

# FROM GRASSROOTS TO GREATNESS



**FA THAILAND WOMEN'S FOOTBALL STRATEGY  
2025 - 2029**







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# Leadership Forum: Executive Women

## 74<sup>TH</sup> FIFA<sup>®</sup> CONGRESS

### Leadership Forum: Executive Women in Football

## FOREWORD

Women's football is one of the greatest sources of pride for the Thai people. "CHABAKAEW" is more than just a nickname for the Thailand women's national football team — it represents the determination, courage, and boundless potential of Thai women in the global sporting arena.

The Football Association of Thailand, holds a clear vision to systematically and sustainably promote the development of Thai women's football. Guided by the policy "From Grassroots to Greatness," the Association aims to provide every young Thai girl with a dream the opportunity to grow within a robust development system — one with clear support structures and a visible pathway to international success.

This publication, the "FA Thailand women's football strategy 2025-2029," marks a crucial milestone in laying a strong foundation and clear direction for the long-term development of Thai women's football. It encompasses every level — from grassroots and youth development to clubs and the national team — with the firm intention of ensuring continuity and driving long-term, sustainable success.

I firmly believe that if we nurture every "seedling" with care and commitment today, they will one day grow into strong, beautiful "CHABAKAEW" — ready to flourish once again on the world stage.

The Association remains committed to uniting all stakeholders — from government and private sectors to clubs, coaches, teachers, parents, and communities — to push Thai women's football to the next level. Our ultimate goal is to see the Thailand women's national team stand proud and strong once more at the FIFA Women's World Cup.

Thank you for your continued support. Let us walk this journey together, and grow together — with every young girl who dreams of a future in football.

**NUALPHAN LAMSAM**

PRESIDENT OF THE FOOTBALL ASSOCIATION OF THAILAND



**“Investing in girl’s grassroots football isn’t just about building better player, it’s about empowering future leaders, strengthening communities, and leveling the playing field from the very first kick.”**





# VISION

WHERE THAI GIRLS PLAY,  
GROW AND SHINE.

FROM GRASSROOTS  
TO GREATNESS



# FROM GRASSROOTS FOOTBALL

**PLAYING** IS THE BEST WAY TO DEVELOP YOUNG GIRL.

BECAUSE THROUGH “**PLAYING**” FOOTBALL, WE LEARN TO “**LOVE**” FOOTBALL.

Grassroots Football refers to football at the entry level, emphasizing enjoyment and inclusivity for children aged 6–12.

No matter their gender, background, or ability—every child should have access to football in a safe, fun, and inclusive environment, with coaches who encourage learning through play.

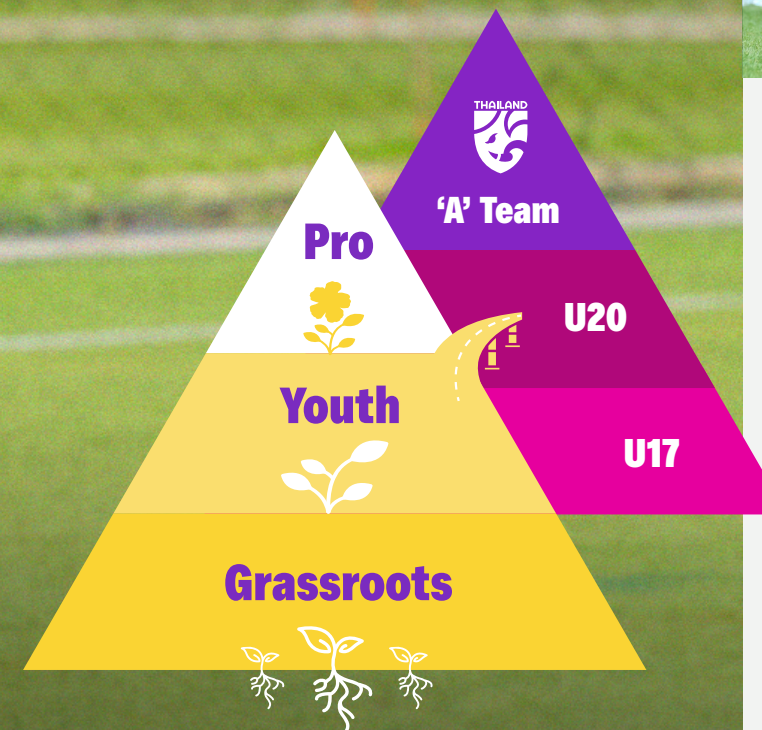
Grassroots is not about producing professional players, but rather creating a football culture and love for the game.

Grassroots Football helps to:

- Increase participation in football
- Promote inclusiveness and access for all
- Build strong foundations for the football ecosystem through long-term engagement

For any country to grow in the world of football, one crucial element is having a strong and continuous grassroots football system a foundation that supports the sport’s development all the way to the international stage.

GRASSROOTS FOOTBALL INCLUDE...



The Football Association of Thailand places great importance on girls’ youth football, recognizing it as the starting point for planting the seeds that will grow and blossom. The Association collaborates with the **Fédération Internationale de Football Association (FIFA)** under the FIFA Women’s Football Development Programme to organize the Women’s Football Campaign, and with the **Asian Football Confederation (AFC)** to host Women’s Football Day. It also works with the **Union of European Football Associations (UEFA)** through the AFC–UEFA Women’s Football Programme.



**GRASSROOTS FOOTBALL PHILOSOPHY**

**ENJOY  
RESPECT  
SAFE  
SHARE**





# HISTORY OF THAILAND WOMEN'S NATIONAL FOOTBALL TEAM

The Thailand women's national football team was established around 1975, making Thailand one of the first countries in Asia to form a women's national team. Since then, the team has consistently progressed and produced outstanding performances on both the Asean and Asia stages.



Winners of Women's Football at the SEA Games

1985 | 1995 | 1997 | 2007



Winners of the AFF Women's Championship

2011 | 2015 | 2016 | 2018



Winners of the AFC Women's Asian Cup

1983



Made history by qualifying for the FIFA Women's World Cup

2015 | 2019



**THE JOURNEY CONTINUES!**

Thailand is chasing the dream to qualify to the FIFA Women's World Cup 2027. **#ROADTOBRAZIL2027.**



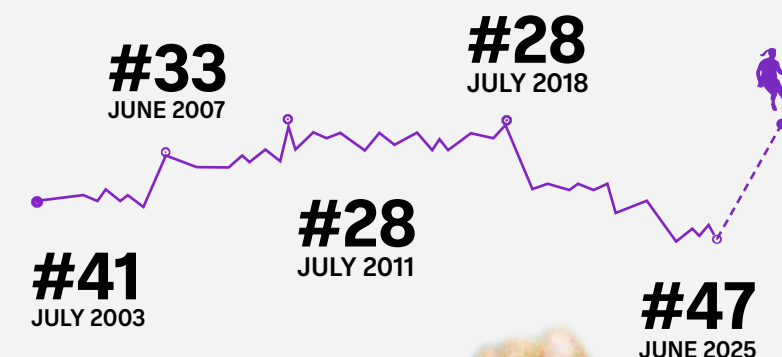
## CHABAKAEW

The nickname "**CHABAKAEW**" was inspired by a **young female elephant character** from the Thai animated film Khan Kluay.

It stands alongside "Chang Suek" the "War Elephants," nickname of the men's national team — both drawing from the elephant as a national symbol and a deep source of **Thai pride**.



## Women's World Ranking





# THAI WOMEN'S FOOTBALL

**2014**  
**AFC Women's Asian Cup 2014**

**May 21, 2014**  
A milestone moment that brought Thai women's football back into the spotlight. Thailand made history by defeating Vietnam to finish fifth in the AFC Women's Asian Cup 2014. This victory secured the nation's first-ever qualification for the FIFA Women's World Cup in 2015.



Among the key figures in that historic squad were Madam Pang (Nualphan Lamsam), who served as team manager and now serves as the President of the Football Association of Thailand, and Coach Nueng (Nuengruethai Sathongwien), one of the most respected women's football coaches in the country.



# JOURNEY TO THE WORLD CUP



**2019**  
**FIFA Women's World Cup (France)**

Four years later, Thai women's football made history once again by qualifying for the final round of the 2019 FIFA Women's World Cup in France — their second consecutive appearances in the FIFA Women's World Cup.



**2015**  
**FIFA Women's World Cup (Canada)**

**June 12, 2015**  
The Thai national team delivered a proud and memorable performance, earning their first-ever 3 points with a historic 3–2 victory over Ivory Coast. This significant milestone helped elevate Thailand's reputation on the global stage of women's football.

Although the team has yet to reach the knockout stage, their journey has captured the hearts of Thai fans. The nickname “CHABAKAEW” has become widely recognized among supporters, and the players themselves have come to symbolize determination, perseverance, and an unbreakable spirit — an enduring source of pride for the entire nation.







## HIGH LEVEL OBJECTIVES

- **FIFA Women's World Cup 2027**  
Qualification & All teams qualifying for AFC Women's Asian Cup, including all Thai women's national youth teams qualifying for the AFC Women's Championship and the FIFA Women's Youth World Cup
- Grow girls' football to 2,000 players and expand supporting schools and institutions.
- Professional Thai Women's league by 2029
- 30 Female A Licence Coaches by 2028
- Triple Women's National Team attendances by 2028





## FOCUS AREAS & ACTIONS

### PARTNERSHIPS:

To partner with local clubs, community organisations and NGOs focused on youth sports and women's empowerment to create a supportive network for girls to thrive. Partnerships will be fostered based on aligned values and how we create positive experiences / environments and more opportunities for girls.

### SCHOOLS:

To work with existing partner schools and recruit new schools to provide football opportunities for girls. Schools to embed FA Thailand women's football philosophy and curriculum with the aim of supporting players to progress up the pathway. FA Thailand to celebrate schools where national team players started their journey to instill pride within the school for playing their part in developing national team players.

Secondly, FA Thailand will utilise the FIFA Football for Schools programme to further incentivise schools to promote and provide girls football opportunities and encourage more mixed football through this programme as well as girls only teams and matches.

### ACADEMIES:

To build closer working relationships with academies delivering girls football and support them to embed the FA Thailand WF philosophy and curriculum across their programmes (upskilling through workshops and resources).

# PARTICI- PATION

To build a strong foundation for the game where we increase the number of opportunities, build fundamental skills in young girls and cultivate a life-long passion for the game.

## KEY TARGET:

Grow girls' football to 2,000 players and expand supporting schools and institutions.



## CREATING THE RIGHT OPPORTUNITIES & ENVIRONMENT

### POSITIVE ENVIRONMENTS:

To build a resource pack and campaign on what a positive and supportive environment looks like for girls in football and encourage more girls to play through effective marketing and signposting to opportunities.

### VOICE & AGENCY:

To work with FA Thailand management to ensure girls participation has a voice within decision making and dedicated workforce resource to enable the delivery of the various FIFA , UEFA, and AFC initiatives.

### FOOTBALL FESTIVAL:

To expand the successful FIFA Women's Football campaign initiative and deliver regular festivals to inspire and motivate more girls to play for the first time.

### REGULATION INNOVATION:

To review rules and regulations around mixed gender football and explore how further adaptations and innovations could support female player development and provide more opportunities for girls to play (analyse similar case studies across the world and explore benefits of increasing age of mixed football).

“

Partner with local clubs, community organisations, and NGOs focused on youth sports and women's empowerment to create a supportive network for girls to thrive.

**Partnerships will be fostered based on aligned values and how we create positive experiences, environments, and more opportunities for girls.**

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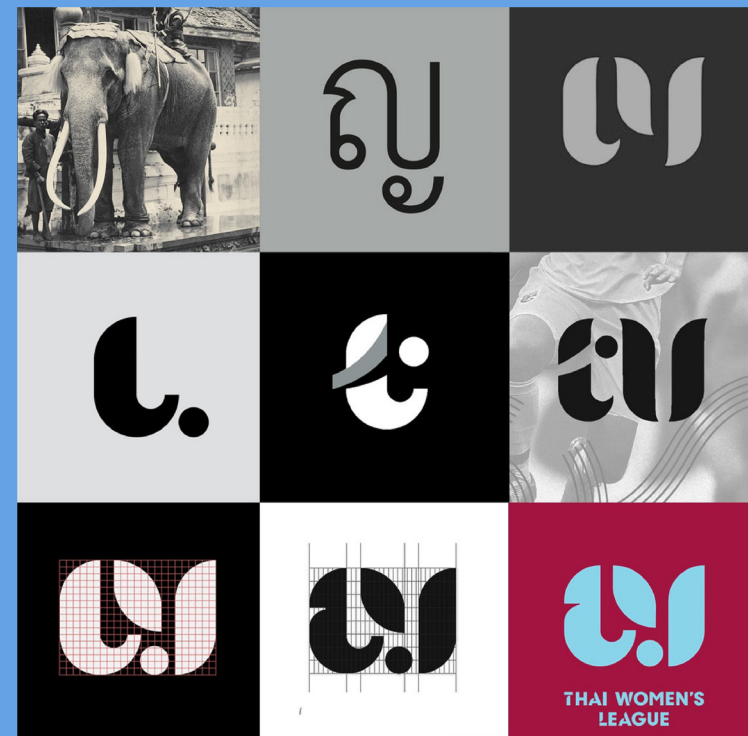
# LEAGUES & CLUBS

To raise the standards and professionalise our club structures and build a competitive, visible and exciting competition for players, fans and partners

**KEY TARGET:**  
**Professional league  
by 2029**



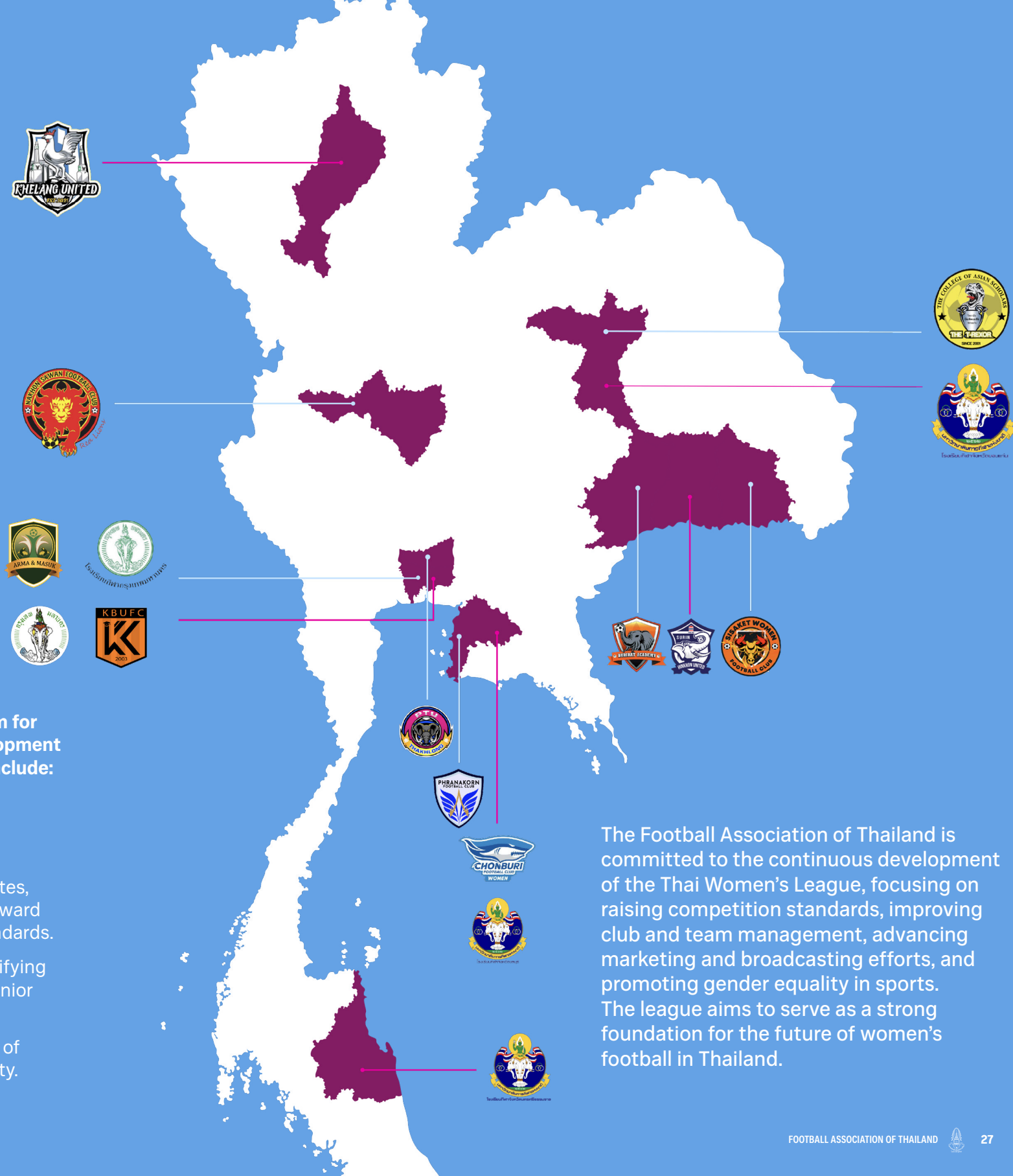
# THAI WOMEN'S LEAGUE



The women’s football league in Thailand is organized by the Football Association of Thailand. Its primary objectives are to elevate the standard of women’s football in the country, provide opportunities for athletes to develop professionally, and serve as a key platform for preparing players for the Thai national team system.

The league serves as a key mechanism for the systematic and continuous development of women’s football, with roles that include:

- Provide consistent competitive opportunities for female players across all age groups.
- Promote the development of athletes, coaches, and football personnel toward professional and international standards.
- Serve as a key talent pool for identifying players for Thailand’s youth and senior national teams.
- Enhance the image and popularity of women’s football within Thai society.



The Football Association of Thailand is committed to the continuous development of the Thai Women’s League, focusing on raising competition standards, improving club and team management, advancing marketing and broadcasting efforts, and promoting gender equality in sports. The league aims to serve as a strong foundation for the future of women’s football in Thailand.



# FOCUS AREAS & ACTIONS

## ENHANCE CLUB STRUCTURES & WORKFORCE CAPABILITIES

### CLUB LICENSING:

To implement full club licensing system for Division 1 with criteria including B license head coach (completed or on the course) and all players on pro contracts (not MOU)

### CLUB DEVELOPMENT:

To develop and implement a new club support programme for capacity building and upskilling in the following areas: leadership and administration, legal (contracts), finance, and safeguarding.

### CLUB COMMERCIALISATION:

To support clubs to develop commercial strategies and drive new revenue streams and utilise the UEFA Business case for WF to do so.

### COACH DEVELOPMENT:

To scholarships and support to increase number of female coaches across the leagues.

## COMPETITIONS

### YOUTH COMPETITIONS:

To develop the U17s Women's Cup into a full league competition and structure to prepare players for senior team football with a minimum of 6 games per season and work with education sector to supplement U17s games programme through school and university competitions which compliment each other (and avoid clashes).

### COMPETITION FORMAT:

To continuously review our leagues and competitions to ensure we are improving competitive balance and enhancing the games programme year on year with a view to have our elite teams playing +20 games a season.

## COMMERCIAL & MARKETING

### BUILD THE AUDIENCE:

To develop a marketing and communications plan for the league with the aim of growing the fanbase and fan engagement and develop a network of ambassadors and influencers to help raise awareness.

### LEAGUE COMMERCIALISATION:

To develop a commercial strategy for the league based around the unique selling points and identity / values of women's football (attracting women's brands etc) and securing a title partner for the new cup competition.



To continuously review the Women's leagues and competitions to ensure we are improving competitive balance and enhancing the games programme year on year.







# NATIONAL TEAM



To identify, monitor and support young talent to maximise their potential through the implementation of the Thai Women's Football philosophy and to strategically map out a 5 year international match calendar to effectively prepare our teams for international success.

INTERNATIONAL MATCH

# THAILAND



## KEY TARGETS:

### Senior Team

To qualify for the AFC Women's Asian Cup Australia 2026 and secure an automatic slot in the FIFA Women's World Cup Brazil 2027.

### U17 & U20

To qualify for the AFC U17 & U20 Women's Asian Cup in 2026 and 2029, as well as the FIFA U17 & U20 Women's World Cup to be held in Poland and Morocco.

## FOCUS AREAS & ACTIONS

### PHILOSOPHY AND CURRICULUM

#### PHILOSOPHY:

To work collaboratively with the coach education department, we'll develop and implement the 'Thai women's football philosophy and curriculum' across all squads during 2027-2031 and all women's football coach education courses.

#### TALENT IDENTIFICATION:

To expand the talent ID and scouting system (to include grassroots football and ID earlier) and develop a robust ID, tracking and monitoring process including Thai eligible players living outside of Thailand.

To Build and deliver a Women's coaches network and development plan for clubs and coaches on 'The Thai women's football philosophy' including the development of digital resources and online or face to face workshops with an aim to improve and educate club coaches to ensure there is an aligned and consistent way of developing elite female players.





# INTERNATIONAL MATCH CALENDAR

## MATCH CELENDAR:

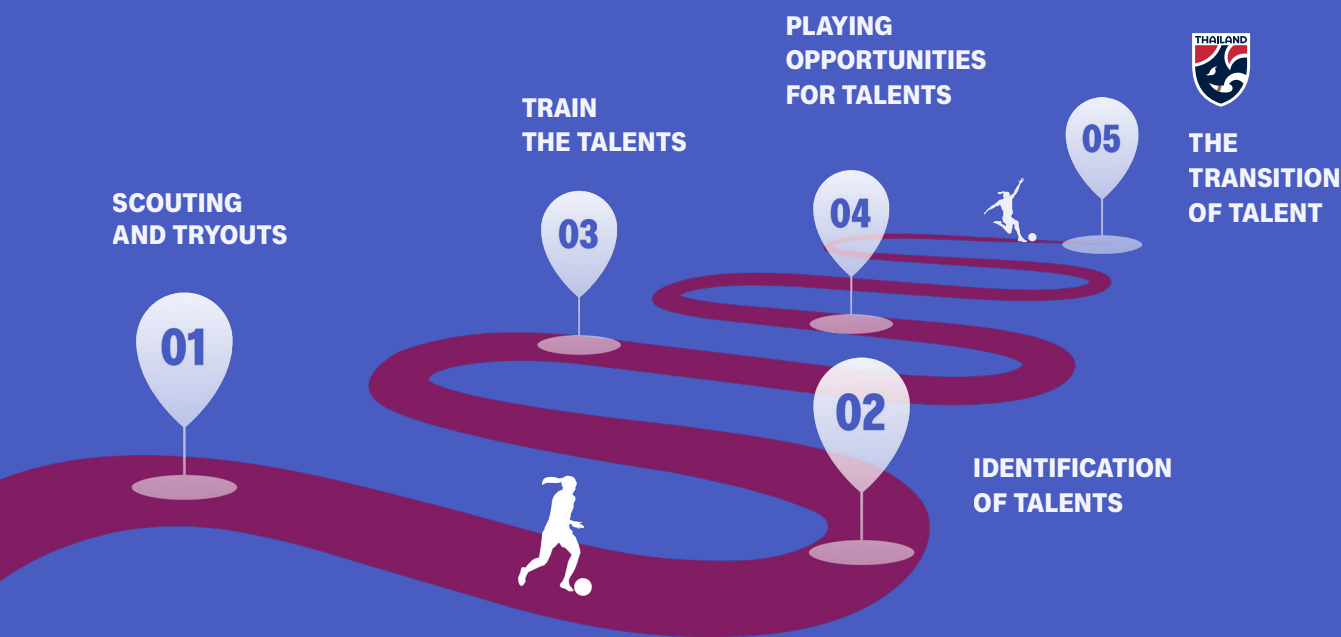
To develop a match calendar for the next 5 years for 17s, 20s and WNT which effectively prepares our teams for international success and work collaboratively with senior management, administration and technical departments to ensure there are clear aims for each camp.

## HOME INTERNATIONALS:

To secure regular home international fixtures for Thai women’s national team in order to build fandom, profile and create social awareness and attractiveness for potential sponsors.

## MINIMUM STARDARDS:

To utilise UEFA WNT Minimum Standards benchmark report to analyse where we are currently at against similar ranked opposition and where we need to get to in order to succeed on the pitch.



“To Expand the talent ID and scouting system (to include grassroots football and ID earlier) and develop a robust ID, tracking and monitoring process including Thai eligible players living outside of Thailand.







# LEADERSHIP & WORKFORCE

To grow the workforce at the foundations of the game and create a pathway from grassroots to elite which provides regular opportunities to learn, knowledge share and develop as we look to build a successful future for Thai women's football, together.



## KEY TARGET:

30 A Licence coaches  
by 2028

WARRIX  
AFC "B" COACHING  
CERTIFICATE COURSE



# FOCUS AREAS & ACTIONS



## DEVELOPMENT

### EDUCATIONS:

To provide dedicated courses and support programmes for women to enhance their knowledge and abilities in coaching, officiating and administration.

### FROM CLASS TO PITCH:

To support women to transition from course completion to on the grass coaching by matching up newly qualified coaches to coaching opportunities and provide mentoring to support them in new roles.

### OPPORTUNITIES:

To create development opportunities for FA Thailand staff to gain new experiences and skills outside their current role remit and encourage more cross-collaboration and knowledge sharing between men's and women's national teams and clubs.

## RECRUITMENT

### COMMUNICATE:

To build and track the women volunteer registration system and ensure regular communication signposting to opportunities for the women's football community including coaches, referees, administrators, volunteers and parents.

### OPPORTUNITIES:

To provide opportunities for women to work within FA Thailand through internship opportunities and incentivise clubs to support the recruitment, development and support of female staff.



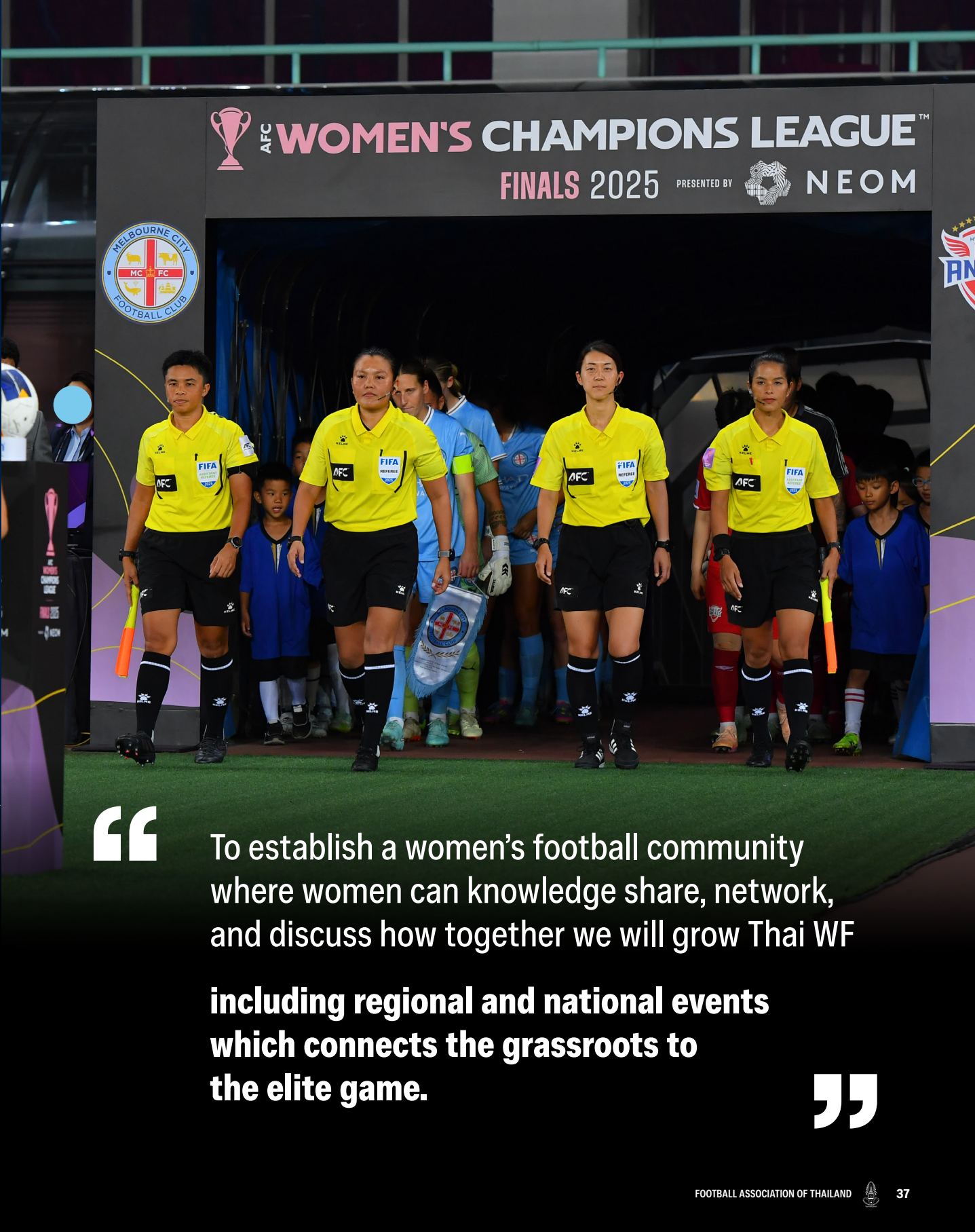
## NETWORK

### WOMEN'S FOOTBALL COMMUNITY:

To establish a women's football community where women can knowledge share, network, and discuss how together we will grow Thai WF including regional and national events which connects the grassroots to the elite game.

### PHILOSOPHY ALIGNMENT:

To connect the women's football workforce with the Thai WF philosophy and blueprint through embedding content in all courses, workshops and resources.

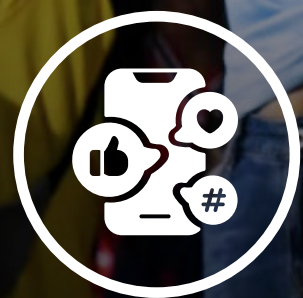


“

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”





# VISIBILITY & PERCEPTION

Create a positive image of the game, utilise women's football to promote gender equality and increase visibility of the game to attract new participants and fans.

## KEY TARGET:

Triple Women's National Team attendance & participation by 2028.



# FOCUS AREAS & ACTIONS

## BRAND BUILDING

### BRAND IDENTITY & POSITIONING:

To build a clear brand identity and positioning for women’s football in Thailand built on female empowerment, gender equity, “Inspiring the Future,” “Striving for Success,” and “Breaking Barriers.”

### INTERNAL FOCUS:

To build the business case internally on how visibility campaigns will help grow and develop women’s football with a clear plan on the resources required to effectively do so.

### CAMPAIGNS & CONTENT PLANNING:

To build brand campaigns to effectively communicate the identity and values of women’s football with a clear call to action to encourage audiences to watch, play or follow and a clear communications and content plan mapped out for each season and period with regular content across all social channels.

## GROWING THE AUDIENCE

### DATA & INSIGHT:

To gather data and insights of the fans and participants to get a better understanding of current perception and images of the game as well as to understand fan trends and motivations.

### WOMEN’S NATIONAL TEAM MATCHES:

To work with technical department and management to secure regular WNT fixtures in Thailand in order to raise visibility and grow the fan base.

### KEY OPINION LEADER’S:

To establish a group of KOL’s to work with to raise awareness and profile of women’s football.

## ENGAGEMENT

### COLLABORATIONS:

To work with influencers and brands that align to the values and characteristics of women’s football on joint campaigns to amplify our messaging on key narratives or topics (e.g gender equality, female empowerment)

### PROFILE BUILDING:

To raise the profile of players, coaches and leaders through impactful and inspiring storytelling via owned and earned channels and upskilling players on content creation and social media engagement.

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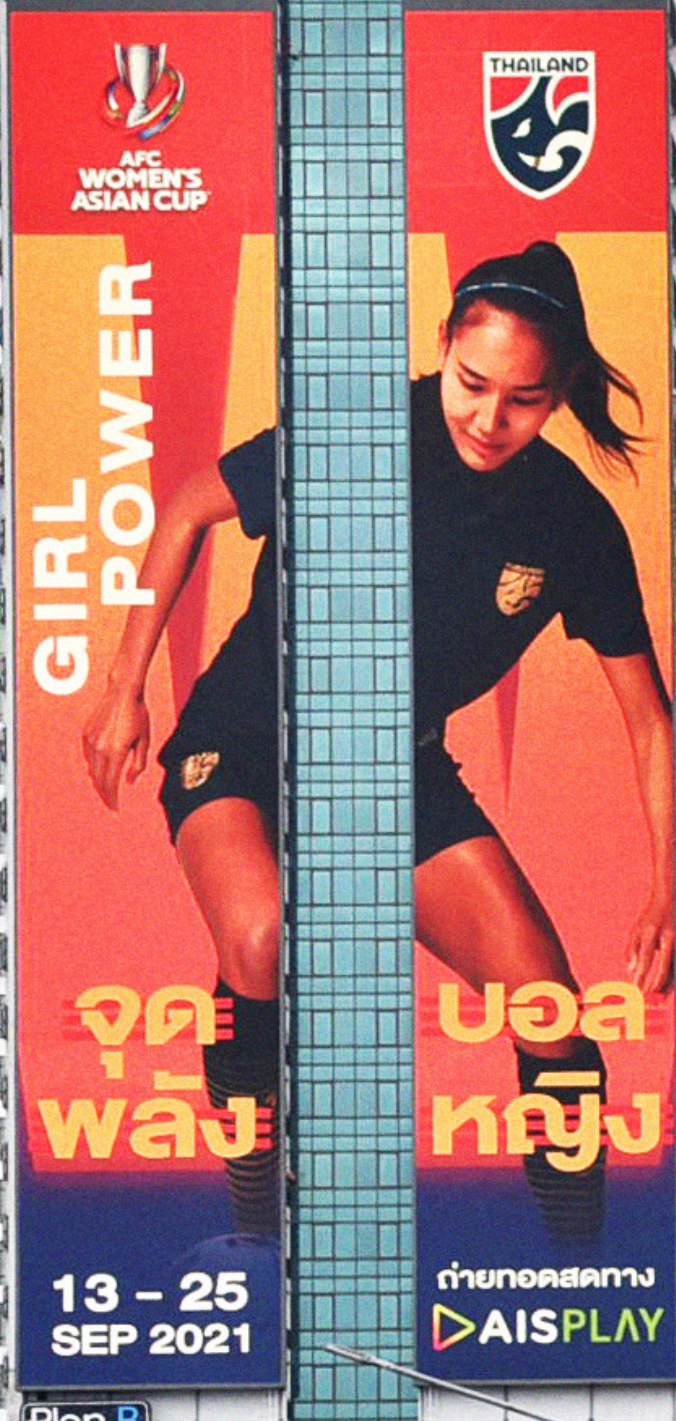
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”





# COMMERCIAL



Effectively communicate the value of women's football, attract new partners and increase sponsorship revenue to create a sustainable future for the game.



## KEY TARGET:

Triple Women's National Team attendance & participation by 2028.



# FOCUS AREAS & ACTIONS

## MEDIA COVERAGE & BROADCAST

### BROADCAST:

To negotiate new and improved broadcast and media partnerships in order to increase visibility of the game and provide more brand exposure opportunities which appeal to sponsors.

To provide media partners with regular updates on key narratives and key upcoming milestones ensuring FA Thailand and Thai Women's League provides good access to key players and figures across the game.



## PARTNERSHIPS & SPONSORS

### ALIGNMENT & CLARITY:

To align all internal stakeholders (including national team, competitions, commercial & content team) to work in the same direction on how to sell and promote women's football as we work collectively to amplify and elevate key narratives .

### BUILD PARTNER ACQUISITION PLAN:

To work with partners to build a partner engagement and acquisition plan to secure new partnerships including 'value in kind' partnerships where partners can add value to match day experiences.

## MATCH DAY REVENUE

### FAN DEMOGRAPHICS:

To build a clear picture of the Women Football fan demographic and develop a plan on how to engage and motivate them.

### TICKET SALES:

Map out a 5 year plan towards selling tickets for women's international team and domestic matches, creating a value for the product and developing a new revenue stream through the selling of tickets. Building the match day product will include match day experience, fan engagement and ticket pricing structure.



“

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Thailand Women's Football Development Partnership





