

# **SOUTH AFRICAN FOOTBALL ASSOCIATION**

## **VISION 2022**

**NEC Report – 28 September -19 December 2014**



**SOUTH AFRICAN  
FOOTBALL ASSOCIATION**

# New National Executive Committee

The new SAFA National Executive Committee was elected into office on the 28 September 2013.

We realized that immediate, urgent challenges confronted the Association which required a focused and co-ordinated response. These challenges included the following :

- SAFA recorded a total loss over the period 2012 / 2013 of over R100 million.
- Lost sponsorship of Absa and Puma of over R 60 million.
  - Faced the threat of more sponsors withdrawing
- 2013 no national team qualified for CAF and FIFA competitions
- Technical plan existed on paper but no resources were allocated, no strategy for implementation was started and no coordinated coherent context was finalised
- The media profile was extremely negative
- The relationship with the Government and the Minister of Sport were strained.
- The relationship with CAF, FIFA, COSAFA were strained.
- The relationship with SASSCOC and the National Parliament were adversarial.
- Development and our Junior National teams were neglected.

# Vision 2022

The New NEC met in January 2014 in Cape Town to adopt Vision 2022 to address these challenges.

Vision 2022 consists of key focus areas for the total reconstruction and development of South African Football :

- Technical plan
- Financial Turnaround strategy
- Commercial Strategy
- Communication strategy - rebuilding the SAFA and Bafana Bafana brands.
- Rebuilding and redeveloping stakeholder relationships
- Rebuilding our structures - LFA, Regions , Provinces .
- Building Academies, National technical centre and 9 provincial academies
- Building an efficient World Class Administration
- Integrate and align the work of the support structures - Legacy Trust , Development Agency , Infrastructure trust WITH Vision 2022 .
- Review : the Provincial plans, the governance , Statutes, funding models, revenue base, structures, legal framework of SAFA and align it to achieve maximum success in implementing Vision 2022.

Financial, National Team, Development

# THE TURN AROUND PLAN



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# Financial

Let us now record our successes and review the challenges for 2015:

SAFA reported a financial surplus of **R9.8million** during the first year of the new NEC. This has been accomplished through new and retaining existing sponsorships, funding from the 2010 FIFA World Cup Legacy Trust and assistance from the SAFA Development Agency.

We attracted various new sponsors , whilst also strengthening relationships with existing sponsors and bringing back old withdrawn sponsors:

- NIKE became the new technical sponsors for all National Squads
- Motsepe Foundation became the new sponsors for the ABC Motsepe 2nd Div League
- Burger King / Grand Parade Investments became sponsors of the u17 and u19 Boys / Girls Interprovincial Championships
- AVIS returned to the SAFA fold as a vehicle supplier
- SASOL renewed its sponsorship of BANYANA BANYANA and Women's Football
- SIYAYA – as a the new Broadcaster partner and effectively the overall game changer, will allow SAFA to realise massive impact on its commercial properties and financial sustainability – as the relationship becomes effective from June 2015

# National Teams

Unprecedented successes of the National Teams, through the change in focus on development, with the following teams reaching qualifiers and CAF competitions:

- Banyana Banyana: 2014 African Women Championship in Namibia
- u17 Boys: African Youth Championship 2015 in Niger
  - The 4 semi finalist qualify for the u17 FIFA World Cup in Chile (17/10 to 8/11 – 2015)
- u20 Boys: African Youth Championship 2015 in Senegal
  - Semi-finalist qualify for the World Cup in New Zealand (30/5 to 20/6 – 2015)
- Bafana Bafana qualifying unbeaten (and with 1 match to spare) for the Africa Cup of Nations 2015 – for the first time since 2008.

And of course, u20Boys winning the COSAFA Tournament

# Development

The realignment of all development structures to national teams

- Strategic decision to use the successful u20 boys squad to prepare for the u23 Olympic Tournament Qualifiers
- providing them with much needed international competition (West African Tour, Qatar, Russia)
- The u23 Squad will also contest the COSAFA Championships. Players will be drawn from the NFD, ABC Motsepe League and the SAB u21 League

# u13 and u15 Development

- U13, U15 Regional, Provincial and National Tournaments to create Talent Pyramid
- Funds from FIFA Legacy Trust to establish U13 and U15 Leagues in each of the 341 Local Football Associations.
- In 2014, 290 leagues operating for boys, and 90 for girls.
- Plans to extend to all LFAs in 2015.
- From October each year, each LFA selects a best team to participate in a Regional Tournament.
- 52 Regional Tournaments , for U13 and U15, boys and girls.
- Average of 900 kids per tournament, or total of 45,000
- 52 Regional teams selected to participate in 9 Provincial tournaments
- 9 Provincial Teams then to play in National tournament





# Talent Development Pipeline

Developing this talent will have three prongs:

1. The establishment of a SAFA National Academy
2. Identification of site to house the National Academy, with the 2010 FIFA World Cup Legacy Trust support
3. The establishment of nine Provincial Academies
  - HOY Park in KZN already operational
  - The licensing and grading of all Club and Private Academies.

# Government Relationships

The relationships with various strategic stakeholders have improved and been strengthened:

- Government – we have moved from an adversarial relationship with Government, as well as, the Minister of Sport and Recreation to one of collaboration and harmony.
- The recent Sports Awards saw SAFA receiving the most prestigious awards, with Portia Modise receiving the Sports Star of the Year Award and Coach Mashaba the Coach of the Year Award.
- BAFANA BAFANA, BANYANA BANYANA, u20 Boys and u17 Boys all also receiving special awards at the gala awards ceremony
- The Portfolio Committee Chairperson on Sport attended the SAFA Annual Congress 2014, and also lauded SAFA for its progress
- Endorsement from former Presidents of the Republic of South Africa as well as, the current President at the recent Annual Congress

# International Relationships

FIFA, CAF, COSAFA and SASCOC relationships have also been strengthened

- FIFA – requested SAFA to make application for a GOAL PROJECT, in support of its own Technical and Development centre
  - CAF – seeking SAFA support on various administrative / technical matters
  - COSAFA – SAFA assisted in negotiations with SIYAYA and other sponsorships, whilst also agreeing to host COSAFA 2015
  - SASCOC – the President of SASCOC lauding SAFA for its openness during the recent 2014 Congress, stating that SAFA took an unprecedented step in sport in South Africa, when it opened its Congress to “out-siders” and the Media
- International relationships with federations
- The strengthening of these and the renewed confidence that they now have in SAFA is evident by the visits of teams like Spain, Brazil ,Russia, Qatar, England, Germany.

# Funding - 2010 FIFA World Cup

Funding from the 2010 FIFA World Cup Legacy Trust has helped

- Continuation of U13 , U15 and now the U17 Leagues for Boys and Girls to the value of R25,947,100;
- for the National Junior Team's participation in the International qualifier to the value of R10 million;
- for the Beach and Futsal Championships to the amount of R1,8 million;
- to the SAIFA for its national league to the amount of R2 million;
- for the Women's Regional League to the amount of R5,7 million;
- for the ongoing support of the women's development programme at the HPC in Pretoria to the amount of R3,926,313;
- for further funding towards the realisation of Provincial offices to the amount of R1,356,000;

# SAFA Development Agency

- Funding of R3 million per annum from SASOL for football development in Gert Sibande and Fezile Dabi;
- Funding of R3 million per annum from PPC for football development in the Eastern Cape;
- Funding of R8,5 million capex from Total Sports for the building of a SAFA Johannesburg Development Centre;
- Funding of R5,5 million per annum from Total Sports for football development in SAFA Johannesburg;
- 55,000 indestructible footballs funded by CHEV for football development ;
- An agreement with EOH for 104 IT learners to be placed in SAFA Regions for the implementation of the SAFA.net system;
- An agreement with Seriti Institute and the Community Works Programme for the training and employment of over 1,000 coaches in 34 communities;
- The delivery of a new D and C License Manual through the contribution of GIZ;
- The successful launch of CLUB 300, a business networking structure to provide the core funding for the operation of the SAFA Development Agency.

# Competition Framework

The Junior Leagues as Regional and National Tournaments is a crucial part of our competition base.

Below are the football development programmes implemented across the country:

- Grassroots Program Festival in SAFA eThekweni, Durban involving 700 children;
- 52 x U13 & U15 Boys and Girls Regional Championships;
- 8 x U13 & U15 Boys and Girls Provincial Championships;
- Basic Futsal Referee Course in SAFA Gauteng, Johannesburg (25 participants);
- Basic Beach Soccer Referee Course in Durban, SAFA EThekweni (18 participants);

# Competition Framework

## Futsal Inter-Provincial Tournament

- Beach Soccer Inter-Provincial Tournament
- Futsal Inter-Provincial Tournament
- Grassroots Coach Educators have conducted further grassroots festivals in their areas of operation in various LFAs.

# Competitions

The participants were the nine provincial teams and three (3) Academy squads from defined PSL teams. The Championships were organised to ensure inclusion of as many talented youth football players. The following are the Championships played:

- Sasol League National Championship, SAFA Dr K Kaunda, Klerksdorp.
  - Winners: Mamelodi Sundowns FC (Women's Team);
- SAFA U17 Championship, SAFA Gauteng, Soweto.
  - Winners: Bidvest Wits FC (Academy Team);
- SAFA U19 Championship 2014, SAFA Mangaung, Bloemfontein.
  - Winners: SuperSport United FC (Academy Team)
- SAFA SAB U21 Championship: July 2014, SAFA Ngaka Modiri Molema, Mahikeng
  - Winners: Free State beat North West 4 - 2;
- ABC Motsepe League Championship: July 2014, SAFA, eThekweni.
  - Winners: Cape Town All Stars;
- SAFA U19 Women's Championship: August 2014, SAFA Vhembe, Thohoyandou;
  - Winners: Western Cape;
- SAFA Sasol National Women's Championship Dec 2014, SAFA Nelson Mandela Bay
  - Winners: Cape Town Roses, SAFA Cape Town
- SAFA fielded the requisite eight teams in the Nedbank Cup
  - AmaBee FC from SAFA Gauteng reaching the last 16.
  - PSL provide base for National Teams
  - NFD provide base for National Teams



Goals and Objectives

**2015**



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# Sports Science/ Sports Medicine

**We continue to engage with relevant partners in this area, from the HPC in Pretoria, to UJ, US, and NWU in order to remain abreast of developments in these critical areas.**

- **We have also established a relationship with the research capacity of the Mapungubwe Institute (MISTRA).**

# Organisational restructuring

- The Association has just completed the restructuring process that was started in 2012 and has resulted in the staff complement now standing at fifty-nine. The process was undertaken to achieve the following goals:
  - align the job functions for optimal operation of the Association;
  - adjust employee position;
  - align the remuneration process of the Association;
  - reduce the operational costs of the Association

# Human Capacity

- The Association has undertaken to build the human capacity of people involved in football across SAFA.
- People have undertaken a number of training programs with different institutions across the country.
- The trainees includes people from the NEC, SAFA staff, provincial, regional and LFA members.

# 2015 Targets: Teams

u17 boys team – qualification for the 2015 FIFA World Cup, Chile

- u20 boys team – qualification for the 2015 FIFA World Cup, New Zealand
- u23 men's team – qualification for the 2016 RIO Olympics
- Banyana Banyana – qualification for the 2016 RIO Olympics
- Bafana Bafana – more competitive matches against top teams in World

# 2015 Targets: Communication

Significant strengthening of areas such as:

- Website
- Twitter
- Facebook
- All and any other new media platforms
  - TV Shows
  - Improve SAFA profile for development – Regional / Provincial activities
  - Own publications
  - SAFA Newsletter

# 2015 Targets: Governance

- Constitutional Indaba to be held in March
- Unveiling of the National Technical Centre
- NEC Governance Workshop
- Strengthening of the LFA, Regional and Provincial structures
- Strengthening of the medical and scientific support to the National Teams
- Improve the IT structure and applications within SAFA

# 2015 Targets: Fiduciary Duties

- Act in the best interest of SAFA
- Exclude self interest
- Act in good faith
- Avoid conflict of interest
- Use of power for the purpose for which it was conferred
- The DUTY of ALL
  - Apply care, Skill, diligence
  - Be intellectually honest
  - Be independent



# SAFA Revenue Base

## ASSETS

SAFA House	R 70 Mil
Technical Centre	<u>R100 Mil</u>
	R170 Mil
Sponsorship & Broadcast	R300 Mil
Legacy Trust	<u>R350 Mil</u>
	R820 Mil
Target (2018)	R 1Billion



**May you have a well deserved rest. And a wonderful and blessed festive season.**

2015 will be an exciting and challenging year. Let the spirit of unity and the interest of SAFA that was so wonderfully displayed in the AGM continue to guide our work. Thanks for all the support.

- Dr Danny Jordaan