



**S100**  
1918 · 2018

ANNUAL  
REPORT  
**2019**  
*MATIES* SPORT

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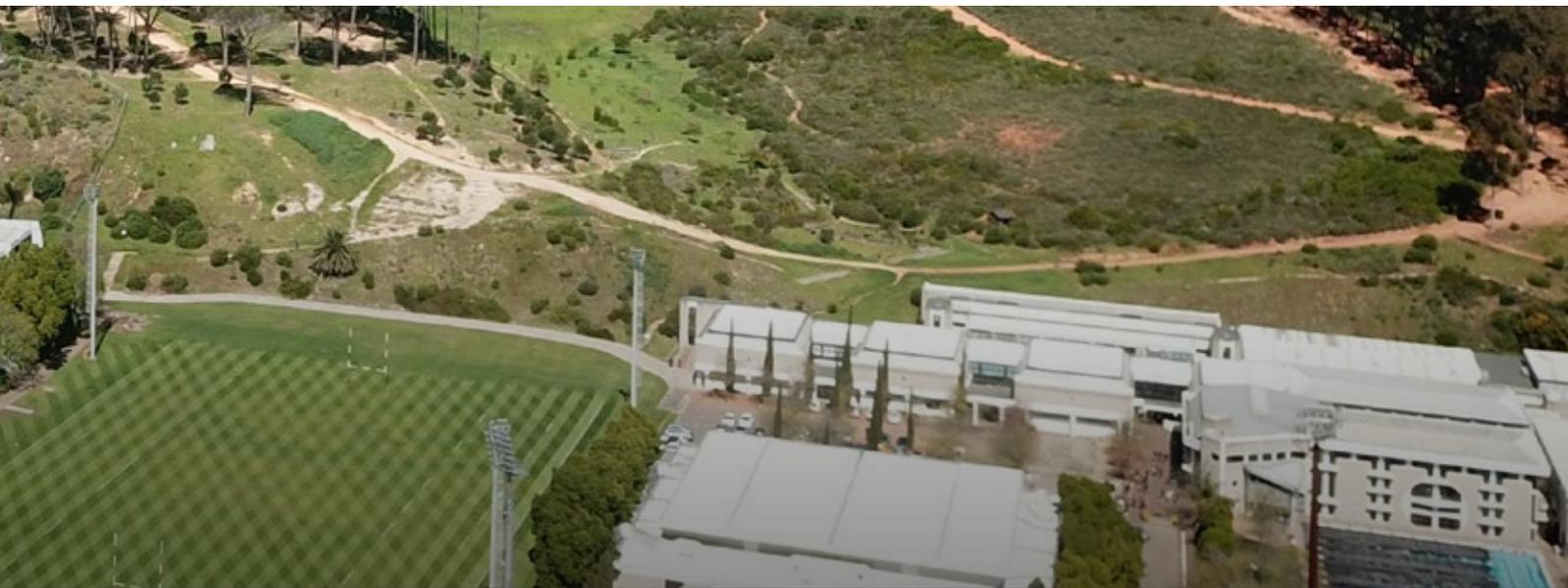
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# MESSAGE OF GRATITUDE FROM

# CHIEF DIRECTOR

The common narrative that surrounds university sports is that the pursuit of excellence in academics and athletics are not achievable - or worse - impossible. This negative view assumes that our student-athletes are not able to achieve success in both areas or even that they are not really students at all.

But here at Stellenbosch University and Maties Sport our student-athlete 2019 academic results spectacularly proved this to be wrong.

We prioritise excellence at all levels, ensuring that we continuously advance our support for our student-athletes to enable them to achieve holistic success.

To be more specific, our students who participate in our various programmes at University Sport South Africa (USSA), Varsity Cup, Varsity Sports and Team South Africa levels, continue to provide compelling evidence in every way that high level participation in university sport can be fully integrated into the educational mission of a university of excellence, such as Stellenbosch University.

Our Annual Report will share a few of these examples from this past year.

I would like to dedicate all the success stories of the past year to the remarkable people who coach and provide sports medicine sports science and technology support to our student-athletes at Maties Sport.

The contributions of these talented men and women were brought into focus as we marked the third year of a fully-fledged high performance and competitive sport programme, changing the landscape that includes the appointment full-time coaches. They continue to produce championship teams and individuals, supporting the institutional vision for well-rounded student-athletes who continue to share their greatest achievements beyond their academic career at the university.

The work of our coaches and support teams can be found in the impact they had on the lives of the young men and women they've had the honour to celebrate through another successful year.

We are aware of some challenges and these we continue to identify, including working towards improved operational excellence at all levels.

The business of sport at the University includes a critical ingredient, that being great coaches and our High Performance Unit staff who impact on changing the lives of our talented student-athletes - ultimately contributing to the fabric of a better South African sport environment.

The Maties Sport team is committed to distinguishing itself through a contribution at all levels of sport participation to enable and support a transformative student experience, providing thought leadership and making a difference through various sport development initiatives.

This Annual Report is dedicated to the University's leadership at all levels (academic and professional support services), coaches, sports medicine and science and technology support staff, sport club support staff, sport managers, administrative support staff, facilities assistants, partners, sponsors, donors, volunteers, fans, family members - and most importantly to our student-athletes.

Without you we would simply not be able to enjoy what we are doing.



## MESSAGE FROM THE

# CHIEF OPERATING OFFICER

All of our stakeholders in Maties Sport can look back at 2019 with respect, gratitude and joy.

We respect the tremendous effort by our student-athletes who spared no effort to prepare themselves to compete at the highest level and to follow the Olympic motto: Citius, Altius, Fortius or faster, higher, stronger.

Those of us who are not competing at the highest level will find it hard to imagine the time and dedication required at the national or even international levels. And we respect the coaches and administrative staff at Maties Sport who create and run the successful programmes which our student-athletes can join here in Stellenbosch.

We are grateful for the unique opportunity to be sportsmen and sportswomen at Stellenbosch University where we can train and compete on some of the most iconic sport fields in the country.

And we are grateful for our loyal fans – especially our #Most Valued Fans – and supporters both locally and those who support Maties from a distance.

I am especially grateful that the University recognises Maties Sport as a strategic asset and opportunity that deserves the University's support to create the positive and well-rounded student experience we wish to unlock for every Matie.

The achievements of Maties Sport in 2019 also fill me with great joy. Towards the end of the year we celebrated these achievements at the annual awards evening held in a marvelously-transformed (for the event) Coetzenburg centre.

We applauded both individual achievements and outstanding teams, including our Netball team whom we recognised as “team of the year”.

Last year we also recognised the achievements of the new code e-sports, and we shared in the joy of Chief Director Ilhaam Groenewald's national recognition in receiving a Ministerial award for contribution to sport.

Ilhaam has also started her second 5-year term as Chief Director: Sport and I look forward to working with her to support and improve Maties Sport in 2020.



# OUR PRIORITIES FOR

# 2019

The higher education sport environment continues to commit to the importance of sport and that sport will remain one of the most valuable parts of the media and entertainment industry globally for years to come.

The Maties Sport business model continuously strives to inform its operations and we continue to learn and align ourselves to an increasingly-digitised world, providing significant growth opportunities in the future. A notable investment to date is e-sport. And Maties Sport became the university national champions for the inaugural University Sport South Africa e-sport tournament.

The rapid changes in the world of sport requires of us to stay abreast through various forms and modes, hence our team's decision to align and advance the business of Maties Sport to explore innovative sport programmes; continuous improvement of our academic performance; striving for operational excellence at all levels; financial sustainability through initiatives of advancement and alumni relations as well as continuous improvement of media and communications.

Our team also asked how we want to differentiate ourselves in the higher education sport environment during 2019, and we identified the following three areas:

- **Sport Code Performance** that included promotion to Varsity Sports; retention of Varsity Cup (rugby) and

Varsity Sports (athletics, cricket, hockey, netball, rugby 7s) positions and promotion for basketball into the Varsity Sports competition which was successfully achieved; and for Football to be promoted to the USSA Football A-Section, which was achieved. In addition, the continuous improvement of our competitive and recreational sport codes received special attention and we revisited the strategic, management and operational aspects of 22 of our sport codes, including improvement of their management and financial investment.

- **Sport Development** with a focus on implementing our school sport development strategy – and we recorded success in a few areas. (Details provided in the Centre for Sport Leadership section of this report.) Our aim remains the development of a sustainable programme, supported by purposeful partnerships and inclusive networks for an extensive impact.
- **Thought Leadership** with the focus to design two short courses in the Centre for Sport Leadership and implementing our dialogue seminars for at least one theme. We successfully concluded and identified partners for our two short courses with the focus on seminars and workshop for our coaches and planning to expand our concept to schools and clubs in the near future. Our dialogue series have been achieved with detailed information provided in the Centre for Sport Leadership section.



Our sport codes continue to be our main focus and ambassadors with opportunities provided for recreation, competitive and high-performance participation, coupled with research, training and development and supporting social impact activities.

This collective offering supports SU's vision with Maties Sport as a leading higher education sport department.

This acknowledgement is supported by the feedback of an esteemed panel, consisting of Professor Kenneth Shropshire, CEO of the Arizona State University Global Sport Institute, Dr Phathokuhle Zondi, CEO of Sport Science Institute of South Africa and Kobus van der Walt, renowned and retired Director of Sport at University of Pretoria/TUKS, who conducted our 5-year external review, providing valuable feedback on areas of improvement, and also confirming that we continue to strive for excellence, inclusivity and innovation.



# DRIVING OPERATIONAL EXCELLENCE HUMAN RESOURCES

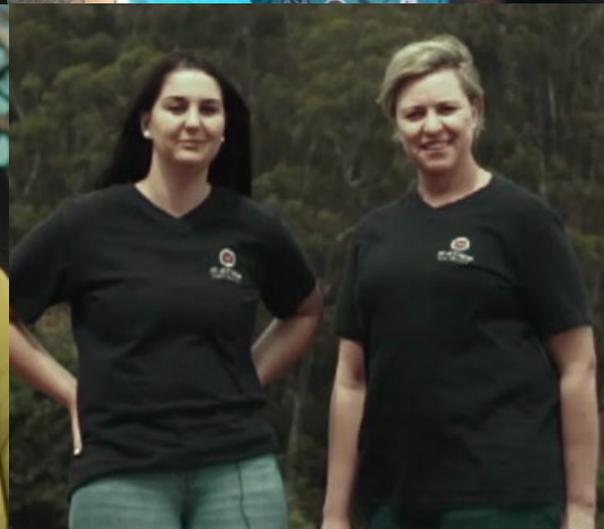
The attainment of operational excellence can be reached only through investment into people - and for the period 2014 to 2019 Maties Sport adopted eight key principles to support the delivery of its strategic objectives.

These key principles enabled the design, implementation and support of departmental commitment for a diverse and accessible environment.

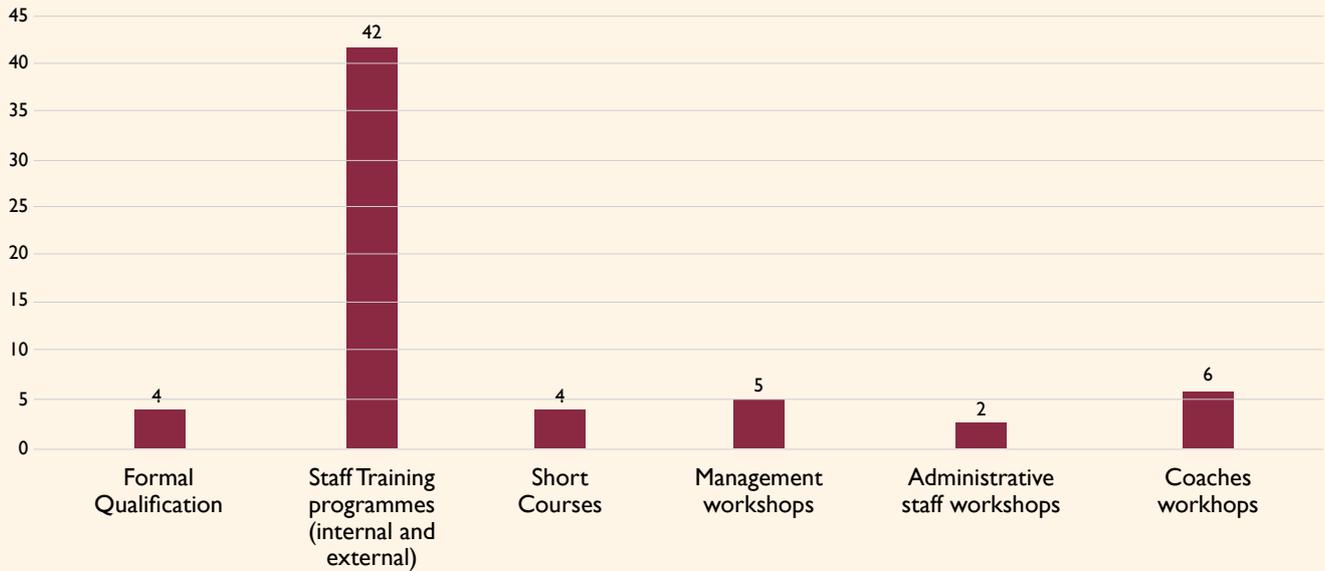
The recruitment and retention of staff remain an important ingredient of driving operational excellence and major focus continues to be the personal development of staff through various internal and external initiatives. Special attention was given to Administrative Support Staff as well as Coaches. We continue to revisit the Employment Equity Plan, supported by a Transformation Plan with moving qualitative commitments.

Maties Sport needs to continue to improve representation for women, specifically in coaching positions, and has committed to appointing at least two female head coaches in 2020.

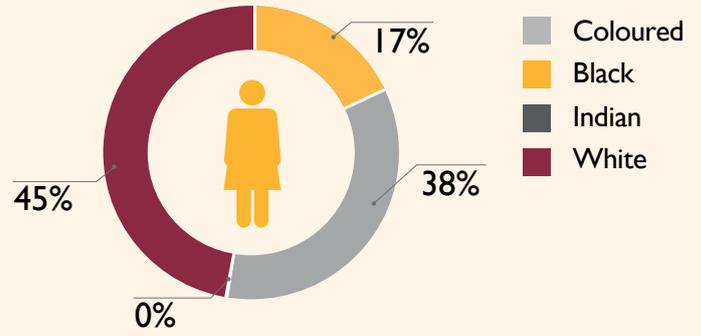
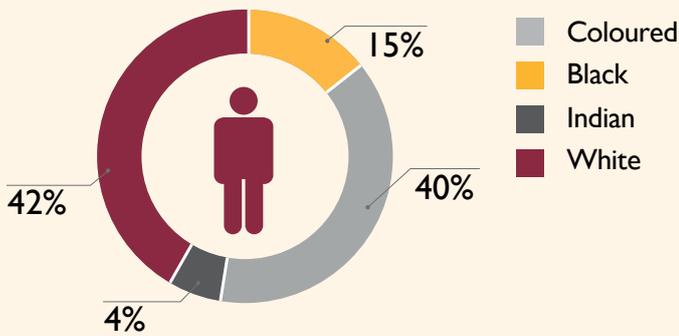
The data provided is a confirmation of our commitment and alignment to the university's objective in providing 'A Transformative Student Experience' and to be an 'Employer of Choice'.



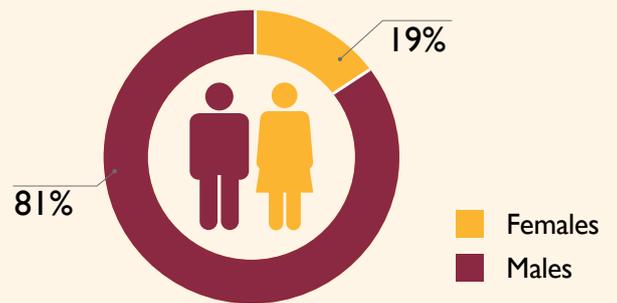
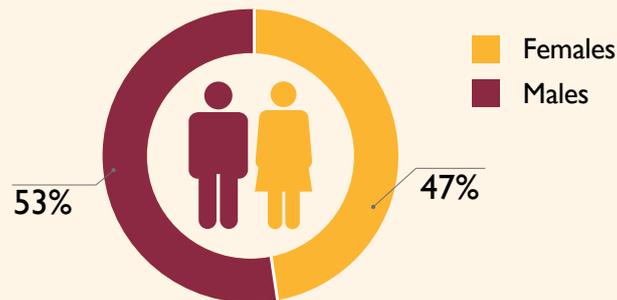
## TYPES OF TRAINING



## DEMOGRAPHIC REPRESENTATION



## GENDER REPRESENTATION



An important component of staff recognition is to celebrate the vast diversity of contributions. Maties Sport line manager, Professor Stan du Plessis, Chief Operating Officer: Finance & Operations, introduced an exciting initiative to recognise staff across his responsibility centre for their passion and commitment. The first two colleagues to receive this award are Sean Surmon: Deputy Director: High Performance Unit and Gwen August, Administrative Assistant to the Director: Support Services.

The University's organisational development process will inform our long-term succession plan. Areas of development will be aligned to improving operational excellence and

learning more about the business of sport. This will be our focus areas for the next three years.

The outcomes on the University's organisational development process will inform the long-term succession plan. The areas of development were aligned to the areas that require operational excellence improvement and will continue to be case for the next three years at least.

The #MaroonMachine continues to #GooiMielies and we are grateful for the passion, and continuous commitment to operational excellence by the Maties Sport family.

# A DESTINATION OF CHOICE

An appropriate quote to share is that according to Vince Lombardi, the legendary US gridiron player, coach and executive, "The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavour."

Having committed to the Finance & Operations responsibility centre's overarching mission of 'Operational Excellence', our team committed to this at various levels that include facilities management and our professional support services with the goal of improving sport management delivery.

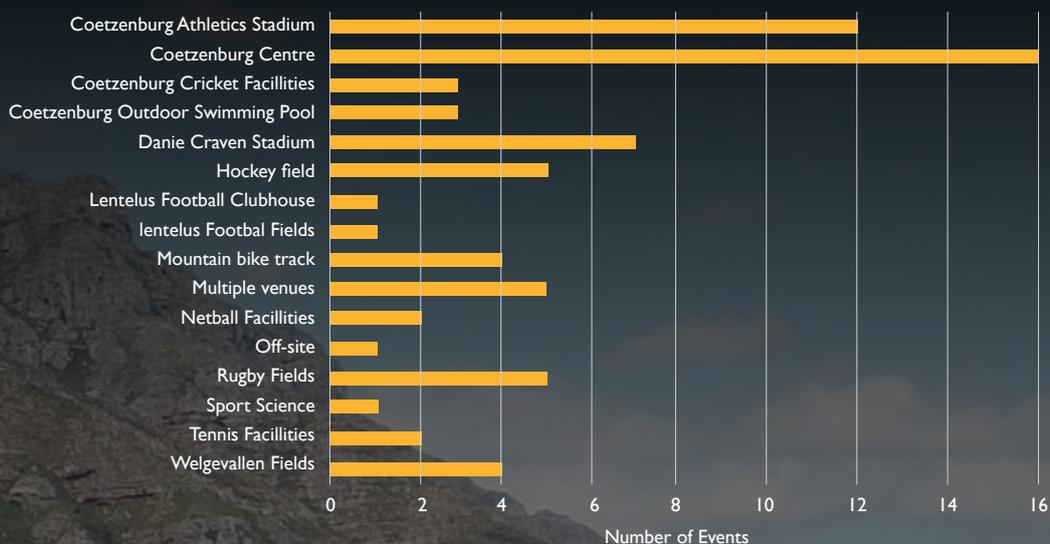
For Maties Sport a key to achieving sustainable operational excellence is that it should be long-term and for the past year we focused on:

- 360-reviews for identified sport codes to improve day-to-day management; student-athlete and coaches support services; fundraising; and media and communications with the basic question of how do we improve this through a stronger team culture.
- Events and projects management review of human resource support and working with the University's newly established Central Events and Conference Office. This proved to be a space where we were taken out of our comfort zones and were required to extend our expertise beyond the central Maties Sport approach to that of what is important for the University.

Maties Sport takes pride in being a destination of choice. This is supported by the number of events we once again had the honour of hosting in partnership with a number of stakeholders.

We continue to host world class events and competitions such as Varsity Cup, Varsity Sport, USSA Tournaments and federation league matches. Through these we align with the University's strategic themes of a 'Thriving Stellenbosch University'; 'A Transformative Student Experience' and 'Purposeful Partnerships and Networks'.

## EVENTS PER FACILITY



Number of events per Maties Sport facility. Coetzenburg Centre is the venue that is used the most, taking note that it is used for multiple activities including Choir festivals, Awards, Sport and Churches

## DESTINATION OF CHOICE



EVENTS/ FESTIVALS

72



PARTNERSHIP EVENTS

8



EVENT PARTICIPANTS

43 950



SPECTATORS/ FANS

154 680

## BIDDING AND HOSTING OF INTERNATIONAL EVENTS

In the quest to host the international competitions we submitted a bid to host the FISU Cycling Championship 2022, supported by the USSA Office and we were invited to make a presentation at FISU Headquarters in Lausanne, Switzerland. The Director Support Services, Jerry Laka, represented Maties Sport (SU) in November 2019. In December FISU awarded Maties Sport the rights to host the 2022 Championship in Stellenbosch.



Fernando Parente: FISU Board Member, Paulo Ferreira: FISU Director General, Julien Carrel : Manager World University Championships, Alejandro Guerra Urbistondo: FISU World University Championship, Jerry Laka: Maties Sport Director Support Services, Domisani Dondashe: USSA Senior Operations Manager, Loki Manise: UCT Head of Sport, Kerr Rogers: UCT Sport Manager



STRIVING FOR EXCELLENCE

# HIGH PERFORMANCE



A key focus area of the High-Performance programme during 2019 was our 15 Head Coaches across the 11 HP sport codes. The intentional building of a community feel among the coaches has created a platform where ideas are shared and peers can support each other, creating a sense of a community that shares and strives for the same outcome – A Thriving Maties Sport Team!

We have extended into a revamp of the HP house displaying the student-athlete sporting success, HP Unit staff and HP coaches on the walls

The performances on and off the field have surpassed previous years. It was a year filled with many finals and semi-finals and besides our back-to-back Varsity Cup victories, three particular performances stood out:

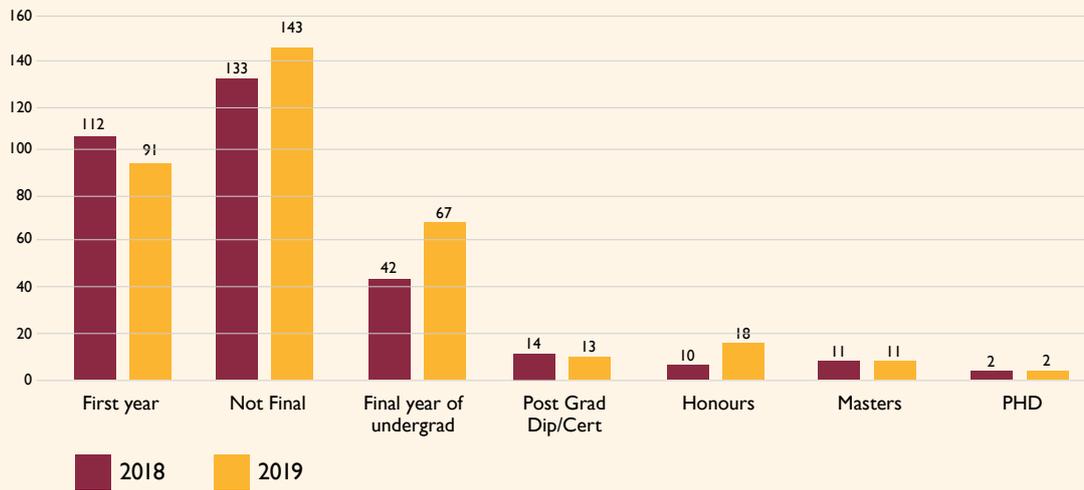
1. Maties Netball reaching USSA and Varsity Sport finals, and beating TUKS the first time in over 10 years
2. Maties Football's promotion into the USSA A-section
3. Maties Basketball Men & Women's team qualifying for Varsity Basketball 2019 within only three years on the High-Performance Programme. five years ago, who would've thought that SU's Basketball teams would be on TV in 2020!

Our student-athletes performed brilliantly in the classroom with a total of 169 students across all sport codes graduating, 43 of them from our High-Performance sports. An incredible 85% pass rate of credits taken across all HP student-athletes is proof that our holistic approach and support of the PACER programme is growing from strength to strength each year!

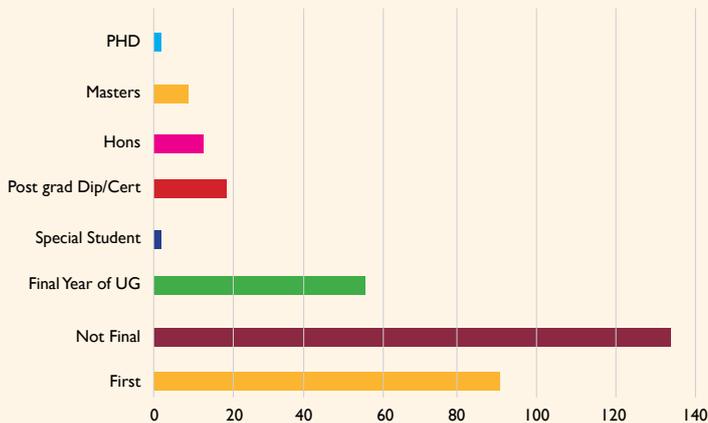
The HP Unit welcomed its first internship during 2019 and has incorporated extensive involvement of Sport Science students into the HP programme to increase the opportunity for work experience during their postgraduate year.

The High Performance programme, together with the Chief Director, Ilhaam Groenewald, collaborated with the Sport Science Department in hosting a highly successful inaugural symposium on 'The Gender Gap in High Performance Sport Settings: A South African Perspective'. In addressing the promotion and employment of women in the High Performance space, the HP Unit advanced its internship programme through the appointment of two female interns for 2020.

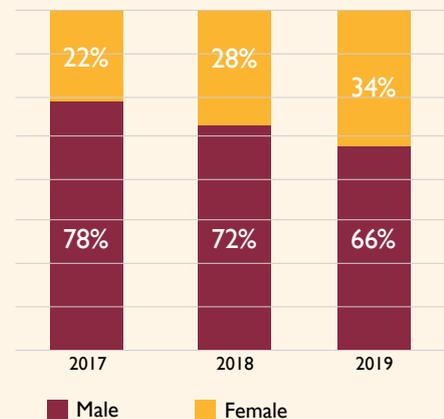
## Academic Success and progress of High-Performance Student Athletes



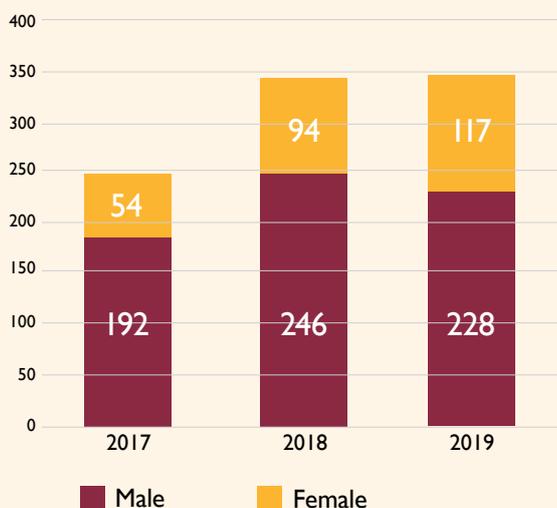
## 2019 Maties Sport High Performance Squad (N=328)



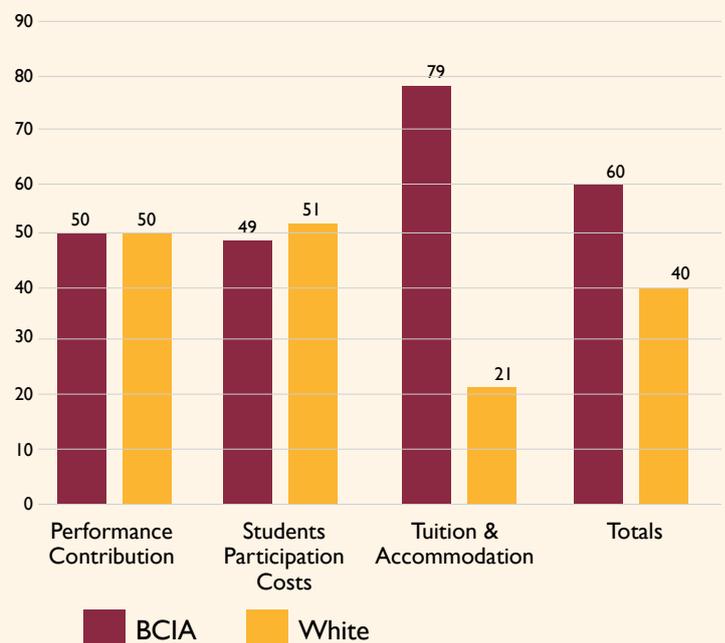
## Gender Distribution of the HP Student-Athletes from 2017 to 2019



## Transformation & Diversity of High-Performance Student Athletes



## Percentage breakdown of Awarded Bursaries



# FIELDING EXCELLENCE

## AT ALL LEVELS

### SPORT CODES



TOTAL MATIES  
SPORT CODES

30



LEAGUE  
MEMBERSHIP

2 699



Males

2 972



Females

727



RESIDENCE  
LEAGUE

4 396



RECREATION & ACTIVE  
LIFESTYLE ACTIVATION REACH

31 059



TOTAL CLUB  
MEMBERSHIP

3 050



NATIONAL  
CHAMPIONSHIPS

521



VARSITY CUP/  
VARISTY SPORT

146



PROVINCIAL  
COMPETITION  
PARTICIPATION

204



NATIONAL  
COMPETITION  
PARTICIPATION

76



2019 SPECIAL  
ACHIEVEMENT  
AWARDS

66



STUDENT ATHLETE  
GRADUATES ACROSS  
CODES

169

## MATIES SPORT IN THE GLOBAL ARENA

Maties Sport student athletes continued to raise the flag of Stellenbosch University high by participating in a number of international competitions, which contributes to our strategic objective of developing world class sportsmen and women.

### ATHLETICS

**Justine Palframan** - IAAF World Relays 11-12 May 2019 - Yokohama, Japan

**Breyton Poole** - Summer Universiade 3-14 July 2019 - Napoli, Italy; All African Games 26-30 August 2019 - Rabat, Morocco

**Gardeo Isaacs** - IAAF World Relays 11-12 May 2019 Yokohama, Japan; Summer Universiade 3-14 July 2019. Napoli, Italy; All African Games 26-30 August 2019 Rabat, Morocco

### GOLF

**Phillip Swanepoel** - London, United Kingdom, St Andrew Links Troph

### PARA – ATHLETICS

World Para athletics Championships, Dubai, 7-15 November 2019

**Anika Pretorius**

**Charl du Toit**

**Dyan Buys**

**Kerwin Noemdo**

### FOOTBALL

**Craig Walters** - Summer Universiade 3- 14 July 2019 Napoli, Italy

## WATER POLO

Ross Stone - FINA u20 World Championships, Kuwait  
Christopher Beamish - FINA u20 World Championships, Kuwait  
Joshua Faber - FINA u20 World Championships, Kuwait  
James Hablutzel - FINA u20 World Championships, Kuwait  
Lwazi Madi - FINA World Championships, Gwangju, South Korea  
Keegan Clark - FINA World Championships, Gwangju, South Korea  
Nthatsi Mota - FINA World Championships, Gwangju, South Korea  
Emma Joubert - FINA World Championships, Gwangju, South Korea  
Hannah Calvert - FINA Inter-Continental Cup, Australia  
Stephanie Berry - FINA Inter-Continental Cup, Australia  
Anna Thornton-Dibb - FINA Inter-Continental Cup, Australia  
Christine Abrahamse - FINA Inter-Continental Cup, Australia  
Cameron Laurenson - EU Nations, Brno, Czech Republic  
Megan Swanepoel - EU Nations, Prague, Czech Republic  
Hanna Steyn - EU Nations, Russia

## PARA – SWIMMING

World Para-swimming Championships, London,  
9-15 September 2019  
Hendri Herbst  
Christian Sadie

## SWIMMING

Darren Minnies - French Cup Open Water  
5km Swim, Toulouse, France  
Hendri Herbst - World Para Swimming  
Championships - 50m & 100m Freestyle, London,  
United Kingdom

## TENNIS

Sinazo Solani - SA Fed Cup hitting partner held in  
Luxemburg from 6-9 February 2019

# SA UNIVERSITY SPORT

## VARSITY CUP/SPORT 2019

Varsity Cup - Gold Maties (Final v Tuks)  
Varsity Hockey Silver Maties Hockey Women (Final v Pukke)  
Varsity Netball - Silver Maties (Final v Tuks)  
Varsity 7s - Silver Maties (Final v UJ)  
Varsity Cricket - 4th on the Log  
Varsity Athletics - 4th

## USSA 2019

1st - Cycling Men, Surfing Women, Canoeing, Water Polo  
(men and women), E-Sport  
2nd - Rugby, Men's Hockey, Swimming, Tennis, Football Men  
(B Division), Badminton, Gymnastics, Netball  
3rd - Basketball Women, Hockey Women, Rugby 7s  
4th - Athletics, Squash  
5th - Basketball Men  
Cricket made final - no result



# FIELDING EXCELLENCE

## AWARDING EXCELLENCE AT HOME

The annual Maties Sports Awards recognised outstanding student-athletes for 2019 in a number of categories against strict criteria.

- Individual Coach of the Year – Heinrich Fortuin (Athletics)
- Team coach of the Year – Zanele Mgodana (Netball)
- Parasport Sportswoman of the Year – Anika Pretorius (Athletics)
- Parasport Sportsman of the Year – Kerwin Noemdo (Athletics)
- Sportswoman of the Year – Jo Prins (Netball)
- Sportsman of the Year – David Bedingham (Cricket)
- Team of the Year – Netball 1st Team
- Club of the Year - Hockey
- Student Administrator of the year – Ben Myburgh (Basketball)
- Number of Full colours awarded – 50
- USSA Winners – Water Polo; Cycling; Canoeing, ESPORT; Surfing
- Varsity Cup Winners – Rugby 15s and Young Guns

## NUTURING EXCELLENCE

In partnership with various internal partners, Maties Sport continuous to support the institutional residence commitment for a student community in which community principles are applied to integrate students' academic and living environments.

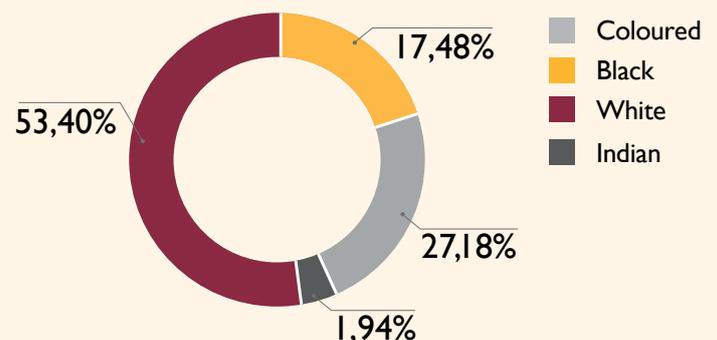
In so doing, one of the University's objectives is pursued, namely to provide students with a transformative university experience in which the residence is an extension of academic life in the faculties; to establish a university environment that would create a well-rounded educational experience for students and the profile of SU graduates.

The dedicated high performance residence continues to provide a learning and living space for 103 high performance student athletes from 10 sporting codes: Athletics, Basketball, Cricket, Cycling, Football, Hockey, Netball, Rugby, Swimming and Water Polo.

There were 22 first years, 81 senior student athletes and 11 of them completed their studies and graduated in December 2019.

The number of graduates for Huis Neethling during 2019 is testament of the leadership, holistic high performance programme delivery and commitment from our respective student-athletes.

### Huis Neethling January - December 2019



**Our graduates for 2019 are:** Courtney Williams, Honours in Journalism (Football); Sasha-Lee Petersen, Post Grad HIV/AIDS Management (Netball); Kgomotso Mampuru, LLM Intellectual Property (Netball); Janneke Baard, BA Accounting (Netball); Gaironeeza Maclobo, Bcom Marketing & Financial management (-Football); Wynand Du Toit, BA Sport Science (Athletics), Kirsten Block, BA Sport Science (Hockey); Karen Gurupira, Bcom Investment management (Basketball); Timothy Whitehead, Bcom Honours Quantitative management (Cricket); Kwezi Mtoba, Bcom Management Sciences (Athletics); Craig Walters, Bachelor of Education (Football).



# INVESTING IN OUR EXCELLENCE

We continue to improve our financial management system and operating framework that included staff training and development and the sharing of financial skills as a critical focus area to ensure that we understand and comply with the University's financial policies & procedures.

Continuous collaboration with Annemi Murray, Director: Financial Planning, and our full-time Accountant, Andy de Bruin, ensures that we focus on alignment and integration with our cross subsidisation model.

We identified four sport clubs that required a strong focus on improving its overall financial operations and this included looking into every financial aspect and identifying our competence and understanding of what/how to do it. The outcome was successful because three of the four clubs are financially much more stable and the aim is to continue to maintain the improvements implemented.

Risk identification is an important part of our operations and is recorded continuously. Our annual budgets and quarterly reporting assist us to identify any potential club deficits early enough to implement mitigating measurements to avoid any possible risks that may impact on the delivery of programmes.

Our aim is to be solution-orientated and this is evident through the implementation of a new management model for Swimming. Internally we manage most of the risks and or concerns raised by clubs and only escalate the risks that we cannot mitigate.

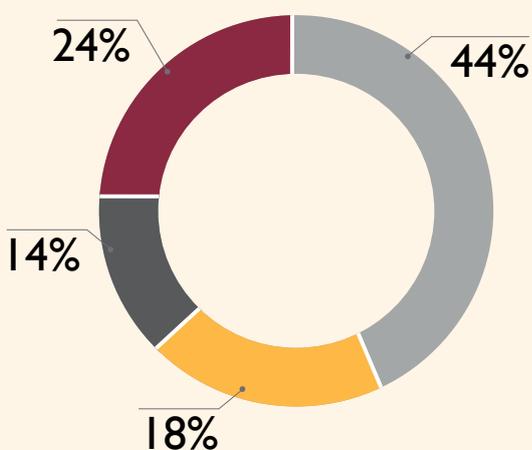
Income generation remains a priority and evidence demonstrates that much work is required in this field.

We do record some success for high performance bursaries donations and the retention of a few sponsors, however, the latter does not match our brand valuation.

The full-time appointed resource and a specific strategy with the Office of Development and Alumni Relations gives support to the current plan and we hope for a better outcome during 2020 and 2021.

Our overall financial picture looks positive with only one sport code recording an accruing deficit, however, this we successfully refinanced internally; we met budget requirements for all High Performance sport codes; identified the need for an increased investment for our competitive sport codes and we registered our targeted % budget savings for the year, in line with the University's requirements.

Total Income



- University budget allocation
- 3rd stream
- 5th stream
- University bursary budget



# RESEARCH, INTERNATIONALISATION AND DEVELOPMENT

Early in 2019 a process was conducted whereby the former Centre for Human Performance Sciences (CHPS) was integrated into the Maties Sport structure as the newly formed Centre for Sport Leadership (CSL).

Historically the role of CHPS had evolved over time into a close collaboration with Maties Sport, and given this evolution it was determined that this entity – in its new guise – was ideally suited to delivering on the key Maties Sport objective of expanding the academic footprint of sport at Stellenbosch University as articulated in the Institutional Sport Plan of 2014. The Centre for Sport Leadership is charged with driving Maties Sport activities relating to research, internationalisation and social impact.

Among the highlights of 2019 was the hosting in September of a half-day Sport Symposium under the theme “25 Years of Post-Apartheid Sport: The State of Play”. Academics and sport practitioners delivered talks addressing pressing issues facing South African sport at present. The aim of the event was to bring members of academia and the broader Maties Sport network together in order to explore avenues for future sport-related research and collaboration – an area that offers fertile ground given Stellenbosch University’s existing research footprint in sport. Topics addressed on the day included the historical framing of sport since 1994 as well as contemporary issues such as optimal strategies used in sport for development initiatives and the challenges facing athletes transitioning to careers after sport. The difficulties currently experienced by sports federations – including the likes of professional cricket and university sport more broadly – was another significant topic of conversation. In addition to local speakers the symposium was also attended by academics from the Global Sport Institute at Arizona State University and Virginia Commonwealth University’s own Centre for Sport Leadership in the United States.

On the international front the Centre for Sport Leadership also hosted a workshop for Maties Sport’s high performance coaches in September – an event that was conducted by two facilitators from the Global Sport Institute at Arizona State University in the United States. Maties Sport has an existing international partnership with the Global Sport Institute and this occasion marked another positive interaction between the two entities. The theme of the workshop was “Losing before the Match Begins: Preparing your athletes for competition on the pitch, within the team, and inside their heads”, and this was an opportunity for Maties Sport coaches to gain insight from international experts in the area of team dynamics. The presenters were Dr Scott Brooks (Director of Research for the GSI) and Dr Luke Brenneman (a post-doctoral researcher at the GSI).

In the research domain the Head of the Centre for Sport Leadership, Dr Gustav Venter, produced three publications during the course of 2019, all focusing on the historical link between football and politics in South Africa. These titles were published in two edited international volumes as well as The International Journal of the History of Sport. In addition, an honours student focusing on the history of Lusitano Football Club in South Africa was also successfully supervised.

Towards the end of 2019 Maties Sport’s social impact portfolio was also moved under the auspices of the Centre for Sport Leadership for the purposes of providing strategic direction within this domain. In this regard a successful funding proposal was submitted in partnership with the Faculty of Medicine and Health Sciences and Faculty of Theology for the delivery of a social impact project in Bishop Lavis. This project sees Maties Sport delivering a sport-related component within an existing programme directed at primary school learners from the Bishop Lavis area. The project has since kicked off successfully in 2020.



# SHARING OUR STORIES



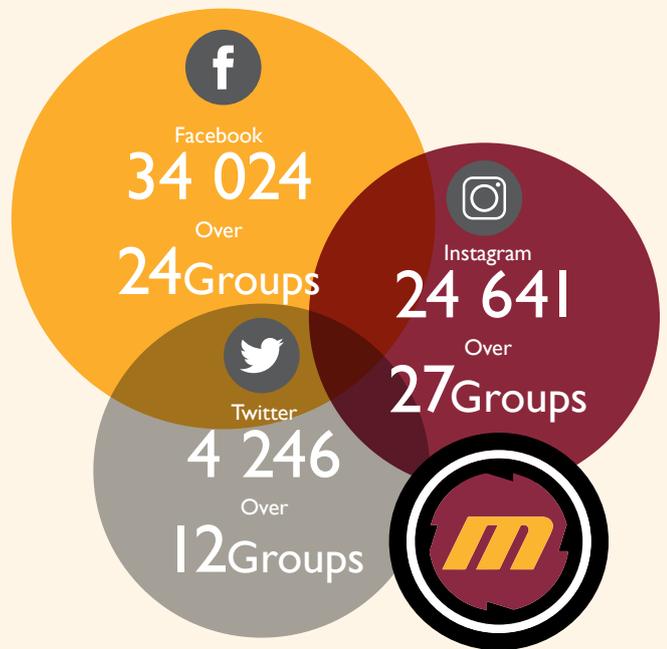
The Media and Communications Unit continues to underscore all Maties Sport events and processes through communications planning, coverage in real-time on social media, devising branding opportunities and informing activations to maximise the student experience and SU Brand advancement.

Staying abreast of communications trends, we have introduced Podcasts in 2019 to a growing following, embraced the new technologies provided on key platforms and have worked to understand the communications needs of our multi-faceted audience that ranges in age from 18 years to 60 plus. The key audience across all platforms, however, remains the student body that is aged between 18 and 24 years.

The Unit has also proven itself in being able to deliver multi-media presentations and productions for key event such as the Annual Awards and other significant gatherings.

The team works to a very tight budget and depends on external service providers. This will change in 2020 with the appointment of a permanent Media Manager and intern support. One of the challenges for Maties Sport is its diverse and specific information needs.

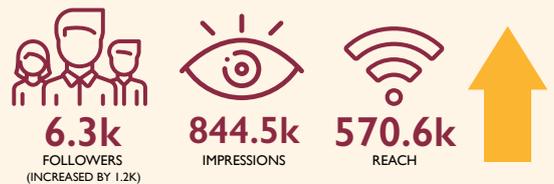
The result is a web of social media of pages for 30 codes that often compete with the main Maties Sport messaging platforms. However, the key is that Maties Sport engages with 62 911 followers almost daily on Facebook, Twitter and Instagram and all active stakeholders via WhatsApp groups in real time.



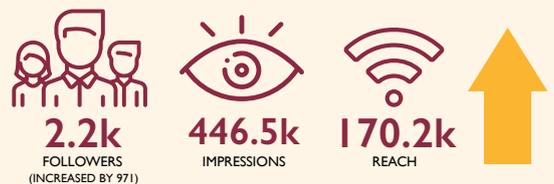
COLLECTIVE PLATFORM FOLLOWERS FOR MATIES SPORT

# 62 911

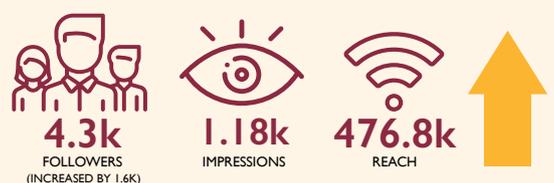
## MATIES SPORT FACEBOOK



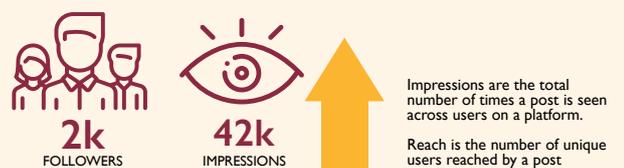
## MATIES SPORT INSTAGRAM



## HIGH PERFORMANCE INSTAGRAM



## MATIES SPORT TWITTER



# LOOKING AHEAD

As the Maties Sport community we say farewell to a century of celebrating sport passion, commitment, knowing that every one of our sport ambassadors, current and alumni, will continue to stay true to the #MaroonMachine and once again it's time for us to look ahead and identify something new; become more innovative and push the boundaries where needed.

A major effort for 2020 and beyond will be working with the University's Department of Advancement of Alumni Relations (DAR) and various stakeholders towards achieving better success with our fundraising opportunities for a stronger fiscal position. We are already celebrating success in this space and we will do better in the near future, noting the leadership and support to be provided by the Development & Alumni Relations Office.

We will continue to be a destination of choice and ensuring successful delivery of our various sport programmes, that are informed and supported by our infrastructure. This we will continue to do in partnership and with leadership and support provided by our Facilities Management.

We will continue to build on efforts for improvements in the day to day management and operation of the Department and this will be informed by a more in-depth understanding of what operational excellence means and what to focus on for the coming year. Areas include robust learning and development, monitoring, evaluation and reporting systems with the focus on sport code and events management, supported by our 360 methodology.

Considering the ever-changing role of media and communications across all industries, we are pursuing the appointment of a full-time resource, supported by internships and freelance services, with special attention to our fundraising initiatives and competitive and recreation sport activities.

Our most important goal remains a holistic offering, focusing on graduates, participation and making a difference with training and development opportunities, social impact programmes, thus contributing to developing our leaders of tomorrow.

This annual report reflects that we have great reason to celebrate and that we are strong in some areas but that we still have so much more to do.

Our commitment is to improve each year for our University, department leaders, student-athletes, coaches, support teams and leadership at all levels because we ultimately have a responsibility to contribute to sport in South Africa.





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