



SIGWACA FORTNIGHTLY

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

NATIONAL FOOTBALL ASSOCIATION OF SWAZILAND

FOOTBALL IS A PERFECT MARKETING VEHICLE-PICK'N PAY



St Mary's Primary School after being crowned as champions for the Mbabane –Lobamba event

It all started with a launch at Sigwaca House on the 15th March 2018; then in-store promotional events which ran from the 20th March-6th May 2018 then ultimately the 3-day football fiesta which involved 84 primary schools within the Mbabane-Manzini corridor. This was how the Pick'n Pay U15 Primary Schools Football Development Programme was crafted.

As this was a piloting exercise for this football initiative, the manner in-which it was implemented and the success that it was; made this project seemed like it had been around for a couple of years. The excitement and the colgate smiles from the children said it all as it is part of the corporate social responsibility initiatives of Pick'n Pay. As an icing on the cake, the involvement of Sihlangu players in this project came with extra motivation to the

"THIS COUNTRY IS VERY MUCH BLESSED WITH A LOT OF TALENT AND AS PICK'N PAY, THIS PROGRAMME WAS A PERFECT VEHICLE FOR US IN AS FAR AS BRAND EXPOSURE IS CONCERNED"- PRAKASH PARSAD.

children as they were able to meet and get special gifts from the lads which had some touchy element to the children as these are their role models. The national team players were the ones who conducted the in-store draws and the winners did the honours of nominating the participating schools in this programme. "This was an excellent initiative as future stars were unveiled and credit must go to the football association and Pick'n Pay for such an initiative"; said Tony Tsabedze, the Sihlangu SeMnikati skipper.

The first day of action for this football development programme witnessed 42 primary schools being eliminated. These preliminary matches were held at the UNISWA and Ezulwini sports grounds respectively.

On the following weekend (2nd June 2018) the Mbabane-Lobamba primary schools

NFAS PRESIDENT CLEARS THE AIR REGARDING THE 2026 FIFA WORLD CUP VOTE



The NFAS President; Senator Adam Mthethwa and FIFA President Gianni Infantino

The National Football Association of Swaziland's (NFAS's) President Senator Adam Mthethwa has stated the reason behind the football association's reason to vote for the Morocco bid rather than the United bid which is a collaboration of the USA, Mexico and Canada football federations.

This happened during the 2018 FIFA Congress that was held in Russia before the kick-off of the 2018 FIFA World Cup. The Moroccan bid lost to the United bid in hosting the FIFA World Cup in 2026.

"The Moroccan bid was an African bid, thus as Africans we had to stick to our own"; said Mthethwa. The President of the NFAS also highlighted that it was not only the NFAS from the African continent that voted for Morocco but there were other African football federations that did so.

who qualified from the previous weekend's matches competed for the first championship of this football development programme. This event took place at the Somhlolo National Stadium. The suppliers of Pick'n Pay made the stadium so colourful with their branding. It was a perfect day of football and indeed football development was the ultimate winner. The Champions of the day was St. Mary's Primary School who won against Lobamba Lomdzala Primary School by an odd goal. "This country is very much blessed with a lot of talent and as Pick'n Pay; this programme was a perfect vehicle for us in as far as our brand exposure is concerned"; said Prakash Parsad who is the Pick'n Pay Africa Buyer.



Under control: A youngster displaying his football artistry

The final day was the 9th June 2018 at the UNISWA Sports Ground where the Matsapha-Manzini primary schools competed for the championship. Like the previous weekend, this event was a huge success. It started with a march from Mahhala to UNISWA which was led by the Royal Eswatini Police band. This march was for the creation of awareness purposes in as far as this football development programme was concerned.



Emotions: This lad cried after his school was eliminated

Out of this initiative; the NFAS and Pick'n Pay were able to achieve their respective objectives. Indeed with such investments in football, the future looks bright for the local game of football.

SUPPORT THE NATIONAL TEAM COACH-NFAS PRESIDENT

The President of the National Football Association of Swaziland has urged the local coaches to support the senior men's national team head coach. Currently the head coach of Sihlangu SeMnikati is Anthony Mdluli.



Sihlangu head coach-Anthony Mdluli

"The current national team head coach needs total support from the local coaches"; Mthethwa said. He stated this when opening the 2018 coaches symposium that was held at the Swaziland Water Service Corporation's Emtfonjeni Headquarters in Ezulwini. The President also stated that the football association did consider the coaches plea to the NFAS that as local coaches they are ready for this post thus the decision to advertise this position. "The football association did consider the plea from the coaches that as local coaches; you are now ready for this position thus the reason to advertise it which is a recruitment formula that is applied worldwide"; Mthethwa said.



Dr. Comfort Shongwe and the coaches

LOCAL COACHES ATTENDS THE COACHES SYMPOSIUM

The local coaches attended the coaches symposium that was held as from the 22nd-24th June 2018 at the Swaziland Water Services Corporation Emtfonjeni Headquarters in Ezulwini. This event was opened by the NFAS President Senator Adam Mthethwa.

When opening this event, the President highlighted that the main purpose of this event was to evaluate the previous football season in as far as coaching is concerned. "We are here to find out if we were able to achieve our objectives of the previous football season"; Mthethwa said.

As part of the topic for this symposium, there were presentations about youth football, coaching policy and ethics of the coaching profession just to mention but a few. The Vice President of the NFAS Dr. Comfort Shongwe echoed the President's words during the closing ceremony of this event when he urged the coaches to be united. "As coaches you have to be united and supportive"; Shongwe said. He also urged them to work very hard and produce players who will get better contracts from football clubs competing in better leagues in the world.

This event also witnessed the maiden coaches award by the Swaziland Football Coaches Association where excelling coaches from the previous football season were being recognized. These were coaches from the Super League up to elite football teams. The main prize of the event was the coaches' coach of the year whereby the winner was Dominic Kunene from Young Buffaloes after he was voted by the other coaches for this prize. This awarding ceremony was also enhanced by the support from the Royal Swazi Sun, Sibane Hotel and Muhle Tours who contributed towards the prizes of some of the winners.

MTN PUMPS IN E18 MILLION TO FOOTBALL

The Eswatini MTN and Premier League of Swaziland (PLS) renewed their partnership through football. This was after the mobile telecommunication network company committed itself to sponsor the elite football league and the National First Division.

This is a 3-year agreement that will commence in the 2018/19 football season. Signing the agreement on behalf of the Eswatini MTN was the Chief executive Officer (CEO) Ambrose Dlamini whilst signing on behalf of the PLS was the acting Chairman Mark Carmichael. Also present during this historic football event was the Honorable Deputy Prime Minister (DPM) Paul Dlamini, Honorable Minister of Sports, Culture and Youth Affairs David Ngcamphalala and the Vice president of the football association Peter Simelane. This sponsorship is worth E18 Million which implies that each football season will have E6 Million.



PLS Chairman Mark Carmichael; Minister of Sports, Culture and Youth Affairs David Ngcamphalala; NFAS Vice President Peter Simelane; DPM Paul Dlamini and MTN CEO Ambrose Dlamini

When addressing the audience, the DPM acknowledged Eswatini MTN for her continuous support towards the development of football and sports in general in the country. "His Majesty's Government acknowledges Eswatini MTN for her continuous support towards football development and sports in general as this sponsorship will enhance football development in the country", Dlamini said.

The Honorable Minister of sports, Culture and Youth Affairs David Ngcamphalala highlighted that this sponsorship will motivate the football

clubs in playing good football. "This sponsorship is a motivation for good football on its own"; Ngcamphalala said.

THE FOOTBALL FAMILY IS EXITED BY THE E18M SPONSORSHIP

The E18 Million sponsorship by Eswatini MTN is good music to the football family. This was confirmed by the NFAS Vice President Peter Simelane and the Chairman of the PLS Mark Carmichael. The Vice President of the NFAS stated that Eswatini MTN has provided the platform for football growth. "Eswatini MTN has provided a great platform for football growth"; Simelane said. Due to the good investment that the Y'ello family is providing to the football family, he also promised Eswatini MTN that football as a family will support and protect the MTN brand.



NFAS Vice President Peter Simelane

On the other hand, the PLS Chairman shared the joy of the organization as a result of this sponsorship and also promised the Y'ello family that the football family will uplift the MTN brand. "As PLS and football family, we are over the moon as a result of this sponsorship and we promise to uplift your brand through football", Carmichael said. The Chairman also highlighted that such sponsorship enhances club licensing as football is more than just a sport but it's an industry. Finally, the football family also acknowledged the support from His Majesty's Government, Members of both Houses of Parliament and other stakeholders for their different roles towards the development of the beautiful game in the country.

THE MTN /PLS SPONSORSHIP, A FLAGSHIP SPONSORSHIP FOR US- MTN ESWATINI

The Eswatini MTN declared the MTN/PLS sponsorship as the flagship sponsorship for the mobile telecommunication network company. This was stated by the Eswatini MTN CEO Ambrose Dlamini. "This is a prime and flagship sponsorship for the Eswatini MTN"; Dlamini said. The mobile telecommunication company has sponsored the upcoming 3 years elite football season in the country. This sponsorship also come in a year where by Eswatini MTN is celebrating 20 years of existence in the Kingdom of Eswatini.



Thank you Sir: PLS Chairman with Eswatini MTN CEO during the sponsorship launch

As a reflection of Eswatini MTN's partnership with the PLS, the CEO highlighted that as an organization, they are very much excited with the partnership over the years as they have benefited a lot.. "We are happy with the partnership over the past 15 years as we have benefited a lot an organization"; Dlamini said. For the past 15 years Eswatini MTN has invested over E25 Million. In conclusion, the CEO also acknowledged the PLS for running the elite football league in a professional manner.



WHAT'S ON THE NEXT ISSUE

- Preview of the MTN/PLS prize presentation event.
- We focus on the 2018 SPTC Charity Cup launch.
- The U17 national team prepares for the COSAFA Cup.



NFAS Delegates during the 2017 NFAS Ordinary Assembly

UPCOMING FOOTBALL EVENTS

- NFAS Ordinary Assembly.
- U17 COSAFA Cup Competition.
- FIFA MA Youth Coaching Course