  
IT'S TIME FOR THE INDUSTRY TO  
GET ONSIDE



In partnership with  
 BARCLAYS



# #GETONSIDE

## ASTON VILLA FC PLEDGE TO #GETONSIDE

by offering paid internships to two women – one at Villa Park and one at our Bodymoor Heath training centre

#GETONSIDE



## BRIGHTON & HOVE ALBION PLEDGE TO #GETONSIDE

by increasing the participation of girls playing football in our local communities and schools

#GETONSIDE



## EVERTON FC PLEDGE TO #GETONSIDE

by introducing a Women's Health Policy to support women at all levels of the Everton Family, reducing stigma and barriers to progression

#GETONSIDE



## THE FA PLEDGE TO #GETONSIDE

by investing in 1,000 England Football-accredited clubs to give girls regular, structured, competitive playing opportunities

#GETONSIDE



## THE SCOTTISH FA PLEDGE TO #GETONSIDE

by making Hampden Park the new home of the Scottish Women's National Team

#GETONSIDE



## BARCLAYS PLEDGE TO #GETONSIDE

by providing a career development day, offering insight, inspiration and development opportunities to support the progress of women in the football industry

#GETONSIDE



## THE LMA PLEDGES TO #GETONSIDE

by guaranteeing places on the LMA Diploma in Football Management for all suitably qualified women coaches

#GETONSIDE



## FIFPRO PLEDGE TO #GETONSIDE

by ensuring a minimum 30% representation of women at the global FIFPRO board level, and across our four divisions

#GETONSIDE



## FOOTBALL MANAGER PLEDGE TO #GETONSIDE

by bringing Women in Football's message to the Football Manager audience through in-game advertising

#GETONSIDE



## KIERAN THEIVAM PLEDGES TO #GETONSIDE

by offering to mentor two female Asian journalists or communications professionals to improve the representation of the Asian community in the media

#GETONSIDE



## TALKSPORT PLEDGES TO #GETONSIDE

by providing two paid six-month internships on the UEFA Women's EURO 2022 tournament

#GETONSIDE



## SKY SPORTS PLEDGE TO #GETONSIDE

by becoming a Women in Football corporate member, to enable them to support their people with the best leadership, training and development they can

#GETONSIDE



## SPORT INDUSTRY GROUP PLEDGES TO #GETONSIDE

by providing platforms for Women in Football to amplify its message about gender equality to the sport industry

#GETONSIDE



## SPORTS MEDIA LGBT+ PLEDGE TO #GETONSIDE

by providing support to Women in Football in promoting LGBTQ+ inclusion in football

#GETONSIDE



## ITV SPORT PLEDGE TO #GETONSIDE

by increasing gender representation among our production teams

#GETONSIDE



# THE FOOTBALL INDUSTRY

WHAT'S IT LIKE BEING A WOMAN IN FOOTBALL?



In partnership with  
 **BARCLAYS**





# WOMEN IN FOOTBALL 2023 SURVEY RESULTS



**WOMEN IN  
FOOTBALL**

In partnership with  
 **BARCLAYS**



# 2023 WIF SURVEY



# 82%

## OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION IN THE WORKPLACE

up from 66% in 2020

up from 62% in 2020



# 89%

## ARE OPTIMISTIC ABOUT THE PROSPECTS FOR WOMEN IN THE FOOTBALL INDUSTRY

# 23%

of those who experienced it felt able to report it

in 2020 this was only **12%**

# >75%

of respondents said conscious or unconscious bias is the biggest challenge facing women in football today

# 62%

## OF FEMALE WIF MEMBERS HAVE EXPERIENCED SEXIST 'BANTER' OR JOKES IN THE FOOTBALL WORKPLACE

# 47%

## OF WOMEN WORKING IN FOOTBALL HAVE EXPERIENCED SEXISM IN THE WORKPLACE

# 18%

## HAVE EXPERIENCED SEXUAL HARASSMENT IN THE FOOTBALL WORKPLACE

up from 15% in 2020

93% faced an obstacle in their football career because of their gender

up from **82%** in 2020

# 45%

# 67%



## BELIEVE FOOTBALL IS AN ENVIRONMENT WHERE WOMEN CAN EXCEL

# 9%

## OF WIF HAVE EXPERIENCED ETHNICITY DISCRIMINATION

30% have witnessed it only 10% reported it

# 11%

## OF WIF HAVE EXPERIENCED SEXUALITY DISCRIMINATION

27% have witnessed it only 7% reported it

# 24%

## OF WIF HAVE EXPERIENCED AGE DISCRIMINATION

21% have witnessed it only 3% reported it

ONLY

# 27%

## FEEL ENCOURAGED TO FORGE PATHWAYS TO THE HIGHEST POSITIONS IN THE GAME





# THE FOOTBALL INDUSTRY

WHAT WILL IT TAKE TO ENSURE ALL WOMEN WORKING IN FOOTBALL FEEL INCLUDED AND  
CAN THRIVE?



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# OPEN DOORS AGENDA

## **Football must change. Starting at the top.**

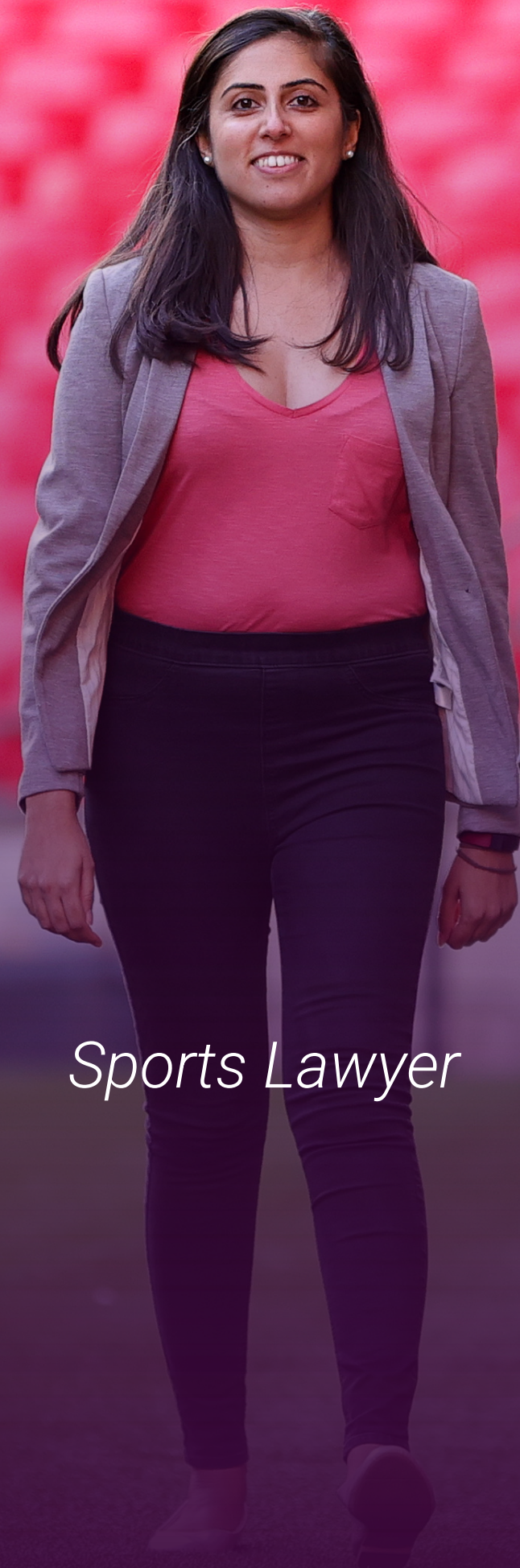
We're calling upon FIFA and the game's governing bodies to ensure that women working in the game, on and off the pitch, feel safe, welcome and supported. Our agenda in summary:

- A minimum of 30% women on senior decision-making bodies
- National association executive committees to include independent, non-executive members
- Senior decision-makers to be recruited by transparent process, to serve fixed terms of office
- Policies and sanctions against discrimination, abuse, inappropriate physical contact and sexual harassment
- Clear pathways for reporting and dealing with violations
- Fit-for-purpose safeguarding and duty of care policies and responsibilities, including mechanisms to ensure that players' voice is heard





*Operations Manager*



*Sports Lawyer*



*CEO & FA Agent*



*Coach & Referee*



*Grassroots Player*

# WOMEN IN FOOTBALL

Creating a lasting legacy by supporting ALL women in football,  
from participation on the pitch to the boardroom



JOIN US

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 **BARCLAYS**

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[www.womeninfootball.co.uk](http://www.womeninfootball.co.uk)