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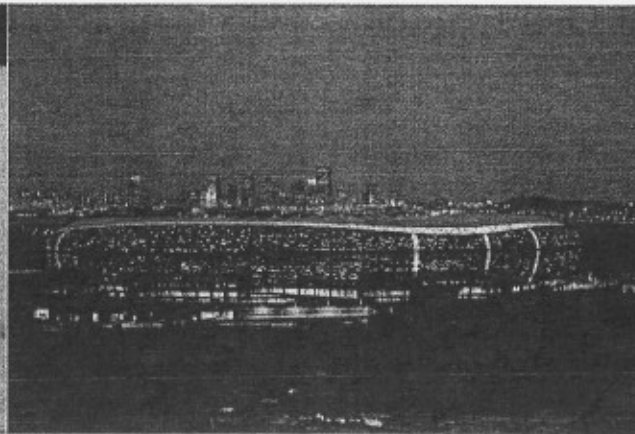
Repositioning the South African Football Association

MR LESLIE SEDIBE

SAFA – CHIEF EXECUTIVE OFFICER

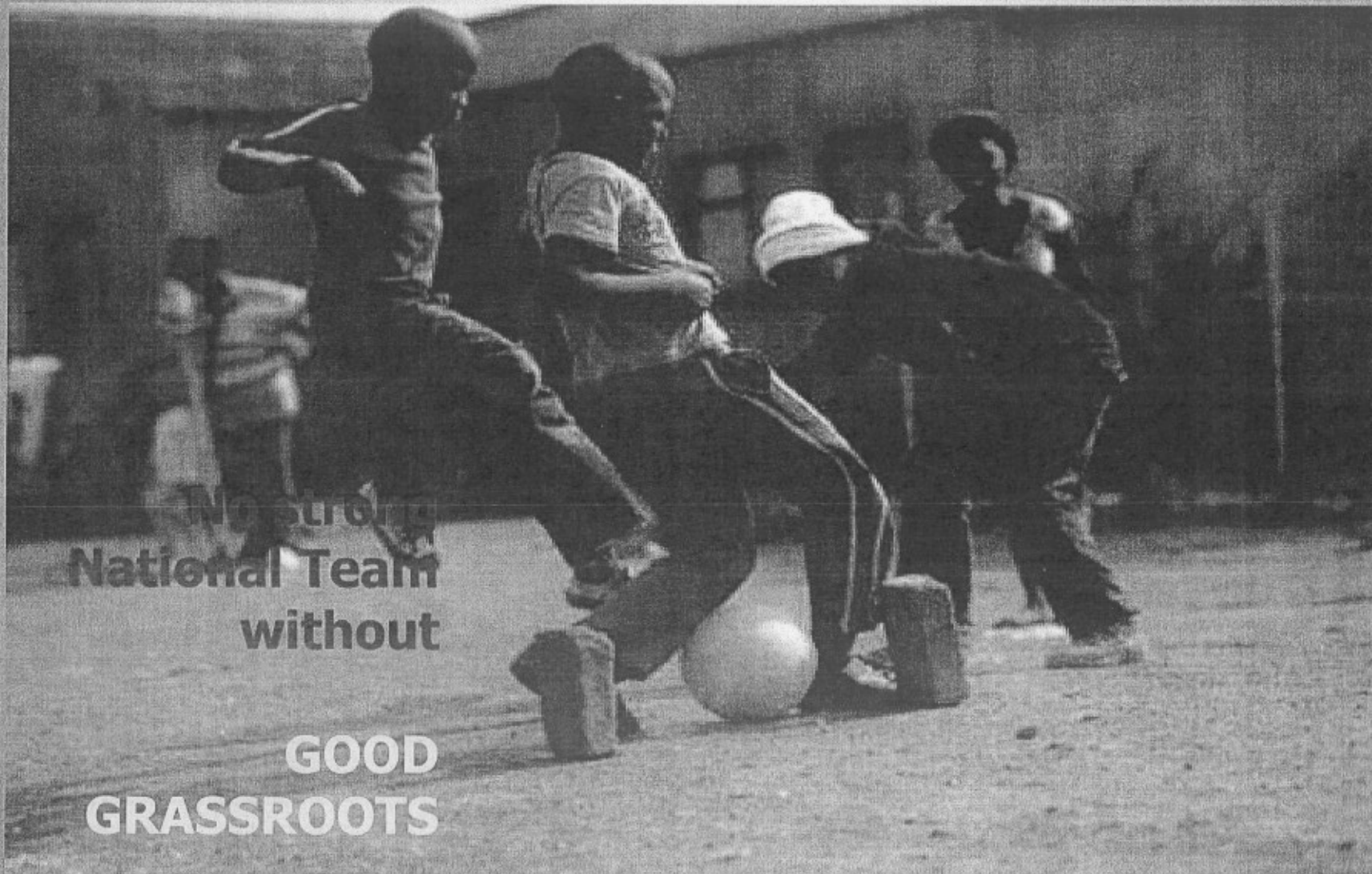
PARLIAMENT PORTFOLIO COMMITTEE - SPORTS AND
RECREATION

TUESDAY, 20 JULY 2010



SOUTH AFRICAN
FOOTBALL ASSOCIATION

Back to Basics



**No strong
National Team
without**

**GOOD
GRASSROOTS**

Vision and strategic objectives

It is SAFA's vision to elevate football in the next two to four years to a level where South African National Football Teams will command the respect of the international football community and the unconditional support of the broader South African public.

We will do this by relentlessly focusing on the following key strategic objectives:

- 1. To develop and implement an organisational structure, with clear roles, responsibilities and performance contracts, to enable seamless delivery on SAFA's mandate*
- 2. To implement a robust football development programme with dedicated resources for successful implementation*
- 3. To secure the best available coaching and technical support staff for the national teams*
- 4. To enhance constructive relationships with all stakeholders, including the Government, international football bodies, the PSL, Regional structures and sponsors*
- 5. To develop and implement a brand building strategy and programme*

Current status

- New organisational structure being designed
 - Targeted implementation date: 1 October 2010
- Process underway to strengthen the coaching staff across all the National Teams with strong KPAs
- Stakeholder relationship management strategy and program being developed
- Football development program a key focus
- Stakeholder Engagement iro Post 2010 FWC Use of Infrastructure

A three-pronged approach

Grassroots Football

- Increase access to structured participation
- Balanced (technical and life) skills development
- Building awareness and popularity of the game eg: White Schools

Elite Football

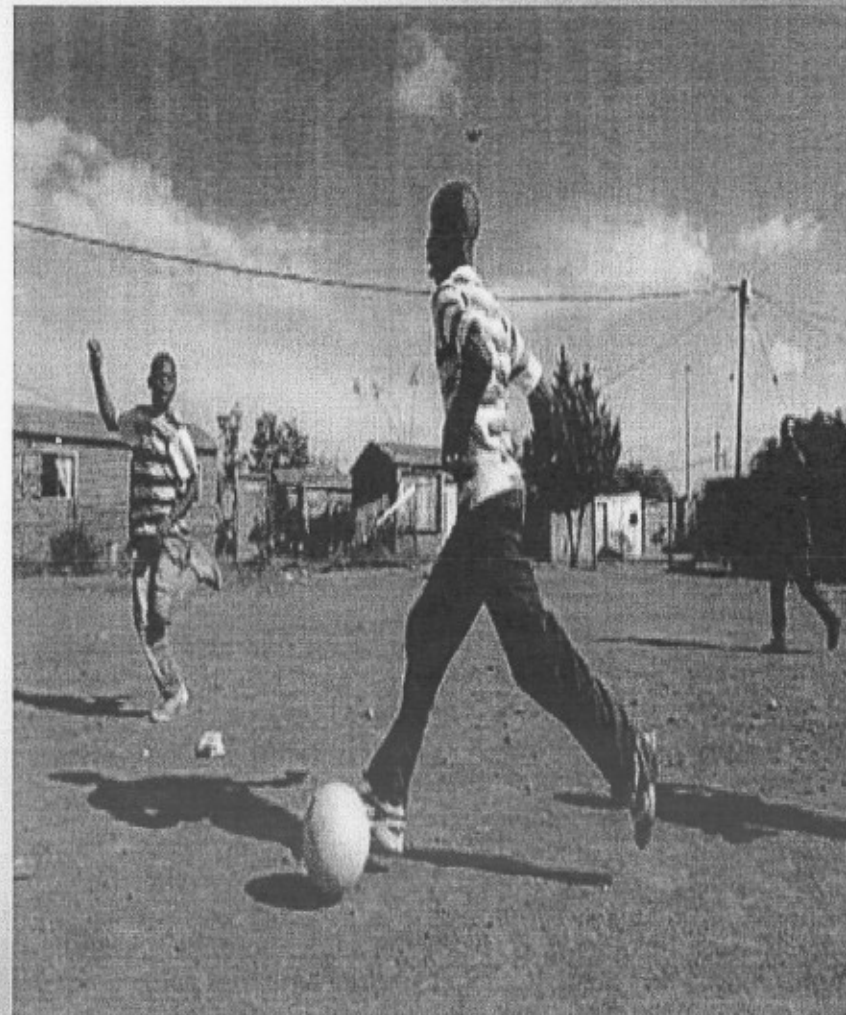
- Structured process to identify young talent at high school level (13 - 15 year olds)
- System for talent development with a clear career path

Football Development

- Growing the pool of quality coaches
- Enhancing the quality of football support functions (Refereeing, administration)

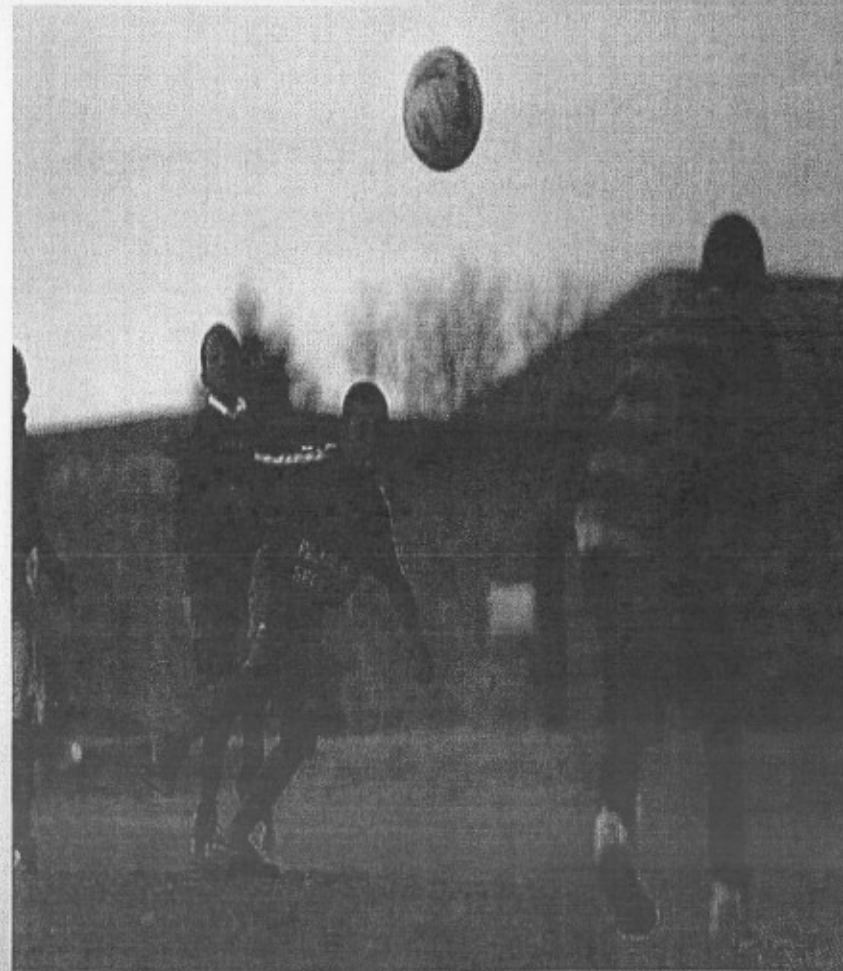
Football Development

- South Africa is no less of a football loving nation than any of the world's top performing football nations.
- Taking a walk through our townships and rural areas, is the best way of bringing home the intensity of the love for beautiful game.
- SAFA has to harness the pervasive love for the game and the natural talent in this country by
 - Recognising and identifying talent at an early age
 - Having the structures in place to channel and nurture talent effectively



Football Development

- Football development is not a one man show.
 - It requires input from Regional, Provincial and National Departments of Sports and Recreation, Education , Health and Public Works in terms of Infrastructure Development
- Creating an educational football environment which channels both the passion and the skills
- Important social values associated with the game of football around the world: Team spirit, competition, fair play, respect of rules, no discrimination, emotion, solidarity, democracy and transparency



Grassroots Football Philosophy

- Everyone has the opportunity to play
- Football can be played anywhere
- There is no discrimination
- The game must be simple, exciting and rewarding
- Fair Play must be respected

Football Development

- The development of
 - Referees
 - Administrators
 - Coaches
 - Spectator Education
- Futsal / Indoor Football
- Beach football
- Women's Football
- Schools Football including Tertiary Institutions

Schools Football Tournaments - Mass Participation

- Danone – Under 12
- Milo – Under 13
- Mac Donald – Under 14
- Metropolitan Cup – Under 16
- COPA – Coca-Cola – Under 18
- Sanlam Kay Motsepe Cup Seniors
- Ball Games – Winter Games – Boys and Girls
- COSSASA Games
- Bi-annual Schools World Cup (ISF) – sponsored by Government

Key Challenges

- Non Participation of some schools esp former Model C Schools and traditionally “White Schools”
- Lack of Adequate Playing Facilities esp at Previously Disadvantaged Schools
- Lack of Competent Administrators, Coaches, Referees and Parents Participation
- Lack of Physical Education as part of School Curriculum = Optional vs Mandatory
- Life Skills Training and Support

Grassroots Football

Objectives

- To introduce **boys'** and **girls'** football to a broader base of primary and secondary schools in cooperation with FIFA, the Department of Sports and Recreation, the Department of Education and the Department of Health.
- To introduce grassroots football across all the 52 SAFA Regions and LFAs and the Schools
- To increase the awareness of the positive values associated with football
- To contribute to the balanced development of children

Target groups

- Boys and girls from **6 to 12 years old**

FIFA Support

- Assistance with the organisation of festivals and tournaments
 - Small sided games – training, competing, tournaments
 - Inter class leagues
 - Inter school leagues
 - Club leagues
- Provide “Grassroots kit’s packages”
 - Balls (size 4)
 - T-shirts
 - Markers
 - Bibs
 - Cones
 - Whistles
- Instructors for the training of coaches (including teachers and parents)
- Teaching material (manual, dvd etc.)

SAFA's Grassroots programme

Stakeholder Consultation and Buy-in

Government Departments: Education; Sport and Recreation, Health and Public Works

Sponsors
Community structures (NGO)



Pilot projects

Launch one pilot project per Province

Review projects and refine future programmes based on lessons learned



National Roll-out

Regional support structures

Communication strategy to enhance awareness and celebrate successes to increase participation

Junior Leagues

- Re-alignment and Integration of various Junior Leagues
- Re-Introduction of the Reserve League linked to the Clubs – Player Re-habilitation and Game Time
- Inter-Provincial Tournaments (Sponsorship Challenges)