

# SOUTH AFRICAN GOLF DEVELOPMENT BOARD



## GENERAL OVERVIEW

*Growing the Game.*

*Building the Nation*

# Introduction

Moral as well as socio-economic upliftment is vital to South Africa's future. Creating opportunities for the country's citizens to realise their potential, and supporting their growth as individuals is a responsibility we all share.

The sport of golf provides a unique platform for this to take place. As a game that teaches an integral set of rules and values, golf can be used to form, shape and sustain a culture of integrity, perseverance, confidence and respect.

The South African Golf Development Board (SAGDB) is a registered non-profit organisation, with the vision of making golf accessible to all South African communities. By focussing on youth from previously disadvantaged communities, the SAGDB has already made a positive contribution towards encouraging healthy lifestyles and character building in communities where opportunities have been limited. Indirectly, this has also had an impact on crime prevention, nation building and nurturing South Africa's future leaders.

Until recently, the SAGDB was almost exclusively concerned with golf development amongst the youth. This was viewed as the primary area in which issues of integration, normalisation and transformation could be addressed. However the SAGDB's board recently took a decision to broaden the organisation's aims, and establish itself in the near future as an umbrella body for golf development at all levels. The board recognised that to truly grow golf in the country, there needs to be a much wider engagement across the sport.

The SAGDB is committed to the future of South Africa, and this informs its slogan:

*"Growing the Game. Building the Nation".*

The South African Golf Development Board is registered as a Section 21 Company (Association not for gain), in terms of the Companies Act 61 of 1973 (as amended) – Registration No: 1999/0077362/08, and is registered as a Non-Profit Organisation – Registration No.: 046-597-NPO.



## Overview

### 1.2.1 Background to the SAGDB

In November 2000, a stakeholder's forum for all of South Africa's officially recognised golfing bodies was called to discuss the future of the game in the country. At this meeting, the Confederation of South African Golf (COSAG – a loose association within which all officially recognised South African golfing bodies are represented) was formed. One of COSAG's primary aims was to agree to a plan for the development of golf in South Africa, and to task a single organisation with its implementation.

COSAG agreed that the SAGDB, which had already been formed from within the country's golfing structures, would be the single, accountable body that would assume responsibility for developing the game. The SAGDB's work was endorsed by all COSAG's members, and the SAGDB's board of directors continues to be made up of representatives from all of the official amateur and professional bodies in the country, including the men's, women's and junior structures.

With this support, the SAGDB has implemented a national training and development programme to facilitate the achievement of acceptable representation within the game in accordance with the government's White Paper on Sport. The development board has taken on the responsibility of enabling children from underprivileged and previously disadvantaged communities to enter the mainstream of golf in South Africa, which is critical in terms of the transformation process. The national programme also put in place a comprehensive approach that recognised that golf is uniquely positioned to instil certain positive core values that are inherent to the game. By emphasising honesty, integrity, sportsmanship and self-discipline, the SAGDB's coaches have been teaching children that dedication, sound values and education are vital keys to success.

Nearly seven years have elapsed since this development initiative was put in place and already in excess of 11 000 youngsters between the ages of seven and 18 have been introduced to the game through the board's programmes.

Towards the end of 2005, the SAGDB recognised that it needed to re-evaluate its structure. The board of directors felt that the organisation was not correctly positioned to deliver sustainable results. For this reason, the SAGDB underwent a restructuring process which streamlined its operations, redefined its mandate, and re-examined its coaching processes. The primary aims were to manage costs more effectively, broaden the reach of the development programme, and put in a place a coaching plan that could measure the performance of both players and coaches efficiently.

This process has resulted in the SAGDB becoming a more results-driven organisation, guided by a culture of performance. The development programme is now much more accountable to its stakeholders, and prepared to engage more widely in growing the game of golf across the country. The SAGDB's relationships with golf clubs and other golf programmes that encourage greater participation in the sport have also been strengthened.

The SAGDB is now positioned to oversee golf development as a whole in South Africa, and aims to increase participation in the sport to one million golfers in the

country by 2015. With the support of the SA Golf Association (SAGA) and its affiliate unions, the SAGDB has set a target of placing at least two players of colour in all junior golf Foundation provincial teams by end of 2007, and at least two players of colour in the national junior golf foundation team by 2009. The SAGDB already has over 2 900 active participants in its national coaching programme for young golfers, and aims to increase this to 3 200 by the end of 2007.

The SAGDB is fortunate to currently have all its administrative expenses (including salaries) met by the Remgro/Richemont group of companies. The board is however dependent on the support of the private sector and government for the funds needed for operational expenses such as equipment, clothing, coaching, playing fees (including memberships and meals), transport and telecommunications.

The government has endorsed the board's work and actively supports its programmes. The National Department of Sport & Recreation provides a grant towards the operational transport requirements of the SAGDB, while the National Lotto Distribution Trust Fund has granted funds for community golfing facilities, equipment and the national education programme for the SAGDB's coaches.

The development board recently launched a Patrons Club which has been supported by major South African businesses. The founding members all donated funds to the board to assist in its national operations.

The SAGDB also enjoys the support of a number of product sponsors and suppliers that provide goods and services to assist with the board's administrative and operational activities.

The R & A and SA Golf Association provides an annual grants to the SAGDB, and is also encouraging its affiliate unions to find sustainable ways of backing the development programme. The Central Gauteng Golf Union is assisting the development initiative through a "Rand-a-Round" programme, which levies one rand for every round played at participating clubs. Funds collected in this fashion are administered by the union to support the SAGDB, the SA Junior Golf Foundation and the further development of adult players within the union.

The development programme is also piloting an "adopt-a-golfer" programme in the Helderberg area. The project is supported by local club members who "adopt" an SAGDB player by covering the costs of his or her membership and playing fees.

While this support is encouraging, the SAGDB is currently without a national sponsor and is in need of significant financial support to ensure the sustainability of the development programme



## 2.2 Operational Structure

The SAGDB's current primary concern and focus is the development of young underprivileged golfers in South Africa. In the long term however, it is anticipated that the SAGDB will become an umbrella body for a broader vision of golf development in the country.

The recently streamlining in which the SAGDB engaged, has ensured that resources are now utilised to maximise the cost-to-benefit ratio (learner to rand) within the national coaching programme. The target for the percentage balance between operational costs and administrative costs has been set at 70/30. This ratio will ensure that funds are used to create a structure that clearly identifies talent, nurtures it and develops it to its fullest potential.

The SAGDB's operations around the country are divided into 8 clearly defined regions, each under the guidance of a development manager. Each region supports a number of chapters which are all "adopted" by a local club within 30km of the chapter.

Children in the SAGDB programme are taught by development coaches who teach the prescribed coaching programme according to the defined standards. These coaches are coordinated by the regional coach who is directly responsible for ensuring that coaching standards are maintained.

### Project 312

Project 312 requires that every chapter caters for 60 young golfers of different standards and an elite regional squad of 12 players. Countrywide, this means that the SAGDB can accommodate  $\pm 3,000$  active learners in its present structure.

The board also during 2006 adopted a new coaching strategy and programme, which sets our clearly defined parameters for evaluating the progress of both players and coaches. This will ensure that the organisation remains results-oriented, and fully accountable to stakeholders.

The coaching programme begins at "Level 0" where children are introduced to the game of golf by means of introductory golf methodologies, e.g. amongst others *IntroGolf*. This initial step in the programme is aimed at mass participation and to encourage fun and enjoyment.

Learners that are identified as possessing the required aptitude are then incorporated into the official SAGDB development programme at "Level 1". These learners receive further coaching in the fundamentals of the sport at Vodacom Golf Villages and the Vodacom World of Golf. In areas that do not have access to these facilities, children are trained on school fields or other sports grounds.

Those youngsters who are able to demonstrate the required ability are then taken on to "Level 2", where they are introduced to the golf course. Disciplines such as putting, chipping, bunker play, and the use of a range of clubs are dealt with at this level. Players are also introduced to the competitive culture of golf and receive training in the rules, etiquette and different playing formats of the game on par three or mashie courses.

Players, who progress to a competent standard, are then eligible for "Level 3" of the development programme. These players are given an opportunity for advanced development, and are expected to maintain single-figure handicaps. They must demonstrate commitment and prove the ability to compete in various competition formats. At this level, attention is paid to providing learners with more playing

opportunities and specific technical and tactical coaching. Learners are also evaluated on their academic progress at school to ensure that they are developing in an all-round manner.

All the players at "Level 3" across every region are monitored through an order of merit system. The top 12 players on the Order of Merit in each region will be invited to form the regional squads of twelve players, which form "Level 4" of the programme. These learners will officially represent the SAGDB at SA Golf Foundation tournaments. At this level, they must demonstrate the ability and desire to succeed, and be in contention for provincial colours. It is also envisaged that the most successful and talented SAGDB players from across the country will form an SAGDB national squad of twelve players. This squad will be brought together at various times during the year for tournaments and specialised coaching and development. Specifically, this squad will compete in an annual match against the Ernie Els & Fancourt Foundation at Fancourt in a Ryder format competition.

The SAGDB also plans to create opportunities for the best of the best from the regional and national squads to receive high performance coaching at the Vodacom World of Golf. They will also be put forward for selection for the Ernie Els & Fancourt Foundation. Others stand to be selected to receive bursaries for schools in close proximity to the Vodacom World of Golf.

The regions and their corresponding number of chapters are as follows:

Region	Chapters	Development Coaches	Regional Coaches	PGA Coaches
Central Gauteng	5	5	1	
Northern Gauteng	2	2		
Eastern Gauteng	2	2		
Southern Cape	5	5		
Boland	5	5	1	
Western Cape	6	6	1	
Border	5	5		1
Eastern Province	5	5	1	
KZN	5	5	1	
Free State	6	6		1
<b>Total</b>	<b>46</b>	<b>46</b>	<b>5</b>	<b>2</b>

**REGIONAL SCHOLAR STATISTICS FOR MAY 2007**

<b>Region</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Total</b>	<b>Boys</b>	<b>Girls</b>	<b>%</b>
Boland	157	67	36	17	277	236	41	15%
Border	211	58	36	0	305	213	92	30%
Central Gauteng	158	60	40	0	258	183	75	29%
Eastern Gauteng	66	32	28	0	126	109	17	17%
Eastern Province	245	17	10	0	272	223	49	18%
Free State	317	120	21	12	470	342	128	27%
Kwa-Zulu Natal	336	80	32	7	445	328	127	28%
Northern Gauteng	41	11	0	0	52	30	22	42%
Southern Cape	272	47	21	0	340	310	30	9%
Western Province	297	60	40	0	397	298	99	25%
<b>TOTAL</b>	<b>2,100</b>	<b>552</b>	<b>264</b>	<b>36</b>	<b>2,952</b>	<b>2,268</b>	<b>648</b>	<b>23%</b>

## 3.1 Life Skills

### Social Development

Golf is built on a set of values that governs each player from the moment he or she steps onto a golf course. The benefit of these values is that they teach lessons which are as important in life as they are on the course. In its coaching programmes, the SAGDB focuses on the following:

- **Honesty**  
Golf is unique in sport, in that players regularly call penalties on themselves.
- **Integrity**  
Golf is a game of honesty, etiquette and composure. You are responsible for your actions and personal conduct on the golf course.
- **Sportsmanship**  
Players must know and abide by the rules of golf and conduct themselves in a correct manner.
- **Respect**  
In golf, it is important to show respect for oneself, one's partners, one's opponents, and the course. One must also honour the traditions of the game.
- **Confidence**  
Confidence plays a key role in achieving a desired level of play as one must develop confidence in one's own abilities.
- **Responsibility**  
Every player is responsible for his or her own actions on the golf course. It is up to every player to keep score, repair divots, rake bunkers and keep up with the pace of play.
- **Perseverance**  
To succeed in golf, one must learn to accept misfortune and accept the consequences of one's mistakes.
- **Courtesy**  
A round of golf should begin and end with a handshake between fellow competitors. One must also show courtesy towards others by remaining quiet while they prepare for and execute a shot.
- **Judgement**  
Good judgement is critical in golf. It comes into play when deciding on strategy, club selection, and when to execute certain shots.



## 2. 3.2 National Training Programme

In 2005, with the assistance of the Lotto, the SAGDB launched a National Training Programme for its coaches, administered by the Professional Golfers Association of South Africa (PGA) and Tshwane University of Technology (TUT). Through this programme, participants are being given the chance to receive an accredited tertiary-level certificate in sports science, and a PGA Level 1 or 2 coaching qualification. It is a unique achievement to offer coaches from underprivileged areas a qualification that is recognised by both SAQA and the Professional Golfers Association.

It is the vision of the SAGDB to ensure that deserving young golfers are also afforded the opportunity to enrol as coaches in the National Training Programme once they have completed the SAGDB programme. The SAGDB believes that the National Training Programme will become a meaningful vehicle for empowerment and sustainability.



### 3.4.1 Success Stories

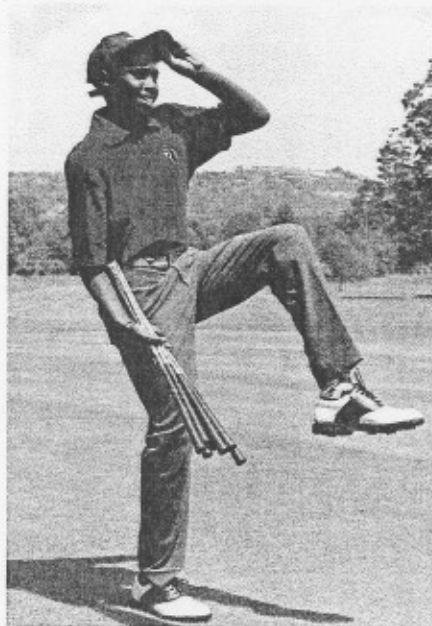
Devon Thomas picked up a golf club for the first time in March 2005. Just six months later, at the age of 10, he was selected on merit to play for Boland in a u/12 inter-provincial tournament in Wellington. His team finished as runners-up in the five-team event. In July 2006, Devon was again selected to the Boland u/12 team, this time for a competition at Clovelly in Cape Town. Devon again performed respectably.

The youngster from Somerset West is a remarkable example of what the SAGDB is achieving in the country's golf landscape. Without the SAGDB's intervention, Devon might never have had the opportunity to play golf, and his ability might have remained undiscovered.

"For a guy to come to golf and make his provincial colours in six months is fantastic," said his coach, Josh Bezuidenhout. "In my view that is talent – talent that has been hidden."

Because golf remains largely inaccessible to underprivileged youngsters, the SAGDB's coaching programmes are the only way most of them will ever be introduced to the sport. The SAGDB is tasked with discovering talent, nursing it, and providing opportunities for players to appreciate what they're capable of achieving.

Through support from the SAGDB, Devon has now been given a free membership by Somerset West Golf Club, and plays or practices almost every day, often hitting up to 1 000 balls on the driving range after school.



Another example of the success is the SAGDB is achieving is Cedric Rooi from Worcester. Cedric is the SAGDB's top player in 2006. He has come a long way since his first round of golf in October 2003, when he battled his way around the Riverside course in Worcester for an 18-hole score of 130. He was aged 14 at the time, and it was hardly an auspicious start to his golf career. But Rooi was determined to take the opportunities being provided to him by the board and to make the most of them.

"Since that day he wanted to play golf to the best of his ability," said SAGDB development manager, Andre Rossouw. "From day one he told the better players that he will pass them."

And that's exactly what he did. Cedric now aged 17, plays off a 2 handicap and recently carded a score of 67 in a practice round at Riverside. This is a record 18-hole score for any SAGDB player. Cedric is a member of the Riverside club league team, and also competed in recent Ernie Els Junior Tour events in the Western Cape.

The SAGDB prides itself on the success it has achieved with these players and many more like them who have been given opportunities that would otherwise have been out of their reach.

The SAGDB is especially proud of the number of players who have come through the board's programmes to be selected into the Ernie Els & Fancourt Foundation. The Ernie Els & Fancourt Foundation represents the highest achievement for junior golfers of limited means in South Africa, and only top juniors are accepted as members. The following players who have come through the SAGDB have been inducted into the foundation:

Mark Mahoney (represented South Africa in 2002/3/4), Siviwe Duma (selected to SA junior team in 2005), Keenan Davidse (selected to SA junior team in 2005), Betty Mokoena (Gauteng ladies team in 2005/6), Calvin Coelho, Trevor Mahoney, Makgetha Mazibuko, Tumelo Wesi, Tumo Motaung, Yolanda Duma, Cameron Essau, and Merition Sandys.

Since the start of 2005, the SAGDB has had at least once player competing in every inter-provincial tournament organised under the auspices of the SA Golf Foundation. In 2005 an SAGDB team finished as runners-up in the Eastern Free State Schools League, while an SAGDB team won the B-division of the schools competition in the Boland. These kinds of successes make the SAGDB confident that it is on the right track.

#### **ACHEIVEMENTS – OCTOBER 2006 TO MARCH 2007**

The board has had many notable successes over the past six months and we wish to mention the following learners for their achievements:

- Kim Daniels won the B division at the national finals of the Sanlam Cancer Challenge held at San Lameer in October. Daniels is only 11-years old, and she won the C division finals at the same event last year.
- At the Kleinmond Junior Open in October, Cedric Rooi finished second in the B division, with Winston Adams third. Andrew Pietersen won the B division of the same event.
- Lwazi Gqira won the u/14 division of the Border Nomads Junior Tournament in November.

- Mohudi Motlaung was selected for the Free State u/18 team for the inter-provincials in December. He finished seventh on the Free State & Northern Cape u/18 order of merit.
- Lusanda Dikileyo was awarded his Border provincial colours at both u/12 and u/13 level towards the end of 2006.
- Thabo Jim was selected for the Border u/16 team in December.
- In December 2006, Abongile Ngwame and Siyabonga Fakade were chosen to represent the Border u/18 provincial team.
- Adam Khubecka won the B division event at the Bethlehem Junior Open.
- Adam Khubecka finished fourth on the u/14 order of merit in the Free State & Northern Cape over December.
- Cedric Rooi won the Darling Junior Open by six shots in December. Cedric is finished the year ranked sixth on the Boland u/18 order of merit.
- Neo Thubisi represented the Free State provincial team at the u/16 inter-provincial event in Stellenbosch in November 2006. He was also selected for the u/16 provincial team for an inter-provincial tournament in December.
- Kim Daniels won the B division of the SA Junior Golf Foundation event held at PE Golf Club in January.
- Mohudi Motlaung won the 2007 Clarens Club Championships.
- Sinethemba Gomo won the B Division at the Parow Junior Open. Sinethemba is also currently the top woman player for King David GC.
- In February, Andile Adam finished first in the SAJGF tournament at PE Golf Club. Fezekile Kana was runner-up, and Kim Daniels came sixth.
- Ayabonga Roji won the girls section of the Border Ladies Champs played in March. Viwe Banzi finished as runner-up.
- Lusanda Dikileyo and Lwazi Gqira finished second and third in the B division of the Queenstown Junior Open in March.
- Also in March, Odwa Ngwane finished third in the B section of the West Bank Junior Open. Viwe Banzi came second in the C-section of the same event.
- Kurt Fisher won the C division of the Hex Valley Junior Open in March. Cedric Rooi finished second in the A division of the event, while Arno Titus came third in the B division.
- Cheslee Gomba was chosen to play for the Western Province u/10 team to play in a friendly inter-provincial match against Boland.
- Viwe Banzi and Ayabonga Roji were selected to represent Border in the girls' tournament in Aliwal North.
- During March, Ryan Braaf and Cedric Rooi qualified to be chosen for the Western Cape team to play at the SA Games. Braaf will play for the u/16 side, while Rooi will play in the u/18 division.

- Fezekile Kana was picked for the Eastern Province u/23 team to play in the inter-provincial tournament at Zwartkops during April. He was also selected for the Eastern Province u/16 team to compete in a pentangular tournament in Aliwal North on the same dates. A decision is yet to be made which event he will compete in.
- The Boland Golf Union chose Cedric Rooi to play for the Boland Pietie Olivier team for a tournament in Ceres.
- Delano Taylor and Arno Titus were selected to play for the Boland u/14 team at the Fish River Challenge to be played in April. Devon Thomas, Trevor Thomas and Shane Ross were picked for the u/12 team. This is the third consecutive year that Devon Thomas will represent the Boland u/12 team.
- Kim Daniels was chosen to play for Eastern Province in the u/12 competition at the Fish River Challenge hexangular tournament.
- Hilton Buis was selected for the Southern Cape u/14 team.
- Lwazi Gqira was selected for the Border u/14 team to compete in the Fish River Challenge during April.



## 4.4.2 Job Creation

The SAGDB currently employs more than 53 development coaches including PGA coaches. The majority of the development coaches are all skilled golfers from local communities who have been trained by the SAGDB. The success of this approach comes from employing coaches in the area in which they live, who speak the language of the children in their care, and understand the learners' social and economic backgrounds. The SAGDB also employs 16 full time staff members which is broken down into two executive directors, six administration and eight regional development managers

The SAGDB is confident that their skills development will continue to new heights within the National Training Programme. Already a number of coaches have successfully completed the NQF4 level qualification, while others are nearing the completion of the NQF5 level. A number of them will achieve level 2 coaching certificates from the PGA, which means they are only two years away from becoming fully accredited PGA professional golf coaches.



## Measures of Accountability

The SAGDB ensures that all its activities are fully managed and regulated. The board recognises the importance of maintaining transparency and accountability, and all SAGDB employees are subject to performance appraisals. The national coaching programme is also set to measurable standards.

The SAGDB is fully audited by the independent auditing firm, PricewaterhouseCoopers, and the organisation's annual financial statements are available on request.

To ensure that funds are being correctly distributed and utilised, the SAGDB management compiles monthly management accounts, which measure expenditure in all regions and departments against the SAGDB's budgets. Any areas of concern are highlighted and addressed on a month-by-month basis.

All of the SAGDB's development managers are required to submit monthly reports which track the progress of the programme in their respective regions. These reports must include details of the number of children in each chapter in the region, reports on the performance of every development coach in the region, and indications of progress being made by SAGDB learners. This includes showing an up-to-date order of merit, the current regional squad, and mentioning any significant achievements by players. Development managers are also expected to detail the state of their relationships with schools, local and provincial government, and local golfing bodies and unions.

Development coaches are also subject to constant evaluation and are expected to meet certain performance criteria within the framework of the national coaching programme. The most important aspect of this assessment is taking into account the standard of the learners under each coach's tutelage, and their measurable improvement through the various levels of the programme.



Section

# 6

## Endorsements

The SAGDB is officially endorsed by the South African National Department of Sport and Recreation, the South African Golf Association, and the Sunshine Tour. Details of these endorsements are available on request, or can be found on the SAGDB's website.



sport & recreation

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