



DU's CORNER

THE FUTURE IS BRIGHT

...WITH
DUMSANE SIBANDZE

PLS Youth Development
Communications Manager



FOOTBALL IS BUSINESS

TIME has come and it is now that we need to start treating football as business.

This has been said time and again but the gospel is ringing true in the ears of some football lovers involved in the local game. The fact of the matter is that if you cannot treat football as business, stay or run away as fast as possible from the game. In these difficult times of unemployment, football should be the major employment tool especially for the youth in this country. Football must employ officials and players like we see in other countries where the game is more professional. So, if you come to football with your ulterior motives other than football, then you are in the wrong space or lost because you will start giving us problems. You see, if football were to be treated like business in our football, it would give teams lot of profits. A business that won't bring profit is not viable or basically financially-draining. It is better to close shop if you cannot apply business thinking when running a team because you will give us problems. If you do not have money in football, then you must leave because football is

...the yesteryear style of club management should not be allowed in modern football



expensive especially in this country where sponsors are a scarce commodity, where money is needed from you as a leader of the team. Time has passed where a football team would employ Mickey Mouse just because he was born in that team or his relatives played or supported that team.

It does not work like that in modern football, which is now business oriented than family ties. Now,

you can employ anybody fit for the job, it should not be about whether or not that person has past links with that team. Yes, it is usually an advantage to get a person that has roots with the team and understands the culture very well, you are usually lucky to get that kind of person which makes the job much easier. Such people can still be employed but if there are no such candidates, then cast your

nest outside. As a team leader, you must employ and pay such people because they bring a special skill that will improve the team and make it more appealing to the business world. That said, it is also very true that some local teams are lucky to have officials who grew up from within those teams' structures and these include Sandile Zwane of Mbabane Swallows, Musa Masuku from Mbabane Highlanders, Vuyile Dlamini at Manzini Wanderers and Royal Leopard's Frank Hurube. It is only chosen elite of teams that are lucky to have such officials available to sacrifice for the good of their teams but it does not mean team leaders cannot look elsewhere for such quality officials.

It is the same as players who can be recruited from any team available. Let us not create artificial boundaries for players moving from one team to another. Let us be seen clever than the COVID-19 pandemic that is paralysing the world economy and stalled all football activities globally. Our football demands that team leaders think business so that the game can elevate to the professional status we all want to see.

Premier League of Eswatini (PLE) board of governors (BOGs)

THOSE who have been in football for a while will tell you that managing this game of billions is very expensive and needs not just time but commitment as well.

Personally, I would love to thank the PLE BoGs for being the wind beneath the wings of their teams during these tough economic times globally.

The reality is that we do not have team sponsors in our football but these gentlemen make that they are able to pay salaries for their players from their own pockets.

This includes rentals, food and other essential needs for the players.

They deserve respect from their own supporters. At times, you get surprised when you see supporters hurling all sorts of insults at such people, telling them to do drown in the nearest pond or go where they came from. And when you look at the person uttering such offensive words, he or she does not contribute even a cent in the running of the day and most of the time, you find these are ring leaders causing violence during games and landing their teams in heavy DC fines.

Some of them do not even have money to pay entry fees during games but you will find them negotiating at the gates and when they are allowed in, they cause trouble and bring ugly scenes that our football do not need.

This thing has to stop because the BoGs deserve respect for the good they are doing for their respective teams. Sometimes, these good people sacrifice family money just to ensure that they keep their players together. We need to appreciate such efforts and always pass encouraging words to such people.

They are very important in the local game because without them, there would be no premier league football. Let us not take them for granted.

NATIONAL TEAM PLAYERS MUST STAY SAFE, KEEP TRAINING

THE message to all national team players during these difficult times of COVID-19 is that they must not stop training to keep their bodies in shape and get ready so

that by the time the COVID-19 situation has normalised and games are declared fit to resume, they will be ready.

Apart from that, it is also healthy

to keep training and I am seeing a majority of the players on social media platforms posting training videos of their workouts indoors, which is what we want to see. We

are also seeing some of national team coaches leading by example by showing how lockdown training is done and as we are doing such work-outs, *hlalani etindvukwini*.



Sikhumbuzo Dlamini – Eswatini Football Association (EFA) executive member

THIS column takes the opportunity to thank the above mentioned gentlemen, a loyal football servant in the country for selling the image of the local game positively at his home area in Nkwene constituency.

He was able to build a two-room house for an elderly woman, Gogo Reginah Nkambule, of that area, a trait

of a man with a good heart. As we are confined by the COVID-19 pandemic in our homes, wherever we are as football people, let us make a difference in people's lives so that they begin taking football in a more positive light in our different communities.

What Dlamini has done is good leadership and the truth is that we need

more men like him in the country. I am sure he has taken a leaf from seasoned football administrators like EFA President Adam 'Bomber' Mthethwa who has done a lot of good things for people of his home area in the Hhohho region. Those reading this column can take this as a good example and help those that are in need in our communities.