



**CASE STUDY :: 01**

**LOCATION**

# Active Community Clubs (Acc) Initiative

Australia and Eastern Cape of Africa

**OBJECTIVES**

Community development & cohesion

**BACKGROUND**

The Active Community Clubs (ACC) initiative is designed to improve the physical and social health of communities through participation in physical activity. Community members become more physically active through involvement in sport, recreation and cultural activities, and the community becomes active in taking control of its future; becoming a truly empowered community.

The concept was developed by the Australian Sports Commission in conjunction with several communities of the Eastern Cape of South Africa as part of the Australia–Africa 2006 Sports Development Program funded by the Australian Agency for International Development (AusAID).

Vision: build an environment where “all people are actively involved in sport, recreation and physical activities – designed, developed and delivered at community level by community members and supported by all stakeholders” Vision

Amalgamation of smaller projects which had been running in Eastern Cape for 9 nine years into the Project

**Example: 5 community clubs were initially established:**

- 2 in the rural areas of Berlin (Siyakhula in the Village of Tshabo and Ilitha in the Ilitha Village)
- 3 In the (urban) township of Mdantsane (Thembaletu, Sisonke and Winter Rose)

**PURPOSE**

- To increase and enhance lifelong participation in physical activity.
- To realise the social, health and economic benefits of participation in physical activity.
- Develop quality delivery systems, opportunities and services to support participation in physical activity at community level.
- To contribute to the personal development of community volunteers.
- To improve the health, community cohesion and social interaction in the developing countries in South Africa through sport, recreation and physical activity initiatives; and to truly empower communities to become active and take control of their future.

**PARTNERS**

Developed and delivered by the Australian Sports Commission (through its International Relations Division) in conjunction with several communities of the Eastern Cape of South Africa

Private sector companies, National Government Organisations and government agencies can also join in and give back to the community by supporting the implementation of the Active Community Clubs program. Being a sponsor of the Active Community Clubs program not only has benefits for government or private organisations, it benefits the community in many ways, including:

- low cost program to implement and maintain
- proven vehicle for building community cohesion
- provides training for youth in life skills
- reduces criminal activities through mass participation
- can easily be implemented in a community within a few months
- promotes healthy lifestyles

**COST AND DATE**

Launched in April 2002

**Funded** by the Australian Agency for International Development (AusAID)

**Supported** by private sector companies, National Government Organisations and government agencies, schools, police, community clubs, local networks and stakeholders (eg Sports Federations and Sport & Recreation South Africa)



## TARGET

Young people in severely poor communities in urban and rural South Africa

## STEPS

- 1 The community, together with the programme manager, and in collaboration with local networks and stakeholders, agree on activities that are appropriate, beneficial and prioritise them to suit the community, starting with low intensive activities that will ensure success and encourage the community to continue to continue and improve
- 2 The community calls for and recruits volunteers, and trains them to coordinate activities and entire programme; including recruitment of volunteer coaches, administrators and technical officials for netball, rugby and cricket
- 3 The activities are carried out, reviewed and the success evaluated; areas for improvement are identified, to add more benefit to the community
- 4 Participants in the programmes provided with opportunities to play in inter-club leagues and "All Star" competition

## OUTCOMES/IMPACT

- This program has had outstanding success in many communities and it is an ideal way to give back to the community. Sport and recreational activities are fun, engaging and most importantly, provide people with a great opportunity to unite.
- Provides training for youth in for life skills
- Reduces criminal activities through mass participation
- Increases confidence, self-esteem and self-worth
- Promotes healthy lifestyles
- Improved community harmony and unity
- Improved delivery systems, programmes and services
- Increased performance of athletes, coaches, administrators and technical officials, and holistic development of volunteers
- Establishment of 5 clubs in the case studies, each with a management structure, coordinators, coaches, administrators and technical officials

## BENEFITS

- Improved health and quality of life
- Improved community harmony and unity
- Improved delivery systems, programs and services
- Increased performance of athletes, coaches, administrators and technical officials
- Increased employment opportunities for youth
- Contribution to poverty alleviation at community level
- Establishment of clubs and building of local infrastructure, such as multi-sports facilities and community centres
- National government agreement to build multi-purpose indoor sport and community centre at Tshabo, which will contribute to the sustainability and development of the Community Clubs Initiative
- Provides a vehicle for building community cohesion
- Increased employment opportunities, and contribution to poverty alleviation at community level

## POLICY IMPLICATIONS

The incorporation of structured community programmes for physical education and recreational activities into community planning

## RECOMMENDATIONS

- Ensure diverse range of sport and recreational activities which are fun, engaging and provide people opportunities to unite; with low cost programmes to implement and maintain, and for sustainability
- Use local community personnel and provide continuous assistance, monitoring and incentives for volunteers, and appropriate training and guidance
- Provide infrastructure for communication, and facilities for activities and storage, and upgrade and maintain them
- Provide sufficient support, particularly for children to participate (eg food, kit and transport) after school hours, and facilitate cooperation between the "have" and "have-nots", the "advantaged" and the "disadvantaged"
- Market and communicate information of programmes through various media
- Actively involve ex-stars as mentors and role models

## FURTHER INFORMATION

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