

A SPECIAL PROJECT
OF THE
SOUTH AFRICAN TENNIS ASSOCIATION
(Soweto Project)

ARTHUR ASHE
SOWETO TENNIS ACADEMY



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INTRODUCTION:

Soweto, whose name is derived from an acronym for **South Western Townships**, was previously synonymous with the physical separation of the races in South Africa and in many ways contains both the best and the worst of what township life has to offer. Today the township is a colourful, sprawling, at times dirty city, located approximately **15 kilometres South West of Johannesburg**. It is a place which engenders fierce pride, a pride which is exemplified by the passion that the residents of various areas invest in their local soccer teams, such as **Moroka Swallows** (from Moroka), **Orlando Pirates** (from Orlando) and **Kaizer Chiefs** (from Phefeni).

During Arthur Ashe's stay in Johannesburg in 1973, he asked to be taken to Soweto. In the following year, he participated in the **South African Open** and became the runner-up of this prestigious event.

Along with the local tennis promoter, **Owen Williams**, **Ashe** formed the **Black Tennis Foundation**, an organisation, which would raise funds through a variety of means so that facilities could be built, coaches taught, and to enable a healthy tennis culture to take root in the South African townships.

Eventually, and through a variety of fund-raising initiatives by Arthur Ashe and the donation of his prize-money of the SA Open, the **Jabavu Tennis Centre** was built in **Soweto**, which has now become known as the **Arthur Ashe Soweto Tennis Academy**. Through the years of unrest in Soweto, resulting in neglect, the centre has fallen into disrepair. **But, despite the actions of past**, moves are afoot to restore it to its prime condition and turn it into a fully functional **community sports and recreation facility** (Service Centre) for Sports, Recreation, Arts and Culture as well as a placing it as a **tourist drop-in centre**.

PHYSICAL COMPOSITION:

This facility was created in honour of the legendary **Arthur Ashe**. It is composed of **eight (8) tennis courts**, an **ablution block building** and **two (2) cottages** for the caretaker and the resident coach. Unfortunately the facility was vandalised and requires funds to bring it to an acceptable quality that can be used with dignity to enhance the quality of life of the people of Soweto.

Although its main purpose is to be used as a tennis anchor facility, it may offer or lend itself for other possible uses in sports, recreation, arts and culture. In order to achieve optimal use of the facility, there is a need to sensitise the people in the environment and to identify the champions and leaders to make sure that the local communities, the schools, local government and the homesteads become owners and internalise the infrastructure and its use. This matter requires specific attention to ensure that sustainable developmental arrangements are in place and strong project management.



GAME SPONSOR



BRIEF TENNIS BIOGRAPHY OF THE LATE
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National service delayed his entry into the game full-time, and he was twice runner-up for the Australian Championship (1966 and 1967) before he was free to play on an uninterrupted basis. In 1968, the year tennis went open. Ashe retained amateur status to lead the US to their first Davis Cup victory for five years, and he took both the US National (at Boston) and the Open (at Forest Hills) titles – the first American champion for 13 years.

A semi-finalist at Wimbledon in 1968/9, his next big success was the Australian Open of 1970. He also took the WCT (World Championship Tennis) title that year. Ashe applied for a visa to play in South Africa, but was turned down. The South African authorities relented three years later, however and he was runner-up at Johannesburg in 1973.

His finest year did not come until 1975, when he regained the WCT title and then caused a stunning upset to beat holder and hot favourite Jimmy Connors in the Wimbledon final. This was one of the most famous triumphs ever of brain over brawn – comparable only perhaps with Jack Crawford's defeat of Ellsworth Vines in 1933.

Ashe began 1976 as world No.1, but Achilles heel trouble set in and he missed most of the 1977 season, at which time he married photographer Jeanne Moutoussamy. Then came a remarkable comeback in 1978, culminating in his reaching the final of the Masters in 1979 and missing a match point against Connors. But shortly after Wimbledon, 1979, Ashe suffered a heart attack and underwent triple bypass surgery – which terminated his playing career at the age of 37.

He remained active in a non-playing capacity, however. A former president of the ATP, and always one of the most articulate and outspoken of players, he served as US Davis Cup captain from 1980 to 1985, and has become a TV commentator and journalist.

Ashe was always a fast-court specialist, and all his major successes were on grass or indoors. He was one of the most cerebral of tennis players. During his famous Wimbledon final against Connors, Ashe used the changeovers to meditate rather than simply towel down.

What a courageous biography this is?

Collected and Collated by John Majola (SATA)



The centre is in **Jabavu** and most suitable for development due to its easy and accessible condition through road and rail transport. It is also possible to attract tourists as well.

PRODUCTS AND SERVICES:

To achieve our targets in capacity building around Soweto through the centre, Vigorous recruitment, training and publicity will be embarked upon.

In order to optimise the use of the facility a number of services and products need to be delivered to the various publics, amongst others the following:

1. Coaching.

Capacity building in the **training of coaches and umpires** will be pillar of the project in order to build and lead to sustainable development training programme and reduce dependency in these fields. Coaching services should be provided for tennis players and also practical opportunities for trainee coaches within these facilities.

Coaches' services should be made available to the various schools on a scheduled basis, so that a maximum number of kids are given training on the basics of tennis. Training of teachers will also be conducted to benefit all the accessible schools in Soweto.

SATA has an action plan and human resources in place to kick-start this process with immediate effect should funding become available.

2. Tournaments.

The facility lend itself to providing services of various tournaments amongst others something very spectacular **in honour of Arthur Ashe**, possibly to be called **Arthur Ashe Cup**. In order to put foremost of the minds of the people the contribution made by Arthur Ashe in tennis, especially for the African population worldwide.

3. Practical Training of Coaches.

If we succeed in providing a **Tennis Excellence and Scholarship Project** at **Rand Afrikaanse University (RAU)**, we could provide an opportunity for teachers from Soweto to enter this program at the University of RAU. This programme will enhance the teachers and allow them to do practical at this facility as part of **practical acquisition of skills** and also to provide service to the various youngsters who are very keen in learning the basics of tennis during their training as coaches.

4. Training of Officials.

This facility can be used for practical training of various officials, including umpires, lines judges, ball kids, who are so essential as support service to the whole tennis fraternity.

5. Development Clinics.

This facility can be used for purposes of holding **Development Clinics** and **Development Camps** on a regular basis in order to give exposure to aspiring tennis players on a planned basis during weekends in accordance with the **National Development Plan**.

6. Mini Tennis Graduates Development.

This facility can be used as a practical venue or advancement of the graduates from the mini tennis programme and clinics from the various schools in the environment who have to be introduced to the main game of tennis.

7. School Tournaments.

This facility can be put to good use by providing competition between schools that are using this environment on a round-robin basis to determine or to play some kind of a school league in order to give lot of competition and to enhance tennis awareness within the school environment.

TARGET MARKET:

Various publics should be targeted for this facility, amongst others the following:

1. **School Tennis Initiative** and **Mini Tennis Graduates**
2. **Young Stars** who are very keen from the schools, participating in development clinics.
3. **Adult Tennis Players.** The local players form part of the target market of this programme.
4. **Veterans.** Facilities should be used to target the veterans who should provide inspiration to the young people into the game of tennis and also assist in the game development at the academy.
5. **Trainee Coaches.** Trainee Coaches could be put to best use here to help in the training of the young people, therefore they form part of the target market.
6. **Technical Officials.** Various categories of officials form part of the target market for this facility in order to produce Umpires, Line Judges and Ball kids.
8. **Other Sports.** The facility should target various other youngsters and seniors who play sport, such as soccer, netball, basketball, table tennis and Volleyball, as part of the target market to put the facility to maximum use.
9. **Other Recreational Activities:** The centre will also host the promotion of recreational activities such as darts, pool and snooker, chess etc.
10. **Indigenous Games:** The centre will avail opportunities for indigenous games such as morabaraba, drafts, cards, jukskei, dibeke etc.

COMPETITION:

Like in most activities, there will always be competitors against this facility for the various target markets. Competitors such as cricket, athletics, soccer, rugby and similar sports should be identified as real competitors to attack the target market. The facility should be managed, marketed and promoted in such a way that this facility becomes attractive to the target market.

The facility should be positioned and resourced in such a way that it is possible for the various target markets to access the facility. The facility should create a reserve of equipment and all utilities required for the facility to be successful in order to attract youngsters and make it accessible for them to access the game of tennis. This also applies to equipment and utilities required for other related sports and recreational activities that will be played within this facility. In order to attract players away from competitors to make sure that the facility remains a hype of activities. The facility management should study competition in the environment and make sure that this facility is positioned in such a way that it will **attract the various target markets for optimal use** of the facility.

MARKETING:

Like every facility or any organisation, the management should **provide promotional and publicity programmes** and implements them to continually attract the targeted public to participate in the various activities at the facilities.

The school infrastructure, for example, should be used on an on-going basis. The principals of the schools and the sports organisers should make public statement as often as possible; leaflets should be dropped in the various schools when competitions are held at these facilities. Children must be bust from the various schools to form part of the audience. These children must be orientated into the sport of tennis in order to increase their knowledge level and therefore enhance their attitude towards the game of tennis and sports in general. Various forms of publicity and promotion should be put in place, for example a place must be found in Soweto, for example, to publicise the activities there and to run regular promotional campaigns.

The management should link directly with the following:

- **National Tennis Federation (SATA),**
- **United Schools Sports Association of South Africa (USSASA),**
- **Gauteng Dept. of Education (DoE),**
- **Gauteng Dept. of SRAC,**
- **Gauteng Central Tennis Association (GCTA),**
- **Soweto Tennis Association (STA) and Soweto Sports Council (SOSCO)**
- **Johannesburg Metropolitan Council (JMC) and**
- other relevant community structures to reach the media.

Regular news-worthy articles in print media, radio and television coverage, when major events are taking place, should be arranged so that the facility should be publicised and be sold very discretely to the various publics of Soweto, Gauteng and nationally.

MANAGEMENT:

Management of the facilities should be structured in such a way that it provides maximum security and appropriate leadership to ensure that effective control of the facility and appropriate use is put in place. SATA will take the lead of the management committee until such time that the project is ready for a hand-over to the Soweto Community.

It is imperative that a management committee is established. The **Management Committee** must made up of, at least, the following people of the community:

- South African Tennis Association (SATA)
- Johannesburg City Council (Metro)
- Soweto Sports Council
- Civics

- Gauteng Central Tennis Association
- Soweto Tennis Association
- The community school leaders (School Managers & Governors)
- Students and community organisations
- Sponsors and Donors
- Community Leaders and other interested parties
- **Ex-Officio:** a resident manager/coach, who must be a tennis coach in particular, familiar/exposed to other sports. The manager must be appointed and placed to live on the premises and to take personal responsibility for general care, upkeep and maintenance of the facility.

In order to provide safety and security to the environment as well as to prevent vandalism, the South African Police Services (SAPS) and security companies need to be contacted and contracted. It is equally important that a security company be contracted provide and supply the following services:

- two or three individuals who will work shifts
- be linked up with armed response
- to do routine daily and night checks through armed response. (Visible Patrol)

The management should have support service from elsewhere in terms of the Public Relations (PR) and publicity in order to make sure that activities of the centre are promoted throughout Soweto.

FINANCIAL PROJECTION:

A **Comprehensive Budget** should be prepared by the **MANAGEMENT COMMITTEE** which cover, amongst others, a cash flow, the balance sheet, the various expenses, and the various sources of income. The least of balance sheets would be the value of the facility itself as an asset, the liability would be the funds advanced from whatever source. The income and expenditure should indicate the sources of income and the expenditure should indicate the salary required for the Manager, for security, for PR and marketing, water and lights, as well as funds for acquisition of tennis balls on a regular basis. The income side should indicate the fees for using the facility, membership fee, donations and entry fees during tournaments. All forms of income must be accounted for. The budget would probably also include payments to additional coaches, part-time coaches, etc.

A **Draft Budget** is attached in order to highlight the **basic requirement to resuscitate the centre** and to develop it as a future home for tennis in Soweto. **Future physical development will be attended to in the Comprehensive Budget.**

CONCLUSION:

This facility is a necessity in the community such as Soweto and should be strategically positioned in such a way that it is linked with the provincial structure of Gauteng, RAU University and also a possible linkage between RAU University and Vista in Soweto. Provision should be made for creating scholarship to the identified few people to be trained at RAU and at the Soweto College of Education and Vista, who must become coaches and sports managers to make sure that facilities like this are properly handled.

To realise a dream of creating the **Arthur Ashe Soweto Tennis Academy** to be more than just a tennis centre but also a community sports centre will demand strong involvement and co-operation from all interested parties. While, its core value and

function is directed at tennis development for the community of Soweto and Gauteng as a whole, there is a high possibility to accommodate other activities such as:

- Netball & Basketball,
- Volleyball,
- Golf (Drive Range and Putting Facility)
- Aerobics and Gymnastics,
- Boxing, Karate and Judo,
- Body-building and Weightlifting
- Music and Dance and
- Other recreational activities

With the support received so far for the project, it is becoming clear that the efforts and the project have strengthened to tackle the long way ahead in the empowerment process of the Soweto Community.

The purpose of the project is helping to build sports and morally cultured sportspeople who will be of substance in the sports development in the country as a whole.

All this is done in honour of the late Arthur Ashe - **The world citizen and ambassador of courage and unity amongst humanity**. It is undoubtedly true that he would still have been part of this project if death did not deprive us of his courage and tenacity.

The current support structures:

1. SATA
2. Sowetan
3. Johannesburg Country Club
4. Johannesburg Metropolitan Municipality

DRAFT BUDGET:

Details:	Year One	Year Two	Year Three	Year Four
Caretaker Cottage Repairs	50 000	5 000	6 000	7 000
Courts Repairs (8 x R15000)	120 000	-	-	10 000
Fencing Repairs (8 x R17500)	140 000	-	-	5 000
Palisade Fencing Repairs	10 000	-	-	-
Club Houses Repairs & Revamp	200 000			
Furnishing	50 000	-	-	-
Cleaning of Premises & Yard	50 000	10 000	10 000	12 000
Premises Gates Installation	15 000	-	-	-
Premises Security System	25 000	25 000	30 000	30 000
Annual Upkeep & Maintenance	30 000	35 000	40 000	45 000
Caretaker	50 000	55 000	60 000	65 000
Resident Coach	60 000	65 000	70 000	80 000
Capacity Building: Training Programmes for Coaches, Teachers and Officials	250 000	125 000	100 000	100 000
Equipment	100 000	50 000	50 000	60 000
Transport Upkeep (Fuel/Repairs & Maintenance)	40 000	45 000	50 000	60 000
Totals:	1 190 000	415 000	416 000	474 000

Date : 22nd April 2002



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To : **Vic Puncce Tennis Courts**

Tel : (011) 803-0884

Fax : (011) 803-0884

Cellular : (082) 651-8066

Dear Sir / Madam

Kindly give us a quotation on the three tennis courts adjacent to one another. The courts are in Soweto at the **Arthur Ashe Soweto Tennis Academy** in Jabavu. The quotation should include the following:

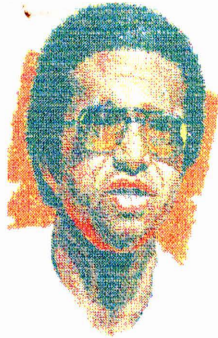
- **resurfacing and lines**
- **fencing with poles**
- **Floodlights**

Your assistance in this regard will be highly appreciated.

Thanking you.

Yours truly,

John Majola
Manager: Development (Projects)
Mobile Phone: (083) 2696793



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- Soweto Sports Council
- Civics

- Gauteng Central Tennis Association
- Soweto Tennis Association
- The community school leaders (School Managers & Governors)
- Students and community organisations
- Sponsors and Donors
- Community Leaders and other interested parties
- **Ex-Officio:** a resident manager/coach, who must be a tennis coach in particular, familiar/exposed to other sports. The manager must be appointed and placed to live on the premises and to take personal responsibility for general care, upkeep and maintenance of the facility.

In order to provide safety and security to the environment as well as to prevent vandalism, the South African Police Services (SAPS) and security companies need to be contacted and contracted. It is equally important that a security company be contracted provide and supply the following services:

- two or three individuals who will work shifts
- be linked up with armed response
- to do routine daily and night checks through armed response. (Visible Patrol)

The management should have support service from elsewhere in terms of the Public Relations (PR) and publicity in order to make sure that activities of the centre are promoted throughout Soweto.

FINANCIAL PROJECTION:

A **Comprehensive Budget** should be prepared by the **MANAGEMENT COMMITTEE** which cover, amongst others, a cash flow, the balance sheet, the various expenses, and the various sources of income. The least of balance sheets would be the value of the facility itself as an asset, the liability would be the funds advanced from whatever source. The income and expenditure should indicate the sources of income and the expenditure should indicate the salary required for the Manager, for security, for PR and marketing, water and lights, as well as funds for acquisition of tennis balls on a regular basis. The income side should indicate the fees for using the facility, membership fee, donations and entry fees during tournaments. All forms of income must be accounted for. The budget would probably also include payments to additional coaches, part-time coaches, etc.

A **Draft Budget** is attached in order to highlight the **basic requirement to resuscitate the centre** and to develop it as a future home for tennis in Soweto. **Future physical development will be attended to in the Comprehensive Budget.**

CONCLUSION:

This facility is a necessity in the community such as Soweto and should be strategically positioned in such a way that it is linked with the provincial structure of Gauteng, RAU University and also a possible linkage between RAU University and Vista in Soweto. Provision should be made for creating scholarship to the identified few people to be trained at RAU and at the Soweto College of Education and Vista, who must become coaches and sports managers to make sure that facilities like this are properly handled.

To realise a dream of creating the **Arthur Ashe Soweto Tennis Academy** to be more than just a tennis centre but also a community sports centre will demand strong involvement and co-operation from all interested parties. While, its core value and

function is directed at tennis development for the community of Soweto and Gauteng as a whole, there is a high possibility to accommodate other activities such as:

- Netball & Basketball,
- Volleyball,
- Golf (Drive Range and Putting Facility)
- Aerobics and Gymnastics,
- Boxing, Karate and Judo,
- Body-building and Weightlifting
- Music and Dance and
- Other recreational activities

With the support received so far for the project, it is becoming clear that the efforts and the project have strengthened to tackle the long way ahead in the empowerment process of the Soweto Community.

The purpose of the project is helping to build sports and morally cultured sportspeople who will be of substance in the sports development in the country as a whole.

All this is done in honour of the late Arthur Ashe - **The world citizen and ambassador of courage and unity amongst humanity**. It is undoubtedly true that he would still have been part of this project if death did not deprive us of his courage and tenacity.

The current support structures:

1. SATA
2. Sowetan
3. Johannesburg Country Club
4. Johannesburg Metropolitan Municipality

DRAFT BUDGET:

Details:	Year One	Year Two	Year Three	Year Four
Caretaker Cottage Repairs	50 000	5 000	6 000	7 000
Courts Repairs (8 x R15000)	120 000	-	-	10 000
Fencing Repairs (8 x R17500)	140 000	-	-	5 000
Palisade Fencing Repairs	10 000	-	-	-
Club Houses Repairs & Revamp	200 000			
Furnishing	50 000	-	-	-
Cleaning of Premises & Yard	50 000	10 000	10 000	12 000
Premises Gates Installation	15 000	-	-	-
Premises Security System	25 000	25 000	30 000	30 000
Annual Upkeep & Maintenance	30 000	35 000	40 000	45 000
Caretaker	50 000	55 000	60 000	65 000
Resident Coach	60 000	65 000	70 000	80 000
Capacity Building: Training Programmes for Coaches, Teachers and Officials	250 000	125 000	100 000	100 000
Equipment	100 000	50 000	50 000	60 000
Transport Upkeep (Fuel/Repairs & Maintenance)	40 000	45 000	50 000	60 000
Totals:	1 190 000	415 000	416 000	474 000

Date : 22nd April 2002



ELLIS PARK
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Cellular : (082) 651-8066

Dear Sir / Madam

Kindly give us a quotation on the three tennis courts adjacent to one another. The courts are in Soweto at the **Arthur Ashe Soweto Tennis Academy** in Jabavu. The quotation should include the following:

- **resurfacing and lines**
- **fencing with poles**
- **Floodlights**

Your assistance in this regard will be highly appreciated.

Thanking you.

Yours truly,

John Majola
Manager: Development (Projects)
Mobile Phone: (083) 2696793

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