

# News for All

Sport For All's biggest launch to date!

Standard Bank and Sport For All officially launched the Palmridge franchise on 1 March 2008. Elizabeth Molomo has been running the franchise since October 2007 and was already sustainable within two months so the event was really to celebrate her great success!

Over 400 people attended the launch; this included 300 children and over 100 parents and dignitaries. Frank Orchard (Standard Bank), Mr Nkoane Maloka (Director of Sport Ekurhuleni South), Trevor Locker (CEO of Sport For All Franchising), Zee Cele

(Chairman of Sport For All Franchising), Baby Jake Matlala (Boxing Legend) and Deshun Deyssel (Record breaking mountaineer, the first black woman to reach the summit of Mt Everest) all gave speeches on this special day and shared in all the excitement.

Most inspiring of all the talks were those of Deshun Deyssel and Baby Jake Matlala. "I would not have achieved everything that I have if it were not for me getting involved in sport", said Deshun. Baby Jake encouraged the children to go to school and keep on reaching for their dreams. The highlight of the day was for the kids to meet the great Baby Jake.

A great day was had by all, the children got to play their favourite sports and show spectators what they are made of. The parents and teachers of the community showed their pride and support for Elizabeth and the wonderful work that she is doing.

The businessmen and woman in attendance from big corporates around the country showed their support and belief in Sport For All Franchising by attending and getting involved.

The launch was our opportunity to showcase what we do at Sport For All and what a fantastic social franchise this is. Let's Play was also there on the day to film all the events as were other media representatives. This was a wonderful publicity opportunity for us and it was thanks to Standard Bank and The Laureus Sport For Good Foundation

Trust that we had so many high profile guests there to be exposed to what we do!

Sport For All Franchising has to be experienced in order to be fully understood. This launch once again showed us the great power sport has to bring people together and the amazing emotions that it can evoke from even the most far removed onlooker.

Thanks must go to Standard Bank for not only funding the Palmridge franchise but also the amazing launch event; to The Laureus Sport For Good Foundation Trust for their ongoing support and contributions towards orphaned and vulnerable children; to the team in Palmridge, the coaches, Potjo Matsikane and Elizabeth Molomo and then to the Sport For All Franchising team, headed up by Marie Locker.

We are on our way to greatness!



Baby Jake addressing the kids



Life skills



Netball warmup

March 2008

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## Coaches Corner Siyabonga Ludidi



Siyabonga Ludidi

During this issue we are focussing on Palmridge cricket coach, Siyabonga Ludidi aka Siya. He has been with Sport For All since Elizabeth opened the gates in November 2007.

We found out more...

Q: How has Sport For All helped you grow?

A: I have managed to develop my skills and knowledge on the various sporting codes other than cricket.

Q: What are some of your hobbies?

A: Listening to music and of course, watching cricket and soccer.

Q: What has been the highlight of your career so far?

A: When we won the derby with my cricket team in December 2007! We beat Sport For All Katlehong.

Q: What advice can you give to other aspiring coaches?

A: NEVER GIVE UP! Be committed, hardworking and dedicated in absolutely everything that you do.

Q: What are your future ambitions?

A: To see my players play at a higher level, possibly regionally or even nationally.

Q: What difference is Sport For All making in your community?

A: I think it contributes to stopping crime and stopping children from taking drugs and drinking.

## Funders Update

The BEE Codes of Good Practice have come under fire recently, clearly the benefits the new codes have created hasn't filtered into the market place as yet!

The shadow being cast is a result of the original codes, which while a great platform to build from; raised some fundamental concerns. The new improved codes are one of the best legislations created in a long time. They take Multi-nationals, SMME's, and family run business into consideration. They provide a platform for these very businesses to increase their ratings while addressing critical challenges that individuals from historically disadvantaged communities face on a daily basis.

Code 600 Enterprise development, provides companies the opportunity to stimulate entrepreneurship both in their industry sectors and beyond. While many corporates consider implementing Enterprise Development initiatives within their supply chain, others have come to realize that the time and resources allocated in this option, often equate

to a far higher investment than anticipated. Sport For All provides a great off the shelf solution for companies with limited resources, allowing them to still make a significant difference. The social franchise model ensures corporate governance, management control and measurability, all the responsibility of Sport For All Franchising the Franchisor.

To date 76 independent companies have contributed, providing sufficient funding to set up one entire franchise in the Kathorus region, Ekurhuleni South and we are half way down the road to a second. Over and above this, membership fees have been provided for 392 orphaned and vulnerable children from code 700, socio economic development contributions, ensuring they have equal opportunity and exposure to sport and key life skills lessons.

This is a win-win situation, companies receive BEE Points towards their overall rating while Sport For All Franchising is able to set up entrepreneur in small businesses that stimulate job creation and take the children of the communities off the street, into a safe healthy environment.

## Letter from Trevor Locker Chief Operating Officer, Sport For All Franchising



Trevor Locker  
C.O.O

The Sport For All team has hit the ground running in 2008 having already secured 3 of the 4 new sites, one being in the North West Province, the second in Limpopo and the third in the Kathorus area in Gauteng. The fourth site which will be based in the Tshwane area is in advanced stages of negotiation and we are comfortable we will have secured the site before Autumn.

Over the next 3 months the majority of the team will be focused on opening the new sites while the remainder will continue to look for additional corporate funders to help grow the Sport For All Family into a national presence before the end of the year.

The total amount of Sport For All children is currently close to 1000 and the addition of the 4 new projects should push us over the 3000 mark in no time at all. Take a moment to ponder the positive impact on 3000 children and you will understand why Sport For All takes the time to make a difference.

So as the days shorten and winter creeps ever closer keep your eyes open for the Sport For All team as we may be in your area sooner that you realise.

See you soon!  
Trevor Locker

## Little Stars

Sport For All Franchising is currently making a positive difference in over 800 children's lives on a daily basis, we decided to find out a little more about our young stars...

**Name: Koketso Mzimba Age: 9 Yrs**

Sporting codes you take part in?

**Cricket & Soccer**

How did you find out about Sport For All?

**SFA visited our School**

Why do you come to Sport For All?

**To develop myself in sports and have a career in cricket**

What has been your best moment with Sport For All?

**When I am playing cricket games with other children and we are enjoying ourselves.**

What do you want to be when you grow up?

**The best cricket player!**

Who is your favourite coach and why?

**Brian Twala because he taught me many things since I have joined the program.**

## Update on new sites

In the December Newsletter we shared our exciting news about the new sites that we are opening this year. Here's a quick update on the status of these sites:

Thabazimbi, we have met with the Chairperson of community service and special projects, Councilor PA Mosito, who has authorized the implementation of a Sport For All Franchise in the community of Regorogile, a local franchise will be appointed soon.

Ganyesa, Kagisano Local Municipality, are in full support of Sport For All and a site has been jointly selected by Impala Platinum, the local municipality and Sport For All. The next step in the process is to appoint the local franchisee and implement the program.

Ncala, is a beneficiary community identified by Sport For All, funding provided by multiple companies. Ekurhuleni South, Sport and Recreation has granted permission to implement another Sport For All Franchise in their region, for this community. The next step is to appoint a local franchisee.

In Atteridgeville, Sport For All has identified four potential sites and is currently in the process of negotiating a site with Tshwane Metropolitan Council.

Sport For All envisages that by the next Newsletter

## Jake White's words of guidance and much more at the Discovery Vitality Fitness Convention By Agresham Shingange



Agresham Shingange  
with Jake White

The 5<sup>th</sup> Discovery Vitality Fitness Convention took place from the 28 February - 1 March 2008 at Vodaworld, Johannesburg.

This was a good networking opportunity for businesses and individuals who are involved in sports and fitness.

Over the three days the programme was jam packed with different speakers from different professions. We had

Professors, Doctors, CEO's, Physiotherapists and fitness coaches all presenting to us.

I'd like to share my learnings from just two of the speakers with you;

Lewis Gordon Pugh the first man to swim at the Geographic North Pole where temperatures were at minus 1.47 degrees Celsius.

He said that his team was the best and he trusted their abilities as much as they trusted his. His team selection Criteria was as follows:

A person must have the very best skills in the world, must have a strong pursuit of excellence. They must have a great yet humble personality, be passionate and a strong team player.

Jake White 2007 Rugby World Cup Winning Coach

He said when he took over as the Springboks Coach immediately after winning the U21 World Cup, he told the players that they will win a World Cup and they all laughed.

The following key points is what helped them win the World Cup:

- **Planning**

When he took over as the coach he started a physical fitness and conditioning programme with the purpose of making players fit. Dr Yusuf Hassan confirmed that he had 32 fit players to choose from for the final.

- **Experience and Loyalty**

He brought in experienced players like Os Du Randt, Percy Montgomery and Bobby Skinstad ignoring the criticism, he knew that their experience would be vital in helping the new boys in the team.

- **Leadership**

Jake explained that he knew John Smit from High

School and the fact that he held alliances across provinces allowed him to remain objective, he united the team and all of them respected his leadership style.

- **Luck**

The fact that Springbok archrivals Australia and New Zealand lost the night before the South Africa and Samoa game was a major streak of luck and a significant moral booster to South African's before their game.

- **Innovation**

Monitoring and motivating each individual player helped. Fitness targets were set for each of them, when these were reached salary increases were paid. He said that this helped motivate the players and taught respect for the different fitness levels as per the coaches requirements.

On a Personal Note, like many events that I have attended the Fitness Convention was amazing and the knowledge that I have gained is priceless and I therefore want to acknowledge and thank all stakeholders for making the convention a success. I am very privileged to have attended the Discovery Vitality Fitness Convention.



Sylvia Sakoana



### LETTER TO SPORT FOR ALL

My name is Sylvia Sakoana and I am 13 years old. My favourite sport is Netball but I sometimes play Volleyball and I find interesting and I will try another sports.

My friends started first and I hear them talking about Sport for all at the school and I join them.

When I come back from school I was doing nothing and I was getting bored.

Best moment at sport for all is when we beat Matsantsa Netball Club 57-1.

I want to be a Pilot when I grow up.

My favourite coach is coach maseke because she motivate us all the times and tells us that never give up.