

OUTDSHOORN

• Munisipaliteit • Umasipala • Municipality



A TOWN TO WORK, LEARN, PLAY AND PROSPER

GREATER OUTDSHOORN MUNICIPALITY

27th July 2018

EVENTS MASTERCLASS – OUTDSHOORN SPORTS FESTIVAL

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OVERVIEW OF PRESENTATION



- **Focus of the Masterclass:**
- “ Discuss different event models to achieve positive social impact.”
- **FOCUS AREA's:**
- KKNK as arts and culture event attracting big national audience
- Drylands as sport event attracting global audiences
- **Oudtshoorn Sports Festival as mass participation event primarily attracting local audiences but also to achieve positive social impacts.**

CONTEXT : BACKGROUND

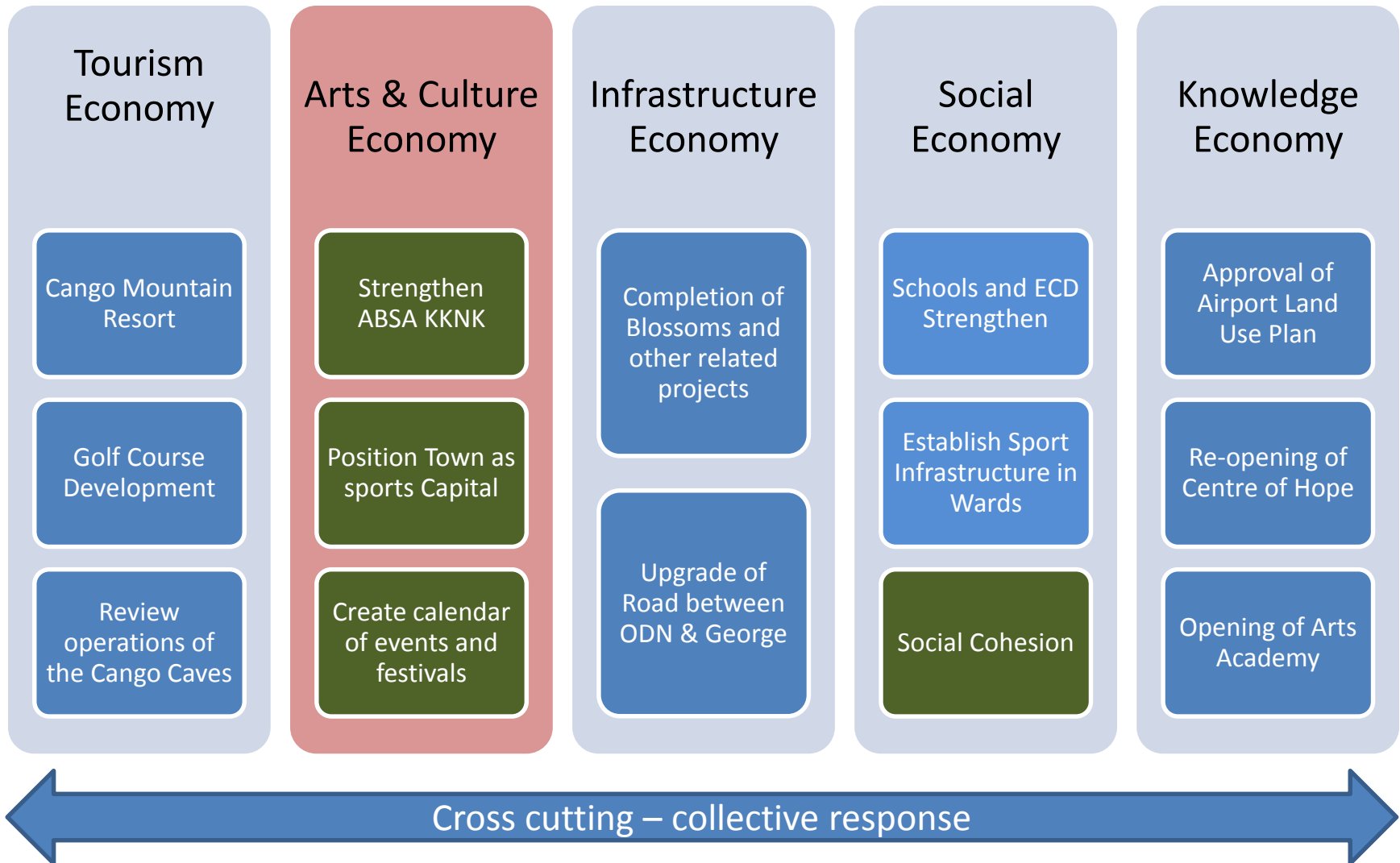


- Through a public participation process in 2012 the municipality with key role-players identified economic development as a key intervention to address challenges in our town
- Strategy Building on strength – KKNK and events as catalyst for tourism, social, and positioning the town as arts and culture hub.
- **THE FOCUS**
- Develop long term strategic plan with emphasis on economic growth 2030
- Develop a robust economic growth strategy
- First phase to create PRO POOR approach creating temporary opportunities
- Grow the economy and create job opportunities.
- Achieve economic growth 4%
- **VISION: “ A town, to WORK, LEARN, PLAY and PROSPER”**

Tourism
Art & Culture

7 STRATEGIC FOCUS AREAS:

“A local arts & culture economy creating **ECONOMIC** and **SOCIAL** opportunities through the arts, heritage & sport”



Alignment Tourism with Arts & Culture



Vision: “To strengthen our tourism base and create a local tourism economy that offers a range of attractions from environment to entertainment”

INVESTMENT/ FOCUS AREAS

1

Retention & Expansion of existing facilities

2

Create new tourist attractions to add to the product mix

3

Transform the sector to create business opportunities and promote BEE

- Position the town as sports mecca
- Establishment of Events & Sports Incubator
- Strengthen the position of the KKNK
- Expand on the Klein Karoo Klassic
- Strengthen Cape Pioneer Trek
- Host of national & international cricket events
- Create more sports events such as Meiringspoort & Cango marathon
- Create more events in hospitality, culinary, food & wine
- **Expand the Sports Festival**
- Expand the Christian/ Religion Festival
- Create High Quality Sport Infrastructure

4

Create calendar of annual events and festivals

5

Brand and Market town locally and internationally

IN CONTEXT: OUDTSHOORN SPORTS FESTIVAL



STARTED:

- The sports festival is an idea that developed from a youth festival that started around early 2000 focusing on **entrepreneurship** and **sport** as activities to **develop the youth**.

RE-STARTED: (Business Plan 2010)

- The sports festival is an initiative by the Oudtshoorn Municipality and its partners to enable different sports codes to organize and stage their sporting events in Oudtshoorn. The sports festival will coincide with the five-week June school holidays and the Soccer World Cup 2010, and will take place at various sports venues
- **OBJECTIVES:**

Promote
Sports
Tourism

Promote
Healthy
living
YOUTH

Diversity
and culture
tolerance

Promote
social and
economic
benefit

CASE STUDY: THE 2018 OUDTSHOORN SPORTS FESTIVAL



- Festival took place 10 June – 14 July 2018
- PARTNERSHIP: WC DEPARTMENT SPORT & RECREATION
- Budget: R200 000 (OM) / R300 000 (DCAS)
-

SPORT CODES (14) / Participants

- SA Drum Majorettes (2008)
- Super Sport Rugby Challenge
- SA Karate Championship (280)
- Oval Track Championship (190)
- Eden Dominoes Championship (110)
- Sport Festival Darts (80)
- World Trails Ballroom (550)
- Eden Club Boxing (100)
- WC Bowls Tournament (100)
- Cycling Youth Festival Event (240)
- Provincial Chess Championship (100)

**Mass
Participation**

**Promote
Healthy
living
YOUTH**

**Promote
social and
economic
benefit**

Social Impact

**Diversity
and culture
tolerance**

**Promote
Sports
Tourism**

Effect Sports festival Events - VIDEO



PROMOTE SPORTS TOURISM

- The Mayor talked about ODN pride itself to host the event – Sports MECCA / destination
- Lady from Griekwas come with her boyfriend and love this town – promote Brand

PROMOTE HEALTHY LIVING YOUTH

- The event taking young people of the street
- CHIEF ANDRIES: Spoke about role models for our young people – Bringing the games to Kids

DIVERSITY & CULTURAL TOLERANCE

- People of different racial groups sitting together and enjoying the sport – Interaction
- Riel dancers – Exposure to cultural differences
- Growing the sport

PROMOTE SOCIAL & ECONOMIC BENEFIT

- Local Clubs and entrepreneurs selling at the event – Food
- MAYOR - Promotion of the town as tourism and events hub
- CEO of Super Sport – Skills Development Learnership program in TV
- Opportunities for local players to become professional; Some received offers

QUANTIFY THE VALUE of the SPORTS FESTIVAL

Estimates: Sport Event Performance Index (SEPI)



• INPUT COST: R500 000

Tourism/ Economic

- Accommodation for athletes, food
- Purchases at retail stores/ restaurants
- Transport costs – Petrol
- Visiting of tourist attractions
-

Mass Participation

- Total of 4,760 athletes participated
- Local spectators / average 554 per event
- Visitors to the town over 21,000 people

Social Impact

- HIGH IMPACT - Extremely favorable
- High level of exposure for youth
- High Impact on Social cohesion
- Promote healthy Environment and keeping youth from street

**Economic
Value: +-
R3,8 million**

**Mass
Participation
over 30,000
people**

**Social
Impact:
90% Value**

CLOSURE



“ Building communities through investment in sports and culture ”