CORE CONCEPT

Women's Sport Development Course: Girls' Pathways, Women's Leagues and Facilities

17 – 21 January 2027
Jeddah - Corniche four-star

Women's Sport Development Course: Girls' Pathways, Women's Leagues and Facilities

Ref: 2090_30412 **Date:** 17 – 21 January 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Introduction:

Women's sport development, covering girls' pathways, women's leagues and facilities, is a 1-week course for federation, ministry, club and fitness operator units that run women's and girls' sport, ending with a Women's Sport Development Plan for a case organisation. Female membership stalls as girls leave sport in adolescence, women's competitions lack fixtures and sponsors, venues offer no privacy or suitable hours and few women coach, referee or sit on boards. Nominees already manage women's sport activity, and learning is by case study on membership data, fixture lists and venue briefs. CoreConcept Training Center delivers this women's sport development course.

Course Objectives:

- Assess the current state of women's and girls' sport in an organisation using a gender-disaggregated membership, workforce and spending audit
- Design girls' school-to-club pathways with entry, transition and retention points that hold players through adolescence
- Structure women's leagues and competition calendars with tiers, squad rules and a fixture model the organisation can sustain
- Specify privacy-led facility layouts, changing provision, dress options and women-only scheduling for culturally appropriate venues
- Build a recruitment and development pipeline for women coaches, referees and administrators, including board representation targets
- Prepare a Women's Sport Development Plan with sponsorship, broadcast and media actions and a performance scorecard for a case organisation

Target Audience:

- Women's sport departments responsible for female membership growth and girls' programmes in national and regional federations
- Ministry and sport authority units that fund, license or monitor women's sport activity and venues
- Club management teams responsible for women's squads, girls' academies and women's league entries
- Fitness and leisure operators that plan women-only gyms, studios, pools and session timetables
- Coach education, refereeing and workforce development units that recruit and certify women officials and coaches
- Commercial, sponsorship and media units that sell rights and build audiences for women's competitions

Course Outline:

Day 1: Women's Sport Landscape and Gender Audit

- Gender-Disaggregated Membership Audit by Age and Discipline
- Adolescent Drop-Out Curve Analysis for Girls' Registrations
- Cultural, Dress and Family Barrier Mapping for Women
- Women's Sport Spending and Resource Share Review
- Female Workforce Headcount in Coaching, Refereeing and Boards

Day 2: Gender Equality Principles and Women's Sport Strategy Models

- International Women and Sport Declaration Principles Applied to Strategy
- Gender Equality Review Recommendations for Federations and Clubs
- Women's Sport Strategy Canvas with Vision, Targets and Priorities
- Motivation Segmentation of Women Players, Exercisers and Fans
- Theory of Change for Female Membership Growth

Day 3: Girls' Pathways, Women's Leagues and Culturally Appropriate Venues

- Girls' School-to-Club Pathway Map with Transition Points
- Women's League Tier Structure and Fixture Calendar Model
- Privacy-Led Facility Brief with Screening and Changing Provision
- Women-Only Session Timetable and Female Staff Rota
- Modest Kit and Uniform Option Guide for Competitions

Day 4: Women Coaches, Referees, Sponsorship and Media Risks

- Women Coach Recruitment Funnel and Mentoring Scheme
- Female Referee Development Ladder and Match Appointment Policy
- Board Representation Targets and Women Administrator Shadowing
- Sponsorship Rights Inventory and Valuation for Women's Competitions
- Broadcast, Streaming and Social Media Audience Growth Plan

Day 5: Case Study: Women's Sport Development Plan

- Case Federation Gender Audit with Membership and Venue Data
- Case Girls' Pathway and Women's League Redesign
- Case Venue Privacy Upgrade and Session Schedule
- Case Workforce and Commercial Action Schedule
- Women's Sport Development Plan Completion and Peer Defence

Skills You Will Gain:

- Gender Audit Analysis
- Adolescent Retention Planning
- Competition Structure Design
- Culturally Appropriate Venue Briefing
- Female Workforce Pipeline Building
- Women's Sport Rights Valuation
- Women's Sport Audience Development
- Gender Equality Scorecard Design

Why Attend This Course:

- Deliver a Women's Sport Development Plan, with pathway, league, venue, workforce and commercial actions, to the secretary general, club board or women's sport committee
- Decide which girls' age groups, women's competitions and venues receive investment first, using audit and drop-out evidence
- Avoid women's leagues that collapse for lack of fixtures, referees or sponsors, and venues that women avoid because privacy needs were ignored
- Equip coach educators, referee managers and commercial staff with the pathway map, venue brief and rights inventory built during the course

Conclusion:

Back at work, the participant presents the Women's Sport Development Plan to the secretary general, the club board or the women's sport committee. Decision makers use it to fund girls' pathways and women's competitions, approve venue privacy works and women-only timetables, set targets for women coaches, referees and board members and brief sponsors and broadcasters. After the first women's season under the plan, the organisation should review female registrations by age, league completion, workforce numbers and sponsorship income against the audit baseline, then revise priorities.

Frequently Asked Questions FAQ:

What should participants know before women's sport development training?

Participants should already manage or support women's or girls' sport activity in a federation, ministry, club or fitness operator. No statistics background is needed. Bringing membership data by gender, a fixture list or a venue plan helps them apply the case study to their own organisation.

How does women's sport development training differ from a general community sport participation course?

It treats women's and girls' sport as a dedicated portfolio, covering pathways, leagues, privacy-led venues, women coaches and referees and sponsorship. General participation courses address all inactive groups, and include women only as one priority segment among several.

Why do girls leave sport in adolescence and how can women's sport development reduce it?

Girls often leave because of body image, privacy, dress, family expectations and few suitable sessions or female coaches. Clear school-to-club pathways, women-only timetables, modest kit options and women coaches give girls reasons and routes to stay.

What do participants take back from women's sport development training?

Participants take back a Women's Sport Development Plan with a gender audit baseline, a girls' pathway map, a women's league structure, a venue privacy brief, a workforce pipeline and sponsorship and media actions they can adapt to their own organisation.