

Annex B – 3 PHASES TO UNLEASH THE ROAR

Phase 1: CORE (Establishing conditions)

Timeframe: 2021 - 2022

All conditions to increase participation at the base of the pyramid to drive the Unleash the Roar! project to be in place. This includes the National Curriculum, participation in schools, implementation of 10-15 School Football Academies and scholarship programmes.

Phase 2: CHARGING AHEAD (Expansion)

Timeframe: 2023 - 2027

Execution of all strategies in the 8 pillars

Phase 3: OUTCOMES (Performing in tournaments)

Timeframe: 2028 - 2033

Final push towards qualification for World Cup in 2034 as an aspirational milestone