

## INTERNATIONAL RELATIONS

**Vivian Reddiar**

### BACKGROUND

THE South African Football Association, then an all-white body and today known as the Football Association of South Africa, was accepted as a member of the International Federation of Association Football in 1952.

This affiliation was challenged by the South Africa Soccer Federation, which had been formed the year before.

Safa's membership of Fifa came under increasing strain when the non-racial sports movement gained momentum after the mid-1950s.

The Federation tried, unsuccessfully, to have Safa expelled from Fifa and gain affiliation for itself.

The world controlling body urged the two organisations to merge. But mixing of any kind on the local sportsfields between white South Africans and those of colour was not allowed in terms of government policy at the time.

Black sporting bodies were required to affiliate to their white counterparts on an associate basis, but the Federation repeatedly declined invitations to affiliate to Safa.

Safa was one of the four founding members with the national associations of Egypt, Sudan and Ethiopia of the African Football Confederation in 1957.

It was suspended soon afterwards because it could not field racially-mixed teams and could not host a team whose players were not all white. In 1960 Safa was expelled from the Confederation.

About this time the South African Bantu Football Association became an associate member of Safa, which by then had been renamed the Football Association of Southern Africa.

With CAF playing a leading role, Fasa was suspended by Fifa in 1961. The suspension was lifted in 1963 following a visit to South Africa by a Fifa commission, but was re-imposed in 1964.

Fasa remained suspended until it was expelled from Fifa in 1976.

Since then CAF and Fifa have made it clear that they will only permit South African membership when apartheid ceases to exist and there is one controlling body in the country.

The majority of the member na-



**Dr A Halim, acting president of CAF at the International Conference against Apartheid Sport, held in Harare in November 1987.**

# Why we are pariahs of the world body

tions of both organisations view the exclusion of South Africa from world football as a way of forcing political change in the country, or at least as the only way of avoiding political wrangles about South Africa in Fifa.

Since 1976 no local soccer body has had official relations with Fifa. The exiled, London-based South African Non-Racial Olympic Committee has observer status at CAF meetings.

Sanroc, for its part, does not officially recognise any of the local soccer bodies. Like the rest of the international movement to isolate South African sport, it adopts a policy of "non-interference" in local sport, believing it best to leave rival bodies to resolve their differences.

It does, however, sympathise with the SA Soccer Federation because of its political stance and its unqualified support of the sports boycott of South Africa.

The Football Council of South Africa supported the course of rebel soccer tours to South Africa for a while until July 1982, when it imposed

an indefinite moratorium on such tours.

But Fasa, although as an affiliate theoretically bound by the council's decision, does not agree with the moratorium.

A Wits University Football Club under-16 team, affiliated to Fasa, secretly left the country to play in a tournament in France in July 1987.

The club had previously sent an under-16 team to play in a tournament in Germany in 1985.

In both cases, the details of the trip were only disclosed when the team returned to South Africa.

### UNOFFICIAL RECOGNITION

Although all local soccer associations are fully aware of Fifa and CAF policy on South Africa, some are still keen on gaining unofficial recognition by CAF.

There are two main reasons for this. The first is that any kind of public contact with CAF or Fifa is seen

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as having a great deal of propaganda value and as conferring some sort of legitimacy.

The second is that local soccer is underdeveloped and backward in many aspects, and some officials believe it is essential to obtain technical and other assistance from CAF and Fifa.

In 1987 three local soccer bodies – the NSL, the Soccer Association of SA and the SA Soccer Federation, were in the forefront of the debate about international relations.

### THE NATIONAL SOCCER LEAGUE

The relationship between Sasa and the NSL has been close but undefined, and since their formation in 1985 have not addressed themselves to joint policy-making on major issues.

They have no clear common policy on international relations.

In 1985 the NSL formed a vague link with a Fifa official, Walter Gagg, which it regarded as significant at the time because it opened up a valuable communication link on technical matters.

It was involved in a controversy early in 1987, when Sanroc revealed that the league had tried to arrange for some of its officials to attend a meeting of CAF as observers.

The NSL denied any such attempt by itself, but it was learnt that negotiations were conducted on its behalf and with its knowledge by a businessman closely associated with it.

The matter was referred by CAF to Sanroc, which refused to entertain the request.

Judging by certain public statements, it is safe to assume that the NSL has met with some soccer officials in Southern Africa and elsewhere to exchange views and introduce them to its activities.

The NSL has said that local government and foreign opinion in a post-apartheid society would force all the other organizations to join Sasa and itself, giving Sasa the right to affiliate to CAF and Fifa.

This argument is based on the fact that it has the following of "the masses".



**Joseph Garba of the United Nations (left) and Sam Ramsamy of the SA Non-Racial Olympic Committee receive an award in recognition of their services to the sports boycott movement from a delegate at the Harare conference.**

The NSL first division clubs collectively enjoy the biggest spectator support of any sport in the country, with an estimated five-million people having watched their games in 1987.

And Sasa claims to have the biggest membership in the country.

While the NSL clubs are acknowledged among informed African officials as having the support of the vast majority of black South African soccer fans, the league itself is generally viewed with suspicion and resentment.

The luring of players from neighbouring African states by some NSL clubs – some local club officials are known to have gone to "scout" for players – has "disrupted and weakened" the strength of some clubs and the national teams of those countries, African officials have said.

The NSL clubs have also been criticised on the grounds that, with possible exceptions, they get the players "for nothing" – not having had anything to do with their grooming and not having had to pay any transfer fees.

The game between local-born and foreign-born players in the NSL in October – which was sponsored by the South African Broadcasting Corporation and officially billed as an international match – caused further ill-feeling in CAF.

Thirteen of the 16 players in the "international" team, all playing in South Africa against the wishes of the boycott movement, were from ei-

ther Lesotho, Malawi, Mozambique or Swaziland.

Dr AM Halim, acting president of CAF and a staunch supporter of the sports boycott, described the game as "window dressing for the South African government".

Almost all those foreign African players who have played in the NSL have been banned for life by their national associations. Some have managed to have their bans lifted.

Although it supports the moratorium on tours, the NSL administration does not support the sports boycott to the extent that it is defined by Sanroc and the United Nations Special Committee Against Apartheid, the two organisations which co-ordinate the international movement to isolate South African sport.

The NSL has said that it does not want to "stagnate" and aims to develop its soccer as fully as it can.

An insight into NSL thinking was given in an article in the official brochure for its "international" soccer match by its public relations officer, Abdul Bhamjee.

"All of us in South Africa," he wrote, "are walking a delicate path in international sport today.

"No one desires more dearly to participate in the international arena than the soccer fraternity – and no one would find it as beneficial as the biggest sport in the land.



"But at the same time, we in the NSL have realised we have responsibilities that go beyond the sporting field.

"We have, therefore, decided not to seek through clandestine, rebel methods to revoke the banning of South Africa from all international football by Fifa.

"We accept that South African soccer has been banned because it infringed a Fifa ruling through the legal implementation in this country of apartheid.

"We will fight to get back into Fifa, but not through the back door. We want to take our place in the international community with our heads held high and no apartheid skeletons in our cupboard.

"However, being out of the international arena is not easy to stomach. It is bad for our soccer and bad for our soccer players. That is why the NSL, with SABC TV2/3, has come up with a game at Ellis Park today that is the best possible substitute under the circumstances."

## **SOCCER ASSOCIATION OF SOUTH AFRICA**

Sasa decided on a moratorium on tours soon after its formation in May 1985.

The issue of international contact was officially raised for the first time by its president, Wilfasius Maphaka, in his address to the association's annual general meeting in August 1987, as follows:

"... Sasa has had no dealings with Fifa. So we are not the association that was expelled, and therefore I feel that we should do something about it.

"I know the majority of people will say that any attempt to try to speak to Fifa amounts to flogging a dead horse. On the other hand, I believe that if we do nothing, nothing will ever happen.

"Remember, we live in a world of changing attitudes and therefore we should continue trying to do something. We may never know what we shall eventually achieve."

Maphaka claimed at the meeting that he was not suggesting that Sasa should try to seek Fifa affiliation. He felt it was unfair that young players should not have the opportunity to improve their standards, and said Sasa should consider playing against foreign teams which did not fall under the jurisdiction of Fifa.

In November 1987, Sasa secretary-general Solomon Morewa announced that a group of officials would undertake a trip abroad in 1988 "to study various aspects of soccer administration and establish contact with Fifa and CAF".

He went on to say: "We want to make it clear that we will not be trying to get any sort of official recognition. Such an attempt would be pointless, futile and even suicidal.

"The purpose of the trip will be to have a look at how soccer is being run in other countries and to make contacts overseas that will enable us to increase our knowledge of all aspects of soccer and keep abreast of technical developments in the game.

"It is essential that Sasa establishes contact with CAF and Fifa to ensure we administer the game according to internationally accepted standards and procedures.

"Sasa accepts Fifa's ruling about this country's isolation, but we believe a case can be made for allowing us the benefit of world soccer's general knowledge and technical expertise.

"When Fifa makes changes in the laws, for example, we would like to be informed so that our soccer can develop properly. We also believe that we should not be denied the training provided by Fifa for soccer personnel.

"Sasa needs expertise in administration, finance, organisation, control on leadership and the planning of soccer on a national scale.

"To improve our overall administrative skills we need the best possible training on an on-going basis.

"We are also interested in finding out from Fifa exactly what conditions would have to be met in a new South Africa.

"We have no doubt in our minds that Sasa will one day play a role in the world soccer scene."

## **THE SOUTH AFRICAN SOCCER FEDERATION**

The president of the SA Soccer Federation, Rama Reddy, attended the third International Conference Against Apartheid Sport in Hahare, Zimbabwe, in November as an observer.

He had discussions with Dr AM Halim, acting president of CAF, and with Sam Ramsamy, the executive

director of Sanroc.

The Sasf announced that Halim had indicated that CAF would have no objection to Federation officials attending CAF meetings as observers provided Sanroc agreed.

Reddy was optimistic, after discussing the matter with Ramsamy, that an official would be allowed to attend a CAF meeting in Morocco in March 1988.

The Sasf said in a statement:

"In the face of the declaration at the Harare conference, which called for the work of local anti-apartheid sports bodies to be made widely known and recognised around the world, it is necessary for the Sasf and the many anti-apartheid sports bodies in South Africa to strengthen international links.

"The Sasf held fruitful discussions with Sanroc and CAF in outlining the window dressing in South African soccer.

"We submitted that although the Sasf could not affiliate to CAF because of apartheid in South Africa, it desired to attend the meetings of CAF as observers.

"With the support of Sanroc the Sasf hopes to attend these meetings.

"We believe that these links are necessary for the future of football in a post-apartheid South African society."

The council of the Sasf decided at a meeting on November 14 that "application be made for the SASF to attend the meetings of CAF as it is necessary to have these international links".

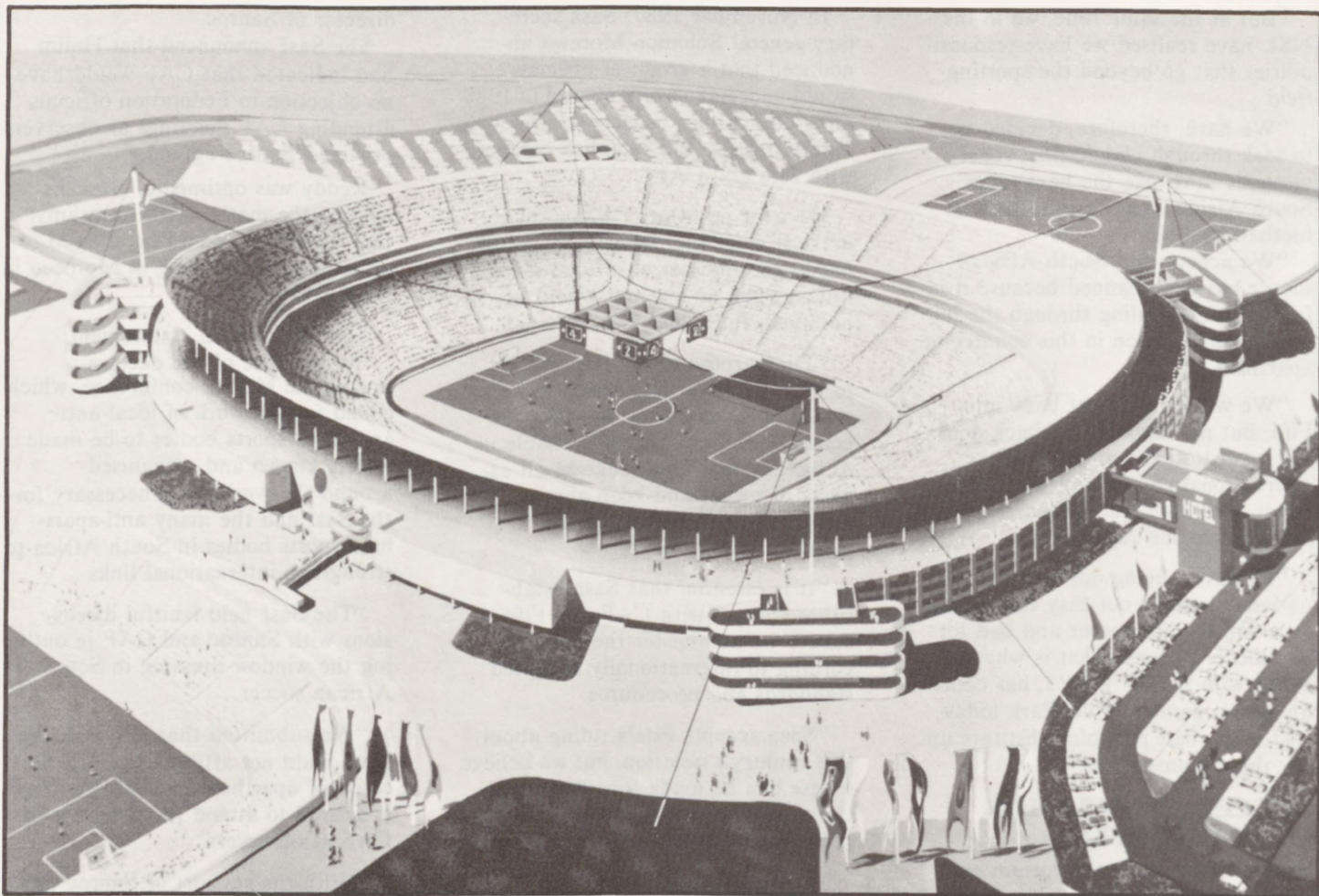
Informed observers noted that it was very unlikely that the Sasf would be allowed to attend CAF meetings because it would serve no purpose.

They argued further that allowing a minority soccer organisation like the Sasf to attend CAF meetings would be a form of recognition bound to offend other local soccer bodies, a state of affairs CAF and Sanroc want to avoid.

Although Sasa could succeed in meeting with African officials, it was unlikely to succeed in obtaining the assistance it said it would request.

Apart from any other considerations, the NSL's policy on foreign players, and its sponsorship by the government-supporting SABC, would be an effective bar to cordial relations.





An artist's impression of the new First National Bank soccer complex to be developed at Crown Mines, Johannesburg.

## THE FIRST NATIONAL BANK TRUST AND STADIUM

*Boiki Mothei*

THE First National Bank announced on September 23 that it would form a Soccer Trust to build the "Soccer City complex" at Crown Mines near central Johannesburg.

Included in the plans for the giant complex is a modern super-stadium and other smaller playing fields.

The project became a reality on the initiative of the National Soccer League, which had been working quietly behind the scenes since 1986 to raise funds to purchase Ellis Park Rugby Stadium in Doornfontein.

Ellis Park has hosted professional soccer since 1982.

The NSL, without a stadium of its own suitable for its big games and frustrated at not being able to have unrestricted use of Ellis Park, was granted an option to purchase the stadium.

The option lapsed at the end of

# Stadium to be the 'home of SA soccer'

February 1987, by which time the league had become keenly interested in the Crown Mines venture.

The proposed building of a stadium at Crown Mines has its origins in the Football Council of South Africa, which was given governmental permission to erect a giant stadium there as part of the National Sports, Recreation and Exhibition Centre.

The plans were shelved indefinitely in 1985 when, with the formation of the NSL and the Soccer Association of South Africa and the resultant chaos in soccer at the time, the council could no longer claim nominal control over the majority of the country's footballers.

In 1986 two clubs – Rangers and Kaizer Chiefs – investigated the feasibility of jointly building a small stadium.

The Crown Mines project was

raised as a possibility, and as it was a venture bigger than they had in mind and one which was beyond their resources, they invited the NSL to consider the proposal.

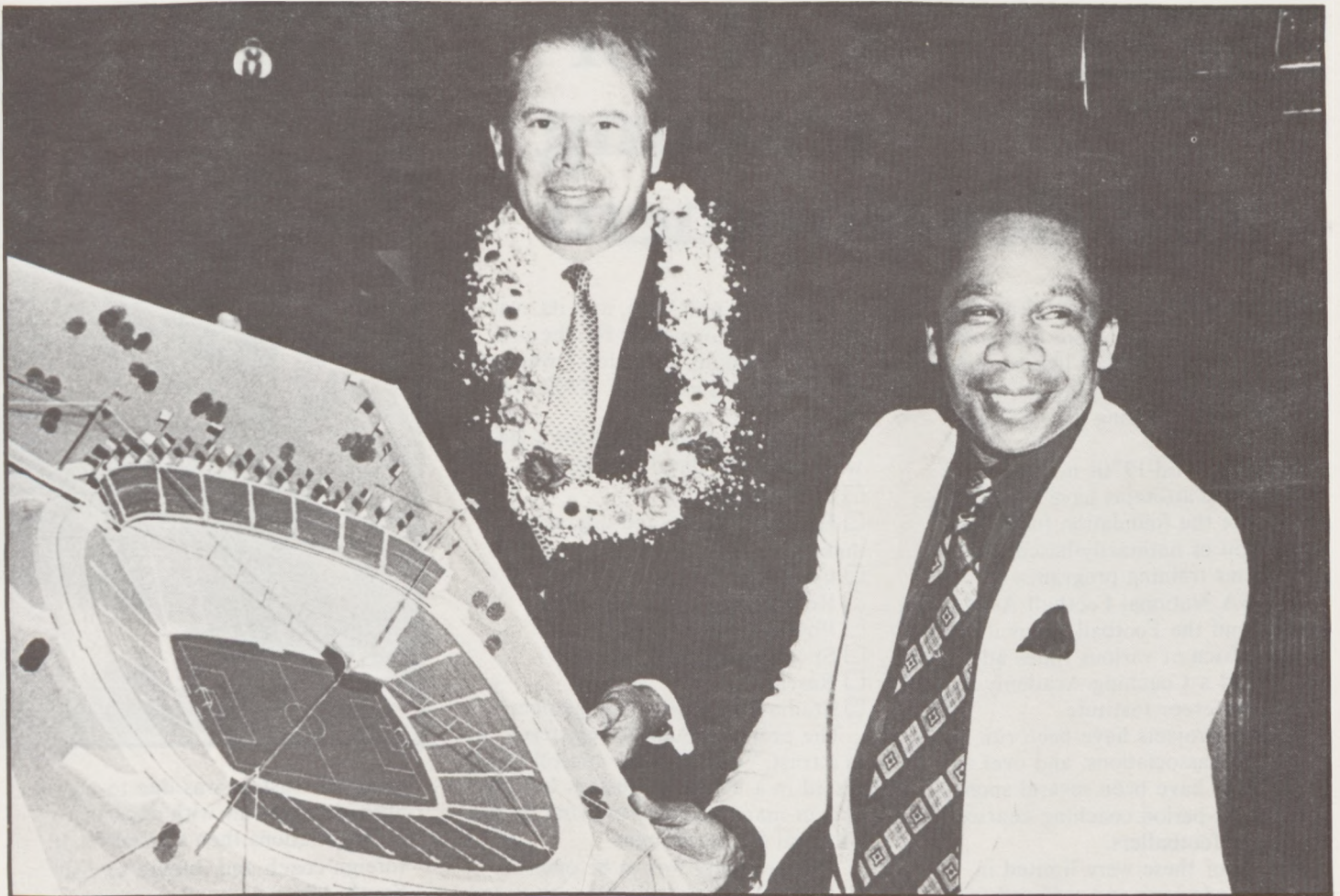
This the NSL did, and after being convinced of its feasibility, it approached business houses for assistance.

The major influences in persuading First National Bank to support the plan were the league's PRO, Abdul Bhamjee, its general manager Cyril Kobus, and Kaizer Motaung, managing director of Kaizer Chiefs.

The bank announced it would make an initial R5-million cash donation to the trust for the building of the stadium – which would be officially named the First National Bank Stadium.

It also agreed to make a R15-million low-interest loan to the NSL for





**First National Bank managing director, Chris Ball, and NSL general manager, Cyril Kobus, display a model of the proposed soccer complex at Crown Mines.**

the purpose.

In addition, it would "spend a further R1-million annually for 20 years in promotional support".

The trust would build the complex and "promote soccer at all levels throughout South Africa", the official statement said.

There was much uncertainty, and even confusion, about what "promotional support" meant. It was suggested that an attempt would be made to upgrade soccer facilities, particularly playing fields.

In view of the bank's declared aim of assisting in the general development of the sport, the question arose whether it would assist all the soccer organisations and leagues, or the NSL and Sasa exclusively.

In correspondence with the SA Soccer Federation, the bank's managing director, Chris Ball, said the bank had "agreed to provide funds in return for commercial rights to a new autonomous soccer trust".

The aim of the trust would be to promote amateur and professional soccer throughout South Africa.

He added: "I can clearly state

that we are not assisting a particular organisation but the game of soccer, and as such we are not discriminating against the South African Soccer Federation."

The bank said the trust would be registered some time in 1988, when its aims were clearly formulated and a board of trustees appointed.

The first phase of the stadium project makes provision for seating for 75 000 spectators, and it is expected to accommodate 125 000 when the entire stadium building is complete.

It is envisaged that the complex will eventually incorporate a large hotel, shops and offices, gymnasiums and a number of private suites and club houses.

Provision is made initially for 60 private suites and 20 large club houses.

The complex will eventually have access to 16 000 parking bays and parking for 5 000 buses. A railway facility will also be constructed.

The NSL said the complex would house its offices and also those of its clubs and of Sasa.

The stadium, which it is envis-

aged will become the "national home of professional and amateur soccer", will also be used for other activities.

The cost of the initial stage was said to be around R30-million, and it was hoped it would be completed by November 1988.

But by November 1987, it seemed almost certain that this would not be possible. The NSL was still negotiating with the government for the purchase of the land.

On November 27, SA Breweries announced that it would invest R3-million in the project - giving it certain commercial rights to the stadium.

"In the long term this is obviously a commercial proposition for SAB and will ensure the company has a highly visible presence in South Africa's premier soccer stadium," a senior company executive said.

The investment ensured exclusive branding on the central scoreboard which will be suspended above the stadium, the right to eight promotional signs around the ground and three suites for entertaining guests, SAB said.



## THE SA SOCCER ACADEMY TRUST

Vivian Reddiar

# Call for training and development

SOUTH African soccer is generally underdeveloped and there is a great need for basic facilities like playing fields, and skills in areas such as administration, coaching and refereeing.

Since the mid-1970s numerous half-hearted attempts have been made to provide the foundation for the development of nationally-based and continuous training programs.

The SA National Football Association and the Football Council of South Africa at various times administered a Coaching Academy and/or a Referees Institute.

Similar projects have been run by most other associations, and over the years there have been several sponsored short-period coaching courses for junior footballers.

But all of these were limited in concept and scope and suffered from inadequate funding.

With many officials paying only lip service to the idea of serious development schemes, and with an acute shortage of expertise always evident, the commitment to make them work and to expand them nationally was lacking.

In 1983/1984 the National Professional Soccer League under George Thabe undertook research and held planning seminars to provide the basis for long-term development in both amateur and professional soccer.

The plans were to have been put into effect in the proposed re-structured Sanfa which provoked the breakaway to form the NSL and Soccer Association of South Africa.

In November 1985 the National Soccer League's general manager, Cyril Kobus, and its public relations officer, Abdul Bhamjee, attended the 17th International Sport Summit in New York, an event which prompted them to have a close look at soccer's future.

With the assistance of a research company, the league formulated an ambitious plan to start a Soccer Academy "for the development of human resources and the upliftment of the under-privileged".

The project was officially an-

nounced in April 1986, and its cost – most of the money was for the provision of stadium facilities – was estimated to be in excess of R700-million.

The research identified the following areas for development:

- Management.
- Events planning and organisation.
- Coaching.
- Refereeing.
- Physical education.
- Sports journalism.
- Research.
- Stadia and stadia management.

The project would be registered as a trust, "with ultimate control being vested in a board of trustees but the project management devolving on the National Soccer League".

The Academy was to be open to all local soccer organizations, but, in fact, no official invitation to join it was extended to any body other than Sasa.

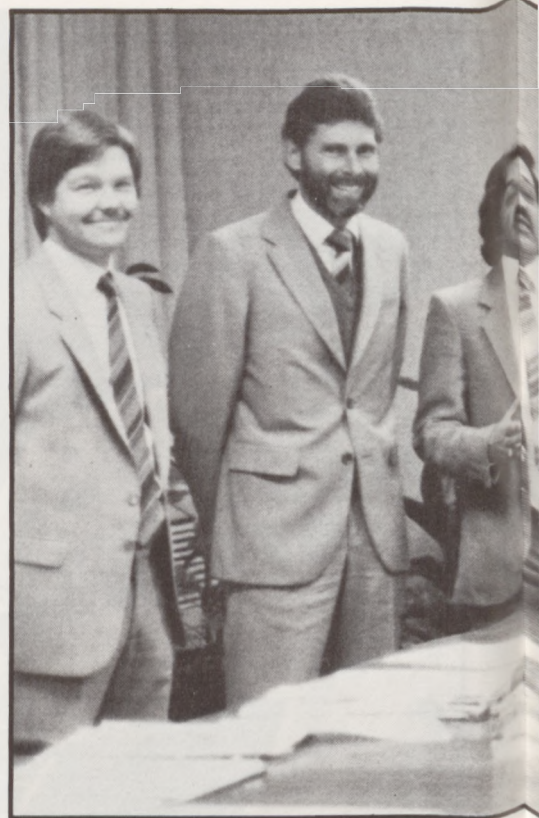
By October 1986, when South African Breweries made a R2-million grant over five years to the project, the Academy had undergone a change in concept, chiefly because of the legal and tax implications involved.

The provision of facilities was separated from it, and it was decided to register the Academy as an educational trust to "raise the standard of South African soccer from grass-roots up via better administration, coaching and refereeing".

The initial trustees were Gary May of SA Breweries (chairman), Cyril Kobus, Leepile Taunyane, RD Sishi, Abdul Bhamjee, G Jeffrey, John Baxter, Solomon Morewa, Mrs J Kinghorn, Archdeacon DCT Nkwe, John da Canha, MS Cachalia and H Kaloo.

The "daily operational management" would be handled by the NSL, but the trust would "have the power to locate management wherever it wants to, and thus by implication the NSL is not permanently entrenched", it was announced.

It was decided to start courses in administration, coaching and refereeing in March/April 1987, and a



group of trustees was due to travel abroad to consult with experts.

Negotiations then started for a foreign coach and referee to visit South Africa.

It was soon realised that it was impractical for even part of the Academy's activities to be run by the NSL, which did not have adequate manpower resources for its own activities.

There was another rethink and another change of direction, and a working committee of five was formed comprising John Baxter, a sports educationist at the University of the Witwatersrand, Gary May, Abdul Bhamjee, Cyril Kobus and Solomon Morewa.

The trust was finally registered in April 1987, and its objects as set out in the trust document are:

To establish and operate a soccer academy to provide physical education and vocational training to improve or develop physical education and the skills of persons involved in sports education, including sports teachers, coaches and administrators.

To establish a special fund in the Republic of South Africa for the sole purpose of receiving donations to be exclusively for the defrayal of any expenditure directly incurred in providing educational and training facilities ... for the benefit of the pupils, students or trainees of the Soccer Academy.





**Some members of the South African Soccer Academy's Board of Trustees: (left to right): Graham Jeffrey, John Baxter, Abdul Bhamjee, Roger Sishi, Cyril Kobus, Gary May, Leepile Taunyane, Jennifer Kinghorn and Rev David Nkwe.**

Since the registration of the trust, there were the following developments:

- The responsibility for directing the day-to-day work of the Academy as it prepared for the start of its courses in 1988 was left largely in the hands of trust chairman Gary May and John Baxter.
- A "needs analysis" for local soccer was commissioned by the Academy.
- A Referees Advisory Group and a Coaches Advisory Group were formed by John Baxter.
- An independent professional educational company, Performance Education Services, was commissioned to design theoretical and practical courses for refereeing, coaching and sports administration.
- Two more persons, J Cox and I Sokolshy, were added to the board of trustees late in the year.

The Academy said in December that refresher courses for coaches would start in January 1988, and negotiations were being conducted with the educational company to start its courses later in the year.

If sponsorship could be found, it said, 7 000 students would be selected for the basic courses over the next two years. Interested persons would pay a nominal fee for the courses,

which would be subsidised by the Academy.

Each successful candidate would receive a certificate from the Academy which would "guarantee a high degree of competency and skill."

It was also announced that arrangements were being made for an overseas referee and coach to come to South Africa for a period to assist the advisory groups.

The Academy in 1987 avoided raising unrealistic expectations, and noted that "what it has done to date is a start. There is a long way to go"

Predictably, it did not in 1987 succeed in persuading officials from the entire spectrum of South African soccer to participate.

The composition of the board of trustees immediately alienated the SA National Football Association, the National Professional Soccer League and the SA Soccer Federation, which could all be excused for their belief that the Academy was firmly in the hands of the NSL.

Of the initial 13 trustees, four are NSL management committee members, one a former NSL chairman, and one a SASA official.

In addition, three others have been associated in some way with the NSL or with one of its members.

Two trustees were due to step

down in December.

Baxter, an independent academic with no affiliations, met with officials of the NPSL and the Federation to explain the Academy's commitment to ensuring a more balanced representation.

The Academy has since then made a point of describing itself as "non-racial and non-aligned".

The Federation, which has unsuccessfully tried to persuade SA Breweries to sponsor it and to contribute to its own trust fund, declined an invitation to nominate persons to serve on the board of trustees and to take part in the advisory groups.

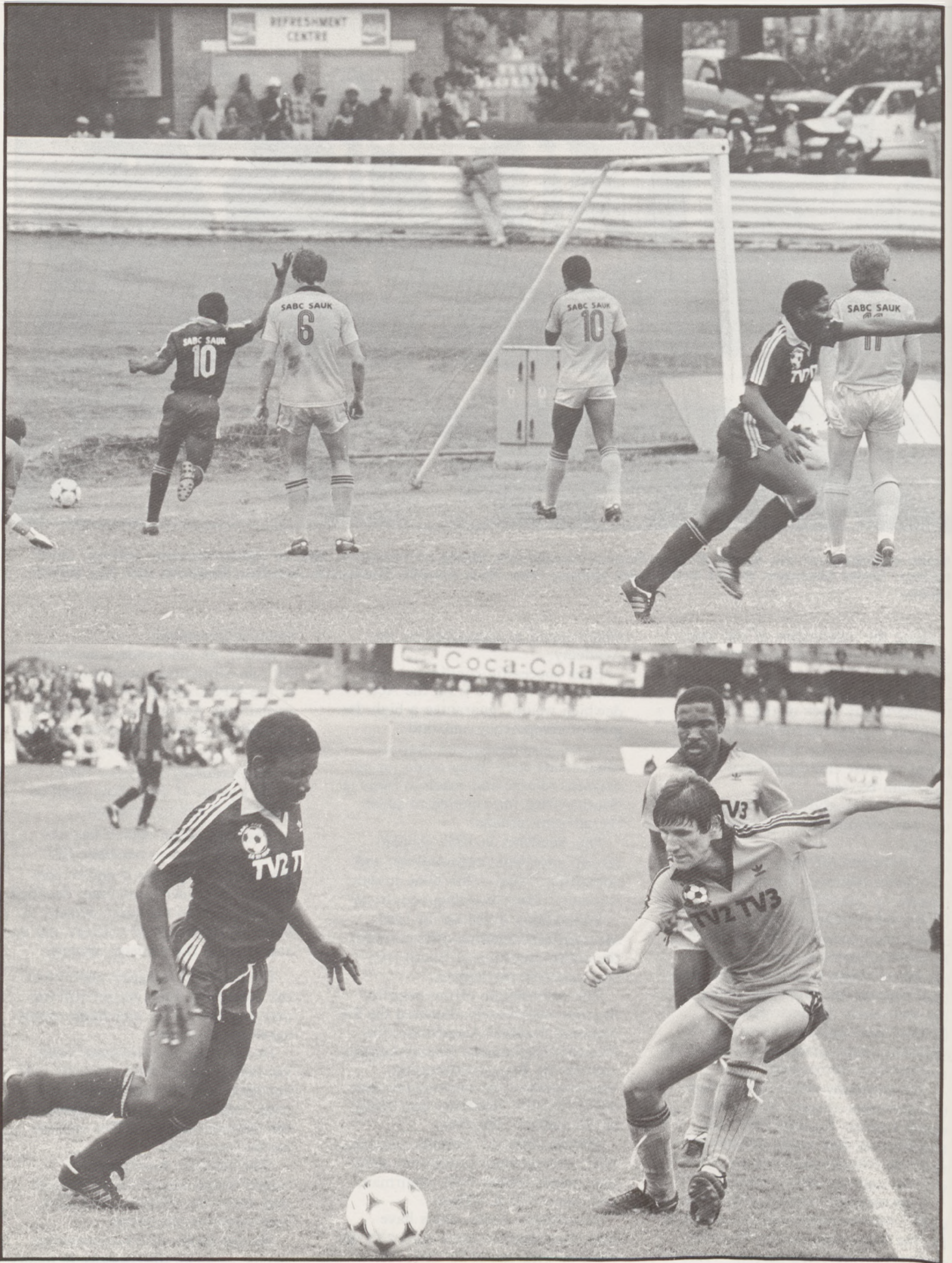
Despite their negative attitude to the Academy, John Baxter still hoped that the NPSL and Sanfa would agree to participate.

In any case, the Academy believes that it will in time prove its independence and that individual coaches, referees and other members of the different soccer bodies will enrol for its courses.

The Football Association of South Africa agreed to participate, and one of its officials, Jack Cox, now serves on the board.

But he serves in his personal capacity, as do all the trustees, in theory at least.





Action from the SABC-sponsored "representative" games under the NPSL in 1983 and 1984



## SOCCER AND TELEVISION

Vivian Reddiar

# Focus on the battle of the box ...

TELEVISION played an important role in the National Professional Soccer League for a few years up to the end of 1984 – both in terms of the exposure the league received and the income generated from having its game televised.

The NPSL was paid a fee for the right to show its games on television, and the fact that it received such coverage made it an extremely attractive advertising and marketing vehicle for commercial companies.

Previously the National Football League had some of its games shown on television, and the Federation Professional League also had a game or two screened.

The NPSL emerged the victors in the power struggle in professional soccer in 1977/1978, and received almost exclusive attention when the SABC started its ethnic channels, TV2 and TV3, in 1982.

Overseas football – particularly English first-division games – has been the traditional fare on the SABC's "white" channels.

Until 1985, the NPSL and the SABC annually entered into a contract giving the television station the right to transmit live coverage of a specified number of games, and to record, for later viewing, as many as it wished.

In addition, the SABC had unrestricted rights to radio reporting of NPSL games. NPSL games were also reported by at least one other radio station.

The National Soccer League took over that contract in 1985 – but the NPSL still had some of its games reported on SABC radio in that year. The final of its King Korn Cup, between Mighty Birds and AmaZulu in November, was shown live on



The Major Indoor Soccer League was excluded from the terms of reference of the NSL-SABC contract.



AmaZulu v Mighty Birds – the last NPSL game to be televised.

TV2/3.

In 1986 the NSL persuaded the SABC to grant it what amounted to exclusive rights as far as the coverage of local soccer matches was concerned.

A clause was added to the contract stating that the SABC would not be able to televise any local soccer outside the NSL without the league's permission.

There was a proviso that the NSL would not withhold its consent unreasonably.

The NSL was also obligated in that it could not allow, without the permission of the SABC, its games to be televised by other local TV stations.

Bop TV was at one time said to be keen to show NSL games, and more recently, M-Net was said to have expressed an interest.

The NSL's motives were clear. It saw the new contract as a way of hastening the death of the NPSL. In 1985 it had predicted the league would disintegrate after a year or two.

The reasoning was simple – NPSL games would be completely removed from the attention of SABC TV viewers and radio listeners, and



**SOCCER SPONSORSHIP — Vivian Reddiar**

THE sponsorship of professional soccer and sport in general, where large amounts of money are involved, is inextricably tied up with television exposure.

Sponsoring companies as a rule will not substantially support sporting events without a guarantee of coverage for those events — and for themselves.

Media coverage generally is considered important, but television, for most big sponsors, is considered the most powerful medium of marketing themselves.

An idea of how sponsors view the matter was given in a statement by Terry Millar, managing director of National Panasonic, at the time of his company's dispute with the NSL.

"Let me make it clear," he said, "that NPC's policy with regard to sports sponsorship is purely an assessment from a business point of view. Our involvement in both the cricket and soccer sponsorships were made as sound business decisions."

The money requested by the NSL was to pay "for the exposure of our name, and the major exposure comes from television coverage".

"The sponsorship fee is primarily based on the amount of TV exposure guaranteed by the sporting body. It is not related to the number of spectators who attend an event.

"In the case of soccer, it is often reported that the supporters have a negative attitude towards sponsors as they incorrectly believe that the sponsors benefit from the entrance fees.

"The NSL guaranteed 270 minutes live TV coverage on TV2/3 for a sport (in) which (it) is difficult to get the sponsor's name across regularly on the TV screen due to the nature of the game. It is for this coverage that the fee of R165 000 for 1987 was payable.

"The cricket sponsorship guaranteed 95 hours of TV coverage on TV4. Sponsors signs on cricket get prominent TV coverage due to the fact that each ball is bowled in line with the sponsors sign and filmed by a camera in line with the wicket.

"We believe that National Panasonic will be seen in excess of 10 000 times during the duration of the cricket tour. In addition, the players and umpires wear prominent

National signs on the back of their clothing. It was for this reason that the fee of over a million rands was payable."

Sponsors generally deny that they support one group of sportsmen at the expense of others. The days of making donations are gone, they say, and where they are required to spend hundreds of thousands of rands, business considerations alone apply.

They also deny that they sponsor certain groups for political reasons.

The South African Council on Sport has always argued that the activities of most of its affiliates are not sponsored because of their outspoken anti-apartheid stance.

Whatever the sponsors may claim, Sacos officials have said, the effect of their sponsorships is to promote one group and deprive others.

The NSL-television-big sponsorship tie-up in South African soccer has led some critics of the NSL to conclude that the league is now in the hands of big business and the government-controlled SABC — which are together able to greatly influence the political direction its officials,

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the NPSL would consequently be unable to successfully negotiate big sponsorships.

The NSL would enjoy exclusive exposure on SABC TV and radio and become the only professional soccer body which had any major attraction at all for the big business houses.

The NSL argued that the contract was a purely business transaction of mutual benefit to itself and the SABC. In an age in which professional sport was primarily a business venture, the contract was fully justified, it said.

The SABC sought and gained permission from the NSL in 1986 to record, for later viewing, snippets of the Football Association of South Africa's Currie Cup tournament and of games of the newly-formed Major Indoor Soccer League.

The NSL granted this permission because it did not see those organisations as threats.

In December 1986, for the first time in local soccer since TV was introduced in 1976, an amateur match was shown live in full.

The game was a cup-final of a sponsored competition run by the Soccer Association of South Africa, to which the NSL is affiliated.

Sasa's sponsored activities have since gained more television exposure.

The NPSL, which was unable to obtain any sponsorship in 1986, questioned the ethics of allowing one soccer organisation exclusive rights to a "public facility".

It raised its objections with the SABC, but the NSL apparently refused a request for permission for NPSL matches to be televised.

The NPSL persevered, hoping to be able to bring enough pressure to bear on the SABC to force it to change its contract with the NSL.

In December 1986 the SABC signed a new contract with the NSL for the 1987 season. The controversial clause in the estimated R800 000 deal remained unchanged.

In January 1987, a SABC official informed the NPSL as follows: "With reference to radio and television coverage of NPSL games and the agreement between the SABC and the NSL, I wish to stress we can still negotiate for broadcasting of games under that agreement, permitting no clash with NSL fixtures, availabil-

ity of broadcasting facilities and accessibility to venue create any impediment."

But the SABC still didn't see its way clear to broadcasting NPSL games, and the NSL made it clear that it had no intention of altering the terms of the contract — or of allowing the SABC to persuade it to do so.

A NPSL and Sanfa delegation met with SABC officials in June. According to a letter the NPSL wrote to the SABC on July 9, the NPSL pointed out at the meeting:

That it was unjust to allow one league the "the monopoly of a public facility".

That it was under pressure from its clubs and their supporters to put the matter right.

That it disassociated itself from alleged threats against SABC property.

That it was being denied "huge" sponsorships because of its failure to get television coverage.

That its games had been televised in 1985.

That it was asking for a reason-

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clubs, fans and the Soccer Association of South Africa take.

The South African Breweries, sponsors of two of the NSL's competitions and one of the biggest sponsors of sport in the country, explained their sponsorship policy in a letter to the SA Soccer Federation in June, 1987.

Part of the letter states: "It has been our experience that people use the term sponsorship when they may mean donation, grant or support. We use this term in a very specific way.

"To us sponsorship always represents the purchase of naming and promotional rights from a sports administrative group for a specific event.

"As we only enter into sponsorships in order to sell more beer, it stands to reason that we focus our resources on those events with the greatest consumer support.

"We do not select administrative groups for sponsorship on the basis of their politics, affiliations, personalities, or history, but merely on the quality and impact of the events under their control."

Elsewhere it says: "We assume

from your letter that you in fact seek support for your group. As you would have gathered from our explanation regarding sponsorship policy, we do not support any sporting group merely for the sake of strengthening that group.

"South African sport is, as you know, sadly fragmented into a myriad of warring factions. We refuse to support any one group's cause and therefore purchase sponsorships on purely commercial grounds."

The NSL's five first division competitions in 1987 received a total of over R1,4-million in direct sponsorship.

The total sponsorship for its Charity tournament and two representative games is estimated at R350 000.

Sponsorship of all its first division player awards in 1987 were as high as R150 000.

In addition, a NSL club beauty contest was also sponsored.

Over half of the NSL first division clubs are directly sponsored, while all of them receive some kind

of sponsorships, in cash or equipment.

The Soccer Association of South Africa received sponsorships worth over R450 000 in 1987 for its four national competitions.

The other amateur soccer organisations received little or no sponsorship at national level, although many of their district, regional or provincial activities were sponsored.

Most of these sponsorships were from local businessmen in the area in which the local amateur associations operate, but some were from national companies.

For the second year in succession, the NPSL did not receive any sponsorship.

The Federation Professional League's three competitions were backed for a total of R90 000.

Various minor sponsorships for player and other awards, mainly from individual sympathisers, amounted to R8 000.

The South African National Soccer Association said the total sponsorship for its competitions was about R235 000.



SAB's Peter Lloyd... no favouritism, and the SABC's Theunis van Heerden (right) signing a contract with the NSL.





Modern day soccer is big business, and sponsors names are prominent at all venues.

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able amount of coverage for its clubs and their supporters, who were also subscribers to SABC TV.

□ That it was prepared to allow the SABC to cover its matches free of charge "in order to determine the standard of football in our league".

In August the NPSL approached the government, requesting an urgent interview with the minister entrusted with broadcasting affairs, AL Schlebusch.

The league said in a telex that it was being inundated with petitions regarding the continuing lack of TV exposure of its games.

The minister replied that the director general of the SABC had informed him that negotiations were currently taking place regarding the matter.

Informed that the SABC planned to establish a directorate of sports and sponsorships, the NPSL again wrote to the SABC, reminding it of its January "promise".

It accused the the SABC of being "insensitive" to its representations and of being inconsistent.

In August The South African Soccer Federation asked the SABC why its activities were not being covered. The SABC referred to its contract with the NSL, which it said was the dominant soccer body in South Africa.

After a Sasa cup final was shown live in December, and the Federation again asked the the SABC what requirements had to be satisfied for its activities to be covered.

Since 1986, the NSL has been confident that SABC would not want to change the contract because it risked losing viewers to other TV stations the NSL might negotiate with for the coverage of some of its mat-

ches.

The relationship between the NSL and the SABC seemed to have become much closer when the corporation sponsored the NSL's controversial "international" match.

In November the SABC announced the launch of the directorate of sport and sponsorships and plans for its new Top Sport programs for 1988, but made no mention of its soccer coverage plans.

The NSL, meanwhile, in mid-year, announced that it had "redefined" its position regarding indoor soccer and would stage its own indoor tournament in 1988.

Indoor soccer was now excluded from the terms of the contract with the SABC - leaving the way open for the Major Indoor Soccer League to negotiate coverage for its activities with the the SABC.

The NSL's move presented added commercial opportunities. If it did hold an indoor tournament, it could negotiate separately for a fee for television rights for that tournament.



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