



ZIFA EXECUTIVE COMMITTEE 100 DAY REPORT

THE SALIENT POINTS OF THE REPORT:

1. 100% of priority institutional audits initiated.
2. 18 out of 22 institutional reform objectives (82%) already achieved or ongoing within the first 100 days.
3. 36 women appointed – a 28.6% representation of women in leadership roles.
4. 8 strategic Technical initiatives underway.
5. 100% of key initiatives show active implementation status.
6. 10 formal partnerships or engagements reported.



STATEMENT BY THE ZIFA PRESIDENT: FIRST 100 DAYS IN OFFICE

Today marks a critical milestone as we reflect on the first 100 days of the new ZIFA Executive Committee (ExCo). It is a moment not only to celebrate our early achievements, but also to affirm our collective resolve to restore integrity, transform football administration, and usher in a new era of excellence for Zimbabwean football.

Our journey began with a resounding mandate from the football fraternity following the historic election of 25 January 2025. That mandate came with clear expectations: to rebuild a broken institution, restore trust, and create a transparent, inclusive, and results-oriented ZIFA. We inherited an organisation weakened by years of instability, disillusionment, and fractured relationships with stakeholders. Yet, despite the challenges, we embraced the opportunity with conviction, guided by our belief that Zimbabwean football can rise again – stronger, cleaner, and more professional.

From the onset, our team articulated a bold vision in the campaign manifesto titled “More Than A Game”, anchored on five catalytic pillars:

1. Building a strong and accountable institution
2. Forging meaningful partnerships
3. Commercialising football sustainably
4. Investing in infrastructure and technology
5. Enhancing technical prowess across all levels

In the first 100 days, we have remained steadfast in translating these pillars into tangible action. We commenced our term with a transparent handover process from the outgoing Normalisation Committee on 10 February 2025, ensuring continuity in key initiatives. We immediately engaged with ZIFA staff and, more importantly, undertook a nationwide stakeholder outreach from 27 February to 3 March, listening to the voices of football at the grassroots. These engagements reaffirmed our commitment to inclusive leadership and accountability.



In line with our institutional reform agenda, we constituted fifteen (15) Standing Committees, ensuring they are composed of credible, qualified, and diverse individuals – with meaningful gender representation. We also prioritised governance by initiating a full financial audit, appointing Grant Thornton to provide a clear Statement of Affairs as of 31 January 2025. This marks a new chapter of fiscal discipline, transparency, and financial integrity at ZIFA.

We have reaffirmed a zero-tolerance stance on corruption, match-fixing, and all forms of misconduct. Structural mechanisms to safeguard the integrity of the game are being designed and will be implemented without fear or favour.

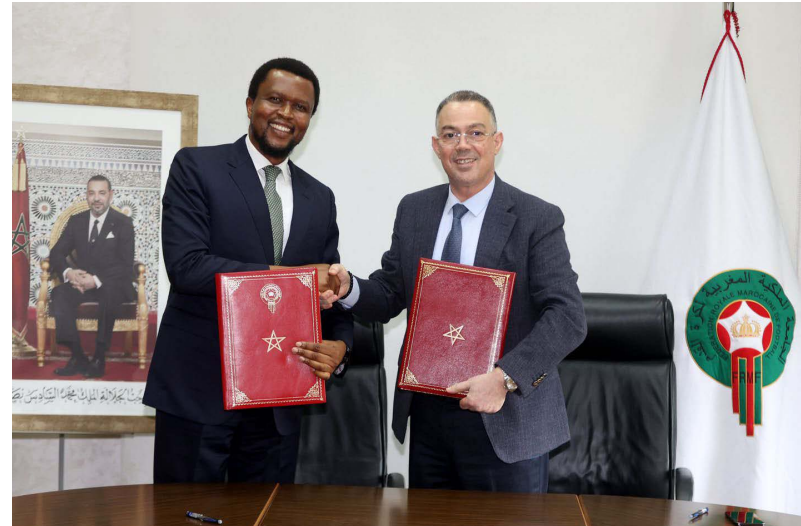
Our early engagements with FIFA, including the induction held from 25–27 February, provided clarity on the FIFA Forward framework. This is now informing the development of a four-year Strategic Framework – with member input at its core. We are committed to open channels for members to contribute meaningfully to policy development and program design, ensuring football decisions are participatory and locally informed. This also enhances the devolution of development programmes, which unlike in the past will not just be centred on the head office but will be visible and will be implemented across the country's 10 provinces.

Commercial revival is underway. We have begun leveraging goodwill from government, corporate partners, and international stakeholders. We are confident that a multi-fold increase in sponsorship and investment will be realised through consistent engagement, professionalism, and delivery on our promises. We are aware that some corporate partners may still be sitting on the fence, understandably due to the battering the ZIFA image may have incurred in the past, but we continue to urge them to give the new era a chance and assure them that they will not regret going into bed with the association.

On the field, we have made immediate improvements in the welfare of our national teams. Notably, the allowances for the Senior Women's National Team were increased ahead of their Angola and South Africa tours – reflecting our deep commitment to gender equality and player welfare. Our infrastructure deficit remains a major hurdle. However, we are actively engaging FIFA and development partners to support a long-term infrastructure masterplan. This includes plans to acquire land for the construction of a new ZIFA Headquarters, training grounds, and a modern technical centre – infrastructure befitting a footballing nation on the rise.

The reform journey is far from over. It will require bold decisions, consistent policy choices, and





institutional strengthening. Without a foundation of transparency and accountability, progress cannot be sustained. But with the support of our stakeholders – clubs, regions, government, fans, media, and international partners – we will stay the course.

As we look ahead, I want to assure all Zimbabweans that this Executive Committee is unwavering in its determination. The task of transforming Zimbabwean football is immense, but not insurmountable. We are clear-eyed about the challenges and confident in our capacity to overcome them – through hard work, unity, and an unrelenting focus on delivering value to the game and its people. In some instances, this immense transformative task will require a degree of patience among the football stakeholders, more so as we seek to strike a balance between doing well in elite competitions and in the development programmes.

It has been promising start to a wonderful football journey for our country, as we seek to re-emerge as a force in the COSAFA region and on the continent and the signs are hugely encouraging.

Let the next 100 days and beyond reflect even greater ambition and measurable progress. Zimbabwe's footballing future is bright – and together, we will make it a reality.

The best days of Zimbabwean football lie ahead.

Yours in Football,

Nqobile Magwizi
President – Zimbabwe Football Association (ZIFA)



STATEMENT BY GENERAL SECRETARY

It is my honour to be part of the transformation of football in Zimbabwe under the leadership of the new Zimbabwe Football Association (ZIFA) Executive, led by President Magwizi. As we reflect on the achievements of the past 100 days, I can attest to the unwavering commitment and collective efforts that have led us to unprecedented success and I am excited to see the next four years unfold.

Our journey has been marked by innovation, resilience, and dedication to our core values. We have focused on building a strong institution, fostering partnerships, commercialising our operations, harnessing technology, and enhancing our technical prowess.

We have laid the foundation for sustainable progress and integrity-driven leadership. Our efforts include fundamental governance procedures such as appointing committee members, conducting audits, developing a strategic framework with a keen focus on implementation and a dedication to transparency and accountability to all stakeholders.

To ensure long-term sustainability, we have established a Commercial Department and developed a marketing strategy. Our efforts include modernising the ZIFA identity, launching new commercial platforms, and repositioning our teams and competitions as marketable assets.

We are committed to developing world-class infrastructure, modern systems and support of digital transformation. Our focus on technical development spans from grassroots to elite levels. Key initiatives include reviving competitions, rebuilding the national talent pipeline, integrating diaspora players and expanding coaching development.



As we look to the future, we must continue to embrace change and adapt to the evolving landscape. Our vision for the coming year is clear: to build on our successes, innovate with purpose, and make a lasting impact on the lives of those we serve. Together, we will navigate the challenges ahead and seize the opportunities that come our way.

I want to express my deepest gratitude to each and every one of you for your unwavering support and dedication. Your contributions have been invaluable, and I am confident that, together, we will continue to achieve great things.

Thank you for your commitment, passion, and belief in our mission. Let us move forward with renewed energy and determination, knowing that our best days are yet to come.

Thank you.

**Yvonne Mapika
Manwa
General Secretary**





BUILDING A STRONG INSTITUTION

A cornerstone of our early efforts has been laying the institutional foundation necessary for sustainable progress and integrity-driven leadership. In line with **Article 46:1 of the ZIFA Constitution**, the Executive Committee appointed members to Standing and Ad Hoc Committees critical to governance, development, and strategic implementation. These committees, made up of individuals of credibility and diverse backgrounds, reflect our unwavering commitment to structured leadership, transparency, and accountability. We are confident they will serve the game with dedication and professionalism.

Beyond committee appointments, we have initiated the **development of a Strategic Framework** that articulates our collective vision and direction. To reinforce our governance reforms, **Grant Thornton** was engaged to carry out a transition audit and establish opening financial balances, while **Samara Corporate Consultants** is conducting a comprehensive **Human Resources and Skills Audit**. These actions will ensure we have a capable, ethical, and effective team driving Zimbabwean football forward.

Statutory alignment remains a top priority. Guided by FIFA, we are committed to harmonizing our statutes in compliance with international standards – a prerequisite before undertaking any further elections. This approach ensures a transparent, credible, and constitutionally compliant governance structure.

To improve operational efficiency and eliminate duplication of functions, a number of strategic policies have been introduced. These reforms are designed to reduce unnecessary expenditure, streamline processes, and reinforce financial discipline. The initiatives taken to date are summarised below:



Table 1: Building a Strong Institution

Number	Objective	Initiative	Status
1	Seamless transition from the Normalisation Committee	Handover meeting held on 10th February 2025	Achieved
2	Institutional audits and assessments	<ul style="list-style-type: none"> Engaged Samara Corporate (HR & Skills Audit) Engaged Grant Thornton (Transition Audit) 	Achieved
3	Upgrade ZIFA premises	New offices secured with Old Mutual at Tendeseka Office Park	In Progress
4	Develop a Strategy Framework	Strategy session conducted with FIFA officials David Fani & Stewart Regan	Achieved
5	Strengthen ZIFA Secretariat	Appointed Mark Ruck (Commercial Manager) and Norman Gwangwadza (Financial Controller/Head of Finance & Admin)	Achieved
6	Institutional governance adherence	<ul style="list-style-type: none"> Held Extra-Ordinary Congress Regular monthly ExCo meetings Attendance at CAF & FIFA events 	Achieved/Ongoing
7	Adhere to CAF & FIFA protocols	<ul style="list-style-type: none"> FIFA conducted ExCo induction CAF regional induction by Ashford Mamelodi (former Botswana FA President) 	Achieved
8	Promote diversity in leadership	36 women appointed across 126 committee positions	Achieved
9	Foster post-election reconciliation	Inclusion of unsuccessful candidates in FA roles	Achieved
10	Establish performance benchmarks	Objectives & Key Results (OKRs) established for all strategic actions	Achieved
11	Strengthen stakeholder engagement	Provincial engagements conducted; feedback loop ongoing	Achieved/Ongoing
12	Audit all football structures	Member Association Committee auditing grassroots to national structures; club registration ongoing	Achieved/Ongoing
13	Revitalize grassroots and youth football	MOU signed with Kyros Sports to implement nationwide grassroots development	Achieved
14	Promote futsal and beach football	First futsal workshop held in Bulawayo led by VP Kenny Ndebele	Achieved/Ongoing
15	Capacitate referees	Referees Committee reconstituted; CPD programs underway; stricter match review protocols in place	Mixed (Achieved/Ongoing)
16	Enhance revenue growth	Commercial department established; sponsor engagement launched	Ongoing
17	Improve cashflow forecasting	Pre-approvals now required for all ZIFA activities; audits ongoing	Ongoing
18	Strengthen debt management	Debts ringfenced and managed by ZIFA legal consultants	Ongoing
19	Improve debtor collections	Systems-based policy being introduced to enhance enforcement	Ongoing
20	Standardize internal policies	Consolidated Financial & HR Procedures Manual in development (Due June 2025)	Ongoing
21	Implement ERP system	ERP development underway, led by steering committee under new Financial Head (Due June 2025)	Ongoing
22	Capacity building for ZIFA ecosystem	MOU signed with MSU to deliver educational programs to secretariat, committee, and congress members	Achieved



TECHNICAL PROWESS

Technical development is the engine room of football success. In the First 100 Days, the ZIFA Executive Committee took decisive steps to reignite football development from grassroots to elite levels. Central to this was the revival of dormant competitions such as the FA Cup – now renamed the **ZIFA Cup**, set to launch in 2025 – providing clubs across the country with a vital competitive platform.

A key pillar of our strategy is rebuilding the national talent pipeline through school and tertiary football programmes (NAPH, NASH, and Tertiary), in collaboration with the Ministry of Primary and Secondary Education and the Ministry of Higher and Tertiary Education. These efforts aim to institutionalize football from early stages and ensure talent is identified, nurtured, and transitioned into the professional ranks.

In parallel, the ExCo has actively explored the integration of Zimbabwean players in the diaspora through the **"Roots & Dreams"** initiative launched in the UK and Europe. This programme, led by President Magwizi and National Team Coach Michael Nees, is connecting dual-nationality players with the national team setup to expand and diversify the talent pool.

Coaching development remains a top priority. ZIFA has officially commenced the rollout of **CAF-accredited coaching courses**, with **CAF D and CAF C licenses already approved** and running. The application for **CAF B certification** has been submitted and is currently under review by CAF. Furthermore, ZIFA is proud to be implementing its first-ever Goalkeepers Coaching Clinic, addressing a long-standing gap in specialized coaching and ensuring comprehensive development across all positions.

A national programme is also being developed to deploy qualified coaches to schools, academies, and clubs. This is accompanied by a mentorship model to support continuous learning, and coaching quality is being closely tracked as part of the club licensing compliance framework.



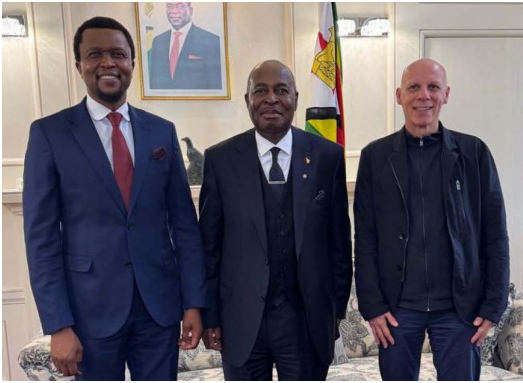
To modernize technical standards, ZIFA is investing in the establishment of a **Data Science and Sports Performance Unit**, exploring the use of performance analytics, VAR technology, and sports science methodologies. These innovations will enable evidence-based coaching, enhance match preparation, and elevate the standard of play across all levels.

Ultimately, our objective is to craft a **distinctive Zimbabwean football philosophy** – one that blends technical skill, tactical discipline, and physical resilience. This consistent playing identity will be embedded in all national teams, academies, and club structures, serving as a foundation for success in COSAFA, CAF, and FIFA competitions. It is our firm belief that this structured and strategic technical approach will place Zimbabwe firmly on the path toward **World Cup qualification and long-term international success**.

Table 2: Technical Prowess Initiatives

Number	Objective	Initiative	Status
1	Formulate a comprehensive Technical Development Strategy	• Draft developed, pending Executive Committee ratification	In Progress
2	Identify and integrate Zimbabwean talent in the diaspora	• "Roots & Dreams" initiative launched in Europe by ZIFA President and National Coach	In Progress
3	Create new competitions to strengthen development pathways	• ZIFA Cup to be launched in 2025. Awaiting Sponsor Sign-Off.	In Progress
4	Adopt performance analysis tools and sports science	• Analytics system acquired • Data Science Unit under development	In Progress
5	Revamp domestic competition structures to meet international standards	• Strategic Initiatives Committee developing framework for ratification at next AGM	In Progress
6	Ensure CAF Club Licensing compliance	• Licensing audit underway to assess system readiness and club adherence	In Progress
7	Strengthen grassroots coaching and football education	• Approval of CAF D & C licenses Deploy CAF/FIFA-certified coaches across schools and academies • Mentorship programmes initiated • Collaboration with education ministries	Achieved/In Progress
8	Develop and implement a unified Zimbabwean football philosophy	• Philosophy to guide playing style, coaching curriculum, and team identity across all levels	In Progress





STRONG PARTNERSHIPS

We understand that the growth, development, and sustainability of football in Zimbabwe cannot be achieved in isolation. It requires strong, strategic partnerships that align with our vision and amplify our capacity to deliver meaningful change across the football ecosystem.

At the heart of our administration is a commitment to inclusivity and collaboration. To that end, the **ZIFA Executive Committee** embarked on a **nationwide stakeholder engagement tour**, meeting football stakeholders across all regions. The message shared was simple but powerful: rebuilding Zimbabwean football requires unity, shared responsibility, and collective ambition.

Our leadership has also engaged actively on the international stage. The **FIFA Executive Committee Induction Programme**, facilitated by **FIFA official David Fani**, was a key milestone. This initiative provided the ZIFA Executive Committee with global best practices in governance, ethics, and leadership, reinforcing our commitment to accountable and future-facing football administration.

Additionally, ZIFA President **Nqobile Magwizi**, Vice President **Kennedy Ndebele**, and General Secretary **Yvonne Manwa** had the privilege of attending the **CAF Extraordinary General Assembly in Cairo**. There, they met senior football leaders, including **FIFA President Gianni Infantino**, who officially welcomed Zimbabwe back into the global football family. The engagement focused on strategic growth pathways, partnership opportunities, and Zimbabwe's reintegration into the international football framework.

The table below outlines our current partnership efforts across key areas:



Table 3: Building Strong Partnerships

Number	Objective	Initiative	Status
1	Align football priorities with national development goals	• Implementation of MOU between ZIFA and the Ministry of Sport, Recreation, Arts and Culture	Ongoing
2	Collaborate with public entities for infrastructure development	• Engagement with local authorities to develop and upgrade football infrastructure	Ongoing
3	Corporate engagement to unlock sponsorship and investment	• Various corporates engaged	In Progress
		• Betterbrands committed US\$150 000 to cover kit and technical equipment for the Senior Men's National Team (2025 season)	Achieved
		• Signed a 3-year partnership with 4May International for national team formal wear, reinforcing our culture of professionalism	Achieved
4	Engage NGOs for social development initiatives	• MOU signed with UNFPA to promote inclusive development through football	Achieved
5	Build alliances with top football nations, leagues, and governing bodies	• Strategic partnerships with Moroccan FA, SAFA, and The FA (England), DFB, – for technical training, youth/women's development, and exchange programs,	Achieved
6	Reconnect football with current and future generations of fans	• Partnership with GoWarriorsFans to develop travel packages, fan experiences, and official merchandise targeting Afcon 2025.	Ongoing
		• Engagements held with the Zimbabwe National Supporters Association	Ongoing
7	Secure strategic media partnerships	• Collaboration with ZBC to broadcast national team and domestic matches • Regular media partner engagements with quarterly review meetings	In Progress
8	Establish ties with clubs for knowledge exchange and talent development	• Engagements with Bayern Munich; visit by ZIFA President and National Coach Nees	Achieved





COMMERCIALISATION

To ensure long-term sustainability and reduce dependency on grants or donor-driven support, the ZIFA Executive Committee has made **commercialisation** a central pillar of its transformation agenda. Within the first 100 days, deliberate steps were taken to reposition ZIFA as a financially self-reliant and commercially viable institution.

A key milestone was the establishment of a **dedicated Commercial Department**, led by the newly appointed Head of Commercial, **Mark Ruck**. This department is tasked with unlocking value across the football value chain, building ZIFA's commercial portfolio, and forging long-term revenue streams.

To support this shift, consultants were engaged to design a **comprehensive marketing strategy** that aligns ZIFA's brand with global best practices. This strategy focuses on modernising the ZIFA identity, scaling its digital footprint, monetising content, and launching new commercial platforms such as **e-ticketing, branded merchandise, matchday programs, and sponsorship packaging**.

ZIFA has also commenced a **nationwide branding initiative** to reposition its teams, competitions, and properties as premium, marketable assets. The **Warriors Brand Revamp Campaign**, including a **design competition** for the

new kit and logo, is a prime example of efforts to build emotional equity and fan loyalty around the national teams.

Looking ahead, the commercialisation roadmap includes the development of **strategic business units, content licensing, fan engagement campaigns, and partnerships with retailers and digital platforms** to distribute official ZIFA merchandise. These initiatives will lay the foundation for diversified revenue and enhanced stakeholder confidence in ZIFA's financial autonomy.



Table 4: Commercialisation

Number	Objective	Initiative	Status
1	Build a Commercial Department	<ul style="list-style-type: none"> Commercial Department established and operational Head of Commercial, Mark Ruck, appointed as of 1 May 2025 	Achieved
2	Develop and implement a national football marketing strategy	<ul style="list-style-type: none"> Draft strategy encompassing brand, digital, content, and sponsorship pillars under development. 	In Progress
3	Develop a new identity for ZIFA merchandise and teams	<ul style="list-style-type: none"> Launch of a nationwide design competition for the Warriors kit and logo Entries due by 15 May 2025 	Ongoing
4	Expand matchday commercialisation	<ul style="list-style-type: none"> Advertising spaces activated within stadiums Fun zones and activations introduced to enhance matchday experience and revenue 	Ongoing
5	Monetise media and broadcasting rights	<ul style="list-style-type: none"> Packaging and negotiation of local broadcasting rights under way 	Ongoing
6	Establish income-generating business units	<ul style="list-style-type: none"> ZIFA Academy in partnership with MSU to deliver paid football administration and coaching courses Future units to include merchandising, licensing, and ticketing 	Ongoing
7	Develop digital revenue streams	<ul style="list-style-type: none"> Planning underway for e-ticketing, online merchandise store, and content monetisation via social media platforms 	In Development
8	Appoint a SEC-registered asset manager to manage football investment portfolios	<ul style="list-style-type: none"> Zimnat Asset Managers appointed to develop a Football Investment Prospectus for targeted investors 	Achieved
9	Launch official ZIFA merchandise line	<ul style="list-style-type: none"> Strategic retail partnerships being explored Merchandise licensing and distribution framework under development 	In Progress

INFRASTRUCTURE & INFORMATION TECHNOLOGY

The return of the Premier Soccer League has rekindled national excitement, with encouraging attendance figures across match venues. This groundswell of support from Zimbabweans reaffirms football's place as a unifying and inspirational force. A competitive league system depends not only on talent and organisation, but on world-class infrastructure and modern systems that support elite performance and fan experience.

In this regard, infrastructure development has become a cornerstone of our long-term vision. A landmark initiative is the **renovation of the National Sports Stadium (NSS)** in partnership with **Government and Sakunda Holdings**. The project is progressing steadily, with a target completion date of **July 2025**. This renovation will ensure the stadium meets **CAF and FIFA compliance standards**, allowing Zimbabwe to host international fixtures once again.

We are also engaging **Local Authorities nationwide**, several of whom have **offered parcels of land** to ZIFA for the development of new football infrastructure. These offers pave the way for a **new ZIFA**



Head Office complex, which will include a **fully integrated Technical Centre** for elite training, coaching development, and high-performance science.

Additionally, our strategic plan includes the **establishment of Provincial Centres of Excellence** across the country. These centres will focus on nurturing grassroots talent, supporting regional leagues, and delivering consistent training standards for referees, coaches, and players – creating a true football development ecosystem.

On the digital front, we are embracing technology as a catalyst for transformation. We have engaged the **International Football Institute of Munich** to support our digital transformation roadmap. This includes plans for improved data systems, athlete performance analytics, and an integrated digital platform for league management, registrations, and talent tracking.

Our ambition is to create an infrastructure and technology base that not only meets today's needs, but positions Zimbabwe as a regional football powerhouse for decades to come.



Table 5: Infrastructure & Information Technology

Number	Objective	Initiative	Status
1	Develop and rehabilitate stadiums, training grounds, high-performance centres, and regional facilities to meet international standards	<ul style="list-style-type: none"> Renovation of the National Sports Stadium in partnership with Government and Sakunda Holdings Completion targeted for July 2025 	Ongoing
2	Collaborate with government and private sector for long-term infrastructure development	<ul style="list-style-type: none"> Engaged several infrastructure development companies MOUs pending finalisation 	In Progress
3	Secure land for new infrastructure through strategic partnerships with local authorities	<ul style="list-style-type: none"> Multiple Local Authorities have offered land for football developments including regional centres 	Ongoing
4	Construct a new ZIFA Head Office and National Technical Centre	<ul style="list-style-type: none"> Land acquisition for flagship facility underway. Concept design under development 	Planned
5	Establish Regional Centres of Excellence	<ul style="list-style-type: none"> Sites identified for phased development in major regions Will focus on youth, women's football, referee development, and coaching 	In Progress
6	Implement green building practices for stadiums and football facilities to align with ESG standards	<ul style="list-style-type: none"> Local consultant engaged to draft sustainable infrastructure policy 	Achieved
7	Integrate technology in football development and operations	<ul style="list-style-type: none"> Collaboration initiated with the International Football Institute of Munich to support digital transformation Focus on data, performance, and talent tracking 	In Progress

ZIFA SPONSORSHIP REPORT – MAY 2025

The Zimbabwe Football Association (ZIFA) has made significant strides in re-engaging the corporate sector, government, and development partners to support the revitalisation of football in the country. Strategic partnerships and sponsorships are crucial pillars of our roadmap to reposition Zimbabwean football on the continental and global stage.

Sponsorships and Pledges to Date

We are pleased to report that several sponsorship commitments have been secured, laying a strong foundation for ZIFA's commercial and developmental objectives:

- **Betterbrands** has pledged US \$150 000 towards the provision of kit and technical equipment for the Senior Men's National Team for the 2025 season.
- **4 May International** signed a three-year partnership with ZIFA to supply world-class formal attire for our national teams.
- The **Government of Zimbabwe** has publicly pledged its support for Zimbabwe's 2025 AFCON qualification campaign, and we welcome this show of national commitment.

In addition, the **Roots & Dreams European Talent Identification Tour** – which saw the ZIFA President and National Team Coach travel across the UK and Europe – was made possible through the generous support of private sponsors and stakeholders to whom we are sincerely grateful.



Ongoing Engagements

ZIFA is currently engaged in advanced discussions with a wide range of potential partners, including:

- **Leading banks**
- **Car dealerships**
- **Beverage companies**
- **Energy giants**
- **Fund managers and investment houses (e.g., Zimnat Asset Management)**
- **Retail and hospitality players**
- **Media and broadcast partners**

These engagements are progressing positively, and we are optimistic that many of these partnerships will come to fruition in the next quarter.

Outstanding Pledges and Financial Needs

While we appreciate the expressions of support and goodwill from our stakeholders, it is important to note that ZIFA has not yet received disbursements from the financial pledges made thus far. As we aim to execute a bold and ambitious football transformation agenda – spanning infrastructure, youth development, coaching, competitions, and international re-engagement – significant resources will be required.

Conclusion: Aligning Promises, Expectations, and Action

One of the enduring challenges confronting the ZIFA Executive Committee (ExCo) is the delicate task of aligning campaign promises, public expectations, and the pace of institutional action. While policy uptake and impact often require time, the demands and hopes of the football fraternity are immediate and pressing. It is within this context that the performance of the President Magwizi-led ExCo over its first 100 days must be evaluated – not in isolation, but in light of the ambitious agenda it has set and the complex environment in which it operates.



Over the past three months, President Magwizi has prioritised strengthening institutional coordination across the football ecosystem. A series of strategic engagements – spanning FIFA, CAF, the Sports and Recreation Commission (SRC), Government Ministries, ZIFA Membership, and key stakeholders – reflect a deliberate shift towards more transparent, accountable, and results-driven governance. These efforts signal a strong commitment to doing business differently and building a more effective ZIFA.

Nevertheless, the report acknowledges that gaps remain in the implementation of certain commitments. These areas, now clearly identified, have been prioritised by the ExCo and are receiving focused attention to ensure alignment between strategic intent, public confidence, and delivery on the ground.

This report serves as an initial performance assessment of the current Executive Committee, benchmarking progress against the promises articulated during the campaign period and the public mandate. The findings show a consistent alignment between the President's stated priorities and the actions undertaken, supported by a sense of urgency and dedication to institutional renewal.

While challenges persist – as is expected during such an ambitious turnaround effort – there have been no major missteps in governance. The sentiment among stakeholders and supporters is largely positive, with growing trust in the leadership's direction and capacity. The foundation has been laid; the next phase will be critical in translating momentum into measurable results.

ZIFA remains committed to transparency, stakeholder inclusion, and strategic transformation as it works towards restoring Zimbabwean football to its rightful place on the continental and global stage.



A BIG THANK YOU TO OUR PARTNERS AND ADVERTISERS



