

Sports, Public Health and Integration. The South African Experience

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Sports, Public Health and Integration. South African Experience

Outline

- Institutional University Cooperation
- Global Standing of Sport
- Sports Pre-1994
- Sports Post-1994
- More Than A Game
 - Public Health
 - Economic
 - Global Leadership
- Legacy



Co-Operation

Multilateral

- 2011: K.U. Leuven co-ordinator of 'Erasmus Mundus Action 2 for South Africa'
 - Involves: 8 European and 5 South African universities
 - 106 participants from South Africa to Europe
 - Offering Scholarships for MA & Phds

Bilateral

- 2003-2012: K.U. Leuven & University of the Western Cape (UWC) Context of VLIR-UOS (Vlaamse Interuniversitaire Raad-Universitaire Ontwikelingssamenwerking)
- Collaborative Research in:
- Sports Sciences for Development
- Water for Ecological Sustainability
- Multilingualism and Cities in Transition
- Biology and Medical Sciences
- Institutional Development
- Student Quality of Life



It's Possible

Co-operation

Bilateral

- 2010: K.U. Leuven & UWC collaboration: Interdisciplinary Center of Excellence for Sports Science and Development
- 2009: K.U. Leuven & Stellenbosch University coop on performance and elite sports (incl. Biomechanics, Exercise Physiology, training of athletes)
- 2007: K. U. Leuven & Free State Education Dept: Early Childhood Development Centre for experience-based Teaching

Trilateral

2009 – 2011: K. U. Leuven & University of Zimbabwe & UWC:
 Integrated ecological and hydro geological study of anthropogenic impacts on the Lower Runde River System (Zimbabwe)



A GLOBAL LANGUAGE

- Today Sport part of 27 UN Agencies' efforts & Contributor to MDG Goals
- 2001:1yr after MDGs established: Special UN SG Advisor on Sport for Development & Peace appointed
 – Adolf Ogi (former Swiss President)
- 2003 UNGA passed Resolution 58/5 on topic:
 "Sport as means to promote education, health, development & peace"
- 2005 International Year for Sport & Physical Education



Sport

"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 previously there was only Despair".

Nelson Mandela

Pre-1 9 9 4

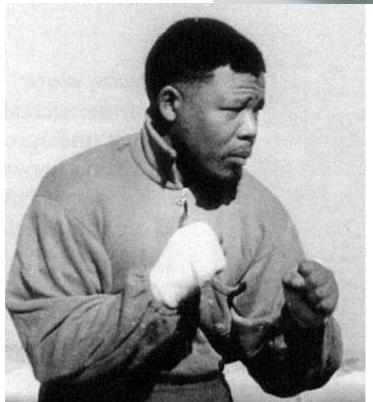
- 1956: Apartheid "sports policy" of Government announced
- 19 58: Non-racial South African Sports Association (SASA) formed
 Main objective: to work for "the full and direct international recognition of all South African sportspersons and for the right of 'non-whites' to represent South Africa if and when qualified to do so."
- Tool of "Sports Boycott" in Struggle Against Apartheid
- Raised awareness against apartheid
- Between 1964 & 1992, SA unsuccessfully tried to regain entry & presence in international sport



Struggle for Freedom



- Apartheid: colonialisation of a special kind – coloniser within
- Robben Island Makana Soccer League honorary Fifa member





Role in Struggle for Democracy

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•	19 61	Expulsion by FIFA from international football
•	1964	Exclusion from the Tokyo Olympics
•	1970	Expulsion from International Olympic Committee

• 1977 Efforts by campaigners endorsed by Commonwealth (Gleneagles

Agreement) & further codified

19 85 UN International Convention Against Apartheid in Sports

SA selectively banned from much of Test Match Cricket

SPORTS BOYCOTT THE MOST OBVIOUS SIGN TO THE PUBLIC THAT THE WORLD DID NOT APPROVE OF THEIR COUNTRY'S POLICIES.



It's Possible

TRANSITION

- 1991: Football became the first fully racially unified sport in SA, quickly followed by rugby, cricket, & golf
- 1992 South Africa was re-admitted to the International Olympic Committee
- TR C was established as part of the negotiated agreement during the transition in South Africa
- Sport unifying role against the back drop of TRC



SOUTH AFRICA POST-1994

Contribution to Global Leadership and Reconciliation





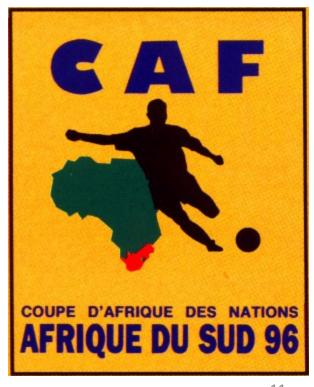


South Africa Returns

• 1996 AfCon Champs

•1995 Rugby World Cup Champs

•2007 Rugby World Cup Champs



MAJOR SPORTING CODES

Rugby / Swimming







Soccer / Cricket



MAJOR EVENTS







OLD MUTUAL TWO OCEANS





SPORT PERSONALITIES

World Class Athletes







It's Possible

MORE THAN A GAME Public Health

- Sport Good for physical and mental health
- Mental upliftment of the nation, eg. World Cup
- Sport can reduce health risk change behaviour amongst the youth
- Contribution to Sports Science



It's Possible

MORE THAN A GAME Public Health

COMMUNITY LEVEL

- Government reviving School Sports in Curriculum
- Mass Community
 Participation Program
 Model activity hubs
- X Generational Community sport - Soccer Gogo initiative



MORE THAN A GAME Economic Impact

Jobs Infrastructure

World Cup - catalyst for: R33-billion invested in

preps for the World Cup –

Expanding Skills long-term Development

Development & Plan for South Africa

Employment Creation



MORE THAN A GAME Economic

GDP

- Over 309 000 tourists, spending around R3.6billion; 95 % promising to visit
- 2010 to help SA "ride" the storm posed by financial crisis

Infrastructure (cont...)

- Upgrade of facilities to meet the demand – lasting legacy
- Recreational & health facilities ungrades



MORE THAN A GAME Contribution to Global Leadership

'9 5 Rugby World Cup

- Lessons in Reconciliation
- Nation-Building
- National Identity & Patriotism
- Invictus & the World Bank Leadership Development
- Mandela Day 18 July 2011
 - Invictus Screening



LEGACY



Series of initiatives since 2005 including 2010 Fifa World Cup Legacy Trust:

- 1 Goal Education for All inititiative – to deliver education to 72mill children
- 11 for Health Campaign

LEGACY



Series of initiatives since 2005 including 2010 Fifa World Cup Legacy Trust:

African World Cup:

20 Football for Hope
 Centers in Africa – football
 mini-pitches, classrooms,
 healthcare facilities for
 youth

LEGACY

"We have as a Government and the Nation at large, pledged that the World Cup will leave a proud legacy from which our children and our communities will benefit for many years to come" President Jacob Zuma



THANK YOU



It's Possible