

Nelson Mandela Bay

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# SPORT SUMMIT 2022

## TRANSCRIPT



Hosted by



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# Annexure 1

## Panel Discussion





## Annexure 1: Panel Discussion



Moderator:  
**Zolani Bono**  
Radio Personality



**Michael Mbambani**  
Ikhamva Club  
and Coach



**Simphiwe Mkhangelana**  
President NMB  
Confederation



**Shaun van Eck**  
Tourism



**Daine Klate**  
Coach Chippa  
United



**Dr Noluntu Dyubhele**  
President Netball EC

### Michael Mbambani:

The City is a conveyor belt, while the Federations/Associations are implementing agencies. As an implementing agent, you are sewing the seeds. Make use of things that are non-existent. The Members are the athletes, society, and NPOs.

There are over 30 active sporting codes in the city of Nelson Mandela Bay. Roadrunning records are broken here in Nelson Mandela Bay. Let's avoid red-tape (bureaucracy). Access to City's SRAC is helping us achieve what we are achieving. Only City that is hosting two world-labelled events, only two countries in Africa: SA and Nigeria.

Events were always won by Ethiopians and Kenyans, but we are now making our own world beaters, for example the athlete from Kariega, Melikhaya Frans. It's doable. The support system we get from the City, including the Executive Mayor, Mayoral Committee, Officials, etc is helping us.

Open the door to anyone, don't only open because it is Michael Mbambani.

### Dr Dyubhele:

I am privileged that many of the sports representatives and participants at the meeting come from these hands, even the MMC himself. Pitching the Black child as a whole, from the classroom to the field. We need willing athletes, willing officials. We never waited in the rural areas for someone to give us anything. I learnt how to make a netball pole and netball ring out of sticks and trees. We were willing, we wanted to play, we played barefoot in uneven surfaces. When we did wear takkies, it was a hand me down from someone else, we used Coke to clean our takkies not to drink.

As Netball, being a full-time administrator, without an office, and people forget that when they phone me, I am in the classroom teaching, as this is my job and vocation. We are volunteers, we operate from our houses and boots of our cars. Athletics, they have Westbourne, soccer has the Nelson Mandela Bay Stadium, talk of rugby, they have offices at the Stadium, but talk of Netball – have you seen a netball office?

Give us the resources, we will start with education, we will make sure that clubs know what to do. We will educate our athletes and clubs on sports policies that are there which must be implemented. Also screen coaches to check their intentions. Relationship with clubs is important. The personalisation of clubs "it's my club".

Wherever there is a soccer club, there's a netball club, wherever there is a rugby club, there's a netball club. Those women who play soccer or rugby, they have had the grounding in netball and a taste for sport through netball. Our clubs remain poor because they are trying to find sustainability. Don't be as jack of all trades and a master of none. And girls do that because they are trying to survive. Relation is shattered by the lack of resources. We use the little resources that we have at our disposal. And this is what Nelson Mandela taught us: do what you can do with what you have. The current situation is that the relationship is based on a netball

tournament and that after the tournament netball dies. One of the sport delivery systems is that we must ensure that clubs are playing leagues.

At home, the girls are expected to do chores, so how can they focus on their sport? So we live on handouts and we make do. We are getting there, but we're saying give us the opportunity. Give us an office and an office administrator. In this way we can ensure that development is taking place. We are trying and we wish that with the netball cup we show you. You don't have to wait for me, the clubs have the potential. The clubs have accountability and intent, but there are limitations. You see at the national level how they are playing at the Commonwealth Games for example, because they don't have the personal pressures, they don't have the pressures of resources, etc. So they can now fill their potential adequately.



#### Daine Klate:

Federations/Associations are implementing agencies. The programs implemented back in the day were successful. Challenges are that kids are hungry and have no busfare. I end up giving the kids R100, because I understand their challenges. We have everything we need (infrastructurally), but we don't have the people in the right positions to implement these programs. I left PE at the age of 14 to a boarding school and lived and breathed soccer. Soccer and school. Soccer and school. Repetition. Repetition. Repetition. I have a lot of friends who were at a school of excellence and academies with me who are now household names not only in football, but also the corporate world. When I coach I don't coach a soccer player I coach a human being and that is why I love starting at under 10 and under 12. Those were the things I was taught. Things that I have learnt.

Facilities are a problem in the metro. We have approached different teams and we have realised that like Ma'm said, people want to do things on their own for themselves and not serve. The problem is we are not serving. I was fortunate enough to have people like coach Mark Tommie, Boebie Williams, that instilled a type of discipline that is everlasting from a very very young age, and we don't get that anymore.

So we started Ibhayi FC, purely because you can go to any club, they have got their set ways. And they are not willing to change. That is how they are going to operate. And we realised that if we are going to do things let's do it the right way. We started our own team, two years ago now. If you go to PEFA Junior Logs, all our teams are top of the logs, not because they are winning but because of the way we are implementing, and the stuff that we are teaching them, how to behave on the field of play, how to play the game. When the goalkeeper has the ball what is your movement?

I look around at all the other leagues; these things don't happen. There is Lwazi. When Priory plays Ibhayi, it's a fantastic game. Because it is two people who have played the game. We have lived the experiences. We haven't just read up about how to coach. We were coached. So we are now able to implement what we learnt and experienced not just read. People read things for reading, they don't read to comprehend. In reference to social media, the comprehension is a problem.

So in a nutshell there is a lot of potential and I am glad that I am here today. I don't feel that I deserve to sit here. I feel there are others who deserve to sit here more than myself because they have lived longer than me and they have stories to tell about the implementation as well.

It is all about the transparency. Like you said mam, if everyone can come together and work towards a common goal, then success is imminent. The teams that I have played for all worked as one. You go to the aunty that makes the tea, for example Ronald Williams from Supersport, the aunty that makes the tea, Ronald respects that aunty because he knows what role that aunty played in his life. She made tea. But he respects that and he understands that without that aunty making it convenient for him, he wouldn't be where he is.

When we talk football, I am talking about coaching now, small margins, these are the small margins we are talking about. From my side, I am willing to put in the work. I am willing to put in the effort to improve the sport, not only soccer, netball, women's sport. Everybody must come down and start working because we can sit here all day.

I know myself, I am doing my part, at grassroots. I am the coach for the under 12's, I might be the coach of Chippa yes, but my main priority is still to be the coach of the under 12's. Like I said, if I lose the job, I go back and coach the under 12's, because that is where my heart is and that is where my passion is. I can make a difference obviously where I am at the moment but for the most part my duty is to let other children live their dream the way I lived mine and will try my best to do that.



#### Zolani Bono:

Thank you, Daine, I gave the three panellists some time, because I wanted them to vent and tell us their feelings first before they can give us the solutions. Now I'm going to the two gentlemen. I'm giving you two minutes. I'm sorry, because there is nothing more. You are not ventilating. I'm starting with you Bruno. The role of the confederations. We heard the federations, because we have so many stories about these things. Please put us in the clear picture.





### Simphiwe Mkhangela:

Thank you ZB. All protocol observed. As a teacher I think I must start from the known to the unknown. In NMB, the first consideration should be the athlete of SASCOC. I know that everyone knows SASCOC. Now if you know SASCOC the NMB Confederation is SASCOS of NMB. Now its primary role is the preparation of athletes and the teams of the Metro. That is the key thing that it is supposed to do.

It is obvious that the affiliates of the sports confederation, are the federations and the sports forums. Now, we depend entirely on the federations, and it is key how federations are managed. The proper and correct management of the federation makes life easy for the sports confederation to function and also to prepare the players and the teams to represent the NMB in the province going up.

You always talk about Olympics, that is what SASCOC does, and if you see that it is multi-coded. So NMB sports confederation is a multi-coded structure. It deals with all the sporting codes. We have plus minus 34 codes that are here in our ivy leagues. So that is the role of us. Making sure that we manage and oversee them. And one of the things we are supposed to do is to make sure we make the soil fertile for them to function through the department of sport and the municipality. For instance, Federations will never work if there are no facilities. So it is one of our roles to make sure that we liaise with the municipality to provide facilities, both outside and indoors, so that all our athletes can get an opportunity to ensure that they function well.

Now this will not be possible, for the sports confederation to function if it does not get recognition. Remember the sports confederation it is the responsibility and the brainchild of government. So it has to first get recognition from government. So what will be key exactly, is the issue of having a memorandum of understanding between the sport confederation and the government so that it is not a matter of its MK now who is leading the sports confederation, what Mr Bambani was saying, is that whoever is coming there is a memorandum of understanding in the manner in which a federation, or the relations between the municipality and the department of sport. This is a key responsibility of the sports confederation.

Also, this issue of hubs, that the director talks about, as a sport confederation, we must have, you know its bad, the sports confederation does not have an office. Like Mama Kipelo was saying, I am not venting ZB. We don't have an office. But as the umbrella body of all the federations you need to have not just an office but a sport house.

Now I think from here going forward we have to venture in how best we can manage to get a sport house for the sport confederation. So that even the sport forums, remember the sport forums are the SASCOC of the zones. In Motherwell there is a sports forum. That sports forum in Motherwell must also co-ordinate the federations or the codes that are in Motherwell. Then that makes life, if the sports forum does not have an office there, that it will be easy for all those codes to go as a precinct, you know as a sports precinct that is in Motherwell. So that all of them can be easily managed. Maybe it won't be that easy ZB, because it depends on who is managing that code. Because we all are not talented to manage the issue of facilities, how to manage the issue of finances and stuff, but if that can be managed and be assisted by government, it makes life easy for that to start from there. It will also make life easy for SASCOC, because SASCOC is starting there at the sports hubs so that the major thing we are doing at the sports forums are to make sure that all those federations are properly managed and the sports forums. Thank you.



### Zolani Bono:

Shaun, I think your job has been made easy. Whatever you have prepared. I have got two questions for you. I will interlink these two questions. Get ready for your questions. I will just finish up with Shaun and maybe after that, one minute, one minute, one minute, so that we can do this thing and get it done. I know there is a whole lot of things that we can talk about. Do you think, Shaun for instance, let me start with the interlinkage, between the effects of sport management and tourism, I think that is where you fit in and how. Then some of the benefits that the municipality as a host city: anything that can be derived from the ecosystem of the stakeholder. Can you say something about this?



### Shaun van Eck:

Good morning everyone, thank you for being here and well done. I think there is some awesome stuff going to come out of this.

Sport events and then conferences as well, are the most powerful way of promoting a tourism destination. Just think about that. Not

going to shows. Not placing adverts. But having events in our city. There are about eight different things which result from it, which make it unique.

The first one, obviously, is that we attract visitors, but more importantly than that, we attract new visitors. People who have never been to NMB and probably wouldn't come here, if it wasn't for the event.

Those people are then exposed to what we have to offer, and possibly will come back for their families as normal tourists. Obviously, the bed nights, but then as well, the media coverage. We could never buy the media coverage that we get out of events. It is enormous.

When I was down in Knysna at the Knysna Oyster Festival, it generates so much for the town. As I say, we could never buy that. It also exposes our experiences, the things that there are to do. Even to people that have been here before, the awesome new experiences that are developing in the townships. We spoke about the Walmer Township and areas like that.

If it's an annual sports festival even better. And I refer back to Knysna, and the Oyster Festival. Even in the year of the 2010 World Cup, and it happened at the same time. We still had 97% of the numbers entering the events as the normal years. So that loyalty and return visitors is important.

And then our local pride. I think that people become excited when they see these federations and organisations putting on wonderful events. And we need that in NMB, at the moment. We need that pride to get going again, and I think it is there.

Probably the most important element to all of this, and I know Charmaine is passionate about that, and her team, and I have never seen this in any destination before. It's that it is an igniter for things, apart from just the matches, and those obvious things like accommodation. Below that are second tier initiatives, and that is where maybe we can take something out of this conference and build it, because at that second tier, we can create incentives for those township tours and activities, as an example. We can build crafters specifically for those events and create crafts that would be saleable at those as opposed to the normal South African beaded flags and that type of thing. And then also with the media, not only to say, ok we have got the media here, but if we have got a soccer match and the commentators, or a rugby match and the commentators come along, taking them out the day before, being proactive with them, and letting them experience the metro, and taking a different thing every-day, because I know they will then talk about that. And internationally this brings such incredible coverage.

So, I think what could come out of today and tomorrow, is that we look past just the event and look at leveraging it from a tourism point of view. And we certainly are committed to that.

The other thing from a tourism point of view, just as a bit of a chuckle, is I would love to see, you have this with the conference industry, I would love to see in SRAC, a Sales Manager, I would love to see someone who's only job it is, is to go everywhere, is to go around the country, to speak to the federations here, even overseas, to sell us as a destination for sport. Just go around and let people know. And I think what can come out of that is that we can discover what our personality is. We are not just NMB, there is something deeper to us, which we can find for tourism as well. Something that grabs people.

And someone was saying earlier on, and chatting to Linda as well, that people come here and win, records get broken here, so what is it behind that, that we can say to people, that this is the place that really inspires maybe? And then we can build a brand around that and it then leads us in what we do.

So I would love to see that sales type of occupation happening, I know it will make a huge difference and I would love to see us get that second tier initiative going where we use the potential and we take it to the next level. And we certainly, from my point of view as we discover Mandela Bay, we work closely with EDTA as well and know are committed to that.

And I have said to SRAC before and I know we have some lovely initiatives, we would love to be involved in this and grow and take steps and not just have events but make those events make even more of an impact.



**Zolani Bono:**



There we go. Your experience in Knysna tells it all. Sales Manager, did you hear that? One question for all of you. You can jump into this one. The role of the government in all of these spheres. Quickly. I think this is now another important one. Quickly, Jim White.



**Jim White:**



Government has three spheres: National, Province and Local Government. How I wish that some of those visible faces at the department of sport in the province could be here today, so that I can remind them that the stadiums that we have in this city and in the province were actually built during apartheid time.



We want events, where would you host them? The only elite stadium in the city is the stadium. It is the university stadium. Not a public stadium.

How I wish I can also ask them their role in sport. What is it? Catering? Buying t-shirts and medals? Buying t-shirts and medals to play where? What is very important for us as implementing agencies, you give us resources so that we can implement. We not going to continue writing letters to say we want to host such and such event and they want vip accreditation. What is it that you sowed in? A typical example, we can all blame the confederation as failures, but I attended one meeting, at the province, we they allocated R3.4 million, a province with all the district zones, a province allocated R3.4 million to look after 35 NMB sporting codes.

What about the Buffalo City? What about the Sarah Baartman? I'm actually interested to know as well from them Mr ZB, as to what is their role, other than the good salaries that they earn. Thank you



**Dr Dyubhele:**



The role of government to me is to contextualise sport with the realities of society and economic inequalities. Making sure, you know, that the only woman sport that has masses and masses of women, the stadiums around the country and even here were built in 2020, and yes I understand for soccer, but they never thought of having a Netball court so that Netball could be watched. I'm even thinking next year is the Netball World Cup.

Where are we going to watch? Because in a sports hall you could find there is a funeral. Where are we going to have the parks, I don't know what they were called in soccer, but there were fan parks. Are we going that route, what is the legacy that is going to be left by government?

You know whether on capacity building issues, what is the legacy in NMB is going to be built? Knowing the fact that the cost of accessing these fields that are few is quite high. The issue of access versus success. Thank you.



**Daine Klate:**



I think Aunty Charmaine's presentation was really fantastic. I think what I saw there is accountability. There is no accountability. There is absolutely no accountability.

We tried to play the matches at the Gelvandale track. It's the same thing, the safety issue, the PSL said no, if anything happens at the Gelvandale track, that is a world cup stadium by the way, that safety is not there. I mean that was renovated, that is a world cup legacy, but we talking a world cup legacy that doesn't have a safety certificate. How is that even possible?

Now I look at that stadium for example, and it's inactive. It takes political parties and like the NA for example that host events there. That is the only time is see people there. I used to go there on a Friday night and watch football. I used to play there knockout finals. Those types of things don't happen anymore – you know why? The people that work at the stadiums say they not going to pay me overtime. But you are working at the stadium. I'm a footballer. I work odd hours. There are no set times. So if you going to work at the stadium, if there is a match there until 12 o'clock, then you must work until 12 o'clock. Don't even expect overtime. Otherwise go and find a nine to five job for you. Don't work at the stadiums if you are going to complain about being paid overtime.

Our children can't watch football or play at that beautiful stadium under those lights, because somebody is not getting paid overtime. I mean really we are being petty. So that for me is a problem and I always say, let sport people be in sport, let politicians be in politics. You understand. It's a role, responsibility, accountability.

Bring the money we will implement and we will make sure these things happen. Right. We will get the slips, we will do the summary, we will submit the report on how the money was spent, what is left, what can this money now be used for to maintain sustainability.

Sustainability is another thing Aunty Charmaine spoke about. There is no accountability. There is no sustainability. That's the key components of sport success I would say or implementation. But if you are going to lack those two you can forget about it. And we can sit there all day and talk about it, but what type of action is going to be taken.



**Simphiwe Mkhangelana:**



Firstly, if government concentrated more on the development, when you are looking at the allocation you will find that most of the allocation is not given to the development of sport as it is. So that is a challenge now that we are facing, most of the times, capacitation is not there for either the coaches or whoever is there in sport. The chunk of the money will go to maybe to the provincial side of it, and for us the provincial side of it is getting money somewhere and somewhere, but the development part of it, the one that is not been looked at that much I think the government must look at that.

This issue of rules and regulations. There are always rules and regulations that govern any sport but the matter of, are those rules followed. You know there is this thing that's always being said, that rules are there to be broken, at times when we break rules, the sport is not as it is supposed to be.

This is one of the things that people who are governing sport, they must make sure that they look at the rules and leave those rules. At times you will set the rules, you are the one who set the rules, but you don't follow the rules.

So, I think it is a matter of making sure that the rules we make are followed and the policies. We make compromises in organisations on the issue of finances. You know the manner in which people are dealing with finances, you will see there is no financial policy. One just gives money, if it's so and so then money will be given, but if there is a financial policy on how money is managed then it will be easy for everyone who is in sport in terms of policies. So those rules, regulations and policies are very key in the management of sport. Thanks.



#### Zolani Bono

I have got two questions. Very, very important. And I must say them now. The first one is the gender part of it. We cannot leave this place without talking about it. And the last one, Shaun, especially you, we have a stadium here for instance. We have got companies, we have heard a lot of stories about this particular stadium. It doesn't look like we have the stability that we really deserve. We have companies that could come in, I know for a fact, you have got your stadiums, where you have Emirates Airlines, you have got your Blue Bulls stadium in Pretoria and Joburg, you have got DHL in Cape Town and all of that. How do we get to come up with plans so that we can sustain this stadium and not here stories that make us feel uncomfortable because you don't know what is going to happen tomorrow. Because its people's job at stake. It's the municipality at stake and everybody. So I want you to think about that one. But let's just before going there, talk about the gender. This is very painful, obviously. One minute gentlemen.



#### Simphiwe Mkhangelana:

This is a very thorny issue once you talk of the issue of gender. And when you are talking gender, I must also talk about gender and disability. One thing that's always there, you will find a situation where the focus is mainly not much on gender. I was browsing here, at least I can see the women.

Before I came here, I was looking at the panel. This one was having only males. And the other one was having one female and I was asking myself am I going to this one? I am the one who is always orchestrating the issue of making sure that the gender is looked after, whether it is work or sport. I think it is key.

You know there was a recognition here, Chippa was organised, ladies and gentlemen as a federation, and I was listening, who is going to say City Lads, because City Lads is one of the professional teams we have here. It is a female team. And it is not known.

That should start from the government. Because if you look at the government itself, they talk about the 50/50. But in reality you don't see the 50/50 that they are talking about. So I think it should start from the government and not for people who want to achieve certain narratives that a certain federation must have so many women but the government is not doing exactly that.

So the issue of women, ZB, is a thorny issue that I need to address. In this metro we lead and they follow. If we start here in the metro, things are going to happen. If things happen in the Eastern Cape they happen in the whole South Africa, so we must lead as the metro, so others will follow. Thank you.



#### Michael Mbambani:

In my sport we have got equal prize money. I was actually so surprised, there is no such thing in athletics. In road running, cross country road running and track. An overall lady winner is an overall lady winner gets exactly the same prize as the overall winner of the males.



A typical example, last year, Yvette Van Zyl, broke the 50km record, she walked away with more prizes than the men, because she broke a South African record, she was an overall winner. She walked away with one million rand. And the males broke only one record. You know if the overall prize is R10 for males, in athletics the best female is R10. We are not negotiating that. EPA Board they know, 50/50. We are actually not even doing favours, it's not a case of doing favours because we want a woman in there, we want women that have substance. Women that are willing to grow, women that will contribute fairly and squarely. Not to sugar coat or something. That is not how we do things. And it's actually the nice thing.

You get R50 000 to be a cyclist. Formula one is a big thing. It's been Lewis Hamilton for the past I don't know how many years. So that is the challenge we are facing now and it is a reality and that is the discussion that needs to go the multi-party standing committee, when they engage with business, they need to ask why are you moving away from local football. Why are you moving away from local tennis? Why are they going to these scrambler bikes extreme sports where you have to have quad bike that is going to cost R200 000? Where am I going to get that? So that is where we are at, at the moment and we are seeing it is deviating.

And our people are now creating elites, in the development of sport, where you will find a certain class of our own black people, in a certain class that belongs to the poor. And that makes the little one who doesn't have the know-how of getting a shoe, to feel uncomfortable and unwelcome. This guy is using an Alpha Fly. An Alpha Fly is costing R7 000. And I am using my ticket that I bought at that shop there costing R200. That means a lot to the kids. The access to the high-performance centre. Our athletes go to Cape Town and Pretoria. We have got a high-performance centre here. A child that does not have matric, does not have access to that high performance centre. We have got high quality sporting athletes that are actually drop-outs at school and at universities. They don't have access to NMU. Why?

You know these are the things that the government should actually get involved in because the high-performance centre belongs to the provincial government. We had athletes that went to the world cup, we have an athlete that is continuously breaking all the EP records, he was denied access I think five times, 2015, 2016, 2017, 20.. it is continuous. We built our own hub, informal and it's attracting athletes as far as Potchefstroom. They based in PE, they are training in PE, they are getting high quality training in PE. We are doing it!

So it is actually frustrating to see people that are getting so much money from government businesses that are deciding to go and buy these inflatable boats for high extreme. We all know this.



**Dr Dyubhele:**



I can just say just one thing, it is disheartening boet ZB because in 2020 the World Bank did research and found that in South Africa gender equality is 1%. So there is more of gender inequality. And they are saying what is this gender inequality, that is what we call intra race gender. It is so hectic.



**Zolani Bono**



Shaun we have hosted an athletics triathlon ironman for the past 16 years. Where has it taken us? What are the benefits and that will be inclusive of my question regarding the stadium.



**Shaun Van Eck**



I think it has brought a lot of the benefits I have spoken of earlier on. I think the media coverage, and the beautiful pictures of NMB are invaluable. I do think as I said that, that second level initiative needs to come with that. Our people need to make more money out of events like that. I love the event. I want to see the benefits going deeper into our communities.

A lot of that, what you mentioned here earlier on, about having a sponsored stadium like this, I think we can look at athletics here as a wonderful example of how they have maintained their sponsor relationships. You guys are proactive, I know that, you're good, you see things coming in advance and you understand the motivations of sponsors. They don't owe us anything. We have got to create the atmosphere and the benefits for them and I think that's one of the things SRAC can do as well just to coach us on how to deal with sponsors and what they are looking for.

A good example, and I go back to Knysna, and I acknowledge your chirp, but at the same time you know where I live now, so they

Same as Knysna was the Cape Epic. Now you know what a huge event the Cape Epic is now. The Cape Epic used to run from Knysna to Cape Town along the route. Once again, the Cape Epic organisers felt that they weren't being acknowledged and they weren't being supported enough and they said ok guy were off, we going to go to The Peninsula and have our race there. I mean how nice would it be to have the Cape Epic with all of its coverage and income. So I think relating to what we were saying, we really need to get into the heads of sponsors, what they looking for, fuss over them, it doesn't matter who they are and all of the other stakeholders, the federations and everyone else, to all be getting something out of it.



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STADIUM





#### Audience Member – Mr Gidani

I want to agree with Mr Van Eck on the Sales Manager for the city. It is exactly why we are not in the big space of events. It is because there is nobody that is selling our city in the right places.

Number 2 chair, is the conference centre. You will recall that ten years ago we spoke about the conference centre of the city, because once you start doing that you are bringing people into the city and those people will do exactly what you are talking about.

I am very offended by the fact that the university is not present at this meeting because that facility of the sport academy was decided and it was very clear on what it was going to address and I wish that in the next summit the university will be invited so that academy is fully utilised. Thank you.



#### Audience Member – Menzi Ndumo

I would like to commend the NMB Department of Sports, Arts and Culture, for the equipment they bought and gave us. Today we just received an email from MBDA for the equipment that we need as we are dealing with indoor sports games.

My two questions, the first one is, we are told that this a second summit, I just want to check the progress thus far on issues that were raised previously.

Secondly, I hear everyone, including the panellists, they are always at government with issues and stuff. My question is what is the role of business in sport development? Is government engaging business sector, because I want to believe that they cannot do that alone, and business is also making a lot of money. For instance, yesterday we were at Chevrolet estate yesterday, the final between Newell and Kowell, the condition of that stadium, being a stadium with a good legacy. So I just wanted to check those two question. Thank you very much.



#### Audience Member – Samuel Davids – Helenvale Youth Enrichment Project

I'm a little bit concerned about the commercialisation. There is not much said about it except the part the gentleman talked about, sales management, is the packaging basically of the sports itself so that it can be profitable for the city and as much for the people. What is concerning is the fact that the private representation on the panel itself, the sector, to be able to guide us in terms of where do we go wrong in terms of when we apply for these funds, I'm talking about professional and also from the grassroots. Because we normally talk about Chippa and all those big teams and funding for them but the grass- roots are always losing out and it is actually where you start to form and create those stars like Daine and others.

So what is concerning about this summit is the fact that we didn't get the Coca-Cola's, the Cadbury's, and all of these companies here, or all these business structures here to be able to work together to make it profitable for the City. I think that is a lack here because I don't think the panel can respond maybe on those elements.

We are supposed to have a plan really on how do we package our sports to be profitable for the City and how do we create that secondary economy within the City itself and we can see how we can deliver that kind. When I listen to the gentleman talk about the records of the athletics that we have here in the City it tells you that there is a wealth but we fail to really formulate and come up with something that works. We discuss this here but some of the main role players, business itself, are not here. And they a fundamental to the success of this summit.

This is not a talk show, but it is still a talk show until the private sector is here. Nelson Mandela Bay Municipality needs to talk to business about rebates and about social responsibility and how channel those into making sure that we develop sports. When we do that, I think we going to move forward faster.  
Thank you.



#### Audience Member – Viwe Teko

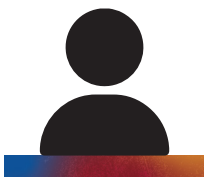
I hope everyone is amazing as I am. As an athlete, a club rugby player and a primary school coach, I have been privileged to see the dual perspective of a player and of a coach. But I see that we tend to overlook one pertinent aspect of the sport itself which is the periphery of the sport. In other words, the behind the scenes.

So now, how do we get the relevant people to get into these position of the sport in which the players can play, the coaches can coach and then the people in the periphery which people handling the events management, the hiring, the planning and so forth, to be able to work out, because sport doesn't really work with just the player and the coach. We need other people involved as well. So how do we get those people involved, especially the youth. Thank you very much.



#### Audience Member – Lindi Temba – Eastcape Midlands College

EMC is one of the three institutions of higher learning that we have in Nelson Mandela Bay. What then becomes the role of the three institutions of higher learning that we have here in NMB in finding solutions to some of the problems we are having here? Thank you.



#### Audience Member – Zandile Geqa – NMB Boxing Organisation

I would like to ask the municipality and business to club together and provide essential facilities to boxing. NMB has four zones in boxing which is Walmer, Kariaga, Gqeberha and Motherwell. If we can have a boxing house in all four zones where we will not have to compete with churches, funerals and weddings, on weekends when we need to have boxing tournaments.

We would also like to appeal for boxing rings. Boxing happens in the ring, inside the ring. Just like soccer on a soccer field and rugby on a rugby field. The problem with NMB is that we only have one and a half boxing rings. One that is fully functional in Walmer and a half functioning one at Kwanoxolo. And that is making it difficult for maximum participation because if the tournament is held at Walmer it is not easy for Uitenhage boxers to travel from Uitenhage to Walmer because of financial challenges. If we can have a boxing ring in each and every zone and a boxing house or hall that is dedicated to boxing or indoor games – we don't mind sharing with Judo or other indoor games – but this thing of competing with funerals and churches and some halls are fully booked a whole year in advance. You just can't find space for boxing. So my request from boxing is for both rings and halls that are dedicated to boxing in each of the four zones mentioned. Thank you.



#### Audience Member – Claudia Charles – Lifesaving & Legacy Sports Institute

The challenge we see currently, which has been existing for over twenty years is that sports is seen as the one thing people hammer on, they say you guys that come out of professional sports as most of us do, you are not doing enough. The issues are very complex within our society. It is poverty, it is household, financial issues and sports is the gateway that rescues many children. Now there should be more of an integration between the department of sports with their sports budget and roll-out programs that are happening in the city at schools.

There are organisations making inroads but the vast impact that needs to happen is just not being met. There is a huge need for a gap analysis between what has to be done and what can be done. Sometimes we over promise in our expectation and say yes this is what we are supposed to do and we will house and we can do that. That is not manageable. In order for us to set realistic goals, we are dealing with children, all children who are gifted and if one child falls through the crack, the responsibility immediately becomes ours.



Yet there is a responsibility between the department of education, the department of sports. Then you have the Cities, then you have the federations. So you got the distribution of funding happening almost like a filter through all of these but the gap is at the bottom. We need to streamline what we want to do. Sometimes we are paying more money into administration than we are to the athlete. We need to look at what the cost per athlete is and what the value of saving a child is and even reintroducing a child that has left the schooling system because there were no technical subjects introduced for them, they became dropouts and sports was the only way out for them, but they were regarded as stupid. We can't forget that that is the case.

There are many decisions happening at the department of education level that is not been done taking the whole child into consideration. And also not taking the whole teacher into consideration. So once a gap is created or demand is placed on a singular person to deliver more services. A teacher can only do so much but they are layered with administration and this and that, so by the time that this excited child that couldn't even deliver a basic book reading, but he is excited to go, because he can play cricket, now he is being told that the teacher has to go to a meeting at the department because of this and that.

That is the reality. We work in the communities, we work in professional sports. And it a bit unfair to say that people want to push or sponsorship wants to push into more extreme sports. Lifesaving is a direct access to a national accreditation and job creation tool. We were all qualified at the age of 19 to go and work overseas because it is a different method of getting the athlete into a job that sustains them.

So we are multi-disciplined athletes, but we focus on something that will make us live longer than just our gift. But in the network with linkages we need to look at what are we really looking at when we are looking at a problem.



#### Audience Member - Mthetheli Mbalu – Youth Development Foundation

All protocol observed. I'm going to be spot on. One is the issue of displeasure in terms of the panellists. As a young person I speak frankly, I do not beat around the bush. Displeasure. I so wish in the next event, women could also be fairly represented.

I have got a question around the issue around schools' facilities because in the location we have got a lot of schools that have big facilities that are under-utilised. In most of them, there are bushes. So, I wish that the municipality as well as the public works can find a way to develop proper sports facilities.

Secondly, it is the issue that a request from the municipality and the government that they should provide resource mobilisation trainings so that they can be able to teach the clubs to sustain themselves rather than to look unto them to get the funding. Lastly, is the training for the managers, I so wish we can find a way to invest in our athletes so that you avoid a situation where you have the Portia Modise's who complains that we are out of the system. If you invest in the Portia Modise you would have Portia Modise being part and parcel of Manyana Manyana, whether as a water carrier or whatsoever, I so wish you understand where I am going with this.

I am saying that because we have a lot of challenge and a lot of people that are playing sport but are not directly involved in sport development. Let's find a way to recruit those people so that they can find a way to plough back the type of skills and talent that they possess. Thank you.



#### Audience Member – Lunga Madakana – Media

Two questions – I want clarity to understand if there are any sporting codes in the metro that maybe are treated with preference, if I can get that from the panellists and how can we avoid that. Because it was spoken about, you know Mike Bamani and it opens doors. So, I want clarity on that.

And then my last question, to Shaun, we have seen the city of eThekweni, Durban, hosting big sports events, just interested to know, yes I hear you talk about the sales management, but I'm interested to know, Shaun, if you can see me, what role tourism plays in terms of attracting major events that are coming to NMB and is there any role that tourism is playing in attracting those major events, because we would like to see those major events coming to Nelson Mandela Bay as well. Thank you.



#### Audience Member

Cartels control the imports of goods, no matter what you import. It is controlled by this cartel and this cartel. This is where SASCO

comes in. SASCOC must import all sporting goods at a cheaper price, believe me. There in Transkei, I went to the schools. Children were failing, left, right and centre. I import computers for a R1 000, the children passed with A's.

Don't blame, do it yourself. Construction, I went to Transkei with that road that they are building. I said build with cement. I got the contractors. People are owning land. They stopped it. Why. It is cheaper to build the roads and complete the project than with tar. Somebody is controlling the industry.

SAFA: sport is a business. It is not just running up and down to see what you want to do. Number two, like I said cartels control. Private sector, put their money where there is success. I went to Griqualand, I went to Mpumalanga, we have got all the facilities, who played the curry cup final? Those two teams. Don't say I'm good. Show me you are good. We want results. Don't be deceived.

All Blacks put their money. If you are clever All Blacks tell you sit on the bench, let us be good. Let us be brilliant. Start at primary school, work your way up. When a brother is earning too much money and he is showing me no results, show him the door. Thank you.



#### Audience Member

There is a small thing I want to bring to this house. We all understand that due to Covid all our facilities, in all our areas have been damaged to the ground. And we all know when that had started, when the municipality withdrew all security from those facilities. I want to ask government and municipality if there is any program to repair those facilities for our athletes? In out townships, at Wolfson Stadium for arguments sake, rugby can't be played since June. Because we are preparing for the COSAFA program which is coming. The major thing I would like to know if there is any program from the municipality to repair these facilities and fields in all our areas.

If you go to the Northern areas, the Finnis grounds are down, Uitenhage it's the same in Kariega. You go to the township and the last one Dan Qeque is no longer a playing facility it is down. My question is, is there any program for those things and also is there any program to bring back security to these facilities.



#### Michael Mbambani

I will actually first respond to Mr Gidane regarding the high-performance centre. Herman Terblanche get the roll out and print out of the previously disadvantaged boys based in NMB who have benefited from the program, you will get the answer.

Secondly, we have managed as athletic to put our foot in commercial. We avoid as the federation signing agreements with commercial banks, because if you sign one you won't get the second one. We have got Nedbank Runnified. We have brought them to the city to invest money and they brought television. Next week I'm signing Discovery, with their own event, but separately, not with us, not with EPA, because if you sign them with EPA, you get stuck and you won't be able to sign the next one. In two weeks I will be unveiling another bank. In October I will be unveiling the red one. All in different aspects. All in different approach. All focussing only on quality which is the world record attempts.

The other ones, Discovery is actually talking mass participation program, because that is how they promote their healthy lifestyle programs. We avoiding to sign multiple sponsors as one federation we prefer to sign with the city. And we make sure that we give access to our partners to the city. We bring our partners to the city, everytime we starting discussions on a new event we say these are the partners we want to bring. The city can sign with all the banks in this country but as a federation as soon as you sign with one you are binded. You are unable to go to the next one. That is now the trick that I am sharing with everyone.

Spar Series, you bring television, they will come to the city and host their race and you will get those masses within cities. You have got television. Allow them to form clubs. Allow them to form clubs so that they can be part of us. VW have their own race they have their own club. We are supporting it and it is a sanctioned event. We make sure that VW even if they are not directly with us, we are then able to go to GM, we can go to Ford, we can then say we have Archilles Athletic Club, they doing ABCD bring it on.

That helps us, on not having multiple agreements. Now I'm sharing a trick. It's the trick everyone needs to work on. So that you allow clubs to grow. You actually allow clubs to grow and refer sponsors to clubs. My club is a small club, but at the present moment it is one of the biggest clubs. We are attracting sponsors because we are bringing high quality competition athletes. We deliver. We bring results. Commercial sponsors want that because they want to commercialise. That is why you will find all these big clubs now on television forming clubs because we are giving them an opportunity to commercialise or to bring business to the sport, to sell their products at our sport but not with the lowest bidder. You are not going to give us t-shirts and think that you will be a part of us, you will have the logo. No, no, no. Put money, and this is a starting measure to a certain measure.

We are willing to share the information with most of the federation. It's not a case of we have got the know-how, but we have managed to find the niche. That niche we are actually using properly in such a state that it can actually assist everyone. Whoever we bring into the city. It's up to the city to make use of them to give to another sporting code. We don't have red taping. We've got Eastern Cape

Motors as part of our partners. We can actually bring in Toyota if we have to, because we have got VW. So we are allowing them the space, but there is a financial measure into it.

Going into redtaping. Into any door, it frustrates when you actually start with the PA. You elect a president, but you are unable to access the president because you have to deal with the PA first and you end up having an executive president who stay there for long, yes. I think I served in EP Athletics Board for one term. And that to me was fine, I found a space in development and I'm doing what I'm supposed to be doing, developing the black child. And that is the role that we can all say.

But in terms of all the other complaints and all that, unfortunately I am not a part of the municipal officials. The only thing I can share is how we interact with sponsors, how we respect our sponsors, how we actually draw a line and say to the sponsor you don't go beyond there, you know so that they can feel and know that you are in charge. Thank you



**Simphiwe Mkhangelana:**



Mine is on the issue of facilities. As we all know the facilities in this metro are delapidated. At times we always say how best can we manage a situation to ensure that our facilities are looked after. There is a facility management committee that the municipality talks about that the community must make sure that the facilities are looked after. But the challenge and the reality now that we must face is the issue of crime because if for instance, as people who are in that area or in the committee, you try to stop people from vandalising the fields you know what's going to happen, here in South Africa, also here in the Metro. But I think what the municipality must think of is making sure that there are securities, paid securities. Even though they are there something could happen, we are living in South Africa, and we know how South Africa is. I think that the issue of facilities, the government must make sure that it does that. The community can do to a certain extent

But to a larger extent it must be the government that makes sure it protects the facilities. Even to make sure that during Covid during the lockdown, we were all locked down but others were not locked down, but if there were securities there looking after those facilities we wouldn't be talking about what we are talking about now ZB, as far as the dilapidation of the sports facilities go. Thank you.



**Shaun Van Eck**



Just quickly to answer the question from the media, I think the sales manager position that we spoke about then would have a network under them and all of the resources will be pulled into that. The money for tourism marketing at the moment lies with Charmaine's colleagues at EDTA. I know that they have in their budget an amount for an infrastructure for a convention which is exactly the same as this to attract conferences and Charmaine I don't know if you can maybe have a chat with them and maybe broaden the scope of that division that they are creating. We have said as Discover Mandela Bay that we are in full support and we will get involved with our one and a half staff members, where will help wherever we can but once again, it's the same thing. Pulling everyone's capabilities together and we can achieve it. We can do that.



**Dr Dyubhele:**



There was a question on a child who cannot find a club. You know if you can't, we have structures that are in place in the local areas. And therefore if that child cannot find a club you can refer them to me, I will put them in contact. Again, the issue of past players, those past players cannot sit in isolation and be individuals. They must be part of a club and from the club to a federation and I think in all the federations to get somewhere you must be part of a club. Encouraging the fact that they must affiliate and they must be registered to be part of a club so that they can plough back to our communities.

I also just want to close off and say it can be done, recently you have seen the Telkom Netball League, which is the same as the Premier League, three consecutive years were won by the Eastern Cape and that team has now been promoted and where does the coach come from, that coach comes from Nelson Mandela Bay, where I found her she was a very young girl, and it's something I am very proud of.

Also to say if we follow the path in any sporting code that will assist in solving. We also have two, one from Motherwell who was also an assistant coach and put Netball in the limelight from Nelson Mandela Bay. We also have a recently accredited coach who is part of the team who will be attending the Spar Senior.





Somebody spoke about City Lads ladies Football Club here. I'm happy to say that, well I work for the SABC and we do commentary on the ladies football matches almost every Sunday, at least they do get the exposure, but I think they need more from the municipality and from the businesses here in Nelson Mandela Bay. I think they need to stand up and assist those ladies. They lost their first three matches and we were like "oh my goodness, where are they going" but I can tell you that they are starting to win and its looking very bright for them. They need to be inspired and encouraged so please those who have the money stand up and do something. Let's not wait for Banyana Banyana to come back as African champions and then we start saying our ladies are doing well. Let's do it now so that they can win the world cup and most of those ladies must come from Nelson Mandela Bay. I have heard lots of them, the University of the Western Cape, welcomed their ladies there, I think about four or five of them, they actually came from Cape Town, six yes, they played. The others they used to play for Banyana Banyana.

A portrait of a smiling man with short dark hair, wearing a dark grey hoodie with blue accents on the sleeves. He is holding a silver microphone in his right hand. The background is a solid light blue.

I just want to say ZB that the ladies need to be celebrated, it is a big achievement, and that will then set the precedence for respect for their craft more.



It's never too late, because when they were at the airport we asked them are they coming home, remember Olweni is at the Varsity and Swarts is in Joburg so they didn't come here. hence we didn't celebrate them. but it's never too late to celebrate them.



We can do it. Thanks you to all the panelists. Thank you very much. Thank you very much one last time. Wonderful session. Very thought invoking.







## Annexure 1: Input: Struggles Magendisa

Just some housekeeping.

The bathrooms are just behind you, I know it's a little bit too late, like an hour or two, its to your right if you're looking this way, that's for the guys and for the ladies to your left.

Up next, I know im not going to keep you that long. Are we still here, you not about to die on me. Ok. Yeah one last time before we adjourn for lunch we do have our next guest who is not going to take that long, on the podium, so he has got twenty one years of experience dealing with this and especially working with government and municipalities and also served treasure as well. Ladies and gentlemen to give us more strategic in terms of their approach on how to get business rolling in, in terms of sport Struggles Magenedisa is up on the podium to give us more. Thank you sir.



### Struggles Magenedisa

Good afternoon ladies and gentlemen, all protocol observed. My brief was precise and short and what they asked me to do is to allow this summit to have discussion in terms of funding and based on that, is funding a challenge of the municipality alone or is funding a challenge of national government especially national treasure or is funding a challenge that we all have to resolve.

I think the answer to that is to say that each and every deliberation in the breakaway session is to say funding should be part and parcel of the discussion and also each and every idea needs all infrastructure identified. Put your heads together and say how do fund this because it's not a funding that needs to come from one direction but mostly from us discussing it to say how do we fund.

Now based on that, each and every sports infrastructure or equipment was funded through partnerships. We are aware that government supports public private partnerships. Based on that that's the discussion that I am going to focus on. To say, why does government support or promote partnerships, what types of partnerships are there and then most probably the question becomes, what kind of sized projects are there that need funding partnerships and the elements of it and the different models to that effect.

Now why do government promotes or in favour of partnerships. Because they promote value for money cycle costing and it provides also new options for public sector financing which is where we are moving to a parallel funding systems rather than a sequential funding system. What im going to take you through now is a topic that we normally offer in three days. So this is a summary of a summary and the fact that I'm standing between you and lunch, I'm gonna be quick before you get irritated.

So the principle of partnerships is that you provide value for money for those partnerships, not the lowest cost provides that. Also, the ease element of risk transfer provides that, what is it that we are transferring to our partner and also you set the performance standards with your partner and the competition allows you to choose the best partners and they bring their innovative aspects to the podium. Also, you maintain that value of public asset, through the life cycle and also through these partnerships you can fund the infrastructure of the balance sheet of the municipality. Now these are typical sectors, and these are not all the sectors that are available in terms of partnership, but I would like to zoom in to some of the infrastructure or the sectors that they have deliberated on today. The culture infrastructure, which is the cultural sector. So you can be able to have partnerships with them, and we are promoting those partnerships in this sector, to say that we are able and amenable to fund them.

Tourism infrastructure, we have spoken about tourism here and we are willing to fund that. Service accommodation, those are things that we have done before. We have got accommodation partnerships that are available. Fleet management, we have partnerships in that particular aspects. You can take municipal land or property and a make it available for private sector for commercial purposes, which means they are making money out of that. Because municipalities have learnt, central government have learnt. So that can be an opportunity to explore. We spoke about sports infrastruce, the facilities, the infrastructure, that on its own, those are the sectors that we are able to look into.

Now the size aspect in terms of that. We know that we are all attracted to big billions projects. But that doesn't mean that is where the impact must be always. So there is no minimum or maximum size of the project submission. The larger the project you have a greater potential to generate a greater efficiency to offset the CAPEX cost. But there are other aspect for you to consider when you look at the size. Transferring the risk to the private sector. Is there an opportunity to look into. Also the value for money in terms of what is the net benefit of doing this, what is the impact on the community or to the sporting code or probably to the tourism sector. So size is not the only thing that we consider when we consider funding. There are other aspects that we look into qualitative aspects also. Now, im going to take you through this quickly, but the elements that we are looking for in this partnership is to say it's the design, the build, operate, maintain and finance.

So you can use either or combination of the two depending on what kind of partnership you are looking into. The first partnership that is available, that we promote is the contracting partnership. We are amenable to enter into long term contracts not limited three-year contracts at the municipal space, even at a provincial or national government space. To So that is an opportunity where you say contract the private sector to come in and contract the design and operation of the public facility and the assets can be financed by government and be owned by government. And those are the key drivers, what is it that you are getting out of this, you are transferring the design and construction risk and you are still owning the facility yourselves. The other option that is available, is, build, operate and transfer options. That's another model that is available, where the private sector comes and builds, designs the facility and transfer it at the end of the contract. That can be financed through a public sector financing model but you have transferred the build, operate and transfer aspect of it. So that's the partnership model. It can be looked into. Another partnership model that can be looked into is to



design, build, finance and operate. In this particular space where you have transferred. The contract has design component to it, has a build component to it, and has a financial component to it and operate for a particular defined period and that it has been done before and it can be done in this particular sector.

And the last one is the concession contract arrangement, where you collect user fees in terms of providing that asset or the services. So, these are the high-level models that I wanted to highlight. And not to deliberate more on this particular conclusion I was asked also to touch base on the funding availability or funding that is available. We know that there are normal grant systems. There are additional sources of funding. The first one is project preparation facility which is available at National Treasury. Project preparation facility or the PPF is there to fund two components. The feasibility study component and also the technical resources that are required so you can partner with a municipality and apply to access those funds. The second option that is available is what you call BFI, Budget Infrastructure Facility. BFI is also a 20 to 30 minute presentation only on that facility, that facility was created for all spheres of government where they need infrastructure and they cannot fund it through their allocated grants available. I looked at the budget that is available and it is R35,4 million per annum, so if you have a project that needs more than that, then you can apply to that particular facility and partnership with the municipality who can then apply to national treasury and access that. As we stand now the window period closed on the 31st June, there is not even a single, sport, arts and culture project on the list that we have received. We have received more than 60 proposals. So there is no application. I am not saying it is too late, I am just making you aware that there is that facility to apply.

Over and above that, there is what we call an Infrastructure Fund, that's available for infrastructure. How it works is that it uses blended finances, which means that there is a component that is required from the private sector and then to top it up, central government will be able to top it up either to reduce the burden of the users or the municipality in terms of implementing that infrastructure. So each and every project will be looked into, on its merits to be able to access the infrastructure fund. Over and above that there is what you call co-funding of projects meaning that the municipality will put their money, if national treasury looks at it and says it's a good project its got a better value for money and the impact on the benefactor receiving that money are going to be better off ten times fold then we can co-fund such projects. Lastly, we tend to forget there is what we call gap funding from National Treasury. Gap funding you will find it mostly on the transport, tourism or user charged projects where you transfer the tariff to the users it increases way beyond their ability to pay. So then you want to reduce the tariff charge to come within their affordability limit, so you make that case to say how can you not transfer 60% of the tariff increase to the users but you want to transfer only 10%. Then central government can come in and offset that. I know I have try to cover as much as possible in a short space of time and I don't want to stand between you and your lunch. Can I wrap it up here. Thank you.



## Annexure 1: Panel Discussion 2:



**Moderator: Daron Mann**



Thank you very much for allowing me to be part of what we are doing here. What we are going to talk about is something I have a particular passion for. And we will be hearing from all the experts with a wealth of experience as well.

I will ask Mr Donovan May to join me on stage. You should know him well. He is the vice president of Cricket South Africa and of course he has been an experienced and decorated administrator of the sports in these parts for many years. Donovan thank you for joining us. Miss Linda Harwood, is a friend that goes back some time as well. A very experienced even organiser and some particular insights on this topic to share as well. What a pleasure. Thank you for joining us Linda. From local business, and dare I say it, one of our most responsible corporate citizens. He is representing Spar who do incredible work not just in terms of sport but also in terms of addressing other socio-economic ills in the city. Will you please welcome Mr Alan Stapleton. It's a squash injury the ankle, the knee. Good to have you with us. We have Athenkosi. Last minute substitute for Nick Mould. Please come and join us. Thanks mate. Paralympic athlete and man who is synonymous with the sport, Mr Michael Lourens.

As Michael makes his way to the stage folks, for those of you who did not run off to lunch early just before lunch we had a representative from national government having a little chat here and there were a few interesting points that some of you might have missed that relate to opportunities that are available for local business, local sporting federations, local entrepreneurs to develop partnership with national and also with local government. That was the PPP that he was addressing in his slide just before lunch. I would like you to give that serious consideration. Government is very flexible and very willing to discuss ways of partnering with anyone who thinks that they can use existing government facilities or assets and if you are at all interested and would like to find out more I am going to suggest that you catch up with Charmaine Williams from our local government municipality and if it needs to be escalated further then she will make sure that it is. You may have missed out on it and I think it is a trip worth investigating if you are looking to develop an event or a facility. So we going to start.

I have got a list of questions here which I think most of my guests have had a chance to look at and we start with the first question. How important is brand partnering to an athlete, business, host or city.

Now every single one of my guests on stage are going to tell you it's very important but we know that. But what I would like us to do is make sure that the time we spend here today and the time we spend is effective. We have all been to events like this, we have all heard people talk, and there is nothing wrong with people talking but the danger then is we end up with a list of grievance a list of challenges we then face and we say that business and government need to give more money. That's what we walk away with let's not do that here. Let's respect each other's time. I really appreciate you all coming out here, I don't wanna waste your time, let's make sure this isn't just another talk and what we take out of here is something concrete and that we really can put to work. And there are things that we can do that don't require a lot of money and we will touch on some of those. I've got to be careful that I am a moderator and not a speaker.

Ok, so brand partnership is important for an athlete, a business, a host and city. How does branding, marketing and partnership work and we think of the athlete business, the athlete city and the athletes' other stakeholders. I want to throw this out first to Donovan if I may to you. I think you have a unique history and experience in representing the local federation or union but also at a national level representing cricket South Africa. But in two situations both local and national you have had a situation where you have been working with a sponsor or a brand partner and there have been occasions where there hasn't been one. What gave rise to both and how were you able to manage that situation where you now do have partners.



**Donovan May**



Being a former EP Cricket President for many years. You are speaking about brand partnership. When we go back to 2013. We had R35 in the bank. Sponsors started walking away from the federation because of bad governance. And that is so important. Your sponsors will look at governance, governance structures, they will look at your board of directors and also everything else. Key performance. I remember we had a sponsor from Chevrolet that walked away from us. We had a stadium sponsorship with Axxess DSL because of ill governance. It took us a long time to regain the confidence again of the sponsors itself. And it was difficult to be able to manage not getting any sponsors from business. We had to solely rely on funding from national federation which is Cricket South Africa. And they were extremely tight. At the time when I took over the federation, I said to them if I do come back this company needs money, because we cannot survive with all the sponsors walking away.

And the very first thing I done was made contact with the local director Charmaine Williams, also the MBDA, then Pierre Voges. How do we go about getting funding to this organisation. Because this organisation is going to be crippled. We are speaking about the







**Alan Stapleton**

I think what Donovan said just now in terms of relationships and trust is probably one of the key factors. From a Spar point of view, obviously we only talk about Spar Eastern Cape, that's my budget. We obviously are restricted in terms of our budget and from a national point of view we would like to say that our focus is women in sports so our focus there and in terms of, I wanted to add to that Darren, you talk about the number of requests that we get for sponsorship and again its from the whole of the Eastern Cape and its from a variety of spectrums of sport, but not only sport, there are various other areas. But the number of requests, and I am not lying to you, have exploded probably four fold this year. Since Covid has opened up the world again, it is literally, I am inundated with requests and it breaks my heart, I would love to say yes to everything, but I spend more time being a bit of a frigid women, saying no, unfortunately.

But for us it is mainly about relationships and its about partnerships. That is really, really key. If you think about our relationship with NMMU and the Madibas Netball. That's been a longstanding relationship and its grown gradually. It was small and we started small. It was really a minimalistic amount that we started with but it grew every single year and as we grew the trust or grew to know the people at NMMU what they were doing, how they were doing it, we met with them regularly, so they grew to trust us. And this relationship has just grown and its grown to such an extent that we are now moving a whole lot of stuff out to NMMU. We have taken our Spar Grand Prix, the 10km event out there. If it wasn't for the water we would be having our virtual real challenge in September. We taking a trade show out there. So it's a relationship through the Netball which has exploded and gone beyond that. So yes, I think that trust relationship and that belief is so important.

**Daron Mann**

Linda you not only sitting between the two gentleman, but I think as an event planner you often straddle local business and local organisations like cricket. So you fill that gap. I know the industry is slowly starting to recover after Covid buckled it. From your side, brand partnership, is it important to an event planner and what advice would you give to anyone who is hoping to raise sponsorship and to do it a way that is legitimate and bring some sort of legacy going forward, that it wont just be a one hit wonder.

**Linda Harwood**

I think the key thing would really be creating the best fit possible. I think when you start off saying im wanting to seek sponsorship, and I know there was quite a few questions asked earlier, the answer is to first ask what value you can add in this specific event, what you have got at your disposal to be able to bring a return on investment to that sponsor.

Budget is part of it. Finance is part of it. But bearing in mind from a marketing point of view there are other variables. So there is branding, there is broadcast value. So for example, if you have an event, and you're looking to source sponsors, you gotta then say right, what are the legs of the event. So for example, you might need water on the route, but then there is a branding opportunity and if there is live broadcasting that's going to give that client extra mileage, there could be then advertising on that medium with the footage of that event. So there is quite a lot of variables to look at, but regardless of the scale of the event, you've actually got to first start with asking what value can I add. Because it needs to be a mutually beneficial exchange. No matter what.

It's got to be a good fit. So you will see, particularly post Covid now, there's you know, Nedbank started there running series, which started with a partnership with Strava. Discovery have got the Vitality Series. All of them is to connect with their market, but they doing it through other vehicles, so it could be chosen events, clubs etc. etc. So it's a way for corporates to connect on a level that is a little more authentic. So I think when you look at how to sell sponsorships, you start with, where are we right now. Donovan just mentioned looking at fresh vehicles. So you might look at doing an event in a certain style. You might add an extra event or workshop or wellness session that you can then sell for sponsorship as well.

I think there is a big shift in the sense that where we had traditional mediums for value adds as in by the line radio, print and tv, with social media now we have obviously got international reach and very affordable, so you are starting to find that when you look at your investment and your media volume you getting a huge leap through social media reach through sight and through engagement as opposed to your traditional forms.

The thing is, if you look at, Mike was talking about our international athletic events, in one year our half marathon grew from a R4million

return to a R9million return in media audited coverage. I would say 60% of that was social media value and another interesting point that I just want to slip in is the use of sports people as influencers and testimonial and branding youth. I think that also opens up another whole door. I think companies are seeing that as an authentic way to present their brand to connect consumers to someone they love.



**Daron Mann**

I see Nkosi is nodding his head as you made the comment about social media. Maybe a good time to bring you in. New ways that the youth are engaging. New ways that business can tap into the energy that the youth bring. We need a new generation all the time.



**Athenkosi Mayinje**

I think social media is the new way to do things, its much more effective. But using it effectively is very important. So putting a post out is not enough. You need to have, you need to know who in that field has the influence, has the pool, has the traction they call it traffic.

Those are people that generally enjoy posting. So you find that someone who is always commenting on the relevant matters. Someone that gets a lot of, or they like to keep their pages clean per se, so the content that they post maybe they are a blogger or a vlogger on social media. Maybe they share a lot on their thoughts. And a lot of people gravitate towards them so you will find an average post gets 150 comments, and they will have a Twitter following and an Instagram following. So those are two social media's and a Facebook following. Facebook is generally for your older generation so they can find each other, you know the 1975 group. Instagram is your younger crowd and your Twitter is more your young adult professionals.

Definitely, it's a mix. On Twitter I love it for the sport, because you get the updates instantly, so if you are a sports company or a sports brand your Twitter feed is where people will look for that minute by minute results or minute by minute scores. On Instagram you wont find the minute by minute scores, so there you probably post the result after the game. And it's the same on Facebook. So I think there is a different use for each and I know Instagram is a place I like to express visually the things that we do and as an organisation and also as a person, the things that you are passionate about. And ya, so I think that those two for me are the ones that I use, primarily for sports and one is to express the things that I do, or the things that we do as an organisation, a more visual aspect of it.



**Daron Mann**

A good place to bring you in, Michael Louwrens. Paralympian, how many gold medals. Only three! Michael let me ask you now versus when you started this sport, in terms of support, sponsorships, brand partnerships, has the landscape changed a lot? If so, how?



**Michael Louwrens**

Yes, it changed dramatically. I was out the sport for five, six years because I'm an old madala now, so I must sit at home and do nothing. I started to get involved in sport again and then I was actually shocked when I see nothing happened in the last seven, eight years. Im involved now for three years and you know in the past, we always had rolemodels like Natalie Du Toit even Oscar, myself in the Eastern Cape and that's why I personally try to bring back support to the Eastern Cape and develop it. The province needs rolemodels. And how do you find a rolemodel, is called talent identification. And for that we need funding. And to get funding it is not easy. That is why if felt I should have been on the first panel and scream help guys, please help us, because the local government, and I appeal to them, we do get funding to the academies, but guys its not enough. I always say to the people its like having a buffet infront of you, but when it comes to the disabled section, you maybe get these small buns that they give you. Like a sort of tokenism and that upsets me. And I dont understand, because disabled people, they need help. I mean no-one asks to be disabled. People

have accidents but they are there. They are human beings. And I have gone into the local communities in the Transkei, and you will cry. I just want to tell you people this one. Three/Four years ago I went there with a chair we used, a disabled chair. And I asked them the schools around there to get us disabled people so that we can introduce them to disabled sport. When I looked back, I said are you serious. I think there were 200 disabled people standing in queue around the corner just to try out the chair.

People are hungry for sport. Disabled people need support. They need help. We are not abled sports people. We are disabled sports people. We haven't got legs and arms and I said to the people some of us are born bad, but at least we are here you know. You are not going to wish us away. I listened to all these speakers here, and I will appeal to the government and the municipalities. Help us please. We actually not begging you. But just make space for us on this earth and in Port Elizabeth or Gqeberha. Because we need a place in the sun to. We are here. You guys are not going to wish us away. I mean, at least Spar, Alan, thank you, at least at all your venues you have disabled racing awareness, or Wheelchair Wednesday. People must get aware of what we are and who we are. We need help and assistance and we are not being beggars but sport is a wonderful thing you know and if you listen to partnerships and local government and we talking about able bodied to also please include us. That's all we ask. Because you talk disabled sport. Disabled sport is swimming, athletics, its not netball, its seated soccer. Its about eight, twelve difference sports and people once you go out in the communities and you see what is happening there it is shocking.

Support for example. Equipment for example. Schools, I am lucky, I say thank you Lord we started a foundation last year. We were lucky to get some small amount of money, I could make four chairs, which I am actually going to deliver next week to Umtata and Queenstown. You go to a disabled school and you say here is a chair. But you cannot just give a chair, because with a chair, you need ratchets that tie the chair down. You need even a hammer, you need shotputs, you need discus, you need javelin, you know. A chair is not good enough. You need everything with it. And ofcourse coaching the coaches. Because that's my goal. I cannot give a school or a club equipment or chairs if you don't educate them. It is very important to coach both the athlete and the coach. One thing about disabled sport guys, its always two people. Believe it or not, and that's why im fighting with SASCOC sometimes when they send people overseas, like now we still have a problem at the common wealth for example, because I am also part of the NEC. They are only going to take one coach. I say please Lord. Now what happen. The guy sits in the chair, for example and he throws a shotput. He cant tie him loose and everytime go and pick up the shotput. Things like that you have to explain and educate people. Sorry Darren I can get carried away.



**Daron Mann**



You're passionate about it. Nothing wrong. But to distil that down, your talking about facilities, talking about equipment and investing in coaches. If we can tick those three boxes we are off to a good start. Ok, im gonna move on, and im going to ask each of our panelists to share their thoughts on two questions in one. How can purpose led sports partnerships drive positive change in the Metro beyond the actual advantage to the sporting code. Is there a way that we can offer an inclusive bridge across social and economic gaps through brand partnership. I just am inclined, as you get your thoughts ready on that, immediately im thinking of something along the lines of the Iron Man Competition is our only really truly international event that we currently have in Nelson Mandela Bay and if it wasn't for them, the Iron Man Kids initiative would never have happened. They started in 2004/05, in the first year they raised R11thousand, last year they raised R4.5million. They themselves have usurped government and taken over the role of government when it comes to when it comes to children's charities and they invest the money in the cities where the events happen. So immediately, that jumps out at me, as a sporting event, sponsored again by local government and local business which has created benefit to the city and the residents way beyond just the sporting event itself. I said I need to stop being a speaker, I'm a moderator.



**Donovan May**



I think it is a really good question because if you look at the way sport is going at the moment, I will speak from a cricket perspective. KFC Mini-Cricket. KFC sponsors thousands of kids around the country. They have had a lot of success out of the KFC Mini-Cricket and a lot of international cricketers have come out of the KFC Mini-Cricket and the KFC Mini-Cricket program. So that is, they saw a need and they saw a partnership with Cricket South Africa. I think we just celebrated ten years with them now recently. If you look at also at what we have set up, is hubs around the country. A lot of the township schools and schools in the Northern areas doesn't play any sport or any cricket itself. So what Cricket South Africa has done is, we have put together hubs. And the clubs around the schools were adopting kids from the schools to come play in the hubs and certain fields were identified. That is also where we got franchise cricketers and also international cricketers playing international cricket. A kid on a sporting ground is kid out of court. Which is so true. If you take a kid off the street and wherever I go and my speeches is let us keep the kids busy, because then you can have social cohesion with people because sport can galvanise a community. It has galvanised the country in 1995 with the World Cup. And we all know Madiba was, you know he said those beautiful words, so it can work, but it also needs dedication from the sporting federations and also from the parents and also from the schools. And I just speak about cricket. We have setup so many coaching clinics. We have got coaches around the city. Talent scouts we have identified. We have had to put together the geo-political alignment and I know SASCOC are very strong about geo-political alignment whereas every corner of this country should be playing sports, whether it is cricket, rugby, soccer or anything.

What we have identified at Eastern Province Cricket is to take zones, to put together the geo-political alignment for Eastern Province



Cricket. If you look at all the zones in this city, there are quite a few zones that we have identified, and put administrators into these zones. And that is how we are getting the message across to play more cricket. The problem we have got is that we might have too many clubs and I know the players speak about development, I am not being developed, and my argument has always been when I have been with EP Cricket, you cannot develop a cricketer playing fifth team cricket. He is never going to develop unless he goes to a club with a Premiere team. Because then they have got coaches and the funding comes in. We can give the kids equipment, but then the problem comes with facilities. Because there is not enough facilities. Charmaine mentioned this morning that we have 315 facilities. It has come down dramatically. If you have got the kids playing the sport. Now if you look at the amount of cricketers that is playing internationally and look at the amount of money that they earn the figures is humungous. If you look at Jacques Kallis, he is one of the highest paid test cricketers in the world. I think he is worth 35million US Dollars. Look at a guy like AB De Villiers, he is worth R800million. Just playing cricket. And we have always said to them, put back into the communities that you come from. Even though you may have come from a good school, but put it back into the school, because the people that has never had money, came to watch and support you and make you look good. So those are all the things that we are trying to teach the cricketers playing on the circuit at the moment. You will see that Faf Du Plessis is no longer playing for his country because he is making more money playing in the international circuit. A guy like Brevis, 18 years old, just got out of a World Cup. Went to play in the IPL, he earned himself R4million in one month. His now going, he is probably going to play in the new league starting soon. And the highest capped player in this new league is R25million, that's the highest capped player in South Africa, that will be earning that type of money. So there is a lot of opportunities for the players today, but, it all starts with your club and your development programs. And we always say to clubs, whether its rugby, cricket, soccer, you cannot develop a player if he is playing in the lower league, he has got to go to a club. Have 20 clubs, don't have 100 clubs. 20 clubs with quite a few leagues. Because if your player is playing, he just come out of school, he going to play in the lower league, he is going to build himself and he will become a Protea eventually. So those are the challenges the sporting federations are faced with, because everyone wants to be a President of a club, because of the prestige of a presidency but they not developing the cricketers or the sport itself.



Daron Mann



Linda if we can move onto you. How can sport cultivate, nurture, responsible social business amongst all stakeholders and offer that golden inclusive bridge across social and economic gaps from your point of view.



Linda Harwood



First I need to correct you, because we have two international sporting events besides Iron Man in the city. We have got the Nedbank Money 5 50km, that's in March and we've got the Nelson Mandela Bay Half Marathon. So.

There is lifesaving and we have hosted other events but specifically we have had international life saving at Summerstrand. I digress, but in terms of partnerships, Eastern Province Athletics, partnered with the Municipality for the Legacy Project, was a very very good example of exactly what you are talking about. About sustainable, development programs. Right from grass roots, from the schools, involving eight events, across the city every year, on an annual basis and the idea is to uplift the athletes, the clubs, the coaches, the technical officials. So the whole program is each event gives different clubs the opportunity to host the event. Obviously gives the athletes an opportunity to compete and starts training the coaches and technical officials. So we have had this feeding system throughout all the Legacy events, the whole goal being to uplift our athletes and as we said earlier when Mike referred to our home grown success story, Melakhaya Frans, where the results speak for themselves. So that is probably our best example that we have right now in terms of EP Athletics partnering with the municipality and again just looking at whether it be an international or local event, look at the economic effects around that event. So wherever that event is hosted there will be small and medium sized businesses that are involved in the actual infrastructure and be it the security, the medical, the cleaning, the gantry. There is a whole infrastructure of business that is created around that event that is over and above the other economic spin offs like the actual athletes visiting and the accommodation etc. So I think there are always so many tiers that obviously ultimately speaks to the municipality's role of being a sports destination. But it filtered right back from our original project which was from 2011 the Legacy project, to actually uplift from the bottom up.



Daron Mann



Over to you Mr. Stapleton

**Alan Stapleton**

The Madibaz relationship is one of the things that has grown out of that because apart from sponsoring the Madibaz Netball team and sorting them out the agreement is that the Madibaz go out into our regions and go to Nxobo, Queenstown, East London, King Williams Town through to George and spread right through the Eastern Cape and go and two and three day clinics and again going back to your comment about coaches where the focus is coaching the coaches, because if there are coaches on the ground, if those coaches have passion and they have right intention, then the sport can grow. That's been a huge success from our point of view. We also do a school girls hockey challenge which talks to more the top schools. However because it is a 20 minute game, we will ask some of the rural schools to come and play some of the more traditional schools. This year we had Umtata coming down, Aliwal North, Burgersdorp. Schools coming from distant areas coming to play in the regional event and with that we also say to the schools who are taking part, you've got to get out there and part of their commitment taking part in the event is that they have to go and twin or partner with a school in their region. So the school girl hockey players are actually getting involved in one trying a little bit of coaching and also spreading that hockey knowledge and creating that awareness that is there. So those are just two events and I honestly believe that sport just can do so much for uplifting the social situation.

**Daron Mann**

Nkosi, it will be close to your heart, because many of the youngsters you are working with have to deal with these socio-economic ills. Linda mentioned infrastructure. In many cases that's a challenge. On the panel they were talking about certain facilities, they have become derelict and so on.

**Athenkosi Mayinje**

I think with regards to just touching on infrastructure, obviously we have to work with what we have and the township its not really much. I would go from training here and the Nelson Mandela Bay Stadium to coaching girls in Motherwell where there is thorns on the field and you have to expect them to make that tackle there. Because the child doesn't know what they lack per se until its made a reality to them or its made. So basically just expecting them to do it and not actually thinking too much about it and sometimes you have to go on that dirty floor and show them how to tackle and roll around in those thorns so that they can understand that.

**Daron Mann**

How do we improve that? Is it a responsibility for business. Is it a responsibility for local government? A shared responsibility. Either way is there a way for us just to get the ball rolling and get those improvements up and running.

**Athenkosi Mayinje**

I mean we can speak about government all day and the responsibility that they have but also its also up to the private sector to step in.

I mean adopting a school, a small thing may be a business adopting a school and then just bring a bit of change, a bit of infrastructure to that school it will go a long way. Or maybe a federation or deciding this year your going to have an Operation Motherwell or an Operation Zwide, where we have a school there that we are going to adopt and then start bit by bit like that. So in the program that I am managing the Siya Phakama Project, it's a new project, technically hasn't yet been launched but we have working for the past three months. It's a Kholisi Foundation founded project, in which they are partnering with, speaking about brand partnership, with us United Through Sport, in which we looking to bring about physical education in six schools, so creating a hub of sorts there in Zwide. Where at six schools, we place coaches. Two coaches per school. Those coaches are there from 8 to 4. Now those coaches are running physical education lessons which we get the manual from the university Kazibantu, we running those physical education manuals from Grade R right through to Grade 7. So by the time the child starts sports in grade 3 or grade 4 they are able to catch, they are able to run with proper mechanics. So we run that just to give them that broad foundation, with regards to sport and then we have an after school program as well where we do three sporting codes. So your under 11's and under 13's in rugby, soccer and netball. So there we have those coaches there who are at those schools they have expertise in a certain sport. So one will be a rugby coach the other will be netball coach and then speaking of City Lads, three of our coaches play for City Lads and its an issue for them, because they won their first game now, but they still complain about not wanting to sign code of conducts because they don't get paid enough. What happens at work you know I have to be here, but work says I have to be there. Do you understand.

So its those sorts of things that we are trying to build. But also given the youth opportunities. These coaches were previously unemployed. These people are passionate about sport. The reason that they are not in lives of crime or in gangs is because there was a sports coach that shifted their mindsets and its just so sad when someones passion can not be monetised. I this was an opportunity to take these passionate sports people and put them back into the schools and getting them to plough back doing what they love.

So we implemented that, and every Wednesday if you guys are in and around the Zwide area, we have our sports day. So our internal league is kicking off officially on the 17th of August and we have Msengeni, Isaac Boo and the field is packed. Its so beautiful to see that the field is packed and I feel as much as Covid was a tragedy it was also a leveller. So now if you can put these sorts of structures in place in our township schools its only a matter of time before we start rivalling the schools with much better facilities and coaches per se. If we empower our coaches and look at Covid as a leveller and see how we can get out the blocks and this initiative I feel is a blue print for the future with regards to schools in terms of getting schools sports participation up, in terms of getting proper coaches at least one or two at these schools doing that specifically and not asking a teacher, and not asking a pigeon to be a fish but rather literally get a fish to do what I fish does best and that swim.



**Daron Mann**



And that's ride a bicycle. Michael im going to move things along a little bit if you don't mind. You mentioned that infrastructure being venue and facilities being one of the big areas that the paralympic athletes you know, it is an area you required attention to. But having touched on infrastructure I think there is a lot to discuss there. Donovan I will start with you again. What infrastructure opportunities are currently present in Nelson Mandela Bay for businesses to consider. Are there any likely opportunities as you see them now.



**Donovan May**



Well there are lots of opportunities. If you look at St Georges Park, it doesn't have a steady naming right as yet. Even though they are negotiating. Look at Nelson Mandela Bay Stadium they should have stadium naming rights. You know, a company that can support it. These are the only two big stadiums in the city itself. But there's other opportunities with other government buildings. Look at the swimming pools, the swimming pools I feel would be nice because swimming pools gets stadium naming rights, you know a company buys the rights of having their name put on the stadium itself. I think that is good but when it comes to infrastructure, that sporting facilities, I know this topic was discussed extensively this morning and I was hoping that it was going to be brought up in this particular panel. Because we know how important sporting facilities is, that is to develop sportsman. I remember when, at the time, when I just got back to EP Cricket again, where we put together a facilities company, where we were going to manage the Nelson Mandela Bay Metro sporting facilities. Because we do know for a fact that a lot of the staff is older they have retired, and the one gentlemen said earlier that the staff don't want to work overtime. Companies like that can alleviate a lot of the Metro's problems.

Where they can run the facilities themselves as a sporting organisation or get a company, a special purpose vehicle, and to get the community that is living around that particular facility to work in the facility then, then your vandalism could drop down. If you look at a field like the field down in Finnis street, beautiful, that was a beautiful facility and a beautiful building. But the community has actually demoralised this place. They have broken it down. You can go there now. I remember playing a lot of my good cricket on that ground. It was a beautiful facility. If the community is not going to take responsibility for their own facilities, and normally it is not the people from the vicinity that is vandalising, it is people from the other areas that come to vandalise and that is a problem. And I know someone mentioned about security. Security is going to come at a cost. At the same time also the security guards life can be in danger because we know for a fact, that if a guy is going to come there, he is going to want something and he is going to take you out. And that is the problem we are sitting with. We are going to, as sporting federations, as business, as government, we are going to have to come together and somehow look at how we are going to address our facilities. Government has put R300million aside for sporting facilities. Whether the money has been tapped into we don't know at this stage. I mean if you look at the East Cape Sports Council



their budget is so low and they have got many sporting federations, they can't help the facilities. They don't have the budget to do that. And yes, the problem always comes back to the Metro, unfortunately, because it is their facilities. And if you look at our clubs, they are very demanding for facilities. And we say a federation cannot build a facility because a federation does not own the land. Yes, there is, you know, private land that is owned, like some Model C schools they have got beautiful facilities, because it is being looked after by the schools themselves. Government schools, I remember going back to when the current Minister of Transport, Fikile Mbalulu, was the Minister of Sport, then Basic Education Minister, Angie Motshega, I said to her that there is no synergy between these two departments; sports and the schools. Because you are saying that when we go to government as Cricket South Africa and we speak about our EPG our Eminent Persons Group, what are you doing about transformation in sport, what are you doing about developing the sport, but we cannot do this because of the challenges of facilities. Government needs to give more money to the Metro's to be able to develop facilities so the kids can play sport. Before I left EP, we put together a program where EP Cricket has sometimes funded its own facilities of the Metro itself, where we wanted our clubs to play cricket. In one particular seasons, or I think two seasons, every game of cricket was played because we made a promise to the clubs together with the Metro. Again I said it was about relationships with the Metro, we didn't fight with them, it was about building relationships with them. Whatever we were asked, even though it was difficult at times, we would say ok fine, we will assist. There is many things we can assist with as sporting federations, especially if the sporting federation has the means to do that.

And we talking about Lotto Funding. Sporting federations should go to Lotto Funding, to Lotto, to get funding. Because there we can assist the Metro. We can speak the whole day about facilities, but those are one of the challenges. And it's not only in this Metro. Now that is sit at SA Cricket, it is all around the country. All around the country, even your most prominent, affluent townships has got facility problems. That it's being vandalised. It's not only here, so each and every Metro is being grinded by the sporting clubs, but because of the lawlessness that we are sitting with in this country it is costing our kids an opportunity to become something one day.



**Daron Mann**

Linda, your thoughts on this, and if you might offer a comment or two on whether you think business should get involved in brand partnering or partnerships. Whether they should go beyond just the partnership and get involved in the facilities and infrastructure as well. It might open up a whole new can of worms as well.



**Linda Harwood**

I think that's what Alans just said and I think there definitely is the pathway if it's a good fit. So we come back to the whole question of its really up to the relationship between that particular sponsor the event that they supporting and the relationship that they build as Alan was saying, and perhaps you can add here Alan. I remember it starting off and I remember it as Netball, and know you have just had you Spar Grand Prix and the venue itself is now going to host your trade show, so there is definitely opportunity there, but i think what we come back with partnership is the key thing of, from an even organising point of view, the city needs events. It's a platform for our athletes to compete and improve and be able to compete at a national and international level, so theres that, sort of that ambitious task to keep world class events in our city, and we need obviously partnering with business to do so. But if it can translate, that they can also make a contribution to our facilities and from a branding point of a view and return on investment that can make sense then, I think there is absolutely opportunity.



**Daron Mann**

Lets bring Mr Stapleton in here. Alan what are businesses looking for when partnering with government, is infrastructure development on the table as well or do you just look at the partnership in terms of a branding opportunity with an event or an organisation.

**Alan Stapelton**

If you speak from a Spar point of view, I don't think we would get involved in infrastructure as such, but we would definitely support the infrastructure. I have two dreams, and I speak probably from a personal point of view, not a Spar point of view, but I would love to have a really serious conference centre, where we could host trade shows, sporting events a really really big conference centre. Gqeberha desperately needs it. But I have even got a bigger dream. St. Georges Park is a Mecca waiting to happen because it has so many sporting opportunities. There is the beautiful St. Georges ground with so much history and legacy and everything, a fantastic place. There is the Union Fields that could cater for soccer, there are tennis courts, there are bowling greens, there are squash courts there is a magnificent swimming pool, there is opportunity there for netball courts, if we had to turn St. Georges Park into the Gqeberhas sporting Mecca there is a hospital right next to it, that would be my dream when I win that forty lotto's.

**Donovan May**

That is a dream that Eastern Province cricket has got and that is to change the whole structure of St. Georges Park. I think the plan has been shared with the ED, it has been shared with them and that is to even look at putting in a hotel and to revitalise the whole precinct. The St. Georges Park precinct. That has actually been my dream. We have actually put the plans together.

**Daron Mann**

We are hoping to make up a little time that we lost earlier today, between this session and the next you will have a comfort break and the opportunity to grab some coffee and tea. But if I might just open the issue to the floor. Is there anyone who has a question on this matter. Who I going to look after my microphone for me please. Do we have a microphone to share? If we could start in the front here, there is more than a few here on the right hand side. But I saw the hand over here first.

**Rebecca**

I am interested in sports. I am an athlete myself and this speaks to my heart. I just wanted to touch on what Linda raised earlier about value add, arrow eye for the sponsor. And today's topic, brand partnership, just a quick reality check, there is a buzzing word across the world, which is called all of society all of government. That means, whether you bring the red beret, whether you bring the blue ocean, or you decide to stick with the sunflower and the grass people, whether you bring any of those, the reality remains, government on its own cannot do this.

So, you need all of society which is you and I, the business and everyone else, and the whole of government which is local, provincial and national, to play their part. For this puzzle to be complete. But of interest specifically to the value add, I have had the privilege of working with Charmaine and one of the things we used to do, when the many proposals would come on the table, people would propose for support, and then we would ask what is it that local government, Nelson Mandela Bay Municipality get out of this. I give an example Darren, you talked about Iron Man. I am an athlete myself, so I am very well vested with the model. The issue of Iron Man for Kids is not a mandate for local government. Local government does not deal with schools. So when you have a fundraising or effort that makes national government look good what is local government getting. What is the Nelson Mandela Bay Municipality getting. How about the local pools, which are mandates of local government. How about the local infrastructure, which are mandates. So when you talking of arrow eye, the value add must fit directly into the portfolio of local government. When Spar is sponsoring and Alan has his KPI's to tick, and to say that ive done so much, ive made so much impact, Alan has the privilege of Eastern Cape as his boundary. Nelson Mandela Bay has his boundary. So whatever value add that you going to give it would feed back to Nelson Mandela Bay. And those are the things perhaps that we need to sensitise businesses, or people who are looking for partnerships with

cities, event organisers to create a value add that fit directly into the municipality. I think Charmaine is looking at putting it as part of a compulsory requirement where I will give you sponsorship, the partnership you are talking about, but the value add should feed back into the Nelson Mandela Bay precinct. So if the disabled sports people are looking for help. We love Queenstown. We love Umtata. But we also want the people of Nelson Mandela Bay to benefit from those. Thanks.



**Daron Mann**

Thanks Rebecca. We are going to move on. Who else had their hand up.



**Question from the floor. (Didn't get name)**

I hear the Deputy President talking about putting up a hotel at St. Georges, maybe when you have got time you need to come and talk to us who owns these stadiums. Its quite a shocker. Im not opposed to that type of development but when you have such ideas flying on top of us they become problematic. My dilemma is, and Alan it is not directed to you, by the way let me start here, I see the branding partnership, I think it is incomplete. How I wish before we had something like corporate social responsibility of private companies, branding and partnership, blah blah blah.

I will tell you where I am going with this. There is nothing wrong to sponsor established institutions or universities but my dilemma is, I reside in Veepaas, it is just an example. There is a couple of Spar's in the township and yet I don't see a branding that Loyiso's, Madaki, blah blah blah, back up with funding to develop and put up infrastructure. And there are people who reside in the township who buy at Spar bread and milk, this and that, everyday. Where you draw income. Millions of rands everyday. Your contribution is so minimal. It seems to me, which is well received and positively received that you must support the NMU. But it seems to me the less privileged are being overlooked or they are not well supported as one would have preferred compared to the NMU. And this is a problem across, I mean we can talk about the banks for instance. Most of the civil servants they stay in the townships. Where the salary is being paid to, where they make money primarily, before the interests of the bonds and so on, but you can to the township, you will never see anything saying ABSA or FNB supporting our schools. So that is the first dilemma that I have and I think maybe it's a conversation that you, your board and us we must have.

Branding and issues of sport and the corporate world must begin to talk to those kind of an arrangements. The last point I want to touch on. You see the audience here, these are ordinary people who run clubs. Earlier on we were told that they run clubs from their boots of the car. So we need also, as we talk branding, sport management, infrastructure,, recognise that we have to uplift our own people and that is why earlier I was making an example, whilst you support NMU please consider the township, because that is where sport is being played before they go to play NMU, and register as university students, they are primarily from Zondelelo Primary or High School in the township where funding is grossly needed.



**Audience Member**

Thank you very much. I think mine is one simple question. Maybe I will speak a lot. When I grew up here in PE, I think late 90's or early 90's, sport or particularly soccer or football used to unite us through the soccer tournament we used to go and watch at the Adcock Stadium. There were clubs like your PE City, Callies, Park United, Shamrocks, Kaizer Chiefs you name them. Now, as we all know that sports can be key in nation building. Whilst it builds nation, it also brings individually through discipline or that person becomes disciplined. So my question is what happened to that. Earlier on I asked about business not being involved in sport. That tournament, if I am not mistaken, Continental used to contribute a lot there. Just lastly, I just want to check now brand partnership, is it possible maybe to try and bring that kind of tournament.

I'm not familiar now anymore now about the federations. I only know NEFA. Im not sure about Northern Areas, maybe to come and bring together because we are struggling with crime, we are struggling with drugs, in townships and I think Northern areas, because I think we have invited these football federations. Whereas we know, across the globe, football is the biggest sport code. So I would like to find out, can we actually look into that, so that we make sure that we promote soccer and also other sport codes. Thank you very much.





#### Audience Member

I just want to make the summit aware and leading brands and leading sponsors, there is a community called TVET colleges and if you count them in number there are 50 and universities are 26. But everytime we speak, we always talk about universities. I understand universities have existed for longer but there is a reality now because you can't separate sport from the economy. The economy requires artisans and all of those people and these people exist. And it's something probably sexy when someone becomes a sportsman and an artisan. They are not necessarily dependant absolutely on government they are dependant on their skills trade they are also dependant on their ability to kick a soccer ball and score goals and make money. So can the conversation also think that there is a community called TVET Colleges, and in the Metro there is Eastcape Midlands TVET College and Port Elizabeth TVET College. Thank you very much, I just wanted to highlight that.



#### Audience Member

President of cricket. I think we must go back to our plan of development. You will recall after unity we decided that we were going to take development as our priority. Maybe we must go there. Because when we were doing that we started your Baker's, your Kentucky, you know, and that was mass participation. We are beginning to concentrate on the elite. We are paying players a lot of money, whilst our communities are suffering. I am not against professionalism. The secondly chair, our schools in the townships are not playing. Our own children are leaving our schools to go and school into so called white schools or suburbs. One other component, that was supposed to be in this meeting was unions, because teachers are politicising sport, politicising education, at the expense of our children and it is important that we bring those teachers into such meetings so that they can duplicate what is happening on so called white schools. Maybe what we need to ask Alan, sitting there, what interest made him to be interested in sport, because the tendency of people of this metro, business people are not interested in sport. Why is Spar has decided I am going to make this project, regardless of where it is. But majority of the business people of this metro are not interested into funding sports. It's a history.

Danie Gerber had to leave Eastern Province to go and play for Western Province because our business people were not interested. It is not a history of today. Now Alan must give us an idea as to why you have decided as Spar to take part into sport because business people are not interested. Lastly, maybe what you were talking about a master sport precinct, this stadium that you are sitting in right now must finish its master plan. This stadium is not finished, this hub that you are talking about must happen in this stadium, your hotels your gym thing, Aubrey this master plan for this stadium is not yet finished. Lastly chair, social responsibility, the municipality must demand it to corporate. You must go and demand that your social responsibility. Maybe you must form Charmaine, a situation like MBDA, for sport, where all these companies will put money there for facilities and those facilities are given back into the sporting codes.



#### Audience Member

Mine is to follow up on what Mr Meyer said. What is it that we need to do to take the kids off the street. We want to produce your Cheslyn Kolbe, we want to produce your Willemse and your Kolisi's. The question then Mr May is what is it that we need to do to take the kids off the streets. As we all know here, we have one of the biggest problems in the locations. We have people called umampara. We are going to bring facilities, we are going to bring some equipment and guess what, two days later those equipments you won't find them. We all know we have a problem with the cables in town, in fact in PE general. We really need to make sure, we've got your Spar here, why don't you have some competition to develop and protect them. What is it that we need to do to make sure this is not a talk show. The organisers of the event, my concern is that, Charmaine, we were here before, we are here now, we gonna come back again next year. The question is what are we doing about it. I was just reminded of one person, we are talking about Mr Themba Makana, I'm sure Charmaine you will remember. When President Makana passed away, we were promised a statue of him, streets to be named after him, Charmaine you know very well what I'm talking about and nothing has happened even up until today. We are going to come back next year nothing is gonna change. Maybe municipality wanted to spend money and they thought the best way to spend money is to organise a summit. Hence it is important that guys, you don't just come here and lecture us as if we don't know. We all the concerns that we have. In the location, in New Brighton, we produce one boy who went to play in Barcelona and Olympics. You don't know about that. My challenge to you guys is that I don't want to come again. I was here the last time, Thando Manana was the moderator, you know that very well Donovan. What are we doing to change, because Port Elizabeth or Gqeberha is under siege. Chevrolet stadium is dilapidated. You know what I'm talking about Charmaine.

What are we doing to change the scenario of Chevrolet stadium. Yesterday we were playing against Newell, those kids, most especially ladies, they were so afraid to go there because of Amampara, they were going to be robbed of their money and their cellphones. As a result, kids refuse to go to Chevrolet stadium, because the condition. There is no fence at all, its like you are putting cows and donkeys to eat the grass and then you go to the next phase. Please good people, we cant do the same thing all over again and expect different results. It's not going to happen.



#### Audience Member – Shaun Fondling

I am a teacher at Paterson High School. Sports activist, especially in the Schauder/Korsten area and Northern areas as a whole. My passion is rugby and cricket and all other sports. Mine is, I think we need a complete new sports model for the Metro. We are still having old establishments, whilst many things are changing. Even the name of Port Elizabeth has changed, the university's name changed, everything is changing, but I think our people are too hard to change. I played rugby for a particular club in our area. The club is over 100 years old but they don't have their own facility. The club is struggling. There is no developmental program. The federation don't even have a developmental program, but yet the municipality spend its money on the renovation which stretch beyond the boundaries of the metro. So we need a unique sports model for the metro only. And then we have all the other structures like the sports confederation and all that but when it comes to sports development. We have to have a paradigm shift. We need to look now at our wards, maybe community based leagues instead of having club leagues, because the community, the municipality should support community based programs and the next way is to do it through the different wards. So we need to change. We don't need change the names of the clubs. But when it comes to development then we need to have community based development programs, so that our children can play sport, not the schools. Don't focus too much on the schools because the municipality will tell you and I have very much experience on that and Charmaine knows of that. The municipality will tell you schools are the responsibility of the department of education. When schools have a facility the municipality cannot develop it because it is public works responsibility. So you get all these things going on all the time all the years. So it is so hard, I can believe for the municipality to develop the fields or any infrastructure for the established sports clubs in the communities that don't have their own and whom basically most of them are playing on the schools facilities. So it's a catch 22 situation not of the making of the clubs and the community but because of the past, we all know, that we are coming from. Unfortunately we are in that situation.

So my suggestion would be that the municipality should, especially when it comes to sport development for age groups, to look at rather ward based, and channel funding through the wards so that those sports forums in the wards can then utilise those funds for the development of different sport codes. I think that would be an avenue if we want to try and look at solutions here for sports development in general.



#### Donovan May

I think just a couple of issues was brought up with regards to commercialisation. Now I made a comment that Alan brought up, which is that St Georges Park, which is an old lady stadium that needs to be revitalised. Commercialisation is happening all over the world, because stadiums are standing empty, especially cricket stadiums are standing empty for the whole season. They get played for three months but the federation still has to maintain the stadium and thus losing money. So a model has been put together, and we picked this up from England, if you look at the current Proteas vs England team, you will see certain stadiums have hotels behind them and that is how they are making money. And a lot of the money, the profit that is being made from those particular hotels or apartments is going back into the development of the game. That has been a vision of Eastern Province Cricket. To commercialise St. Georges Park and to take the monies, the profits and to take it back into the development and into the clubs. That is one particular issue and point I want to raise.

The next thing is Gidane you mentioned about development. Cricket SA has put together hubs because schools are not playing cricket. Its not because of Cricket SA or not because of the Metro, but because of national government. I go to a lot of townships, I do business with townships and I go to schools and there is no sporting facility or the sports facility, there is cows walking over the fields. So put together hubs, and the hubs is working for us. We also lost a sponsor, Standard Bank was sponsoring the hubs around the country. We lost that sponsor. Cricket SA is funding those hubs themselves and that is assisting the school kids by playing cricket. Gelvandale has got a hub, New Brighton has got a hub, there is a hub at Dan Qeqe Stadium. There are three hubs in the city itself. And its producing cricketers. If you look at the school cricket, the under 13 to the under 19, the black kids coming from the hubs, not from the schools. And its unfortunate that some of the kids coming out of the townships is going to play for the former model C schools, that is something that we cannot stop. Because the kids isn't playing cricket at his own school, so he is gonna migrate. And that is a challenge we are sitting with country wide in all sporting federations not only cricket. KFC is a major sponsor for development of cricket at grass root level and we are proud to have that relationship with KFC.

I mentioned earlier about the Minister of Sport and the Minister of Education having a meeting about putting together a structure for sports because the Minister of Sport, it is his priority to develop sports and the schools they must make sure that the school has got facilities and the teachers. Like in the olden days, like when I was at school at St Thomas, we had Mr Leo there he wants to be a coach, he is a school teacher, he was PT teacher he was everything. After school you would work until 5 o'clock. It doesn't happen

anymore, and this is all sporting federations. And we can argue this fact. It's a fact.

The thing about kids on the streets. Sir I played my cricket in the street in Gelvandale where I was brought up. I had the most fun. We used to break windows and we used to fix those windows afterwards. And you used to hit a four through the fence and a six over the fence. That is how we played cricket. Chumani you remember those days. So to get the kids off the street, let me also make mention of this. I serve on the Nelson Mandela Bay Police Business Board, I am also a member of the Walmer Community Police Forum, where we see young kids, young girls being raped on a daily basis, young boys into drugs, tik and all sorts of nonsense. We dealing with these things. I have taken kids out of a township to go and watch a game of cricket at the last Mzansi league, there actually went to meet AB De Villiers,. We are doing things from cricket.

If I have a vision I will use my vision. I think Charmaine was there, I think the mayor was there, the police commissioner, Leziwe Chinka was there and it was on national television where we did something for the kids to teach the kids off the street. And those kids are from Helenvale. And Helenvale Cricket Club is one of the fastest growing clubs at the moment. So there is a lot of success. They are taking kids off the streets to play cricket. But it also depends on the parents. Are the parents watching the kids. We do not want to have a situation like what we had in East London. Where underage kids were drinking. You can blame everyone, you can blame the parents, you can blame the kid or everyone else, but who takes responsibility. Who is accountable for that. We can preach as Cricket SA. A while ago we were looking at introducing street cricket with Mkhaya Ntini, being the mentor of street cricket. We could find funding for that. Get the kids off the street. After school, rather come and play sports in the streets like we used to do in the old days. Play sports in the park, they call it the parky these days. And that is what we should be doing. Yes, you say it's a talk show, but its what we are doing as sporting personalities.

I'm doing my job, I'm doing my bit for the sport. I'm sure everybody else is doing their bit with lack of funds. And we can blame the metro, but what are we doing? Are we taking accountability for our own facilities, when our own people is breaking it down? That is what we need to understand.

It is sad when a beautiful facility is being vandalised. If you look at the stadium in Gelvandale, doesn't look nice anymore. I go there often for functions. It is sad to see this, when our own people are vandalising our own structures itself. We need to educate our people out there. Sitting on the police board, we are going to the people, for example when we had this looting last year, last year July, us as a normal police board, we took steps, we said we will not have this on our watch. We actually call it now, "Not on our watch", that was our slogan. There was no looting happening in the whole of the Metro. We went to each and every corner of this metro, to each and every shopping centre. We went to the people to educate them and to tell them do not loot, because you could sit in jail. So it is what we are doing as a community also, stop blaming the officials because we are all community members. When I go home I am a community member, I do my neighbourhood watch. I gotta watch my house watch my area. So its what we are doing afterwards. So it something that we going to have to think about. Yes, I don't like talk shops either my friend, I don't like talk shops. I mean Charmaine knows, I am a man of action. When I say this is gonna happen, this is gonna happen in cricket. That is why we had 30 days of cricket in the Nelson Mandela Bay. It made millions of rands for the businesses in this particular city. I brought it here to the city. Bassie was there. We launched this thing in Nelson Mandela Bay and it was very successful. So yes, we can talk, or we can just keep quiet. But im not a man of just talking, I am a man of action. If you ask me to do something, I will do something for you and that is why we all have to have the same attitude.



**Linda Harwood**

I just wanted to say one more thing on sports development and I specifically wanted to answer the question on my experience of athletics is that so the barriers to entry for running is obviously very low, because it could be done from crosscountry barefoot. So back to the Legacy Project that I mentioned earlier and that talks to all the areas in the Metro, from Kariega right through to Gelvandale, Motherwell and Sundays River. So there is a whole lot of areas that are being used to host races and to involve kids from school level. So I think it just also need to bear in mind that there are events out there that are actually answering the questions being posed. I just needed to reiterate.



**Audience Member – Siyabonga Nqwota – Kariega**

I want to zoom in on the issue of infrastructure where Nelson Mandela Bay but I want to specify this. I want to appeal to the conscience of the business and the leadership of the municipality that Kariega is been isolated in the issue of infrastructure and sport development. I want to raise this thing here. In Kariega you don't have infrastructure. Let me uplift one code, athletics. There is no track in Uitenhage at all, which is critical.

But the businesses, including the municipality is focussing on the well-developed area. Let me offer one area, without offending anyone. Gelvandale is well established but you are taking resources to Gelvandale where it already has so many sport facilities. What about Kariega? COSAFA is coming, it only ends in Port Elizabeth. There is no inclusivity and we must raise these things on the correct platform. When businesses invest, look in terms of the demarcation in terms of the disadvantaged areas. So I want to appeal to everyone that take not of Kariega, we are part of Nelson Mandela Bay.





### Audience Member – Olben Claasen

I would like to pay tribute to Michaela Whitebooi who won a gold medal at the Common Wealth. A girl from Booyens Park. As well as Dane Kluyt and Michaela Swart who I grew up with as a baby. I played sport teaching Ashwell Prince cricket so that is a small background. But im not here for that. Miss Charmaine Williams hoe gaan dit? I am from Schauderville. It's a small, small, small suburb not far from this very stadium and I liked what Mr May said. What are we doing. Im not here to criticise im here to come up with a plan. And the plan is the following. I out of my own clean the Schauderville swimming pools with my own two hands, because one day a girl was raped there in the company in Schauderville and I as a father, I was pulled into that situation and I asked myself what if that was my own daughter. So what I did, I didn't ask where's this one and that one. Me and my wife went there and we cleaned that vandalised swimming pool. I invited Mrs Williams there in 2021 and I organised a youth day inside of that dirty pool and it was a huge success. So what each one of us has got lots of potential and I believe each one that is here wants a solution. What is the solution. The first thing, we cannot keep developing your St. Georges Park, and I fully understand, it is there. The rest of this Metro is busy dying. Especially our kids. I grew up with lighties who had huge potential in cricket, and later they were victims of gangsterism and all sorts of social ills that all of us are experiencing, So my appeal today and not just to Spar, but unfortunately sir you are here today representing business. We have a pharma Lennons who got millions from the Covid contract. We've got Isuzu, we've got lots of factories in Coega. What are they doing to invest in these kids. So this is my solution, why don't you, and I told Mrs Williams, why don't we build indoor multi purpose centres right across the metro. Where we run it with business, with schools and with social partners. So just for example, just to finish off Mr Mann. We know, our kids, BY 14:00 everybody is at home. Now what happens between 14:00 and 17:00. Everything that sends them straight to Halley's Open, the drug posts, they use Lean and this Hooka pipe rubbish. So these sports indoor facilities, will facilitate out of the school in a safe environment they will be taught all sorts of sporting skills, to be responsible and everything and when your child leaves you can get a productive citizen. That is my solution to everything here. Lets invest in indoor sports facilities, because its been done in India, its been done in Australia. Its not the first time.









## Annexure 1: Panel Discussion 3:



**Mluleki Ntsabo**



Now off to the last one for the day. Sport and Wellness which is a very important issue and im sure we wont keep you long we promise. But we going need our guests up. Our moderator is Mhlobo Wenene presenter and producer Noloyiso Bonga who also represented South Africa in karate. So round of applause. And ofcourse he has been waiting patiently, he can get a call right now, Dr Clement Plaatjies whom we know from the Southern Kings as well as the Dr for the SA Schools rugby. Mr Donny Jurgens, who also serves as the VP Gymnastics South Africa. Last but not least, the former Bafana defender, who has played for Ajax Cape Town, defunct now of course, Chippa United, Roscoe Petersen.

Gentlemen its good to have you. Im sure your mic's are broken. Theres just a lot ofcourse that weve discussed that's going in the right direction I suppose in getting all these issues here all sorted. Tomorrow again there is a summary briefing but I can also talk about where you can go in terms of having that post summary survey and where you can get your name and also your feedback at the end of it, NMBSport.co.za and give all of that feedback. We will appreciate it. One more time, lets introduce Noloyiso Bonga.



**Noloyiso Bonga**



Thank you very much. Good afternoon ladies and gentlemen. I would like to welcome my guests and panel for this afternoon. My job for this afternoon I think is very easy. Because a lot has been covered regarding my topics. Some of the guests they have touched on some of the questions I was going to ask which I don't mind because I understand that they were also part of the discussion but we are talking about sports and wellness. Sports and Wellness is the same Whatsapp group and also it affected me as an athlete but obviously our guests here they are going to respond to our questions for this afternoon.

Firstly I would like to touch on Covid 19. We know it was a crisis, we have been on lockdown and coming back to maybe host sport or being an athlete, what would you say how was the crisis, and also how did it affect everyone, mentally, physically coming from lockdown and coming back to the fields for our sporting events. Im going to throw it to all of you.



**Roscoe Petersen**



Obviously being a professional athlete, I think Covid19 hit us hard. Obviously we had a lot of time to self reflect. Some of us like could have taken it in a negative way or a positive way. I believe that we all took our wellness more seriously during Covid. Like I said we had a lot of time for self reflection. There were certain things that I feel as a professional athlete I never even thought of during the time of Covid for example like I said your wellness. Your wellness is a holistic thing, obviously for sports athletes it's a physical thing, you have got to have good physical wellness but also psychological wellness. I play team sport which is obviously a bit different. I have spoken to professional athletes about this to. They spend a lot of time alone when they compete but in team sport obviously it's a group and we can obviously share with each other and work with each other during those periods of isolation. It also instilled a certain discipline for us because we used to do, obviously during Covid in isolation we used to do Skyping video sessions, and obviously it takes a certain discipline to pitch up 8:00 in the morning, get some data and make decisions. It took a while for us to kind of get back into it. Now obviously everything we have learnt from it. Moving forward it is also good now to have supporters back in the stadium. It kind of brings an extra vibe to the sporting environment.



**Dr Clement G. Plaatjies**

The changes are actually easing of restrictions and that's it. We are going back to the norm and the norm is that we want to integrate everyone back into society. I think that is more important for wellness. I think that what Covid has taught us, many things. Both positive and negative things. I actually want to step back a little bit and answer the previous question, what it meant for us as sports physicians, is that we actually had to re-evaluate how we look at athletes. Athletes were affected in a very unique way by Covid. We know from a medical perspective again, it affected the heart very early and I think in my opinion we saw evidence of that during the Euro competition where one of the players had to be resuscitated on the field and that doesn't happen so often fortunately. So Covid made us aware of this entirely new medical entity that exists in athletes. And on the flip side of this it also made us realise that our athletes weren't getting as sick as the rest of the population or rather people who were physically active weren't getting as sick and as Roscoe said earlier that made us more aware of our wellness. The positive thing is what we came back as is a more enlightened population and more aware of our health and our well-being. Which means it takes a little bit of the risk away from re-integrating people back into society and takes a little bit of the slack off us as doctors as well because the patients now are doing the work for us. They coming to us saying, I have read about this, what do you think about it. So I think that all in all Covid has had a positive impact, we can't deny that it has had a negative impact but from a health, wellness and sport perspective I think it's mostly been positive to be honest with you.

**Chumani Gqeke**

The Eastern Cape Sport Academy is doing some work. We also have to look at the internal systems as a sport community. There is poor communications in terms of what we do and what we do for athletes and federations doesn't get to be communicated properly. I was surprised earlier on that we were accused that we are not doing enough. There is a boxer in the Commonwealth by the surname of Bonxo. We put boxers in a camp for significant amount of time to prepare them for Commonwealth. Adams as well. Smith as well. And largely because we are funded by government we are a government entity. Most of our athletes, more than 300 of them throughout the province, are largely from the rural areas are benefitting from our programs. In the science part, in terms of injuries, psycho, education and so on. Is it enough. I don't think it's enough. But with the limited resources that we have we try to stretch what we have. I think to reset post Covid for the athletes, I agree with the two previous speakers that the athletes were affected in the manner that they are explaining but there is another crucial aspect. Those athletes who solidly depend on competing in order for to make a living were hugely affected. Roadrunners were not running because there were no competitions and in so doing they were not making any money. So what we need to do now, those of us who are in the administration, we need to have more competition, we need to make sure that athletes are in a massive way competing so that they are able to make some living. The other thing is that we tend to overlook the psychological aspect part of the athletes. If we can maybe offer an example of an athlete who withdrew from the Australian Open or French Open, the young lady from Japan. Those kind of things tend to affect our own athletes and it starts from a very young age. I have got a 17 year old boy who had to do a knee operation. Confirmed as a first team player, that injury meant for him that he is not going to play for the rest of the year. What do you do. You've got to put there some sports psychology, you've got to do this and that. Probably many can't afford them. But the fact of the matter is the boys from Veeplaas, the boys from the informal settlements who are not exposed to these kinds of resources what do we do about them. This is where leadership of sport, administrators, must put their heads together and they must try to reach out to all those poor children and try to assist them. Talent of a ten year old can be killed as early as ten years and later we will never see him in the playing fields because of an injury that could have been prevented and managed from an early age. Including the type of shoe, the type of bat or the type of equipment that a child is using. I mean you can't give a child an equipment, a size six cricket bat when he is six years. That's a professional bat, and all those things do have an impact. So as we reset post Covid we need to put together all those things of wellness, psychological, health, importantly it's the resources. And they are limited, unfortunately, but we have to put our heads together and see how we find a solution.

**Donny Jurgens**

Yes, just from the perspective of a national federation, again I don't want to dwell on the negative. We all know about the negative, we all lost family members etc etc. but at the same time we had to reinvent ourselves as federations and do things differently. Do our programs differently. Now instead of people coming to a gym to do gymnastics people had to do gymnastics in their own homes. So that means that we have to think creatively about facilities, instead of moaning and crying saying nobody loves us. Covid was not the governments making it was an act of God. We had to do things differently. From an administrative perspective but this was an

opportunity. Obviously we couldn't have our executive committee meetings, our AGM's we couldn't have it live, so we had to have it online. The first time or second time it was struggling with data, and I didn't know how to put my hand up on Zoom etc. etc. mute, unmute yourself... but once we got used to it, it actually increased access to things like training, whereas nobody could afford to come from a small dorpie for training now suddenly training was accessible as an example. People would come to meetings etc. So ya, I don't want to go on, im wearing that hat now, I may wear another hat later, but I think we should also, and its not gonna change, even in a post Covid era, we are still having meetings. Now we are having more meetings, now we are having monthly EXCO meetings, which is a great thing.



**Roscoe Petersen**

Well look, to give you a bit of my history, I have had five knee operations, all on my left hand side. From the age of 16 I have been going under the knife. By the grace of God I am still playing professional football today at the age of 33. So to touch on the mental aspect obviously as a younger player as a teenager its just more frustration than anything else, but just to have that support base, your parents, your family, your friends, just to dig deep. People will say, that's such a serious knee injury, your career can be over, lets move into another line of work or change careers, but for me I just stuck to it, I was fortunate enough to have good people around me, good physio's, good biokineticists, that could instill the discipline in me just to follow my rehab programme and I think that's very important. Having a serious knee injury, there is no short cuts. There is no short cuts in life anyway, but that just makes it a little bit more difficult, so its just to knuckle down and follow your rehab programme as honest as you can. And keep that dream alive of being a professional athlete.



**Dr Clement G. Plaatjies**

So to answer that question I guess, we would probably be better off defining what health is, and I might be para-phrasing a little bit here but the WHO defines health as a state of complete mental and physical well-being and not merely the absence of infirmity. And what that means is that wellness is exactly the same thing. Its being physically well, spiritually well, if you are that way inclined and emotionally well.

Wellness is relative, so there's no overarching norm for the population. It is whatever it is for you. And we have all, I think, reset our baselines, as to what we feel wellness is. I know I certainly have, I thought that you know I was well until very recently, when I started changing my diet a little bit and I started feeling better. What that means, I think, is that it's a multi-disciplinary approach wherein the patient would present to me and say maybe I have a problem, maybe I don't, they bring the subjective side of it and I would bring the objective side. That is where we would do certain tests, take a history, do an examination etc. and we may pick up things that the person was unaware of and all of those things have to meld to end up at the end point; that being whatever you want your optimal function to be. So wellness is all encompassing in a sense that it is a complete state of being but it is also all encompassing in that it doesn't involve only one person or two parties. It involves your physician, the patient and possibly even the community as a whole when you talk about spiritual well-being.



**Chumani Gqeke**

Perhaps something negative. I sometimes feel we have missed the bus long ago. Do you remember when we had Mr Jordaan as the SAFA CEO/President and Mr Nqula, SARU. We had top guns in the three top sporting codes. And I felt at the time we missed an opportunity, to make sure that we are using that leverage as a metro to put our blueprint in terms of influencing the sport outlook of the metro. Whether we talk about infrastructure, or we increasing the games that we host. We now going to have the, im not diverting, I am addressing your question, I ask myself, we missed out on the three games in Wales on the rugby. We are now missing out on the All Blacks, with this asset that we have here and all the ideas we had when we wanted to host the World Cup 2010 and the use of the facilities post 2010, its like we are not, or we don't have what cricketers would call follow on. So I think we need to find a way as sports administrators to be very clear in the metro what we want. Remember, if you, the cycle of a sport is four or five years, if you look at it in an Olympics context, so we need to understand, what is our blueprint in these five years. Each sporting code must begin to place that this is the calendar. These are the games that are going to be played, this is the match that is going to be played. In PE, which one are we taking. Is this sustainable enough to continue supporting Chippa United as ratepayers in the current form as it is? Does it make sense? Does it make financial sense? When we have, out of the 314 stadiums, that are being told we have in the metro, only 30% of them are working. Can we make the balance on that. Im not saying its wrong to fund Chippa, but im just saying that our





**Noloyiso Bonga**

Doc when you enter into sport as a career, also touching on financial education, do you maybe come as someone who is expecting to earn more cash or maybe an athlete who is just growing, but he is not good in playing like on the field, but he wants to follow something that also has a sports career. So he comes to your department, maybe as his physio or something. What would be your advice.

**Dr Clement G. Plaatjies**

I think that its very difficult to balance being a professional athlete and still trying to maintain some kind of fall-back career if you want to call it that. Physiotherapy is the example you used over here. You have to study four years to become a physio therapist. You would have to do an internship, community service and all of that. So it's a long process to get to that point. That being said, I do feel that it was mentioned earlier, that grassroots is where we should act, and I agree with that, but to go in more simpler than that, I believe that the most important thing to developing sport is education. We cant have sound sporting structures, if we do not have sound education structures. And the reason for that is, sport is not infinite. Anything can happen. Rosco has said that he has had so many operations. He is fortunate to still be playing. Anything can happen in sport. You could just not get selected, then what do you have. I think we need to focus a lot on education and sport and see it as a unit as opposed to mutually exclusive, because at the end of the day we have a lot of athletes who fall by the way side when their career is over. There is a select few who make it beyond that, who become referees, or commentators or had the foresight to actually set up their businesses while they were athletes and now have a retirement plan beyond saving some money which isn't going to be enough. So, getting into the medical sphere when you done with your career is very late I think. But if you start that early enough then its very possible to do because you have a wealth of knowledge that no-one else would in the sporting arena as a physio therapist or sports physician or any other healthcare worker.

**Donny Jurgens**

Well it links to the topic I was going to speak about and I prepared a presentation and I wont, there is no time for it now. I really hope there is time tomorrow. I really think as federations and I don't mean to step on any toes, we are missing a trick. So financial literacy is one aspect of many challenges that people face in order to enter sport. But as federations, we are not identifying those challenges, with respect. And if I'm wrong, I'm wrong. I was going to do an exercise tomorrow to check whether I am right or wrong in my presentation. But we are not identifying those obstacles. So financial literacy. One link to that is poverty, the MMC spoke about that this morning. Poverty is preventing the champions from even coming to the field in the first place. But we not doing anything proactively about poverty. Hunger. The MMC mentioned that again. We as federations, we are not doing anything about hunger. Substance abuse, again it was mentioned. We say no, no, no, we are sport. Substance abuse, no that's their problem, hunger, that's their problem, health, that's their problem, as opposed to shining the search light on ourselves. So yes, I think as federations we need to take the Sport For Development agenda. There are many NGO's in this house. They are taking this seriously. Athenkosi spoke at the conference which we hosted in Johannesburg a few weeks ago. The NGO's are taking it seriously but we as federations, we are sticking to the same and tried old things. Tournaments, competitions, leagues. If you win, you are successful. If you lose, you are a failure. Future possibility is the theme of this conference. These, financial skills, literacy skills, applies not only to you, with respect, it applies also to the kids in Grade 3 and 4 as well. They are not all going to get into Bafana Bafana, but they all, every single one, can become a brilliant South African through sport. But with respect, most of us as federations, we say no, that's not our business. Its theirs.

**Noloyiso Bonga**

Mr Qeqe, there is a mass participation programme that is driven by the Eastern Cape Sports Development where they identify talent at grassroot level maybe rural areas and townships and also to mention there is YTC that is driven by the Eastern Province Rugby Union and also there is a hub like the hubs that is driven by Mr Gerald Majola, under his club, the Jendemark United Cricket Club. And also there is mini-cricket, those are some of the activities that help our communities. On your side is there any thing that maybe the athletes can participate on, from the academy?

**Chumani Gqeke**

Yes we do have athletes. Once the athletes are nominated by their federations, we do have them in terms of science of the game, health-wise, educationally, culturally. Because culture also adds value in sport.

We come from an era where you have got to take a bucket and go to the street tap and fetch water or you are going to play your soccer game. And that is still persisting even today. So these young kids they still battle with that. Coaches and officials of clubs and teachers, they have to explain to the parents that, please let the kids go and play the sport. So those things are also stereo-typing the kind of a game. Without wasting your time on the issue of funding and development, in the morning as I was walking in here, a boy who plays scrumhalf at Grey, from a disadvantaged community, the father sends me a text, he is going. The challenge that we have in this, and I am not saying it in a negative sense because it requires all of us as sport administrators in this region. You develop boys from an age of under 9, 11, 12, depending on how sporting codes group their age group. When they are ripe for competition they are taken out of this province. So, one of the things we do, with the limited resources we have, when we spend them wisely, we must be planning ahead as to how we sustain the talent that we have built over the years. Eastern Province Rugby spends resources coaching a boy from under 9. Once that boy makes a Craven Week, chances are the 45 or 30 squad boys who are playing there, half of them are already pre-signed by other unions. As we develop boys, and we are pumping money, we are competing with established unions who continue to drain our talent out of our own region. Your question was do we support athletes. We have got 36 athletes that are in the Common Wealth as we speak, that we are either supporting financially or psychological support or science support as an academy, who are participating in the Common Wealth. But you know what, some of them in the middle of the program are taken by Pretoria Academy are taken by the Western Cape Academy as the best established academy. So these are the things that we do, but as we do them, we are competing with established as well, institutions. Do we have to be negative about it? We don't have to be negative about it. It requires leadership of sport administrators who are alive to these realities and who are prepared to engage and engage and engage. There is no full stop, it is just a comma. So yes there are resources, it is how you use them. My real last point is, federations and proliferation of NPO's. We need to factor into conversation. NPO's must not replace the mandate of the federations. And the federations must not compete with NPO's. We have a problem of locally, regionally, provincially up to the rest of the world, of sporting games that are being organised by many NGO's or NPO's who matter less or nothing to the development of the player. And once those players sustain injuries in those organised competitions, in some instances, nobody takes responsibilities, and yet there are mandated federations who are supposed to be driving development. So we need to find a balance as NPO's and as federations. The other one doesn't step on the toes of the other one and the other one doesn't compete with the other one. Federations are established and they must play their role in line with their mandates. NPO's must continue to support development and we must try to balance this. It is a problem and very soon it will blow in our own faces as I see things happening now.

**Donny Jurgens**

Well to latch on from my colleague. I mean it's a cliché but it is true. It is simply a question of partnership. It is not about striking a balance. Its about united through sport, Athenkosi is there, he is from rugby, sitting down and working out a partnership. They now life skills, they know how to deal with sustainable development goals, its their core business. They also know how to use sport as a tool for development. And one of my jobs here was going to explain what does that mean. And let me say it in one sentence, in the presentation it is two sentences. In Sports For Development, lets take rugby as an example, we are developing rugby players, we are improving people's ability to pass the ball, to catch and to scrum. That's it. Thank you. In Sports For Development, we are developing good people using sport as a tool. That is not the same thing. And if you think it's the same thing then you really need to listen to the presentation. So if an NGO who focusses on using sport as a tool for development can partner with a federation who is the custodian, who has access to the numbers, who has access to making the sport better, that is a match made in heaven. So why are we not doing it. That is the question I was going to ask on numerous occasions. And I am putting the challenge here to the colleagues from

Nelson Mandela Bay. If we thinking of future possibilities we have a responsibility as sports administrators, as people who come from communities. We are not only sports administrators. We are fathers, grandfathers in our case im sure. So we have a responsibility to make the world a better place. In our case we love sport. So why cant we use sport and work in partnership with others.



### Chumani Gqeke

It's a conference in itself. If we all agree that sport is a backdrop of social cohesion, in other words, if you want to eliminate the social ills in a community, sport is the way to go. Therefore it means that we all have to make sure that we have got a functioning sport and we must make sure our public amenities are available, open fields, closed fields, swimming pools, tars are marked for road running, and the resources are available to fund these events, then we are on the right path. In 1998, when the All Blacks realised they are not doing well, they had almost given up winning the World Cup, they took a conscious decision that they are now going to invest in school sport, secondary sport, university sport. What was the outcome of that we have had the All Blacks team beating everyone for two or three consecutive years. So if we want to have sustainable development in sport, the right pathway is to prioritise the children in the schools. That is the only sustainable way. He is a professional football player. But he started from school. So if we cant deal or recognise that point as an area of focus then we almost have to abandon our hope that in World Cups, in various sporting codes or competition we will ever be competitive. As of yesterday, im not sure how many today, we had 16 medals combined.

And I was wondering now, the Commonwealth is ending in the next five days. Are we going to achieve the 36 that we achieved last time. Yesterday we were sitting on 16 medals. The last Commonwealth we had 36 medals. Five days to go. So what we need to do deliberately invest in the sporting school. This is a nice model that he is proposing. And if we cant do it that way, let us forget. I know everyone sees himself or sees his child or their children as a professional boxer or rugby or gymnastics but it doesn't overnight happen that way. It is an investment. You are a karate girl. You had a dream when you were young and im sure your parents nurtured you. So that is what we must do. I do realise however that resources are very limited and there is nothing as painful as identifying a talent in a household where the income is a social grant. Not being negative about it. These are the realities, that as sports administrators, we come across it. The mother died, the person who brings income in this household is a person who gets a pension. And this boy is playing football very well, for him to practise, he or she must travel a couple of km to reach the practice field. Just as an example, as a last point, do you know how much it costs to run a semi-professional cricket team. Just a one day team. A boy will leave home at 6am depending on where he stays and what they are playing. It doesn't matter, when they arrive at the cricket field there must be breakfast. They are playing the whole day, there must be lunch. And these poor clubs, they have got absolutely nothing. So these are the things that we must be able to do. I am just being controversial deliberately. Sports administrators when they have got money, they mustn't abuse that money, it must go for intent of that money. Most of the time, apply money for lotto account, people cant account, because money was used for other things. And if you cant talk about these things who will be talking about them. So the right pathway for me, please I see there are no teachers here, if there are, maybe I missed them. Let us prioritise grassroot sport.



### Roscoe Petersen

Well when it comes to branding, with social media these days, being a professional athlete you are always under the spotlight. But I guess its down to what you base your identity on. If you know your identity as a person then its easy you know. Social media everybody is posting their highlights, but nobody really sees the lowlights. So as an individual, I know my identity. I know my purpose. I try to lead by my action and I try and just have people see who I am. We have mentioned that you put a tag on myself as a professional footballer, but as the gentleman here next to me said, im a human being first so when people ask me to write a bio about myself I usually put professional footballer last. You know, im a son, im a father, im a husband. So when it comes to handling social media, we are under the microscope more than normal working people. But like I said, if you know your identity its quite easy.



### Noloyiso Bonga

Doc, do you do something like a talent identification, where you see that this athlete is going to be a brand, and you sponsor, and maybe you look at evaluate him, maybe look at his career as he is growing. Maybe he doesn't have access to all other needs that he has. Do you do those kinds of identifications?





fiscus and let us not be shy doing that. Because we are contributing to rates and taxes in this country. The fiscus across all levels of government, whether in be national, provincial, equally the corporate world must come, we are a manufacturing region but do we see the spin offs of manufacturing. Maybe lets not be despondent, lets continue engaging your Isuzu, your VW and so on. Sport is a very expensive entity. In as much as it is an economic activity. To manage an injury alone, you know yourselves, just a ligament. So we need to partner together, work together. These things are doable if we put ourselves in the right direction. I almost made a comment about the hotel in St. Georges but that is a discussion for another day.



**Noloyiso Bonga**

Roscoe, moving on to sustainability beyond active years. Well, what are your plans after being active?



**Roscoe Petersen**

I was at Chippa United when the club got established in 2010 back in Cape Town. So coming back here obviously I had plans for the future and that's to give back to the club. Without this club, obviously it gave me the platform to be a professional footballer. Having the club being now in the Nelson Mandela Bay area, I feel that, me giving back will also be passing on my experiences as a professional footballer. I have been through the most ups and downs with all my injuries and things like that. So I feel that I can tap into the younger generation and just share my life experiences as a pro footballer. Everybody sees, through social media, everybody sees your highlights, the lowlights is what I would like to share with the younger generation just to pass on that knowledge and wisdom that I have gained over the 20 years of being a professional football player and kind of enlighten them to the challenges that they will face.



**Noloyiso Bonga**

Mr Qeqe do you offer skills to help athletes to focus on other stuff after being active. Because there is a time that will come where you no longer have to play, maybe you have to manage the team, being coach and other activities.



**Chumani Gqoke**

Yes we do. Athletes must just contact their federations and their federations will contact us. We do offer such services.



**Noloyiso Bonga**

Are there any platforms in place maybe for athletes to network regarding everything that affects them?

**Donny Jurgens**

Im not going to answer that question in the way you asked it. I want to say again, in this field of sports for development, there is unlimited resources for free. Its sitting there already. So platforms, there is for example, there is something called, the International Platform For Sport For Development. Unlimited resources. Manuals etc. that tells the coach directly, for free, how do you link kicking the ball in a session with teaching about leadership or communication, for gratis. So the platforms for people to learn about using sport as a tool for development in our country right now, we have two organisations working away from each other. The one is called SASCOC, consisting of about 16 sport federations and the other one is called The Sport For Social Change Network consisting of about 160 organisations.

At the moment, these two platforms are working apart. That for me is a sin. When we go up there, God must punish us for doing this, and everytime we waste, another kid is dying in a tavern, another kid is being raped because we simply focus on what we know. Sport is about medals, and talent, and leagues and competitions. Poverty is not our problem. Life skills is not our problem. But the opportunities, the platforms are there. We just don't want to use it, I don't know why.

**Dr Clement G. Plaatjies**

I think let me answer by saying this, I will probably have to change lanes a little bit here. I think that the overarching theme that we have had thus far, and I guess it might have started with the session we had before this, where the question was raised, whose responsibility is it pertaining to infrastructure. I think maybe instead of focussing on who's responsibility it is and assigning responsibility, we should all take responsibility instead. Everyone has a role to play here and we are trying to at times shove responsibility on, be it the municipality, government, the private sector, NGO's, NPO's. I think we should probably rather be asking ourselves what can I do to make a difference rather than what can that person or what should that person or that group or whatever be doing to make that difference. So be the change you wanna see I guess.

**Noloyiso Bonga**

Lastly, how can stakeholders best support sport development in Nelson Mandela Bay municipality?

**Chumani Gqeke**

Keep it within your mandate. Do what you are supposed to be doing. Make sure that athletes are playing. Government must make sure that the amenities are available. That there are halls for dancers, there are halls for boxing, there are swimming pools for swimmers and there are pitches for cricketers and footballers. And then we as sport administrators must mobilise athletes to go and play. Parents must support their own children. That's what we must do and in that way we are going to attract a lot of funding and other resources that are a support to what we want to achieve. Success of a sport is in a middle, Common Wealth, National Games or World Cup and in Silverware. We must just do it, we cant escape it, its as simple as that. If we avoid it, then we must accept that we are going to be Enyobeni, which is a sad thing that we are likely to have or what we have at the moment or being victims of substance or drugs and this is what we need to be avoiding when we talk about these things. And it doable. We can do it.



**Donny Jurgens**

Im making a strong case for sports for development as opposed to sports development. Sports for development approach, we don't start with what we don't have. We don't say we don't have a swimming pool, we don't say we don't have a tennis court, we don't have an athletics track, no. A starting point in a sports for development approach is what do we have. You cannot say we have nothing. There is no such thing as nothing in this country. You've got, your first problem is here. Now maybe you only have a street, no facility, blah blah blah. Well there is street cricket. Maybe you only have a beach, there is beach tennis. Maybe you only have an open field, you can run around the field. Sports for development, your starting point is, what do we have, what skills do we have, what person power do we have, what do we have around us and who can we ask to help us. So it's a question of stakeholders working together, not sitting there and pointing fingers here and shouting and screaming. Its now the time, future possibility is about collaboration, about partnership and that is a developmental approach. In normal sport its all about competition. He is the coach of City Lads, I am the coach of another team, there is no way I am going to work with him, because I want to beat him, we are rivals. But in the developmental space, we can form partnerships because we are putting the greater good first.

**Noloyiso Bonga**

Well I think that's all from my side. Thank you very much for your time.







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