



ISRAEL
FOOTBALL
ASSOCIATION

ההתאחדות לכדורגל בישראל

IFA 2022-2027 Strategic Plan

Creating a New Reality



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| Background

Football is the most popular sport in Israel and worldwide.

The IFA, leading the field in Israel, has formulated a long-term strategic plan

The strategic plan:

- Defines the vision for Israeli football as well as the IFA's leading vision and values
- Sets the IFA long-term objectives and presents an operative plan for achieving them



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MISSION

| IFA Mission

Israeli football reaches every home in Israel,
pursuing educational, social and sporting excellence
and generating national pride in the international arena



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VISION

| IFA Vision

The IFA leads the football industry in Israel by introducing **social, educational and sporting changes**, motivated by **creativity, innovation and excellence**.
It is an influential factor in the expanding and developing the sport in Israel and around the world.

Calling Card

Founded in 1928 | UEFA member since 1997



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41,200

Players



9

Partners



~20K

Matches per year



1,200

Youth teams
nationwide



14

Active and playing
national teams



1,000

IFA employees

100 staff | **850** Referees
65 Management team



18%
Rating



300k
Views



32%
Facebook engagement

| Our Values



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Excellence & Professionalism

Ongoing growth derived of persistence, courage, good habits and learning what is needed for improving



Community

Growing communities lead change by creating new knowledge and through mutual learning



Transparency

Honesty, openness and integrity in decision making and results



Respect

Involving everyone, accepting everyone



Innovation & Creativity CLIC

Committed to ongoing curiosity, learning, entrepreneurship and inspiration



Mutual Guarantee

Supporting, encouraging and cooperating – progressing together to reach the objective

| The Hat Trick: IFA's Main Objectives



Bringing football to every home in Israel

Increasing the number of football professionals, stadium audiences and Israel football television viewers.



Integrating innovation at all levels

Maximizing the Israeli DNA of innovation, initiative and creativity and integrating in Israeli football as a global model of operation.



Leading social change

Multiplying the social ROI of Israeli football and enhancing the club-community bonds.



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ACTIVITY ARENAS



Youth



Promoting
women



Referee
Association



National cup



National
teams



New
Cooperation



Amateur
leagues



Grassroots



Excellency
centers



Training &
coaches



e-FOOTBALL

The current situation offers a huge growth opportunity for the coming years



- 1** The number of football pitches in Israel is 10 times smaller than the international average, with 44 pitches per million inhabitants, compared to an average of 500+ in the international sample
- 2** The number of coaches in Israel is 3 times smaller than the international average, with ~100 coaches with a UEFA license per million inhabitants, compared to 320 in the international sample
- 3** The pyramid base in Israel is 5 times smaller than the international average. The participation rate in Israel is estimated at 0.52% of the population, compared to an average of 2.6% in the international sample.
- 4** The social ROI of football in Israel according to the international model developed by UEFA (in financial terms that combine social, economic and health aspects) relatively low for countries with a similar demographic nature and local GDP (only ~€200M)
- 5** The lack of Elite players developed and supported by youth development excellence centers is essential to our professional success in all levels.

IFA has set 8 multiyear objectives in order to fulfill the vision and achieve the goals



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Infrastructure



Professionalism



Achievements



Participation



Promoting women



Innovation



Community



Financial basis



| Strategic Plan Multiannual Objectives



Infrastructures	Physical	<ul style="list-style-type: none">• Dramatic increase in practice facilities (3+ pitches)• Increasing the number of standard football pitches and activating current ones
	Human	<ul style="list-style-type: none">• Increasing and training the cadre of football professional staff• Increasing the number of local and international referees
	Organizational	<ul style="list-style-type: none">• Increasing the number of teams• Establishing hundreds of teams in primary and secondary schools• Establishing 10 new football clubs every year
Professional		<ul style="list-style-type: none">• Every coach will participate in at least one professional seminar every year.• Doubling the number of coaches who completed Elite Youth certification• Doubling the number of coaches certified to train children and youth• Increasing the number of coaches with international certification• Increasing the number of clubs with a professional and qualified staff

Strategic Plan Multiannual Objectives



Achievements	<ul style="list-style-type: none">• Reaching a major tournament by 2030.• Improving Israel's and the IFA's international status by hosting international matches and tournaments
Participants	<ul style="list-style-type: none">• Enlarging the number of registered players• Doubling the average number of super league and national league viewers• Doubling the number of people involved in the football industry (spectators, users, researchers, medicine)
Promoting Women	<ul style="list-style-type: none">• Dramatically increase the number of females registered in IFA• Increasing the number of female coaches• Increasing the number of female referees• Female team participation in a major international tournament

| Strategic Plan Multiannual Objectives



Innovation	<ul style="list-style-type: none">• Promoting the football industry through innovative technology and maximizing the capabilities and tools as part of the ecosystem of Israel as a startup nation state• Promoting and posting academic studies for promoting and developing football.
Community Engagement	<ul style="list-style-type: none">• Strengthen ties with school clubs and the local authority• Leading activities for instilling values and eradicating violence and racism within the community• Establishment of football communities according to topics and creation of knowledge, learning and cultivation such as doctors, CEOs, fans)
Financial Base	<ul style="list-style-type: none">• Increasing budget resources for Israeli football while involving business and third sector organizations• Expanding UEFA & FIFA involvement in Israeli football

| Measurement tools



Strategic Plan Multiannual Objectives



PUMA Center
Development & Study of
Football Professions



Clubs Team Portal
Sharing information directly,
through a web portal that
promotes transparency,
knowledge and a common
organizational



**Futsal &
Beach football**
Futsal & Beach football



Grassroots



**IFA Friends
Association**



FSR
Making football
a better place



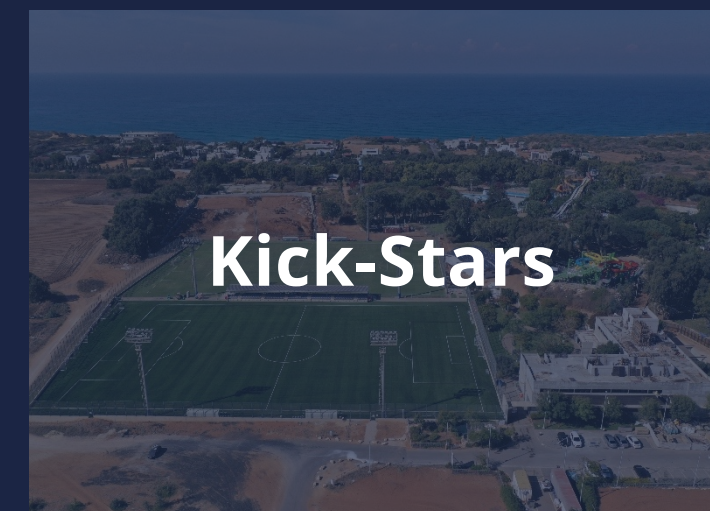
**Top-Gun
Whistle**



"Having a ball"
Improving the
viewing experience



**From amateur
to professional**
A wide network of football
clubs with highest standards



Kick-Stars



CLiic Center
The IFA Innovation Center



GIFT
Growing Israeli
Future Talents



i-ball
IFA TV Channel



ALPHA
Academic R&D
collaboration



**The bright side
of Israel**



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Thanks

BLUE
ELEMENT

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