



Contract with Africa

Development strategy of CAF

Foundation and Pillars of Development



EMPOWERING NATIONAL ASSOCIATION

Grass root
Development

Human
Resource
Development

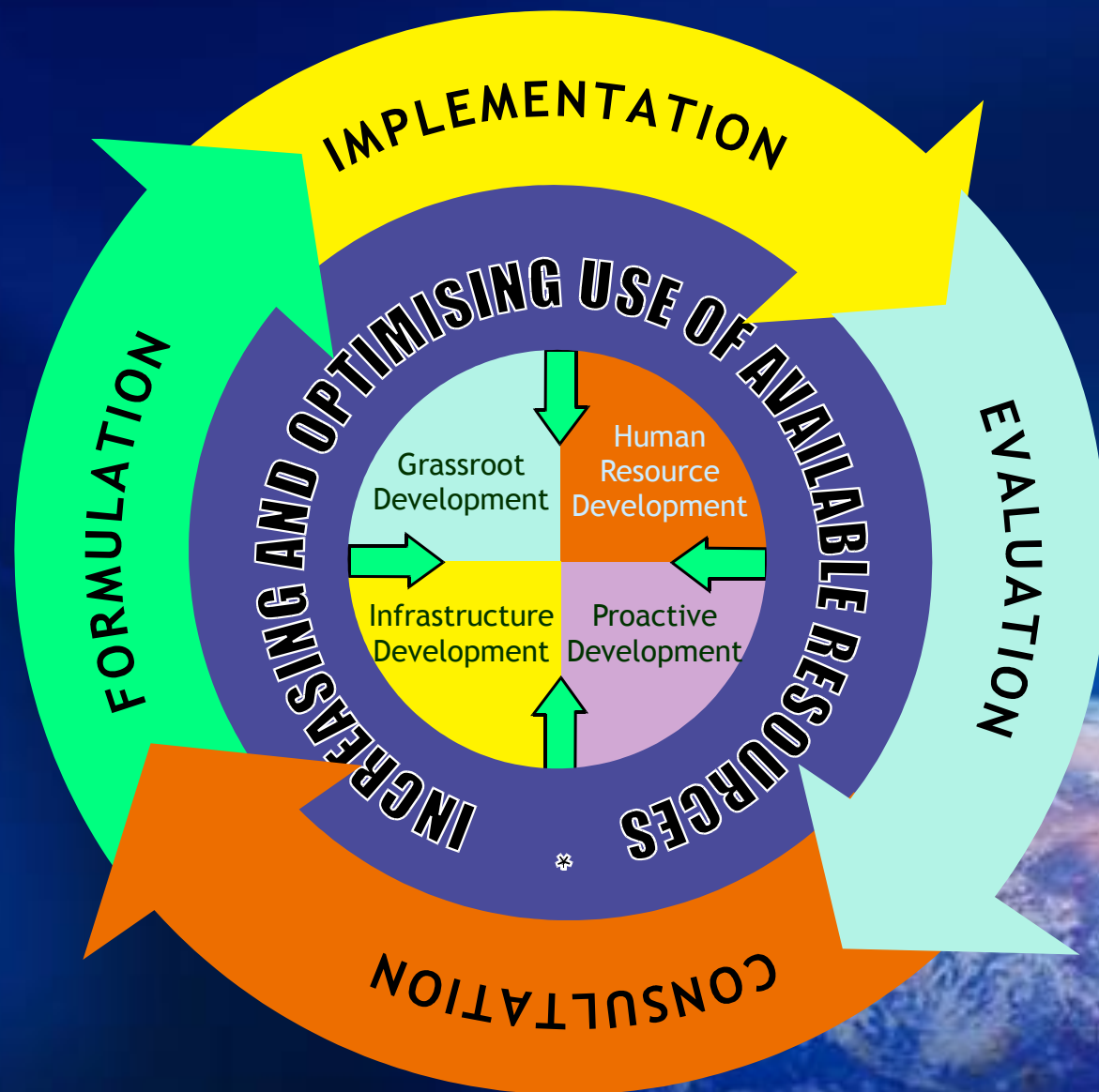
Infrastructure
Development

PRO ACTIVE SECRETARIAT

Listening to your voice

Continual improvement

Continual improvement process



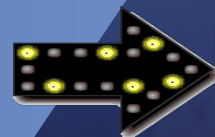
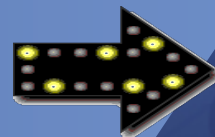
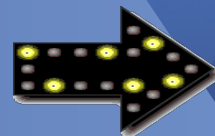
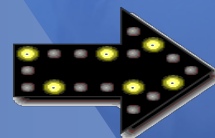
Listening to your voices

Forum for African Football 2002

Annual Congresses

Standing Committees
with wide representation

Annual forums of Technicians



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Annual report on development

EVALUATION



Proactive Secretariat

Whole development strategy rests on a pro active secretariat. Appointment of a official to be responsible for monitoring progress on a continual basis.

Training to be provided to CAF staff on an ongoing basis with assistance from other Confederations to improve efficiency in organization of competitions, administrative procedures; improving communications and services to CAF membership.

Develop & provide software for website to all National Associations for better communication between CAF and its membership inter alia.



Proactive Secretariat



Improved systems of communications with easy access to secretariat staff best qualified to assist & a telephone system manned to cover emergencies

Improved CAF image with new modern logos & publicity to project a strong image of CAF wherever it is present.

CAF to provide administrative assistance to African National Associations participating in major international tournaments to ensure compliance with regulations.

Proactive Secretariat

Communication division to establish a wide spread network with all major journals / TV in each country for disseminating CAF information to ensure maximum publicity is given to our activities and to our stated objectives.

CAF to ensure that in all major competitions assistance is provided to the media

**CAF
Media Guide**

**Accreditation
guide**



Improving & maximizing use of resources

Improve image of all
Our Competitions

Better
infrastructure
for security and
TV image

Strict
adherence to
CAF regulations
& minimum
standards



CAF matching fund
(taken as part of
infrastructure
development)

Encourage more GOAL
Artificial pitches

CAF Disciplinary code

Aim: to enable CAF to market its TV image and publicity rights for higher revenues to allow more resources to flow into our development program with the aim that this will continue in an ever increasing upward spiral

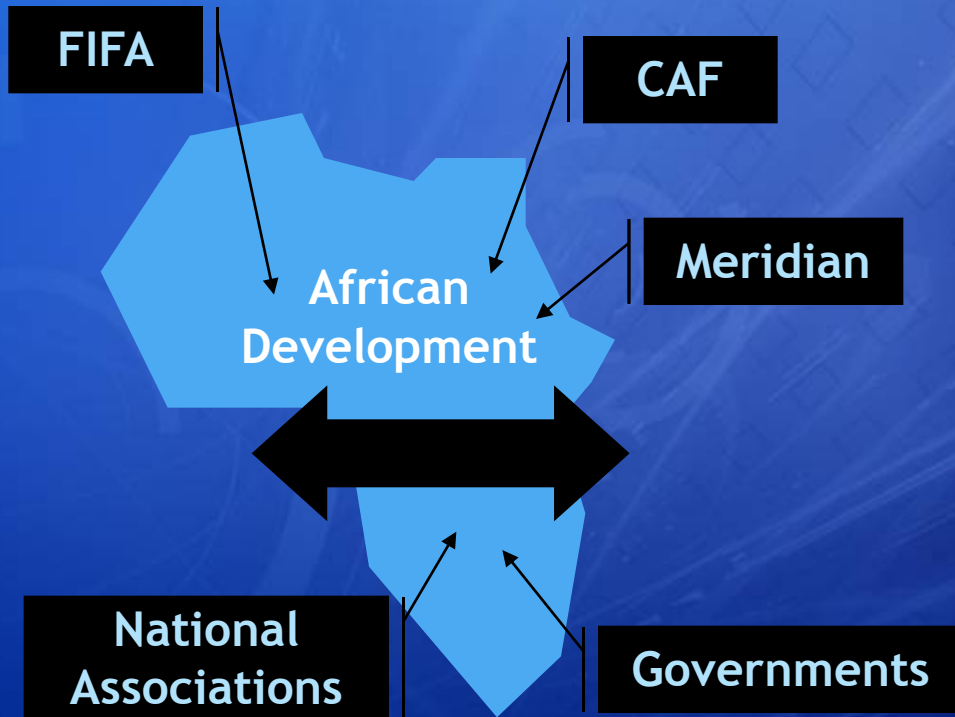
Improving & maximizing use of resources

To re-look at all CAF events and competitions for improved marketability



Improving & maximizing use of resources

Need to co-ordinate resources available from FIFA & UEFA with CAF development program to ensure these are complimentary and contradictory



AFRICAN DEVELOPMENT

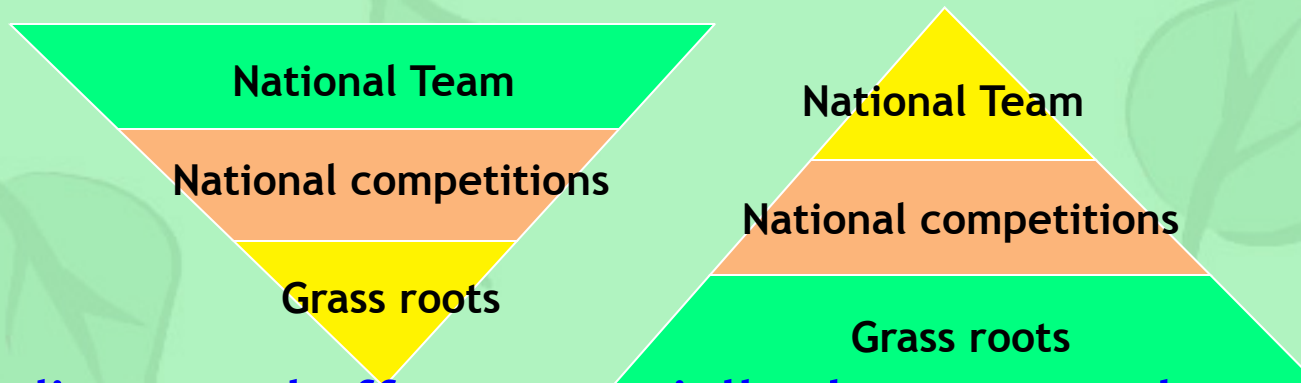


**CAF; FIFA; Governments
National Associations
Meridien**

**High risk of exploitation and
Division of our continent**

Grassroots Development

Reversing the pyramid



Expenditure and effort essentially the same and eventually the same results but with added advantages of:

- More stable national teams due to greater number of players available for selection.
- Less reliance on foreign based players with reduction in player vs country conflicts.
- Increased social role of football in development of the African youth resulting in reduction in violence & promotion of fair play.

Grassroots Development

Reversing the pyramid

Support in equipment to match amounts expended by NA's from FAP for youth, schools and university programs.

Encourage creation of national and private academies and if these meet the required standards give CAF seal of approval and provide technical support.

Financial support to encourage zonal youth and women's competitions are held annually.

Financial support for host associations of African Youth and Women's competitions.



CAF will

Human Resources Development

Unleashing the strength of Africa

Coaching

Refereeing

Continual training by CAF instructors in each country in the four main domain of development.

Financial support for employment of a person by each NA to be responsible to CAF to ensure CAF HRD program are implemented.

Initial subsidy to assist in purchase of training aids-computers; projectors, etc..

Annual recycling/upgrading for CAF instructors and seminars for evaluation and formulation of next year strategies.

Human Resources Development

Unleashing the strength of Africa

Multiplayer effect

Aim to create a cascading effect of knowledge transfer to all levels in African football.



Human Resources Development

Unleashing the strength of Africa

Technical development strategy

CAF DEVELOPMENT CENTERS

Coaching; Refereeing; Administration; Medical
Annual seminars to formulate continental strategies
& courses to qualify instructors

Annual recycling of
instructors

Evaluation of national
Programs and formulation
Of strategies

Independent
examiners

NATIONAL ACADEMIES

Continual preparation by CAF trained instructors
For internationally recognized certificates

Infrastructure development

Matching fund

- Matching grant of up to \$100,000 per Association.
- CAF contribution increasing with size of project.



Improving
TV facilities



Improving playing
Surface - astroturf



Improving security
& spectator facilities



Improving
lighting

Help yourself – Help CAF

Infrastructure development

■ Operation of matching grant

Project Value	100,000	150,000	200,000	250,000	300,000	
CAF contribution						
First \$ 100,000	25,000	25,000	25,000	25,000	25,000	
Next \$ 50,000		15,000	15,000	15,000	15,000	
Next \$ 50,000			17,500	17,500	17,500	
Next \$ 50,000				20,000	20,000	
Next \$ 50,000					22500	
Total CAF contribution	\$ 25,000 (25 %)	\$ 40,000 (26.67 %)	\$ 57,500 (28.75%)	\$ 77,500 (31 %)	\$ 100,000 (33.33 %)	

Infrastructure Development

CAF DEVELOPMENT CENTERS - centers of education

Encourage through GOAL all National associations to have their own academies to ensure continuous Human resources development

Encourage & support for national associations with poor playing conditions to move to at least on 4th generation artificial grass pitch

Set strict standards for quality of surfaces; stadia security; lighting and TV transmission facilities and apply regulations strictly. With matching fund national associations can - in partnership with their governments and FIFA upgrade infrastructure facilities for official CAF competitions

When allocating CAF competitions consideration to be given to long term benefits increased investment to that particular country (Mali-Burkina Faso - Ghana)

CAF; National Associations; Government; FIFA
Joining hands for infrastructure development

BUDGET

Total in cash flow 4,485,000

Total in cost 2,885,000

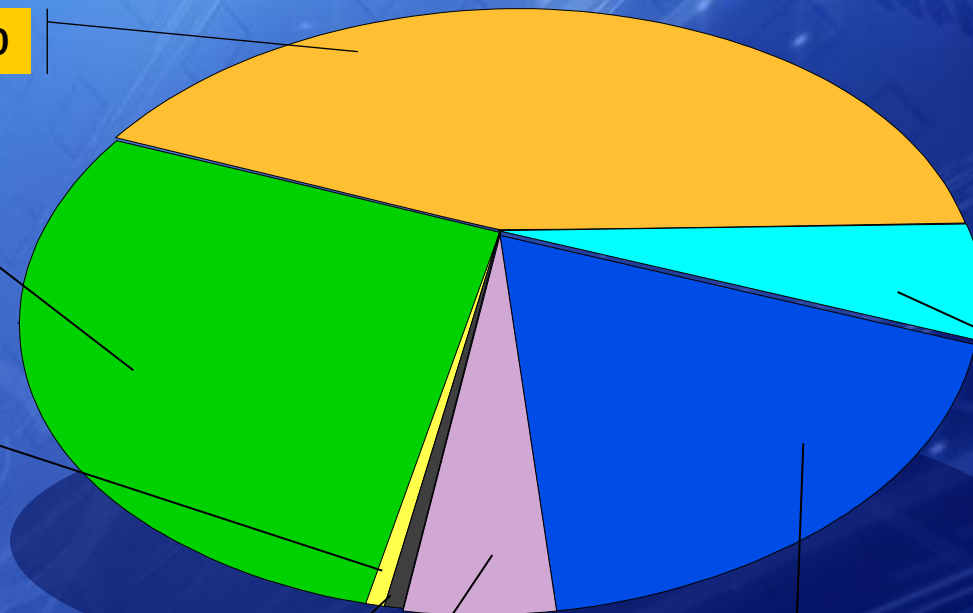
Image Improvement 50,000

Improving communications 50,000

Infrastructure
Development 400,000

Human resources
Development 1,760,000

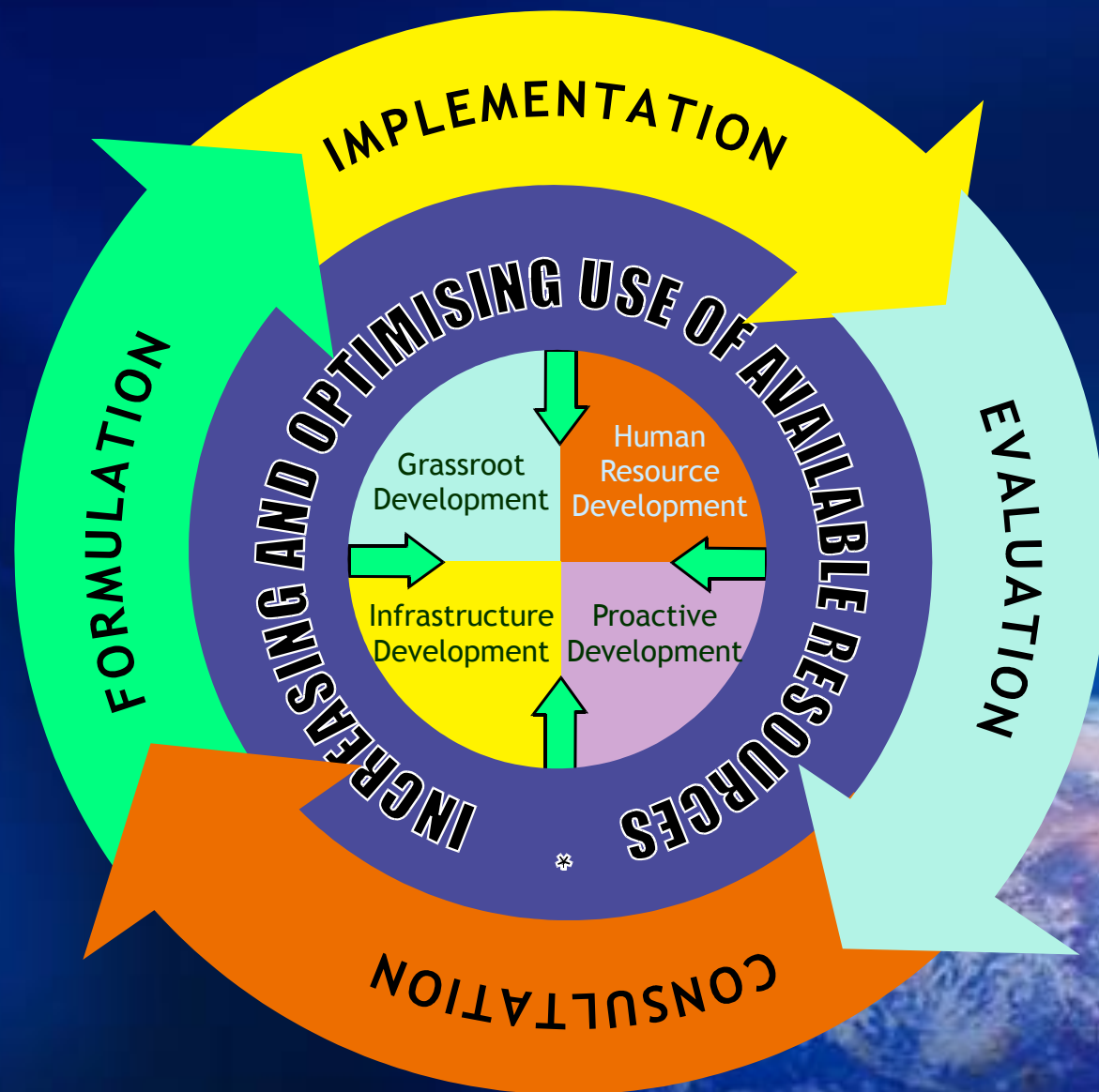
Support for youth, women's
& zonal competitions 625,000



BUDGET

	US \$
Support for youth, women's & zonal competitions	625,000
Human resources development	1,700,000
Infrastructure development	1,000,000
Improving communications	50,000
Image improvement	50,000
Total in cost	3,425,000

Continual improvement process





Thank You !