



Tanzania Football Federation

Strategic Plan 2018-2022

Building Tanzania as a football power house at every level





Vision:

- The vision statement expresses what TFF wants to be 5-10 years from now.
- We envision a future where Tanzanian National Teams consistently qualify for international final tournaments and produce stellar performances at both senior and youth levels for both men and women. The management is professional and the organization is profitable based on sound planning and effective implementation. TFF is renowned as a well governed, high performing football federation.

VISION:

“BUILDING TANZANIA AS A FOOTBALL POWER HOUSE AT EVERY LEVEL”



Mission:

- The Mission Statement defines the purpose and activities of the organization.
- Taking the objectives of the organization as espoused in the Statutes and the activities conducted, The Mission Statement that accurately describes TFF's activities, customers, processes and how it manages each of these elements to achieve its purpose would be:

MISSION:

Taking Football Forward

To control, regulate, develop and promote the game of football

Values:

VALUES WE BELIEVE IN:	WE SPECIFICALLY MEAN:	VALUE STATEMENT
<i>Professionalism</i>	<i>Conducting activities with skills and competence and keeping the highest standards in all our endeavors</i>	<i>We undertake to be professional and perform all that we do to the best of our ability in pursuit of excellence. We are committed to continuous skill development and training.</i>
<i>Integrity</i>	<i>Being ethical, honest and trustworthy</i>	<i>We promote ethical behavior to foster trust and honesty.</i>
<i>Teamwork</i>	<i>Engaging stakeholders to work together towards a common goal</i>	<i>While fostering unity and teamwork among all our stakeholders, we will all act in a coordinated and positive manner that enable us to attain our goals.</i>
<i>Inclusion</i>	<i>Providing opportunity for all irrespective of gender, sex, age, race and physical ability</i>	<i>We value all individuals, give equal access and opportunity to all and actively remove discrimination and other barriers to involvement.</i>
<i>Accountability</i>	<i>Being Transparent and responsive to stakeholder concerns</i>	<i>We are responsible to our stakeholders for our actions, decisions and policies including the administration and governance of TFF.</i>



GOVERNANCE:

To undertake a survey of all TFF members to ascertain their opinion of the governance of the Federation annually, starting in 2019 and achieve a satisfaction score of at least 80%



FINANCIAL MANAGEMENT

To grow the turnover of the Federation from 13.9 Billions to 20 Billions by end of 2020



INFRASTRUCTURE DEVELOPMENT

To renovate 10 Pitches for elite league teams in 10 regions to support football development across Tanzania by the end of 2020.



ADMINISTRATION

All TFF staff from General Secretary down will have no less than 3 personal business objectives aligned to the Strategic Plan. Appraisals undertaken annually commencing July 2019.



STAKEHOLDER MANAGEMENT

- a) *Define stakeholders of TFF by August 1st 2019.*
- b) *Create a communications strategy to engage formally with each group (via committee/meeting/survey) to be concluded by 31st December 2019.*



MEMBER ACTIVATION

Create a volunteer programme in every Region commencing January 2020 to deliver a minimum of 20 coach-educated volunteers to support the development of football in every Region.



LEAGUE DEVELOPMENT

To create a professional elite Football league with a clearly defined governance structure including roles and responsibilities, financial clarity, decision making and brand identity by December 2020.



WOMEN'S FOOTBALL

To establish current participation numbers of girls and women playing Football in Tanzania and grow this number to 1,000,000 by end of 2021.



MARKETING & COMMUNICATIONS

To increase commercial revenues through broadcasting, sponsorship, advertising, ticket sales and merchandising by 80% from 13.9 Billions to 20 Billions by end of 2020.



YOUTH DEVELOPMENT

- a) *Develop a formalized pathway for Tanzanian Football and communicate to all stakeholders by September 30th 2019.*
- b) *Develop a grassroots plan for the development of boys and girls by 31st December 2019 to involve each of 169 districts having a development league for boys and girls at U15 & U17 in place by end of 2021.*



NATIONAL TEAMS

- a) *To achieve top 20 ranking in Africa for Men's Senior Team by 2022.*
- b) *To achieve top 10 ranking in Africa for Women's Senior Team by 2022.*
- c) *Either U17 or U20 (Men & Women's teams) to qualify for AFCON in each edition commencing 2021 (2020 for Women).*

