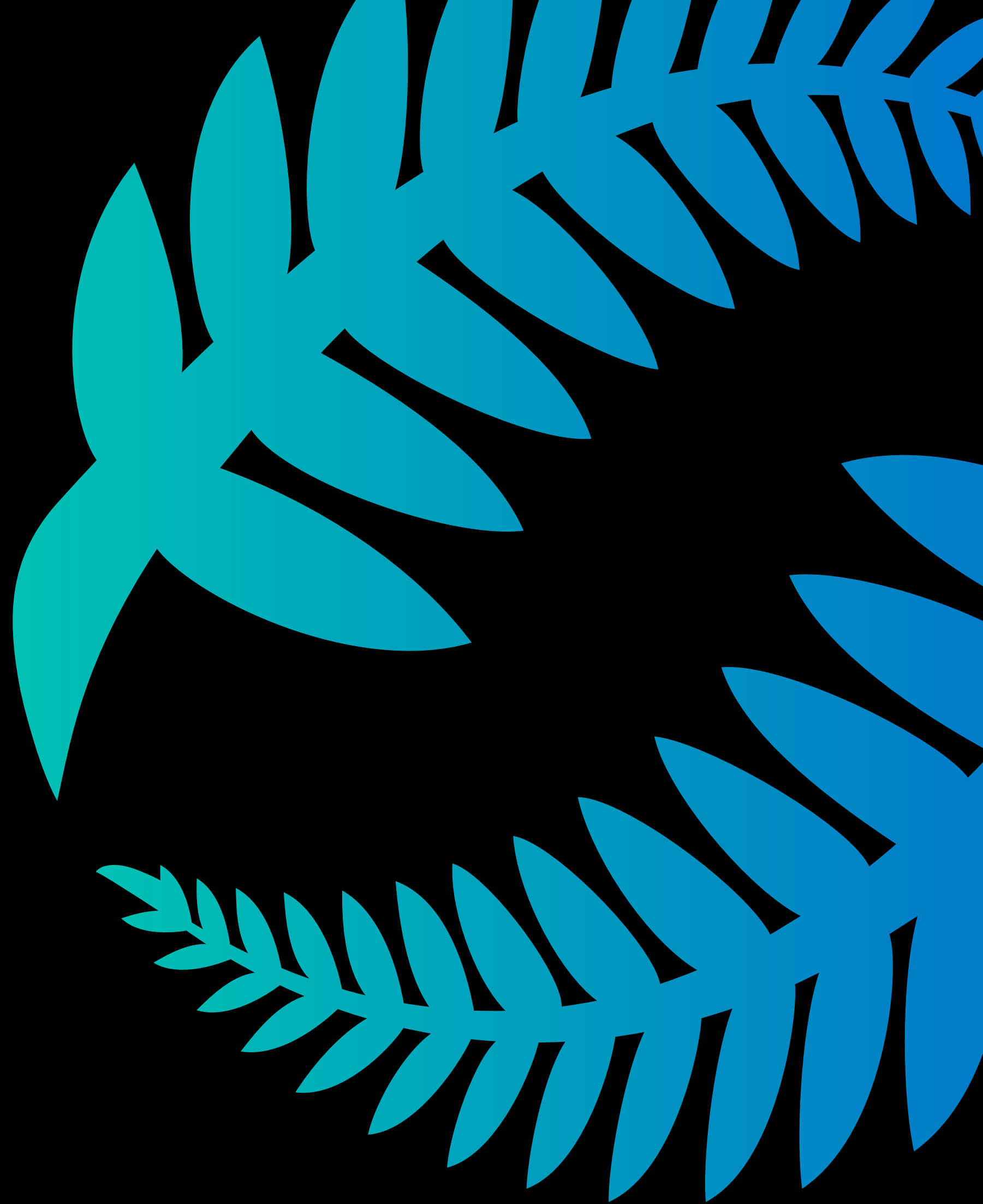




**New Zealand
Football**

WHOLE OF FOOTBALL 2.0

2026 AND BEYOND



A FRAMEWORK FOR ALL

Whole of Football (WOF) 2.0 provides an evolved framework for players, coaches, referees and administrators.

It aims to provide accessible opportunities for all participants to receive consistent high-quality experiences that are tailored to meet their needs now and into the future.



ATTRACT

Ensure that our game is easily accessible so all players can join and fall in love with the game

Targeted opportunities for girls, women and youth



GROWTH

Sustained growth by providing high quality experiences



RETAIN AND DEVELOP

Ensure that our game is age-appropriate and fit-for-purpose for all participants and provides pathways from community to professional for:

- Players
- Coaches
- Referees
- Administrators

ATTRACT, RETAIN AND DEVELOP

From playing on the field or court, leading as an administrator, inspiring as a coach, or officiating as a referee, our inclusive framework is designed to attract all New Zealanders to become part of the beautiful game, ensure they have a quality experience, retain them in the game for life and develop them to reach their potential.



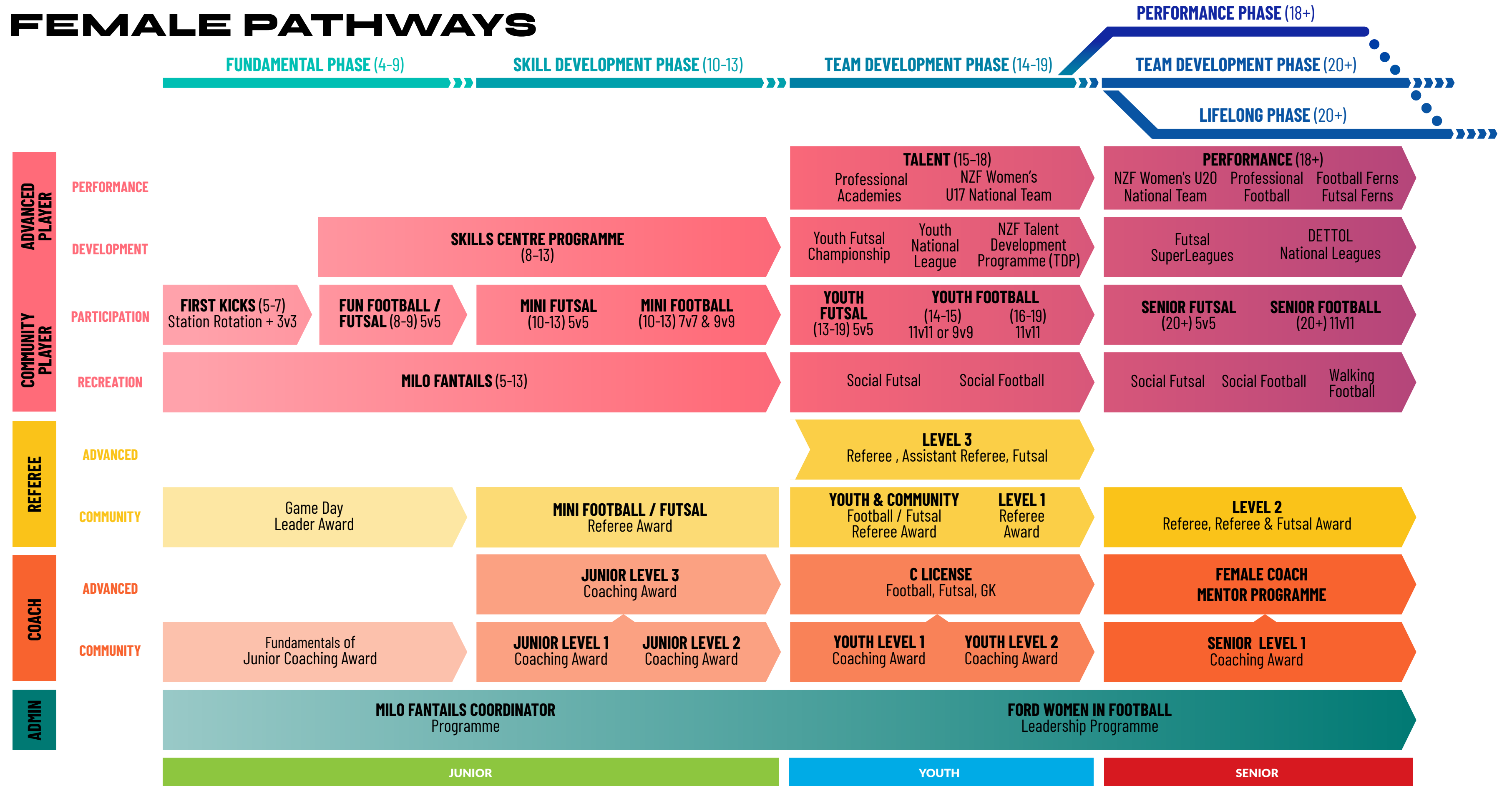
PHASES OF DEVELOPMENT

New Zealand Football believes in a holistic, logical and progressive approach to developing players, coaches and referees to have a life long love for the game as well as reach their full potential.

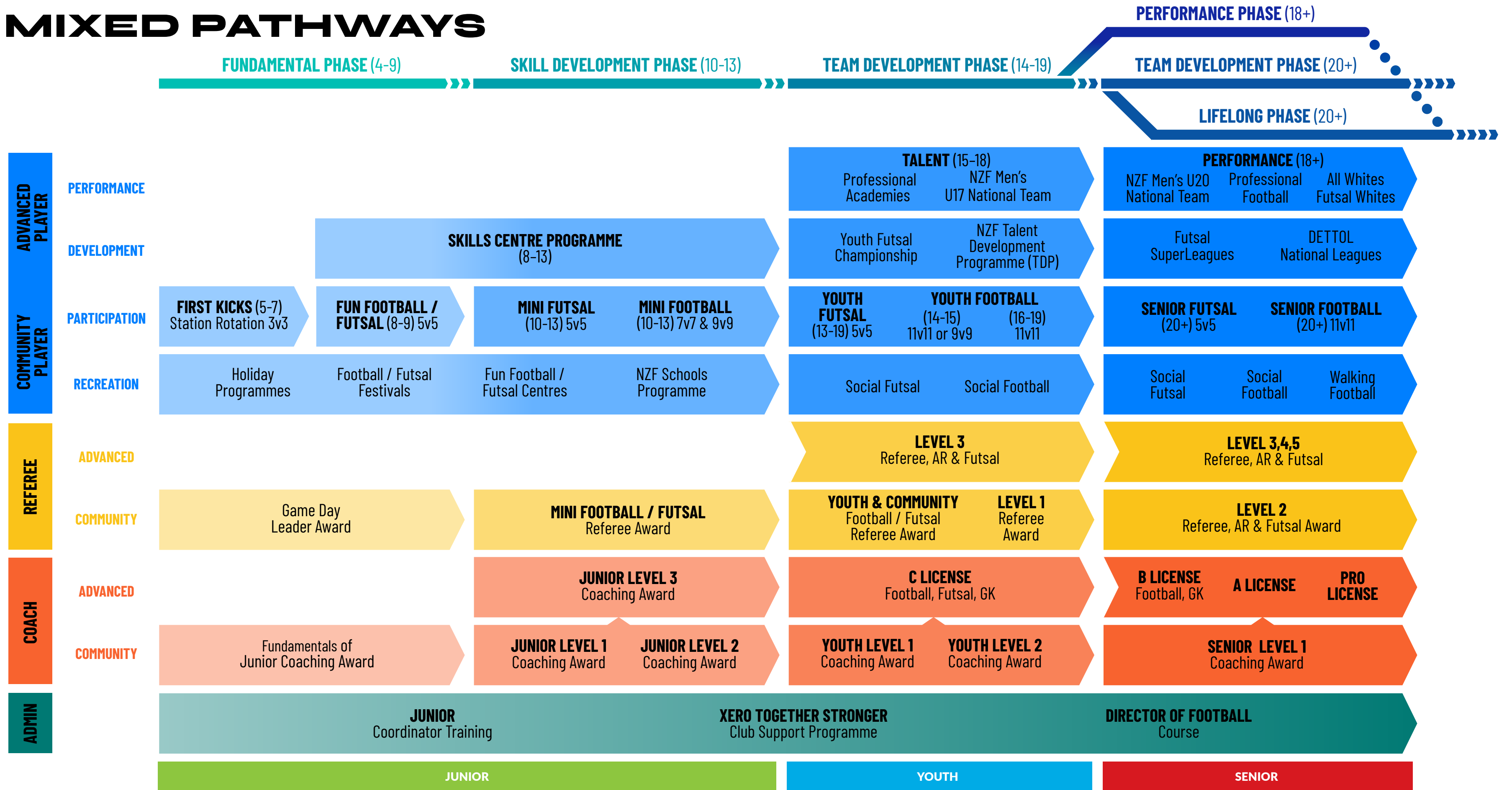
The Phases of Development show a players journey as they grow and develop with the game and also what coaches, referees and administrators should focus on to support players throughout the phases



FEMALE PATHWAYS



MIXED PATHWAYS



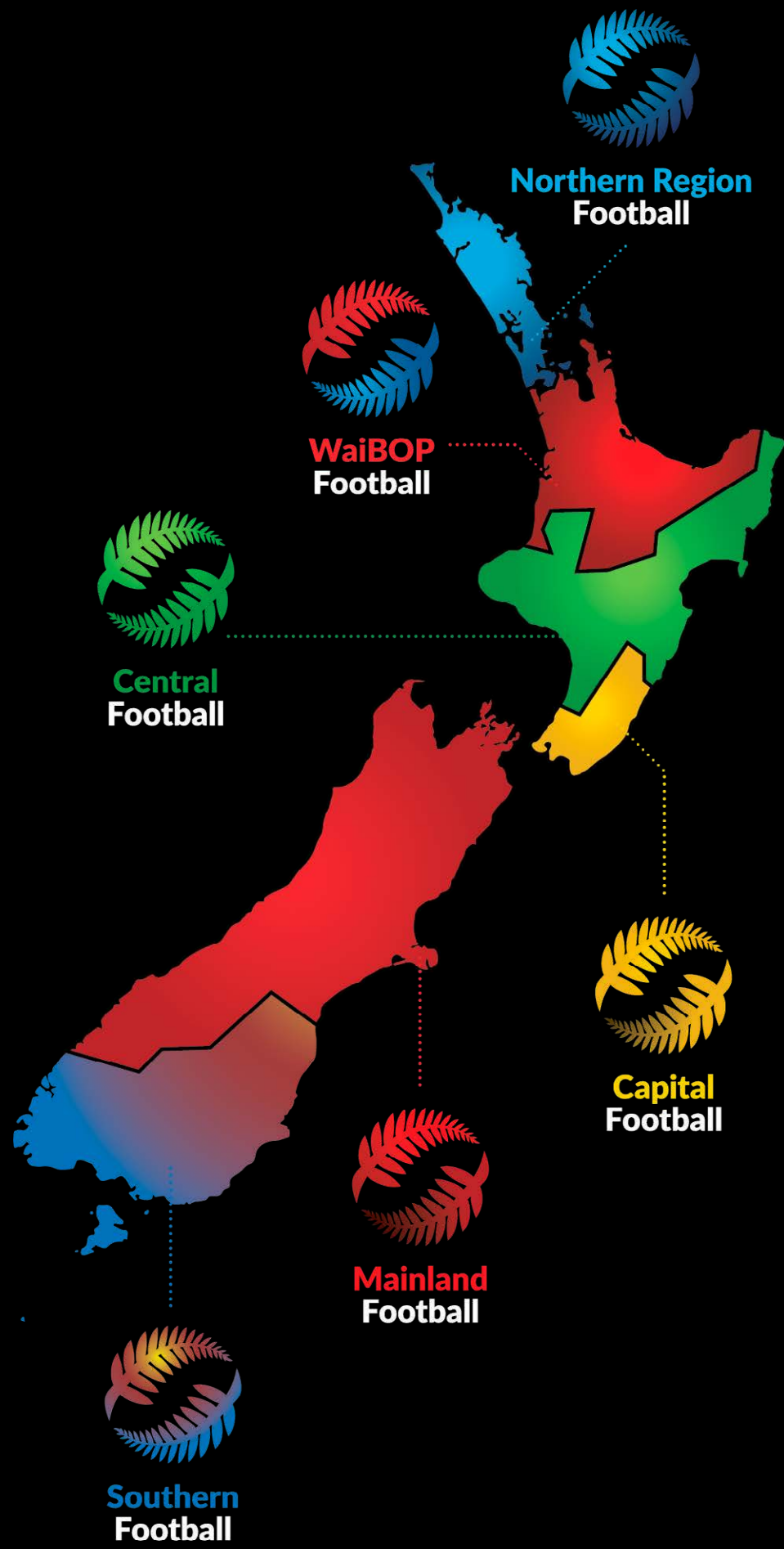
VISION OF SUCCESS

The effective implementation of the updated WOF 2.0 framework will have a positive impact on participant experience and ensure more equitable access to our beautiful game. The outcomes we would like to see as a result of this are:





New Zealand
Football



Northern Region
Football

WaiBOP
Football

Central
Football

Capital
Football

Mainland
Football

Southern
Football