



## ACTIVE COMMUNITIES NETWORK SOUTH AFRICA 2011 - 2017

Active Communities Network South Africa (ACN SA) was established in 2011 as a locally registered partner organisation to Active Communities Network (ACN UK). The aim of the NPO is to capacity build local organisations, staff and young people with the vision to strengthen resilience, empower youth and develop stable and cohesive communities across South Africa.

Presented by: Active Communities Network South Africa in partnership with **eta** College.

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## BUILDING RESILIENT, COHESIVE AND STABLE COMMUNITIES THROUGH SPORT EDUCATION, 2011 - 2017

Active Communities Network South Africa (ACN SA) was established in 2011 as a locally registered partner organisation to Active Communities Network (ACN UK). The aim of the NPO is to capacity build local organisations, staff and young people with the vision to strengthen resilience, empower youth and develop stable and cohesive communities across South Africa. On a practical level, this would take the form of accredited and non-accredited educational programmes for people from disadvantaged communities. It would also involve the identification of employment pathways for those who have benefited from the training. In order for the organisation to grow, it is key to monitor those pathways and publish case studies of success stories to promote the work of ACN SA.

ACN SA has an ongoing partnership with **eta** College. **eta** College is a private, accredited sport and fitness college based in Cape Town, South Africa. **eta** College is registered with the Department of Higher Education and Training as a private higher education college. eta College supports ACN SA with accredited skills programmes and have been enabling people to launch their careers in fitness, sport coaching and the business of sport since 1984.

The **Sustainable Development Goals** (SDGs) provide a framework on which many of the Sport for Development themes can hang. Many of which impact on ACN's young people's journey theory of change. For instance, sports engagement and personal social development is reflected in "Goal 1: End poverty". How? By teaching and practicing transferable social, employment and life skills that can lead to improved well-being, economic participation, productivity and resilience. Physical activity and sport are key components of an active lifestyle and mental well-being; they can contribute to the prevention of health risks ("Goal 3: Good health and well-being"). Many of the other goals such as gender equality, quality education, reduced inequalities and inclusive societies, can be promoted via youth leadership programmes and capacity building training. ACN's focus on building resilience, cohesion and stability is reflected in the SDGs most relevant to our work.

SDGs that relate to ACN's resilience, cohesion & stability curriculum:



## ABSA BREAKING BARRIERS PROGRAMME

**Location:** Gansbaai, Western Cape

**Partnerships:** Active Communities Network South Africa, Football Foundation, Overberg Municipality, eta College and University of Cape Town

**Year:** 2011 – 2013

**Participants:**

43 participants in the programme over three years (2011-2013)

2011: 13 participants

2012: 11 participants

2013: 19 participants

**Ages:** 17 years to 43 years – with an emphasis on youth

**Race:** Over the three years of the programme, 47%, 29% and 24% of candidates were respectively black, coloured and white.

**Programme:** eta College Coaching Skills and Administration programme to create the stimulus for a community developmental approach allowing participants to engage theoretically and practically with modules such as sport for community development and social change; coaching and instructor development; business management and personal growth. The programme utilises sport to emphasise the potential for participants to grow from involvement in conflict, crime and anti-social behaviour and embark on a pathway for community volunteering and potential employment.



**Impact:** Between 94% and 100% of respondents believe that the programme met the objective for having a positive social impact and to contribute to community development. Comments about social elements such as peer learning, inclusion, network building and cross-cultural relationships were significant in all three years. Lyras (2011) defines sport for development as “the use of sport to exert a positive influence on public health, the socialisation of children, youth and adults, the social inclusion of the disadvantaged, the economic development of region and on fostering intercultural exchange and conflict resolution.”

**Quotes from participants:**

“I applied because it was the perfect opportunity to build up my career and become a coach but also improve myself. It also seemed like the perfect opportunity to make a difference in the areas I live in.” (2013 Graduate)

“The course is great. I have learnt so much, not just about coaching, but life skills as well. This course benefits not just the students who pass it, but even the students who benefit from the trained coaches.” (2013 Graduate).

“It was a great experience, because it improved my interpersonal skills and team work.” (2013 Graduate)

**JUNCTION ROVERS**

**Location:** Heideveld, Cape Town

**Year:** 2013

**Partnerships:** Active Communities Network South Africa, Junction Rovers and eta College

**Participants:** 20 participants

**Ages:** 18+ years

**Programme:** Some years ago, ACN SA was approached by Junction Rovers Football Club about the Heideveld community sports programmes and the need for supporting young people with sports, training and education programmes. Junction Rovers FC is an established football club that has been operational in Heideveld for over 40 years and has a track record of involvement in community upliftment. After many talks with the club, we formalised our partnership with Junction Rovers in the form of Breaking Barriers: a 4-month eta Coaching and Administration Skills programme, and a one-week course in Community Sports Development.

**Impact:** All 20 participants completed the programme and received their certificates from eta College for the eta Coaching and Administration Skills programme. This allowed individuals within the structures of junction rovers the opportunity to support community initiatives.



## HOUT BAY COACHING AND ADMINISTRATION SKILLS PROGRAMME

**Location:** Hout Bay, Western Cape

**Year:** 2014

**Partnerships:** Active Communities Network South Africa, eta College, Football Foundation and the City of Cape Town

**Participants:** 23 participants

**Ages:** 18+ years

**Race:** All 23 students were from the Hout Bay area, Imizamo and Hangberg; 52% of them were black and 48% of them from the coloured communities. 65.22% of the students were male, while the other 34.78% were female.

**Programme:** The Hout Bay Skills Training Programme was a five-month accredited bursary programme that was created to enhance the knowledge and provide training for selected students. This programme would enable them to become future activity implementers, bringing about positive change in their communities through sport and recreation. The curriculum covered employment, community and sports development, resource mobilisation, small business administration, financial management and personal development through fitness workshops and classroom-based teaching. By participating in this workshop, the students hoped to increase their employability and initiate their own community projects.

**Impact:** The 23 students that completed the programme developed communication and personal skills, increased their likelihood of employability, and learned how to address social needs in their community. Within this time the participants gained valuable knowledge on basic coaching skills, fitness, recreation, community development, events planning, research mobilisation, work readiness and administration. Having refined these skillsets, the students have become accredited “Activity Implementers” who can bring about powerful change in their communities through sport and recreation.

**Quotes from participants:** 64% of the respondents stated that their expectations were exceeded, whilst the remaining 36% felt expectations were met. Some of the learners commented that they “liked the subject, it added a lot of information about coaching” and that they “like to learn and want to be the best coach”.

### Quotes from partners:

**City’s Mayoral Committee member for Community Services and Special Projects, Alderman Belinda Walker, said:**

“So many of Cape Town’s young people are sports enthusiasts who spend hours of their free time on the sports field. It’s important that young people realise that a fun afternoon spent playing football could be the start of a lifelong career – and not just for those few who will become professional sportsmen. There are a wide range of jobs in the sporting world and this programme seeks to train members of the community in these fields, in line with our commitment to creating an opportunity city.”

**Paul Laemmle, Manager – Special Projects, eta College said:**

“Sport and recreation remain simple and effective deterrents to the social epidemics of obesity, drug and alcohol abuse and gangs. eta College is proud to have initiated this project with

its partners and to have equipped young and energetic community members with sport and recreation management skills. Their growth as individuals has been impressive and we look forward to monitoring their success in the Hout Bay community.”

**Leán Terblanche, Managing Director – Football Foundation of South Africa said:**

“The FFSA believes in unlocking the potential of individuals through sports, education and skills development. Hout Bay presented a wonderful challenge similar to what we experienced at our site in Gansbaai – uniting divided communities through integrated sport and development initiatives that encourage social inclusion, understanding and acceptance.”



**MOMENTUM FUNDED GOLF SKILLS PROGRAMME**

**Location:** Gauteng (15) and Western Cape (15)

**Year:** 2016

**Partnerships:** Momentum, Active Communities Network South Africa, eta College, Making and Impact through Sport (MITTS), South African Golf Development Board, River Club Golf Course and Dayle Hayes Academy

**Participants:** 30 participants

**Ages:** 18+ years

**Race:** 50% of the participants were black Africans and 50% of the participants were coloured

**Programme:** The programme included the accredited training with eta College and youth empowerment training with Active Communities Network SA (ACN SA). The programme was designed to equip students with workplace communication, organisational and administrative skills. They were taught how to plan and practice coaching sessions while learning about and engaging in various practical sports skills. The programme consisted of weekly classes and practical sessions.

**Impact:** Sport for development aims to contribute to social change and individual development. Coalter (2013) further suggests that the focus of sport for development is on the process and experiences in sport and not sport itself. Therefore, Hartmann and Kwauk (2011) argue that for sport to have an effect in development, sport programmes should be organised

in a structured, purposive, systematic and achievable way. The impact of the programme was multifaceted. Youth were exposed to a new sport, namely golf. This enabled them to learn skills such as discipline, focus, and other sport-related skills. An emphasis was placed on community health and wellness and the encouragement of activity through new sports. The introduction of the game of golf reached ±800 young people. As a result of the programme, a Mitchells Plain Schools Golf League has been started with 64 children from Grade 6. This is an ongoing league.

#### Quotes:

Head of Corporate Social Investment, Nkosinathi Mahlangu, explained the rationale for their involvement: “Golf is a sport which is extremely popular amongst our customer base. We also have an obligation to grow the game amongst communities who would normally have no access to the game. Through the ACN SA/ Momentum Golf Development Programme we have been able to upskill 30 young volunteers with life skills training and basic golf coaching skills. Today they are active in a number of communities who previously had no access to the game of golf. This programme has been so successful for Momentum that a further 30 coaches will be identified and upskilled in 2017.”



#### MOMENTUM FUNDED CRICKET SKILLS PROGRAMME

**Location:** Gauteng

**Year:** 2017

**Partnerships:** Momentum, Active Communities Network South Africa, eta College and Cricket South Africa

**Participants:** 19 participants

**Ages:** 18+ years

**Programme:** ACN SA proposed the following programme in support of the development of women’s cricket. Funded by Momentum and in partnership with eta College and Cricket South Africa, ACN SA presented an accredited skills and ACN life skills programme. The objective was to provide a total of 20 candidates with improved life skills, cricket coaching skills and sport administration skills. These skills will significantly improve employability and assist the graduates in becoming change agents for their communities.

#### Quotes from participants:

“Amazing. Got a lot out of the course. I am grateful for this opportunity. Thank you.”

“I had the most fun so far... can we have another with the exact same people?”

### SARU COACHING AND ADMINISTRATION SKILLS PROGRAMME

Location: Riebeek West, Western Cape

Year: 2017

Partnerships: Active Communities Network South Africa, eta College and SARU

Participants: 13 participants

Ages: 18+ years

**Programme:** This programme saw 13 candidates complete the CATHSSETA accredited skills programme (Coaching and Administration Skills Programme, 25 credits at NQF Level 5). This programme was run by eta College at the SARU Academy in Riebeek West. These candidates have now returned to their provinces and may choose to take the opportunity to continue their studies through eta College with the goal of achieving an accredited certificate qualification.

#### Quotes from participants:

“The practical was quite a good experience and learning how to coach and actually changing people’s lives.”

“The stuff was just new to me, so in the beginning it was a bit difficult but the more I got to do with the work, the easier it got.”



### LAUREUS YES PROGRAMME

Location: Country-wide

Year: 2014 – 2017

Partnerships: Active Communities Network South Africa, Active Communities Network UK, eta College and Laureus Sport for Good

#### Participants:

94 participants between 2014 to 2017

2014: 29 participants

2015: 34 participants

2016: 16 participants

2017: 15 participants

**Ages:** 18 years to 25 years

**Programme:** ACN SA, in partnership with eta College, has supported the South African Laureus Sport for Good Foundation with their Youth Empowerment through Sport (YES) initiative. Laureus YES is a nine-month programme that equips youth with the vocational, entrepreneurship and life skills needed to develop sustainable livelihoods. The programme targets school leavers, aged 18 to 25, from sport for social change projects around South Africa. ACN SA created a bespoke sport for development training curriculum embedded within the residential elements of YES.

**Impact:** By upskilling former YES graduates to deliver this methodology and training, ACN SA has helped Laureus develop pathways for young people within the programme. Some of those graduates are now delivering additional training on behalf of ACN SA to develop and empower sport for development projects in Cape Town and Johannesburg, with further expansion plans in motion.

**Quotes from participants:**

“This has really helped me as well, it helped me grow more into a leader and a mentor in my own workplace and I am happy to be part of it.” (Luqmaan, YES graduate 2016)

“I am grateful and honoured to be part of this drive and to get this opportunity to part of the facilitation team in empowering young and old peoples mind sets to unlock and create potential in them through the power of sports.” (Bongi, YES mentor)

**AWARDS:**

Active Communities Network South Africa Receives Community Award in London  
Active Communities Network South Africa (ACN SA), a Cape Town- based NPO and part of the international Active Communities Network, has received a highly commended award at the ACN 10-Year Youth Celebration Awards held at the York Hall in London.

In a vibrant celebration of youth and sport, sport outreach programmes from England, Northern Ireland, Bangladesh and South Africa, ACN SA scooped the award for its work on the Momentum Golf Development Programme in Gauteng and the Western Cape. The programme involved the selection of 30 young candidates who received an accredited sport coaching skills programme from education partner, eta College, and also received training on the Active Communities Network Life skills course. This combination equips the graduates to work with youth in troubled areas where they use sport as a vehicle for community cohesion. The award was sponsored by London South Bank University and endorsed as an example of outstanding youth volunteer training.

Former Manchester United and England captain (and Active Communities Network Ambassador), Rio Ferdinand, commented: “I visited the ACN SA team in Cape Town in 2012 where they were rolling out a coach education programme funded by the Rio Ferdinand Foundation. I was struck by the energy and enthusiasm of the young volunteer coach graduates and by their success stories within their communities. I congratulate ACN SA on their award and on their community achievements in South Africa since then.”

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