

A portrait of George Kwasi Afriyie, a man with a beard and bald head, wearing a light grey suit, white shirt, and patterned tie. He is leaning forward with his hands clasped on a wooden surface. The background is a blurred wooden interior.

THE RESTORATION

George

Kwasi Afriyie

Manifesto

#redemption #revival #restoration

CONTENTS

3	FOREWORD	19	CLUB LICENSING SYSTEM
6	INTRODUCTION	19	REGISTRATION
7	VISION	19	SECURITY
7	MISSION STATEMENT	20	GOVERNANCE
8	STATEMENT OF INTENT	20	GFA Corporate Governance
10	FOOTBALLING CURRICULUM VITAE	20	GFA / Government Relationship
11	ADMINISTRATION	20	GFA/Other Football Associations Relationship
11	National Secretariat	21	Reforms
11	Regional Football Association Secretariats	21	NATIONAL TEAMS
12	Ghanaman Soccer Centre of Excellence	22	MEDIA
12	ADMINISTRATIVE MATTERS	22	FUNDING
12	Finance Department	22	Marketing and Sponsorship
13	Competition Department	23	CONCLUSION
13	Technical Directorate	24	OUTRO
14	Communications Department		
14	OUR MEMBERS		
14	The League Clubs		
14	Womens Football		
15	Youth Football & Grassroot Football		
17	Referees		
18	Players		
18	Coaches		



FOREWORD

Football in Ghana is described as the “passion of the nation”, and rightly so, since it is a sport which sums up the mood of the entire nation; our collective joy at winning and agony in defeat. For many years, Ghana football has been held in high esteem for the consistent discovery of talented players who have etched their names in the annals of football history both home and abroad; from pre-independence to the present time. C.K Gyamfi, Wilberforce Mfum, Osei Kofi, Ibrahim Sunday, Robert Mensah, Malik Jabir, Dan Oppong, Kwasi Owusu, Dan Owusu, Abdul Razak, Adolf Armah, Mohammed Polo, Opoku Afriyie, Abedi Pele, Tony Yeboah, Opoku Nti, George Alhassan, Ishmael Addo, Charles Taylor, Emmanuel Osei Kufuor, Stephen Oduro, Michael Essien, Sulley Muntari, Sammy Osei Kufuor, Stephen Appiah, Asamoah Gyan, Dede and Jordan Ayew, Alberta Sackey, Mercy Tagoe, Adjoa Bayor, and Memunatu Suleiman just to name a few.

Under the auspices of the Ghana Amateur Football Association (GAFA) now Ghana Football Association (GFA), football administrators like the inimitable Ohene Djan, Nana Fredua

Mensah, Simms Mensah, Tommy Thompson, Harry Zakour, Yaw Bawuah , Nana Sam Brew-Butler, Alhaji MND Jawula, E.A. Nartey, Alhaji Gruzah, Jones Alhassan - Abu, E.O. Boateng, Welbeck Abra- Appiah , Alhaji Sly Tetteh, Kudjoe Fianoo, Sir Sam Jonah, Kwesi Nyantakyi, Madam Abiba Atta, Sophia Okulley, Nancy Thompson and Helena Cobbina have all paid their dues.

The GFA has since 1958, run an effective league system and other competitions, which has seen our teams qualify and excel in Africa with the likes of Kumasi Asante Kotoko, Accra Hearts of Oak and lately Berekum Chelsea, Aduana Stars and Medeama SC carving a niche for themselves in Africa.

On the international front, Ghana's exploits at both the senior and youth levels have cemented Ghana's place as a footballing giant in Africa. Among others, the Senior national team (Black Stars) has successfully qualified three consecutive times to the FIFA World Cup, the Black Satellites won the 2009 FIFA U'20 World Cup in Egypt, The Black Queens being the first senior team to qualify for the FIFA World Cup in 1998, the Black Maidens being the only African team ever to win Bronze at the FIFA U17 Women's World cup in 2012(Azerbaijan).

In the immediate past years, the FA

has been subjected to intense public scrutiny arising out of perceived corruption within the corridors of football. The GFA secretariat was raided by the Economic and Organised Crime Unit (EOCO) in December 2010. In 2014, the Dzamefe Commission was set up as a result of the scurrilous events arising out of the Black Stars World Cup participation in Brazil. Matters came to a head in 2018 when after the airing of Number 12, the premises of the FA were cordoned off and declared a crime scene thereby bringing all football activity to a halt with the final straw being an attempt by the Government to dissolve the GFA as criminal organisation. FIFA stepped in and through a collaborative interaction with the Government, set up a liaison team after which under threats of sanctions, the Normalization Committee was inaugurated with specific mandate among others to run the day to day activity of the GFA and to amend the Statutes of the GFA to conform with article 15 of FIFA Statutes. The Normalization Committee did its bit by ensuring our local teams played in Africa, ushered in and played the novelty NC Special Competition as well as ensured that the national teams participated in all competitions, they had qualified for. Unfortunately, we had mixed results from these competitions with the

ignominious exit of the Black Stars from the African Cup of Nations in Egypt being the most painful.

The Draft Statutes was approved by Congress on 5th September 2019, which paved the way for the NC to outline the itinerary for elections. We are at a period in our history where we need to "Heal the past, live the present and dream the future".

The choice has now fallen on us to elect a leader, George Kwasi Afriyie has stood up to be counted. George Kwasi Afriyie, a devoted football management personality hails from Asante Akyem in the Ashanti Region and Ada in the Greater Accra Region of Ghana. I know him as a father, a brother and a colleague. Mr. Afriyie has been an instrumental figure in recent times and has contributed to the growth of the Ghanaian local league through the mentorship of footballers and the coordination of activities that are geared towards enhancement in the lives of Ghanaian players.

More often than not, many expect to have absolute power before they effect change, but this is not so with George. Through more ways than one, he has shown to all and sundry that his loyalty to the cause of the GFA is unquestionable; a feat which over the years earned him the title "Chief of Staff". Seated at the deputy side of power in the

past and still offering tremendous assistance, one can only imagine the transformational milestones that Mr. Afriyie can achieve for Ghana when given the mandate as president of the GFA.

Mr. Afriyie is a soccer magnate, corporate executive and an entrepreneur. Having finished his early education at Ada Senior High School and furthering to Accra Polytechnic to obtain his HND, he subsequently got his diploma in business management from Osaka Business College in Japan. He studied Japanese at the Japanese International Language School in Tokyo. Mr. Afriyie therefore combines cultures and operates perfectly in multiple cultures too.

Moving forward on our football path as Ghanaians, there is the need to have a fresh perspective without doing away with the past, have a stronger approach to our management efforts without overlooking our weaknesses and desist from partisan forms of management without forgetting our ethnic diversity. If there is any one person that has mastered all of these abilities, then it is George Kwasi Afriyie.

I plead with you to support his cause, his campaign and his message.



INTRODUCTION

We stand at the crossroads of our history where the choices we make today determine our tomorrow.

A new beginning yet with echoes from the past.

Never have we striven to perfect the imperfections of our Association as we seek to do now.

This manifesto, dubbed "The Restoration" is tailored to fit our requirements going into the future.

Our Redemption - We shall redeem our lost image by running a crystal-clear administration with

transparency and integrity as our watchwords.

Our Revival - We shall revive our Youth & Grassroot football, women's football, Gala, FA Cup & the National Leagues devoid of bribery, corrupt practices, rowdiness and hooliganism. Let's play it fair shall be our mantra.

Our Restoration - We shall restore the GFA to its lost glory. We shall use lessons of the past to forge a new beginning. Ghana football shall take its rightful place amongst the league of football nations, The Best of the Best.

With this Manifesto, we shall together build. Ours is not to make vain promises just to get elected; ours is not business as usual; ours are practicable and workable solutions.

I have used "We" instead of "I", and "Ours" instead of "Mine" because I believe it is a collective responsibility for us all.

Whatever happened previously is our collective shame which none can be absolved from. We have the opportunity now to right the wrongs and usher our Association into a glorious future.

Let's Do It together!

George Kwasi Afriyie

5TH OCTOBER 2019



VISION

“To establish a well-defined career pathway anchored in transparency for all in the pursuit of excellence within Ghana football. A pathway ignoring exclusivity, embracing diversity and encouraging inclusivity. Promoting self, team and corporate innovative advancement; From the first kick of a ball right through to the introduction of senior football. From the Administrators to the Match Officials, the Coaches, the Psychologists, the Physiotherapists and Nutritionists to name but a few, the career path must embrace them all. A prosperous football economy full of opportunities and soccer talents.”



MISSION STATEMENT

1. Establishing and nurturing a football fraternity and industry devoid of corruption and corrupt practices on and off the field of play.
2. Recognizing the important contribution of stakeholders outside of the football fraternity and seek to cooperate and work with them for the betterment of the game.
3. Ensuring that all grounds provide the safety and security required to make everyone welcome on match days to enjoy the game to the fullest.
4. Pushing the nation's football developmental agenda onto a new pedestal thereby enabling Ghana win laurels in global and continental championships both at the national and club levels.
5. Vigorously pursuing value-added dimensions of football in Ghana; modifying and merchandising to enrich footballers, stakeholders, investors, merchants and the national economy at large.
6. Promoting our football league system with innovative and marketable ideas to maximise entertainment value and rekindle mass spectating.
7. Exploring avenues of retaining football stars in the country to curb or minimise the exodus of Ghana's budding footballers; player welfare, fair wages, scholarships, incentives and bonuses.
8. Promoting Colts and Women Football vigorously to appreciable levels.



**STATEMENT
OF INTENT**

I respectfully crave your indulgence to blow my little horn since it is said that if you don't say "I am" no one would say "Thou Art".

"Y3 fr3 me" George Kwasi Afriyie, "George"; a farmer, a crusader and a dragon slayer". Kwasi; a Sunday male born. "Afriyie"; One who comes at an opportune time; one who comes with good tidings. The good tidings I bring to you at this opportune time is a message of Redemption, Revival & Restoration. I bring integrity, vision, optimism and a wealth of experience to this august position. If elected as the President of our noble association, I promise to be fair and objective, to keep an open mind and to appreciate the uniqueness and individuality of all members of the football fraternity whilst protecting our homogeneity. I have managed a continuous career in football administration spanning over two decades. I have worked in various capacities at the Executive level of our Association. Over this period, I have demonstrated high levels of emotional intelligence and strong thought leadership in working with others both locally and internationally and have acquired an in-depth understanding of administrative procedures and people management systems, thoughts and processes. I have excellent communication, networking and interpersonal skills

with the ability to foster effective working relationships with all I interact with. I excel in relationship building, creating connections that get the best out of people both as individuals and within a team or group setting. It is this skill that I bring to you, football loving people. As the immediate past Vice President of the GFA, I, in the course of my duties, had the opportunity and privilege to meet and work with some good people. My position demanded that I use my knowledge in negotiations, communication, organisation, leadership, administration and business management skills to a very high degree.

In March 2018, I announced my intention to offer myself as a candidate for the GFA Presidential position come 2019. I took this decision after lots of soul searching and broad consultations with very well-meaning people. My conviction to contest the election was borne out of the need for change and a retooling of our core values ; I was part of the process to chart a new course for the FA in 2005 and was with the FA until the Normalisation Committee was inaugurated. Over that period, I saw many positive changes as well as several negatives. I came to the realisation that there were some things which I was powerless to change unless I assumed the high office. I was of

the view that we needed a fresh face at the helm of affairs and with many years of apprenticeship I knew the time was right for me to step forward and chart a new course for our association by maintaining the positives and developing them further, and departing from the negatives but using the lessons learnt to craft new ideas.

I am a strong advocate of honesty and integrity when it comes to working with colleagues. I am a great team worker and open to work with all manner of persons but if I have a fault, then it is being too honest, questioning perceived wrongdoings and always prepared to lead a crusade to right the wrongs wherever I find myself; A fault which caused me all my positions at the GFA in 2018 and be branded a traitor but my conscience tells me that I did what was right within the circumstances. As an association we need a leader who is hardworking, selfless, pro-active, willing to serve and above all, possesses a listening ear. A leader who is willing to fight to restore our battered image and project the GFA as a shining example for other associations to emulate.

You have that leader in George Kwasi Afriyie.

MY FOOTBALL CURRICULUM VITAE	2011 -2018
2002 - 2008	Member, Emergency Committee
Chief Executive Officer/Investor, Swedru All Blacks Football Club	2012 -2015
2005 -2018	Chairman, Black Satellites (U20) Management Committee
Member, Executive Committee.	2011- 2012
2006 - 2011	Chairman, Events, Marketing and Sponsorship Committee
Member, Division One League Board	2015 - Present
2006 - 2011	President, Okyeman Planners Football Club, Akyem Tafo
Member, Black Meteors (U23) Management Committee	2015 - Present
2007 - Present	Member, Marketing and TV Rights Committee of CAF
President, Africa Soccer Promotions	2015-2018
2008 - Present	Vice President, Ghana Football Association
Executive Director, Dansoman Liberty Professionals Football Club	2015-2018
2009 - 2012	Chairman, Black Stars Management Committee
Chief Executive Officer, Accra Great Olympics	2017 -Present
2010 - 2011	Member, AFCON Organizing Committee
President, Unity Football Club, Goaso	2017 - Present
2011- 2012	Match Commissioner, CAF
Vice Chairman, Local Black Stars	ACHIEVEMENTS
2011-2015	Silver Medal (2015 AFCON)
Chairman, National Juvenile Committee	Bronze Medal (2013 FIFA U20 World Cup)
	SEMINARS AND CONFERENCES
	FIFA Conference on Match Fixing

CAF Seminar on Womens Football

FIFA Ballon D'Or GALA

Conference on International Management, London

Conference on Football Structural Organization, Tokyo

Conference on the Role of Media in Modern Football, Korea

ADMINISTRATION

National Secretariat

The Ghana Football Association Secretariat, the home of our football shall be turned into a fully functional Secretariat equipped with the right human resource and facilities aimed at providing an enabling environment for the development of our game. This will be done through strategic planning of our human resource requirements, developing and implementing proper job descriptions, healthy employment contracts, performance appraisal mechanisms, staff welfare and a constant training plan for our vital human resource. I envisage a vibrant Secretariat with well-resourced staff exuding excellent work ethics. Members of staff at the Secretariat will have their capacities evaluated by undergoing in-house and where necessary, external training courses to ensure the Secretariat is run more

professionally and efficiently. My vision is to build an additional floor on the existing building to be used as conference, meeting and restrooms for our various football committees to meet and deliberate on issues that affect our game. I will ensure that all the rooms are fitted with state-of-the-art communication network. The top of that structure would be converted into a cafeteria with effective internet connectivity and giant tv screens, where our secretariat staff and all stakeholders can meet and fraternise especially on match days.

Regional Football Association Secretariats.

Per our Statutes, our RFAs are programmed to function as the GFA in our various regions in a decentralized manner. Thus, everything done at the National Secretariat or head office if one may term it that way must be replicated at the Regional Secretariat or offices albeit on a lower scale in terms of quantity but not quality. In this regard, the RFAs would also have their office facilities upgraded, their staff strengthened, and their capacity built to be able to apply the latest administrative and managerial trends in the day to day management of their respective regions. They would be equipped to run Strategic fit plans that imbibe

new standards and promote grassroots soccer development.

They would be assisted to acquire professional training to produce enough coaches and referees to work across districts at community levels with cooperation from Districts Assemblies and Regional Sports Committees. They would be encouraged to seek corporate investments in parks development in supporting local football. Steps would be taken to secure sponsorship and partnership for all the RFAs. This would be done through contacts with Corporate bodies in the various regions.

Ghanaman Soccer Centre of Excellence

Existing facilities at the Ghanaman Soccer Centre of Excellence (‘the Centre’) at Prampram would undergo a complete facelift. The Centre would be transformed further with the construction of a tennis, volleyball and netball courts, as well as a swimming pool not only as a means of enhancing the recreational values of the Centre but also to be applied in the training regime of players who camp there. The ground floor of the Jordan Anagblah Block would be converted into a modern gymnasium equipped with state-of-the-art facilities and made available to our players, staff and clients who patronize the Centre. Further, the

four pitches at the Centre presently shall be fenced and the playing surfaces well-maintained, with at least, one installed with floodlights. All these would be done to ensure a holistic sporting development of our players and staff who use the Centre.

ADMINISTRATIVE MATTERS

My vision is to reorganise the GFA by creating the following Departments: Finance, Competitions, Human Resource, Technical, Communications and Match Officials.

Finance Department

The Department would be restructured and would be headed by a Chief Finance Officer (CFO) and staffed with well trained professionals to perform effectively. It would be made up of five Units namely; Budget, Accounts, Internal Audit, Audit Implementations and Marketing.

Budgets would be prepared for the entire association and reviews done mid-year as well as end of year. Quarterly, half-yearly and yearly reports would be presented by the Unit. Strong internal control systems would be designed, maintained and reviewed annually. The Internal Audit Unit as part of their duties would vet all proposed expenditure

of the GFA before actual spending. The Audit Implementation Unit would be independent and would see to the implementation of all audit findings. The Marketing Unit would have a combination of tried and tested marketers alongside young and exuberant aspiring marketers as staff tasked to market the GFA brand.

Competitions' Department

Every football Association thrives on how its competitions are effectively organised. The GFA has these competitions: Premier League, Division One League, The FA Cup, Women's Elite Premier League and the Regional Leagues enshrined in our Statutes. Attempts have been made to reintroduce the Gala. I intend, with the support of the Executive Committee and Congress to make this competition a compulsory precursor of our football calendar each year.

I would propose the setting up of a Competitions Department to be responsible for all aspects of the organisation and successful implementation of our competitions. Under the Competitions Department would be the Club Licensing Board, the IT department for registration and transfer of players and effective manpower to man the department. A Competitions' room would

also be set up and fitted with modern equipment manned by dedicated staff to keep us abreast with all events, before, during and after match days. To support the administrative staff, a League Board would be set up to manage all competitions played by the national league clubs and the women's Elite Premier division.

Technical Directorate

Over the years our FA has seen Technical Directors without a proper Technical Directorate, something which does not befit our status as an elite football nation. It is my foremost priority to create a Technical Directorate to cater for the technical direction of our football, formulating and seeing to the effective implementation of policies aimed at developing and improving our football. These include but not limited to developing coaches, identifying and training referees, grassroot, juvenile and women football to the highest level. The new Technical Directorate will be tasked to ensure we have a blueprint and a laid-down procedure aimed at the technical development of every facet of our football. Under the Technical Directorate we shall have separate Desks for Coaches, Youth, Grassroot, Women's Football, Referees and Goalkeepers.

Communications Department

“Until lions have their own historians, tales of the hunt will always glorify the Hunters” so says an old adage. The GFA must learn to tell its own story. The Communication Department of the GFA shall be resourced to restore the lost trust and confidence in Ghana football. Social Media plays a good role in promoting all brands across the world, and I align myself to this belief and will take conscious steps to use all the arms of Social Media to promote Ghana Football. Our website and various social media handles would be regularly updated and made interactive. I intend to make our Communication Department an information hub. I intend to create a GFA app which one can download onto one's phone, so with the click of a button one has all information about the GFA's activities at one's fingertips. There would also be official Apps dedicated to each League.

The Communication Department would have a PR Unit as well as a Research and Data Centre to enable us put forward, accurate facts and figures on everything we do.

OUR MEMEBERS

The League Clubs

Premier & Division One League Clubs: We would focus on

promoting Integrity and good corporate governance in our League Clubs. We would implore our league clubs to live the change we all desire. Since we all crave for fair play we must stand by its tenets. We would eschew corrupting match officials and resorting to hooliganism and vandalism. We would reward teams and individuals who exhibit acts of integrity. Ours is to create an enabling environment so our football economy grows. I aim to make the Ghana Football economy prosperous and full of opportunities for talents. Periodic workshops would be organised for club administrators and their technical teams so they all become abreast with the modern trends in our beautiful game.

We would look at the idea of enhancing experiential entertainment value at our stadia across the nation by integrating music and food culture to make the stadia attractive and safe for families who patronize them.

Women's Football

Women football undoubtedly, is one area where the nation has won some modest laurels and glory not to forget the educational opportunities it has offered several of our women to study abroad. These successes have been largely due to the tremendous effort of

some state institutions, including the Security services, schools and colleges as well as support and directions from the GFA. It is very clear that for our women to do much better, there is the need to do more in terms of attention and focus, such that the talents of our women would be nurtured and developed in all areas ; as players, technical personnel, coaches, referees and administrators.

The key to accomplish this, is the establishment of a very strong, functional and well-resourced women's football desk that would seek to improving the management and organisation of the current elite league, and also the feasibility of introducing more competitions at the schools, district and regional levels.

Our Women team owners have a peculiar problem in that their game is not as lucrative as that of the men's in terms of gate proceeds and transfer fees so club owners and administrators put in a lot without any meaningful returns. What my administration intend doing is to cushion them from these hardships by introducing intervention policies such as: abolishing the payment of officiating fees, supplying the women's' teams with basic logistics such as bibs, footballs, cones etc., training more female coaches and organising refresher courses to

upgrade the capacities of existing coaches. The GFA under my leadership would encourage and support former players to take up coaching roles at various women levels in both club and national sides.

Youth Football or Grassroot Football

FIFA requires that training young players is essential for the future of national and international football. Member associations are thus encouraged to have a pyramid structure such that players are discovered early, their talents harnessed and taught the necessary skills so they would mature into the senior teams

I hear this cliché all the time “Colts football is dead.” This is far from the truth. I would say Colts football is not as vibrant as before. Two things account for this:

- 1.** The emergence of academies and
- 2.** our own failure to ensure that our traditional colts' football is played in an organised and synchronised manner across the country.

The National Juvenile Committee (NJC) in its current form does not run any juvenile league. The leagues are supposed to be run by the various RFAs through the Regional Juvenile Committees (RJC). The NJC thus plays the role of an advisory

board just to formulate policies and forward them to Exco/Congress for approval. I believe Colts football should stand alone. It should not be under the RFAs. I shall propose the setting up of a National Colts League Board to oversee the running of colts' football in the country. I shall ensure that we have a synchronised calendar where we play our colts football taking into consideration the fact that children should attend school. In this regard the GFA would liaise with the Ghana Education Service to ensure successful implementation of the program.

The GFA would help with the training of youth coaches and further supply the colts teams with footballs and other equipment free or at minimal or subsidised cost. Registration of Colts players shall be free and shall be a onetime registration, which shall be renewed yearly or when a player changes club.

We would have a pyramid structure whereby players get selected from the district to play a district championship and this culminates in a national or regional festival where the best players are selected to play for their regions in a yearly event.

I would set up a screening board for screening to be done before being entered into our system. With

reforms at FIFA introducing an age cap and the MRI at the U17 level, it is my proposal that an entry point for the registration of players into the FIFA Connect system should not be players less than 12 years. This takes away or reduces instances where a player whose real age is 15 and is in JHS three would be registered by his football club with the age altered as 9 or 10 years.

We have various academies nationwide. Most academies do not register their players with the GFA but have private contracts with the parents/guardians of these players. The few who do, register at the regional level as 2nd division teams. Academies are established without any supervision or accreditation. Some academies have boarding facilities without inspection. Again, nobody supervises the education aspect of the academies. I shall task knowledgeable people to regulate the activities of all academies as well as create an academy league.

During my tenure, I would establish a Youth (Colts) Football Strategic Policy. This Policy would promote, foster and develop football for all in Ghana. Schools and Colleges are the main areas I would target creating "access to influence" young aspiring players. There is an obvious disconnect between the GFA and Schools and my aim is to bridge this gap once and for all. I shall personally

oversee the re-emergence of Colts football across the country initialling dialogue with the GES/Universities and among others to re-introduce the Academicals concept.

I also plan to introduce and eventually establish the concept of "Mini Soccer" throughout the Districts and Regions. The beauty of mini soccer is that the modifications to the game can take place without losing the essence of the game itself. Mini Soccer is a way to introduce football to children. Children have much more fun and enjoy playing the game with a much smaller ball, team size and modified Laws of the Game. Mini soccer is a game all children can actually play and learn from without having to struggle to understand the game that has been primarily designed for adults.

Referees

If we want to grow our game and get investor and supporter confidence, then our first port of call would be fair officiating.

Under my administration, referees would be educated and encouraged to carry their referee badges with honour and distinction. I would create a system where a referee would not rely on any team for support or upkeep. Referees would be paid well and promptly for their services, a system where there' is

the referee and the teams whose matches they officiate before and after matches; a system where a referee would not carry the match result in his own pocket; a system where the outcome of matches are not pre-determined.

I will liaise with the leadership of RAG to secure training opportunities for Referees to enhance their knowledge and performance. I will establish a fully-equipped and functional Match Officials Unit to take over the training, monitoring and evaluation of Referees. The Referees Committee will oversee the introduction and deployment of an Assessment System, a policy that essentially requires former Referees with high integrity to act in official capacity as impartial Assessors. This would separate the most competent referees during a season from those who failed to make the approved standard. We would strive to ensure adequate security for referees at all league centres so they can perform at their optimum best.

Under my leadership, the GFA would create an independent unit where Referees would be encouraged to report all influences. We would plan a range of quality products that meet the exact and rigorous demands of referees at every level of the game. We would progressively equip the Referees Department with modern clothing and quality

communication gadgets.

We shall forge a non-compromising attitude towards corrupt practices. In redeeming ourselves, the GFA would adopt a revolutionary posture for change. It shall not be business as usual. My conviction is that Ghanaian referees have the potential to be the best and it is that potential they must strive to achieve. The Match Review panel would be strengthened and made more independent. Any referee who falls foul of the law shall first be suspended. If a referee commits a similar or a repeated offence he shall be banned from any further officiating. With these interventions, it is my firm belief that this sector would see a new drive in winning back the confidence of the corporate world and the entire populace at large and we would readily have sponsors available to see to the revamping of the sector.

Players

Players are the principal actors of the game. Without them the game cannot be played. Player welfare would be paramount. I shall liaise with the Professional Football Association of Ghana and other stakeholders to decide on fair wages, incentives and bonuses for players. I would also ensure that issues of provident fund and social security payments are done.

Enhanced Recognition for players - Both Active (Remuneration) and Retired (Welfare, Policy, Technical advisory roles) would be pursued. I have said that Ghanaian teams have the potential of paying a minimum wage of USD 1000 and we would look at ways of making this a reality.

Coaches

The introduction of the CAF Coaching Licensing System has been long overdue but equally most welcome. This was touted as the panacea to the African coaching woes, a Licensing System that would equal what was being practised in Europe and provide the basis for African countries to appoint African coaches to handle local clubs and national teams alike. Unfortunately, this has not been the case and so those who have taken the course to date are no further forward than they were without it. In order to address this trend, the GFA under my leadership would, in conjunction with the Deputy General Secretary (Technical), the Technical Directorate and the Coaches Association of Ghana support Physical Education Teachers in schools and Tertiary Institutions to assist in the development of students who are gifted in the field of coaching. Physical Education Teachers, Colts, Women's, 1st, 2nd and 3rd tier Coaches would be made to undertake the CAF Licensing

Coaching Course as their first step of the Coaching Pyramid.

CLUB LICENSING SYSTEM

The principle of the Club Licensing System remains a very grey area for the Ghana Football Association in so far as it has never been applied to the letter. Our bane is the poor state of playing pitches and surrounding environs which defeat the principle of clubs licensing. Clubs shall be educated and encouraged to recognise the importance of the system and its accompanying benefits. Additionally, clubs who are willing and can get their own facilities would be supported. I shall liaise with Government so that the Youth Training Centres currently being built across the country as well as the Zongo Community Parks are made available to our football teams to play their competitive matches there at little or no cost. I shall also liaise with well-meaning corporate Ghana and sell the idea of building pitches for this course.

REGISTRATION

I shall decentralise the registration process so a team does not need to travel to Accra before it can register its players. The online registration of players would be structured to handle the process at the various regional FAs. Accordingly, qualified personnel would be engaged and retooled to render this service.

I shall also revisit the issue where licences issued are published once the registration window closes so all teams and the world at large shall know all their registered players.

SECURITY

Our game is bedevilled with intimidation and outright hooliganism. This is greatly borne by our mindset that a home team is entitled to three points as of right. We have supporters who with the mistaken belief of helping a team win its matches, resort to acts of intimidation, rowdiness and vandalism. These negative practices do not help our game but rather destroy it. A lot has been done in the past, but I believe we can do more. I intend to curb this scourge by constantly educating our supporters on the need to uphold good values and the negative effects of such behaviour on our games. I would advocate for the clubs to have volunteers and stewards who would serve as the clubs' own security. My leadership would deepen the existing relationship with the Security Services for personnel at all our match venues. The allowances of security personnel would be looked into and enhanced.

I shall exhort our judicial bodies to be swift and fair in passing judgment on disciplinary cases brought before them so our members would realise

such acts have no place in our game. I will engage with the Chief Justice to set up specialized courts to deal firmly with hooliganism.

GOVERNANCE

GFA Corporate Governance

The hallmark of my administration would be Integrity and Initiative. My conviction is that, it is only when we show a high sense of integrity that we would redeem our lost image. In addition to the FIFA Code of Ethics, I shall establish an Anti-Corruption Policy for all members of staff as well as Executive Council members and appointed officials. I would work with the Executive Council as a team. In appointing personnel to serve on the various committees of the GFA, we shall tap into the rich resources of football loving Ghanaians who are professionals and would cast our net wide to get persons with professional distinctions to serve. I welcome the independence and neutrality of our judicial bodies as presently enshrined in the Statutes. I shall provide the required leadership to ensure that men of integrity are nominated at the Executive Council level to be elected to serve on these committees.

I shall advocate for the setting up of a **Think Tank** or an Advisory body

experienced football personalities from administration, coaches, referees and media.

GFA / Government Relationship

The role of the Government cannot be understated and a healthy working relationship between the Association and Government is one that serves as a catalyst for development. I appreciate the essence of having a healthy, thriving and fruitful relationship with the Government based on mutual respect, frank and open engagement, trust and an insatiable quest to work together as partners with a common goal to make our football the most successful and healthiest in Africa and the world at large. There would be constant engagement and deliberations with the Ministry of Youth and Sports in trying to project our game and adequately cater for our national teams to avoid friction and distrust. Government and the Public all have interest in association football and the public's interest must be protected by having a fully functional, bi-partisan and objective committee. We shall strive for a peaceful co-operation that would ensure that football's integrity and independence are maintained.

GFA/Other Football Associations Relationship

Under my leadership, the GFA would enter into Exchange Programmes

and Capacity building at all levels with sister Associations for our mutual growth. This would ensure healthy relationship that would underpin our bilateral existence.

Reforms

Under my leadership, the GFA would pursue reforms relevant to our circumstances. In pursuing such reforms the interest of the GFA shall be paramount. We would consult broadly and build consensus before submitting amendments to Congress for approval. As an improvement to the work of the Normalization Committee, we would look at grey areas in the Statutes and take steps to amend them; I would advocate for the inclusion of a Juvenile Clubs' Representative on the Executive Council and further advocate increasing the Vice Presidency to 3 persons with specialized portfolios.

The current Statutes were passed without corresponding Regulations. Perhaps it was an oversight. As a first step, the Executive Council would be tasked to review the old Regulations and where possible amend to conform with the requirements in the current Statutes.

To ensure a speedy dispensation of justice as part of the reform processes, I intend to canvas for an amendment of the Regulations so that ruling in disciplinary matters

are delivered within five days.

NATIONAL TEAMS

As an Association our representative teams are the Black Maidens (U17), Black Starlets (U17), Black Princesses (U20), Black Satellites (U20), Black Meteors (U23), Black Stars B (CHAN), Black Queens and the Black Stars. Over the years, the GFA has had and continues to provide the platform for unearthing budding talents, nurturing and developing them into formidable National teams capable of representing the Nation at all levels of international competitions.

As part of enhancing GFA/Government relationships, my administration, apart from improving on what the GFA has already been doing to bring up these talents, shall within the context of the Sports Act engage the Ministry of Youth and Sports to holistically address some of these challenges which are not limited to only branding and sponsorship, inadequate training facilities, appointment of team handlers, monitoring of players outside, inadequate pre-tournament preparations, delayed payment of bonuses and allowances and poor camping facilities etc. The National Teams are open to all. Selection to the national team would be based on merit.

MEDIA

The media are our partners in our quest to grow our beautiful game. I believe in press freedom and would keep an open-door policy towards all media houses. We would schedule programs tailored towards the education of the media and run periodic Workshops on the operations of the GFA, its affiliate bodies, committees, and members.

We will develop policies that will ensure members (Clubs) adopt media interaction sessions and sensitization programs of their brands. Members will also be encouraged to engage the media positively to enable them to establish and maintain a symbiotic relationship that would be to their mutual benefit.

The GFA under my administration would organise periodic press briefings. Together with the media, we shall pursue a rebranding package that would restore the lost trust and confidence in Ghana football and reconcile our game with the general public.

FUNDING

The sources of revenue of our Association is enshrined in our Statutes.

We shall explore the various avenues thereunder and seek

to generate income using best business practices.

Among the measures I propose are: Organization of Ghana Football Fair to bring together corporate Ghana and football clubs under one roof to fraternize, socialize and network for future sponsorship and partnership opportunities.

Launching of Development Fund where a percentage of all sponsorships signed by the GFA, percentage of revenue accrued from gate proceeds, and a percentage from all transfer fees accrued would also be channelled in towards the development

Marketing & Sponsorship

In recent times there have been serious challenges in making the GFA and its products attractive. Redeeming our image can only be made possible if we operate a very transparent administration. Having a squeaky-clean image translates into investor confidence and creates a positive image which we can leverage on to attract sponsors for our competitions and teams. As mentioned earlier we intend to set up a marketing unit to oversee all the marketing aspects of our Association. We shall embark on sponsorship drives and pledge to give all sponsors we attract, value for

their sponsorship.

CONCLUSION

Delegates, Friends and Colleagues. The Journey we have set out for ourselves in this document has been well-thought-out. It has come about not only as a result of my own convictions but represent the views of many football loving Ghanaians who in the course of my interactions with, have shared wonderful ideas, on how we can together, move our Association forward; even to the extent of sending write-ups to be incorporated into this Manifesto.

This journey is not going to be easy but with diligence, oneness of purpose and resilience, we shall overcome. I urge all of you to join me in putting our shoulders to the wheel and strive in unison. I believe with one accord we shall succeed.

But it all starts with your vote:

***A vote for George Kwasi Afriyie
is a vote for
#redemption
#revival
#restoration***

Thank You And God Bless Us All!



OUTRO

With a deep understanding of the structures and workings of the GFA, and also guided by experience over so many years in football, within thirty days upon my election, I will in the spirit of team work table appropriate proposals before the Executive Council for their consideration as they examine the achievables, set short medium and long term targets (within reasonable time limits).















