



9.3 GEORGE SPORT POLICY (1777) KNK/ H

PURPOSE

To obtain approval from the Council for the adoption of a George Sport Policy in the 2007/2008 financial year.

BACKGROUND

The Sport Section: Directorate Management and Administration was established in 2003/2004 financial year. The Sport unit was based on broad Sport Policy guidelines and objectives; inclusive of the upgrading of facilities and infrastructure, maintenance of sport fields and development.

A Sport Development Officer was appointed on 1 October 2003 to initiate, manage, monitor, oversee and administer sport development and related activities.

The abovementioned sport framework, pertained to the five (5) targeted sport facilities i.e. Blanco, Pacaltsdorp, Rosemore, Thembalethu and Touwstraten.

George Sport club received as the sixth non-targeted Sport club, mainly financial support, annually, based on the required infrastructural needs analysis.

This methodology is informed by Council's legal obligations contained in relevant sections of the Municipal Finance Management Act (MFMA) of 2003.

Various sport seminars, workshops and meetings where since November 2003 regularly held, with public and private sport stakeholders.

The objective outcome of the Sport Consultative process envisaged is a sustainable, coherent, inclusive Sport Policy.

A range of sport relationships has been built with sport interest groups on international, national and local level.

This include Sport departments, federations, associations, schools and clubs.

A Significant amount of Lottery Funds were spent on the George Municipal Sport assets, particularly at the Blanco, Pacaltsdorp and Rosemore Sport grounds

George Municipality partnered the SWD Rugby and SWD Cricket federations in Sport upgrading projects, which were Lottery funded, in the 2004/2005 and 2005/2006 financial years. This added considerable value to the Sport asset base.

MINUTES CONTINUATION OF ADJOURNED ORDINARY COUNCIL MEETING 23 SEPTEMBER 2008

George Municipality has since 2003/2004 financial year undertaken and implements a sportplan which would establish the City of George as the Sport Mecca, without a formal Sport Policy.

This Local Authority needs to approve a Sport Policy which would underpin its Sport Development and upgrading strategies, also including annual facility maintenance.

Such a Sport Policy would be linked to the IDP and aligned to Council's Spatial Development and Environmental Management Plans.

MOTIVATION

A George Sport Policy need to be adopted by Council, to guide and steer all sport development activity, in its communities, on professional, amateur and school level.

George has in recent years steadily developed into the Sport Mecca of the Garden Route, hosting a number of International and National sport events.

The aforementioned include amongst others the Presidents Cup 2003; the IRB Sevens Rugby Tournament, which is since 2002, annually held; the Super Twelve Rugby match between the Stormers vs ; Queensland Reds in 2002; The Outeniqua Wheelchair Challenge which is been held annually since 2002.

Thousands of sport tourists from across the Globe and South Africa have visited George particularly since 2002.

The increase in services, goods and people has stimulated local business activity and economic growth.

George Municipality has also undertaken special sport projects with the view to strategically market and positioned the City of George as an sport destination.

The above includes, the Outeniqua Park, Floodlight System which was built (2004/2005 and 2005/2006 financial years) at an approximate cost of R6 600 000.00 (six million six hundred thousand rand) and the George Swimming pool which was built (2005/2006 and 2006/2007 financial years) at an approximate cost of R 9 500 000, 00(nine million five hundred thousand rand).

Forty (40) Secondary and Primary Schools participate in numerous multi coded sport events in winter and summer, to which George Municipality contributes (via existing Sport club structure which manages its sport fields and terrains if and when officially required.

MINUTES CONTINUATION OF ADJOURNED ORDINARY COUNCIL MEETING 23 SEPTEMBER 2008

The five targeted Sport clubs, George Sports club and so including a number of non - targeted sport activities are submitting on regular basis, with request to utilize Municipal Sport infrastructure and also maintenance support.

A George Sport Policy, which Council should adopt in the 2007/2008 financial year, will address most sport related needs.

Such a Sport Policy once approved should be revisited and reviewed annually, to be informed by relevant sport developments.

Find attached herewith a Sport Policy Document as Annexure "A".

FINANCIAL IMPLICATION

No financial implication is applicable in the drafting and approval of a George Sport Policy.

OPSOMMING

George Munisipaliteit het in die 2003/2004 finansiële jaar 'n Sport Afdeling tot stand gebring, wat vir die opgradering van fasiliteite en infrastruktuur, asook die onderhoud van Sport gronde en ontwikkeling verantwoordelik sou wees.

'n Sport Onwikkelings Beampte is met ingang 1 Oktober 2003 aangestel om die bestuurs, moniterings, oorsig en onwikkelings funksies te vervul.

Hierdie sportraamwerk maak voorsiening vir sport ontwikkeling en opgradering, spesifiek t.o.v die vyf (5) geoormerkte Sportklubs nl Blanco, Rosemore, Pacaltsdorp, Thembalethu en Tourwrannten, asook 'n sesde (6) nie geoormerkte Sportklub, nl George Sportklub.

"n Reeks sportvennootskappe is met verskeie sportinstansies en rofspelers gesluit. Groot skaalse sport projekte soos die ontwikkeling van die Outeniqua Park spreiingsteisel, asook die bou van die George Swembad is onderneem en voltooi.

Internasionale en nasionale sport byeenkomste is veral vanaf die 2002/2003 finansiële jaar met groot sukses te George aangebied.

Bogendeemde prosesse is onderneem sonder die voordeel van 'n formele George Sport Beleid.

'n George Sport Beleid moet in die 2007/2008 finansiële jaar, met in begrip van 'n regstreekse GOP verbinteniss, asook die Raad se ruimtelike ontwikkelings en omgewingsbestuursplanne, goedgekeur word.



MINUTES CONTINUATION OF ADJOURNED ORDINARY COUNCIL MEETING 23 SEPTEMBER 2008

RECOMMENDATION

- (a) that George Sport Policy document be submitted to the Mayor- in – Committee for consideration;
- (b) that the George Sport Policy Document be referred to Council for it's approval.

AANBEVELING

- (a) dat die George Sport Beleids dokument aan die Burgemeester-in-Komitee vir oorweging voorgelê word;
- (b) dat die George Sport Beleid aan die Raad vir goedkeuring voorgelê word.

AMACEBO

- (a) kukuba Umgago-nkqubo Wezemidlalo WaseGeorge ungeniswe Kusodolophu Wesebe Lombuso Elilawulayo Kwikomiti ukuze ucingwe;
- (b) Kukuba Uxwebhu LoMgago-nkqubo Wezemidlalo WaseGeorge ubhekiswe kwibhunga malunga nokuvunywa kwawo.

RESOLVED

that the George Sport Policy be approved.

[AMM]



AGENDA ORDINARY COUNCIL MEETING 17 SEPTEMBER 2008

ITEM 9.3 ANNEXURE "A"



GEORGE MUNICIPALITY

SPORT POLICY



COMPILED: JUNE 2008



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SPORT POLICY FRAMEWORK



THE STRATEGIC POLICY OF GEORGE MUNICIPALITY ON SPORT AND RECREATION:

A HOLISTIC OVERVIEW AND DEFINITION:

1. INTRODUCTION

This policy seeks to provide a holistic view of sport, what it is, why it is needed and how it can be structured to set a framework within which its potential should be further harnessed for the good of the George Community.

2. MISSION AND VISION STATEMENT:

2.1 MISSION STATEMENT

The George Municipality commits itself to the delivery of quality, sustainable and affordable sport services to significantly contribute to the reconstruction and development of the George Community.

Five Basic Principles, which form the framework for addressing the relevant issues, have been identified, viz the following:

- (i) Development should be demand-driven;



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- (ii) Initiatives should be Community-based
- (iii) Sport and Recreation is a human right;
- (iv) Integrated Development (i.e. the link between sport and other sectors e.g. tourism, economic development and social development) and;
- (v) Environmental Integrity.

2.2 VISION STATEMENT

The George Municipal Area of Jurisdiction practices social justice in a culture of public participation guided by an efficient, accountable, non-racial, non-sexist municipality that focuses on sustainable environmental, social and economic development promoting the quality of life of all its communities in a secured, safe and tourist friendly environment.

3. DEFINING SPORT AND RECREATION

The Department of Sport, Recreation, Arts & Culture in its draft White Paper, "Sport and Recreation in South Africa" defines sport as follows:

SPORT: is defined as any activity that requires a significant level of physical involvement and in which participants engage "competitively" in either a structured or unstructured environment for the purpose of declaring a winner through not solely so, or purely for relaxation, personal satisfaction, physical health, emotional growth and development.

RECREATION: is a guided process of voluntary participation in any activity, which contributes to the improvement of general health, well-being and the skills of both the individual and society.

This definition is broad, covering the aspects of leisure and recreation and is accepted as the basis around which the policy will be built and developed.

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3.1 CONSTITUTIONAL RESPONSIBILITIES:

The provision for sport and recreation is regarded as part of the core business of this municipality and is in line with the legal requirements as stipulated in the Constitution, the Local Government Transition Act, read with the Second Amendment Act, the Municipal Structure's Act 117/1998 and System's Act, Act 32/2000. In line with the corporate priorities and the White Paper on Sport and Recreation, sport and recreation programmes are being utilised as a vehicle to address inequalities, anti-social behaviour and build capacity in areas of poverty and social disintegration. Sport and Recreation is a vital development tool to maximize social development, via the provision of sport facilities and programmes, which address the social needs of all members of society, but especially that of youth, women, the disabled and other marginalized groups within our diversified communities.

The constitution states in section 156(1) that a municipality has executive authority in respect of, and has the right to administer local government matters listed in Part B of Schedule 4 and Part B of Schedule 5. Functions regarding local sport facilities are contained in schedule 5, Part B, and refer to the provision, management and or any sport facility within the municipal area.

This, read with the Second Amendment Act, Municipal Structures Act, 1998 (Act 117 of 1998), Municipal Systems Act, 2000 (Act 32 of 2000) Sport Commission Act, 2000 and the Municipal Finance Management Act, 2003 (Act 56 of 2003) stipulate the provision of sport and recreation as part of the core business of the George Municipality.

In line with the corporate priorities and given legislation on Sport and Recreation, sport and recreation programmes are being used as a vehicle to address inequalities, anti-social behaviour and build capacity in areas of poverty and social integration.



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3.2 LEGAL SPORT FRAMEWORK

George Municipality has, in terms of the delivery of social development services as prescribed in legislation, the right and the obligation to provide the relevant framework and guiding principles within which to implement its sport policy.

3.3 NATIONAL AND PROVINCIAL SPORT AND RECREATION RELATED GUIDELINES

The approach to sport and recreation needs to be based on the George area, its value system, geography, communities, history and heritage. The George Municipality Sport and Recreation Policy are required to be responsive to regional, provincial, national and international influences.

George Municipality recognises that an effective system for the coordination and liaison in sport and recreation is essential. An integrated approach to the marketing, promotion and development of sport and recreation in the Western Cape is followed. It is important to understand, endorse and honour the provision framework. This needs to form the cornerstone of reasoning for the George Municipality Sport and Recreation Policy.





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4. GEORGE MUNICIPALITY: SPORT AND RECREATION POLICY

Sport is a lifelong experience and is regarded by International trends and practices as a continuum. To gain the benefits of sport as individuals, communities and as a nation, sport must be viewed as a developmental continuum on a number of levels, interrelated with each other and the whole dependant on the sum of each of its parts.

The Sport Development Continuum recognizes four levels:

- Foundation
- Participation
- Performance
- Excellence

These four level hierarchies are based on the following principles:

- sport is a human activity applicable to all ages and must be addressed as such;
- sport meets human needs and humans will always endeavour to fulfil these needs;
- sport, like other human activities, is strongly influenced by role models (people follow others more successful than themselves);
- all human beings have some potential and to harness this potential requires a total approach.

What does each level imply?

Foundation:

- Basic physical education at school instilling a desire for exercise within children as the basis for sport.
- Building capacity to train and teach sport



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- Creating systems to be able to deliver sport (i.e. engage people in sport)
- Motivating people to aspire to higher ideals.

Participation:

- Creating awareness of sport and its opportunities.
- Making opportunities accessible through planning.
- Building capacity to train and educate those participating in sport.

Performance:

- The need to develop an attitude that recognizes performance.
- Increase an focus of resources
- Support for appropriate coaching capacity
- Support for establishment of specialist services
- Establishment of appropriate structures.

Excellence:

- The need to develop attitude that recognizes excellence.
- Increase and focus of resources.
- Establishment of excellence programmes e.g. NOCSA, S.A. Sport Commission's high performance programme.
- Support for appropriate coaching capacity.
- Support and establishment of specialist services e.g. sport, science and medicine.
- International exchanges, cooperation and assistance.



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4.1 PURPOSE AND SCOPE

The George Municipality's IDP intimates that sport and recreation facilities are needed, all sporting codes had to be accommodated in areas and open areas need to be identified and developed, and that such facilities should be developed and maintained in an equitable manner and on a cost effective basis.

4.2 CORE OBJECTIVES OF SPORT AND RECREATION POLICY

4.2.1 Specific Objectives in Respect of Sport Facilities:

- Identification, formalisation, prioritisation of five (5) targeted sport facilities, i.e. Blanco, Pacaltsdorp, Rosemore, Thembaletlu and Touwsraan; George
- Upgrading, maintenance of targeted sport asset base and infrastructure:
- Assist in developing community administrative and managerial capabilities to sustain sport service delivery;
- Provision of secured sport environment;
- Maintenance of sport fields and infrastructure;

4.2.2 Objectives in Respect of Sport Facilities:

- Ascertaining the needs of facilities;
- Provide and facilitate the provision of facilities;
- Developing an affordable implementation programme, based on an evolving sport partnership;
- Focussed aforementioned assistance towards concentrated upliftment of sport and recreation in disadvantaged communities;

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- Stimulated sport tourist marketing by attracting national and international events;
- Ensuring optimal facility usage;
- Supporting community awareness campaigns on the responsibility towards facilities in the areas.

4.2.3**Objectives in Respect of Sport development**

The implementation of the Sport and Recreation Policy also means:

- Recognising talent in all communities;
- Recognising the potential of women and the disabled to advance latent talent;
- In support and co-operation with relevant stakeholders, driving talent identification and a Centre of Excellence programmes need to be encouraged and developed.

4.3 STAKEHOLDERS

The following Stakeholders were identified for possible partnership:

- 4.3.1. George Municipality (Councilors and Officials)
- 4.3.2. Eden District Municipality
- 4.3.3. The Department for Cultural Affairs, Sport and Recreation of the Western Cape
- 4.3.4. The National Department for Sport
- 4.3.5. The Official National Governing Bodies for the individual sporting codes
- 4.3.6. Provincial or Regional Structures of National Governing Bodies
- 4.3.7. Umbrella associations for more than one sporting code
- 4.3.8. Sport clubs in George for the various sporting codes
- 4.3.9. Schools in the greater George Area
- 4.3.10. Existing Sponsors/donors



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- 4.3.11. the Nelson Mandela Metropolitan University (NMMU)
- 4.3.12. the Community of George
- 4.3.13. International Bodies for the different sponsoring codes (FIFA, IRB, etc.)

4.4. ROLES AND RESPONSIBILITIES OF SPECIFIC STAKEHOLDERS

4.4.1.

George Municipality:

The roles and responsibilities of George Municipality can be seen as one of leadership, facilitator and provider.

George Municipality's primary functions are:

- Develop a policy framework;
- Make sport and recreation accessible to all people;
- Maintain current infrastructure;
- Create infrastructure together with central Government financial support.
- Recognise the sport council/club as the basic unit of sport and recreation; locally;
- Ensure the existence and availability of programmes that develop human resource potential in sport and recreation;
- Effect international agreements in concert with provincial and national SRSAs.

The legal obligation and remit of George Municipality are to:

- Develop opportunities for participation in sport and recreation;
- Identify and develop sporting use of existing non sport and sport facilities, i.e. community/sport halls, open spaces and outside areas;
- Assist existing sport club development, i.e. Affiliated, targeted sport clubs/councils;



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	<ul style="list-style-type: none"> ▪ Assist existing sport club development, i.e. affiliated, non targeted sport clubs; ▪ Develop local non-affiliated, non-targeted sport culture, i.e. sport club at school sites, holiday sports and recreational programmes; ▪ Seek new sustainable partnerships on sport development at grassroots level. 	
	<p>The core roles and responsibilities assumed by George Municipality include:</p> <ul style="list-style-type: none"> ▪ Policy formulation, planning, co-ordination to promote sport and recreation; ▪ Addressing the needs of all communities via targeted sport clubs/councils; ▪ Developing sport partnerships also with non-targeted sport clubs, councils, federations, associations, formations based on its merit; ▪ Promoting the principle of subsidiary where co-ordination is not executed at local level. 	
	<p>Facilitation role:</p> <p>George Municipality needs to facilitate the preparation of a sustainable SPORT PLAN based on developing an adequate database, an audit of facilities and needs to assist with ongoing strategic planning. Facilitation includes the creation of a conducive environment, stimulating tourism for development of sport and recreation in the George area, ensuring co-ordination of support services and facilities at all levels of sport, including professional sport to prosperity.</p>	
	<p>Provision role</p> <p>George Municipality needs to provide all municipal facilities, targeted and non-targeted, directly and indirectly, to all participants. Provide funds based on merit for the creation and upgrading of basic, multi purpose</p>	



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sport and recreation facilities. Maintain and upgrade multi purpose sport and recreation facilities, maintain facilities, promote sport and recreation activities at the facilities created.

4.4.2.

George Sport Council:

The development of the George Sport Council has been identified as a strategic instrument, which will play a key role in implementing the policy. It needs to focus on *inter alia*:

- A common voice for sport;
- Need for a central information source;
- Need for a co-ordinating body;
- A communication mechanism;
- A platform disseminating strategic information between community sport leadership and Council.

Structure and Representation

- Targeted sport clubs, council (five);
- Non-targeted sport club, council (one only);
- USASSA - George area;
- Councilors;
- City officials

Representation: Observer status

- Sport organisations, federations and associations;
- Grass root sport and recreation section;
- Informal sport and recreation sectors;
- Non-targeted sport clubs/councils;
- Local Sport forum,
- Representation
 - Targeted sport clubs - 20 in total

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	<ul style="list-style-type: none"> ○ Non-targeted sport clubs - 2 ○ Federations and associations - 3 each ○ Organised business - 1 ○ Councils - 3 ○ Municipal officials - 2 	
	<ul style="list-style-type: none"> ▪ Women, disabled people and black representation ▪ Structures rather than individuals represented ▪ Subcommittees - all clubs/federations etc fully represented with proposed elected representation on Sport Council ▪ Also represented on AGM ▪ Chairperson chairs on council during specific sessions ▪ Term of office <ul style="list-style-type: none"> ○ Evolving – take changing environment into consideration, e.g. Increase in targeted sport clubs etc ○ Revolving – bi-annually ○ Continuity - 50% re-elected ○ Maximum two terms of two years each – 4 years ○ Decision making procedure through voting or consensus where applicable ▪ Proposed portfolios <ul style="list-style-type: none"> ○ Executive (Chair/vic-chair) ○ Financial services ○ Liaison Officer ○ Maintenance ○ Development ○ Fundraising ▪ Purpose <ul style="list-style-type: none"> ○ Facilitate council's sport policy and objectives ○ Feasibility studies ○ Make recommendations ○ Advisory capacity ○ Accountability to: <ul style="list-style-type: none"> ➢ Tax payer 	



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GRANT SPORT POLICY

- > Council
- > Constituencies

Accessibility: All sport and all communities

- Representative and integration of all sports, inclusive of race, gender, disability;
- Representatives of previously disadvantaged communities;
- Promotion of disadvantaged and disabled persons participation on sport and recreational activities;
- Utilisation of sport persons and community structures in nation building.

Local Sport forum need to represent:

- Sport development programmes;
- Accessibility, establishment, financing and impact of sport academies, centres of sport excellence;
- Relationships and partnerships between Provincial department of sport and recreation, the standing committee on sport and Local Government sport structures.

Sport clubs/councils

- Six targeted clubs on Council's policy objective and one non-targeted club, council;
- Non-targeted clubs and evaluating council policy objectives;
- Implementation, action plans and steps;
- Capacity building: administrative and managerial programmes, e.g. primary vehicle for talent identification;
- Providing social and sport support structures.



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4.5 PRIMARY FOCUS OF THE SPORT POLICY

The Primary focus should be:

- 4.5.1 To retain International, national and provincial tournaments and events already established in or associated with George, i.e. the International 7's Rugby Tournament, the Varsity Cup Rugby Tournaments, the Presidents Cup Golf Tournament, and the Outeniqua International Wheel Chair Challenge.
- 4.5.2 To contribute to the growth of such events as a sponsor or a donor or in any other manner.
- 4.5.3 To promote George as a sports mecca to applicable national sport structures in order to attract more international, national or provincial tournaments or events.
- 4.5.4 To develop or upgrade in a cost effective and sustainable manner sport facilities in George area to meet international, national and /or provincial standards in order to qualify for hosting of such events.
- 4.5.5 To maintain existing and future sport facilities as required by the Municipal Finance Management Act.
- 4.5.6 To recognize the value of sport as marketing tool and aligning it with strategic municipal plans in terms of marketing, communication and tourism development.



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4.6	<u>LEVEL OF SERVICES TO BE PROVIDED</u>	
4.6.1.1	<u>Facilities currently utilised for International, National and Provincial Tournaments or Events:</u>	
	Applicable facilities should be suitable for the specific tournament or event in terms of the standard requirements set by the particular governing body.	
4.6.2	<u>Other Facilities</u>	
	In respect of facilities used by clubs or communities the following grading system should determine the level of services:	
	Grade 1 - this grade refers to a basic facility which has a grassed field and which is fenced. The grass of such facilities needs to be cut regularly and the fence needs to be inspected for damage regularly.	
	Grade 2 - this grade refers to a sports complex with more than one grassed field, with flood lights, a clubhouse and a fence. The grass of all facilities need to be cut regularly, and the building, the lights the fence need to be inspected to ensure that they are in good working order.	
4.7	<u>USAGE AND MANAGEMENT OF FACILITIES</u>	
4.7.1	Grade 1 facilities -	
	George Municipality will assume full responsibility for the maintenance of such facilities and the usage of such facilities will be determined by the Municipality in consultation with organised sporting codes wishing to make use of the particular facility.	



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4.7.2

Grade 2 facilities –

The Municipality may enter into an agreement with a particular organised sporting code or codes in respect of the management and maintenance of such facilities.

4.7.3

In respect of facilities being used for international, national or provincial sport tournaments or events, the Municipality may enter into an agreement with the national or provisional governing body of a particular sport in respect of the usage, the management and/or the maintenance of such facilities.

4.8

FINANCIAL CONSIDERATIONS

George Municipality provides the financial resources required to implement its sport policy on an:

- (i) Operating budget;
- (ii) Capital budget basis.

Funds are being made available annually via operational budget to finance:

- (i) Staffing
- (ii) Maintenance of sport assets base i.e. facilities, sport fields and terrains;
- (iii) Provision of security on a 24 hour basis.

which pertains to the six targeted sport councils, i.e. Blanco, Pacaltsdorp, Rosemore, Thembalethu and Touwsrivier and George.

Funds shall be being made available annually via capital budget to finance:



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- (i) Building and construction of new, permanent structures;
- (ii) Undertake pre-determined, approved new projects;
- (iii) New improvement and expansion of existing infrastructure which pertains to the six targeted sport councils;

Merit need assessments to be made to non-targeted sport councils particularly the maintenance of council sport asset base (i.e. George Sport Council), which is applicable in terms of the Municipal Finance Management Act, 2003 (Act 56 of 2003).

External public funding need to be sourced annually to undertake new sport projects. External funders need to include stakeholders which George Municipality considers strategic sport partners or sources including:

- (i) Provincial (Sport) Department Cultural Affairs, Sport and Recreation;
- (ii) National Department Sport and Recreation;
- (iii) South African National Lottery.

That regular financial reports on sport expenditure patterns and progress be made available to Council.

4.9

TARIFFS

George Municipality shall decide annually on the tariffs structure applicable to the six targeted Sport Councils (Blanco, Pacaltsdorp, Rosemore, Thembaletshu, Touwstraten and George).

Council shall determine an affordable tariff structure pertaining to the provision of electricity (metersed), water, sanitation and refuse removal.



ITEM 9.3 ANNEXURE "A" CONTINUED

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4.10 LEASE AGREEMENTS

Lease agreements with the six targeted sport clubs must be concluded.

That the six targeted sport clubs/councils be :

- (i) Blanco
- (ii) Pacaltsdorp and New Dawn Park
- (iii) Rosemore, Parkdene, Borchards and Conville
- (iv) Thembalethu and Lawaalkamp
- (v) Touwstraten
- (vi) George

That the nominal lease amount be determined by Council. That Council upgrade, and maintain the sport infrastructure of each of the above-mentioned Sport Clubs/Councils, subject to availability of funds.

That Council and each Sport Club Council adhere to the conditions, stipulations contained in the lease agreement to effect good governance and sport continuity.

Term of 5 years to be implemented.

5. WOMEN/DISABLED ATHLETES/YOUTH IN SPORT

The role and position of women, disabled persons and the youth in South Africa have changed dramatically over the past decade. Sport has played a major, and often leading role, in effectively facilitating the democratization process at all levels and in different spheres of the South African society. Sport has been identified as one of government's national priorities due to its potential of taking a leading role in addressing gender issues and equalising the playing fields for women.

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For many years these groups have been disadvantaged by being afforded relatively limited access to active participation, in physical activity, physical recreation and sport. The aforementioned groups were also relatively absent in decision-making roles in sport such as in coaching, refereeing and as far as administrative positions are concerned. This policy will therefore aim to address the needs of these groups challenge gender/age/disability inequalities.

Access and participation

Providing opportunities for women/youth/disabled persons and other designated groups to acquire basic as well as advanced skills for participation at all levels of sport and recreation by means of:

- The implementation, co-ordination and monitoring of a municipal plan with a view to promote these groups in sport.
- Empowerment of local structures to implement programmes in their regions in support of a municipal plan.
- Ensuring that facilities are accessible for these groups to the same extent as for other groups.
- Encourage role models to motivate and encourage participation amongst the younger generation.
- Monitor participation trends in clubs and federations.
- Facilitate media campaigns to address equity and equality issues in sport and recreation.



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ITEM 9.3 ANNEXURE "A" CONTINUED

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Leadership

Focus on decision-making positions in sport and recreation. It also involves the acquisition and transfer of skills, to:

- Capacitate (recruit, educate and train) members of the above groups as sports administrators, technical officials, coaches and/or referees in order to install equity in leadership positions.
- Ensure that proper and equitable opportunities and 'career paths' are in place for members of these groups to advance from junior to senior executive positions.
- Educating and training (capacity building) of members of these groups for diverse roles in recreation and sport.

Information and resources

Data on these groups in sport and recreation-related issues and resources for projects:

- Inform members of these groups about all the advantages of taking part in recreation and sport and provide information that could assist them in overcoming prejudices and misunderstandings they may encounter.
- Expose sponsors and the media that have always been biased towards certain sports participants, in terms of sponsorship and media coverage, to the advantages involved in the sponsoring and media coverage of these groups in sport.



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ITEM 9.3 ANNEXURE "A" CONTINUED

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6. KEY PERFORMANCE AREAS FOR THE GEORGE MUNICIPALITY SPORT POLICY

6.1

KEY PERFORMANCE INDICATORS

- Sustainable sport development programmes
- Sufficient Resources
- Suitable sport development and marketing awareness initiatives
- Promotion of key values (e.g. Commitment, Discipline, Innovation, Efficiency, Excellence, Equality and Self motivation/self-enhancement)
- Promoting Team Building through Team work, Respect and understanding, Integrity, Fair play/Equity, Leadership and Communication

