



**COMMUNITY DEVELOPMENT THROUGH
FOOTBALL**



INTRODUCTION

Plett FC is an NPO that through football aims to change the lives of 10 000 kids in the greater Bitou Municipality area. Starting out from day to day Phys Ed programs in all the primary and high schools to talented weekly football team leagues creating talent for the local Plett FC first team. Through football, we aim to touch the lives of all kids through experienced coaching methodology.



OUR PURPOSE

To use soccer as a tool to engage learners in sport, educate future leaders
and give pride to the communities by eventually creating an elite club
for Plettenberg Bay.



JANUARY 2023



Nico
Westraat



Byron
Shrosbree



Gavin Hunt



Mike Allen



THE TEAM

NICO

Born in 1968 he started his life as the son of a passionate banker.

Transferred many times he made friends all over South Africa. His early life philosophy was “People are bigger than business”, because without people, there will be no business.

Moving into banking after Articles and then to Sales Training and Motivation; the core of his motivation was to see the best in the people around him. Moving into the hospitality environment at a late age he found his core- again - in the people around him.

Nico became a council leader at his church, treasurer of a school, Committee Member of Plett Country Club and Captain of Golf and a trustee of Brackenridge. Nico's true love is still to create and develop dreams of the people around him, the coaches, the staff and community leaders.



BYRON

Byron has over 10 years of experience working within the schooling system and clubs both locally and internationally.

He also holds a diploma in coaching and has his Scottish FA and UEFA C-license and is a UEFA B candidate.

For the last 4 years, Byron Shrosbree has run a sports academy called Sticks & Balls which caters for over 800 weekly participants within Plettenberg Bay. Sticks & Balls Sports Academy offer professional coaching and facilitate multiple sports leagues for adults and kids.

Having grown up in Plettenberg Bay, Byron has actively been involved in community sport in the local townships.

His dream is to create opportunities for youth and adults alike. There are many people in Plettenberg Bay with the talent to make it, but they have missed out due to lack of professional coaching, guidance and structure.



GAVI

N

Gavin Hunt is a former South African soccer player and Professional coach who currently manages South African professional soccer team, Supersport United Football Club in Johannesburg.

Gavin's greatest success came at SuperSport United, where he won three consecutive Premier Soccer League championships from 2007-08 to 2009-10. He previously managed Seven Stars, Hellenic FC, Black Leopards, and Moroka Swallows. He previously managed one of Africa's most famous professional clubs Kaizer Chiefs which is renowned around the world.

Gavin now owns a property in Plettenberg Bay and has a passion for developing our community through football.



MIKE

In 1994 Mike founded Africa's largest sports magazine, KICKOFF and Picup technologies, a leading delivery app in South Africa.

He also led Naspers JV into China's largest sports media group, TITAN MEDIA and advised leading European Football Clubs on China's strategy between 2005 – 2011. He also launched content to commerce social apps for UEFA, WWF, MTN mobile, AB De Villiers and Red Bull.

Mike played professional soccer in South Africa for Hellenic and Seven Stars between 1990 and 2000.

He's currently the co-founder of Ultrafan, a leading fan engagement project working with Europe's top football clubs.



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THE PROBLEM

Irregular/ no physical education in local schools

No coaches and no qualified sports teaching Drug use

Kids have nothing to strive for

Suffering has become the norm



ADDRESSABLE MARKET

10 000 kids in 15 primary school and 4 High schools in the greater Bitou area



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THE PLAYING PYRAMID



THE HOW

Coaching of Phys Ed programs in 15 Primary Schools and 4 High Schools

Players selected at Physical education sessions will the join their school teams. 2000 kids (1000 boys & 1000 girls)

Foundation Phase
u5, u7, u9, u11

High School Phase
U13, u15, u17, u19
Boys and Girls teams

Players will join training twice a week in their school teams and players will do one tutoring session to ensure they are on the correct educational pathway.

Trained coaches will run these training sessions. Qualified tutors will assist with the education tutoring. Players will be prepared to play in Plett FC Foundation league which will facilitate league matches once a week.



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HIGH PERFORMANCE ACADEMY

200 kids (100 girls and 100 boys) will join the high-performance training program



PLETT FC FIRST TEAM

Kids and adults within our community will aspire to play here as the team progresses into the professional leagues in South Africa, giving our community pride.



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FOOTBALL PLUS +

Life Skills introduced at school league level

This program teaches children in a game-based way about norms and values, safe use of social media, responsible use of money and healthy eating. AIDS awareness, safe sex practice, contraception as well as drug and alcohol abuse, keeping the environment clean etc. Team cooperation, respect, discipline, and fun are high on the agenda.

Tutoring. At High Performance Level

The kids who we work with are mainly from poorer schools who don't pay any school fees. These schools are overpopulated, and the teachers are put under a lot of stress. We assist the kids who participate in our soccer programs with extra educational tutoring where these kids need to meet certain academic requirements to be able to participate in their school soccer program.

Tech Hub (workshops)

Modern society requires everyone to have knowledge how to use technology. Life these days revolves around technology – we plan to offer an educational offering including logo robotics, e-Learning and coding programmes.



WHY NOW

1. The personnel skills for the structure is available locally
2. A need to give youth a belonging and hope
3. Growth of Plett for job creation will need disciplined
youth in the future



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METHODOLOGY

South Africa's most successful coach, Gavin Hunt and Byron

Shrosbree will oversee the coaching and methodology for coaching the local coaches who will oversee the program.

NPO explainer

Plett FC is in the process of getting it's NPO status with SARS which comes with tax benefits for funders.

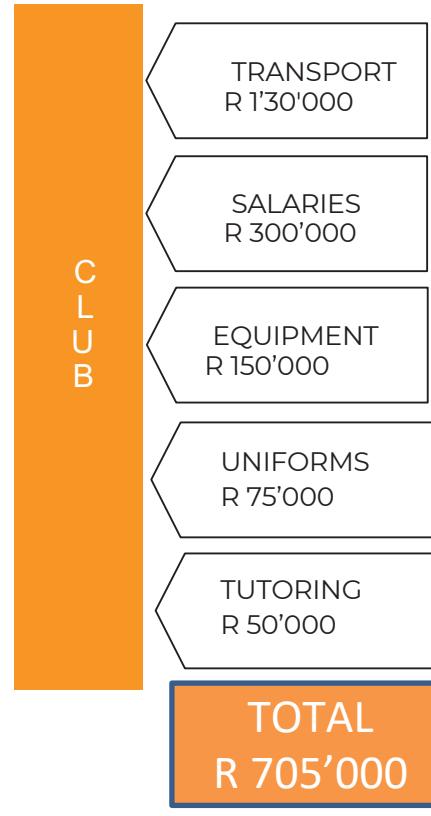
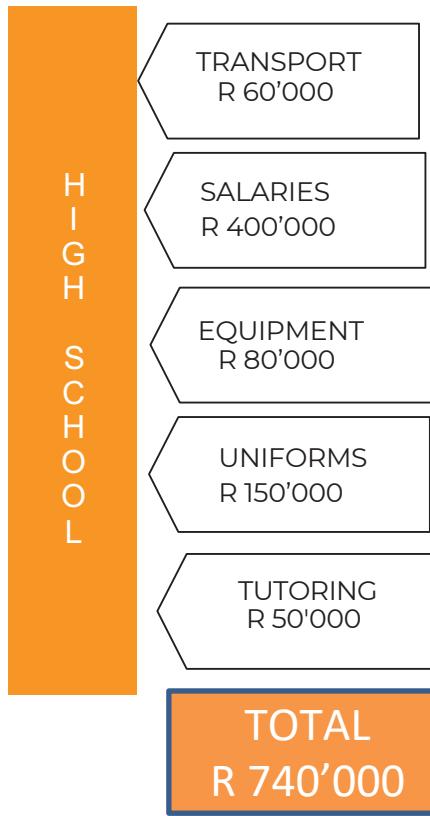


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PILLARS OF ASSISTANCE - BREAKDOWN

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**THANK
YOU**

