

GAUTENG  
FUTURE  
CHAMPIONS  
2009



**GAUTENG**

*it starts here*

# REPORT









## INTRODUCTION

This report aims at giving a full illustrative overview of the Gauteng Future Champions 2009 tournament.

This report is a liberal interpretation of the discussions following the delivery of the project and debriefs with client and suppliers. The vast majority of the points raised herein are the commentary and the recommendations of the client, though there are occasional insights arising out of the interpretation of the observations during the project build up and delivery. The report will also give statistics on various elements of the project including, media, participants, etc. At the same time, it will depict a clear picture of the outcomes and deliverables of the entire project. It will also look at assessing the achievement of the set objectives in relation to Gauteng Department of Sport, Recreation, Arts and Culture.

The project was built around four developmental areas. The report will therefore dwell much on these specific facets of the project which are:

- Gauteng Tournament 2008/2009
- Coach the Coaches
- Talent Search
- Trade Links



## NATURE OF THE EVENT

The event was hosted in four parts:

Gauteng Cup – The preliminary leg, a provincial wide competition seeking top four teams to compete in the international component.

Talent Search – A provincial wide call for 500 football enthusiasts and learners both male and female, whose skills are put to the test. The top three winners receive an all-expense paid European football experience

Coaching Coaches Programme – A week-long coaching programme focused on skills and knowledge transfer for local and international coaches.

International Leg – A total of 12 teams including 8 international teams and four Gauteng-based teams battling it out for the opportunity to be crowned Gauteng's Future Champions

## COUNTRY REPRESENTATION

The Tournament hosted the following teams:



Greencity FC



SC Corinthians



Esperance FC



K-Stars



CA Boca Juniors



SAFA Johannesburg Select



SAFA Sedibeng Select



FC Inter Milan



PIFA CYFC



Notwane FC



Moroka Swallows



Kaizer Chiefs

### International Teams

1. Argentina – CA Boca Juniors
2. Botswana – Notwane FC
3. Brazil – SC Corinthians
4. China – Green City FC
5. India – PIFA CYFC
6. Italy – Inter Milan
7. Tunisia – Esperance FC
8. Zambia – K Stars

### South African Teams

9. Kaizer Chiefs
10. Moroka Swallows
11. SAFA Sedibeng Select
12. SAFA Johannesburg Select

## PARTICIPANTS NUMBERS

The tournament consisted of 18 players and 4 staff members per team. The Talent Search included a total of 500 participants and 40 supervisors. The Coach the Coaches Programme hosted a total of 50 Gauteng-based coaches and the international coaches from the participating teams.



## EXECUTIVE SUMMARY

The under 17 Gauteng Future Champions is a first of its kind to be hosted in Gauteng South Africa, and indeed is the only under 17 tournament in the world to exclusively feature clubs and academies of this calibre. Aimed at local youth development focusing on skills identification and skills transfer, the tournament seeks to elevate under 17 standards in South Africa and nurture the talent of Gauteng's future soccer champions.

Gauteng Future Champions is a three year initiative of Global Sports International, who has partnered with the Gauteng Department of Sport, Arts, Culture and Recreation and SAFA Soweto Football Association. The Gauteng Tourism Authority came on board as a partner to showcase the cultural aspects of the province.

The tournament began at a grassroots level, with SAFA Soweto leading the preliminary qualifying leg of the competition in Gauteng. A total of 32 teams took part, including teams from the Local Football Association, PSL U-17 Teams based in Gauteng and squads from Gauteng regions. The two teams emerging as winners in the local tournament were Kaizer Chiefs FC and Moroka Swallows FC. They were joined by SAFA Sedibeng and SAFA Johannesburg Select to challenge the international visitors in the Gauteng Future Champions.

Gauteng's coaches formed an integral part of the project. Fifty coaches from Gauteng took part in the Coach the Coaches programme, where they were able to share expertise and knowledge with the visiting international U17 coaches. The coaches and managers of the visiting teams led a number of practical coaching demonstrations, theoretical seminars as well as workshops from the medical staff of the visiting teams. The coaches who received this instruction and skills transfer formed part of the core team which was selected to expand the outreach programme planned for the Talent Search in subsequent years.

The participating teams were placed in three pools of four teams each for round robin action at the SAFA Development Centre from March 23-25, with Notwane (Botswana), PIFA CYFA (India), the SAFA Gauteng Sedibeng Select and Inter Milan (Italy) in Pool A. Pool B consisted of Kaizer Chiefs (SA), SAFA Jo'burg Select (SA), Esperance (Tunisia) and Corinthians (Brazil), while K Stars (Zambia), Moroka Swallows (SA) Green City FC (China), and Boca Juniors (Argentina) participated in Pool C.

As part of the Gauteng Provincial Government's legacy sports initiative, 500 learners from the 15 Gauteng education districts and SAFA Gauteng regions, went through a talent identification session under the watchful eye of 20 coaches at the SAFA Development Centre during the tournament. The group, in the 15 to 16 years age group, was reduced to 20 players who returned for further talent assessment on March 28. Refiloe Jane (Emshukantambo), Suiderberg High School's Frans Kekana and Koketso Motshopi (ERSA) were the three players who received the highest marks during the Talent Identification Programme. These three young players were selected to participate in a European football experience in September 2009.

The Under 17 Gauteng Future Champions Project has ensured that we utilize services of approximately 50 SMME's across the six regions of Gauteng, creating work and temporary employment for over 500 individuals and 12 full-time staff. It has actively encouraged a healthy lifestyle for young participants with the coordination and implementation of the Talent Search, targeting over 500 learners overall. In promoting human development, it has ensured the transfer of skills, knowledge and education from the international team doctors to 50 local coaches through the Coach the Coaches Programme. 40 Talent Search trainers received football instruction and will be instrumental in the 2010 Outreach Programme, thereby ensuring the investment and upliftment of local football associations and youth academies. Investment in SAFA Gauteng was stimulated through utilization of training grounds throughout the Province, with the finals played in Pimville, Soweto and accommodation utilized in Kliptown and surrounding areas.

Young people and in particular youth involved in sport have been constructively engaged and empowered through participation in this tournament. The project has ensured the establishment of trade links through a collaboration between Gauteng Provincial Government, SAFA and the Private Sector, thereby developing partnerships for good governance and future investments.

Through international press coverage and the experiences of the visiting international players who are now serving as young 'ambassadors' of South Africa, the tournament was able to challenge international perceptions and concerns of safety and security in South Africa. It also served as an opportunity for the Security Services to gain practice and gain experience in looking after international sports teams ahead of the World Cup.

Through this initiative, GPG was able to further support grassroots development, ensuring that young people are given opportunities to play sport at the highest level.

## GAUTENG TOURNAMENT 2008/2009

As a preliminary to the International Tournament SAFA Soweto organized a qualifying competition. A total of 32 teams took part, including teams from the Local Football Association, PSL U-17 Teams based in Gauteng and squads from Gauteng regions.

### After preliminary rounds the teams remaining were:

Jomo Cosmos FC	BIDvest Wits FC
Balfour Alexandra	TUKS Academy
Moroka Swallows FC	Arcadia Shepherds FC
Africa Sport Academy	Platinum Stars FC
Supersport United FC	Kaizer Chiefs FC
Orlando Pirates FC	Mamelodi Sundowns FC

The inaugural Under 17 Gauteng Future Champions Cup 2009 took place at the Hyundai Park in Klipspruit, Pimville.

The two teams emerging as winners in the Provincial Tournament were Kaizer Chiefs FC and Moroka Swallows FC. They were joined by SAFA Sedibeng and SAFA Johannesburg Select to challenge the international visitors in the Gauteng Future Champions.

## COACH THE COACHES

### The topics covered included:

- Development and inculcation of skills in young players
- Tactical advantages and disadvantages of 4 2 4 system
- Practices for younger goalkeepers
- Positive passing techniques
- Medical and maturity issues when dealing with young players

### The coaches were empowered in the following way:

- Exposure to different philosophies
- Exposure to different coaching techniques
- Exposure to different techniques of imparting knowledge
- Exposure to different organizational skills
- Exposure to dealing with youngsters from different cultures

This particular programme will be expanded in the next edition of the project. The number of coaches will be expanded to 100.

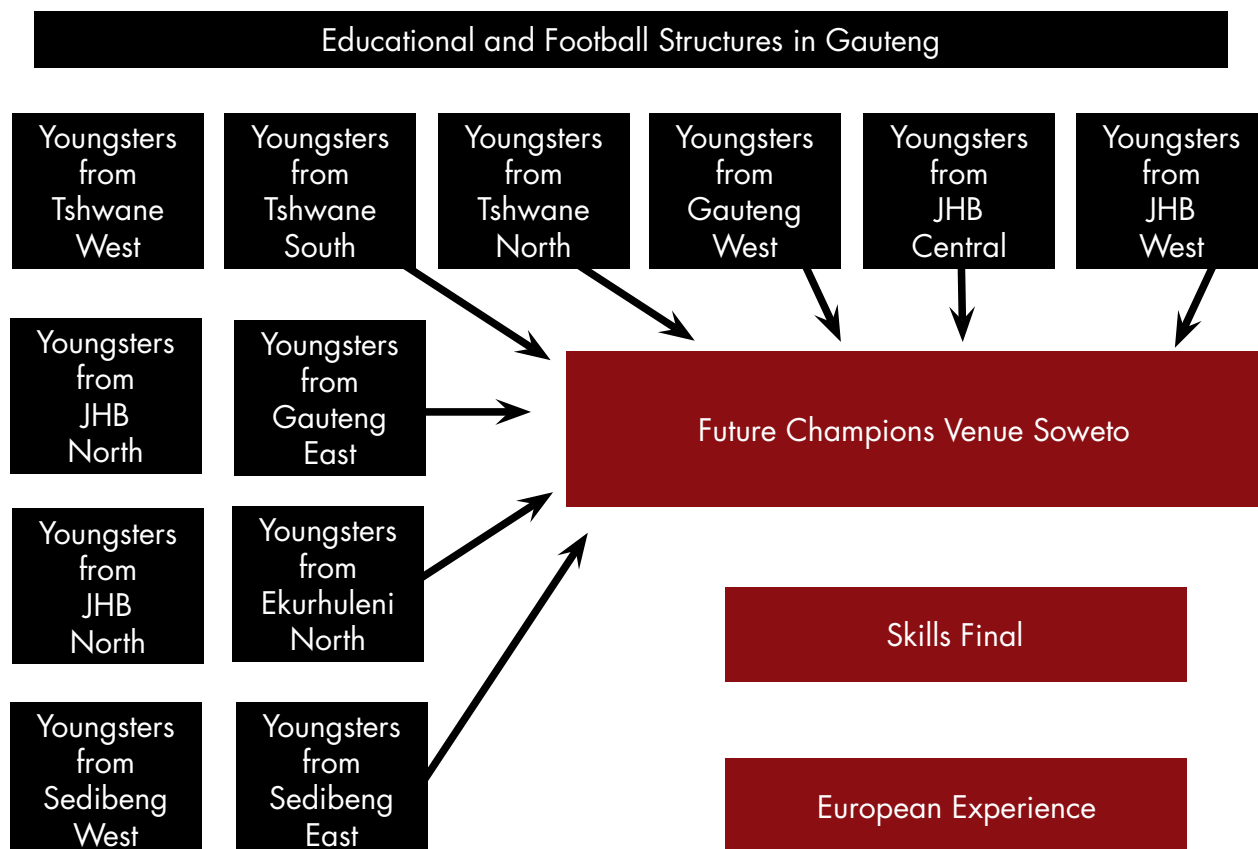
### The programme included:

African Football Development Overview and Experiences	Ray Whelan
424 System Practical Demonstration Session	Chinese Coach
424 System Theoretical Session	Chinese Coach
Practical Skills Session	Brazilian Coach
Goalkeeping Session	Brazilian GK Coach
Medical Session	Italian, Brazilian and Argentinian Doctors

### Local Coaches

The coaches seemed to thoroughly enjoy the week and learned a lot. They did not only learn from the sessions above but also from organizing the Talent Search on a daily basis after the first day. They also improved their organisational and improvisation skills as well as discipline and communication. They will be of great value when we roll out the Talent Search Programme to the Districts later in the year.

# TALENT SEARCH



## FIRST ROUND

### Recruitment

Participants between the ages of 14 -16 years;

### Gender

30% of participants per district were to be female;

### Dress code

Sportswear – shorts, takkies/football boots. Each participating learner was given a t-shirt.

### Dates

Monday 23, Tuesday 24, Wednesday 25 March;

### Time:

Arrival at the venue 08h00 and departure at 14h00;

### Participants

500 participants over three days were divided into a daily intake of 166 participants with 10 educators (who acted as chaperones ) per day;

## SECOND ROUND

### Date

Saturday, 28th

### Participants:

The top 20 participants over the above three days will qualify for the top 20 talent search competition.

### Process Flow:

7h00 – 8h00:	Briefing of all coordinators and set up
08h00 – 09h00:	Arrival participants plus chaperone (10 per day) Registration and receive a packed snack pack and merchandise. Briefing of participants in their groups for the day.
09h00 – 11h00:	Skills testing
11h00 – 12h00:	Lunch Served Distribution to chaperones of participation certificates
12h00 – 14h00:	Tournament Spectating
14h30:	Departure of participants

## Running Order

Below is a detailed running order provided by SAIL for school coordination services:

Mon – Wed 23 – 25 March 2009	500 participants were sourced for the talent participation search, who were then divided into a daily intake of 166 participants which included 10 educators per day to accompany the learners daily.
Saturday 28 March 2009	The top twenty participants from the 3 days qualified for the top 20 talent search competition. The top three winners were chosen and will receive an exciting European football trip in September 2009.
Process Flow	
07h00 – 08h00	Briefing of all coordinators and set up
08h00 – 09h00	Arrival of participants plus educators (10 per day). Registration also took place which includes handing out food packs for the morning.
09h00 – 11h00	Skills Testing
11h00 – 12h00	Lunch Served, this includes the handing out of participation certificates to all participants
12h00 – 14h00	Tournament spectating
14h30 – 15h00	Departure of participants

## Transportation Overview

Gauteng buses was used as a service provider for the duration of the event.

A total of 12 buses was allocated. For the tournament, a bus per team was allocated.

For the talent search, buses were allocated in proportion to the number of education facilities per district.

The following indicates the locations of where the children were picked up from their various districts:

### Day 1

- Gauteng North- Ekangala Comp School (Ekangala), Chippa Tabane (Refilwe), Dan Kutumela (Bronkhorspruit) & Lesedi Donkerhoek
- Tshwane South: Collected at Rosina Sedibane Sport School (Laudium)
- Tshwane West: Collected at District Office in Mabopane
- Gauteng West: Collected learners at Mohlakeng Post Office
- Tshwane North: did not send any schools due to exams

### Day 2

- Jhb West: Collected learners at Dobsonville Mall & Meadowlands Police Station
- Jhb Central: Collected learners at Aurora Girls High (Zola)
- Jhb East: Learners were not collected in Highlands due to taxi strike

### Day 3

- Gauteng East: Collected learners at Freedom Square (Duduza), Faranani Sports Centre (Tsakane), KwaThema Stadium (Kwa Thema), Etwatwa (Daveyton) and Daveyton Mall.
- Jhb Central: Collected learners at Aurora Girls High (Zola)
- Jhb East: Learners were not collected in Highlands due to taxi strike

### Day 4

- Gauteng East: 3 learners qualified and were collected at Kwa-Thema Stadium
- Jhb Central: 1 learner qualified and was dropped by her educator
- Tshwane West: 3 learners qualified and were collected at Suiderberg
- Gauteng West: 1 learner qualified and was collected at Mohlakeng Post Office
- Jhb West: 2 learners qualified and were dropped off by a parent
- Ekurhuleni North: 1 learner qualified and was collected at ERSA
- Jhb North: 2 learners qualified and were dropped by their parents

## Talent Search

### Day 1 - 4 learners were identified namely:

• Philemon Mahapa	Rantailane	Tshwane West	Boy
• Frans Kekana	Suiderberg	Tshwane West	Boy
• Tshepo Moatshe	Suiderberg	Tshwane West	Boy
• Mothusi Molemane	Phahama	Gauteng West	Boy



**Day 2 - 5 learners were identified namely:**

- |                     |               |             |      |
|---------------------|---------------|-------------|------|
| • Lungile Mncube    | Matshidiso    | Jhb West    | Boy  |
| • Zitha Macheke     | Lamula        | Jhb West    | Boy  |
| • Nonhlanhla Mabaso | Aurora Girls  | Jhb Central | Girl |
| • Refiloe Jane      | Emshukantambo | Jhb North   | Girl |
| • Simphiwe Madondo  | Bophelo       | Jhb North   | Boy  |

**Day 3 - 4 learners were identified namely:**

- |                    |             |                 |     |
|--------------------|-------------|-----------------|-----|
| • Koketso Motshopi | ERSA        | Ekurhuleni East | Boy |
| • Emmanuel Dlamini | K. Masikela | Gauteng East    | Boy |
| • Sandile Badi     | Nkumbulo    | Gauteng East    | Boy |
| • Nicholas Nkosi   | Tlakula     | Gauteng East    | Boy |

**Day 4 - Top 3 semi finalists were identified namely:**

- |                    |               |      |
|--------------------|---------------|------|
| • Refiloe Jane     | Emshukantambo | Girl |
| • Frans Kekana     | Suiderberg    | Boy  |
| • Koketso Motshopi | ERSA          | Boy  |

The above mentioned learners would be competing with Kaizer Chiefs, Moroka

Swallows, SAFA Sedibeng and SAFA JHB U14 to U16. The competition would be held at the same venue on the 4th April 2009.

FUNCTION	DATE	TIME	VENUE	GUEST PROFILE
Opening Ceremony	Monday, 23rd	12h00	Hyundai Park	Teams Government officials SAFA officials
Official Dinner	Wednesday, 25th	19h30	Victory Theatre	Teams Government officials SAFA officials
REST DAY GTA Excursions	Thursday, 26th	All day	Soccer City Lion Park Maropeng Nelson Mandela Square	Teams Government officials
Semi Finals	Friday, 27th	All day	Semi Finals	Teams Government Officials SAFA
Closing Ceremony	Saturday, 28th	14h00	Hyundai Park	Teams Government officials SAFA officials

**Day 5 - The 3 Finalists were identified namely:**

- |                        |               |      |
|------------------------|---------------|------|
| • Refiloe Jane         | Emshukantambo | Girl |
| • Thabo Mnyamane       | Suiderlig     | Boy  |
| • Reitumetse Hlongwane | Riverside     | Boy  |

**TRADE LINKS**

The Future Champions project has helped to facilitate and develop international links at commercial and tourism level.

This was achieved by a number of strategies:

- Interaction with embassies and consulates regarding participation of the teams from their particular country
- Proactively using the participation of teams as a conduit for introductions and commercial opportunities
- Vigorous PR in the home countries of the participating teams promoting Gauteng and South Africa
- The inclusion of GEDA in dialogues with the various countries

GEDA and GTA collaborated to leverage the participation of a top Brazilian team in the Tournament. They did this in the form of visits and presentations to Brazilian companies, entities and tourism stakeholders. This strengthened international ties at city,

provincial, national and international level. Going forward, the Gauteng Future Champions project has instigated connections with the African Council of the USA. They wish to involve a team from the USA in the next edition of the event and have invited Gauteng to be a major player in their Summit in September 2009. They also wish to organise a visit of a US business delegation to Gauteng to coincide with the participation of the US team in the 2010 Future Champions.

The Indian Tour Operator who facilitated the participation of the Indian team also wishes to host GTA on a promotional visit to his country. South African Tourism (SAT) now wish to come on board as a partner, where they will use this tournament to promote the World Cup Diski Dance. They wish to target the youth involved in the Talent Search in a Diski Dance challenge, to run concurrently with the football skills assessment. SAT would also like to make one player from each visiting team an ambassador for South Africa to promote 2010. During the African Summit in Washington, September 2009, the Premier of Gauteng has the perfect platform to personally invite DC United U17 team to participate in the 2010 edition of Gauteng Future Champions.

## EVENT LOGISTICS

### Accommodation Methodology

The venue was set up prior to teams’ arrival on a daily basis. Critically the VIP area was not properly managed and it requires proper planning in preparation for 2010. Most importantly more control should be given to access to field, sufficient number of benches and properly marked locker-rooms.

The following venues were utilized:

VENUE	ADDRESS
Days Inn	Constantia Park Cnr 14th avenue and Hendrick Potgieter st Weltevreden Park, Roodepoort.
Town Lodge	Constantia Boulevard, Constantia Kloof Roodepoort.
Holiday Inn	Walter Sisulo square Kliptown, Gauteng Soweto, 1811 South Africa
African Leadership Academy	Printech road, Honeydew
Boston Barbeque	Team Dinners
Lekgotla (Nelson Mandela Square)	Team Dinner
Umoja at the Victory Theatre	Gala Dinner
Tumulus Restaurant, Maropeng	Tour and Team Lunch

## MEDIA AND COMMUNICATION

### Media Launch

#### SAFA DEVELOPMENT CENTRE, SOWETO – 13TH MARCH 2009:

The Under 17 Gauteng Future Champions (Herewith after referred to as GFC) launch for the international playoffs took place on the 13th March 2009. The launch showcased the concept of the tournament as well as the Talent Identification search programme that was due to take place simultaneously with the GFC playoffs.

### 1. Pre-Launch Actionables

E-invites were provided by the client and syndicated to all Print and Electronic media on 07th March 2009. Due to other sporting events set to take place at the same time as the launch, it was decided for the launch to take place on Friday 13th March. An advisory notifying the media about the change of launch date was syndicated on Monday 09th March 2009. Media responses were followed up on 11 March 2009 to ensure maximum media attendance at the launch. A media release was drafted for stakeholders’ approval. Photography services were secured in order to take pictures and syndicate to all national and local media (plus a CD for client’s archive). The launch was capured on AV.

### 2. Launch Actionables

SAPA was the news agency utilized. The following media attended the launch.

#### Television

ETV  
SABC News Sport  
SABC Sport Buzz  
Soweto TV  
Super Sport

#### Radio

SABC Radio Content Hub  
Channel Africa  
Josi FM  
TransAfrica  
Y FM  
Kasie FM  
Kaya FM

#### Photography

E-Image  
Gallo Images  
Gauteng Express  
PSL Website  
Bochabela Photography  
Star

#### Print

Vuvuzela Africa  
CAJ News  
Caxton Newspapers  
Loxion News  
The Star  
Football Arena Magazine  
Daily Sun  
Urban News  
Kick Off  
Drum Magazine  
BuaNews Soweto  
Township Talk

The media releases were syndicated to all national and local print and electronic media by 11h30 on the day of the launch. The media release, fixtures and GFC promotional leaflets were distributed. Media gifts were distributed. It was a Gauteng Future Champions branded Golf-shirt to the media. Due to limited provision of the shirts, gifts were only handed on the first day. There was no budget for media alliances. 15 Golf-shirts were allocated to Jozi FM to run a competition in order to create awareness about the tournament. Radio and television interviews were coordinated on-site with the designated spokespersons:

- Ms Barbara Creecy
- Ray Whelan
- Phil Mogodi

### 3. Event Actionables:

Media Advisory – FM generated media advisory for client approval. FM e-mailed media release to all national and local print. The following releases were syndicated:

- 20 Mar - Tournament participants release
- 21 Mar - Teams arrivals media advisory
- 22 Mar - Tournament participants release
- 23 Mar - Day 1 Results update
- 24 Mar - Day 2 Results Update
- 25 Mar - Day 3 Results Update
- 26 Mar - Semi Final Advisory
- 27Mar - Semi Final Release
- 28 Mar - Final Day Release

Booklet Messages - The following messages were generated:

- 12 Mar MEC's Message
- 12 Mar Phil Mogodi's Message
- 12 Mar Ray Whelan's Message
- 12 Mar GTA Message
- 12 Mar Talent ID content
- 19 Mar Team Message (X12)

MEC Speeches - The following speeches were generated:

- 06 Mar Launch Speech
- 19 Mar Opening Ceremony
- 26 Mar Closing Ceremony

The following activities were managed on-site:

- Daily programme for media and results updates
- Media registration and management.
- Briefing of photographer and VNR Crew
- Scheduling on-site interviews
- Gala dinner invites to selected media
- Photographer and VNR availability for team Jo'burg tour on 26 Mar 2009.

### TOURNAMENT: SAFA DEVELOPMENT CENTRE, SOWETO – 21ST – 28TH MARCH 2009:

Airport arrivals took place on Sunday, 22 March 2009 at OR Tambo International with the first team arriving at 06h45. All team arrivals were delayed by 45min due to customs checking.

### GAUTENG FUTURE CHAMPIONS MILEAGE REPORT

1.	2009/01/30	Sowetan	Future Gauteng tourney picks up	Moholoa, Ramatsiyi	37	R 3,214.75
2.	2009/02/04	Sowetan	Birds, Chiefs juniors shine	Unknown	32	R 5,611.87
3.	2009/03/11	Sowetan	Inter Milan, Boca Juniors play in Soweto	Unknown	32	R 8,511.69
4.	2009/03/15	City Press	Bielefeld juniors to play in Cape tourney	Mothowagae, Daniel	14	R 23,227.70



5.	2009/03/18	Daily News	Arrows determined to bounce back	Sapa-AFP	17	R 13,092.22
6.	2009/03/18	Soccer-Laduma	The Game is suffering!	Unknown	19	R 29,496.79
7.	2009/03/18	Sowetan	U-17 tourney excites talent scouts	Unknown	32	R 13,110.65
8.	2009/03/20	Star The - Shoot	Young Dube Birds are now soaring	Mailwane, Tshepang	7	R 33,621.02
9.	2009/03/23	Sowetan	World clubs visit Soweto	Moholoa, Ramatsiyi	29	R 19,822.76
10.	2009/03/24	Sowetan	PHOTO: HUFFING AND PUFFING	N/A	39	R 11,753.25
11.	2009/03/24	Star The	Boca Juniors clip Birds' wings	Mailwane, Tshepang	14	R 14,619.78
12.	2009/03/24	Star The	SCOREBOARD	Unknown	15	R 17,001.02
13.	2009/03/25	Daily Sun	SPORTS ROUND-UP	Unknown	14	R 16,055.53
14.	2009/03/25	Star The	Young Chiefs in goal blitz	Mailwane, Tshepang	31	R 42,161.63
15.	2009/03/26	Pretoria News	Kaizer Chiefs under-17 side into the semi-finals	Sapa	17	R 1,720.30
16.	2009/03/26	Star The	Young Chiefs eye Future Champions crown	Mailwane, Tshepang	31	R 52,100.27
17.	2009/03/27	Daily Sun	Chiefs in the semis	Sun Reporter	28	R 6,804.99
18.	2009/03/27	Sowetan	CHIEFS CARRY SA'S HOPES	Moholoa, Ramatsiyi	36	R 32,476.37
19.	2009/03/27	Star The - Morning	Future soccer stars taste the real deal	Skade, Thandi	11	R 34,220.49
20.	2009/03/28	Saturday Star	Baby Chiefs' dream runs out of steam	Mailwane, Tshepang	23	R 9,906.75
21.	2009/03/30	Sowetan	Boca strike twice against Esperance to lift trophy	Khatha, Meshack	17	R 10,225.44
22.	2009/04/01	Soccer-Laduma	We need to be patient...	Unknown	22	R 38,786.02
23.	2009/04/03	Chiawelo Urban News	Boca thumps Esperance to wrap up the Juniors Cup	Mothei, Hosea	12	R 16,006.54
24.	2009/04/03	Jabavu Urban News	Soweto benefits through Gauteng Future Champs Tourney	Mosolodi, Lebo	12	R 16,780.40
25.	2009/04/03	Orlando Urban News	Soweto benefits through Gauteng Future Champs Tournament	Mosolodi, Lebo	8	R 11,889.16
26.	2009/04/03	Pimville Urban News	Boca thumps Esperance to wrap up junior's Cup	Mothei, Hosea	12	R 16,806.40
27.	2009/04/03	Pimville Urban News	Soweto would benefit through Gauteng Future Champs Tournament	Mosolodi, Lebo	11	R 10,981.71

**Total Adspend value between 2009/02/23 and 2009/04/07 for FUTURE\_CHAMPIONS: R 510,005.52**



Date	Station	Time	Program	Topic	Duration	AVE
2009/03/13	SABC2	05:52:46 PM	Venda / Tsonga News	Soccer - Gauteng Future Champions	00:01:15	R 20,000.00
2009/03/13	SABC1	05:54:28 PM	SiSwati / Ndebele News	Gauteng Future Championships 2009	00:01:27	R 69,600.00
2009/03/13	SAfm	06:50:52 PM	Gameplan	The Launching of Gauteng Sports Council	00:06:55	R 21,995.00
2009/03/13	Radio 2000	4:42:51 PM	Flag Ship Sports Show	Upcoming football matches	00:04:40	R 10,360.00
2009/03/14	SABC International	01:23:52 AM	SABC International	The youth teams of the former European championship are heading for SA province of Gauteng	00:00:52	R 866.67
2009/03/16	Lesedi	2:16:36 PM	Bua Le Yona-Transport Forum	Soccer news	00:04:44	R 23,572.00
2009/03/17	Radio 2000	05:14:31 PM	Flag Ship Sports Show	Soccer news	00:05:01	R 11,137.00
2009/03/18	Thobela	07:55:10 PM	Sports	SAFA - Soweto	00:05:41	R 16,027.00
2009/03/20	Kaya	05:33:20 PM	Kaya Biz with Stevie B	Gauteng future champs soccer	00:00:40	R 4,000.00
2009/03/23	Soweto TV	06:09:25 PM	Soweto TV Sports News	Gauteng Future Champions Tournament	00:00:37	R 54,266.67
2009/03/23	Kaya	07:06:16 PM	Grand Stand With Jeff	Gauteng Future Champions	00:00:33	R 1,221.00
2009/03/23	Kaya	07:33:41 PM	Grand Stand With Jeff	Gauteng Future Champions/continued	00:03:52	R 8,584.00
2009/03/24	Radio 2000	4:22:41 PM	Flag Ship Sports Show	Future Champions Tournament update	00:03:45	R 8,325.00
2009/03/24	Munghana-Lonene	07:33:38 AM	Tiko A Xi Etleli - Current Affairs	Soccer - Gauteng future champions tournament	00:03:27	R 7,245.00
2009/03/24	JozifM	01:32:10 PM	News	Soccer Report: Gauteng Future Champions	00:01:56	R 2,466.93
2009/03/24	Munghana-Lonene	07:31:51 AM	Tiko A Xi Etleli - Current Affairs	Soccer - Gauteng Future Champions Tournament results	00:01:48	R 3,780.00
2009/03/24	SAfm	06:43:53 AM	AM Live	Gauteng future champions tournament is taking place at the SAFA Development Centre	00:00:29	R 3,074.00
2009/03/25	Kaya	07:46:29 PM	Grand Stand With Jeff	Gauteng Future Champions	00:06:15	R 13,875.00
2009/03/25	Kaya	07:53:50 PM	Grand Stand With Jeff	Open Line: Football	00:06:03	R 13,431.00
2009/03/26	Thobela	07:18:10 AM	Di Tla Le Meso	Gauteng Future Champions tournament	00:00:32	R 3,104.00
2009/03/26	Metro	08:31:07 AM	Bad Boy T	Soccer news: International and local	00:03:06	R 47,244.00
2009/03/26	Lesedi	01:25:37 PM	Bua Le Yona-Transport Forum	Soccer news: Local and International	00:04:57	R 24,651.00
2009/03/26	Kaya	07:11:24 PM	Grand Stand With Jeff	Interview with Doctor Khumalo	00:10:10	R 22,570.00
2009/03/26	JozifM	7:54:37 PM	Current Affairs, Sport Analysis & Interviews	Gauteng Future Champions tournament update	00:02:08	R 2,581.33

2009/03/26	Radio 2000	04:40:03 PM	Flag Ship Sports Show	Local and International soccer news	00:05:19	R 11,803.00
2009/03/27	e-TV	10:30:46 AM	eShibobo	Latest News	00:00:35	R 5,833.33
2009/03/27	Kaya	06:05:34 AM	The Phat Joe Morning Show	Sports news headlines	00:00:18	R 2,916.00
2009/03/27	Kaya	08:34:51 AM	The Phat Joe Morning Show	Soccer Report: Local	00:00:18	R 2,916.00
2009/03/27	Kaya	5:32:38 PM	Kaya Biz with Stevie B	Gauteng Future Champions tournament update	00:00:28	R 2,800.00
2009/03/30	Kaya	07:01:33 PM	Grand Stand With Jeff	Coming up on the show	00:06:17	R 13,949.00
2009/03/30	Kaya	07:47:40 PM	Grand Stand With Jeff	Caller comments on Bafana Bafana	00:11:56	R 26,492.00
2009/03/30	SABC1	09:37:08 PM	SABC Sport: Soccerzone	Gauteng Future Champions Tournament	00:05:21	R 192,600.00
2009/04/02	Kaya	7:30:51 PM	Grand Stand With Jeff	Interview with Bobby Motaung	00:13:06	R 29,082.00

**Total Adspend value between 2009/02/23 and 2009/04/03 for FUTURE\_CHAMPIONS: R 682,367.93**  
**TOTAL = R 1, 192, 372.32**





GAUTENG FUTURE CHAMPIONSHIPS INTERVIEW SCHEDULE						
Date	Time	Media	Interviewer	Interviewee	Status	
13-Mar-09	11h20	SABC News	Percy Nkatlo	Ms Barbara Creecy	One-on-One	Done
13-Mar-09	11h20	SABC Radio	Billy Senaume	Ms Barbara Creecy	One-on-One	Done
13-Mar-09	11h20	ETV	Kaugelo	Ms Barbara Creecy	One-on-One	Done
13-Mar-09	11h20	Supersport	Supersport	Ms Barbara Creecy	One-on-One	Done
13-Mar-09	11h20	Soweto TV	Sylvester Zungu	Ms Barbara Creecy	One-on-One	Done
13-Mar-09	11h20	Channel Africa	Nathi Nene	Ms Barbara Creecy	One-on-One	Done
13-Mar-09	11h30	SABC News	Percy Nkatlo	Ray Whelan	One-on-One	Done
13-Mar-09	11h30	SABC Radio	Billy Senaume	Ray Whelan	One-on-One	Done
13-Mar-09	11h30	ETV	Kaugelo	Ray Whelan	One-on-One	Done
13-Mar-09	11h30	Supersport	Thomas Kwanaite	Ray Whelan	One-on-One	Done
13-Mar-09	11h30	Soweto TV	Sylvester Zungu	Ray Whelan	One-on-One	Done
13-Mar-09	11h30	Channel Africa	Nathi Nene	Ray Whelan	One-on-One	Done
13-Mar-09	11h40	SABC News	Percy Nkatlo	Phil Mogodi	One-on-One	Done
13-Mar-09	11h40	SABC Radio	Billy Senaume	Phil Mogodi	One-on-One	Done
13-Mar-09	11h40	ETV	Kaugelo	Phil Mogodi	One-on-One	Done
13-Mar-09	11h40	Supersport	Supersport	Phil Mogodi	One-on-One	Done
13-Mar-09	11h40	Soweto TV	Sylvester Zungu	Phil Mogodi	One-on-One	Done
13-Mar-09	11h40	Channel Africa	Nathi Nene	Phil Mogodi	One-on-One	Done
13-Mar-09	11h50	SABC News	Percy Nkatlo	KC Coach	One-on-One	Done
13-Mar-09	12h00	Caxton Newspapers	Nie Cele	Ray Whelan	One-on-One	Done
13-Mar-09	12h10	Caxton Newspapers	Nie Cele	Ms Barbara Creecy	One-on-One	Done
13-Mar-09	13h30	Jozi FM	Tim Thema	Phil Mogodi	In-Studio	Done
13-Mar-09	13h40	Jozi FM	Tim Thema	Ms Barbara Creecy	Telephonic	Done
13-Mar-09	18h30	SAFM	Kwena Moabelo	Ms Barbara Creecy	Telephonic	Done
17-Mar-09	15h45	Yfm	Thato Moeng	Phil Mogodi	Telephonic	Done
17-Mar-09	17h10	Radio 2000	Victor K	Phil Mogodi	Telephonic	Done
17-Mar-09	17h20	Ikwekwezi FM	Seyvi Skhosana	Phil Mogodi	Telephonic	Done
18-Mar-09	19h15	Munghana Lonene	Robert Mathye	Phil Mogodi	Telephonic	Done
18-Mar-09	19h40	Thobela FM	Simon Ramafalo	Phil Mogodi	Telephonic	Done
19-Mar-09	13h45	Gagasi 995	Simtho Dladla	Phil Mogodi	Telephonic	Not done (Postponed)
19-Mar-09	14h00	Voice of Tembisa	Arnold Rankoko	Phil Mogodi	Telephonic	Not done (Postponed)
19-Mar-09	16h30	Lelo Mzaca	Highveld Stereo	Phil Mogodi	Telephonic	Not done (Postponed)
19-Mar-09	17h30	Kaya FM	Thabiso Mosiua	Phil Mogodi	Telephonic	Done
19-Mar-09	19h10	Lesedi FM	Thabo Kofa	Phil Mogodi	Telephonic	Done
19-Mar-09	10h30	Voice of Tembisa	Arnold Rankoko	Phil Mogodi	Telephonic	Done
20-Mar-09	12h00	Highway Radio	Jabulani Dlamini	Phil Mogodi	Telephonic	Done
20-Mar-09	12h30	East Rand Stereo	Chris Kope	Phil Mogodi	Telephonic	Done
20-Mar-09	13h15	Kaya FM	Thabiso Mosiua	Phil Mogodi	Telephonic	Done

20-Mar-09	13h30	Jozi FM	Tim Thema	Phil Mogodi	Telephonic	Done
20-Mar-09	14h05	Alex FM	Mpho Mapondo	Phil Mogodi	Telephonic	Done
20-Mar-09	14h30	Moretele Comm. Radio	Mapula Nkambule	Phil Mogodi	Telephonic	Done
20-Mar-09	15h30	Thetha FM	Lindi Malinga	Phil Mogodi	Telephonic	Done
20-Mar-09	16h05	Lethabile Comm Radio	Sam Moleele	Phil Mogodi	Telephonic	Done
20-Mar-09	16h30	Kasie FM	Lethabo Khambule	Phil Mogodi	Telephonic	Done
20-Mar-09	17h05	VUT	Lehlohonolo Setipe	Phil Mogodi	Telephonic	Done
20-Mar-09	18h15	Northwest FM	Lawrence Gadasi	Phil Mogodi	Telephonic	Done
22-Mar-09	06h40	TK Vision	Thomas Kwenait	Wu Jingui (Green Town FC team man)	One-on-One	Done
22-Mar-09	08h00	TK Vision	Thomas Kwenait	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
22-Mar-09	08h30	TK Vision	Thomas Kwenait	Jose Augusto (Corinthians Coach)	One-on-One	Done
22-Mar-09	09h15	TK Vision	Thomas Kwenait	Nirvana Saha (PIFA FC Coach)	One-on-One	Done
22-Mar-09	11h20	ETV	OG Molefe	Paolo Totasani (Inter Milan Coach)	One-on-One	Done
22-Mar-09	11h20	TK Vision	Thomas Kwenait	Paolo Totasani (Inter Milan Coach)	One-on-One	Done
22-Mar-09	11h50	TK Vision	Thomas Kwenait	Baltief Fakhri (Esperance Coach)	One-on-One	Done
22-Mar-09	11h50	ETV	OG Molefe	Baltief Fakhri (Esperance Coach)	One-on-One	Done
22-Mar-09	12h20	TK Vision	Thomas Kwenait	Phil Mogodi	One-on-One	Done
23-Mar-09	11h00	Jozi FM	Tim Thema	Phil Mogodi	Cross-Over	Done
23-Mar-09	11h05	TK Vision	Thomas Kwenait	Ray Whelan	One-on-One	Done
23-Mar-09	11h20	Jozi FM	Tim Thema	Ray Whelan	Cross-Over	Done
23-Mar-09	12h45	Caxton Newspapers	Bongi Zondi	Phil Mogodi	One-on-One	Done
23-Mar-09	12h45	SABC Sports Buzz	Nduduzo Donsa	Ray Whelan	One-on-One	Done
23-Mar-09	12h55	TK Vision	Thomas Kwenait	Phil Mogodi	One-on-One	Done
23-Mar-09	13h00	SABC Sports Buzz	Nduduzo Donsa	Ivor Hoff	One-on-One	Done
23-Mar-09	13h00	ETV	Sandile Van Heerdan	Phil Mogodi	One-on-One	Done
23-Mar-09	13h00	SABC Sport	Elliot Sojvu	Ivor Hoff	One-on-One	Done
23-Mar-09	13h10	TK Vision	Thomas Kwenait	Ivor Hoff	One-on-One	Done
23-Mar-09	13h20	Jozi FM	Tim Thema	Ivor Hoff	Cross-Over	Done
23-Mar-09	13h20	Jozi FM	Tim Thema	Ivor Hoff	Cross-Over	Done
23-Mar-09	13h15	Caxton Newspapers	Kagiso Monama	Phil Mogodi	One-on-One	Done
23-Mar-09	13h30	ETV	Sandile Van Heerdan	Paolo Totasani (Inter Milan Coach)	One-on-One	Done

23-Mar-09	13h30	SABC Sport	Elliot Sojvu	Paolo Totasani (Inter Milan Coach)	One-on-One	Done
23-Mar-09	14h00	Channel Africa	Nathi Nene	Nirvana Saha (PIFA FC Coach)	One-on-One	Done
23-Mar-09	14h15	Soweto TV	Sylvester Zungu	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
23-Mar-09	14h15	SABC Sport	Elliot Sojvu	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
23-Mar-09	14h30	TK Vision	Thomas Kwenaita	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
23-Mar-09	14h45	Channel Africa	Nathi Nene	Doctor Khumalo (Kaizer Chiefs Coach)	One-on-One	Done
23-Mar-09	14h45	SABC Radio	Billy Senaume	Doctor Khumalo (Kaizer Chiefs Coach)	One-on-One	Done
23-Mar-09	15h00	Channel Africa	Nathi Nene	Baltief Fakhri (Esperance Coach)	One-on-One	Done
23-Mar-09	15h10	Kaya FM	Thabiso Mosia	Phil Mogodi	One-on-One	Done
23-Mar-09	16h00	Independent Newspapers	Tshepang Mailwane	Peter Makhoabane (SAFA Sedibeng Coach)	One-on-One	Done
23-Mar-09	16h15	SABC Sports Buzz	Nduduzo Donsa	Peter Makhoabane (SAFA Sedibeng Coach)	One-on-One	Done
23-Mar-09	16h15	SABC Sport	Elliot Sojvu	Peter Makhoabane (SAFA Sedibeng Coach)	One-on-One	Done
23-Mar-09	16h25	Soweto TV	Sylvester Zungu	Peter Makhoabane (SAFA Sedibeng Coach)	One-on-One	Done
23-Mar-09	16h30	TK Vision	Thomas Kwenaita	Thabo Molefe (Swallows Coach)	One-on-One	Done
23-Mar-09	16h45	Independent Newspapers	Tshepang Mailwane	Thabo Molefe (Swallows Coach)	One-on-One	Done
23-Mar-09	16h55	Channel Africa	Nathi Nene	Peter Makhoabane (SAFA Sedibeng Coach)	One-on-One	Done
23-Mar-09	16h55	SABC Radio	Billy Senaume	Peter Makhoabane (SAFA Sedibeng Coach)	One-on-One	Done
23-Mar-09	17h00	TK Vision	Thomas Kwenaita	Albert Joel Mphande (K-stars Coach)	One-on-One	Done
23-Mar-09	17h10	Soweto TV	Sylvester Zungu	Paolo Totasani (Inter Milan Coach)	One-on-One	Done
23-Mar-09	19h15	Kaya FM	Thabiso Mosia	Ivor Hoff	One-on-One	Done
24-Mar-09	14h30	SABC Int.	Ashraf Garda	Boca Juniors & Green Town FC Coaches	One-on-One	Cancelled due to games starting late
24-Mar-09	15h00	Channel Africa	Nathi Nene	Thabo Molefe (Swallows Coach)	One-on-One	Done
24-Mar-09	15h00	Supersport	Mzi Khumalo	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
24-Mar-09	15h10	Channel Africa	Nathi Nene	Albert Joel Mphande (K-stars Coach)	One-on-One	Done
24-Mar-09	15h20	Supersport	Mzi Khumalo	Albert Joel Mphande (K-stars Coach)	One-on-One	Done
24-Mar-09	15h40	Supersport	Mzi Khumalo	Kennedy Mumba (K-stars goalkeeper)	One-on-One	Done
24-Mar-09	15h50	Supersport	Mzi Khumalo	Kondwani Nkoma (K-stars player)	One-on-One	Done
24-Mar-09	16h00	Channel Africa	Nathi Nene	Wu Jingui (Green Town FC team man)	One-on-One	Done
24-Mar-09	16h20	Radio 2000	Victor K	Ray Whelan	One-on-One	Done



24-Mar-09	12h00	Jozi FM	Tim Thema	Phil Mogodi	Telephonic	Done
25-Mar-09	14h00	Supersport	Mzi Khumalo	Baltief Fakhri (Esperance Coach)	One-on-One	Done
25-Mar-09	14h30	Supersport	Mzi Khumalo	Chris Makgaobane (Notwane Coach)	One-on-One	Done
25-Mar-09	15h45	Channel Africa	Nathi Nene	Kalusha Bwalya (K-stars Owner)	One-on-One	Done
25-Mar-09	16h00	Supersport	Mzi Khumalo	Kalusha Bwalya (K-stars Owner)	One-on-One	Done
25-Mar-09	15h15	Channel Africa	Nathi Nene	Ray Whelan	One-on-One	Done
25-Mar-09	16h00	Supersport	Mzi Khumalo	Paolo Totasani (Inter Milan Coach)	One-on-One	Done
25-Mar-09	19h40	Kaya FM	Thabiso Mosiua	Ray Whelan	Telephonic	Done
26-Mar-09	12h30	Ikwekwezi FM	Seyvi Skhosana	Phil Mogodi	Telephonic	Done
26-Mar-09	13h15	Yfm	Thato Moeng	Ray Whelan	Telephonic	Done
26-Mar-09	14h00	Voice of Tembisa	Arnold Rankoko	Phil Mogodi	Telephonic	Not done - Faulty telephone lines
27-Mar-09	13h00	Thetha FM	Keadimilwe Molausi	Phil Mogodi	Telephonic	Done
27-Mar-09	13h15	Kaya FM	Thabiso Mosia	Nirvana Shah (PIFA FC Coach)	One-on-One	Done
27-Mar-09	13h25	Independent Newspapers	Tshepang Mailwane	Paul Habib (Moroka Swallows Manager)	One-on-One	Done
27-Mar-09	13h30	Kaya FM	Thabiso Mosia	Wu Jingui (Green Town FC team manager)	One-on-One	Done
27-Mar-09	14h00	Voice of Tembisa	Arnold Rankoko	Phil Mogodi	Telephonic	Done
27-Mar-09	14h45	TK Vision	Shadrack Mphaphuli	Doctor Khumalo (Kaizer Chiefs Coach)	One-on-One	Done
27-Mar-09	14h45	Kaya FM	Thabiso Mosia	Doctor Khumalo (Kaizer Chiefs Coach)	One-on-One	Done
27-Mar-09	15h00	Sunday World	Patrick Baloyi	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
27-Mar-09	15h00	Channel Africa	Nathi Nene	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
27-Mar-09	15h00	Independent Newspapers	Tshepang Mailwane	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
27-Mar-09	15h45	TK Vision	Shadrack Mphaphuli	Baltief Fakhri (Esperance Coach)	One-on-One	Done
27-Mar-09	16h00	TK Vision	Shadrack Mphaphuli	Anjali Shah (PIFA FC technical director)	One-on-One	Done
27-Mar-09	16h20	Radio 2000	Victor K	Baltief Fakhri (Esperance Coach)	Telephonic	Done
27-Mar-09	16h30	Gagasi 995	Gabriel Sithole	Ray Whelan	Telephonic	Done
27-Mar-09	16h30	TK Vision	Shadrack Mphaphuli	Phil Mogodi	One-on-One	Done
27-Mar-09	16h30	Channel Africa	Nathi Nene	Baltief Fakhri (Esperance Coach)	One-on-One	Done
28-Mar-09	12h15	TK Vision	Shadrack Mphaphuli	Kaizer Motaung	One-on-One	Done
28-Mar-09	12h30	TK Vision	Shadrack Mphaphuli	MEC Barbara Creecy	One-on-One	Done
28-Mar-09	14h00	TK Vision	Shadrack Mphaphuli	Baltief Fakhri (Esperance Coach)	One-on-One	Done

28-Mar-09	14h15	TK Vision	Shadrack Mphaphuli	Oscar Regenhardt (Boca Juniors Coach)	One-on-One	Done
28-Mar-09	14h30	SABC Soccer Zone	Thili Ramabulana	MEC Barbara Creecy	One-on-One	Done
28-Mar-09	14h30	SABC Sport Buzz	Nduduzo Donsa	MEC Barbara Creecy	One-on-One	Done
28-Mar-09	14h30	TK Vision	Shadrack Mphaphuli	Refilwe Jane (Talent Search Winner)	One-on-One	Done
28-Mar-09	14h45	SABC Soccer Zone	Thili Ramabulana	Refilwe Jane (Talent Search Winner)	One-on-One	Done
28-Mar-09	14h45	SABC Sport Buzz	Nduduzo Donsa	Refilwe Jane (Talent Search Winner)	One-on-One	Done
28-Mar-09	14h45	TK Vision	Shadrack Mphaphuli	Frans Kekana (Talent Search Winner)	One-on-One	Done
28-Mar-09	14h50	SABC Soccer Zone	Thili Ramabulana	Frans Kekana (Talent Search Winner)	One-on-One	Done
28-Mar-09	14h50	SABC Sport Buzz	Nduduzo Donsa	Frans Kekana (Talent Search Winner)	One-on-One	Done
28-Mar-09	14h55	TK Vision	Shadrack Mphaphuli	Koketso Motshopi (Talent Search Winner)	One-on-One	Done
28-Mar-09	15h00	SABC Soccer Zone	Thili Ramabulana	Koketso Motshopi (Talent Search Winner)	One-on-One	Done
28-Mar-09	15h00	SABC Sport Buzz	Nduduzo Donsa	Koketso Motshopi (Talent Search Winner)	One-on-One	Done
28-Mar-09	15h05	TK Vision	Shadrack Mphaphuli	Ray Whelan	One-on-One	Done
30-Mar-09	18h00	Thetha FM	Keadimilwe Molausi	Phil Mogodi	Telephonic	Done



## A SAMPLE OF A MEDIA RELEASE

### **Local soccer stars look to shine against world youth soccer talent In the Gauteng Future Champions**

Johannesburg, Friday, 13 March 2009 – Rising soccer talent from Kaizer Chiefs and Moroka Swallows as well as the SAFA Gauteng regions in Sedibeng and Jo'burg, will put their skills to the test against world class youth soccer clubs such as Inter Milan, Boca Juniors, Corinthians and Esperance when the challenge for the Gauteng Future Champions title hots up at SAFA Development Centre, Soweto, from March 23 - 28.

The Under 17 soccer tournament is an initiative of the Gauteng Provincial Government's Department of Sports, Arts, Culture and Recreation and is endorsed by the South African Football Association, with the aim of showcasing the soccer skills of players from different areas of the world.

The teams have been placed in three pools of four teams each for round robin action at the SAFA Development Centre from March 23-25, with Notwane (Botswana), Mumbai Academy (India), the SAFA Gauteng Sedibeng region and Inter Milan (Italy) in Pool A. Pool B will consist of Kaizer Chiefs (SA), SAFA Gauteng region Jo'burg Select (SA), Esperance (Tunisia) and Corinthians (Brazil), while K Stars (Zambia), Moroka Swallows (SA) Green City FC (China), and Boca Juniors (Argentina) will go for goals in Pool C.

All matches will be played over 70 minutes (35 minutes per half), with the top side at the end of the round robin matches, qualifying to participate in the semi-final stage on Friday, March 27. The final will be the following day at 14h00, preceded by the playoffs for third and fourth places. As part of the Gauteng Provincial Government's legacy sports initiative, 500 children from the 15 Gauteng education districts and SAFA Gauteng regions, will undergo a talent identification session under the watchful eye of 20 coaches at the SAFA Development Centre during the tournament.

The group, in the 15 to 16 years age group, will be reduced to 20 players who will return for further talent assessment on March 28. The final list of three players will get an all-expenses-paid opportunity to travel to Europe and spend a week gaining much experience training with the youth teams at a top European club in July.

Gauteng's coaches have not been left out either with their international counterparts from the eight visiting teams competing in the Gauteng Future Champions event, set to pass on their experiences and other soccer-related information to 50 coaches from the SAFA Gauteng region, during seminars held at the SAFA Development Centre throughout the duration of the tournament.

The inaugural Gauteng Future Champions event will take place in the province aptly known as the Home of Competitive Sport for the next three years and has been greeted with much enthusiasm and excitement by all of the stakeholders.

The Gauteng Provincial Government's MEC: Sports, Arts, Culture and Recreation Ms Barbara Creecy said: "We take pride of being the Home of Competitive Sport, but we have good reason to be known as the Home of Champions, and we trust that our local representatives in Kaizer Chiefs and Moroka Swallows, as well as the SAFA Gauteng regions in Sedibeng and Jo'burg District, will carry our flag high in showcasing their passion and skills on this international soccer platform."

"We look forward to welcoming our international visitors to the Gauteng province and trust that they will enjoy the week of soccer action and return home with fond memories of the warm hospitality shown by our people."

SAFA Vice President Dr Irvin Khoza, who is also the Chairman of the FIFA 2010 World Cup Organising Committee remarked: "The Gauteng Future Champions is the perfect platform for Gauteng's young soccer talent to match their skills against their international peers from as they look to take the standard of their play to new heights. On behalf of SAFA, I would like to acknowledge this initiative of the Gauteng Provincial Government's Department of Sports, Arts, Culture and Recreation for having the vision to take this soccer tournament to the people of the province."

The tournament will be managed by the experienced SAFA Soweto Chairman Phil Mogodi and experienced British soccer consultant Ray Whelan.

"The international clubs will make the trip to SA with not only the prospect of winning in mind, but with the aim of monitoring the maturity of their players and how they adapt in playing in foreign conditions," said Whelan. "The Gauteng Future Champions is the perfect platform for rising talent to shine, be noticed and build lasting friendships through sport," said Whelan.











# Young Dube Birds are now soaring

By TSHEPANG MAILWANE

Moroka Swallows' Paul Habib thinks it's only a matter of time before the Dube Birds' development side will be considered one of the best in South Africa.

It may sound peculiar, considering that they have never really been a force in development competitions or produced talents that have gone onto become great players. But Habib, who is the head of development at the club, feels that the club's youth brigade will yet make an impact in South African football.

Based in by club chairman Leon Prince when a development system was formed six years ago, Habib is finally getting it right with what he calls a "limited budget".

"The youth always want to improve. It's not easy because we are working on a limited budget. But we have been working very hard and in due time, we can be one of the top sides. We first have to get the structure right and get our coaches qualified," he says.

Two seasons ago, Vincent Kobela, Thabani Ngepepe and

Ramabhele Mphahlele were promoted to the first team and although Ngepepe, the youngest player yet to have scored a goal in the FSA, is not playing that much of late, the other two have featured prominently in the team.

Kobela has also played for the SA Under-23s, while Mphahlele, a national Under-30 captain, and Ngepepe were part of the SA Under-20

side that won the Cosafa Championships last year and the squad that finished fourth at the African Youth Championships in Rwanda.

"We have seven players in the national Under-17 side and four playing for the Under-20s. This shows that we are growing."

This season, four players, Phumlele Ibengwa, Thabo Ferland, Keegan Richie and Kagiso

Maheshi, were promoted.

Ibengwa who scored on debut for AmaZulu in the African Youth Championships qualifiers, has been a regular since and has played in some games for Swallows this season.

Ferland did not play for AmaZulu in Rwanda, but played in the Cosafa Championships.

Not only have Swallows been producing players of late, but they have also given a good account of themselves in various youth competitions. They finished runners-up in SuperSport United in the Manchester United Premier Cup (Under-15s) last year and finished third in the Eugen Premier Cup (Under-12s).

But their finest performance was in the Gauteng Future Champions qualifiers in which they beat Orlando Pirates and Kaizer Chiefs in the semifinals and final respectively to qualify as representatives of Gauteng in the tournament.

It kicks off on Monday in Soweto for the Under-17s and will see Italian giants Inter Milan, Argentine powerhouses Boca Juniors and Brazilian SC Corinthians taking part.

Paul Habib, seen here at a Nike Cup draw, is building Swallows' development side into a force to be reckoned with.

PICTURE: BACKGROUN

side that won the Cosafa Championships last year and the squad that finished fourth at the African Youth Championships in Rwanda.

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Paul Habib, seen here at a Nike Cup draw, is building Swallows' development side into a force to be reckoned with.

PICTURE: BACKGROUN



**HUFFING AND PUFFING:** Esperance FC's Hosni Fares, right, clears the ball away from Pule Mathong of Kaizer Chiefs during their under-17 Gauteng Future Champions tournament at Pimville Stadium in Soweto yesterday. Esperance won 2-0.

PHOTO: ANTONIO MUCHAVE

## SCOREBOARD

### Cycling

#### AFSA CAPE EPIC

##### Women's

##### Second stage (110km)

**Men:** 1 Christoph Sauer and Barry Stander (Souda) 3:53.48; 2 Karl Platt and Stefan Salen (German) 3:56.08; 3 Lini Lindgren Basi and German Roger Dier (Arl factory) 3:56.09.

**Overall:** 1 Christoph Sauer and Barry Stander (Souda) 9:24.58; 2 Karl Platt and Stefan Salen (German) 9:31.21.

**Women:** 1 Doug Brown and Bart Bucher (Arl) 4:19.51; 2 Shan Wilson and Andrew McKean (Cyle) 4:25.05; 3 Corrie Muller and Robert van der Linde (Souda) 4:28.04.

**Overall:** 1 Doug Brown and Bart Bucher (Arl) 10:52.42; 2 Shan Wilson and Andrew McKean (Cyle) 10:59.08; 3 Corrie Muller and Robert van der Linde (Souda) 11:06.08.

**Women:** 1 Hanlie Rooyen and Sharon Lee (Souda) 11:12.12; 2 Robyn Adendorff and Sarah van Heerden (WPP) - Jeep (S) 06:01.41.

**Overall:** 1 Hanlie Rooyen and Sharon Lee (Souda) 11:46.12; 2 Robyn Adendorff and Sarah van Heerden (WPP) - Jeep (S) 14:52.12.

**BACIANIA, Spain March 23** Super A/P

**TOUR OF CASTILE AND LEON**

**Batman, Spain**

**Stage and overall (175.3km) from Paredes de**

**Rio:** 1 Inaki Zabala (Egi) Burgos Monumental (Arl) 31min 51sec; 2 David Vitoria (Egi); 3 Jose Martin (Egi) 31min 51sec; 4 Robert Perez (Egi); 5 Manuel Cortes (Egi) 31min 51sec.

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### Golf

#### TRANSITIONS CHAMPIONSHIP

##### Tampa, Florida

##### 6.5 unless stated

276 - Bertel Gossow (SA) 69-68 69-70

277 - Charles Howell III 66-71 68-69 70-71

278 - Matthew Goggin (Arl) 67 70 67 70 67

279 - Steve Finch 71 67 71 67 67

280 - Stuart Appleby (Arl) 70 67 71 72, Sam

Lehman 68 69 68 75, Kevin Na 70 72 71 67,

Bo van Ryt 71 72 71 66

281 - Rich Beem 71 67 71 72, Jonathan Byrd 67 70

71, Matt Kuchar 72 68 69 72, Nick Watney

69 67 74 71, Mark Wilson 68 71 74 68

282 - Trevor Immelman (SA) 68 70 70 70

283 - Rory Sabbatini (SA) 71 72 76 72

**USGA MAJESTICARD CLASSIC**

##### Mexico City

##### South Korea unless stated

206 - Pat Hurst 6:52 68 70 68

207 - Lorenzo Chua (Mex) 65, 71 69, Yoni Tseng

(Thailand) 68 70

208 - Song Hee Kim 75 69 69

**Alban**

271 - Luka Desovic (Egi) 75 74 72

6.5 unless stated, last week's positions in brackets

1 (7) Tiger Woods, 8.00, average points; 2 (2) Phil

Michelson 8.00; 3 (3) Sergio Garcia 69:73; 4 (4)

Samuel Goggin (Arl) 6:30; 5 (5) Paddy Harrington

69:75; 6 (6) Jay Singh 69:68; 7 (7) Camille Villegas

69:64; 8 (8) Robert Karlsson 69:68; 9

(10) Henrik Svensson 69:62; 10 (10) Kenny Perry

69:62; 11 (11) Steve Stricker 69:62; 12 (12) Paul Casey

69:62; 13 (13) Jim Furyk 69:62; 14 (14) Anthony

Kim 69:62; 15 (15) Lee Westwood 69:62; 16 (16)

Ernie Els 69:62; 17 (17) David Howell 69:62; 18 (18)

PGA leading money winners

(US unless stated)

1 Geoff Ogilvy (Arl) \$2,733,577; 2 Phil Mickelson

\$2,704,290; 3 Nick Watney \$2,097,410; 4 Kenny

Perry \$1,776,762; 5 Dustin Johnson \$1,561,191; 6

Bertel Gossow (SA) \$1,518,720; 7 Steve Stricker

\$1,434,323; 8 Zach Johnson \$1,419,850; 9 John

Rafferty \$1,233,579; 10 Pat Peew \$1,159,140; 11

Charley Hoffman \$1,153,590; 12 Yang Yong man 65

Karl \$1,142,271; 13 Mike Weir (Egi) \$1,095,885; 14

Sean O'Hair \$956,140; 15 Kevin Na \$957,340

**FedExCup points**

(US unless stated)

1 Geoff Ogilvy (Arl) 1,204 points; 2 Phil Mickelson

1,153; 3 Nick Watney 1,020; 4 Kenny Perry 800; 5

Bertel Gossow (SA) 798; 6 Dustin Johnson 750; 7

Steve Stricker 726; 8 Zach Johnson 710; 9 Pat Peew

675; 10 Charley Hoffman 629

**Rugby**

#### WATKINS CUP

**Semi-finals:** Molen, 18, Kalkies, 14, Pabla, 19, Boys, 17

**World rankings**

1 (7) Tiger Woods, 8.00, average points; 2 (2) Phil

Michelson 8.00; 3 (3) Sergio Garcia 69:73; 4 (4)

Samuel Goggin (Arl) 6:30; 5 (5) Paddy Harrington

69:75; 6 (6) Jay Singh 69:68; 7 (7) Camille Villegas

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675; 10 Charley Hoffman 629

**Soccer**

#### GAUTENG FUTURE CHAMPIONS

##### TOURNAMENT

##### Soweto

Moroka Swallows, 0, Boca Juniors (Arg) 4, Kaizer

Chiefs 1, Esperance (Tun) 2, Safa Sedibeng Select 3,

Inter Milan (Ital) 2, FC Corinthians (Braz) 5, Safa

Ahmednig Select 0

**Tennis**

#### World rankings

Women: 1 (1) Serena Williams (US) 9412 points; 2 (2)

Shani Safina (Rus) 9121; 3 (3) Venus Williams (US)

7801; 4 (4) Maria Sharapova (Rus) 7671; 5 (5)

Vera Zvonareva (Rus) 7090; 6 (6) Venus Williams (US)

6842; 7 (7) Ana Ivanovic (Ser) 5184; 8 (8) Svetlana

Kuznetsova (Rus) 4308; 9 (9) Nadia Petrova (Rus) 3762;

10 (10) Victoria Azarenka (Bel) 3400; 11 (11)

Agneska Radwanska (Pol) 3400; 12 (12) Caroline

Wozniacki (Den) 3120; 13 (13) Marion Bartoli (Fra)

3221; 14 (14) Alize Cornet (Fra) 3061; 15 (15) Flavia

Pennetta (Ital) 2051; 16 (16) Dominika Cibulkova (Slo)

2001; 17 (17) Zheng Jie (Chi) 2501; 18 (18) Patty

Schuyler (Egi) 2407; 19 (19) Kiki Karanovic (Bos) 2330;

20 (20) Amelie Mauresmo (Fra) 2304

**Men:** 1 (1) Rafael Nadal (Esp) 14990 points; 2 (2)

Roger Federer (Sui) 10910; 3 (3) Novak Djokovic (Ser)

8420; 4 (4) Andy Murray (Eng) 7860; 5 (5) Nikolay

Petrov (Rus) 6726; 6 (6) Andy Roddick (US) 4610;

7 (7) Juan Martin del Potro (Arg) 4410; 8 (8) Gilles



## SIDE EVENTS

Gauteng Tourism Authority realized an opportunity to showcase the province's rich cultural resource through various tourism activities that the teams participated in. Other than this, teams that did not make it to the finals had an opportunity to take leisure time out to explore various places in and around Johannesburg.

### The Victory Theatre

**Show: Umoja**

**Date: Wednesday, 25 March**

**Pax: 350**

TIME	ACTIVITY
Wednesday, 25 March	
19h00	Departure of teams from accommodation venues
20h00	Arrival at Victory Theatre
	Dinner
21h00	Show
23h00	Departure to accommodation venues



## TOURS GTA EXCURSIONS DAY

**Date: Thursday, 26 March**

**Travel Pax: 310**

Thursday was a rest day for the teams. Gauteng Tourism Authority put together an exciting tourism programme for the teams. With the assistance of the Metro Police escort the programme for the day was successfully implemented.

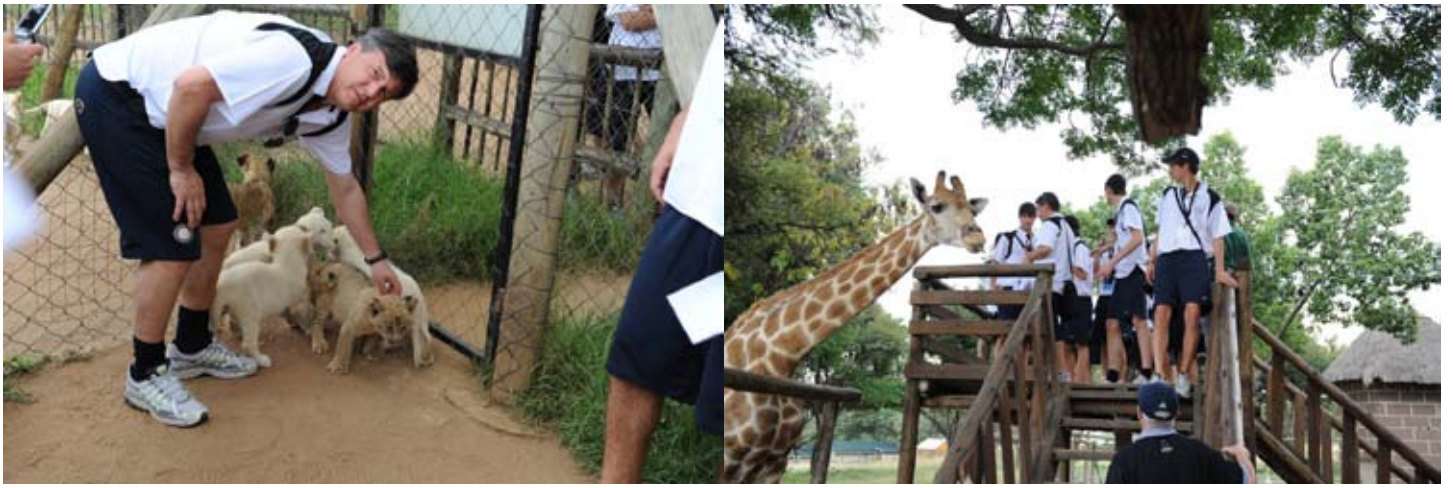
### The Lion Park

**Taste of Africa Just Around the Corner**

The Lion Park is situated in Gauteng Province near Lanseria Airport and Fourways within easy reach of Johannesburg and Pretoria. The park offers terrific up close views and other exciting interactions with a large variety of predators and large herbivores indigenous to Africa.

The Lion Park is home to over 80 lions including the rare white lions and many other carnivores such as cheetah, wild dog, and brown hyena, striped hyena, spotted hyena, black-backed jackal, side-striped jackal, and a wide variety of antelope which roam freely in the antelope area.

Teams had an opportunity to interact with some of the animals in the Cub World area which has a giraffe feeding platform that puts you at eye level with the tame resident giraffe that created a fun experience to all guests. The teams also had another experience of the popular cub interaction which allowed them to touch the cubs and take photographs.



## **Maropeng Visit**

Maropeng, which is a Setswana word meaning 'returning to the place of our origins', takes visitors on a fun and informative journey of discovery using spectacular methods to tell stories of the evolution of life and the origins of humankind. It denotes the universal relevance of the Cradle of Humankind as the ancestral home of all, no matter what colour, culture or creed.

Located, on 100 hectares, and within easy reach of Johannesburg and Pretoria, Maropeng overlooks the magnificent Magaliesberg and Witwatersberg mountain ranges and is en route to the popular resort of Sun City.



Upon arrival, teams were welcomed by a huge ancient burial mound (the Tumulus) that came into sight. As there was no tour planned for Maropeng, teams went directly to lunch.

## **Tumulus Restaurant**

Tumulus Restaurant, situated on the first floor of the Maropeng Visitor Centre, boasts the best views in Gauteng. Teams were allocated tables on the deck and soak up the breathtaking vista of the Witwaterberg and Magaliesberg mountain ranges.

The restaurant staff was more welcoming in helpful with seating arrangement per team.

## **Soccer City Visit**

From Maropeng, teams were escorted to Soccer City. On arrival they were welcomed by the LOC officials and had a photo opportunity around SAFA House with the Stadium as backdrop.





## Sandton Square

Dinner at Lekgotla.

From Soccer City, teams were escorted to Sandton Square. On arrival at the square, teams used their leisure time to explore the square and get an opportunity to have photographs next to Nelson Mandela Statue.

Various teams also went out for shopping in the mall.

Dinner was served at Lekgotla. This was to give Teams an African cuisine experience.

## COMPETITION

The first round of the competition was of a high level. The competition went into knockout rounds which went exceptionally well with 2 of the 4 matches ending with Penalty kicks. This saw an opportunity for expansion in 2010.





## CONCLUSION AND RECOMMENDATIONS

This event made headlines in the field of soccer locally and internationally. It has received enormous support from media houses and the community in general. At a grassroots level, this initiative was able to reach a large group of learners in townships and rural areas throughout Gauteng. The next edition will expand to reach 5000 learners in the six identified districts of Gauteng. Through training of Gauteng coaches and youth leaders in the Talent Search programme, these individuals are able to utilise their newfound skills and knowledge in their coaching of young football players and participation in education development.

The Gauteng Future Champions was able to showcase South Africa's ability to host a successful world class football spectacle in 2010. It is the only U17 tournament in the world to host this caliber of football club. GSI has received numerous requests from top football clubs in Europe and South America to participate in the next edition of the tournament. The 2010 edition will be of an even higher standard than the inaugural event.

The full benefits of the Gauteng Future Champions will really be achieved in the second and subsequent edition.



GAUTENG  
FUTURE  
CHAMPIONS  
2009



**GAUTENG**  
*it starts here*