



Royal Bafokeng Sports

Presentation



Mandate

- RBS carries the overall responsibility for all Royal Bafokeng Nation (“RBN”) sporting aspects and assets, both developmentally and commercially.
- RBS plays a role in realising the vision of the Bafokeng, namely to be a venue of choice (particularly for sports individuals and teams, to train and compete)

Objectives	Key Milestones / Success factors
Encourage Participation of children, youth and adults in sport (physical education and after-school/village programmes).	Develop and implement sustainable sporting programmes (6 codes) in schools, in association with internal and external partnerships (e.g. RBI, RBED, NBA and Other Sporting bodies).
Identify and develop sporting talent.	Schools sports teams in various age groups and Villages.
	Inter-school competitions.
	Develop and implement intermediate and elite programmes.
Recruit and develop coaching staff.	Employ skilled sporting coaches.
	Identify additional potential coaching staff.
	Up skill existing and future coaching staff.



Academy

Objectives	Key Milestones / Success factors
Identify talent at intermediate level of the development pyramid to a professional level.	Develop scientific assessment criteria and establish an assessment team to identify potential athletes.
Commercialize the academy	Contractual agreements with athletes.
	Outside marketing for commercial interest.
Creating a pool of professional coaches and facilities	Enter into service level agreements with professional sporting bodies.
To facilitate an educational link to the academy	Create personal profile for each athlete.
	Entering into partnership with educational bodies (RBI, DoE, etc.)



Facilities

Objectives	Key Milestones / Success factors
To provide maintenance and management services to RBS facilities.	Develop & implement maintenance plans;
	Establish standard criteria list for events management;
To hire out the use of these facilities for commercial gain.	Develop marketing strategy in conjunction with the commercial department.
To facilitate the use of these facilities for community events.	Develop partnership with community structures and RBN entities.
	Identify important role players within the community.
To provide facilities to meet the requirements of other departments within the organization.	Needs analysis of other depts. Developed.
Develop skills necessary to manage these facilities.	Establish standard of service criteria.
Facilitate the provision of supporting structures outside the jurisdiction of RBS.	Form partnerships outside the RBN.



Commercial

Objectives	Key Milestones / Success factors
To generate sustainable external revenue	Generate sponsorship income for 3 years (2011 to 2013)
	Management and delivery of rights to commercial partners (Commercial return for sponsors and partners)
	Potential new revenue streams for commercial assets identified
	Develop marketing brochure / profile
	Establish commercial partners
Maximize exposure of RBS and its commercial assets	Building of various RBS brands
	Create profile for each of RBS entities / departments
	Develop business values of sports.



Platinum Stars

Objectives	Key Milestones / Success factors
To develop a highly professional soccer team incorporating best practices which will represent the Royal Bafokeng Nation with pride.	Recruit skilled technical and support staff.
	Provide world class facilities to support the team.
To position Platinum Stars as a highly respected team in the North West Province and ultimately in the country.	Set up satellite centers around the province for supporters club and academy scouting administration.
To become a catalyst for young talent to become professional soccer players in the PSL and internationally.	Create a link with the development through the Academy to create a style and football philosophy.
To help create disciplined professional players.	Develop a code of conduct for players and staff.
	A handbook / induction manual detailing all the discipline procedures will be developed.



Relationships

- Joint implementation of sports development programmes.
- Major sporting events.
- Academy.
- High Performance Centre partnership.
- Relationship with sporting bodies including SASCOC.
- Partnership with various companies.