

MANIFESTO



*"My passion is football, You are my strength
and Ghana is my pride."*

NANA YAW AMPONSAH
(LLM, Sports Law & Practice)

FOR GFA PRESIDENT

Preface

“Empowering the football people and Decoding the ‘football people’ tag.”

“Good soccer players need not be titans sculpted by Michelangelo. In soccer, ability is much more important than shape, and in many cases, skill is the art of turning limitations into virtues.” Eduardo Galeano.

“Football which started as a recreational activity, is now a multibillion dollar industry and we must have our share of this huge global cake”.

Profile



FORTY UNDER 40 Sports Personality of the Year Award 2017



With Harry Redknapp (Coach)

As a child, while watching the “Mexico 86” World Cup, I saw Maradona's 'Hand of God' goal and while I shouted hand ball, adults argued over it until it emerged I was right. Then it was predicted I would become a great footballer. Although I was quite talented, a horrific injury ended my dream of becoming a professional footballer.

However, I did not relent in my aspirations to do great things in the game by pursuing higher education in Football Business and working within the Football Industry.

I hold a Bachelor of Arts Degree in Psychology and Political Science from the University of Ghana, Legon

and a Master's Degree in Sports Law and Practice from the Leicester DE Montfort University, UK. I have also just been given the opportunity to pursue PhD in Sports Leadership at the Concordia University in USA.

Areas of Expertise

- ⊗ Commercial Aspects of Sports
- ⊗ Sports and Ethics
- ⊗ Sports Governance
- ⊗ Representing the Athlete/Player
- ⊗ Sports Regulatory Regimes & Sports Rights
- ⊗ Ambush Marketing

From 2008 to 2018, I was a Licensed Player Agent/ Intermediary and transferred over 50 players from Ghana and almost 100 across the Globe which brought huge revenues to Ghanaian Clubs in the process.

- ⊗ Chairman, Phar Rangers FC 2016 - Present
- ⊗ Licensed Players' Agent/Intermediary 2008 – 2018
- ⊗ Director of Football, Phar Partnerships 2014 – Present
- ⊗ Founder and CEO, Cornny Drinks Limited 2013 – Present



Tony Fernandes (Owner, QPR)



Richard Masters (MD, EPL)

Integrity of the Sport

The integrity of every sport lies in the uncertainty of results and fair play. When football matches are compromised to the extent that results are known before kickoff, the sport loses its essence and commercial value. We must put in place measures to ensure fairness



across board. To maintain the integrity of football in Ghana, we will introduce mechanisms to;

- ⊗ Eradicate refereeing bribery and corruption.
- ⊗ Eliminate fixed/matches of convenience.
- ⊗ Monitor and control betting irregularities.
- ⊗ Stamp out doping.
- ⊗ Prevent hooliganism and fan disturbances.

Commercialization of Football

MOST VALUABLE PLAYERS		
Player/Position	Club	Market Value
 Kyllian Mbappé Centre-Forward		200,00 Mill. €
 Neymar Left Winger		180,00 Mill. €
 Lionel Messi Right Winger		150,00 Mill. €
 Eden Hazard Left Winger		150,00 Mill. €
 Harry Kane Centre-Forward		150,00 Mill. €

Sport is big business with a lot to play for, a lot to gain and even much more to lose. Sport contributes more than 3% of world trade and is worth more than 1% of the GNP of the entire European Union (EU).

To grow our football economy, we need to improve the following;

- ⊗ Improve spectatorship though effective marketing and branding and ensure safety of spectators
- ⊗ Enroll our leagues on internationally recognized statistical and video analytical platforms such as Soccerassociation, Wyscout, Instatscout, Transfermarket, etc. to ensure that our player transfer quotes are backed by facts and figures (i.e. statistics and videos)

ANTWI	
Name:	John ANTWI Doku
Native name:	John Doku
Date of birth (age):	8-Aug-1992 (27)
Nationality:	GHA
Birthplace:	Secord's-Tekorad
Club:	Misir of Makasa • EGY
Agent:	GoalFactor
Height/weight:	1.70m • 70kg
International (senior):	138 (1/0*) • GHA
Debut/last:	10-Oct-2017 • 10-Oct-2017
Shirt:	9

LEAGUE CAREER RECORD				
Season	Club	Games	Goals	Yards
2006/09	Elveren Wite			
2009/10	Elveren Wite			
2010/11	Hearts of Oak			
2011/12	Terna Youth			
	Waysman United			
2012/13	Jansky	12 (2)	5	2 0
2013/14	Jansky	16 (8)	11	1 1
2014/15	Jansky	17 (8)	12	3 0
	Al-Shabab	6 (5)	4	0 0
2015/16	Al Ahly	10 (6)	3	0 0
2016/17	Al Ahly	3 (1)	1	3 0
	Misir of Makasa (loan)	13 (3)	10	3 0
2017/18	Misir of Makasa (loan)	25 (3)	16	6 0
2018/19	Misir of Makasa	26 (8)	11	3 1

FROM 30-AUG-2018		PLAYING RECORD						
Date	Competition	Home	Result	Away	Missed	Goals		
17-Sep-2018	Premier League (7)	Misir of Makasa	3-0	Hareh El Hedood	88	↓88	88	
21-Sep-2018	Premier League (8)	Misir of Makasa	2-1	El Entag El Harry	90		88	
30-Sep-2018	Premier League (9)	Misir of Makasa	3-1	Dakikla	90			
8-Oct-2018	Premier League (10)	El Ghana	0-0	Misir of Makasa	90	↓90		
1-Nov-2018	Premier League (12)	Petrojet	0-1	Misir of Makasa	90			
9-Nov-2018	Premier League (13)	Misir of Makasa	3-0	Shihad	90			
12-Nov-2018	Premier League (14)	Pyramids	2-0	Misir of Makasa	90			
21-Nov-2018	Premier League (15)	El Ploobakal	0-2	Misir of Makasa	90			
25-Nov-2018	Premier League (16)	Misir of Makasa	4-3	ENPP	90		30, 30, 42 (8)	
1-Dec-2018	Premier League (17)	El Geish	2-0	Misir of Makasa	90			
22-Dec-2018	Premier League (18)	Sonaha	1-1	Misir of Makasa	90		14	
29-Dec-2018	Premier League (20)	Zamalek	4-1	Misir of Makasa	90			
7-Feb-2019	Premier League (21)	Misir of Makasa	0-0	Jansky	90			
14-Feb-2019	Premier League (22)	El Harry	2-0	Misir of Makasa	90			
18-Feb-2019	Premier League (23)	Misir of Makasa	2-1	Wadi Degla	89	↓89		
23-Feb-2019	Premier League (24)	Hareh El Hedood	0-0	Misir of Makasa	90			
3-Mar-2019	Premier League (25)	El Entag El Harry	1-2	Misir of Makasa	89	↓89	59	
11-Mar-2019	Premier League (26)	Dakikla	0-0	Misir of Makasa	90			
21-Mar-2019	Premier League (27)	Misir of Makasa	0-0	El Ghana	90			
28-Apr-2019	Premier League (28)	Al Ahly	2-1	Misir of Makasa	90		50	
15-Apr-2019	Premier League (29)	Misir of Makasa	2-2	Petrojet	90			
18-Apr-2019	Premier League (30)	Shihad	0-0	Misir of Makasa	74	↓74		
30-Apr-2019	Premier League (31)	Misir of Makasa	1-1	Pyramids	90		86	
10-May-2019	Premier League (32)	Misir of Makasa	2-1	El Ploobakal	90		54	
12-May-2019	Premier League (33)	ENPP	2-1	Misir of Makasa	89			
17-May-2019	Premier League (34)	Misir of Makasa	1-1	El Geish	82	↓82	43	

- ⊗ Provide clubs with Video Systems to record matches and create international standard videos for player assessment and marketing.
- ⊗ Create an effective protocol department to work in collaboration with the Ministry of Youth and Sports, Ministry of Foreign Affairs and the Ghana Foreign Missions to assist clubs secure visas for their players who receive credible invitations and contracts.
- ⊗ Make our leagues attractive through the establishment of a dedicated branding and marketing department comprising of industry professionals and experts.

- ⊗ Assist clubs in securing kit sponsorships to help them achieve their branding targets



- ⊗ Create an effective sponsorship ambassadorial team made up of renowned current, ex-footballers and celebrities to create proper awareness to attract the corporate world.
- ⊗ Assist clubs to attend international networking events such as Wyscout Forum, World Football Summit and Soccerex by subsidizing the costs to enable them create partnerships as well organize similar events in Ghana.



Football as a Social Enterprise

- ⊗ Collaborate with the Ministry of Gender and Women's Affairs to get young girls and boys off the streets through interventions.
- ⊗ Run documentaries to educate families on the potential of football to change their circumstances and that of their communities and the need to support their children especially girls when they desire to play.
- ⊗ Use football as a campaign tool to eradicate drug abuse and other social vices.
- ⊗ Promote peace among communities and reduce political tension through the introduction of Constituency Football Gala competitions in collaboration with Mps.

Reform Proposals

- ⊗ Introduce the adoption of a maximum of Two 4-year Term of Tenure Per President. Each President of the GFA will have a maximum of 8years in office.
- ⊗ Make the Premier League and Division One Leagues Autonomous within two years by handing over the management rights to an independent body so that the GFA will concentrate on the National Teams, Women's League, Regional and District Leagues, Juvenile and grassroots football development.
- ⊗ Establish an Independent Football Tribunal (IFT) to adjudicate cases to ensure just, effective and quicker decision making.
- ⊗ Streamline Player Exodus through effective regulations.
- ⊗ Propose special slots for females on Committees.
- ⊗ Introduce FA Standard Player Contracts and eradicate the mythical “sign on fees” while establishing a minimum wage structure.
- ⊗ Abolish the payment of officiating fees paid by clubs.
- ⊗ Abolish the 10% on player transfer fees charged to clubs for ITC.
- ⊗ Introduce the” Fit and Proper Person's Test” for the establishment of new clubs.
- ⊗ Set a maximum of 10% sponsorship commissions for agents and 5% for GFA members and staff.

Proposed Projects

- ⊗ Construct an ultra-modern National Teams Training Centre to serve as a training base for all national teams.
- ⊗ To establish an ultra-modern sports medical center within the training facility.
- ⊗ To implement “One League Centre One Ambulance” policy through effective fixture scheduling.

- ⊕ To establish a Football Museum to preserve our rich football history and culture. It will also serve as a learning center/library to generate revenue for the GFA.
- ⊕ Establish a Football Educational Center in collaboration with the Football Business Academy (FBA) to offer training and education to football administrators and industry players.
- ⊕ Acquire equipment to construct/renovate Training Pitches of clubs at reduced costs.



Regional and District Football Associations

- ⊕ Tailor make developmental projects for Regional and District Football Associations to suit their peculiar needs.
- ⊕ Create the enabling environment and connections for RFAs and DFAs to liaise with their international counterparts for exchange educational and developmental programs.
- ⊕ Ensure each RFA and DFA is well equipped and resourced to be a direct replica of the GFA.
- ⊕ Employ an average of 5 persons per DFA (total of 1,270) directly to provide permanent paid jobs for the people within the sport such as Technical Directors, Doctors, Youth Development Coordinators etc.
- ⊕ Train RFA and DFA Chairpersons to provide quarterly reports on activities within their domain.
- ⊕ Appoint Regional Football Coordinators (RFCs) to monitor, coordinate and support developmental projects and programs across the country.

Grassroot Development

The foundation of our football is grassroots development. This is the bedrock of our football. It is important to pay particular attention to this sector and implement programs and projects that will form the solid foundation we need. The following will be key;

- ⊕ Re-structuring of juvenile leagues.
- ⊕ Protection of minors from illegal agents.
- ⊕ Create a committee to assist clubs in pursuing unclaimed Training and Solidarity compensation.
- ⊕ Train Youth Development Coaches and Physiotherapists.
- ⊕ Collaborate with the Ministry of Youth and Sports to develop infrastructure within the districts and constituencies and to ensure alignment in development agenda.
- ⊕ Collaborate with DCEs and MPs to re-grass colts football venues in the districts/constituencies.
- ⊕ Collaborate with the YEA and NYA to train pitch workers to maintain community pitches.
- ⊕ Establish National Colts/Juvenile Football Awards.

PHAR RANGERS FOOTBALL CLUB PITCH (AKUAPIM MAMPONG)



BEFORE



AFTER

Womens Football



Women's football will only develop if we consider it to be as important as Men's football. It is important that men's football carries women's football on its back towards development.

To promote the development of Women's football, we shall;

- ⊗ Encourage investment into women's league clubs by granting each female Premier League Club at least one vote in Congress.
- ⊗ Incentivize male Clubs to adopt female Clubs.
- ⊗ Collaborate with Women's Rights groups and the Gender Ministry to promote the game.
- ⊗ Introduce the Women's Schools and Colleges Special Tournament.
- ⊗ Establish a sponsorship, branding and marketing team for Women's Football.

Coaches

One most important aspect of our football development is Coaching. It is important to create opportunities and the enabling environment to help coaches develop and improve.

To achieve this, we will;



- ⊗ Organize Coaching Courses for Coaches Locally and Internationally.
- ⊗ Organize foreign attachments with Federations and Clubs
- ⊗ Equip the Technical Directorate with modern equipment and software.
- ⊗ Establish a Coaches Training Department within the National Teams Training Centre.
- ⊗ Establish a committee to create a national football philosophy.
- ⊗ Establish a minimum wage criteria for coaches at various levels.

Referees



Referees are the judges of our game. Their integrity is critical to the development of our game. Hence we will;

- ⊗ Introduce quarterly integrity workshops and refresher courses.
- ⊗ Seek separate sponsorship for refereeing activities.
- ⊗ Abolish the culture of home teams taking care of referees' expenditure.
- ⊗ Advance 50% of remuneration ahead of matches and 50% within 48hrs of submitting match report.
- ⊗ Provide utmost security at match venues and cause arrest of those who assault referees.

Players

The principal actors of our industry are the players. They remain our “key products” for the market. It is



therefore imperative to ensure that they work under the best conditions. To achieve these, we will;

- ⊗ Collaborate with the PFAG to implement programs that will ensure proper welfare of players.
- ⊗ Establish a minimum wage structure for professional players at various levels.
- ⊗ Review the current Player Status regulations especially regarding “Floating Status Applications” and determinations.
- ⊗ Organize financing and post career planning seminars in collaboration with the PFAG.
- ⊗ Advocate for 3 slots quota for locally based players in a 23man Black Stars “A” squad to encourage home based players.

Schools and Colleges

- ⊗ Take a keen interest in the inter schools and colleges football tournaments at JHS, SHS and Tertiary levels and provide support.
- ⊗ Collaborate with the Ministries of Youth & Sports and Education and RFAs to establish 16 Regional Academies using selected SHS as bases and to reintroduce the Academic Football System.
- ⊗ Establish a scholarship scheme for young players.

Security Services

- ⊗ Help introduce security services League.
- ⊗ Collaborate to train more referees, physiotherapists and coaches for the leagues.
- ⊗ Collaborate to train stewards to ensure security at match venues.



Corporate Ghana/Sponsors

- ⊗ Eradicate Ambush Marketing by establishing an “Anti-Ambush Taskforce” with the help of security agencies to enable sponsors achieve value for their money.
- ⊗ Encourage sponsorship and brand association by negotiating tax incentives with government for prospective sponsors.
- ⊗ Ensure transparency in the management of sponsorship funds by involving sponsors in the utilization of same.
- ⊗ Introduce a “build and donate” concept to sponsors.
- ⊗ Establish a Brand Awareness Committee to ensure clubs/beneficiaries give sponsors the agreed mileage and beyond.
- ⊗ Leverage on relationship with the media to promote sponsors.

Intermediaries/Agents

- ⊗ Proper regulation of intermediary activities to streamline their involvement in player transfers.
- ⊗ Protect local intermediaries against encroachment by foreign ones through restrictive regulations.

- ⊗ Establish standard intermediary contracts for representation of players and clubs.
- ⊗ Organize training workshops and seminars to educate intermediaries to offer better services to players and clubs.
- ⊗ Introduce a payment system through the GFA to ensure intermediaries are paid by clubs and players.

Fans/Supporters



The importance of fans/supporters to our game cannot be underrated. They are the reason we engage in the sport. They are key stakeholders who must be appreciated. We will;

- ⊗ Collaborate with National Supporters Union to organize FAN AWRADS.
- ⊗ Leverage on their numbers for sponsorships and give a percentage of same to support union activities.
- ⊗ Organize seminars to educate on spectator behavior and responsibilities.
- ⊗ Offer special privileges and protection for Women and Children.



Media

The media are major stakeholders in the development of association football and should be viewed as development partners. It is therefore important that, there is always cooperation and collaboration with the Media. We will;

- ⊗ Establish an effective Media Committee with regional balance.
- ⊗ Negotiate subsidized Broadcasting Rights for media houses.
- ⊗ Collaborate to fight against Ambush Marketing.
- ⊗ Institute a quarterly “Meet the Press” session to dialogue and brainstorm.
- ⊗ Subsidize Sports Media Training Courses for interested media practitioners.
- ⊗ Ensure effective security protection for media at match centers.
- ⊗ Grant SWAG two non-voting observer rights at Congress



TAKE ACTION

Vote for Change



*Vote to create a football produced
for today's fan*



*Vote to make our football take its share
of the global billion dollar cake*



Vote to make Ghana #1 in Africa

Thank You