

# **WHITE PAPER ON SPORT AND RECREATION**

**DRAFT 1:  
September 2010**

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## **ACRONYMS AND ABBREVIATIONS**

ASGISA	ACCELERATED AND SHARED GROWTH INITIATIVE FOR SOUTH AFRICA
AU	AFRICAN UNION
BSA	BOXING SOUTH AFRICA
BSRP	BUILDING FOR SPORT AND RECREATION
COSSASA	CONFEDERATION OF SCHOOL SPORT ASSOCIATIONS OF SOUTHERN AFRICA
DoT	DEPARTMENT OF TOURISM
DOBE	DEPARTMENT OF BASIC EDUCATION
DoRA	DIVISION OF REVENUE ACT
EPE	ESTIMATES OF PUBLIC EXPENDITURE
FIFA	FEDERATION INTERNATIONALE DE FOOTBALL ASSOCIATION
GDP	GROSS DOMESTIC PRODUCT
HSRC	HUMAN SCIENCES RESEARCH COUNCIL
IOC	INTERNATIONAL OLYMPIC COMMITTEE
LOC	LOCAL ORGANISING COMMITTEE
MANCO	MANAGEMENT COMMITTEE
MDG	MILLENNIUM DEVELOPMENT GOAL
MIG	MUNICIPAL INFRASTRUCTURE GRANT
MOU	MEMORANDUM OF UNDERSTANDING
MPP	MASS PARTICIPATION PROGRAMME
MTT	MINISTERIAL TASK TEAM
NACCOC	NATIONAL COORDINATING COMMITTEE
NF	NATIONAL FEDERATION
NGO	NON-GOVERNMENTAL ORGANISATIONS
NSP	NATIONAL SPORTS PLAN
NSRA	NATIONAL SPORT AND RECREATION AMENDMENT ACT
SAIDS	SOUTH AFRICAN INSTITUTE FOR DRUG FREE SPORT
SAQA	SOUTH AFRICAN QUALIFICATIONS AUTHORITY
SASCOC	SOUTH AFRICAN SPORTS CONFEDERATION AND OLYMPIC COMMITTEE
SCSA	SUPREME COUNCIL FOR SPORT IN AFRICA
SDPIWG	SPORT FOR DEVELOPMENT AND PEACE INTERNATIONAL WORKING GROUP
SETA	SECTOR EDUCATION AND TRAINING AUTHORITY
SRSA	SPORT AND RECREATION SOUTH AFRICA
SSMPP	SCHOOL SPORT MASS PARTICIPATION PROGRAMME
TSA	TOURISM SOUTH AFRICA
UK	UNITED KINGDOM
UN	UNITED NATIONS
UNESCO	UNITED NATIONS EDUCATIONAL SCIENTIFIC AND CULTURAL ORGANIZATION
WADA	WORLD ANTI-DOPING AGENCY
WADC	WORLD ANTI-DOPING CODE

## **GLOSSARY OF TERMS**

### **Anti-social behaviour**

Anti-social behavior can generally be characterized as an overall lack of adherence to social standards that allow members of a society to coexist peacefully.

### **Applied sports research**

Applied sports research refers to research undertaken by individuals or institutions that is practical and pertinent to sport and recreation.

### **Corporate governance**

Corporate governance refers to the practices, principles and values applied when managing and administering an organization.

### **Disadvantaged communities**

Communities are regarded as disadvantaged if they have been subjected to the historical application of practices, policies or programmes that only meet the needs of certain groups in specific areas. These communities have very little access to resources and services resulting in a perpetuation of the gap between the privileged and underprivileged.

### **Elite sport**

Elite sport is highly organised and competitive. It represents the top level of the sports development continuum. For the purposes of this White Paper it is used interchangeably with “high performance sport” and “a winning nation”.

### **Equity**

Equity refers to fairness and impartiality towards all concerned, based on the principles of evenhanded dealing. It implies giving as much advantage, consideration, or latitude to one party as it is given to another. At the core of equity is the issue of justice and rules and regulations to ensure freedom from bias or discrimination.

### **Grassroots sport**

Grassroots sport is very similar to mass participation (see definition of mass participation). The distinction is that grassroots sport focuses on the “poorest of the poor” in predominately disadvantaged and rural areas.

### **Marginalised groups**

Being marginalised refers to being treated separately from the rest of the society, forced to occupy the fringes and edges. Along with material deprivation, marginalised individuals are often also excluded from services, programmes, and policies. An example of individual marginalisation is the exclusion of **individuals with disabilities** from the labour force. Another example is **women** who are sidelined from executive positions and continue to earn less than men in upper management positions. Other groups often regarded as marginalised are **people living in rural areas** and the **youth**.

### **Mass Participation**

Mass participation represents the lower section of the sports development continuum and includes efforts to improve participation opportunities in sport and recreation. Initiatives are focused on introducing as many people as possible to a wide range of

sport and recreation activities. The focus is on the development of sport in communities and schools as well as the development of communities through sport.

### **Modified sport**

The main aim of modified sport is to introduce new participants to sport in a simplified manner. To achieve this, the dimensions of the playing field, equipment, rules and conditions of play are modified to expose especially young people to a sport. The focus of modified sport is on fun and enjoyment rather than rules and competition.

### **National Sports Plan**

The National Sports Plan refers to the plan that will reflect the practical implementation of the policies and outputs as captured in the White Paper. In other words the White Paper will reflect the “what” whilst the National Sports Plan will indicate the “how”.

### **Nation building**

Nation building in the context of this White Paper refers to fostering a South African identity, national unity and promoting a common sense of belonging.

### **Rural**

Rural areas are large and isolated areas of an open country with a low population density - living in the countryside as opposed to the city.

### **Social cohesion**

Social cohesion is a term used in social policy, sociology and political science to describe the bonds or “glue” that bring people together in society, particularly in the context of cultural diversity. It is what holds the society together.

### **South African Sports Confederation and Olympic Committee**

SASCOC refers to the “Sports Confederation” recognised by the Minister of Sport and Recreation in terms of the National Sport and Recreation Amendment Act. It is representative of sport or recreation bodies, including Olympic national federations.

### **Sport and Recreation South Africa**

SRSA is the national department responsible for sport and recreation in South Africa. In line with the Constitution of the Republic of South Africa, Act 108 of 1996, SRSA has been assigned the powers and functions to develop and implement national policies and programmes regarding sport and recreation in the country. In this document the term “department’ will some times be used as an alternative for SRSA.

### **Sport for Development & Peace**

The Sport for Development and Peace concept evolved from a growing recognition that well designed sport-based initiatives that incorporate the best values of sport can be powerful, practical, and cost-effective tools to achieve development and peace objectives. Sport is viewed both as valuable in itself and as a means to achieving broader aims for development and peace.

### **Sport science**

Sport science is a discipline that studies the application of scientific principles and techniques with the aim of improving sporting performance. In this context of this White Paper it is referred to in a holistic way to include different disciplines such as biokinetics, sports psychology, sports nutrition, sports optometry, sports dentistry, sports

physiotherapy, technical development aids, life skills and any other matters connected to the above-mentioned support services.

### **Talent Identification and development**

Talent identification involves the screening of children and adolescents using selected tests of physical, physiological and skill attributes in order to identify those with potential for success in a designated sport.

Talent development follows the talent identification and/or talent selection process and involves the provision of an adequate infrastructure, which enables the athlete to develop to his/her full potential. This includes the provision of appropriate coaching, training and competition programmes as well as access to facilities, equipment, sport science/medicine and life skill support.

### **Transformation**

Transformation implies a basic change of character with little or no resemblance to the past configuration or structure. Within the sporting context transformation implies that our national teams are representative of South African demographics. However, it is not only about figures. It is about the “soul of the nation” – the transformation of our minds so that we see ourselves as South Africans, not as blacks and whites, men and women, with and without disability. Transformation cuts across age, gender, disability and geographical spread.

## **FOREWORD BY THE MINISTER**



## **FOREWORD BY THE DEPUTY MINISTER**

## **CLARIFYING “SPORT” AND “RECREATION”**

Definitions of the term ‘sport’ vary. In a development context the definition of sport usually includes a broad and inclusive spectrum of activities in which people of all ages and abilities can participate, with an emphasis on the positive values of sport. In 2008, the UN Inter-Agency Task Force on Sport for Development and Peace defined sport, for the purposes of development, as ***‘all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organised or competitive sport, and indigenous sports and games’***.

According to the Charter of the Council of European Sports: “Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competitions at all levels.” (Council of Europe, European Sports Charter, London: Sports Council, 1983)

Passive recreation encompasses diverse experiences with the following characteristics:

- In leisure time
- Not rule-bound
- Non-competitive
- Overlap with other areas e.g.: arts and culture; education
- Purely for fun and enjoyment
- Examples: Knitting; sewing; bird watching; listening to music; watching movies; playing computer games.

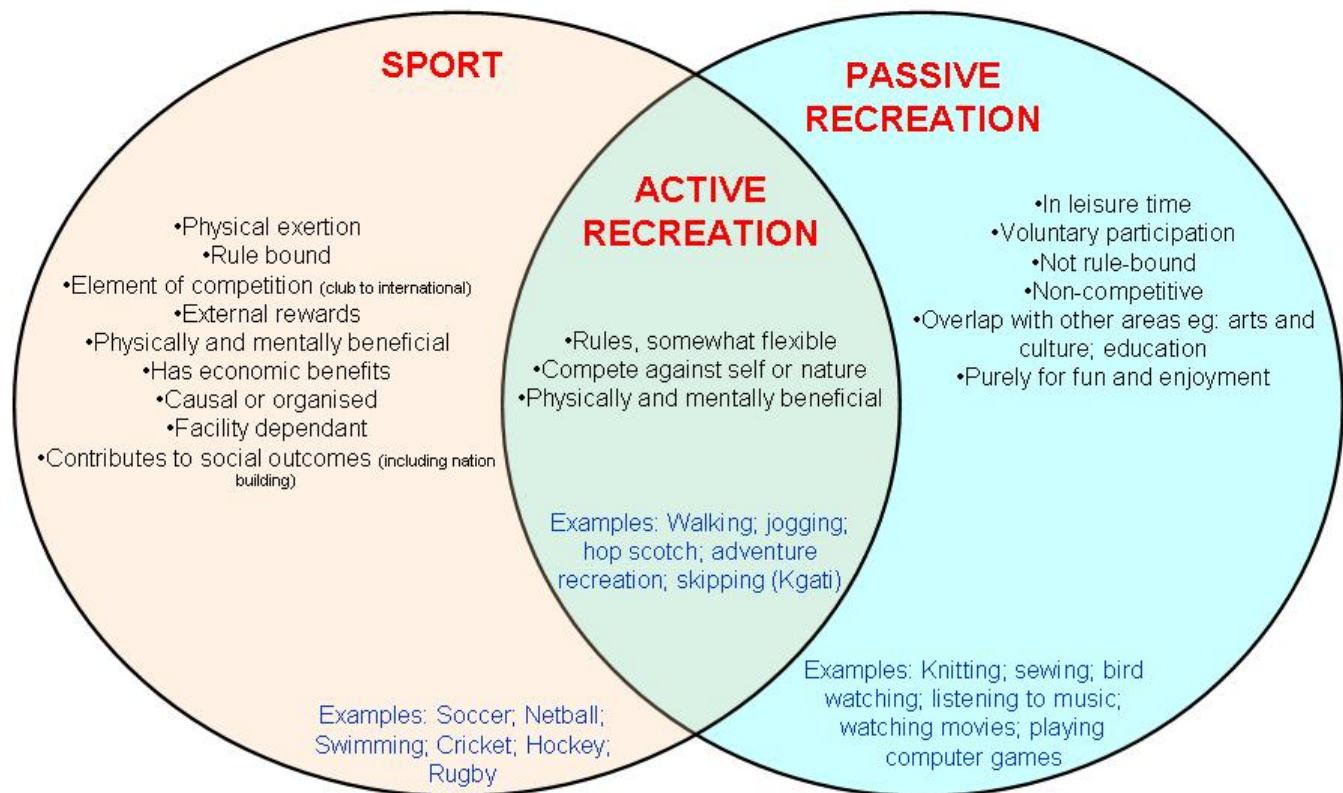
Active recreation is a physical activity with the following characteristics:

- Rules, somewhat flexible
- Compete against self or nature
- Undertaken for the purpose of fitness and fun
- Physically and mentally beneficial
- Can be a stepping stone to formalised sport
- Examples: Walking; jogging; hop scotch; adventure recreation; skipping (Kgati)

Sport is a structured physical activity with the following characteristics:

- Physical exertion
- Rule bound
- Element of competition (club to international)
- External rewards
- Physically and mentally beneficial
- Contributes to social outcomes (including nation building)
- Has economic benefits
- Causal or organised

- Facility dependant
- Examples: Soccer; netball; swimming; cricket; hockey; rugby.



As the focus of SRSA is the physical well-being of the nation, it will focus on supporting sport and active recreation as defined above.

Governments world wide are increasingly using sport for development purposes. This includes programmes such as “sport for peace”; fighting poverty and crime; increasing awareness around issues of HIV and Aids; substance abuse and social cohesion.

Sport works primarily by bridging relationships across social, economic and cultural divides within society, and by building a sense of shared identity and fellowship among groups that might otherwise be inclined to threaten each other with distrust, hostility or violence. By sharing sports experiences, sports participants from conflicting groups increasingly grow to feel that they are alike, rather than different.

## **PREAMBLE**

***“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)

The Commonwealth Heads of Government Working Group in Harare (1995) made the following observation with regard to the influence of sport on society: “It is time that the integral role which sport plays in the process of nation-building is fully recognized. Sport is an investment. It is firstly an investment in the health, vitality and productivity of one’s people. It is secondly an investment in their future. The social benefits include an overall improvement in the quality of life and physical, mental and moral well-being of a population. Furthermore, successful athletes serve as role models for the youth of the country, as achievers, as unofficial ambassadors, and as individuals committed to equality and fairness in competition. Because of its visibility, sport can play an enormous part in redressing gender and race inequalities as well as discrimination against people with disabilities and marginalised groups.”

In the case of South Africa, sport is one of the most important cohesive factors in uniting the entire nation. This potential should be further harnessed for the good of the South African community. We should fully utilize the opportunity that sport offers to demonstrate the best qualities of South African society to the world.

However, after nearly two decades of democracy in South Africa, two countries in one in many ways still exist. Although significant progress has been made, transformation and reconciliation are still priorities – also within our sporting community. In this regard Sport and Recreation South Africa (SRSA) has a major role to play and this role will be outlined within this White Paper.

In developing this White Paper, the global direction and policies of international and continental associations, including the Supreme Council for Sport in Africa (SCSA) and the International Olympic Committee (IOC) as well as the former National Sports Council were also considered.

The White Paper, however, will remain a paper exercise if it is not implemented by means of a conscious effort and firm commitment from government, non-governmental organisations (NGO), the private sector and South African society in general. To assist with the implementation process this White Paper will encompass a national sports plan which will expand on pertinent policy directives emanating from the White Paper.

# **BACKGROUND TO THE WHITE PAPER ON SPORT AND RECREATION**

## **PURPOSE OF WHITE PAPER**

The purpose of this White Paper is to pronounce clearly Government's policy regarding sport and recreation in the Republic of South Africa. This White Paper sets out Government's vision, strategic objectives, policy directives, outcomes and outputs for promoting and providing sport and recreation.

As an official publication of national Government, a White Paper outlines Government policy. It is tabled<sup>1</sup> in Parliament to ensure that Parliament is informed of Government policies and:

- to give effect to the constitutional requirement that members of the Cabinet must provide Parliament with full and regular reports concerning matters under their control [Section 92(3)(b) of the Constitution of the Republic of South Africa, 1996]; and
- to enable the National Assembly, according to its constitutional powers of section 55(2), to maintain oversight of the exercise of national executive authority, including the implementation of legislation, and any organ of state.

From the above it is clear that tabling a White Paper in Parliament is to account to Parliament and as such it is accordingly an important link in the process of ensuring accountability and openness of Government.

## **BACKGROUND ON DEVELOPMENT OF PREVIOUS WHITE PAPERS**



The first White Paper on sport and recreation was released by late Minister S.V. Tshwete in 1996. The White Paper was the first official policy on sport and recreation since the establishment of this Ministry on 1 July 1994. Five years later this White Paper was updated under guidance of the then Minister of Sport and Recreation, Mr B.M.N. Balfour. This is the third White Paper on sport and recreation and was developed under the leadership of the Minister of Sport and Recreation, Reverend Dr M.A. Stofile.

## **Reasons for updating White Paper**



Following a meeting of major stakeholders on 27 November 2000, the former Minister of Sport and Recreation, Mr Ngconde Balfour, appointed a Ministerial Task Team (MTT) to investigate high performance sport in South Africa. The MTT was charged with identifying and looking into factors which impact negatively on South Africa's sporting performance and making recommendations

<sup>1</sup> Tabling means the presentation of a paper to Parliament as a means of reporting to Parliament for the paper to be officially before Parliament for its consideration.

as to how such factors could be addressed. This initiative was motivated partly by the perception that South Africa had performed poorly at the Sydney 2000 Olympic Games. In line with the Minister's instructions, the MTT concentrated its energies on the issues relating to high performance or "elite" sport, although it is generally recognised that sport cannot be compartmentalized and the report provided direction for improving the overall South African sporting system.

The implementation of the MTT recommendations led to the repeal of the South African Sports Commission Act in 2004 and the establishment of Sport and Recreation South Africa (SRSA) and the South African Sports Confederation and Olympic Committee (SASCOC). This effectively resulted in the current White Paper being outdated, especially as far as the macro role-players are concerned. The said White Paper is no longer a true reflection of the new dispensation and there is currently no synergy between the current White Paper and key strategic documentation of the new sport structures.

## **PILLARS OF THE WHITE PAPER**

In formulating this White Paper cognisance was taken of the strategic environment in which sport and recreation is delivered. The effective implementation of Government's policy on sport and recreation will also require an appropriate legislative framework.

### **STRATEGIC ENVIRONMENT**

#### **UN stance on sport and recreation**

##### **Sport a fundamental right**

The right to play and to participate in sport has been embodied in United Nations (UN) instruments such as the *Convention on the Rights of the Child*; the *Convention on the Elimination of all forms of Discrimination against Women* and the *Convention on the Rights of Persons with Disabilities*. It is recognised as a right, which all Governments should make available to their people. All role-players in South African sport should fulfill their responsibilities in this regard.

##### **Millennium Development Goals (MDGs)**

South Africa was a signatory to the MDGs drawn from the actions and targets contained in the Millennium Declaration that was adopted by 189 nations and signed by 147 heads of state and Governments during the UN Millennium Summit in September 2000. Sport and physical activity have globally gained recognition as simple, low-cost, and effective means of achieving development goals. SRSA will continue to use sport and recreation as a mechanism to impact on the achievement of the MDGs.

##### **Sport for Development and Peace**

Sport, at the elite and community level, is increasingly being used in a wide variety of ways to promote social inclusion, prevent conflict, and to enhance peace within and between nations. Although sport alone cannot prevent conflict or build peace, it can contribute to broader, more comprehensive efforts in a number of important ways. Sports equipment contributes to a positive and accessible alternative for the guns of internal conflict. As a strategic initiative SRSA will carefully look at ways and means to use sport and recreation as a tool in promoting development and peace in close collaboration with the relevant Departments locally.

### **Government's Strategic Direction (outcomes approach)**

In alignment with the shift of government to an outcomes orientated monitoring and evaluation approach the focus of this White Paper will be centered on achieving outcomes, implementing performance measurement, learning from experiences and adapting and reporting on performance. Planning will involve the articulation of strategic choices in light of past performance and include information on how government intends to deliver on its priorities and achieve results. SRSA will identify areas of contribution in the field of sport and recreation to the Government's five year Medium Term Strategic Framework of Government and shall fulfill its responsibilities regarding the Government Implementation Action through its active participation in the core clusters as annually identified, as well as to contribute to other clusters where it can play a role. The activities will be in support of the overall priorities of the South African Government as annually outlined by the President in the State of the Nation address.

In all its programmes and projects, SRSA will put special emphasis on the inclusion, empowerment and promotion of the government's priority groups, namely the youth, the aged, women, rural communities and people with disabilities.

## **LEGISLATIVE FRAMEWORK**

### **International legislation**

In its policy development SRSA will take due cognisance of international instruments such as the UN Conventions, Resolutions, Charters and Codes.

### **National legislation**

The Constitution of the Republic of South Africa, Act 108 of 1996, affirms the democratic values of human dignity, equality and freedom. In line with these Constitutional imperatives, SRSA will develop and implement national policies and programmes, using sport and recreation, to address these issues.

The policy statements, as outlined in this White Paper, were formulated within the framework of non-racial, non-sexist and democratic principles as enshrined in our Constitution. In this regard sport and recreation should be seen as an integral part of transforming our society.

The White Paper is developed in line with current legislation, however it is acknowledged that to give effect to the White Paper it may be necessary to amend and/or promulgate further legislation.

The Public Finance Management Act (Act 1 of 1999 as amended by Act 29 of 1999) will guide all financial activities.

Following the tabling of this White Paper in Parliament it may be necessary to amend the National Sport and Recreation Amendment Act (NSRA) 2007, (Act No.18 of 2007)

### **Inter-governmental relations**

SRSA acknowledges that sport is a provincial and local competence in accordance with Schedule 5 of the Constitution of the Republic of South Africa, Act 108 of 1996, but that the Intergovernmental Act requires that the three spheres of Government must plan and deliver services in an integrated manner.

### **Provincial legislation**

Schedule 5 of the Constitution grants the Provincial Legislature exclusive jurisdiction with regards to provincial sport. This implies that the Provincial Legislature can pass any legislation that affects its province in relation to sport. However, the National Legislature can pass national legislation on sport that sets norms and standards to address matters affecting sport nation-wide. Each province when passing provincial legislation on sport will have to adhere to the national legislation. Any provincial legislation that may be found to be in conflict with the national legislation will be held to be null and void in as far as it is in conflict with such national legislation. This implies that any provincial legislation on sport must be in line with the NSRA.

### **Local legislation**

According to Chapter 7, Section 151 of the Constitution of the Republic of South Africa, Act 108 of 1996, the executive and legislative authority of a municipality is vested in its Municipal Council. A municipality has the right to govern, on its own initiative, the local government affairs of its community, subject to national and provincial legislation, as provided for in the Constitution. The national or a provincial government may not compromise or impede a municipality's ability or right to exercise its powers or perform its functions.

The objectives of local government are to:

- Provide democratic and accountable government for local communities;



- Ensure the provision of services to communities in a sustainable manner;
- Promote social and economic development;
- Promote a safe and healthy environment; and
- Encourage the involvement of communities and community organisations in the matters of local government.

### **Good governance (King III report)**

The revised King Code and Report on Governance for South Africa (King III) was released on 1 September 2009 and became effective on 1 March 2010 and builds on the King I and II Reports. The King III Report applies to all entities and it is therefore important that also sport and recreation role-players embrace the King III principles. Sport and recreation can only prosper in an environment of good corporate governance. Although SRSA acknowledges that not all sport and recreation role players have the necessary human and financial capacity, it is still imperative that sound basic governance practices are adhered to in their day to day activities.

The King III Report places great emphasis on:

- Leadership;
- Sustainability; and
- Corporate Citizenship.

The importance of the concepts of integrated sustainability and social transformation is also highlighted. The concept of sustainability is linked with the evaluation of ethics and the improvement of ethical standards in business and in the community.

The emerging governance trends incorporated in the King III Report include:

- Alternative dispute resolution
- Risk based internal audit
- IT governance
- Shareholders and remuneration
- Evaluation.

### **VISION**

Worldwide sport strategies are focused on increasing levels of sport and recreation participation as well as achieving success in high profile sports. This is reflected in the vision of SRSA relating to sport and recreation namely to be “An Active and Winning Nation”.

Through its endeavours to create an active and winning nation, SRSA expresses firm commitment to do whatever it takes to have a significant and positive impact on the entire South African nation, including efforts to enhance inclusive citizenship and nation building. Despite the delivery of sport and recreation in all spheres of Government, all of the actions and initiatives will be optimally

integrated and coordinated for maximum impact. Delivery will be in partnership with civil society.

## **VISION 2020**

1. An effective and adequately resourced sports system meeting the needs of sportspeople at all levels of participation.
2. South Africa acknowledged as a leader in world sport and recreation.
3. At least 50% of all South Africans participating in sport or active recreation.
4. South African sport and recreation researchers admired internationally.
5. 80% of priority sports federations attaining and/or maintaining top 3 positions in world rankings.
6. Transformation agenda achieved.
7. 2010 Nation-building spirit maintain in all major events.
8. South Africa a choice destination for major events and sports tourism.
9. Physical education practiced in all schools resulting in school children broadening the talent pool.
10. Sufficient and accessible sports facilities that are well maintained and fully utilized by communities.
11. Sport and recreation being recognised as a significant contributor to the country's GDP.
12. An ethical and drug-free sporting society.

## **MISSION STATEMENT**

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.

The meaning and implications of each of the constituent elements of the statement is given below:

*. . . maximise access . . .*

- Increase the number of participants in sport and recreation with the emphasis on the disadvantaged and marginalized groups, including

women, children, the youth, the elderly, persons with a disability and people living in rural areas.

- Providing/facilitating appropriate resources to enable such levels of access and participation.

*. . . development . . .*

- Early identification and nurturing of talent on the entire spectrum of participation from local to national level.
- Developing sport support personnel.
- Ensuring appropriate infrastructure and organisational structures to support development.
- Exploring and utilising development opportunities available in the local, continental and international arenas.

*. . . excellence . . .*

- Increase the levels of support to South African athletes and sports teams with a view to improving their success rate in high profile events and, in so doing, contributing to nation building and the marketing of our country globally.

*. . . at all levels of participation in sport and recreation . . .*

- From grass roots participation to elite levels of participation.

*..improve social cohesion...*

- Use sport and recreation as a medium to enhance social interaction, better understanding and cooperation between the different cultural groups of South Africa. Sport and recreation also has the ability to contribute to social inclusion and to combat anti-social behaviour.

*. . . nation building . . .*

- Use sport and recreation as a medium to contribute to national unity; fostering a South African identity and promoting a common sense of belonging. In cooperation with relevant sector departments, sport and recreation has the ability to assist in eradicating poverty; youth development; skills development; promoting sports tourism; intensifying the campaign against HIV and Aids and intensifying the struggle against crime as well as contributing to local and international peace and development initiatives.

*. . . quality of life . . .*

- We are convinced of and committed to the fact that mental and physical development through participation in sport and recreation improves the quality of life.
- Participants generally have a higher life quality than non-participants.

*. . . of all South Africans . . .*

- Although no one is excluded here, cognizance must be taken of the imbalances of the past and the greater needs of inclusion in historically disadvantaged groups and communities, particularly in rural areas.

## **IMPACT**

<b>IMPACT</b>	<b>INDICATOR</b>
Nation building	Nation building index

Through the policy guidelines of this White Paper SRSA will endeavour to have a meaningful impact on nation building. Key interventions with the potential to contribute to nation building will include increasing the number of participants in programmes for youth, children, women, people with disabilities, rural communities and the elderly; successfully hosting major events and improving performance at international events.

In addition to the primary impact sport and recreation also has a secondary impact on amongst other the following: health; education; job creation; poverty alleviation; contribution to GDP; peace and development and rural development.

## **OUTCOMES**

To have an effective and sustainable impact on identified Government priorities, SRSA will focus on two outcomes, namely:

- Increased participation in sport and recreation; and
- Improved national and international performances of South African athletes.

These outcomes will only be achieved if identified enablers are in place. The rest of the White Paper will elaborate on these issues.

### **OUTCOME ONE:** **INCREASED PARTICIPATION IN SPORT AND RECREATION (ACTIVE NATION).**

Indicator:

Percentage of the population actively participating in sport and recreation.

## **OUTCOME TWO:**

### **IMPROVED NATIONAL AND INTERNATIONAL PERFORMANCES OF SOUTH AFRICAN ATHLETES (WINNING NATION).**

Indicators:

Percentage improvement in the number of athletes achieving national performance standards.

Percentage improvement in the aggregated international sports rankings.

## **STRATEGIC OBJECTIVES**

To:

- Contribute to a healthy nation by increasing the number of participants.
- Provide and facilitate access and opportunities in the delivery of sport and recreation programmes.
- Facilitate education and training opportunities for athletes and sports administrators, coaches and technical officials.
- Develop and sustain infrastructure for the delivery of sport and recreation.
- Enhance sport development and transformation at all levels of participation.
- Ensure that talent identification and development programmes are in place and well coordinated.
- Ensure that South African athletes at all levels of the integrated development continuum receive support services that will maximise performance.
- Support the participation of South African athletes and teams at national and international levels.
- Contribute to the economic growth of the country.
- Ensure effective programme implementation through monitoring and evaluation.

## **ACTIVE NATION**

### **INTRODUCTION**

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. Furthermore, the social benefits derived from participation in sport and recreation are numerous and well documented.

SRSA will focus on its main mandate namely to create an enabling environment to ensure that as many South Africans as possible have access to sport and recreation activities, especially those from disadvantaged communities.

The value of sport and recreation as a social connector is one of its most powerful development attributes. Community sport and recreation networks are an important source of social networking, helping to combat exclusion and fostering communities' capacity to work collectively to realise opportunities and

address challenges. If the population involved is broadly inclusive, the connecting dimension of sport can help to unify people from diverse backgrounds and perspectives, establishing a shared bond that contributes positively to social cohesion.

Emerging evidence highlights the impact of sport in relation to creating stronger communities and addressing issues of community safety, including reductions in anti-social behaviour, reductions in the propensity to commit crime, and reductions in the 'fear' of crime amongst the wider community.

There is substantial evidence to show that sport has the ability to overcome social barriers and empower individuals. It can help to increase social cohesion, and provide opportunities for engagement in community life through voluntary work. Well-designed sport and physical activity programs are powerful tools for fostering healthy child and individual development, teaching positive values and life skills, reducing conflict and criminal behaviour, strengthening education and preventing disease (particularly HIV and AIDS). These programmes can help empower and promote the inclusion of marginalized groups, especially women, the youth, rural and people with disabilities. Sport's unparalleled popularity and reach also make it a highly effective communication and social mobilisation tool.

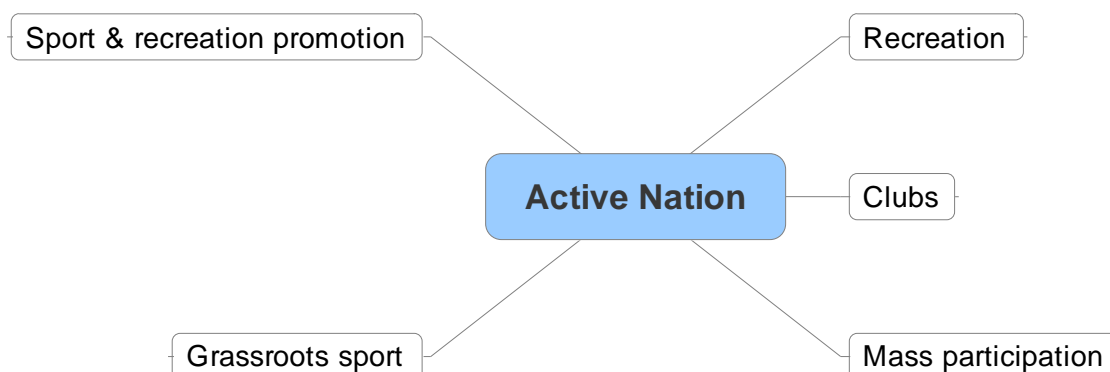
SRSA will continue to use sport and recreation as a medium to enhance social cohesion, better understanding and cooperation between the different cultural groups of South Africa.

*"As a tool for health-enhancing physical activity, the sports movement has a greater influence than any other social movement."* SRSA fully agrees with this statement of the European Commission as captured in its 2007 White Paper on Sport.

SRSA will, therefore, continue to promote participation in sport and recreation as there is ample evidence that physical activities result in a general improvement in both physical and mental health. This in turn reduces public and private health care costs. Many countries have proved that there are substantial savings to the economy from the health gains associated with increased levels of physical activity in the population. SRSA will also fast track its sport and recreation activities aimed at countering the spread and impact of HIV and AIDS.

However, the recognised potential of the sports movement to foster health-enhancing physical activity remains under-utilised and needs to be developed. In this regard SRSA will foster a strategic alliance with the Department of Health in the interest of a healthier South Africa.

By embracing the above initiatives South Africa has the potential to become a winning nation. SRSA will specifically focus on the following strategic focus areas to assist with broadening the base of sport and recreation in South Africa:



### **STRATEGIC FOCUS AREA: RECREATION**

Statement	Policy directives	Outputs	Responsible
<p>In order to have constructive and benefit based recreation there is a need to rationalise and have one governance model of recreation in South Africa.</p> <p>Historically South Africa has had various recreation associations and these have resulted in a lack of coordination and cohesion in delivering recreation.</p>	Elevate the current status of recreation in the country.	Well resourced recreation structures.	SRSA Provincial Govt. Local Govt.
	Establish a unified governance model for recreation in SA.	A nationally coordinated recreation delivery infrastructure.	SRSA Provincial Govt. Local Govt.

### **STRATEGIC FOCUS AREA: GRASSROOTS SPORT**

Statement	Policy directives	Outputs	Responsible
<p>Increased participation and the development of sport will not be possible if there is not a strong foundation of grassroots sport structures in place. [modified sport for all ages; mini-leagues, etc.]</p>	Work in close co-operation with NFs in ensuring a vibrant modified sport system.	Modified sports implementation plan.	SRSA NFs
	Focus grassroots sports programmes predominately in the rural areas.	Modified sports implementation plan.	SRSA NFs

### **STRATEGIC FOCUS AREA: CLUBS**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
A network of club structures integrated into provincial and national sport structures spanning urban and rural areas across the country forms the basis of sports provision in any sport system. Sports provision, development and excellence will not be possible if there is not a strong foundation of club structures in place.	Promote and support club development.	An integrated and sustainable club structure.	NFs
	Support the formation or revitalisation of clubs and leagues at a local level in conjunction with NFs by introducing programmes and procuring sports equipment and attire.	SLA between SRSA & NFs.	SRSA NFs

### **STRATEGIC FOCUS AREA: MASS PARTICIPATION**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
To maintain an interest in participating in sport and recreation creative opportunities need to be available to diverse segments of the population.	Support mass participation projects that provide opportunities to engage in physical activity.	Participation in sport and recreation such as: Indigenous Games Golden Games Gymnastrada Walks Recrehab. Cycle-Walk-to-School initiative etc	SRSA Provinces NFs

### **STRATEGIC FOCUS AREA: SPORT & RECREATION PROMOTION**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
The diversity of our population necessitates the development of creative sports delivery programmes tailored to meet the needs of the community targeted.	Assess the impact of participation initiatives adopted by the corporate sector (incl. NGOs) and establish partnerships where feasible.	Impact survey.	SRSA Corporate sector
A more dedicated effort		Partnerships established.  Corporate leagues.  Extend "Football	



is required from the corporate sector to understand and appreciate the economic benefits of an active and healthier workforce. Sport and recreation ought to be harnessed to add value to the workplace as a large portion time is spent at work. Sport and recreation can contribute to lowering tension, fatigue and general anxiety in the workplace as well as increasing productivity.		Friday” after the 2010 FIFA World Cup to “Active Friday”.	
	Implement sport and recreation promotion initiatives to targeted groups.	Media campaign.	SRSA
	Set the example of an active workforce.	Government sports leagues in selected sport codes.	SRSA DPSA All Govt depts..
	Use sport and recreation as a medium to deliver important social messages.	Themed projects such as HIV/AIDS awareness programmes, e.g.: Heroes Walk.	SRSA Relevant Partners
	Foster and support various private sector sport and recreation initiatives.	Private sector sport and recreation initiatives, e.g.: Let’s Play; Mega participation events such as the Comrades and Argus.	Private sector
	Advocate for the compulsory implementation of physical education in all schools	Action plan.	SRSA DoBE

## **WINNING NATION**

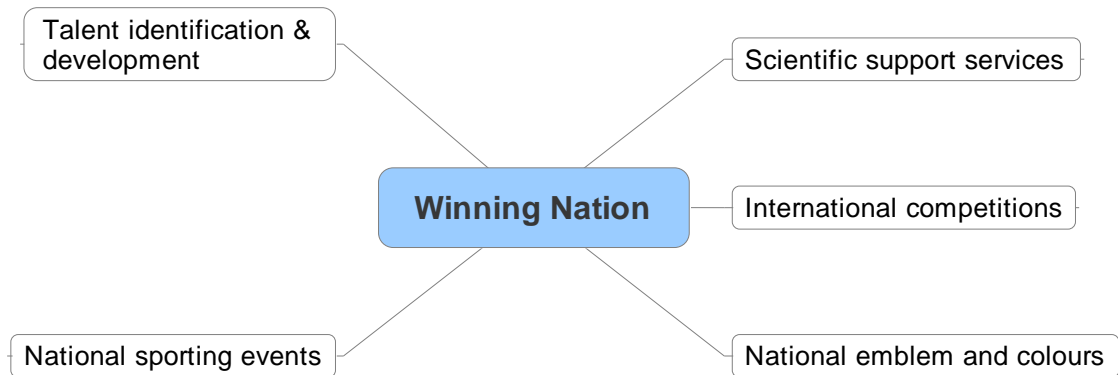
### **INTRODUCTION**

SRSA shall endeavour to increase international sport successes by supporting participation at all levels of participation.

Sports achievers have become known the world over, giving the country they represent an international visibility and reputation not attained in other areas of their social, political or economic life. Personal pride in the achievements of a national sporting team is a powerful incentive towards uniting the people of a country. The use of the flag and national anthem at international matches instils pride and loyalty.

SRSA shall use sport and recreation as a medium to contribute to national unity, fostering a South African identity and promoting a common sense of belonging. Government acknowledges that sport is an important factor in building bridges across boundaries created by race, gender, language, religion, colour, creed, ability and disability. By facilitating improved group relations and mutual understanding, sport promotes national reconciliation.

The following strategic focus areas will assist to achieve outcome 2:



### **STRATEGIC FOCUS AREA: TALENT IDENTIFICATION AND DEVELOPMENT**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
A pro-active approach to identify, select and develop talent is an absolute pre-requisite if South African sport is to progress.	Support NFs in the implementation of talent identification and development (TID). Focus TID programmes in previously disadvantaged areas.	TID guidelines.	SRSA NFs
A targeted talent identification process will enable the identification of athletes from disadvantaged backgrounds who might otherwise not be found and as such assist with the transformation of South African sport.	Manage TID with due consideration for equity.	Sport specific TID system.	SASCOC
	Capture the development and monitoring of athletes to ensure sustainable sports development.	An integrated national tracking system.	SRSA SASCOC PDSR
	Make competition opportunities available to talented athletes.	TID at national and provincial games.	NFs SASCOC
Talent development follows the talent identification/ selection process and requires the			

provision of adequate coaching, facilities, competition and other relevant support to enable identified athletes the opportunity to progress optimally.			
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### **STRATEGIC FOCUS AREA: SCIENTIFIC SUPPORT SERVICES**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
Excellence in high performance sport requires an evidence-based, holistic sports science and athlete support system.	Support NFs in the provision of sports science services to assist in the development of talented athletes.	A coordinating body for sports science. A national set of sports science guidelines.	SASCOC SRSA Tertiary institutions
	Provide capacity building and professional development programmes for coaches.  Establish norms and standards for accreditation of scientific and medical support personnel in collaboration with their relevant professional bodies	Accredited sports science training programmes. Dissemination of technical material to practitioners around the country allowing for an interchange of ideas. Accredited scientific and medical support personnel.	SASCOC SRSA Tertiary institutions. Professional bodies
	Support applied sport science research	National sport science coordinators responsible for appropriate research. National applied sports research plan.	SASCOC SRSA Tertiary Institutions

### **STRATEGIC FOCUS AREA: NATIONAL SPORTING EVENTS**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
Strong domestic competition is important for developing	Host annual national	Annual national championships	SASCOC

talented young athletes aspiring to be selected for national teams, as well as for providing competition opportunities for international athletes outside their international calendars.	championships.	calendar of events.	
	Comply with the Zone VI participation requirements.	National and regional junior championships	SASCOC NFs PDSR SRSA

### **STRATEGIC FOCUS AREA: INTERNATIONAL COMPETITIONS**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
<p>Regular international competition is, along with coaching, probably the most important ingredient contributing to international sporting success. SRSA is aware that some NFs neglect the development of their sport and focus only on international competitions. NFs should plan their national programme in synchrony with their international competition.</p> <p>As a country it is important that we give recognition to the performances of our athletes.</p>	Fund the participation of South African athletes in SASCOC approved international competitions.	<p>Approved international sports calendar.</p> <p>Sports-specific long term athlete development plan.</p>	NF SASCOC SRSA
	Recognise the participation of South African athletes in approved sector related international games such as school, student and military games. The specific sector will be responsible for all arrangements related to South Africa's participation in such games in close cooperation with the SASCOC.	Approved international sports calendar.	Relevant sector SASCOC SRSA
	Give recognition and reward to our athletes who have excelled in the international	Sports awards policy.	SRSA SASCOC Relevant role-players

	sporting arena.		
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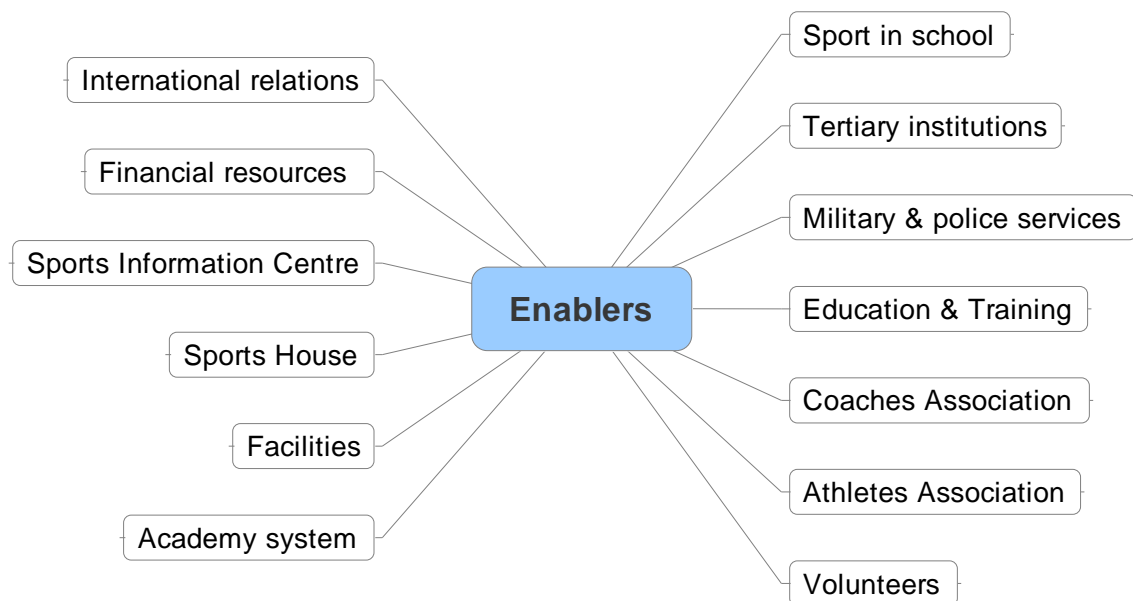
### **STRATEGIC FOCUS AREA: NATIONAL EMBLEM AND COLOURS**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
South African sport will be able to contribute to nation building if all our national teams participate with the same emblem and colours.	Recognise the King Protea as the only national emblem for sports people representing South Africa at international events. It must be displayed on the left hand side of the chest of the “battle gear” of all NFs.	National emblem and colours registered.	SRSA SASCOC NFs
	Institute a policy regulating the use of the national emblem.	National emblem and colours policy.	SRSA
	Ensure that only South African citizens are allowed to represent the country as athletes and to wear the national emblem and official colours in international competitions.	International sports participation policy.	SRSA SASCOC

## **ENABLERS**

### **INTRODUCTION**

SRSA has achieved commendable successes with its mass participation programme supported by statistics indicating that there is a substantial increase in sport and recreation participants – especially amongst the youth. Within the policy framework of this White Paper SRSA want to move simultaneously beyond the mobilisation phase with more emphasis on developing and nurturing new talent within a holistic development continuum. In this regard it is important to link the mass participation and high performance programmes in an effort to eventually reflect a transformed society.



To enable SRSA to achieve its identified outcomes, the strategic focus areas must be underpinned by a range of enablers of which the following are the most important:

### **STRATEGIC ENABLER: SPORT IN SCHOOL**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
<p>The benefits inherent to participating in school sport have not been fully capitalised upon after our democracy.</p> <p>The promotion of sport and physical education at schools plays an important role in creating motivation for, and commitment to life-long participation. Evidence exists that sport and physical activity can benefit education.</p>	Develop a comprehensive school based policy to ensure a clear demarcation of the line function responsibilities between the stakeholders involved in sport in schools.	Sport in schools policy.  Collaborative agreement between stakeholders.	SRSA DoBE SASCOC
	Empower teachers to deliver physical education and sport in schools.	Skilled and qualified educators. Accredited training material. Agreements with corporate.	SRSA DoBE SASCOC THETA SAQA Corporate
	Establish and support a National Sport in School Governing Structure	National Sport in School Governing Structure.	SRSA
	Upgrade existing facilities and infrastructure to support talented children.	Specialised Sports School in all districts.  Performance enhancing	SRSA DoBE SASCOC Private sector

<p>Sport presents the child at school with life skills in a way unsurpassed by any other activity.</p> <p>Sport schools have the potential to maximise the sports potential of learners and to become the hub for sports development.</p> <p>Various initiatives with the private sector could assist in the implementation of sport in school projects.</p> <p>School sport has a valuable contribution to make to the development and transformation of sport but it not an all-encompassing solution.</p>		support structures.	
	Advocate and lobby for the re-introduction of structured physical education in all schools and elevate sport in schools as a matter of priority and urgency.	Physical education in all schools.  Incentive scheme to encourage children to participate in physical education.	DoBE SRSA
	Support inter and intra-sports activities as the mandate of DoBE (School to district level).	Joint Policy Programme.	DoBE National Sport in Schools Governing Structure
	Assume responsibility for organizing national sport in school competitions and the delivery of athletes.	National sport in school competition roster.	National Sport in Schools Governing Structure PDSR SRSA
	Assume responsibility for the preparation and delivery of athletes participating in international sport in school competitions.	International sport in school competition roster.	SASCOC National Sport in Schools Governing Structure
	Collaborate with SASCOC directives.	Collaborative agreement.	National Sport in Schools Governing Structure
	Action international exchange programmes to enrich physical education and sport in school activities in South Africa.	MOUs & PoA.	SRSA DoBE
	Establish sport and recreation holiday camps in the districts (located at specialised sports schools).	National holiday camps.	DoBE PDSR Municipalities
	Encourage priority codes in schools.	Priority codes for schools	DoBE SRSA SASCOC

## **STRATEGIC ENABLER: TERTIARY INSTITUTIONS**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
Tertiary institutions have a major role to play in the longer term by providing qualified teachers, sports technicians and professionals and by supporting talented athletes.	Support talented athletes to obtain a tertiary education while furthering their sporting career.	Scholarships for talented athletes.	DoHE SRSA Tertiary institutions Provincial Dept's of Sport & Recreation
	Improve the transition of children talented in sport to tertiary institutions.	Criteria for selection & recruitment of athletes at university level.  Talented athletes suitably placed at tertiary institutions.	
	Use students in training to assist schools and sports federations with sports development programmes.	Students deployed in sports development programmes.	DoHE Tertiary institutions SRSA SASCOC
	Lobby tertiary institutions to offer qualifications in sport and related fields, which are relevant.	Tertiary institutions offering relevant qualifications in sport and recreation.	DoHE SRSA Tertiary institutions
	Centralise research expertise at tertiary institutions.	Collaborative research.	Tertiary institutions SRSA SASCOC
	Provide facilities and expertise in sport science, research and coach education.	Sports development infrastructure.	DoHE SRSA Tertiary institutions SASCOC

### **STRATEGIC ENABLER: MILITARY AND POLICE SERVICES**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
The military and police services as well as the Department of Correctional Services (DCS) can play an important role in developing talented athletes while also training	Maximise available resources and revitalise and strengthen the traditional role that the military and police services have played in South African sport.	Cooperation agreements with the relevant departments. (Such agreements could make provision for competition opportunities through participation while in service as well as the employment of athletes, giving them a career while offering opportunities for them to	Department of Defence & Military Veterans Department of Police SRSA DCS



them for a valuable career.		train at an appropriate level.)	
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### **STRATEGIC ENABLER: EDUCATION AND TRAINING**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
<p>SRSA can make an important contribution to the Government's priority of human empowerment through the education and training of people in the sport and recreation community.</p> <p>It is important for South Africa's education and training keeps abreast with global developments and standards.</p>	Develop sport specific South African Qualifications Authority (SAQA) and International Federation Specific unit standards and coordinate the development and updating of generic education and training material with a view to capacitate administrators, managers, coaches and technical officials in the field of sport and recreation.	Accredited education and training programmes.	THETA SRSA
	Train Sector Education and Training Authority (SETA) and International Federation specific accredited facilitators and monitor the development of the human resource base necessary for sustaining sport and recreation.	Accredited facilitators.	THETA SRSA
	Ensure that the distribution of research results is accessible to sport and recreation human resources.	Research publication distribution plan.	SRSA

### **STRATEGIC ENABLER: COACHES ASSOCIATION**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
Coaching and the development of sporting skills are key elements in any successful sport system. In the highly competitive and demanding world of international sport, South Africa needs to explore all possible means to ensure that our coaches are keeping abreast with latest technology, research, techniques and developments and providing our athletes with the competitive edge where possible.	Constitute a national representative body to support South African coaches.	Coaches Association at provincial and national level.  Database.	SASCOC

### **STRATEGIC ENABLER: ATHLETES ASSOCIATION**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
Given the enormous commitment	Constitute a national	Functional	SASCOC

<p>required of any athlete to reach the top and their relatively short athletic careers, it is important to develop athletes holistically. Life skills is one of the important areas of an athletes development. Athletes who are broadly developed in the non-sports areas will perform better in sport.</p> <p>In South Africa there is a major need for a job opportunity programme, similar to those programmes that were successfully launched in Australia and the United States. Such a programme will aim to place athletes with major businesses, with a commitment by the company to train them professionally and provide them with time off for training. Companies may find that having a household name or an elite athlete on their personnel could be of great value to their staff in terms of creating a role-model of self-discipline and excellence.</p>	representative body to support South African athletes.	Athletes Association.	
	Lobby for a National Athletes Medical Aid Scheme.	National Athletes Medical Aid Scheme.	SRSA SASCOC
	Facilitate the placement of identified elite athletes with corporate and the public service.	Athlete's vocational programme.  Life skills programme	SASCOC SRSA Corporate Federations
	Discourage our promising athletes from leaving and re-locating to foreign countries.	Initiatives to retain our athletes in South Africa.	SRSA SASCOC NFs Business NLDTF

### **STRATEGIC ENABLER: VOLUNTEERS**

Statement	Policy directives	Outputs	Responsible
<p>Sport depends heavily on the commitment of thousands of volunteers. In South Africa the hosting of mega events has created a form of local "cultural capital" through the recruitment and training of a significant number of volunteers. Volunteering can offer individuals the opportunity to become involved in an exciting sporting event, which may act as a starting point for ongoing community involvement. This in turn may have economic and social benefits.</p>	Continuously improve the training and support offered to volunteers. Ensure that the quality of the training programme is sustainable.	An accredited national sports volunteers programme.	SRSA PDSR SASCOC THETA
	Establish and maintain a register of trained volunteers.	Database on volunteers.	SRSA

### **STRATEGIC ENABLER: ACADEMY SYSTEM**

Statement	Policy directives	Outputs	Responsible
<p>An academy system refers to a range of institutions in SA that will be part of a national unified approach with the main target of developing sporting talent at different levels.</p> <p>The overall objective of the academy system is to develop talented athletes through the provision of sport science and medical services and provide training opportunities to athletes, coaches, administrators and technical staff in line with a coordinated national plan.</p> <p>This will assist in addressing the demographics of our national teams by accelerating the development of talented athletes from the disadvantaged groups-</p>	Constitute a national coordinating structure to oversee the development of policy guidelines, coordination between all the role-players and the standardisation of protocols and services to ensure the success of the academy system.	Academy governance structure.	SRSA
	Establish norms and standards to set basic levels of service that will guide the outputs of the academy system, while empowering the provinces to develop their own management and operational systems.	Norms and standards, and protocols.	SASCOC SRSA PDSR Tertiary Institutions
	Establish an integrated system for the identification and development of talented athletes in preparation for high performance.	TID Implementation Plan.  Clubs and school sport leagues.  Talent scouting program.	SASCOC Tertiary Institutions SRSA
	Strengthen provincial academies to fast track sports development and excellence. The provincial academies must ensure that talented athletes from less influential areas are supported to such an extent that they could reach a national level of participation.	Provincial academies.	Provincial Governments
	Establish regional academies or mobile satellite academies that can render basic support services, including TID support, to athletes at a local level to ensure that there is a constant flow of talented athletes released to the provincial academies. Schools in the area and local clubs should be the main source of introducing talented athletes to the academy system.	Regional academies.	Provincial Governments

	Prioritise talented athletes from disadvantaged groups to benefit from the support services offered by the academy system.	A sub-elite squad of talented athletes. A national tracking system.	SASCOC SRSA PAS
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## **STRATEGIC ENABLER: FACILITIES**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
<p>The absence of sport and recreation facilities in the disadvantaged communities must rank as one of the cruelest legacies of apartheid. SRSA still is of the opinion that if the building of sports facilities is neglected, it will have serious consequences for the building of a better South Africa and especially for the development of our young people. If the backlogs are not addressed it will be very difficult for SRSA to achieve its objective of involving more South Africans in healthy physical activities with the subsequent loss of all the benefits that the country attached to this.</p> <p>In terms of a Cabinet decision taken on 5 March 2003, all infrastructure funds allocated by national departments were incorporated into the Municipal Infrastructure Grant (MIG) as from April 2005. This resulted in the termination of the Building for Sport and Recreation Programme (BSRP) of SRSA. Within the new arrangement the main responsibilities of SRSA were defined to be policy formulation, advocacy and monitoring the performances of municipalities in the provision of relevant sector infrastructure.</p> <p>Although SRSA accepted the Cabinet decision it did result in</p>	Pursue and advocate for improved funding allocation of sport and recreation facilities through appropriate policy interventions.	Funding legislative framework reviewed.	SRSA COGTA Municipalities Treasury
	Reintroduce tax concessions to encourage corporates to fund sports development, including facility building especially in the rural areas.	Legislative framework reviewed.	SRSA Treasury SARS
	Set norms and standards for the provision of sport and recreation facilities.	Norms and standards manual.	SRSA
	Lobby and advocate for the inclusion of sport and recreation facilities in spatial town planning that results in more sustainable human settlements.	Sport and recreation facility guidelines incorporated into town planning frameworks.	SRSA DOHS, COGTA Provincial governments
	Lobby for school sports facilities while ensuring integrated planning to avoid the duplication of facilities in the same area.	Sports facilities incorporated into schools infrastructure plans.	SRSA DoBE
	Facilitate effective facility management and maintenance.	Facility management training.	Municipalities Provinces SRSA NGOs

<p>SRSA losing the momentum in addressing the backlog in sport and recreation facilities with municipalities prioritizing MIG funding for the delivery of basic services rather than building sports facilities.</p> <p>One of the major challenges related to sports facilities is the disparity in the placement and number of sports facilities. Furthermore, many facilities are under-utilised and in poor condition due to vandalism and lack of maintenance, lack of security and ineffective management.</p>	Audit available facilities (private and public sectors) to ensure proper planning and the maximal use of existing facilities.	An updated audit on sport and recreation facilities.	SRSA
	Ensure that the newly built and upgraded 2010 FIFA World Cup stadia contribute effectively to the development of sport and recreation.	2010 FIFA World Cup stadia fully utilised.	Municipalities

### **STRATEGIC ENABLER: SPORTS HOUSE**

Statement	Policy directives	Outputs	Responsible
Scarce resources in South African sport can be better utilised when basic services are shared by various role-players.	Support the optimal utilisation of scarce resources through establishing a centralized administration system for NFs.	Sports house.	SRSA

### **STRATEGIC ENABLER: SPORTS INFORMATION CENTRE**

Statement	Policy directives	Outputs	Responsible
<p>One of the characteristics of the present sports landscape is the exponential growth in the need for dissemination, use and management of information and knowledge in all fields of human endeavour. Sports related data, information and knowledge are utilised in acquiring and improving skills at all levels to:</p> <ul style="list-style-type: none"> <li>➤ Improve performance levels.</li> <li>➤ Facilitate sports development.</li> <li>➤ Gather and interpret information about events.</li> </ul>	<p>Identify research and other information required to support strategic decision making.</p> <p>Establish structures to identify strategic information needs, communicate those needs to researchers, and deliver and distribute such reports to decision makers.</p>	A well managed sports information resource base.	SRSA
		Electronic and print media for the dissemination of information to all stakeholders.	SRSA
		Applied sports research programmes to support strategic decision making.	Research agencies SRSA
		A coordinated national database network within which agreed upon sports related data and information are captured, analysed	SRSA

➤ Acquire information for decision-making and planning purposes.	Research and identify the sport information requirements of the SA sports community, and institute suitable communication mediums.	and distributed for planning and decision making purposes.	
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### **STRATEGIC ENABLER: INTERNATIONAL RELATIONS**

<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
The world has become a global village hence the function of international relations is becoming more and more important.	Strengthen international sporting relations with a view of securing more resources for South African sport. Evaluate very carefully what is required from other countries and what can be offered. The key principle will be support to NFs and therefore NFs will be consulted in the process of determining and finalizing international agreements.	Government-to-Government agreements with identified countries.	SRSA SASCOC
Multilateralism becomes critical because no country can prosper on its own.	Conduct an audit and update all international agreements to ensure that all agreements are of value to South African sport. Such audits will concentrate on maximising the benefits that are derived from relations with identified countries.	Audit of Government-to-Government agreements. Relevant Government-to-Government agreements.	SRSA
South Africa plays a leading role in the sports structures on the African continent.	Support multilateral relationships with organisations through participation in the activities of African and other relevant international sports organisations. Ensure that the key principles of approved policies are incorporated into strategic plans.	International relations policy supporting continental sport and recreation development.	SRSA
	Develop policy guidelines that guide exchange programmes as well as the responsibilities and roles of stakeholders as far as international relations are concerned. This includes the representation of South Africa on sport or recreation specific international organisations which remain the responsibility of the elected members of the South African sport and recreation community.	Exchange programme guidelines. International relations guidelines.	SRSA

	No sport or recreation administrator should commit the South African Government in any international forum without the prior consent of SRSA.		
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## **STRATEGIC ENABLER: FINANCIAL RESOURCES**

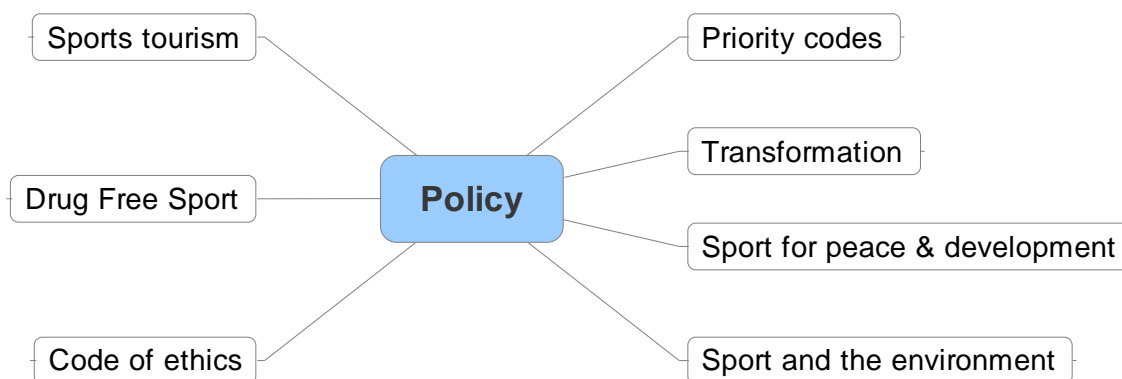
<b>Statement</b>	<b>Policy directives</b>	<b>Outputs</b>	<b>Responsible</b>
<p>When it comes to the funding of South African sport and recreation the problem is maybe not so much insufficient funding, but rather the proper coordination of all financial resources to the sport and recreation community. The Government (at all three tiers), lotto, SASCOC, the private sector and international donors are all making funds available for sport and recreation but nowhere is it centrally coordinated.</p> <p>The reality that Government funding will always be limited means that considerable effort must be employed to raise the maximum level of funding from non-government sources.</p>	Distribute (SRSA, as well as lotto) funding in an equitable and fair manner to meet the needs of the White Paper and to realise the implementation thereof.	National sports funding policy.	SRSA NLB
	Establish a national sports funding forum to coordinate the allocation of financial resources within the sporting sector.	National sports funding forum.	SRSA
	<p>Fund identified and prioritised sport and recreation organisations for jointly agreed items in support of national policy directives.</p> <p>Fund SASCOC for the delivery of high performance sport.</p> <p>Administer the transfers made to public entities falling under the auspices of sport and recreation as well as identified NGOs.</p> <p>Elect to fund special sport and recreation or related projects complementing general Government priorities.</p> <p>Evaluate return on investment (ROI) when evaluating requests for financial support from sport and recreation entities.</p>	<p>SRSA funding policy.</p> <p>Business plans of SRSA funded organisations.</p>	SRSA
	Lobby DTI to amend Section 25 of the Lotteries Act and to review the composition of the distribution agency.	Amended Lotteries Act.	SRSA DTI
	Earmark a percentage of the annual budget for sport and recreation infrastructure development and maintenance.	Earmarked funds on the annual budget of local and provincial governments for the building of sport and recreation facilities.	Local governments Provincial governments
	Maintenance sport and	Sport	Department

Sponsorship, however, is always difficult to obtain, even for the more popular sports. A major problem for many small sports is that the sponsorship market has been largely tied up by the big professional sports, which means there is little residue to go round. Further, many smaller sports do not have the management and marketing skills, or the money to invest or to attract sponsorships.	recreation facilities.	maintenance programme in Public Works.	of Public Works
	Fund provincial and local/district sport and recreation federations and clubs.	Provincial funding policies complementing the national policy.	Provincial and local departments responsible for sport and recreation.
	Establish a development fund and investigate introducing a system where one rand of every sports ticket purchased is donated to a sports development fund.	A national sports development fund.	SASCOC
	Create incentives for the private sector to be more involved in the funding of sport and recreation. Consider the re-introduction of tax concessions to attract corporate to increase their sport sponsorship.	Incentive initiatives for the funding of sport and recreation. Feasibility study.	SRSA
	Explore ways to secure international donor funding to resource worthy identified sport and recreation projects in South Africa.	International agreements.	SRSA

## **POLICIES**

### **INTRODUCTION**

Over and above the policy directives already provided in the strategic focus areas and enablers, there are also other critical areas on which this White Paper will provide the a policy framework. Schematically these areas are the following:





## **SPORTS TOURISM**

Sports tourism refers to collaboration between the sports industry and the tourism industry to maximise mutual benefits.

Sport has always been an important part of society, but with the global emergence of sports tourism it has also become an increasingly important part of the economy. Sports tourism is a multibillion-dollar business and one of the fastest growing areas of the global travel and tourism industry. However, maximising the potential social, economic, environmental and political benefits requires the creative and innovative design, implementation and management of a national strategic framework.

After South Africa's re-entry into international sport, sports tourism performed exceptionally well in terms of percentage growth. SRSA acknowledges that sports tourism is one of the fastest growing sectors in the South African economy with proven economic benefits as well as the positive impact on the country in general.

Although the focus of sports tourism is more on mega sporting events (World Cups or Olympic and Paralympic Games) the significance of the economic and social successes of smaller-scale sports events cannot be overlooked. Although these may be at a lower level, they can be of considerable economic and social significance. In addition they offer a powerful incentive to market destinations. Given that they require little or no additional infrastructure investment they might be considered as offering great benefit to local communities.

The national sports tourism strategy will also encompass guidelines for the bidding and hosting of major sports events in South Africa. To avoid potential risks and to maximise benefits for the country, SRSA will take the lead in updating such guidelines. These guidelines will include the criteria for bidding and hosting as well as an events roster detailing approved as well as proposed events.

The hosting of major events in the past provided South Africa with vast opportunities to market our rainbow nation whilst the events also resulted in economic and social development. In future there will be many other international hosting opportunities for our country. Even though South Africa has successfully hosted numerous major sports events, it is imperative to have a pro-active plan aimed at hosting major international sports events post 2010. The investment made by the South African government for the 2010 FIFA World Cup needs to be sustained.

### **Key issues**

- As the leading Department, SRSA will seek to encourage and further develop amicable relations with the Department of Tourism.
- SRSA will increase its efforts to explore the benefits attached to sports tourism. In this regard SRSA will focus on the following areas:
  - Sports tourism research.
  - Strategy and policy development to provide national guidance with regards to sports tourism.
  - Bi-lateral and multi-lateral international sports agreements that could have an impact on sports tourism.
  - Use sport to position SA as sport tourism destination
  - The exchange of expertise and information.
  - Initiatives to maximise the benefits of sports tourism.
  - Organising of workshops/seminars/conferences on sports tourism.
  - The marketing of South Africa as a sports tourism destination of choice.
  - The identification of world best practices in the field of sports tourism.
- International events inevitably require Government involvement and the bigger the event, the greater the Government involvement is likely to be.
- There is a need for a coordinating mechanism to ensure that there is no duplication or conflict in bidding for events. This should include the tourism industry. Without national guidelines, the risk exists that sporting codes will compete against each other; provincial and local Governments will bid independently and the national Government will be asked to bail out organisers when things go wrong and financial shortfalls occur.
- SRSA will provide support to NFs from a Government perspective in the bidding for and hosting of approved major events in the country. This will include the coordination of inter and intra-government support required for hosting such events.
- There may also be merit in considering the development of a mechanism to assist the smaller sports to bid for and host events. In this way broad expertise can be developed, smaller sports can be assisted to promote themselves domestically and top competition can be obtained without the costs of sending teams overseas.

## **PRIORITY CODES**

To assist SRSA in its endeavour to broaden the sport and recreation participation base with limited resources, SRSA will prioritise sporting codes that have the potential to offer participation opportunities to large segments of the population. SRSA will also give priority to those sports with the best chance of success for every Rand expended. Some sports will be better developed than others. In determining the priority codes SRSA will work in close conjunction with SASCO and other role-players.

## **Key issues**

### **More people**

The criteria could include, amongst others, the accessibility of the sport (in terms of cost of facilities, equipment, fees, etc); number of clubs and registered members; transformation at all levels and the extent to which the federation contributes to Government priorities.

### **More medals**

Some sports have multiple disciplines, which mean there are more medals available. In team sports it is necessary to support all the members of the team for the chance of one medal, whereas in others multiple medals can be achieved for the same financial outlay. The criteria will be reviewed every four years. SRSA will prioritise and fund those national federations which best meet the criteria set. Information provided by the NFs on the set criteria needs to be verified.

### **Marketing opportunities**

- World-wide media coverage
- Sponsorship income
- Television rights and income
- Promoting of South Africa as a sports tourism and tourism destination with consequential word of mouth marketing.

## **TRANSFORMATION**

Transformation is not about figures. It is about the soul of the nation. It means we have to transform our minds first and see ourselves as South Africans, not as blacks and whites, men and women, with and without disability.

Since democracy in 1994 we still have a sporting environment where there is a skewed picture of sporting facilities and opportunities. As a Government we have to correct this and ensure that our national teams are representative of the total South African population. To have a real and lasting impact on our nation we cannot compete with the exclusion of certain parts of our population. With true transformation, as a country, South Africa could become an even greater force in world sport as more people have the opportunity to compete and excel.

## **Key issues**

- Transformation should cut across age, gender, disability and geographical spread

- SRSA will treat sport as a voluntary self regulatory environment with teams that are selected by independent sports federations that are voluntarily constituted and self governing.
- SRSA will fully support the notion of a winning culture in sport and will rally 100 percent behind all our national teams when competing in the international sporting arena.
- It is not the policy of Government to advocate the racial composition of national teams, nor to prescribe to NFs on how they should select their teams. National teams should be selected on merit but transformation should be implemented at school/youth levels to prepare a broad basis of athletes for participation at higher levels in future.
- In conjunction with the sports community SRSA will pursue its responsibility to accelerate transformation in sport, making sport accessible to all South Africans, making more funds available to sports development and to ensure that systems are in place that will assist talented athletes to reach their full potential.
- The logical outcome of investing more resources at a grassroots level will yield stronger and more competitive national teams for the country. Through proper development programmes by the NFs and Provincial Federations and good supporting systems, the wealth of sporting talent must be capitalised upon with representative winning athletes and teams a natural outcome.
- Transformation of teams should be from the bottom up. There should be a “catch-up strategy” in under-developed areas funded by Government so that more young people from disadvantaged areas are afforded the opportunity to unlock their potential. Government will ensure that all athletes have equitable opportunities to excel.
- Transformation is also necessary in all support systems for South African sport, including administration, coaching and technical officiating.

## **SPORT FOR PEACE AND DEVELOPMENT**

Sport and recreation is increasingly being used by UN agencies as well as international sports federations and NGOs to promote social inclusion, prevent conflict, and to enhance peace and development. Although sport alone cannot prevent conflict or build peace, it can contribute to broader, more comprehensive efforts in a number of important ways. Sports equipment provides a positive and accessible alternative for the guns of conflict.

## **Key issues**

- To fully harness the potential of sport for development and peace initiatives, it should be integrated into national policies.
- Investments and institutional capacity must be put in place to permit programmes to be scaled up nationally.
- To utilise sport and recreation as a tool to reduce crime and violence, SRSA will pursue strategic alliances with the Departments of Police and Defense and Military Veterans.

## **SPORT AND THE ENVIRONMENT**

The relationship between sport and the environment includes both the impact of sport on the environment and the impact of the environment on sport. All sports activities, events and facilities have an impact on the environment, creating an “ecological footprint”. Although sport is generally not a major cause of pollution, its cumulative impact can be significant and can include erosion, waste generation and habitat loss. As a result, the negative impact of sport on the environment should always be minimized.

It is also important for sport to be pursued in an environmentally sustainable manner, given that the deterioration of environmental conditions reduces the health, well-being and living standards of individuals and communities as well as their levels of physical activity. Factors such as waterborne, airborne and soil-borne pollutants and ultraviolet radiation impact negatively on people’s ability and willingness to participate in sport.

### **Key issues**

- Ensure that major sports events and sports goods are “green”.
- A cleaner environment can contribute to encourage people to be more connected to the natural environment and to be more physically active.
- Participation in sport also requires the provision of appropriate, safe and clean places to play, whether specific facilities or parks and open spaces. Maximising participation in sport therefore requires the creation of a clean, suitable and sustainable environment.
- Environmentally friendly initiatives such as garbage collection at major sports events can not only secure additional resources for sport but also contribute to the health benefits of a clean environment.
- The inherent link between a clean environment and participation in sport is part of what makes sport a powerful tool for communicating environmental messages and encouraging actions to clean up the environment.

## **CODE OF ETHICS**

SRSA is aware of the negative practices in sport and recreation such as the use of prohibited substances, exploitation, corruption, alcohol misuse, harassment, violence, misbehaviour of players and spectators, etc. SRSA will provide an

ethical framework with a view of creating an environment for fair play and where the rights of all people participating in sport and recreation are respected.

### **Key issues**

- The Code of Ethics needs to encompass a set of principles and norms to which the sport and recreation community can be held accountable.
- The Code of Ethics can also be used as a point of reference when dealing with disciplinary procedures against members who brought our sport and recreation in disrepute.
- Where applicable, misconduct will also be dealt with in accordance with the National Sport and Recreation Amendment Act.

### **DRUG FREE SPORT**

The on-going battle to eradicate the use of illegal substances by sports people remains a challenge for SRSA and the relevant role-players. SRSA fully subscribe to the global fight against doping in sport - a fight aimed at promoting the values of fair play, honesty and good health in sport. There can be no glory or sense of achievement in winning through drugs.

South Africa will continue to be an active member of the World Anti-Doping Agency (WADA) subscribing to its vision of *“a world that values and fosters doping free sport”*.

SRSA will work closely with the South African Institute for Drug-free Sport (SAIDS) to ensure that all South African sports organisations and federations comply with the directives of SAIDS following South Africa’s endorsement of the World Anti-Doping Code and the UNESCO convention on anti-doping.

### **Key issues**

- An area of concern for SRSA that needs to be addressed in conjunction with SAIDS are new substances that are constantly being developed and the subsequent need of SAIDS to become more sophisticated in its ways of testing, the trafficking of prohibited performance enhancing substances.
- Another area of concern is the problem of South Africa that becomes increasingly a destiny of choice and the critical impact that substance abuse could play in the development of our young people.
- Schools should make use of SAIDS to access WADA’s education programmes on the danger of drugs.
- The seriousness of drug abuse should be emphasised – it could kill you.

### **DEMARCATATION OF ROLES AND RESPONSIBILITIES**

This White Paper and the subsequent National Sports Plan shall be developed in wide consultation with all relevant role-players. However, to have a national

impact, it is important that all sporting entities in the country align their strategic planning with the national framework. When developing its strategic direction, SRSA shall identify the key areas where sport and recreation can contribute to national priorities. Similarly the recognised sporting structures at all levels must identify the areas where they can contribute to achieve national strategic objectives.

After consultation SRSA will also identify a specific theme for each year that should be vigorously pursued by all role-players. Only if all role-players in South Africa work towards the same strategic objectives will we as a country be able to have a positive impact on the South African sport system.

The success of sports development in South Africa is dependent on the smooth operation of a system with clear definition of authority, responsibility and accountability combined with seamless progression. There must be one driver and one direction and this must be consistent with Government policy.

The following paragraphs outline the broad areas of responsibility allocated to specific role-players. For the complete summary of the demarcation of roles and responsibilities see Annexure A.

## **GOVERNMENT STRUCTURES**

The Constitution requires that the legislative and executive authority of different spheres of Government operate within a framework of cooperative governance. SRSA will take overall responsibility for sport and recreation in South Africa and establish the appropriate enabling environment to ensure that activities undertaken by other stakeholders are coordinated, uniform and effective.

### **National Government**

#### **Role of the national Minister responsible for sport and recreation**

The Minister of Sport and Recreation is the custodian of sport and recreation in South Africa. The Minister has the legislative powers to oversee the development and management of sport and recreation in the country. The Minister is therefore the principal authority of Government with regards to all sport and recreation matters.

#### **Role of SRSA**

For South Africa to be successful in sport and recreation, it is essential that there be one authority charged with the responsibility to develop, coordinate and monitor a comprehensive system established in accordance with a broadly agreed national strategy. SRSA is assigned this responsibility and must ensure that the required sports development system is in place and fully operational.

All activities of SRSA will be guided by the National Sport and Recreation Amendment Act. SRSA is fundamentally a facilitator and regulator. The main responsibility of SRSA is to develop legislation, regulations, national policies and guidelines for sport and recreation in the country. SRSA will ensure that effective partnerships are in place with other implementers of sport and recreation such as Provinces and Municipalities as well as SASCOC and National Federations.

Furthermore, SRSA will support those responsible for delivery with available resources and other support. SRSA will also oversee the implementation of projects and evaluate results to ensure that it delivers value for public funding as well as to feed back into policy development.

SRSA will work closely with the Minister in its role in facilitating inter-departmental and international relationships.

SRSA will enter into service level agreements with National Federations (NFs) to be able to oversee and monitor the implementation of policies by the NFs in the country.

### **Provincial Government**

The organisation, management and control of provincial sport and recreation is a provincial competence. At the provincial level the Member of the Executive Council (MEC) and the provincial departments of sport and recreation are charged with the responsibility of:

- Promulgate legislation that provides norms and standards at local municipal level.
- Developing policies within the context of the national sport and recreation policy, with the principal agents being the provincial federations.
- Implementing and monitoring sport and recreation policies within the provincial framework.
- Developing sport and recreation in the province holistically.
- Building relations with identified stakeholders with a view of developing sport and recreation in the province.
- Assisting and guiding provincial and regional academies in line with national directives with a view of providing support for provincial level athletes and for those national athletes living and training locally. The respective roles between SASCOC and the provinces must be defined in formal agreements.
- Facilitate and support the provincial confederation to deliver on its mandate.
- Funding of recognised sport and recreation entities in the province supporting the coordinated approach taken by SRSA.
- Facilitating the building, upgrading, maintenance and management of sport and recreation facilities in conjunction with local authorities.
- Hosting provincial sport and recreation events and supporting national and international events.

### **Local Government**



The local authorities have the following roles:

- Policy development at local level.
- Implementation and monitoring of sport and recreation policies.
- Funding of its principal agencies viz, clubs and individuals.
- Building, upgrading, maintenance and management of infrastructure for sport and recreation in municipalities, metros and districts.

## **NON GOVERNMENT ORGANISATIONS**

### **National**

#### **Role of SASCOC**

SRSA supports one national governance model to serve as a multi-sports organisation to avoid duplication and waste of resources. SRSA recognises the South African Sports Confederation and Olympic Committee as the only multi sports organisation in the country.

To maximise service delivery and to avoid any duplication, a service level agreement must be signed annually between SRSA and SASCOC outlining the services to be delivered, as well as targeted outputs, by the respective parties.

SASCOC will be held responsible for all activities and responsibilities assigned to the organisation as outlined the NSRA. The key area of responsibility of SASCOC is the development, implementation and monitoring of a high performance programme for our national athletes. Furthermore it will be responsible for the selection and preparation of all South African teams taking part in multi-sports events.

The concept of Team South Africa has been advanced, with the objective of achieving a unified approach to the organization and management of South African teams in multi-sports events.

SASCOC will also be responsible for:

- Ensuring compliance with the laws of the country, rules and regulations.
- Ensuring that government priorities and the policies as outlined in the White Paper are met and implemented by itself and its members.
- Managing and controlling affiliation of organised sport at international level.
- Determining affiliation criteria and managing the membership of its members.
- Developing a business plan and ensuring that business plans are in place for all its members.
- Ensuring good governance of itself and its members.
- Managing conflict resolution amongst members.
- Facilitating the mobilisation of resources for itself and members.

- Ensuring that resources are accounted for according to accounting principles.
- Managing the awarding of national colours.
- Establishing and managing Provincial Sports Councils in all nine Provinces.

### **Role of National Federations (NFs)**

SRSA acknowledges the autonomy of NFs with regards to the administration of sport and recreation in South Africa. However, this autonomy should be executed within the framework of the national White Paper on sport and recreation and on the understanding that much of the NFs funding is derived from Government.

SRSA recognises that NFs are at the centre of the sport system and are the main custodians for the development of their sport. They must know their particular sport and the requirements of their athletes. The primary focus of the NFs must be the welfare and performance of their athletes. NFs must accept ultimate responsibility for the success or failure of their sports.

Each NF must develop a strategic plan outlining its goals and the activities it will pursue to achieve those goals. The performance indicators for the individual NFs should be related to the identification and nurturing of talented participants in their sport, club development, transformation and the continuous improvement in international rankings. In this regard each NF should appoint a head coach. This person should have the responsibility for establishing a national training programme for the sport and for identified individual athletes.

Funding of NFs from SRSA will be based on the achievement of identified results and the signing of a service level agreement in respect of mutually agreed programmes.

## **Provincial**

### **Role of Provincial Sports Councils**

The responsibilities of SASCOC shall be applicable where it is necessary to all provincial sport confederations.

### **Role of Provincial Federations**

The development of sport at the provincial level is very important because this level is closest to the community and because this is where the champions of the future will be found.

At a provincial level, the focus will be on the development of sport at the sub-elite level. At this level responsibility must also be taken for community sport and recreation. This gives provinces the responsibility of fostering sport at the sub-

elite level, concentrating on the development and training of provincial teams in the interests of providing the highest possible level of competition domestically.

## **CONCLUSION**

It is important to emphasise that an increased and focused commitment at all levels of sport would be advantageous since this could reap great health, economic, social and international benefits. This being the case, the South African Government must surely consider expenditure on sport and recreation as a worthwhile, indeed, necessary investment in the future of our country and its people.

## **ANNEXURE A: DEMARCATION OF ROLES AND RESPONSIBILITIES**

To be finalised after approval of the White Paper.