

# X<sup>th</sup> International Forum on Elite Sport Durban 2017



**FORUM ON  
ELITE SPORT**  
2017 | DURBAN | SOUTH AFRICA



**ASPC**



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# 1. Vision and Theme

## More Medals for Less

Economic challenges and reduced budgets have placed added demand on High Performance Centers and yet expectations to produce medals have grown. It is a challenging time for leaders in High Performance Sport.

During the Durban International Forum on Elite Sport we will get to grips with this important topic, one that effects Centre's from Developing Countries and Developed Countries alike.

Leading International guest speakers will speak on Effective Leadership in Times of Change, Adaptation, Innovation and Entrepreneurship, Cost Effective Athlete Development Models and Sustainable Management of Staff Resources.

Panel discussions will include strategies used by world leading Centers to reduce costs while maintaining excellence and African Centers will provide insight on how they are able to produce medals for a fraction of the Cost of their Developed World counterparts.

Break-away sessions will be used; providing the opportunity for newly established and developing Centers to workshop and share knowledge on challenges unique to their environment, while at the same time allowing the larger developed centers to gain knowledge on areas relevant to them.

The Durban Forum will open the door to new ideas and equip and encourage leaders for their pivotal role in Elite Sport.

# 2. Purpose

The Prime Human Performance Institute opened in Durban's Moses Mabhida Stadium in March 2012. Prime's Vision is to be a world class High Performance and Sports Science Resource for South Africa, bringing world leading technology, methodologies and personnel together to support the athletes of our Province, Country and Continent.

We work closely with South Africa's Olympic Committee (SASCOC), the Department of Sports and Recreation in our Province, local Sports Federations and private Academies and Clubs. Our role includes High Performance, Elite Sport, Talent Identification, Sports Development and Education. Together with the Department of Sports and Recreation we have founded a highly successful Elite Athlete Development Programme (EADP), a South African first, which works with 140 elite athletes across 16 sports codes.

An important part of our role has been the dissemination of High Performance and Administrative knowledge to the Provincial Sporting

Federations and their representatives in the Province's Districts and the formulation of Athlete Development Pathways.

By bringing the ASPC International Forum on Elite Sport to Durban we will be able to uplift the Administrators and Coaches from our Province, the rest of South Africa and Africa by creating an opportunity to learn from the world leaders in the field of Elite Sports.

Our bid has the full support of the Durban 2022 Commonwealth Games Local Organizing Committee. Their hope is that the Durban Forum will form part of their Training and Capacity Building Programme, which will be used as part of South Africa's preparation for Africa's first Commonwealth Games in 2022.

We expect that bringing the Forum to Durban will have a profound impact on sports development and leadership in the Province and the Country.

# 3. Benefits to ASPC Members

Durban is known as Africa's Sports Capital; we have a rich history of hosting International Sports Events, including the 2010 FIFA World Cup and Rugby and Cricket World Cup tournaments. Durban is expected to be the host City of the Commonwealth Games in 2022 which our government has confirmed will be used as the forerunner to a Durban Olympic Bid.

By hosting the Forum in Durban, ASPC members will have the opportunity to visit the City that hosted the 2010 FIFA World Cup Semi-final, will host the Commonwealth Games in 2022 and is likely to be Africa's first Olympic City.

Due to distance and the cost of travel, African countries are often isolated from developed countries on other continents, in particular there has been little opportunity for knowledge sharing in the area of Elite Sport. Hosting the Forum on African soil for the first time will make it substantially easier for African Olympic Training Centers to attend; this will greatly assist in the development of sport on the Continent and has the potential to expand the ASPC African membership base.

ASPC Member Centre's will get two free tickets to the Forum which includes Lunches and Tea's during the Forum and tickets to the Opening Cocktail Function and Gala Dinner. Provision has been made for tickets for the Gala Dinner for the partners of attending ASPC Delegates (two per Centre).

We will be able to provide two free tickets for uShaka Marine World for any ASPC member Centre attending the Forum. It is the 5th largest aquarium in the world and forms part of a 40 Acre Theme Park which lies just

three kilometers from the Conference Venue.

All ASPC Members attending the Forum will receive a free ticket for the Moses Mabhida Stadium Sky Car. From the platform on the top of the Moses Mabhida Stadium Arch there is a 360° view of the Sports Precinct and Durban's Beach Front, a spectacular view.

The Dates for the Forum fall into the South African Domestic Rugby Season. Although the fixture list for 2017 is not yet available it is probable that there will be a Sharks fixture on the Saturday afternoon of the Forum. Through Prime's relationship with the Sharks Rugby team we will be able to secure free tickets for all ASPC members and their partners to a Sharks Rugby Game at Kings Park Stadium as well as a box for the Board Members and their partners. Rugby Games at Kings Park are renowned for their excitement and festive atmosphere; it is an event not to be missed.

We will provide R19 500 (1500 USD) for each of the eight ASPC Board Members for the cost of their flights to Durban, accommodation and meals during the forum will also be covered. Through Prime's relationship with Durban Country Club we will be able to provide up to 10 rounds of Golf for any members of the Board who would like to play while in Durban. Durban Country Club is rated as one of South Africa's top 3 Golf Courses and is 500m from the Conference Venue.

Prime will host a sundowner harbor yacht cruise on the evening before the forum for ASPC Board Members, their partners and the guest speakers.



# 4. Organizing Committee

Mr Gideon Sam, SASCOC President, Host  
Brendon Goodenough, Chairman  
Dr Kevin Subban, Chair of SASCOC Medical Commission  
Toby Sutcliffe, Current ASPC Continental Chairman

Ayanda Dhlolongwane, Prime Manager  
Representative from Partner Hotel  
Professional Conference Company  
Representative of Travel Company Partner

# 5. Host City

Durban is an extraordinary city, the most culturally diverse in Southern Africa, with a rich and colorful history and a vibrant and wonderful present. With a population of 3 million, Durban is the biggest and busiest city in the province of KwaZulu-Natal, Durban features vastly different coastal regions and landscapes, with the most spectacular mountain range in the country and the oldest game reserve in Africa not far away.

Known as Africa's Sports Capital Durban has a rich history of hosting International Sports Events, including the 2010 FIFA World Cup and Rugby and Cricket World Cup tournaments. Durban is expected to be the host City of the Commonwealth Games in 2022 which our Government has confirmed will be used as the forerunner to a Durban Olympic Bid.

It is also known as the friendliest city in South Africa, thanks to the great warmth and openness of its people and the laid-back lifestyle that everyone here enjoys.

Durban's climate is sub-tropical, with warm wet summers, mild frost-free winters, and an average daytime temperature of between 20°C and 25°C. Perfect.

Durban's beaches seem to stretch on forever. Glorious sandy beaches that disappear into the Indian Ocean where the water (even in winter) has an average temperature of 19°C. Durban is a magnet for sun worshippers and surfers and has been listed as one of the world's top 10 family beach holiday destinations by Lonely Planet's Travel With Children. There are shark nets in the sea off the main beaches and the latter are patrolled from sunrise to sunset by lifeguards.

Durban's beachfront has a long Promenade that is ideal for long walks and bike rides. Extending from uShaka Beach in the south to Country Club Beach in the north, Durban's beachfront Promenade offers visitors an uninterrupted 10 km of breathtaking sea views, as well as a wide selection of restaurants and pubs, open-air entertainment and nearby craft markets.

## THERE'S ALWAYS SOMETHING TO DO IN DURBAN

Long lazy days spent on the beach. Sultry nights outdoors breathing in the salty sea air. Get-togethers with friends in restaurants that offer the best in seafood, curries, steaks or traditional African fare. A wealth of nightclubs and bars. Heritage trails where you can see where Mahatma Gandhi lived, where Nelson Mandela cast his historic vote in South Africa's first democratic elections, experience township life, or gain some insight into Zulu culture. Some of the biggest shopping malls in the Southern Hemisphere. Art galleries. Arts and crafts markets. Concerts. Mountain biking. Birding. Kite surfing. Durban has it all.

KwaZulu-Natal is the only province in South Africa that gives you the complete African experience. Lions, leopards, elephants, giraffes, buffaloes, hippos, crocodiles and other African wildlife. Some of the highest sand dunes in the Southern Hemisphere. Some of the best dive sites in the world. One of the most beautiful mountain ranges in Africa where there are 500 known sites of San rock art, and dinosaur eggs. Waterfalls, gorges, rivers. Battlefields. And, of course, one of the most fascinating and proud cultural groups in Africa - the Zulus.

**WE HAVE PREVIOUSLY HOSTED  
THE FOLLOWING INTERNATIONAL  
SPORTING EVENTS:**

1995 Rugby World Cup, including Semi Final  
1996 African Cup of Nation's  
2003 Cricket World Cup, including Semi Final  
2006/7 A1 Grand Prix  
2006 Paralympic World Swimming Championships  
2007 ICC World T20  
2009 FINA World Cup  
2009 FIFA Confederation's Cup  
2009 Indian Premier League (IPL) Cricket  
2010 FIFA World Cup, including Semi Final  
2013 African Cup of Nation's  
Top Gear Festival 2012, 2013, 2014

**INTERNATIONAL CONFERENCES:**

1998 XII Non-Aligned Movement Summit  
1999 Commonwealth Heads of Government Meeting  
2000 XIII International Aids Summit  
2001 World Conference on Racism  
2002 African Union Summit  
2003 5th World Parks Congress  
2011 123rd IOC Session  
2011 COP 17/ CMP 7  
2013 5th BRICS Summit

**ANNUAL EVENTS:**

The Comrades Marathon, world's largest ultra-marathon  
Dusi Canoe Marathon  
Midmar Mile, world's largest open water swimming event  
Official Ironman Triathlon  
Amashova Cycle Race  
Tour Durban Cycle Race  
Mr Price Pro International Surfing Competition,  
Quicksilver ISA World Surfing Championships



**sport and recreation**

Department:  
Sport and Recreation  
**PROVINCE OF KWAZULU-NATAL**

OFFICIAL ATHLETE DEVELOPMENT PARTNERS



# 6. Logistics

## A. TRANSPORTATION

Durban's King Shaka International Airport is only 30 minutes by road from the Conference Venue. Flights can either be direct into Durban or via Johannesburg's OR Tambo International Airport. Air travel time between Johannesburg and Durban is 1 hour.

No visa's are required for many countries including Canada, Australia, Spain, Portugal, New Zealand the UK and the USA. We will facilitate the submission of applications for the required Visitors Permit for delegates.

## B. ACCOMMODATION

### **Beverly Hills Hotel**      **5 star**

Room rate/ night: R3800 (USD 309)

15 min from Conference Venue

### **Sun Coast Hotel and Casino**      **5 or 4 star**

Room Rate/ night: R1300 (USD 105)

5 min walk from Conference Venue

### **Hilton Hotel**      **5 star**

Room rate/ night: R4800 (USD 391)

5 min from Conference Venue

### **Blue Waters Hotel**      **3 star**

Room Rate: R600 (USD 48)

10 min from Conference Venue

### **Riverside Hotel**      **4 star**

Room rate/ night: R1200 (USD 97)

5 min from Conference Venue

## C. CONFERENCE LOCATION

Moses Mabhida Stadium, Durban

The Iconic Moses Mabhida Stadium is situated in the heart of Durban's Sports Precinct and was the venue of the FIFA World Cup Semi Final in 2010. It will be the Athletics Stadium for the 2022 Commonwealth Games and has been designed with the view to a future African Olympic Bid.

The Stadium has world class function facilities which include catering facilities and several break-away meeting rooms.

It is a short 10 min walk away from our Partner Hotel, Suncoast Hotel, and in close proximity to other leading International Hotels.

More Details on the Stadium can be found at [www.mmstadium.com](http://www.mmstadium.com)



SUNCOAST HOTEL & CASINO

MOSES MABHIDA STADIUM

WORLD CLASS GOLF COURSE

PRIME HUMAN PERFORMANCE INSTITUTE



# 7. Dates

23- 26 August 2017

# 8. Schedule

We will work closely with the ASPC Organizing Committee to finalize a programme that is aligned with the ASPC objectives for the Elite Sport Forum. A provisional draft outline has been included as Annexure 1.

# 9. Financial Commitments

400 Euro pp for non-members - Based on 150 delegates

## Expenses

R 250 pp Lunch and Tea's x 3	R37 500
R400 pp Gala Dinner	R60 000
R200 pp Cocktail Function	R30 000
Transport CWG Venues	R20 000
Conference Hire	R100 000
Branding for Venue	R100 000
Marketing, Logo Design and Web Site	R100 000
Translators	R40 000
6 Guest Speakers, flights accommodation, meals	R480 000
Conference Pack's	R60 000
Professional Conference Organizer (Salary)	R200 000
WiFi in Partner Hotel	R10 000
Contingencies	R200 000
Transport (to and from Airport)	R50 000
Fees accommodation and meals for invited guests	R500 000
PA, Audio Visual & Translation Equipment Hire	R200 000
Board Members Travel	R156 000
<b>Total</b>	<b>R2 343 500 (USD 182 000)</b>

Funding from Department of Sport and Recreation  
SASCOC  
Sponsorship income  
Conference fees from Non-Members



Dolphins



Beaches



Top 100 Golf course



Deep sea fishing

# 10. Related Activities

## DAY TRIPS

uShaka Marine World and Water world, Africa's largest Aquarium, activities include Dolphin and Seal Shows, Snorkeling and Cage diving in the Shark Tank, Water Theme Park and Restaurants.

Segway guided tour of Moses Mabida Stadium and the Durban Beach Front.

Visit to Gateway Theatre of Shopping, Africa's largest shopping Mall.

Visit to Zulu Cultural village at PheZulu.

Safari at Tala Game Park (1 hour from Durban).

Dolphin sighting ski boat excursion off Umhlanga Rocks

Deep Sea Fishing

Golf

Durban boasts 6 of South Africa's Top Golf Courses (one of which is 500m from the conference Venue)

## FOR THE MORE ADVENTUROUS

Shark Cage Diving (1 hour from Durban)

"Big Swing" bungee jump off the arch of Moses Mabida Stadium

Diving at Aliwal Shoal, one of Africa's most famous dive locations (1 hour from Durban)

## TWO-DAY TRIP'S

Safari to Hluhluwe/ Umfalozi or Pinda, big 5 game reserve, including accommodation and game drive

Drakensberg Mountain Range Resort World Heritage Site just 3 hours from Durban

Tours to Cape Town and Kruger National Park can be arranged through our Travel Partner by request.



# Drakensburg



# Scuba Diving



# Game Safari



# Culture

# 11. Legacy

The Durban Forum will have a lasting impact on Sports Development and High Performance Sport in our Province, Country and Continent.

We will use the two years leading up to the conference to communicate with stake holders on the Continent to maximize their attendance and engagement. If possible funding will be sought through the Olympic Solidarity programme to enable greater representation from African Olympic Training and High Performance Centers.

During the conference a marketing presentation for prospective members will held with the view to increasing the ASPC African membership base. Post-Forum the ASPC African Continental framework will be used as the vehicle to provide support, practical assistance and know-how to African members as needed.

Through our partners, the KwaZulu-Natal Department of Sports and Recreation, funding will be provided to enable local Sports Federations and Academies of Sport to attend the Forum. The Forum will form part of the ongoing sport training and development programme for the province of KwaZulu-Natal and will empower leaders and administrators to better develop Elite Sport in the Province. The Durban 2022 Commonwealth Games LOC have indicated that the Forum will be aligned with their Training and Capacity Building programme in preparation for the 2022 Commonwealth Games.

Durban, with its year round good weather and well developed sports and tourism infrastructure is an ideal location for Training Camps, it is our hope that through showcasing our facilities and infrastructure we will be able to attract more teams to train in Durban. There is great potential to establish international working relationships through these camps that will benefit both the visiting team and sport in our Province.

# 12. Letters of Support

*We have received support from the following Stakeholders:*

*South African Sports Commission and Olympic Committee*

*Department of Sports and Recreation KwaZulu-Natal*

*Durban 2022 Commonwealth Games LOC*

*City of Durban*

*ASPC Continental Chairman*

# Annexure 1

*Forum Programme*

*Guest Speakers are provisional*

## **Tuesday 22 August**

ASPC Board Meetings

## **Wednesday 23 August**

Arrival of Forum Participants

Conference Registration

ASPC Board Meeting

Harbor Sun-downer yacht cruise for ASPC Board, partners and Guest Speakers

## **Thursday 24 August**

### **Forum Registration**

### **Olympic Solidarity Presentations/ New Members Meeting: Reasons for joining the ASPC**

**Opening and Welcome:** Mr Gideon Sam, President,  
South African Sports Confederation and Olympic Commission

Ms Sibhidla-Saphetha, MEC Sports and Recreation KwaZulu-Natal

### **ASPC Presidential Address**

### **ASPC General Assembly Part 1**

### **Introduction to Topic 1: ASPC Board Member**

### **Topic 1 Leadership in changing environments**

### **Key Note Addresses**

**John Smit:** Rugby World Cup and Tri-nation's winning Captain and CEO of Sharks Rugby

*From Springbok Captain to CEO*

**Gary Kirsten:** World Cup Winning Coach of Indian Cricket Team, he coached both the South African and India Cricket teams into the no 1 world ranking during his time with them.

*Management of Elite Athletes and the team that supports them*

Tea Break

**Thursday 24 August**

**Break-Away sessions**

**Room 1    Preparing your Athletes for a major games, T-5yrs**

Team Japan, Team Brazil plus Leading OTC's  
Panel discussion

**Room 2    Business Innovation: Developing products that can bring revenue to OTC's**

Relevant OTC  
International Speaker

**Room 3    Sports Tech Update**

Technology Update's from around the world (4 x 15 min presentations)  
- Software/ Internet  
- Wearable Tech  
- Footwear/ Apparel  
- Training Equipment

**Room 4    Women in Sport: Strategies for equality, is enough being done?**

Amanda Dlamini, South African Women's football team Captain  
Elana Meyer, Olympic Silver Medallist  
Guest Speaker 1  
Guest Speaker 2

Lunch Break

**Keynote Addresses**

**Wayne Diesel:** Head of Medical at Miami Dolphin's

*Management of Staff Resources in High Pressure Environments*

**Lucas Radebe:** Former South African football and Leeds FC Captain

*Leadership in the Team Environment*

Panel Discussion

**Welcome Cocktail Function:** President's Suite, Moses Mabhida Stadium

**Friday 25 August**

**ASPC General Assembly Part 2**

**Introduction to Topic 2: ASPC Board Member**

**Topic 2 Elite Athlete Development: More Medals for Less**

- i) **Different Approaches to maximizing impact of financial spend and reducing “athlete wastage”**  
(20 Minutes each)

**The South African Way**

Elana Meyer: Endurocad

Olympic Silver Medalist

Graham Hill

Multiple Gold Medal Swimming Coach

Kevin Subban & Toby Sutcliffe

**The Brazilian Way**

Rio Games Athlete Development

**The Kenyan / Ethiopian Way**

**A European approach: UK Sport**

**Canada’s Own the Podium**

Panel Discussion

Tea Break

- ii) **Overcoming financial challenges in OTC’s: Reducing costs without compromising on excellence**

Strategies Employed by Leading OTC’s to reduce costs without reducing function  
(4 x 15 Minute Presentations)

Panel Discussion

Questions on Staff Resource Management

Role of Sponsors

Lunch Break

**Break Away Session’s**

**Room 1 Establishing an Elite Performance Programme**

- a) Elana Meyer
- b) Kenyan Training: Iten
- c) Ethiopian Training: Bekoji
- d) Kevin Subban - Panel discussion

## Friday 25 August

### **Room 2 Financial Innovation in the OTC:**

Practicalities of leveraging relationships with Corporate Partnerships

Eg: Marcus using Sponsor to cover cost of Brazilian “Home Camp” in London

A sponsor’s perspective: Adidas

OTC Perspective

- a) CAR
- b) Papendal
- c) INSEP
- d) HPC Pretoria
- e) Kuortane
- f) AIS

### **Room 3 Life after Sport:** Career Planning, financial skills training

Olympic Solidarity

INSEP

AIS

Tea Break

**Durban CWG Presentation:** Mr Mark Alexander, Chairman Durban 2022 LOC

**Stadium Tour: Sky Car and Prime Human Performance Institute**

**Tour of CWG Venues**

**Gala Dinner:** Moyo African Themed Restaurant at uShaka Marine World

## **Saturday 26 August**

### **General Assembly Part 3**

#### **Topic Introduction: ASPC Board Member**

#### **Topic 3: Olympic Games News**

Rio Legacy Programme

Tokyo 2020 Update

#### **From OTC to the Athlete Village**

Best Practice for transitioning athlete management: Panel Discussion incl Athletes

Eg: Chad Le Clos and his coach Graham Hill

Tea

Continental Break Away Meetings

Lunch

ASPC Elections

Awards and Conclusion

#### **Sharks Rugby Game at Kings Park Stadium**

## **Sunday 27 August**

### **Delegates depart or leave for Related Activities**

uShaka Marine World

Pinda Game Safari

Tala Game Safari

Vally of 1000 hills Zulu Cultural Tour

Dolphin Sighting

Deep Sea Fishing

Diving

Golf

Drakensberg Mountain Reserve



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