

ZIFA[®]

Women's Football Strategy

2025 - 2028

Her Game. Her Future.



Message From The President

It is with great pride and a deep sense of purpose that I present the Zimbabwe Football Association's Women's Football Strategy, a landmark blueprint that charts a bold and transformative future for the women's game in our country. This strategy is more than Zimbabwe as a competitive force in African and global football.

Women's football in Zimbabwe has a rich and inspiring history. From the Mighty Warriors' iconic achievements to the passion seen across our provinces, the potential has always been clear. What has been missing is a coordinated, well-resourced and clearly structured system capable of nurturing talent from the youngest age groups through to the senior national teams. Today, we take a decisive step towards building such a system.

This strategy sets out a comprehensive approach anchored on five pillars: Growing Participation, Showcasing the Image, Striving for Excellence, Building Foundations, and Bringing Structures. Each pillar speaks to our collective ambition – to create a world-class, inclusive and competitive women's football ecosystem that leaves no girl, no community, and no dream behind.

Our vision is clear: a strong foundation at grassroots level, a thriving youth system, competitive domestic leagues, well-supported national teams, and a sustainable commercial model. Achieving this vision requires collaboration across all levels of the game – schools, clubs, academies, communities, government, partners, and the football family at large. It demands that we remain accountable, transparent and united in purpose as we implement the plan.

I would like to commend the Women's Football Committee, the Technical structures, the Zimbabwe Women's Premier Soccer League, and all stakeholders who contributed their expertise to this process. Your dedication reflects the passion that exists within the women's game.

To every girl who dreams of playing football, to every coach nurturing talent, to every parent offering encouragement, and to every club fighting against the odds – this strategy is for you. It is a promise that ZIFA is committed to building a system where talent is recognised, supported and celebrated. Let us move forward together, with confidence and determination, as we usher in a new era for women's football in Zimbabwe. The future is bright, and the journey has only just begun.

Nqobile Magwizi

President, Zimbabwe Football Association



Message From The General Secretary

The launch of the Zimbabwe Football Association's Women's Football Strategy marks an important milestone in our ongoing efforts to strengthen, professionalise and elevate the women's game in Zimbabwe. As the Secretariat, our role is to ensure that this strategy is not only implemented, but embedded into the everyday operations, planning and governance systems of the Association.

This strategy arrives at a critical time. Across the world, women's football is expanding at an unprecedented pace – athletically, commercially and socially. Zimbabwe must position itself to harness this momentum. The plan before us provides the structure and clarity needed to build a sustainable model that promotes participation, enhances competitiveness, and ensures that the women's game receives the respect and investment it deserves.

One of the strengths of this strategy is its holistic approach. It recognises that development must begin with strong foundations: well-governed structures, safeguarding standards, clear policies, capacitated administrators, quality coaching, and accessible competitions. It also identifies the importance of commercialisation, visibility, digital platforms and strategic partnerships – all critical for building a vibrant and marketable women's football brand.

For the Secretariat, implementation is key. We are committed to ensuring that the budgets, timelines, monitoring systems and reporting mechanisms outlined here are effectively managed. We will work closely with the Executive Committee, the Women's Football Department, regional structures, government partners and all stakeholders to deliver results that are measurable and sustainable.

This strategy is an investment – not just in football, but in Zimbabwean women and girls. It is an investment in their opportunities, their voices, their dreams and their future. I encourage all stakeholders to embrace this plan with enthusiasm, unity and determination.

Together, let us build a system that inspires, empowers and performs.

Yvonne Manwa

General Secretary, Zimbabwe Football Association



Introduction

1

Introduction

Every great movement begins with a story — one of resilience, courage, and vision. The story of women's football in Zimbabwe is one of young girls kicking makeshift balls on dusty grounds, of communities slowly learning to cheer not just for goals, but for equality. It is a story of pioneers who challenged stereotypes, of generations that played for the love of the game long before recognition or resources came their way.

Today, women's football stands at a new crossroads where history meets ambition, and passion meets structure. The Zimbabwe Football Association (ZIFA), through this Women's Football Strategy (2025–2028), sets out a bold and inclusive roadmap to transform the women's game into a powerhouse of opportunity, national pride, and competitive excellence.

It seeks to ensure that every girl in Zimbabwe from grassroots to elite level has a place in football, not only as a player but as a coach, referee, leader, or fan.

This strategy builds on existing progress, aligns with FIFA and CAF Women's Football Development frameworks, and is firmly rooted in ZIFA's broader strategic agenda. It is a collective call to action for government, communities, clubs, schools, and partners to invest in the women's game as a tool for empowerment, unity, and transformation.

The journey ahead is ambitious, but so were the women who took the first steps. This document honours their legacy by defining clear goals, measurable outcomes, and the structures that will propel Zimbabwean women's football into a new era.



Background

2

Background

The roots of women's football in Zimbabwe trace back to the late 1980s and early 1990s, when informal community teams began forming across urban centres such as Harare, Bulawayo, and Mutare. Despite limited infrastructure and social barriers, the enthusiasm of pioneering women sustained the sport.

The Mighty Warriors, became a symbol of hope and pride qualifying for the WAFCON multiple times and making history with their qualification for the Rio 2016 Olympic Games, a defining milestone for women's sport in the country.

Over time, domestic competitions expanded and the nation witnessed the rise of young female referees, coaches, and administrators who began breaking barriers in a space once dominated by men. Participation in COSAFA, CAF, and FIFA competitions also enhanced the country's visibility and inspired a new generation of girls to take up the sport.

However, the journey has not been without challenges. Yet, the passion for the game has never waned. The commitment of the Women football community has kept the spirit alive, even in the most difficult times.

This strategy, therefore, emerges as a response to both the progress and the gaps. It builds upon lessons from the past and introduces a systematic approach to development linking grassroots participation, coach education, league growth, talent identification, governance, and commercialisation into one cohesive framework.

The story of women's football in Zimbabwe is still being written and this strategy ensures that its next chapter is one of empowerment, professionalism, and pride.

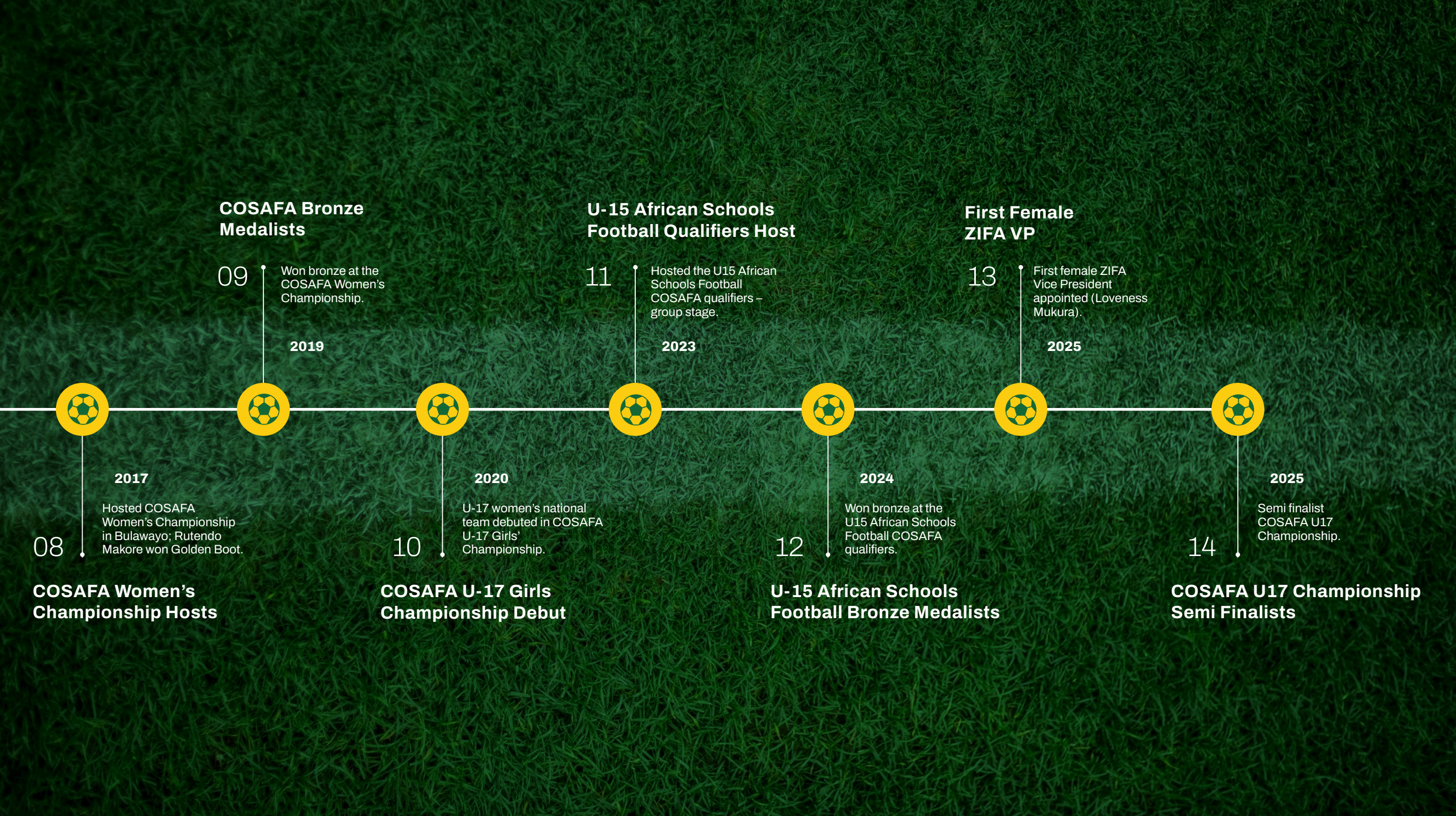


Timeline

3







Current State of Women's Football

4



Womens' Football in Numbers

04

 Female Exco
Members

01

 Responsible for
Women's Football

152

 Female Referees

10

 Commissioners

13

 CAF Licensed
Female Coaches

2000

 Licensed Players

04

 National Teams:
Seniors, U-20,
U-17, U-15

16

 Top Division
Teams ZWPSL

04

 Regional Leagues

04

 Active Provincial
Leagues

The Game Plan

5

Vision, Mission & Goal



Vision

To champion a world-class women's football movement that unites national identity, gender empowerment, and competitive success—driven by excellence on and off the field.



Mission

To drive the growth of women's football through strong club networks, equal opportunities, and a clear pathway from grassroots to elite levels.



Goal

To build a system that identifies, supports, and elevates every girl who is passionate about football.

Our Values



Respect

We honour every girl's dignity, voice, and right to participate fully and safely in football.

Teamwork

We believe success comes from collective effort, collaboration, and unity of purpose.

Integrity

We commit to honesty, accountability, and ethical conduct in all football activities.

Excellence

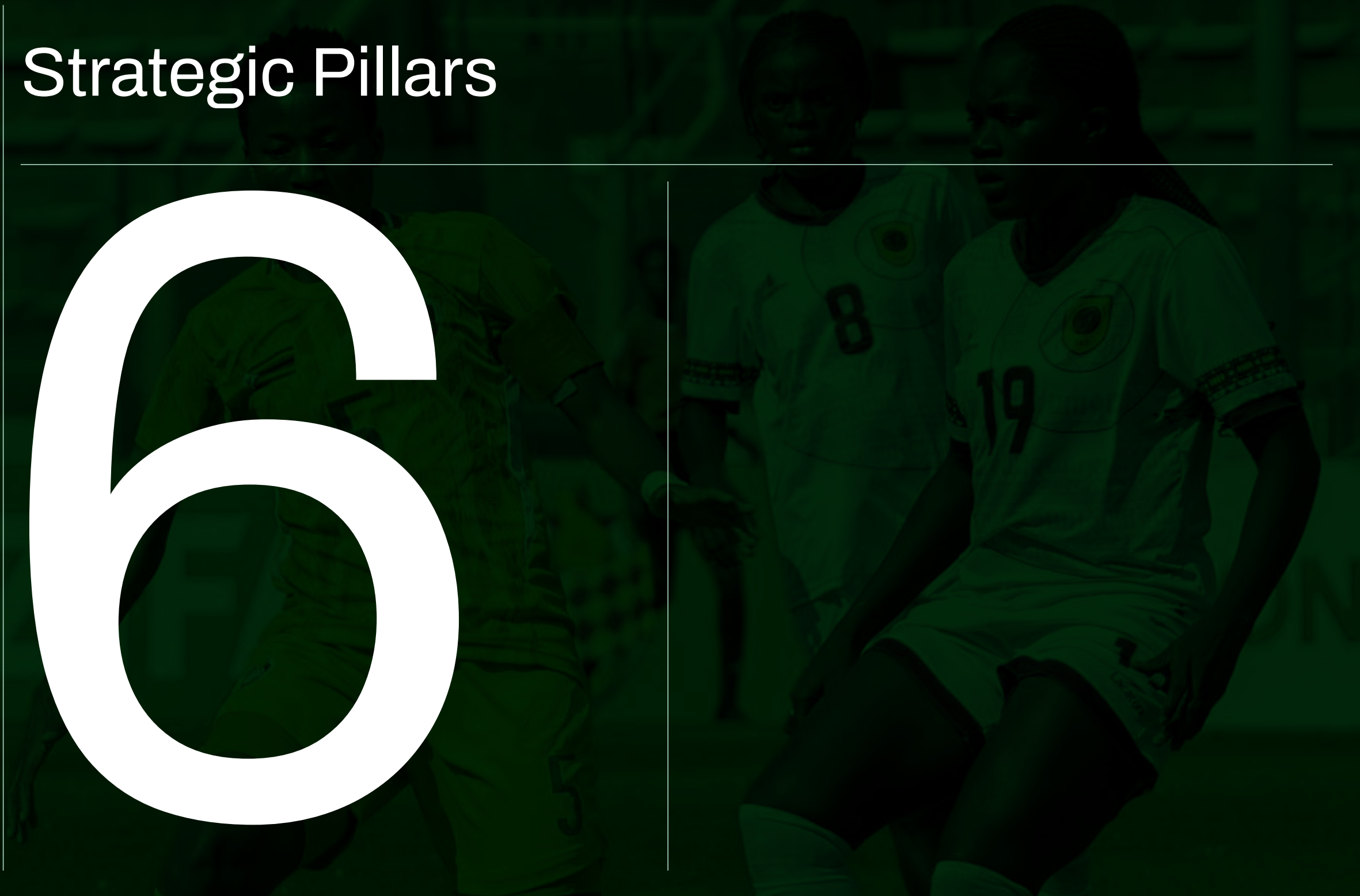
We strive for world-class standards on and off the field to elevate women's football nationally and internationally.

Empowerment

We use football as a tool to unlock confidence, opportunity, and leadership in every girl and woman.

Strategic Pillars

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Pillars

Growing
participation

Showcasing
the image

Striving for
excellence

Building
foundations

Bringing
Structures

Growing participation



Goal



Drive growth in women's football participation at all levels, including players, coaches.



Ensure a clearly defined pathway and consistent competitions for all age groups.



Increase number of competitions at all levels , providing proper player pathway.

Action

- Apply for FIFA women's football campaign to be rolled out in the underserved provinces by May 2026.
- Introduce primary school zonal tournament targeting under 13s by January 2027.
- Create a players and coaches database for primary schools by August 2026.
- Introduce player registration system on all levels FIFA Connect.

- Work with NAPH to revise competition format by February 2026.
- Draft the regulations of each specific age group.

- Apply for FIFA League development programmes to explore potential and secure funding for running the set competitions.
- Liase with the Sports and Recreation Commission towards reintroduction of the YES Games for January 2026.
- Apply for FIFA women's football campaign by September 2025, to be rolled out in the underserved provinces by May 2026.
- Set up structures to run football at grassroots and youth level, through relevant regional associations and committees.
- Create Regulation frameworks for formation of leagues and academies.
- Support clubs by providing stipend for participation in leagues.

Showcasing the Image



Goal



Break public stereotypes for women's football, by creating positive and inspiring image.



Develop a strong women's football brand that resonates with fans and attracts sponsors.



Become the most visible sport for Women's and girls' in Zimbabwe.



Build Women's Football as a viable product, increase revenue streams and create strategic partnerships and sponsorships.

Action

- Utilize the FIFA Women's Football Campaign to educate communities, challenge perceptions and raise awareness on women's football. Beginning September 2026.
 - Identify media houses to work with, to feed content to on women's football beginning in the new season 2026.
 - Showcase success stories and use them to promote women's football as a positive platform for girls to grow career and change their communities for the better. Ongoing from November 2026.
- Conduct market research to get perception of current image of women's football in Zimbabwe.
 - Develop women's football visual identity that resonates with all women's football stakeholders by August 2026
 - Train national team players and technical personnel as well as clubs on good social media use by August 2026.
- Establish a fully functional digital platform with weekly content updates.
 - Assign a social media focal person to manage Women's Football promotion activities and the social media accounts.
 - Develop women's football visual identity that resonates with all women's football stakeholders by August 2026.
 - Mandate clubs to have own social media pages and generate content consistently beginning April 2026. Training of clubs on marketing and promotion strategies by August 2026.
- Develop a commercialization strategy for women's football by May 2026.
 - Identify aligned interest potential partners and develop sponsorship or partnership packages to approach them by November 2026.
 - Create a database of potential sponsors, develop sponsorship proposals and approach for support with leagues or national teams by January 2027.
 - Organise Women's Football Fundraising events and campaigns by May 2027.

Striving for Excellence



Goal



Improve the performance of Zimbabwe's women's national teams - Restore Zimbabwe's glory days by qualifying for major tournaments and getting back to status as a giant in Southern African football.



Establish a structured women's football development pathway, through strengthening local competitions, investing in coach education, and creating strong scouting system from grassroots and youth to senior football.



Build competitive youth and senior national teams and increase number of competitions they attend annually.



Improve players and WNT coaches welfare and set the same equal standards with men's National team on all levels.

Action

- Run camps for local based players during the league breaks to keep them active beginning in January 2026.
- National team camps of 2 weeks minimum prior to participation in tournaments for all national teams beginning May 2026.
- Liase with colleges and Universities to send players abroad on scholarships beginning in January 2027.
- Create International scouting plan for players with Zimbabwean heritage who are eligible to play for Zimbabwe and are based abroad, beginning February 2026.
- Create high performance centres by partnering with universities in 2 key locations by May 2028.

- Identify and train 4 regional scouts to work in each region by December 2027.
- Work with TDS program to create scouting tournament for under 15 players and run national team camps at least 1 per year beginning in January 2026.
- Utilise the national youth games as scouting platform for under 20 national team players beginning August 2026.
- Use FIFA TDS program to create program for talented girls under 15.
- Maintain a well updated and accurate database for national team players, covering from under 15 and all the way up.
- Develop clear player development philosophies from grassroots to elite by December 2026..

- Continued participation of all national teams in COSAFA, CAF and FIFA Competitions annually
- At least 1 international friendly for the under 15, 17 and 20 national teams starting in January 2027.
- Senior national team to participate in at least 4 competitions each year to satisfy conditions for FIFA Forward and to improve FIFA ranking.
- At least 2 national training camps during international breaks (if not playing a competition), beginning January 2027.
- Run camps for local based players during the league breaks to keep them active beginning in January 2026 .

- Proper Injury rehabilitation of players post national team duty and during domestic league matches or club assignments by making arrangements for players to receive support and care even if not under national team duty, beginning January 2026.
- Proper kitting and distinct visual look for the women's national teams by February 2027.
- Improve incentives for players and technical personnel by seeking for additional funds for players by May 2027.
- Utilise data analysis tools and other modern technologies through the Universities to track player progress, analyse data and improve player performance based on evidence.
- Maintain, full contracted national team staff, for key roles such as Head coach, Assistant coach, Team manager and goalkeeper coach ongoing by May 2027.

Building Foundations



Goal



Create safe and welcoming environment on and off the pitch.



Ensure quality infrastructure at all levels.



Explore and create club support programmes to incentivize the clubs who work in Women's football , support them with relevant programmes and IT solutions.



Invest in capacity development for women in football administration, coaching, and officiating.



Introduce Capacity building course for all technical personnel and technical roles in the leagues.

Action

- Safeguarding training for all school team` coaches and plauyers by beginning of January 2026.
- Liase with programs like Grassroots Soccer to provide life skills education through football in the schools.
- All coaches, players and administrators to be Safeguarding trained by June 2026.
- Liase with Ministry of Education to include life skills education as part of PE curriculum.

- Create partnerships with schools for facilities by July 2026.
- Create partnerships with Universities for facilities July 2026.
- Renovation of facilities to cater for female use (long term plan – 2028).

- Support clubs by providing stipend for participation in leagues and Premier league to take up referees costs.
- Support clubs to collaborate with local authorities for infrastructure by July 2026.
- Partner with Universities to add more teams to the provincial leagues and for infrastrukturasl support.
- Educate clubs on FIFA Connect usage.

- Create and certify ZIFA coach education programm aligned with CAF coaching convention.
- Identify the potential targeted audience for coach education on all licence levels, Explore FIFA Coach education programme.
- Appoint and recruit coaching instructures.
- Introduce Grassroots coach education programme for PE teachers at schools to raise their qualification.
- Create referee recruiting programme Ensure proper training of qualified referees .
- Young referees program in the schools to reach 50 young female referees by December 2027.
- Create salary range for all referees affiliating different leagues.

- Creation of Capacity building framework.
- Explore FIFA Capacity building for Administrators programme.
- Identify opportunities to conduct training for other technical roles like data analysts, medics, sport psychologists.

Bringing Structures



Goal



Introduction of standards for affiliating home and away matches.



Create club licensing system for Top division and 1st league clubs.



Create synergies between all relevant authorities in the provinces to set the proper structures.



Improve female representation and recognition in all the Women's Football committees, club management, regional and national associations, and at Executive Committee levels.



Empower more women to take up leadership and decision-making positions.

Action

- Revise competition regulations to include regulatory framework for match organization on all levels.
- Create match organizational check list to support clubs in match organization.
- Create a pool of match delegates to supervise the match organization.
- Develop all key regulatory framework for player transfers, age cheating, social media policy etc. and train clubs and players by November 2026.

- Apply for FIFA Club licensing programme by end of 2026 and appoint person for Club Licensing.
- Utilise men's club licensing program, for male clubs to adopt women's football clubs which would aid sustainability. At least 2-3 male club owning women's football teams by December 2027.
- Introduce Club licensing system by the 2027.

- Identification of key persons in the regions and provinces for communication.
- Bring all regional chairpersons together once a year to align efforts and standards to ensure all regions are informed, compliant and will be accountable beginning in January 2026.

- Develop clear criteria for composition of women's football committees, with clear roles, specified terms, minimum participation figures for women and men and succession planning by May 2026.

- Audit assessment of key roles needed to administrate the game better be it at regional or national and Association levels. Fill necessary roles by May 2027.
- Benefit from FIFA Women's in Football Leadership programme.



Thank you.

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