



# ANNUAL REPORT 2022



**MATIES  
SPORT**





## OUR VISION

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To be the leading university, contributing towards a holistic and diverse experience through sport.

## OUR MISSION

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To foster excellence in both the academic and sport performances of talented student-athletes and to promote social cohesion and engagement for an active lifestyle among all staff and students.

## OUR STRATEGIC OBJECTIVES

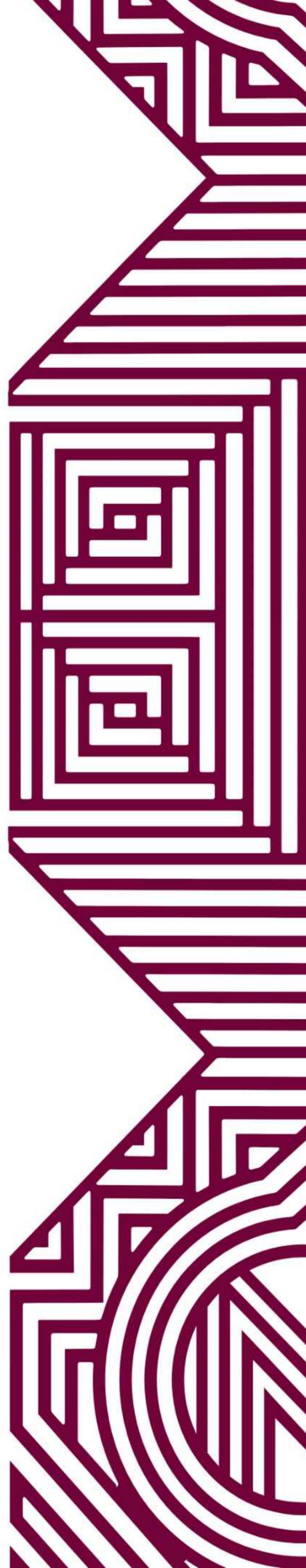
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- Support student-athletes with the delivery of a world-class, holistic high-performance programme.
- Provide access to a diverse recreation and active lifestyle programme.
- Foster a diverse environment aligned to institutional priorities.
- Strive towards a sustainable delivery model, supported by our various professional support services.
- Deliver sport-related research, teaching and learning and social impact initiatives through the Centre for Sport Leadership.

# CREDITS

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# BUILDING ON OUR SUCCESS



## Message from the Chief Director

I am pleased to present the annual report for the past year. It has been a year filled with so many successes and one in which we presented our best performance during my tenure as Chief Director since 2014. I am extremely proud of what the #MaroonMachine has accomplished.

Over the past year, we have made significant progress in various areas. We were able to do so by reconsidering our key focus areas, our expertise and resources with focus on:

1. Sport code performance: our focus remained on improving our sport code performance and student-athlete support to ensure a holistic performance. Our teams have shown exceptional performance with a total of 10 gold medals across both our High Performance and Competitive Sport codes and produced an 80% and above academic pass rate. We do, however, recognise the need to further advance our wrap-around services to ensure academic admission for all our student-athletes and a long-term plan is in progress.
2. Targeted fundraising to increase revenue: we managed to generate additional revenue through donations for High Performance bursaries and sponsorships, merchandise sales and transport, to either increase or advance our sport offering.
3. Building a strong brand: While our brand continues to remain positive with 5 million impressions, the digital world continues to present new opportunities to strengthen our brand identity with fans and stakeholders. Our aim was to find a digital partner - and we have achieved this.
4. Enhance the fan experience: our aim is to improve the fan experience, including membership packages, in-stadium experience, merchandise offerings and other initiatives.
5. Expand into new markets: expanding our footprint to support and advance our campus sport offering and recruitment of prospective student-athletes remains high on our agenda, as do partnerships to expand our research for impact and capacity building.
6. Enhance community engagement: through the SLEAK project in Bishop Lavis, and in partnership with our Faculty of Medicine and Health Sciences, we have an opportunity to create meaningful and lasting connections with the local community through a football lifeskills and coaching programme.
7. Implement innovative technologies: our investment for cutting-edge technologies for our High Performance programme was implemented successfully and we are confident that it will continue to improve the performance of our teams. With our digital partner, we look forward to continued exposure of our sport programmes.

Overall, we have enjoyed a fantastic year and our strategic objectives and decision-making continue to remain aligned to the vision of Stellenbosch University, as well as to the Maties Sport vision: 'To be the leading university, contributing towards a holistic and diverse experience through sport'.

**Ilhaam Groenewald**  
Maties Sport Chief Director

# CELEBRATING THE HIGHLIGHTS

It is important to know when you have reached a summit, so that you can pause and enjoy the view and look back at the tough road that led you to the top.

As I reflect on Maties Sport in 2022, I encourage you to enjoy the view; to share my delight in your astonishing achievements.

There are too many highlights to mention in this brief introduction: the magnificent victory of our first Netball team, our Cricket team crowned kings at the Varsity Sports festival, Maties Sport celebrating their most tremendous USSA success in many years with our men's and women's Hockey teams claiming gold, so too our men's Rugby team and our women's Rugby 7s team.

From our Open Water Swimming champions to our Indoor Cricket stars, our Para-athletes, Hockey players and our award-winning sport coaches: I salute each one of you for making

sure that Maties Sport is always part of the highlights and the headlines of Stellenbosch University life.

And off the field, you will find them at annual graduation ceremonies claiming another sort of gold that will pave the way for their bright futures.

One of my absolute highlights was being back on the Danie Craven Stadium's pavilion with my family to enjoy the spirit and excitement of Varsity Cup.

Sport is an essential part of Stellenbosch University's culture. It allows us to be our best and push our limits; to understand the value of dedication and hard work; and to cope with pressure – building a solid foundation to succeed in life after university.

**Professor Stan du Plessis**

Stellenbosch University Chief Operating Officer



# STEWARDS OF EXCELLENCE – OUR STAFF

In alignment with the SU strategic objective of being an employer of choice, Maties Sport provided a variety of training and development opportunities for staff.

Our annual training and development plan has worked well in partnership with the

University's Human Resource Department and it supports our own human resource strategy. Maties Sport prides itself on staff growth and our commitment to training/development remains a priority to facilitate advancement in staff knowledge and in acquiring new skills.

*"It is extremely rewarding to see the long hours put in behind the scenes from the High Performance Unit staff materialising into some amazing on-field/court/track performances by our student-athletes. We focussed on doing the basics excellently and we feel it made a big difference to our teams/ student-athletes' performances in 2022."*

**Grant van Velden**  
Acting Head: High Performance Unit

## TYPES OF TRAINING BY STAFF

No.	COURSE	STAFF ATTEND
1.	Innovation Leadership and Design Thinking workshop	16
2.	Masabelane Beginners Course- Xhosa	3
3.	Personal Financial Wellness	1
4.	AT-SA Financial Programme 2022 (NQF 4)	1
5.	ITBC CIMA Course	1
6.	Business Report Writing	2
7.	PR like a Pro: Writing for the Media	2
8.	Doctor of Philosophy	1
9.	Advance Diploma in Sport & Leisure Management	1

## HUMAN RESOURCES / DEMOGRAPHICS BREAKDOWN



African



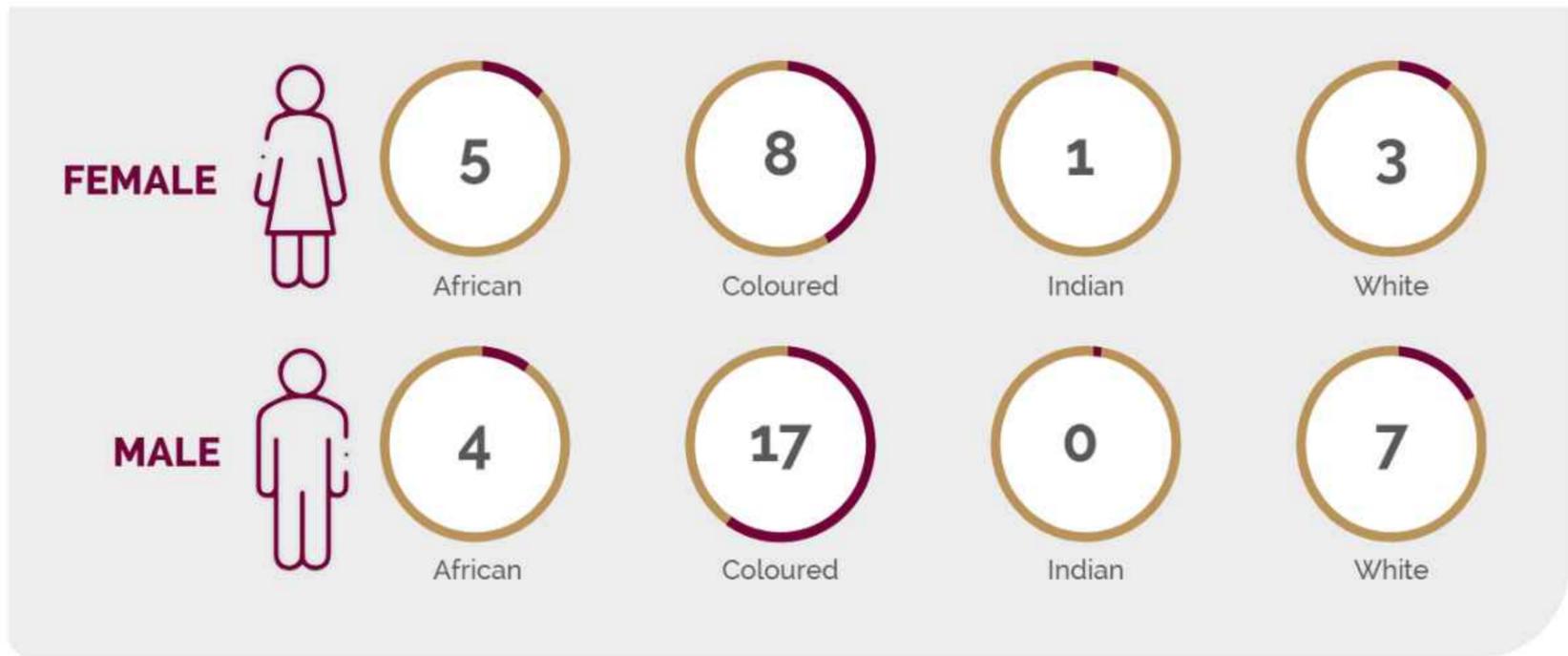
Coloured



Indian



White



## MATIES SPORT STAFF EXCELLENCE RECOGNISED

An important component of staff recognition is to celebrate the diversity of contributions made by Maties Sport staff. In 2019 Prof Stan du Plessis, Chief Operating Officer: Finance & Operations, introduced an exciting initiative aimed at recognising staff across his responsibility centre with Excellence Awards. Grant van Velden (Manager: Sport Technology and Training Innovations and Acting Head of the High Performance Unit) and Kim Stanley (Events Coordinator) were recognised in 2022 and the #MaroonMachine family could not be any prouder!



Grant van Velden, Sean Surmon and Kim Stanley.



Rector and Vice-Chancellor of Stellenbosch University Prof Wim de Villiers; Acting Head of the Centre for Sport Leadership Dr Nana Adom-Aboagye and former Deputy Vice-Chancellor for Research, Innovation and Postgraduate Studies Prof Eugene Cloete.

## MATIES SPORT POST-DOCTORAL FELLOW RECEIVES PRESTIGIOUS SU AWARD

During her time as a postdoctoral fellow, Dr Nana Adom-Aboagye was awarded for her post-doctoral research on physically disabled women in South African sport. She was chosen as one of the Top 20 post-doctoral fellows at Stellenbosch University for 2022. This prestigious award was created by the former Deputy Vice-Chancellor for Research, Innovation, and Postgraduate Studies, Prof Eugene Cloete, and it honours postdoctoral fellows who demonstrated excellence, productivity and service during their fellowship.



# OUR WORLD-CLASS CAMPUS

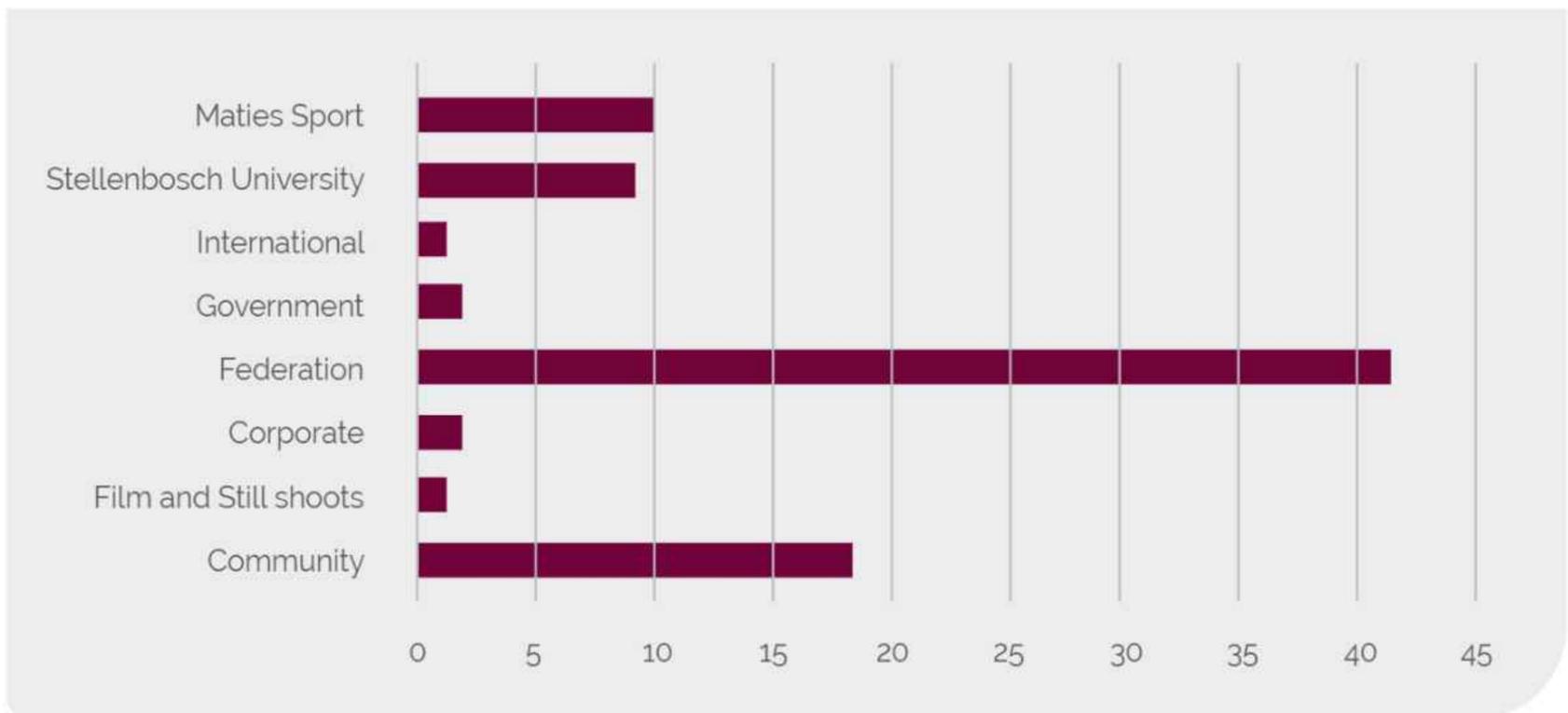


***"It is an honour and privilege to be part of Huis Neethling's House Committee, especially being the Vice Prim. This is a special place with special people you won't find anywhere else and that's the beauty of this Residence. It's definitely a home away from home."***

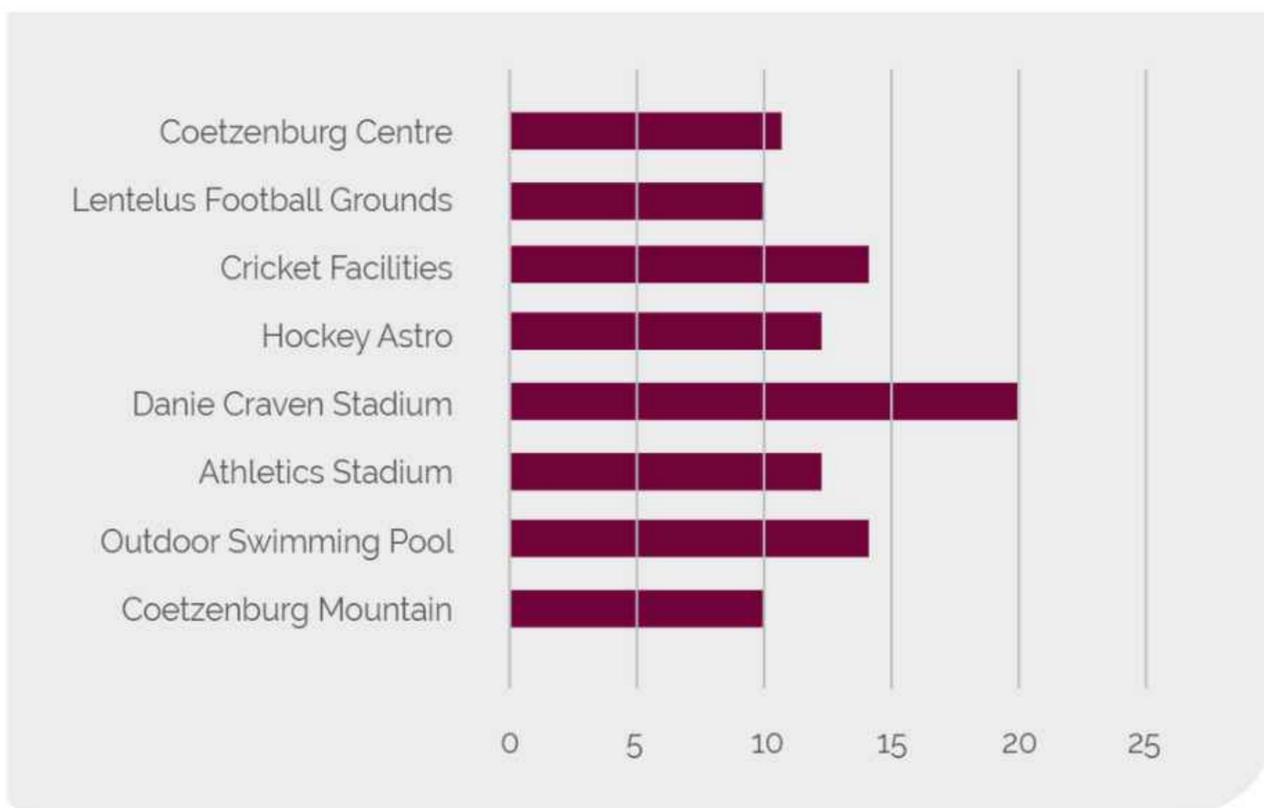
***Juante Valentyn  
Vice Prim  
Huis Neethling***

It was back to business at Coetzenburg as Maties Sport showed off our world-class campus by hosting several sporting events. The Danie Craven Stadium remained the venue with the most activity in 2022 with Varsity Cup, PSL, URC and Currie Cup matches. Our events and projects management team work closely with the Central Events and Conference Office (CECO) at the University to further advance our service delivery and identify new initiatives to support our income-generation initiatives.

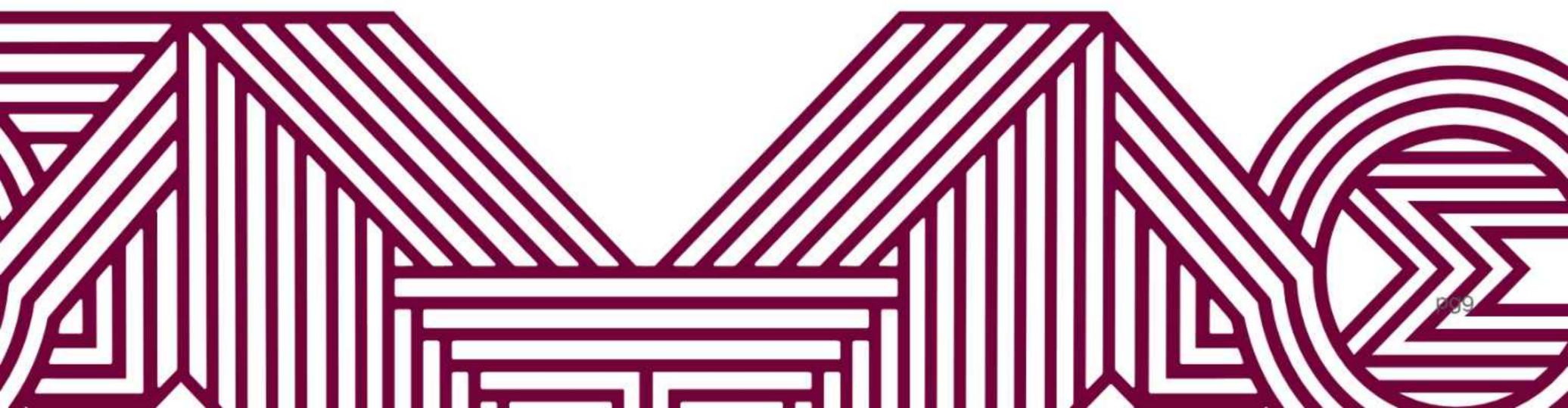




**Figure 1:** The number of events per client category. The largest category is federations followed by community events and the return of our schools' athletics event during the month of February.



**Figure 2:** The number of events per facility indicates Danie Craven Stadium was one of our most popular facilities. We hosted several PSL, URC and Currie Cup matches at the dual purpose facility.





*“2022 for Maties Netball was the best by far - close to a perfect year and season a team can experience. A first of its kind double gold winning year, back to back and changing the narrative. Doing what seemed impossible, it was arguably the best year of my young coaching career. A year that is engraved in my heart forever.”*

**Zanele Mlodana**  
Head Coach  
Maties Netball



Stellenbosch University Facilities Manager: (Sport Facilities) Louis Fincham with former Maties Sport Director Support Services Jerry Laka.

## EVENTS HOSTED BY MATIES SPORT IN 2022

**52** External events      **105** Internal events

## UPGRADING FACILITIES

Maties Sport has undertaken some facility upgrades in 2022, that include:

- The upgrading of the Maties Cricket Clubhouse and changeroom facilities;
- Coetzenburg Centre phase one remodelling; and
- The addition of a new Maties Rugby Big Screen that was installed at the end of 2022.

## PLACEMENT OF STUDENTS IN RESIDENCES – HUIS NEETHLING

Having somewhere to go is home. Having someone to love is family. And having both is a blessing.

Huis Neethling is our dedicated residence for student-athletes and strives to create a home away from home for every student.

The former Residence Head, Jerry Laka, believed that Huis Neethling was a place where students could live by values of respect, kindness and friendship. He was replaced by Keagan van Aarde who keeps these values intact and was appointed

the Acting Residence Head at the end of 2022.

"Although Huis Neethling is a high-performance residence, we strive towards creating the ultimate student experience to allow students to develop holistic attributes," he said.

The residence housed 99 student athletes, comprising 47 women and 52 men. Huis Neethling continues to nurture our student athletes academically and is focused on catering for the special needs of their demanding High Performance programme.



# CELEBRATING EXCELLENCE

***“2022 was a challenging yet rewarding year for the Recreation and Active Lifestyle Unit because of the need to transition from the “Covid-normal” to a new normal of uncertainties. Regardless of this, we rallied as a team and were able to implement plans that we had been working on for the past 2 years - and achieved exceptional results.”***

***Andiswa Zwelibanzi  
Sport Manager - RALU***

Maties Sport shone on the field of play in 2022, returning to full participation after two years of uncertainty after the Covid-19 pandemic.

The #Maroon Machine grabbed 10 golds in USSA competitions and our cricket and netball teams won maiden Varsity Sports tournaments, respectively.

Our High Performance student-athletes showed equal dedication to excellence in the classroom, resulting in 59 players across HP codes being capped for their academic achievements at Graduation.

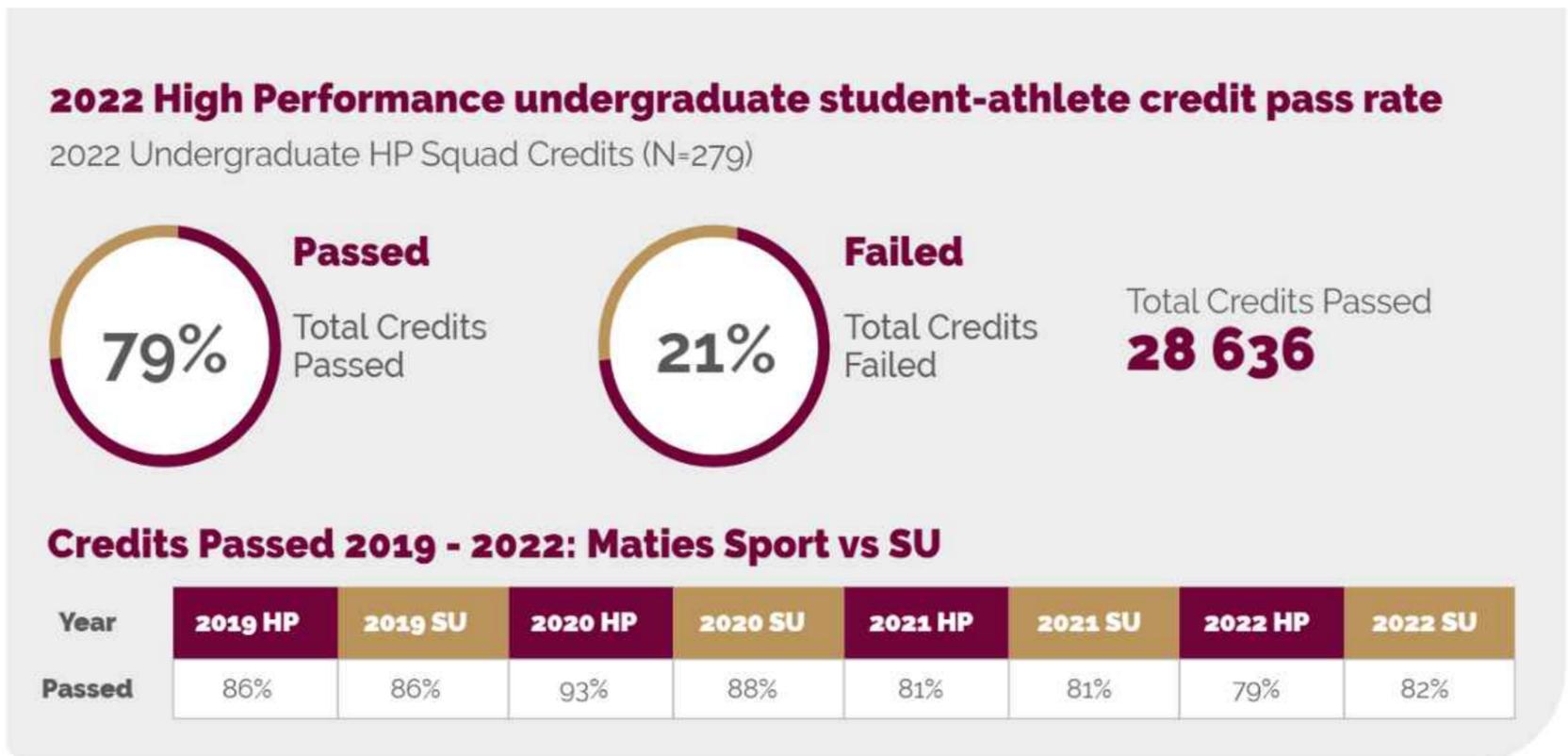
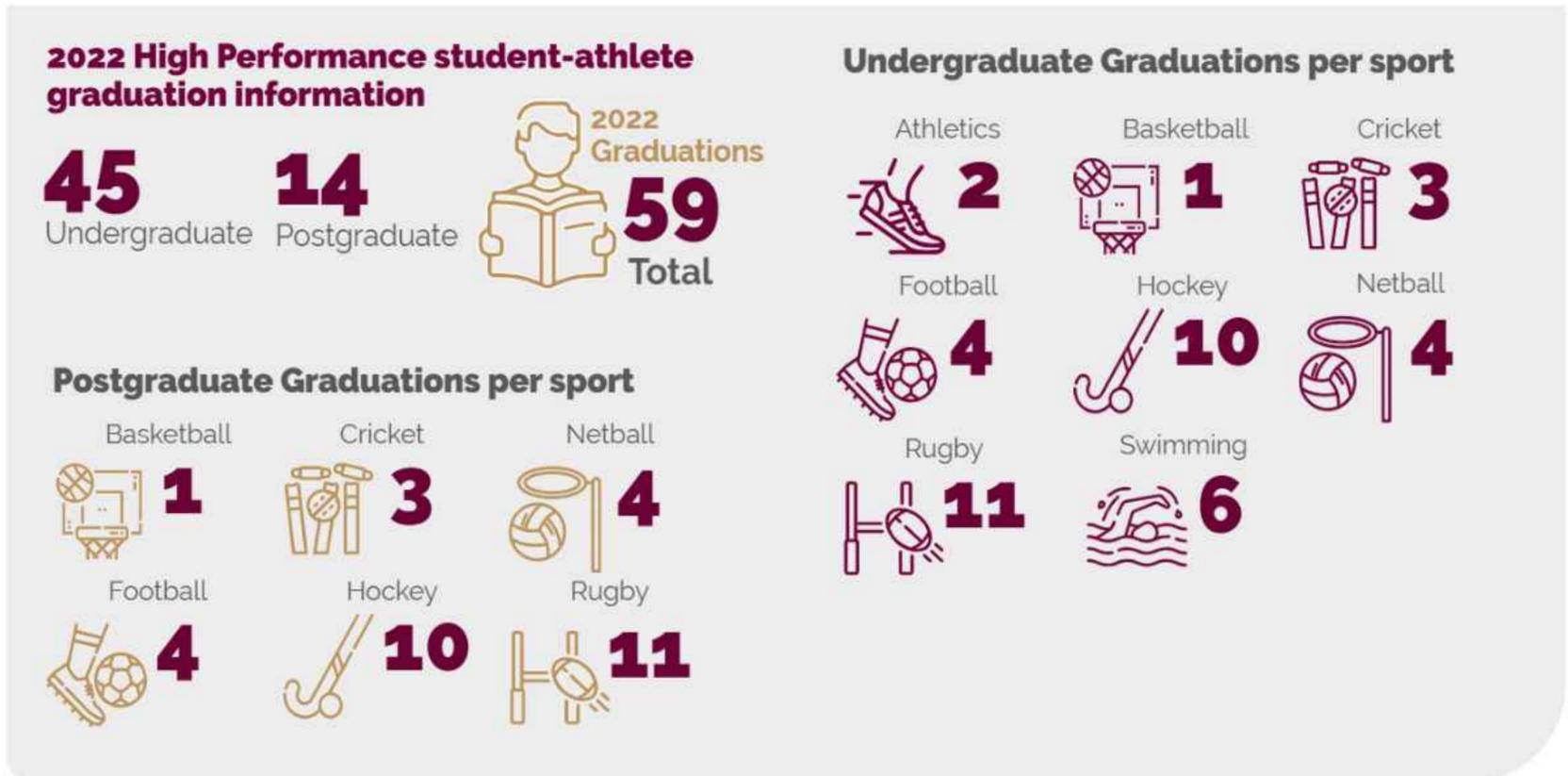
Credits passed across all HP student-athletes is proof that our holistic approach and support of the PACER programme is growing from strength to strength each year.



# MATIES STAFF IS A WINNING TEAM



A key factor in Maties Sport's success story on and off the field is its hard-working and dedicated staff. Gratitude and respect to each member of this winning team, joined here by Stellenbosch University's COO, Prof Stan du Plessis (centre back).





## COACHES' FORUM

*"It's been 10 years heading up the high performance programme and 2022 was our most successful year in Maties Sport! It's been an honour and a privilege to be part of this institution and I can't wait to defend and repeat our successes."*

**Sean Surmon**  
(Deputy Director of High Performance)

Maties Sport had an exceptional year with the Coaches' Forum. Besides the personal development sessions hosted by performance psychologist, Eugene Oppelt, we had two highly-experienced coaches share their coaching stories with our head coaches.

These were Eric Simons (Cricket World Cup winning coach with India), and Desiree Ellis (WAFCON winning coach with Banyana Banyana).

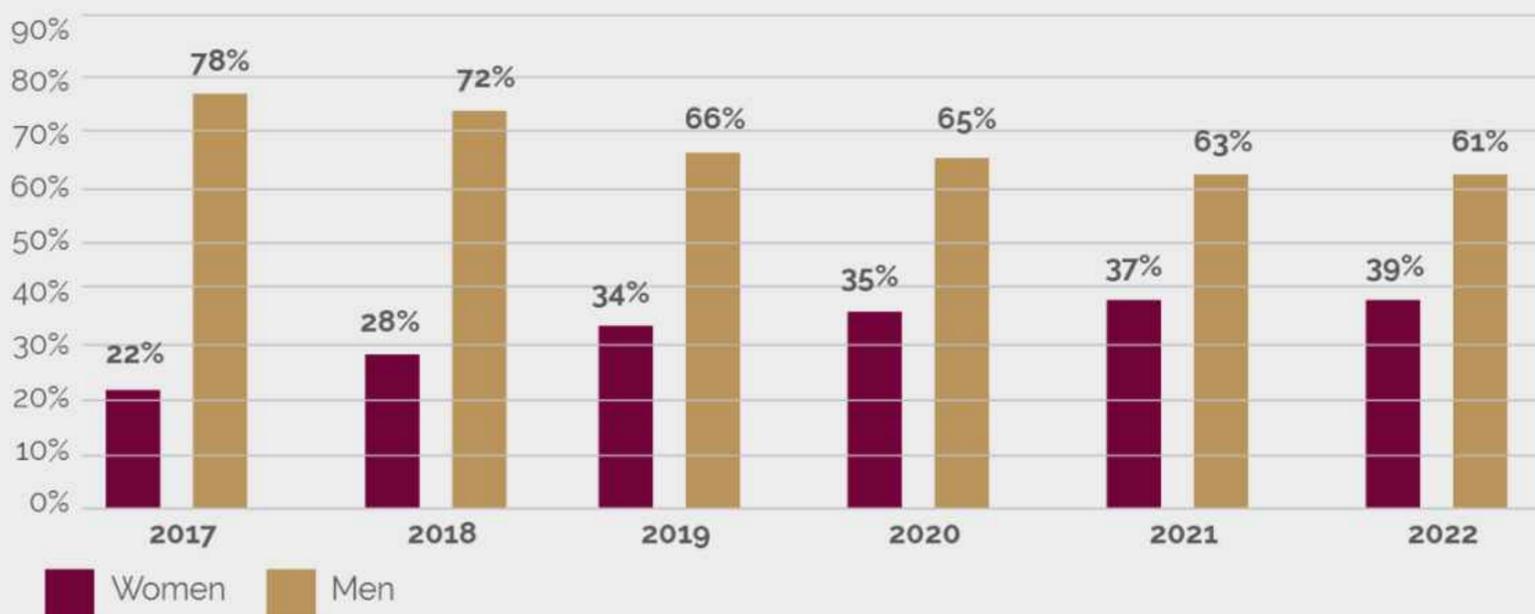
We also had a session with the Maties Sport Media and Communications team around

social media use and interview techniques; and our Chief Director, Ilhaam Groenewald, delivered an inspiring talk to our coaches on transformative leadership in sport.

A first for Maties Sport and part of our Coaches Forum for 2022 was our "USSA Coaches and Managers Feedback Workshop" that was a huge success and provided opportunities for our head coaches and sport managers to connect and share ideas around the various USSA tournaments taking place throughout the year.



### Gender Distribution of HP Student-Athletes 2017 - 2022



## CAPTAINS' CORNER

Maties Sport also successfully hosted the "Captains Corner" event for a second year running.

The captains, vice-captains and leadership group members of our team sports were invited to attend a talk by Maties Sport alumni, Chris van Zyl.

A former student-athlete (Maties Rugby), he went on to play professional rugby, captaining the teams he played in, while also starting a successful accounting business for life after rugby.

His insights into leadership in sport and its crossover into business were well received by the students who attended.

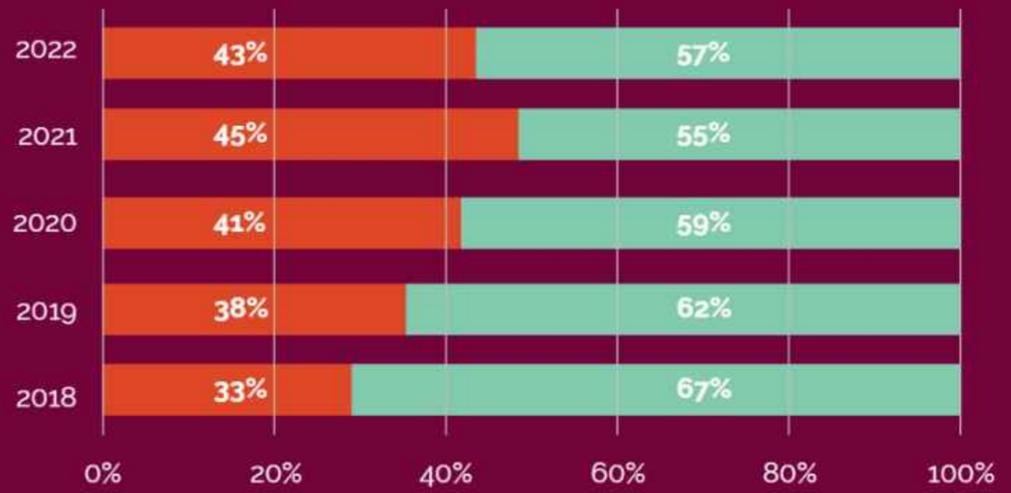
After the talk attendees were hosted by Maties Rugby at a Varsity Cup match.

## OUR COMMITMENT TO A TRANSFORMED ENVIRONMENT

Maties Sport is in the second year of the roll-out of a sport bursary budget that incentivises the recruitment, development and retention of BCIA student-athlete.

The HP squad intake of student-athletes for 2022 across the eight High-Performance codes indicate that over the past five years the strategy has yielded very good results; and we continue to adapt on an annual basis to make sure that we reach the strategic goals set out by Maties Sport in terms of maximising the representation of BCIA student-athletes across all codes.

### Racial Demographic Breakdown 2018 - 2022



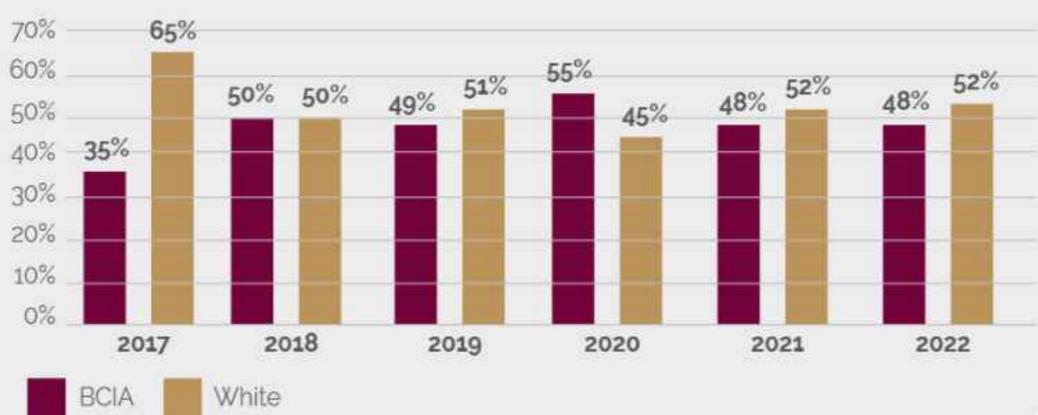
BCIA White

Demographic	2022
BCIA	133
White	178
<b>Total</b>	<b>311</b>

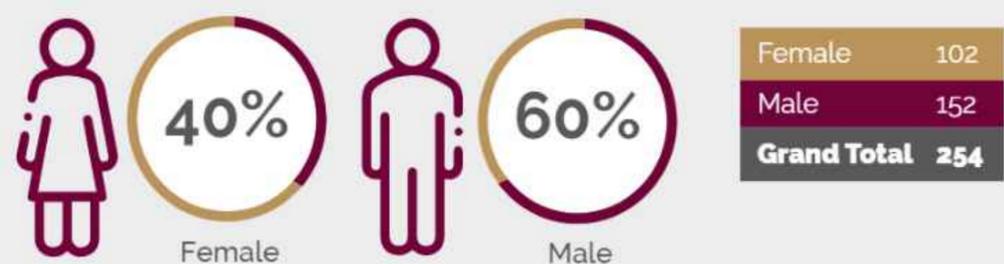
### 2022 Bursary Holders Per Sport Code



### BCIA vs White Bursary Allocations 2017-2022



### 2022 Bursary Holders Gender Distribution





# WHAT A YEAR!

The Maroon Machine proved yet again why we are one of the top sporting universities in South Africa with an outstanding 2022 on the sports field.

We returned to full play of sport with no interruptions for the first time since the beginning of 2020,

proving that our dedication to our craft was worth it - with 10 gold medals in University Sport South Africa (USSA) tournaments and maiden Varsity Sports wins for netball and cricket.

Indeed WHAT A YEAR 2022 has been!

*“Last year Cricket was a reality check for Maties but through hard work and backing from our SMT, we achieved our goals. These goals have been in play for three years and it was a dream come true. Beating Pukke in the Varsity Cricket competition was my ultimate highlight.”*

**Ryan Bailey**  
Head Coach  
Maties Cricket

## USSA



**Athletics**  
Overall – Fifth



**Badminton**  
Overall – Champions (golds for: team competition, women's doubles and individual women)



**Rowing**  
Men – Fifth  
Women – Fifth



**Hockey**  
Men – Champions  
Women – Champions



**Water polo**  
Men – Champions  
Women – Champions



**Rugby 15s**  
Men – Champions

**Rugby 7s**  
Women – Champions  
Men – Third



**Tennis**  
Overall – Runners-Up



**Football**  
Men – Exit GS  
Women – Exit GS



**Netball**  
Women – Champions



**Basketball**  
5x5 Men – Fourth | Women – Ninth  
3x3 Men – Champions | Women – Eighth



**eSport**  
Overall – Champions



**Squash**  
Individual – 3 medals (2 gold, 1 bronze)  
Team – Runners-Up in Section A and B



**Swimming**  
Overall – Second



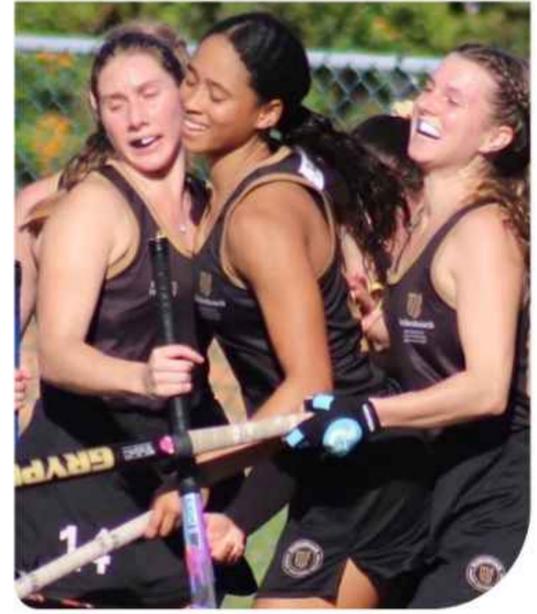
**Cricket**  
Men – Fifth



Enya Pooler (Heptathlon)  
USSA Athletics 2022.



Ashley Smith (Steeplechase)  
USSA Athletics 2022.



Maties Sport Hockey.

### Varsity Cup/Sports



**Rugby (men) –**  
Runners-Up



**Netball –**  
Champions



**Cricket –**  
Champions



**Hockey (women) –**  
Runners-Up



**Rugby 7s (men) –**  
Fifth



**Hockey (men) –**  
Third



Jonah Pool-Jones (Backstroke)  
USSA Swimming 2022.



Jana van Schalkwyk (Javelin)  
CUCSA GAMES, Malawi 2022.



Maties Sport Hockey.



Maties Tennis were overall runners-up in USSA competition.



**Maties Sport Merit Award:**  
Leadership & National Representation

- Candice Williams
- Grant van Velden



**Chief Director Maties Sport Award**  
(Non Students)

- Adam Moncherry
- Cameron Laurenson



**Maties Sport Merit Award:** Student Administrator of the Year

- Shannon Stodel



**Coach of the Year:**  
Team Sport

- Zanele Mdodana



**Special Recognition Award**

- Eugene Cloete



**Coach of the Year:**  
Individual Sport

- Suzanne Ferreira



**USSA winners 2021 and 2022**

- Hockey (men\women)
- Rugby 15s (men)
- Rugby 7s (women)
- Netball
- Badminton
- Water polo (men\women)
- Esport
- Cycling



**Varsity Sports Winners 2022**

- Netball
- Cricket



**Maties Sport Media Award**

- Rowing



**Sportswoman of the Year**

- Mire Reinstorf



**Sportsman of the Year (Parasport)**

- Charl du Toit



**Sportsman of the Year**

- Clayton Saker



**Sportswoman of the Year (Parasport)**

- Anika Pretorius



**Team of the Year**

- Netball



**Club of the Year**

- Hockey

### RALU

RALU hosted a range of activities that catered to both our students and the greater Stellenbosch community. These included:

- Societies and Sport Welcoming Fair
- Aerobic Bootcamp
- Cluster sport launch (Netball, Volleyball, Tag Rugby)
- Maties Bike Day
- Colour Run
- Indigenous and Love Life Games
- International Day of University Sport
- Tygerberg Fun Walk



USSA Women's Rugby 7s Winners: Maties Sport.



Our Rugby 7s women in action at Intersivity finals.



USSA Netball winners squad after a 27 year wait.



Stellenbosch 15 vs Oxford friendly match (December 2022)  
 Captain of Stellenbosch 15 for the night, Jan Corrick, with COO Prof Stan du Plessis.



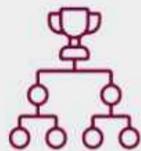
Captain Lehan Botha leading from the front at Varsity Cricket 2022.

### Excellence in participation



**32**

Total Maties Sport Codes



**2 009**

Club Membership



**3676**

Residence League



**116**

Varsity Cup/  
Varsity Sport



**275**

Provincial Competition Participation



**37**

National Championships



**30**

2022 Special Achievement Awards



**59**

Graduates Across Sport Codes



**73**

National Competition Participation



**2814**

RALU participation: All events



# THOUGHT LEADERSHIP

## RESEARCH GOES PUBLIC

The Centre ended 2022 with strong academic contributions to the fields of sport history and women in sport.

Professor Albert Grundlingh, a Research Fellow at the Centre, released the biography: *Slabbert: Man on a Mission*.

The former head of the Centre – Dr Gustav Venter – had his manuscript: *Promise unfulfilled or too much expected: South Africa's historical relationship with the FIFA World Cup, 1992–2018* published in the international journal *Soccer & Society*.

The current Acting Head of the Centre, Dr Nana Adom-Aboagye, had her manuscript: *Where are the African voices and perspectives of women in sport coaching?* – published in the international journal – *Frontiers in Sports and Active Living*.

Within the field of sport development, Dr Adom-Aboagye was part of a pilot programme initiated by the International Council of Sport Science and Physical Education (ICSSPE). The output was the development of a toolkit for Africans, by Africans, titled: *Let's Get Moving Together! A Toolkit for Grassroots Sport Leaders*.



Dr Nana Adom-Aboagye.

***"I am thrilled for what the Maties water sports and golf teams have achieved in the past year. They are a true representation of the spirit of the Maroon Machine and have demonstrated themselves to be fiercely committed and competitive within their respective codes. I believe 2023 is going to be the year that sees potential converted into results for the Maties Rowing and Golf Club in particular. Watch this space..."***

***Karen Swart  
Senior Sport Manager:  
Golf/Watersport***

## LEADERSHIP CHANGE

In September of 2022, the Centre for Student Leadership bade farewell to Gustav Venter who left to pursue new ventures in Edinburgh, Scotland. Despite the loss, the smooth running of the Centre was able to continue with the appointment of its postdoc – Dr Nana Adom-Aboagye – as its Acting Head.



True Inclusion in Sport participants hosted by the Centre for Sport Leadership.

## **NATIONAL RESEARCH FOUNDATION FELLOW**

The Centre for Sport Leadership ended the year with the appointment of Professor Cora Burnett (Director of the Olympic Studies Centre at the University of Johannesburg) as a research fellow.

Professor Burnett is an internationally-recognised scholar in the fields of gender and sport for development and heads up the only Olympic Studies Centre in Africa.

We are honoured to have Professor Burnett with us until December 2025.



Prof Cora Burnett.



## SOCIAL IMPACT

At the end of the 1st semester of 2022, Maties Women's Football hosted a holiday programme for schools in the community. The camp was attended by 82 girls from six primary and high schools in the Stellenbosch region. The programme was a success, with school representatives requesting coaching courses, skills development and inclusion of farm schools in future programmes.

A short-term partnership was entered into in 2022 with NGO Rough Diamonds that is headed up by South African IOC Young Leader and Young Sports Maker, Mathatho Manaka.

In collaboration with her NGO, the Centre for Sport Leadership and Maties Netball supported the delivery of Netball South Africa level 1 coaching courses for school teachers/netball coaches within the Stellenbosch community in September 2022.

The Centre and Maties Netball will follow this up with Netball South Africa umpiring courses for unemployed youth early in 2023. This will culminate in a tournament for specially identified schools in and around Stellenbosch soon after. The tournament will be presented in partnership with Rough Diamonds NGO.



Goalball practice with Bishop Lavis students.



A tour of Maties Sport ended with an inspiring message to the young children from the Chief Director.



Successful coaching clinic held in collaboration with Rough Diamonds NGO.



Ilhaam Groenewald and Dr Nana Adom-Aboagye in attendance at the IWG Conference.

## IWG WOMEN & SPORT WORLD CONFERENCE

In November 2022, the Chief Director of Maties Sport, Ilhaam Groenewald, and Dr Nana Adom-Aboagye, travelled to Auckland, New Zealand, for the 8th IWG World Conference on Women and Sport.

Aside from the highlight of a poster presentation by Dr Adom-Aboagye on her postdoctoral research, titled: "Intersecting layers of disenfranchisement: Physically

disabled women in South African sport", the purpose of CSL attendance was to inform the global community about the existence and work of the Centre for Sport Leadership and to engage with scholars and practitioners in the field of women and sport to discuss and pursue possible partnerships and collaborations.

Watch this space...

## WOMEN'S MONTH EVENT

The Centre of Sport Leadership (CSL), supported by Maties Sport, hosted a National Women's Day event titled: True Inclusion in Sport.

Professor Cora Burnett (University of Johannesburg) was the keynote speaker, with Maties Sport coaches and student-athletes (past and present) forming part of the round table panelists.

Invitations were extended to the three other tertiary institutions in the Western Cape (Cape Peninsula of Technology, University of Cape Town and University of the Western Cape), which all sent representatives to the event.

The event was also live-streamed on Facebook and the SuperSport Schools App and received positive feedback.



# PURPOSEFUL PARTNERSHIPS

Maties Sport was able to successfully end the 2022 financial year in line with our approved integrated budget.

The priority financial objective was to be sustainable and provide our sport offering at the lowest possible costs.

Although COVID-19 financially impacted our income generating opportunities, with some tweaks in our business operations and significant cost cutting measures, we ensured that the past years' student membership fees did not increase by more than the inflation rate - and some sport clubs remained constant.

Maties Sport will follow the same approach for 2023 as we continue to build and expand on our third and fifth income stream initiatives.

## Income streams

66%

University contribution

16%

Third stream

18%

Fifth stream

## Cost structure

50%

Remuneration

50%

Operational costs

*"Be kind to people, treat people with respect and be the light in every room you enter."*

**Nosi Mhlaba**  
Administrative Office  
(Athletics, Chess & Cricket)

*"Growth is about momentum, ensuring that you are not stagnant. 2022 was a year of growth for the Centre, and 2023 promises even more..."*

**Nana Adom-Aboagye**  
Acting Head: Centre for Sport Leadership

## Thank you to our Partners!

Without our sponsors, many sport programmes and events would not be viable.

On behalf of everyone at Maties Sport and Stellenbosch University, we would like to express our sincere gratitude for your generous donations, financial support and contributions for the 2022 year.

### We do appreciate it, special mentions to:

- First National Bank
- Hi-Tec
- Pro Events Security
- Hyundai Stellenbosch
- Peninsula Beverages (Pty) Ltd
- Adam Piper
- Farbe Designs (Pty) Ltd
- Drenched (Pty) Ltd



# GAINING GROUND

## Revenue:

- We exceeded our 2022 budget by 10%, as we exceeded our third and fifth-income stream targets by 16% and 18% respectively. Most of the additional funds were invested in broadening access to our student-athletes and financially supporting, as well as sustaining, our integrated budget.

## Expenses:

- In total, we spent 5% more than our 2022 expense budget. A large part of this increase is linked to direct spending on University Sport tournaments, hosting of events, partner and sponsorship engagements.
- A salary adjustment of 5% was made but this was offset by three vacancies Maties Sport had during the year.
- We also invested heavily in staff training and development as these costs increased by 50%.

# SU ALUMNI FUNDRAISING INITIATIVES

The Department of Alumni Relations (DAR) invited several guests and prospect donors to Varsity Cup Rugby matches as VIP guests and used these opportunities to bring more bursary donors on board.

Over R4m was raised for the Craven Bursary Fund, that provides education bursaries for Maties Rugby.

Bursary funding of over R2.5m was raised for student-athletes in cricket, aquatics, football, hockey, netball, basketball, parasport and athletics.

Maties Sport Alumni took part in social cricket, tennis and golf events arranged by the DAR and several Golf Days created excellent networking opportunities and brought together alumni, supporters, sponsors and staff.

The Maties Alumni Golf Day in Johannesburg in June, the Maties Ladies Golf Day in September, the Doc Craven Golf Day in October and the Maties Hockey Golf Day in November served to combine alumni engagement, participation and fundraising.



Maties Alumni staff with Maties Rugby Alumni and former Springbok player Schalk Burger at a successful Golf Day.



Maties golfers at the first ever SWAN Golf Day in collaboration with Maties Alumni.

# CONNECTING WITH OUR FANBASE

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

The Unit yet again proved invaluable in 2022 by keeping not only the Maties Sport team connected and informed but also the wider public through a variety of posts in assorted media on multiple channels at events such as Varsity Cup, Varsity Netball, Varsity Sports Festival and USSA competitions.

The Maties Sport Media and Communications Unit also put together nine video projects in 2022, showcasing their commitment to a digital strategy with the Maties Sport Promo video receiving over 10K views on our various platforms.

Maties Sport's social media platforms are on a steady rise, with Instagram and Facebook growing by 1,6K and 1,5K followers, respectively. The audience across platforms remains between the ages of 18-24 years, mainly comprising our student body.

In 2022, the impressions from our main pages came to 4.7 million which shows how far and wide our posts have been seen and shared among users on the three social media platforms.



Jamie Wyngaardt and Kimara Singh of Maties Media Office.



## HIT THE FOLLOW BUTTON

Main platform following numbers as of 09/01/23:

 **Instagram:**  
**Followers: 5 404**  
(Increased by 1.6K)

 **Facebook:**  
**Followers: 9 380**  
(Increased by 1.5K)

 **Twitter:**  
**Followers: 3 263**  
(Increased by 443)

### 2022 in numbers



**6.4K**

Posts Published



**4.7M**

Total Impressions



**9.5K**

New Followers



**590.1K**

Total Engagement

*\*Engagement is the number of times users reacted to, commented on, shared, or clicked on your post.*

*\*Impressions are the total number of times a post is seen across users on a platform.*

