

# THE PRESS

 <https://za.7eliteacademy.com/>

 050 030 2942

 [mike.darby@7eliteacademy.com](mailto:mike.darby@7eliteacademy.com)



## Player Spotlight

This month we spotlight **Philippe Barnard**, who has trained with us for over 2 years now and is famously the owner of the most curated Instagram highlights page of anyone. He uses it to showcase some impressive skills, which were reflected in a 7.5 eyeball rating in 2025 - but more impressively he just received incredible matric results, with 3 A's, 5 A\*'s and a 100% for history!

## UPCOMING EVENTS

 **USA Tour**   
**3 FEB 2026**

7 Elite Cape Town has been invited to compete in the annual 7 Elite Academy Tournament in Las Vegas, an international event featuring over 500 teams from around the world.

 **Kronendal 125<sup>th</sup> Birthday**  
**28 FEB 2026**

Kronendal Primary School, the oldest and most well-known school in Hout Bay, is celebrating its 125th anniversary, with our players set to host a series of challenges at the event.



## 7 Elite Cape Town - our "why"

At 7 Elite Cape Town, everything we do is rooted in purpose. Our "why" goes far beyond training sessions and match days — it's about people, potential, and personal growth. We believe that every individual on our programmes is valuable, unique, and capable of achieving more than they may initially believe. Each player arrives with their own story, strengths, ambitions, and challenges, and we see it as our responsibility to nurture the whole person, not just the athlete.

We are committed to providing an environment that blends lifestyle, elite coaching, and meaningful mentorship. Through structured training, professional guidance, and strong role models, we aim to help our players unlock their passion, develop their skills, and discover a clear sense of purpose — both on and off the field. At 7 Elite Cape Town, we don't just build better footballers. We strive to build confident, disciplined, and motivated young people who are prepared for the next stage of their journey, wherever it may lead.

### Message from the Academy Director

Welcome to 7 Elite Cape Town. We are proud to welcome you into our community and excited about what this new chapter represents. Being part of 7 Elite is a commitment to growth, discipline, and excellence. Our coaches and staff are dedicated to supporting you both on and off the field, and we look forward to walking this journey with you as you develop as players and as people.



# WHAT IS THE PROCESS WE BELIEVE IN AT 7 ELITE?

## \* **Lots of intentional, well-planned contact hours**

We believe that progress is built through consistency and purpose. Our programmes are designed around meaningful, structured contact time that allows players to train, learn, and grow in an environment where every session has a clear objective. Each hour spent with us is intentional, ensuring development is never accidental.

## \* **Great coaching and constant, positive individual feedback**

High-quality coaching sits at the heart of everything we do. Our coaches are committed to guiding each player with clarity, encouragement, and honesty. Through regular, constructive feedback, players gain a deeper understanding of their strengths and areas for growth, building confidence and accountability along the way.

## \* **Maximising marginal gains available to us**

We focus on the details that make a difference. From sleep and nutrition to recovery and mindset, we educate and support our players in optimising every small advantage available to them. Combined with individualised training programmes, these marginal gains compound over time, leading to sustainable improvement and long-term success.

## \* **A safe, nurturing, and loving environment**

Above all, we believe in creating a space where players feel supported, valued, and respected. We prioritise emotional wellbeing and personal development, recognising the human being first and the footballer second. When players feel safe and cared for, they are free to express themselves, take risks, and truly thrive.



## IN A HIGH PERFORMANCE TEAM:

### **Failure means an opportunity to learn**

Each player feels valued

### **Each player feels safe**

Each player knows his role

### **Each player knows the areas he needs to grow in**

Each player values every other player

### **Every player feel like he's improving**

Every player feel like he's improving the team

### **And the team experience pressure as opportunity**

# OUR GLOBAL PARTNERS:

We are really excited to be part of the global 7 Elite group, joining the academies in Utah (USA) and Liverpool (UK). We are the first residential academy in the group, and subscribe wholly to the academy's ethos of ETHICS:

**E** XCELLENCE

**I** NNOVATION

**T** ENACITY

**C** OMMUNITY

**H** ONOR

**S** ACRIFICE

**EXCELLENCE:** We strive for excellence on and off the pitch and always aim to fulfill our potential.

**TENACITY:** We show determination and persistence even in tough situations.

**HONOUR:** We represent ourselves and 7 Elite Academy with honour by knowing and doing what is morally right.

**INNOVATION:** We come up with new ideas and solutions to overcome challenges.

**COMMUNITY:** We always consider our community and how we can add value to it.

**SACRIFICE:** We are prepared to make necessary sacrifices in order to achieve our goals.

## 2026 CALENDAR:

7 Elite runs from 12 January to 5 December, and the programme doesn't stop over holidays.

However, players are welcome to go home for part of the holidays after getting clearance from the Academy (bearing in mind outings, tours and fixtures that may be scheduled). The main holiday periods are the first week of April, the first 3 weeks of July, and the last week of September.

## USA Tour:

Every February, 7 Elite USA proudly hosts a tournament in Utah, and this year we're incredibly excited to take our Under 19s over to compete on an international stage. This tournament provides a valuable opportunity for our players to test themselves against high-level opposition, experience a different football culture, and continue their development both on and off the pitch.

The Utah tournament is followed the very next week by our participation in the Las Vegas Mayor's Cup – one of the largest and most prestigious youth football tournaments in the world, featuring over 1,000 teams from across the globe. Competing in back-to-back elite tournaments is an incredible challenge and an equally incredible opportunity for our boys to showcase their talent, resilience, and growth.

We plan to stream our matches live so that our wider 7 Elite community can follow the journey and support the team from afar. With the consistent hard work, commitment, and dedication the players have shown in preparation, we're hopeful for strong performances, positive results, and, most importantly, a truly unforgettable experience that will leave a lasting impact on their football journey.



# WELCOME:

Along with our many returning players, we're delighted to welcome some new boys into the academy: Carson from PE and Akhona from Durban have started their Gap Year programmes, while Mfanelo (Pretoria), Brandon (Zimbabwe) and Bone (Botswana) are our new high school scholars. Max, Philippe, Matthew and Deven have also joined the full time programme as day scholars in 2026.



**Akhona Sibisi**



**Brandon Chikusvura**



**Carson Smith**



**Boné Morula**



**Mfanelo Khumalo**

# OFF THE FIELD IN JANUARY:

Along with a couple of social braais and a hilarious evening of karaoke, we also enjoyed a short hike to the magnificent Crystal Pools, just outside of Cape Town. We all assumed the standout of the hike would be swimming in the clear waters and jumping in from the rocks (ranging from 2m to 16m in height), but we didn't bank on mother nature...

Just before leaving we had an extended close encounter with the wild, as a troop of baboons decided to avail themselves of our backpacks and generally cause loads of chaos... something we will not forget any time soon!



# ELITE 7:

Every year, we take on our Annual Challenge—a tradition designed to go beyond football and into real-life experiences. It's our way of making sure the journey is just as meaningful as the destination. This challenge is especially important for our international players, giving them the opportunity to experience the very best that Cape Town has to offer. Throughout the year, we'll explore iconic locations like Robben Island, the legendary DHL Stadium, the heights of Table Mountain, the breathtaking views of Chapman's Peak, the natural beauty of Boulders Beach, and the coastal energy of Camps Bay.

## THE ELITE

