

# Gansbaai Communal Sports Programme

## A multi-purpose sports facility for all

The centre aims at inspiring positive social change in a diverse local community through sport.



### Location

Gansbaai (Western Cape – South Africa)

### Organisation

Football Foundation of South Africa (FFSA)

### Start-end date

2008 – ongoing

### Target group

Children and young people between  
6 and 30 years old

### Reach

Over 5,000 participants and users annually

### Partners

Absa, Barclays, the Premier League, the Western  
Cape Department of Cultural Affairs and Sport  
and the Overstrand Municipality

### For inspiration

[www.football-foundation.com/gansbaai.php](http://www.football-foundation.com/gansbaai.php)  
[www.grootbosfoundation.org/pages/football\\_foundation.php](http://www.grootbosfoundation.org/pages/football_foundation.php)



## Summary

The mission of the Gansbaai sports programme is to support and initiate grassroots sports development in South Africa by empowering people through providing access to education, resources, facilities and equipment. The programme is run in the Gansbaai communal sports centre, which has a full-size artificial football pitch, an additional grass football field, two rugby fields, cricket and hockey pitches, dual purpose tennis and netball courts and cricket nets. The programme utilises sport to address social and developmental issues and can serve as a catalyst for social change and integration. The facility was built in the centre of three culturally diverse communities, with a pathway from each community leading directly to the sports field – making it equally accessible to all people as a “neutral” space not belonging to any specific community.

## Keys to success

### A facility inspiring social change

Gansbaai lacked basic sporting facilities, even for schools in the area. The new state-of-the-art multi-purpose sports facility, uniquely situated on land in the middle of the three communities, serves as the perfect catalyst for social integration. The programme reaches the four schools of Gansbaai, developing boys and girls from the age of six through to 18, as well as the broader Overberg region, by conducting coaching clinics and holiday camps in neighbouring communities.

### Extensive sports programme

The sports programme in Gansbaai comprises training five days per week, with games, tournaments and coaching clinics taking place on weekends. Dedicated coaches and volunteers run football, netball, hockey and cricket coaching sessions and education lessons for the young people in the Gansbaai area, developing boys and girls from the age of six through to 19. During school holidays, special holiday programmes attract children from the entire community for weeks of fun, games and educational activities.





## Sport for All objectives

### Promote sport and physical activity

The main goal of the programme is to offer a location and facilities for young people to practise sport and do some physical activity, thus promoting healthy living and engaging people in activity and sport.

### Support active societies

The programme reaches all schools in Gansbaai. As a result of the new facility, the Department of Education identified the need for a High School in Gansbaai, and built the very first High School in the area adjacent to the sports fields. As a result of the new High School, more children now graduate because of the decrease in travel time, and, as the dropout rate reduces, fewer children get involved in anti-social or criminal behaviour.

## How is the programme communicated?

The programme is promoted through the FFSA's website and social media platforms that feature regular newsletters and updates on newsfeeds. In addition, press releases are submitted to local newspapers and international sports for development networks to further amplify the programme's online presence as well as broadcast programme events through local radio stations.

## How is the programme evaluated?

FFSA staff regularly monitor and evaluate projects by engaging with the local community through site visits, workshops, questionnaires and surveys. Focus groups are explored in depth through group discussion, case study examinations and independent research conducted by partner universities. Since January 2013, an online M&E tool has been implemented that monitors all data captured in the field of sports, training and education to produce measurable results.



“Sport can be an escape from everyday hardships and can unite people, unlock potential and empower individuals. So many children grow up in South African communities with little hope, little love and very little self-esteem. Sport provides a pathway for these children to belong to a family and to develop their talent and potential.”

Leán Terblanche – Managing Director – Football Foundation of South Africa



## Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



### Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



### Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



### Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



### Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



### Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

## Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

**Get inspired** by more than 45 projects around the world

**Learn more** about best practices with our toolkit

**Create your project** based on proven academic research and experience of organisations

**Share your experience** and lead the way to inspire more projects

**Connect with a vast network** fueled by inspired partners

### Find more information

- Sports and Active Society Programmes
- A Guide to Implementation
- [www.olympic.org](http://www.olympic.org)
- [activesociety@olympic.org](mailto:activesociety@olympic.org)