CHAPTER TWO

2. OVERVIEW OF THE STUDY AREA

The fundamental purpose of this chapter is to provide background information on the environment being investigated. This background is very important since it provides the reader with valuable information about the study area and begins by presenting background information on the topic of the study. The chapter presents background information about the country, World history of football, history of football in Africa, History of football in Ethiopia, The establishment of football premier league clubs in Ethiopia and Short history of premier league football clubs involved in the study.

2.1. Background Information about the Country

Ethiopia is located in the north-eastern part of Africa commonly known as the Horn of Africa. Neighboring countries include Djibouti and Somalia in the east, Kenya in the south; Sudan in the west and south-west; and Eritrea in the north and north-east. Population of Ethiopia was about 90,873,739 people of which 44,735,092 are males and 46,138,647 are females in the year
2011/2012. In terms of the age structure of the population, 46.3 percent of Ethiopians are younger than 15 years of age, 51 percent are between the ages of 15 to 64, and only 2.7 percent are older than 65 years of age. Only 16.3 percent of the population lives in urban areas.

Ethiopia is the second most populous country in sub-Saharan Africa. The total area of Ethiopia covers approximately 1,112,000 square kilometers (472,000 square miles) is the ninth largest country in Africa.
Figure 2.1

Map of Ethiopia

Source: About.com Geography
Ethiopia is an independent Federal Democratic republic with a president as the head of state and a prime minister as the head of government. The constitution was established in 1994, following the over-throw of the Mengistu military dictatorship in 1991. Ethiopia is divided into nine ethnically-based administrative regions and two chartered cities. Its capital city is known as Addis Ababa. The nine regions (and two chartered cities, marked by asterisks) are: Addis Ababa*, Afar, Amhara, Benishangul-Gumuz, Dire Dawa*, Gambela, Harari, Oromiya, Somali, Southern Nations Nationalities and Peoples Region, and Tigray. Ethnically, the population of Ethiopia is extremely heterogeneous (diverse). The country’s principal ethnic groups are Oromo (34.5 percent), Amhara (26.9 percent), Somali (6.2 percent), Tigray (6.1 percent), Sidamo (4 percent), Gurage (2.5 percent), Wolayita (2.3 percent), Hadiya (1.7 percent), Afar (1.7 percent), Gamo (1.5 percent), Gedio (1.3 percent), and others (11.3 percent). In total, there are more than 80 different ethnic groups within Ethiopia. Islam is the predominant religion with 45 to 50 percent of the population identifying as Muslim, 35 to 40 percent as Ethiopian Orthodox (a distinct denomination of Christianity), and 12 percent as animist (a term used to delineate a wide range of native
African religious belief systems). The remaining 3 to 8 percent are adherents of various other religions.

Many languages are spoken by the inhabitants of Ethiopia, including Amarigna (32.7%), Orominga (31.6%), and Tigringna (6.1%), Somaligna (6%), Guaraginga (3.5%), Sidamigna (3.5%) and others (16.5%). Numerous other local languages and dialects also are spoken. Many of the languages are from the Semetic or Cushtic linguistic groups. Amharic is the country’s only working language, while English is the major foreign language taught to Ethiopians in the educational system. Although Ethiopia lies within 15 degrees North of the Equator, owing to the moderating influence of high altitude, the country enjoys moderate temperature and pleasant climate, with average temperature rarely exceeding 20ºC (68ºF). The sparsely populated lowlands typically have sub-tropical and tropical climates. At approximately 850mm (34inches), the average annual rainfall for the whole country is considered to be moderate by global standards. Central Ethiopia is a vast plateau known as the Ethiopian highlands. Cool temperatures prevail here and the higher peaks have snow in winter. Southern Ethiopia and the surrounding lowlands enjoy a tropical climate with lots of heat and humidity. There is a
rainy season from mid-June to September and some rain also falls from February and March.

Ethiopia uses the Julian calendar which divides the year in 12 months of 30 days each, with the remaining five (or six days in a leap year) constituting the short 13th month of Pagume. In Greek Pagume means "Additional". The Ethiopian New Year commences on the 10th or 11th of September every year. Ethiopia is in the GMT +3 time zone. Business hours vary according to the nature of the business. Normally government office and most other office hours are 8:00 a.m. to 12:30 p.m. and 1:30 P.m. to 5:30 p.m. from Monday through Thursday. Working hours on Friday are 8:30Am to 11:30Am and 1:30pm to 5:30pm. The local currency is the Ethiopian birr, made up of 100 cents. Notes are issued in denominations of 1, 5, 10, 50, and 100 birr cents. There are six different coins: 1, 5, 10, 25, 50, and 1.00 birr cents. The Birr is very stable and there is no significant difference between the official rate and black market rate for a currency converter.
2.2. World history of Football

The sport of football began to spread around the world at the end of the nineteenth century thanks to the travels of British sailors, merchants, and businessmen, during the golden age of the British Empire. One way to look at how the game has changed over time is to examine the growth of international club tours, and how the purposes of these trips have evolved from teaching others about the game and building friendships among nations, to healing post-war wounds, to making money, and most recently, to marketing and establishing a club’s brand.

The term 'soccer' is the name that has commonly been given in North America to a form of football played with a spherical ball. It is the most widely played team game in the world and the most popular spectator sport. Football was originally called 'association football' (the name football is derived from the word association). The game of football began in England sometime in the middle of the 18th century, primarily in the great public (private) schools of the day. Standard rules evolved fairly rapidly. Organized clubs began to be established in 1855, and the Football Association was established in London in
1863. Professional players were admitted the Football Association leagues in the mid-1880s. Shortly after, the game became dominated by professional teams. When and where exactly did football start is a question that has no precise answer to it. You can easily say that this popular game has been played for more than three thousand years. The nativity of modern-day football must be credited to Britain. It was also known as the association football, with Scotland and England being the co-founders of the systematic game of football. In 1815, a major development took place that made football popular in Universities, Colleges and Schools. The popular English School and Eton College came forth with a set of rules, known as the Cambridge Rules.

The history of modern-day football was established in 1863. In October 1863, eleven representatives from London clubs and schools met at the Freemason’s Tavern to set up common fundamental rules to control the matches amongst themselves. Firmly establishing the foundation of football in 1869, the Football Association strictly banned any kind of handling of the ball. Football’s popularity spread rapidly during the 1800s as British sailors, traders and soldiers introduced the sport to different parts of the globe. Italians,
Austrians and Germans drew to Europe, while Argentina, Uruguay and Brazil adopted the sport in South America. Throughout the 1960’s, with the growth of international air travel, Brazilian club Santos became known around the world through the international tours they took with their best-known player, Pelé. More than before, money became a primary reason for a club to tour different parts of the world.

Over the next thirty years, football grew exponentially and solidified its status on the world stage thanks to two main factors. The first was the delivery of the sport to the masses. Satellites and television revolutionized how the world communicated with each other, and one of the instigators, and beneficiaries, of this growth was football. The 1966 FIFA World Cup in England was televised live across the Atlantic, and by 1970, fans all over the world were able to enjoy Pelé’s magic and Brazil’s record third World Cup victory, live from Mexico. Since then, obviously satellite television has continued to raise the international profile of the game, not only with the delivery of the World Cup to more and more countries around the world, but also with the broadcast of top domestic matches, such as the English Premiership, the Italian Serie A, the Spanish La Liga, and the UEFA
Champions League, into homes and commercial establishments throughout the world.

The second factor that contributed to this growth was the commercial changes that took place during the tenure of Brazilian João Havelange as the President of football’s world governing organization, FIFA (Fédération Internationale de Football Associations), from 1974 until 1998. The changes that occurred during his Presidency are things we now take for granted, such as official sponsors and commercial partners, signage on the field, the placement of company logos on shirts, etc. One of Havelange’s campaign promises was the development of the game in third world countries, and the resulting effort to expand and market the game successfully raised the sport’s profile around the world, and proved to be quite profitable for many players, clubs, National Associations, and FIFA as well.

2.3. History of football in Africa

The history of African football is vital to understanding how the country has evolved socially and politically over the last 100 years. Football did not exist in Africa before the British began their
colonization. Sport and football specifically was developed in private schools in Britain to develop a sense of discipline, loyalty and unity among boys. These characteristics sources of money into the game were crucial in developing a strong, imperialistic army of colonizers. Inevitably, British colonizers brought their beloved game of football to their colonies, where the colonized Africans first saw and experienced the game.

Africans began playing football at the behest of British officers. The officers believed that the same principles of discipline and hard work that football had instilled in them at the schools could be transferred to the Africans. Officers believed that football would make the Africans more obedient and easy to control. The rules and consequences of the game would be transferred to the psyche of the colonized Africans. Games and leagues were created among different neighborhoods and groups within cities, pitting Africans against Africans.

Contrary to British hopes; the Africans did not become obedient followers guided by the rules of football. Instead the Africans developed a different set of values that focused on unity and loyalty.
Colonized groups that had once been divided along neighborhood or tribal lines became unified in the game of football. These relationships helped the Africans to launch resistance movements and policy changes. For the first time, all African teams began to play all British teams in highly symbolic and emotional matches. 1956, the Confederation of African Football was created, immediately followed by the Africa Cup of Nations, the first country-wide football tournament pitting nations against each other. South Africa chose only Caucasian players for its team, leading to its disqualification from the cup and leading to a powerful symbolic move for colonized Africans. Football became a way to challenge the oppressive forces of apartheid and colonization on a national scale. As colonization dwindled in Africa, football became a symbol of modernization among African nations. International matches between African countries and modern Western countries became important measures of a countries' evolution. To win a match against a former colonizer proved a country's value. According to history professor Shaun Lopez, "football competitions provided an internationally recognized cultural arena for the performance and evaluation of post-colonial modernity." 2010 marked the first year that an African nation hosted
the World Cup. To host the cup is a major step in Africa's history. It shows that the world views Africa as a modern country, capable of hosting a major international event. Africa's hosting of the cup illustrates that it has taken a major step beyond its oppressed colonized history to host and compete against those nations that once used football to control Africa's nations and citizens.

Football has been an important part of African culture for many years. Football was introduced in about 1850 by British settlers and missionaries. The first match ever noted was held in Cape Town in 1862. After the match was played, the sport spread quickly across the continent. The sport was enjoyed in the British colonies and in the indigenous tribes across the continent. The first championship in Africa was played in 1919. The championship consisted of a team from Morocco, Tunisia, and Algeria. The teams played for the North African Cup, which was established in 1930. In other countries such as Kenya and Uganda, the teams played for other championships. These championships stretched across the continent and involved teams from countries across the continent as well. Football in Africa began to expand after World War II. Modernization allowed Africa to build new facilities. Along with the building of new facilities, Africa
was able to hold many new competitions. One of these competitions was the French West Africa Cup which was held in 1947. Football continued to grow in Africa throughout the 1900’s. African Football began to get recognition in the 1960’s and 1970’s. The players earned a reputation for being skilled. Their style of play was also every recognized during this time period. The style involved creativeness, hard work, and flexible strategies. This gained the attention of some of the countries in Europe. In the late 1970’s, many African Football players began to play for European countries overseas. Although many Africans began to play football overseas, the style of play from the African players quickly became disliked by the European teams. In the 1980’s and 1990’s, African football made its way into the global spotlight. After a few wins at the Olympics, FIFA (Federation international football association) gave Africa its global recognition by giving five of the continents best teams a place in the 1998 World Cup.

2.4. History of Football In Ethiopia

There were no records as who first introduced football in Ethiopia and yet credit was given to these foreign nationals before the Italian
invasion of Ethiopia. The geographical exploration of Europeans in search of colony brought many to Ethiopia including of course the French sailors who played against selected players from Addis Ababa and lost 3 to 1 which was then considered to be the first international competition and to the surprise of the fans in this hard time, it brought them the greatest satisfaction of victory against an European.

Football was among the newly acquired "pastimes" in twentieth century Ethiopia. Unlike the rest of Africa where Football was imposed with colonial rule, the history of football in Ethiopia is different. It was the victory of Emperor Menelik II (r. 1889-1913) against the Italian invaders at Adwa in 1896 that brought football into Ethiopia. The defeat of the Italians convinced the rest of Europe to acknowledge Ethiopia’s independence and send emissaries to seek favours from the Emperor. It was these European diplomats and their dependents who introduced football into Ethiopia. Ethiopia has a long Football tradition and was among the pioneers of international competition in Africa, playing its first international match in 1947, defeating a French Somaliland selection 5–0. The EFF (Ethiopian Football Federation) affiliated to FIFA (Federation

Ethiopia entered the 1962 World Cup qualification, where they played against Israel. The team lost both games, 2-4 on aggregate, being knocked out of the competition. They won the African tournament on home soil, in 1962. Nine countries entered the competition, including the reigning champions United Arab Republic; meaning for the first time a qualification tournament was required. As with previous tournaments, the finals only included four teams. United Arab Republic, as holders, and Ethiopia as hosts, qualified automatically meaning each needed to play only one game to reach the final. Ethiopia won the tournament for the first time after extra time in the final.

In 1963 African Cup of Nations they finished fourth, after losing the third place battle against United Arab Republic. 1965 African Cup of Nations was a disappointment for Ethiopia, as national team was eliminated in group phase by Tunisia and Senegal, finishing at the
bottom of group, with only one scored goal. Next African Cup of Nations was in 1968, again on home soil, and the team won third place after losing to Ivory Coast. But two years later, the team went through real disaster, as they finished at the bottom of the group phase, with goal difference 3-12. The worst was yet to come for Ethiopia as they didn't qualify for the 1972 African Cup of Nations at all, losing to Kenya in the qualifying tournament, 0-3 aggregate. Almost the same thing happened for the 1974 African Cup of Nations. This time they were eliminated by Tanzania.

Ethiopia hosted the Nations Cup tournament in 1976, but failed to progress to the final four, finishing third in the group, behind Guinea and Egypt. In 1977, they played Mauritius in the qualifiers for the 1978 African Cup of Nations. After 4-2 win on aggregate, they had to play Uganda. After 0-0 from the first match, Uganda won the second match, 2-1, and progressed to the final tournament. They also missed 1980 African Cup of Nations. Ethiopia last qualified for the tournament in 1982, under Coach Mengistu Worku, legendary former player.
In the 2004 African Nations Cup qualifiers, Ethiopians missed out on qualification by 3 points, losing their final game in Guinea. Next challenge was 2004 CECAFA Cup (Council for East and Central Africa Football Associations). There were 9 teams from around Eastern Africa: Burundi, Zanzibar, Rwanda, Ethiopia, Tanzania, Sudan, Kenya, Uganda and Somalia. Ethiopia defeated Burundi twice, and beat Zanzibar, Tanzania and Kenya and finished with 4 wins 2 draws and 0 losses. Ethiopia made it to the final in Addis Ababa and won the cup in a dramatic nail biting penalty shootout. At 2007 CECAFA (Council for East and Central Africa Football Associations) Cup Ethiopian team was out of tournament very early, after tying with the Sudanese team. Both a loss (against Zanzibar) and a draw (against Sudan) was enough to eliminate the Ethiopian team and after a long fight, and despite star Fikru Tefera’s call up, Ethiopia couldn’t produce a goal. Being kicked out of the tournament early, the young and inexperienced Ethiopian squad faced a more uncertain future in the 2008 African Nations Cup qualifiers, Ethiopia finished bottom of their group after losing their last two games.

In July 2008 the FIFA Emergency Committee has decided to suspend the Ethiopian Football Federation (EFF) due to the non-compliance of
the EFF with the roadmap agreed in February 2008 by FIFA, CAF and the EFF in order to normalise the situation of the federation. One of the main points established by the roadmap was the organisation of an extraordinary general assembly to deal with the motion of dismissal. In addition, the EFF offices were to be handed over to the recognised leadership of the association. Despite several reminders sent by FIFA in recent months, none of the steps established in the roadmap have been taken. The suspension of the EFF and the consequences provided for in article 14, paragraph 3 of the FIFA Statutes came into force on July 29, 2008, the day on which the federation has been officially notified of its suspension.

Ethiopia played four matches in group in 2010 FIFA World Cup qualification, before FIFA announced the immediate suspension of the Ethiopian Football Federation on 29 July 2008. On 12 September 2008, FIFA excluded the EFF from the 2010 World Cup qualifiers and the results of their matches were cancelled. Their failure to complete the remaining fixtures effectively eliminated them from the tournament. Ethiopia was suspended from international competitions following the sacking of the country's football federation
president Ashebir Woldegiorgis by the countries authorities.

In July 2009 World Football's governing body, FIFA, has reinstated Ethiopia after organising an extraordinary general meeting under the guidance of FIFA, and electing new leaders. FIFA's executive committee voted at a meeting in May to lift the suspension, provided that EFF organised and chaired an elective general assembly. FIFA confirmed that it was satisfied with the election. At the 2009 CECAFA Cup Ethiopia defeated Djibouti 5-0 in the opening game in the group stages of the regional tournament, but lost to Zambia and Kenya, thus finishing third and being knocked out of the tournament. On the 2010 CECAFA Challenge Cup, in Tanzania, The Walias were drawn in Group C with Uganda, Kenya and Malawi. After the defeat against Uganda, Ethiopia beat Kenya and made a draw against Malawi. Next opponent was Zambia, and Ethiopia won 2-1. In semi-finals they lost to Ivory Coast. In a third-place battle they lost 3-4 against Uganda. Tournament’s star players and goal scorers were Shemeles Bekele of Awassa City and Oumed Oukri of Defence Force. The Walias, have exceeded fans’ expectations by reaching the semi-final stage.
In April 2011 Ethiopian Football Federation has sacked national coach Iffy Onuora just 9 months after he took charge of the Ethiopian national soccer team following the team’s 4-0 defeat at the hands of the Nigerian Green Eagles in Group B of the 2012 Orange Africa Cup of Nations qualifier in Abuja. The Ethiopian national team played 11 matches during coach Onuora’s tenure, winning 4, drawing in 1 and losing 6 matches. The team scored 12 goals and conceded 21 goals in those matches. In May 2011 Ethiopia has appointed former Zimbabwe and Namibia manager Tom Saintfiet as coach in place of Iffy Onuora.

However, Tom Saintfiet left his job as Ethiopia national football coach after just five months, citing broken promises for his departure. Saintfiet had been in charge for three African Nations Cup qualifiers, including a 2-2 draw with Nigeria that contributed to the Super Eagles missing out on African Nations Cup qualification. The Ethiopian national soccer team advanced to the CAF group stage of the 2014 FIFA World Cup in Brazil with a 5-0 aggregate victory over Somalia. Ethiopia joined South Africa, Botswana and Central African Republic in Group A.
Ethiopia tied with South Africa away from home and beat CAR at home 2-0 to top the group after the first two games. In addition, in qualification for the 2013 CAF African Nations Cup, Ethiopia tied 1-1 away with Benin away from home after a goalless draw in the first leg to progress to the last round of qualification. In the last round of qualification, Ethiopia draws 5-5 in aggregate score, but passed to the African championships due to the away goal rule. This is the first time that Ethiopia has qualified to the African cup of nations in 31 years, and it opens a new chapter in Ethiopian Sport History.

2.5. The Establishment of Football clubs in Ethiopia

During the Italian occupation of Ethiopia (1936-1941), in accordance with the Fascist racial policy, Ethiopians were barred from playing football with Europeans. A separate sport office for the natives, “Sport Office for the Indigenous,” was set up and the already established Ethiopian football clubs were renamed: St. George became Littorio Wube, Qebana team became Villa Italia, Sidist Killo renamed Piazza Roma and Gulele named Consolata. The irony was that on the immediate aftermath of the Italian defeat, a football match was held between an all-Ethiopian team, expatriate teams and
an Italian football team, Fortitudo, in Addis Ababa in 1942. The Ethiopian team St. George faced the Italians. The latter was defeated at the football field as well. The games were being played thereafter between the area schools and the existing clubs mostly composed of foreign nationalities of Armenians, Greeks, Indians and Italians who were playing against themselves.

2.6. Ethiopian Football premier league clubs included in the study

The Ethiopian Football Federation (EFF) is the governing body of football in Ethiopia. It was founded in 1943, affiliated to FIFA in 1953 and to CAF in 1957. It organizes the national football league and the national team. The Ethiopian premier league clubs participated in a year 2011/2012 premier league completions was Saint George, Dedebit FC, EEPCO FC, Hawassa City FC, Mugher Cement, Ethiopian Banks SC, Sidama Coffee, Arba Menche, Defence Force, Harar Brewery FC, Ethiopian Coffee, Adama City FC, Dire Dawa City, Ethiopian Air Force. From on top of 14 clubs 7 premier league clubs were chosen in this study. These are Ethiopia coffee, Saint George, Dedebit, Hawassa city, Harrar beer, Sidama coffee and
Arbamench city.

1/Ethiopian coffee

Ethiopian Coffee sport club has been founded in 1976 with its first name called”Ye buna Nigat Kokeb” by the interested workers Unions of the industrial factory. The club started to compete in the third division in football and athletics sports. During such historic period, the club has been able to win four winners’ cup and Fair play trophies, and besides the club has been successful in winning several medals and certificates in athletics sport. The club is the leading club in the country winning the Ethiopian Knockout Competition as it took it.
Plate. 2.1

Ethiopian coffee Football club players (2011-2012)
After 1982 the club has been re-established its self under the coffee market cooperation with the new name called "coffee market sport club" "Ye Ethiopia Buna Gebeya sport club" The club could managed to participate in different sport activities such as football, volleyball and athletics (both in male and female), Box sport and table tennis as well.

2/ Saint-George Soccer club

Definitely, it can’t be that hard on how the name came about but the St. George Church is located majestically on top of the city and considered the protector of the poor and the rich alike. It was then that the team started to play with the then organized foreign teams of Greeks and Armenians and was believed to win most of the games as most considered to have the power of St. George on their sides. These were indication where football was heading and pioneered by the first Ethiopian club in football barren country and initiating an Ethiopian past time cycle in history.
Plate 2.2

St. Saint-George Football Club Players (2011-2012)
Throughout all these times many of the tournaments between teams were held in the then available open fields of Filweha, Jalmeda and Taleyane Sefer. Young men traveled from one area to the others equipped with the goal posts and strangely enough played barefooted of which they loved and preferred.

3/Dedebit soccer club

Dedebit Football club started out as Dedebit Youth project by the army captain Awel Abdurahim. The young officer who already achieved the rank of Captain invited the 9 years old siblings of his army colleagues in the compound, to join the youth team. A lot of kids responded to the call & be part of the new born youth team including his own son, Zukev Awel.
plate2.3

Dedebit Football club players (2011-2012)
The team again stood first from among 10 clubs which competed for a cup in a project championship that same year (2001).

In 2003 Dedebit competed against 13 teams in an annual tournament held in Zone 4 of Addis Ababa and won the trophy. This astounding feat enabled the team to get invited to the home and away competition named the King’s Cup held at Shashemene where it also collected a cup. So the team won two cups in the year. Dedebit once again ascertained its progressive development in 2003 by winning for its first time the Under-17 Annual Regional Championship in Addis Ababa. As a result it collected the Addis Ababa Cup.

In 2005 Dedebit was recognized as a club by the Addis Ababa Sports Commission. The club therefore took part in the Annual Regional 1st Division Competition and succeeded in getting the required point to pass to the region’s Higher Division. The year 2006 was that of multiple victories to Dedebit as it won the Addis Ababa Higher Division Championship Cup thus representing the region at the country-wide Regional Club Championship held in Hawasa and clinching the cup to win promotion to the National League, the second highest tier of Ethiopian football.
4/ Hawassa city Football club

Hawassa City FC is an Ethiopian football club based in Hawassa. They are a member of the Ethiopian Football Federation national league. Their home stadium is Hawassa Kenema Stadium. Hawassa lifted the trophy in the 2003/2004 season beating Nyala SC, and picked up the FA cup in the following season. Hawassa City FC club is a member of the Ethiopian Football Federation national league.
Plate 2.4

Hawassa City Football club players (2011-2012)
**5/Harrar beer soccer club**

Harrar Beer Bottling FC is an Ethiopian football club based in Harar. They are a member of the Ethiopian Football Federation national league. Their home stadium is Harrar Bira Stadium. Harar Brewery stays in the upper tier for one more season.
Plate 2.5

Harrar beer soccer club football players (2011-2012)
6/ Sidama coffee Football club

Sidama coffee Football club is an Ethiopian football club based in Yirgalem city. They are a member of the Ethiopian Football Federation national league. Their home stadium is Yirgalem Ketema Stadium.
Plate 2.6

Sidama coffee football club players (2011-2012)
7/ Arbaminch Kenema football club

Arbaminch kenema football club is one of newly established Ethiopian football club from southern region of Ethiopia, based in Arbaminch town. They are a member of the Ethiopian football federation national league. Their home stadium is Arbaminch stadium.
Plate 2.7

Arbaminch Kenema, football club players (2011-20120).