

## PNG FOOTBALL ASSOCIATION

Technical Activity Report 2024





## **About the Report**

This report aims to fulfil the following purposes:

- To record all the process and tools used in the Application / Proposal of the activities and Programmes for 2024/2025 Technical Activity year.
- > Talent Development Scheme Submission and Activity Timeline.
- ➤ To assess the effectiveness of the Technical Activities, Education and Development Programmes based on implementation level and evaluation of the activities.
- Collect suggestions and recommendations from the local Member Association and observers, so that the package can be improved for the future.

#### INTRODUCTION.

The Education and Football Development Programmes set out toward the back end of semester two (2) a framework for delivering a football development programme and coach education to create a sustainable, sound and progressive plan for football development and coach education in increasing participation and skills.

Fortunately, the delivery of the football development programme was co-ordinated with assistance of the fundings from OFC by the PNGFA Technical Football activity development team. Its implementation being monitored and evaluated by the Papua New Guinea Football Association (PNGFA) and Oceania Football Confederation (OFC) as part of its primary role to ensure the effective delivery of the physical activity priority action plan as set out by the PNGFA Technical Department. The development and implementation of the football development programmes, and coach education plan was one of the key work programmes in the PNGFA technical department plan for 2024

#### Objective/Aim

The aim of the Football Development Programmes and Coach Education is to increase participation of football within PNG Football and Nationwide. The development plan will tie in with the it's Goals.

• Grow the Game

Increase the number of players and keep people in the game

Raise Standards in Local Football

Create a safe and positive environment for everyone in football

Develop Better Players

Focus on improving the quality of the 6-12 age group and youth 13-17 players

Invest in a Skilled Football Workforce

A paid and volunteer workforce for football support and an effective coach education programme established locally

Organize and Communicate Football Opportunities Effectively

Everyone to have a clear understanding of how local football development is structured and delivered

#### **OBJECTIVES**

In order to deliver the aims six (6) key areas have been identified:

- 1. Football in Education
- 2. Women and Girls Football
- 3. Player Development
- 4. Youth Competitions and Small Sided Football
- 5. Workforce Development
- 6. Community Cohesion

#### **Football in Education**

- Develop and maintain positive relationships between schools and clubs
- Teachers attending courses and trainings
- Develop a strong coaching pathway and player pathway









**Coaching Theory** 

**Coaching Practical** 

Coaching Theory

Refereeing Theory

#### Women and Girls Football

- Increase the opportunities for Women and girls to play football
- More women coaches and officials
- Increase the number of female qualified coaches, volunteers and official by at least 10 per year
- Develop and maintain school football competitions

#### **Player Development**

- Establish player pathways
- To allow players from all ages and with all abilities the opportunity to participate in football
- Establish Development Centers, Centers of Excellence and Academies







#### **Youth Competitions and Small-sided Football**

- Develop and support good quality leagues and competitions accessible for all ages and abilities
- Develop a junior women's league with 9 10 new teams a year
- Develop a primary school league for mini soccer 6 teams per
- Increase the number of U17 Leagues with 10-12 teams per year

#### **Workforce Development**



- · Database of volunteers, coaches, officials and support staff
- Maintain good links and support for volunteers access to training
- Invest in Coach Education Program me

#### **Community Cohesion**

- Increase participation of minority groups
- Provide a safe environment for playing training and access to coaching
- Develop and maintain links with different groups within the community
- Increase the number of football volunteers
- Community football tournament and/or league

#### **ACHIEVEMENTS**

The PNGFA Technical Team has achieved a few key successes in furthering the development of the game in the country. Some of these achievements include developing.

- Education Programmes to provide quality training and education to coaches, instructors, referees, support personnel and administrators throughout the country.
- Football Developing Programmes to foster community football and participation at clubs and schools, attracting men and women into coaching and refereeing.
- PNGFA/OFC "C" Licence
- Goalkeeping
- Beach Soccer and
- Futsal

In recent period, the Papua New Guinea Football Association Technical Department is currently implementing a framework from grassroots level through to senior and advanced PNGFA "C" Licence level of ability.

In line with PNGFA's vision to enhance education for coaches to grow the game, the PNGFA Technical Department plan to host MA Grassroots, MA Youth, MA Senior Coaching Certificate and PNGFA "C" Licence Coaching Courses for potential coaches to progress up the level of coaching.

The PNGFA Technical Department is undergoing changes and developments. Starting the term in 2024 with just three (3) development officers, under the guidance of Acting Technical Director Harrison Kamake,

The introduction of the Player Development Programme has been key with a clear structure taking footballers from grassroots to youth and beyond. Officer in charge Mathias Apo recently has been to schools in two (2) regions in 2024, Northern and Highlands has seen a rise in the number of children ages from 6 – 17 years participating in the football curriculum been taught.

The Coaching Education Pathway continues to develop with the department offering the PNGFA C Licence for the first time in 2024, which was attended by 19 coaches. Overall, from regional courses, courses covering specific disciplines to the D Licences and Basic courses, the PNGFA Technical Department has overseen a plus in participants over the recent past years, a number that has increased since 2020.

The introduction of a development officer to oversee the small-sided disciplines of futsal and beach soccer has seen participation in these sports.

PNGFA employed Beach Soccer and Futsal development officer Tonga Esira with Beach Soccer having seen slower growth, though with now having a National Beach Soccer team to participate in its first ever OFC Beach Soccer Championship in the Solomon Islands in 2024.

#### **Talent Development Scheme**

The PNGFA/FIFA Talent Development Scheme is moving forward to the phase of implementation.

With the aim of helping talented young players reach their full potential and ensuring that all talented players are given the chance to develop and be discovered, the scheme seeks to create a sustainable legacy for long-term player development, maximising the opportunities provided in each participating member association.

Currently, PNGFA Technical Department through its submission of a development plan is in place under the scheme, with the main, long-term development objective being to raise the football standards of talented young boys and girls' national teams.

The main focus of this initiative is to invest in developing young talented players in the country where there's potential for further development through specialised eyes to identify the talents to flourish.







#### "C" Licence Coach Education

'To assist participants (coaches, teachers, parents or volunteers) to improve their knowledge and competency in relation to senior football'.

#### **Competencies**

- > The Game
- > The Player
- > The Coach
- The Training

#### **Learning Outcomes**

- > Knowledge of the game
- Knowledge of the players
- Knowledge of the role of the coach
- Coaching the training session

#### **Theoretical Part**

The classroom-based sessions were a mix of tutor led and group discussion work, facilitating a holistic learning environment.

#### **Practical Aspects**

The practical coaching sessions covered the plan, prepare, conduct and evaluation framework in relation to observed matches.











All together 19 participants from the Southern Region took part in the course. Participants were coaches, teachers, volunteers, and parents.

#### **LIST OF PARTICIPANTS:**

ATTENDANCE REGISTER										
				Comet						
No:	Name	DOB	Male/Female	ID	Attend	Course Passed				
1	David Muta	N/A	Male	N/A	$\sqrt{}$	Passed after Assessment & Evaluation				
2	David Taro	N/A	Male	N/A	$\sqrt{}$	Passed after Assessment & Evaluation				
3	Bobbob Kori Labong	N/A	Male	N/A	$\sqrt{}$	Practical Assessment ongoing				
4	Koriap Upaiga	N/A	Male	N/A	$\sqrt{}$	Practical Assessment ongoing				
5	Eka Albert	N/A	Male	N/A	√	Practical Assessment ongoing				
6	David Giame	N/A	Male	N/A	√	Practical Assessment ongoing				
7	Joel Keimelo	N/A	Male	N/A	√	Practical Assessment ongoing				
8	Andrew Apo	N/A	Male	N/A	√	Practical Assessment ongoing				
9	Leslie Babaga	N/A	Male	N/A	√	Practical Assessment ongoing				
10	Frederika Siwin	N/A	Female	N/A	√	Practical Assessment ongoing				
11	Emmanuel Simongi	N/A	Male	N/A	√	Practical Assessment ongoing				
12	Ivan Mathew	N/A	Male	N/A	√	Practical Assessment ongoing				
13	Torie Popot	N/A	Male	N/A	$\sqrt{}$	Practical Assessment ongoing				
14	Wira Wama	N/A	Male	N/A	√	Practical Assessment ongoing				
15	Nathan Vincent	N/A	Male	N/A	$\sqrt{}$	Practical Assessment ongoing				
16	Erickson Komeng	N/A	Male	N/A	√	Passed after Assessment & Evaluation				
17	Pedro Ajakopa	N/A	Male	N/A	√	Practical Assessment ongoing				
18	Sylvester Gelesi	N/A	Male	N/A	√	Practical Assessment ongoing				
19	Mathew Witu	N/A	Male	N/A	√	Practical Assessment ongoing				

#### **Course Feedback**

#### Feedback from Staff and course candidates

#### Positives

\* This course gave us time to reflect on ourselves as coaches and as people in general in terms of our coaching growth and made us more conscious of our approach and behaviour and taught us to take ownership of our profession. David Muta....

\* The course has

made us understand that there are mechanisms and dynamics that make the Player Development function to enable players to reach their full potential. Erickson Komeng....

#### Areas of Development

- \* We as coaches need to understand the processes and guidelines of implementing effective and right trainings to our players. Leslie Babaga.....
- \* PNGFA needs to create pathways for kids and senior players through development centres (DC) and centres of excellence (COE) to bridge the gap from the rest of the world. Joel Kemelo....

#### **Opening and Session Proceedings**

This part of the report summarizes the opening of the course, session proceedings covering learning points, contents, processes and outputs of each session.

#### **Course Opening**



The three (3) day "C" Licence Coaching Course was informally hosted in Port Moresby (PFS) on the 01st of July 2024 along with the 19 participants from the southern region.

These PNGFA representatives welcomed the participants, and a few words were said about the training and stressed on the importance of coaching and their roles, responsibilities and their functions and these types of courses and trainings play a vital role to enhance the capacity of coaches.

#### Getting started and setting learning climate



After the informal opening was over, the first session started with the following:

- Introduction of the participants, facilitators and observers,
- Introduction of the course objectives, outputs and training process,
- Collection of participants expectations,

• Introducing the focus the of course and its importance,



Demonstration



Stretching



Harrison KAMAKE
Education Manager & Coach Educator

# Papua New Guinea Football Association GRASSROOTS & YOUTH PROGRAMME

Programme Type: PNGFA Regional Grassroots & Youth

Programme Duration: Five Days

Programme Date: August 20th to 25th 2024

#### 2. Programme Facilitator

Grassroots & Youth: Mathias Apo

The programme topics were categorized into two (2) components:

- a. Theoretical indoor By the end of the topics, participants will have:
  - uniformity in interpretation and application of
  - correctly positioned, communicate and cooperate (teamwork)
- b. Practical indoor & outdoor IMPLEMENTATION: By the end of the topics, participants will have:
  - knowledge and understanding of running Programmes

Duties & responsibilities of the facilitator and other officials Guidelines for Grassroots & Youth Programme

We conducted the Football Development Partway Awareness workshop on the 20th of August at the Lae Football Association and visited schools the following Day Tuesday 21st – Saturday the 25th of August 2024. The training venue was neatly organized at the conference room by the host association. The environment was quiet and cool without any disturbances. Accommodation was provided for all the facilitators.

The program started at 8:00am and ended at 4:00 pm as scheduled. Transportation was a challenge for transportation to and from venues.



This Football Development Programme is an initiative by OFC in collaboration with OFC technical department to initiate partnership with schools to run competitions.

The focusses mainly on ages 6-13 for Grassroots [Primary schools] and ages 14-17 in Secondary Schools [Youth]

We visited 5 primary schools both in Lae and Markham District. Teachers came as far as Wasu, Watut and Markham to attend and were very excited to learn and work to support football in their respective community.

The outcome of this programme was very positive and encouraging. This initiative is a step taken by PNGFA to partner with the Education Department to identify pool of talents within certain age groups and educate the students to be disciplined and be good citizens at the early stages of their lives. Everyone was present and eager to learn, and no incidents or medical problems encountered during the course

This Football Development Programme will continue to other Provinces throughout the Country.







#### **PARTICIPATING SCHOOLS**

Member Associations & Schools	MALE	FEMALE	TOTAL
Butibum Primary School	25	20	45
Buwali Primary School	39	22	61
Bugandi Secondary School	42	37	79
Omili Primary School	31	26	57
Tent City Primary School	51	33	84
Markham Road Primary School	47	35	82
Sangan Primary School	46	22	68
Watut Sports Association	62	34	96
Lae Football Association	38	35	73
Wasu Soccer	19	16	35
St Mary's Primary School	68	41	109
			700



#### PROGRAMME EQUIPMENT

A Huge need for Staff working tools and programme equipment and programme materials to equip facilitators and support staff to accomplish given tasks.

#### **ITEMS**

- Laptop
- External Hard Drives
- Cameras
- Attires
- Cones, markers
- Eskies
- Water bottles
- Stationeries etc......

#### Programme Outcome:

During the four days' course, many potential young male and female talents were identified during theoretical practical sessions indoor, integrated practical sessions outdoor and during fitness check. The following referees and assistant referees were identified:

#### Way forward

Capacity building for Technical and Support Stuff by requesting OFC Course to upgrade skills and knowledge in methodology.

#### Conclusion:

On behalf of the programmes' facilitator, support staff and programme participants, I would like to thank the office of the OFC and PNG Football Association General Secretary and PNGFA for the timely funding the regional preparation for upcoming eagerly waited Football Development Programme.

I also thank the Host Association and Schools for the time, commitment and the hospitality to ensure that programmes progressed as planned.

Mathias APO
Grassroots & Youth Development Officer





### **PNGFA Goalkeeping Basic Training Report**



I, as the PNGFA Goalkeeping Development Officer, with great pleasure would like to bring to you the concluded Goalkeeping Basic training report for Madang Soccer Association, held on the 13<sup>th</sup> of May 2024.

My focus was to equip coaches, goalkeepers, volunteers, and sport teachers in our local MA's the basic knowledge and understanding of goalkeeping. I hope to do the same with other MA's and affiliates of PNGFA.

#### Observation on participants.

Throughout the one-day GK clinic, I noticed that the level of basic goalkeeping with the coaches, goalkeepers and other participants in Madang Soccer needed Goalkeeper coaching courses to boost their goalkeeping knowledge. The coaches lack important details of teaching basic goalkeeping training to the young goalkeepers.

There are other participants who have no knowledge of goalkeeping. Although they coach clubs in MSA but have never ventured into the field of goalkeeping. Maybe because they were not given an opportunity to learn goalkeeping.

There are a couple of things they need to know to help guide them in goalkeeping. I have identified some areas the coaches lack knowledge of.

- 1. Role of the goalkeeper.
- 2. Role of the goalkeeper coach.
- 3. Basic goalkeeping techniques.
- 4. Goalkeeping coaching process.
- 5. Understanding the game.

These are some of the vital components in Goalkeeping which I saw were missing and I believe if coaches in MSA and other MAs are equipped with, may make a big difference in goalkeeping and football as general throughout PNG.

#### Matters to Consider.

I believe that now; after identifying, we have a fair idea where Madang Soccer Association is at in terms of Goalkeeping. I also believe that we, as PNGFA, can assist in the future to improve Goalkeeping in all MA's as well. More visitation to MAs to facilitate GK coaching courses will certainly increase the level of interest among participants and increase the level of performance in goalkeeping.

#### **Positive Points.**

The interest in goalkeeping is big in Madang. Twenty participants of which two are females attended the one-day GK basic training. The eagerness to learn and explore new skills without fear amongst some of the participants shows how much they want the program.

I am optimistic that we (PNGFA) have taken the right step forward to deliver the first Basic Goalkeeping training this year despite obstacles and administrative matters to cause delays to conduct courses. I am looking forward to facilitating more GK clinics this year and in the coming years if given the same opportunity again.



'Inspire participants to support goalkeeping development within their own environment.'

#### Vision.

Because of the interest and ownership some of the participants have, I am thinking of establishing **Goalkeeping Schools** in MA's. In that way, we can have pools of goalkeepers from different age categories to select from during National Youth trials to represent our national youth teams. The selected GKs will be called once or twice a week to train under appointed GK coaches. From this group, only the top seeders will be drafted into our PNGFA elite group of GKs from the four regions.

#### Summary.

Goalkeeping in Madang has dropped recently in the level of training and performance. This is because of the lack of proper GK coaching and knowledge of the role of the goalkeeper and the goalkeeper coach. Therefore, to improve and equip coaches with goalkeeping knowledge, GK coaching courses must happen every year, two times or three times to really address this issue. In that similar manner, if we capture other MA's as well, I believe that we will improve goalkeeping in the country and in the region.



Godfrey BANIAU

Goalkeeping Development officer



## Papua New Guinea Football Association Beach Soccer Report



**Bougainville Football Federation Visit** 



**Beach Soccer & Futsal Awareness Interview with NBC AROB** 

**Beach Soccer & Futsal Presentation-BFF** 

Travelled 4 hours to meet with Arawa Football Association for Beach Soccer &



Briefing with MBSA President - Mr. Joel Keimelo





PNGFA Football Dev officer Mathias Apo in discussions with Beach Soccer Technical Officer

PNGFA Goalkeeping Dev officer Godfrey Baniau with Beach Soccer Goalkeepers

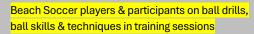






PNGFA Beach Soccer Development Officer David Charles having a session with the players on the beach - LOTG

Beach Soccer Goalkeepers in training sessions







Beach Soccer Goalkeepers in training sessions





Moukele Beach Soccer Association Teams and Officials cleaning up a New Beach Soccer Pitch for training in preparation for their competition and training for OFC Beach Soccer nations Cup 2024







New training pitch being completed, and trainings are being held at the New Pitch





## **Competition – Beach Soccer**

Moukele Beach Soccer Association will launch and kick off its Competition on the 13<sup>th</sup> of July 2024 with a total of 6 teams that took part last year at the Moukele Inaugural Beach Soccer Competition.

The Launch will be attended by the President of PNG Football Association Mr John K Natto, PNG Football Association General Secretary and Staffs to witness the Kick Off of Moukele Beach Soccer Association Season 2024.

## **Challenges Faced**

- > Transportation and Accommodation cost
- Equipment Balls etc.
- > Finance

## **OFC Futsal Nations Cup Development Workshop**

25<sup>th</sup> – 28<sup>th</sup> April 2024 Noumea – New Caledonia







## Futsal Basics Workshop Bougainville Football Federation - AROB





**Theory Session with the Participants** 





## Futsal Basics Workshop Bougainville Football Federation AROB





**Practical Session with the Participants** 





## **Futsal School Visit - Paradise College**

**Introduction and Presentation on Futsal Development Way Forward for PNG** 





## Futsal School Visit - Butuka College

Visiting the School Facilities with the Sports Master









Tonga ESIRA
Futsal & Beach Soccer Development Officer



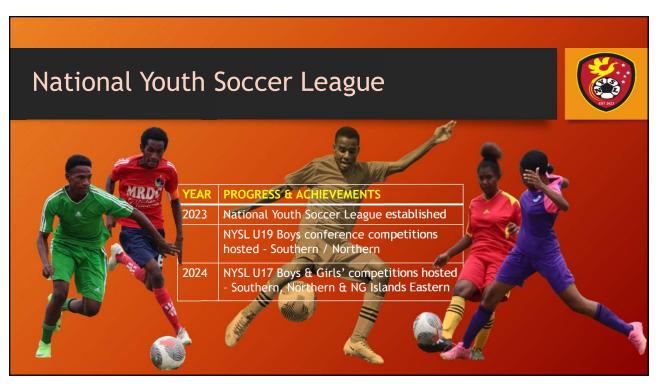
Premier Soccer League
Women's Conference Soccer League

PNGFA Cup Futsal
National Youth Soccer Leagues
National Club Championships
oFC Competitions FIFA Competitions

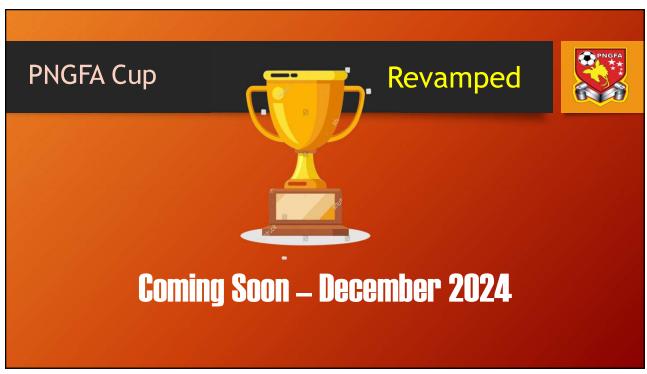












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#### **ACTIVITY REPORT**

The last ten (10) months has been a challenging one for the Refereeing Department, marked by significant achievements, challenges, and ongoing improvements. Throughout the months, our dedicated team of referees and officials has worked diligently to uphold the integrity of the game while striving to enhance the quality and consistency of officiating across all levels of play. This report provides an overview of our department's key activities, accomplishments, and areas for future development and major setbacks.

#### A | Introduction

it is with great pleasure that we present to you the Refereeing Department's comprehensive report. This document aims to encapsulate our accomplishments, challenges, and noteworthy developments however more emphasis throughout the past ten (10) months. With an unwavering commitment to upholding the integrity of the Department and the Organization (PNGFA) we serve and ensuring fair play, our department has persevered through both triumphs and trials.

Key initiatives undertaken by our dedicated team of Volunteer Regional Referee Development Officers, Referees, Officials, and Support Staff (TI,FI,RA). We'll shed light on the improvements made in our training programs, advancements in technology to aid decision-making, and they shall highlight the significant milestones achieved in promoting diversity and inclusivity within the refereeing arena.

Undoubtedly, the last couples of months has been marked by unprecedented challenges that have tested our resilience and adaptability. Throughout the last ten (10) months, we faced unique circumstances that demanded swift action and meticulous planning to ensure continuity. Our ability to navigate these uncharted waters and implement innovative solutions exemplifies the unwavering spirit of our department's referee development.

It is essential to acknowledge the indispensable contributions of our referee factions, who consistently demonstrate immense dedication, professionalism, and impartiality in their roles. We express our deepest appreciation for their tireless efforts and applaud their unwavering commitment to uphold the spirit of fair play.

As we embark on a new year 2025 filled with exciting challenges and opportunities, this report serves as a testament to our shared vision of fostering a thriving football environment characterized by integrity, clarity, and equity. Together, we will continue to elevate the standards of refereeing, inspire future generations, and contribute to the ever-evolving landscape of football.

We hope that these ten (10) months report provides you with comprehensive insights and a deep understanding of the Refereeing Department's accomplishments and ongoing endeavours. May it serve as a foundation for constructive dialogue, collaborative partnerships, and further growth in the years to come, 2025 – 2028 in the next 4 years cycle.

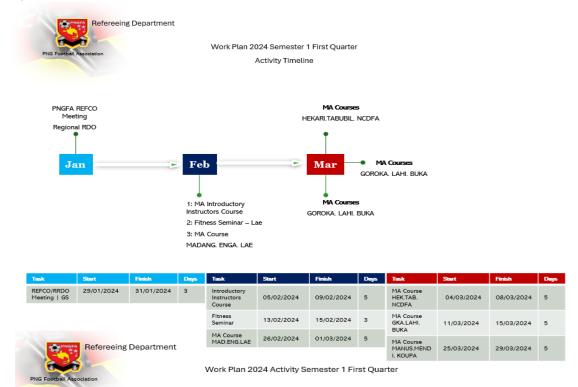
#### B | Activity

#### 1. Training and Program:

The Refereeing Department continued to prioritize the training and development of referees at all levels. We successfully implemented an enhanced training program, including interactive online workshops, scenario-based simulations, and ongoing mentorship programs in social media. As a result, our referees have demonstrated improved decision-making, game management, and law interpretation skills.

#### 1.1 Semester 1 First Quarter

There were NO Activities for the first quarter per the timeline provided pertaining to the Operational Plan 2024 Semester 1 Quarter 1



Appointment of Facilitators ( Lead Instructors, Lead Assistant & Fitness Instructors) for MA Basic Courses:

COURSE		FACILITATORS		REMARKS		
	Lead Instructors	Lead Assistant	Lead Fitness			
PNGFA REFCO MEETING				GS/CEO PNGFA		
MA INTRODUCTORY INSTRUCTORS	JIMMY WARAI		HILLARY ANI	POSTPONED		
FITNESS SEMINAR		KENNEDY YAMBUNDIMI	HILLARY ANI	LAE		
MA Course: MADANG	JOHN MARIPAL	SAMUEL BASO	DEROL KEN			
ENGA	HILLARY ANI	DONAL DUSAL	KENNEDY YAMBUNDIMI			
LAE	NOAH KUSUNAN	SCHOLA KAIZAM	CHRISTOPHILDA WEMBI			
MA Course: HEKARI	BEN NISO	STEVEN TOM	TERENCE TIPI	All MA Courses		
TABUBIL	JOB MINAN	STEVEN KOSMAS	N/A	will be conducted		
NCDFA	SALAIAU SOSONGAN	ALBERT MARU	SAMOL MINAN	Concurrently		
MA Course: GOROKA	MAIRI NONI	NELLIE GENIA	ROGER ADAMS	Refer to		
LAHI	JOHN MARIPAL	JUDITH GUNEMBA	WASE BAFINU	Timeline and course dates		
BUKA	JUDE MAIMOI	GERRY REREVARA	NOELYN MAHIEN	mentioned.		
MA Course: MANUS	MARK KELEP	RK KELEP STEVEN DANIEL DAVID				
MENDI	BAKS SURE	CAROL YANGEN	KENNEDY YAMBUNDIMI			
KOUPA	SALAIAU SOSON	DOROTHY KILA	WALAI KAMSI			

#### 1.2 Semester 1 Second Quarter

Accomplishments and achievements were remarkable as even in the eve of suppression, and no adequate funding, Semester 1 Second Quarter was overwhelming with results both domestic and international



MO - Comet Updates for POM & LAE

Referees TAM Presentations – POM & LAE

Elite Integrated Sessions – POM & LAE



MTT – Team Arrival Meeting – Women's Under 16 National Team

 $\mathsf{MTT}-\mathsf{Team}\ \mathsf{Arrival}\ \mathsf{Meeting}-\mathsf{POM}\ \&\ \mathsf{LAE}$ 

To uphold the integrity of the Organization, Match Manipulations and Match Fixing was part of the referee topic as it was also presented as one of our activities.



Activities mentioned/will be mentioned are done outside of the planned activities submitted in the operational plan. Most of the activities were our own initiatives.

All activities for semesters 1 & 2 were cancelled, rescheduled and moved forward due to financial constraints. Below is the schedule table, as per Semester 1 Quarter 1 & 2, shaded in olive green (complete) are the two scheduled activities carried out.



#### ACTIVITY TRACK TEAM

WORK PLAN ACTIVITY (Courses 2024): SEMESTER ONE: 1ST & 2ND QUARTER | JAN-JUN

No ▼	Start Date	<b> ➡</b> End Date	Task	•	Status	Remarks
1	29/01/2024	31/01/2024	PNGFA REFCO Meeting		Complete	Meeting with GS - POM
2	05/02/2024	09/02/2024	Course for Local MA Instructors		Schedule Time Laps	Postponed TBA
3	13/02/2024	15/02/2024	Seminar for Fitness Instructors		Complete	Completed for Southern Region (test done)
4	26/02/2024	01/03/2024	Basic Courses for MAD.ENG.LAE		Schedule Time Laps	MA to proposed their new dates   MAD proposed new dates
5	04/03/2024	08/03/2024	Basic Courses for HEK.TAB.NCDFA		Schedule Time Laps	MA to proposed their new dates
6	11/03/2024	15/03/2024	Basic Courses for GKA. LAHI. BUKA		Schedule Time Laps	MA to proposed their new dates
7	25/03/2024	29/03/2024	Basic Courses for MAN. MEN. KOUP		Schedule Time Laps	MA to proposed their new dates
8	01/04/2024	05/04/2024	Basic Course for PMSA NBPOL HAGEN		Schedule Time Laps	MA to proposed their new dates
9	15/04/2024	19/04/2024	Basic Course for KIMBE SIMBU WAU		Pending	Scheduled
10	01/05/2024	03/05/2024	REFCO Meeting		Pending	Scheduled
11	06/05/2024	10/05/2024	MA Youth Course		Pending	Scheduled
12	20/05/2024	24/05/2024	Highland & Momase L1 License		Pending	Scheduled
13	03/06/2024	07/06/2024	Beach Soccer Referees Course		Pending	Responsibilities - Technical Division
14	11/06/2024	13/06/2024	Fitness Seminar		Pending	Scheduled for Northern

Second

#### 1.3 Semester 2 Third Quarter

The FIFA MA Regional Instructors Course

Training and Educating women who aspire to become women referee technical instructors in football refereeing came into fruitions in semester 2 Quarter 3. The training provides them with the necessary knowledge and skills to effectively teach and mentor women referees and enhance the overall quality of women referee development programs

Enhancing skills development and capacity building by quipping instructors with the tools and ability to deliver comprehensive training, assess referee performance, provide constructive feedback, and facilitate continuous improvement among women referees and assistant referees were targeted and delivered which saw women participants actively participated in a 5 days course. (Course Reports for LFA & the FIFA MA Course submitted)







And that was followed by the PNGFA MA Course, LFA.





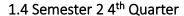


As part of the planning, below activities were also scheduled for the second semester third quarter, however moved forward to the final quarter activities due to no funding except for the FIFA Women's Course which was completed.

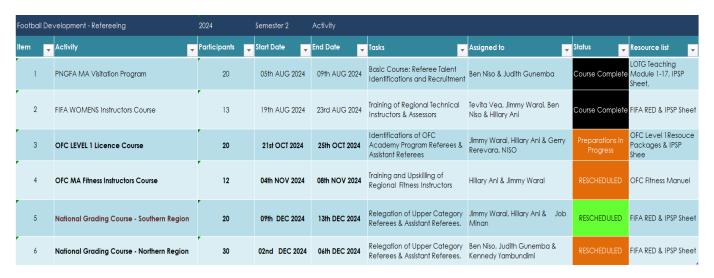


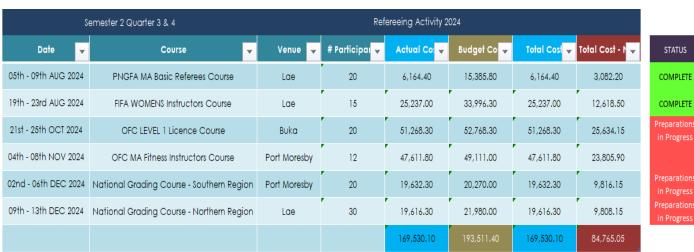
#### REFEREEING DEPARTMENT BUDGET: S2Q3 | JUL - AUG - SEPT 2024

DATE COURSE		VENUE	N <u>o</u> Of PARTICIPANTS	ACTUAL COST	BUDGET COST	TOTAL COST	TOTAL COST NZD	
05th - 09th AUG 2024	OFC MA Fitness Instructors Course	Port Moresby	12	47`611.80	49`111.00	47`611.80	23`805.90	
19th - 23rd AUG 2024	FIFA WOMENS Instructors Course	Lae	15	25`237.00	33`996.30	25`237.00	12`618.50	
16th - 20th SEPT 2024	Grading Course Southern Region	Port Moresby	20	20`632.30	22`500.00	20`632.30	10.316.12	
23rd - 27th SEPT 2024	Grading Course Northern Region	Lae	30	19`016.30	21`900.00	19`016.30	9`508.15	
				112`497.40	127`507.30	112`497.40	56`248.70	



The above schedule was RE-SCHEDULE for the 2<sup>nd</sup> time for the final quarter and its represented as;





These are the final activities for the refereeing department, funded by OFC Education Centre, OFC Football Development – refereeing.

#### C| Challenges and Opportunities

While we celebrate our accomplishments, we recognize that there are areas for improvement and ongoing challenges that demand our attention:

#### a. Consistency:

Maintaining consistent officiating standards across all competitions remains a challenge. We will continue to focus on refining our evaluation processes and standardizing officiating protocols to minimize discrepancies and enhance the overall quality of refereeing.

#### b. Adaptation to Law Changes:

The evolving nature of the game necessitates our ability to swiftly adapt to changes in the Laws of the Game changes and officiating guidelines and committed to ensuring that our referees are well-informed using other different platforms and adequately prepared to implement any new methods effectively however courses, seminars and TAM presentations made possible to update clubs and team management.

#### C| Our Achievements

With the foundation laid few years back, today Referees and Assistant Referees continuously achieving despite the setbacks, refereeing has set a bench mark internationally and domestically adequately to officiate 2-3 different national competition concurrently.

PNGFA's through refereeing has seen PNG Instructors facilitating OFC & FIFA Courses outside of the country.





- 1: Continuous postponement of vital referee development activities
- 2: Lack of support for referees, national rap team, regional rap team and fitness instructors
- 3: Funding constrains for vital development program
- 4: Work Tools
- 5: Incentives & Incidentals
- 6: Logistics

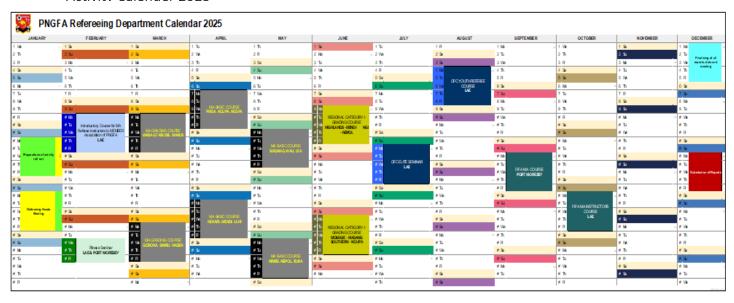
#### E| Recommendations

- 1: Funding of Program
- 2: Support in logistics to cover more areas due to our geographic disadvantage
- 3: Providing Incentives by making refereeing career more attractive and more enjoyable so as our retention program be effective and longer lasting. Most of our Elite match officials have left including assessors and instructors.
- 4: Visibility of Refereeing Budget



#### F| Going Forward

#### Activity Calender 2025



#### Budget 2025

#### BUDGET 2025

#### Referee Activities - Courses

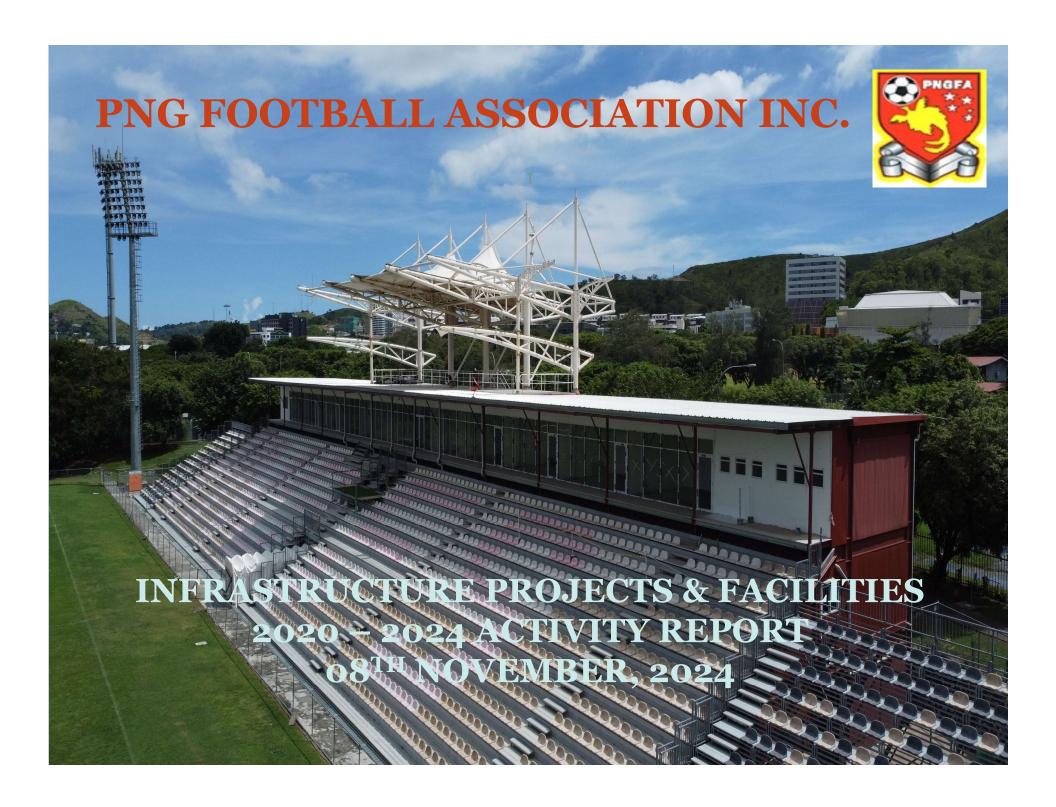
Date	Course	Venue	# Participants	Actual Cost	Budget Cost	Total Cost	Total Cost - NZD
10th - 14th FEB 2025	Instructors Introductory Course	Lae	38	41.364.50	43,765.01	41*364.50	20.682.25
26th - 28th FEB 2025	Fitness Seminar & Test	Lae & Pom	44	12:795.80	13,890.00	12 <sup>-</sup> 795.80	6°397.90
10th - 14th MAR 2025	MA Grading Courses for Basic REF & AR	ENGA SA	18	18 974.40	20,320.77	18 <sup>-</sup> 974.40	9*487.20
		TA BUBIL SA	18	19:374.40	22,471.56	19 <sup>-</sup> 374.40	9.687.20
		MANUS SA	18	16 534.40	17,015.64	16 <sup>-</sup> 534.40	8°267.20
24th - 28th MAR 2025	MA Grading Courses for Basic REF & AR	GOROKA SA	18	17:574.40	22,039.15	17:574.40	8.787.20
		SIMBU SA	18	16 804.40	18,024.90	16 <sup>-</sup> 804.40	8.402.20
		HAGEN SA	18	17 124.40	19,672.55	17:124.40	8 <sup>-</sup> 562.20
07th - 11th APR 2025	MA Grading Courses for Basic REF & AR	PMSA	18	15:374.40	16,883.67	15°374.40	7.687.20
		KOUPA SA	18	15'634.40	16,124.10	15.634.40	7 <sup>-</sup> 817.20
		NCD FA	18	15:374.40	17,077.78	15°374.40	7.687.20
21st - 25th APR 2025	MA Grading Courses for Basic REF & AR	HEKARI SA	18	16 794.40	17,000.23	16 <sup>-</sup> 794.40	8*397.20
		MENDI SA	18	16 877.40	16,993.45	16 <sup>-</sup> 877.40	8*438.70
		LAH	18	16 874.40	17,011.59	16 <sup>-</sup> 874.40	8*437.20
12th - 16th MAY 2025	MA Grading Courses for Basic REF & AR	MADANG SA	18	17:994.40	21,073.47	17:994.40	8*997.20
		WAUSA	18	16 234.40	17,922.40	16 <sup>-</sup> 234.40	81117.20
		LAE FA	18	16 674.40	16,744.14	16 <sup>-</sup> 674.40	81337.20
26th - 30th MAY 2025	MA Grading Courses for Basic REF & AR	KIMBE SA	18	20 690.60	21,884.30	20.690.60	10°345.30
		NBPOL SA	18	20 690.60	22,662.80	20.690.60	10°345.30
		BOUGAINVILLE FF	18	20 100.40	21,000.03	201100.40	10.050.20
09th - 13 JUNE 2025	Regional Grading Course - HIGHLANDS	MENDI SA	28	43.652.50	44,471.30	43 <sup>-</sup> 652.50	21:826.25
09th - 13 JUNE 2025	Regional Grading Course - NGI	NBPOL	28	47 249.40	48,071.00	47*249.40	23.624.70
23rd - 27th JUNE 2025	Regional Grading Course - MOMASE	MADANG	20	50'033.00	50,954.00	50.033.00	25.016.50
23rd - 27th JUNE 2025	Regional Grading Course - SOUTHERN	KOUPA	17	44:612.30	45, 100.64	44.612.30	22:306.15
14th - 18th JULY 2025	OFC MA Womens Elite Seminar	LAE	27	28 050.69	29,013.00	28.050.69	14'025.34
04th - 08th AUG 2025	OFC MA Youth Course	LAE	27	27 <sup>-</sup> 919.40	28,990.00	27.919.40	13 <sup>-</sup> 959.70
15th - 19th SEPT 2025	FIFA MA Elite Course	PORT MORESBY	22	62 128.80	63 904.00	62 <sup>-</sup> 128.80	31.064.40
20th - 24th OCT 2025	FIFA MA Instructors Course	LAE	33	42.020.40	43, 908.60	42.020.40	21.010.20
				715 527.39	753990.08	715 527.39	357 762.69



	Department or Project		REFEREING DEPARTMENT ACTIVITIES - 2025   PNG FOOTBALL ASSOCIATION														
	Completion of 4-yearcycle, grading of referees and assistant referess in lower category to upper category																
	strengthening the retention program, relegation of match officials.	Key Result 1:															
	capacity strengthening , development and retention of male and female instructors, assessors.	Key Result 2:	s identified and recruited thr	rougth the 4 year Cycle's talent identification and recruitment program will be relegated by the end of	end of 2025 for elevation to category 4												
		60% of Category 4 Re	eferees will be relegated and	admitted to Category 3 by the end of 2024													
			Key Reaut 3:														
			ssessors by the end of 2025														
Quantitative	argets (if any)																
Reference	Tasks	Responsibilities	Completion date	KPI		2025 Monthly update Menth:				nthly update	<del></del>						
7	Y		,	*	Q1	Q2 Q3	3 Q4		Stat	tus	Notes	Budget (PGK)					
1	PNGFA MA Introductory Course - Local MA Instructors - Lae	PNGFA	10 - 14 FEB	Basic skills enhencement teaching methodology, update skill level with the new LOTG changes, presentation of instant feedback integrated sessions							Priority for Program roll out	41`364.50					
2	Fitness Seminar and Fitness Test - Lae & Port Moresby	PNGFA	26 - 28 FEB	Enhencing and skilling Fitness instructors with adequate knowledge in preparations, planning and conducting fitness training and test							Ongoing - High Priority	12`795.80					
3	PNGFA MA Category 5 Grading Course for 18 MA	PNGFA	10 MAR - 30 MAY	Talent Identification and recruitment for referees & Assistant Reefree 2nd 4 year 2025-2028							Complusory - High Priority	315`700.60					
4	PNGFA Regional Category 4 Grading Course - Highlands. Momase. NGI. Southern.	PNGFA	09 - 13   23 - 27 JUN	Enhencement adquate skill in theoretical and new integrated sessions with methods in planning and delivering. Updated with the latest LOTG and amendments for Regions.							Ongoing - Complusary	185`547.20					
5	OFC MA Elite Seminar - Lae	OFC	14 - 18 JUL	Strengthening & Development of Prospectus OFC & Academy Badge Match Officials							Complusory	28`050.69					
6	OFC Youth Referees and Assistant Referees Course - Lae	OFC	04 - 08 AUG	Development and skills enhencement, awareness of amemndments and new laws changes- Expectations							High Priority	27`919.40					
7	FIFA MA Referees & Assistant Referees Course	FIFA	15 - 19 SEPT	Strengthening & Development of Elite Match Officials							Ongoing - High Priority	62`128.80					
8	FIFA MA Instructors Course for LMA	FIFA	20 - 24 OFC	On going instructors development and skill development in Methology and Preparations							Ongoing - High Priority	42`020.40					
9	HOD - Refereeing Administration/ Logistics	PNGFA	01-JAN   31 DEC	Operations, Visitations of Program. Meetings RRDO, PNGFA REFCO, Planning							Priority	5`000.00					
10	Elite Referee Assistance -	PNGFA	01-FEB   30 NOV	Travel Documents, Competitions Seminar, Courses Internal & External participations			┸				Depending on Program	51000.00					
11	Refereeing Equipment. Cards, Whistle, AR Flags	PNGFA	01-FEB   30 NOV	HD CamRecorder, Laptops, Projectors, External HDs, AR BipFlags			$\perp$	ш			Priority	5`000.00					
												730`527.39					
			OFC approved Progr	rammes and activities													
	Progams and Activity			Description	Q1	2025 Q2 Q3			NZ	D	Comments						
	PNGFA MA Introductory Course - Local MA Instructors - Lae	Basic Introductory MA	Instructors Course						20168	2.10							
	Fitness Seminar and Fitness Test - Lae & Port Moresby	Seminar for all to familiarise new fitness test protocol, training and fitness test for referees							6,39	7.90							
	PNGFA MA Category 5 Grading Course	Beginning of 2nd 4yea	ar cycle 2025-2028. Recruitn	ment of talented & promising young refereess					157`85	50.30							
	PNGFA Regional Category 4 Grading Course - Highlands. Momase. NGI. Southern.	Revamping the Relegation Program, Elevation for prospectus candidates for Category 4 Referee & Assistant referees							92`77	3.60							
	OFC MA Elite Seminar - Lae	Development and skills	s enhencement, awareness o	of amemndments and new laws changes					14`02	5.34							
	OFC Youth Referees and Assistant Referees Course - Lae	Development and skills	s enhencement, awareness o	of amemndments and new laws changes- Expectations					13`95	i9.70							
	FIFA MA Referees & Assistant Referees Course	Skill enchemcements, I	law interpretations, developm	nent and retention of elite match officials					31`06	i4.40							
	FIFA MA Instructors Course for LMA	Methodology, Planning	g and delivering theoretical ar	nd Practical technical sessions					21`01	0.20							
	HOD - Refereeing Administration/ Logistics	Monitoring & Evaluations, Visitations of Operations - Region/MA Reporting/Regional Technical Centres - RDO Meetings PNGFA REFCO							2`500	0.00							
	Elite Referee Assistance -	Assistance for Elite Ref	ferees Traveling Allowances,	Internal & External Duties and Travel Documents					2`500	0.00							
	Refereeing Equipment.	Video CamRecorder, Li	aptops, SD Cards, AR Flags,	Lawbooks 2024/2025 edition					21500	0.00							
									365`26	63.69							

Thank You

Jimmy Warai



#### **□** INTRODUCTION

> Following is the Infrastructure Projects and Facilities Progressive Activity Report in brief from September 2020 to October 2024. A report that reflects a period of 4 years of President Mr. John Kapi Natto's reign as PNG Football Association's President and still continuing on from here.

> This report highlights the key projects and facilities the project department had been working on as well as delivered under the President's reign

so far through out the country.

#### ☐ FIFA FUNDED PROJECTS – On Going Major Projects

- PNG Football Stadium Maintenance/Fit-Out Works Developmental Phase 1.
  - i. Construction Progress Update
  - Initial Project Maintenance successfully started back in 2021.
  - Contractor didn't deliver as per the signed contract so the contract was terminated in the beginning of 2024.
  - New contractor was engaged and work re-commenced in 30th July 2024.
  - Construction is currently progressing well and is 75% towards completion.

#### ii. Challenges

- Current financial situation the country is going through is affecting this project in terms of materials procurement.

### 2. Kimbe Education Centre Maintenance/Construction Works i. Construction Progress Update

- Initial maintenance works started back in 2022, however; stalled due to Kimbe's Law and Order Issues affecting the project's construction progress.
- Project will re-convene however; FIFA advised that HQ Maintenance and Lae Maintenance Works had to be well towards completion before Kimbe comes online.
- Project is now pending waiting for the completion for POM and Lae's Projects.

















#### 3. Lae Education Centre Maintenance/Construction Works.

#### i. Construction Progress Update

- Lae Maintenance Work had been delayed for some time due to administrative issues. The decision making and selection of contractors to execute the works was finalized recently so 2 x contractors are now on site convening with the job.
- Project started on the 17<sup>th</sup> of September 2024.
- Most of the scopes done currently are demolition, wash down and preparation for the full scope of maintenance works to be carried out.
- Works also started on the façade perimeter fence line. From Cyclone mesh fence to be converted to Spikes Fence.
- The project percentage completion is currently at 10%.

#### ii. Challenges

- This project was initially approved back in 2022. Hence, all materials prices had gone up, hence, posing a threat to us that the initially approved budget may no longer be able to complete the scopes planned for.





















#### ☐ FIFA FUNDED PROJECTS – Proposed Projects

- 1. PNG Football Stadium Phase 2 Development Works Developmental Phase 2.
  - i. Planning Stages
  - Project Inception Stages Completed.
  - Project Conceptual Stages Completed.
  - Consulting Project Managers Tender Process Completed, however; to be re-tendered due to unwanted tender results.

### 2. Lae Education Centre Phase 2 Development Works – Developmental Phase 2.

- i. Planning Stages
- Project Inception Stages in progress.
- Project Conceptual Stages in progress.
- Consulting Project Managers Tender Process to follow suit once Stage 1 Maintenance Work started.

#### ☐ GENERAL MAINTENANCE/UPGRADE/CONSTRUCTION WORKS

#### 1. PNG Football Stadium (PFS) Facilities.

#### i. Palisade Perimeter & FOP Cyclone Mesh Fencing

- Both fences were recently constructed successfully by FIFA Funds.
- All funding were directly delivered to the contractor and job done.

#### ii. Ticketing Booth & Canteen Construction Works

- Construction is still in progress, however; the project has been carried forward successfully.

- Entire Project is about to be completed.















#### iii. Standby Gen-set General Services Works

- Standby gen-set had been continuously undergoing service.
- It is a Cummins Brand and product, therefore; Cummins had been working on all the servicing since we started the process back in 2021.

#### vi. Field of Play Irrigation Pumps & Falcon Rainbird Service Works

- Pitch Irrigation System is also another system that is being continuously looked after by our Grounds & Turf Crew year in year out. With out proper irrigation and fertilization as well as upkeep of the pitch, Competitions Tournament wont be as perfect as it used to be during the game days.
- We are also working on overhauling the entire system as the existing system had depreciated.

#### v. Entire Vicinity Upkeep

 While all had been going pretty well, we still have rooms for more improvements. We are working towards getting our own ride on mower, toro and line marker that will boost our Grounds and Turf Pitch Management.

#### 2. Lae Education Centre Facilities.

#### i. Centre's Bore Well Water Pump Rectification Works.

- Old depreciated water pump been removed and stored away.
- New water pump supplied by Southern Cross been installed and in operation. Entire Facility is having a good water system that is supporting the facility's operation.





















#### i. Entire Vicinity Upkeep

- New lawn mowers and slashers were just been bought and are now in full operations.
- New approach are also been put in place to manage the use of fuel for the mowers as well as all the other necessary expenses.





#### □ MEMBER ASSOCIATIONS PITCH DEVELOPMENT TECHNICAL ASSISTANCE

#### 1. Lae Football Association

- MA Field Inspection done.
- Scoping and costing works in progress.
- Scoping and costing to be tabled in order for the actual site rehabilitation to commence.

#### 2. Bougainville Football Association

- Meeting been held for the planning of a trip to Buka to carry out a scoping works in order to develop the MA.





#### □ BEACH SOCCER PITCH DEVELOPMENT TECHNICAL ASSISTANCE

#### 1. Koupa Association

- MA Field Inspection & tools assistance done.
- Scoping and costing works in progress.

#### 2. Moukele Soccer Association

- MA Field Inspection & tools assistance done.
- Scoping and costing works in progress.

#### □ COMPETITION'S VENUE PREPARATIONS FOR 2024 CAL. YEAR

- Tentative Plan is being put in place in anticipation of when the actual program going to take place.
- Program of going around certain locations to prepare the pitches that will host the PSL games.









#### □ CONCLUSION

- PFS HQ Project Contract re-signed with new Labour Only Contractor. Construction progressing well. Project is 75% completed.
- Lae Education Centre Maintenance Works commenced on site successfully. Project is roughly 10% Completed.
- Kimbe Project to recommence once POM HQ and Lae Maintenance Works are off the ground and to a good completion rate.
- Feasibility Study and Documentation for the POM HQ Phase 2 Development had started already.
- Feasibility Study and Documentation for the Lae Education Centre Phase 2 Development had also started.
- All other infrastructure Improvement Works in terms of facilities and pitch maintenance had been managed as per situational circumstances.





# 5 x Associations recognised as Associate Members to PNGFA

The following Association are now recognized as Associate Members of PNGFA

- 1. Vanimo Soccer Association Completed on 26<sup>th</sup> of June 2021 (President Mr. Willie Labong)
- 2. Alotau Soccer Association Completed on 12<sup>th</sup> of August 2021 (President Livinai Lepani)
- 3. Wewak Soccer Association Competed on the 4<sup>th</sup> of April 2022 ( President Judith Kumasi)
- 4. Popondetta Soccer Association Completed 11/08/2022 (President Jean Norrie)
- 5. East New Britain Soccer Association Completed 11/01/2023 (President Jerry Sapa)

#### **Vanimo Soccer Association**



#### **Alotau Soccer Association**



#### **Wewak Football Association**









**Popondetta Soccer Association** 

**East New Britain Soccer Association** 



# Visits made to 7 x Associate MA whilst 2 x Associate MA still pending Visit. Total of 9 Provinces were Proposed to bring them into PNGFA Fold.

We are closer to archiving President Mr. Natto's vision of bringing in 9 Provinces to the Family of PNGFA that have been neglected for decades.

#### **Summary**

- Out of the 9 Provinces Proposed, 5 x Provinces have already completed their Election Process and are now Recognised as
  Associate Members of PNGFA and there are as follows; (Vanimo SA, Wewak SA, Alotau SA, Popondetta SA & East New
  Britain SA)
- New Island and Gulf Provinces have issues which is why they cannot be recognised as Associate Members as yet due to circumstances and difficulties faced, it is recommended to establish Gulf SA in Malalawa. There is also a need to revisit the New Ireland Soccer Association and establish contacts with people who have a passion for Football. Apparently, the committees in New Island have gone awal
- 2 Two provinces that are still pending PNGFA's are (1) Jiwaka Soccer Association & and (2) Hela Soccer Association. PNGFA will make a visit to these Provinces in 2024.
- Most of the full pledge Member Associations have run their competition despite hiccups whilst only 4 out of the 18
   Member Associations failed to run their competition this year.



The Lae Education Center Car Park got a new facelift with gravels bought from PNG Aggregates.







The center is now light up with new installation of security lights. This is a new change made to the place after it was neglected since its establishment.







Major maintenance work done to the security lights at the main entrance gate, car park, and around the premises after it was neglected even it was due for maintenance. The center has also the solar lights installed for backup

















Gave the Center a new look with repainting done to the stone walls and footpaths with the heavy duty marine paints to brighten up the area

















The Center is also into growing flower plants to add life to the dry environment

















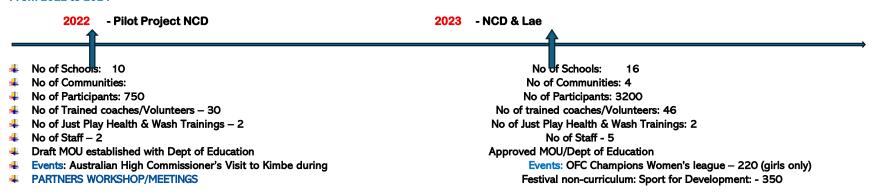


# End of the Report



#### TIMELINE - SOCIAL RESPONSIBILITY /JUST PLAY (6 - 12) PROGRAM - PNG: ACHIEVEMENT

#### From 2022 to 2024



>F4S FIFA: September: Auckland NZ: Christine WU & Sonia Embahe

> SR/JP OFC Workshop November Auckland NZ: Christine WU

#### PARTNERS WORKSHOP/MEETINGS

Team Up Capacity Building Workshop: March: Just Play Team Festival 23 workshop: August/Sydney: Christine WU & Sonia E Regional Safeguarding workshop; Nadi – September: Christine WU Media Coms workshop: October Auckland NZ: Mickey T TOT Gender Equality workshop: October: Dagu N & Ranu G

2024 - NCD/LAE/MADANG/BUKA

No of Schools: 26
No of Communities: 6
No of Participants: 2000

No of Trained coaches/Volunteers: 60 No of Just Play curriculum training: 3 No of curriculum festival - 250

No of Staff: 5

2024

MOU SIGNED: DEPARTMENT OF EDUCATION

PARTNERS CA ACITY BUILDING PARTNERS WORKSHOP > Team Up Oscar Awards: Best Director: Mickey T

- > Team Up partners & Australian High Commission workshop March SR/Just Play Team
- > Just Play Instructors Gender Equality workshop February Auckland NZ Sonia Embane
- > Just Play Instructors Emergency Preparedness May Vanuatu Sonia Embah
- > Regional Safeguarding Workshop: November: Nadi/Fiji Dagu Nihara
- > SR Annual Workshop: November: Wellington Christine WU/SRM ANNUAL 2023: AUCKLAND JAN/FEB

### PAPUA NEW GUINEA FOOTBALL ASSOCIATION





2024

MARKETING & BRANDING

**ACTIVITY REPORT** 

**Prepared By: Brenda Tom** 

### **SUMMARY**

Since establishment in 2022, the Marketing & Branding Department of PNG FOOTBALL ASSOCIATION has tried to keep up with the evolving market dynamics, consumer behaviors, and technological advancements. This report aims to provide a comprehensive overview of our marketing activities, strategies, and outcomes from 2022 to 2024, offering insights into the initiatives that have contributed in moving our brand forward.

Throughout this period, our marketing team of 1 has been dedicated to not only maintaining our brand presence but also identifying ways in improving our image within the country between our fans, partners and stakeholders.

As we reflect on the past two years, this analysis will serve as a foundation for future marketing strategies, helping to drive sustained growth and brand loyalty. We are committed to continuous improvement and adapting to the ever-changing trends to meet the needs and expectations of our fans, supporters, partners and potential stakeholders.



### HIGHLIGHTS / ACHIEVEMENTS SINCE 2022 - 2024

DESIGN & LAUNCH OF VARIOUS CONFERENCE LOCOS



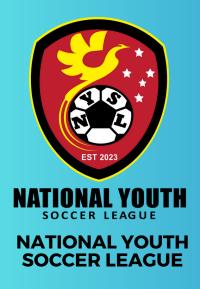








**FUTSAL** 









**LOCAL ORGANIZING COMMITTEE OFC WOMENS CHAMPIONS LEAGUE** 

#### BRANDING CONCEPTS













#### **SPONSORSHIP PARTNERS**





Take a break and drink plenty of water, it's hot out here!

Wave Water the enriched mineral water. The healthiest choice for consumers.



#### #stayhydrated

PNG National Football Team thanked Wave Water Limited and Johnny Series for supporting the team with water.













#### PAPUA NEW GUINEA FOOTBALL ASSOCIATION Inc.

Member of FIFA | Member of OFC

# IT DEPARTMENT'S REPORT LAST 4 Years | 2019-2024

ACHIEVEMENTS

# 1.ESTABLISHEMNET OF ORGANIZTION'S EMAIL SYSTEMS

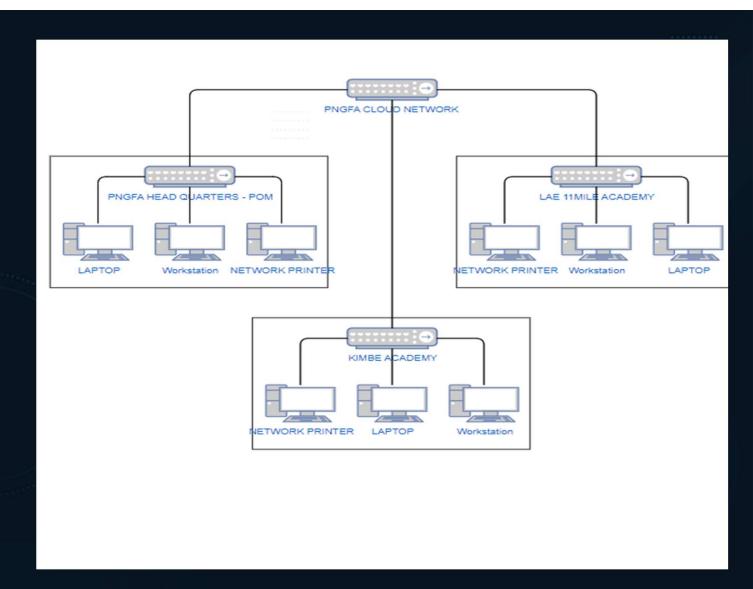
\*\*\*@pngfootball.com.pg

The Organization had identified that communication was a vital part of the smooth flow of operations. By using electronic message and having an email under the organizations banner is crucial for efficient and formal correspondence



# 2.NET WORK INFRASTRUCTURE

Internet Local Area Network Wi-Fi Access













# 3. Work Tools & Equipment

PNGFA Staffs: Laptops, Desktops, Cameras & Video Recorders, binding Machines, Laminator Machines, Projectors, Printers for Divisions - (Technical & Refereeing)

Referees| Regional Coordinators – Laptops and Projectors were acquired as part of upskilling and Staff empowerment.

### IT Support & Maintenance – PNGFA Operations

While we welcome the transformations and upgrading of our ICT infrastructure we also Maintain and service the existing ICT equipment/Infrastructure, upkeeping and provide support for all Staffs.











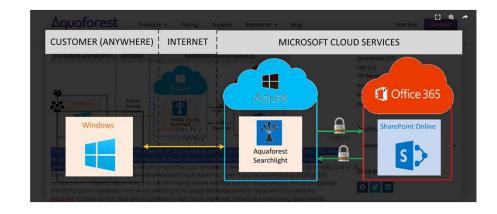






# 4. 365 Cloud Base File Share & Storage

- MIGRATION & INTERGRATION of EMAILS, FILES | Data, Domain Host To 365 CLOUD Platform
- SharePoint Department Folders, User Policies Online, File Sharing
- Secured Database System 365
   Platform





# 5.Livestreaming | FIFA+& PNGFA

#### FIFA+

2023 has seen PNGFA's Sanctioned PSL Competition Fixtures being broadcasted On FIFA + Platform Showcasing our raw talent and exposing PNG Football to a wider audience globally.

PNGFA will use its business arm – **PNG Football Solutions Ltd** to take charge of our Broadcasting and Live Streaming as of next year 2024.



🔥 A massive showdown awaits! Gulf Komara, sitting second, takes on fourth-place United Highlights FC in the final round of the regular season! Both teams are hungry for a spot in the semifinals after big wins. Who will rise to the occasion? Stream LIVE & FREE on FIFA+ **PNG Football Association** 



Gulf Komara FC v United Highlands FC | Premier Soccer League | Papua New Guinea

