

Swaziland National Basketball Association Strategic Plan and Working Document

2009-2014



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1. Message from the President

I would like to take this opportunity to thank his Majesty Government for the establishment of the Sports Ministry. When the current executive assumed office we were motivated by the establishment of the Ministry to rebuild basketball in Swaziland hence the rebirth of the game, key emphasis being development.

Basketball is the world's second most popular team sport with 450 million players. Both players and fans are young and educated with higher than average incomes. The sport enjoys a very positive image with admired icons in the NBA and Euro League.

The country is currently faced with the HIV/AIDS pandemic which threatens our very existence. Basketball is associated with the youth who form the future of this great nation; our strategy and plan document is an opportunity for the Association to play a positive role in educating the youth on life skills and develop the game.

The object of the strategic plan document is to guide us to develop the game within 5 years. Our target is the 2014 world championships and participation in all levels of FIBA Afrique tournaments. On another note the country will be hosting the Zone 6 under 20 games in 2010, this our first test. As hosts we need to ensure all the basketball logistics are in place in one year.

We acknowledge that a lot of work has to be done to enable us to achieve the goals which we have set out. On a positive note the Executive team boasts of vast experience and qualification, and also professional careers, is fully committed to achieving the overall strategic objectives.

In conclusion implementation of the strategies remains a challenge nonetheless I implore all the stakeholders of the game that is the Government, Companies and the entire Swazi nation to rally behind us.

Clement Dlamini

President

2. Background Information

Basketball was invented as an active indoor sport in 1891 by James Naismith, a Canadian sports and physical education lecturer at an American YMCA training school. It quickly grew and became a very popular sport around the world.

In Swaziland, basketball was introduced sometime in 1980 by the American Peace Corps who were working as volunteers in the country.

There has been significant development of the sport in Swaziland, particularly in the high school within the urban areas. Schools that were in the forefront of high profile basketball include Waterford Kamhlaba, St. Marks, Evelyn Baring, Salesian and St. Christopher's.

Over the last 30 years or so, the game has seen a lot of ups and downs, with the downs being more dominant. High School basketball has been the more active and consistent division. Senior basketball has been on and off. A lot of senior basketball action was witnessed in the country in the early 1990s all the way to the late 1990s, but because of poor administration and the lack of financial support, it has been very inconsistent.

Administrations that have seen the game being more successful include those led by Ben Dlodlu, Ron Jackson and Jenni Martin. The Ron Jackson administration of the late 1990s was more of a revival of the sport and saw more teams being formed and the public taking a keener interest in the sport. It was with the Jenni Martin executive of 2000-2004 that the country became frequent participants in the international arena. It was also with this administration that Swaziland basketball also first became an affiliating member of the Federation of International Basketball Associations (FIBA)

Achievements

- Under 18 National Teams representing Swaziland in Zone 6 games in 2000, 2001, 2002
- Senior Men's Team representing Swaziland in Zone 6 games in 2000
- Hosting of the Isaac Norman Sprite Tournament for a number of years
- Hosting a FIBA approved official to conduct refereeing / officiating clinics
- Hosting a number of high profile basketball personalities from South Africa
- Dominant participation of both men and ladies in CUCSA games and Intervarsity games
- Formation and successful running of a National High Schools League for both boys and girls in 2007.
- Collaboration with Concrete Hoops led by Jama Mahlalela.

Shortcomings

- Lack of facilities
- Lack of sponsorship
- Lack of continuity – children that play basketball in school grow up to find nothing in the seniors, especially the girls.
- Lack of commitment from senior teams
- Inexistence of grass root development structures.
- Lack of qualified coaches, referees, table officials and match commissioners.
- Lack of exposure to international events

Target Areas

- The youth, especially girls
- The schools – As many high schools as possible
- The high schools that are in the peri-urban regions
- As many primary schools as possible
- Clubs – the senior men's teams must adopt younger teams and form girl teams as well
- Fight against HIV/Aids
- Fight against alcohol and drug abuse
- Keeping children in school

3. Vision

Swaziland National Basketball Association seeks to promote the game of basketball in Swaziland. We hope to provide all areas of Swaziland with the knowledge and equipment necessary to assist in basketball's infiltration of local sports and recreation. We strive to establish an infrastructure that will allow citizens of all ages to participate and compete in the game of basketball.

4. Executive Members

PRESIDENT – Clement Dlamini (32)

Mr. Dlamini is a lawyer by profession currently employed as Employee Relations Officer at Swaziland Water Services Corporation. He has vast experience in playing & coaching basketball. He started playing in 1990 for the Salesian High School & was part of the first Salesian School team to win a major competition which was the Nandos Challenge. He further represented the University Of Swaziland Intervarsity team from 1995 to 1999. At team level he played for Vikings for 7 years. His coaching experience extends to the University Of Swaziland Ladies Basketball team which won gold medal in Botswana in 1997 and 1998 in Swaziland. He coached the first ever Swaziland ladies team in the University games (CUSA) in Zimbabwe in 1998.

VICE-PRESIDENT – Naboth Mudavanhu Phebeni (37)

Mr. Phebeni is currently employed as a teacher at Waterford Kamhlaba College. He is also the head coach for the boys and girls basketball team in the college. Mr. Phebeni's extensive sports career has seen him earn coaching certificates in: Volleyball (level 1), lawn tennis (level 1), basketball referee (level 2), and basketball coach (level 2). Mr. Phebeni is one of the most respected coaches from his native country of Zimbabwe having coached: Zimbabwe's men's national team (assistant coach), Zimbabwe's Under 18s girls' basketball assistant coach, and midlands under 18s girls' basketball coach, and Loreto girls' basketball team coach. He has also established himself in Swaziland by guiding the UNISWA men's basketball team and Sifundzani high school (where he was a teacher) to championship wins in 2007; he is also the coach for the Mbabane Jazz Basketball team. Mr. Phebeni's contribution to the organization will not only be limited to sports as he has certificates in: peer education, in HIV/AIDS facilitator and in HIV/AIDS counseling.

SECRETARY GENERAL – Bongani Shiba (32)

Mr. Shiba is currently employed as a teacher with Setsembiso Sebunye Baha'i high school. He has been actively involved with basketball in the country for over 15 years. As a player he played for: Mater Dolorosa High School, Scot Pistons Basketball team, and Mbabane Knicks Basketball team. He currently plays for and is the captain for the Mbabane Jazz basketball team. He is a well respected coach in the country, having founded and guided Baha'i high school boys and girls team to numerous championships over the last 8 years. He helped found the Concrete Hoops Basketball Camp (a basketball camp that originates from Canada) in Swaziland. He has coached as head coach in the Concrete Hoops Camp in Toronto Canada in 2006. He also guided Swaziland's boys' basketball team in the Zambian

COSASSA games to a bronze medal in 2004. He is the founder and director of the “Play-A-Ball Basketball Academy”.

TREASURER - Wandile Mngadi (26)

Mr. Mngadi is currently employed as the research analyst and stockbroker for African Alliance Swaziland. He is an active member of the basketball fraternity as a coach and player of the Mbabane Jazz senior men’s basketball team (since 2001). He has coached in various schools around the country including: Waterford Kamhlaba College, Setsembiso Sebunye Bahai High School and Inkhanyeti Primary School. His career as an active basketball player includes playing for: the University of Swaziland men’s basketball team (2002-2006), Swaziland national under 18s men (1999, 2000 & 2001) and St Christophers High School basketball team (1998-2001).

MARKETING AND SPONSORSHIP OFFICER - Nomfundo Jiyane (26)

Miss Jiyane is currently employed with Swazi Bank as a systems administrator. Her basketball career began when she started playing for the University of Swaziland woman’s basketball team in 2003. Her involvement with the UNISWA basketball team has seen her playing in international competitions such as: the intervarsity games (2004 & 2005), CUCSA games in Namibia (2004) and Mamelodi Seniors tournament (2006). She has also expanded her basketball curriculum by being actively involved in the sport as a table official.

HEAD OF TECHNICAL – Martin Samambwa (34)

Mr. Samambwa brings into the executive vast experiences in coaching and technical basics of basketball. His career spans from Zimbabwe to Swaziland. He began his career coaching in Zimbabwe and has a level 2 basketball coaching certificate. He has coached numerous national teams including: assistant Zimbabwean national under 16s coach, Zimbabwean national under 18s and the girls intervarsity team in Swaziland. Mr. Samambwa also brings in his technical knowledge into the game by carrying a level two certificate in referring and was the basketball coordinator in Midlands region of Zimbabwe from 2001 to 2006. Mr. Samambwa is currently a teacher at Enjabulweni High School and heads the basketball program there.

HEAD OF COACHING – Bonginkhosi Shabangu (32)

Bonginkhosi is one of the most experienced coaches in Swaziland. He is the founder and head coach of the Knicks basketball team. He has coached in various high school basketball teams in Swaziland these are: Mbabane Central High school boys and girls (1997-1998), St Marks high school boys and girls team (1997–2003), SOS primary school boys and girls team

(2002), Enjabulweni high school boys and girls team (2001-2003), and Waterford Kamhlaba College (2002-2005). He has also coached on an international level: the national high school team in 2002, and the University of Kwazulu natal men's team in 2008. Mr. Shabangu also has various certificates these are: sports marketing, level one sports administration, junior sports development, and a practical first aid certificate.

MEMBER - Mzwakhe Phiri (21)

Mr. Phiri is currently involved with the running of basketball programs in schools around Mbabane. He is also the founder and captain of Mbabane Raptors team, which recently started running basketball clinics for young kids in Mbabane. His basketball career involves playing for; the national high school team in COSASSA games in Zambia (2004), Super Stars senior men's basketball team (2004), Sonics senior men's basketball team (2003), St Christophers High School basketball team (2000-2005) and Salesian primary school basketball team (1997-1999).

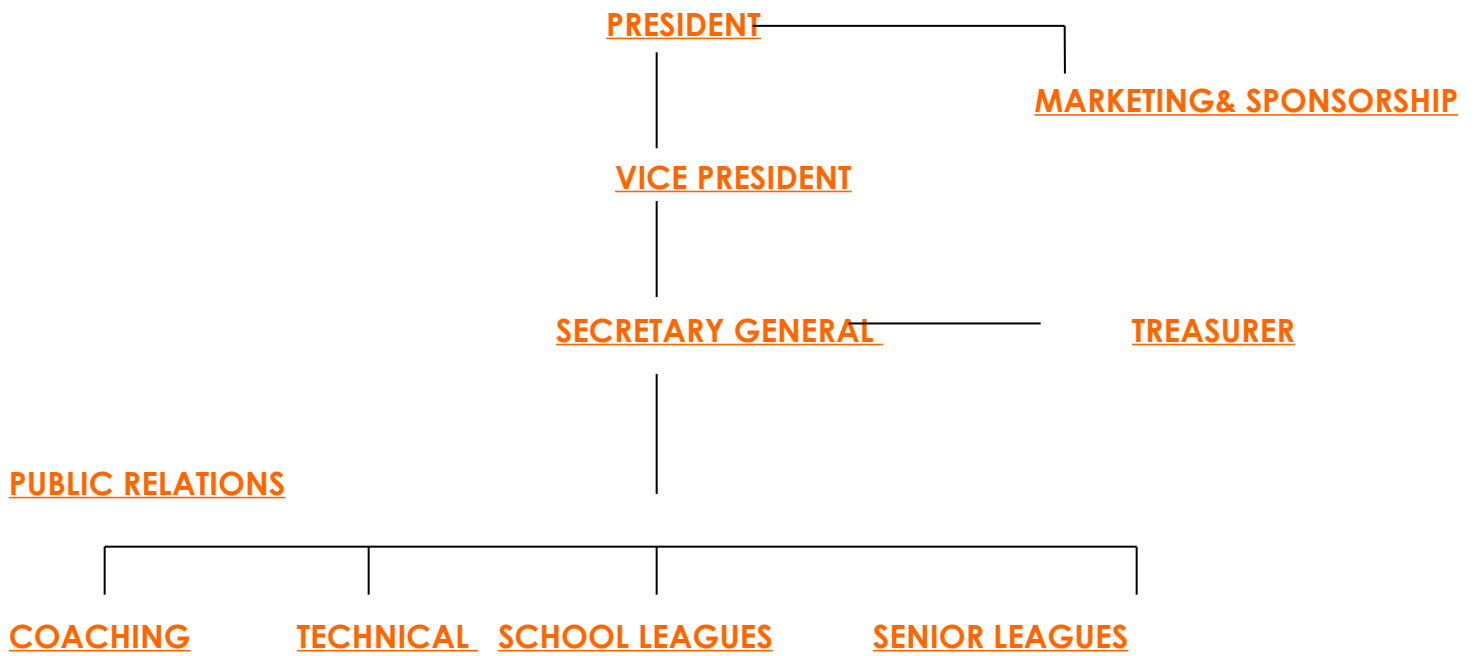
MEMBER –Nkosinathi Masuku (31)

Nathi Masuku is the Art Director at Sbuko Sesive. Has an extensive basketball administration career. He started his refereeing career in 2000 and has attended a FIBA workshop (2002). He has officiated in international level games; the Four Nations Tournament in Johannesburg, COSASSA games in 2001, and CUCSA games held in Swaziland in 2002. He has also managed the: the Under 18s boy's team (2002), Under 20s national team (2001), and the senior's men team (2001). He has also coached Waterford Kamhlaba college intermediate boys and girls team from 2001 to 2008.

MEMBER – Kabelo Habedi (34)

Kabelo Habedi is a sales man by profession. Kabelo has been playing basketball for over twenty years. His basketball careers started at Salesian primary school where he played for the primary and high school team. He then went to St Marks High school. College basketball he played for: UNISWA, CUSCA men's team, and Technikon Natal (Durban metro league). He has also played for the national team under the ESASIFE zone 12 games in Mozambique and Zambia. He was the Nando's 3-on-3 basketball coordinator. He is also a former member of Swaziland National Basketball Association under Mr. Sazel (Autocity owner), and is currently the Mbabane Raptors basketball team coach.

5. Structure



6. Coaching

What is coaching?

- Coaches promote the athletic and personal development of their team members.
- Coaches create and maintain emotionally and physically safe environments for their athletes.
- Coaches facilitate learning opportunities for athletes to develop skills appropriate to their age and stage of development.
- Coaches teach what is best for each athlete. This, in turn, is what is best for the team.
- Coaches simultaneously promote diversity and camaraderie amongst team members; athletes should display skills of a comparable level, even if the skill sets differ.
- Coaches use enthusiasm, inclusiveness and fun to encourage athletes to develop technical and personal skills.
- Coaches prioritize the overall wellbeing of the athlete; the athlete is more important than the game.

Club Structure

Consistent club structure is necessary, but in order to accommodate clubs with a smaller member base, club positions should be kept to a minimum. The following positions should exist for each club, to be filled by election:

- **Manager** – Administration, organization, communication, planning, financial management, recruitment of management team, training of management team, evaluation
- **Coach** – Recruitment of players, training of players, workshops, organization of team, organization of practice and practice schedule
- **Officials** – Referees, score keepers, etc.

League Structure: Questions for Discussion

- Players in each club should be responsible for training players in age groups below their own. How can this be structured in a sustainable, beneficial way?
- Should age groups be enforced?

- If athletes are allowed to play outside of their age group, what measures can be taken to ensure the athlete, the athlete's peers, and Swaziland Basketball will all benefit?
- How should donations and sponsorship be distributed in a way that allows SNBA to maintain control of clubs and the league as a whole?
- How can workshops be organized so that the whole country is able to receive the same information and be part of the same communication?

Coaches Formula

- **Foundation**

- The vital first steps. Ideally, basic skills are learnt at an early stage in life.

- **Introduction/Re-introduction**

- Rules, conventions, behaviour, and structure
- Learning these usually follows foundation, but can take place in later life when a new sport is taken up.

- **Participation**

- Sheer enjoyment of taking part. Making the most of opportunities offered by leisure centres, clubs and outdoor facilities.
- Taking part for fun, fitness and social reasons.

- **Performance**

- The challenge of getting better.
- Many people choose to improve, to compete, to attain personal goals.
- Lack of knowledge or poor access to support make higher achievements more difficult.

- **Excellence**

- Reaching the top.
- Those who have the talent and motivation to reach the top, bring prestige locally, regionally and nation wide.
- This level is the most difficult to achieve without special support.

Coaching Clinics

Basketball Camps

Identified Coaches in Swaziland (numbers)

Monitoring Tournaments

Assessment

Potential point scale system whereby athletes may quantify their progress.

1. Athlete has difficulty
2. Athlete shows potential
3. Athlete shows competence
4. Athlete is proficient

Categories

- Practice
- Accuracy
- Adaptability
- Participation
- Overall Impression

7. Technical

Project: Officiating in Basketball

It is our hope that this document will be appropriate to the situation at hand and will be for the people and the sport.

Basketball is a skills game where players and coaches focus on technical awareness, as such the game officials have to be technically sound and lead than trail. SNBA as a member of FIBA Africa thus has to operate within the parameters and limitations of the governing board. It is our intention to have Swaziland basketball rising to those levels that will enable the players to compete at that high level and get the results we earn for.

The proposal is to have short, medium to long term plan. In the long run, it is hoped that the FIBA officials can be invited over to upgrade referees who will be practicing and would have had a practical feel within and having followed the rules and regulations.

Short Term

2009 is a year where officiating should be our priority within the spheres that will be active. A proposal for the schedule of events: weekend **14 - 15 March** first **clinic for referees**. The association has identified thirteen (13) referees, twelve (12) table officials and four (4) match commissioners that it will orient and work with in the short term. The identified persons will attend the above mentioned clinic in preparation for the launch, schools and eventually the seniors' league. In April, the association will work in collaboration with the **SSSA** and the schools affiliated to it, the association will conduct another clinic from the 8th to 10th April. Schools should have at least one of the teachers or any other member associated with the school, attending courses where rules and regulations will be taught. With the information in the FIBA document, and the expertise within some members of the executive, the said persons will gain invaluable knowledge that they can use effectively during the course of the year as they officiate. The second clinic will be conducted towards **end of term 1** or early **second term**. Officiating is a broad term that includes table officials, referees and match commissioners. It is the association's wish that these persons are inducted at the same time. Table officials will be inducted officially by the association, at the same time the association has match commissioners ready who can do the job for the country.

Schools forwarding officials for the courses will be requested if possible to pay some course fees, which will be very nominal that will go to the upkeep of the venue and caring for the resource persons.

It is hoped that this will improve the game and help the image of the association, as such no games be they league or organized tournaments will proceed without permission from the association.

The nation is hosting the **COSSASA** games in **August 2009**; this becomes an immediate challenge for the association. This development calls for urgent measures to see to it that our level of competence in officiating is up to standard, this will put the country on the map.

In line with schools, clubs will be requested to register with the association. Registering with the association will give all the control of activities to **SNBA**. Clubs will then be requested to have at least one official who they send for the same courses at the club's expense, the official can even be one who is already active. Upon registration the clubs will receive appropriate documents from the association and it will be expected that they adhere to the rules and regulations set therein. The association would thus expect clubs to be aware of the rules of the game and help the running of the league by respecting the officials hence the rules.

It is sad to note, however, that importance of keeping set times is not valued at all. As such it will make the operations of the association difficult to manage. It is hoped that the targets for the year will be achieved within the set period.

Medium Term

Swaziland is going to host the 2010 Zone Six Games and by that time the association should have the required systems and machinations in place. The officials who will be practicing in 2009 will be expected to lead effectively and efficiently during the games. The only way that this can be achieved is if more quality tournaments are organized to expose our officials. Quality games develop quality officials thereby enhancing the level of the game. At the appropriate time FIBA officials will be invited to the Kingdom to certify and rank the practicing referees. Such an event will boost the status and confidence of referees and they will fully exert themselves producing consistently high quality work.

If the Kingdom is represented well during the games this will improve the chances of the teams participating and doing well during the 2014 games.

Long Term

We hope and trust that the game is going to grow to high levels which will initiate relations with some SADC member countries currently ranked higher than the Kingdom. Once the

game has grown, local officials will get to be appreciated beyond our borders and will get involved in the running of the game regionally and possibly internationally. Qualified officials will call for improved management and running of the game, which will be a challenge to the association and will have the association maintaining very high standards.

Equipment and Facilities

The availability of appropriate high quality equipment and facilities has a huge impact on the smooth running of the game. The association must see to the provision of these with the help of industry and commerce.

Conclusion

In conclusion, let it be noted that all this is not possible without the full participation and cooperation of all relevant and interested parties. Therefore all must appreciate the need for hard work to this end.

8. Seniors League (Men and Women)

The introduction of the senior's men league will begin in August 2009 and end in December 2009. This gives teams enough time to prepare their teams, especially by establishing their developmental teams to ensure continuation of the sport. Teams will in the mean time participate in scheduled monthly tournaments by the SNBA.

There are currently twelve known teams in the country with the highest number coming from the Hhohho region, and the Shiselweni region with no known teams.

Hhohho Region	Lubombo Region	Manzini Region	Shiselweni Region
1. The Jazz Basketball Team 2. The Knicks Basketball Team 3. Mbabane Raptors Basketball team 4. Mbangweni Superstars basketball Team 5. Mbabane Rockets team 6. Ngwenya basketball team	1. Simunye basketball team 2. Mhlume basketball team 3. Nkambeni Scavengers Basketball Team	1. Manzini Superstars Basketball team 2. Kwaluseni's men's basketball Team 3. Luyengo Men's basketball Team 4. Vikings	None

The league will not be limited to the teams mentioned above, but will be open to any interested team subject to them meeting the requirements of being a team.

Requirements of Each Team

- A team should have a minimum of ten players to a maximum of fifteen players (by no means will a team be allowed to have over fifteen players).
- The minimum of ten players should not include more than three high school players.
- Each team should have a manager (This can be a player for the first season but will gradually be phased out*).
- Each team should have a coach, different from above (a player can be a coach)
- Each team should submit two people that will be trained as officials, preferably non players. These will be required to attend every course held by the SNBA.
- Each team will have a developmental side (described below)
- A team will also be recognized by the SNBA after it has paid its affiliation fees.
- Contravening any of these rules is liable to a fine or expulsion from the league and SNBA activities.

The Developmental Side

The emphasis that teams should have developmental sides e.g. under 18s and under 14s. Has not been well taken or implemented by teams. That is why big teams like former league champions “Sonics Basketball team” do not exist any more. In order to facilitate this SNBA will assign every team in the league to a High School and Primary school in its region “**Big Brother Program**”. Teams may have more than one school depending on the number of schools in the region. Please see illustration below

Hhohho region

TEAM	HIGH SCHOOL	PRIMARY SCHOOL
1. Jazz Basketball Team	Sifundzani High School	Sifundzani Primary
2. Knick Basketball Team	St Marks High School	St Marks Primary
3. Mbabane Raptors	SOS High School	SOS High School
4. Mbangweni Superstars	MDS High School	MDS primary
5. Ngwenya Basketball team	Ngwenya high school kids	Ngwenya primary school kids
6. Mbabane Rockets	Kashile Primary	Kashile High School

Each team will be required to help each school, by being the first choice of recruitment for their pupils and will have to send representatives for their games and there will be tournaments where they are required to play their developmental sides (high school only). The teams can also help the school by: helping their coaches and even coaching in some of the schools. Neither teams nor will students be restricted to going to their **Big Brother Team**, but justification will have to be provided for not doing so. This means you are required but not

forced into, for instance if the Jazz already has fifteen players, a student can request to play for another team, (terms and conditions will be drafted by the SNBA commissioners).

The League

Most teams are situated between Hhohho and Manzini, 9 teams. The rest of the teams are in the Lubombo region. Any breakdown of the league into a regional participation would compromise the standard and limit exposure of some teams. The proposed structure of the for our first senior league is one national league. The demography of the teams shows that teams will be required to travel. The four main playing areas:

1. Mbabane: Coronation Park, Waterford, and St Mark's high school.
2. Manzini: Salesian, bosco skill centre and Mavuso trade centre
3. Simunye: Simunye courts and Mhlume courts.
4. Matsapha: kwaluseni, IDM and Matsapha Correctional centre

The league will run from august to November, play-offs and league closing will be in December. This means that teams will be actively involved for five months of the year. Teams will be encouraged to host tournaments when the league is inactive. National team duties will also be encouraged during the off season. If the number of teams increases the season will be increased from five to nine months of the year.

Senior Woman's League

The limited number of senior women playing basketball will make the formation of this league improbable at the moment. The number of High schools and university woman's team show that there are a lot of woman who play the sport. We will therefore use the high school and university team as developments when the respected athletes have completed. We will also use "The Big Brother Program" in implementing the senior woman's team. This means that the senior woman and men's league will be open to high schools and the university.

9. High School League (Boys and Girls)

Background

This document explains the approach and includes the application to run a basketball league for the year 2009 resuming 2nd term. The primary objective of the SNBA is to have a league that we run in all four regions. In 2007 the SNBA ran a league with 14 teams both boys and girls from the 2nd weekend of March until the end of the second term. The whole exercise was to monitor and evaluate the amount of work needed to run the league with in all 4 regions for the following year, have a clear picture of the standard of youth basketball in the country, and to find a way to strengthen our junior teams. The other reason for monitoring the league was to gather information that the association could present to any potential sponsor for the following year.

We notice few positives from the league and lots of glitches in the association. We were able to identify [number of] playing schools.

Below are the major problems from the league:

- Late start of the games due to a number of reasons.
- Lack of officials.
- Poor facilities.
- Poor understanding of the rules and points system from most teams
- Injuries of the players.

Through a series of consulting processes, SNBA will work with members from the independent schools and government schools to apply best practices and develop organizational structure. Experts that have practical experience will work with SNBA to implement appropriate approaches to manage the growth effectively. SNBA is committed to applying the league to all regions in the country.

Best practices will be implemented and can include the following elements:

- Strategic Planning – Bringing the basketball people together to develop a shared vision of how the growth of the game should be organized and managed, improves buy-in from the schools, as well as, providing a unique local solution.
- Organization – Creating an umbrella organizational structure to provide leadership and guidelines that include; a mission statement, slogan and league directors. Professional staffing that can support the development of the game, a league structure that provides resources to start teams, standardized league policies & procedures, established eligibility guidelines, and training for coaches and referees.
- Financial Management – Creating an image with centralized business operations that might include; equipment, fees, coaches, referees and tournaments.

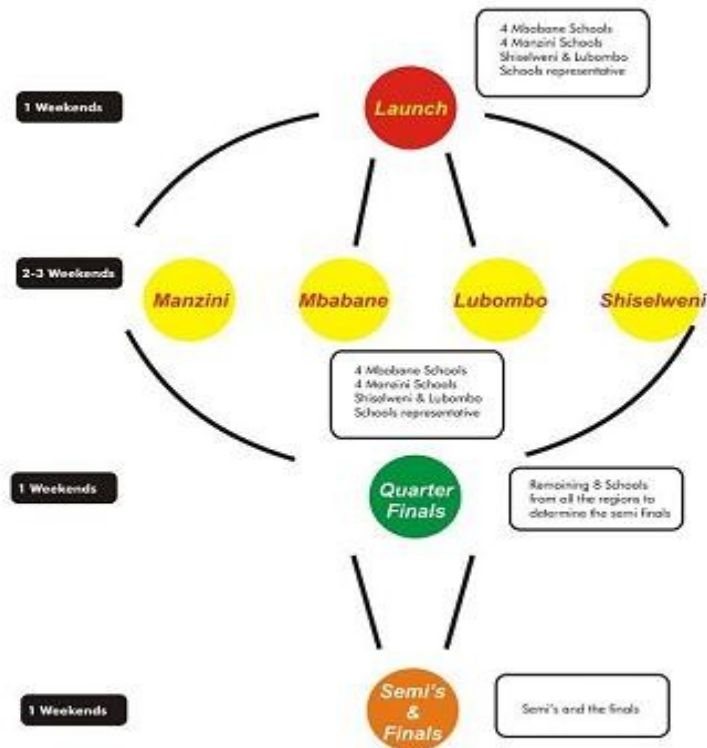
How to run the league

Since most schools don't have transport facilities and don't recognize basketball as an important sport, it is important to run the league in all 4 regions, this will cut traveling expenses for both the schools and the SNBA. The SNBA needs to allocate individuals to all the 4 regions and identify at least 2 good facilities for the games in each region. The league will run for 4 or 5 weekends, with 2 or 3 weekends being played in the schools regions. The championships will be allocated 2 weekends.

League Structure

- The League will be launched in Matsapha (UNISWA) with at least 4 teams from Mbabane and Manzini region coming to play.
- The following two weeks will be used to determine the teams proceed to the championship stages. The Championship round is consists of two weekends.
- The first weekend will consist of only 8 teams X 2 (quarter finals)
- The semi finals and finals will be played on the last weekend.█

League Structure



How to address the following problems

Time

- The courts (facilities) need to be checked at least two days before the games.
- Teams will be informed two weeks before the day of the game.

Officials

- Each team needs to have one table official and a ref.
- There will be a need of 5 refs and 3 table officials.

Understanding

- Clinics for all ref and table officials will be necessary.
- The schools ref or table official will always be seated with the schools team during their games.

Injuries

- The last executive had decided to insure the players for each active weekend or to have the presence of any first aid.

10. Under 13 Development Team

Short term goals:

In order to best teach the fundamental skills necessary for successful basketball, it is important not to skip vital developmental steps. The way that track and field athletics is structured in Swaziland can be used as a valuable model for potentially self-sustaining Swazi basketball. If regional basketball can become infiltrated and competitive in Swaziland, all basketball players will benefit and improve. As long as international competition is our first priority, Swazi teams will not improve at an acceptable pace.

- Swaziland has more than enough natural talent but not enough consistency in training or early exposure to basketball.
- Implement an infrastructure for a basketball “family.”
- Involve parents of players to coach, mentor, and inspire.
- As part of mandatory team duties, players from older age brackets will coach weekly practices. Coaching duties can be set up on a rotation due to a hopeful excess of participating coaches.
- Encourage players to spend time together off-court.
- Weekly (at least) community practices at set places and times where kids are able to socialize and learn the fundamentals of basketball.
- Split off drills/activities by age group. Keep each age group entertained and productive.
- Set up camps.
- Regions/districts – find courts that can be used on a consistent basis. Spread the word.
- Research options for athletic scholarships for high schools in Swaziland and internationally. Once scholarships are found, these can be used as incentive to motivate under 13 athletes.

Long term goals:

Create high caliber local basketball players who are viable for scholarships and/or employment based on the quality of their athleticism. Encourage them to develop and support local basketball in return.

- Community service
- Media/Exposure

- Experience

National Under 13 Team made up of top regional athletes. (Squads -> Regional -> National)

Selection and maintenance of team.

11. Bilateral Agreements (Mpumalanga and Mozambique)

Swaziland is land locked by both South Africa and Mozambique basketball in these countries is well developed. Moz qualify for all the African competitions such as the under 16, 18 and African championships. It is worth noting that Mozambique basketball is very competitive as they established a pro league that was dominated by South Africans who earned in the region of \$1000. This league began in August 2008 and ended in December 2008. Certain NBA players visited Mozambique in December to improve life skills and hold camps for the children. South Africa has a development program that consistently produces players who ply their trade around Africa and the world. Swaziland lies strategically between the countries with Maputo the capital of Mozambique is an hour and thirty minutes away from Mbabane and two hours away from Nelspruit. Therefore it is possible to travel by road and attend day tournaments and return to Swaziland on the same day.

The aim of the bilateral agreements is to forge a relationship whereby we can participate in the tournaments development programs and use international standard facilities. In this way our teams and national teams can get valuable experience and exposure. This is the best way of expediting the process of gaining experience and improving our administration.

The Agreements can allow us to share our experiences in the game because the two countries have just started benefiting from their development structures hence they can give us valuable tips on how to grow & cultivate the sport in the country.

The exposure will enable us to gauge ourselves in terms of readiness for our vision and also test our development structures.

13. Equipment Inventory

- Scoreboard and shot clock
- Court(s)
- Game balls
- Pumps
- Cones
- Air Horn
- Tables
- Development balls
- Whistles
- National team kits
- Training kits
- Bibs
- Stopwatches
- Coaching boards
- Digital recorder for training purposes
- Office equipment and stationery
- Vehicle
- Movable backboards
- Standard nets
- Possession Indicator
- Cooler boxes
- First-Aid kits
- Medicine balls
- Water bottles
- Energy drinks
- Manuals/videos
- Refereeing kits

14. Marketing and Sponsorship

Brief Background of Swazi Basketball

- In the older generation the game is played mid-week in the evening.
- The youth plays the game almost everyday in their various schools.
- It's become part of popular culture which both generations engage in. They play together at the different recreational parks around the country.

Basketball in Swaziland

Currently:

- Youth dominated
- Basketball players differentiate themselves from other sporting codes through their dress code and behaviour.
- It is still currently regarded as a foreign sport (American).
- Perceived as an expensive Sport.

Top 2 sports in Swaziland

- Soccer
- Athletics

QUESTION: What is the major advantage that Soccer has over Basketball?

Positive Attributes of Soccer

- Long history in Swaziland
- Strong support from Swazi Business Community
- Divisional format that provides structure and its consistency.

Negative Attributes of Soccer

- Male dominated sport
- Requires large spaces (Expensive Avenue)

How can we use this knowledge from Soccer to strengthen the Basketball community and provide an outlet for Basketball to become the entertaining sport in the country?

Sports have to realize

- Sportsmen want to excel in sport. They want to play professionally, out of the country.
- Swazi's are heavily influenced by the foreign media.
- We have a good education system to support our sports endeavour.

THE 'basketball' PHILOSOPHY

- Maverick attitude of the sport
 - Challenging borders
 - Going beyond the limit
- This spirit should be ignited in EVERY sport person, and thus communicated to the everyday individual.
 - Inspire
 - Entertain

Typical Swazi youth

- The average youth who plays the sport is between 12 – 19 years old.
- Has, on average, E150.00 a week to spend.
- They are the primary target market as they have their own money to spend and are purchase influencers. They have a large influence over their parents product decision process and purchases.

Beliefs, Attitudes, Opinions

- They know what they want, they are brand conscious.
- In order to fit or feel appreciated they want brands which communicate status and power, e.g. (Nike, Addidas, Levi's, Jordan)
- Acquire most of their information through friends and T.V
- They make their own decisions on how they spend their money.

A typical day of a teen (weekdays)

	Monday	Tuesday	Wednesday	Thursday	Friday
8-1pm	School	School	School	School	School
1-5pm	School	School	Sport	School	Sport

A typical day of a teen (weekend)

	Saturday	Sunday
8am-11pm	Home	Church
11am-14pm	Town or Sport	Home or Sports
14am-18pm	Town or Sport	Home or Sport

Current Basketball Situation

- As previously mentioned, basketball is divided into two groups :Senior men and High Schools (youth).
- In the high schools sector both sexes participate in all the tournaments.
- There were 14 teams that actively participated in tournaments and schools league

	Mbabane	Manzini	Lubombo	Shiselweni
Males	6 Teams	3 Teams	4 Teams	1 Team
Females	6 Teams	3 Teams	4 Teams	1 Team

Current Basketball Situation

From the last KFC tournament we saw the introduction of new teams we had never seen or thought played basketball.

Future: It is without doubt that the sport can grow more rapidly and attract larger crowds.

What is the strategic fit between basketball and The Company?

- The company is looking into investing in the youth product soon to become they own financially decision makers.
- By investing in youth basketball the company would be able to embark on a more holistic marketing approach for their new products, rather than past practices of targeting their market with facts and information about their product.

Benefits for The Company

- The opportunity to engage in dialogue with the youth.
 - Inform the Swazi youth about their product
 - Immediate feedback throughout the tournament.
- Immersion into modern Swazi youth popular culture.
 - The brand would become more relevant to the youth as it would be associated with basketball, a critical part of their lives.
- The opportunity to endear themselves to the Swazi youth on an emotional level
 - Supporting a sport youth love
 - Develop loyal customers

Benefits to the company

- Enhance corporate image in Swaziland
- The company would be contributing to this social initiative by sponsoring the proposed basketball tournament
- This tournament assists in keeping the youth off the streets and into a more constructive activity

Benefits to Swazi Youth

- Opportunity to play basketball at a national level
 - This is very rare in the country.

- Positive social experience
 - Interact with other youth involved in basketball.

- Builds life skills necessary for future success
 - Communication, organizational skills and goal orientation are all developed through sport participation.

Brand Objectives

- **Awareness:** Generate media value in excess of the sponsorship cost.
- **Brand Attribute re-enforcement and increase in propensity to purchase:** Generate 10 – 15 percent spontaneous awareness of the sponsorship amongst the mass and black lower & middle markets.
- **Business Objectives**
- **Product Integration:** Utilise the sponsorship to promote the company's products, increase product awareness and create a positive association with the Tournament.
- **Internal:** To involve company staff and promote internal participation and buy-in.