Portfolio Committee on Sport and Recreation

Presentation by the South African Football Supporters Association

15 June 2007
“Ask not what Bafana-Bafana can do for you, but what you can do for Bafana-Bafana”
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1) **Overall Objective of the Presentation to the Standing Portfolio Committee on Sport:**

To be formally recognised by government and other stakeholders as the official Organisers of supporters for National Teams for 2010 and beyond.

- Conferring of observer status on a permanent basis for SAFSA on the Board of SAFA.

2) **Time line of the strategic intent:**

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<thead>
<tr>
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<th>2007</th>
<th>2010 and Beyond</th>
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<tbody>
<tr>
<td><strong>Results achieved to date</strong></td>
<td></td>
<td></td>
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<tr>
<td>SAFSA Branches</td>
<td>88</td>
<td>12 000</td>
</tr>
<tr>
<td>Core Registered Members</td>
<td>10 000</td>
<td>2.4 million</td>
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<tr>
<td>Average Core Membership per Branch</td>
<td>114</td>
<td>200</td>
</tr>
<tr>
<td>Non-Registered Football Fans</td>
<td></td>
<td>10 million</td>
</tr>
<tr>
<td>Average number of fans per Registered Core Member</td>
<td></td>
<td>4.2 million</td>
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<tr>
<td>Casual interested Listenership / Viewership</td>
<td></td>
<td>12 million</td>
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</table>
Achieving a synergistic “win-win” relationship with Stakeholders like SAFA
3) **Strategic Enablers:**

Appointment and election of Officials as per Organisational structure (see section 2).

- Duplication of Regional and Branch organisational arrangements to achieve objective of 12 000 Branches (from 88 Branches).
- Formulation and Implementation of strategies to increase average Branch Membership from 114 to 200
- Achieving a financially viable position for SAFSA
  - A sound government grant
  - A number of high potential sponsorships
  - A structure of “Value-for-money” membership fees
  - Sponsored Advertising
  - Sale of Clothing, memorabilia and other merchandise, etc.

4) **Action Plans to Achieve the Formulated Objectives:**

4.1 **Securing adequate financial support.**

- Negotiation with Government to secure a series of annual grants based on future requirement with regard to scheduled campaigns, projects and programmes. *(A detailed budget will be submitted to serve as basis for grant allocations.)*
- Full utilisation of all sponsorship opportunities.
  - Identification of High-potential sponsors on National, Regional en Local levels.
  - Evaluation and prioritisation of sponsorships in terms of the attractiveness of the resulting strategic partnership.
  - Development of Sponsorship proposals.
  - Presentation of Sponsorship proposals and follow-up.
- Development and Implementation of a win-win/value for money membership fee structure and supporting systems.
  - Elements of the Package of Services offered by SAFSA to the registered Members.
  - Level of fees.
  - System to ensure effective collection of fees.
  - Forensic Control procedures.

- Developing, scheduling and launching of effective, high-potential, sponsored advertisement campaigns.

- Overlaps with a Marketing Plan: ensure effective receipt of income from the merchandise strategy, broadcasting rights, trade-marks and branding.

4.2 Development and effective implementation of a comprehensive Marketing Plan, incorporating an integrated approach to:

- Brand (Bafana-Bafana) management.

- Promotions and Advertising.

- Pricing structure (membership fees and other sources of income).

- Merchandising policy.

- A communications strategy incorporating educational messaging.

- Public Relations and Media Management.

- Events Management (Facilities, Fan Parks, Logistics and Networks, etc.)

4.3 Capacity Building

Training and Development of Entire Network of Stakeholders involved in the SAFSA initiative.
- Technical training and development
- Management training and development
- Empowerment
- Entrepreneurship / Small Business Development
- Community upliftment and Social development
- Sport management
- Skills training
- Network interaction and management
  - Alliances
  - Partnerships, and
  - Joint Venture Management

4.4 Planning and Controlling of Special Projects

- Supporter Facilities
  - TV Screens at stadiums
  - TV Screens at other facilities
  - Broadcasting Infrastructure
  - Interactive Website

- South African Legacy Projects
  - History
  - Culture
  - Soccer Museum

- Football Network Projects
  - Outreach to South African Football supporters.

- Linkage to Special South African issues
  - HIV / Aids
  - Outreach to Street Children
  - Collaboration with “Lets Play” and other Youth programmes
  - Bursaries and Educational assistance
  - Ad hoc projects.