

An aerial view of the KAA Gent stadium, showing the green pitch, the stands, and the complex roof structure. The entire image is overlaid with a semi-transparent blue filter. The text 'KAA GENT' is prominently displayed in the center in a large, white, sans-serif font.

# KAA GENT

WE ARE ONE FAMILY, WE ARE BUFFALO

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## KAA GENT LADIES



“Dichter bij Mooi Voetbal kan je niet komen”

**PROFESSIONALISERING VAN  
VROUWENSPORT:  
VOETBAL**

# OVERVIEW

## PRIORITIES AND GOALS

DRIVE PARTICIPATION  
2.5 million players

DEVELOP THE GAME  
55 minimum standard agreements and safeguarding policies

TRANSFORM COMPETITIONS

Double the reach of the Women's EURO and the UEFA Women's Champions League

## ACTIONS AND POLICIES

Invest in participation programmes to grow and retain the number of girls and women in the game.

Create regular playing opportunities and pathways for talented girls, allowing them to continue their development.

Deliver the best women's sports events with the highest possible operational quality.

Ensure that every player has access to football, regardless of talent.

Professionalise elite women's football through regulatory mechanisms and insight.

Create inspirational and engaging competitions that appeal to our diverse audience.

Ensure suitable environments and approaches to coaching.

Encourage national associations to cooperate with educational institutions and recognize women's football as a dual-career sport.

Strive for financial sustainability within competition systems.

Improve the quality and quantity of male and female coaches at both grassroots and elite levels.

Establish regular insight: participation, players, finances, pitch, medical, etc.

Devise legacy programmes for competitions that focus on women's access to football.

Improve the quality and quantity of female referees at both grassroots and elite levels.

Be committed to promoting and developing women's football globally.

Use club licensing at UEFA and national association level to improve standards and access to football.

Encourage men's clubs to embrace women's and girls' football.

Be proactive in considering innovative solutions to develop the game in all areas.

Create appealing and relevant brand propositions.

# OVERVIEW

## PRIORITIES AND GOALS

### ENHANCE GOVERNANCE STRUCTURES

Double the number of women in all UEFA bodies

### INCREASE VISIBILITY AND COMMERCIAL VALUE

Changed perceptions

## ACTIONS AND POLICIES

Implement an appropriate UEFA-wide strategic process to further capitalize on in-house resources and accelerate women's football's development.

Deliver a communications and media plan with coordinated messaging and cross-promotion.

*Ensure that women and women's football are well represented in all UEFA bodies and the UEFA administration as a whole.*

Include female footballers, coaches, referees and futsal players in UEFA's wider activities alongside men.

Consult all stakeholders on women's football matters and expand EU and government partnerships.

*Create innovative solutions, commercial revenue and media rights models with sponsors, partners and broadcasters that support UEFA's strategic goals.*

*Ensure good governance practices for women's football throughout UEFA's rules and regulations.*

*Generate fandom around women's football, UEFA competitions and domestic football.*

Implement educational, leadership and mentoring programs to improve the current culture at all levels.

*Demonstrate the business case and value of women's football to member associations, clubs and society.*

Use solidarity programs to ensure appropriate strategic management in all national associations.

Change perceptions surrounding the game by continuing to deliver Together #WePlayStrong and #EqualGame.

# ACTION PLAN BUILT AROUND GROWTH

## SOME FACTS & FIGURES:

- The US women's team shirt is the best-selling shirt ever in one season: it's more popular than any other shirt worn by a men's team!
- 5.5 million Dutch TV viewers watched the live broadcast of the final of the 2019 Women's World Cup in France, between the Netherlands and the United States. That's more than the 4.8 million Dutch TV viewers who tuned into the 2019 Champions League semi-final between Ajax and Tottenham.
- In the Women's European Championship 2017, 650,000 Belgians on average watched our Red Flames' matches.

Women's football has a huge growth potential in Belgium. The Royal Belgian Football Association (RBFA) believes it has a responsibility to unite the different stakeholders around the same goal: to exploit the opportunities available to women's football so that it can grow. That's why the RBFA – in collaboration with the ACFF, Voetbal Vlaanderen, Pro League and Brussels Football – has selected women's football as a key strategic priority.

## THE RBFA IS FOCUSED ON 4 PILLARS FOR BELGIAN WOMEN'S FOOTBALL:

- 1 **GROWING FROM THE GRASSROOTS**
- 2 **DEVELOPING TILL WE REACH THE HIGHEST LEVEL**
- 3 **MORE WOMEN IN FOOTBALL**
- 4 **OUR COMMERCIAL SUCCESS**





At the same time, we are looking to occupy a seat at the top table of international football. In the short term, the RBFA is eager to take the Belgian Women's Super League to a higher level. Our women's national teams also deserve all the attention possible. Let's not underestimate the great source of inspiration that players like Tessa Wullaert, Janice Cayman and Julie Biesmans represent for other women's footballers. We must support them – because they exemplify the success of Belgian women's football.

**OUR AMBITION FOR 2024:  
CONTINUE TO DRIVE THE RED FLAMES' PROGRESS AND RAISE US  
INTO THE TOP 8 OF UEFA RANKINGS**



**OUR CONCRETE ACTION POINTS:**

**A bigger budget for the clubs so they can deliver better training**, for the National Under-21s and the A team. Today, the RBFA and the Pro League already spend some €700,000 per season.

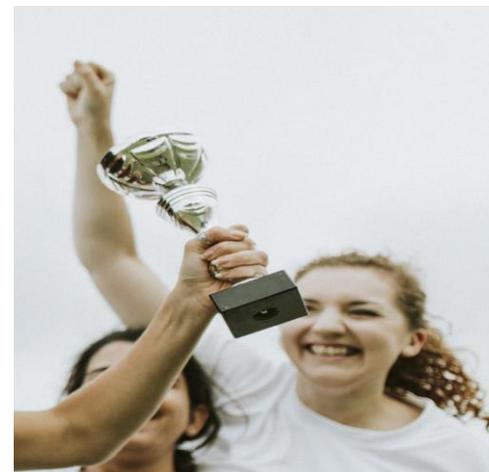
**Turn the Belgian Women's Super League into a strong brand, with its own identity and a higher profile, to attract sponsors.**

After the U19s, there is only the A team.

To improve the transitions, we want to offer the 'high potentials' every opportunity to be able to continue progressing, for example through training courses and friendly matches. In the long term, we also aim to set up a real U21s team.

The women's youth teams will benefit from a more professional approach and extra support, to ensure they will be optimally supervised from an early age and will understand what is expected of a high-level athlete. As an example, starting with the WU15 squad, there will be video analysis with evaluations before and after their performances, plus evaluation of their opponents, and monitoring of health and performance for each footballer so that she knows exactly what her body needs in the various phases of her development.

There will even be a specific programme for the goalkeepers.



**SCORING WITH OUR ELITE WOMEN AND MEN FOOTBALLERS**

It goes without saying that women's football is a major competition sport. With our national teams and our best Belgian clubs, we want to excel at the highest international level. So we will be supporting our best teams with an investment program in a sports framework and we will ensure that all the sporting expertise of our Red Devils and our Red Flames is made available to the high-level women's football community. The Belgian Football Centre in Tubize will be the place where the elite of Belgian women's football will meet regularly to inspire each other and exchange ideas.

We expect clubs to participate in the following six sessions in Tubize: Expertise Sportive, Analyse Vidéo, Health & Performance, Keepers Plan, Field Trip, and Stage. In this way, we aim to create a genuine community for elite women's football.

# 3

## MORE WOMEN IN FOOTBALL

Belgian women's football will enjoy faster growth if more women are involved in football. It's healthy to have ambition. So we want to see more female footballers and referees on the pitch, more women supporters in the stands, and more female coaches on the staff of our teams.

We must continue our outreach efforts - from the grassroots through to competitions, and from employees to women footballers. Women's football must establish itself through organic growth. It has huge potential!

## WE'RE WORKING ON IT

With an action plan aimed at attracting more women referees: **54% more by 2024!** This plan will be led by our professional referees department, managed by Stéphanie Forde (Director Operations Professional Refereeing).

With a plan to add more women coaches, through collaboration with regional federations.

**Objective: 30 a year.**

With the UEFA **coaching project**, led by Kris Van Der Haegen (Director Coach Education) designed to further professionalise the level of women coaches.



# Professionalisering

KAA Gent Ladies

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## Omkadering

- Coaches UEFA-A
- Physical Coach (fysiek/kracht)
- Kinesist
- Mental Coach
- Video-Analist
- Dokter
- (Voedingsdeskundige)



## Begeleiding

- 6 trainingen
- Video-analyse
- GPS
- Hartslagmeters
- Lactaattesten
- Periodisering
- Medische begeleiding met aandacht voor het "vrouw-zijn"
- Voeding



## Contracten

- Minimum Aantal Semi-Prof

contracten

11.000 EURO/jaar (bruto)

- Contracten voor begeleiders



## Sustainability

- SCOOORE Superleague
- TV-rechten
- Publiciteit
- Opleidingsvergoeding
  
- Rolmodellen
  
- Budget: 400.000 EURO



## ABOUT US

[www.kaagentladies.be](http://www.kaagentladies.be)

<https://www.facebook.com/kaagentladies>

<https://twitter.com/kaagentladies>

<https://www.instagram.com/kaagentladies>

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## INFO

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# Meeting #7

## PROFESSIONALISERING VAN VROUWENSPOORT

### Globale analyses en specifieke cases

Aula Academica | Universiteit Gent | 7 maart 2022

