

2024 ANNUAL REPORT








years on...



**MATIES
SPORT**

CREDITS

Content:	Maties Sport
Photos:	Maties Sport
Editor:	Trisha Bam
Afrikaans Translation:	Pia Nanny
Infographics:	Nado Graphics
Design & Layout:	Nado Graphics

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



#Go!
MATIES



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, and the South African Centre for Olympic Studies and Social Impact.

MESSAGE TO OUR MATIES SUPPORTERS

The Maroon Machine has once again surpassed our greatest expectations with brilliant sporting and academic results in 2024. We work with student-athletes, and that is why we celebrate their academic achievements first. This year 37 student-athletes received an average of 75 percent and higher for their academic year. And, of course, we honour their accomplishments on the field, too, including the significant achievements in all the sporting codes at the 2024 University Sport South Africa (USSA) campaigns.

These achievements do not come easy and require many hours of dedicated work, training, and academic obligations. It has been proven that the skills student-athletes develop - discipline, resilience, leadership and adaptability - often lead to long-term success in life and work. If you are contemplating employing a student-athlete, you can rest assured that the person in front of you developed the ability to find a productive balance in training and academics, making them excellent employees who handle pressure and life's stresses effectively. They also thrive in collaborative environments, making them great leaders and team players.

Student-athletes develop life skills that set them apart in both personal and professional spheres; therefore, Stellenbosch University places a high premium on developing their full potential.

We look back at a year where we proudly supported our athletes and staff who represented Team South Africa at the 2024 Olympic and Paralympic Games in Paris. I had the privilege to visit this beautiful city and the city of Aix-en-Provence in France for the

Federation of International University Sport (FISU) Sevens tournament. Here in Stellenbosch, we are preparing to host the next FISU Sevens tournament in 2026, and will welcome the world's best women and men student rugby players to Coetzenburg.

Another proud moment was when SU became the third African university to officially receive a Platinum Certification for Healthy Campus from FISU in June 2024. This certification aims to enhance all aspects of well-being for students and the campus community. Receiving this award confirms the work we have done as an institution, under the leadership of Maties Sport, to promote health and well-being.

PROF STAN DU PLESSIS

Chief Operating Officer, Stellenbosch University



CONTENTS

1	CELEBRATING A DECADE OF #MAROONMACHINE LEADERSHIP	PG 4
2	CELEBRATING OUR HEROES OF 2024	PG 6
3	AWARDING EXCELLENCE	PG 12
4	NURTURING OUR HEARTBEAT AND PASSION	PG 16
5	SHOWCASING OUR FACILITIES AND EVENTS	PG 22
6	SHARING OUR MATIES SPORT STORIES	PG 27
7	DRIVING SOCIAL IMPACT AND LEADERSHIP	PG 28
8	STRIVING TO BE AN EMPLOYER OF CHOICE	PG 34
9	ACKNOWLEDGING PURPOSEFUL PARTNERSHIPS	PG 36
10	SUSTAINING FINANCIAL SUCCESS	PG 38
11	LOOKING AHEAD	PG 39

CELEBRATING A DECADE

#maroonmachine

LEADERSHIP

I am thrilled to mark a momentous milestone in my second-term journey — 10 years of unwavering dedication, innovation, and success at Maties Sport, guided and supported by the Responsibility Centre: Operations and Finance Head, the Chief Operating Officer, Professor Stan du Plessis, and the entire leadership and staff of Stellenbosch University. Reflecting on this remarkable journey, I am filled with pride and gratitude for the achievements and memories I have created with the #MaroonMachine team.

Over the past decade, the team has demonstrated exceptional commitment and passion for advancing Maties Sport. Through collaborative efforts and steadfast determination, we have achieved many milestones and surpassed our goals, impacting the sport industry and the communities we serve.

The Maties Sport story is a testament to each team member. From coaches and student-athletes to administrators and support staff, each individual has played a pivotal role in our collective achievements. Together, we have embraced challenges as opportunities for growth, diversity as a source of strength, and many new areas as catalysts for change.

Our performance bears testament to the foundation laid between 2014-2019. The areas for improvement and advancement are included in the future vision for 2024-2029 (see page 39). Our planned vision allows Maties Sport to flourish through its unique and future-ready business model. As evidenced by the strategic alignment, key focus areas and milestones outlined, we have met and exceeded expectations in critical areas. The strategic initiatives, from sport participation and performance

to professional support services, research for impact and community engagement, have yielded tangible and positive outcomes, reflecting our unwavering commitment to excellence.

It is noteworthy that amid challenges, our adaptability and strategic foresight have enabled us to navigate complex landscapes successfully. Our resilience in adversity has been a defining characteristic of our performance. We remain steadfast in fostering a culture of inclusivity, integrity, and innovation in Maties Sport's business model.

The following are some key outcomes and developments:

- **Enhanced performance and achievements:** Our 30 sport codes participated in local, regional, national, and international competitions and leagues, recording significant achievements, including medals won, records broken, and successes in various codes.
- **Increased participation:** Activities have increased over the past five years based on metrics - the number of registered athletes, teams, and clubs across programmes.
- **Improved facilities and infrastructure:** Our focus was on enhancing sport facilities, infrastructure, and equipment. This included investing in building new facilities, upgrading existing ones, and ensuring accessibility to sports amenities.
- **Increased sponsorships, donations, and other revenue generation:** We focused on growing sponsorship deals, partnerships, and revenue streams - donations, sponsorships, value-in-

kind, products, events, merchandise sales, and advertising opportunities. The aim is to improve financial sustainability and to diversify funding for sport programmes and initiatives.

- **Enhanced community engagement and outreach:** We have a Social Impact Committee to coordinate Maties Sport's and individual club programmes. We have presented programmes in more than five sport codes and parasport.
- **Training and Development:** We invested in education, training, and development programmes to improve the quality and professionalism of students, coaches and management staff.
- **Advancement of technology and innovation:** Our High Performance Unit reviewed integrating technology and innovation in training and performance analysis. Additional investment was made to enhance athlete development, injury prevention, and fan engagement.
- **Transformation with a focus on diversity and inclusion:** Our focus remained on improving the recruitment and retention of student-athletes and coaching staff to meet transformation targets, enhance the representation of women, and to ensure a welcoming environment for people from diverse backgrounds and identities.

The Maties Sport vision aligns with Stellenbosch University's overarching institutional vision, mission, values, and strategic themes. At our annual strategy workshop, we gained key insights into the overall effectiveness of our strategy and identified areas for further improvement and refinement, which are covered in the new five-year vision.

This Annual Report highlights 2024 but also gives a snapshot of the past 10. As Maties Sport embarks on the next phase of its journey, I am filled with optimism, determination, and a renewed commitment to advancing our standards.

Throughout the journey, I have remained steadfast in my commitment to excellence, integrity, and transformative leadership. I have aspiring to uphold the highest standards of professionalism and ethical conduct, always striving to earn the trust and respect of my peers, partners, and stakeholders.

Unwavering dedication and support to fairness, inclusivity, and respect have been cornerstones of my leadership role as the Chief Director of Maties Sport.

The next five years promise new challenges, opportunities, and adventures. I am ready to embrace them with the same vigour and vision that have defined my journey thus far. With the #MaroonMachine team, I will continue to push the boundaries of innovation, inspire positive change, and make a difference in the world of sports, especially in the higher education sector.

I am grateful to my family, colleagues, partners, supporters, and friends for their unwavering support and belief in me to drive the Maties Sport vision: "To be the leading university, contributing towards a holistic and diverse experience through sport". Their contributions have been instrumental in my success, and I am deeply grateful for the opportunity to collaborate and grow together.

Here's to another five years of passion, perseverance, and progress at Maties Sport - and many more years of success, new learnings, and growth informed by challenges and fulfilment.

ILHAAM GROENEWALD
Chief Director: Maties Sport



CELEBRATING OUR HEROES OF 2024

Year on year, our Maties student-athletes and sporting alumni do us proud through their exceptional performances. 2024 was no exception, with strong representation nationally and internationally. We are particularly thrilled with the 19 student-athletes,

alumni and staff who made up 20 percent of Team South Africa at the Paris Olympics and Paralympics.

Here we celebrate a few of our #MaroonMachine heroes...

Maties take on the **Olympics and Paralympics in Paris**



Maties Parasport Manager, Wentzel Barnard (centre), with, coaches from left: Fanie van der Merwe, Suzanne Ferreira and Daniel Damon, and athletes Kerwin Noemdo, Paul Daniels and Daniel du Plessis.

Maties Sport is proud of our athletes and staff who represented Team South Africa at the Olympic and Paralympic Games in Paris in 2024.

Maties Para-Athletes representing Team SA

- Kerwin Noemdo (shotput) made his debut at Tokyo 2020, securing 4th spot with his powerful throw.
- Daniel du Plessis (athletics) also made his debut at the Tokyo 2020 Games.
- Paul Daniels (athletics) is a Grade 12 learner from Cloetesville Hoërskool and trains with the Maties para-athletes.

- Christian Sadie (swimming) is well-known for winning major honours, including two medals at the Commonwealth Games (silver in 2018 and bronze in 2022).

SU Staff representing Team SA

- Daniel Damon (field coach).
- Ilhaam Groenewald (Chief Director: Maties Sport & SASCOC Board Member).
- Dr Craig Thompson (team doctor).
- Prof Wayne Derman (medical director).

Maties Athletes and Alumni who represented Team SA

- Ongeziwe Mali (hockey).
- Quanita Bobbs (hockey).
- Stephanie Botha (hockey).
- Erin Christie (hockey).
- Kayla de Waal (hockey).
- Kayla Swarts (hockey).
- Keenan Horne (hockey).
- Andrew Hobson (hockey).
- Jacques van Tonder (hockey).
- Daniel Bell (hockey).
- Gardeo Isaacs (athletics).
- Tarryn Lombard (hockey).



Photo credits: Team South Africa

Maties at the **CUCSA Games**

Maties Sport had three representatives in the USSA team at the CUCSA Games, and they all came home with medals. Maties duo, Mieke Basson (PgD (HIV/AIDS Management)), left, and Andrea Cornelissen (MBChB, Medicine and Health Science), right, bagged gold and silver respectively for long jump. They also teamed up and took home the gold for the women's relay. Maties Basketball player, Dineo Fanampe (BCom (Management Sciences)), also took home gold in Women's Basketball.

Driving **Maties pride**



Two of our Maties women golfers, Crystal Beukes (BSc Medical Virology Hons) and Anita Chen (BEducation), both captained for Boland Golf at the SA Women's 72-hole Championship at Reading Country Club. In addition, two Maties men golfers, Joshua Marais (BCom Management Sciences) and Keagan Rousseau (BAccounting), competed for the first time at the Boyd Quaich in June.

International Basketball and rowing for gold



Maties Basketball star, Erin Powers, 20, shone at the FIBA 2024 3x3 U23 Nations League held in Uganda. This format of basketball is known for its fast pace, with two teams of three players competing on a half-court.

The BA Political, Philosophical and Economic Studies second year student is vice-chairperson of Maties Basketball. But in addition, she also manages to excel as a novice rower with the Maties Rowing Club.

Joining the club in 2023 to blow off some steam, she found herself competing in the USSA Rowing Sprints as part of the winning Maties B-team.

Stormers hooker graduates from Stellenbosch University



Maties Rugby BSc Physiotherapy graduate, Stormers hooker, JJ (Jean-Jacques) Kotze, missed the ceremony because he was in London for the European Rugby Championship game against the Harlequins. Kotze was contracted by the DHL Stormers in 2019 but was able to make his debut only in 2021 after Covid restrictions were lifted.

Maties Rugby players included in Junior Boks squad

Maties Rugby Juniors Ezekiel Ngobeni (2nd year BCom Agricultural Economics), left, and CJ Erasmus (3rd year BAccounting), right, were selected to represent the Junior Springbok squad in the U20 Rugby Championship in Australia in May.



Maties Hockey players excel with Western Province

Twenty-one Maties Hockey players represented the Western Province U21 A teams, with both teams securing silver at the tournament. Three players received individual awards for their achievements at the U21 IPT competition: Ross Montgomery (Men's Top Goal Scorer), Richele Norval (Women's Goal Keeper), and Daniel Dillon (Men's Goal Keeper).

We field four more Springbok Seniors

Maties Rugby can proudly claim another four Springboks - Edwill van der Merwe, Ben-Jason Dixon, Jordan Hendrikse and Andre-Hugo Venter.

This brings Maties Rugby's Springbok senior's line-up to 182 over 150 years.



Andre-Hugo Venter.



Jordan Hendrikse.



Ben-Jason Dixon.



Edwill van der Merwe.



Women Boks

From lifting the inaugural Women's Varsity Cup trophy to being selected for the Women Boks at the Commonwealth Games in Birmingham, Bianca Augustyn has made a name for herself on the international rugby stage. Testament to her hard work was a first call up to the Women Boks for the Sevens Series and competing in the Sevens competition in Vancouver, Canada.

Maties Women Rugby players at FISU 7s



After wrapping up the 2024 FNB Varsity Cup season with a silver medal, Maties Rugby had a pair of players – Elme Kruger (Sports Science Hons) and Ankia Viljoen (Sports Science 3rd year) – included in the South African team for the FISU 7s World University Games that took place in France in June.

Nicola Smith goes global

From Maties Netball to the international stage, Nicola Simth's journey is truly remarkable. Starting in Varsity Netball, she then made waves in the Telkom Netball League. Her hard work paid off with her first international cap for the SPAR Proteas in 2020, and she had the opportunity to represent SA at the Netball World Cup in 2023. At the end of 2023 she was signed by the Loughborough Lightning Netball squad in England.

Cricket alumnus hits 100

Our former Maties Cricket player, David Bedingham, smashed his first test century for South Africa against New Zealand in February. This was the standout knock in South Africa's second innings on day three. He was the highest scorer for his team, scoring 110 runs off 141 balls. It was a historic moment and a proud moment for Maties!



Maties Hockey Alumni land **bronze** at FIH Nations Cup

Maties Hockey Alumni players, Jacques van Tonder, Matthew de Sousa, Connor Beauchamp, Keenan Horne, Andrew Hobson and Daniel Bell, clinched third place in the FIH Nations Cup.

And turning out for selection to represent South Africa at the Paris Olympics were Erin Christie, Tarryn Lombard, Ongeziwe Mali (current player), Quanita Bobbs, Kayla de Waal and Stephanie Botha.

Goldrush **Boland Super League winners**



Maties Cricket were crowned the inaugural Goldrush Boland Super League Winners after remaining unbeaten for the duration of the tournament. They beat Paarl Cricket Club in the final by 6 wickets. Three Maties players were included in the team of the tournament: Jason Muirhead, Gysbert Wege and Boago Gaoraelwe.

Maties Cricket **championship results**

Congratulations to Maties Cricket, the Western Cape Regional Champions of 2024! They went on to compete at the CSA Club Championships in Pretoria in April and placed second at the tournament.

Michiel conquers **Comrades**

Maties Athletics runner, Michiel Herholdt (BAccounting), conquered the Comrades Marathon under 11 hours in his debut run. Not only did he finish on his first attempt, the 20-year-old received the Youngest Finisher award.



Maties Netball players **shine at U21 qualifiers**

Congratulations to Syntiche Kabuya (MSc in Food Science), Lisa Ingwersen (BAccounting), and Renezia Andrews (BCom Management Sciences) - our very own Baby Spar Proteas, who showcased an amazing performance at the Netball World Youth Cup 2025 African Qualifiers. We applaud Syntiche and Renezia for both winning player of the match awards.

SA Tug of War champion



Maties Tug of War athlete, Rico Thiar (BSc Earth Science Hons), competed in the Tug of War World Championship in Mannheim Germany. Part of Team SA, he helped grab gold medals in the 600kg Men U23 Open and Close events, plus a silver in the U23 560kg Mix Open.



Syntiche Kabuya
in action.

Maties Cricket players go pro

The team has secured four professional signings for Maties Cricket players: Ethan Cunningham (BSc Computer Science), left, Gysbert Wege (BAccounting), centre, and Lehan Botha (PGD HIV/ AIDS Management), right. They signed their professional contracts with Boland Cricket; and South Western Districts have signed former South Africa Under-19 captain George van Heerden.



Cap 'veteran' Hans Neethling does it again

Maties student-athlete Hans Neethling (BCom Accounting Management), who has had over 20 caps for the SA U21 men's Hockey, made his debut for the senior side at the Summer Series against Netherlands in Cape Town in January.



Maties at **Africa Games**

Eight Maties student-athletes and three staff members represented Team South Africa at the Africa Games in Accra, Ghana in March.

Cricket:

- Maahir Joseph
- Lehan Botha
- George van Heerden

Hockey:

- Hans Neethling
- Brendan du Toit
- Niel Raath

Athletics:

- Mire Reinstorff (Women's Pole Vault)

Swimming:

- Petrus Truter

Staff:

- Hannah Bevis (Cricket Performance Scientist)
- Nana Adom-Aboagye (Researcher)
- Prof Cora Burnett (Researcher)

Maties make a splash at **World Aquatics**

The #MaroonMachine were well represented at the recent World Aquatics Championship in Doha. Our alumni and current water polo players represented South Africa, a total of 6 players being part of the two teams.

Maties Chess player **makes his way to Budapest**

Maties Chess player Daniel Barrish (PhD Industrial Engineering) represented South Africa at the FIDE Chess Olympiad running in Budapest, Hungary.



AWARDING EXCELLENCE

Student athletes shine at **Maties Sport Annual Awards**

The 49th Maties Sports Awards took place in October, at the Coetzenburg Centre.

The guest speaker for the event was Ben-Jason Dixon, former Maties Rugby player who captained the Varsity Cup team in 2020, and graduated from SU with a degree in Industrial Engineering (class of 2022). Following his graduation, he signed with the Stormers, and made his debut for the Springboks in July.

Full colours were awarded to 35 student-athletes, celebrating national representation; and Paralympians Daniel du Plessis and Kerwin Noemdo, both Maties alumni, along with Paul Daniels, a member of the Maties Parasport club, were honoured with the Chief Director's Special Recognition Award for their inspirational achievements.

Ezekiel Ngobeni, a second-year BCom Agricultural Economics student, was honoured with the Sportsman of the Year Award, having represented South Africa at the U20 World Rugby Championship,

and being a part of the team that won the USSA 15s Rugby Championships in 2023 and 2024.

The 2024 Sportswoman of the Year Award was handed to Cystal Beukes, final year BSc Hons: Medical Virology student and passionate golfer. Crystal has represented the University and South Africa on two occasions at the FISU World University Golf Champions in 2022 and 2024.

The Coach of the Year Award Team Sports went to Maties Rugby Head Coach Kabamba Floors, and Club of the Year Award, was presented to Maties Rugby. They retained their University Sport South Africa (USSA) Rugby 15s title for the third consecutive year and achieved the remarkable feat of having all three of their Varsity Cup teams - men's senior, men's junior, and women's, reach the semi-finals in 2024.

Maties Cricket was named Team of the Year after winning the Boland League and achieving promotion to the Championship at the end of the 2023/24 season.



Stellenbosch University Rector, Prof Wim de Villiers, hands over the Sportswoman of the Year award to Cystal Beukes (left) and the Sportsman of the Year award to Ezekiel Ngobeni (right).



Team of the Year: Maties Cricket.



Full Colours for our Maties Hockey players.



Club of the Year: Maties Rugby.

Sportsman of the Year –
Ezekiel Ngobeni (Rugby)

Sportswoman of the Year –
Crystal Beukes (Golf)

Coach of the Year (Team Sport) –
Kabamba Floors (Rugby)

Coach of the Year (Individual Sport) –
Daniel Damon (Athletics)

Coach of the Year (Competitive Sport) –
Richard Castle (Squash)

Team of the Year –
Maties Cricket

Most Improved Club of the Year –
Maties Rowing

Club of the Year –
Maties Rugby

Student Administrator of the Year –
Dylan Schmidt (Rowing)



Rector's Awards for Excellent Achievement

A formal gala dinner celebrated the outstanding accomplishments of students in academics and co-curricular fields. Including the following six Maties Sport student-athletes:

- **Danielle van Nieuwenhuizen** -
Netball. MEngSc (Biomedical Eng)
- **Andre-Hugo Venter** -
Rugby. BCom (Management Accounting)
- **Mieke Basson** -
Athletics. PgD (HIV/AIDS Management)
- **Ongeziwe Mali** -
Hockey. BEducation
- **Lehan Botha** -
Cricket. PGD HIV/AIDS Management.
- **Bianca Augustyn** -
Rugby. MEng Civil Engineering



Maties Sport Chief Director, Ilhaam Groenewald, and Stellenbosch University Rector, Prof Wim de Villiers, with recipients: (top right) Ongeziwe Mali, (bottom left) Andre-Hugo Venter, and (above), Danielle van Nieuwenhuizen.

Second Ministerial Award for Ilhaam Groenewald

Chief Director of Maties Sport, Ilhaam Groenewald, has won many accolades for her contribution to sport leadership and developing South African women in sport in her work at Maties, as the first independent executive council member of SA Rugby (SARU), and as a member of the SASCOC board.

Her most recent award, a Ministerial Commendation by the Western Cape Government's Cultural Affairs and Sports Department, is testament to her dedication, belief and commitment to advancing sport in South Africa.

Groenewald says that although she received the award, she could not have done it without those who have worked with her over the past decade, specially Kass Naidoo, founder of G-Sport, and the Stellenbosch University leadership and Chief Operating Officer, Prof Stan du Plessis, and the #MaroonMachine family.

She is renowned for her commitment and advocacy work for transformation, which goes beyond race and gender, and driving a sustainable business model.

This is her second ministerial award, the first being awarded by the National Minister of Sport, Arts & Culture in 2019.



Western Cape Minister of Sport, Ricardo Mackenzie, with Ilhaam Groenewald.



Maties Sport staff recognised by the Chief Operating Officer

Maties Sport line manager and Stellenbosch University Chief Operating Officer: Finance & Operations, Prof Stan du Plessis, introduced an initiative in 2019 aimed to recognise staff across his responsibility centre with Excellence Awards. Maties Sport staff, right, Drikus Hancke (Head of Maties Rugby) and, right, Wentzel Barnard (Sport Manager) were recognised in the final awards for 2024.

NURTURING OUR HEARTBEAT AND PASSION

Stellenbosch University receives **Platinum certification for FISU Healthy Campus**

Stellenbosch University was awarded a Platinum Healthy Campus Certification from the Federation of International University Sport (FISU) in June 2024.

This certification aims to enhance all aspects of well-being for students and the campus community at large.

FISU Healthy Campus is a global initiative that aims

to promote healthy lifestyles on campuses around the world.

The programme encourages universities to create environments that prioritise physical, mental, and social well-being for students, faculties, and staff.

The two other universities in South Africa to receive recognition are the University of Johannesburg and Tswane University of Technology.

High performance **service with a smile**



Our High Performance Unit staff back our student-athletes to compete at the highest level and to achieve in academics.

Our student-athlete residence brims with talent

Huis Neethling, the high-performance sports residence of Maties Sport, welcomed all newcomers of 2024 as they embark on an exciting journey embracing their passion for sports and commitment to academic excellence.

2024 was a unique year for Huis Neethling, as 100 percent of the available beds were allocated to students-athletes from High-Performance and Competitive sport codes of Maties Sport.

Huis Neethling values not only performance on the field but also growth as individuals. We believe that success in sports goes hand in hand with success in academics, and we are committed to supporting students in balancing both.

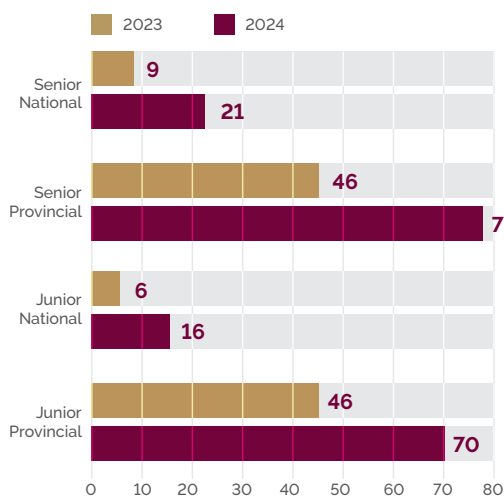
Success isn't just about achievements, it's about building a culture that is built on teamwork, respect, and shared values. This residence is more than just a place to live, it's a place to form lifelong friendships, create unforgettable memories, and build a strong sense of family.

Huis Neethling, home to 48 women and 56 men, strives to create an environment where each student-athlete feels motivated, inspired, and empowered to be the best version of themselves.

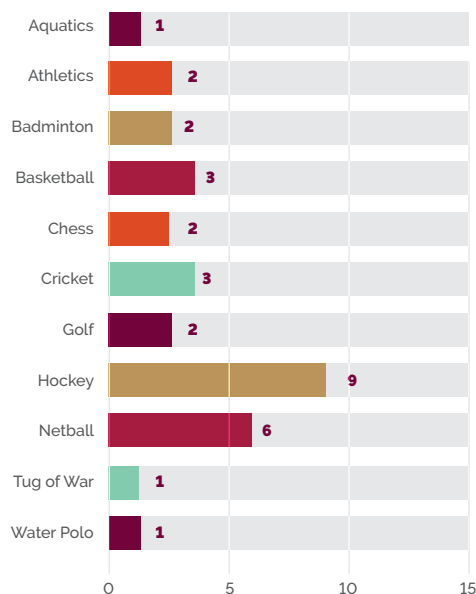
Huis Neethling newcomers take in their new home environment above Coetzenburg.



Regional, Provincial and National representation



International representation 2024



Campus membership 2023 vs 2024

2023
1 769
Total members

2024
2 077
Total members
308 more participants

Constant monitoring and evaluation of our student-athletes' performances and academic progress - as well as our collective purpose - are key to High Performance and sport management.

On the field our measure is in podium placement but behind the scenes it presents in our spreadsheets. Here is our journey at a glance ...

Maties excel at **USSA championships across codes**



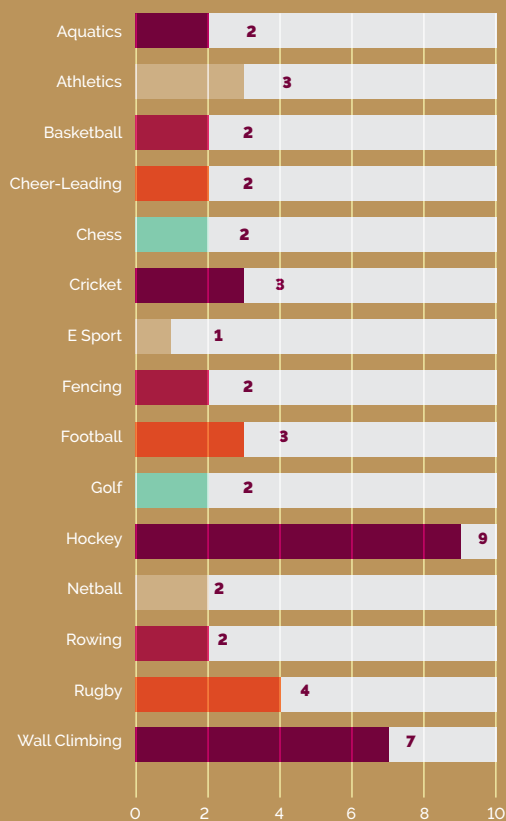
Maties Rugby – three times USSA champions.

USSA winners

Club	2021	2022	2023	2024	Totals 2021-2024
Badminton	-	1	-	-	1
Basketball (Men)	-	-	1	-	1
Canoeing	1	-	-	-	1
Cricket	1	-	-	-	1
Cycling	-	1	-	-	1
E-sport	-	1	1	-	2
Football (Men)	1	-	1	-	2
Hockey (Women)	-	1	1	-	2
Hockey (Men)	-	1	-	-	1
Netball	-	1	1	-	2
Rugby (Men's 15s)	-	1	1	1	3
Tennis (Women)	1	-	-	-	1
Water Polo (Women)	1	1	1	1	4
Water Polo (Men)	1	1	1	1	4
TOTALS	7	9	7	4	27

Sport Club

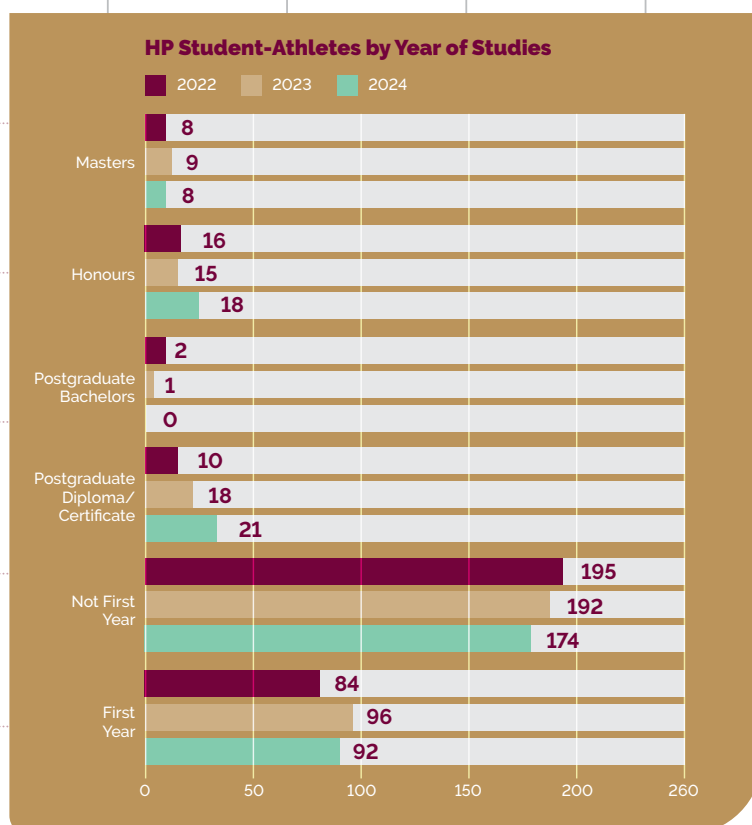
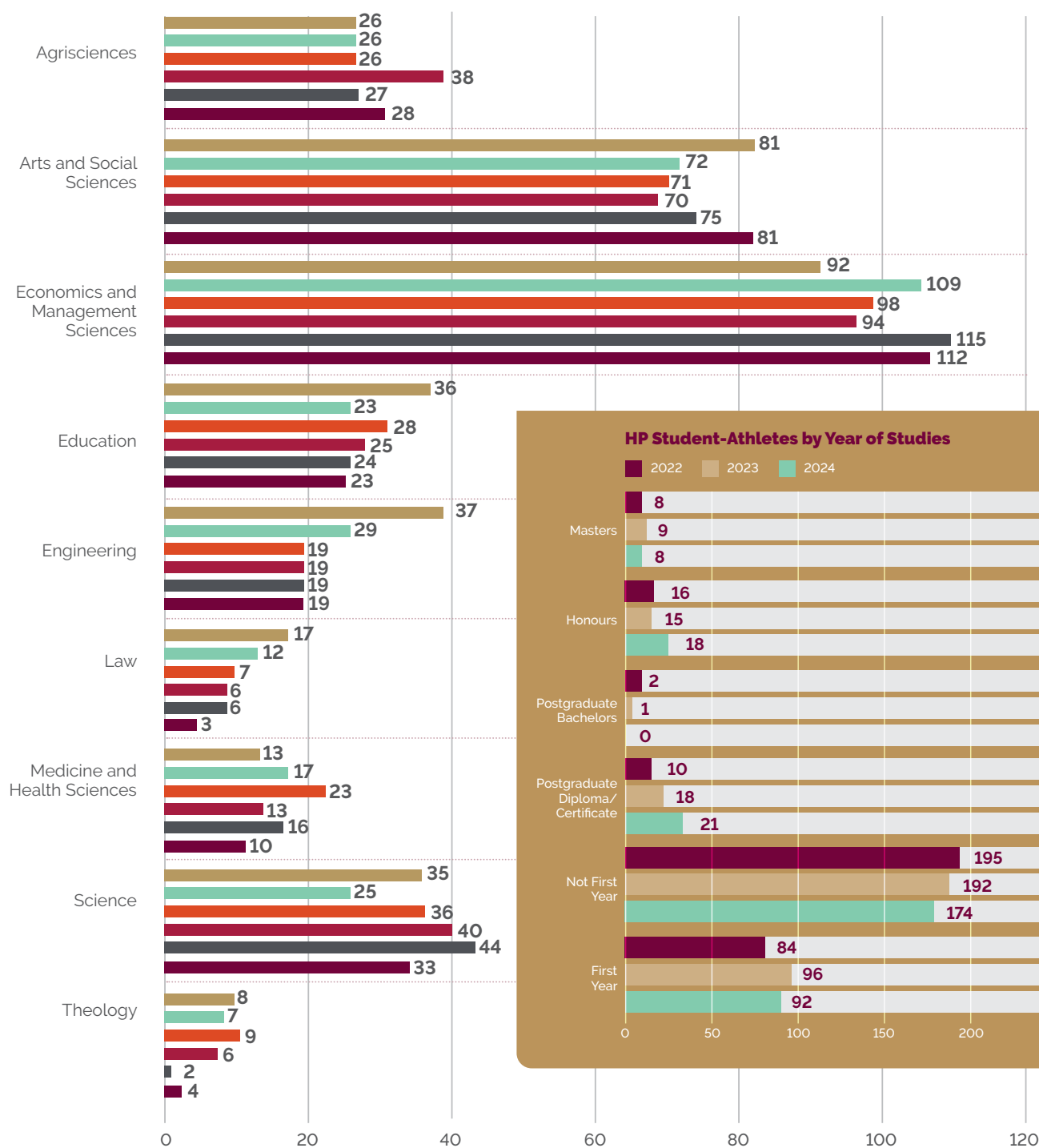
Full Colours Achievements



Information obtained from Mates Sport Awards 2024. Maties Hockey Club has produced the greatest number of full colour achievers (9).

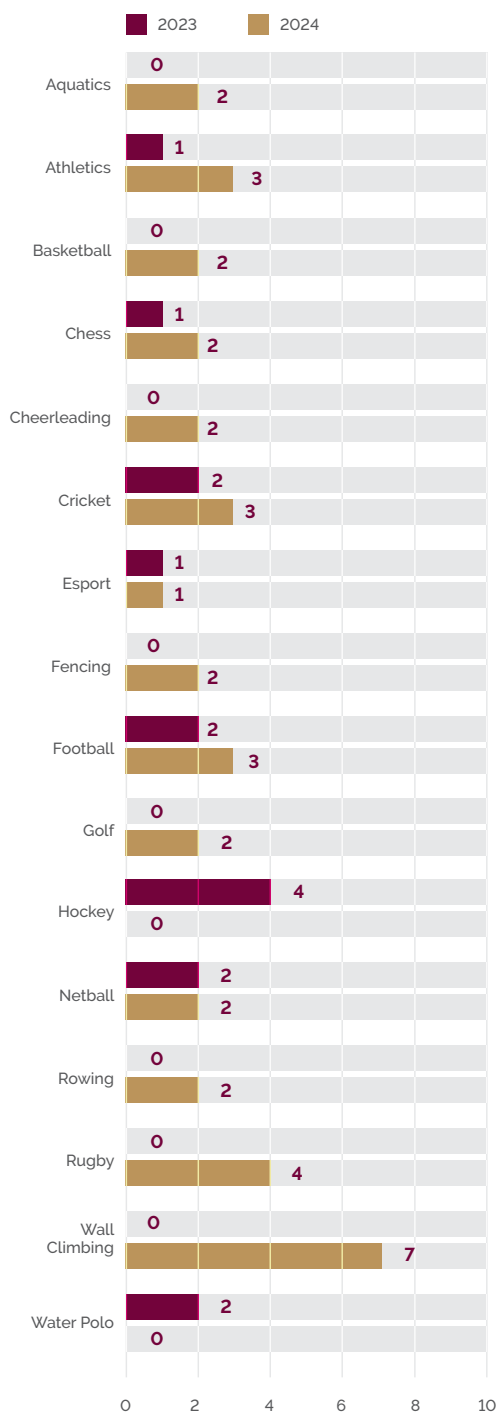
Distribution of HP Student-Athletes by Year of Studies 2020 - 2024

2020 2021 2022 2023 2024

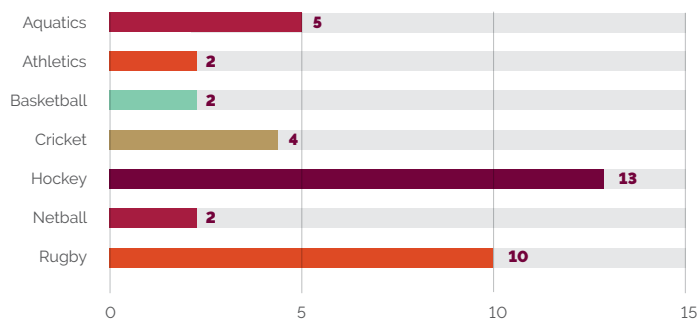


Sport Clubs

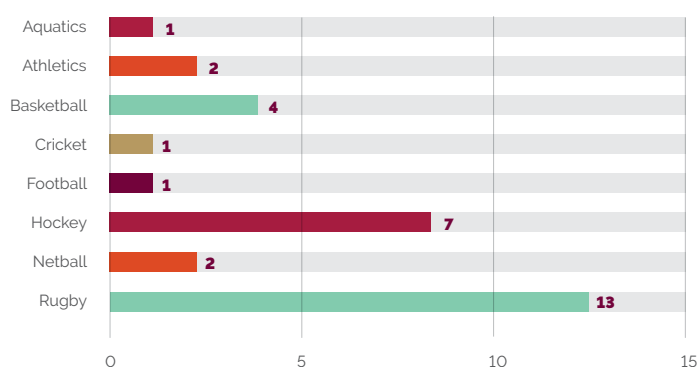
Academic Achievements



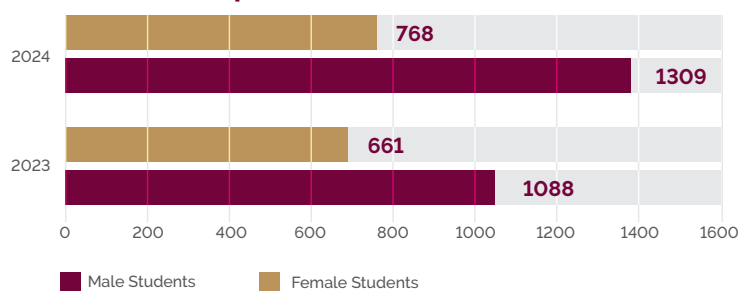
2024 Undergrad Graduations



2024 Post Grad Graduations



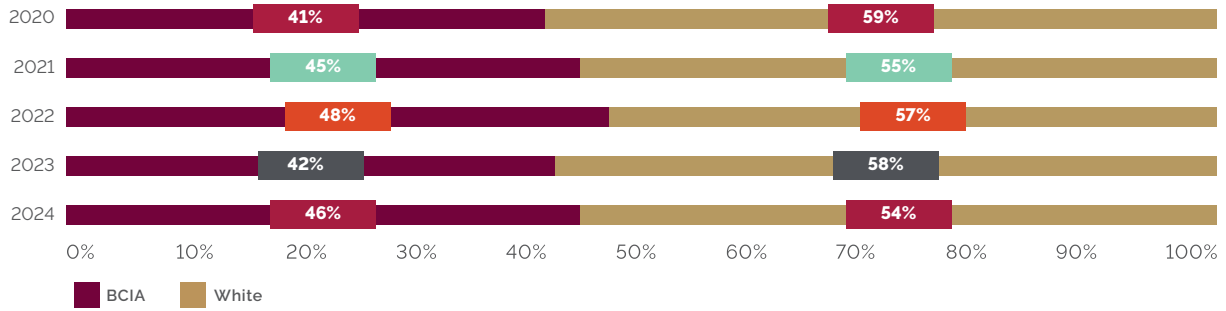
Club Membership Gender



Gender distribution of HP student-athletes 2019 - 2024

	2019	2020	2021	2022	2023	2024
Male	228	208	199	190	174	189
Female	117	112	118	121	154	124
Total	345	320	317	311	328	313

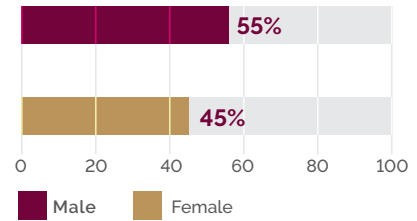
BCIA of the HP Student-athletes 2020 - 2024



2024 Bursary Holders Per Sport Code Bursary Holders (N=331)

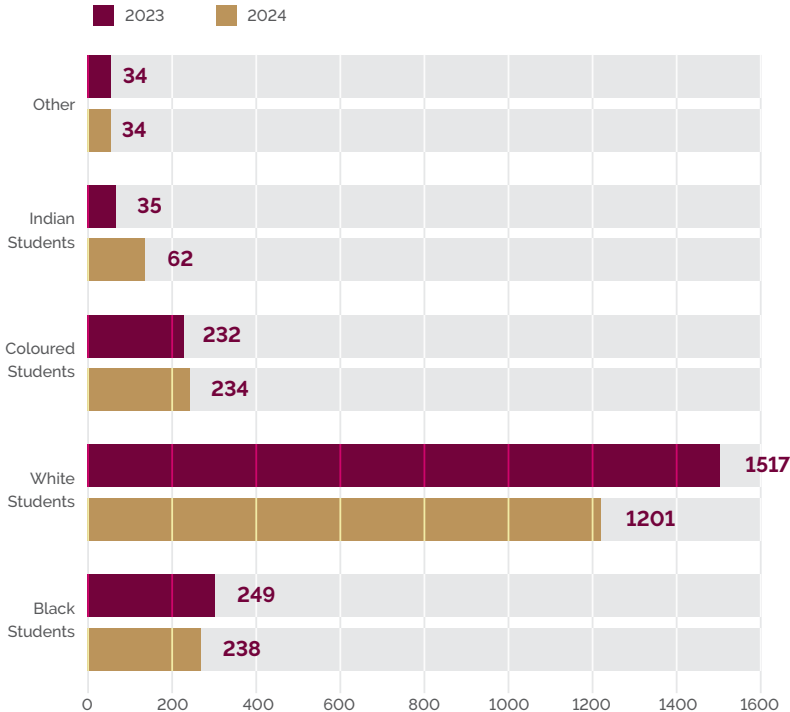
Sport Code	Total Bursaries	Total Men	Total Women	Total BCIA	Total White
Aquatics	14	8	6	6	8
Athletics	18	10	8	4	14
Basketball	35	20	15	15	20
Competitive Codes	26	13	13	15	11
Cricket	15	15	0	12	3
Football	36	20	16	23	13
Hockey	60	29	31	26	34
Netball	28	0	28	10	18
Rugby (Women)	31	0	31	13	18
Rugby (Men)	68	68	0	27	41
TOTAL	331	183	148	151	180

2024 Bursary Holder Gender Distribution (N=331)

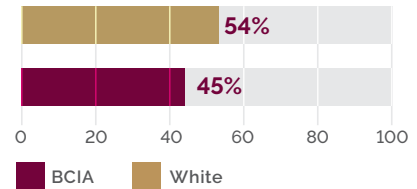


Male	183
Female	155
Total	338

Club Membership Demographic



2024 HP Sport Bursary Allocations: Racial Distribution (N=331)



BCIA	151
White	180
Total	331

SHOWCASING OUR FACILITIES AND EVENTS

Maties Sport hosts **Women's Cocktail evening**

Maties Sport hosted its first Women's Cocktail evening, designed to celebrate the strength, resilience, and achievements of women past and present at Stellenbosch University.

The event built on our social media campaign, #HereforHer launched in 2023. Maties Sport continued to champion women throughout 2024 to promote participation, support, and growth in women's sport at the University.

Keynote Speaker at the event was Ongeziwe Mali, Maties Hockey player and recent Olympian, who inspired all with the story of her tough early life that evolved into a blossoming sporting career through resilience, hard work and determination.

The event included a panel discussion on advancement of student-athlete education in the Higher Education sector, facilitated by Maties Sport, Chief Director Ilhaam Groenewald, and featuring Ronel Retief (Stellenbosch University Registrar), Farah Fredericks (Deputy

Registrar: Tygerberg Campus and former Maties/SA Hockey player), Cato Louw (Sportscaster and former Stellenbosch University Alumni) and Mali.



The panel engaging the guests in discussion.

Maties Hockey **adds third astro**

Maties Hockey once again expanded its hockey offering by adding a third astroturf to their facility, establishing Stellenbosch University as the only university in South Africa with three hockey astros. This astroturf became a reality, thanks to the valuable partnership between Stellenbosch University and Paul Roos Gymnasium (PRG). It was officially laid on 12 February 2024, and construction lasted six months.

Maties Sport Chief Director, Ilhaam Groenewald, celebrated the successful collaboration between Stellenbosch University and Paul Roos Gymnasium. "This not only enhances our capability to host national

and international events, it also underscores our commitment to excellence in sports. This milestone represents the strength of our partnerships and the shared vision for developing talent in our community," she said.

At the opening event, Stellenbosch University COO, Prof Stan du Plessis, said: "Since the very beginning, Stellenbosch University has built valuable partnerships with remarkable organisations and people — relationships that opened opportunities that would not otherwise be available if we were to do it alone."



From left: Paul Roos Governing Body member - Tertius Bruwer, SU DVC Social Impact - Nico Koopman, SU COO - Prof Stan du Plessis, Paul Roos Rector - Andre van Staden, and Chief Director Maties Sport - Ilhaam Groenewald.

Campus Sports **attracts more than 4 500 participants**

After the resounding success of our Campus Sport bumper nights in 2023, Maties Sport continued the initiative this year with new additions to our offering. These included three tiers, competitive to recreational – to encourage students to play and be active in the tier of their choice.

This year six bumper nights were staged, attracting more than 4 500 participants across 12 codes: Hockey, Football, Esport, Netball, Basketball, Ultimate Frisbee, Cricket, Water Polo, Chess, Volleyball, Table Tennis and Swimming.



Campus League **is growing 75 years on**

Campus League Rugby is part of Stellenbosch University's DNA ... the yearly on-field rivalry between residences that had its tentative beginnings in 1949.

Today, Campus Rugby, as it now known, continues to evolve and grow in support from players and supporters. This year (2024) saw women's teams take to the field for touch rugby, and almost 800 male students take up their positions on the field.

An average of 1 500 spectators braved the weather for the men's games, and for both Derby Day and the final between Helderberg and Helshoogte, 3 000

supporters turned out to cheer on their champs.

This year, 456 tries were scored, 260 conversions, 57 penalty kicks – and proving that the passionate rivalry continues were the 20 yellow cards and 3 red cards!

"Huge thanks to Adam Piper for his continued support of Campus Rugby and driving the #WePlayAsOne campaign. Thank you to SAB for their contribution throughout the year. Last, but not least, a big thank you to all the teams, coaches, players, supporters, suppliers and support staff for your support and dedication," said Head of Maties Rugby, Drikus Hancke.



Campus League 2024

2023 vs 2024

2023

3 958

2024

4 646

688 more participants

Colour Run



Loads of fun was had at this year's edition of the Colour Run, the third edition to date. Thank you to all our participants, stakeholders, vendors and sponsors that made this event more exciting than ever. We began in 2022 with 386 runners, attracted 373 in 2023 and this year we attracted 450 participants.

Attending **Gaps Africa**

After hosting GAPS Africa at Coetzenburg in 2023, Maties Sport Director, Sean Surmon, headed for the 2024 event in Mauritius attended by coach and athlete representatives from 20 countries. GAPS is a movement to advance para sport, serve as a

catalyst for change, celebrate cultural diversity, strengthen Commonwealth family bonds, and to forge collaborative partnerships. Stellenbosch University serves as the representative university for Africa.



Maties to host first **FISU World Sevens championship in SA**

South Africa will be the host nation for the International University Sports Federation's (FISU) 2026 Rugby Sevens World Student Championship and Maties Sport will have the honour of being the second African University to host this biannual international university rugby showpiece.

The South African delegation made a compelling presentation in France, marking Stellenbosch as the next host city for the 2026 FISU University World Championships Rugby 7s.

The bid highlighted Maties Sport and University Sport South Africa's excellent track record in hosting large-scale sporting events, the outstanding facilities at the Coetzenburg sporting campus, and the region's hospitality, vibrant and diverse culture, and the breathtaking geographical location.



Maties Sport Chief Director, Ilhaam Groenewald, with Cédric Terret, President of the French University Sports Federation.

SU Annual Social Justice Walk 2024

Maties Sport joined the #Action4Inclusion Annual Social Justice Walk on the Youth Day (June 16) with Prof Thuli Madonsela, Prof Sibusiso Moyo and Tendai 'Beast' Mtawarira. Our Maties Rugby student-athletes were able to engage with a legend of the game while supporting an important cause which is helping clear student debt at Stellenbosch University.

Cape Epic excitement



The Coetzenburg Sporting campus is a base camp for the world-renowned Cape Epic Cycle race. With our own mountain and track, as well as facilities and a destination town, we are the ideal choice to host large-scale sporting events.

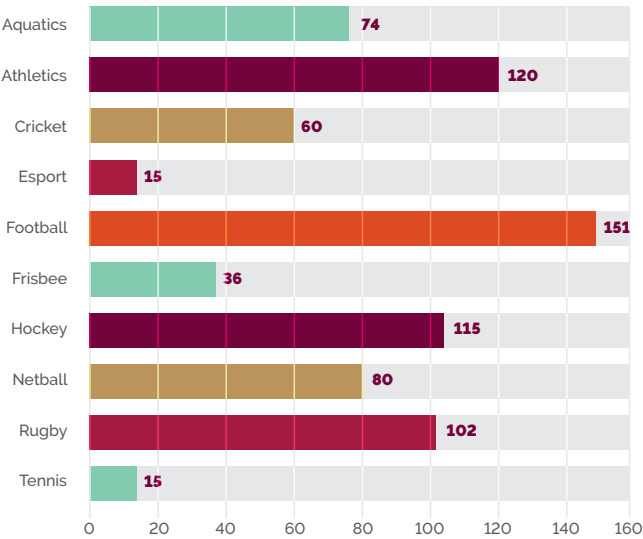
Boat Naming Ceremony

The Maties Rowing Club held a boat naming ceremony for their three latest additions to the fleet. Gifts of appreciation were presented to Chief Director, Ilhaam Groenewald and others, in appreciation for their donations, attendance and continued support. Prof Stan du Plessis expressed his admiration for how far the Maties Rowing club has come in the past few years. Each boat is named (in three languages) after the Maties' squirrel mascot: Pokkel, Ingwejeje and Orava.



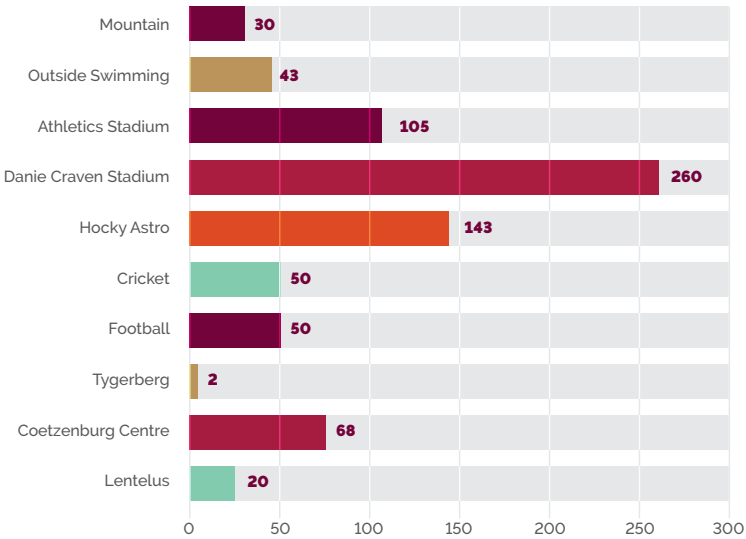
Stellenbosch University COO, Prof Stan du Plessis, does the honours at the boat-naming ceremony – on the lawns at Jannie Marais House.

Number of Events per Sporting Code 2015-2024



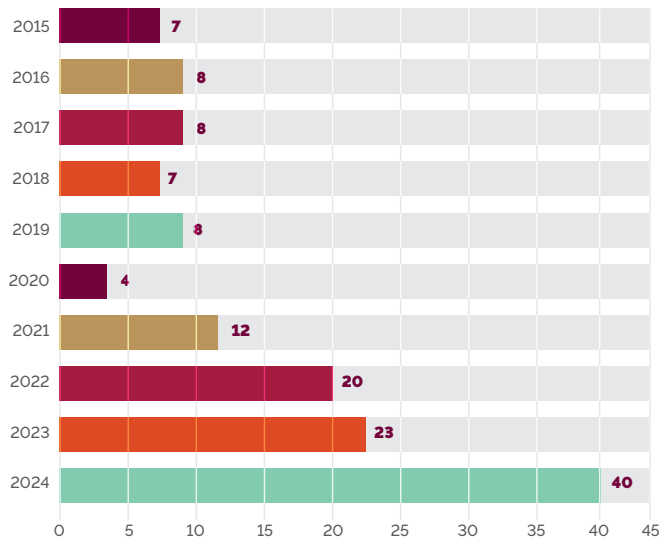
The number of events per sport code indicates Football remains one of the most popular Sport codes over the past 10 years, as a result of the partnership with Stellenbosch football Club.

Number of Events per Facility 2015-2024



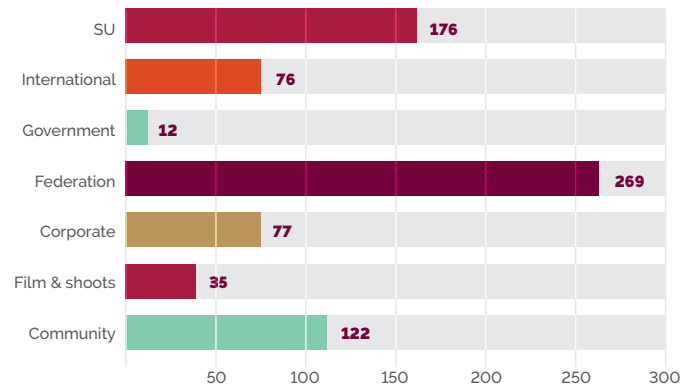
The number of events per facility indicates Dane Craven Stadium is one of our most popular facilities. The facility has become a dual purpose venue since 2023, with Maties hosting several United Rugby Championships matches, and Football matches at the stadium.

Televised Events 2015-2024



Televised events increased through Stellenbosch FC hosting events, as well as through our Bumper Nights.

Number of Events per Client Definition 2015-2024



The largest category is Federations, followed by Stellenbosch University (Mates Sport) Events such as USSA, Varsity Cup and Varsity Sports events.



DHL Stormers vs Connacht in the United Rugby Championships. DHL Stormers use the Danie Craven Stadium as a home ground when Cape Town stadium is not available.



Each year, Varsity Cup showcases so much more than our fierce Senior, Young Guns and Women's Rugby teams, it also shines the lights on our spectacular facilities, our capacity to stage events – and our legendary student supporters.

SHARING OUR MATIES STORIES

The Media and Communications Unit continues to underscore all Maties Sport events and processes through communications planning, coverage in real-time on social media and website, devising branding opportunities, and informing activations to maximise the student experience and SU Brand advancement.

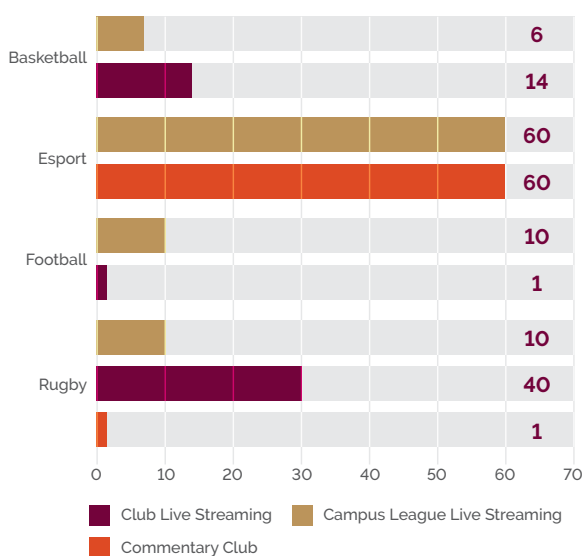
The Unit yet again proved invaluable in 2024 by keeping not only the Maties Sport team connected and informed but also the wider public through a variety of posts in assorted media on multiple channels at events such as Varsity Cup, Varsity Netball, USSA competitions and Campus Sport Bumper Nights. The unit also undertook a new landing pages project, and four new pages were published on the Maties Sport website.

MarketIQ provides media listening to Maties Sport and the details below show the return on investment from

our media coverage in 2024. With about 1 824 mention counts in the media, predominately with a neutral tonality in print and online, Maties Sport's average iScore gauge is 3.51 - an improvement on last year, with almost R2.2 million total average on returns. The ROI is calculated according to the attention and exposure received by a brand, keyword or topic in various forms of media.

Maties Sport's social media platforms are on a steady rise, with Instagram and Facebook growing by 1.4K and 2.2K followers respectively. The audience across platforms remains between the ages of 18-24 years mainly comprising our Stellenbosch University student body. In 2024, the impressions from our main pages came to 7.6 million which shows how far and wide our posts have been seen and shared among users on the three social media platforms.

SuperSport Schools 2024 Live Streaming & Commentary



- ESport utilised SuperSport Schools the most for live streaming and commentary.
- Campus Sport Bumper evenings served as a platform for live streaming and commentary utilised by clubs.

Top 3 Most Viewed Events:	Total Views:
Male: Maties 1 vs UCT 1	1087
Male: Maties 4th Team vs 2nd Milnerton Team	789
Female: Maties Vics 2 vs UWC	612

Main platform following numbers as of 31/12/24:



Instagram:
Followers: 8 630
(Increased by 1.4K)



Facebook:
Followers: 13 610
(Increased by 2.2K)



X:
Followers: 3 615
(Increased by 147)



TikTok:
Followers: 3030
14 K Likes
(Increased by 1.7K | 27K)

2024 in numbers

4.7K
Posts published

7.6M
Total impressions

5.4K
New followers

337.1K
Total engagement

**Engagement is the number of times users reacted to, commented on, shared, or clicked on your post.*

**Impressions are the total number of times a post is seen across users on a platform.*

DRIVING **SOCIAL IMPACT** AND **LEADERSHIP**

Welcoming a new Fellow to the **'Dream Team'**



Professor Scott N Brooks.

In 2024, the Centre for Sport Leadership welcomed a new Research Fellow, Professor Scott N Brooks from Arizona State University. Prof Brooks' professional interests lie in the areas of youth and sport; inequality in sport, coaching and leadership; and community-based sports interventions.

He joins the 21-strong CSL team of internationally-recognised Research Fellows from five continents - three local and 18 internationals, representing 11 countries.

This highly-productive group did the Centre proud in 2024, producing 50 publications by year-end - 35 research articles and 15 book chapters.



Supporting student-athletes to manage their clubs

The Centre delivered a short-learning programme through a series of capacity-building workshops for student-athletes serving on Maties Sport Club committees. The goal was to provide in-depth training in sport management, leadership, and

administration, to strengthen and improve the sports activities at Stellenbosch University.

The workshop series culminated in a capstone project that provided implementable solutions for Maties Sport clubs to consider going forward.

Youth programmes **aim to transform young lives**

In June Maties Sport's CSL hosted a holiday programme for Stellenbosch community youth. The objective was to increase participation in structured recreational activities and to provide mentorship support, along with soft skills development such as communication, teamwork and interpersonal skills.

Focusing on football, netball, and rugby, the initiative promoted community engagement, youth development, and resource accessibility for 82 learners from primary schools.

In addition, the SLEAK (Skills, Learning, and Educational Activities for Kids) initiative celebrated 16 years of providing developmental, social, and educational opportunities for children in the Bishop Lavis community. This collaborative effort involves CSL, Stellenbosch University's Departments of Occupational Therapy, and Theology students.

The programme addresses critical social issues such as gang influence, offering structured leisure activities, mentorship, and skills-building.

SACOSSI – a partner for **Olympic-related research**

The vision for the South African Centre for Olympic Studies and Social Impact (SACOSSI) is to enable local and African countries and university staff to engage in collaborative research and collectively, conduct meaningful inter-cultural and multi-site research for optimal social impact.

Professor Cora Burnett, Senior Research Fellow and the Director of SACOSSI, works closely with the Deputy Director of SACOSSI and the Chief Director of Maties Sport, Ilhaam Groenewald.

Driving a high-profiled research agenda, SACOSSI collaborates with international research fellows to build capacity among emerging scholars in different African countries (South Africa, Botswana, Malawi, Zambia, and Zimbabwe).

SACOSSI is a preferred partner for key Olympic-related research and educational projects, as

evidenced by invitations and partnerships with high-profile stakeholders in the field.

The internal (Stellenbosch University entities) and external stakeholders (including research fellows) contributed to forming a consortium of experts that brings global expertise to Africa.

In alignment with a comprehensive education and capacity-building plan by Maties Sport, SACOSSI adheres to a multi-levelled approach to ensure that the broader sport sector and Olympic Movement membership (SASCOC and National Sport Federations) benefit optimally.

In 2024 SACOSSI's collaborations included the African Union (AU), the African Union Sports Council (AUSC) Region 5; and the South African Sport Confederation, Olympic and Paralympic Committee (SASCOC).



Working with **Olympic Studies Research Centres, academic institutions** and **Olympic Movement organisations**

Partner	Project/activity	Period
African Union (AU).	Development of an advocacy brief on gender equality.	2023-2024
African Union Sports Council (AUSC) Region 5.	Support for the Life After Sport and anti-doping education research projects conducted at African Games in Ghana in March 2024. Regional research study on gender and people with disabilities.	2023- 2024
The South African Sport Confederation, Olympic and Paralympic Committee (SASCOC).	A memorandum of understanding (MOU) was signed to focus on: i. development and implementation of an Olympic Values Education Programme (OVEP). ii. Advocacy for quality physical education (QPE) and integration of physical education, activity and sport (PEPAS). iii. Disseminate Olympic value education, and promote the importance of sport and physical activity for youth development, education, and training.	2023-2027

Policy-related initiatives

The focus on putting “research into practice” relates to developing a national policy for Women in Sport.

The focus areas include:

- gender equality;
- safeguarding in sport;
- life after sport linked to volunteering and employability;
- youth development and sustainable livelihoods in sport for development and;
- anti-doping education related to value-based interventions impact assessments.

Digital collection related to **Apartheid and Sport in Southern Africa**

This was collected at the IOC Olympic Studies Centre in Lausanne as part of the 2015 Advanced Olympic Grant programme. The collection is shared with the University of Johannesburg's Olympic Studies Centre (UJ OSC).

Another collection is that of ex-Olympian and CEO of Altus Sport, Gert Potgieter, who donated all his material to be hosted by SACOSS, noting that we have Professor Albert Grundlingh, our Senior Research Fellow, a leading scholar in sport history.

Welcoming international visitors

SACOSI engaged with the Catholic University in Milan where Prof Cora Burnett presented a training programme for PhD students. One student, Mattia Belluzzi, visited Maties Sport on a six-week programme to conduct research among non-government organisations in Cape Town and Stellenbosch.



Professor Meredith Whitley from Adelphi University delivered a lecture on 'Mental health and well-being in sport', for Maties Sport staff and student-athletes online, during her visit to SACOSI at Maties Sport.



From left: Maties Sport Chief Director, Ilhaam Groenewald, Prof Whitley, Prof Cora Burnett and Dr Nana Adom-Aboagye.

Visiting from the University of Edinburgh was Dr Louis Nolte to follow up on progress between Maties Sport and SACOSI on the development of a volunteer programme (inclusive of co-publication), capacity building and system development for students, student-athletes, and community sport leadership. SACOSI partnered with the Olympic Studies Centre at Edinburgh University (SCORE) where Prof Burnett delivers guest lectures.



Olympic-related **research projects**

Research project	Activity
Gender, Disability, Participation and Leadership in sport in southern Africa.	Collaborating with the African Union Sports Council Region 5, the Norwegian Olympic and Paralympic Committee, the Confederation of Sports, Women Sport International, and in-country researchers.
Volunteering focus.	Study to address a gap in research on volunteering relevant to the Netball World Cup 2023. The study aimed to understand the motivations and experiences related to volunteering at the event, host management strategies, and strategic decision-making.
Addressing youth unemployment.	<p>Ongoing partnership between the Sport for Social Change Network Africa (SSCN Africa) and the Presidential Youth Employment Intervention (PYEF) Stimulus (PES), translated into the National Youth Service Programme.</p> <p>This programme enabled parties to address youth unemployment. Through targeting affiliated NGO members, the SSCN recruited unemployed youths for a six-month internship in the field of sport for development. The research is to enter a third round in 2025.</p>

SACOSS **publications and teaching**

Project	Purpose
Olympic Value Education.	Post-graduate lectures for Human Movement Studies at University of Johannesburg.
Olympic Movement & Research for Impact. Gender & People with disabilities.	Webinar for Edinburgh University.
United National Toolkit for Sport for Development and Peace.	Development of 8 modules for over 100 participants in Zimbabwe, South Africa and Namibia. To be rolled out in Bangladesh in 2025.
Degree seminars, webinars, modules and courses.	Physical education teacher education (PETE) for undergraduates, and Post Graduate sport management and sociology of sport. Total attendees: 693.
Olympic-related Master's supervision.	Gender and equality in Malawian Sport. Transgender athlete's participation.
Olympic-related PhD supervision.	In collaboration with UJ OSC; an ongoing framework for reporting on national priority targets for sport in Zambia.
Developing methodology.	To measure resilience in youth leaders/sport coaches living in chronic poverty in South Africa.
Publications.	<p>Articles – 5</p> <p>Chapters – 4</p> <p>Research Reports – 5</p> <p>Conference presentations – 3</p>



Prof Cora Burnett, Dr Nana Adom-Aboagye and Prof Heather Morris-Eyeton from the University of Johannesburg, conducted research at the 2024 Ghana African Games. Students from Ghana University were trained to assist with the two research projects. Life After Sport was the initiative from Maties Sport (in collaborations with the CSL and SACOSS), while SACOSS also collaborated with the UJ Olympic Studies Centre on 'anti-doping education'.



Prof Cora Burnett was invited to Gaborone, Botswana, to present research findings at the AURC Region 5 Sport for People with Disabilities (SPWD) Conference under the banner, Inclusion Revolution.



Dr Ruth Mojalefa (Department of Sport Arts and Culture), Dr Nana Adom-Aboagye and Prof Cora Burnett in Bloemfontein at the roll-out of the final consultation and training phase of the Women in Sport for South Africa policy.

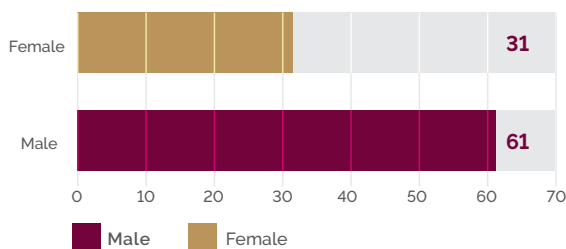
STRIVING TO BE AN EMPLOYER OF CHOICE

The #MaroonMachine performed exceptionally well in 2024, driven by dedicated and talented staff who ensure that our student-athletes have all to play for across 29 codes in a magnificent setting with world-class facilities and services.

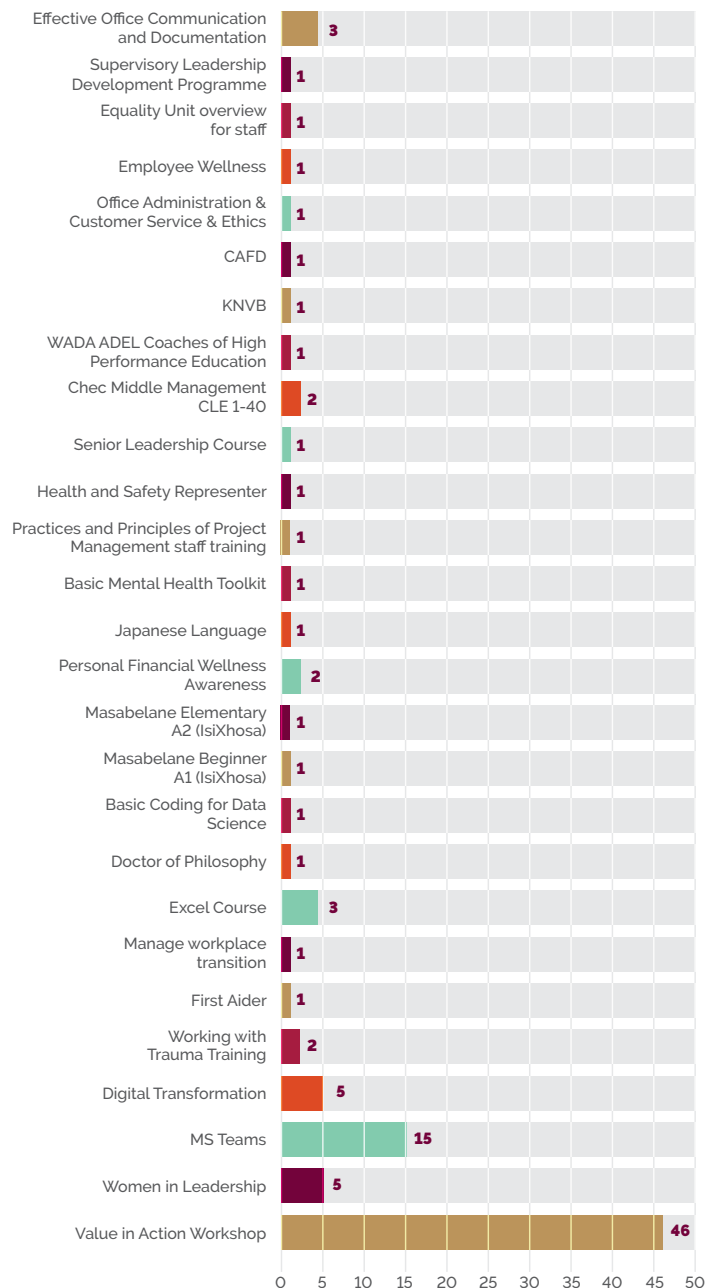


The Maties Sport Senior Management Team: from left, Andy de Bruin, Dr Nana Adom-Oboagye, Ilhaam Groenewald (Chief Director), Sean Surmon (Director), and Reggie Smith.

Mates Sport Staff Representation



Staff training attendance





Maties Staff breakfast with Stellenbosch University Rector, Prof Wim de Villiers.

Maties Sport staff movements

2024 started with great excitement as Adele Zeelie took over the reigns as head coach of our Netball team. She was part of the management team that achieved double gold at USSA and Varsity netball in 2022.

At the end of the season, Maties Netball appointed Sasha-Lee Petersen as the new head coach for the next 3yr period. Alumni, National Player, Maties Coach and currently finishing her PHD in Sport Science.

Keagan van Aarde, former Maties cricketer and sports manager, was appointed the Senior Manager: High Performance.

The High Performance Unit welcomed new interns: Stephanie Phillips and Robyn Emslie.

MC Coetzee joined Maties Rugby as a Strength and Conditioning Coach; and Aneesha Adams joined us as Women's Rugby Head Coach. Johnwin Lewis took on the role of Rugby Facilities Assistant.



Sasha-Lee Petersen.



Aneesha Adams.



Sport Managers making it happen for our student-athletes.

ACKNOWLEDGING PURPOSEFUL PARTNERSHIPS

Our partners, sponsors and donors contribute greatly to supporting Maties Sport in its mission to provide superior facilities, an enriching sporting experience for student-athletes, and world-class High-Performance champions in a variety of codes.

We are grateful to the business who back our vision and to the loyal alumni who contribute generously to our Sport Bursary Fund.

This Fund enables us to attract the best academic and sporting students to Stellenbosch University, and to support them in study, accommodation and play.

Sponsors



POWERADE.



Maties Rugby sign deal with **new headline sponsor Mitchum**



MD of Revlon, Henry Shuttleworth, with Drikus Hancke, Head of Maties Rugby.

Maties Rugby signed a headline sponsorship agreement with Mitchum which looks to enhance the two brands with shared values including excellence, pushing boundaries and innovation.

Chief Director of Maties Sport, Ilhaam Groenewald said: "Stellenbosch University, Maties Sport and Maties Rugby are thrilled with our new partnership with Mitchum. This investment will advance excellence, participation, our people, contribute towards a sustainable business model and make a difference through social impact, capacity building and research for impact. We look forward to embarking on this new and exciting journey with Mitchum."

Affiliates



Purposeful partnerships

Superschools – Livestreaming.

Protea Hotel Technopark – Preferred rate accommodation and conferencing.

Paul Roos Gymnasium – Indoor Cricket Facility and Hockey Astro 3 shared usage agreement.

Stellenbosch Football Club – agreement for training and match day use at Lentelus and Danie Craven Stadium.

GAPS Africa – global parasport advancement.

Loughborough University – Strategic collaboration for sporting and knowledge-sharing.

Limerick University – Academic collaboration.

International network collaborations with 17 universities represented by our 22 Fellows.

Pro Events - Maties Football stalwart



Pro Events Security is a stalwart partner and new sleeve sponsor to Maties Football. In gratitude, Maties Football Club Manager, Zukanye Magwa, handed a framed shirt to Pro Events Security COO, Edward Beeker.

Alumni Relations

One of our most meaningful relationships is with our Maties Sport Alumni who continue to support us and to give back through the fundraising initiatives.

Our alumni raised over R10 million for Maties Sport in 2024, of which more than R7 million went to the Bursary Fund that supports 120 High Performance student-athletes.



Alumni at our Women's Golf Day fundraising event.

SUSTAINING FINANCIAL SUCCESS

2024 was a good financial year for Maties Sport. Our integrated budget had an 18% year-on-year growth from 2023 to 2024.

Reaching our clubs membership income targets; exceeding our fundraising target by 50%; securing a

16% surplus growth through hosting external events; cutting costs by creating a uniform kit design for all codes; and a 5% saving on our Human Resource budget (used to support sport clubs), all contributed to a satisfactory financial outcome.

10 YEAR MOVEMENT (2014 – 2024)

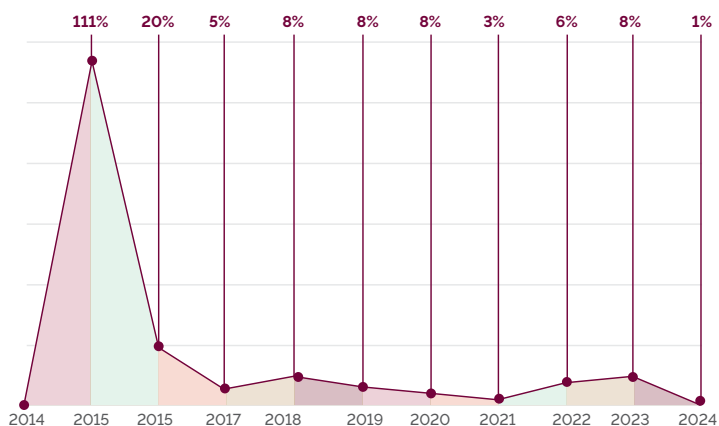
Original seed funding of R5.2m was first received in 2015 when sport was regarded as a strategic asset for the University. Since then, the total main budget allocation has increased by 80% over the past 10 years.

A significant change to drive sustainable financial management practices was introduced since 2017 when the University Finance Division seconded a full-time accountant to work within Maties Sport and to independently contribute to the financial conversations around planning and operations.

Now, in 2024, Maties Sport receives about 70% of its full budget from the University. The rest of the income is generated through 3rd and 5th income streams.

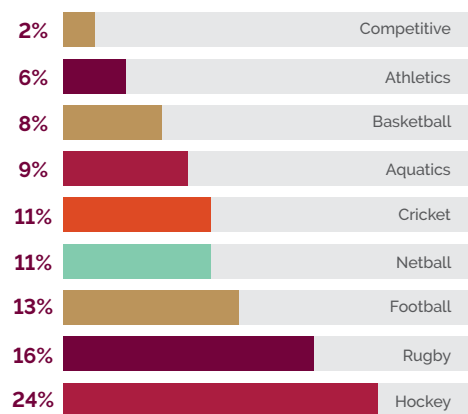
We focus on fundraising initiatives such as income-generating events and sponsorships, and clubs levy students a membership fee for facilities, coaching, competitions etc. This income is used for sport operational requirements.

% Main budget allocation growth year on year



Clubs submit budgets for review and approval by the Maties Sport Senior Accountant and Chief Director annually. There is a continuous drive to increase income and decrease expense inefficiencies to create financial sustainability and ease the pressure on the main budget allocation from the University.

Maties Sport budget allocation



In 2024 Maties Sport strategically allocated its budget to sport clubs to invest in human resources, tournament expenses as well as operational requirements.

Average Maties Sport integrated budget



LOOKING AHEAD

Implementation of comprehensive approaches to develop and enhance sustainability have become key concepts to assist in mitigating economic, environmental, and social challenges for this and future generations. Sustainability has been promoted by organisations - civil society, businesses, and public sector organisations, such as universities. The sport environment has made strides, too. However, much needs to be done within our South African context, and Maties Sport is committed to this cause.

Our five strategic objectives remain our guide to fulfilling our vision: *"To be the leading university, contributing to a holistic and diverse experience through sport"*. Our commitment for 2025 is to drive participation, performance, education, and research through leadership that will advance performance at all levels as follows:

- 1. Advance participation and performance** through our units responsible for High Performance, competitive sport, recreation, and active lifestyle programmes;
- 2. A healthy organisation** focused on succession-planning, supported by training, development, and staff wellbeing;
- 3. A sustainable business model** realised through (i) fundraising initiatives with purposeful partnerships, (ii) a destination of choice supported by our world-class physical resources, and (iii) operational excellence supported by technology and innovation; and
- 4. Research for impact and innovation** through our uniquely positioned Centre for Sport Leadership (CSL) and the South African Centre for Olympic Studies and Social Impact (SACOSI) which will drive initiatives to advance research for impact, training and development, and social impact.

The new five-year vision that led to my re-appointment as the Maties Sport Chief Director

aims to continue navigating the ever-evolving landscape of higher education and the need to reimagine university sport as a catalyst for positive change. To achieve this, we must consider including sustainable practices to shape future generations of leaders, athletes, and engaged citizens.

The #MaroonMachine remains committed to unlocking Maties Sport's full potential to thrive in a diverse and interconnected world.

I remain grateful for the privilege of serving sport at Stellenbosch University and our beautiful country. I appreciate the leadership of Professor Stan du Plessis, Chief Operating Officer, our line manager, the Operations and Finance team, the Maties Sport family, and the broader sporting community of South Africa.

2025 will be another fantastic year, and may we collectively, through meaningful collaboration, continue to make a difference.

Ilhaam Groenewald

Chief Director: Maties Sport

