
THE FAW'S 2021-2026 STRATEGIC
PLAN FOR WELSH FOOTBALL

A large, stylized graphic of a Welsh dragon in red and black, positioned behind the text. The dragon is facing right, with its head and front legs visible. The background is a solid dark grey.

**OUR
WALES.**

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Our vision is to create a leading football nation, one where the game is inclusive, accessible and successful. From park football to the world stage, our strategic plan is for a global, local Wales.

This is our Wales.

FOREWORD

We're proud to introduce **Our Wales** – the new vision and strategic plan for Welsh football. This exciting and ambitious six-year plan will guide our work until 2026, when the FAW will commemorate its 150-year anniversary.

Welsh football saw significant success over the last strategic cycle, but there is so much more to achieve. Our vision is simple. **We want to become a leading football nation at a global and local level. We intend to make football the most inclusive, accessible and successful sport in Wales**, consistently competing with the very best in the world. Every aspect of the football experience should be a positive one, enjoyed locally and nationally, making our nation proud.

Achieving this will require a renewed focus on our strategic objectives, the cornerstones of the game. We recognise the need for constant improvement. In the pursuit of excellence, it's essential we partner with our members and stakeholders to promote and develop football in Wales and beyond. Growing the game means providing a flexible, inclusive and appealing experience, and recognising where we still have room for improvement. We renew our priority to ensure women's and girls' football continues to expand and succeed. Of equal importance is making football a sport for all ethnicities, abilities and communities.

Most important are our people. This means focusing more on both listening to our participants and reaching out to new audiences. Developing education and learning programmes from grassroots through to high performance will support us in becoming a resilient, relevant and representative workforce.

We take pride in these foundations and continually strive to improve and grow all levels of the game. Achieving these objectives by 2026 will set us on the path to realising our long-term vision for football in Wales: local and global quality and success.

Steve Williams
President
Football Association of Wales

AN AMBITIOUS, LIVING STRATEGIC PLAN

Our Wales comes at a time of tremendous opportunity for Welsh football. This ambitious, living strategy will enable us to become agile and flexible in a fast-changing world, so that we can grow the game from grassroots right through to top class international football.

Three key values will underpin everything we do: excellence, family and respect. They will guide us in all aspects of our work. We'll **create a high-performance culture** on and off the pitch that reflects our values every day. We're building a diverse, skilled and welcoming football family that promotes excellence, integrity, inclusivity and fair play.

We'll attract greater investment of money, time and people and focus it on growth areas through an evidence-based approach to make sure we achieve our objectives.

Only through collaboration with great partners both locally and globally can we make the most of the opportunity ahead of us.

We saw the sporting family come together at a time of need during the Covid-19 pandemic and our focus is on building relationships with organisations including the Welsh Government and Sport Wales to extend reach and collectively deliver better outcomes for the whole of Wales.

Striving to make sure football fulfils its potential in every community in Wales, the FAW needs to be responsive and proactive with modern national and regional structures and systems. Work is already underway to increase and improve performance and efficiency to enable better workflows and business decisions.

Delivering this strategy successfully will strengthen the foundations for further growth in years to come. We're proud of our game, and want to highlight its benefits for everyone, everywhere.

Proud of what we've accomplished and with the determination to further enhance the game in Wales, we call on our football family – home and abroad – to join us on a journey to dare big and dream bigger.

Noel Mooney
Chief Executive Officer
Football Association of Wales



MORE THAN A GAME

BUILDING ON OUR ACHIEVEMENTS

During the last strategic cycle, we witnessed success at different levels of the game and accomplished our ambition to take Welsh football to the world stage. We proved that football is more than a game.

In 2015, our senior men's team qualified for a major tournament for the first time in nearly 60 years. Up to two-thirds of the population watched the games, with 200,000 fans celebrating the team's homecoming on the streets of Cardiff after their journey to the semi-finals of EURO 2016. This experience showed the untapped potential of Welsh football.

Less than a year later, we put Wales in the spotlight of the sporting world when we hosted the single largest sporting event in 2017, the UEFA Champions League Final. More than 300,000 fans arrived in Cardiff over the course of four days, while a live global TV audience tuned in from over 200 countries to watch both the men's and women's matches.

Wales qualified again for EURO 2020 and reached the Round of 16. We secured back-to-back qualifications for the first time ever. The senior men's team also continued their success in the UEFA Nations League, being promoted to League A in 2020.

The development and strength of our national youth teams are also clear with the men's under 17 and under 19 along with the women's under 17 squads qualifying for UEFA Elite Rounds during the last strategic cycle.

Additionally, we reached a number of other key milestones, including the restructure of the domestic pyramid, progressing the governance structures of the association, progressing our vision for a world class network of facilities, and increasing the number of women and girls playing the game.

Eager to build on the memorable moments and historic achievements, we enter the new strategic cycle with renewed energy, boldness, and a hunger to achieve even more. A game that will become even more accessible and enjoyable; A game more people will take part in more often, across a wide cross section of society and generations. A game that will improve people's lives and contribute to a story that inspires far beyond a football pitch.





STRATEGIC PLAN DEVELOPMENT

We've been working collaboratively to review the FAW strategy for Welsh football ahead of developing a new six-year strategic plan.

While there are themes and objectives that remain consistent from the previous strategic cycle, we've explored new and different ways of working as we plan for a new chapter for Welsh football.

We've listened to those who play as well as those who make it all possible through a mixed method approach which included extensive consultation. One that's thorough, action-oriented, and comfortable with debate, scrutiny and self-reflection.

There's no substitute for the involvement and input of our broad range of stakeholders, including players, coaches, managers, supporters, clubs, leagues, officials, volunteers, committees, staff, teachers, parents, journalists, sponsors and partner organisations. As well as working with the football family, we gained insight throughout the process from the expertise and experience of representatives from the business and sporting world in Wales.

We had the opportunity to test our aspirations and ways of working through an enriching collaboration with UEFA's Football Federations of the Future initiative. Additionally, we've built on different detailed reviews that took place during the strategy development period, such as the small sided game, stakeholder opinion research, and the women's and girls' pathway reviews.

We hope that simplicity and focus enable us to move forward with our vision for football in Wales.

PASSION, SPIRIT
& PRIDE.

DEVELOPING RESILIENCE FOR A RAPIDLY CHANGING WORLD

TOGETHER, WE CAN REACH NEW HEIGHTS

Living through times of rapid change where the business and football landscape is in constant flux, the FAW needs to become resilient and agile to achieve the objectives and goals set out in this plan.

As we use the progress made as a springboard for further success, we'll need to overcome the most significant disruption to the worldwide sporting calendar since World War II, the Covid-19 pandemic. The disruption and uncertainty it brings to football and society as a whole is immense and unavoidable.

Against the backdrop of a global pandemic, we cannot ignore the call to action from the Extinction Rebellion and Black Lives Matter movements. A call not only to unite against the climate crisis and racism, but to dismantle the systems of oppression and inequalities that continue to prevent under-represented and unheard communities from opportunities across all areas of football and society. It is our responsibility as an association to meet this call.

Yet often in such times of crisis, we see the true strength of our communities in Wales and beyond. Where differences are celebrated, where voices are amplified, where change is embraced.

As unavoidable as the need is to continuously evolve our business model we need to focus on responsiveness through constant monitoring, reviewing and adjusting our efforts. We must commit to concrete action and use our platform to face the challenges the current reality presents before us. Operating within a complex ever-changing landscape, leadership and governance cannot and should not be in isolation.

Together, we can reach new heights for Welsh football, locally and globally.



TOGETHER,
WE CAN REACH
NEW HEIGHTS
FOR WELSH
FOOTBALL,
LOCALLY AND
GLOBALLY.

OUR CHALLENGES



In our effort to remain competitive while creating growth and sustainability, we face the following challenges:

SOCIO-POLITICAL

- | | |
|--|--|
| ▪ Uncertainty and unpredictable changes to mass participation and sporting events due to the Covid-19 pandemic. | ▪ Social uncertainty due to global social movements questioning socio-political status quo and justice, including LGBTQ+, Black Lives Matter and Extinction Rebellion. |
| ▪ Political uncertainty following Brexit and maintaining relationships with the UK and Welsh Government. | ▪ The need to take action now on the climate crisis to protect the environment while delivering ambitious objectives. |
| ▪ The need to cater for a more diverse supporter and participant base because of an ageing population and changes in the cultural makeup of Wales. | |

GOVERNANCE

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| ▪ An inconsistent approach to the governance of the game at a local level. | ▪ The need to engage, listen and involve all stakeholders in the conversation. |
| ▪ Balance relevant skills, knowledge and experience to meet the needs of the organisation and represent the community it serves. | |
| ▪ A persistence of negative and damaging behaviour (e.g. bullying and discrimination) at all levels of football we need to overcome. | |

COMPETITIVENESS

- | | |
|---|---|
| ▪ The strength and emergence of international competition along with socio-economic factors. | ▪ The high cost, availability and quality of some facilities. |
| ▪ The ability to grow and develop all aspects of the game within current available resources. | |

ENGAGEMENT

- | | |
|---|--|
| ▪ The need for more innovative solutions to sporting provision to achieve an increase in participation. | ▪ The impact of technological progress on how people participate in and engage with sport and sporting entities. |
| ▪ The impact of consumer trends on the future of sporting participation. | ▪ Fans increasingly expecting personalised experiences. |
| ▪ Rapidly changing media landscape and competing demands for attention. | ▪ Lack of national media coverage for the domestic game. |
| ▪ The poor quality of public grass pitches and pavilions. | |

WORKING TOWARDS 2026 AND BEYOND: A VISION FOR WELSH FOOTBALL

A CLEAR, FOCUSED PLAN

While our long-term vision spans the next 10 to 30 years, the strategic objectives and enablers we've defined will support and guide our activities up to 2026.



OUR VISION

FROM PARK FOOTBALL TO THE WORLD STAGE – A VISION FOR A GLOBAL LOCAL WALES

We want to see football as a symbol of Welsh identity. A celebrated game that inspires and unites our nation and fuels Welsh pride.

On a global level, we strive to **create a leading football nation**. Our vision is to consistently compete with the very best in the world and make our nation proud. We want our national teams reaching World Cup Finals and European Championship Finals on a consistent basis, not only making history but also shaping the future for Wales and setting the standard for future generations.

Global and local dimensions of football are interconnected: the local game feeds the international game while international accomplishment leads to further success on our community pitches. Our mission will not stop until we **make football the most inclusive, accessible and successful sport in all parts of Wales**.

On our journey, we'll create memorable and enjoyable football experiences that enrich people's lives, and empower them to dare big and dream even bigger.

OUR VISION IS SIMPLE: A GLOBAL LOCAL WALES.

STRATEGIC OBJECTIVES: OUR GOALS FOR 2026

WALES ON THE WORLD STAGE

1.

Wales senior women qualifying for a major tournament thanks to a more competitive and effective elite player pathway, support service and international schedule.
2.

Wales senior men qualifying for World and European Championships as a result of a high performance environment on and off the pitch.
3.

Making Wales matches must-see events through memorable fan experiences that ignite Welsh pride and passion.
4.

Cymru Premier League clubs reaching the group stages of a UEFA club competition, and Wales to target a top 40 UEFA League coefficient position following the delivery of a clear strategy.
5.

The Adran Premier champions reaching the second round of the UEFA Women's Champions League as a result of raising standards through the new domestic game structure and the delivery of the women's and girls' strategy.
6.

Securing the final of a major UEFA club competition after attaining financial support with a compelling bid.
7.

Winning the bid to stage FIFA World Cup 2030 having developed a feasibility study and worked in partnership with neighbouring associations.
8.

Securing national teams' final tournaments and earlier round UEFA tournaments having explored the feasibility of such events and developed venues that meet the technical requirements.
9.

Hosting specialist UEFA and FIFA conferences or alternative format events which will be of paramount importance to the growth of the game in Wales.
10.

Becoming a world class coaching nation through the use of insights and new innovations that enrich the educational content and delivery offer.
11.

Increasing the number and quality of FAW educated managers and coaches involved with national youth teams, the professional game and the domestic structure through our progressive coach education offer.
12.

A Welsh registered referee officiating in a UEFA Finals tournament having advanced the support available to officials.
13.

Wales at the heart of world football decision-making with a Welsh delegate on the UEFA Executive Committee or FIFA Council.

A FLEXIBLE, INCLUSIVE AND APPEALING PLAYING OFFER

14.

Strengthening the confidence of the Welsh football family through redesigning activities that address the disruption of the Covid-19 pandemic and positioning grassroots football at the heart of our game.
15.

Broadening the appeal of football with new and alternative formats of the game according to people's needs and desires.
16.

Designing and implementing a national network of initiatives with a clear and attractive approach for transition and retention in an inclusive football pathway.
17.

Developing and delivering integrated and sustainable programmes in education to address the gender participation imbalance and give every girl the opportunity to be involved in football.
18.

Making football accessible and affordable for people from different socioeconomic backgrounds, and appealing and actively engaging to all segments of Welsh society.
19.

Delivering engaging and inspiring competitions to improve clubs and the standard of football.
20.

Creating a clear and sustainable women's domestic pyramid and developing the national league to act as a development platform for our international players.
21.

Creating stronger and sustainable clubs through effective financial and business development services that improve structures, practices and decision-making.

STRATEGIC OBJECTIVES: OUR GOALS FOR 2026

A SUSTAINABLE ASSOCIATION FOR THE FUTURE

22.

Protecting the sporting integrity through trusted rules and regulations, robust policies and efficient administration for the whole game.
23.

Developing an agile, receptive and diverse organisation with modern central and regional structures that are empowered and resourced to deliver the Welsh football strategic plan.
24.

Evolving the FAW to be representative of a diverse, inclusive and accessible game through trustworthy and effective structures.
25.

Strengthening the FAW’s financial position through cost savings as well as new and diversified income streams to increase revenue.
26.

Placing our football family at the heart of every interaction through a dynamic, seamless and uniquely personalised experience.
27.

Projecting a positive image of football and Wales on a local and global scale through informative and inspiring content.
28.

Becoming the most recognised bilingual sporting brand in Wales that inspires people to openly celebrate their identity and culture.
29.

Connecting the Welsh football family to our current and former international players through community events and digital content.
30.

Becoming an innovative, collaborative and connected organisation through impactful partnerships, use of insight and technological capabilities.
31.

Contributing to a healthier, happier and more sustainable Wales through trusted relationships with Welsh Government, Sport Wales and other key partners.
32.

Becoming a progressive organisation advocating on global and local issues that impact the game and our communities through the development and delivery of our sustainability strategy.
33.

Committing to a better tomorrow by better understanding the organisation’s environmental impact and taking steps to minimise the overall footprint of the game.
34.

Supporting the vision for the game in Wales by shaping the organisational culture and developing a clear plan to disseminate the core values of Welsh football.

A DIVERSE, SKILLED AND ENGAGED FOOTBALL FAMILY

35.

Growing a talented, diverse, resilient and engaged football family through a coherent resource management plan and a digital and innovative learning approach.
36.

Developing engaging and relevant education programmes for a variety of roles at all levels of the game.
37.

Improving engagement throughout Wales to increase the number of officials across the country through a targeted and effective recruitment and retention plan.
38.

Developing impactful insight through data analysis, player monitoring and coach development.
39.

Setting standards and delivering initiatives that promote positive behaviour, integrity, inclusivity and fair play.
40.

Promoting opportunities and sharing best practices with members of the football family through positive, proactive and consistent communications.
41.

Being recognised by every community in Wales as a welcoming, inclusive sport through our unwavering commitment to promote diversity and inclusion at all levels of the game.
42.

Continuously improving our health and wellbeing provision to members of the football family through specialist advice, education and care.

STRATEGIC OBJECTIVES: OUR GOALS FOR 2026

INSPIRATIONAL AND FIT-FOR-FUTURE FACILITIES

43.

Developing high standard facilities that meet national team needs and FIFA / UEFA competition requirements.
44.

Creating stronger and sustainable clubs by investing in facilities that improve training and competition opportunities and supporting active community partnerships.
45.

Partnering with Welsh Government, Sport Wales and Local Authorities to offer quality facilities for people of all ages across Wales.
46.

Providing more opportunities for participation for all groups through the development of accessible, inclusive quality facilities.
47.

Developing new facility models that serve wider community needs as well as generating more income for the game and its clubs.
48.

Supporting the development of stronger clubs through effective facility management and pitch maintenance models.
49.

Thinking long term by investing in environmentally sustainable facilities.
50.

Developing a business case and rigorous, effective grant administration process to target longer term investment into the game.

CLEAR AND EFFECTIVE PATHWAYS FOR PROGRESSION

51.

Developing clear and effective boys’ and girls’ pathways to maximise cap accumulation and exposure to relevant and appropriate levels of competition.
52.

Enhancing our ‘Welsh Way’ identity across the football family in Wales to support and develop the next generation of Welsh international players.
53.

Maximising the potential of our most talented players through appropriate player monitoring and the development of world-class support services across all national youth teams.
54.

Achieving consistent qualification for European Elite and Final tournaments of each of the men’s national youth teams through aligning our elite pathway and in and out of camp support services.
55.

Providing a more competitive international and domestic games programme to prepare elite female players for national team success through increased contact time and dedicated resources for the technical and support services.
56.

Maximising talent identification and retention opportunities by integrating performance-based objective measures and enhancing relationships with key stakeholders across the professional and domestic game.
57.

Developing stronger licensed academies in Wales to support domestic player development for boys and girls through the support of Heads of Coaching and FAW girls’ regional academies.

ENABLERS

During this new strategic cycle, it’s critical that we evolve to focus our energies and resources effectively while building upon our existing organisational strengths. There are five key strategic enablers that we identified to support our strategy.

To achieve sustainable success, we’re committed to embrace and develop the following enablers:

INVESTMENT

We’ll invest time, money and expertise to develop and grow the game in Wales through activities aligned to the strategy. We’ll funnel this investment towards targeted areas for growth and optimise the resources available to secure the long-term success and stability of the game – and achieve even more in the future.

IMAGE

We’ll enhance and strengthen the image of Welsh football and the FAW as we improve our activities domestically and internationally. We want to boost the passion we feel as a nation for the game in Wales, as we understand that the image stakeholders have influences their support. We strive to create a more inclusive game and we’ll define a consistent approach to using data, research and insights to measure the organisation’s image on a regular basis.

SYSTEMS

We won’t just improve performance in the short term but lay the foundations for consistent and resilient growth in years to come. Harnessing insight and technology, we’ll increase and improve performance and efficiency, and enable better workflows and business decisions. We’ll work towards developing a strong culture of smart, innovative and responsive action.

INSIGHT

We’ll embed a programme of research and insight within the business planning process to inform and evaluate key initiatives. This will help us build stronger relationships with those involved and not yet involved with the game in Wales, ensuring that our work is impactful and lasting. We want to continue to learn, understand and explore.

ENGAGEMENT

We’ll engage and collaborate with local and international partners at all levels of the game to maximise our chances of success. We commit to advocate for positive change and use our influence to challenge the status quo and create better, fairer opportunities for individuals, communities and society at large. We’ll embrace digital solutions and different ways of working to create new opportunities and better engage audiences.

PLAN DELIVERY

This strategic plan is an important marker for the FAW and our future direction, and we’re devoting the attention and resources necessary to realise our vision.

The development of a full six-year implementation plan will map out how we bring the plan to life. For it to be successful, the FAW must review all goals and ambitions on a regular basis to ensure we stay relevant and meet the needs of football in an ever-changing world. We’ll also monitor and communicate our progress against the strategic plan through annual reports.

Although challenging, our aspirations are also achievable, and the FAW is committed to bringing our vision to life.

TRACKING PROGRESS

To ensure that we’re on the right track towards the realisation of our vision, the FAW is committed to monitoring progress against each of our strategic objectives using a well-defined set of metrics.

By tracking and reviewing the plan on a regular basis, we’ll make sure that goals are always relevant and realistic while remaining accountable for the execution of the strategy.

Being proactive in monitoring the primary drivers of performance, the FAW will be able to develop and implement effective countermeasures when sudden and unexpected events throw plans off course.

The development of the FAW Dashboard will bring all of this data to life and help the Board and executive team visualise and understand the information.

KEY MILESTONES BY 2026



The FAW is committed to monitor the state of football in Wales to ensure the continuous success of the game, on and off the field. We'll track and visualise the progress of our work for each defined metric under the five UEFA Grow themes.

PERFORMANCE

- | | |
|---|--|
| ▪ Wales senior men qualifying for FIFA World Cup 2022 or 2026 | ▪ Wales senior women qualifying for UEFA Women's EURO 2025 |
| ▪ Wales senior men reaching knockout stages of UEFA EURO 2024 | ▪ Welsh club reaching the group stage of UEFA club competition |

PARTICIPATION

- | | |
|---|---|
| ▪ 150,000 registered members | ▪ 120,000 registered players (77,161 in 2021) |
| ▪ 100,000 registered male players (68,325 in 2021) | ▪ 20,000 registered female players (8,836 in 2021) |
| ▪ 30,000 registered game changers (16,438) | ▪ 16,000 registered coaches (10,579 in 2021) |
| ▪ 12,500 registered volunteers in clubs, leagues and Area Associations (5,000 in 2021) | ▪ 1,500 registered referees (859 in 2021) |
| ▪ Percentage representation from Ethnically Diverse Communities to be above the Welsh average | ▪ Percentage representation with a disability or health condition to be above the Welsh average |

FINANCE

- | | |
|---|---|
| ▪ FAW to consistently report annual operating profits by doubling its annual revenues | ▪ Invest a minimum of £20+ million in Welsh football facilities |
|---|---|

IMAGE

- | | |
|---|---|
| ▪ Football to be ranked as the number one sport in Wales (ranked second in the UEFA image research in 2019) | ▪ Wales to play a proactive role in a winning UK and Republic of Ireland bid to stage FIFA World Cup 2030 |
| ▪ Securing another major UEFA Club Final to be staged in Wales | ▪ Host specialist UEFA and FIFA conferences or alternative format events |

ENGAGEMENT

- | | |
|--|--|
| ▪ 50% increase in engagement and following across digital platforms | ▪ Achieve a gender parity of 40% on the FAW Board |
| ▪ 75% or more positive experiences of working with the FAW (55% in 2021) | ▪ A year-on-year growth in the football satisfaction score |

BRINGING OUR PLAN TO LIFE

OUR PURPOSE

LEADERS IN THE PURSUIT OF
EXCELLENCE – ON AND OFF THE
PITCH – PARTNERING WITH OUR
MEMBERS AND STAKEHOLDERS
TO PROMOTE, DEVELOP AND CARE
FOR FOOTBALL IN WALES AND
BEYOND.

One of the three oldest associations in the world, the FAW was established in 1876 to nurture, lead and promote the interest of football in Wales.

As a member of FIFA and UEFA, we're committed to fostering the game in light of fair play on a global basis, and we're active guardians of the 'Laws of the Game' along with another four bodies through IFAB.

Our mission is to make sure that football creates positive, inclusive experiences enjoyed locally and nationally, and promote the sport in Wales by highlighting its benefits for everyone, everywhere.

We recognise a need for constant development and improvement, and Welsh football must not sit at the side-lines. By listening and working with our football family members and stakeholders, we strive to provide an inclusive and accessible offer that creates opportunities for all at every level of the game.

By harnessing the power of football and all it has to offer, we'll make a difference for every member, stakeholder, supporter, and community throughout Wales and beyond.

“
**WE CALL THEM
THE RED WALL**

**WHEN WE SEE THEIR PASSION IN THE STADIUM,
THOUSANDS, ALL IN RED, OUR COLOUR,
THEY INSPIRE US. WE WANT TO
MAKE THEM PROUD.**

Gareth Bale

BRINGING OUR PLAN TO LIFE

| OUR VALUES

These are our fundamental beliefs which play an integral part in supporting our vision for Welsh football and its culture. We'll do our best to honour and use them not only to guide all aspects of our work, but also as an example for all members of the Welsh football family.

EXCELLENCE

We approach every challenge with determination and a drive to deliver our very best in all we do. We display commitment, motivation, discipline and perseverance, and hold ourselves accountable for results. In every aspect of football and business, we strive to excel.

RESPECT

We believe that different ideas, strengths, interests, and cultural backgrounds are fundamental for success. We'll earn the respect of others through our commitment to be open, honest, ethical and fair.

FAMILY

We promote a welcoming culture of warmth and belonging where everyone is embraced. Through the power of the collective, we'll continue to expand our football family, welcoming anyone who wants to achieve great things for Wales.

“
WE’VE SEEN SIGNIFICANT
GROWTH ACROSS THE
FEMALE GAME IN RECENT
YEARS IN TERMS OF
PARTICIPATION NUMBERS
AND INCREASED VISIBILITY.

IT’S TIME TO BUILD ON THAT
MOMENTUM AND REALISE THE
POTENTIAL OF WOMEN’S FOOTBALL.

Sophie Ingle

BRINGING OUR PLAN TO LIFE

MORE THAN A GAME

Football can change lives for the better. It has the power to connect people and impact their lives in positive ways.

Football is not just a game: it's a driver of change with the ability to impact our nation for the better. But the way we operate as an organisation needs to adapt and evolve to be relevant and appropriate today and tomorrow. We need to unleash and harness the potential of football to transform Wales into the best place it can be.

Not only does football come with obvious physical health benefits, but also wellbeing and social health: boosting self-esteem and strengthening social cohesion within communities.

The aspirations set out in the Well-being of Future Generations (Wales) Act 2015 also guide our vision for football in Wales. We understand the importance of our role in Welsh culture as well as the impact of our activities to promote a bilingual Wales. We aspire to deliver a sport that supports a healthier, more equal and globally-responsible Wales.

We share the ambitions highlighted in the Welsh Government's International Strategy, and understand the role football can play in creating a strong international presence, showcasing Wales as a globally responsible nation.

We're working together towards making a Wales we're all proud to call home, today and for generations to come. A welcoming nation that brings us all together.

A better Wales for present and future generations.

TOGETHER. STRONGER.

We aspire to push the boundaries and expand our horizons to create a lasting legacy for football in Wales, bringing an entire nation together to celebrate the game.

But we cannot do this alone. Our vision can only be met if we work together. In our efforts to reach our goals, we must combine our passion and inventiveness and strive to be supportive, empathetic, and, above all, collaborative.

We know we can accomplish so much more together by collaborating with clubs, leagues and organisations, and reap the rewards of our combined skills, knowledge, experiences.

More than ever, we need to explore and develop new ways of working to get the support not only of those traditionally involved in football but also with new, exciting partners.

This multi-partner approach will enable us to strengthen and grow the game for all, and work towards accomplishing our vision for a global local Wales.

This idea has never been more powerful, nor more necessary.

BUILT ON WELSH SPIRIT



BRINGING OUR PLAN TO LIFE

OUR NETWORK OF GLOBAL AND LOCAL PARTNERS

FIFA

Founded in 1904, the Fédération Internationale de Football Association is based in Zurich and governed by Swiss law. With 211 member associations, its goal, as stated in its Statutes, is the constant improvement of football.

FAW

The FAW has been at the heart of football since 1876, making it the third oldest association in the world. With a duty to care, promote and develop football in Wales, the FAW is a member of FIFA and UEFA and is one of the five bodies that make up IFAB, the guardians of the ‘Laws of the Game’.

LEAGUES

Leagues include organisations that arrange and run either a seasonal competition of a league or a series of leagues for clubs.

UEFA

Consisting of 55 national association members, the Union of European Football Associations is the administrative body for association football in Europe and part of Asia. UEFA is one of six continental confederations of world football’s governing body FIFA.

FAW TRUST

Founded in 1996, the FAW Trust is a registered charity working in partnership with the FAW to deliver the vision, goals and actions of Welsh football.

AREA ASSOCIATION

An Area Association is a regional football association responsible for organising competitions, and promoting, fostering and improving the game of association football. There are currently six Area Associations in Wales, including: Central Wales Football Association; Gwent County Football Association; North East Wales Football Association; North Wales Coast Football Association; South Wales Football Association; and West Wales Football Association.

WELSH SCHOOLS FA

Formed in 1911 to encourage the development of pupils through association football, the WSFA organises competitions for pupils in both Primary and Secondary schools as well as international football.

SPORT WALES

Sport Wales is the national organisation responsible for developing and promoting sport and physical activity in Wales. Sport Wales is a key adviser to the Welsh Government on sport and supports the delivery of its strategic priorities through the Vision for Sport in Wales and the Sport Wales Strategy.

FOOTBALL FOUNDATION

The Football Foundation is the charity of the Premier League, The Football Association and UK Government. It helps communities improve their local football facilities through grants. It brings key football partners together around a shared vision to improve football facilities across Wales and England. The FAW will look to strengthen this partnership through its planned facilities investment plan.

EDUCATION PROVIDERS

We will enhance provision and maximise use of facilities by working with partners from the education sector, including schools and further and higher education institutions.

COMMERCIAL PARTNERS

Working with the commercial sector provides an income stream as well as expertise, specific activity and other services to support the game in Wales.

THE WELSH GOVERNMENT

The Welsh Government is the devolved government of Wales. The FAW will work closely with the Welsh Government and Sport Wales to encourage the development of future policies that enable the effective delivery of our shared vision and priorities.

LOCAL AUTHORITIES

Our involvement with social and cultural initiatives and organisations not only provides a platform to enhance our appeal to the commercial sector but also allows us to better engage our audiences and communicate our key messages to enrich football in Wales.

FUTURE GENERATIONS COMMISSIONER FOR WALES

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales. We’ll work with the Commissioner to ensure that we are contributing to a Wales we all want to live in, now and in the future.

MEDIA

The media in Wales provide services in both Welsh and English, and play a key role in promoting football and Welsh culture.

SOCIAL AND CULTURAL PARTNERS

Our involvement with social and cultural initiatives and organisations not only provides a platform to enhance our appeal to the commercial sector but also allows us to better engage our audiences and communicate our key messages to enrich football in Wales.

For more information
about Welsh football

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