

Laureus Role Model Retreat

By: Agresham Shingange

From the 6th - 8th November 2006, The Laureus Foundation South Africa held their annual Role Models Retreat. This years Retreat was held in conjunction with the Laureus Sports World Academy visit. Some academy members were in South Africa for the gathering for their first time on African soil. The Laureus World Academy Forum was hosted by Discovery with support from the Gauteng Provincial Government and Daimler Chrysler South Africa.

The Laureus Role Models Retreat included representatives from all the projects around the country that are funded by the Laureus Foundation South Africa. The seven projects that are supported financially by Laureus and were represented in the retreat included, The Helderberg Partnership Project, Playing for Peace, Sozo, Starfish Sport (aka Sport For All), Free the Youth, Little Champs and Alexandra football Academy. During the retreat Laureus announced that they are going to extend funding to 2 new projects, 1 in the Eastern Cape (East London) and another one in Gauteng.

The Coaches experience
Coaches and Administrators from various projects had a very busy three days. They were accommodated in Leriba Lodge in Centurion. Over the three days they were at Daimler Chrysler South Africa for motivational Speeches, Sandton Sun and Towers for the press conference, Discovery Health in Sandton for the projects presentations, Alexandra Township for the fun games and interaction with

children from the Gauteng Projects and then Kyalami for the fundraising Banquet.

All the coaches from the different projects felt that the 3 days were worthwhile, as they were given the opportunity to meet their Sports heroes from South Africa and Overseas. International superstars included the Chairman of Laureus Edwin Moses, Illie Nastase, Daley Thompson, Sir Bobby Charlton, Kip Keino, Nawal El Moutawakel, Monica Seles, Martina Navratilova and Franz Klammer. Local stars included the new Laureus Friends and Ambassadors Lucas Radebe and Michael Horn as well as existing Laureus Friends John Moeti, John Robbie, Deshun Deysel, Ntambi Ravele, Cynthia Chaka and many more.

Fun and games in Alexandra Township...

On 7th of November 2006 all the Gauteng funded Laureus projects met in Alexandra for fun and games. The Laureus Academy members and the role models participants met to interact with children from all of the projects. There was great media coverage on this event, all the TV stations were represented. This was a great delight to all coaches and children who were lucky enough to be involved with this event. They loved the idea that they might appear on the news or in the press! Everyone, including famous sport stars played various games and had a great time.

Nothing can top the joy, excitement and the experience that the coaches and children had on their visit to Alexandra. Most children never thought that they would be in the same

place with Lucas Radebe, talking to him, laughing with him, joking with him and most of them thought it was a dream come true. A real highlight!

After the event
After the Role Models Retreat coaches from all the projects were recharged and motivated because they had now seen that what they are doing is not a waste of effort but it is having a great impact in the communities where they are conducting the projects.

The Motivational Talk by Mountaineer Deshun Deysel, "Tackling the Summit", is one thing that will forever remain in our minds, it was very touching, scary, challenging and kept everyone talking long afterwards. This is one of the most special things that the coaches learned from the retreat; we are ready to TACKLE THE SUMMIT of situations that face us in our everyday life.

After the 3 days we were all finished (exhausted)! All the coaches thank the Laureus Foundation South Africa and all their sponsors for making the 3 day experience a worthwhile and very memorable one.

Personally...
On a personal level the event was an awesome experience; I couldn't believe it when we shared the same room with all the Sports heroes, the MEC of Sports in Gauteng, Barbara Creecy and all the other distinguished guests. All the events that I witnessed and was part of were an experience that will last forever in my memories.



Agresham Shingange with Lucas Radebe

News for All

Standard Bank Franchise Desk, funds Sport For All Franchise

The Standard bank's Franchise desk has endorsed Sport For All Franchising by securing the rights to fund Sport For All franchises in Ekurhuleni South, Gauteng. Standard Bank has found it viable to fund Sport For All Franchising due to the unique model that is completely sustainable. "The Franchising model holds the key to creating entrepreneurs who will contribute to the economy and create sustainable jobs for others", said Frank Orchard, of Standard Bank.

Franchising facilitates quicker and more effective replication and rollout of new programs, allowing the services and benefits of a program such as Sport For All Franchising to be distributed throughout South Africa for maximum impact. Franchising ensures reduced risk for entrepreneurs and better results for funders, ensuring a great chance for success due to support from the franchisor and

use of a proven business system.

The Sport For All franchise model is sustainable largely because it is a Social Franchise. This means that it uses commercial franchising principles to further social goals, this is called "profit making, not profit taking".

Sport For All Franchising is thrilled to have Standard Bank on board as a partner, it illustrates their commitment to Enterprise Development and allows them to reach the children in historically disadvantaged areas. Standard Bank, together with Sport For All Franchising will guide these children through sport and life skills curriculums, introducing them to the Simpler, Better, Faster way of life.

Marie Mehigan

Katlehong Year End Awards Ceremony

In order to recognize great Sport For All coaches and players for 2006 a year end function was held on the 9th December 2006 at Katlehong sport complex.

All the children came along and were very excited to see who had done well for the whole year. Many parents also attended to show support for their young sport stars.

The festivities started with a bit of music, DJ Tumi was in the house with "jika ma jika". The main part of the day was the award ceremony. The awards ceremony was followed by lunch and a lot of fun.

The children were smiling from ear to ear when it came to receiving their awards. Marie and Trevor handed out a variety of awards including Player of the year Xoliswe Mafuna and Coach of the Year Pat Maleke. Every player in the program received a certificate of participation for 2006, all in all



Marie Mehigan awards Xoliswe Mafuna Player of the year, for representing the true essence of Sport For All Franchising



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The world famous Academy Members

Coaches Corner - Thembi Gwashana

Thembi Gwashana has been a Netball coach in Katlehong since May 2006 and is one of the longest serving coaches.

Thembi had the following to say when we interviewed her...

How has Sport For All helped you grow?
I am able to work better with children. I love children and am interested in their differences.

What has been the highlight of your career with Sport For All so far?
Being able to go to many different places with the team.

What are your ambitions for the future?
To further my studies and be a successful person

What advice can you give to fellow coaches?
Persevere and be committed to any job you are doing. You also have to be passionate about your work.



Thembi Gwashana

What difference has Sport For All made to your community?
Children are taken away from the streets and now participate in sport. They can exhibit their talent to possibly better their futures.

What are your hobbies?
Reading, listening to music and watching TV

The World Sport For All Congress in Cuba 2006

Zee Cele, Peter Forshaw and Warren Bond represented Sport For All Franchising at the 11th World Sport For All Congress in Havana Cuba from the 31 October to the 3 November 2006.

Three directors went to the congress to present on two topics, one being our Player Management System and the other "Sport For All A franchise model". Both presentations were favourably received and the team managed to make important contacts with key international representatives. Approximately 1200 sport experts and government representatives attended from 112 countries.

Zee presented on how Sport For All Franchising works as a franchise model. This is a relatively new approach, franchising has allowed for programs like Sport For All to become sustainable and replicable. Sustainability has always been a problem for development programs and franchising has solved this problem.

The Player Management System is Sport For All Franchising's most unique offering. With our Player

Management System we are able to solve other problems facing development programs the world over, being monitoring and reporting. The Player Management System is a smartcard-based system that facilitates the monitoring and reporting of all interactions between coaches and players and enables payments through third party terminals to eliminate theft and complications on site. It facilitates transparent reporting for management, funders and franchisees alike. The system is important for the creation of a database of players and coaches, especially with the rapid expansion of the franchises. The player management is key to the sustainability of Sport For All Franchising in that it allows for more easy and effective management and control of payments.

Zee, Warren and Peter feel that this trip was well worth the effort in that they were able to establish Sport For All Franchising in the International Sporting Fraternity we are now well positioned for future congresses and dealings with key players.

Letter from Director: Peter Forshaw



Peter Forshaw
Director

Happy New Year to you all! We are confident that 2007 will be a significant year for Sport For All Franchising. There are many exciting things on the cards for the year ahead and we are eager to get it going.

The past three months have been the busiest of the entire year. We visited Cuba for a successful and informative International conference, we have received funding for two new franchises from Standard Bank and set up potential funders that will materialise in early 2007.

During 2006 we developed Sport For All Franchising and have proven it to work, in 2007 are going full steam ahead with acquiring funding from corporates in order to grow the business.

Thank you to everybody for all the hard work throughout 2006, we have really come a long way!
Here is to 2007 and all that lies ahead!

Sport For All Staff members participate in Sport events.

The Starfish Greatheart Foundation, successfully raises money for their various projects through Sport events, such as The Comrades Marathon, Duzi Canoe Marathon, Cape Argus Cycle Challenge and the 94.7 Cycle Challenge in Gauteng. Trevor Locker and Marie Mehigan from Sport For All Franchising, cycled the 94.7 cycle event in aid of Starfish. Marie commented that the highlight of the race was reaching the halfway mark at Northgate and being welcomed by the starfish children. What an exhilarating feeling it was, making the second half worthwhile." Said Marie.

Ekurhuleni Municipality hosted a 10 & 21km race in Katlehong in December. Trevor Locker challenged head office staff and the Katlehong coaches to the 10km event.



The team at the Ekurhuleni Race

Agresham Shingange, Potjo Matsikane, Marie Mehigan and Trevor Locker all representing head office, joined Benjamin Mphahlele, Sphiwo Stonga, Brian Twala and Jack Sonwaba representing Katlehong SFA Coaches at the start of the event. Three coaches that did not participate were involved in supporting the event, Patrick Maleke and Tshepo Motaung manned water tables and Thembi Gwashana escorted children dressed in Sport For All kit to the event to support their coaches. The race was extremely well organized and supported by the community who lined the streets cheering the athletes on.



Starfish Kids meet Marie