



Raising the Bar

PRESS CONFERENCE ON THE FAM 2022 YEAR REVIEW AND 2023 BUDGET AND PLAN THURSDAY JANUARY 5, 2022

IN ATTENDANCE / SALUTATION

FAM

- FAM General Secretary Alfred Gunda
- Senior Staff Members of FAM

MEDIA

- Members of the Media

TALKING POINTS BY FAM PRESIDENT MR. WALTER NYAMILANDU MANDA ON THE OCCASION OF REVIEWING PERFORMANCE FOR THE YEAR 2022 AND PLAN OF THE 2023 YEAR

Opening Remarks

- New Year Greetings to you all!
- Allow me to welcome you all to the Mpira Village for this Press Conference.
- We are here this morning to share with the Football fraternity a stocktaking of what the game of football has been like in Malawi in the year just ended as well forecast what we intend to achieve in 2023 and beyond.
- I am delighted and feel honoured to speak to you as we give this account of the strides we have made and outline the plans we have, to further develop football in Malawi.

2022 REVIEW

- 2022 was the third year in the implementation of the Raising the bar vision.
- It was not an easy year, because football, the economy and all other stakeholders were still recuperating from the effects

of COVID-19 pandemic. In our case COVID decelerated football operations in the country for close to two years.

- However, we worked hard as a football family to get our planned programs back on track.
- We are happy and proud to say that 2022 will go into history as one of the most successful years for FAM. In the year we registered the following milestones worth highlighting and celebrating as a football family:

National Teams

- Achieved our ambitious dream of leaving a mark at the AFCON 2022 by reaching the knockout stages for the first time ever.
- The AFCON historical performance resulted in Flames securing a State-of-the-art luxury coach from our sponsors FDH.
- Fulfilled the commitment of sharing the appearance fee at 50% between the FA and the players for the 2022 AFCON
- Invested in the exposure of the under 23 developmental squad through an overseas camping in Turkey resulting in some players attracting interest from local and international clubs and others being called for the senior national team.

- Remained in contention for 2023 AFCON currently on second position our group ahead of Egypt and Guinea.
- Won a bronze medal at the COSAFA girls under 17 Championship in our maiden international appearance.

Technical

- Enhanced the capacity of our coaches with the re-introduction of the CAF B and C courses after a six-year suspension of the same.
- Established an organised player identification, selection and nurturing programme aimed at producing future quality players through the FIFA Talent Development Scheme (TDS)
- Rejuvenated the dying primary Schools football programme with the introduction of the Football for Schools (F4S) in 120 schools across the country.

Women's Football

- Strengthened the player development pathway for Women's National teams with the introduction of the girls U-17 National team.
- Enhanced Women's Football Competitions with the introduction of the first ever National Championship
- Championed the capacity development of women administrators through the UEFA Assist Course, COSAFA

Women's Leaderships programmes and a COSAFA Administration course for Women's Football Administrators.

Youth Football

- Strengthened grassroots football with a fully funded U16 Districts Leagues and continued augmenting the First Capital Katswiri Under 20 by providing funding to the NYFA to support league operations.
- Championed the capacity development of Youth Football administrators through a custom tailored Cosafa Administration Course

COMMERCIAL

- Enhanced the Mpira TV operations which has generated over K103 million additional revenue for Malawi football.
- Intensified sales of replica jerseys through our home-grown MOTTO brand.
- Successfully retained key corporate sponsors for competitions while adding two new ones in NBS bank for the Charity Shield and Standard Bank for Division one Leagues in the three Regional Associations.
- Managed to beat our 2022 target for gate takings for national teams and Cup competitions by 127% from 55 to 125 million

Infrastructure

- Secured USD500,000 funding from FIFA Foundation for the rehabilitation of Nsanje Youth Centre.
- Completed the construction of a perimeter wall at the Luwanga Technical Centre in the third phase of the project.

Institutional Performance

- Reviewed the terms and conditions of the Secretariat in our quest to make FAM an employer of choice, to ensure we attract and retain quality staff.
- Enforced performance management of employees through well-defined KPIs and performance appraisals and establishment of yearly staff retreats.

Member Associations

- Enhanced Member Associations capacity and participation in football strategy development and implementation through the introduction capacity building workshops.

Beach Soccer

- Qualified for the 2022 AFCON Beach Soccer Finals in Mozambique in our first ever attempt in qualifiers
- Championed the introduction of Beach Soccer National Championship by securing MK20 Million sponsorship from HTD.
- Enhanced capacity of Beach Soccer National Team technical panel by sending the head coach to a FIFA course in South Africa
- Popularized Beach Football with vigorous marketing initiatives that earned the sport an Institute of Marketers in Malawi's Marketing Excellence award .

2023 – The Final Year of Raising the Bar.

- According to one Taiichi Ohno “Progress cannot be generated when we are satisfied with the existing situation”
- Whilst taking pride in the numerous milestones we have jointly managed to attain as a football family in 2022, FAM acknowledges that there is still a huge room for improvement at all levels of the game in our drive to have consistent success of the National Teams at Zonal, Continental and Global levels

Our 2023 Approach

- For the year 2023 and beyond FAM has taken a different budgeting approach having adopted an approach which will see most of our secured resources being channelled to the technical development of the game from grassroots, through youth programs, the semi elite in the regional leagues and the Elite leagues for both Men’s and women’s Football

2023 Budgetary Governance

- In October 2022, The FAM Finance and Administration Committee in liaison with FAM management kickstarted the process by scrutinizing the development plans from different

subcommittees, the plans were then costed, and resources allocated guided by the approach that I mentioned earlier on

- The Committee then presented the draft budget plan to our Member Associations and FAM Executive during a Budget Consultative and Executive meetings respectively in December where revisions were made followed by a provisional approval of the budget pending official approval at the Annual General meeting later in the year.

2023 Budget

- FAM had an expenditure budget of K3.7 billion for 2022 but spent k4.3b as at of 31st October 2022.
- In 2022 FAM had a revenue budget of K3.0b versus an actual of k4.3b as at 31st October 2023. Thanks to the additional income from the world cup qualifiers and AFCON TV rights revenue.
- For 2023 our budget is pegged expenditure budget is k5.0bn and revenue budget is k4.7b. with FIFA Forward and Malawi government grants as major source of revenue.

FIFA Forward Funding

- FIFA is rolling out another four-year financial assistance programme to member Associations after the expiry of the forward 2.0 programme on 31st December 2022.

- The new cycle of the FIFA Forward 3.0 programme will run from 1st January 2023 to 31st December 2026 and covers the following three strategic areas;

1. **Operational Funding:** That is for day to day running of the Member Association. This funding has been increased by 25% from US\$1 million to US\$1.250 million per year. This translates to an increase from US\$4 million to US\$5 million for the 4-year period. While the USD650,000 is guaranteed FAM must fulfil ten conditions stipulated in the 3.0 regulations to access the remain USD600,000

2. **Projects Funding:** This is funding towards Specific projects. A good example is that in our case we built Mpira Stadium using this funding. This has been increased by 50% from USD 2 million to USD 3 million for the four-year period.

To access the funds FAM must submit a project proposal and the funding can only be released if the proposal has met all the laid down criteria and is duly approved by the FIFA Projects Committee. The FAM executive will come up with projects for the USD3,000,000.

3. Travel Costs, Accommodation and Equipment for National teams (For Needy Member Associations):

- FAM is also entitled to USD250,000 and USD 50,000 per annum for a period of four years covering National teams international travel costs and football equipment respectively.
- In the new cycle, FAM has decided to use its operational funds for key Football development programmes to ensure sustainability of the programmes and adherence to FAM's calendar of events.
- In the past FAM used FIFA Forward project funding for developmental programmes like Women's Leagues, Youth Leagues, Beach Soccer Leagues, Coaching and Referring Courses among others.
- Unfortunately, we ended up failing to hold these programmes as planned because of delay in financing as project funding requires special considerations and approvals from FIFA.
- For Example, last year we failed to hold the Under 14 League while the U16, Women's and Beach Soccer started very late due to lack of project funding. We also failed to hold four coaching courses as FIFA did not release the projects funding.

- Developmental programmes are critical for the progress of our game, and we cannot continue gambling by tagging them against the Projects funding.
- For our detailed understanding and appreciation, Our 2023 revenue and Expenditure Budgets are as follows:

Revenue Budget

For 2023, FAM is forecasting to generate and receive revenue from the following sources;

- a) Gate takings from both domestic and international games K175m
- b) Business ventures and TV rights K541m
- c) Competition Sponsorship funds K92m
- d) Exchange gains K90m
- e) FIFA grants K2.4b
- f) CAF grant K257m
- g) FDH Flames Sponsorship K120m
- h) Government Grant K880m

2023 Expenditure Budget

As per our approach of enhancing long term technical development plan as described above, the following football development programs have been prioritised as follows;

A. Youth and Women's Leagues Development

FAM is investing in the following Developmental programmes:

- I. Talent Development Scheme (TDS)- K33 Million
 - II. Football for Schools -K80 million
 - III. Re-Introduce the Under 14 District Leagues -K50 million-
 - IV. Under 16 District League -K 50 million.
 - V. Under 19 District League (in partnership with FCB) K20 million
 - VI. National Youth Football Committee -K10 million (Annual subventions)
 - VII. Introduce Under 14 Girls District Leagues -K15 million
 - VIII. Introduce Under 16 Girls Regional Leagues -K50 million
 - IX. Enhance Women's National Championship -50 million
- ***This will see an increase in our development program budget from K169 million in 2022 to K328 million in 2023 (94% increase)***
 - The Talent Development Scheme (TDS) will ensure we identify potential Under 17 football talented players to be

placed in three development centres (BT, LL, MZ) for nurturing and grooming.

- The Under 14, 16 and 19 Leagues will ensure we establish a sustainable defined player development pathway while the football for Schools will make football more accessible to both boys and girls and bring more kids into the game.
- All this will ensure we start producing quality future players for National Teams.
- We will engage and build capacity of Player Scouting Volunteers at district level to ensure we have a structured way of identifying and nurturing talent.

B. Districts Leagues

- We will enhance our project to broaden our scouting of talent in the rural and urban areas by increasing the Sponsorship for districts league from K60 million to K90 million (50% increase) which translate to K3 million per district from K2 million.

C. Beach Soccer League

- Enhance the growth of Malawi Beach Soccer which has shown tremendous potential with AFCON qualification by Sponsoring the Zonal Leagues at K35 million as qualifiers of the HTD National Championship valued at MK20 million.

D.Elite Leagues

As one way of fulfilling our Strategic Intentions of making our Elite League attractive which includes Empowering SULOM to Accelerate Professionalism of Malawi Football and Elite League Value Repositioning, FAM has decided to

- I. Continue supporting the Medical Aid for football players at K34m
- II. Set aside an annual K100 million subvention Sponsorship to the Super League. This money is over and above the League sponsorship.
- III. A Special Task force headed by First Vice President Justice Jabbar Alide with Chimango Munthali, Sulom President and the three Regional Associations Chairpersons as Members will come up with guidelines on how these funds should be distributed and accessed.
- IV. Just like FAM accesses its funding from FIFA in a regulated manner, strict comply and access control measures will be put in place for these funds so that the intended objective to develop the game is achieved.

V. Regional Leagues

Just like the Super League, FAM noted the need to augment the sponsorship for Regional Leagues. Our target is to improve the quality of administering the leagues and the performance of promoted teams in the Super League.

As such FAM will from 2023

- a. Set aside an annual K75 million subvention Sponsorship to be split equally to each of the three Regional Associations Premier Leagues
- b. The Special Task will also come up with guidelines on how these funds should be distributed and accessed.

VI. Capacity Building - Coaches and Referees

- a. FAM has allocated K60 million from K45 million in 2022 for Coach education in 2023. Among the expected courses are three CAF C Courses aimed at bringing the gap between the number of CAF B coaches and CAF C coaches which will enable us organise CAF B courses every year going forward. We will also hold a customized Digital coaching course for Super League Coaches

- b. We have also allocated K60 million for referees training to ensure continued improvement in match officiation.
- c. Football Administrators Course to be conducted at regional Level covering all the Member Associations.

VII. National Teams

On National teams FAM has budgeted the following:

- a. Men's National Teams- K913 million (for AFCON Qualifiers and COSAFA for Senior, U20 and U17). These funds will enable us to be well prepared as we look forward to tightening our grip in the 2023 AFCON qualifiers and make a historic Back-to-Back AFCON qualification.
- b. Women's- K300 Million (For Seniors and U20 for COSAFA and Afcon Qualifiers
- c. Beach Soccer – K80 million (COSAFA and AFCON). We want to build on the 2022 AFCON momentum and ensure we continue to rise as one of the Beach Soccer Nations in Africa.

VIII. Infrastructure

- a. FAM has allocated K350 million for Luwinda Project phase four which will see the construction of two playing fields and furniture for the building . The fields will ensure that the facility become functional and start hosting football matches.
- b. FAM also has a commitment of USD500,000 from FIFA foundation for the rehabilitation of the Nsanje Community Centre Ground, a development that will ease the shortage of venues in the Southern Region.

Other Exco Resolutions

On top of approving the above stated programmes for 2023, the FAM Executive Committee also made the following resolutions

1. Renewing the contract of the General Secretary Alfred Gunda which expired in November 2022 for another two years.

2. Sanctioned the commencement of preparations in readiness of CAF Stadium Inspection for Bing National Stadium set for January to ensure that it is certified for the 2023 AFCON qualifiers.
3. Approved a 14-day Flames camping in Saudi Arabia in March ahead of the two 2023 AFCON qualifying matches against Egypt
4. Approved Commencement of Club Licencing for Women's League clubs from 2023.
5. Approved the inclusion of the sixth optional criteria on Business for Club Licensing for Super League clubs as well ensuring that from 2023 FAM should move to Criteria "A" under grading system which calls for full compliance of all 5 criteria of club licensing.
6. Sanctioned the engagement of pre-qualified gate management firms for all football matches in Malawi from the 2023 Season

Closing Remarks

- Notwithstanding the positive strides we have made in Malawi football last year, we are hungry for more because we know we can achieve much more. We have set our sight on producing more high performing football players who can break new boundaries.

- Our performance at the AFCON last year and our qualification for the Beach Soccer AFCON show that we have tremendous potential to consistently qualify for major competitions because of the excellent talent that is at our disposal.
- We have failed to make meaningful progress in the past because we lacked the competitive edge that comes with excellent organisation and sound developmental programmes.
- Now, we are determined to turn the corner with the approach that we have taken with this budget and there is no doubt that Malawi Football will very soon match the good standing of the rest of Africa.
- As I conclude, let me applaud all the stakeholders of FAM for their sacrifices where, amidst challenges we have remained steadfast and resolute in fulfilling our mandate to develop football in Malawi.
- FAM remains focused on 'Raising the Bar'. Our mission is to take Malawi football to the next level
- For us to achieve all we have been able to achieve, our sponsors and donors have been great partners in our mission.
- Allow me therefore, to extend my heartfelt appreciation to the sponsors for their unwavering support towards Malawi football.
- We remain deeply indebted to Malawi Government, CAF, FIFA, FDH Bank, TNM, First Capital Bank, Airtel, NBS Bank,

Standard Bank, Chipiku Simama, Rab Processors, HTD and many others. We believe you can now see that Malawi football is repaying the faith you have shown in the local game. Our Mpira TV partners Mibawa Studios, Zuku and Azam deserve recognition for taking on the challenge to revolutionize the football business with us. We thank you.

- May the Almighty God bless you All.
- Thank you for your attention.

THANK YOU!