

Nelson Mandela Bay

4<sup>th</sup>-5<sup>th</sup>  
AUGUST

# SPORT SUMMIT 2022

## SUMMARY AND ACTIONS



Hosted by



Presented by



Co-hosted by





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# 1. Introduction

Sport has never been more prominent and valuable nor challenged and disrupted than in the past two years. Sports' ability to unite communities and drive social cohesion both locally and globally is more important than ever. The threats facing sport at every level are outweighed only by the opportunities ahead.

To shape the future of sport within the greater Nelson Mandela Bay area, the NMBM Sports, Recreation, Arts and Culture (SRAC)

Directorate, in partnership with the Mandela Bay Development Agency (MBDA) hosted the 2022 NMBM Sport Summit on 4 and 5 August at the Nelson Mandela Bay Stadium.

The 2-Day summit included all relevant stakeholders of Sport and Recreation from the broader Nelson Mandela Bay area in an in-person physical attendance strictly guided by the prevailing Covid-19 protocols and regulations.

# 2. Background

In 2021, SRAC in partnership with the MBDA successfully hosted the first ever NMBM Sport Summit under the theme: "The Sporting Destination Summit: Creating a Sustainable Ecosystem for Sport & Recreation." The event was hosted in a hybrid format that combined a "live" in-person audience at the Nelson Mandela Bay Stadium with a "virtual" online component.

The focus of the 2021 summit strongly leaned towards positioning Nelson Mandela Bay Municipality as a preferred

destination to host national and international sport and recreation events with the intention to bid for the hosting of the International Sport Convention Africa as approved by Council.

In support of this quest, the SRAC Directorate continues to showcase its abilities through its array of high impact strategic sporting events as well as its convening power by bringing together different stakeholders.

# 3. Theme

The theme for the 2022 NMBM Sport Summit is "From Current Realities to Future Possibilities – An outlook of Sport and Recreation in Nelson Mandela Bay."

This year's theme bears an inward perspective of the sporting fraternity of Nelson Mandela Bay and their respective roles in ensuring an inclusive, transformed, accountable, profitable, and inspirational environment for sport to thrive.

Sub-themes for the Summit:

- i. Sport Management and commercialization: Interlinkage between Sport federations, Business, Athletes and the City
- ii. Brand Partnership, Sport and Infrastructure: Whose Business is it?
- iii. Sport and Health

# 4. Objectives

The Objectives of the 2022 NMBM Sport Summit were:

- i. To promote active dialogue between a range of sport fraternity actors with definitive insights, candid viewpoints and extensive industry knowledge on business of sport, sport Infrastructure, access, equality and health.
- ii. To gain a common understanding on the role of each stakeholder in shaping the future of sport in Nelson Mandela Bay.
- iii. To showcase sport and recreational work through an exhibition.
- iv. To provide a platform for learning and knowledge exchange on the implementation of a transformative sport and recreation agenda.

# 5. Invitations

Invitations were sent to:

- Nelson Mandela Bay Sport & Recreation District Department (DSRAC)
- NMBM sport federations and governing bodies
- Sports coaches, referees and administrators
- Sports marketing company's / Event organisers
- Lead/potential sponsors of major events
- Sports equipment manufacturers, businesses and suppliers
- Sports academia
- Sport medical doctors
- Sports media companies, commentators, authors, journalists and editors
- The Herald
- The Express
- NMBM Website
- NMBM Twitter
- NMBM Facebook





## 6. Programme

### DAY 1

Time	Subject	Name   Position	Organisation
08:30 – 09:00	Registration	Delegates	Delegates
09:00 – 09:05	Welcome	Programme Director TBC	
09:05 – 09:15	Keynote Address	Minister Of Sport/MEC: DSRAC	NMB Municipality
09:15 – 09:20	Setting the tone	MMC Sport, Recreation, Arts and Culture	NMB Municipality
09:20 – 09:30	Presentation: Context	Director: Sport, Recreation, Arts and Culture	NMB Municipality
09:30 – 11:00	Panel Session 1: Sport Management and commercialization: Interlinkage between Sport federations, Business, Athletes and the City Moderator: TBC	Speaker 1 Speaker 2 Speaker 3 Speaker 4	Sport Federation Event Organizer NMBM Official Athlete
Tea & Coffee – 30 Minutes Break			
11:30 – 13:00	Panel Session 2: Brand Partnership, Sport and Infrastructure: Whose Business is it? Moderator: TBC	Speaker 1 Speaker 2 Speaker 3 Speaker 4	Business Sport Federation NMBM Official/Councilor Event Organizer
Lunch Break: 13:00 – 14:00			
14:00 – 15:00	Panel Session 3: Sport & Health Moderator: TBC	Speaker 1 Speaker 2 Speaker 3 Speaker 4	Medical Doctor (Sport) Athlete Coach Sport Federation
15:00 – 15:20	Summary: Outcomes/Key points and Recommendations	Rapporteur	Time
15:20 – 15:30	Close	Time	Time





**DAY 2**

Time	Subject	Name   Position	Organisation
08:30 – 09:00	Registration	Delegates	Delegates
09:00 – 10:00 Walkabout at the Exhibition Hall			
10:05 – 10:25	Master Class TED Talk: Thought Leadership on the Future of Sport	Guest Speaker: NMU Speaker	
10:25 – 11:00	Recognition: Work by Exhibitors	Ms. Charmaine Williams Director Sport & Recreation	Nelson Mandela Bay Municipality
11:00 – 11:45 Summit Resolutions			
11:45 – 12:00 Vote of Thanks			
12:00 – 12:30 Exhibition/ Video Lunch and Departure			





## 7.1 Welcoming remarks by Executive Mayor, Cllr Eugene Johnson

“Programme Director, Mr Muleki Ntsabo  
Honourable MMC SRAC, Cllr Bassie Kamana  
Councillor Colleagues from the SRAC Standing  
Committee  
Representatives of Chippa United FC  
Sports Bodies in Nelson Mandela Bay  
Officials of SRAC  
Members of the Media  
Ladies and Gentlemen

Greetings to you all!

It is indeed an honour for me to address and welcome this gathering comprising a considerable body of planners, thinkers, movers, and shakers involved in the sports community of the Nelson Mandela Bay Metro. This is indeed a defining 2nd edition of the NMB Sports Summit, more so in the aftermath of Covid-19 and as we usher in Women’s Month and greater female inclusion in our local sports ecosystem, held under the theme: “From current realities to future possibilities – outlook of sport and recreation in NMB”.

To all of you present, we say, thank you for your participation and for sharing your invaluable wisdom and pragmatism with us. We strongly believe that the outcomes of this crucial two-day summit will place the sports community of the NMB in a much better position to make its distinctive contribution to sports development and commit to supporting the efforts of women in sports through the development of policies, structures and systems that will ensure practice and implementation.

So as a metropolitan city, we must invest in sports development and be the best in the business of hosting big sports events again. We must set new standards that will empower and drive the creation of opportunities in sports – be it on the field, the track, coaching, management, media, government, etc. As the NMBM we will support you!

We, however, cannot afford for one moment, to fall in the trap of complacency. To earn our status as a sports capital, we must prove and qualify to this Summit, today and tomorrow that we are worthy of that recognition.

We urge women in sport to be intentional in inspiring, empowering and investing in their sporting codes because significant developments are taking place for women in sport. We know that the playing field is still not level and bias against women in certain sports codes is still prevalent. However, the inspiration that women’s football, and in particular Banyana Banyana, have given, especially to young girls to pursue their dreams no matter the obstacles, is a clarion call a clear indication that things are moving in the right direction.

Sports as we know is the lifeblood in our communities and gives meaning to a functioning sports community. So, sport cannot function optimally without the inclusion of everyone, particularly women. We must continue the dynamic path to support and engage activities that advance positive change in sports. With women at the forefront, we can improve the narrative and practice for the next generation.

Let me emphasise in bold italics: This second summit is a crucial lever and determining factor that will ensure the success of sports development in the NMB Metro! So let us prove the hand full handful of skeptics wrong by proving that we have the ability and capacity to change our sports ecosystem for the betterment of our future generations!



It is a known fact that all of us, and I say All of us want to make one hundred and twenty percent certain that this summit is a phenomenal success. Therefore, our task becomes more challenging, given the hard realities facing our sports community especially in areas of development and attracting major sports events, infrastructure development and maintenance amongst others.

As the Nelson Mandela Bay, we are guided by the principle of building a legacy in the region, build a tourism base and to ensure sustainability of investment during and more importantly after the event.

Our plans, we believe, of looking at logistical and other issues, including tourism, accommodation, stadia including training venues and disaster management must be given priority in all your discussions.

In conclusion, we all know, now is the time to make our indelible mark once more as a progressive sports capital. We can leave a very real legacy for our communities, our city, our province, our region and, indeed, our continent. So may the goodwill which abounds amongst us at this summit inspire us as the sports community in the NMB.

May we all benefit from our collective and diligent work! We wish the 2nd NMB Sports Summit exponential success.

God bless and thank you!”

**Cllr Eugene Johnson**  
**Executive Mayor**  
**Nelson Mandela Bay**



## 7.2 Remarks by MMC for SRAC, Cllr Mcebisi Kamana

“The Executive Mayor

My fellow members of the Mayoral Committee Councillors  
Municipal Manager, Executive Directors, and Directors  
All Municipal Staff  
Leaders of Sports Federations, Confederations and Associations  
Leaders and Representatives of Stakeholders  
Members of the Media  
Panellists  
Invited Guests  
Ladies and Gentlemen

Welcome to the Second Annual Nelson Mandela Bay Sports Summit.

Executive Mayor and Colleagues, as political leaders and activists, among our primary responsibilities is to build a united and cohesive society. And, as we all know, no other societal phenomenon can help us achieve a united community better than sport. No matter how much we debate, argue and fight, politically, socially or otherwise, it's the rallying around our sporting teams that brings us together and makes us truly united as a community.

As I speak to you here today, Tatjana Schoenmaker is setting yet another world record in Birmingham at the Commonwealth Games, Benni McCarthy has just been appointed as a coach for Manchester United, the SA Rugby Sevens Team claims gold, Banyana Banyana are celebrating their title as African Champions, and the South African Proteas team lifts another trophy against the red-faced English. Indeed, sport in an incomparable way, gives us pride, honour and praise for our country, for our flag, for our nation.

But what about Daniel from Gelvandale who is a budding cricketer, who has broken all records at his school and is struggling to find a bat so that he can continue his exploits? What about Thabo from KwaNobuhle who is a dynamic flyhalf, but has never put on a pair of boots, because his family cannot afford a pair and he plays barefoot? What about Melissa who is the best at netball but can't find a club? What about Kumarin who is a local chess champion but has never received recognition because his parents cannot afford to enter him in national or international competitions?

There are so many hundreds of stories like this. Hundreds of stories of boys and girls, men and women from Nelson Mandela Bay who have the talent, the skills, the commitment and discipline, the drive and ambition, but sadly do not have the resources nor the proximity to access, nor the adequacy of proper infrastructure to be able to make their marks on the national and international stage. The way Tatjana has done, or Benni McCarthy or Tabraiz Shamsi or Siya Kolisi or Refiloe Jane.

Ladies and gentlemen, did you know that our very own Alexander Road High School Girls Soccer Team remains undefeated throughout the Eastern Cape Province? Did you know that they have beaten anyone and everyone they have come across? Did you know that at least three or four of their girls – Charisma, Rania and Caden, to name but three – are of Banyana Banyana potential? On Friday they leave for a tour of Cape Town, where they will participate in an interprovincial tournament. I am sure that they will come back with the trophy.

And when they do – then what? How will we, as the community of Nelson Mandela Bay, nurture their talents? Will we provide them with the necessary sporting infrastructure so that they can practice as often as they like, without fear of being mugged or harmed? Will the facilities they use always be in order, and not constantly be subjected to idiot-driven vandalism? Will our title-winning girls be given the necessary resources for kit, sports equipment, transportation, and coaching? Will we as a

community do everything we can to ensure that they reach their full potential, so that next year Charisma, Rania and Caden may be part of the Banyana Banyana squad at the 2023 Women's World Cup in Australia and New Zealand?

Executive Mayor, Colleagues, Ladies and Gentlemen, these are the questions we need to ask ourselves over these next two days, as we chart a way forward for sport in Nelson Mandela Bay. We have a wonderful Sports Policy, that articulates everything we want to do, everything we intend to do – but what use is this Policy, when we are unable to put actions into words? How will Thabo ever become the Springbok flyhalf if we don't provide the infrastructure, unvandalized, equipment, training, coaching and resources?

We gather here today surrounded by the beautiful and hallowed turf of our very own Nelson Mandela Bay Stadium, a facility that has seen the likes of Brazil, Portugal, the Netherlands and Cote d'Ivoire. This is an example of the world class sports infrastructure that our city is blessed with, yet in most instances, our facilities are under-utilised. Why is that? Are we doing enough to promote Nelson Mandela Bay as a Sport destination? And if not, why not? Do our stakeholders and the media understand that every time we bid, as a city, to host a sports event, the amount of income that it generates for our region? Why does the media sometimes knock us and criticise us, when we do everything we can to attract and bid for sports?

Did you know that Durban successfully bid for the World Table Tennis Championships which will be held early next year? Did you know that it is estimated that the city will receive in excess of a billion rands in income generation over the period of the tournament, not to mention the international exposure that the city, and indeed the country, will gain?

Ladies and gentlemen, stakeholders, are we really united as a sporting fraternity? Do we enjoy one vision, one mission, one common set of objectives that we all rally around? Can we truly



claim that we are all part of the same team?

Let us use the opportunity over the next two days to address these and other questions. Let the 2022 Nelson Mandela Bay Sport Summit not be a talkshop. Let's be action-orientated, let's put our resources and commitment where are mouths are. Let's forge ahead and build a united Nelson Mandela Bay sporting community and, in so doing, build and protect our sports infrastructure, develop and nurture our sporting talents, attract major sporting events, and, together, mould a cohesive, united and sportingly prosperous Nelson Mandela Bay community.

A child in sport is a child out of court.

I thank you."

**Cllr Kamana**  
**MMC: SRAC, Nelson Mandela Bay Municipality**

## 8.1. Day 1 - Session 1: Sport Management and commercialization: Interlinkage between Sport federations, Business, Athletes and the City

Moderator: Mr. Zolani Bongco Radio Personality
Mr. Michael Mbambani – Ikhamva Club and Coach
Mr. Simphiwe Mkhangelana – President NMB Confederation
Mr. Daine Klate – Coach Chippa United
Mr. Shaun van Eyk – Tourism
Dr. Noluntu Dyubhele – President Netball EC

### Summary of the session:



Federations are implementing agencies and link between the City and its members athletes, society, NPOs to name a few



NMBM is to be applauded for having over 30 active sporting codes



NMBM is encouraged to avoid red-tapping and provide access to all those seeking support. This in the long run breeds an enabling environment for sport to thrive citing the achievement of the 2 Athletics world-labeled events hosted in NMBM



Netball sporting code as an example does not have a facility to operate from. However, the clubs, athletes and officials have managed to make do with the minimal they have. In light of shortages, resources could be shared where available



The scenario at hand is that Coaches within the developmental Netball fraternity work as volunteers and thereby find themselves multi-tasking. These coaches need to be employed on full time basis so they can fully dedicate their attention in the budding athletes in the community



The NMBM and NMU should collaborate to implement

grassroots developmental sport programmes for youth across the city



Experience and expertise for coaching or sport as a career option are best imparted at a young age by integrating sport with school



It requires effort and input from everyone in the community to ensure a holistic support towards athletes



NMB Sport Confederation is a multi-coded structure that deals with all the sporting codes. It is an affiliate of the EC Sport Confederation which affiliated to SASCOC. In comparison the NMB Sport Confederation would be the "SASCOC" of NMB and its affiliates are the federations and sport forums. Its primary role is the preparation of athletes and the teams of NMB.



NMB Sport Confederation depends entirely on the local federations, therefore their respective management is key to ensuring preparation and success of local athletes.



At NMBM there are 24 sporting codes within the affiliates. NMB Sport Confederation manages



and assist its affiliates by advocating for resources (such as facilities) and support through the DSRAC and NMBM SRAC directorate. It is therefore important that necessary recognition is given to the local confederation.



It is proposed that there should be a formal memorandum of understanding between government and confederations to regulate and outline this mandate.



Within their role as an umbrella body, the sport confederation proposes an establishment of a local Sport House that coordinates the sport forums and federations in their region



Sport events are a powerful platform for promoting a destination. They attract visitors (new and returning), stimulate local tourism industry by sale of bed nights, it attracts media coverage, exposes local experiences/adventures.



More specifically having annual sports event can retain tourists, instill a sense of local pride and enable the promotion of 2nd tier initiatives.



The 2nd tier initiatives include Arts and Crafts for designed for specific events, taking the media on local tours of which the host destination can leverage on.



It is proposed that NMBM should consider having a City Sales who will sell the destination far and wide. This will in turn enable the city to discover what the inherent personality of NMBM is, i.e., the identity of the city and build a brand around that.



In determining what the role of government is in enabling local sports, one needs to understand the role of each sphere.



The role of government is to contextualize sport with the realities of the society and the economic inequalities - making sure that there is necessary infrastructure for all sporting codes. Case in point is the upcoming Netball world cup and where this will be watched as there is no public designated Netball facility in the city to be used. Also noting that the existing facilities such as those for soccer are utilized by other sporting codes and other charge a fee to access.



There is no responsibility, accountability and sustainability from government. Access is normally denied as caretakers more concerned about overtime, a number of facilities do not have venue safety certificates, and others do not have sufficient lighting leaving many vulnerable and in danger while in those facilities



Government should focus on the development of sport as well as building capacity



As confederation, the observation made is that many federations or forum are not complying with rule and



regulations that are meant govern them, There is also no financial accountability by the same organizations.



Inequality relating to prize money between male and female athletes still exists. Athletics SA is leading by example by giving equal prize money to male and female athlete.



Considerations and inclusion should be made not only to female athletes but also athletes with disabilities



There is a growing concern that the participation of women in sport is decreasing due to a number of reasons. One being that men are preying on male athletes resulting into harassment, women continue to face challenges relating to multi-tasking thereby giving up sport for other priorities in the home



Commercial sponsors/businesses are moving away from sponsoring conventional sporting codes where masses are to extreme sports with few privileged athletes noting that these sports are costly, and the cost is a huge to entry or for mass participation. This is a new phenomenon known as intra-race gender inequality.



There is bureaucracy and limiting entry criteria to the local high-performance center which is intended to assist locals in improving their performance levels



High-impact events such as IRONMAN has brought about extensive media coverage and distributed images of the host destination.



It is encouraged that the local stadium finds a mega corporate sponsor. The team should be proactive in pursuing sponsorship deals



NMBM SRAC should offer guidelines to the local industry on what sponsors are looking out for – expectations in a sponsorship deal, the negotiables and non-negotiables, value etc



NMBM SRAC to explain the role and interlinkages between Councilors and sport committees



Sport Council needs support from government for it to function optimally



The Sport Council through the Facilities Management Committees should assist in the prevention of facilities vandalism in line with the policy



There should be funding rein fenced for sport grants



The Nelson Mandela University should have been present in the summit to address the question on access to the high performance center and the EC Sports Academy enrolling criteria

The NMBM SRAC have been commended for the efforts towards providing sporting organizations with indoor sports equipment

## 8.2. Day 1 - Session 2: Brand Partnership, Sport and Infrastructure: Whose business is it?

Moderator: Mr. Darron Mann	
Mr. Donovan May – President Cricket EC	
Ms. Linda Harwood – Marketing & PR	
Mr. Alan Stapleton – Partnerships, SPAR EC	
Mr. Athenkosi – United Through Sports EC	
Mr.	

### Summary of the session:



Sponsors look at governance, structures (stable board), the management team and performance – Business need to regain the confidence of sponsors.



EP Cricket had to build a relationship with NMBM which enabled them to attract other sponsors on board. Endorsement by the local government helped in rebuilding trust with external sponsors



The EP Cricket team reploughed R40M in refurbishing the stadium and its infrastructure given by the city. This is also the home to a local Team which is developing cricketer heroes including many from previously disadvantaged backgrounds. The stadium now stand to be a host for world cup in 2022



There is support towards women cricket and this can be increased to accommodate many more others



Relationship and trust key factors for a sponsor. Spar for example, its focus is on in sports. Spar EC has formed a partnership with NMU Madiba Netball which has grown gradually



It is important to create the best fit possible with clear value proposition /add for a sponsor. Anyone seeking sponsorship through a partnership will require to analyze the different legs of the event/project and determine the value which the sponsor can derive



Conventional and social media is a good way to offer media coverage for a sponsor if used effectively targeting an array of audience with corresponding messaging



Use of sports ambassadors is also a good way to offer value as these ambassadors are local heroes to which many can relate to



People with disability are faced with enormous challenges in sport and they need help with equipment, accessibility into facilities, training for athletes and coaches



KFC Mini-cricket programme is a good success example for what a good partnership can bear. The hubs are now accommodating local clubs incorporating community children and occupying them with sport.



Sport can galvanize a community but needs dedication from federations, parents, school and the community at large



SASCOC emphasizes the notion of geo-political alignment intended to promote access to sport to all within specific zones. The problem encountered is too many clubs in relation to the available facilities



Successful sportsmen/women out there need to plough back by investing into their communities while inspiring and opening doors for others



A local partnership can enable exposure and the sport eventually grows



There is no much infrastructure options in the townships and if any, the conditions are derelict. Many have adapted to make do with whatever is there. Besides government, the private sector could come on board and adopt a school or a facility. Case in point is the partnership between Siya Kolisi Foundation and United Through Sport to ensure the introduction and foundation of sport at an earlier age, give opportunities to the Youth to coach



There are several opportunities for partnerships in NMBM such as naming rights for stadiums, swimming pools



Sporting organizations, and the communities should collaborate to run the facilities, this will eliminate vandalism



There is no synergy between sports and schools because of the challenges relating to facilities



Federations should aggressively source external



funding (e.g., from Lotto) to manage and improve the facilities in their locale



An example, St. Georges Park precinct offers a good opportunity for Private-Public partnership where the whole area can be developed for the benefit of NMBM as a whole

We should adopt an All-of-Society and Whole of Government approach that seeks cooperation, collaboration and partnership between all stakeholders rather than leaving government to stand on its own



The value add must be directed within the precinct of NMBM and should benefit its residents



The federations should involve its members and other stakeholders of it vision or plans so they can work together



The notion of corporate social responsibility should be felt in communities where their businesses thrive especially townships.



A call for Easter soccer tournaments to be bought back in NMBM



There are 50 TVET Colleges in NMBM and these institutions should be included in the sport conversations



Sport development should be the focus where there are masses and not only the elite/professionals few



Teachers should be invited to these conversations as they influence greatly the direction of sport in schools



Master Sport precinct is needed for a holistic planning and inclusion



NMBM should demand social responsibility from corporates for facilities and this contribution should be ploughed into the community



The question of safety and security should be elevated as this is a big concern in communities where children are being attacked in these facilities e.g Chevrolet stadium. The city is under siege by "Amaphara"



Statue of President Makana was promised yet nothing has been done to date since his death



NMBM requires a completely new sports model – a paradigm shift. So much has changed yet many things relating to sport remains the same. There should be community-based development programmes, awards at grassroot level



An appeal to government and businesses to include Kariega in development of sport



The community individuals should roll up their sleeves and play their part in the betterment of our communities especially in sport



A call to business to partner with NMBM in building Indoor multi-purpose centres across the metro





## 8.3. Day 1 - Session 3: Sport & Wellness

Moderator: Ms. Noloyiso Bonga
Mr. Chumani Gqeke – Eastern Cape Sports Academy
Dr. Clement Plaatjies –
Mr. Roscoe Pietersen – Player Chippa United
Mr. Donny Jurgens – Sport for Development Expert

### Outcomes of the session:



Covid-19 pandemic forced many athletes to reflect and enabled many to appreciate the importance of wellness – physical and psychological wellness



Post pandemic there has been a conscious push to integrate people into the society after isolation for such a long period. It has also created awareness to the new medical patterns on how doctors look at athletes noting the unique effects of Covid-19 to athlete bodies especially the heart and lungs. This has created greater awareness on wellness



Eastern Cape Sports Academy is doing a lot within its constraints to offer support to athletes in the communities with a number of success stories



We tend to overlook psychological aspects of wellness, sport psychology must be given to athletes. Where such services is not there, sport administrators and organizations should step in



Federations had to re-invent themselves to sustain sport, adapt with technology to communicate and stay abreast with what was happening



Injuries are common for athletes and support is necessary for one to recover fully and stay the course



Health is a state of complete mental and physical wellbeing which translates that wellness is encompassing. Wellness is also relative to individuals and involves others



The backdrop of social cohesion is sport and wellness is the binding factor.



The emergence of taverns in the society is reflective of the state of wellness



Federations/sport organizations should offer financial education to athletes to ensure their sustainability, this process should begin at early stages in a career



There are no retirement programmes for athletes, government should consider implementing such a plan which athletes can contribute and benefit from in their later years



There are several career opportunities in wellness for all to tap into – one needs to do some homework and determine which area best suits them



Financial literacy, poverty, hunger, substance abuse and other challenges are preventing full wellness



Sport for development utilizes sports as a vehicle for providing communities the tools to take optimal advantage of social and economic advancement opportunities



If we want to eliminate the social ills of our communities, we must ensure that we have a functioning sport that is accessible, resourced and safe. There should be a deliberate effort in prioritizing sport in schools so that it can be nurtured





## 8.4. Day 2 - Masters Class:

Delivered by Mr. Mosibodi Whitehead

### Focus points:



The current realities of sport and recreation is informed by history dating back to its evolution as far as 2000 BCE



Sport has faced a number of challenges since its inception but continues to be exacerbated by war, hunger, pandemic to name a few



The day-to-day challenges such as recession pose a threat to the existence or survival and prioritization of sport



However, these challenges provide an opportunity for creative imagination and revolution of the sporting industry citing the emergence of Top Runner programme on Television



Emanating from discussions with potential funders, the speaker compiles a few pointers that could enable athletes, clubs, federations or any other stakeholder solicit support/funding with ease

- i) **Start immediately:** Get on with the idea and write it down in a short and precise proposal
- ii) **Get your paperwork in order:** Have all the necessary documentation at hand ready in case it is required such as NPO Certificate, Company Profile, Business Plan, Tax Clearance, Safety certificate
- iii) **Collect your data:** Get to understand your target audience or market through the available platforms
- iv) **Stalk your prey:** Ensure that the idea or proposal can add value to the potential sponsor or partner by understanding their business model, challenges or problems to be resolved or determine any other value that the partnership could bring to the partner



"Progress is seldom abrupt, but rather a steady, progressive and intricate process that occurs over a relatively lengthy period of time" – Thomas Kuhn



"The human race built most nobly when limitations were greatest and therefore when most was required of imagination in order to build at all. Limitations always seemed to be the best friend of architecture" – Frank Lloyd Wright



The current realities do not necessarily need to inform our future because the future of Sport is where it has always been, an important part of society without which society cannot function. Today more than ever, we here need to show that sport matters" – Mosibodi Whitehead

### 2. Conclusion



The NMBM has made good efforts in attaining structural and conditional assessments for many of its facilities



There is limited budget allocated in the current financial year /budgeting cycle to attend to some of these infrastructure/facilities – a full list of these is available at the department



SRAC is to create a Master Plan that will incorporate all aspects of



Stakeholders are encouraged to utilize the IDP platforms to elevate the importance of sport and recreation so that those sport related issues can be reflected in the IDP and given priority and budget



NMBM calls upon all stakeholders to play a part in promoting and supporting sport and recreation to reduce the over-reliance on NMBM specifically on sponsorships



NMBM SRAC department commits to ensure improved service standards across its facilities



Collaboration and partnerships is the solution to ensuring an involved NMBM stakeholders in sport and recreation matters



## 9. Way Forward

The 2022 NMBM Sport Summit included valuable inputs from experts in the sporting fraternity, including administrators, athletes, businesspersons, events managers, marketers, government and stakeholders, all of which was robustly

discussed. The point of the Sport Summit is to craft a way forward for developing and implementing sport within the collective vision of the city and its stakeholders.

### 9.1. Salient Points

#### (a) Executive Mayor's Welcome:



There should be female inclusion in NMBM local sports ecosystem and women in sport should be intentional in inspiring, empowering and investing in their sporting codes.



Outcomes of this crucial two-day summit is intended to place the sports community of the NMB in a much better position to make its distinctive contribution to sports development and commit to supporting the efforts of women in sports through the development of policies, structures and systems that will ensure practice and implementation.



There should be a concerted effort to invest in sports development.



The NMBM must set new standards that will empower and drive the creation of opportunities in sports on the field, the track, coaching, management, media, govt, etc.



Infrastructure development and maintenance should be given a priority.



NMBM is guided by the principle of building a legacy in the region that should promote a tourism base and ensure sustainability of investment of events.

#### (b) Cllr Kamana



NMBM primary responsibility of sport is to build a united and cohesive society and therefore all stakeholders must rally around sporting teams that brings us together and makes us truly united as a community.



Sport gives us pride, honour and praise for our country, for our flag, for our nation citing the recent achievement of Tatjana Schoenmaker, Benni McCarthy, the SA Rugby Sevens Team and Banyana Banyana.



He used the examples of Caden, Charisma and Rania from the Alexander Road High School, whose girls soccer team is undefeated.



He posed a question for all to ponder—upon local teams achieving great results, then what? How will the community of Nelson Mandela Bay, nurture their talents? Will we provide them with the necessary sporting infrastructure so that they can practice as often as they like, without fear of being mugged or harmed? Will the facilities they use always be in order, and not constantly be subjected to idiot-driven vandalism? Will these teams be given the necessary resources for kit, sports equipment, transportation, and coaching? Will we as a community do everything we can to ensure that they reach their full potential?



To address the challenges they face on a day-to-day basis due to lack of resources, proximity to access into facilities or lack/inadequacy of proper infrastructure to be able to make their marks on the national and international stage.



The need to full articulate the Sports Policy in action.



Highlighted how facilities are under-utilized and what is being done to promote Nelson Mandela Bay as a Sport destination, generate income by hosting events.



The role of stakeholders within the sporting fraternity under a united vision and mission.



Call upon all to forge ahead and build a united Nelson Mandela Bay sporting community and, in so doing, build and protect sports infrastructure, develop and nurture sporting talents, attract major sporting events, and, together, mould a cohesive, united and sportingly prosperous Nelson Mandela Bay community.

#### (c) Director Charmaine Williams' Input



The constitutional and legislative framework that underpins the activities of the department - Section 152 of the Constitution, the White Paper on Sport and Recreation, 2011, National Sport and Recreation Plan, 2011 (Strategic Objective 9).



Key for the NMBM is to create an enabling environment for Sport and Recreation to thrive through the following.



Mission: To drive the social cohesion, economic development, sustainable social infrastructure, and wellness of Nelson Mandela Bay's citizens through the strategic, well-aligned management of the City's sport, arts, culture, heritage, libraries, beaches, resorts and recreational infrastructure.



#### Objectives

- o Development, Maintenance and Management of Sport and Recreation
- o Infrastructure that is well maintained; safe and secure
- o Creating an enabling environment for Sport Federations to promote mass-based participation and excellence in sport
- o Promote Sports Development Programmes that will contribute towards social cohesion, nation building and the quality of life of all citizens in NMBM
- o Position NMBM as a preferred sporting destination for sport and recreational events through the provision of compliant sport and recreation infrastructure and attracting premium sporting events.
- o Avail grant funding to federations, clubs that will contribute towards the transformation of sport and recreation





## Functions

- o Development, Maintenance and Management of Sport and Recreation Infrastructure
- o Implementation of Recreation Programmes and Community Based Sport and Recreation Events
- o Facilitate developmental programmes aimed at Youth, Women, Sport for the disabled and Sport for Development
- o Attract and support Strategic Sport & Recreation Events
- o Development, Maintenance and Management of Sport and Recreation Infrastructure
- o Implementation of Recreation Programmes and Community Based Sport and Recreation Events
- o Facilitate developmental programmes aimed at Youth, Women, Sport for the disabled and Sport for Development
- o Attract and support Strategic Sport & Recreation Events Development of Strategic Partnerships (Private and Public Sector; Facility Management Committees; Sport NGO's; Sport Confederation)
- o Policy Development
- o Assimilation of research and knowledge sharing
- o Human Resource Development
- o Maximisation of Income Opportunities



## 5-Year Priorities

- o Invest in the planning, provision, maintenance and management of sport and recreation infrastructure. This must be done in a manner that is sustainable, equitable and complies with the national legislation, norms and standards.
- o Establish the Nelson Mandela Bay as a preferred destination to host national, international sport and recreation events.
- o The revitalisation and rehabilitation of vandalised sport and recreation infrastructure to ensure it is fit for purpose.
- o Ensure all strategic sport infrastructure assets comply with SASREA Regulations. Some facilities have been constructed as far back as 1930, are not structurally sound and do not meet the requirements of the Occupational Health and Safety Act of 1993 or SASREA Regulations, eg a Venue Safety Certificate.
- o It is important for the institution to maintain an accurate Geographical Information System (GIS) based network of all facilities within Nelson Mandela Bay.
- o Development of a master plan for Sport and Recreation Infrastructure.
- o Establishment of an Organizational Structure for the Sub-Directorate of Sport and Recreation that will ensure we meet the Human Resource Requirements that is congruent to deliver on our service delivery imperatives.
- o Explore meaningful partnerships with sport stakeholders that will contribute towards joint ownership, management and pride in our sport and recreation infrastructure.



## Challenges highlighted relate to:

- o Vandalism, drought and water restrictions,

Insufficient capital & operational budget allocation, ageing infrastructure and equipment and Insufficient technical skills and expertise.

- o The Sport Policy framework and its overarching themes include - Provision of sport and recreation infrastructure, Management and Maintenance of facilities, Sport Programmes and Strategic projects
- o The Budget realities indicate the imbalance Infrastructure spend and Expenditure on Sponsorships & Events
- o A call of action for all stakeholders to collectively and unitedly, as a team, craft an agenda to drive social cohesion, economic development, sustainable social infrastructure, and wellness for all Nelson Mandela Bay residents.

## (d) Public Private Partnerships, Strover Maganedis, National Treasury



Government promotes Public-Private-Partnerships

- o To ensure Value for Money is attained
- o To transfer risks across different stakeholders
- o To ensure there is high performance standards, competition & innovation and payments done upon delivery
- o To maintain value of public assets and balance sheet



There are various PPP models.

### i. Contracting

- Contract with private sector to design & operate public facility
- Asset financed & owned by public sector
- Key driver: transfer of design & construction risk
- Suitability: projects with small operating requirements & public sector wants to retain operating responsibility

### ii. Build, Operate & Transfer (BOT)

- Contract with private sector to design & operate public facility
- For a defined period then hand over to public sector
- Financed by public sector & ownership with public sector for contract period
- Key driver: transfer of design, construction & operating risks
- Suitability: projects with significant operating content, e.g. water & waste projects

### iii. Design Build, Finance & Operate (DBFO)

- Contract to design, build, finance and operate facility for defined period
- Facility owned by private sector but revert to public sector at end of contract
- Key driver: utilization of private finance over transfer of design, build & operating risks
- Suitability: project with significant operating content, e.g. roads, waste & water projects

### iv. Concession

- As for DBFO but private sector recovers costs from user fees
- Key driver: User pay principle & use of private finance
- Also transfer of risks as in DBFO
- Suitability: projects with opportunity for user charging, e.g. roads & nondomestic water









PPP Sport & Recreation applications can be made in collaboration with the NMBM

**(e) Panel Discussion 1: Sport Management and Commercialisation: Interlinkages between Sport Federations, Business, Athletes and City**



Federations are implementing agencies and link between the City and its members athletes, society, NPOs to name a few



NMBM is to be applauded for having over 30 active sporting codes



NMBM is encouraged to avoid red-tapping and provide access to all those seeking support. This in the long run breeds an enabling environment for sport to thrive citing the achievement of the 2 Athletics world-labeled events hosted in NMBM



Netball sporting code as an example does not have a facility to operate from. However, the clubs, athletes and officials have managed to make do with the minimal they have. In light of shortages, resources could be shared where available.



The scenario at hand is that Coaches within the developmental Netball fraternity work as volunteers and thereby find themselves multi-tasking. These coaches need to be employed on full time basis so they can fully dedicate their attention in the budding athletes in the community



The NMBM and NMU should collaborate to implement grassroots developmental sport programmes for youth across the city



Experience and expertise for coaching or sport as a career option are best imparted at a young age by integrating sport with school



It requires effort and input from everyone in the community to ensure a holistic support towards athletes



NMB Sport Confederation is a multi-coded structure that deals with all the sporting codes. It is an affiliate of the EC Sport Confederation which affiliated to SASCOC. In comparison the NMB Sport Confederation would be the 14 | P a g e "SASCOC" of NMB and its affiliates are the federations and sport forums. Its primary role is the preparation of athletes and the teams of NMB.



NMB Sport Confederation depends entirely on the local federations, therefore their respective management is key to ensuring preparation and success of local athletes



At NMBM there are 24 sporting codes within the affiliates. NMB Sport Confederation manages and assist its affiliates by advocating for resources (such as facilities) and support through the DSRAC and NMBM SRAC directorate. It is therefore important that necessary recognition is given to the local confederation



It is proposed that there should be a formal memorandum of understanding between government and confederations to regulate and outline this mandate



Within their role as an umbrella body, the sport confederation proposes an establishment of a local Sport House that coordinates the sport forums and federations in their region



Sport events are a powerful platform for promoting a destination. They attract visitors (new and returning), stimulate local tourism industry by sale of bed nights, it attracts media coverage, exposes local experiences/ adventures



More specifically having annual sports event can retain tourists, instill a sense of local pride and enable the promotion of 2nd tier initiatives.



The 2nd tier initiatives include Arts and Crafts for designed for specific events, taking the media on local tours of which the host destination can leverage on.



It is proposed that NMBM should consider having a City Sales who will sell the destination far and wide. This will in turn enable the city to discover what the inherent personality of NMBM is, i.e., the Identity of the city and build a brand around that.



In determining what the role of government is in enabling local sports, one needs to understand the role of each sphere.



The role of government is to contextualize sport with the realities of the society and the economic inequalities - making sure that there is necessary infrastructure for all sporting codes.

Case in point is the upcoming Netball world cup and where this will be watched as there is no public designated Netball facility in the city to be used. Also noting that the existing facilities such as those for soccer are utilized by other sporting codes and other charge a fee to access.



There is no responsibility, accountability and sustainability from government. Access is normally denied as caretakers more concerned about overtime, a number of facilities do not have venue safety certificates, and others do not have sufficient lighting leaving many vulnerable and in danger while in those facilities.



Government should focus on the development of sport as well as building capacity.



As confederation, the observation made is that many federations or forum are not complying on rule and regulations that are meant govern them, There is also no financial accountability by the same organizations.



Inequality relating to prize money between male and female athletes still exists. Athletics SA is leading by example by giving equal prize money to male and female athlete.



Considerations and inclusion should be made not only to female athletes but also athletes with disabilities.



There is a growing concern that the participation of women in sport is decreasing due to a number of reasons. One being that men are preying on female athletes resulting into harassment, women continue to face challenges relating to multi-tasking thereby giving up sport for other priorities in the home.



Commercial sponsors/businesses are moving away from sponsoring conventional sporting codes where masses are to extreme sports with few privileged athletes noting that these sports are costly, and the cost is a huge to entry or for mass participation. This is a new phenomenon known as intra-race gender inequality.



There is bureaucracy and limiting entry criteria to the local high-performance centre which is intended to assist locals in improving their performance levels.



High-impact events such as IRONMAN has brought about extensive media coverage and distributed images of the host destination.



It is encouraged that the local stadium finds a mega corporate sponsor. The team should be proactive in pursuing sponsorship deals.



NMBM SRAC should offer guidelines to the local industry on what sponsors are looking out for – expectations in a sponsorship deal, the negotiables and nonnegotiables, value etc.



NMBM SRAC to explain the role and interlinkages between Councillors and sport committees.



Sport Council needs support from government for it to function optimally.



The Sport Council through the Facilities Management Committees should assist in the prevention of facilities vandalism in line with the policy.



There should be funding rein fenced for sport grants.



The Nelson Mandela University should have been present in the summit to address the question on access to the high-performance centre and the EC Sports Academy enrolling criteria.



The NMBM SRAC have been commended for the efforts towards providing sporting organizations with indoor sports equipment.



The delegates would like to know of the progress made from the resolutions of the 1st summit



What is the role of business in developing local sport. Is government engaging the business sector? If yes how?



The condition of Chevrolet stadium is appalling and needs business to also comes to the party.



The panel of this session is not full representative and lacks the voice of business/private sector who are expected to explain the aspects of corporate social responsibility and guidelines especially to grassroots organizations on how to package their funding requests.



The peripherals such as careers in sport is often overlooked and only focus given to athletes and coaches. There should be emphasis on the “behind the scenes” on how to get the relevant people to get into positions in sport especially the youth and build an ecosystem.



What is the role of the 3 institutions of higher learning in NMBM towards sport development?



NMBM and business need to come together and provide boxing facilities such as a Boxing House and Rings into the 4 zones to ensure maximum participation are reduce the challenges associated with shared facilities with the community for funerals and churches.



It is imperative that there is integration between events hosted and sport programmes offered in school for vast impact to be felt. There is a need for a gap analysis to be done to determine what has to be done

and what can be done in order to set realistic achievable goals. There should also be a shared responsibility amongst the stakeholders to enable distribution of funding and avoid a situation where an administrator is paid more than the athlete – then the question is, what is the cost of an athlete?



Lifesaving is a direct access to a career as certification happens at very young/early stages.



It is concerning that the youth are not represented in the panel.



Resource mobilization to train the sport organizations to be sustainable and not rely entirely on government.



Local heroes should be involved in development of sport locally. They should be given an opportunity to plough back.



The private sector puts money where success is.



Is there a plan to repair the sports field across the metro and programmes for local communities together with security measures.



Federations are advised to avoid signing agreements with one commercial partner but rather have an array of partners to avoid being bounded by those contractual terms. It is advised to rather only sign with the NMBM and encourage the partners to form and sponsor local clubs.



Federations should also avoid red tapping and be accessible.



Federations should respect the relationship with the sponsors, deliver quality results in order to attract and retain them.



NMBM to endeavor to protect its facilities. SRAC together with communities and Safety and Security department to work together to safeguard the facilities.



A call for NMBM to celebrate the local Banyana Banyana player Olweni upon her return to NMBM

#### (f) Panel Discussion 2: Brand Partnership, Sport, and Infrastructure: Whose Business Is It?



Sponsors look at governance, structures (stable board), the management team and performance – Business need to regain the confidence of sponsors.



EP Cricket had to build a relationship with NMBM which enabled them to attract other sponsors on board. Endorsement by the local government helped in rebuilding trust with external sponsors.



The EP Cricket team reploughed R40M in refurbishing the stadium and its infrastructure given by the city. This is also the home to a local Team which is developing cricketer heroes including many from previously disadvantaged backgrounds. The stadium now stands to be a host for world cup in 2022.



There is support towards women cricket and this can be increased to accommodate many more others.



Relationship and trust key factors for a sponsor. Spar for example, its focus is on in sports. Spar EC has formed a partnership with NMU Madiba Netball which has grown gradually.











- It is important to create the best fit possible with clear value proposition /add for a sponsor.
- Anyone seeking sponsorship through a partnership will require to analyze the different legs of the event/project and determine the value which the sponsor can derive.
- Conventional and social media is a good way to offer media coverage for a sponsor if used effectively targeting an array of audience with corresponding messaging.
- Use of sports ambassadors is also a good way to offer value as these ambassadors are local heroes to which many can relate to.
- People with disability are faced with enormous challenges in sport and they need help with equipment, accessibility into facilities, training for athletes and coaches.
- KFC Mini-cricket programme is a good success example for what a good partnership can bear. The hubs are now accommodating local clubs incorporating community children and occupying them with sport.
- Sport can galvanize a community but needs dedication from federations, parents, school and the community at large.
- SASCOC emphasizes the notion of geo-political alignment intended to promote access to sport to all within specific zones. The problem encountered is too many clubs in relation to the available facilities.
- Successful sportsmen/women out there need to plough back by investing into their communities while inspiring and opening doors for others
- A local partnership can enable exposure and the sport eventually grows.
- There is no much infrastructure options in the townships and if any, the conditions are derelict. Many have adapted to make do with whatever is there. Besides government, the private sector could come on board and adopt a school or a facility. Case in point is the partnership between Siya Kolisi Foundation and United Through Sport to ensure the introduction and foundation of sport at an earlier age, give opportunities to the Youth to coach.
- There are several opportunities for partnerships in NMBM such as naming rights for stadiums, swimming pools.
- Sporting organizations, and the communities should collaborate to run the facilities, this will eliminate vandalism.
- There is no synergy between sports and schools because of the challenges relating to facilities.
- Federations should aggressively source external funding (e.g., from Lotto) to manage and improve the facilities in their locale.
- An example, St. Georges Park precinct offers a good opportunity for Private Public partnership where the whole area can be developed for the benefit of NMBM as a whole.
- We should adopt an All-of-Society and Whole of Government approach that seeks cooperation, collaboration and partnership between all stakeholders
- rather than leaving government to stand on its own.
- The value add must be directed within the precinct of NMBM and should benefit its residents.
- The federations should involve its members and other stakeholders of it vision or plans so they can work together.
- The notion of corporate social responsibility should be felt in communities where their businesses thrive especially townships.
- A call for Easter soccer tournaments to be bought back in NMBM.
- There are 50 TVET Colleges in NMBM and these institutions should be included in the sport conversations.
- Sport development should be the focus where there are masses and not only the elite/professionals few.
- Teachers should be invited to these conversations as they influence greatly the direction of sport in schools.
- Master Sport precinct is needed for a holistic planning and inclusion.
- NMBM should demand social responsibility from corporates for facilities and this contribution should be ploughed into the community.
- The question of safety and security should be elevated as this is a big concern in communities where children are being attacked in these facilities e.g Chevrolet stadium. The city is under siege by "Amaphara".
- Statue of President Makana was promised yet nothing has been done to date since his death.
- NMBM requires a completely new sports model – a paradigm shift. So much has changed yet many things relating to sport remains the same. There should be community-based development programmes, awards at grassroots level.
- An appeal to government and businesses to include Kariega in development of sport.
- The community individuals should roll up their sleeves and play their part in the betterment of our communities especially in sport.
- A call to business to partner with NMBM in building Indoor multi-purpose centres across the metro

### (g) Panel Discussion 3: Sport and Wellness

- Covid-19 pandemic forced many athletes to reflect and enabled many to appreciate the importance of wellness – physical and psychological wellness.
- Post pandemic there has been a conscious push to integrate people into the society after isolation for such a long period. It has also created awareness to the new medical patterns on how doctors look at athletes noting the unique effects of Covid-19 to athlete bodies especially the heart and lungs. This has created greater awareness on wellness.
- Eastern Cape Sports Academy is doing a lot within its constraints to offer support to athletes in the communities with a number of success stories.



We tend to overlook psychological aspects of wellness, sport psychology must be given to athletes. Where such services is not there, sport administrators and organizations should step in.



Federations had to re-invent themselves to sustain sport, adapt with technology to communicate and stay abreast with what was happening.



Injuries are common for athletes and support is necessary for one to recover fully and stay the course.



Health is a state of complete mental and physical wellbeing which translates that wellness is encompassing. Wellness is also relative to individuals and involves others.



The backdrop of social cohesion is sport and wellness is the binding factor.



The emergence of taverns in the society is reflective of the state of wellness.



Federations/sport organizations should offer financial education to athletes to ensure their sustainability, this process should begin at early stages in a career.



There are no retirement programmes for athletes, government should consider implementing such a plan which athletes can contribute and benefit from in their later years.



There are several career opportunities in wellness for all to tap into – one needs to do some homework and determine which area best suits them.



Financial literacy, poverty, hunger, substance abuse and other challenges are preventing full wellness.



Sport for development utilizes sports as a vehicle for providing communities the tools to take optimal advantage of social and economic advancement opportunities.



If we want to eliminate the social ills of our communities, we must ensure that we have a functioning sport that is accessible, resourced and safe. There should be a deliberate effort in prioritizing sport in schools so that it can be nurtured.

#### (h) Master Class: The Future of Sport, Mosibodi Whitehead



The current realities of sport and recreation is informed by history dating back to its evolution as far as 2000 BCE.



Sport has faced a number of challenges since its inception but continues to be exacerbated by war, hunger, pandemic to name a few.



The day-to-day challenges such as recession pose a threat to the existence or survival and prioritization of sport.



However, these challenges provide an opportunity for creative imagination and revolution of the sporting industry citing the emergence of Top Runner programme on Television.



Emanating from discussions with potential funders, the speaker compiles a few pointers that could enable athletes, clubs, federations or any other stakeholder solicit support/funding with ease.

- i. Start immediately: Get on with the idea and

- ii. write it down in a short and precise proposal. Get your paperwork in order: Have all the necessary documentation at hand ready in case it is required such as NPO Certificate, Company Profile, Business Plan, Tax Clearance, Safety certificate.
- iii. Collect your data: Get to understand your target audience or market through the available platforms.
- iv. Stalk your prey: Ensure that the idea or proposal can add value to the potential sponsor or partner by understanding their business model, challenges or problems to be resolve or determine any other value that the partnership could bring to the partner.



"Progress is seldom abrupt, but rather a steady, progressive and intricate process that occurs over a relatively lengthy period of time" – Thomas Kuhn



"The human race built most nobly when limitations were greatest and therefore when most was required of imagination in order to build at all. Limitations always seemed to be the best friend of architecture" – Frank Lloyd Wright



The current realities do not necessarily need to inform our future because the future of Sport is where it has always been, an important part of society without which society cannot function. Today more than ever, we here need to show that sport matter" – Mosibodi Whitehead

#### (i) Conclusion: Charmaine Williams, Director: Sport & Recreation



The NMBM has made good efforts in attaining structural and conditional assessments for many of its facilities.



There is limited budget allocated in the current financial year /budgeting cycle to attend to some of these infrastructure/facilities – a full list of these is available at the department.



SRAC is to create a Master Plan that will incorporate all aspects thereof.



Stakeholders are encouraged to utilize the IDP platforms to elevate the importance of sport and recreation so that sport related issues can be reflected in the IDP and given priority and budget.



NMBM SRAC department commits to ensure improved service standards across its facilities



NMBM calls upon all stakeholders to play a part in promoting and supporting sport and recreation to reduce the over-reliance on NMBM specifically on sponsorships.











## 9.2. Program of Action

The following is a proposed Plan of Action, emanating and extrapolating from all of the inputs, discussions and comments made at the 2022 NMBM Sport Summit.

What must be done?	How it should be done	By who?	Time-frame
<b>Engagement</b>			
Feedback Sessions in the form of a "Sports Forum"	Open invitation to Sports Forum session to: - Sports administrators - Athletes - Business Persons - Tourism stakeholders - Event Managers - Media (Sports)	DSRAC	Quarterly
Sports Summit/Indaba	To host an Annual Sport Summit/Indaba	DSRAC	Annually
Engagement Programme	DSRAC must develop a Programme to meet with all Sports Codes individually. These would be meetings with the respective Regional Executives. Where no Regional body exists, DSRAC must get direction from the Provincial body and/or the local sports persons involved in the sport.	DSRAC	Over next three months: October, November, December 2022
What must be done?	How it should be done	By who?	Time-frame
IDP	The Sports Forum Sessions, plus the Minute of the Sports Summit, plus the record of the Engagement Programme, must be fed into the IDP formulation process.	DSRAC	Annually during IDP Process
Information FROM Sports Codes	Each Sports Code must consistently – at least monthly – inform the Municipality of its achievements, accomplishments, challenges, leagues, tournaments, etc. To develop a template for this.	Each Sports Code DSRAC	Monthly By end September

What must be done?	How it should be done	By who?	Time-frame
Use NMBM platforms	NMBM should disseminate information about sports activities (information fed to it from 4 above) via its various platforms. This includes, but is not exclusive to: - NMBM Twitter feed - NMBM Facebook page - Publications, electronic and print - Media statements To consistently send updates to media on sportsmen and women from Nelson Mandela Bay and provide a platform for athletes to gain exposure.	NMBM Communications via DSRAC	Monthly
NMBM DSRAC Annual Report	NMBM DSRAC to publish and print for dissemination an Annual Report on its implementation of its Annual Plans.	DSRAC	End October 2022
<b>Structure</b>			
Sports Council	The Sports Council must be resurrected. To this end, SASCOC must be engaged to ensure that this process is immediately embarked upon.	SASCOC/ DSRAC	End October 2022
Structural Audit	A Nelson Mandela Bay “picture” of all sports structures must be compiled. This may be achieved via various means and channels, including: - All codes - Ward Councillors and Ward Committees - Call to all via media - NMBM social media platforms - Information from 5 above Either NMBM or Sports Council should publish a Nelson Mandela Bay Sports structure that shows the: - Regional body - All clubs/affiliates, and their respective footprints - Number of members per club/affiliate	NMBM	End October 2022
Cluster Hubs	Consider Sports Cluster Hubs per cluster to coordinate sports as well as shared access to venues and the pooling of resources.		



What must be done?	How it should be done	By who?	Time-frame
<b>Infrastructure</b>			
Facilities Audit	NMBM conducts a comprehensive facilities audit that includes all sport and recreational public facilities, their respective usage, state of repair/ disrepair, frequency of use, number of users, safety and security features, and proximity to other sports and recreational facilities.	DSRAC	End December 2022
Needs Analysis	A comprehensive needs analysis in terms of infrastructure must be developed. This will be done via engagement with the various sports stakeholders, in particular the sporting codes in Nelson Mandela Bay. Through such engagement, the NMBM should be able to sufficiently know what sporting facilities are required for which respective geographical areas, the expanse/reach of such a facility, and the multi-purposability of the facility.	DSRAC	End October 2022
Gap Analysis	The needs analysis must be matched against the existing facilities (from 10 above), and a gap analysis thus concluded.	DSRAC	End October 2022
Facilities Plan	<p>Premised upon 11 and 12 above, a master facilities plan must be developed that will state the ideal situation for current sports, future sports (expansion, growth and development).</p> <p>The plan must be cost in terms of both construction and maintenance.</p> <p>Based on 11 and 12 above, plus other engagements and consultations with technical experts – logistics, transportation networks, required national and international standards, safety considerations, special purpose or multi-purpose, indoor/outdoor, disaster management, etc – it may be decided that some facilities may be decommissioned and some elevated and/or repurposed.</p> <p>This will give a clear picture of the Nelson Mandela Bay sports infrastructure vision, and the funds required for each.</p>	DSRAC	End March 2023 (so that it can feed into the IDP and Capital Budget Programme)

What must be done?	How it should be done	By who?	Time-frame
<b>Infrastructure</b>			
Safety & Security	DSRAC to engage with SAPS and Metro Police to ensure that sports facilities are not vandalised.  Develop a safety and security plan for sports infrastructure that includes CCTV, patrols, surveillance, intel	DSRAC	15 October 2022
Maintenance Plan	As part of the master facilities plan, there must be a maintenance plan, wherein an element of collaboration between the NMBM and the local sporting codes must be included in maintaining and protecting the sports facilities.	DSRAC	End March 2023
<b>Sports Tourism</b>			
Events Strategy	The NMBM events strategy must be renewed and reviewed to include a strong element of sport and sports events	DSRAC, EDTA	End December 2022
Calendar	A Nelson Mandela Bay proposed calendar of events, including all sports events, must be developed, in consultation with all sports codes and events managers.	DSRAC	End October 2022
"Sales" and Marketing to register Nelson Mandela Bay as a sports capital	The events strategy must include an aggressive programme that would see the NMBM (a) identify potential international sporting events, (b) match that would suit the climate, conditions, infrastructure, logistics, capacity and tourism of the Bay, (c) proactively lobby for the hosting of such events, (d) engage with potential sponsors, and (e) establish a structure for this purpose.	DSRAC	End December 2022
Host World Record Breaking Events	The calendar must include world record breaking events	DSRAC, Sports Council	End October 2022
Sports Legends	Engage sports legends from Nelson Mandela Bay to market the city as a sporting city	NMBM, Sports Council	End October 2022





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HOST TO IMPRESS

THIS IS WHERE WE  
ENTERTAIN

nelson mandela bay  
sport summit



What must be done?	How it should be done	By who?	Time-frame
<b>Access and opportunity for athletes</b>			
Engage with Schools	Engagement with DoE regarding sports at schools	DSRAC and Sports Codes, SASCOC Region, Sports Council	By 15 October 2022
Clubs Audit	As part of the Structural Audit of 9 above, all constituted clubs and their respective contact details must be provided to the public and sufficiently publicised so that athletes and potential athletes are fully aware of sports structures available in their respective areas	DSRAC	End October 2022
Pricing Structure	The pricing structure for use of facilities must be reviewed so that it is developmental and progressive. For example, the number of athletes/ members and administrators that a club has who are black, female, youth, local must be allocated points, depending on the number of points (a "BEE" scorecard, if you will) will determine along a sliding scale the fees that the club/region should pay for the use of facilities.  This approach must be incorporated into the Sport Policy.	DSRAC, Treasury	Before the passing of the new Budget, by March 2023
Development Plans	Each sporting code must submit a development plan that has stated targets for the inclusion, participation and progress of athletes of colour and females		
What must be done?	How it should be done	By who?	Time-frame
<b>Hi-performance sports, elite sports, sports excellence</b>			
SASCOC Programme	SASCOC programme for hi-performance athletes must be tapped into	Codes, Sports Council, SASCOC	Ongoing
Sponsorships	Sponsors for elite athletes must be approached	Codes	



What must be done?	How it should be done	By who?	Time-frame
<b>Hi-performance sports, elite sports, sports excellence</b>			
Coaching	NMBM needs to consider paying for Nelson Mandela Bay coaches in respective sports to be accredited by their national/international sports bodies. Each code should provide the sports council with their coaching plans	NMBM and Sports Council	End of December 2022
Identification of potential elite athletes	A programme must be developed that seeks to identify athletes in each code with the talent to go on to become world beaters. This programme must be based on best practice solutions (international) and must be implemented objectively	NMBM and Sports Council	End of February 2023 for the development of the Programme and Policy
What must be done?	How it should be done	By who?	Time-frame
<b>Resources</b>			
Resource Criteria for Funding/Grants	Establish a set of resource criteria for organisations, by which applications for grants and funding are measured. In this respect, a frank discussion must be held between the NMBM, Province and sports codes. Such resource criteria may include: <ul style="list-style-type: none"> <li>o Constitution</li> <li>o Minute of AGM (+ meetings)</li> <li>o Duly elected leaders</li> <li>o Policies</li> <li>o Membership (audited)</li> <li>o Women members</li> <li>o Junior members</li> <li>o Women in administration</li> </ul>		
Calendar	As stated in 17 above, a calendar of events for Nelson Mandela Bay must be developed. This "calendar" may be sold as a package, or parts thereof within the package.	Codes	

What must be done?	How it should be done	By who?	Time-frame
<b>Resources</b>			
Needs Analysis	A comprehensive needs analysis for each sporting code, including requirements around sports activities, venues, kit, footwear, equipment, tournaments, leagues, etc, must be formulated. This must be annually enacted. So that resource applications are not made ad-hocly. The entire Nelson Mandela Bay's sports fraternity's needs analysis must be fed into the IDP and budget process of the Municipality, as well as that of province.		
Capacitation for Sponsorships	Clubs and organisations must be trained and workshopped on how to put together compelling packages to seek funding from the private sector. This workshop/training session must be facilitated by the NMBM, and attended by business together with the sporting fraternity, where business can provide inputs as to what they are looking for when considering sponsorships, either for an event/tournament or for the organisation's operations.		
What must be done?	How it should be done	By who?	Time-frame
<b>Women</b>			
Netball	A special focus on netball needs to be implemented, as a priority sport. This includes courts and assistance for the administration, plus coaching and encouragement. To this end, a special session must be held between the netball code, the municipality and prospective partners in business, such as Spar	DSRAC	End of October 2022
Empowerment	As stated under 26, women's empowerment must become a key criterion for the acquisition of funding. Among the membership and leadership figures	DSRAC	
Safety and Security	Toilet facilities and other amenities must be safely secured so that women do not suffer abuse. This must be included in the facilities master plan	DSRAC	



What must be done?	How it should be done	By who?	Time-frame
<b>Capacitation of Clubs</b>			
Training Manual	A training manual for clubs management to be developed that will include such basic elements like chairing meetings, financial management, secretariat's scope of responsibility, etc, as well overarching policy and legislation summaries.	NMBM	April 2023
Workshops	Regularly host training workshops	Sports Council	Quarterly
<b>Building a united, cohesive society</b>			
Ensure that each sports event is used as an opportunity to build unity among residents	Check themes, messages, participation, audiences, messengers, management, administration	Sports Codes	Ongoing
Ensure Regions and Clubs are representative	Ensure women, black, diversity, geographical representation throughout the administration	Sports Codes	Ongoing
Grassroots support	Ensure that participation in leagues and tournaments attracts from throughout the Bay, through incentives, subsidisation of fees, transportation, etc	Sports Codes	Ongoing
Economic Inequalities	Sport must be used to effectively address economic inequalities. Measurements in this regard may be built into the plans for each code	Sports Codes	Ongoing
<b>Schools' Sports</b>			
Schools' Sports Programme	Engage with SASSSA and DoE to ensure that there is an active schools sports programme for all schools in Mandela Bay, especially public schools	NMBM	By End October 2022
Monitoring and Evaluation	Monitor the implementation of the programme and have regular evaluations	SASSA, DoE, Sports Council	Quarterly

What must be done?	How it should be done	By who?	Time-frame
<b>Prioritising Sport as a Key Tool for Development</b>			
Economic Impact Studies	Each sports event must be measured in terms of an economic impact study to determine sports' role in the social and economic development of the city and its people	NMBM	Continuous whenever there is an event
Address economic inequalities	Economic inequalities to be taken into account and factored into plans.	Sports Codes	By end December 2022
<b>Use of current facilities</b>			
NMB Stadium	Stadium usage plan must be developed for optimal use and exposure	MBDA	End December 2022
Gelvandale Stadium	As a legacy stadium, its use must be prioritised, and the maintenance thereof must be innovatively looked at	DSRA	End December 2022
Kariega	Stadium must be upgraded and used (see Infrastructure above)	DSRAC	End December 2022
Convention Centre	Plans for the proposed convention centre should be reconsidered and feasibility and impact studies conducted to this end	NMBM	End March 2023
NMU	The hi-performance centre and other facilities of excellence must be considered to be used by the athletes through engagement with NMU and other institutions of higher learning	DSRAC and Sports Council to meet with NMU	End December 2022



What must be done?	How it should be done	By who?	Time-frame
<b>Sports Academy</b>			
Sports Academy	To consider the establishment of an Eastern Cape Sports Academy to be housed in Nelson Mandela Bay, by consulting stakeholders and conducting a feasibility study	DSRAC and Provincial Sports	End June 2023

## 10. Conclusion

The 2022 Nelson Mandela Bay Sport Summit was an ideal opportunity for the sports fraternity, from activists, members, athletes, administrators, politicians, government officials, tourism protagonists, and businesspersons to meet, debate, discuss and craft a way forward for the development and progress of sport in Nelson Mandela Bay.

It is vitally important that the Summit is not regarded as a talkshop that ends when the programme director says, "thank you for coming." To this end, a Programme of Action has been developed and recommended for implementation, primarily by the NMBM Department of Sport, Recreation, Arts & Culture. The PoA is premised upon the minute and discussions of the Summit, coupled with the current environment and conditions of sport and its activity and vision in the Bay.

Key collaborators for implementation are, of course, SASCO, the respective sporting codes, and stakeholders such as business. Without the collective effort of all stakeholders working within a plan, within the parameters of their respective mandates and auspices, the Summit and its consequent plans will be of zero cause or effect.

Therefore, the consistent and professional implementation of the PoA, especially the formulation of more detailed and visionary documents, such as the Facilities Master Plan, must be prioritised by the Nelson Mandela Bay Municipality and the Sports fraternity.

Sport has both a social and an economic benefit, both individually and societally. It is the only aspect of life that transcends all areas, from education to governance to facilities to logistics to recreation, to mental and physical health and hygiene.

It is therefore in our collective interests to ensure its success.

**Cllr Kamana**  
**MMC: SRAC, Nelson Mandela Bay Municipality**

Nelson Mandela Bay

# SPORT SUMMIT

2022

4<sup>th</sup>-5<sup>th</sup>  
AUGUST

Hosted by



Presented by



Co-hosted by

