



**MATIES  
SPORT**

ANNUAL REPORT  
**2025**

*Celebrating Excellence*



# OUR VISION

---

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

# OUR MISSION

---

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

---

- 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.
- 

# CONTENTS

<b>1</b>	FASTER, HIGHER AND STRONGER TOGETHER	<b>pg2</b>
<b>2</b>	CONTRIBUTING TO A MEANINGFUL STUDENT EXPERIENCE	<b>pg3</b>
<b>3</b>	2025 MATIES SPORT MILESTONES	<b>pg4</b>
<b>4</b>	OUR GLOBAL STARS	<b>pg6</b>
<b>5</b>	NATIONAL AND REGIONAL TOP PERFORMERS	<b>pg10</b>
<b>6</b>	REWARDING EXCELLENCE	<b>pg14</b>
<b>7</b>	A THRIVING STUDENT EXPERIENCE THROUGH SPORT	<b>pg16</b>
<b>8</b>	SUSTAINABLE BUSINESS MODEL	<b>pg18</b>
<b>9</b>	MEANINGFUL PARTNERSHIPS	<b>pg19</b>
<b>10</b>	RESEARCH FOR IMPACT	<b>pg20</b>
<b>11</b>	CONNECTING WITH OUR COMMUNITIES	<b>pg21</b>
<b>12</b>	EMPLOYER OF CHOICE	<b>pg22</b>

# 1

# Faster, higher and Stronger Together

I'm honoured to see Maties Sport from a new perspective as Acting Chief Operating Officer. I've always supported our student-athletes and now have the chance to be more involved and support Maties Sport. What I find most striking is the pride, sense of belonging, and excellence that define our #MaroonMachine. These qualities are key to what makes the Stellenbosch University experience so special.

I am impressed by how our student-athletes successfully balance top-level sport with strong academic results. This balance is what makes Maties Sport meaningful. We are especially proud of our student-athletes' academic achievements this year. Across eight sports, they reached an impressive 85% credit pass rate, and 28 student-athletes earned averages of 75% or higher. These results show talent, discipline, resilience - and the Maties Sport eco system that supports our student-athletes succeed both on and off the field.

2025 has seen further success in competition. Winning 42 medals at USSA and earning national representation in nine sports are remarkable accomplishments achieved through the dedication of our athletes, coaches and support staff.

I am also inspired by increase in student participation in sport and recreation activities. This growth contributes to a vibrant, healthy and connected community. Maintaining our FISU Healthy Campus Platinum status demonstrates our commitment to a healthy campus. To sustain this growth, we continue to strengthen income diversification and the continuous improvement of our initiatives.

Off the field, Maties Sport also supports research, innovation, and partnerships. The Centre for Sport Leadership and the South African Centre for Olympic Studies and Social Impact, along with

international collaborations, showcase the wider impact of Maties Sport, and our University's focus on learning, growing, and making a difference in society.

At its core, Maties Sport is about people, purpose and possibilities. It is about creating a place where students can grow, feel a sense of belonging and achieve their full potential. Here we nurture our values, build lasting friendships and create bright futures.

I sincerely thank our student-athletes, coaches, staff, partners, and supporters. Your passion and commitment is a source of pride for everyone at Stellenbosch University.

Forward (faster, higher, stronger) together!

**Prof Nicola Smit**

Acting Chief Operating Officer  
Stellenbosch University



# 2

# Contributing to a meaningful student experience

2025 has been a year of consolidation, reflection, and continued progress for Maties Sport.

Throughout the report we reflect on our performance, and what stands out most is the strength of our collective commitment, from our students and staff to our clubs, partners, and broader community.

Together, we have continued to build an environment where sport contributes meaningfully to student experience, wellbeing, and institutional impact.

Beyond results, the year has allowed us to reflect more deeply on how we work, how we lead, and how we position sport within the broader University context. It has reinforced the importance of strong governance, clear accountability, and the need to align our daily work with a longer-term strategic vision.

As we look ahead to 2026 where our focus is on shaping the next five years of Maties Sport, through an advanced integrated and sustainable approach. Central to this is our ambition to further develop a holistic sport and wellness ecosystem by investing more in our campus, recreation, and active lifestyle programmes. Our aim is to present a sport programme that balances high-performance success with broad-based participation, while strengthening the role of sport in supporting student success and belonging.

**We have identified five strategic areas informed by our vision and strategic objectives, namely:**

- advancing academic and sport excellence;
- strengthening governance and shared accountability;
- enhancing financial sustainability and partnerships;
- expanding participation and wellbeing opportunities; and

- embedding data-informed decision-making across all levels of the organisation.

Importantly, 2026 and beyond will require us to work differently, with greater collaboration, clarity of roles, and a shared understanding of our collective responsibility.

It is through this alignment that we will continue to evolve, ensuring that Maties Sport remains both relevant and impactful.

We look forward to building on this foundation in the years ahead. May our student-athletes, teams and staff have a successful year, advancing the #MaroonMachine.

**Ilhaam Groenewald**  
**Chief Director, Maties Sport**



# 3

## 2025 Maties Sport Milestones

”

Maties hosted 77 Sporting events in 2025, attracting close to half a million participants either on the field, or in the supporters' stands. Making use of all facilities on the Coetzenburg sport precinct, the events covered multiple codes and serviced various stakeholders, community, federation, corporate, Stellenbosch University and filmmaking clients.

”

### Swimming

Maties Swimming made a splash, hosting the 2025 USSA competition over three days; for 120 swimmers; the Cape Winelands League Gala for 160 swimmers; and the Cape Winelands Senior League attracting 270 swimmers.

### Cricket

Further strengthening Maties Cricket's position as a premier cricket venue and demonstrating the club's capability to host, we welcomed South African universities for the USSA competition, and the England u19 Tour in 2025.

## Maties Hockey rolls out the green turf

It was a busy year for Maties Hockey, hosting three major tournaments, welcoming youth, leagues and international teams, while showcasing our impressive facilities featuring three water-based turfs under floodlights.

For youth, Maties Hockey hosted a two-day U13 tournament attracting 36 teams and 500 players; and a three-day Junior Summer League bringing in 55 teams and 420 players. The annual University Sport South Africa (USSA) championship brought the best from South African Universities and spectators in their droves.

International hosting included a test match between India and South Africa which attracted

more than 1 000 spectators. International teams once again chose Maties Hockey facilities as their training grounds, including the German Men's team (ranked world 4th) and India Men (ranked 8th in the world). Once again, we rolled out the green turf for San Albano Club (Argentina), Club Champagnat (Argentina), Royal Infantry Corps (United Kingdom), and Ursinus College (United States).





## Maties Rugby 150 legacy celebrations

Maties Rugby Club celebrated its 150th year in 2025, marking a significant milestone in South African rugby history. Founded in 1875 with a match played on Die Braak - and with a round ball - our club has grown into the largest competitive rugby club in the southern hemisphere.

With over 900 registered players across 36 teams, Maties Rugby remains central to student rugby in South Africa, with players competing year-round in leagues that continue to draw a strong and loyal following. The Campus Rugby programme remains a cornerstone of our success, with 1 098 players participating in 2025, supported by committed fans who show up in all conditions.

The theme *A Legacy that Inspires*, was carried through six home FNB Varsity Cup matches, the USSA 7s tournament, a Maties Invitational XV vs USA

U23 match; University of Virginia (men and Women); and an U20 vs Kenya friendly.

The FNB Varsity Cup Rugby competition that has become part of the Stellenbosch University welcoming tradition, once again attracted a packed Danie Craven Stadium for each of the record number of six home games hosted this year for our Men, Women and Young Guns - many of which were televised live.

Maties Rugby also hosted a successful USSA sevens competition that saw 350 players compete cheered on by 1 500 spectators.

The famed Danie Craven stadium was refreshed with special legacy large-format wall art to immortalise the story of a club that to date has produced 187 Springboks.

## Athletics



Coetzenburg Athletics stadium is legendary for many world champions who have tested themselves on the track since 1932. In 2025 Maties Athletics hosted five school events, two corporate events, one film shoot and three photoshoots in the now upgraded, world-class facility. Returning for training camps were international athletes from the United Kingdom, Netherlands, Scandinavian countries, Czech Republic, Austria, Slovakia, Estonia, Switzerland, Belgium, Germany, Croatia and the Saudi Arabian Para and Olympic Teams.

# 4

## Our Global Stars

”

*Reflecting on 2025, our pride is firmly placed with the incredible Maties student-athletes who excelled to represent the University and country in Athletics, Hockey, Rugby, Basketball, Para-Athletics, ESports, Tennis and Rowing. Collectively, a total of 163 Maties student-athletes represented South Africa internationally.*

”

### Our student-athletes **proved themselves** through **podium positions**

- The FISU World University Games in Germany (Rowing, Athletics, Tennis);
- U21 Spar Baby Proteas in South Africa's global Netball campaign;
- Hockey Nations Cup in Poland;
- In Para-Athletics at the World Championships in India;
- As Blitzboks in the HSBC World Rugby Sevens Series;
- As U20 Springboks in the 2025 World Rugby U20 Championships; and
- Through seven athletes (and three staff) at the Africa Games.

### **Para-athlete** gathers global golds

First year student-athlete, Simoné Kruger, could not have had a better year in 2025! The Paralympian (shot put and discus in the F38 classification) defended her world title in the Women's Discus at the 2025 World Para Athletics Championships held in New Delhi, India.

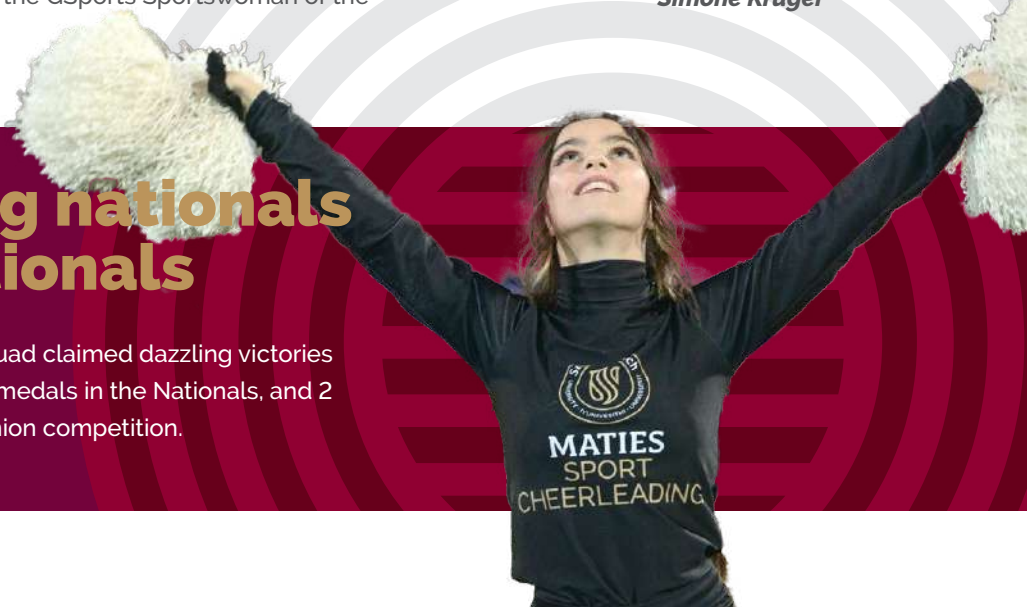
To top off her excellent and consistent performances, Simoné received the prestigious awards of Junior Sport Star of the Year and Sportswoman of the Year with a Disability at the South African Sports Awards; Maties Sport Sportswoman of the Year with a Disability; as well as the GSports Sportswoman of the Year with a Disability.



**Simoné Kruger**

### **Cheerleading nationals and internationals**

The Maties Sport Cheerleading squad claimed dazzling victories in 2025, taking 2 gold and 2 silver medals in the Nationals, and 2 golds in the International Cheer Union competition.



# International University Sports Federation (FISU) Rowing, Tennis and Athletics stars

A total of eight student-athletes from three sport codes, as well as one coach, were selected to represent University Sport South Africa's (USSA) TeamSA for the FISU World University Games in Rhine-Ruhr in July 2025. Five of those were from Maties Rowing - the first international representation for the Maties Rowing Club.

Maties Rower Isabella Bruce represented South Africa at the 2025 African Beach Sprints Championship at Orient Beach, KuGompo City (East

London) in October. She raced in the U23 mixed doubles with, Lisakhanya Mqalo, where the pair came sixth overall in their event.

She also competed at the 2025 Commonwealth Rowing Association Beach Sprints Championships (CRABS) in Barbados in November.

Maties Tennis players, Jason Fogle and Erine Lategan took pride in their Team SA place, as did Maties Pole Vault athlete, Mire Reinstorf.

Jason Fogle

Erine Lategan

Miré Reinstorf

Maties rowers



# Hockey

Maties Hockey players turned out proudly at several competitions to represent South Africa.

Hans Neethling (Men) and Caylin Maree, Jeanri Thomas and Ongeziwe Mali (Women) were selected for the SA Senior Africa Cup of Nations team; and Daniella de Oliveira and Mali were part of the SA Senior FIH Nations Cup team.

Selected for SA U21 teams were Brett Horn, Viwe

Mbata, Daniel Neuhoff, Ozair Pillai, Ross Montgomery, Daniel Dillon and Matthew Mendes de Oliveira (Junior Men); and Caylin Maree, Jenna Blaauw, Tara Pakendorf, Ifeoma Ndubueze and Richele Norval (Junior AFC Women).

Richele Norval and Tara Pakendorf were selected for the Junior World Cup; and Rylan Bombosch represented Namibia U21 while Joey Baylett represented France U21.



# Netball

Three Maties Netball players (bottom left), Renezia Andrews, Lisa Ingwersen and Zahrah Noah, were selected for the SA U21 (Baby Proteas) Netball World Youth Cup hosted in Gibraltar. The SPAR Baby Proteas are the first South African U21 side to reach the semi-finals of the Netball World Youth Cup, finishing in fourth place.

Maties Netball team captain Syntiche Kabuya was selected for the SPAR Protea National Team that competed at the Vitality Nations Cup in London.

Three players, Kristen Mc Gregor, Zahrah Noah and Lara Ehlers, were selected for the U19 national netball team that competed in the Region 5 Youth Games in Namibia. Maties Netball Head Coach Sasha-lee Petersen represented the national team as the assistant coach (above left).



*Grant de Jager, Joel Leotlela and Ezekiel Ngobeni*



*Shanidine Bezuidenhout*



*Herman Lubbe, Oliver Reid, Zuko Poswa*



*Riley Norton*

## Rugby

Maties Rugby made Stellenbosch University, Maties Sport and the nation proud with new Springboks bringing the national selections to 187.

The Junior Boks, won the U20 World Rugby Championships, featuring four Maties Rugby student-athletes - Herman Lubbe, Oliver Reid, Zuko Poswa and Riley Norton, a first-year EMS student-athlete, captained the side to victory.

Maties Rugby Men's Senior team members, Grant de Jager, Joel Leotlela and Ezekiel Ngobeni were selected for SA Sevens Academy on the Mauritius tour; and De Jager and Leotlela were further selected for the Dubai Academy Squad.

Making his Stormers debut was 2nd year B.Com Management Sciences student-athlete, Oliver Reid.

Maties Rugby Senior Women's team member, Shanidine Bezuidenhout was called up for the Springbok Women's Sevens Academy. A fantastic achievement as a student-athlete. After winning the Varsity Netball competition, she changed sporting codes and joined the women's rugby programme.

Currently there are over 50 Alumni Maties Rugby players playing abroad in URC, Top 14, Premiership and European Challenge Cup. Stand-out alumni for 2025 include Aimee Barret-Theron who officiated at the World Women's Rugby World Cup in England, and David Brits for his Blitzbokke performance.

# 5

# National and Regional Top Performers



Coetzenburg sport precinct may be the hallowed home ground for Maties student-athletes but 2025 saw 163 Maties take up positions on the national and provincial platforms.



## Football

Maties Football Men won the Promotional League Team 2024/2025 as well as the promotional play-off to Hollywood Bets League. The Premier League Team won their league and was promoted to Promotional league.

Maties Women's Football B-section were USSA bronze medalists, and Astria Boks was the Top goal scorer of the tournament with 11 goals.

## Representation

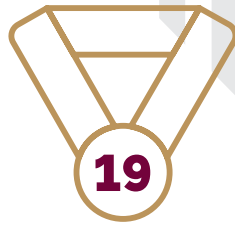
	Junior Provincial	Junior National	Senior Provincial	Senior National
Athletics	8	7	8	3
Badminton	9	-	-	-
Basketball	4	-	-	-
Cheerleading	-	-	6	-
Chess	-	-	-	2
Cricket	-	-	1	-
Fencing	4	-	9	-
Hockey	22	10	-	3
Netball	1	-	-	-
Parasport	-	-	19	3
Rowing	-	-	2	-
Rugby	13	4	5	-
Squash	1	-	3	-
Swimming	-	2	-	7
Table Tennis	2	-	-	-
Water Polo	-	-	2	2
	<b>64</b>	<b>23</b>	<b>56</b>	<b>20</b>

# USSA medals 2025



**Bronze**

<b>Badminton</b>	Individual Section Results: Men's Singles Mixed Doubles
<b>Basketball 3x3</b>	Women
<b>Golf</b>	Strokeplay
<b>Golf</b>	Matchplay
<b>Rowing Boat Race</b>	Men
<b>Rowing Boat Race</b>	Women
<b>Rowing Sprints</b>	Men's B: MB1x MB2- MB4- MB4+ Women: WB4- WB1x
<b>Squash</b>	A-team



**Gold**

<b>Badminton</b>	Individual Section Results: Men's Doubles Men's Singles Women's Doubles
<b>Cricket</b>	Men
<b>Esport</b>	USSA
<b>Esport</b>	Varsity Sports
<b>Hockey</b>	Women - USSA
<b>Netball</b>	B-team
<b>Rowing Sprints</b>	Men's A: MA2 MA2x MA4- MA4x MA8+ Women: WD1x
<b>Rugby</b>	Women - Varsity Cup
<b>Table Tennis</b>	Men: Team Event Men's Doubles
<b>Waterpolo</b>	Men Women



**Silver**

<b>Badminton</b>	Individual Section Results: Mixed Doubles Women's Doubles
<b>Basketball</b>	Men Women
<b>Hockey</b>	Men
<b>Rowing Boat Race</b>	Women B Crew
<b>Rowing Sprints</b>	Men's B: MA2 MB8+ Women: WB2x WB4x WB8+
<b>Rugby</b>	Men's 15s
<b>Squash</b>	B-team
<b>Swimming</b>	Men Women

## Cricket

Lehan Botha produced one of the most remarkable individual sequences of the year. His was a stand-out performance in the CSA T20 final, showcasing his readiness for high-pressure professional cricket. This was followed the next day with an impressive 160 at USSA. A worthy recipient

of Maties Sports' Sportsman of the Year Award. Another Maties cricketer, Gysbert Wege, was signed to the SA20 League, and Ross Boast made his professional debut for the Free State Knights, finishing with an impressive five-wicket haul on his debut - earning Man of the Match honours.





# Esport

With increasing membership and prowess, Maties Esport won the inaugural Varsity Esport competition, as well as taking the crown for the University of South Africa (USSA) championship. The club fielded eight teams in Varsity Esport including an all-women's team. The Rocket League A team remains unbeaten for the fourth consecutive year.



*Maties Table Tennis team: Steffan Brundyn, DJ Swanevelder, Le Roux Strydom, and Duwayne Peterson.*



*Maties sailing took USSA gold for both A and B teams. Club membership has grown by 63% in 2025, with 60% being women.*



*Maties Men's Hockey League winners*



*The USSA winning Maties Women's Hockey team*

# Rugby

In 2025, 20 Maties rugby players represented DHL WP in U19, U21 and Currie Cup. Sarah Krone (right) and Juan-Mari du Plessis (left) represented the DHL WP Women's team that won the national U20 tournament. Sarah served as team captain.

Maties Rugby, winners of the inaugural Women's Varsity Cup in 2023, reclaimed their championship title in 2025.



# Basketball BNL Champions

Maties Women's Basketball Coach Nathaly September, and Maties women basketball players, Lisa Jassy, Ingrid Tredoux, Shiloh Hamidi, and Leah Faurholm took top honours in the regional BNL Championships.

Leah was awarded 2025 BNL Rookie of the Year, and Coach Nathaly was named Coach of the Season, for leading the Western Cape Mountaineers to an unprecedented four-peat as 2025 BNL Women's Champions.

A feat unmatched in both the men's and women's league history Maties Basketball also brought home two silver medals from the USSA 5x5 championships. Maties Basketball has progressed from B Section runners-up in 2023 to A section finalists in 2024 and 2025.

*Coach Nathaly September with Lisa Jassy, Ingrid Tredoux, Shiloh Hamidi, and Leah Faurholm*



# 6

## Rewarding Excellence

”

*Maties Sport celebrated its student-athlete excellence at the 50th Maties Awards Gala event.*

”

Daniella Mendes de Oliveira, (BAcc Hons) won the **Sportswoman of the Year** award. Daniella was named 2025 SA Senior National Women's Indoor Player of the Year; made her outdoor debut for the SA National Women's team at the Nations Cup in Poland (February 2025); represented Senior Western Province, contributing to their gold medal victory at Senior IPT; and Captained Maties to the USSA Hockey 2025 gold medal, while earning Top Goal Scorer and Player of the Tournament.

**Sportsman of the Year** award recipient was Lehan Botha (Cricket) who captained Maties at the USSA Cricket Tournament in Bloemfontein for the fifth time. His outstanding performance earned him selection as captain of the South African University Cricket team. The postgraduate student captained the Boland Colts in both the 3-day and 50-over competitions, finishing as the top run scorer in the 3-day format for Boland and third overall nationally.

His consistent performances led to a professional contract with Boland, and he made his debut in both the T20 and 50-over competitions, representing the province in the final. His crowning achievement came during the CSA Franchise Academy 1-Day Week, where he scored a commanding 131 off 147 balls (13 fours, 5 sixes) for the World Sports Betting Cape Cobras.

**The Sportswoman of the Year (Para Sport)** award went to first year Sports Science student

and Maties Athletics star, Simoné Kruger, who claimed gold and broke both African and South African records for Discus in the Para Athletics Grand Prix-Oloumouc in Czech Republic. She also took gold in Shotput. In addition, she won the African Union Regional Sport Award in Zimbabwe; the 2025 Junior Sport Star of the Year Award; and the 2025 South African Sports Woman of the Year with Disability Award. In September, she defended her world title at the World Para Athletics Championships in India, securing another gold in Discus.

Maties Women's Hockey was named **Team of the Year** for demonstrating a high level of administrative efficiency, leadership and competitive performance both at a higher education and community league level in 2025 - from landmark sponsorships and packed tournaments to national team honours and major USSA success, and Hockey took the Club of the Year award.

**Full Colours** were awarded to 40 student-athletes honoured for representing South Africa and USSA across codes including Hockey, Rugby, Netball, Basketball, Athletics, Parasport, Tennis, Rowing, Gymnastics and Water Polo.

Academic Achiever Awards went to 29 student-athletes recognised for maintaining averages of 75% or higher while excelling in their sports.



Receiving their top awards from Rector and Vice-Chancellor of Stellenbosch University, Prof Deresh Ramjugernath: (top left) Daniella Mendes de Oliveira, Simone Kruger (top right), and Coach Ryan Bailey on behalf of Lehan Botha (bottom left). Maties Hockey with the Team of the Year Award presented by Yaseen Mack of Pro Events.



## Rector's Awards celebrates outstanding student-athletes

Five Maties Sport student-athletes received a Rector's Award for outstanding achievements in Leadership, Culture, Sport and Social Impact, combined with academic excellence.

Recipients are Daniella Mendes De Oliveira (Hockey); Jason Andrew Fogle (Tennis); Merwe Engelbrecht (Rowing); Ehros Smith (Rowing); and Armand Johannes Samuel Combrinck (Rugby)



# 7

## A Thriving Student Experience

”

*Maties Sport, offering 29 codes in 2025 that cover high-performance, competitive, and recreational sports, continues to provide the Stellenbosch University community with a superior and well-managed environment for student-athletes to excel both on the field and in their academic realm.*

*We serve over 3 061 club-registered student-athletes in an inclusive programme that factors in personal and leadership training, nurturing graduate attributes and values, and driving transformation and growth in line with the University's strategic objectives.*

”

### Campus Sport

Campus Sport is a core component of student life at Stellenbosch University - a year-long contest between residence and commuting student teams.

Campus Rugby is a particular tradition going back over 100 years, and in 2025, 825 players turned out, delivering 381 tries and 217 conversions to the delight

of fans that average 1500 for each event, with Derby Day and the finals pulling in 4 500 spectators.

This year's winners were Helshoogte 1 (1st League); Elsenburg 2 (2nd League); and Huis Marais 3 (3rd League). Wilgenhof/Oude Molen took the U20 tournament, and Elsenburg won the 10s tournament.



### Healthy Campus Platinum certification

Stellenbosch University retained its Platinum Healthy Campus Certification from the Federation of International University Sport (FISU), first awarded in 2024.

FISU Healthy Campus is a global initiative that aims to promote healthy lifestyles on campuses around the world. Maties Sport scored 93% in the 2025 rating.

# Campus Sport Bumper Nights

A celebration of recreational sporting fun under floodlights, Bumper Nights entered its third year in 2025, providing all students to engage in an active lifestyle.

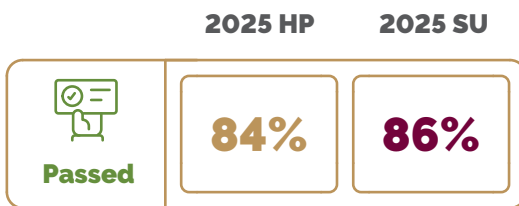
The success of this has seen the growth of our Campus Sport "mini-festivals" that take place six nights a year at the sport precinct, providing a safe space for players and supporters.

Codes, including Hockey, Football, Esport, Netball, Basketball, Ultimate Frisbee, Cricket, Water Polo, Chess, Volleyball, Table Tennis, and Swimming, attracted over 4500 participants



First year students were treated to fun and games at the annual Welcome Festival to showcase Maties Sport's offerings in High Performance, Competitive and Recreational codes

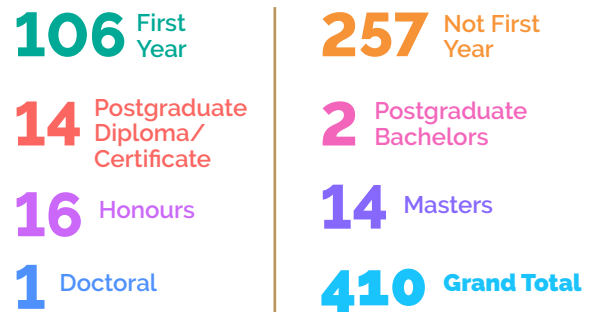
## Academic Success Maties Sport HP/SU comparison



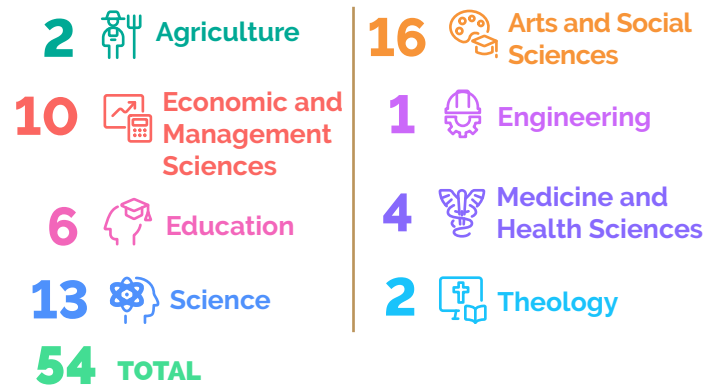
## Maties Sport Bursary Allocations

Sport Code	Total Bursaries	Total Men	Total Women	Total BCIA	Total White
Athletics	10	3	7	4	6
Aquatics	10	8	2	3	7
Basketball Women	20	0	20	12	8
Basketball Men	21	21	0	10	11
Competitive Codes	31	19	12	19	12
Cricket	16	16	0	13	3
Football Women	22	0	22	13	9
Football Men	21	21	0	18	3
Hockey Women	25	0	25	11	14
Hockey Men	24	24	0	13	11
Netball	29	0	29	8	21
Rugby Women	28	0	28	16	12
Rugby Men	63	63	0	28	35
<b>TOTAL</b>	<b>320</b>	<b>175</b>	<b>145</b>	<b>168</b>	<b>152</b>

## Distribution of HP Student-Athletes by Year of Studies 2025



## Total Number of Graduates per Faculty



## Total Number of Graduates per Sport Code



# 8

# Sustainable Business Model



*Maties Sport has continued to evolve its commercial model into a structured, value-driven ecosystem that aligns institutional objectives with sustainable revenue generation. The continued focus is on long-term partnerships, sustainable revenue growth, and measurable return on investment for both the institution and its partners.*



**The commercial approach at Maties Sport is built on three core pillars:**

### 1. Integrated Sponsorship & Rights Packaging

Maties Sport has shifted from fragmented, code-specific sponsorships to a centralised commercial framework, ensuring: consistent valuation of rights across all sporting codes; protection of institutional brand equity; and scalable partnership opportunities across multiple platforms (Varsity Cup, Campus Sport, events, digital).

**This model enables partners to access multi-layered exposure, including:**

- Broadcast and streaming visibility
- In-stadium branding, activations, and hospitality opportunities.
- Digital and social media reach
- Direct student and alumni engagement

### 2. Venue & Event Commercialisation

Key assets such as the Danie Craven Stadium and major events (e.g. Varsity Cup, Campus Rugby, national tournaments) are positioned as commercial platforms, not just sporting events. This includes: naming rights and headline sponsorship opportunities; match-day activations and experiential marketing; and tenant and retail integration (eg. mall partnerships, Esports events). The focus is on maximising yield per event while enhancing spectator experience.

### 3. Bursary & Impact-Driven Funding

A critical component of the model is the integration of bursary-linked sponsorship, ensuring that commercial revenue directly supports: student-

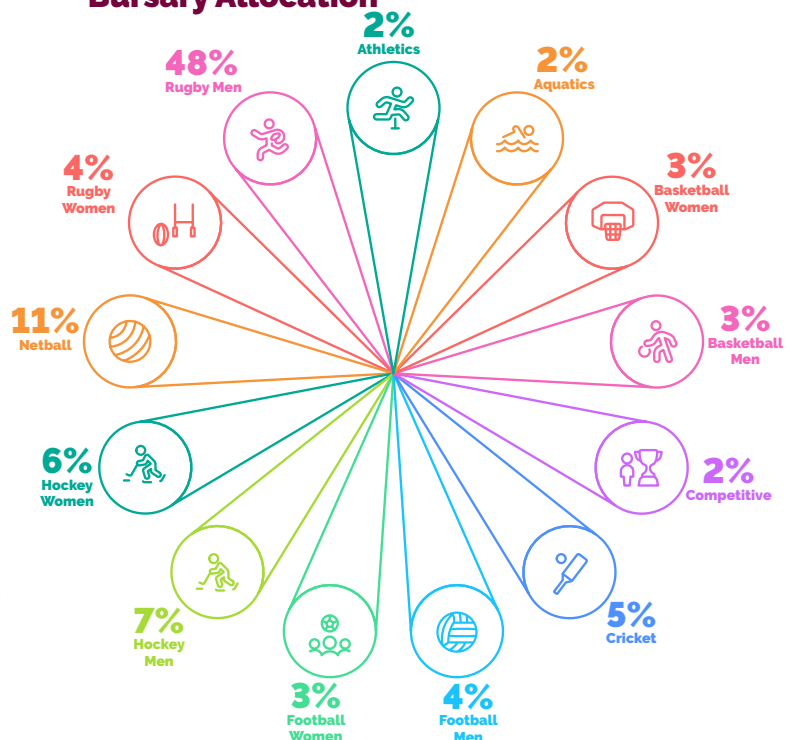
athlete access and inclusion; high-performance programme sustainability; and academic success alongside sporting excellence.

This aligns commercial activity with Stellenbosch University's broader mandate of student development and transformation.

### Financial Overview

- Sponsorship Contribution: R12m
- Total bursary target for 2026: 15m
- Bursary Funding Received: R7.89m, 48% balance of target remaining
- % of Revenue Directed to HP Student Support: 30%
- % of revenue directed to operational expenses (indirect impact on student support): 70%

### Bursary Allocation



# 9

# Meaningful Partnerships



## Integrating sport, education and social impact



*Ilhaam Groenewald, Chief Director Maties Sport, Dean of Education, Prof Mbulungeni Madiba, and Acting Chief Operating Officer, Nicola Smit.*

Stellenbosch University (SU) has taken a significant step in integrating sport, education, and social impact through a new partnership between Maties Sport and the Faculty of Education.

The Memorandum of Understanding (MOU) formalises the collaboration with the Centre for Sport Leadership (CSL) and the South African Centre for Olympic Studies and Social Impact (SACOSI) as implementation partners.

This strategic alignment creates a shared framework for research, education, and capacity building, while strengthening SU's position as a thought leader in the global discourse on sport for development and education.

The various units aim to deliver joint initiatives to produce high-impact research, postgraduate supervision, and strategic projects across management, sociology, and education.

## GAPS Africa

Maties Sport continues to partner with the GAPS Africa (Gather, Adjust, Prepare, Sustain) initiative, in close collaboration with African CGAs and National Paralympic Committees since 2019 and recently signed a 10-year MOU renewal with the Commonwealth Games Federation GAPS Africa programme.

In July 2025, the friends of GAPS interacted with 38 athletes and coaches from 13 Commonwealth Games Associations (CGAs) for a week-long GAPS Africa Stellenbosch 2025 Camp. The camp focused on upskilling athletes and coaches to prepare for the Para-Athletics and Para-Powerlifting events in Glasgow next year.

The GAPS initiative champions equity, inclusion and opportunity for para-athletes and coaches from resource-challenged Commonwealth nations, which have, historically, been under-represented at the games.



Welcoming Soha Kadhim from Lund University, Sweden, (front right) were, from left, Reggie Smith, Head Sport Management, Ilhaam Groenewald, Maties Sport Chief Director, Sean Surmon, Maties Sport Director, and Andy de Bruin, Maties Sport Finance. Soha was part of a blended Staff Development Programme exchange between SU and Lund University.

# 10

## Research for Impact



The CSL and SACOSI are strengthening their research footprint by expanding their 2025 publication portfolio (132 publications) in collaboration with our Research Fellows and partners.

**The research is anchored in four key focus areas:**

- Sport, development & Olympic studies
- Education
- Sport industry and management
- Health

Collectively, these outputs show our commitment to globally relevant, interdisciplinary research that addresses the needs of South African and African society, with a particular focus on social impact, capacity building, and transformation.

”

*The South African Centre for Olympic Studies and Social Impact (SACOSI) and the Centre for Sport Leadership at Maties Sport provides a diverse, international research and academic network.*

”

Through this body of work, CSL and SACOSI are positioning themselves as thought leaders in sport research, contributing to knowledge, policy, and practice across the sport ecosystem.

The strategy for both Centres is to move further into knowledge co-creation to bridge the Global North-South divide through collaborate theory building and research.

Also, to create a network of universities in Africa for collaborative research work under the auspices of the African Union. This has begun within southern Africa, and will drive intentional impactful research, theory building and grant allocations, led by Stellenbosch University.

## Life After Sport

To mark Women's Day, SACOSI hosted a live event and webinar to unpack the complexities of Life Beyond the Podium and attended by representatives of university sport administration, academics and high-performance student-athletes.

Providing valuable insights were Professor Cora Burnett, senior researcher of the South African Centre for Olympic Studies and Social Impact; Ilhaam Groenewald, Chief Director of Maties Sport and co-leader of the Maties' Centre for Sport Leadership; Elmien Cloete, Director of Sport at the

University of the Western Cape; Mark Bashe, Senior Manager of Sport at the University of Cape Town; Simone Kruger, International Paralympics medal winner and first-year student; Bianca Augustyn, former Springbok 7s player and current Maties Women's Rugby Assistant Coach; and Koketso Nelly Mamobolo, Banyana Banyana and UWC football player.



# 11

# Connecting with Our Communities

Maties Sport continued to expand its digital footprint in 2025, using social media platforms to promote sporting achievements, engage with supporters and showcase the vibrant sporting culture of Stellenbosch University.

In 2025, Maties Sport's social media platforms reached a combined audience of +31K followers, with +5K new followers added across platforms.

Instagram recorded the strongest growth, highlighting the effectiveness of visual and short-form content in promoting university sport.

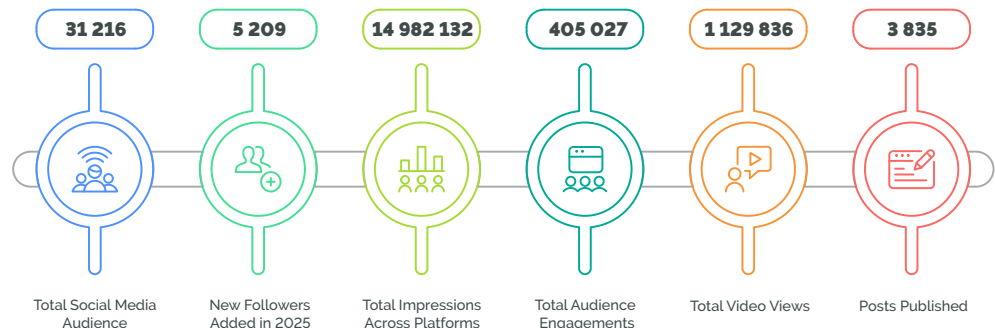
We maintained a strong publishing presence throughout the year, producing 3 835 posts across our digital platforms.

The social media channels also served as important communication tools between the organisation and its audience.

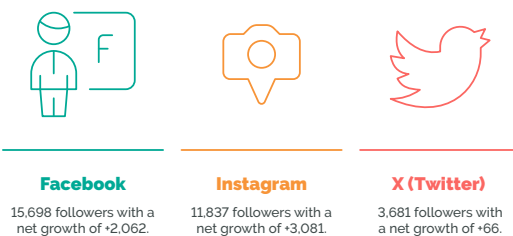
Video content continued to play a central role in the Maties Sport digital strategy, generating +1M video views during the year. It remains the most effective way to highlight match moments, athlete achievements and behind-the-scenes experiences.

Through consistent content creation and active community engagement, Maties Sport continues to showcase the achievements of its student-athletes and promote a dynamic sporting culture within Stellenbosch University.

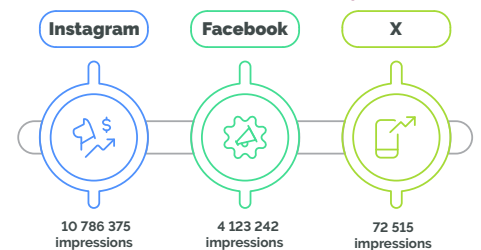
## Digital Impact Highlights in 2025



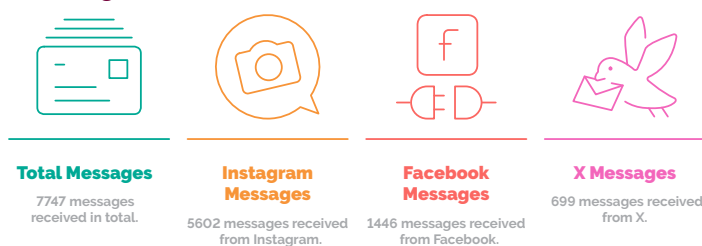
## Platform Audience Breakdown



## Maties Sport Digital Visibility Expansion



## Messages Received



## Video Views Across Platforms

Platform	Views
Instagram Reels	876 910
Facebook	251 661
X	1 265

The high number of received messages reflects the strong level of engagement and interaction with the Maties Sport community.

## Engagement

Maties Sport recorded +400K engagements across its digital platforms, with an overall engagement rate of 2.7% per impression.

## R74 552 486

Advertising Value Equivalent

## 140 229 998

Potential Reach

## Maties Sport Digital Platform Engagements

	Engagements	Engagement Rate
Facebook	227 049	5.5%
Instagram	173 137	1.6%
X	4 841	6.7%

## Reach and Visibility

Maties Sport content generated +14M impressions during the reporting period, significantly expanding the digital visibility of Maties teams and sporting events.

# 12

## Employer of Choice

### Maties Sport stalwarts recognised

Karen Swart and Danvil Brown received a long service award from Stellenbosch University for their long and exemplary service - 25 years!

Karen's journey at Maties Sport began in 2000 when she was appointed as Sport Manager for the Netball Club. In 2023, Karen embraced the opportunity to manage multiple sport clubs, with a clear focus to expand and enhance the value propositions of Maties Rowing, Sailing, Tennis, Golf and Canoeing. Over the years, Karen has played an invaluable role in implementing sustainable and successful operational plans for all five clubs.

Through her leadership, strong collaboration has been established with sport club student committees, and she is committed to providing a diverse student experience



*Chief Director of Maties Sport, Ilhaam Groenewald, with Danvil Brown and Karen Swart.*

Danvil Brown's father, Alec ("Pondjie"), served Maties Sport for many years, and through him we first came to know Danvil as a young boy who was always by his side, helping at Maties Rugby Club.

He started his journey at Maties Sport in January 2000, appointed as an Administrative Assistant. His eagerness to learn saw him complete several courses to broaden his knowledge, and he now serves in the Maties Finance department. Always willing to go the extra mile — often beyond regular hours — Danvil's ever-present smile and friendliness have been a true asset to our environment.

### Welcome to Women's Football Head Coach, Kamaal Sait

Kamaal Sait, former Santos, AmaZulu and Orlando Pirates player, joined Maties Women's Football as Head Coach.

Following his playing career, Kamaal shifted to coaching, earning a CAF A Licence as a coach educator, and is committed to advancing the women's game in South Africa in general, and specifically at Maties.

We look forward to seeing the implementation of his training philosophy to create a champion team.



*Zukhanye Magwa, Reggie Smith, Ilhaam Groenewald, Andy de Bruin and Sean Surmon welcome Kamaal Sait.*

# Maties Awards for outstanding sports staff

The annual Maties Sport Awards celebrates student-athletes as well as coaching staff who have performed exceptionally over the year.

This year Coach of the Year (High Performance) went to Nathaly September (Basketball), with Coach of the Year (Competitive Sport) going to Graham Hood (Rowing).

Nathaly guided Maties Women's Basketball to a remarkable USSA A Section final in their debut season, and led the Cape Town Mountaineers to four straight BNL championships.

Graham has led Maties Rowing through several firsts this year: a record number of men for the USSA Blues and Grudge; as assistant coach to five rowers who represented South Africa; and a third place in the annual 2025 Universities Boat Race.



*Stellenbosch University Rector, Prof Deresh Ramjugernath, with Maties Rowing coach, Graham Hood*



*Sean Surmon, Maties Sport Director with Maties Basketball coach, Nathaly September*






## Representing Maties Sport nationally

Service is embedded in Maties Sport culture. Playing key roles in the University Sport South Africa leadership are, from left, Maties Sport Director, Sean Surmon (Chief Financial Officer, USSA NEC), Chief Director of Maties Sport, Ilhaam Groenewald (SU representative), High Performance Manager, Keagan van Aarde (USSA Cricket), and student representative Alok Moore.



# CREDITS

<b>Content:</b>	Maties Sport
<b>Photos:</b>	Jamie Wyngaardt and Maties Sport
<b>Editor:</b>	Trisha Bam
<b>Afrikaans Translation:</b>	Piä Nanny
<b>Infographics:</b>	Nado Graphics
<b>Design &amp; Layout:</b>	Nado Graphics

-  Maties Sport
-  @matiessport
-  @MatiesSport
-  Maties Sport
-  @matiessport



**TAKE A 360 VR TOUR  
OF OUR COETZENBURG  
SPORTS PRECINCT:**



Scan here to view