



DEPARTMENT of
CULTURAL AFFAIRS
and SPORT

Provincial Government of the Western Cape



2010 BRINGS ALONG WITH IT A LASTING LEGACY BY MINISTER SAKKIE JENNER



This is a wonderful time to be alive! I am so proud to be the Minister of Cultural Affairs, Sport and Recreation; to be living in the Western Cape, to be familiar with the soil of South Africa and to be called a child of the African continent by the world. We can indeed embrace our roots because they have proved to be the foundation for our success in becoming unified in our diversity, especially during the past 2010 FIFA World Cup Tournament. Through all the tongues we speak and in all the shades of our skin we showcased through our music, sport, rhythm, art, food, skills and, of course our spirit of Ubuntu, that we are unique and very much at home in our province at the southern tip of Africa. Yes, we have proved the Afro-pessimists wrong because we are a nation, once remembered only for peacefully conquering the stigma of apartheid, that was attached to us, that will now be remembered by citizens of the world. It has been easy to bring my pride closer to our Department which has not only made it possible for the people of the Western Cape 'to touch the world cup' but also ensured that the legacy of the Tournament will last 'beyond the 90 minutes'. Our national symbols programme in schools throughout the Province has succeeded in giving learners and educators a new sense of understanding and taking a real pride in them. We trained 99 volunteers for the Confederations Cup and another 215 for the World Cup, who all went on to secure employment afterwards. Our George Museum was upgraded for the influx of fans and also now hosts a permanent art collection. We invested in 6 high-resolution outdoor screens for each region to be used for advertising purposes. A wide range of football development programmes run by our Football Ambassadors has been implemented and will be deepened and continued with the capacity of our Sport Directorate. We supported the CCDI to equip a network of crafters who designed and produced products that were sold to football tourists and fans. Our brand new mobile screen will enable us to run future public viewing events even in the most of remote areas. The *Stars in their eyes* partnership with Holland has produced 120 trained coaches who are working within their communities to ensure that the skill of football reaches places beyond the ordinary. In addition, we have launched the FOOTCLIC project which aimed to promote the development of sports writers, in conjunction with the French Province of Burgundy. Our *My 2010 School Adventure* equipped school learners with information about participating countries in relation to their culture, traditions and history. On top of that we also contributed towards the extraordinary Cape Town Stadium and also to the Phillipi Stadium. I want to thank every member of Team DCAS who made it possible for the world to taste the generosity of our province and who contributed to the success of the very first African World Cup. You have done the Department proud. Although we will miss the vibe and the hype, the flags and the constant sound of vuvuzelas, we will forever feel it in our hearts. Yes, we were part of it and we did it together. I thank you!

