



**TFF**



**TFF**

**Kadın Futbolu**



# **TIME FOR WOMEN'S FOOTBALL!**



**WOMEN'S  
FOOTBALL  
STRATEGY**

**2024-2027**



# PREFACE

**MEHMET BÜYÜKEKŞİ**

**TFF PRESIDENT**

The official history of women's football in the world begins with the establishment of the British Women's Football Club in England in 1895. In Türkiye, the first step in the history of women's football was taken in 1969 with the establishment of the Kınalıada Women's Football Team. While the Istanbul Girls' Football Team was established with 13 athletes in 1971, Dostlukspor Girls' Football Club became the first officially registered club two years later, in 1973. TFF decided to officially launch the women's football league in 1993 and that's how the women's league was established. Today, we are proud to transcend the early stages of women's football, despite our delayed start compared to other nations, and to emerge as a country committed to progress, as the Turkish Football Federation ("TFF"). In this context, we take great pride in pioneering the establishment of the women's football committee and women's football directorate within the history of TFF management. Additionally, we celebrate the groundbreaking inclusion of women in leadership roles within our board of directors, a first in TFF's history. I extend my sincere gratitude to our inaugural female board members Nükhet Küçükkel Ezberci, İdil Karademirlidağ Süher, and Şafak Müderrisgil for their dedicated contributions.

We are working hard to bring women's football to the point it deserves. Our teacher Necla Güngör Kıracağı serves as the first female coach in our National Teams. We entrusted all our junior Women's National Teams to our female coaches and trainers. Additionally, we recently decided to establish the U-23 Women's Football National Team and the Futsal Women's A National Team.

We have started to reap the fruits of our hard work to take women's football to higher levels. Our National Women's Football Team was promoted from the C League to the B League without conceding any goals, being undefeated and the group leader in the Nations League, which was held for the first time.

Last month, Birgül Sadıkoğlu, a midfielder for our National Team, made a noteworthy move from Ankara Fomget Club to UD Tenerife Club, competing in Spain's top league. I extend my heartfelt congratulations to Birgül, and I am confident she will adeptly represent Türkiye in Spain. I anticipate that the number of female football players competing abroad will continue to rise, further enhancing the global presence of Turkish women's football.

Recognizing the pivotal role football plays in fostering the mental and physical growth of our girls and nurturing their self-esteem, the Turkish Football Federation has forged a partnership with the Ministry of National Education and the Ministry of Youth and Sports. Through our football development initiative, we have reached 500 thousand children, encompassing both boys and girls, through our program titled 'Our Lesson is Football'. Launched across 16 pilot provinces for children aged 6-14, this project is designed to cultivate a passion for football among our youth, enabling them to share in the joy and fervor of this beautiful sport while also scouting for new talent.

FIFA and UEFA prioritize the development and strategic planning of women's football, and as TFF, our strategic plan is poised to elevate the future of women's football in Türkiye to new heights. This plan will pave the way for continued growth and achievements year by year. I extend my sincere gratitude to everyone who contributed to this invaluable project, with special thanks to our Executive Board member Şafak Müderrisgil for her dedicated efforts in preparing our Women's Football Strategic Plan. I wholeheartedly believe that our strategy plan will make a great contribution to the development of women's football in our country.





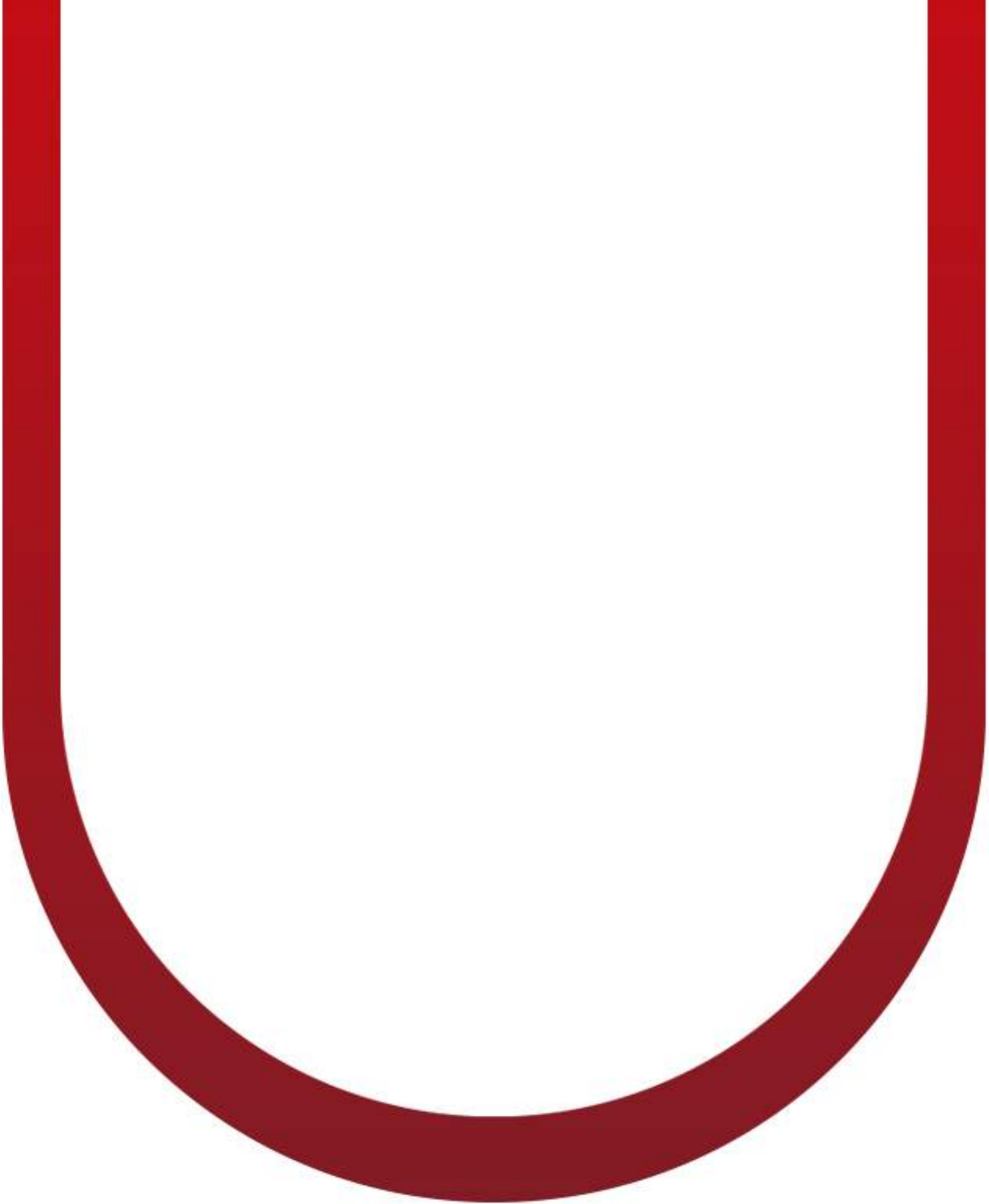
# PREFACE

**ŞAFAK MÜDERRİSGİL**

**BOARD MEMBER RESPONSIBLE FOR LAW,  
WOMEN'S FOOTBALL AND SUSTAINABILITY**

In the seventy years since the inaugural women's football match in Türkiye in 1954, the sport has made significant strides. Today, women's football flourishes across various age groups and categories, from leagues to national teams, marking a remarkable journey of growth. This progress is indebted to the contributions of key figures throughout the decades. We express gratitude to President Mustafa Kemal Uluşu for his efforts to establish the first women's football league in 1985, President Şenes Erzik for his determination in founding the women's league in 1994 and the Women's National Football Team in 1995, alongside the Board Members of that era. Their commitment laid the foundation for the thriving women's football ecosystem we witness today. Looking to the present, I extend appreciation to President Mehmet Büyükekşi and our Board Members for their visionary decision to include female board members for the first time in TFF history, and for their steadfast support of the administrative and technical advancement of women's football since assuming office.

I would like to thank İdil Karademirlidağ Süher and Nüket Küçükkel Ezberci, who served as female board members for the first time in the 2022-2023 season within the Turkish Football Federation, for their support to women's football. I would like to state that I am honored to have been selected as the only female board member of the Turkish Football Federation to operate in the 2023-2027 period and that I am determined to fulfill my duty in the best possible way. With the start of the 2023-2027 season, the Women's Football Directorate was established for the first time within TFF. Again in this period, in the 2023-2024 season, our National Women's Football team became the group leader without conceding any goals in six out of six matches under the leadership of our Coach Necla Güngör Kıracası and was promoted from the C league to the B league. While these developments and achievements increased our motivation, they also formed our will to set the bar higher to enable the development of women's football and accessibility for everyone. In this context, we want to provide the opportunity for all girls and women in Türkiye to participate in football. We set specific, ambitious, but realistic targets with the Women's Football Strategy Document, which was implemented for the first time in Türkiye. Within the framework of these goals, we put forward certain commitments in four priority areas such as semi-professionalization, participation, visibility and image, quality education and sports success.



Our strategy clearly shows that we see women's football as a core area within the Turkish Football Federation and that we make long-term planning and projections. We believe that this strategy, in addition to ultimately bringing sporting success, is also an investment that will provide social benefit. We believe that women's football creates a positive social impact and provides social added value. We are aware that there are threats and challenges ahead of us, as well as opportunities and factors that put us in a strong position. However, we know that our strategic plan, which includes the participation and opinions of stakeholders, is data-based, coincides with the realities of our country and is clearly defined, can greatly contribute to the development process of women's football and accelerate this process.

The process of creating the strategy enabled us to develop a well-thought-out plan of action that, when implemented consistently, will help us achieve the position we want for women's football. However, our role does not end with the articulation and implementation of the objectives resulting from this document. We want to be actively involved in this turning point for women's football and be a pioneer of change in women's participation in sport. We believe in the power and potential of women's football; We are ready to work to integrate girls and women as equal participants in the world of football, whatever role they want to play.

Establishing the first women's football strategy of the Turkish Football Federation is a milestone and a long-term commitment for us. Although much progress has been made in the field of women's football in recent years, we are aware that we still have a long way to go and a lot of work to do. Based on the findings we obtained as a result of the dialogue and studies carried out with our stakeholders, we were able to understand the development mechanisms and obstacles specific to women's football. On this occasion, I would like to thank everyone who participated in this process with their efforts and opinions. This Strategy document, in addition to being a commitment of the Turkish Football Federation, also invites all stakeholders in the field of women's football to take responsibility. In the implementation of this Strategy document, we must all take responsibility for the development of women's football so that only in this way can we make positive change possible. Turkish Football Federation has taken the first step towards this goal. The Women's Football Strategy document, which we announced with the slogan "Time for Women's Football", will be implemented with the participation of all stakeholders. I hope that the Turkish Football Federation Women's Football Strategy Document will be beneficial for our country and football community, and that it will create added value for our society as well as achieving national and international sporting success.

# INTRODUCTION

Turkish Football Federation acts in line with its vision of establishing a sustainable future in Türkiye, accepting women's football not only as a branch of sport but also as a tool of social transformation and development. Aiming to create an inclusive and sustainable framework that will enable women and girls to take more part in the football ecosystem, the Turkish Football Federation aims to make women's football more visible in society and ultimately national football by increasing the desire and self-confidence of young girls to do sports, under the slogan "Time for Women's Football" and aims to build international sports successes on this infrastructure.

The Women's Football Strategy, covering the period 2023-2027, aims to transform women's football from being just a branch of sport into a platform where young girls develop their leadership skills and increase social benefit. By providing the necessary infrastructure and resources to support, encourage and strengthen women's football, women and girls will be able to play a more active role in all areas of football, have equal access to sports opportunities and maximize their potential.

Turkish Football Federation has made it a strategy to invest more in women's football, starting from the infrastructure, and to discover talented young girls. He believes that women's football will further develop with investments in areas such as training programs, infrastructure facilities, and training of coaches and managers.

The priorities included in the Turkish Football Federation's Women's Football Strategy Document covering the years 2024-2027 include:

- **Semi-Professionalization in Women's Football:** To improve the skills of the players and increase competitiveness at the international level by taking women's football to a more professional level.
- **Spreading Women's Football to the Grassroots and Strengthening its Image:** To organize various campaigns and events to bring women's football to all segments of society and to arouse more support and interest in society.
- **Developing Female Coach and Manager Training Programs:** Creating training and support programs to ensure that more female professionals are included in the management and technical staff of women's football.
- **Achieving International Success at the Level of National Teams and Clubs:** To provide the necessary infrastructure and support for Türkiye women's football national teams and clubs to be successful in the international arena, and to work to achieve success in international tournaments.

# INTRODUCTION

The basic values that the Turkish Football Federation has internalized in line with these goals are:

- Ensuring equal access for girls to participate in football
- Providing development opportunities for girls, female football players, coaches and managers
- Inspiring girls by providing them with the core values of football and creating an environment where they can compete with joy.
- To provide girls and women with the necessary skills for their qualified personal development that will create a positive social impact on society.
- Establishing and developing football culture and communication with female football players, their families and fans

Turkish Football Federation will ensure that its efforts to develop and support women's football progress more effectively with the 2024-2027 Women's Football Strategy Document. As a result of these efforts, it is expected that women's football in Türkiye will gain a stronger and more competitive structure, women will have more opportunities in the field of football, and they will achieve both national and international sporting success.

Implementing this strategy will help make the world of football more inspiring, empowering and accessible to all girls and women. With the implementation of the projects and planned activities determined as an extension of this strategy, the road map will significantly increase the awareness and attractiveness of women's football in Türkiye. We have full faith that we can be the pioneer of this change that will create added value for the society by working together with the participation and contributions of the relevant institutions, clubs, investors, sponsors and media organizations of the Turkish football community, as well as the support of international authorities.

# TIMELINE OF WOMEN'S FOOTBALL IN TÜRKİYE



## 1954

The first Women's Football match was played (İzmir and İstanbul)



## 1969

The first women's team was established (Kınalıada Girls Football Team)



## 1979

First International Match Played (Dostlukspor & Bad Neunahr)



## 1985

Initiatives Began to Establish the First Women's Football League

## 1994

The First Women's Football League was Officially Established



## 1995

First National Match (Türkiye & Romania) (0-8)

## 1995

Women's National Football Team was Established

## 1997

First National Win (Georgia & Türkiye) (0-1)

## 1997

U18 Team was Established

## 2001

U19 Team Established



## 2003-2006

Women's Football League was suspended in the 2003-2006 season

## 2006

U17 team established



# 2006-2007

In the 2006-2007 season, the women's football league started again with the participation of 14 teams



# 2009

U15 team established

# 2010

U15 National team won the bronze medal at the Youth Olympic Games held for the first time in Singapore

# 2015-2016

2nd and 3rd leagues were established as of the 2015-2016 season

# 2022

For the first time, a board member responsible for women's football is appointed

# 2023

Women's Football Directorate was established

# 2023

Women's National Football Team (promoted from UEFA C league to B league)

# 2024

U23 National Team Established

# 2024

Futsal National Team Established



## CURRENT STATUS OF WOMEN'S FOOTBALL IN TÜRKİYE

**16** Turkcell Women's Football Super League

**17** Women 1st League

**32** Women 2nd League

**113** Women 3rd League

**69** U17 Young Girls

**57** U15 Star Girls

**40** U13 Minities League



**8500+** Number of licensed female football players in the 2023-2024 Season

**180** Number of teams participating in women's leagues in the 2023-2024 Season

**346** Number of Open Teams in Women's Football Branch

**80+** Number of teams participating in youth leagues

**592** Number of female referees

**723** Number of female coaches for 2023 - 2024 season



# CURRENT STATUS OF WOMEN'S FOOTBALL IN TÜRKİYE

## WOMEN'S FOOTBALL NATIONAL TEAMS

### WOMEN'S NATIONAL TEAM ( UEFA B LEAGUE )



### U23 WOMEN'S NATIONAL TEAM

### U19 WOMEN'S NATIONAL TEAM



### U17 GIRLS NATIONAL TEAM

### U15 GIRLS NATIONAL TEAM



### WOMEN'S FUTSAL NATIONAL TEAM

## STRATEGIC PROCESS IN 10 STEPS

- 1** **OCTOBER 2022** Establishment of the Women's Football Working Group in January 2023 within the scope of the preparation of the TFF Strategy Document
- 2** **DECEMBER 2022** The first Women's Football workshop was held in February 2023 with the participation of clubs
- 3** **FEBRUARY 2023** Women's Football Working Group analyzed women's football by comparing it with Türkiye and successful good practice examples
- 4** **MARCH 2023** Conducting focus group interviews during the quantitative data collection process
- 5** **MARCH 2023** Football club visits and in-depth individual interviews were conducted during the quantitative data collection process
- 6** **APRIL 2023** Creating the first draft of the strategy document by consolidating the data
- 7** **JUNE 2023** Sharing the draft strategy document with the Super League and 1st League teams in writing and inviting the clubs to the survey and asking their opinions
- 8** **FEBRUARY 2024** Evaluation of the draft strategy document and survey results at the working meeting held with the clubs
- 9** **FEBRUARY 2024** Revision of the draft strategy document in the light of evaluations obtained from the clubs
- 10** **FEBRUARY 2024** Introducing the TFF Women's Football (2024-2027) Strategy



## MISSION

Turkish Football Federation aims to create an inclusive and sustainable framework that will enable women and girls to take more part in the football ecosystem.

## VISION

Turkish Football Federation has the vision of creating a positive social impact by ensuring a sustainable future for women's football in Türkiye.

## CORE VALUES

### ACCESS

Providing equal opportunities for girls to participate in football.

### DEVELOPMENT

Contributing to the physical and mental development of girls with grassroots activities. Increasing the personal and professional development of female coaches. Providing qualified training and development opportunities for the development of female referees. Encouraging the training of female managers.

### INSPIRATION

Ensuring that girls are successful in their performance by adopting the basic values of football and creating an environment where they can compete with joy.

### IMPACT

Equipping girls and women with the skills necessary for personal development such as self-confidence, decision-making, teamwork and leadership.

### CULTURE AND COMMUNICATION

Developing the culture of women's football by engaging with players, families and fans and to promote it through the media.

# SWOT ANALYSIS

## WEAKNESSES

- Limited media coverage of women's football
- Low attendance at women's football matches in stadiums
- Lack of women's football culture and awareness

## THREATS

- Insufficient visibility in women's football
- Insufficient investments in women's football

## STRENGTHS

- Increasing interest in women's football
- Increasing sponsorship demand for women's football
- Increase in the number of female football players, coaches and referees
- Population rate of girls and women

## OPPORTUNITIES

- Representation of girls and women in football
- Revenue generation potential
- Possibility of access to international grants and cooperation



**SPREADING WOMEN'S FOOTBALL  
TO THE GRASSROOTS**

**STRENGTHENING THE IMAGE  
OF WOMEN'S FOOTBALL**

**DEVELOPING FEMALE  
COACH AND MANAGER  
TRAINING PROGRAMS**

**ACHIEVING INTERNATIONAL  
SUCCESS AT NATIONAL TEAM  
AND CLUB LEVEL**

**SEMI-PROFESSIONALIZATION**

## STRATEGIC ACTIONS

## Ensuring Participation and Development



## Improving Women's Football Culture and Communication



## Improving the League and Competition Environment



# STRATEGIC ACTIONS

## ENSURING PARTICIPATION AND DEVELOPMENT

PURPOSE		ACTION		TIME
Participation in football at an early age to encourage	>	Implementation of Grassroots activities in primary and secondary schools	>	2024
Coach quality increasing	>	Design and implementation of coach training programs	>	2025
To encourage the training of female managers	>	Design and implementation of female executive training programs	>	2024
Providing development opportunities to referees	>	Providing qualified training and development opportunities to referees	>	2026



# STRATEGIC ACTIONS

## IMPROVING WOMEN'S FOOTBALL CULTURE AND COMMUNICATION

PURPOSE	ACTION	TIME
Increasing interest	Encouraging girls to play football	2024
Raise awareness	Organizing awareness speeches and events for women's football	2024
Increasing awareness	Ensuring effective use of digital communication channels	2024



# STRATEGIC ACTIONS

## IMPROVING THE LEAGUE AND COMPETITIVE ENVIRONMENT

- Transforming the Women's Turkcell Super League into a semi-professional format within three years in order to create an elite competitive environment for the clubs
- Establishment of U15 and U17 girl's football leagues in order to strengthen the infrastructure of women's football



# STRATEGIC ACTIONS

## IMPROVING THE LEAGUE AND COMPETTTIVE ENVIRONMENT

PURPOSE	ACTION	TIME
Professionalization in the Women's Turkcell Super League	Semi-Professional League Format	2025-2027
Strengthening Women's Football Infrastructure	Establishment of U15 and U17 Leagues	2025-2027





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