



EWF Women's Long-Term Plan

1. Align with EWF Board Strategy

- Support and contribute to the goals outlined in the EWF Board's Strategic Plan.

2. Raise the Profile of Women's Football

- Promote the EWF women's section nationally and internationally to increase visibility and recognition.

3. Explore Biennial Showcase Fixtures

- Research the feasibility of hosting a high-profile fixture every two years on a different continent (e.g. Thailand or Rio).

4. Secure Appropriate Funding and Resources

- Advocate for fair and consistent support from the Board to ensure the women's section is well-funded and properly resourced.

5. Maintain Strong Coordination with the Board

- Prioritise clear communication, collaboration, and alignment with the Board to ensure long-term sustainability.

England Walking Football
Director of Women's Football



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