



BOTSWANA FOOTBALL ASSOCIATION

“
THE FUTURE BELONGS
TO WOMEN FOOTBALL
AND SCHOOL SPORT
”



ACTIVITY REPORT 2022



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Botswana Football Association



Botswana Football Association



A man with a shaved head, wearing a black suit jacket over a white shirt, is speaking into a microphone at a black podium. He is standing on a grassy field with a large tree to his left and a red building in the background. A semi-transparent black banner with white text is at the bottom of the image.

**THE MARES HEAD COACH
GAOLETHOO NKUTLWISANG**

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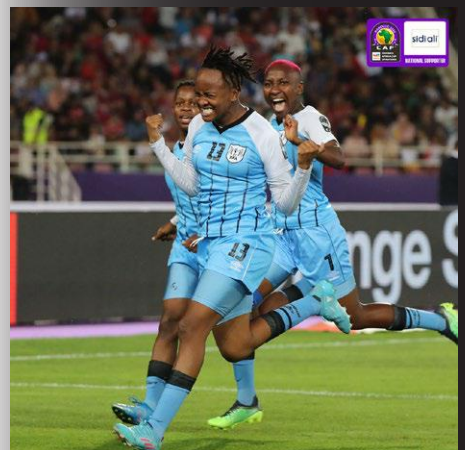
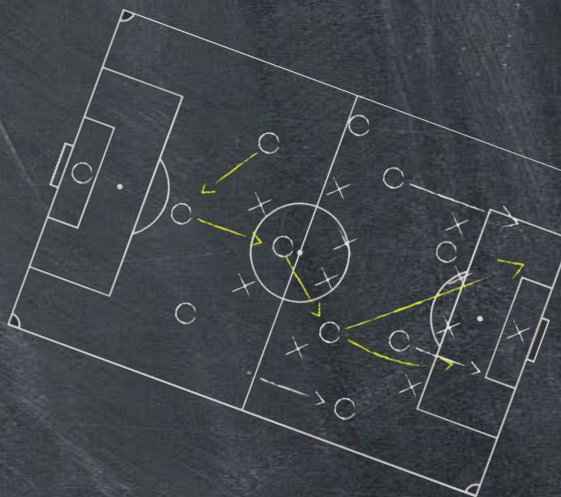
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FORE

WORD

BFA PRESIDENT



This year marked the significant return to normalcy after the COVID-19 pandemic. At BFA we chose to embrace the shift and put our best efforts to adjust accordingly. Armed with the experiences gained during COVID-19 and strengthened resilience, we are paving a new path forward into our future.

Football has had a bold comeback this year. The Mares, the Women's Senior National Football Team, had an impressive and historic year, qualifying for the Women's African Cup of Nations for the first time in our nation's history. I am proud to salute and congratulate this group of trailblazing women.

This year, we also look forward to the FIFA World Cup in Qatar. Football is truly back and better than ever. As BFA we are exceptionally committed to the development of football. We hosted numerous workshops throughout the year dedicated to educating and improving the skills of coaches, referees and officials in women's football.

We are also concerned with the governance of football. We held Regional Football Association elections this year and worked tirelessly to ensure that they were held fairly and freely to afford the best possible candidates to be elected. It is imperative that football be put in the right hands.

As such, I am proud and confident of our resilience, perseverance and growth. I am certain that our actions will ensure that we continue to function and thrive. Our efforts into uplifting football have been mighty.

Thank you and all the best.

A handwritten signature in black ink, which appears to read 'Maclean Letshwiti'.

Mr Maclean Letshwiti





INTRODUCTION



After the long stay without football activity post Covid 19, the national teams suffered the most in terms of performance. Not only the national teams suffered even the Association itself felt the financial burden as a result of the long training camps needed for the teams. Things are gradually getting back to how they used to be, even though we still have to do a few things that have to do with Covid-19.

The association with the help of regional associations is making great progress in the development of our game, with a clear vision and direction. The regions are making the best use of funds to develop football in their areas and we are also doing our best to empower them to do thorough jobs. It must be noted that football represents and means so much for our people; therefore its operations need to be held with such delicacy.

The main principles of FIFA's integrity initiatives are the promotion of integrity and the projection of football matches and competitions. This always means promoting integrity as well as protecting football matches and competitions against match manipulation of any kind. The BFA cannot afford to digress from this decree.



THE NATIONAL EXECUTIVE COMMITTEE (NEC) MEMBERS



Mr. Maclean Cortez Letshwiti
President



Mr. Johnson Masego Ntshingane
VP 1



Mr. Sesinyi Senki
VP 2



Alec Fela Monyake
Additional Member



Tebogo Tico Kamati
Additional Member



Imwiko Carlos Sebina
Additional Member



Lobito Ncube
Women's Representative



Nicholas Zakhem
BFL Board Chairperson



Tshegofatso Balisi
Northern Block Representative



Olsen Mantle
Western Block Representative



Barulaganyi Moloi
Eastern Block Representative



Sidney Kafeka
Southern Block Representative



THE NATIONAL EXECUTIVE COMMITTEE MEMBERS

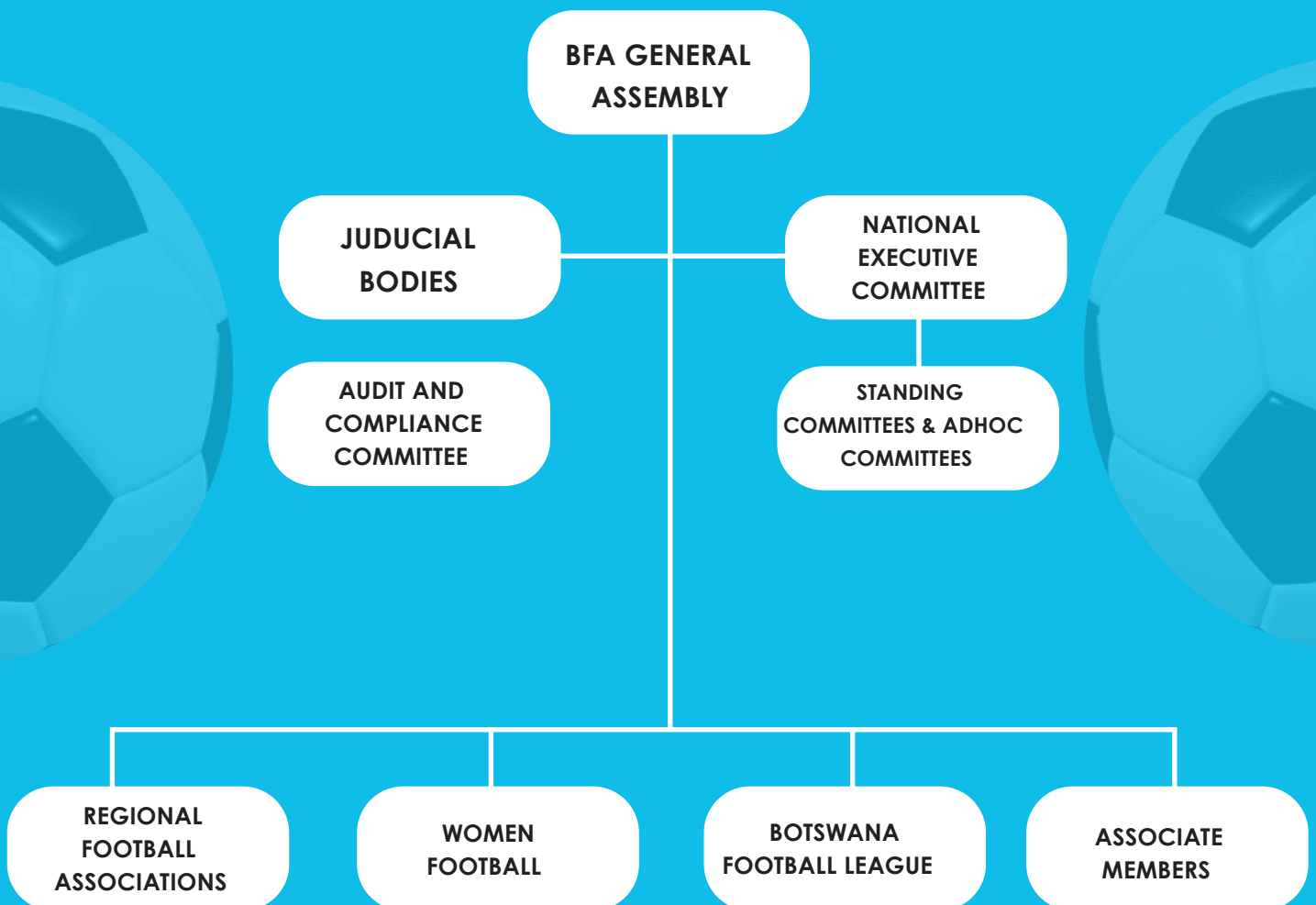


Thabiso David Olatotse
Legal Advisor



Mfolo Edwin Mfolo
Chief Executive Officer

BFA GOVERNANCE STRUCTURES



TECHNICAL



COACH EDUCATION

It has been the pivot for football development for every country from the ancient time. BFA has therefore embraced and prioritized it as a way to improve and change level of football both locally and internationally; and provide an opportunity for our players to penetrate international market.

PRIORITIZED TARGETS	STATUS
BFA Technical Master Plan	The plan is in place. Share with FIFA, BNSC, Regional Football Associations & BFL.
CAF Coaching Convention Membership CAF B License Coaching Manual CAF A License Coaching Manual	Both manuals are complete and we are full members of the convention. This means we can apply CAF courses from CAF C License to CAF A License.
BFA Local Courses 9 BFA C License 2 BFA B License	We achieved the 10courses planned for the RFA's and extended by one to the BFCA which is our Associate Member.
CAF LICENSE COURSES 1 CAF A License	The course is currently on going and will end on the 28th of March (Six Months with Five Module/phases to complete)
FIFA COURSES Youth coaching course 1 Goalkeeper Coaching Course	Still to be conducted. The material for the two course has arrived.

ACTIVITY	BENEFICIARY	PERIOD	IMPACT			OBJECTIVE
			# Attended	# Passed	# Did not Make it	
BFA D License	Selibe-Phikwe (S/Phikwe)	18 th – 22 nd July 2022	56	N/A	N/A	Introduce participant into coaching through fun games & teaching basic technics
	Kgalagadi South (Tsabong)	7 th -11 th November 2022	18	N/A	N/A	
BFA C License	Kgatlang (Oodi)	27 th April – 29 th May 2022	33	27	6	Up skill the Amateur football coaches with basic coaching pedagogy and methodology.
	Francistown (F/town)	25 th April – 29 th May 2022	37	29	8	
	Southern x 2	25 th April-29 th May 2022 (Kanye)	16	14	4	
		4 th April – 1 st August Lobatse	29	19	10	
	Kgalagadi South (Tsabong)	12 th September – 2 nd October 2022	13	12	1	
	Nhabe (Shakawe)	15 th August – 19 th September 2022	40	32	8	
	Kgalagadi Central (Kang)	4 th July – 1 st August 2022	13	11	2	
	Tswapong (Palapye)	4 th July – 22 nd August 2022	23	22	1	
	South East (Otse)	12 th September – 10 th October 2022	37	36	1	

ACTIVITY	BENEFICIARY	PERIOD	IMPACT			OBJECTIVE
			# Attended	# Passed	# Did not Make it	
BFA B License	BFA (Gaborone)	9 th May to 1 st August 2022	33	17	16	Improve the quality of coaching at National leagues category
	Nhabe (Maun)	4 th July – 22 nd August 2022	20	20	Nil	
CAF A License	BFL Coaches & Coach Educators	14 th November – 28 th March 2023	21	On going	On going	Up skill and license our Elite coaches
TOTAL			389	332	57	

N.B Please note that CAF A license is composed five phases (six months) and will end in 28th March 2023.

2022 UP COMING COURSES

COURSE	BENEFICIARY	PERIOD	OBJECTIVE
FIFA Youth Coaching Course	Regional Development coaches, CSE coaches & Junior National team coaches (Pre-determined)	21 st – 25 th November 2022	<ul style="list-style-type: none"> To set the basis for talent development scheme. To identify, select and nurture talent in the respective areas
Goalkeeper's Coaching Course	Former Goalkeepers (applied for) men & women.	5 th – 9 th December 2022	To up skill former Goalkeepers to assist



NATIONAL TEAMS



PREPARATION AND COMPETITIONS					
TEAM	CAMPS & FRIENDLY GAMES	COMPETITION	GAMES & RESULTS	PERIOD/date	OBJECTIVE
National U20 Boys	Started the preparation in March 2022 without the Head Coach. Only to be appointed the Last two weeks prior to the competition. Only one international Friendly game on their way to the tournament	COSAFA U20 Championship & AFCON U20 Qualifier	We lost 2 games and won one & got Knocked out of the tournament. We won Man of the match in all the three games we played, including the one we lost .	5 th – 16 th October 2022	To Reach the Final of the competition and ultimately qualify for AFCON U20 Championship
National U17 Boys	The preparation started in March 2022, with only one friendly game in Lesotho	Region 5 games & AFCONU17 Qualifier preparations	Played two games: lost one and won one.	25 th November - 16 th December 2022	To reach the finals of the Region 5 games and qualify for AFCON U17 Championship
National U17 Girls	Trainings started in March 2022, with no international friendly game played so far.	Region 5 games, Malawi	N/A	N/A	To reach at least the Semi – Final of the competition

POINT TO NOTE

The results of all the games played this year are a clear indicator of lack of proper preparation.

- o Coaches are appointed on the eve of the competition; hence have no time to fully put the team on shape.
- o Teams are not given international friendly games on time and in recommended quantities as enshrined in our technical Master Plan.
- o At club level, teams especially men's do not play youth players and are also reluctant to develop players, hence junior players have no game time.
- o The playing Philosophy that we are introducing has a potential to bear fruits, looking at the women results at COSAFA and Boys COSAFA U20. Women had not lost any of the three games they played. U20 Boys, although they lost two games, they produced man of the match in all the games.



YOUTH DEVELOPMENT

FIELD	ACTIVITY	DATE	VENUE	PARTICIPANTS	COMMENTS
GRASSROOTS	Training	Tuesday & Thursdays	Lekidi Grounds	20 Children	Advert was sent out for parent to bring their children for training & collect them after.
YOUTH FOOTBALL	National Championship	23 rd – 26 th September 2022	Lekidi F.C	8 Regions: Gaborone, Kgatleng, Tswapong, S/Phhikwe, Kweneng, Boteti, Central South, and Francistown	Only 8/9 Regions who played took part in the competition with Boys teams only. Girls did not play the youth League in all the Regions. Nhabe could not make it to the tournament due to logistical challenges
	PAN African School Sports (National Level)	5 th -7 th August 2022	Lekidi F.C	10 Schools took part with 10 Boys teams and 8 girls teams. Mothamo. Thamaga, Radisele, Mmaphula, Bokamoso, Maoka, Pekenene, Sekgele, Zwenshambe and Nanogang JSS	10/12 anticipated teams took part. Makalamabedi and Mogorosi did not make it due to transport. Sekgele and Thamaga did not present the Girls teams. So we had 10 boys team and 8 Girls teams
ELITE YOUTH (TDS)	Centre Sports Excellence	5 th October 2022	1 male, 1 Female @ Rasdisele JSS and 1 male, 1 Female Mogoditshane SSS	4 Coaches (2 males & 2 Females)	Two coaches appointed per center (Radisele & Mogoditshane respectively).





TECHNICAL DEVELOPMENT PROJECTS

PROJECT	DESCRIPTION	STATUS
Football for Schools	Target school going children from the age of 6-14. it is basically a grassroots program that require partnership with Primary schools	The ministry of Education and Ministry of Sports have been engaged to buy into the project. We are since waiting for the agreement letter form MOBE to be able to get support from FIFA.
Talent Development Scheme (TDS)	Intends to fast track the talented players in preparation for Junior National Teams	FIFA has approved the project and provided
PAN African School Football	Target school going children of 13-15 years of age, both boys and girls under the auspices of CAF and Motsepe Foundation. The winning school is takes part in the international competition fro COSAFA - Continental .	Botswana Government approved and support the initiative We made the first appearance with Mothamo JSS (Girls) and Thamaga JSS (Boys) who had won their national competition respectively.
CAF Coaching Convention	MA were to produce manuals, teaching slides, Programme ,and design the examination procedure to meet the course work hours (both theory and practical) for both CAF B & A License.	CAF has approved the said documents and we can now apply for CAF Licences from C to A.
Futsal	Initially it was meant for disadvantaged communities with minute population. But now, we need to expand the scope and play it as a sports in its own right and give an alternative to conventional Football.	We are in negotiation with Super 5 to drive the project in school and Youth Football for U19 & U21 for Boys and girls

SUPPORT DOCUMENTS	DESCRIPTION	STATUS
Playing philosophy	This document describes how we want to play as a country. It involves the playing style which is to larger extend informed by quality of players, international trends of football, weather condition e.tc	The Philosophy is completed and it piloted with the Mares at COSAFA Women Championship and independence game. COSAFA U20 Boys, who won won three man of the Matches in all the games they played. It will be also be implemented at Region 5 Games for both U17 teams.
Technical Master Plan	A four year plan which includes all the project and initiatives across all areas of development. It serves as the technical department framework and to guide to improve the game. It includes where we are and where we intend to be in a specified period of time. It also how we can reach that level, together with resources required.	The plan is in place and shared with the regional leadership, BFL, FIFA through virtual meeting. BNSC Development committee, BFA Technical & Development committee, and National Executive committee on physical Meetings. The plan is accepted and welcomed by all
National teams plan to 2027 and Beyond	The document clearly indicate that we need to take care of the U17, U20, & U23 teams and give them the necessary exposure as they are the ones who will make the team at the time.	The plan is share with BNSC and MYSC to be incorporated as part of the bid budget





WOMEN FOOTBALL



ACTIVITIES	BENEFICIARY	PERIOD	Objective
WOMEN GRASSROOTS COACHING COURSE	Tsabong (18 coaches)	7th -11th November 2022	Increase number of qualified coaches
C-LICENSE COACHING COURSE(PLANNED) WOMEN SPECIFIC	Coaches for Women football teams	2023	Increase number of qualified coaches
TARGET FOR COURSES			
	<ul style="list-style-type: none"> - 1 Preliminary courses targeting - 1 D-license course - 1 C-license planned- targeting 	2023 2023 2023	Women only coach initiative training targeting 25 former players & retiring players



GRASSROOTS AND PLAYER DEVELOPMENT

ACTIVITIES	BENEFICIARY	PERIOD	Objective
GRASSROOTS FESTIVALS (4 girls specific festivals)	Jwaneng	22 April 2022	Increase (mass participation) number of players by targeting more festivals in regions- target was to run 3 festivals and create centers there and the target was achieved
	Phikwe	21 May 2022	
	Francistown	12 August 2022	
	Tsabong	18th November 2022	
WOMENS REGIONAL LEAGUE TEAMS- FINACIAL ASSISTANCE BY DTCB	66 Regional Women's teams who played the league were each assisted with the amount of P3 500 per team (P231 000)	March 15 2022	Increase number of players in regions- active regional leagues 2022 Target- currently we have 7 active regions and target is to have 4 more regions making it 11 active regions playing a league
DTCB TOP 8 CHAMPIONSHIP	Number 1 teams in the 8 active regional leagues	9th – 12th July 2022	Create a competitive platform for the women players and improve performance for our leagues
FIFA CONNECT- teams are encouraged to register their players on the system, the list was compiled in November 2022-	SEE ATTACHED REPOT NUMBER OF TEAMS =102	November 2022	Empower teams to comply with play rules and regulations and assist in data base collection for women 2022 Target-2500 players registered on the system by 30th September 2022. And currently we have players registered
FIRST AID COURSE PLANNED FOR 2023	All active regional Women teams	April 2023(date to be announced)	Equip Women teams personnel's with health and safety measures for athletes on and off the pitch 2023 Target- 30 first aiders trained
WOMEN SPECIFIC REFERRES COURSE	30 women were trained from different regions –they are expected to be part of resuming league in 2022	October	Increase number of women referees 2022 Target – 1 referees course with 30 referees

STRUCTURE AND ADMINISTRATION

ACTIVITIES	BENEFICIARY	PERIOD	Objective
FIFA WOMEN ADMINISTRATION COURSE FOR WOMEN – INDUCTION FOR NEWLY ELECTED WOMEN PERSONEL	Newly elected Regional Women Reps and League committee reps -40 Women from 17 regions attended -5 Women from the secretariat office attended	October 31 st –Nov 3 rd 2022	To empower & develop women leaders in regions on : 1.Introduction of the strategy, 2.challenges faced by regional women football 3. engaging stakeholders- strategy to be sent again to regions 4. FIFA connect 5. Partnering & aligning with NGOs that has same values and vision. 6.Good Governance 7.Leadership & leading one-self 8.Strategical &Financial Planning 9.Marketing & communications
COSAFA WOMEN LEADERSHIP PROGRAMME-4 months course	All FA mangers in Africa (2 candidates enrolled)	Virtual Course- August -30 November 2022	To empower & develop women mangers in FAs
NATIONAL TEAM COACHES SAFE GUARDING COURSE	1 candidate enrolled in the course (Senior Women National Team coach)	1 st -2 nd September 2022	Empower National Women Coaches on safety and protection of athletes
PLAYER SAFE GUARDING COURSE	3 Slots were given to Women	10 th - 18 th September 2022	Empower players on safety and protection of athletes
WOMEN ELECTIVE GENERAL ASSEMBLY	1 Delegate from 17 regions attended and voted	October 23 rd 2022	Develop and empower regional Women by giving them the power to vote for their leadership New National Women Football Committee Elected



OTHER INVESTMENTS

FIFA LEGACY-FIFA WOMEN DEVELOPMENT PROGRAMMES APPROVED			
ACTIVITIES	BENEFICIARY	PERIOD	Objective
WOMEN FOOTBALL CAMPAIGN (Grassroots development)	Tsabong Shakawe	18-November 2022	Increase mass participation of girls in football
CAPACITY BUILDING FOR ADMINISTRATORS	17 regions –Women regional leadership	31st October-3rd Nov 2022	
LEAGUE DEVELOPMENT	All Active regions with Leagues in the regions	2022/2023 season	Develop/support the standard of leagues in the regions

REFEREEING



COURSES/WORKSHOPS

Course	Beneficiary	Period	Objective	Instructors	Number Attended
Advance Referees course	National Elite Referees –South (Western and Southern block)	1 st –6 th August 2022	Up the standard of our Elite referees	BFA Technical Instructors: Mr Harris Lebotse Mr Gaontebale Maletse BFA Physical Instructor: Mr Mompoloki batoko	26 referees (6 women and 20 men)
Intermediate Referees Course	National First Division Referees - South	1 st – 6 th August 2022	Up the standard of national first division match officials	BFA Technical Instructors: Mr Elijah Masitha - Mr Phodiso Rasetsoaga BFA Physical Instructor: - Mr Mompoloki Batoko	26 referees all males
FIFA/MA Referee Assessors Course	National Elite Assessors (1 st Division & BPL)	15 th -19 th August 2022	Update them on the latest refereeing concepts	FIFA Technical Instructor: Lim kim Chong	35 Assessors (7 women & 28 men)

Course	Beneficiary	Period	Objective	Instructors	Number Attended
Referees beginners Course	Chobe Regional Referees	29 th August – 3 rd September 2022	Increase number and quality of referees at Chobe region	BFA Technical Instructor: MR Phodiso Jonty Rasetsoaga Regional Instructor: Carlos Sampaya	12 referees (2 women & 10 men)
Advance Referees course	National Elite referees – North (Northern & Eastern Block)	12 th – 16 th September 2022	Update them on the latest law changes as well as new concepts introduced by CAF	BFA Technical Instructors: Ms Julia Lekgowe & Mr Harris lebotse BFA Physical Instructor: Mr Mompoloki Batoko	46 referees (2 women & 44 men)



LEAGUES/TOURNAMENTS

Tournament	Beneficiary	Period	Objective	Comments	Number Attended
PAN African Schools Tournament	Youth Referees	5 th – 6 th August September 2022	Talent identification at tender age	Average age: 19yrs Performance :Good All of them except 2 did beginners course. 3 participated in southern block promotional play-offs	11 referees (1 woman & 10 men)
Pre season preparatory tournaments/ matches	Referees at different levels	Before the start of different leagues	Prepare for the start of the leagues	Teams were officially sourcing for match officials from the department through either regional structures or national	

INTERNATIONAL MATCHES

Match	Beneficiary	Date	Match Officials
COSAFA SENIOR CHALLENGE 2022	COSAFA TEAMS	5-17 July 2022	Tirelo Mositwane – Referee Ookeditse Keitseope – Assistant Referee Edwin SENAI – Match Commissioner
COSAFA WOMEN CHAMPIONSHIP 2022	COSAFA TEAMS	31 August 2022 to 11 September 2022	Ms Itumeleng Methikga – Referee She officiated 6 matches (3 referee and 3 as 4th official). She officiated up to the finals
CAF CHAMPIONS LEAGUE 22/23	Red Arrows (Zambia) vs CD Primeiro (Angola)	10 September 2022	Keabetswe Dintwa - Referee Kitso Sibanda – 1st Assistant Ookeditse Keitseope – 2nd Assistant Joshua bondo (4th Official)
CAF CONFEDERATIONS CUP 20/23	ELGEDO PLUS (Madagascar) vs P.WD de Bamenda (Cameroon)	18 September 2022	Tirelo Mositwane – Referee Tilolo Molefe – 1st Assistant Mogomotsi Morakile – 2nd Assistant Tshepo Gobagoba – 4th Official
CAF OLYMPIC QUALIFIERS U23	Seychelles vs Madagascar	27 September 2022	Keabetswe Dintwa - Referee Mogomotsi Morakile – 1st Assistant Tilolo Molefe – 2nd Assistant Tirelo Mositwane - 4th Official)



PREPARATIONS FOR THE 2022/2023 SEASON

6 weeks well-structured pre-season training was conducted by our national and regional Physical Instructors.

The fitness components of concern were: Speed Endurance, acceleration speed, agility and general strength. They were also drilled on the technical aspects such as positioning & reading the game, match management techniques, latest refereeing concepts such as gates.

Fitness tests were conducted specifically for the national elite referees (1st division and Premier league). They all passed except 4 who will be retested after 6 weeks.

BFA Referees department through its national and regional structures assisted the Technical department by presenting laws of the game during Coaches Courses C & B Licence courses conducted around the regions



COMPETITIONS

CAF WOMEN CHAMPIONSHIPS

Double Action ladies football club represented us, and it was knocked out from the tournament at the COSAFA Zonal Qualifier Stage. At the final, as far fc dethroned Mamelodi Sundowns to win the first CAF women's champions league 2022 title.

CAF CONFEDERATIONS CUP

By virtue of having played season 3 FA cup final match against Gaborone United & finishing runners up, security systems qualified for the cup tournament. They however withdrew from the cup competition before it started, citing financial constraints.

CAF CHAMPIONS LEAGUE

Gaborone United Sporting Club participated in the CAF champions league after being crowned Botswana Premier League champions for the 2021/2022 season.

Gaborone United SC hosted AS Vita Club of DR Congo and they played 1-0 in the first leg. In the return leg, as vita club won the match 3-1, therefore Gaborone united was knocked out of the Champions' League with an aggregate score of 3-1.

CLUB LICENSING

Applicants were invited to apply for the continental and domestic club licensing for 2022/2023 season.

-A continental license was granted to

Gaborone united for CAF champions league competition.

-A continental license was also granted to security systems for CAF confederations cup

-A continental license was also, granted to double action ladies football club for CAF women's champions league 2022.

-All the BFL clubs were granted a domestic license for the 2022/2023 season

-All the 24 national first division clubs were granted a domestic license for the 2022/2023 season.



Item	Expected Results	Expected Date of Completion	Status	Costs Incurred Budgeted/Un budgeted
Spot check schedule (January 2023)	Audit licensee compliance post license granted for 2022/2023 season.	January 31, 2023	Still to take off.	To be Finalized.
Club Licensing Online Platform (CLOP) Workshop with the BFL Clubs	Engage all the licensing officers per club at Botswana Football League	January 30, 2023	Still to take off.	To be finalized.
NFD Club Licensing Compliance (CLOP)	License all NFD Clubs.	March 30, 2023	Still to take off.	To be finalized.
Club Licensing Minimum requirements for regional Clubs	License all RFAs Clubs.	2023/2024 season	Still to take off. Legal and compliance office to draft and share revised regulations	To be finalized
Train RFA Clubs on Club Licensing System	Rollout Club Licensing System to RFAs.	2023/2024 season	Still to take off.	To be finalized

NATIONAL FIRST DIVISION

The sponsorship money from Debswana has been disbursed to teams through the respective NFD league committees. We are still to disburse Covid 19 relief funds due to financial constraints.

NEC has since resolved that the NFD will administratively be run from the bfa through competitions committee during transformation. However the NFD is by statute under the BFL.



ORANGE F.A CUP

Orange FA cup season 3 tournament commenced on the weekend of 26-27 February 2022 with the last 48 matches where we played the northern teams on the 26-27 February 2022. The southern teams played on the weekend of 5-6 March 2022.

Last 32 matches were played on the weekend of 22,23 & 24 April 2022 where we included all the 16 BPL teams for the 2019/2020 season

Last 16 matches were played on the weekend of 29-30 April 2022

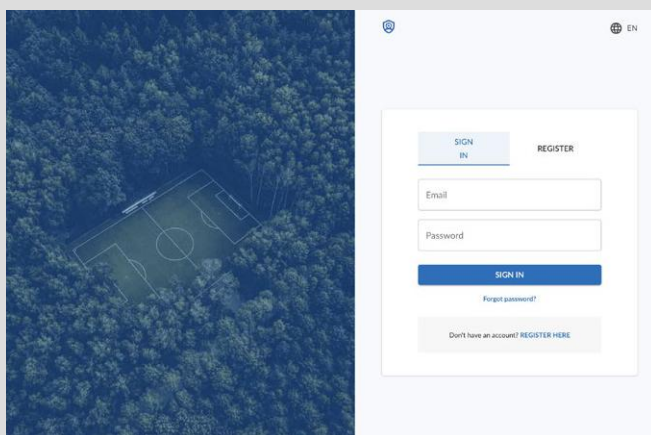




Last 8 matches (quarter finals) played on the weekend of 7-8 may 2022

Last 4 matches (semi-finals) played on the 12 June 2022 as a double header

The FA cup final was played on the 18 June 2022. Gaborone united won the tournament after beating security systems 2-1. The award ceremony was held on the same day.



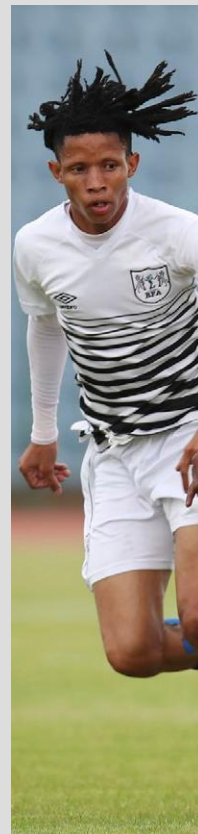
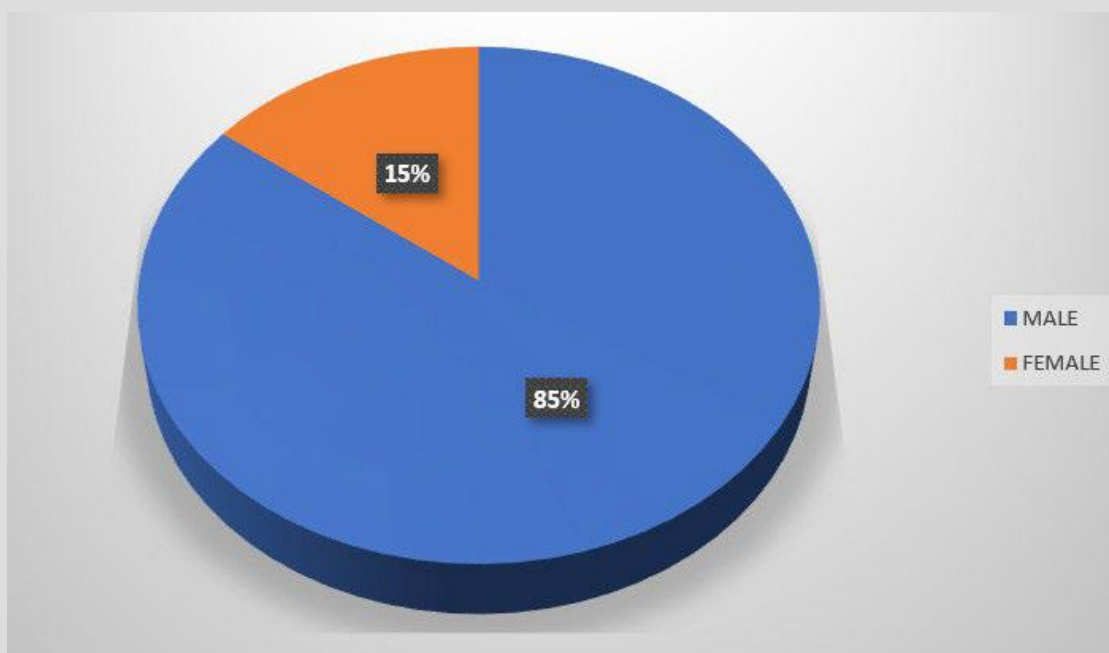
PLAYER REGISTRATION (FIFA CONNECT)

The registration of players opened on the 4th July 2022 and closed on the 23rd September 2022.

The first registration period is closed but there are still pending tasks at Regional Football Association level and some are on hold at club level. These matters are at status committee. Most RFAs are doing well with a few exceptions lagging behind. Below is player.



Percentages showing male and female players registered
MALE – 12, 519 FEMALE – 2149



MARKETING, COMMUNICATIONS AND COMMERCIAL

The association continues to do everything within its powers to maintain a good image through the department of Marketing and Communications. The Marketing Department plays a vital role in promoting the vision and mission of an organization. It serves as the face of the association, coordinating and producing all materials representing the FA. It is the Marketing Department's job to reach out to prospects, fans, sponsors and/or the community at large, while creating an overarching image that represents the association in a positive light.



SPONSORSHIPS



CHOPPIES

The Choppies sponsorship has been renewed for the year 2022/2023. The value of the sponsorship for the one year period shall be P636 000.

Choppies will be providing the National Junior Teams with food hampers and toiletries while they are on camp.



DIAMOND TRADING COMPANY BOTSWANA

DTCB signed a three year contract with Botswana Football Association. The sponsorship began this year (2022) and it is directed to Women Football League and Grassroots Football Programme. The sponsorship amount is P750, 000.00 per annum.



FNB

First National Bank is sponsoring the Junior National team, which are the Under 23, Under 20 and Under 17 Boys and Girls. For the year 2022 the sponsorship covered the AFCON U23 qualifiers also an Olympic qualifier, COSAFA U20 which also served as CAF qualifiers and REGION 5 COSAFA for the U17 Boys and Girls tournaments.

The value for the sponsorship for 2022 was P3 000 000.00. The sponsorship has been renewed for a period of one year with a sum of BWP 1 000 000.00 (One Million Pula).



O3 BEVERAGES

O3 Beverages together with the Association have entered in partnership period of three (3) years. The partnership includes the supply of bottled water to all the National Teams for consumption during camp and on match day by the O3.





UMBRO

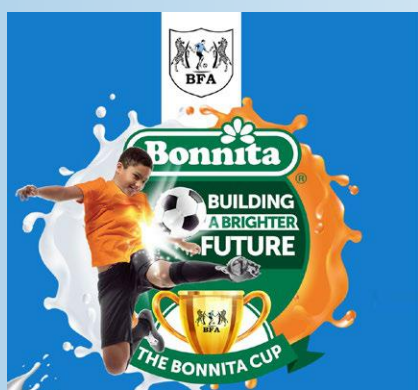
Umbro Africa and BFA remain intact. The organisation supplies the Association with merchandise including but limited to, team wear, training kit, football equipment, kit, and apparels.



ORANGE FA CUP

The FA Challenge Cup is the national football cup competition for Botswana, it was created in 1968. The cup was previously called the Lions Cup which latter changed to FA Challenge Cup. Orange Botswana has since 2018, signed an agreement with Botswana Football Association to sponsor the tournament. The partnership period was of three years.

Orange Botswana together with the Botswana Football Association are currently in negotiations of sponsorship renewal.



LACTALIS

Two years ago Lactalis Botswana and Botswana Football Association penned down a remarkable agreement. Lactalis is sponsoring the Under 15 and 17 Youth football for two years. A tournament was to be slotted in at the end of every youth season to assist in talent identification for the junior national teams. Lactalis supplied teams with playing kits, playing boots as well as administrative sponsorship. The whole sponsorship was valued at P800 000.00.



DEBSWANA

The BFA and Debswana's relationship started way back in 2013 and it is only getting stronger with time. Debswana has over the years demonstrated its commitment and support to sports development in Botswana and as football we have been a long standing beneficiary of this munificence.

The administrative operations of the National First Division league remain with the BFA as it was before the formation of the BFL to allow the latter to find its feet as per the October 2020 Ordinary General Assembly.

The Debswana sponsorship has come to an end and to date has not been renewed. We are in the process of commencing negotiations for a new sponsorship and we remain optimistic that our deliberations will bear fruits.





BFA PROJECTS 2022



PROJECTS

UEFA Assist €35,000.

Water system development and spectator area, paving and drainage at **€19 428,09.**

Twelve (12) months maintenance of the two Lekidi grounds at €15 293,07.

Project management fee at 10% €1 942,80

FIFA FORWARD 2.0 PROJECTS

PROJECT	STATUS	REMARKS
Kazungula standard technical centre with a possibility to extend to state-of-art		Topographical survey as well as Geo-technical survey completed at a cost of BWP161 800.00 and submitted to FIFA Waiting for FIFA expert advise based on the survey results

PROJECT	STATUS	REMARKS
Women Football League subvention application to FIFA USD265,452.86		Waiting for FIFA approval
Regional Football League subvention USD189,824.45		Waiting for FIFA approval

WOMEN		
League Development		APPROVED USD 45,149.82
Goal keeper Coaching Course		This programme covers one of our main priorities, which is sustainable growth in girls' and women's participation in football. USD 4,286.18
Capacity-Building for Administrators		APPROVED USD 4,535.78 The goal of this initiative is to support the people on the ground with the necessary knowledge and training so that they are equipped in their day-to-day work. The programme covers a range of topics, tailor-

		made for the needs of the association: leadership, communication, marketing and administration.
Women's Football Campaign		APPROVED USD 10,085.12 The Women's Football Campaign is designed to support associations in delivering grassroots and small-sided football events to boost the participation of young girls and promote existing competitions and programmes.
Botswana Football League Transition		APPROVED USD 479,360.00 BFL League transition was designed to help facilitate 2021/22 league support and transformation to professional football. The project was approved by FIFA in December 2021 and NEC January 2021



LEKIDI- DRAINAGE AND STANDS



KAZUNGULA PROJECT



BOTSWANA FOOTBALL LEAGUE



VISION

To be a world class sustainable league

MISSION

We exist to enhance professional football through the development of a sustainable business for member clubs in collaboration with football stakeholders.

VALUES

-F (Focus) | -O (Originality) | -O (Openness) | -T (Teamwork) | -B (Botho) -A (Accountability) | -L (Legitimacy) | -L (Longevity)

26	League development	Competitions	Adaptation competition format s- to make them sustainable
27	League development	Competitions	Improvement of Competition Management System
28	League development	Competitions	Establish a regular Competition Regulations update process
29	League development	Competitions	Establish an online Matchday Operations Centre
30	League development	Competitions	Improve the quality of matches (e.g. more goals, less wasted time, etc.)
31	League development	Competitions	Collaboration with BFA to improve standards of coaching and refereeing
32	League development	Competitions	Revision of common match day protocols and operations at all games (pre match day, game day)
	League development	Competitions	Define roles and responsibilities of Match Day Officials with BFA
33	League development	Competitions	Improve quality and number of General Coordinators for all professional league's
34	League development	Competitions	Develop pitch guideline to meet CAF standards
35	League development	Technology	Introduce new technologies and systems to help professionalisation (performance tracking, centralised ticketing, centralised website, shared FMS, etc.)
36	League development	Financial	Achieve BFL financial sustainability - min BEP
37	League development	Financial	Establish a league procurement marketplace
38	League development	Infrastructure	Establish an Infrastructure Fund

BRIEF

BFL (BOTSWANA FOOTBALL LEAGUE) is an independent league incepted by the Botswana Football Association to professionalize football in Botswana. The entity has recently received an UEFA assist token to assist in the transformation of professional football. BFL has since embarked on a rebranding initiative that brought forth new developments to enhance its mandate. It has in the year 2022 brushed shoulders with some of the leading brands in the corporate industry and managed to scoop position 1 in the Services department at the Botswana Consumer Fair 2022. Led by a comprehensive Board of Directors BFL has now devised strategies and measures to capacitate football clubs and has managed to launch its season 2022-2023 with ambitions to roll out a 3 year plan to transform football in Botswana to greater heights.



REGIONS

The Botswana Football Association secretariat continues to support, guide, and monitor the management of regions operations including implementation of planned activities for the year 2021/2022.

Performance of regions has improved tremendously when comparing with pre-vius years.

As per our game develops we need to have appropriate structures in place to enable regions to comply with all structures. Furthermore we need to improve strategic partnership with local authorities.

SOUTHERN BLOCK PROMOTIONAL PLAY-OFFS



Debswana Young Stars VS Naughty Boys



UB Hawks VS VTM

WESTERN BLOCK PROMOTIONAL PLAY-OFFS



Kings Royal Stallion VS Lokgwabe



Black Rangers VS Lokgwabe United

NORTHERN BLOCK PROMOTIONAL PLAY-OFFS



Dukwi Sporting Club vs Mbalakalungu S.C



Tafic FC vs Superstars United.

EASTERN BLOCK PROMOTIONAL PLAY-OFFS



Fc Masterpiece FC



Tafic Rolling guys FC





Francistown Girls Specific Festival



Boys (Grassroots in training)



U-17 girls team in training



The National Womens Team (The Mares)



The Mares awards ceremony



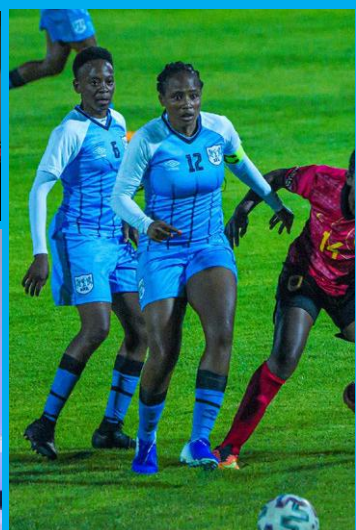
The Mares Celebrating a goal



The Mares journey to WAFCON 2022



Lezibo performing for The Mares



The Mares Captain Beбето



Under 23 National Team in Eswatini COSAFA



Under 20 National Team in Eswatini COSAFA



The Senior Men National Team - Zebras



"THE FUTURE BELONGS TO WOMEN FOOTBALL AND SCHOOL SPORT"



The Zebras



Botswana



The Mares