

110802 PC Sport



THE SOUTHERN KINGS

Introducing the Business

- Southern Kings founded in June 2009
- An Eastern Cape Franchise, committed to playing professional rugby Sanzar Super Rugby Series from 2013
- Owned by Eastern Province Rugby (Pty) Ltd, Border Rugby (Pty) Ltd, SWD Rugby (Pty) Ltd and SA Rugby (Pty) Ltd
- Headquarters at Nelson Mandela Bay Stadium with seating capacity of 48, 500 including 104 suites

Vision / Mission

Vision

- Build and entrench the Southern Kings as the flagship of professional rugby in the Eastern Cape through the establishment of a sustainable, growing, viable and community-oriented rugby franchise

Mission

- To ensure access to and create opportunities for the highest possible levels of rugby competition for all rugby-playing and rugby-supporting individuals and communities in the Eastern Cape and the Republic of South Africa

How mission will be achieved

- Provide entertaining, sustainable and competitive rugby that generates optimal returns on investment for all its stakeholders
- Build a reputation in the marketplace for developing, nurturing and growing rugby at club, school and tertiary levels in all parts of the Eastern Cape
- Retain talent within the Eastern Cape; attracting talent from beyond the region and creating local heroes and roles models
- Provide aspirant and established professional players with career opportunities
- Create added value for our shareholders, all stakeholders and business partners

Strategy

Key Priorities:

- Sound corporate governance and business-driven administration
- Sustainable, profitable growth
- Maximizing exposure, investment and playing opportunities
- Customer-oriented service and dedicated communication channels with customers, stakeholders and the community
- Ensure equity, redress and opportunities for all
- Attract revenue to the region through top class competition, sport tourism and stadium-related entertainment opportunities
- Grow the game through the establishment of a sound infrastructure and administration
- Create opportunities and the environment for sponsors to grow their respective brands
- Expand the business into other strategic areas such as merchandising

Strategy cont.

Outcomes:

- Self-funding, sustainable and competitive Franchise playing in the Super Rugby Series
- Professional, strong and accountable administration
- Above-average return on investment for Sponsors, Suppliers, Advertisers
- Strong and loyal support base with an uptake of 80 hospitality suites and 5 000 season ticket holders
- Major contributor to the Eastern Cape economy through the promotion of rugby tourism
- Improved talent identification systems, making rugby the sport of choice of the youth

Strategic Partners

- SA Rugby
- Department of International Relations & Cooperation (Foreign Affairs)
- Department of Tourism
- Department of Sport, Recreation, Arts and Culture
- Department of Local Government and Traditional Affairs
- Department of Education and the Nelson Mandela Metro Municipality
- Nelson Mandela Metropolitan University
- Rhodes University and the University of Fort Hare

The Product

Overview

- With 411 clubs, 20 000 senior players, 1 700 primary and high schools and three universities the Southern Kings have the ideal base to build a winning team

Critical factors in building a competitive, quality and winning team:

- Securing the services of a renowned, respected coach and management team
- Sufficient funding to compete in the Super Rugby series
- Quality coaches at the respective provinces
- Building support amongst the local communities
- A comprehensive development strategy

Rugby Development

Creation of world-class talent identification and development system based on:

- **Growth**
Focus on developing and accelerating talent
- **Excellence**
Ensure best talent is retained in the region
- **Sustainability**
Sustain and grow current participation levels at schools. Reduce the "drop-off" rate in the transition from schools to club rugby

Academy being set up to fast track talent

Objectives of the Academy are:

- Identify players between the age of 18 and 21 (2 per position) from school and club level
- Develop rugby skills of these players
- Instruct players in life skills
- Provide, assist with and monitor tertiary education studies

Academy being set up to fast track talent cont.

These will be carried out through:

- Talent identification at school and sub-union level
- Entrance to the academy for maximum period of 2 years
- Conditioning and coaching programme
- Close association with the professional team and coaching staff
- Involvement as a team in the Club under 21 league
- Life skills instructions
- Commitment to at least 80% of the identified players being from previously disadvantaged backgrounds

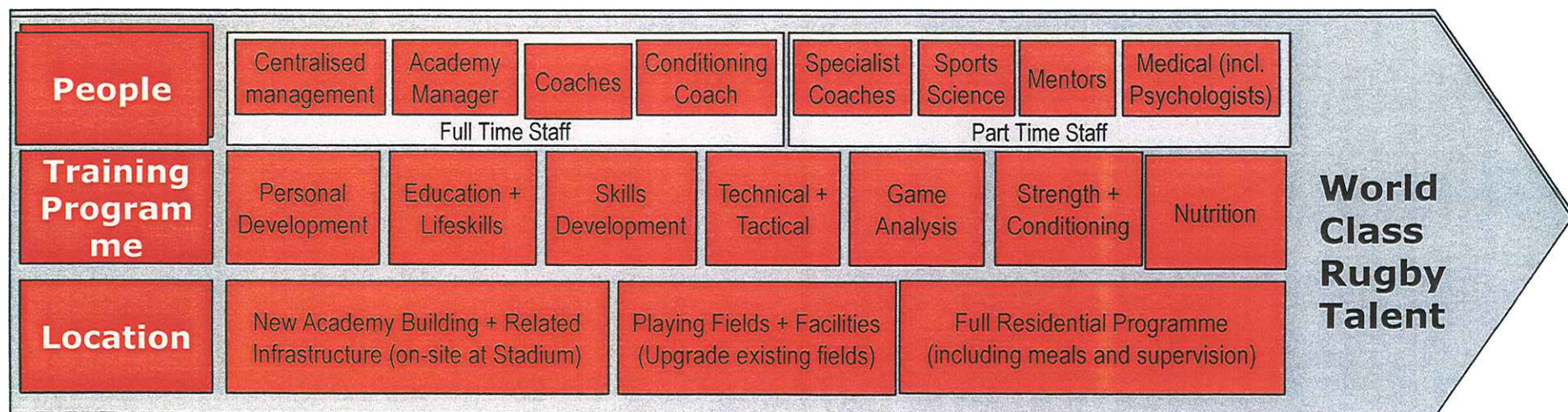
Long term goals of the Academy

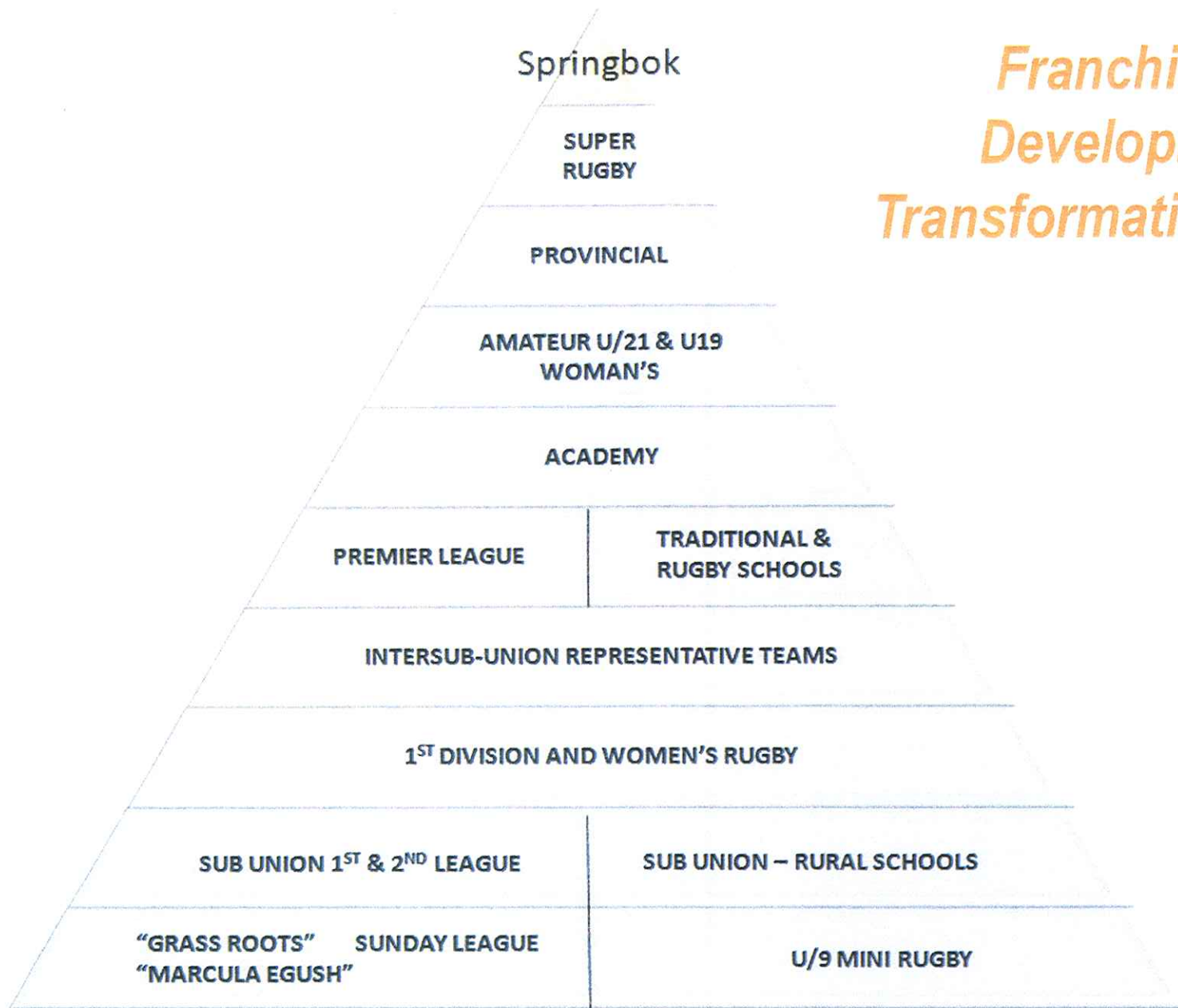
- Retention of talented young players in the area
- To be financially viable

Academy Overview

Each Academy will house 45 to 60 players in the U19 to U21 age groups

- These young rugby players will be developed to the highest standards in South Africa (equivalent of the Sharks, Bulls and WP), taking into account their physical, psychological, educational and rugby skills requirements
- This must transform senior team performance, thereby creating local black rugby player heroes and role models to further grow rugby in the region... **with a specific focus on supporting the Southern Kings Super Rugby participation in 2013**
- The best U16 to U18 schoolboy players will also be supported by a part time programme at each Academy (conditioning, supplementation, skills development) to better prepare





Franchise Player Development and Transformation Model