

PHASE TWO OF THE RESEARCH INVESTIGATION

**THE CASE FOR SPORT IN THE WESTERN CAPE: SOCIO-ECONOMIC BENEFITS
AND IMPACTS OF SPORT AND RECREATION**

Results of a research investigation undertaken by the

**Interdisciplinary Centre of Excellence for Sport Science and Development (ICESSD)
University of the Western Cape**

And

**The Department of Cultural Affairs and Sport (DCAS)
Western Cape Provincial Government**

Commissioned by DCAS

Editor & Researcher:
Professor Christo de Coning

August 2018

2 PAGE SUMMARY

Executive Summary

This study responds to a growing demand in the Western Cape Province for good monitoring and evaluation information, including base line statistics to ensure evidence-based decision-making. During May 2012, the Department of Cultural Affairs and Sport (DCAS) in the Western Cape, in partnership with the Interdisciplinary Centre for Sport Science and Development (ICESSD) at the University of the Western Cape (UWC) initiated such a multi-year research project and embarked on a research exercise to develop a “Case for Sport and Recreation in the Western Cape”. The Phase One period (2012 to 2014) culminated in the publication of the Case for Sport Report in January 2015. Following the 1st Phase of the Case for Sport Research programme (2012 to 2014), the research culminated in the publication of the Report: The Case for Sport: Benefits and Impacts of Sport and Recreation in the Western Cape in January 2015. Subsequently, the **2nd Phase of the Research programme (2015-2017)** consisted of research and survey results for 2015, 2016 and 2017. The research analysis, management of commissioned cases as well as the report writing for the second publication was completed in November and December 2017.

The **key information categories** for the study included participation and sport demography, governance and institutional information, economic and financial information, information on social benefits and environmental and infrastructure issues. The methodology included questionnaires sent to **123 Sport Federations in 2017, desk-top research and interviews with experts, commissioned research by the Bureau for Economic Research (BER) at Stellenbosch University, commissioned case studies as well as a story-telling portfolio.**

Phase Two (2015-2017) of the **Case for Sport multi-year Research Programme (2012-2017)** showed that the impact of sport and development interventions has continued to increase, and that specific trends and tendencies have become apparent during the last two years. These trends include **increased massification** as well as **improved specialisation** in various sport and related fields. This period has, however, also seen slower **economic growth** and troubled financial prospects nationally, including cuts in sport and recreation budgets from public sector funds as well as a severe drought that has impacted negatively on sport fields and the use of facilities. It was noted at the Tri-lateral meetings with sport federations that several sport types, such as bowls, affected changes to address the drought situation. Various good examples exist. On the positive side, sport and recreation in the Western Cape has continued to show significant benefits in terms of **socio-economic initiatives and impacts.**

Some of the significant results of the research include the **substantive increase in registered athletes and sport participants active in Sport Federations, also with respect to MOD centre participation, the performance of sport federations in development and transformation** as well as the **significance of various strategic initiatives**, as reflected in the portfolio of case studies developed for this Report. These cases show that dynamic organisations are active with innovative programmes which in many instances reflect state of the art international examples and benchmarking business cases of how sport and development programmes can be conceived and managed. The **relationships between government, federations, the universities, funders and NGOs have also been dynamic**, with many lessons to be learnt, especially with respect to the Tri-lateral

annual agreements between DCAS, District Sport Councils and 123 Sport Federations in the Western Cape.

Overall, **sport federations have shown a significant effort in sport and development efforts** and much success with both development programmes as well as capacity building. The recent (2018) Tri-lateral meetings with all sport federations have shown that transformation and development programmes have become institutionalised within the vast majority of sport federations in the Western Cape. Serious problems with transformation is now the exception rather than the rule. Development programmes have shown a maturity in the development of young athletes and federations are now starting to reap the benefits of development programmes. These efforts are also evident in the number of high performance athletes represented in provincial and national teams. Other transformations issues, as referred to in the Transformation Charter, have also shown improvements. It is recommended that DCAS institute a sport and development scorecard system to be completed with Tri-lateral information for various reasons.

- The findings of Phase 1 of the research is confirmed where it was found that in terms of **economic contribution, GDP and employment** that sport is underestimated in terms of its economic impact for the Province. Even using 2% as a conservative estimate (given the recorded 2.1% national average of GDP contribution to sport), and the most appropriate economic multipliers, the BER research conducted for this study found that **sport contributed more than R8.8 billion to the Western Cape GDP annually since 2012;**
- Sport and recreation in the Province are closely linked **with sport and cultural events** and the **environment acts as pull-factor for tourism and the hospitality industry.** The Province has a competitive edge in offering mega and large sport and recreation events as a destination and the further implementation of the **Provincial Events Strategy** is a priority. Cultural and community-based sport and recreation events are an important priority in the context of the weak and vulnerable socio-economic conditions that our communities find themselves in.
- The Phase 2 research findings have confirmed that sport and recreation make a substantive contribution to **building social and human capital** and by increasing the **resilience of communities** through **increased community mobilisation and organisation.** Social capital development has improved the psycho-social behaviour of children such as through MOD Centres and has improved trust, social relationships, learners' confidence and social collaboration. Meaningful interfaces exist with culture and heritage and in many instances, such as through dancing, drama and visual arts, **recreation is directly linked to cultural heritage** and in some instances, even indigenous knowledge systems.

Our research has also shown that negative impacts may occur because of sport and development programmes and that sport for development initiatives require more attention with respect to programme planning and design and anticipated outcomes and impacts. **If the definition for sport is broadened to include recreation, then the actual impact of sport and recreation is largely unknown and vastly underestimated. Sport and recreation as well as leisure, if properly supported and managed, have a huge potential to improve the standard of living of our people and relates directly to their physical and mental wellbeing as well as high development priorities such as employment and job creation.**