



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



It's Possible

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 Ontwikkelingssamenwerking)
- **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



It's Possible

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
- 1958: 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



It's Possible

Struggle for Freedom



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



It's Possible

Role in Struggle for Democracy

- 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- 1 9 9 4

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



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



It's Possible

MORE THAN A GAME

Economic Impact

Jobs

World Cup - catalyst for:

Expanding Skills
Development &

Employment Creation

Infrastructure

R33-billion invested in
preps for the World Cup –
long-term Development
Plan for South Africa



It's Possible

MORE THAN A GAME

Economic

GDP

- Over 309 000 tourists, spending around R3.6-billion; 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 upgrades



It's Possible

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 initiative – 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