



DEPARTMENT of  
CULTURAL AFFAIRS  
and SPORT  
Provincial Government of the Western Cape

## National Sport Plan

# Regional Indaba



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## Words of wisdom

- ***“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else can. Sport can awaken hope where there was previously only despair.”***

— *(Nelson Mandela, Laureus World Sports Awards Ceremony 2000)*



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## Introduction

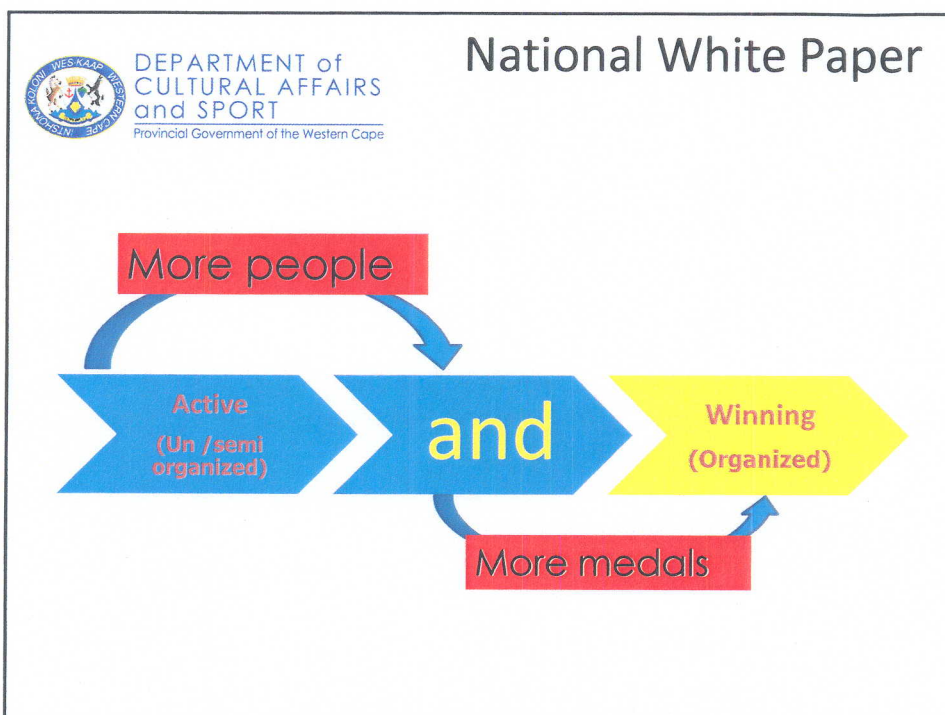
- The National Sport and Recreation Plan will outline the implementation plan for the policy framework for sport and recreation as captured in the White Paper.
- In other words the White Paper will determine the “**what**” and the National Sports Plan the “**how**”.
- It is envisaged that the White Paper will provide a policy framework until 2020 whilst the National Sports Plan needs to be updated annually.
- Monitoring and evaluation will play an important role in effective implementation of the National Sports Plan and as such a detailed monitoring and evaluation plan will be developed and actioned.



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## Introduction cont'

- No country can expect to achieve and sustain success at the **elite level** without a **strong participation base** in the community, because that is where every champion has their beginning.
- The National Sport and Recreation Plan will specifically focus on the following strategic focus areas to assist with broadening the base of sport and recreation in South Africa:




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## Focus areas

- School Sport
  - The importance of offering sport and recreation in all schools within South Africa and ensuring that physical education is compulsory and implemented in all schools.





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## Focus areas

- **Mass Mobilization**

- The participation of the masses of our people in sport and recreation activities through dedicated and customized mass-based programmes and projects.
- Grassroots sports programmes such as **modified sport** will be an important foundation for sporting codes.
- Mass participation initiatives will also include the organisation of annual national youth camps to keep young people active, interested in life with increased self-esteem, promote patriotism and a strong sense of citizenship among young people.



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## Focus areas

- **Recreation**

- The enhancement of healthy lifestyles through the provision of recreation programmes.
- Contribute to job creation in the sport and recreation sector.



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## Focus areas

- **International Participation**

- It is also important for South Africa to increase **international sport successes** by supporting participation at all levels of participation. By means of the following focus areas sport and recreation will serve as a medium to contribute to national unity, fostering a South African identity and promoting a common sense of belonging.
- The **identification and development of talented athletes** through a range of support services that can optimally enhance the performance of SA athletes.
- A well developed **sport academy system** to support the development continuum.
- A **sport science system** that will provide South African athletes with the leading edge.
- To expose as many talented sports people to national and international **sporting events**.



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## Focus areas

- **Capacity Building**

- The above-mentioned strategic focus areas must be underpinned by a range of **enablers** of which the following are the most important:
  - The importance of **clubs** as basis for the sport system.
  - Human empowerment through **education and training**.
  - The importance of quality **coaching** at all levels and a functional Coaches Association.
  - An **athlete centered approach** with a well represented Athletes Association in place.



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## Focus areas

- **Governance and Communication**
  - The need to increase participation and the development of sport and recreation through strong and coordinated sports councils.
  - The role of volunteers.
  - Addressing the backlogs in sport and recreation facilities.
  - Considering the establishment of a sports house.
  - A well resourced sports information centre.
  - The important role of international relations in support of South African sport and recreation.



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## Focus areas

- **Transformation**
  - The National Sport and Recreation Plan is developed within a framework of **policy imperatives** that addresses the following critical areas:
    - Sport transformation informed by a clearly articulated conceptual and contextual framework.
    - The need to identify priority codes.
    - One national emblem and colours for South African sport.
    - The growing importance of sports tourism and its contribution to the country's GDP.
    - The role that South Africa is playing in support of the UN Sport for Peace and Development as well as sport and the environment initiatives.
    - The issue of amateur vs professional sport. This includes the issue of young people signed up as professionals and/or being "locked up" in academies



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## The Plan

- When it comes to the **implementation** of the plan the following fundamental principles must be addressed:
  - The institutionalization of a funding model to effectively enable the implementation of sport and recreation programmes.
  - Clear demarcation of roles, responsibility and accountability between the different role players.
  - Implement the National Sport and Recreation Plan within the framework of a Code of Ethics and drug-free sport.
  - A communication and marketing plan for sport and recreation.



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## Road Map to optimal performance and functional excellence

- In essence the Roadmap has six critical success areas :
  - Transformation
  - School Sport
  - Institutional Mechanisms
  - Mass mobilisation
  - Recreation
  - Funding





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“Ideal Future” (A Target Scenario)  
Towards a South African Sport System –  
Vision 2010

- An effective and adequately resourced sports system meeting the needs of sportspeople at all levels of participation.
- South Africa acknowledged as a leader in world sport and recreation.
- At least 50% of all South Africans participating in sport or active recreation.
- South African sport and recreation researchers admired internationally.
- 80% of priority sports federations attaining and/or maintaining top 3 positions in world rankings.
- Transformation agenda achieved.



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Ideal Future cont'

- 2010 Nation-building spirit maintained in all major events culminating in socially cohesive communities.
- South Africa a choice destination for major events and sports tourism.
- Physical education practiced in all schools resulting in school children broadening the talent pool.
- Sufficient and accessible sports facilities that are well maintained by Municipalities and fully utilized by communities.
- Sport and recreation being recognised as a significant contributor to the country's GDP.
- An ethical and drug-free sporting society.
- Good corporate governance in South African sport.
- The sport and recreation sector being recognised as a significant contributor to sustainable employment.



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## Vision Statement

- In working towards the achievement of the 2020 ideal sport system the following mission and vision will be pursued:

– **VISION STATEMENT**

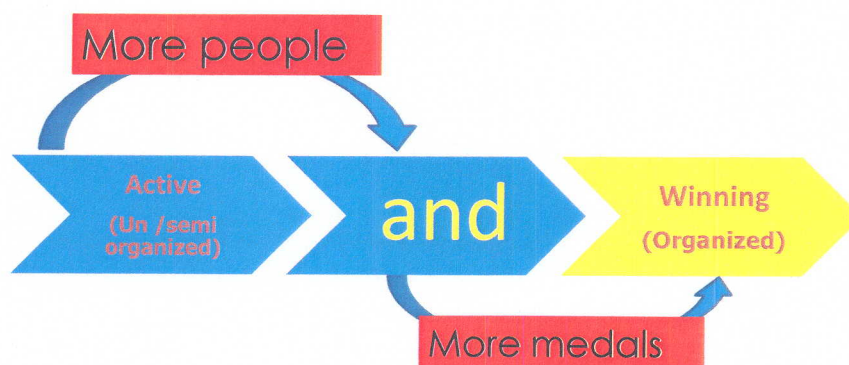
- A 'rallying cry' that is lived on a daily basis across the total sport system everywhere and in every way across the country

***"An Active and Winning Sporting Nation"***



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## National White Paper





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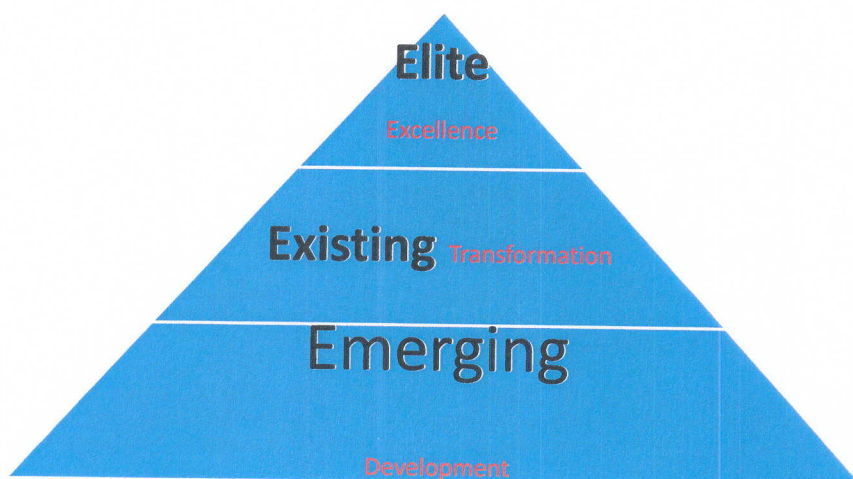
## Mission Statement

- **Statement of purpose:**
  - Maximising access **development** and **excellence** at all levels of participation in sport and recreation in order to improve social cohesion, nation building and the quality of life of all South Africans.



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## Sport Continuum





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### Core values of the envisaged Sport and Recreation System

- The value system considers sport at **every level from the community playing fields to the highest level of international competition**. It represents a set of **Core Values**, believed in by the sport system, guides day-to-day behaviour, and collectively helps to create the “ideal future” for the sport system.
- These values include –
  - **Accessibility** - Sport is available to all. Geography, economic status, age, gender, ability, disability, language and other elements of a society’s diversity does not infringe on the opportunity to participate in sport.
  - **Athlete-Centeredness** - At the core of the sport system, athletes are supported in a holistic way – with care for the individual’s growth and development, physical, moral, emotional and spiritual health.



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### Core values of the envisaged Sport and Recreation System cont’

- **Equitability** - Every individual should have equal opportunity to make for himself or herself the life that he or she is able and wishes to have, consistent with his or her duties and obligations as a member of society without being hindered in or prevented from doing so by discriminatory practices. Equitable treatment is a fundamental value for all participating in sport.
- **Fairness** – Sports people believe fairness and fair play are inextricably linked to the positive sport experience and must shape the institutions, organisations and administrators governing sport. Fairness pervades the entire sport system.
- **Shared Leadership** - Responsibility for sport is shared by many partners including governments, sport organisations and education. A seamless sport continuum that demands collaboration and shared leadership by all partners.
- **Values-Based** - Values are the essence of sport. The implementation of the National Sport and Recreation Plan will be underpinned by a **Code of Ethics** addressing issues such as playing fair, following the rules, respecting your competitor, being tolerant of others and participate free of drugs and illegal substances.





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## Strategic Goal 1: Active Nation

- **Objective 1:** To maximise sport and recreation in every school in South Africa
- **Objective 2:** To provide customised programmes to encourage participation in sport and recreation
- **Objective 3:** To improve the health and well-being of the nation by offering active recreation opportunities
- **Objective 4:** Campaigns to promote participation in sport and recreation
- **Objective 5:** To contribute to government's priority of job creation



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## Strategic Goal 2: Winning Nation

**Objective 6:** To support the identification and development of talented athletes.

**Objective 7:** To support the development of South African sport through the establishment of an Academy System.

**Objective 8:** To assist athletes to perform optimally through the provision of world class Scientific Support Services.

**Objective 9:** To expose athletes to National Sporting Events as part of their development programme.

**Objective 10:** To develop elite athletes by exposing them to international competitions.



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## Strategic Goal 3: Enabling Environment

**Objective 11:** To have an integrated and sustainable club structure providing formal sport participation opportunities.

**Objective 12:** A human resource base empowered through the provision of accredited education and training.

**Objective 13:** To support and empower South African coaches.

**Objective 14:** A formal structure to support and empower South African athletes.

**Objective 15:** To empower volunteers to adequately support the South African sports system.

**Objective 16:** To ensure that South African sport and recreation is supported by a well maintained facilities network.



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## Strategic Goal 3: Enabling Environment cont'

**Objective 17:** To provide Federations with administrative and governance support through the medium of a Sports House.

**Objective 18:** To establish a Sports Information Centre that empowers South African sport and recreation.

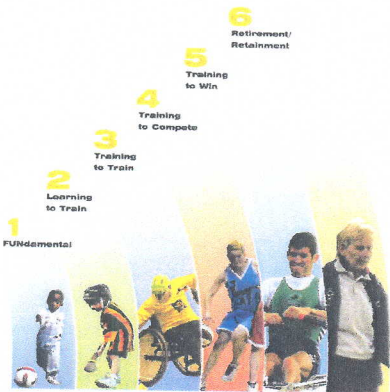
**Objective 19:** To establish Provincial Sport Councils to provide for the integrated development of South African sport at provincial and local levels.


**Objective 20:** To ensure that South African sport and recreation benefit from strategic International Relations


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## Long Term Athlete Development

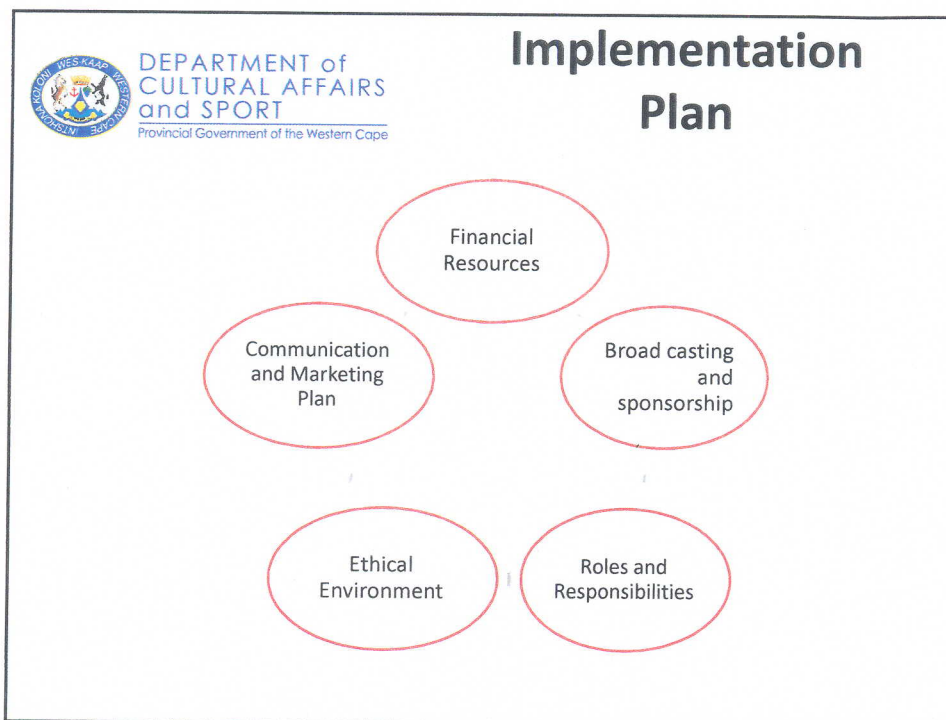
Source: NCTC, Ireland  
British Sport




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## Implementation of the Sport Plan

- **Financial Resources**
- **Sport Broad casting and Sponsorships**
- **Demarcation of roles and responsibilities**
- **Ethical environment**
- **Communication and marketing of the Plan**

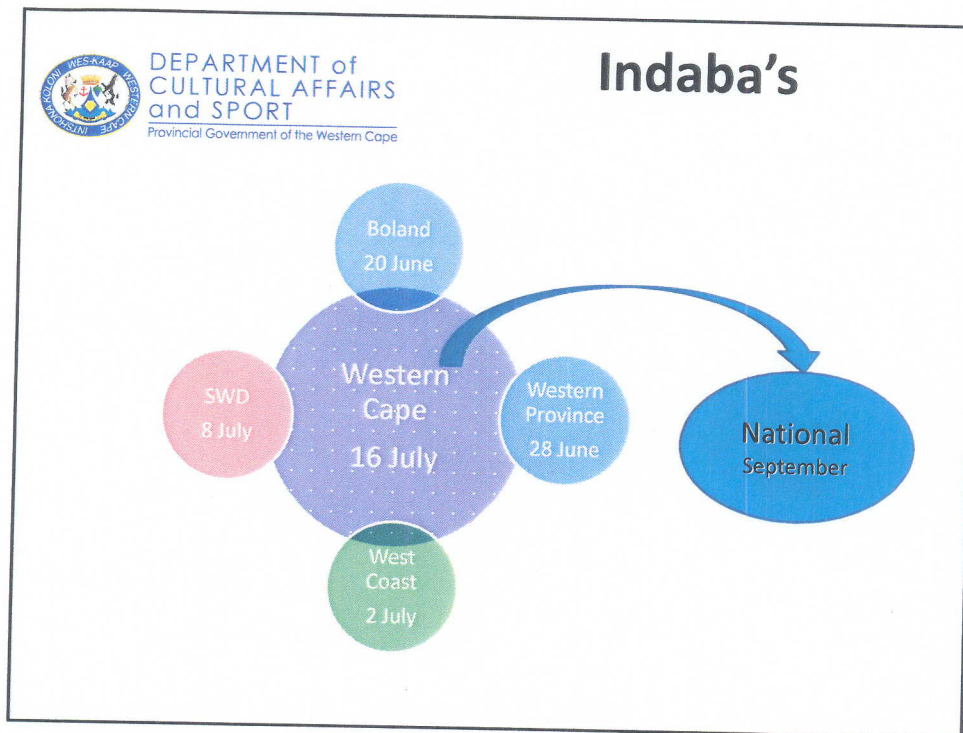



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## Way forward

- The above mentioned slides have introduced the National Sport and Recreation Plan to you.
- There will be four regional sport indabas leading up to the 16<sup>th</sup> of July 2011 when a Provincial Sport and Recreation Indaba will be held at UWC
- A national Sport and Recreation Indaba will take place in September 2011







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## Way forward cont'

- You are now invited to study the National Sport and Recreation Plan.
- We want you to submit written comments to the provincial department as we will be submitting a provincial commentary by 23 July 2011.
- [bebailey@pgwc.gov.za](mailto:bebailey@pgwc.gov.za) and [lbouah@pgwc.gov.za](mailto:lbouah@pgwc.gov.za) are email addresses to use. Please send to both addresses simultaneously.


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## Submissions

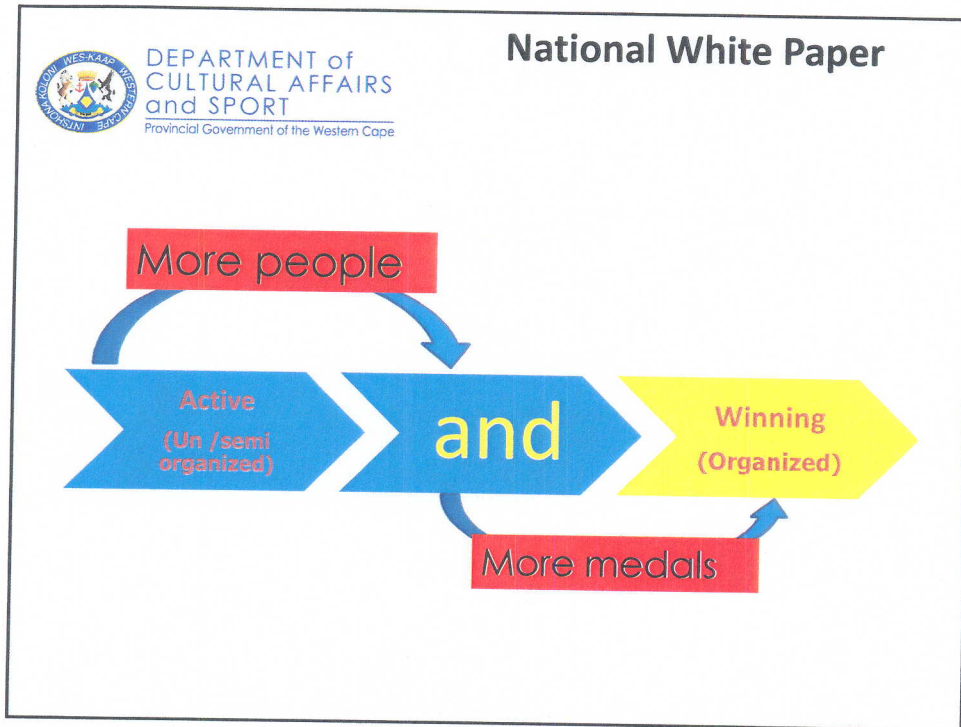


[bebailey@pgwc.gov.za](mailto:bebailey@pgwc.gov.za)     [lbouah@pgwc.gov.za](mailto:lbouah@pgwc.gov.za)


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## Way forward cont'

- SRSA has issued a Transformation Charter with a Scorecard.
- This document sets out the context of Sport in South Africa.
- All role players are invited to submit comments on this important document to [bebailey@pgwc.gov.za](mailto:bebailey@pgwc.gov.za) and [lbouah@pgwc.gov.za](mailto:lbouah@pgwc.gov.za)





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“Increase social cohesion/  
inclusion”

THANK YOU  
QUESTIONS ??????

