



SIGWACA FORTNIGHTLY

"Nurturing nation's maturity and unison through football spirit"

ESWATINI FOOTBALL ASSOCIATION

THE GRASSROOTS FOOTBALL DEVELOPMENT PROGRAMME



CONTROLL: A young girl in action during a grassroots football development festival

"I must admit that football in the street gave us a great sense of freedom and liberty"; said Eric Cantona the former Manchester United Captain. Indeed this is the spirit of grassroots football even today.

"GRASSROOTS FOOTBALL CAN BE PLAYED EVERYWHERE, BY EVERYONE, INVOLVING EVERYBODY". FRIDAY MYENI, THE YOUTH FOOTBALL DEVELOPMENT OFFICER OF EFA.

FIFA came up with this programme as a way of introducing children between the ages of 6-12 years old to the beautiful game of football. "This football development programme can be developed in every environment (e.g. schools, communities and clubs), for children (boys and girls) between 6-12 years old"; said Friday Myeni, the Youth Football Development Officer of the Eswatini Football Association (EFA). The Game is the Best Teacher, wherein everyone has the opportunity to play, football played anywhere, with no discrimination, the game made simple,

existing and rewarding through small sided games. The FIFA Grassroots Football Development Programme, is implanted in close cooperation with the Member Associations, involving everybody concerned with children's education in the participating countries (governments, NGOs, communities and schools, etc.).

"Grassroots football can be played everywhere, by everyone, involving everybody"; Myeni said. In Eswatini, this football development programme was launched in 2010 and it was introduced through primary schools. The Eswatini Football Association (EFA) signed a memorandum of understanding with three government ministries; Ministry of Sports, Culture and Youth Affairs, Ministry of Education and Ministry of Health. These were the key ministries to enable the realization of the programme's targets.

EFA CONGRATULATES THE NEW CABINATE AND MPS



The EFA President; Mr. Adam Mthethwa

The Eswatini Football Association (EFA) through the President of the football association; congratulates the new Cabinet that has been appointed by His Majesty The King Mswati III. "The football association on behalf of the football family would like to extend its humbleness and appreciation to His Majesty The King on the appointment of the new Right Honourable Prime Minister of the Kingdom of Eswatini who will steward His Majesty's Government for the next term of government. Bayethe Wena Waphakathi".

The EFA further extended her compliments to both Houses of Parliament for being elected as Members of Parliament (MPs) for the 11th Parliament of the Kingdom of Eswatini. "As a football association and family, we are committed to support the new Cabinet and both Houses of Parliament as the Prime Minister, Cabinet Ministers and MPs execute their duties.

“EFA GROOMED ME”-MINISTER HARRIES “MADZE” BULUNGA

“I feel at home here”. This were the opening words of the Honorable Minister of Sports ,Culture and Youth Affairs when he attended the farewell function of the U23 Men’s National Team before their departure to Mozambique for their first leg encounter of the TOTAL AFCON Qualifier match in Maputo.



Honorable Minister of Sports, Culture and Youth Affairs; Harris “Madze” Bulunga with the EFA President, Adam Bomber Mthethwa

It was also the maiden public assignment for the Honorable Minister who is also the former Sihlangu SeMnikati Head Coach. In his address, Minister Harris “Madze” Bulunga sang praises for the football association as he also credited his achievements of his portfolio in the Government of Eswatini to the Eswatini Football Association. “It is the football association that groomed me”; Bulunga highlighted.

He also stated that the administration skills that he possesses were inherited from the administrators of football more especially the Chief Executive Officer (CEO) Mr. Frederick Mngomezulu of the football association. As a football person himself, the Honorable Minister has a healthy relationship with the football association as it is approaching twenty years to date.

With His Majesty’s vision of the country being among the first world countries, Bulunga emphasized that sports can play a key role in the country achieving this status.

“Let’s market our country through sports and more especially that we have changed our name from Swaziland to Eswatini; thus the need to us sports as platforms to promote our new name like you normally promote a new brand”; Bulunga stated.

SIHLANGU LOOSE AGAINST NIGER

It was a promising start for Sihlangu SeMnikati as the first half ended with an odd goal to the local side’s advantage via the boot of the current MTN Premier league top goal scorer, Musa Dlamini and the was hope that the three point will be for Eswatini.



Sihlangu lining up before the TOTAL AFCON Qualifier match against Niger at the Mavuso Sports Centre

Niger had other plans in the second half as they came back very strong and score two goals in the second half which made the match to end by 2-1 in favor of the visitors. This was a bitter pill to swallow for the local fans as they showed their frustration towards the national team’s performance.

During the post-match press conference, the Niger national team coach, Victor Francois Zahoui had different views from the local fans as he highlighted that Sihlangu SeMnikati didn’t play bad more especially in the first half where the local side created numerous chances that they could easily convert. “The local side didn’t play bad more especially in the first half where they could have scored more than one goal considering the numerous chances that they created”; Zahoui said.

His counterpart, Anthony Mdluli highlighted that the match could have been lost

psychologically as the local players could have underrated their opponents after they played with the top north African national teams which were Tunisia and Egypt. “The match could have been lost psychologically as the players could have perceive the opponents as an easy opposition as compared to the two Arab nations that they played against in the group”; Mdluli said.



Clear!! The Niger defense clearing the ball from their danger zone.

He also stated that the injuries in his team also adversely affected his game plan in such a way that he had to even make last minute changes before kick-off after Justice Figueredo failed a late fitness test. According to Mdluli, the Niger side did their homework very well as they were a totally different team as compared to the first leg which was an indication that they studied the local side very well.

U23S OUT OF THE 2019 AFCON

The U23s Men’s National Team are out of the 2019 U23 TOTAL AFCON after playing a 1-1 draw with Mozambique at the Mavuso sports Centre. The Eswatini national team was eliminated by the away goal rule after playing a barren draw with the Mozambicans in Maputo. According to the U23s national team coach, Sifiso Ntibane; the local side played very well considering the limited time that they had to prepare for these back-to-back matches. “The boys played very well considering the limited time of their camp prior to these national assignments”; Ntibane said. His counterpart, Abel Xavier also acknowledged the competitiveness that they got from the local side over the two matches.

FOCUS ON THE YOUTH FOOTBALL UNDER THE HRFA-LIYASIKWA LIYAMILA

INTERSTARS OUTSHINES THE REST

“Catch them whilst they are young” This is really what the Hhohho Regional Football Association is doing through her youth football competitions. One youth team called Interstars FC has somehow monopolized the championships of these competitions as they were twice crowned champions in two different tournaments in a space of two months.

This football team is based in Manzana in the outskirts of Mbabane. Indeed they are stars as they shone brighter than the other football teams by being crowned Champions of the U20 Furniture Warehouse Mbabane Juniors League and the U20 Mbabane Midas Knockout Tournament.

This football team is being coached by Ncamiso Tsabedze; a qualified coach who possesses CAF License B certificate. and a former player himself. Interstars FC were first crowned the U20 Mbabane Midas Knockout Tournament after winning against Supersport FC by 2-1 in a very competitive match played at the Msunduzu Sports Ground. They were also crowned Champions of the U20 Furniture Warehouse League on the final day of the competition after Hurrricanes FC lead the pack up until the final match of the season.



U20s in action at the Msunduzu Sports Ground

HHOHHO RFA CHAIRMAN APPLAUDES THE SPONSORS OF THE YOUTH FOOTBALL COMPETITIONS UNDER THE HRFA

Earvin “Magic” Johnson an American retired professional basketball player once said “All kids need is a little help, a little hope, and somebody who believes in them”. This is true as with proper investment to children, the future of the country will be in safe hands. This can be done in numerous ways of which football is one perfect vehicle to do so.



The Chairman of the HRFA, Nigel Shongwe All credit goes to; Mbabane Midas, Furniture Warehouse, Futis and Mandla Mahewu to mention but a few of the Hhohho Regional Football Association (HRFA) sponsors. “As HRFA, we are always indebted to our sponsors for their roles towards football development in the region and the country at large”; said the Chairman of the HRFA, Nigel Shongwe.

With such partnership with the sponsors in football, the country is on the right track in fulfilling His Majesty The King Mswati III’s 2022

vision as the Kingdom of Eswatini will produce high quality players that will have the potential of representing the country very well at international level. “Sports and football in particular can play a vital role in making sure that the country is counted amongst first world countries by 2022”; Shongwe said.

THE POWER OF SPORTS MARKETING

Sport marketing is an element of sports promotion which involves a wide variety of sectors of the sports industry; including broadcasting, advertising, social media, digital platforms, ticket sales and community relations. This kind of marketing is a powerful tool that many brands have leveraged over the years to viral. It works across virtually every industry.

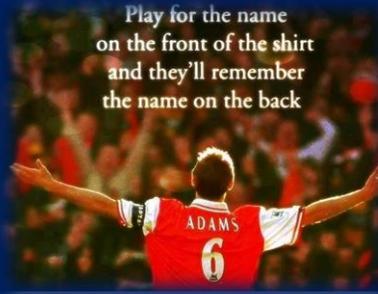
Most of its powers comes from fans who are consumers of that particular sport and product/service. Sports can be a perfect vehicle in establishing loyalty of customers to a certain brand. For an example, if an organization sponsors a football tournament or team; some loyalty of that organization or brand is being created.

“Loyal customers are six times more likely to think better of your brand, are six times more likely to behave better towards your brand, are six times more likely to buy your products, are six times more likely to rebuff competitive offers, and six times more likely to recommend your brand” ; said Robert Passikoff, the loyalty and engagement consultant.

In a nutshell; sports marketing has the potential to assist a brand go viral. You may sponsor a youth football league, at community level; these event can be noticed by the nation at large due to the influence of sport. This can open more business doors for an organization or a brand.

WHAT'S ON THE NEXT ISSUE

- FIFA empowers the women football coaches.
- Ingwenyama MVA Cup gains momentum.
- Young Buffaloes Head Coach hails EFA.



"We wish you a Merry Christmas and a prosperous New Year".

UPCOMING FOOTBALL EVENTS

- Ingwenyama MVA Cup last 32 matches.
- Second registration period for the 2018/19 football season.
- MTN Premier League continues.