

Transformation in sports should start with social development

Corporates are missing an opportunity to get involved in Sports Transformation

The need for transformation in South African sports is back in the headlines with the recent announcement by the Minister of Sport and Recreation, Fikile Mbalula, that funding may be withdrawn should transformation targets not be met.

While there are many different perspectives and opinions on the subject, it is the belief of Brenda Scheepers, owner and founder of Angel Projects, that the key to transformation in all facets of our society, including sports, lies in social development.

"It is my belief that for transformation to be effective, the development process needs to include so much more than sports skills. Our disadvantaged communities should become a fundamental part of the sports transformation agenda of the country and this becomes extremely difficult when only a fraction of these schools offer any type of sports," says Scheepers.

Scheepers believes the current predicament in sports creates the perfect opportunity for Corporates to get involved. "Many of our best sportsmen started at a very young age and with the correct programme, Corporates are able to ensure their funds reach marginalised youngsters to set them on the road to becoming part of our country's sporting future."

Dave King, a retired executive with experience in grassroots cricket development in disadvantaged communities, believes the advantages of holistic individual development has far reaching benefits. "The evidence is clear that individuals involved in well-structured sustainable sports development programmes are less likely to become HIV positive, achieve better in school, have a higher success rate in finding employment after school and is less likely to be involved in criminal activity," says King.

Scheepers encourages Corporates committed to transformation and with an agenda to improve their B-BBEE scorecard to get involved in sports development. "Angel Projects is the bridge between Corporate CSI funds and those in need. Our specialised rugby development

programme will see no money wasted in ensuring sports transformation starts where it is needed most," closes Scheepers.

Go to www.angelprojects.co.za or contact Brenda on 084 842 6671.