



**MINISTRY: SPORT AND RECREATION
REPUBLIC OF SOUTH AFRICA**

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**NATIONAL SPORT INDABA
REPORT**

09 – 10 OCTOBER 2008

INKOSI ALBERT LUTHULI CONVENTION CENTRE

“Massifying our sport to create a winning nation”

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PSBY Management Consultants**

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1. BACKGROUND TO THE INDABA

The Minister of Sport & Recreation, in his endeavor to develop sport and encourage sport development in South Africa, indicated the need to host the National Sport Indaba which looked at the sport development continuum in the country. This was further based on the principle which encourages co-operation with one another in mutual trust and good faith, therefore fostering friendly relations, assistance and support, information sharing, consultations on matters of common interest, co-ordination of actions and legislation, adhering to agreed procedures and promoting corporate governance.

After various deliberations with various groupings involved sport development, it was agreed that a Sports Indaba be hosted which would look at all success, and challenges in sport. The Sport Indaba was aimed at promoting and facilitating intergovernmental relations and at providing appropriate mechanisms and procedures to facilitate the development continuum in sport. Such measures were meant to accelerate the implementation of the development agenda in South Africa.

2. AIMS AND OBJECTIVES OF THE INDABA

- To promote corporate governance in sport
- To support, share information and build capacity
- To co-ordinate actions and resources when implementing policy matters
- To monitor implementation of government policies and ensure accountability
- To co-ordinate and align government priorities
- To assess and evaluate the implementation of the sport development agenda since 1994

- To develop strategies to accelerate the national sport development program
- To discuss and adopt a common program of action toward 2014

The Indaba focused on the three strategic areas, namely Progress since Unity (1992); Sport Development and Transformation; High Performance and the Role of Science. The topics for discussion at the Indaba revolved around the seven (7) supporting pillars of the White Paper which are;

1. Infrastructure
2. Financial Resources
3. Human Resources
4. Governance & Legislation
5. Ethics and Values
6. National & International Relations
7. Monitoring & Evaluation of Implementation

These critical areas focused on the current position of sport; progress on transformation; and identification of matters that support SRSA's objectives. Based on these, the Minister recommended the following topics to be addressed:

- Politics and Sport (Access of All to Opportunities)
- Access to resources
- Transformation and Excellence
- Sponsorship and Equity
- Women in Sport
- Sport for the Disabled

- Monitoring and Evaluation of Transformation and Development

3. ATTENDANCE

As per register for each day

4. KEY NOTE ADDRESS: REV. M. A. STOFILE

The Minister of Sport & Recreation in South Africa, Reverend M.A. Stofile presented the keynote address. The complete speech may be found in the appendix (see Appendix 2). The key points outlined by the Minister were as follows:

4.1 Introduction:

- The outcomes of the Sport Science Indaba held in Boksburg on 2 October 2008 were valuable
- The contribution of sport and physical education to society has become well known universally
- Several continents support the UN's recognition of sport as a fundamental human right
- The UN utilises sport as a vehicle to attain the Millenium Development Goals
- Sport plays an important role in boosting the morale of the community when properly utilised, e.g. in Iraq, Cameroon, Afghanistan and RSA
- The trend is to involve as many people as possible in sport activities to achieve nation building and social cohesion through participatory democracy
- In RSA we are still suffering from socio-economic disparities; struggle-challenges still exist, and these affect the functioning of sport
- Playing fields are still not levelled

- Constitution of RSA imposes a duty on the State to give effect to the rights of citizens (as contained in the BoR)

4.2 Timing of the Sport Indaba:

- After approximately 15 years of unification, there is a need to check how far we have progressed toward our goals
- The challenge is to find out how do we move towards the South Africa of our dreams: a non racial, non sexist and democratic society
- Need to get all to the starting blocks with equal chances
- Dismal performance in Beijing Olympic Games - this Indaba to examine the reasons
- It also follows closely after the good performances at the Paralympic Games
- Essential to develop a way forward
- Since 2004 SRSA embarked on a Mass Participation Program
- Aim is for sport to serve as a catalyst for social development, talent identification and development
- Firm believers in school sport, as the best place for talent identification
- South Africa does not take club structures seriously
- Serious decline in participation at all levels by all age groups
- Individuals take sport to the higher levels on their own initiative
- Old model of sport is impaired, need for predictable league structure-require funding & sponsors for grassroots clubs and athletes (financial solidarity)
- Importance of National Federations (NFs) and Government contribution to sport

4.3 Policy Challenges:

- International Federations (IFs) deal creatively with separation of powers between Sport and Governments e.g. Government of Poland and FIFA

- NF's in Africa & RSA have not adopted such bold trends
- Sport federations are autonomous, but not above the law
- Retired veterans and old campaigners have a vital role to play
- We need to develop a 10 year plan for 2012 and 2016

5. THE STATUS OF MACRO SPORT IN SA: MR. MOSS MASHISHI

The president of SASCOG, Mr. Moss Mashishi delivered the address on the status of macro sport in South Africa. The full presentation may be found in the appendix (see Appendix 3). The key points outlined were as follows:

5.1 Introduction:

- Euphoria has gripped the country over last two weeks because of the extra-ordinary performance of the Paralympic Team in Beijing
- The Team attained a commendable sixth position overall on the medals tally, delivering 30 medals with 21 Gold out of a team of 61 athletes
- The Team has given some of the super powers such as Canada and Russia a surprise. But we need to invest significant resources to remain competitive at that same level in the next cycle
- Although Team SA won only 1 silver medal, the young athletes set several personal and African records
- For the first time Black athletes on merit outperformed expectations in sports such as fencing, cycling and canoeing
- The Beijing experience must be analysed honestly at an appropriate forum to learn from mistakes made and to take corrective actions

5.2 The MTT Report

- Last consultative forum was in November 2000, after the disappointing results at the Sydney Olympic Games; a ministerial task team (MTT) was appointed

- Its primary brief was to examine "factors" which impact negatively on South African sporting performance and come up with recommendations as to how such factors could be addressed."
- MTT was thus formed in 2000 and started work in 2001
- Now eight years since the MTT was commissioned we must examine whether the recommendations of the report have taken us forward (i.e. the performance of our athletes and teams is showing results) or whether we have not even implemented them in the first place
- We are at the same juncture presently; we have a repository of ideas, but we are not implementing them

5.3 A single Macro Sports Body

- One of the key recommendations of the MTT was to amalgamate the six macro sport bodies into one body, hence SASCOC was formed in October 2004 with its first board elected in November 2004
- Rationale firstly was to streamline and rationalize macro sport activity, creating a single platform of accountability
- Secondly, it was to improve the management of multi- coded sport teams representing South Africa on the world stage, especially in cases such as the Olympics and Paralympics, the Commonwealth and the All Africa Games
- Thirdly, it was to create more commercial value for the individual sports properties by marketing them together thus optimising their marketing value
- Fourthly, such a body would command the authority to represent the sports movement as a whole through a single voice and platform
- Integration process is now completed – it was complex and very difficult
- Now there are board commissions for the Commonwealth Games, Tertiary Sport, Sport for People with Disability, and School Sport
- USSASA was not integrated as Government was to create a new structure and SASCOC was to be given a seat on the board

5.4 Recognition & Mandate

- SASCOC, created by an Act of Parliament is recognised by the Government as the relevant macro-sport authority
- Recognised externally by COSANOC, ANOCA, IOC, IPC, FISU and the CGA
- Separation between high performance and mass based sport was established
- High performance sport was assigned to SASCOC, mass-based sport was assigned to SRSA
- This mandate is reflected both in the Articles of Association and the Memorandum of Incorporation of SASCOC, and it is also reflected in the Sport and Recreation Amendment Act of 2007

5.5 Team Delivery

- Managed the following teams in the last quadrennial:
 - Commonwealth Games Team to the Melbourne Games (2005)
 - World Games in Akita (2005)
 - All Africa Games team to Algiers (2006)
 - Olympic and Paralympics Winter Games in Turin (2006)
 - FASU Students Games in Tshwane (2006)
 - Zone Six Games in Windhoek (2006)
 - FISU Student Games in Bangkok (2007)
 - COSANOC Games in Maseru (2007)
 - FASU Student Games in Uganda (2008)
 - Olympic and Paralympic Games in Beijing (2008)
 - Commonwealth Youth Games in Pune (2008)
 - Zone Six Games in Matlosane (2008)

5.6 Athlete Support Program

- National Academy Programme funded by SRSA, coordinated by SASCOC

- Twenty sports benefited through training camps in the period 2006 to 2007
- Operation Excellence Programme (OPEX) was used to support up to 76 athletes with monthly grants ranging from R2000.00 a month to R10 000 a month
- The funds were provided by SRSA, The National Lottery, and IOC

5.7 National Colours and Sport Awards

- SASCOC has mandate to issue National Sports Colours
- There has not been uniformity across all the National Federations
- As regulations are complete, compliance and consistency will be applied
- Involved with three Sports Awards, viz. Jack Cheetham for new talent, SA Sports Awards for current stars and Hall of Fame for past outstanding sports greats
- Need to come up with awards as initiatives for talent identification
- SABC awards-current stars, Hall of fame- icons of the past

5.8 Activities under Review

- Bidding and hosting; since most international events require Government approval, it has been proposed that SRSA takes over the function of vetting approvals
- The SA Games; SASCOC has been sandwiched between the Host City, SRSA and the National Lottery. Given the developmental nature of these games, the provincial federations should assist through their members with the provision of officials, technical support and any other similar assistance, but not to organise the event

5.9 Key Challenges and Recommendations

- Funding and Resources are the key challenges

- Establishment of SASCOC without funding was a departure from the MTT recommendation
- The National Lottery Act should be amended to transfer the distribution agency for sport out of DTI
- Role clarification is necessary - who is responsible for what so that stakeholders know where accountability lies
- Shift in strategic approach– SRSA is apparently taking on more and more High Performance activities contrary to the founding understanding of the present macro sport dispensation; we are not dealing with issues of inevitable overlaps but an intended change of direction
- There must be ACCOUNTABILITY in governance and administration of sport

5.10 Recommendations from the floor

- Role of Federations in the matter of school sport must be clear
- Link between school sport and federations is vital
- SASCOC should create representative structures at Provincial and local sporting level

6. RESPONDENT- MS. CHERYL ROBERTS

- Main concern is: How do we take SA sport forward?
- Need to Assess and Review the current situation
- The very people who are in charge are guilty of the 'mess' SA sport is in
- We need to take powerful decisions to reverse the 'mess'
- We need to overhaul the unhealthy condition of sport
- Funding review is essential
- What is the leadership doing with so much money?
- What dictates sport development -is it market driven or state driven?

- SASCO has low profile (no presence and visibility) in service delivery and is driven by power
- Government control of sport has taken us backward instead of forward
- Government needs to be honest- there is little service delivery
- Leadership of sport is a problem- nepotism, favouritism and corruption
- Officials should only serve a maximum of 4 years-law must be passed
- No consolidation of grassroots level, school level, and club level sport
- Money needs to be at the mass level of local community sport
- School sport has declined and we need to take responsibility for the decline
- Organised and club sport is not growing
- New ideas and opinions needed
- We suffer from suffocation by a few people staying on too long
- Leadership is not being developed, and leaders are not emerging through sport
- Youth development, sent overseas
- Opportunism corrupts us, how many athletes give back to sport
- International sport event must benefit the development of sport at club level
- Must learn from global interaction
- Comparing ourselves to Australia, why don't we learn from Africa?
- Domination of the male gender
- South Africa has an impressive sport budget, but far too little goes to the Federations?
- Most top sport survives with no Government funding
- We are at a critical turning point
- Money is vital, helping athletes achieve is important, if not adequately invested in sporting activities, will lead to further failure
- Which sport do we assist? Need for prioritisation and strategy
- Increased Government spending on sport does not automatically translate into more medals in sport
- We need to entrench non racial sport- with no reference to colour

- Do we have to wait until London 2012 or do we decide now on how to turn the tide

6.1 Discussion

Zandisile John Malana- Eastern Cape Sport Council

- With the total failure of Team SA in Beijing, restructuring of SASCOC is a must; SASCOC was charged with the responsibility of mass mobilization of sport in SA
- Sport Councils should be established at district levels and local levels
- Lottery funding must not be managed by SASCOC- separate agencies that are monitored by SRSA
- High performance which deals with academies needs to be a national product. The national government must be in charge of it
- Rugby emblem must be done away with, and the Protea symbol incorporated

Junior Ramovha, JHB Sport Council

- Moss focused more on the profile of SASCOC and not the key deliverables
- It's not new people that are in SASCOC, they should have been capable to deal with the amalgamation
- Olympic Games after Olympic Games there have been reports and reviews but the recommendations have never been implemented
- SASCOC are not cracking the whip of transformation
- What is the change? For us to move forward we need to admit our shortcomings, we must stop justifying
- Review of SASCOC structure is appropriate

Dr. Bhorat, Soweto Rugby Club

- In terms of emblems what is SASCOC's position?

- How does SASCOC promote transformation, when they themselves are not transformed?
- What structure do we have to promote transformation of sport so that the country can take ownership of sport?

Doctor Nkosi, Board Member of SASCOC

- School Sport-what is happening now in school sport- do we have the right structure, absolutely not. What is it do we need to achieve in school sport and how do we do it?
- High performance-is the responsibility of SASCOC, the preparation of the team is not SASCOC's responsibility but they are always blamed

Kora Mugile Mkgati- ANC Member of Parliament

- Constitution of the Federations- they need to be reviewed and bring them in line with the Constitution of the country
- How can the owner of a club also run the league?
- Retired icons-have been kept outside soccer- reasons for the current state of soccer, clash of interest in soccer

Poulos Mbolo- ANC

- Restructuring of Federations to be in line with the geographical boundaries of municipalities
- Sport structures must go through to grass roots level

Thamsanqa

- SASCOC does not have characteristics to take the work forward
- Structure is not doing what it is suppose to be doing
- Our Government should not be linked with sport

- Funding- generally corrupt relationship, between sponsors and administrators

Jerry Sekgawawa

- Representation of the provinces in SASCOC is needed
- We need more meetings like this; SASCOC needs to coordinate them

Makhosi Nduni - Portfolio Committee on Sport

- Stop jumping around for better sport- stick to practicalities and basics
- Consolidate and advance
- Need to get funding for sport; funding should talk to our challenges on the ground
- Let's not forget to balance gender in whatever we are doing in sport

Reply- Minister Stofile (Representing Government)

- Appreciated people talking straight and up to the point
- People spoke about where we are going wrong and what we need to improve
- In criticising SRSA, people were very specific
- The president of SASCOC was stronger in power than the Ministry. The ministry does not want to trample people's aspirations
- How should we tighten the law to help us do what we need to do
- Market forces, should we leave it to the market forces? No we do not agree to that philosophy, we have a responsibility to bridge the imbalances created by Apartheid
- We are carrying the burden, therefore the state needs to be involved in SA sport. They cannot be spectators in a situation which needs intervention
- They cannot be quiet with regards to their portfolio
- Where is talent identification taking place and where is the database kept? Should we then keep quiet, no we cannot

- School sport- USSASA- to create structure for school sport which incorporated all the other bodies
- Mistake is the creation of NACOC
- USSASA- dissolved and nothing has been put in its place
- South African school association, which is non racial needs to be created
- How should school structure be configured to go beyond?
- Stop asking questions and put forward propositions
- We must not defend ourselves, there should be an opportunity to listen to the criticism and we should clarify some perceptions
- Springbok emblem-be open minded about it, must not be dogmatic

Sam Ramsamy

- Criticism must be constructive
- What is wrong and how can we correct it
- Infrastructure in government has to run well
- Money is not the only answer, commitment is also important.
- Many earn money from sponsorship and still want money from the state, but it is not fair

Moss Mashishi

- Must have open, frank engagement and criticism, must be meaningful
- Number of reasons for poor performance - need to engage in honest and frank discussion
- His own challenge – loneliness of the position he is in, needs a collective effort to move forward

Cheryl Roberts

- In whose interest is SA sport being driven- commercial or individual?
- South African sport is too privatised

- We have the resources- how do we unlock sport wealth and how do we eradicate sport poverty
- Sport activism, different from sport action- we need to take action in sport

7. POLITICS AND SPORT (ACCESS FOR ALL TO OPPORTUNITIES), MP BUTANA KOMPHELA

The Chairperson of the Portfolio Committee on Sport, Mr. Butana M. Komphele, delivered an address on Politics and Sport with a focus on the creation of equal access for all to opportunities in sport and recreation. The full presentation may be found in the appendix (see Appendix 4). The key points he outlined were as follows:

7.1 Introduction

- In terms of the Constitution of RSA, the President appoints Cabinet including a Minister of Sport
- Minister of Sport is tasked to deal with the legacy of Apartheid and distortions created by it
- The Constitution of RSA implores Government to address inequality in society (including sport)
- In National, Provincial and Local Government, politicians are tasked to lead departments to implement the provisions of the Constitution
- International statutes and organisations such as IOC recognize role of Governments in sport
- RSA is in a developmental state
 - Mandates are given every 5 years
 - Interventionist role of Government to address inequalities in society
 - Transformation of sport is part and parcel of the transformation of society
 - It is plain to see that interventions are not happening at the pace and in the way it should

7.2 National Sport & Recreation Act

- Provides the blueprint for sport in terms of roles and responsibilities
- During public hearings on the National Sport & Recreation Act, communities were unanimous in their view that the Minister of Sport MUST intervene in matters of sport
- National Sport and Recreation Act allows for intervention
- Governance- cannot be left to Federations only. Democratization is more than holding AGM's
- Autonomy of National Federations to elect their official office bearers
- Regulations in National Sport & Recreation Act- govern the term of office and independence of directors
- FIFA President Sepp Blatter stated that in developing countries governments must play a decisive role in advancing sport
- Role of Government in the hosting of FIFA 2010 WC – without Government's resources, no individual or private organization would have the capacity to create the infrastructure to host the World Cup

7.3 Historical Perspective

7.3.1 General

- Basil D'Oliviera – due to his skin colour could not play cricket for S.A. He was forced by the apartheid NP government to play in England
- Koornhoff bills of the 1970's – banned racial integration on the sport field
- Connie Mulder – was the architect of segregation
- Separate development and association was enforced
- SACOS – provided resistance in and through sport based on the belief that there could be “no normal sport in an abnormal society”
- NSC – popular participation; vehicle to normalize sport in the country

7.3.2 Unity process

- 1991 – saw the unity process unfold
- Amalgamation of historical Black clubs had a negative effect on community sport
- Hostile take-over of black sport?
- Business as usual in Federations where transformation is viewed as an unnecessary nuisance and Governmental interference in the status quo
- Constitutions of some Federations are not in line with the Constitution of the Republic
- Quotas – are a direct result of Governmental intervention

7.3.3 Post Unity

- Choice at unification was whether to go for international participation or to focus on development
- Post-unity – there was over-emphasis on international participation at the cost of development
- 1995 Rugby World Cup – a lot of goodwill from the majority of our people – support from 46 million people
- SARFU President Louis Luyt took Nelson Mandela to court
- Evaluation of the unity process never took place
- Agreements on one emblem for our national teams is ignored – this entrenches a divided society
- Private sponsorships follow Federations where leadership is not transformed as yet

7.3.4 Current Scenario

- Role of the media, sponsors, former players, etc.
- Insults that Pieter De Villiers had to endure when he was elected as national rugby coach - that he was not appointed for rugby reasons only

- Outspoken Black administrators and coaches are marginalized
- “Obedient Blacks” are used for window-dressing
- Sport Federations are infiltrated by reactionaries
- Conservatives elected to “lead” major Federations
- Perceptions are entrenched that “merit” only resides in certain people and Blacks are not good enough
- No respect for transformation or the need to combat racism

7.3.5 Conclusion

- Sport is a public asset. Government is the custodian of public interests and it must ensure that public assets are looked after
- Human trafficking is becoming a problem and must be prevented, especially with WC 2010 and the opportunities it creates
- Emblem- imperative that there is only one emblem for all national sport teams

8. WOMEN IN SPORT: MS. NTAMBI RAVELE

Ntambi Ravele, an independent sport consultant made this address. Her complete presentation could be found in the appendix (see Appendix 5)

8.1 Background

- After the democratic elections in 1994, transformation and development in all sectors of society including Sport and Recreation has been a priority. However, women are still under-represented in almost all areas of sport and recreation e.g. administration, decision making, coaching etc
- The implementation of equitable and fair allocation of opportunities and resources in sport is essential to address equity
- Since the democratic election, what do women have little to celebrate about, there has been no real liberation of women in sport

- Women's Sport Movement started in 1992 and different structures have been developed over the years between 1992 and 1997
- One of the structures which were formed was WASSA; it was a powerful structure reporting to the Minister and it addressed issues of women in sport
- A National sport charter was adopted and WASSA helped other African countries establish structures in their countries
- Through the existence of WASSA, many women were appointed into decision making positions and many milestones were achieved
- In 1999 WASSA was dissolved by the Minister and South Africa could not even represent a report to the world conference that was held in Canada
- In 2003, South African Women, sport and Recreation (SAWSAR) was formed; it focused on addressing previous imbalances in South Africa by ensuring participation of women and girls at all levels of sport
- SAWSAR launched research project on gender and sport in South Africa (See Appendix 5 for findings)
- The skewed representation has to be addressed. Although there has been increased participation of women in sport over the years, women are still largely under-represented in decision making roles

8.2 Recommendations

- A powerful structure, with funding, must be developed
- Policies and guidelines that will enable women to participate in sport at all levels need to be established
- More research and information on participation of women needs to be conducted
- Strategy of how to generate sponsorships and good media coverage should be developed
- Sustainable capacity building strategy and implementation is essential
- Identify sponsorships to support women's programmes

- Market women achievers in sport

9. SPORT FOR THE DISABLED: DR LIZ BRESSAN

9.1 Background

- We celebrate Paralympics clearly, but is this the best we can do as a nation? See Appendix 6 for trends in racial balance and trends in medals and gender balance
- We require a system that is in balance, between Human Resources, Financial Resources, and Structures. Currently the system is out of balance. (See Appendix 6).
- The problems shared by disability are similar to those that other sports face
- The foundation of sport, i.e. school sport in South Africa is dying; there are no structures, PE teachers etc
- There is a crisis in the sport club system in South Africa
- Qualified coaches and technical officials and managers are required
- Long term athlete development pathways need to be created e.g. for Talent Identification & Development
- We have different types of disabilities and we need to address all athletes with different abilities equally. Simple inclusion is not the answer

9.2 Recommendations

- Recruit and retain the participation of people with a professional approach where they are experts
- Balance the system to allow athletes to have a fair chance to achieve their goals

- There must be a single vision for competitive sports

10. ACCESS TO RESOURCES, Dr. Sam Ramsamy, IOC Board Member in RSA

Dr. Sam Ramsamy, IOC Board Member in RSA made this presentation. Only the salient points of his presentation appear below. The full presentation could be found in the appendix (see Appendix 7)

10.1 What do we mean by resources?

- Source of supply, support, aid
- Available means
- Action or measure to which one may have resources
- Capability in dealing with a situation

10.2 How does this affect sport?

- Sport for all
- Recreational Sport
- Competitive sport

10.3 Evolution of South African sport

Apartheid South Africa was based on separation of races

- Interim Period CODESA tried to get all to move forward
- Most of the sports were largely or exclusively white
- Inclusivity demanded taking all together

Present position

- Has been discussed

- It's a position we do not want, we must look at the future

The future

- This is not Australia, Great Britain, China, Germany or Russia; and we cannot simply try to replicate "best practice" from these countries
- But as we face numerous challenges it means that we need to do things right
- However, there are lessons to be learned from what is and what is not working in other countries

10.4 Establishing a high performance centre

- National institute of sport- needs to be considered
- Residential establishments- all kids can't commute regularly
- Sport colleges for the training of coaches- holistic approach, need to look at it. All round academic aspects need to be examining e.g. anatomy. Look at other countries and learn from them
- Regional Centres- can look at them at a later stage
- Exists in many areas in Australia
- Aspiration

10.5 Role of School sport

Physical Education

- Can't ignore it
- How it will be organised – Minister's decision

School Sport

- We need to take a look at it
- Been abandoned
- They do not have the capacity

- How can we help them?

10.6 Financial Resources

- Insufficient
- Public funds
- Private funds
- Policy that we regulate private resources

10.7 Distribution of finances

- National approach required - Monitoring of National Federations
- Direct support to athletes-coaches
- Monitoring of Athlete Performance
- Coaching Workshops/Seminars
- Refresher Courses

10.8 Operation excellence

- Dedicated funding

10.9 Armed forces

- Good resources should be utilised

10.10 Correctional services

- Several resources

10.11 Police services

- Good resources should be utilized

10.12 Sport Science

- Sport Medicine
- Biokinetics
- Physiotherapy
- Sport Psychology
- Sport Biomechanics
- Sport Vision

10.13 Sport Facilities

- Spectator accommodation vs. basic playing/ training areas

10.14 Role of National Federations

- They are the National Governing Bodies of sport
- Their roles and responsibilities relating to provision of resources should be clearly understood

11. SPONSORSHIP AND EQUITY: MR. MONDE TABATA, CEO MEGAPRO MARKETING

Mr. Monde Tabata delivered the address on Sponsorship and Equity. The complete paper could be found in the appendix (see Appendix 8). The following were the key points covered:

11.1 Introduction

- Poor performance of Team SA at Beijing Olympic Games 2008 sharpened our focus on the importance of Sponsorship in Sport
- Question of transformation of our sport is linked with the question of sponsorship or lack of it. Many would argue that without funding of sport it

is impossible to achieve the objective of equity and all the other policy objectives of Government to transform sport

- Elaborated on the two points, suggesting that there is a direct and symbiotic relationship between funding (sponsorship) of sport and achieving equity in sport
- Sponsorship does not seek to achieve Equity. Equity is an outcome of social policy while sponsorship is a marketing tool that seeks to achieve commercial objectives, i.e. improve the market position, increase sales etc; therefore its measurement is the return on investment for the sponsor
- Did consider the best way of tapping into sponsorship funds to achieve the Equity objective

11.2 Sponsorship in South Africa

- The South African sponsorship industry rates highly amongst others in the world. It is worth R2, 6 billion in sponsorship fees and another R2, 2 billion in leverage spend
- Major part of this sponsorship is spent on three sports, namely, football, rugby and cricket
- Major investors in this industry, as sponsors, are financial institutions (all the major banks are involved in these three sports), telecommunication companies (all except Cell C)
- These big 3 sports dominate the broadcast and print media. They are the sports of first passion for the majority of South African public
- Since winning the right to host the FIFA 2010 World Cup, football has become the major beneficiary of the sponsorship Rand
- Challenge is whether this sponsorship will be of benefit to broadening participation, improve access to under-served areas, in a nutshell, will this windfall contribute to the objectives of social policy
- SAFA which has the mandate of development of football in the country has not been as competitive as PSL (the commercial wing) in capitalising on the readiness of the market to sponsor football. It, however, has sponsorships that are directed to their development teams

- Rugby and Cricket have retained their long associated sponsors, but have increased the values of their sponsors. Both these bodies have used their resources to achieve equity objectives e.g. Their employment of development officers, coaching clinics, outreach programmes, development tournaments, provision of equipment, development of women's participation, and focus on rural based teams
- Their main challenge is that their local and provincial bodies, particularly those where the talent for achieving transformation are basically without sponsorship and some are bankrupt. This limits the impact they may have in achieving the Equity objectives. The net effect is the migration of talent to the urban provinces and the steady death of sport in rural South Africa
- The lack of sponsorship for sport in these areas is a threat to the achievement of national sport development objectives. It places pressure on the resources of the various national bodies, which are unable to achieve balance in the pressure of achieving international excellence and also meet the demands of development/transformation from their budgets
- A key challenge facing sport fraternity and Government is to reverse the possibility of certain death of sport in the rural areas
- Rugby and Cricket province like the Border which produces 30% of the rugby playing population of South Africa has not had a sponsor for nearly 7 years, similarly South Western Districts and Boland – all of these would, if they were resourced, be assisting a great deal in achieving the transformation objectives of SA Rugby and Government

11.3 Ideal Position

South Africa needs to do things differently, very quickly and decisively. The following are the main recommendations:

1. Let us find an inspirational Vision that the citizens can relate and be inspired, that will draw in sponsors and capture the imagination of all

2. We must find a national consensus that says our National Sports are five; namely, football, rugby, netball, athletics and cricket. Through this prioritisation we can focus funding and sponsorship and other interventions
3. Invest R10 billion over a period of 5 years in the priority sports – Government should be the main contributor and using the Australian Sports Foundation model mobilise resources from corporates, donors and citizens
4. Immediate intervention for sports bodies that are not sponsored by creating a public and private sector fund in which provincial departments of sport and private sector could establish a Sponsorship Fund to save Border, SWD, Boland, Mpumalanga, Eastern Province, Northern Cape from the certain death of their key sports
5. Sports bodies must overhaul their corporate governance for the better. Sponsors, players and the public suffer because of the failure of administrators to live to the accepted standards of corporate governance. Poor administration is a threat to sponsorship acquisition, team performance and public support. Many a sponsor has withdrawn from certain sports for this reason
6. An important outcome of this Indaba would be a subsequent session to develop a Sports Administrators Charter that governs their individual performance indicators, their organisations' performance and measures of censure
7. Determined focus on excellence in performance in all our priority sports. Sponsors follow excellence and excellence in performance in sports draws the market

11.4 Conclusion

- After 16 years of normalisation of sport in South Africa, we should now have identity of Sport SA

- We need to develop a South African vision that is positive, captivating and a vision that talks to possibilities for all our sports persons. It is the vision and commitment to living the vision in practice by administrators and sportspersons that will draw sponsors even to areas that they have traditionally neglected
- We are sometimes our worst enemies. Our discourse is most of the times unnecessarily combative which serves to unnerve sponsors, thus threatening our quest for achieving Equity

12. MONITORING AND EVALUATION OF TRANSFORMATION & DEVELOPMENT FOR SPORT: MS. VIWE QEGU

Ms Viwe Qegu made this presentation. The full presentation could be found in the appendix (see Appendix 9)

12.1 Introduction

- SRSA is embarking on the introduction of a Monitoring and Evaluation tool for all sport organizations
- It will be in the form of a Performance Assessment Model (PAM)
- It will be aligned to the intent of the National Sport and Recreation Amendment Act 18 of 2007 as well as the imperatives in the RSA Constitution

12.2 National Sport and Recreation Amendment Act, 18 of 2007

- Entrusts Government with a constitutional obligation and overall responsibility to ensure effective governance for Sport and Recreation
- The administration of the Act is entrusted to Sport and Recreation bodies
- Section 4, paragraph 3A of the Act prescribes to Government to enter into a Service Level Agreement with Sport and Recreation bodies and mandate them to implement the Act in their respective functions

- The SLA will permit Minister to take corrective steps where NF's do not implement the provisions

12.3 Process for the Monitoring & Evaluation Tool

- SLA between the Ministry of Sport and each Sporting Federation as prescribed by the Act. To be put together and signed by the NF
- Compulsory Performance Assessment Programme between Government and National Federations with clear obligations. To be put together and signed by the NF
- Performance Assessments will be classified into High and Low Performance Sport Federations
- High Performance Category: Cricket, Rugby, Football, Athletics & Netball
- Low Performance Category: All others
- PAM will have a clear Matrix of broad measurable Obligations for compliance
- It will have a clear contractual reporting process as determined in the SLA
- A three (3) year Matrix (2009-2011) will be developed in consultation with the Federations to give the PAM detailed monthly obligations
- The Minister will put mechanisms for a roll out process in the next two months prioritising the High Performance Federations. Sponsors, Media, NF's and Athletes will be part of the process

12.4 Broad Obligations of the PAM

- Strategic Obligation No1:
 - Constitutional Alignment, Membership Statistics
- Strategic Obligation No2:
 - Representation at an Executive level: National, Provincial & Club Level
 - Male & Women representation
- Strategic Obligation No3:

- Representation at a Player level: National, Seasonal, International Tour, Continent, Provincial etc
- Representation at a referee level at all levels of matches
- Strategic Obligation No4:
 - Corporate Social Investment and Sponsorships
- Strategic Obligation No5:
 - High Performance Learnership Development Program
 - High Performance Learnership Deployment Program
- Strategic Obligation No6:
 - Procurement and Subcontracting to and from Black Empowerment Entities.
- Strategic Obligation No7:
 - Employment Equity Participation (EEP)
- Strategic Obligation No8:
 - Ambassadorship and Mass Participation Program
 - Strengthening of Interschool Championships
- Strategic Obligation No9:
 - Empowerment program for Women sections of Federations e.g. Women Springboks, Banyana- Banyana, etc

12.5 What does the PAM seek to achieve?

- A clear monitoring and evaluation process as a performance measurement tool for sport administrator's Performance Assessment program
- Clear reporting mechanisms with an agreed reporting format as per obligations
- Frequency of the reports on a quarterly basis
- Structured high level meetings with Federations on a quarterly basis to evaluate their reports
- Yearly published report by the Minister for parliament and all relevant stakeholders and public
- Serve as a barometer to achieve the following:
 - Alignment of Federations' Constitutions

- Transformation at all levels
- High Performance Learnership Development Program
- Equitable distribution of resources- sponsorships and funding patterns
- Ensure a meaningful and inclusive Ambassadorship Program for the country's National Federations
- Mass Participation in Sport Federations
- Development Program for Women components of Federations
- Employment Equity - Employment of HDI's, Women, Disabled at all levels
- Skills Development – Human Resource Development & Formal Mentorship programs
- Development of BEE's, New BEE's and SMME's – procurement and subcontracting from them
- To work towards Sporting Excellence in South Africa

12.6 Closing Gaps/ Weaknesses

- Window dressing :
 - Participation, involvement and ownership by previously disadvantaged communities in the playing, administration, management and support of sport in South Africa
- Inequitable distribution of resources in sport in SA
- Lack of a clear, measurable program for Sport Federations that is relevant to the Constitution of RSA
- Malicious compliance
- Lack of sustainable skills in the industry (Long Term Approach)

12.7 Recommendations

- Come up with specific proposals into the broad obligation in order to enhance specific objectives/ elements

- Each obligation has to be given specific elements and matrix with details
- National Sport & Recreation Amendment Act 18 of 2007 allows for gaps for non-compliance, but does not have strong measures for non-compliance; we must have an enforcement component that is outcomes driven
- Discuss specific enforcement measures for non-compliance
- Process has to be carried out in close consultation with NFs

13. TRANSFORMATION AND EXCELLENCE: MR. MVUSO MBEBE, SABC SPORT

Mr. Mvuso Mbebe of the SABC made this presentation. His full presentation could be found in the appendix (see Appendix 10). Only the key points he made are reflected below:

13.1 Previous Structure

- The previous structure (National Sports Council) was meant to create unity, the current structures have not moved on from this point, they are still about unity and access and are not focusing on investment or commercial and long term sustainability
- Current structures do allow black people but keep them on the fringes in order to manage them, by allowing a few in the golden circle

13.2 Status Quo of Sport in South Africa

- Sport in South Africa is a public service, and utilizes national funding to achieve its goals; it is not different from any other public institution. The difference is that there are representatives chosen to manage and administer it. Unity and development are critical ingredients for excellence
- The key success factor required for excellence include: competitiveness, talent identification, focused plan, enabling structure, adequate resources

- The key success factors for transformation include: focused strategy, clear implementation plan, enabling structure, adequate resources, political will
- There is a great deal of talent and resources and our infrastructure has improved, the problem is poor management
- South African sport is full of self-pity and victim mentality. We celebrate mediocrity, we go to the Olympic Games and we say we have tried our best and are content with that even though we have not won any medals
- We always want to start afresh, when things go wrong we want to start new structures and start afresh. We fail to build from the past, whenever a new Minister is appointed, we want to start afresh. It is essential that s/he takes off from where others left off
- We must evaluate and fix the problem; we have forgotten the basics of management. This has resulted in the failure to measure, to plan and to strategize
- There is a need for a shift of gears, move from transition to a plan of excellence
- SASCOC needs to be transformed. SASCOC is malnourished, SRSA is obese and parliament is starved; this scenario is not good for South African Sport
- The last time SRSA formulated a policy was in 1995, the last macro plan established was in 1995 and the last visionary legislation in 1998. We have a problem. SRSA must tackle the problem of policy formation, SASCOC must create a macro plan and the government must enable legislation
- In most Sport Federations there are power struggles; they are not properly managed, and there are no clear competitive structures from junior levels to international levels and there is no clear mission. We need to do something about this
- The provincial government needs to ensure that there are community structures at local level and that sport and infrastructure is accessible to all. Effective coordination of resources at local level is essential

13.3 Recommendations

- There needs to be a commitment to sport transformation and excellence
- There needs to be an implementation of the sport development model as a guide to sport development and transformation
- The Identification of gaps between sport policy and implementation, and the evaluation of the relevance of the White Paper on Sport and Recreation is essential
- The SABC could be of assistance to the Sport Movement in developing and transforming sport with its diverse “**genre scope**” of sport programming and other targeted campaigns such as *Siyanqoba*

14. SPORT SCIENCE INDABA RESOLUTIONS: DR ROSS TUCKER

Dr. Ross Tucker, an independent sport science consultant and part-time lecturer at UCT made this presentation. The full presentation could be found in the appendix (see Appendix 10)

14.1 Introduction

High Performance sport is an important principle in successful sport. In South Africa there is a requirement of high performance sporting systems. In the past we have neglected the importance of high performance sport which has led to the miserable performance of some of South African sports e.g. the 2008 Beijing Olympic Games.

A South African Sport Science National Ndaba was held in October 2008 in Boksburg, Johannesburg to discuss how sport science can contribute in the improvement of South African sport.

A tactical plan which identified four key pillars for progress was suggested. The plan included the following:

- Creation of an intellectual nerve centre per sport code

- Investment into coaching
- Professionalization of sports codes – “product compartmentalization” of SA sport
- Executive structures – accountability and authority

14.2 Fundamental Principles of High Performance Sport

In order to create high performance sport, the fundamental principles which are required include:

- Athletes- this is the starting point, as without athletes nothing can be done
- Coaches- they must be experienced, and the best coaches need to be linked with the best athletes. Coaches also require information and data, to successfully implement their role. This required information and data will be given and supported by sport scientists
- Financial- finances are important to complete the triangle
- Management Support- will give necessary and required support to the coaches

The acquisition of athletes can be done through talent identification and competition. South Africa needs to invest in coaches, either by training coaches, or buying coaches from overseas, this is normal practice for other countries. Coaching needs to be professionalized; it cannot operate through a volunteer system. South Africa also needs to invest in intellect e.g. sport scientists and Government plays a vital role by providing the funding for the required activities.

14.3 Systematic System

Currently South Africa has been winning medals at the Olympic Games by chance. We need to reduce and ultimately terminate these chance interactions. Other countries have been winning their medals through a systematic scientific

process whereby they plan and identify the number of gold medals they want to win at the next Olympic Games and how they are going to implement high performance to achieve their goal.

South Africa needs a system that invests in and includes expertise. The sporting system must be inclusive. There needs to be a strategy with a shared vision, focusing on the evaluation of performance and prioritization of sporting codes through either performance or development. The system needs to be independent, frequent and through evaluations against objectives and standards is essential. Accountability is also a key factor in the successful implementation of the system and needs to be coach driven.

14.4 Historical Perspective of South African Sport

Between 2004 and 2008, South African sport has adopted a system of academies. Where there are academies in the different provinces, they cater for 20% of the athletes, and the top 5% will be selected to go to high performance. This is a replica of the Australian model, however sufficient time was not catered for, in order to train coaches and sport scientists in South Africa.

14.5 Recommendations

1. A system was suggested as a need for adoption by South African Sports (see Appendix 10)
2. An Intellectual Nerve Centre was suggested as important and should incorporate the following:
 - Sport Science and medical support Services with the following roles: Research, Athlete monitoring, Medicine, Diet, Psychology, Injury rehab, Talent Identification, Innovation. The sport science and medical support function should be accountable to sport federations, the Scientific Executive Committee and High Performance Sport Executive Authorities. This function should be selected through a

democratic process by NFs with motivation and justification. Once this has been successful then a service level Agreement should be signed between parties.

- A High Performance manager needs to be employed at full time capacity, with responsibility for strategic direction and the coordination of services. S/he must be a highly skilled world class individual. The high performance manager should be accountable to Federations, high performance management unit and the High performance sport executive authority. S/he should be selected based on the generic application process.
- Educated Coaches employed at full time positions, who will deliver the services to the athletes, employed via generic application process on a two year contract. The coaches should be accountable to Federations, a coaching network infrastructure and the High performance Executive Authority. They need to be evaluated every six months and classified according to the following categories:
 - Platinum Level Coaches (10-20) - International and national level. They should have international coaching experience and should play a consulting role within sport codes, to other coaches of athletes identified at national level.
 - Gold Level Coaches (60-90)-Provincial and Junior Level. Should obtain a National level qualification and should have a partnership with platinum coaches to acquire expertise from them and further educating silver coaches.
 - Silver Level Coaches (300) - Regional and Provincial Junior. They should work within provincial academy with control over high performance.
 - Bronze Level Coaches, who should work at school and regional competitions.

3. Professionalization of Sport Federations

- National Federations must to be professionalized
- The volunteer based system needs to be replaced with a full time professional system and the following management functions must be centralized: financial, marketing, logistics, communication, facilities and transformation
- These functions need to be within the following groups of sports in order to provide economies of scale: Athletics, aquatics, contact sports, court, racket and team
- Evaluation and accountability should run from the top down and we should learn from other countries when it comes to good governance

15. BREAKAWAY SESSIONS

15.1 Politics and Sport

- The chair clarified the issue that the Government does not want to interfere with sport and that they are not in conflict in sport
- Hopes that everyone has the same understanding
- Stated that the Government faced huge challenges in terms of the governance in sport and the lack of accountability in Sport Federations
- There was huge debate on the issue of the use of the terminology regarding the whether it should be Government in Sport or Politics in Sport
- It was also stated that sport is a national public asset and that Government should be the guardian
- The issue of PTY LTD was discussed. This should be investigated
- The issue of commercialisation should also be investigated
- The Government should be involved in governance by way of legislation

15.2 Women in Sport

- Monitored Federations in past - prescribed minimum of 2 women in executive position. It became a threat
 - Admit we are also part of the problem
 - Power struggle prevalent
- Structures to review- need sustainability
- Supreme Women & Sport- SA attends meeting in Europe and not in Africa
- Starting a foundation is not the answer to our issues
- Is a core element of transformation
- Women in strategic positions in sport should be consulted in research project to assist
- Recognize structure- which is the highest decision maker on sport

Recommendations

- Work on foundation, private organization or public organization, of task team-women sport desk trust. This structure should include:-
 - Top role models of men & women to sit on board
 - Career issues for women & girls
 - Job seekers
 - Marketing and sponsorship of top athletes
 - Monitoring –all information made accessible
 - Improve research in this area
 - Link with existing programmes - financially or sharing of resources
 - Gender training & training women on assertiveness
- What are the other solutions to the foundation
- SASCOC- does have a women's commission. No progress in women's sport
- Need to redefine SASCOC's role in Women & Sport
- Women Sport desk fund necessary
- All sporting codes –review on dress code
- Federations should assess what they have achieved

- Indaba resolutions should be implemented
- Look at expertise for the committee

Resolutions

- Look at other options than a foundation
- Have a foundation and it must be independent
- Funding from Government is necessary

Way forward

- A group of people will look at forming a committee on SA Sport and role of women, and it will be endorsed by the Minister
- Committee should consist of 4 members
- People serving in structure will have expertise in driving women in sport to excellence in delivery
- Provincial body should have a sub-committee
- SA Sport should have a partnership with both the foundation and another structure
- This committee will monitor the following areas:-
 - Top role models of men & women to sit on board
 - Career issues for women & girls
 - Job seekers
 - Marketing and sponsorship of top athletes
 - Monitoring –all information made accessible
 - Improve research in this area
 - Link with existing programmes -financially or sharing of resources
 - Leadership training & training women on assertiveness
- This committee will be a watch dog group that will monitor the resolutions
- Set clear defined areas timelines/ timeframes and expectations
- Sponsorship & disparities in funding, taking women forward
- Structure should be able to advise Minister of future of women's sport
- We need a group that will work on the issues of women and end products

- Structure to report to minister and advise the Minister/Parliament/Government
- Portfolio committee could request information from it
- Leadership- National Federation & representative on board
- This committee's role to research the following areas:-
 - Best model on women in sport
 - Research should be done by end November 2008 & recommendation of structure
 - Committee should have met with the Minister
 - Investigate why all other structures did not work and bring recommendations to the Minister
- All resolutions taken from the Departmental Conference and the National Sports Indaba will be reviewed by this committee

Expected Challenges

- Working with politicians
- Looking at timeframes- difficult to get the Minister from early 2009

15.3 SPORT FOR PERSON'S WITH DISABILITIES

Recommendations

- Attention to gender and racial transformation
- Decrease in medals achieved – need to find out why?
- An integrated system for sport development and sport excellence
- Attention to school sport
- Attention to qualified P E teachers who can also assist the disabled
- Not enough opportunity for International sport
- Require more qualified classifiers

- Inclusion is an advantage for some but not for others
- Require experts in the field if we are to progress
- Professionalism very important for success
- Early identification required
- Budget for operation excellence has to be fairly distributed
- Agents of elite athletes must be registered
- Adaptive needs of the disabled must be considered at competitions

15.4 Transformation and Excellence

Definition

- Transformation is a Process that Drives Equal Opportunity for EQUAL Participation within the Constitutional and Legislative Imperative of South Africa through Development in order to achieve Excellence

Current challenges

- Lack of transformation in National Federations and sport in general
 - School facilities in under developed areas – SRSA responsibility
 - Provision of basic sport facilities - infrastructure development – should be Government responsibility
 - Viable local/provincial structures to ensure that post school players are incubated

Link Transformation & Excellence

- Delivery of medals at International Level
- An effective Academy System
- Lottery Distribution fund- to fund the academy system

Sport Science, Transformation & Excellence

- Sport science only affordable to a select few- work towards free access
- Role of provincial academies (should be a national department asset). Provincial Department and Provincial Academy boards to give inputs
- Integrated approach (Talent ID & development, research, etc)

Recommendations

Resolution – Minister to set up a committee to draft a transformation charter with Federations. SASCOC and Minister to call Indaba with all Federation leaders to sign the charter

Process

- Consult ALL Federations - Different Federations have different programs
- Ideology must be a national charter to cover all Federations
- Transformation Charter is not negotiable
- Include peer review mechanisms
- Include Monitoring and Evaluation after sorting out gaps in amended National Sport & Recreation Act
- MAP – Research, Audit needs to be done to ensure everything is important for all Federations
- Federations must be implementer of the charter
- SASCOC to play oversight role over Federations
- Timeframes – resolution before end of March
- Identify Independent High Performance Systems
- Involve Provincial Federations as there is sometimes no consensus between National and Provincial Federations
- Economic transformation (sponsor directive)
- Time frames for delivery of targets
- Short term and long term plans- incremental

- Align NF Demarcation to Government demarcation before end of financial year
- Framework is there – look at East London Agreement – should be done by end of March 2009 including Federation comments

Role Players

- School Sport – must be transformed
 - Must ensure that the learner is at the centre
 - Educators must be in control of the PROCESS
 - Continuous development essential
- Gap between High Performance and School Sport
- Develop from school learners to University Sport
- Include athletes that are not with Schools or Federations
- Club System needs to be strengthened
- Disability Sport needs to be considered
- Single Emblem for all Teams on LHS of Shirt
 - Educate, Do away with anything that symbolizes oppression
 - Eastern Cape Franchise to be granted by next year

SASCOC

- Restructuring of SASCOC. Ask Minister to REQUEST SASCOC to extend its current Board to allow the building and integration of Regional Structures, School Sport, etc
- SASCOC – Resolved that a Constitutional Review Committee be set up to amend the SASCOC Constitution – This could thereafter be followed by its AGM

Key Result Areas of the Charter

- Policy Alignment
- Economic Transformation – should be elements that speak to transformation of that Industry

- Demarcation
- High Performance
- Executive Structures
- Development Program of Executives to drive High Performance and Excellence
- Representivity of Teams

15.5 Access to Resources

Human Resources

- Review procedure with Federations (charging for resources)
- Capacity building – a pool of educators to be developed at each school
- Coach Education programs need to be put in place
- Lack of capacity of coaches & administrators, therefore an audit of human resources needs to be conducted

Financial Resources

- Reinstatement of the BSRP to be finalized for the next financial year
- Lottery – review of the Act with regard to the one centre of distribution; Provision of information regarding the application process
- An audit/ review of funding sources needs to be conducted
- Treasury to provide redress-funding

Infrastructural Resources

- Audit of facilities, including the issue of sport body leases and access
- SALGA, DPLG and National Ministry to meet to deal with issues of development and access to facilities
- Review of municipal policies & procedures in the utilization of facilities

- Review of SA Schools Act on usage of facilities (nominal fees and shared use)

Educational Resources

- Adoption of the model of Sports Schools and Colleges
- Increase access to High Performance Centres

Special Note:

In all of the above emphasis must be given to the transformational aspects of gender and disability

15.6 Sponsorship & Equity

Distribution of funds

- Lottery funds- SRSA to engage DTI on the lottery Act to change it
- Prioritize the Codes of Sport – integrate the targeting with High Performance
- Minister of finance needs to amend the Income Tax Act, tax rebates should be introduced, like the skills development act

Example of categories suggested:

'A' sport	10% Tax rebate
"B" sport	30% " "
"C" sport	50% " "
"D" sport	70% " "

R100m "A"	R60m=R6m Rebate
	R40m=R25m Rebate

Total=34% Average rebates

- Tax benefit on the Football, Rugby, and Cricket should be zero –this will address equity
- SABC sport plays a vital role in attracting sponsorship therefore they should give more airtime to the “Cinderella Sports”

Corporate Governance of Associations and Federations

- All Associations to be monitored by a M & E committee
- If companies sponsor a sponsoring code, 15% must go to development
- Feedback and Accountability in terms of funds (capacitated)

Criteria Influencing Sponsors to invest

- Sponsors look at excellence, mileage, profit and numbers to give sponsorship
- Proposed that Minister should legislate that development and transformation must be incorporated into the criteria
- Give naming rights to attract sponsors

15.7 Monitoring & Evaluation of Transformation and Development

- The presentation on the topic was adopted by the commission
- All obligations were adopted and an Additional Obligation for the Adoption of National Colours and Emblem by all Federations was endorsed
- Meeting with the National Federations should take place within the next 3 months to facilitate the tool
- Each Obligation will have Baseline indicators

- It should be called a 'Monitoring & Reporting Tool'
- The Minister must establish the structure to roll out the process immediately
- Defined Obligations as per the Presentation: Obligation No's 1- 10
- Obligations 1-10 all endorsed, and they must be enacted timeously
- The commission agreed to prioritize, Rugby, Cricket, Football, Netball, Athletics, and others will be rolled out later
- The Minister is given up to the end of 2008 to interact with the Federations
- The Year timeline is agreed upon (2009-2011) for the pilot

Enforcement Measures for Non-Compliance

Minister must be given the powers (teeth) to do the following:

- PENALISE – Penalty system should be simultaneously developed with the Matrix for each Obligation
- A weighting system must be introduced with clear thresholds
- 'Name & Shame' to defaulters by Parliament
- The Minister must be able to dissolve and put Interim Structure where the required threshold has not been met
- National Colours and Emblem must be handled by the Minister not SASCOC

What Should Be in the Addendum to the Tool

- Clear Glossary of Definitions
- Clear targets, in percentages, numbers and monetary terms

- Representation must be defined to mean African Blacks, plus African Coloureds and African Indians
- Women will mean Black women, (Black, Coloured and Indian) being prioritized followed by White women

Gaps

- Minister must be given full powers to enforce punitive measures as stated above in case of non-compliance
- In instances where there are racism problems
- Squandering of Sponsorships or Funding
- Any mal-administration in the Confederation and Federation
- Sport Portfolio committee should be able to penalize Federations for defying the invitation to appear before it

Special Recommendation for SASCOC/ Confederation

- SASCOC will be subjected to the Monitoring and Reporting Tool

16. SUMMARY OF KEY RECOMMENDATIONS AND RESOLUTIONS

16.1 Recommendations

1. All stakeholders of SA Sport must implement the recommendations from previous reports and reviews emanating from such Indabas, Workshops and International Events
2. SRSA (Communication & Information Services Directorate) must establish and maintain a nationally integrated database of all relevant information required by any stakeholder of SA Sport

3. Government is the custodian of public interests; it must therefore look after sport as a public interest
4. A powerful independent Women and Sport organization must be established. It should be launched by December 2008 with the required level of funding and research into women's issues
5. High performance and excellence for athletes with disabilities must be integrated with the high performance program for able bodied athletes
6. SA Sport organizations must be professionalized. They must employ qualified and experienced administrators, coaches and scientists
7. Professional coaches must be employed in High Performance Programs; they will be accountable to the Federations who will set up a classification system for coaches
8. Because of the lack of capacity of coaches and administrators an audit of human resources in sport should be conducted
9. SRSA must regulate private sources of funding
10. Reinstatement of the BSRP to be finalized for the next financial year
11. SRSA must facilitate the establishment and implementation of a sport administrators Code of Conduct
12. SRSA and the National Federations must direct sponsorship and funding to the development of sport in rural areas
13. SRSA must enter into a Service Level Agreement between the Ministry and National Federations to implement the amendments to the National Sport and Recreation Act
14. SRSA must ensure the implementation of the sport development model (sport development continuum)
15. Intellectual nerve centres (sport science support) must be created in all Provinces
16. Government must ensure a balance between over privatization and commercialization of sport organizations and their social responsibilities
17. Government has to regulate sport governance through legislation and policy development
18. The SA Schools Act must be reviewed with regard to the shared usage of school sport facilities

19. Municipal policies and procedures regarding the utilization of public facilities must be reviewed to address current challenges and demands on provision of services
20. SRSA must make recommendations to revise the Income Tax Act with regard to tax rebates for corporate sponsors
21. SRSA must form a working committee to drive the implementation of the recommendations and resolutions of this Sport Indaba

16.2 Resolutions

1. A single emblem must be used by all National Teams on the left hand side of the shirt/jersey. This is the King Protea. The public and sports people should be educated to do away with anything that symbolizes oppression and apartheid. SASCOC will inform all National Federations accordingly within a week. The Springbok emblem used by SA Rugby, being a symbol of apartheid and oppression must be removed with immediate effect. Due recognition is given to the allowance made for the period surrounding the 1995 Rugby World Cup. However, it is no longer supported by the South African masses as a unifying symbol. SASCOC will engage with SA Rugby to effect the change. The National Football Teams will also abide by the regulation that only the King Protea will be worn on the left hand side of the shirt/jersey. Both SAFA and SA Rugby may choose to have their own logo worn on the right hand side. SASCOC will engage with SAFA in this regard
2. SASCOC should be restructured by June 2009. SASCOC, the Ministry of Sport and Recreation and the Portfolio Committee on Sport should discuss the way forward. It was resolved that a CONSTITUTIONAL REVIEW Committee be set up to amend the SASCOC Constitution – This to be followed by the AGM
3. School sport should be restructured and revived immediately. SASCOC, SRSA and the Department of Education should engage each other urgently to figure out a workable strategy and to ensure that implementation takes place.

4. The National Lottery Act should be amended with regard to the one centre of distribution; Information regarding the application process should be readily available to all potential applicants
5. A Corporate Governance Charter for Sport must be adopted by all sport organizations. It should address role clarification and accountability across the sport industry
6. A new High Performance Sport model, linked to the National and Provincial Academy system must be instituted
7. SRSA must consult with the National Federations with regard to the development and implementation of a Performance Assessment Model
8. SRSA in consultation with the National Federations must develop and monitor a Transformation Charter by March 2009. There must be commitment to transformation and excellence by all stakeholders
9. A targeted approach involving few prioritized codes of sport must be used for High Performance and Excellence programs
10. Increased financial investment in sport is vital. New funding mechanisms and processes must be established by Government and Macro Sport Bodies
11. The Minister of Sport must be given the appropriate powers to enforce compliance to all policies and procedures agreed upon by stakeholders