

CONIFA ASIA & OCEANIA

Strategic Plan & World Peace Cup Initiative

2026 – 2028

Advancing Inclusive Football Through Visionary Events and Leadership

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Executive Summary

This strategic plan outlines CONIFA Asia and Oceania's vision and roadmap for 2026–2028. The period represents a significant intensification of the confederation's commitment to inclusive football, marked by innovative events, leadership engagement, and progressive equality initiatives across two continents and 13 member associations — 11 in Asia and 2 in Oceania.

The CAO President's international speaking engagements, the formal introduction of the Third Sport Model framework, and the launch of landmark tournaments collectively underscore a forward-thinking approach to sport governance — reinforcing CONIFA's global role as an advocate for unrepresented football communities.

This plan provides a clear roadmap for sustainable growth, increased global visibility, and the meaningful development of member associations that have been excluded from mainstream football structures.

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13 member associations: 11 in Asia and 2 in Oceania · Events planned for 2026, 2027, and 2028 · Engagement with FIFA non-affiliated football communities representing approximately 60% of the world's population

Sport&EU 2026 Conference

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June 2026 · Canterbury Christ Church University, United Kingdom

The CAO President's presentation at Sport&EU 2026 will mark the official academic introduction of the Third Sport Model — a framework that demonstrates how prevailing Western-centric sport governance structures systematically exclude the majority of the world's population, including the people groups recognised by the United Nations. The model proposes concrete pathways to greater inclusivity and sustainability in football governance and is expected to generate significant scholarly and media interest.

Second Women in Football Symposium

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December 2026 · Dublin, Ireland

The CAO President will participate for the second time in this pivotal global symposium, contributing strategic perspectives on empowering women from unrepresented and underrepresented communities through inclusive football. Her engagement will leverage CONIFA's direct experience in supporting non-FIFA nations. The symposium serves as a timely platform in the lead-up to the FIFA Women's World Cup 2027 in Brazil.

Third CONIFA Asia Cup

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Anticipated: July 2027 · Potential Host: Rojava Football Association, West Asia

Preparations for the Third CONIFA Asia Cup are underway. The Rojava Football Association has been identified as the potential host, offering a unique opportunity to spotlight football in a region defined by resilience, cultural depth, and the aspirations of its people. With Rojava FA as the potential host, the next possible host country of the CONIFA Asia Cup is Germany, where Rojava FA is registered.

Tournament planning will place strong emphasis on security, stakeholder collaboration, and community outreach — uniting the independent football associations of CONIFA Asia under a shared vision of sporting excellence. As with previous editions, values integral to CONIFA events — including sustainability, human rights, and cultural exchange — will be prominently featured throughout the championship.

CONIFA Paradise Cup

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Inaugural Edition: October 2027 · Host: Australia · Co-organisers: AIFA & CONIFA Oceania

October 2027 will see the launch of the inaugural CONIFA Paradise Cup in Australia, co-hosted by the Australian Independent Football Association (AIFA) in partnership with CONIFA Oceania. The AIFA has expressed formal intent to apply for CONIFA membership alongside its co-hosting role, a development that signals growing momentum for organised football in the Oceanic region.

The CONIFA Paradise Cup is conceived as a landmark celebration of football's power to bridge cultural divides and amplify unheard voices. The championship will feature national teams from across Oceania — nations that have long been marginalised by a predominantly European-led global sport governance structure.

Key Features and Objectives

- ▶ Showcase 12 Oceanic nation-states with national football associations currently outside the FIFA/OFC structure
- ▶ Feature a pioneering grassroots football and ocean clean-up programme, aligning sport with environmental advocacy
- ▶ Attract global partners whose values align with CONIFA's sustainability and inclusion mandate
- ▶ Pursue international sport development grants to fund participation and infrastructure for Oceanic member associations
- ▶ Elevate emerging football talents in the Pacific and place the region on the global football map

CONIFA World Refugee Cup Initiative

Ongoing discussions are actively shaping the CONIFA World Refugee Cup — a groundbreaking tournament designed to spotlight refugee footballers and bring their stories to a global audience. This initiative is among the most significant in CONIFA's recent history, with the potential to generate substantial humanitarian and media impact.

The CAO President has opened dialogue with the French Football Federation (FFF) through its Head of Institutional and International Affairs with a view to formalising a partnership. In parallel, the registration of CONIFA Asia and Oceania in Paris or Lille is being progressed to underpin the organisational structure for this and future events.

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Paris, France — planned venue for both the first CONIFA World Refugee Cup and the Third CONIFA Women's World Football Cup

Dual World Championship Format

A key ambition of this initiative is to present the first CONIFA World Refugee Cup and the Third CONIFA Women's World Football Cup as a back-to-back event, with Paris identified as the target host city for both championships. This dual-championship format is designed to guarantee equal media coverage, equal platform, and equal representation for both competitions — setting a new global standard for gender equity in football journalism and broadcasting.

Media Strategy and Equality Initiatives

Equal media coverage for women's and men's football lies at the heart of this strategic plan. The back-to-back format of the Third CONIFA Women's Football Cup and the first CONIFA World Refugee Cup is deliberately designed to correct longstanding disparities in media exposure and to set new benchmarks for gender equality in sport journalism.

The profound humanitarian and human rights value embedded in these two world championships is expected to draw widespread global attention — creating a compelling opportunity for CONIFA to revive and grow its Broadcasting Rights income stream, thereby funding the confederation's expanding activities on a sustainable basis.

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Equal media airtime · Broadcasting rights revenue · Gender equity benchmarking · Human rights storytelling

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Strategic Overview: 2026–2028

2026

Sport&EU Conference | Canterbury Christ Church University

Official academic launch of the Third Sport Model framework

2026

Second Women in Football Symposium | Dublin

Strategic contribution on inclusion and women from unrepresented nations

2027

Third CONIFA Asia Cup | West Asia (Rojava FA)

Continental championship emphasising resilience, culture, and human rights

2027

CONIFA Paradise Cup | Australia

Inaugural Oceania championship with sustainability and ocean advocacy focus

2027–28

CONIFA World Refugee Cup + Third Women's World Football Cup | Paris

Dual back-to-back world championships with equal media mandate, hosted in Paris

2028

CONIFA World Peace Cup

Flagship world championship rebranded as a beacon of peace amid global tension

Conclusion and Next Steps

The initiatives outlined in this strategic plan collectively affirm CONIFA Asia and Oceania's determination to lead inclusive, impactful, and innovative football governance across two continents and beyond. From academic conferences to historic tournaments, every element of this plan is aligned with the confederation's core values of inclusion, sustainability, and human dignity.

Successful delivery of this roadmap will require focused action across several fronts:

- ▶ Finalising host agreements and legal registrations for all planned events
- ▶ Deepening international partnerships with football federations, sponsors, and humanitarian organisations
- ▶ Launching targeted media and advocacy campaigns ahead of each major event
- ▶ Securing broadcasting rights partnerships and global sponsorships that align with CONIFA values
- ▶ Formalising the Third Sport Model's academic and policy footprint through published research and conference proceedings
- ▶ Advancing the CONIFA World Peace Cup as a global instrument for conflict resolution and unity through sport

By executing this roadmap with rigour and ambition, CONIFA Asia and Oceania will continue to empower unrepresented football communities worldwide — proving that football truly belongs to everyone, and that sport can help turn the world back towards peace.

CONIFA ASIA & OCEANIA

CONIFA World Peace Cup 2028

A Beacon of Hope

Uniting Nations Through Sport in Times of Global Tension

Introduction: Evolving Global Tensions and the Need for Unity

Times have been fast evolving since the pandemic. The wars and tensions in West Asia and Eastern Europe have tilted the world towards another possible world war. If we do not collectively unite to stop another global war from happening, there will be little left of the earth as we know it. We cannot merely rely on politicians to decide our fate. We have the power as ordinary people to fight the possibility of a world war with tools for peace. Sport is one such tool.

Impact of Conflict: The Road to the World Peace Cup

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October 7, 2023 · KFA Withdrawal · Suspension · Path to Restoration

In 2023, the October 7 massacre led to a series of missile attacks between Israel and Iran that eventually caused the Kurdistan Football Association (KFA) to withdraw from its commitment to host what would have been the fourth CONIFA World Football Cup. Of the 16 teams initially ready to compete in the world's most ancient surviving civilisation, seven stayed on — and this would have been a world championship competed in by eight strong teams, counting the host.

The CONIFA Executive Committee agreed to postpone the CONIFA World Football Cup to 2025 to allow time for the regional tension to simmer down and the member associations to consider rejoining or joining the CONIFA World Football Cup.

Furthermore, CONIFA proposed to the KFA the rebranding of the CONIFA World Football Cup to the CONIFA World Peace Cup — a powerful declaration that in the middle of a conflicted region stands a peaceful nation, belonging to no state, and ready to be a beacon of hope for West Asia and the world.

The Kurdistan Football Association, under its leadership at the time, ultimately withdrew from hosting the CONIFA World Football Cup. In response, CONIFA suspended the KFA.

Leadership and Restoration: The CAO President's Intervention

The CAO President was returning from volunteering at the Paris 2024 Olympics when the CONIFA Global Executive Committee voted to suspend the KFA. She was not present at that meeting — the only absence she had had from the monthly CONIFA ExCo since commencing her involvement with CONIFA in 2020. At the AGM 2025, she voted to abstain on the suspension of the KFA, stating: "This is beyond them." The vote to suspend prevailed.

Faithful to her role as CAO President, she worked for the next 11 months following AGM 2025 to restore the KFA to CONIFA — on the condition that they reimburse in full the two teams affected by their withdrawal, as those teams had already purchased round-trip tickets to Erbil. She also negotiated with the CONIFA Global President to reduce the penalty fee owed by the KFA to a minimal token amount.

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Revived relationship between CONIFA and KFA · KFA eligible to rejoin the CONIFA Asia Cup · KFA able to bid once more for CONIFA World Football Cup hosting rights

Future Challenges: Egypt vs. Kurdistan as Potential Hosts

The revived opportunity for the KFA to host the next CONIFA world championship does not come without competition. Egypt remains a strong candidate for the hosting of the next CONIFA World Football Cup — to be rebranded as the CONIFA World Peace Cup. Both potential hosts represent compelling cases: Egypt offers established infrastructure and continental and global reach, while Kurdistan offers an unparalleled symbolic and humanitarian statement to the watching world.

The CONIFA World Peace Cup as an Instrument for Peace

The CONIFA World Peace Cup will be more than a football tournament — it will be a beacon of hope in a world now anxious about weapons of mass destruction and the fragility of the international order. By providing a stage for regions and peoples often overlooked by mainstream sporting organisations, football on the world stage becomes more than transactional, more than driven by revenues, player transfer fees, and broadcast fees.

The CONIFA World Peace Cup will amplify the voices advocating for peace, human dignity, and mutual respect. The recent challenges — marked by conflict, withdrawal, and suspension — have only reinforced the tournament's significance as a powerful instrument for unity and hope. As the world looks toward the next

CONIFA world championship, the message is clear: peace is possible, and we have the tool to help reverse the direction of the world back to peace.

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Football as a tool for peace · Amplifying unrepresented voices · A world championship that transcends sport

CONIFA Asia & Oceania · CONIFA World Peace Cup 2028