

STRATEGIC DEVELOPMENT PLAN 2022-2026

GEORGIAN FOOTBALL FEDERATION



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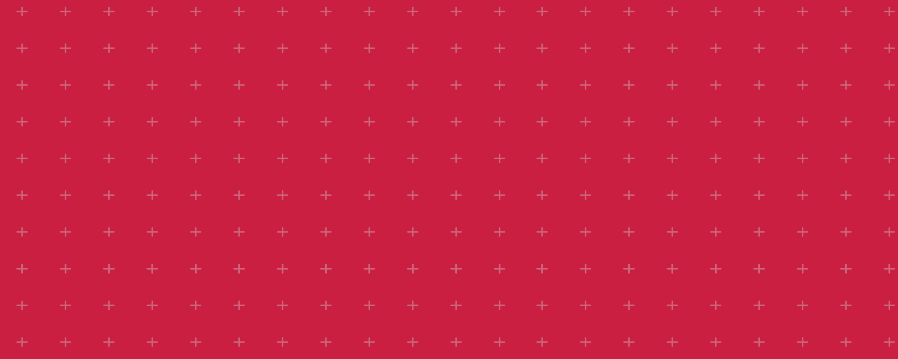
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WELCOME FROM OUR PRESIDENT



Levan Kobiashvili

GFF President

Ladies and Gentlemen,

It is a great honour and responsibility for me to present our strategic vision for the development of Georgian football.

When I took over the responsibility of spearheading the development of Georgian football together with my team, we sat down with UEFA representatives and analysed the differences between football in Georgia and in Western Europe. The main challenge for us was the complete lack of a planning and evaluation system. In order to measure our success and assess our activities, we needed to start implementing strategic planning.

During the first strategic cycle, we focussed on the areas that were at the top of our agenda. We began actively working on the development of grassroots football, infrastructure, domestic league and education. We laid the groundwork for the structural development of women's football. We also implemented changes in our competitions and organisation. We believe that collectively, all these changes served to bring Georgian football in line with the western model.

At the end of the first strategic cycle, we carried out research and evaluation together with our colleagues at UEFA. Our goal was to move to the next stage and determine the main areas on which the development of Georgian football was based. As a result, we devised a strategic development plan for the next four years.

The process of developing the new strategy involved the GFF team, our stakeholders and international experts from UEFA and FIFA. Today we have the opportunity to better analyse and measure our success, and create a firm basis for future planning.

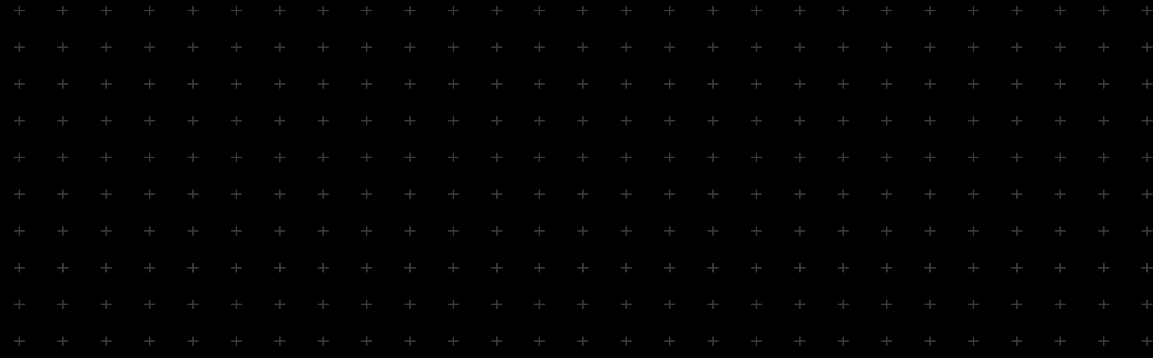
We are never satisfied with what we have achieved in the past, which is why we have ambitious goals for the future. With the help of the football , we will definitely achieve all our aims.



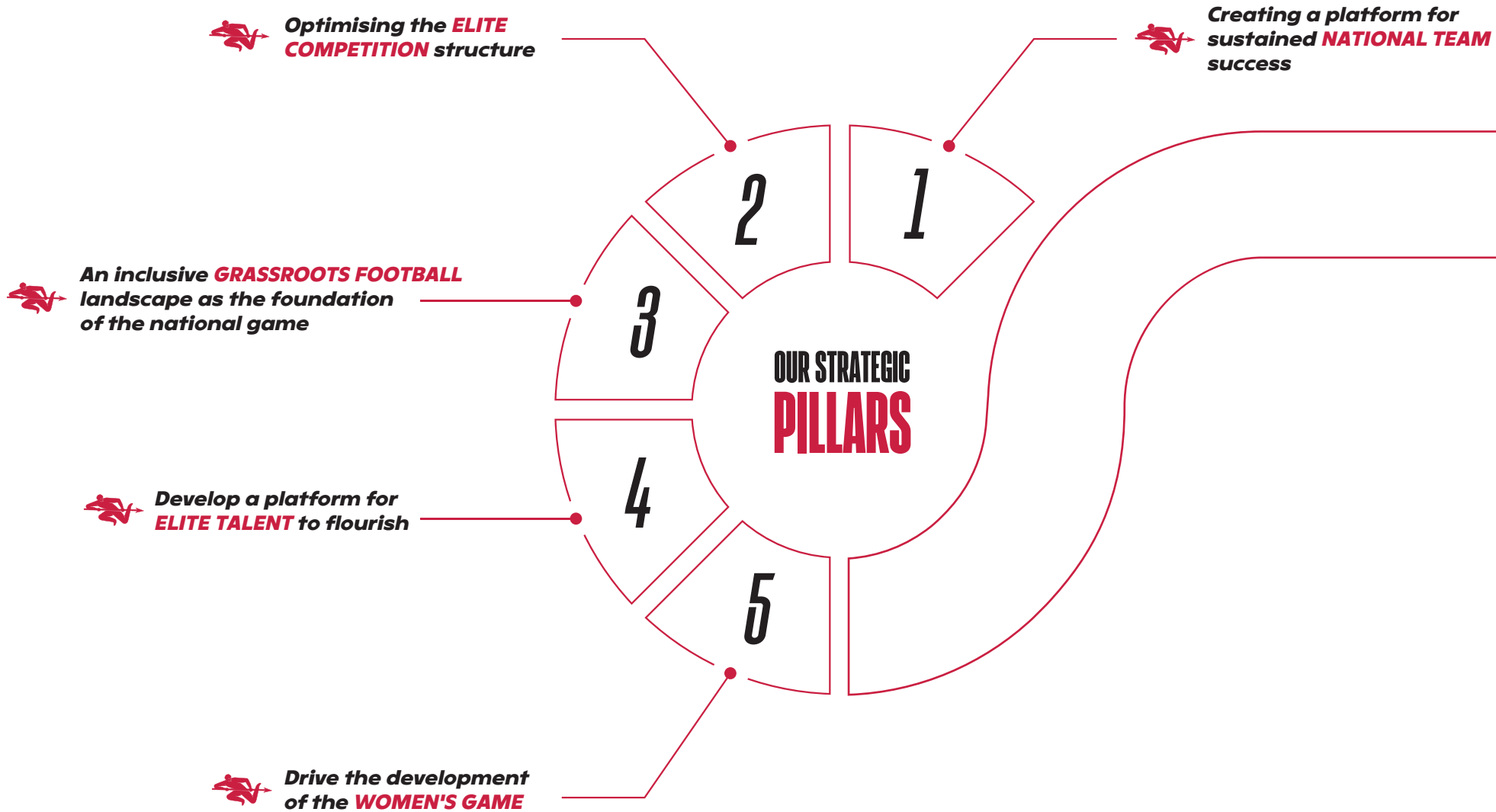




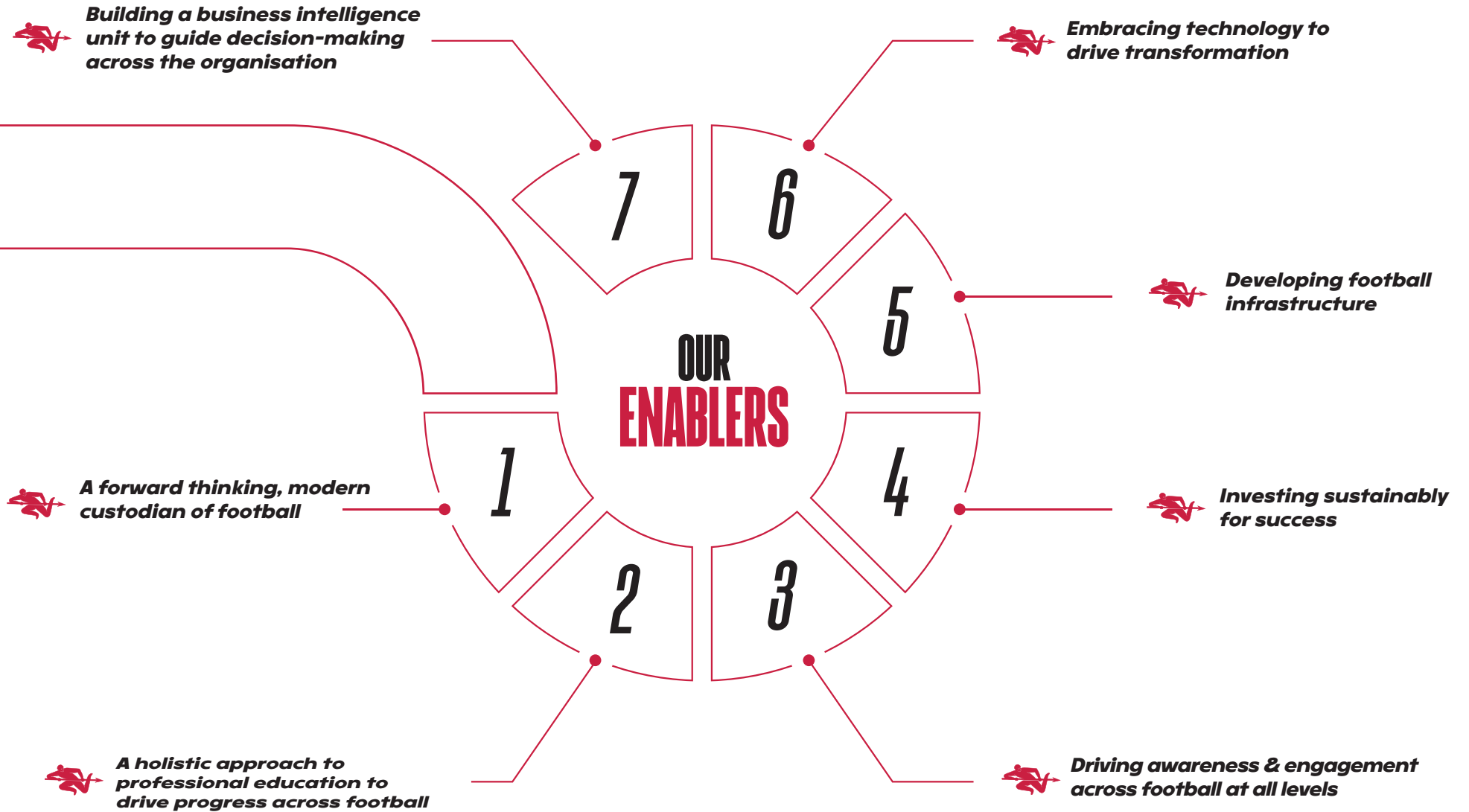
OUR STRATEGY OVERVIEW







STRATEGIC PILLARS ARE THE BACKBONE OF OUR STRATEGY; THEY ARE GFF'S TOP LEVEL PRIORITIES DRIVEN BY THE CORE STRATEGIC PLAN AND OUTLINE THE KEY OBJECTIVES WE WANT TO ACHIEVE. THEY ARE NOT THE GOAL, BUT THE METHOD OF ACHIEVING THE GOAL.



STRATEGIC ENABLERS SEEK TO DEVELOP GFF'S CAPABILITIES, CAPACITIES, AND RESOURCES THAT CONTRIBUTE TO EFFECTIVELY EXECUTING THE STRATEGIC DEVELOPMENT PLAN.



THE UEFA GROW STRATEGY DEVELOPMENT PROCESS





IMPLEMENTATION & MONITORING PLANNING

September 2022 - 2026

Strategic program implementation with regularly reviews, to test and refine the GFF strategic plan

PREPARE

November 2021

Internal project team, UEFA support and the key stakeholders identified. Project timeline developed

KICK OFF WORKSHOP

December 2021

UEFA facilitated workshops with key internal and external stakeholders exploring vision, purpose and key strategic priorities

UNDERSTAND CURRENT SITUATION

December-February 2022

In-depth research spanning interviews, questionnaires, and data collection to analyse and understand the current situation

STRATEGY WORKSHOPS

February 2022

Working sessions with UEFA experts, GFF leadership and Management to address key strategic challenges and opportunities

STRATEGIC FRAMEWORK



FINALISATION WORKSHOP

September 2022

Detailed action planning undertaken for each objective, to include accountability, budget and timeline

REVIEW & REFINE

June-September 2022

Strategic objectives reviewed and developed by GFF management and leadership with the support of UEFA team

DRAFT STRATEGY

February-May 2022

GFF project team and management developed broad goals and specific strategic objectives using UEFA GROW strategic framework



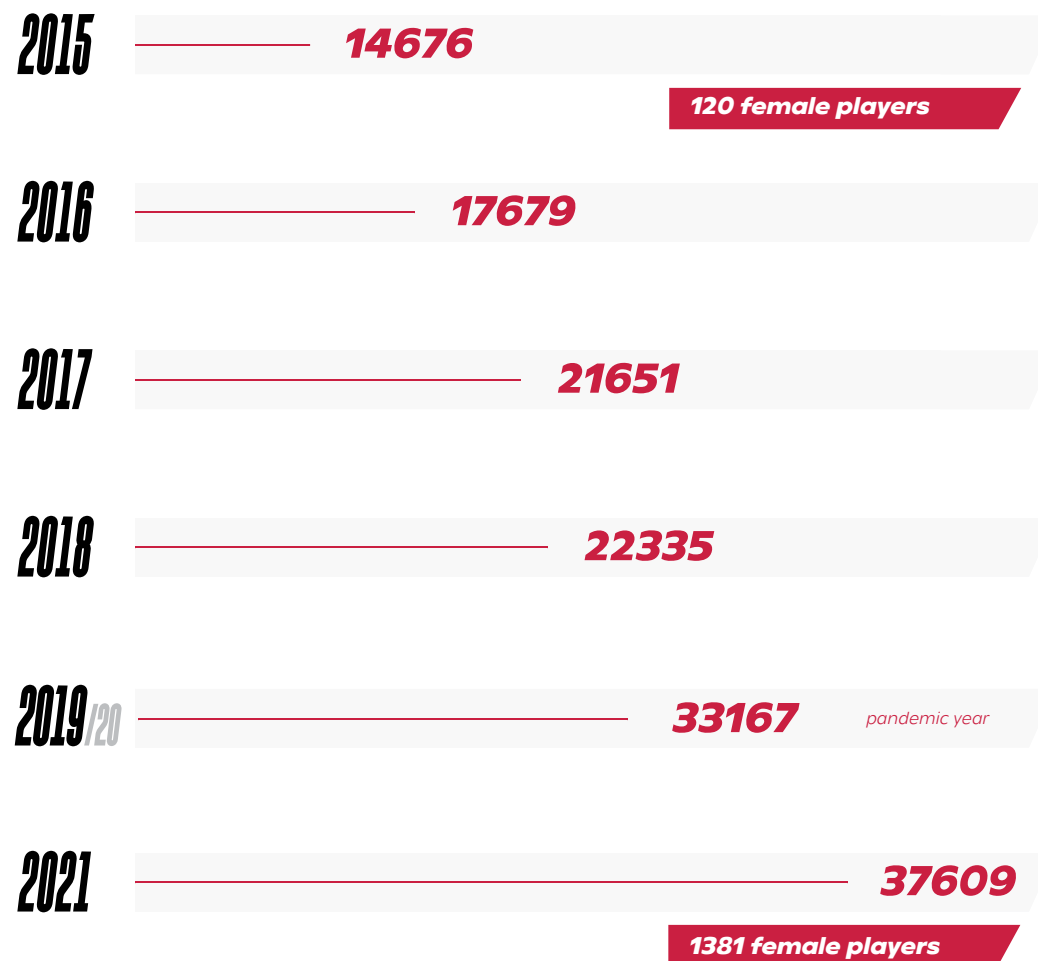


FOOTBALL LANDSCAPE IN NUMBERS





REGISTERED PLAYERS





COACH EDUCATION

UEFA PRO, A, B, C, Goalkeeper B, Futsal B

1920 LICENCES SINCE
2015

2015 - 16 PRO LICENCES
2022 - 60 PRO LICENCES



REFEREES

210



**LEAGUE
COMPETITIONS**

13 2015 **29** 2022



**NUMBER OF
MATCHES PER YEAR**

1127 2015 **3946** 2022




UEFA SROI REPORT 2022

Measuring the value of football participation in Georgia

€ 197.25 M

Total current impact of participation


Number of people watched Erovnuli Liga

0.2 M 2017 **2.74 M** 2021 **2.6 M** (ongoing) 2022



37

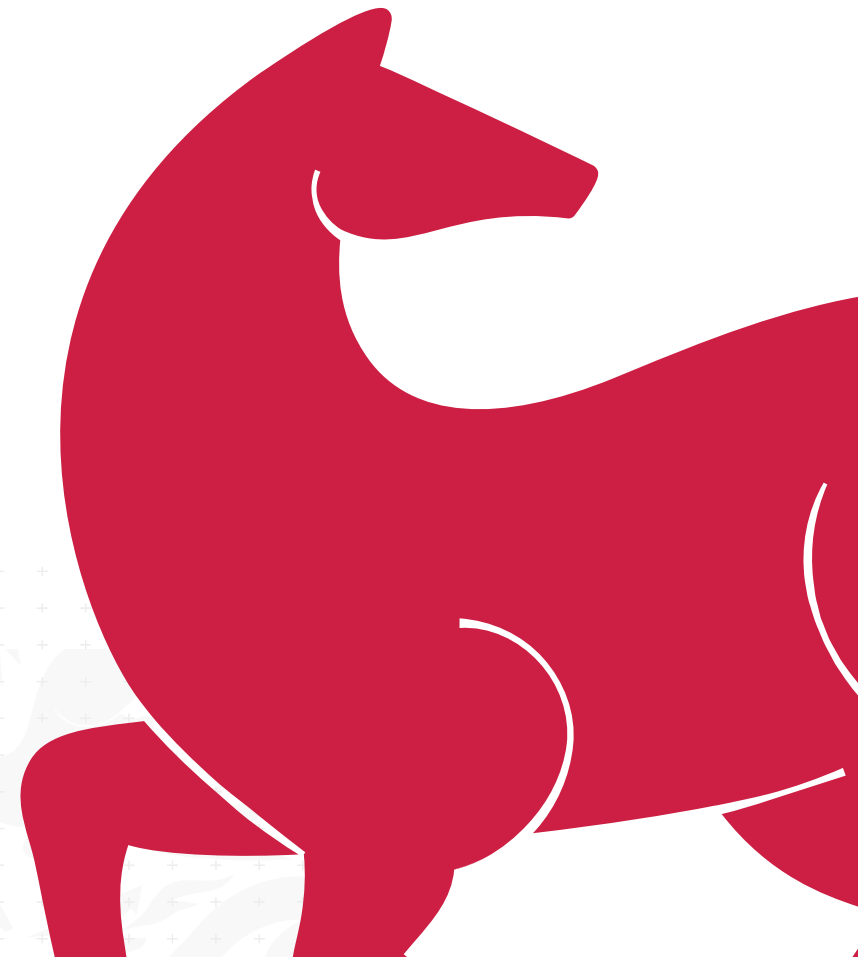
FOOTBALL PITCHES BUILT AND RENOVATED SINCE 2016

18

FOOTBALL PITCHES CURRENTLY UNDER CONSTRUCTION



OUR PURPOSE, VISION AND VALUES





OUR PURPOSE AND VISION



PURPOSE

To serve as a game changer for Georgian society in facilitating a positive change by growing participation, ensuring unity and enhancing national pride

VISION

To deliver tangible and sustainable development through a united football community.



OUR VALUES



TRUST

Develop a strong and positive football culture. We believe that mutual trust between the GFF, the football community and key stakeholders is a pre-requisite to success. We seek to build and maintain positive stakeholder relations by being open, accountable, and answerable.

DEVELOPMENT

A focus on development is a fundamental belief of our organisation. We aim to continually drive improvement in every aspect of our operation and with everything we touch. We will continue to drive improvement in all football activity.



EQUALITY

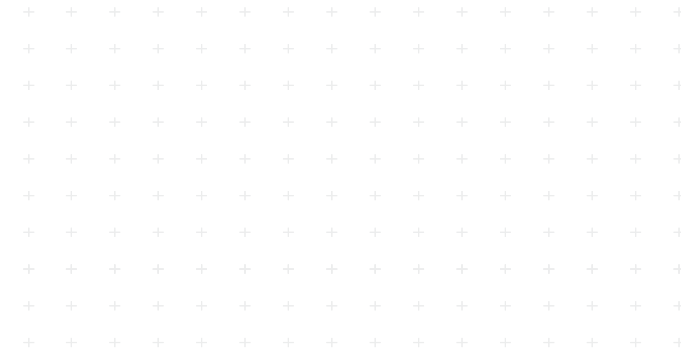
Equality is a core belief of our organisation. We seek to provide opportunities to engage with football to all ages, all abilities, genders.

RESPONSIBILITY

We recognise our responsibility to the football community and our stakeholders. We will take responsibility in all we do to ensure that we best position Georgian football for success.



OUR STRATEGIC PILLARS







CREATING A PLATFORM FOR SUSTAINED NATIONAL TEAM SUCCESS

Develop a high-performance culture around our national teams, ensuring the highest possible standards in all core and support activities to best position our teams for success at all levels





The Georgian national football team has a history of more than 30 years. Throughout this period, the various senior and youth teams within the national team structure never had a common playing philosophy. Team selection, technical aspects and coaching processes never met adequate contemporary standards.

Over the past 6 years, the playing philosophy of the national teams has been determined by the document of the same name, which unites all senior and youth national teams around the same principles and helps adapt youth players to the senior national team. The coaching environment and technical services in the national team meet contemporary standards and are being improved continuously.

Following the changes, the national team managed to win its UEFA Nations League group and participate in the European Championship play-offs. Between 2018 and 2022, at least 3 new players were promoted from the youth teams to the senior national team each year. A similar approach was also applied to the national futsal team, which ultimately managed to qualify for the European Championship for the first time.





PLAYING PHILOSOPHY

CREATE A SINGLE PLAYING PHILOSOPHY THAT UNITES ALL SENIOR AND YOUTH NATIONAL TEAMS AROUND COMMON VISION AND PRINCIPLES

Manage the national teams according to the unified playing philosophy. Continuously monitor and update the process.

FANS

DEEPEN OUR RELATIONSHIP WITH FANS TO ENSURE THAT THEY SHARE THE SUCCESS OF THE NATIONAL TEAM

Review internal and external communications in accordance with the GFF communication and integrated marketing strategy. Review and analyse fan engagement approach on an annual basis. Regularly update the supporter database.

Strengthen and deepen our relationship with the Georgian diaspora to expand the national team fanbase

ELITE YOUTH FOOTBALL DEVELOPMENT

IMPROVE PLAYER SELECTION AND TRANSITION OF PLAYERS BETWEEN DIFFERENT NATIONAL TEAM AGE GROUPS

Constant monitoring of centralised elite youth leagues

Enhance competitive participation and improve the selection process for the youth national teams

INFRASTRUCTURE

PROVIDE OUR NATIONAL TEAMS WITH INFRASTRUCTURAL FACILITIES OF THE HIGHEST STANDARD

Begin construction of the main national team technical centre with modern infrastructure and technologies by 2026

Build 2 smaller national team technical centres in different regions of Georgia

IDENTITY

HIGHLIGHT THE NATIONAL TEAM IDENTITY AND PROPERLY COMMUNICATE THE COMMON VALUES TO THE PLAYERS

Communicate the unified national team brand philosophy with stakeholders according to the brand communication strategy

PERFORMANCE

CREATE A HIGH-QUALITY NATIONAL TEAM ECOSYSTEM THAT INCLUDES CONDITIONING, SPORTS SCIENCE AND MEDICINE

Strengthen sports science by improving and utilising the modern medical, analytical and other technologies in football





“I AM GEORGIA” - NEW IDENTITY OF THE GEORGIAN NATIONAL FOOTBALL TEAM

For the first time in the history of independent Georgian football, a new brand platform has been created to unite all national teams.

Brand platform was built around the idea of an athlete's constant personal growth – after all, it is the unity of such individuals that makes the national team a strong contender internationally.

The archetype of the brand is a hero – someone who defeats weakness in himself and inspires others with his determination.

A visual portrayal of this philosophy can be found on our country's coat of arms: Saint George is a symbol of strength, hope and fight against evil.

One of the main interpretations of this symbol is the victory over one's weaknesses – you can defeat any rival once you defeat the weakness in yourself. Thus, a new and modern version of the symbol became the visual identity of the national team. Along with the main symbol, a visual style was also developed – a unique pattern incorporating Georgian characters and symbols into the brand identity.





I AM GEORGIA

"I Am Georgia" is the new slogan and verbal identity of the brand, which captures the new ideology.

On the one hand, it is the brand that speaks those words as it represents the country in front of the whole world. On the other hand, every responsible player strives to constantly improve himself, shows the maximum of his capabilities and in this way contributes to the team. Finally, the brand also speaks for the fans who support the team in the name of the whole country.

The kit design of the national team was renewed as well. Three different kits were created based on the new visual identity and modern visual trends. They reflect the team's new philosophy, strengthen the team as a brand, and present the fans a visual solution in line with new national symbolism.

The new brand platform was designed by the communications agency Windfor's.





OPTIMISING THE ELITE COMPETITION STRUCTURE

Work collaboratively with all stakeholders to drive standards and move towards sustainable growth to create a platform to best position our clubs for success





The new format of the Georgian domestic football championship (Erovnuli Liga) started in 2017, when significant changes were made to the competitive format and marketing (including the TV product).

Starting from the 2017 season, the league switched to new competitive format. Additionally, all league matches have been broadcasted live since that season. Other additions included a new separate league website with integrated statistics, social media channels, centralised regulations concerning the playing kit and match organization, and a new audio-visual identity for the league.

Following the aforementioned changes, naming rights for the league were sold under unprecedented terms in Georgia. Since 2018, the top tier of the domestic championship has been called Crystalbet Erovnuli Liga. At present, 9 of the 10 top tier clubs are in private ownership. League commercialisation and club privatisation were two of the main priorities for GFF. This continuous process is an important prerequisite for achieving success in international club competitions – a goal that remains a major challenge to the present day.



GOVERNANCE & CLUB LICENSING FRAMEWORKS

ENSURE THE INTEGRITY OF COMPETITIONS, MAINTAIN COMPETITIVE BALANCE AND PROMOTE SUSTAINABILITY WITHIN DOMESTIC LEAGUES THROUGH ENHANCED CLUB LICENSING AND GOVERNANCE FRAMEWORKS

Conduct a best practice review/feasibility analysis of the implementation of 'fit and proper' club ownership protocols and financial regulation by end of 2023

Establish digital output platform for league governance and club operations by 2024

Implement the FIFA Connect software for the top two tiers of men's and women's leagues by 2024.

Enhancing the Club Licensing framework to incentivise development and drive standards - review completed by 2023 and implemented by 2025

COMPETITION DEVELOPMENT

CONTINUED STEPS TO OPTIMISE COMPETITION STRUCTURES GROW DIFFERENT AREAS OF THE GAME TO MAXIMISE FAN AND COMMERCIAL INTEREST WITH CONTINUED MONITORING AND IMPROVEMENT OF COMPETITIVE BALANCE TO IMPROVE THE STRENGTH OF THE LEAGUE OVER THE LONG TERM.

Capitalise on the implementation of the Erovnuli Liga analytics and support department to drive league development by 2024

Utilise UEFA competition optimisation services to review different options by 2023

Raise the competition standards in the women's league by developing the league structure and increase the number of elite women's clubs by 2024

Work with professional football clubs to stimulate their involvement in futsal leagues and develop a new U17 competition to increase the number of youth players in futsal by 2024

ENGAGEMENT & ATTENDANCE IN 'EROVNULI LIGA'

RAISE AWARENESS AND DRIVE ENGAGEMENT WITH GEORGIA'S ELITE COMPETITIONS THROUGH THE IMPLEMENTATION OF A CROSS-STAKEHOLDER WORKING GROUP AND THE DEVELOPMENT OF AN INTEGRATED MARKETING & COMMUNICATION PLAN

Launch a fan-engagement working group and cross-stakeholder panel by 2023

Plan and implement a coordinated and centralised marketing & communications campaign to raise awareness of elite competitions by 2023

Initiate a marketing & media capacity building programme for elite clubs aimed to drive fan engagement and implement centralised fan database project from 2023.

FUNDING & SUSTAINABILITY

OPTIMISE THE FUNDING MODEL FOR ELITE LEAGUES TO INCENTIVISE SUSTAINABLE DEVELOPMENT AND TAKE A CREATIVE APPROACH TO COMMERCIAL REVENUE GENERATION TO BEST POSITION THE LEAGUE FOR SUSTAINABLE GROWTH

Undertaking a full review of GFDF funding with a view to optimise incentivisation (aligned with licensing) aimed for long term development planning by 2023

Undertake a full commercial review (audit/package develop/central vs individual rights approach (sponsorship, data, broadcast, licensing) by the end of 2023

WORKFORCE & CAPACITY BUILDING

MAXIMISE THE EFFICIENCY OF THE DELIVERY OF KEY ORGANISATIONAL FUNCTIONS AND ROLES WITHIN THE ADMINISTRATION OF THE LEAGUE AND THE CLUBS THROUGH A DEDICATED LEAGUE TEAM AND THE CENTRALISATION OF KEY SERVICES

Undertake full HR review for clubs and league (league specific personnel) in 2023

Identification of gaps and development strategies to address by 2023

Club capacity building initiatives rolled out in key areas identified in 2024





AN INCLUSIVE GRASSROOTS FOOTBALL LANDSCAPE AS THE FOUNDATION OF THE NATIONAL GAME

Maximise the number of high quality, enjoyable and safe football opportunities through strong clubs, empowered regions and collaboration with our stakeholders to drive ambitious targets for growth.





The 2015 census conducted by the Georgian Football Federation determined that there were only 13,600 registered players in Georgia.

The first step towards tackling this problem was to establish the GFF grassroots football department, which soon devised a general plan and implemented several projects in this field, including the Women's League, Master League and Amateur League. The latter project received the UEFA silver award in 2018.

Furthermore, the annual draft budget of the grassroots football department was integrated into the list of football-related activities in 2016, thereby expanding the list beyond professional football for the first time.

Following the successful implementation of the aforementioned changes and projects, there are now 38,000 registered players in the country, but one of the priorities for GFF is to further enhance this figure. The goal of the next strategic phase is to reach the figure of 45,000 registered players.



COMPETITIONS

Establish and grow regular, structured competitions for amateur, women's and youth teams.

Pilot a new 11-a-side amateur league in all regions by 2023

Establish a regular 7-a-side U15 Girls competition across Georgia by May 2022

New amateur league structure to be launched in 2023 across all regions to enhance competitiveness

Establish a working group, led by the youth development unit, to evaluate and optimise flexible game formats through annual reviews from 2023

SCHOOLS FOOTBALL

Implement a national school football programme to maximise playing opportunities for children

Implement Football in Schools pilot programme in 10 public schools by the end of 2022

Implement Football in Schools project in 30 public schools in Tbilisi & the regions from January 2023

To engage 100 schools in the Football in Schools programme with 100 Licensed coaches and reach 2000 children by 2026

CLUBS & YOUTH TRAINING PROVIDERS

Transform the amateur game through a focus on club development & quality coaching

Develop amateur clubs guidelines & standards with an associated support package by 2023 with annual reviews

50 amateur clubs with 1000 players, to be registered with the GFF by the end of 2026

GFF Training Provider Regulations to be implemented by 2022, with 120 entities registered and categorised

All Training Providers operating in Georgia to have at least "4th category" status by 2026

GRASSROOTS WORKFORCE

Support Regional Football Federations to roll out coach education, grassroots leadership programmes and other capacity-building initiatives

Drive regional development by holding a UEFA D License course each year in every region from 2022

Harness our broad commitment to Professional Education to train 100 UEFA C-licensed coaches and 100 D-licensed coaches annually







CREATING A PLATFORM FOR ELITE TALENT TO FLOURISH

Build a seamless pathway of development, maximising opportunities for all and allowing the best Georgian talent to be identified, developed and nurtured





In 2016, GFF conducted a census/evaluation of infrastructure and individuals involved in youth football in Georgia, including players, administrative staff and coaches. The results were negative both in Tbilisi and outside the capital, but particular attention was placed on the regions, where many teams were not taking part in domestic tournaments and only existed on paper.

In April 2016, FIFA created a project that assigned two licensed coaches to each region. The coaches conducted selection activities and established a regional select team (initially at U13 level). The project involved holding a nationwide competition, with the winner travelling to Germany and playing several friendly matches. The best players were selected to join regional GFF academies for a period of two years. Today the scouting system operates more effectively on the back of the growing number of academies and technical centres. Consequently, more players have the opportunity to develop professionally, live healthily and train in a modern environment that meets high standards.

An important role was played by a change in the training and development compensation rule at national level, lowering the age in order to increase motivation and provide additional stimulus for smaller clubs. Further changes by the Licensing Committee prioritised the employment of coaches holding a C license at the 6-12 age level. This led to a more effective distribution of qualified coaches in clubs and provision of additional motivation for young coaches.

The goal of the categorization and monitoring project was to aid the development of youth football at all levels and increase stakeholder awareness in accordance with the GFF statutes and recommendations. Continuous subsequent monitoring of these processes are part of the current activities.





TALENT IDENTIFICATION

Build an integrated talent identification and development system to align with national team philosophy and provide clear pathways from grassroots for youth talent across Georgia

Undertake a talent identification & development review to align with national team philosophy by 2024

Aligned with our infrastructure enabler, create 3 additional GFF Academies and 6 Football Centers to expand coverage to all regions by 2026

Link 100 Football in Schools participations to 20 elite clubs by 2026

Implement monthly scouting programmes/events in every region by 2024

ELITE YOUTH CLUBS

Ensure that quality elite youth development opportunities are implemented and developed through close stakeholder relationships and supportive regulation

Develop amateur clubs guidelines & standards with an associated support package by 2023 with annual reviews

50 amateur clubs with 1000 players, to be registered with the GFF by the end of 2026

GFF Training Provider Regulations to be implemented by February 2022, with 120 entities registered and categorised by July 2022

All Training Providers operating in Georgia to have at least "4th category" status by 2026

ELITE YOUTH COMPETITIONS

Develop a high-quality football competition system, providing inspiring, rewarding and challenging participation opportunities to all

Make infrastructure accessible in the regions with at least one football centre or academy per region by 2026

Implement Football in Schools project in 30 public schools in Tbilisi & the regions from January 2023

To engage 100 schools in the Football in Schools programme with 100 Licensed coaches and reach 2000 children by 2026

COACHING & WORKFORCE

Support the growth of the elite youth football ecosystem through the development of a best in class enabling workforce

Drive regional development by holding a UEFA D License course each year in every region from 2022

Harness our broad commitment to Professional Education to train 100 UEFA C-licensed coaches and 100 D-licensed coaches annually







DRIVE THE DEVELOPMENT OF THE WOMEN'S GAME

Raise the awareness and profile of women's and girls' football throughout Georgia to inspire participation, celebrate talent, and establish a sense of national pride





The first steps towards establishing women's football in Georgia were made in the 1990s. However, activities during this and subsequent periods were largely limited to the national team holding infrequent friendly matches and participating in unofficial mini-tournaments. The regular domestic women's league was launched in 2016, and the women's cup competition was added in 2019. As of 2021, the Georgian women's championship consists of two tiers and 19 clubs.

The domestic women's championship and national team setup currently includes around 1700 registered players, with a further 2000 girls involved in the women's grassroots football projects.

Several players have already used the grassroots football projects as a springboard to launch their careers in the Women's League and subsequently represent Georgia at senior and youth levels. That is precisely the main goal of the activities implemented in recent years.

There are still a lot of important steps that we need to take to develop women's football in Georgia. Our top priority is to ensure that football is accessible to players of all age groups across the country.





CLUBS & COMPETITIONS DEVELOPMENT

Establish a seamless pathway of opportunity, allowing all our talent to be identified, developed, and nurtured

Establish girls' teams in all 1st and 2nd category football training providers by 2024.

Establish age group teams within top women's clubs and women's teams in top male clubs through the Club Licensing programme by 2024

Embed U12 and U15 competitions across 12 regions by 2022 and launch a new regional tournament across all 12 regions by 2023.

Link WPS GEO locations to women's top clubs and ensure that every top club is effectively linked to WPS U15/WPS U12 by 2023

Enhance fan experience through the development of supporters' clubs across all elite women's teams by 2023

IMAGE AND ENGAGEMENT

Raise the awareness and profile of women's and girls' football throughout Georgia to inspire participation, celebrate talent, and establish a sense of national pride

Create a Women's Football new brand identity and Communication Strategy by 2023 to raise awareness and promote women's football.

Make women's football commercially attractive for local sponsors.

A dedicated database for women's football will be established and embedded by 2023

Significantly enhance communications, engagement, and income generation through digital transformation

WORKFORCE DEVELOPMENT - 'WOMEN IN FOOTBALL FOR WOMEN'S FOOTBALL'

Work with key stakeholders to create exciting and rewarding opportunities for Georgian women to work in football

Ensure football environments across Georgia are safe for all girls participating in different projects. Establish a signed agreement with one Governmental and one Non-governmental organisation to support the implementation of child-safeguarding across Georgian football by 2023.

Establish a national network of regional (decentralised) women's football coordinators with a minimum of 1 coordinator/scout appointed/supported for each of the 12 regions in Georgia by 2023

Develop and embed new GFF categorisation criteria for female coaches, ensuring a minimum of one female each per 1st and 2nd category football school/academy in Georgia

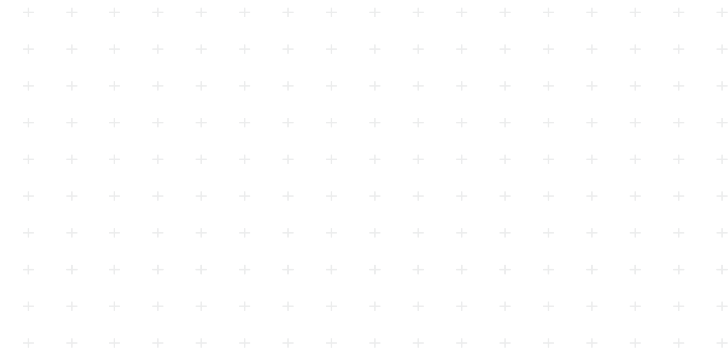
Provide regional (decentralised) UEFA coach education, providing at least 3 UEFA C license courses in the three biggest cities in Georgia per year







OUR ENABLERS







A FORWARD THINKING, MODERN CUSTODIAN OF FOOTBALL

Continue to progress as an agile and progressive administration, integrating and promoting our core values and being the best we can for all our stakeholders







CULTURE & PEOPLE

Develop a collaborative working culture to attract and retain talent supported by a best in class HR function to grow an attractive, competitive, socially responsible and work environment.

VALUES

Define and communicate clear organisational values, encompassing broad ethical and good governance principles, and effectively communicate these to internal and external stakeholders

GOVERNANCE

Develop a robust governance framework, applying and communicating rules and disciplinary regulations in a fair, transparent and consistent manner.

FSR

Establish a strong FSR culture within the organisation and its operations. Embed UEFA FSR guidelines and policies into GFF's activities and encourage football stakeholders to enhance their contribution in terms of social responsibility.

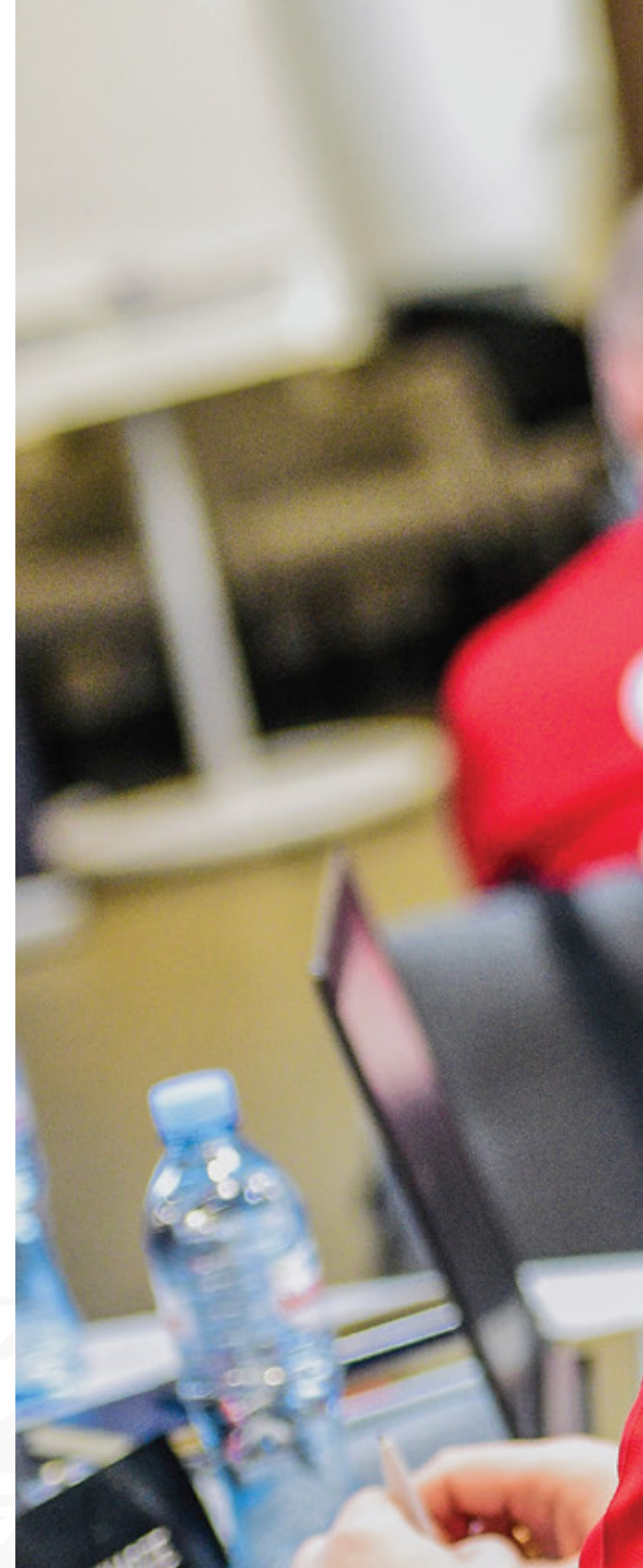






A HOLISTIC APPROACH TO PROFESSIONAL EDUCATION TO DRIVE PROGRESS ACROSS FOOTBALL

Develop the football workforce in Georgia through the provision of opportunities to train, best practice knowledge transfer and capacity building programmes





GFF

COACHING
CONVENTION





COACH EDUCATION

Developing new generation of coaches with a shared national philosophy and structured coach education framework from amateur to professional.

PROFESSIONAL WORKFORCE & CAPACITY BUILDING

Providing learning opportunities to all stakeholders, internal and external, through the delivery of a wide range of educational programmes and capacity building initiatives

REFEREE EDUCATION

Implement programme to attract new referees, to monitor and improve active referees to further develop their careers and establish a referee mentoring program to increase the retention rate

LEARNING ENVIRONMENT & RESOURCES

Establish and fully resource a dedicated education department

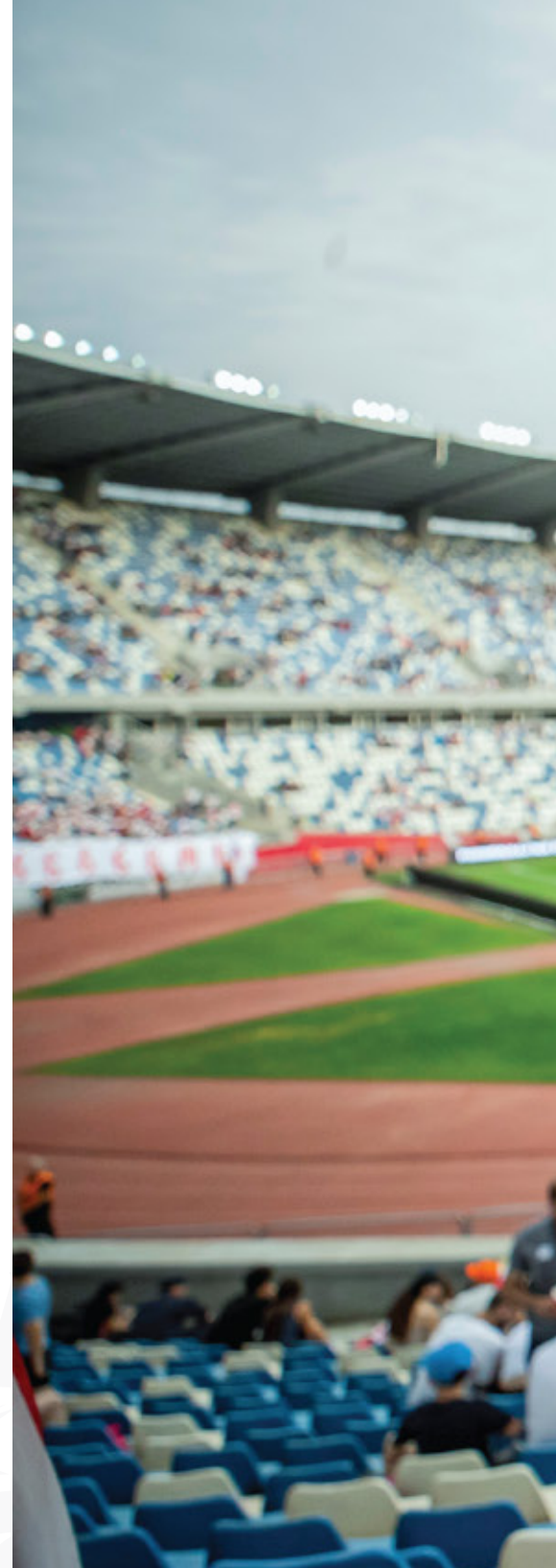






DRIVING AWARENESS & ENGAGEMENT ACROSS FOOTBALL AT ALL LEVELS

Harness Georgia's football heritage to reignite passion for football, working through traditional and digital channels to engage with inclusive audience, listening to our stakeholders to create a modern and vibrant football culture







COMMUNICATION

Deliver communications, marketing and brand strategies that clearly articulate our vision, mission, purpose, values and objectives to key audiences.

STAKEHOLDER ALIGNMENT

Conduct clear and direct communication with all stakeholders in order to build engagement and positive attitudes towards the football industry.

IMAGE

Recalibrate the image of football with GFF as an open, modern organisation that enables constant development of the game across the country.

INTERNATIONAL IMAGE

Position Georgia on the international football stage by bidding for and hosting international tournaments and events

AWARENESS

Raise awareness about football and make football universally attractive for all segments of the population.







INVESTING SUSTAINABLY FOR SUCCESS

Implement a progressive approach towards financial sustainability through the development of a long-term plan encompassing revenue generation, cost control and a considered approach to investment







STRATEGIC BUDGET CREATION

Develop a 4-year strategic budget to align with and support the strategic goals of the GFF

COMMERCIAL REVENUES

Undertake a full review of commercialisation of football in Georgia with view to maximising the value of commercial assets over the long term

CAPITAL INVESTMENT

working with key stakeholders to maximise direct investment into facilities (co-mandated by GFF).







DEVELOPING FOOTBALL INFRASTRUCTURE

Provide football facilities around Georgia for all who want to play football







FACILITIES STRATEGY & MANAGEMENT

Develop a sustainable facilities strategy to align with and support our strategic goals and best position the GFF for success

GRASSROOTS FACILITIES

Build a strategy to reach every region and community in Georgia

ELITE CLUB FACILITIES

Implement a programme of regulations and support to maximise improvements in league club facilities

GFF ELITE INFRASTRUCTURE FACILITIES

Develop high-performance training environments for National Teams and Elite youth development programs.

HOSTING INTERNATIONAL TOURNEMENTS

Drive the development of high quality facilities that meet FIFA / UEFA competition standards.







EMBRACING TECHNOLOGY TO DRIVE TRANSFORMATION

Adopt technology across the GFF to drive change at the heart of our organisation, helping us to achieve our goals across intelligence, education and organisational development impacting our stakeholders across the board







E-LEARNING

Create a best-in-class online educational platform for professional development of GFF target groups to facilitate goals around professional development to drive standards forward across clubs, coaches, administrators, fans, referees, parents, grassroots champions and other stakeholders

FOOTBALL & COMPETITION MANAGEMENT

Build comprehensive solution to manage player registration, referees and competitions through an integrated digital platform

GFF DIGITAL UPGRADE

Upgrade and optimize digital premises and supporting systems for effective operations and organisational needs.

VAR

Transform the quality of the elite competition product and aid the quality/integrity of match officiating by implementing VAR







EMBRACING TECHNOLOGY TO DRIVE TRANSFORMATION

Adopt technology across the GFF to drive change at the heart of our organisation, helping us to achieve our goals across intelligence, education and organisational development impacting our stakeholders across the board







INTELLIGENCE UNIT

Develop of a dedicated intelligence unit to support and inform decisions across all areas of operation

CRM & DATA

Launch an integrated database to collect, clean and analyse fan information

RESEARCH

Establish annual research programme

STAKEHOLDER COMMUNICATION

Establishment of a programme to maximise stakeholder engagement & awareness of benchmarking & research







SPONSORS



საქართველოს
ბანკი

Coca-Cola

macron

Crystalbet

აონი
by bono
liga



DHL

პირველი
არხი

სილიკონი

