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# **PLAYER DEVELOPMENT PATHWAY**

**USING B-BBEE FUNDING TO SHAPE TOMORROW'S LEADERS THROUGH FOOTBALL**

**“THE YOUTH OF TODAY ARE THE LEADERS OF TOMORROW”  
- NELSON MANDELA**



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# FOOTBALL IN SA

We have the opportunity to develop the abundance of natural sporting talent in South Africa. As a sport obsessed nation, we know that in terms of world glory and success, football is not our game...yet! The sad reality is that this is due largely to the effects of Apartheid. During this time, rugby and cricket were the team-sports that were heavily invested in, while football was the game for the largely non-white and socioeconomically less stable members of our country. As a result, football infrastructure in schools and clubs was, and still is, nowhere near as advanced when compared to these other sports. It is however still reported that football is the most played and loved game in SA (Businessstech), indicating that it is not a lack of talent or ability, but rather a lack of proper opportunity that is resulting in our nation's overall lack of footballing success.

South Africa has a large population of close to 60 million people. We have a proven track record of producing some of the finest athletes in the world. Four rugby world cup titles, a prestigious cricket team, and swimming, tennis, netball, hockey, and athletics programmes that rival some of the best in the world. If only young footballers were afforded the same opportunities as our country's other sportsmen and women.



## **OUR STORY**

Since 2014, we have been using football to unite, uplift, and bring pride through success. Now, we are beginning to develop world-class footballers capable of playing abroad and representing their national teams. Our mission is to create a constant flow of academy graduates who are capable of pursuing careers in professional football and can access pathways into clubs around the world. For us, success is being able to lift people out of poverty, to give them opportunities they may never have had, and to create a community of well rounded moral citizens giving back and continuing to build a better future together. Football is the tool we use to achieve these objectives.

From u12 to u18 age groups, our teams compete in the best youth league in the Western Cape, the Two Oceans, and have access to both HBUFC and FTIFA Fifa A-licensed coaching staff. As part of our football curriculum, our players are constantly scientifically benchmarked and assessed by the world renowned Sports Science Institute of South Africa, and their match data is analysed by our data partner, Talnets, a newly formed football data company from Switzerland.

Through the implementation of frameworks such as our Long Term Athlete Development model and Individual Player Development Pathway, our players are in a holistic environment that takes into account their physical, mental and emotional well-being, enabling us to unlock their very best performance, while ensuring their development is well-rounded and balanced.

Our academy players have access to high school education facilitated by KOA Academy and our experienced on-site tutors. Players are provided nutritious meals, accommodation, training kit, access to facilities such as a gym, AV room, football fields, and physiotherapists. We also make sure they have access to one-on-one and position specific coaching facilitated by our Men's team assistant coach, former PSL player, Nathan Paulse, and mental performance coaching facilitated by Jody Martins.

Most importantly, our players live in a beautiful environment at The Dream Factory. A warm loving home from home, with beautiful views of Table mountain and the Orangekloof reserve. The Dream factory is a space that allows our players the time to reflect, focus and feel a sense of belonging. They can be their best version of themselves.

# PLAYER DEVELOPMENT PATHWAY

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Tertiary education and vocational opportunities for players to pursue pathways into full-time employment

1

Talented players are recruited from around the country to join our academy

2

Players live on-site at The Dream Factory

7

Opportunities for players to progress through the Fleetwood Football Group and its various pathways into professional football



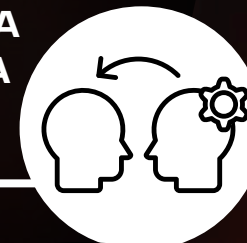
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Players are benchmarked and assessed by the award-winning Sports Science Institute of South Africa



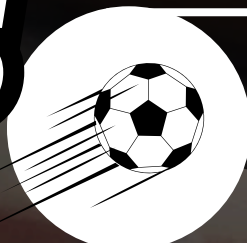
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Players receive world-class training from UEFA A-licensed, FTIFA Coaches



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Players are part of the HBUFC Two Oceans League squads that compete weekly against some of the Western Cape's best youth teams

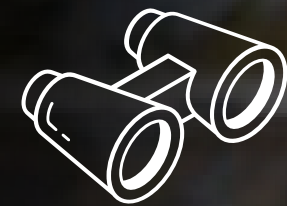


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Players attend high-level online schooling through Koa Academy and work through the IEB Cyllabus



## **PLAYER RECRUITMENT**



**With a vast network of coaches, scouts and agents located around the country, we are able to source talented young players who show early signs of potential. Once identified, we make contact with them and their guardians in the hopes of interesting them with a place in our academy.**

**The aim of recruiting nationally is to bring in the country's best talent that lifts the standards for our local, Hout Bay based players, so that we can create the right balance between providing Hout Bay players with opportunity, and lifting them and the quality of our programme by including SA's finest.**



HB UFC Academy Head,  
Noel Cousins while scouting talent.



## ***THE DREAM FACTORY***

It takes a village to raise a child. The Dream Factory is set in the perfect location allowing our players to chase their dreams in idyllic surrounds with space and time to thrive while retaining their valuable connection to home, the support of their families and community.

Our internationally-aligned academy, in partnership with Fleetwood Town International Football Academy, is an exciting opportunity for young players to pursue professional football careers with us and our partner clubs located all around the world.

Our academy players will have access to state of the art facilities that include:

- Classrooms and tutors
- Dorm rooms
- Grass and artificial pitches
- Gym
- Physio
- Sports scientists
- Nutritional food
- Audiovisual (AV) room

During their time at The Dream Factory, players will be able to count on mental and emotional support from our experienced care-givers and house parents. Players will also have access to numerous mentors helping them to achieve their dreams both on and off the pitch. They will truly be in an environment that enables them to focus on what is important: developing their football ability, achieving academic success, and becoming a well-rounded, moral human being.



# ACADEMY MANAGEMENT AND COACHING TEAM



## NOEL COUSINS

Noel's name carries plenty of weight in the South African football landscape. Having played at the highest level in SA as a prolific striker. Between 1983 (when he was the league's top scorer) and 1989, he scored between 20 and 30 league and cup goals every season.

A key figure in the famed Ajax Cape Town academy, Noel now fulfils his role as head of the HBUFC academy acting as a role model to our young players and providing them with the kind of knowledge and insight only someone who has truly made it in professional football can offer.



## BRENT LEVENSON

Brent Levenson is our head of strength and conditioning and physical performance. With a degree in Sports Science from Stellenbosch University, as well as a double Master's (one in Sport Psychology from Lund University in Sweden, and another in Diagnostics & Intervention from Leipzig University in Germany), Brent has all the necessary qualifications to help our players reach their full physical potential.

Having prior experience in the football industry with Ajax Cape Town, he also understands what is required in a high-performance environment where maintaining physical performance is key.



## NATHAN PAULSE

Having played professional football in the PSL (the highest level of South African football) and securing a successful move abroad to Hammarby in Sweden, coach Nathan Paulse uses his experience and knowledge of the game to provide guidance and support to our players.

His understanding of the key mental components required for a successful career in football, as well as a successful life, help our players to further understand our key values and how to utilise them in their everyday lives. Coach Nathan recently facilitated our first ever HBUFC Values Camp, in which our academy players spent 5 days with us at The Dream Factory doing various workshops and courses on what it takes to lead a successful life.



## MIKE DARBY

Michael Darby has worked in football and education for 20 years, and has founded four successful businesses including a school and an NPO. He is passionate about sport and the development of players into their full potential, both on and off the field. Numerous players from a variety of sporting disciplines have graduated into provincial and national U17, U19 and senior teams under his guidance.

Mike is now the CEO of FTIFA Cape Town and oversees all aspects of player's experience on the programme. Since FTIFA Cape Town's formation in 2023, 4 players have graduated from and signed with HBUFC's first team.

# HBUFC COGS

## Vision:

Our various programmes function as interdependent cogs. Growth in one area leads to change in other areas



As a club our various programmes function as interdependent cogs. Movement and growth in one area leads to change in other areas: Improvement off the field will lead to improvement on the field. Only 50% of our focus is on the field. Through this environment and committed mentoring throughout, we give the children and young adults at HBUFC the best chance to be the best players they can be while simultaneously building them to be the best people they can be, ready for work and to be productive, engaged and self confident members of society.

# LONG TERM ATHLETE DEVELOPMENT

L.T.A.D is a framework that breaks a player's development into different categories according to age.

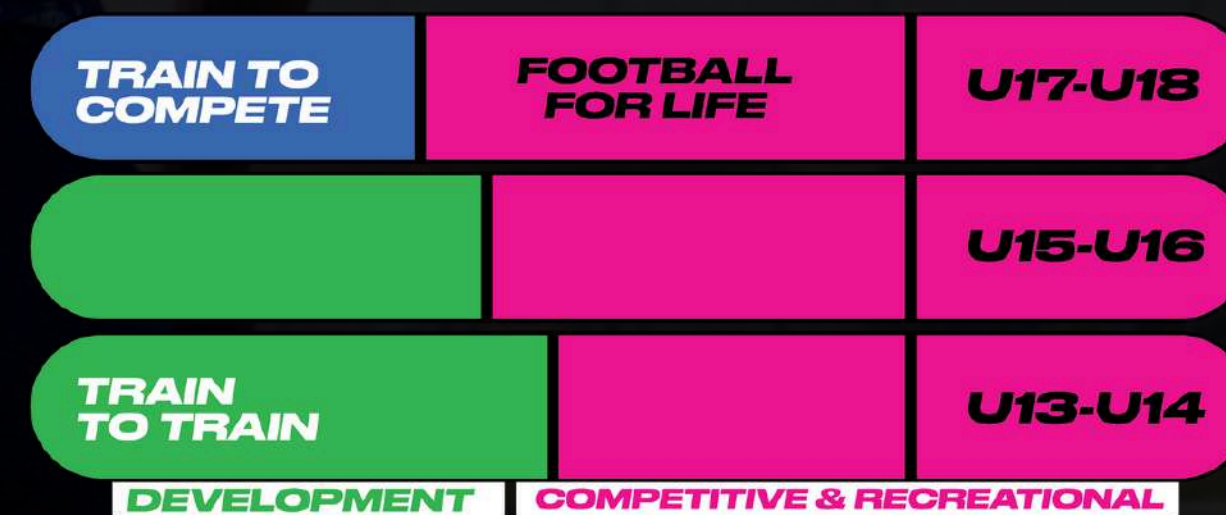
The Long Term Athlete Development model is built on the following 10 factors:

1. Physical literacy.
2. Specialisation.
3. Age.
4. Trainability.
5. Intellectual, emotional & moral development.
6. Excellence takes time.
7. Periodisation.
8. Competition.
9. System alignment & integration.
10. Continuous improvement.

## ADULTS 11 V 11 & 5-A-SIDE GAMES



## YOUTH 11 V 11 & 5-A-SIDE GAMES



## CHILDREN



# INDIVIDUAL PLAYER DEVELOPMENT PATHWAY

## 1 LIFESTYLE & EDUCATION GOALS

- CV
- Employment record
- School record
- Work readiness courses
- Internships

## 2 COMMUNITY WORK

- Volunteer work history Individuals offer 2 hours service per week
- Areas of interest

## 3 LONG TERM ATHLETIC DEVELOPMENT (L.T.A.D.)

- Fitness records
- Medical records
- Psychological records

## 4 FOOTBALL DEVELOPMENT. TACTICAL KNOWLEDGE, MENTAL RESILIENCE & TECHNICAL SKILLS

- Minutes of 1 on 1 sessions
- Happiness levels
- Playing reports
- Playing records

We aim to create a **safe, positive environment** that gives each individual the best chance to become the very best that they can be. **On and off the field.**

On selection to the U12 squad, a file is opened for players capturing detailed information around 4 main areas, on and off the field: Lifestyle & education, community work, athletic & football development.

We monitor our activities & impact using the powerful Poverty Stoplight tool, with each player surveyed for a baseline and then again monitored annually. At all times, we seek to develop players & offer support to allow them to reach their full potential in line with our philosophy.

HBUFC employs positive management and seeks to create a positive solution driven culture among our individuals. We serve our people like family members always striving to find solutions and offer chances of rehabilitation & learning.

# EARN YOUR STRIPES

A culture doesn't come from signs on the wall or pictures on the website, it comes from the way we live and act every day, in our dealings with people internally and externally – how we treat the CEO of our biggest sponsor, or the homeless man in the bus shelter opposite our offices.

To internalise and grow the culture that we want, HBUFC developed the 'Earn your stripes' value system, seven characteristics which we seek to develop and grow in all our players and which are key elements behind the design of every programme we offer.

## **Vision:**

Seven characteristics we seek to develop & grow in all our HBUFC community members.

**Grit:** Resilience, Commitment, Tenacity, Courage

**Respect:** Manners, Sportsmanship, Neatness, Cleanliness, Humility

**Kindness:** Friendly, generous and considerate

**Community spirit:** Compassion, Care for Nature, Non-Racism

**Excellence:** In football and all our work

**Leadership:** Punctual, Healthy lifestyle, Inspiring

**Responsibility:** Being accountable, having a duty to deal with.

# OUR USE OF MEASURABLE DATA

We believe in a forward-thinking, data driven approach to football decision making. Too often decisions are made on a subjective, rather than objective basis. This is why we have partnered with Talnets, a Swiss Football Analytics company. Talnets uses advanced AI systems to analyse football matches and provide in-depth insight on both team and individual performance. This information is invaluable for our academy, as it removes some of the subjective decision making that surrounds player selection, which is a player's best position, and what aspects they most urgently need to improve on.

All of our academy games are recorded using a VEO camera, enabling players to watch their games and analyse their performances both with their coaches and independently.

**talnets**

[Click here to access Talnets](#)

Username: jeremy@hbufc.co.za  
Password: Jeremy123!



# 4

## EDUCATION



We have partnered with Koa Academy, a highly established online school, to provide IEB level education to our players. Koa's online 'Pods' of 8 learners to a teacher provides a space for healthy social and academic support every day. These Pods create accountability and build confidence, letting students work at their own pace while having constant and individualised support from their teachers, and our tutors.

We are also fortunate enough to have partnered with the prestigious St Cyprians School who invite our players for extra classes and training sessions at their facilities every Friday afternoon. This ensures our players never fall behind on their schoolwork and provides them with the valuable opportunity of being taught and guided through their studies by external tutors and mentors.

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SATELLITE SCHOOL  
EXTRA  
STATIONARY

SATELLITE SCHOOL  
U16



## **TWO OCEANS LEAGUE HIGH PERFORMANCE LEAGUE**

Our players are fortunate to play in the Two Oceans League providing them with the opportunity to compete weekly against some of the Western Cape's best youth teams and academies including PSL sides Stellenbosch FC & Cape Town City FC. Players play in the Two Oceans League from U12 level until U18. Players also compete in the National Engen U18 competition, The U19 Premier Cup & the U18 Coke Cup.



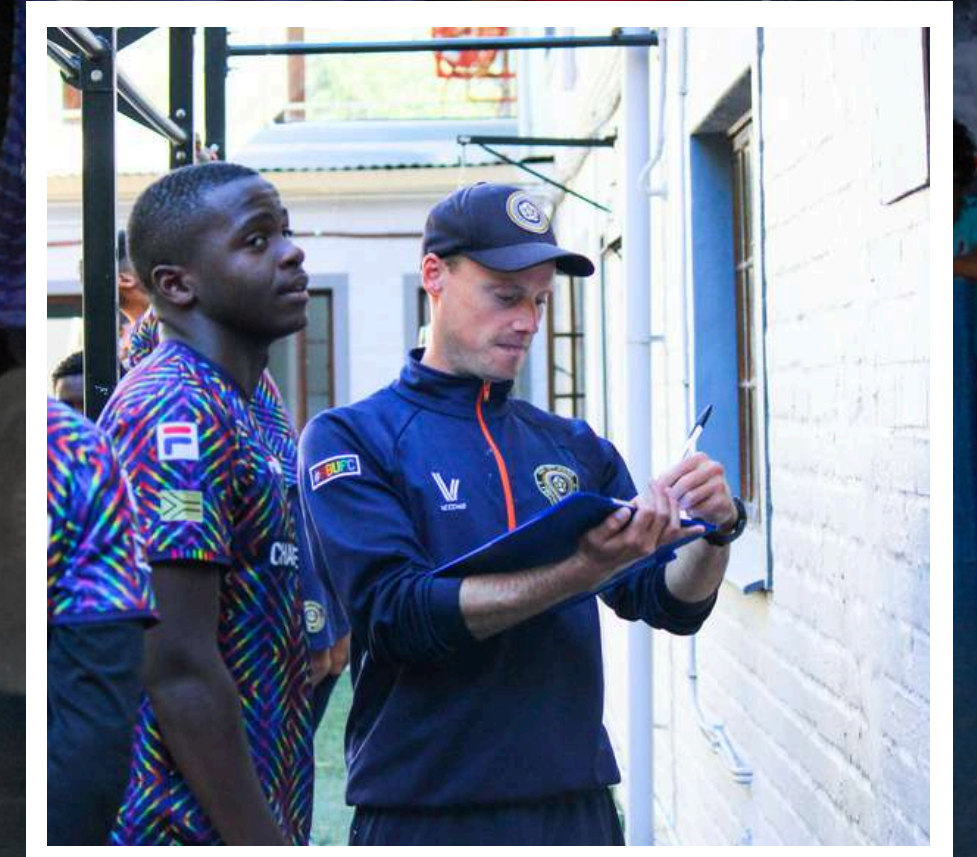
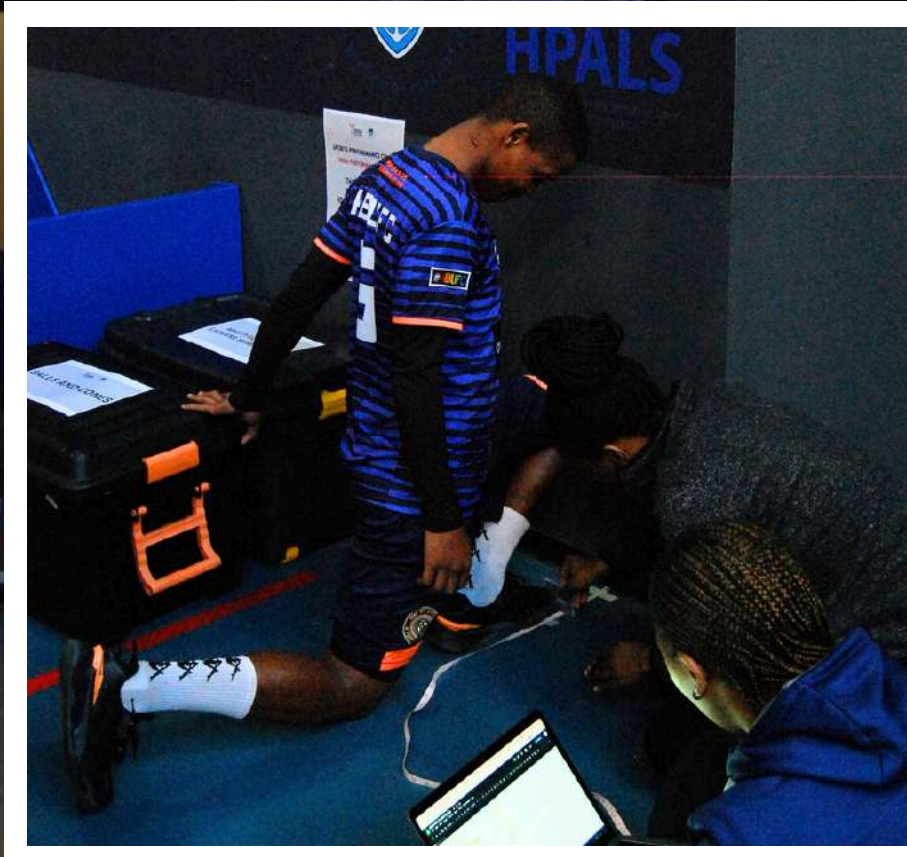




## **SPORTS SCIENCE INSTITUTE OF SOUTH AFRICA**

Since 1994, the Sports Science Institute of South Africa (SSISA) in collaboration with UCT's Health Through Physical Activity, Lifestyle and Sport (HPALS) has been a game-changer in sports performance, sports injury prevention, and promoting healthy living.

At HBUFC, our players are incredibly fortunate to have access to their the SSISA facilities, coaches, experts and sports scientists who ensure their physical development aligns with their goals of playing football at the highest level. Our academy players undergo worldclass training and rigorous benchmarking so that we understand the levels that they are at and can track and monitor their progress.





## **PARTNERSHIP WITH FLEETWOOD TOWN**

In 2022, we partnered with English EFL club, Fleetwood Town FC. The Fleetwood Football Group consists of another two teams, Fleetwood United in the UAE First Division, and Waterford in the League of Ireland Premier Division. These clubs provide pathway opportunities to our players who can go on to chase football careers abroad.

Fleetwood Town FC have a rich history of developing players who have gone on to play at the highest level. Premier League winner Jamie Vardy is a product of their development, as well as a number of current Premier League players.

As part of our belonging to the Fleetwood Football Group, we have access to professionals in all areas of the game, including sports lawyers and agents who help facilitate the whole process of a player's journey to playing professional football within the group.

**Fleetwood Town FC CEO, Steve Curwood alongside HBUFC assistant coach, Xolela Ndude**



## ACADEMY GRADUATION

Once our players have graduated from our academy and completed their schooling, there are a number of options available to them that of course include pursuing professional football careers. We understand however that very few players ever make it to the professional game, which is why we are committed to offering other opportunities both within our organisation and beyond.

Players can become qualified football coaches, attend further education at university, or choose a number of other vocational opportunities through our employment hub which uses subsidised funding to provide working opportunities for our players and beneficiaries at a number of local business in and around Hout Bay.

Former first team player, Xolela Ndude, now U18 Head Coach giving his pre-game team talk.

# **THE DREAM FOR OUR ACADEMY**

Our goal is to consistently produce world-class footballers and even better human beings, capable of going out into the world, making their communities proud and acting as an example to the next generation.

Our vision is to be playing in the PSL by 2030 with a team that features players from Hout Bay. We also understand however, that by bringing in some of the country's brightest and best young talents, we are able to lift the quality of our teams and provide these players with the same opportunities as our local community members.

We have access to excellent scouting networks all accross the country ensuring we have access to a national talent pool. Once players have been identified, our aim is to meet with them and their families, and depending on a few key criteria being met, offer them a place at The Dream Factory where they will have food, accomodation, education and football all taken care of.

Former HBUFC player and academy graduate, Durin Phillips after winning promotion with Fleetwood Unuted in Dubai to the UAE First Division



# **THE B-BBEE PERSPECTIVE - HOW OUR CORPORATE PARTNERS EARN POINTS SUPPORTING OUR ACADEMY**

HBUFC is a registered, well-established, trust focused on uplifting communities in Hout Bay through our Socio-Economic programmes. We are accredited as a PBO by SARS and are therefore able to issue s18A tax certificates to donors enabling them to treat their contributions as a tax-deductible expense. By choosing to invest in our academy and our players, you or your organisation will be entitled to the following B-BBEE certificates:

## **Socio Economic Development (SED):**

The B-BBEE codes state that SED contributions must have the objectives of promoting sustainable access of beneficiaries to the economy and facilitating income generating activities for targeted beneficiaries.

If 75% or more of the value benefits black people as defined (Africans, Coloureds and Indians who are SA citizens) the full value of the contribution can be recognised.

Contributions include development programmes for youth and support of sporting development programmes. These are youth programmes which HBUFC are continuously involved with.

The target to score 5 BBEE scorecard points is 1% of Net Profit after Tax.

## **Skills Development (SD):**

The BBEE codes state that Skills Development interventions must:

- Contribute to the achievement of economic growth and social development goals that will enrich the creation of decent work and sustainable livelihoods.
- Support professional, vocational, technical and academic learning programmes

By providing funding for our bursary and scholarship programmes, you will be contributing significantly to our beneficiaries' future careers.

The Skills Development scorecard targets are:

- Large enterprises: 6% of annual payroll to score 10 points
- Medium- sized enterprises: 3% of annual payroll to score up to 22 points

# ***THE B-BBEE PERSPECTIVE - HOW OUR CORPORATE PARTNERS EARN POINTS SUPPORTING OUR ACADEMY***

For the HBUFC Player Development Pathway to have the greatest effect, ideally players need to start with us as early as possible, and stay on the programme for the full duration. This means that for the best results, your organisation's investment would ideally support a player(s) through this programme for multiple years, until they graduate and progress onto either a professional football, tertiary education, or vocational pathways.

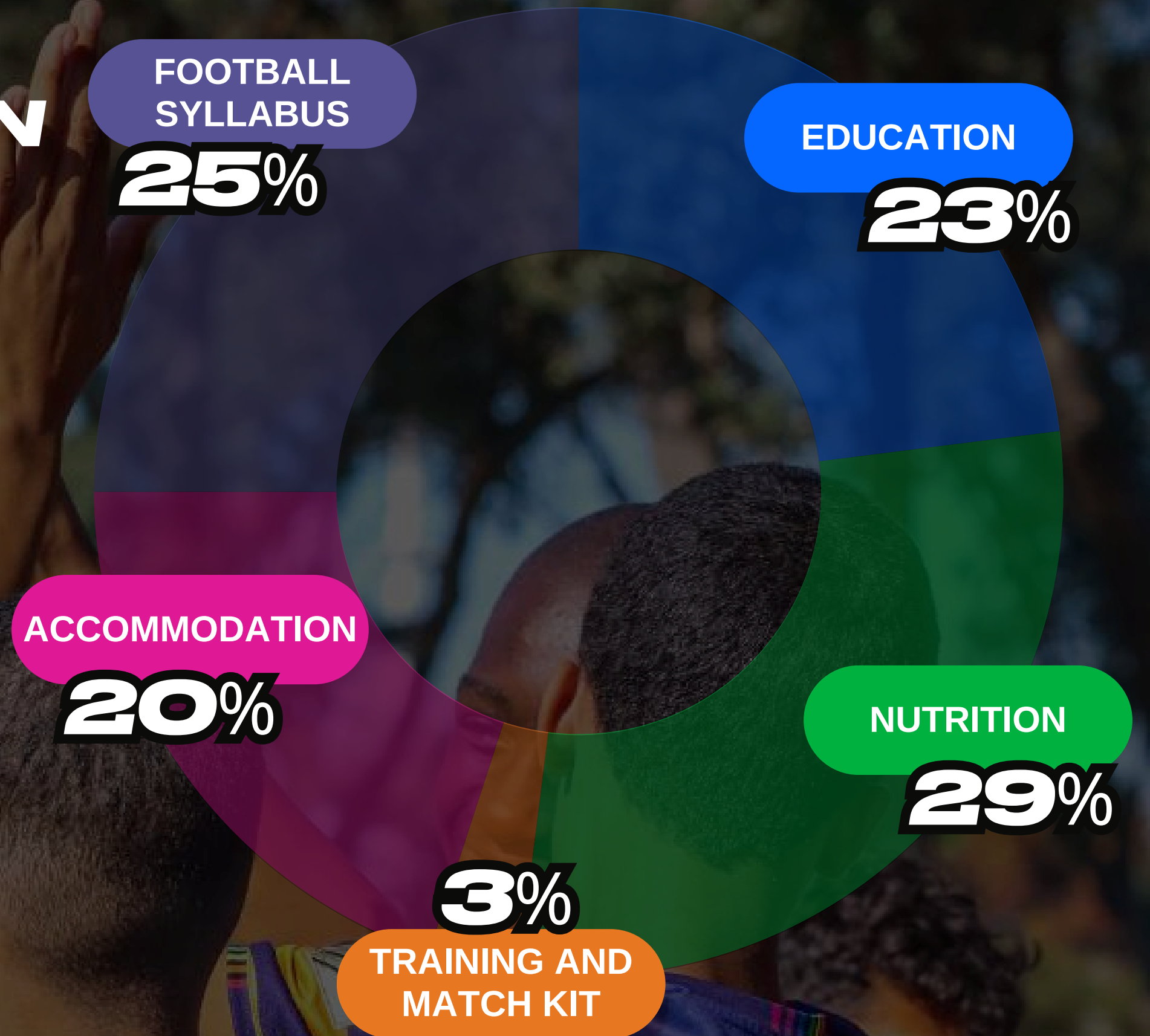


# PLAYER ADMISSION COSTS BREAKDOWN

If your organisation chooses to sponsor a player through our academy, the various costs involved include accommodation, education, nutrition, training and match kit, and football coaching.

The total cost for a player to attend our academy is R250,000.00 incl VAT per annum and breaks down as the following per month:

- Accommodation – R50,000
- Education – R57,500
- Nutrition – R72,500
- Training and match kit – R7,500
- Football syllabus – R62,500 which includes:
  - GPS tracker vests
  - VEO Camera access
  - Talnets player analysis
  - Sports Science Institute of SA
  - Player Development Pathway
  - Gym access
  - Physiotherapy



**THANK YOU**

