

Presentation to the Sport and Recreation Portfolio Committee

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Overview

1. Key highlights for 2012
2. loveLife Games performance
3. Challenges
4. Income received
5. A case for capacitating coaches as life skills mentors



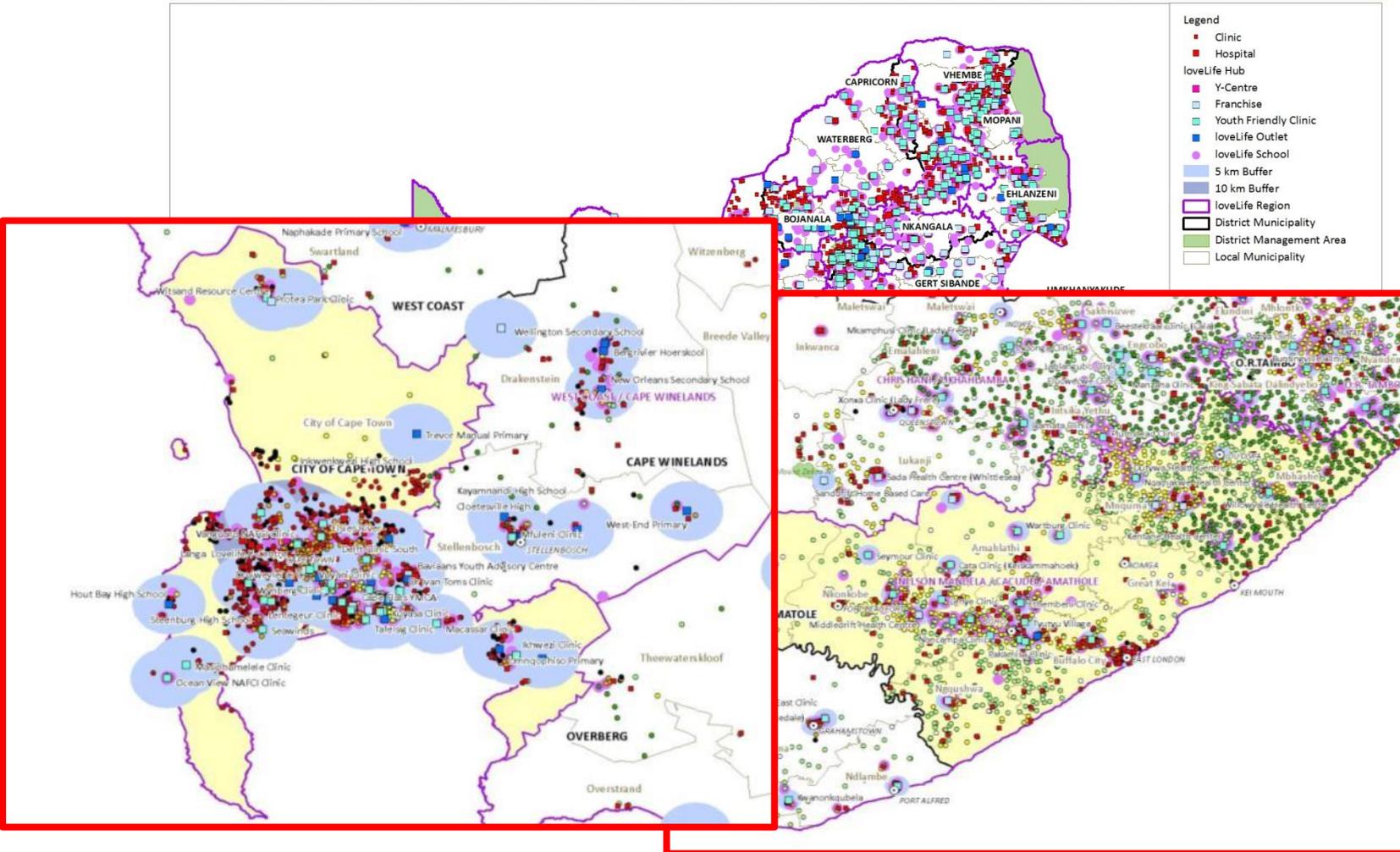


Key Highlights for 2012



loveLife continues to interact face-to-face with 1 in every 3 teenagers

loveLife Presence in South Africa in 2011



loveLife's Monitoring System goes mobile

- Following a successful pilot in 2011, loveLife launched the mobile monitoring system in 2012.



MOBILE
MONITORING
UPDATES



- **With the new system:**
 - groundBREAKERs can track all loveLife programme activity through web-enabled smart phones
 - Data is almost instantly available, meaning performance/programme challenges can be addressed sooner

Launch of the KwaNobuhle loveLife Y-Centre

- The KwaNobuhle loveLife Y-Centre was opened on World Aids Day 2012. The centre was funded by Volkswagen South Africa at a cost of R20 million over a period of 5 years
- Reaches 20 000 young people a year
- Also offers talent development through leagues (club smart) and sport and recreation activities

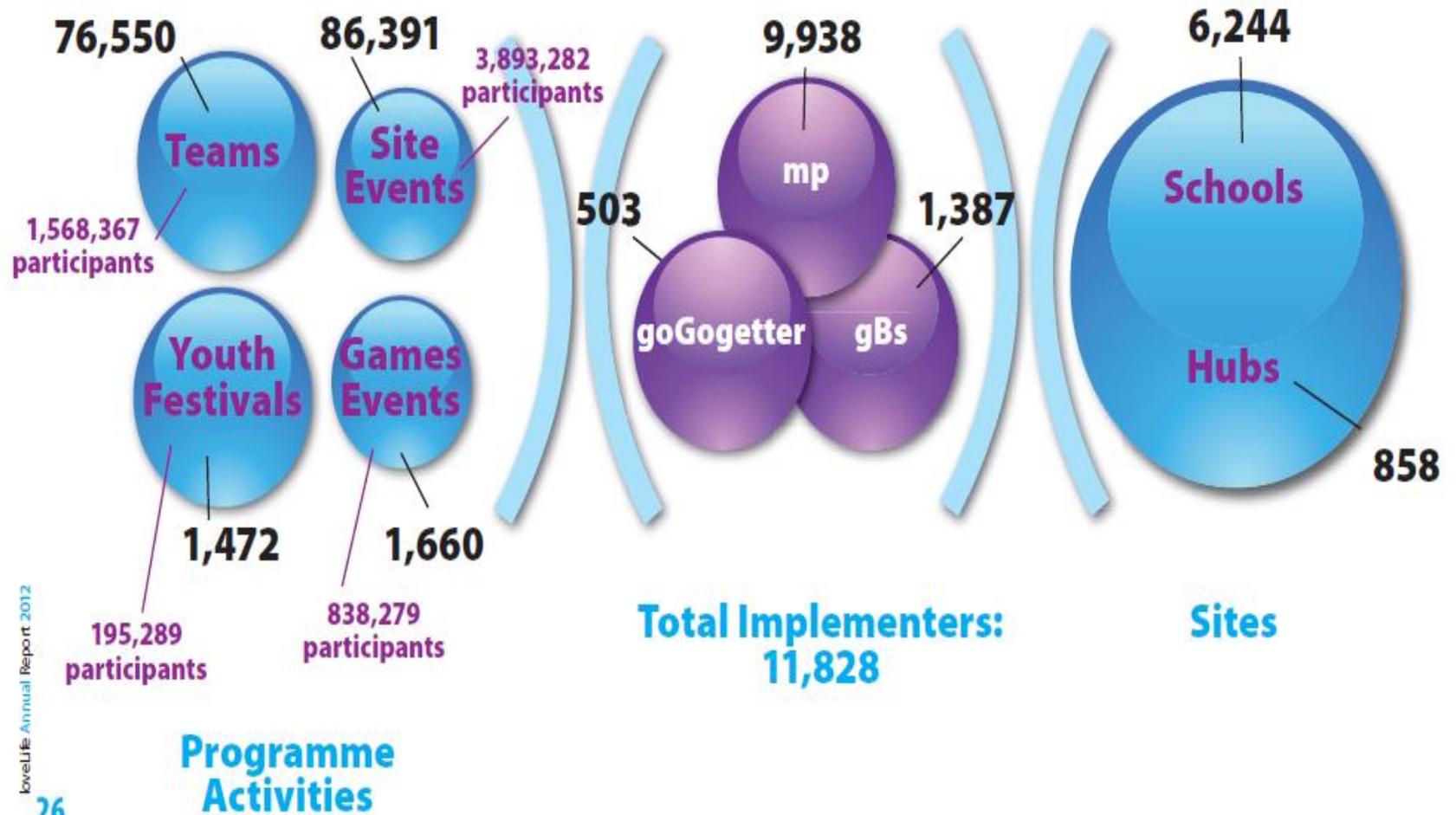


Launch of the Khayelitsha Y-Centre

- Launched in partnership with the Western Cape; Violence Prevention through Urban Upgrading (VPUU) and the City of Cape Town
- Offers talent development through leagues (club smarty) and sport and recreation activities



loveLife Activity Overview



Multi media reach



CALL CENTRE

Youth Line
470,989

Parent Line
12,589

Plz Cal Me Line
429,435



MEDIA

Facebook
11,530

Twitter
3,467

Radio
3,637,000

UNCUT
1,030,000

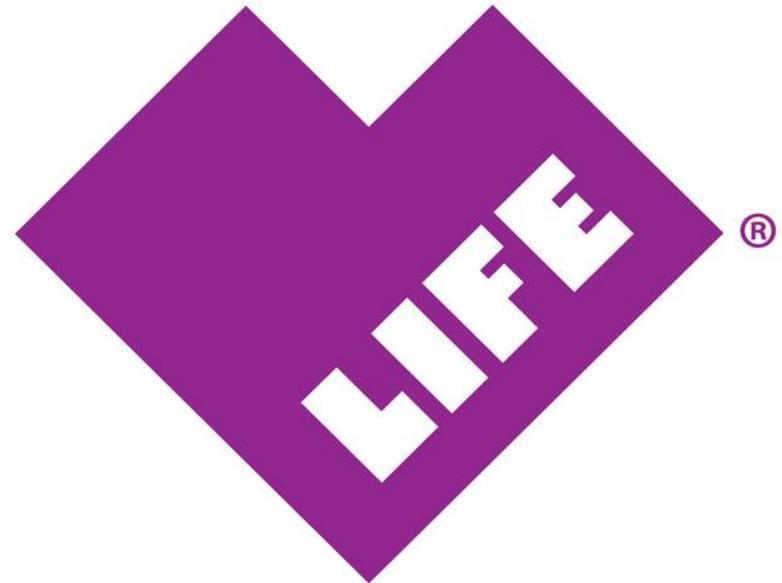


loveLife brand repositioning

- A major feature of the 2012-2014 strategy is to mitigate the structural drivers of risk such as poverty, marginalisation and inequality by positioning loveLife as a bridge to facilitate access to educational and economic opportunities for young people
- Through the loveLife Leadership Development Academy, we build bridges between school and work through youth leadership programmes that are aligned with the needs of industry, the relevant training standards, and national development imperatives
- Development of a conditional incentive programmes on mobile phones to reduce the social and structural drivers of HIV, such as poverty and unemployment. Launch to take place early next year

Brand Proposition

**POWERING
THE FUTURE**





loveLife GAMES



Increased reach through partnerships

- The number of 2012 participants showed a 505% increase when compared to 2011 and a 120% increase when compared to 2010. This is due to continued increase in partnerships with Schools, Sport Federations and Community Clubs
- To deliver lifestyle messaging component at sports and cultural events nationwide through its Games Programme, loveLife partners with:
 - The Department of Sport and Recreation South Africa
 - Sports councils,
 - Federations and
 - Cultural bodies



loveLife interacts with young people at sporting events

- A total of 1,660 sporting events were held in 2012. Over half of these events (58%) were community tournaments and about one third were cluster and district tournaments (16% and 14% respectively). A total of 838,279 participants and 582,780 spectators attended loveLife Games events in all nine provinces in 2012.

Event type	No. of Events	No. of Participants	No. of Spectators
Cluster Tourment/Event	236	140,693	84,220
Community Tourment/Event	953	268,456	205,781
District Tournamnet/Event	239	135,888	105,138
National Tournament/Event	21	222,53	14,513
Provincial Tournament/Event	105	162,937	124,505
Regional Tournament/Event	79	108,052	48,623
Grand Total	1,660	838,279	582,780

Figure 9: Number of loveLife Games events and participants by event type in 2012

Capacity building: loveLife Leadership Development Academy

- Through the loveLife Leadership Development Academy, which has been established to connect segments of society through leadership programmes, an adult Allies Programme aimed at equipping sport officials, in particular coaches with knowledge on mentoring young athletes on life skills was implemented
- A total of 1825 sport officials were trained on the Adult Allies Programme.
- As part of the programme, the sports officials honed their talents in training delivered by the South African Football Association, Volleyball South Africa and Basketball South Africa.
- They also completed two CATHSSETA accredited programmes on Sport Management and Sport Event Management.
- The programme is currently being developed to meet the accreditation standards of CATHSSETA.



Increase reach through partnerships with government

- **Kutloanong Y-Center (FS):**

FS Sport is contracting a new Y-Center within the New Sport Precinct to assist in maximizing access by youths to structured loveLife programmes

- **Vryburg Y-Center (NW):**

Naledi Municipality Council took a resolution to provide loveLife with land and a temporal building structure to build a Y-Centre at Huhudi Stadium. Fundraising plans are underway to finance the building of a new Y-Center.





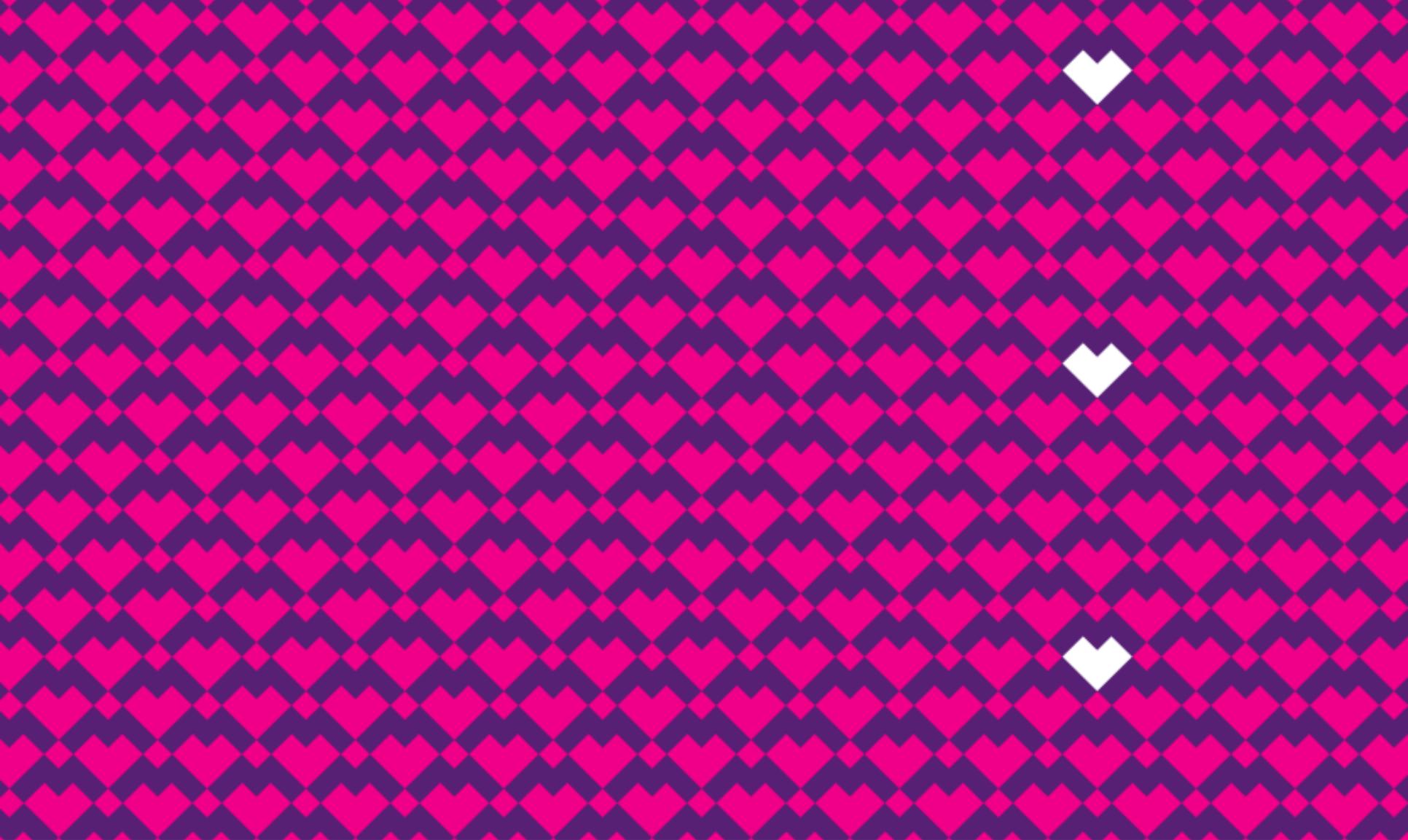
Challenges



Challenges

- The sport environment has embraced loveLife programmes thus creating high demand for gBs and mpintshis, thus additional revenue streams required to fund additional gBs inline with loveLife's scale-up strategy
- There is a high turnover of mpintshis currently volunteering in the loveLife programme due to lack of financial incentives
- Incentivising strategies are currently being investigated to meet this challenge and also contribute towards youth employment
- Ageing infrastructure at some of our Y-centers (Umtata, Bizana, Emathulini, Acornhoek, Kutloanong) which hampers programme implementation





Financials



loveLife Expenditure: January - December 2012

	DOH		DSD		DSR	
Support Costs	9 174 889,30	13%	9 641 658,81	19%	4 527 238,41	14%
Audit/Bank Charges/Insurance	1 858 149,81		1 133 799,38		413 806,00	
Municipal/Rates/Licences	397 590,85		816 769,54		244 313,92	
Office						
Maintenance/Security/Cleaning/Repairs	2 251 669,80		2 141 335,21		1 954 365,73	
Postage/Courier/Distribution	441 493,64		594 965,96		314 358,09	
Staff Costs	4 225 985,20		4 954 788,72		1 600 394,67	
Programme Costs	63 009 188,80	87%	42 408 556,99	81%	26 776 081,62	86%
Media/Advertising/Merchandising	7 225 157,17		2 733 842,46		1 402 900,57	
Research/Consultancy/Project Management	2 395 776,37		716 277,65		734 299,48	
Trainings/Workshops/Events/Meetings	4 328 075,76		4 335 512,62		3 965 164,34	
Stationery/Printing/ Supplies	3 293 831,06		2 186 623,11		957 398,36	
Telecommunications & IT	6 324 605,33		4 010 684,00		1 985 443,96	
Travel/Accommodation/Transport	7 088 336,27		5 482 696,04		5 912 191,97	
Sports Equipment	-		-		601 916,54	
Staff Costs	32 353 406,84		22 942 921,11		11 216 766,40	
Total Costs	72 184 078,10	100%	52 050 215,80	100%	31 303 320,03	100%



A case for capacitation of coaches as life skills mentors



What role can coaches play in the in personal development of players?

- Sport is one of the interventions that has been used to deal with challenges at individual, social and structural level.
- The positive potential of sport does not develop automatically. It requires professional and socially responsible intervention which are tailored to the respective social and cultural context.
- The country's integrated sport development programme that is being implemented by SRSA, DBE, sport federations and implementing partners requires an enabling environment for excellence to thrive across all sporting codes, to nature a winning nation. Research has shown that holistic development of a sportsman/woman throughout the development continuum requires technical, emotional, financial, mental and physical support from parents/ caregivers, the coach and the community.
- There is a critical need thereof for the parents/caregiver and the coach to create an interdependent bond to be better equipped to provide the necessary support required by the sportsman/woman.



What role can coaches play in the in personal development of players?

- Importantly is the nature of skills set that the coach should possess in order to be equipped to discharge his/her responsibilities effectively.
- The current National Coaching Framework's aim is "to provide skilled and qualified coaches to support the development of South Africans at all levels in sport. This will in turn unearth new talent, provide widened access to sport and further promote South Africa as a nation committed to mass participation and sporting excellence". The framework further states that "the ultimate objective will be the transformation of the South African coaching system, with a skilled volunteer and paid workforce, to meet mass participation, high performance and education goals".
- The challenge with the National Coaching Framework's training framework is exclusion of emphasis of the mentorship role that should be played by the coach in holistic development of the young sportsman/woman. The requisite skills set over and above the technical skills should include life skills and mentorship to be able to assist the young player in navigating life's challenges.



Recommendations

Life skills and mentorship skills sets should be a mandatory requirement for all coaches in South Africa

Key learning areas:

- Strengthening knowledge of HIV, around young people's risk behaviours and in the field of HIV prevention
- Improving interpersonal communication skills
- Strengthening capacity to impart life-skills and leadership skills
- Enabling participants to engage the families of young people and their communities

Expected outcomes

- Young people have a greater sense of identity, belonging and purpose
- Young people have a healthy self-esteem and self-confidence
- Young people are socially more connected and experience greater social inclusion in their communities
- Young people's health has improved
- Young people decrease their sexual risk behaviour
- Young people know what it means to work in a team, display discipline and commitment
- Young people value sport and exercise in their life and strive for sporting excellence
- Young people value their engagement with adults and see them as guides and mentors in their lives



Thank you!

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