



JADI SPORTS ACADEMY FIVE YEARS STRATEGIC PLAN

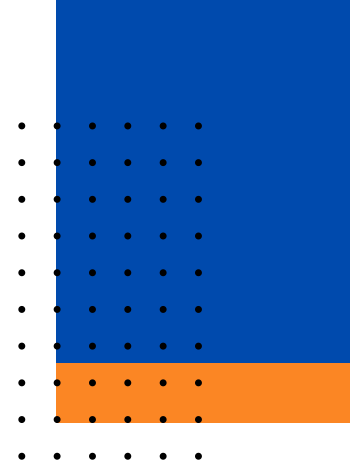
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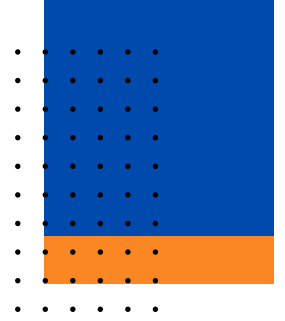
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COMPANY OVERVIEW

About Us

Jadi Sports Academy (JASA) is a premier multi-sport facility dedicated to developing young athletes through comprehensive coaching and training programs. Established in 2024, JASA has become a renowned hub for athletic excellence in the region, producing top talent across football, swimming, and basketball.

The academy's state-of-the-art within more than 2 Regions in Tanzania features world-class facilities, experienced coaching staff, and a holistic approach to sports development.

OUR PROCESS

Mission

To empower youth to reach their full potential both on and off the playing field through disciplined training, character-building, and a nurturing environment

Vision

To become the preeminent institution for holistic sports development, serving as a beacon of excellence, innovation, and social impact on the global stage

JASA Motto

Discipline, Effort, Networking



We will be measured by....

- ☑ Allocation of sufficient resources to deliver the desired program outcomes through financial and operational efficiency
- ☑ A positive perception of personnel by community and partners
- ☑ The level of involvement of the academy in the community
- ☑ The way participant respond to the delivery of programs
- ☑ The development and deployment of a communication strategy
- ☑ The level of inclusion in broader sporting outcomes in the **JASA**
- ☑ A capacity to meet the holistic needs of the athletes/coaches & staff of **JASA**





We will be measured by...

Open, robust administration supported by committed and professional personnel

1. FACILITY DEVELOPMENT

OBJECTIVE

Acquiring our facilities to meet the growing demand and create an environment that motivates all players to be the best they can be

OUTCOME

To provide a facility that is female friendly, encourages people to become involved, and more importantly motivates our youth to be the best they can be

STRATEGIES

- Acquiring land in different places for future use
- Drafting and designing of sports architecture
- Hiring of places suitable for academy use



2. FINANCIAL SUSTAINABILITY



OBJECTIVE

To make academy run itself with finance independently

OUTCOME

- Academy to pay allowances to its staffs
- Academy to clear some bills
- Academy to invest for earning funds

STRATEGIES

- Ensure financial viability through diversified revenue stream
- Apply sound budgeting principles to ensure effective use of public funds
- Ensure the provision of service to athletes is of the highest value
- Look to prospective financial opportunities to ensure sustainability into the
- future





3.INTERNATIONAL RELATIONS

OBJECTIVE

To ensure that JASA benefit from strategic international relations.

OUTCOME

- Increased benefits from international partnerships.
- Increased membership with international organisations.
- Increased academy bilateral and multilateral cooperation.

STRATEGIES

- Strengthen international sporting relations with a view to secure more resources and opportunities.
- Pursue bilateral and multilateral avenues for cooperation.
- Support multilateral relationships with organisations through participation in relevant international sports organisation

4.COACHES' DEVELOPMENT



OBJECTIVE

To further support and empower JASA coaches.

OUTCOME

- An increased number of qualified and competent coaches meet CAF and FIFA standard
- An increased number of coaches progressing to higher levels of competency.
- An increased number of JASA coaches to premier leagues club

STRATEGIES

- Develop a coaching strategy and framework for coaching cadres
- Ensure that JASA coaches are empowered with best international practices
- Establish a coaches remuneration package that recognize and reward achievement and performance
- Develop and implement a coach's code of conduct



5. INTERNATIONAL COMPETITIONS

OBJECTIVE

To develop high level athletes by providing them with opportunities to perform and excel at international competitions.

OUTCOME

- Improved performance results and medal haul.
- Improved international ranking.
- Increased number of athletes competing in international championships

STRATEGIES

- Recognise and support the participation of athletes and teams in approved international competitions.
- Set up a specific committee to be responsible for all technical preparations relating to JASA participation in international competitions
- Ensure that an approved and updated international sports calendar is produced at the beginning of the sporting season.



6. LONG TERM ATHLETES' DEVELOPMENT (LTAD)



OBJECTIVE

To provide a clear pathway that will guide our Academy and athletes to better and higher achievement in years to come

OUTCOME

- A comprehensive evaluation tool to measure the developmental progress of athletes.
- Increased number of national competitions, championships and leagues for aged group athletes.
- Long Term Athletes Development (LTAD) programmes adopted and implemented by JASA

STRATEGIES

- Develop and implement a framework that results in athletes acquiring the skills and abilities necessary to achieve high level performance and to enjoy lifelong participation
- The establishment of norms and standards to set levels of services that will guide the outputs of the Academy.
- The development of accreditation criteria for entry into the Academy.
- The establishment of support services to ensure that there is a constant flow of talented athletes entering and graduating from the Academy.
- Ensure Scholarship programmes which offer scholarships in sports for promising students





7. CLUB IDENTITY

OBJECTIVE

To Create a club identity that Honors our past and owns the future

OUTCOME

To rebrand itself and reconnect with its life members and broader community

STRATEGIES

- Establish a club vision, mission and values to provide a clear direction and identity for our club.
- Consult club members and relevant bodies on a new identity that will help rebrand the club.
- Create a new modern, attractive and simplistic club logo that respects our past and drives us into the future

8. TALENT IDENTIFICATION AND DEVELOPMENT (TID)



OBJECTIVE

To identify and develop talented athletes through the implementation of a structured system.

OUTCOME

- An increased number of talent identification programmes in prioritized sports.
- An increased number of talented athletes supported within a structured development programme.
- An increased number of athletes produced by talent identification and development programmes.
- Increased number of athletes channelled in specific sports

STRATEGIES

- Ensure that talent identification development (TID) programme is nationally coordinated.
- Establish an integrated system for the identification and development of talented athletes in preparation for high performance.
- Conduct TID programme in schools and at national junior events.
- Provide competition opportunities for aged group athletes.
- Track the development of athletes through an integrated national tracking system to ensure sustainable and measurable sports



9. SCIENCE AND MEDICAL SERVICES

OBJECTIVE

To optimize athletes' performance and capabilities

OUTCOME

Escaping athlete's injuries and maintain good health

STRATEGIES

- Support JASA Medical department to secure sports science and medical services for the further development of talented athletes and teams.
- Establish norms and standards for the accreditation of scientific and medical support personnel in collaboration with their relevant professional bodies.
- Apply and maintain the use of the world's best sports science and medical practices applicable at the different levels of the development process.
- Ensure that relevant technical materials are disseminated to practitioners in the academy allowing for an interchange of ideas.
- Expand the use of sports science and medicine to maximise performance and education.
- Increase the opportunities for our athletes to achieve better results in international events.



10. YOUTH PATHWAY TO SENIOR FOOTBALL



OBJECTIVE

To Create a youth pathway (U7 – U19) to Senior Football that provides the best possible learning environment for our Youth to transition into senior football.

OUTCOME

- Our Youth U-7 to U-19 to stay connected to our seniors to whom they look up to and aspire to be.
- Our U19 to be the feeder to the top Tanzania premier league teams as well as international teams

STRATEGIES

- Establish a Footballing Director to provide Football leadership for the entire club.
- Implement a club footballing philosophy that is adopted by the entire club.
- Acquire a Technical Director for both our Youth (including U13-U19) and senior football departments to provide coaching guidance





11. FEMALE FOOTBALL DEVELOPMENT

OBJECTIVE

To drive female participation and create opportunities for females of any age, ability and culture.

OUTCOME

- Increase our female participation in various roles at the academy.
- Increased number of females in professional league

STRATEGIES

- Establish a Female Footballing Director to drive Woman's football at our club
- Target new female coaches and players through continuous advertising and promotion of female participation at our club.
- Provide a female friendly club environment through promoting gender equality e.g., female changing rooms.
- Participate in Female Football Week every year to promote women in football

12. STRATEGIC PARTNERSHIP



OBJECTIVE

To establish partnership that will enable our academy to grow and provide a better positive impact for our community

OUTCOME

Our partners give the essential support we need to provide opportunities for players of all ages, gender and ability to engage in sports

STRATEGIES

- Partner with organisations that will provide the financial assistance to upgrade our facilities
- Partner with organisations that will provide better attire/equipment for all roles at the club
- Partner with organisations that promote a healthy lifestyle & provide community service.
- Partner with charities that supports underprivileged and disabled kids to play football.



13. MARKETING AND PROMOTION

OBJECTIVE

To introduce and provide maximum exposure to the community

OUTCOME

- Increased visibility of JASA Sports brand.
- Increased usage of facilities as a marketing tool.
- Intensified marketing campaign.
- Increased number of academy sponsors and partners

STRATEGIES

- Ensure that the communication strategy increases public and media recognition of JASA.
- Ensure continuous and regular media coverage.
- iii) Ensure ongoing programme evaluation to sustain the marketing appeal of Academy
- Establish programmes and practices to develop key market research data.
- Organise and host international sports tourism & BONANZA events in collaboration with respective partners
- Utilize the skills from within the JASA and look for complimentary skills outside the JASA for marketing and promotion



14. ORGANIZATIONAL STRUCTURE



OBJECTIVE

To create an organizational structure that defines clear roles and responsibilities, and drives the club towards its vision

OUTCOME

- Players, fans and members to get involved
- Acquiring right people in the right positions with right expertise
- Good flow of daily operation of academy

STRATEGIES

- Empower the right people with the required Expertise to fulfill operational roles
- Ensure club members, partners, relevant bodies and wider community work with key people associated with the club programme
- Ensure the Board is aware of current and emerging issue in sports
- Use 'best principles' in staff management
- Apply workable governance principles to enable clear and well-informed decision making





15.COMMUNITY ENGAGEMENT

OBJECTIVE

To stay connected with surrounding community

OUTCOME

To give ownership of project to the community for further cooperation in different aspects

STRATEGIES

- Provide enhanced community opportunities to enable stronger links between the JASA, its athletes and community of Tanzania
- Build citizenship by being present and involved in the community
- Provide leading edge services and support to the sporting community of Dar es salaam
- Actively engage sporting participation of minority groups of community in JASA activities



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