11th Sports Africa
Conference
10 – 12 April 2017
Sporting Subalternities
and Social Justice

Education Building
University of the Free State
Bloemfontein, South Africa
www.sportinafrica.org/conference
Sports Africa 2017
SPORTING SUBALTERNITIES AND SOCIAL JUSTICE

Conference Agenda

**Monday, 10 April**
09:00 Registration Desks Open
10:00 -10:30 Opening Remarks
10:30-11:15 Opening Keynote
11:15-11:30 Tea/Coffee Break
11:30-12:30 Double Book Launch
12:30-13:30 Lunch
13:30-15:15 Panel Sessions 1 & 2
15:15-15:30 Tea/Coffee Break
15:30-18:00 Workshop 1
18:00 Pick-up Soccer
19:00 Opening Reception & Welcome

**Tuesday, 11 April**
08:30-10:00 Panel Session 3
10:10-11:10 Keynote: Setting the Agenda
11:10-11:25 Tea/Coffee Break
11:25-12:55 Panel Sessions 4 & 5
13:05-14:05 Brown-Bag Lunch and
13:05-14:05 Documentary Film
14:30-16:00 Panel Sessions 6 & 7
16:00-16:15 Tea/Coffee Break
16:15-17:45 Panel Sessions 8 & 9
18:00 400m Blind-Fold Challenge
19:00 Dinner

**Wednesday, 12 April**
09:00- 10:30 Panel Session 10 & 11
10:30-11:00 Tea/Coffee Break
11:00-12:30 Panel Sessions 12 & 13
12:30-13:30 Lunch
13:30-14:30 Panel Sessions 14 & 15
14:35-16:05 Panel Session 16
16:05-16:20 Tea/Coffee Break
16:20-18:00 Workshop 2
18:00 Closing Remarks
19:00 Premier Soccer League (PSL) Match
Sports Africa 2017
Advancing African Sport Studies
SPORTING SUBALTERNITIES AND SOCIAL JUSTICE
Institute for Reconciliation and Social Justice
University of the Free State
Bloemfontein, South Africa
10th to 12th April 2017
Sports Africa 2017
SPORTING SUBALTERNITIES AND SOCIAL JUSTICE

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About the Conference

With an aim to promote and champion the African Sport Studies as a valuable interdisciplinary arena, in February 2004, the Ohio University hosted the first edition of 'Sport in Africa' Conference. Over the last 10 editions of this conference, between 2004 and 2014, a variety of themes were addressed, including Youth, Gender, Health, Communication, Development, Politics, Globalization and Global South, bringing together sport scholars and practitioners from African, American and European Universities. Continuing this tradition to advance research and knowledge on African Sport Studies, the Institute of Reconciliation and Social Justice, at the University of the Free State (UFS), South Africa, will host the 11th edition of the Conference under its new name: Sports Africa. The theme for this year's conference is:

“Sporting Subalternities and Social Justice”

In asking: ‘how does sport help us better understand the richness and complexities of African experiences, in the past and present?’, Peter Alegi neatly sets out the central agenda for the Conference. Pursuing this question to advance knowledge and debate in the field, the 2017 Sports Africa Conference is particularly interested in studies and research papers that focus on the structures and relations of power within which sports are accessed, practiced and experienced in the everyday on this vast and diverse continent of Africa, as well as those who remain connected to Africa in different parts of the world. It is to this end that the concepts of subaltern, subalternity and social justice serve as themes around which ‘Call for Papers’ was circulated.

In response, we received over 60 abstracts for consideration. Each abstract submission was reviewed by a field expert. The feedback on each paper encouraged the authors to adapt their presentation to speak to the relations of power embedded in the experiences and practices of sport in African context. With two acclaimed Africanists and sports authors as keynotes, a double book launch, two workshops, a documentary film, 16 panels, 46 in-person and 6 virtual presentations, and some active and live sporting action, we are expecting a truly inter- and multi-disciplinary conversations around Sports Africa. We are looking forward to this inaugural Sports Africa conference, in Africa, and are positive that it will set the stage for many future collaborations and productive engagements.

With many thanks to all the contributors and participants,
Tarminder Kaur and Gerard Akindes
About the Institute

The Institute for Reconciliation and Social Justice (IRSJ) at the University of the Free State (UFS), conceptualised through a long consultative process since 2008, came ‘formally into being’ in January 2011. With a flexibility and trust extended to the IRSJ not easily found in the higher education sector, the university management gave us the latitude and support to fashion an outfit that responds to social life within and outside the borders of the university, locally and globally.

Like all ‘new’ arrangements, we struggled at first, trying to find a way in which the university’s strategic pillars of academic excellence and the human embrace could manifest in our work. The idea that a vibrant, agonistic intellectual culture will bring the strategic pillars together slowly grew into a major focus area of the work of the IRSJ. As such, we collapsed the distinctions between the social and the intellectual; the ‘everyday’ and the academe; the institutional and the national; and the personal and the political. We also made many ‘not so good’ choices within our space. Nevertheless, out of these struggles we were able to shape our work around the following themes: social justice, social cohesion and reconciliation; higher education transformation; human rights, democracy and citizenship; student activism and ‘the publics’; and arts and social justice. These themes generally steer our work and are expressed in our research and post-graduate studies programmes.

Through our various critical conversations, public lectures, seminars, book launches, arts events and colloquia, fresh understandings and ideas emerged for doing life as an inclusive narrative of progress. Apart from the extra-ordinary potential of the young people who have been co-workers at the IRSJ since 2011, we have attracted and established national and international collaborations with scholars from various parts of our country, our continent, and the globe. There is no doubt that the ‘events’ hosted by the IRSJ and the intellectual camaraderie generated through it are the source of these research developments. Over the past two years, and with great support from our students, staff and campus management, we were also able to expand our programmes substantively on our Qwaqwa campus.

We owe a sincere appreciation to the students, staff, friends, associates, the university management, senate and council for providing the space and backing for our work.

To be continued; e tla tswela pele.

Prof André Keet (Director: IRSJ, UFS)
10:30-11:15 Opening Keynote

Ashwin Desai (University of Johannesburg, South Africa)

*Dressed in White: Writing Cricket in Post-apartheid South Africa*

A plethora of books have been published that chronicle South Africa’s entry into international cricket in the 1990s and sport in general. Many of them have taken the form of autobiographies. Seminal in this regard are those by cricket administrators, such as Ali Bacher and Samba Ramsamy, as well as national cricketers that include Allan Donald, Fanie de Villiers and Herschelle Gibbs, and coaches, most notably the writings of Bob Woolmer and Mickey Arthur. Journalists and academics have also penned their own perspectives of this period in cricketing history. This paper seeks to offer a critical reading of these works, in particular focusing on their predominant narrative; the normalisation of whiteness, the sometimes concealed but often blatant alibi that these authors provide for apartheid sport, and the persistently, when not ignoring Black cricket history, exceptionalising it.
11:30-12:30 Double Book Launch

Venue: EDU 23

Chair: Neil Roos (University of the Free State, South Africa)

Book Launch 1: *Cricket and Conquest: The History of South African Cricket Retold, Volume 1: 1795-1914*
Andre Odendaal (University of the Western Cape, South Africa)

The first of its kind for any sport in South Africa. A cricket love story of epic dimensions with details which will blow readers away. Cricket and Conquest goes back to the beginnings 221 years ago and fundamentally revises long-established foundational narratives of early South African cricket. It reaches beyond old whites-only mainstream histories to integrate at every stage and in every region the experiences of black and women cricketers. A purely British military game at first, cricket accompanied the process of colonial conquest every step of the way in the nineteenth century. This book and its companion volumes explains how racism came to be built into the very fabric of cricket’s ‘culture’ and ‘traditions’, and how it was uncannily tied to the broader historical processes that shaped South Africa. The unique experiences of our different cricket communities are described in ways that have not been done before. The exhaustive research and inter-connections highlighted here makes this a completely new general history of South African cricket.

Book Launch 2: *Reverse Sweep: A Story of Post-apartheid South African Cricket*
Ashwin Desai (University of Johannesburg, South Africa)

The events leading up to the unification of black and white cricket in South Africa have become the stuff of legend. This book returns to those tumultuous times of the early 1990s. *Reverse Sweep: A Story of South African Cricket Since Apartheid* brilliantly shows how the broader political context intervenes in the Mike Gatting rogue tour, mainly through the imminent release of Nelson Mandela, nudging pro- and anti-tour groups to the negotiating table. From that moment on, the book takes the reader on a mesmerising journey through the unification process, the excitement of international cricket and the convolutions of transformation speak. Its originality and power derives from the deft skill of the author to stitch the padding in the country’s Long Rooms, the changing of the guard from Bacher to Majola and events beyond the boundary into a riveting story that runs counter to the dominant narrative. This, though, is not just a story about the intricacies of sport and politics – it is also a memoir of a love for the game that takes you from the broken matting wickets of Springfield grounds, to the non-white corral at Kingsmead, to the weighty matters of the changing nature of the game, all the time challenging existing ways of writing the game.
Team Teaching African Sports

Todd Cleveland (University of Arkansas, USA)

A small, but growing, group of scholars has been struggling, though increasingly successfully, for some time to legitimize the study of sports in the academy. Yet, even if research on sports-related topics has gained traction in the academy and publishers have been increasingly receptive, introducing this work into the classroom remains a significant challenge. Indeed, although numerous scholars currently conduct research on an array of sports topics, there are far fewer who offer sports-themed classes at their respective institutions. And even fewer that focus on Africa. Although there exist a growing number of sports-themed classes that include Africa, including all manner of “World Football” courses, these typically offer minimal or peripheral coverage of Africa. Towards more fully incorporating African sports in the classroom, the organizers of the upcoming “Sports Africa” conference, to be held April 10-13 at the University of the Free State, in Bloemfontein, South Africa, have organized a workshop that aims to explore the various ways that sports in Africa are employed in the classroom – either as standalone classes or as part of broader, more topically-varied courses – the pedagogical strategies and approaches that instructors are employing, and challenges to further incorporation. As an outgrowth of these efforts, the workshop also seeks to examine how we can engage our students in meaningful research endeavors on topics related to sports in Africa. The workshop will provide a forum in which scholars who are actively teaching African Sports in the classroom can exchange ideas, approaches, and experiences. To maximize this session, participants will be encouraged to pre-circulate relevant syllabi as well as (brief) pedagogical essays based on their experiences, with the workshop providing an opportunity for fruitful, face-to-face exchange flowing out of these pieces, with the ultimate aim of growing the presence of African Sports in the classroom.

18:00 Pick-up Soccer

19:00 Opening Reception & Welcome

18:00 Pick-up Soccer

19:00 Opening Reception & Welcome

Venue: Field next to EDU

Venue: Pimento, UFS
Sports Africa 2017
SPORTING SUBALTERNITIES AND SOCIAL JUSTICE

Tuesday, 11th April

10:10-11:10 Keynote: Setting the Agenda

Peter Alegi (Michigan State University, USA)

Black Sport Matters: Sporting Subalterns’ Quest for Social Justice in African History

Ever since the Ancient Games at Olympia temporarily halted wars, sport and politics have been deeply intertwined. It is a relationship marked by disempowerment and empowerment. The 1934 FIFA World Cup staged by Fascist Italy and the 1936 Nazi Olympics are well known cases of sporting events serving as propaganda triumphs for totalitarian regimes (despite Jesse Owens’ marvelous slaps in the face of Aryan supremacy). On the other end of the political spectrum, the international sport boycott against apartheid fueled South Africa’s broader quest for national liberation, as did the Algerian National Liberation Front’s touring football team during the war of independence against France. More recently, Caster Semenya has waged a difficult battle to assert her human dignity in pursuit of athletic excellence on the track. In the U.S., San Francisco 49ers quarterback Colin Kaepernick has received death threats for kneeling quietly during the national anthem to protest police killings of African Americans. Clearly, whether driven by individual conscience or collective solidarity, there has never been a time when sport was free of political implications.

In this keynote address, I draw on my two decades of research and writing about South African football history and culture, as well as on the growing Africanist literature on sport and social change, to tell stories about African athletes, administrators, and fans who used their visibility and influence to make powerful claims for equal rights and to advance a variety of social justice causes. These stories cover the longue durée of history, from the colonial era right up to the contemporary period, and address the following questions: Which structural and ideological factors motivated sports activism? Which strategies and tactics were deployed and why then? What explains their success or failure? How do we account for unintended consequences and contradictions? How does this complex history speak to some of the most important struggles being waged in African sport? In other words, why does black sport matter?

13:05-14:05 Brown-Bag Lunch
Injury Time: The Rise of the 80-Minute Nation (30 minutes)
*Mark Fredricks (University of the Free State, South Africa)*

Between 1988, when the ANC aligned National Sports Congress was officially formed, and 1995, when the South African Springboks lifted the William Web Ellis Trophy, sport in impoverished and marginalized communities across South Africa collapsed completely. The dynamic unity that was forged under the banner of SACOS (South African Council On Sport), was ultimately crippled and destroyed with disastrous consequences for the broader South African society. Lemming-like, hordes of SACOS affiliates rushed to board the unity wagon, and leapt into the abyss of elitist sport. The meaning of the SACOS slogan ‘No Normal Sport in an Abnormal Society’ was lost, and abnormality, has become the accepted norm in modern day, ‘post-apartheid’ South Africa.

This presentation asks questions about sporting unity in post-apartheid South Africa.
Viewed as a mutable human social construct that can be rendered and disrupted through performance, actively expressed in an embodied experience, or imposed through the actions and perceptions of others, gender is always present, if not on the surface, ready at a moment’s notice to be deployed as needed. With an emphasis on physicality and performance, sport is a key institution for creating and asserting gender norms. Or is it? Within the realm of teaching and research on African sport, it would seem that much of African sport is ‘genderless.’ In other words, when ‘gender’ as an analytical category is present, the assumed focus tends to be mainly on work related to women or girls in sport. Given that the broad realm of African sport is still male-dominated, does this mean that the bulk of the African sporting experience is genderless? As a thought experiment, this transdisciplinary workshop takes up the possibility of ‘genderless’ sport to consider in what ways ‘gender’ has contributed to research and pedagogy about sport in Africa, what more it might offer, and what the limits of its value as an analytical frame might be. To do so requires acknowledging a growing body of work on sport and masculinity, variations in and contestations of gender constructs across space and time in the continent, the interlacing of African sporting experiences with that of the global, and a complicated and varied postcolonial present. Via a semi-structured discussion, the goal of this workshop is to collectively tackle this question of the broad contributions – or not – of ‘gender’ to research and teaching about African sport, and, in the process, identify questions, evidence, methodologies and pedagogies that might be most useful to advancing knowledge within the study of sport across Africa.
Sports Africa 2017
SPORTING SUBALTERNITIES AND SOCIAL JUSTICE

Panels and Papers

Monday, 10th April

Panel 1: Sports Governance, Management and Development

Chair: Andre Odendaal (University of the Western Cape, South Africa)
Venue: EDU 23, Mon 10th April, 13:30-15:15

Harnessing and Enhancing Social Capital in Community Sport Development: An Evaluation of the Enduring Legacies of the Football Foundation of South Africa
David Bek (Coventry University, UK)

Analysis of the Implementation of the National Sport and Recreation Plan in the Western Cape
Lyndon James Bouah (University of the Western Cape, South Africa)

Exploring “Sportpreneurship” as a Means to Social Justice in South Africa
Ishmael Tlou Manamela (BAT Consultant, South Africa)

Implementing Sound Corporate Governance: Cricket South Africa’s Balancing Act
Loganadhan Naidoo (Mangosuthu University of Technology, South Africa)

Panel 2: Sport and Development

Chair: Ashwin Desai (University of Johannesburg, South Africa)
Venue: EDU 12, Mon 10th April, 13:30-15:15

Opportunities and Limitations of Sport-in-Development Projects in Khayelitsha, Cape Town: Analysis of their Impact in the Context of Development (Virtual Presentation)
Marie Biermann (German Sports University, Germany)

Doing Our Bit by Wearing the Kit: Liverpool FC, Standard Chartered and the Post-Colonial Subjectivities of ‘Sport-for-Development’ and Corporate Social Responsibility
David M. Webber (University of Warwick, UK)

We’ve Put This Town on the Map: Local Development Among Football Academies in Ghana
Itamar Dubinsky (Ben-Gurion University of the Negev, Israel)

Subaltern Socialities Through the Lens of a Fairtrade Wine (“Sport-for-Development”) Initiative
Tarminder Kaur (University of the Free State, South Africa)
Panel 3: Policy, Education and Youth Sport

Chair: Willy Nel (University of the Free State, South Africa)
Venue: EDU 23, Tue 11th April, 08:30-10:00

Legal Problems for Youth Sport: Is Better Coach Education the Solution?
Steve Greenfield (University of Westminster, UK), JP Rossouw (North-West University, South Africa) and Guy Osborn (University of Westminster, UK)

Redressing the Past Imbalances? Challenges of Life Skills and Life Orientation Subject Advisors in the implementation of Physical Education
Leoni C. Stroebel (University of the Free State, South Africa), Johnnie Hay (North-West University, South Africa) and H.J. Bloemhoff (University of the Free State, South Africa)

Sports Health Care Policy Implementation for the Wellbeing of Elite Athletes in Low-Middle Income Countries
Samuel Kiwanuka Lubega (University of Cape Town, South Africa)

Panel 4: Sporting Biographies

Chair: Marthinus Conradie (University of the Free State, South Africa)
Venue: EDU 23, Tue 11th April, 11:25-12:55

Discovering Subaltern Identities in South African Physical Culturalist Life Stories
Francois Cleophas (Stellenbosch University, South Africa)

Isaiah Bud Mbelle, the Father of Black Sport in South Africa
Cobus Rademeyer (Sol Plaatje University, South Africa)

“If you want to go fast go alone; if you want to go far go together”: An Exploration of the Relationships formed Between Totally Blind Athletes and Their Guides
Louzanne Coetzee (University of the Free State, South Africa)
Panel 5: South African Sport History

Chair: Wouter De Wet (University of the Free State, South Africa)
Venue: EDU 12, Tue 11th April, 11:25-12:55

Empire, War and Cricket in South Africa: Logan of Matjiesfontein
Dean Allen (Bournemouth University, UK; Stellenbosch University, South Africa)

South African Rugby Transformation as Alibi: Thoughts on Craven and Coetzee
Derek C. Catsam (University of Texas of the Permian Basin, USA)

The Politics of Mountaineering in the Western Cape, South Africa: Race, Class and the Mountain Club of South Africa - The First Forty Years, 1891 – 1931
Farieda Khan (Independent Researcher)

Panel 6: African Football Migration 1

Chair: Komlan Agbedahin (University of the Free State, South Africa)
Venue: EDU 23, Tue 11th April, 14:30-16:00

I Go Play and Kome Lead (Virtual Presentation)
Ouedraogo Lassane (Ohio University, USA)

Black Team, White Sport: Diasporic Fields of Play at Howard University, 1970-1974
Jermaine Scott (Northwestern University, USA)

Re-inventing Oneself to Stay a Big Man: The Strategies of Reconversion of Former African Professional Footballers in France
Hervé Kouamouo (STAPS - Université Paris Ouest Nanterre La Défense, France)
Panel 7: History and Politics of South African Football

Chair: Peter Alegi (Michigan State University, USA)
Venue: EDU 12, Tue 11th April, 14:30-16:00

Shawn Forde (University of British Columbia, Canada) and Jeff Budaza (Independent Researcher)

Contradictions Within the South African Football Association and the Premier Soccer League
David Bogopa (Nelson Mandela Metropolitan University, South Africa)

The Natal Inter-Race Soccer Tournament (1946-1960) and Race Identities in KwaZulu-Natal
Mphumeleli Ngidi (University of KwaZulu-Natal, South Africa)

Panel 8: African Football Migration 2

Chair: Komlan Agbedahin (University of the Free State, South Africa)
Venue: EDU 23, Tue 11th April, 16:15-17:45

Following the Ball: African Football Players, Labor Strategies and Emigration Across the Portuguese Colonial Empire, 1945-75
Todd Cleveland (University of Arkansas, USA)

Post Career Precarity. Experiences of Former West African footballers in Northern Europe
Christian Ungruhe (Aarhus University, Denmark) and Sine Agergaard (Aarhus University, Denmark)

The Migration of Young African Athletes: A Persisting Delocalized Dream for a Professional Career
Gerard Akindes (Josoor Institute, Doha, Qatar)
Panel 9: Africa at Mega Sports Events

Chair: Dean Allen (Bournemouth University, UK; Stellenbosch University, South Africa)
Venue: EDU 12, Tue 11th April, 16:15-17:45

Football, Politics and National Identity in South Africa: The Story of the 1996 African Cup of Nations (Virtual Presentation)
Sean Jacobs (The New School, USA) and Aubrey Bloomfield (The New School, USA)

Michelle Sikes (Stellenbosch University, South Africa)

A Critique of FIFA's Ideology
Luis Escobedo (University of the Free State, South Africa) and Tamir Bar-On (Monterrey Institute of Technology, Mexico)

Panels and Papers

Wednesday, 12th April

Panel 10: Entanglements of Race & Class in South African Sport 1

Chair: Lis Lange (University of the Free State, South Africa)
Venue: EDU 23, Wed 12th April, 09:00-10:30

Disentangling Race: Re-narrating Apartheid Sport? (Virtual Presentation)
Douglas Booth (University of Otago, New Zealand)

Sports Dynamics and Informality in the Townships: The Case of Gambling Soccer in Kayamandi
Sylvain Cubizolles (Université de La Réunion, Réunion)

Cycles of Memory: Uncovering a Heritage of Racing in Johannesburg, 1920-60
Todd Leedy (University of Florida, USA)
Panel 11: Pan-African Sport History

Chair: Grey Magaiza (University of the Free State, South Africa)
Venue: EDU 12, Wed 12th April, 09:00-10:30

Building Sports Bridges Between Africa and the Soviet Bloc, 1950s-1970s
Mauricio Borrero (St. John's University, USA)

Sports and Democracy: Perspectives from Africa
Anne W. Munene (University of the Free State, South Africa)

Did Sport Exist in Pre-colonial Africa? A Controversial Debate Around Sport, Games and Physical Exercise Before European Colonisation.
David-Claude Kemo-Keimbou (UFR STAPS - Université Paris Ouest Nanterre La Défense, France) and Pascal Charitas (Université Paris Ouest Nanterre La Défense, France)

Panel 12: Entanglements of Race & Class in South African Sport 2

Chair: Lis Lange (University of the Free State, South Africa)
Venue: EDU 23, Wed 12th April, 11:00-12:30

Searching for Waves and Peace: Transkeian Surfing under Apartheid Rule.
(Virtual Presentation)
David Drengk (Goethe Universität Frankfurt, Germany)

Glen Thompson (Stellenbosch University, South Africa)

The Colour of Football is Poor Male: (Dis)entangling Racialisation, Classism and Gendering of the ‘Beautiful Game’
Sahar D. Sattarzadeh (University of the Free State, South Africa)
Panel 13: Experiences and Reflections of Sports Practitioners

Chair: Shawn Forde (University of British Columbia, Canada)
Venue: EDU 12, Wed 12th April, 11:00-12:30

Sport Participation and Substance Abuse Among South African Township Youths: Perceptions of Coaches, Parents, and School Teachers and Principals
Sam Masingi (University of the Free State, South Africa)

Rawsonville Gunners Football Club: Story of a Winning Friendship
Emmanuel Yolo Thoba (Independent Assistant Researcher)

Chasing Steeples: Story of Fit2Run
Norman Ontong (Fit2Run Organisation, South Africa)

Panel 14: Post-Colonial Politics of Sport in Africa

Chair: Michelle Sikes (Stellenbosch University, South Africa)
Venue: EDU 23, Wed 12th April, 13:30-14:30

Birth of a Sporting Nation: Kenya and the 1987 All-Africa Games
Matthew Carotenuto (St. Lawrence University, USA)

Pascal Charitas (Université Paris Ouest Nanterre La Défense, France) and David-Claude Kemo-Keimbou (UFR STAPS - Université Paris Ouest Nanterre La Défense, France)

Panel 15: Football and the Fans

Chair: Philippa Tumubweinee (University of the Free State, South Africa)
Venue: EDU 12, Wed 12th April, 13:30-14:30

Disrupting Social Hierarchies: Football, the Media and Fans’ Rivalries in the Zambian Game 1964 – 1990s
Hikabwa Chipande (University of Zambia, Zambia)

Helen-Mary Cawood (University of Free State, South Africa)
Panel 16: Women in Sport

Chair: Katinka De Wet (University of the Free State, South Africa)
Venue: EDU 23, Wed 12th April, 15:10-16:30

Hetero-sexing the Athlete: Public Discourses on Sexuality and Women Athletes in South Africa
Mari Engh (University of KwaZulu-Natal, South Africa) and Cheryl Potgieter (University of KwaZulu-Natal, South Africa)

Assessing Gender Inequality in South Africa: A Case Study of Women in Sports Management
Tina Lee Singh (Management College of South Africa (MANCOSA), South Africa) and Loganadhan Naidoo (Mangosuthu University of Technology, South Africa)

Women in Sports Journalism: A Phenomenological Study of Selected Female Sports Journalists in Ghana
Linda Konadu Tuah (University of Education, Winneba, Ghana)
Akindes, Gerard (Josoor Institute, Doha, Qatar)

*The Migration of Young African Athletes: A Persisting Delocalized Dream for a Professional Career*

The migration of African athletic talent has persevered through the series of political transformations in Africa, from colonization through independence and political democratization. African athletes’ mobility has diversified from simply Africa-to-Europe routes to destinations such as the oil and gas rich Arabic Gulf countries. Although dominated by football (soccer) players, the transnational mobility of African athletes includes sports such as volleyball, basketball, handball, and track and field. The State of Qatar, in addition to hosting major sporting events such as the 2022 FIFA World Cup, is now a destination for elite African sportspersons looking to develop a professional athletic career.

I had the opportunity to observe six junior teams of the Qatar volleyball league. African players were identifiable in each team playing that day. Two players whom I interviewed confirmed this observation. These two young athletes accepted to be interviewed about their trajectory from their home country, respectively Niger and Senegal, to Qatar. Their narratives of African volleyball players recruited to play in Qatar provides an opportunity to better apprehend the migration of non-football players and broaden the discussion of sports, migration, and society in contemporary Africa.

The introduction of the paper presents examples of the State of Qatar’s emphasis on sports diplomacy, tracing its heavy investments that make it a major destination for international sporting events. The following section captures the key points of the trajectory of these young athletes’ journey from their respective home countries to Qatar. To conclude the paper, I discuss how structural factors horizontally move African athletes from often precarious socio-economic environments to new peripheral spaces in their host country.

Allen, Dean (Bournemouth University, UK; Stellenbosch University, South Africa)

*Empire, War and Cricket in South Africa: Logan of Matjiesfontein*

Cecil Rhodes is on record as saying he had only met two creators in South Africa, one being himself and the other James Douglas Logan. Born in Reston, Scotland in 1857, Logan immigrated to South Africa at the age of nineteen. Based upon years of research in South Africa and the United Kingdom, and using original archive material (including many unseen
photographs) this paper is based upon my recently released monograph *Empire, War and Cricket in South Africa*. Significantly, the paper explores the foundations of sport during the colonial period how individuals such as James Logan influenced society in late nineteenth century South Africa through dealings in business, politics and high profile associations with sport, most notably the British Empire’s favourite game – cricket.

James Logan became known as the ‘Laird of Matjiesfontein’ after the Karoo town he had built in the late nineteenth century. This famous town is today a national heritage site in South Africa and a popular tourist destination for South African and international visitors. This paper will explore how James Logan and Matjiesfontein were symbolic of a glorified ‘colonial ideal’ that existed throughout the British Empire in the late Victorian period. Bringing together the combined dynamics of politics, commerce and sport, the paper will also explain how James Logan was instrumental in developing the game of cricket in South Africa and examine the controversial but little-known 1901 South African cricket tour to England – a venture funded by Logan himself in the midst of the Anglo-Boer War.

**Bek, David (Coventry University, UK)**  
Swart, Kamilla (Cape Peninsula University of Technology, South Africa), Timms, Jill (Coventry University, UK) and Merendino, Alessandro (Coventry University, UK)  
*Harnessing and Enhancing Social Capital in Community Sport Development: An Evaluation of the Enduring Legacies of the Football Foundation of South Africa*

This paper uses a social capital approach to evaluate the legacy impacts of the Football Foundation of South Africa, which was initiated in 2008 as a project linked to FIFA 2010. The project originally focused upon the development of community sports facilities in Gansbaai, a rural town on the Overberg coast in the Western Cape. According to a range of objective measures the project has been a notable success. High quality sporting facilities have been developed currently catering for more than 5000 young people each year, who benefit from an ever increasing range of sporting and wider enrichment activities, including HIV/AIDS awareness and nutritional programmes. Importantly, the project prioritises racial integration and has been designed to tackle social injustice by providing opportunities for young people from disadvantaged backgrounds. Thus, the majority of beneficiaries live in the Coloured community of Blompark and the township of Masakhane, whose residents are predominately IsiXhosa migrants from the Eastern Cape.

Harnessing and developing various facets of social capital has been critical to the success and sustainability of the Football Foundation’s work. Firstly, strong financial and practical support has been provided since the outset by powerful international stakeholders, including Barclays/ABSA Bank and the English Premier League. Secondly, project leaders prioritised local community participation in order to build trust and thus establish pathways for engagement.
between key local stakeholders. In this way important forms of social capital have been developed which have benefitted the project and promoted community cohesion. Thirdly, individuals have been able to increase their own social capital through involvement in the project, which has enabled them to become empowered and achieve socio-economic upliftment.

The paper concludes by arguing that the application of a social capital framework enables critical lessons to be learned which can be applied to other sports development projects, which seek to tackle social injustice.

Biermann, Marie (German Sports University, Germany)

Opportunities and Limitations of Sport-in-Development Projects in Khayelitsha, Cape Town: Analysis of their Impact in the Context of Development

In the last three decades, sport has gained impressive momentum as a tool for development and is seen as having the ability to improve social, cultural, educational and psychological circumstances of marginalized communities. Others have been more critically posing questions about the impact of sport to reach the proclaimed goals. To shed light on the often broad and inscrutable sport-in-development field, this study analyses the value of sport for generating or inhibiting development.

In-depth data is gathered in and around four sport-in-development projects in Khayelitsha in South Africa over two six-month visits. The major focus is on participants, coaches and significant others as well as the socio-political context. The study adopts an ethnographic approach, including participant observation, general field observations and researchers’ experiences, as well as a semi-structured interview guideline.

The study finds that beneficiaries living in a marginalized community with many socio-economic drawbacks benefit from sport-in-development projects that offer opportunities that are otherwise hardly available – and thereby increase beneficiaries’ well-being, at least during the time the beneficiaries are involved in the project. This positive change is not only found in beneficiaries, but also in the majority of their significant others. Findings indicate that when sport-in-development programmes are well-designed and consider a range of enabling factors, programmes can partly influence skill development and behaviour change. Sport itself thereby plays a rather subordinate role. Besides the factors within the programmes, the impact strongly depends on the infrastructural, political and socio-economic circumstances in Khayelitsha that also affect the community. These contextual conditions influence the performance of the programme as well as the capacity to transfer learnt skills and behaviour into real-life situations. Therefore, any wider impact on other levels than the individual one is the exception and is subject to the individual’s unique biography, contextual circumstances, and structural inequalities.
Bogopa, David (Nelson Mandela Metropolitan University, South Africa)

Contradictions Within the South African Football Association and the Premier Soccer League

This paper focuses on the contradictions within the South African soccer higher structures, namely: the South African Football Association and the Premier Soccer League. The objectives of this paper is: firstly, to reflect on the challenges facing (South African Football Association) and (Premier Soccer League), secondly, to contribute within the anthropology of soccer and thirdly, to come up with recommendations with the view to solve some of the problems. The research methodology employed in this research include person to person interviews using an interview schedule. To supplement the interviews, secondary sources were consulted which included relevant texts, journal articles, newspaper articles and electronic articles.

Booth, Douglas (University of Otago, New Zealand)

Disentangling race: Re-narrating apartheid sport?

This presentation involves a search for interracial entanglements in South African sport and considers how these experiences may be narrated. The presentation comprises three sections. The first provides an overview of traditional narratives of apartheid and apartheid sport that focus on race as a perpetual marker of social division. The second section shifts attention to the gaps, blind spots, mistakes, paradoxes, ironies, anomalies, ambiguities and invisibilities in the structures of apartheid that allowed for racial encounters and entanglements. I conclude with a discussion around the methodological and political implications of incorporating racial entanglements into narratives of apartheid sport.

Borrero, Mauricio (St. John's University, USA)

Building Sports Bridges between Africa and the Soviet Bloc, 1950s-1970s

Sport competitions and exchanges provided one of the initial and most popular points of contact in the postwar years between the newly independent nations of Africa and the former Soviet bloc, two regions with little previous historical contact. From the early 1950s three separate trends combined to facilitate sports contacts between the two regions: the relative opening of the Soviet bloc to outside contacts after the death of Joseph Stalin in March 1953; the onset of decolonization throughout the African continent and superpower competition to take advantage of this geopolitical opening; and the steady internationalization of sport through
major competitions (Olympic Games, World Cup football) and exchanges of teams athletes, and coaches facilitated by improvements in passenger air travel.

My paper will examine the evolution of sport contacts between these two regions in the two decades between the 1952 Helsinki Olympics and the 1972 Munich Olympics, a period that witnessed the growing prominence of African athletes in international sports. I will focus on sports contacts, goodwill tours, and athletic exchanges, as well the sharing of knowledge, tactics and techniques by Communist world coaches and sport officials. The paper will also shed new light on the first GANEFO (Games of Newly Emerging Forces) Games held in Jakarta in 1963, a short-lived attempt to create an alternative to the Olympics, which featured nine African nations among the fifty-one participating countries.

As a historian of Soviet and Communist sport, I will draw primarily from Russian and Eastern European sources. Wherever possible I will also draw from African sources to assess the reception by African audiences of Communist world athletic performance and expertise. By addressing contacts between “East” and “South” my paper will contribute to a relatively unexplored topic in sport history, a dynamic field that has grown dramatically over the past two decades.

**Bouah, Lyndon James (University of the Western Cape, South Africa)**

*Analysis of the Implementation of the National Sport and Recreation Plan in the Western Cape*

In November 2011 South Africa adapted the national Sport and Recreation Plan (NSRP). The NSRP is an eight-year sustainable implementation plan for sport and recreation. The nucleus of the NSRP provides details of the three core pillars of implementation which are an active nation, winning nation and an enabling environment.

At the National Sport and Recreation Indaba held in November 2011, it was declared that the key role of Government is to create the applicable policy, legislative and regulatory frameworks and to support an enabling environment for the equitable delivery of sport and recreation.

In the Preamble to the White Paper (2011:11) it is stated that to assist with the implementation process this White Paper is supported by a National Sport and Recreation Plan that expands on the implementation of pertinent policy directives emanating from the White Paper. The Preamble to the Declaration also noted that the lack of physical education and participation in sport in schools has led to increased inactivity, obesity and socially deviant behaviour. Part of the reason for this inactivity is that there is still an inequitable and inaccessible provision of sport and recreation infrastructure at community level, especially in peri-urban and rural areas. The Declaration further acknowledges that “we” have not
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successfully implemented the sport development continuum which will ensure the well-coordinated and seamless development of athletes from talent identification to the elite levels.

The paper will describe the NSRP, analyse the concept of public value and through the use of the 5-C protocol make recommendations on the further improvement of sport in urban and rural South Africa.

Carotenuto, Matthew (St. Lawrence University, USA)

*Birth of a Sporting Nation: Kenya and the 1987 All-Africa Games*

In 1987, Kenya hosted the fourth All-Africa games. With 42 nations in attendance, the event provided a moment for Kenya to recast itself as a continental leader. After nearly a decade of rule, the games “Grand Patron” President Daniel Arap Moi sat atop a one-party state, five years removed from an aborted coup to overthrow him. As the first commercialized Games, the Kenyan government sought to brand Africa’s mega sporting event as a profitable enterprise for the host nation, and use sport to showcase the modernizing development agenda of Moi’s KANU regime in front of an influential continental audience. But what did Kenyan’s think of the grand top-down development schemes? Within the written record, competing tales of modernity, political corruption and sporting prowess emerge. However, 30 years removed from this historic event, how do the All-Africa games fit within the discourse of Kenyan nationalism?

For scholars of Sport in Africa, there is a growing body of literature discussing the impact and implications of mega-events. However, beyond global events like the Olympics and World Cup, the literature on regional and continental wide events such as the All-Africa Games is exceedingly sparse. This paper uses archival evidence and historic media discourse to analyze the debates about sport and nationalism during Kenya’s second decade of independence. Placed within the economic and political challenges of the Moi era, I argue that sport was a catalyst for both Kenyan national unity and dissent. As a contribution to the nascent literature on the social history of Kenyan sport, this paper will be one of the first to examine the history of the 1987 games within growing regional debates over global power and political liberalization in the waning years of the Cold-War.

Catsam, Derek C (University of Texas of the Permian Basin, USA)

*South African Rugby Transformation as Alibi: Thoughts on Craven and Coetze*

In April 2016 the ANC government’s Sports minister Fikile Mbalula decided to get tough with four sports bodies, cricket, netball, athletics, and rugby, for their lack of progress in achieving racial transformation. There had long been debates about various forms of
transformation in sport with government part of the discussions. But this was the clearest gnashing of teeth on the part of the government, with Mbalula announcing that the four codes would be prohibited from bidding for hosting duties for international events for their respective codes. Perhaps all sporting codes were equal in Mbalula’s announcement, but rugby was quite clearly more equal than others. South African Rugby Union (SARU) was in the process of preparing to bid to host the 2023 World Cup, a bid that is up in the air.

In May 2016 former Stormers coach Alister Coetzee took the helm of the Springboks, becoming South Africa’s second black Springbok coach after Pieter De Villiers, who served a somewhat stormy tenure from 2008 to 2011 despite some marked successes and a few failures, in keeping with the Springbok coaching experience since 1994. Coetzee had success not only on the pitch but, he also had led the way in transformation at the Super Rugby level. This combination of success in the win column and his clear determination to help change the face of Springbok rugby made him the ideal coach for the “poisoned chalice” that is the Springbok coaching position. Coetzee’s struggles in his first year at the helm have forced him to face many of the same alibis pushing back against transformation that have endured for decades in a country where sport is deeply implicated in politics. This paper looks at transformation in current-day Springbok rugby in the context of the myriad alibis made to resist change.

Cawood, Helen-Mary (University of Free State, South Africa)


The concept of ‘modern football’ has been broadly defined as the sanitisation of football chanting to adhere to politically correct standards, the eradication of the socio-historical identity of clubs and a perceived disregard for fans and their traditions, often manifesting as a commercialisation of club and fan identity. Slogans such as ‘Supporters Not Customers’, ‘For the Love, not the Money’, and ‘No to modern soccer’ have become synonymous with fan protests, especially with regard to the globalisation and subsequent commoditisation of a space which was traditionally seen as home. Using genealogical and critical discourse analysis, I draw upon contemporary theories of cultural memory and its extension into uncritical nostalgia as posited by theorists such as Jan Assman, Jeff Malpas and Svetlana Boym. It is argued that there is an alienation of fans of football clubs caught between traditional-historical identity and a desire for success, resulting in an unreflective space of nostalgia which manifests both as a longing for a different time and a revolt against modern narratives of historicity and progress. This attempt to recapture lost tradition, however, carries the potential risk of enabling a re-emergence of modern ideologies centred around ethnic, religious, national or cultural identities, through a yearning for constructed identity-based bonding. This could and does result in the re-emergence of forms of nationalism, racism, and homophobia amongst certain fan bases. Understanding this sentiment, through the analysis of symbolic discourses within which fan
narratives operate, makes salient the sense of yearning for being-at-home, and reveals how new (often hegemonic) traditions take advantage of the sense of collective loss of cohesive identity amongst supporters and their clubs, often for instrumental gain. Deeper reflection upon nostalgia could encourage a critical exploration of tradition by both fans and clubs in addressing the deep disconnect between these parties within ‘modern football’.

Charitas, Pascal (Université Paris Ouest Nanterre La Défense, France) and David-Claude Kemo-Keimbou (UFR STAPS - Université Paris Ouest Nanterre La Défense, France)


"Congo-Brazzaville", is a former French colony of Central Africa (1891) with Brazzaville for capital of French Equatorial Africa (FEA). The country became independent on August 15th, 1960. France accompanies its former colonies of Sub-Saharan Africa in the joining international sport. Organized by France, the Jeux de la Communauté (1960, 1961 and 1963) set the bases for adopting international sports standards with the emergence of the Committee national Olympic African (NOC) of whom that of Congo (1964). Although these Games end in 1963, with the sports retreat of France, the structure of organization remains to change into project of the first African Games for 1965 in Brazzaville. Indeed, the choice to hold these African regional Games in Congo echos the political changes in this country because the president abbot Fulbert Youlou is replaced ("glorious Three") by Alphonse Massamba-Débat. The latter is in favor of the socialism and gets closer to the USSR, to communist China and to people's democracies. Congo is thus considered as a progressive enclave in Africa and a danger for the western interests while the apartheid is questioned. From then on, it is a question of analyzing the conditions of emergence of the First African Games, enters on one hand reluctances and interests of the foreign influences and the others part Pan-African wills to make recognize these Games by the International Olympic Committee (IOC). To do it, we shall base us on the archives of the Center of Olympic Studies (COS) of Lausanne, French and African postcolonial archives as well as of the press. From 1959 till 1966, the purpose being to seize the stakes and the stages of the constitution of the first African Games and how the latter is going to emerge the Pan-African political structure of the Superior Council of the Sport in Africa (SCSA).
Chipande, Hikabwa (University of Zambia, Zambia)

*Disrupting Social Hierarchies: Football, the Media and Fans’ Rivalries in the Zambian Game 1964 – 1990s*

When Zambia gained independence from Britain in 1964, football had already established itself as a popular culture. The media, particularly radio and newspapers played an important role in popularizing the game. Creative live radio football commentaries by Dennis Liwewe and detailed and exciting reporting of matches in print media were central in the popularization of the game. This paper argues that, the popularity of football led to the emergence of supporters’ clubs in the 1970s and rivalries based on the social geography of the teams. While the clubs created an opportunity for the petit bourgeois class that was emerging to enjoy leisure time, they also provided opportunities for the township residents to challenge their subordinate socio-economic position vis-à-vis their privileged neighbors. Fans’ clubs also emerged at national level and played an important role in bringing an alternative voice in football and providing support to the national team.

Cleophas, Francois (Stellenbosch University, South Africa)

*Discovering Subaltern Identities in South African Physical Culturalist Life Stories*

Race is a social construction predicated upon the recognition of differences and signifying the simultaneous distinguishing and positioning of groups. The historiography of physical culture in South Africa reflects this social construction and shows a clear White tenor. This paper explores the way marginalised groups internalised values set out by mainstream physical culture by using a case study. This case study employed the discovery narrative format. In discovery stories, the teller presents a diverse and multi-faceted self, describing a life full of people, places and experiences, using sport as a conduit to facilitate these experiences. Signs of exclusive athletic identity and a glorified self are notably absent. Performance outcomes are not the focus in the discovery plot, but simply one aspect of life among many. The winning and defeating of events are not important factors but the total experience of participation is. Retirement is typically narrated in positive terms, as an ongoing discovery and new experiences. When using the discovery plot therefore, it is more apt to use the phrase: life story rather than biography. This study used source material relating to the main actress, Mona Cleophas (née Small), as a window to understanding social phenomena as it unfolds in broader historical contexts, locally and internationally. It was the purpose of this work to determine her family background, early life and education at home and in formal schooling, her qualities as a school teacher and physical culturalist, the motivating forces in her life and her contributions toward the growth and development of people in society.
Cleveland, Todd (University of Arkansas, USA)

Following the Ball: African Football Players, Labor Strategies and Emigration Across the Portuguese Colonial Empire, 1945-75

When the great soccer player Eusébio left the field following Portugal’s 2-1 defeat to England in the 1966 World Cup semifinals, he was awash in tears, fiercely clutching his red and green jersey – the national colors of Portugal. Yet, Eusébio was neither born nor grew up in the Iberian nation; instead, a Mozambican, he was one of the many Africans who made their way from Portugal’s colonial territories to the metropole from the late 1940s until the conclusion of the colonial period in 1975 in order to ply their athletic skills. Like Eusébio, many of these African players performed spectacularly on the field, significantly elevating the play of their respective club teams and vaulting the Portuguese national team to unprecedented levels, even as Portugal brutally suppressed a series of nationalist insurgencies in its African territories. While many players sought to pursue their social improvement objectives on the field, however, many others strategically parlayed their ability to travel to Portugal to commence (or continue) their studies and/or to secure long-term employment; both pursuits were intended to safeguard these athletes’ futures beyond the end of their playing days. Ultimately, these players’ experiences illuminate the cosmetic and limited nature of the Portuguese dictatorship’s (1926-74) labor and social reforms – even when applied to the nation’s highest-profile wage-earners – but also some of the ways that Africans could creatively, if carefully, exploit opportunities generated by shifts in the social, occupational and political landscape in the waning decades of the Portuguese empire.

Coetzee, Louzanne (University of the Free State, South Africa)

“If you want to go fast go alone; if you want to go far go together”: An Exploration of the Relationships formed Between Totally Blind Athletes and Their Guides

In this article I explore the relationships between guides and T11 (blind) para athletes at the University of the Free State, South Africa. Currently limited literature is available on the relationships between athletes with disabilities and non-disabled athletes. My personal experience with para athletics and the dynamics of the relationships I have observed between disabled and nondisabled athletes stimulated this research. The purpose of the study necessitated an explorative, descriptive and contextual design and a qualitative approach was taken. Reflections in the form of diary entries were collected from four guide athletes. Two in-depth interviews were also held with guides who have extensive experience with international participation and have travelled widely with blind athletes. A thematic content analysis was performed and the data sets were compared. From this my results identified recurring themes that seem to form the core of the relationships between the guides and blind athletes. These themes include a sense of responsibility by the guide athlete towards the blind athlete; fear of not measuring up to expectations; equality as a necessity in the relationship; commitment and
more. Results clearly indicate that relationships are different for all the guides involved subject to individual interpretation and that some of them experience higher levels of uncertainty when dealing with disability than do others. It was positive, however, to identify that each of the guides experienced a change of perspective on sport for the disabled after working with blind athletes. Some even describing a blind athlete as an “ambassador” for athletics. Taking in to consideration my personal experience, as well as the analysis of the results from this article, it is vital that future research looks at connecting the worlds of disabled sport and nondisabled sport to find a way to form a mutual bond between disabled athletes and nondisabled athletes.

Cubizolles, Sylvain (Université de La Réunion, Réunion)

*Sports Dynamics and Informality in the Townships: The Case of Gambling Soccer in Kayamandi*

This text is based on an ethnographic survey conducted in the course of three two-week visits (in 2014, 2015 and 2016) in the township of Kayamandi (the Western Cape, South Africa), with a view to studying an informal sports activity – « gambling soccer » or « Sunday league ». Through the description of the activity, in which money and football are combined within a self-managed framework, this study aims at documenting a little known aspect of sports in South Africa, i.e. those which take place in the townships and which, due to their being non-institutional, are usually unknown, because their visibility is reduced by their operating within small communities and their influence contained within the limits of the township. In the first section, the study will situate the football context of Stellenbosch and the Kayamandi township, a picture which will lead to an assessment of the part played by gambling soccer in the overall space. The second section will be a detailed description of the organisation and operation of the activity which, however informal, has its own rules, so that it can be performed on a regular basis every Sunday and perceived as reliable enough for the players and managers to accept to commit themselves and invest their money in it. Last, in the third section three points will be discussed: 1/ the part played by money and “betting” in this Sports activity in the township; 2/ the social relations generated by the activity within the neighbourhood, in terms of generations, reputation and accomplishment; 3/ the form of resistance which gambling soccer represents against the normalising forces of the regular institutions. That third point will serve as a basis to start thinking on the notion of informality in the townships and better understanding of how it is built in sports – the interests of the different players; the various practices that fuel it, the combination of which makes it possible for the activity to thrive informally.
Drengk, David (Goethe Universität Frankfurt, Germany)

*Searching for Waves and Peace: Transkeian Surfing under Apartheid Rule*

This paper dives into the rich history of surfing before 1994 in the heartland of the Wild Coast in the former Transkei. It explores surfing and surf explorations in this remote area during the birth decades of surfing in South Africa against the historic background of the time. Furthermore the paper looks at - based on research along the Wild Coast - what pushed a young generation of surfers to leave the familiar behind and set out into the unknown. It highlights young white surfers’ standing in conservative South African society and concludes that although people tend to oppose the segregationist policies of Pretoria, still their lived realities on local Transkeian beaches mirror their privileged positions within apartheid society. Surfing and the collected narratives open up a wide field of oral and social history, which is based on people’s memories and experiences. A resulting history of the people can consequently add its picture to South African (surf) historiography from a local perspective.

Dubinsky, Itamar (Ben-Gurion University of the Negev, Israel)

*We’ve Put This Town on the Map: Local Development Among Football Academies in Ghana*

Football academies in Africa, and in Ghana in particular, are often the subject of research that focuses on international relationship aspects, such as neocolonialism and migration (Bale 2004; Darby 2007; Poli 2006). As interesting and important as these studies are, I argue they provide a partial picture since local communities are hardly examined. In this paper, I will focus on the role football academies in Ghana play within the local communities, from the locals’ points of views. Recently this approach has received some scholarly attention (Darby 2012:271; Esson 2013), though not enough. I aim to presents a more diverse perspective that includes the views of owners, coaches, children, parents, teachers and other locals surrounding the academies, including sellers and fans, an input which is missing in the current literature. This paper will expand upon the paper I gave at the 2014 Sport in Africa conference with new insights and critical perspectives from my fieldwork in Ghana. By doing so, the paper will emphasize the importance of examining the experiences and perspectives of various non-hegemonic participants of sport.

Based on findings from my ongoing doctoral research, which takes place among several football academies in Ghana, I argue that academies can contribute to local development, in areas such as sports, education, health, economic growth, social inclusion and the advancement of girls in football. These contributions illustrate that football academies in Ghana can serve as engines of development (Levermore 2008). However, we should also take into consideration that academies can expose the ways in which discourses of development are leveraged for personal and institutional advantages. Football academies might indeed promote the use of corrupted practices or perpetuate local hierarchies or inequalities.
Engh, Mari (University of KwaZulu-Natal, South Africa) and Potgieter, Cheryl (University of KwaZulu-Natal, South Africa)

_Hetero-sexing the Athlete: Public Discourses on Sexuality and Women Athletes in South Africa_

On the African continent sport has, particularly in the last two decades, been hailed as a useful tool in the quest for nation building and social cohesion. A popular claim is that sport has a particularly powerful role to play in achieving gender equality and women’s empowerment, and that the pride imbued in national teams and athletes can foster national unity and cohesion across historical divides. Yet, what often remains silenced in assertions about the benefits and potentials of sport, are the ways in which sport also produces and sustains exclusion, frequently along sex/gender and racial lines. Sport has social and cultural significance precisely because it provides an avenue for the reproduction of normativities of embodiment, gender, race and sexuality.

In this presentation, we will critically examine how South African public policy and sport media discourses on sport reproduce heteronormative and racialised ideas about women’s sport and women athletes. Focusing in particular on representations of South African women athletes, we will in this presentation raise questions about what type and form of visibility is afforded South African sportswomen—especially those women who do not conform to a hetero-sexy-fit mould. Using examples of public debates regarding three South African women athletes—Eudy Simelane, Caster Semenya and Portia Modise—we argue that three representational practices shape discussions of gender, sexuality and women’s sport in South Africa through annihilation, domestication, and silence. In so doing, our examination will raise critical questions regarding the need to decolonise engagements with sport, gender and sexualities on the African continent.

Escobedo, Luis (University of the Free State, South Africa) and Bar-On, Tamir (Monterrey Institute of Technology, Mexico)

_A Critique of FIFA’s Ideology_

When we study ideology, we are often led to the ‘usual suspects’: states, political parties, social movements, and political ideologues. Instead, we propose to use a critique of ideology in the study of an international sporting federation (ISF), namely, _Fédération Internationale de Football Association_ (FIFA - International Federation of Association Football). Our aim is to shed light on FIFA’s concealment of the ideological in order to legitimize its monopoly over global football and effectively advance its goals. We especially borrow from Marxist and neo-
Marxist insights, as well as Slavoj Žižek’s critique of ideology. We then discuss the key characteristics of what we would define as FIFA’s ideology. Our claim is that FIFA’s ideology embodies the following characteristics: Hyper-capitalism, neocolonialism, opportunistic nationalism, liberal illiberalism, masculinism, and paganism. We conclude that the study of FIFA’s ideology creates an area of opportunity to engage in meaningful change that will radically transform the way football and, perhaps other sports, are conceived of and run.

Forde, Shawn (University of British Columbia, Canada) and Budaza, Jeff (Independent Researcher)


This paper offers an historical narrative of the Grahamstown Soccer Association (GRASA), during the 1970s and 1980s. Although soccer clubs organized by white South Africans, and rugby clubs organized by both white and black South Africans, were a prominent part of life in Grahamstown from the end of the 19th Century, official soccer clubs in black communities were established relatively late. Drawing on newspaper articles from the Grocott’s Mail and the Ilizwi LaseRhini (Grahamstown Voice), as well as oral histories from administrators, coaches, and players of the time, we will discuss how and why black soccer clubs formed in the early 1970s and how they came together to establish GRASA in 1977. Further, we will look at the place of GRASA within the non-racial sport movement in South Africa, conflicts within the association relating to the administration of the league and its eventual association with SACOS, and the role of the association and its teams in developing community and contributing to broader political struggles. This paper will make a unique contribution to the historical literature on soccer in South Africa in two important ways. First, the Eastern Cape Province in South Africa is relatively underrepresented in soccer literature. Second, by taking an in-depth look at one specific association, we aim to show the complex, interesting, and sometimes contradictory ways that soccer and politics came together during a time of significant social change.

Greenfield, Steve (University of Westminster, UK), Rossouw, JP (North-West University, South Africa) and Osborn, Guy (University of Westminster, UK)

_Legal Problems for Youth Sport: Is Better Coach Education the Solution?_

This paper draws upon series of workshops and seminars held with educator-coaches and other parties involved with Youth Sport in South Africa. It explores the extent to which those concerned with the delivery of youth sport feel they have a lack of understanding of how to deal with a range of 'legal' issues such as potential personal injury litigation, parental behaviours and
safeguarding. It outlines the findings of interviews and questionnaires and discusses whether the key to promoting greater educator-coach confidence lies in continuing education. It discusses how such education might be instigated and the barriers that exist.

**Jacobs, Sean (The New School, USA) and Bloomfield, Aubrey (The New School, USA)**

*Football, Politics and National Identity in South Africa: The Story of the 1996 African Cup of Nations*

Through a series of interviews with football journalists and relying on primary and secondary sources (film, newspapers, etcetera), this paper explores the historical significance of the 1996 African Cup of Nations. The paper considers a range of factors in addition to the actual competition itself and the team including the history of football in South Africa, the issues with the narrative of nation building and reconciliation that accompanied the 1995 Rugby World Cup, the nature of South Africa’s transition from apartheid, the politics around the 1996 tournament, and South Africa’s relationship with the rest of the continent. The paper concludes that the story of Bafana Bafana’s 1996 triumph can be read alongside that of the new South Africa as a whole, from the initial successes and optimism of the 1990s to the ongoing challenges that remain. The paper adds to the growing field of academic sports history in South Africa, pioneered by scholars such as Alegi, Bolsmann, Odendaal, etcetera.

**Kaur, Tarminder (University of the Free State, South Africa)**

*Subaltern Socialities Through the Lens of a Fairtrade Wine (“Sport-for-Development”) Initiative*

This paper interrogates subaltern socialities in the context of a Fairtrade wine initiative, in which sport features as one among other “development” activities. Subaltern refers to a social group in a relatively powerless or disenfranchised structural status within a set of power relations. Subaltern socialities, therefore, are social interactions shaped by unequal power relations within which subalterns express themselves. In the context of development interventions and research, soundbites of subaltern testimonies have come to have a particular power in the shaping of development discourses. This paper draws from my ethnographic study of sport among the farm workers employed in the South African wine industry. In the structural and power hierarchy of the wine industry, it is the labour who forms the subaltern group. By focusing on the sports aspect of the Fairhills Association, a Fairtrade project launched in 2005, at the wine farms in and around a small rural town called Rawsonville in the Western Cape, I examine the meanings sport and development take on. I contrast and analyse a number of different explanations of uses of sport in the development of farm workers, situate
time, place and a multi-layered and mutating set of power relations. In so doing, I show how diverse, competing and conflicting understandings, interests, experiences and hopes are at play in shaping subaltern socialities.

Kemo-Keimbou, David-Claude (UFR STAPS - Université Paris Ouest Nanterre La Défense, France) and Charitas, Pascal (Université Paris Ouest Nanterre La Défense, France)

*Does it exist Sport in Pre-colonial Africa? A Controversial Debate Around Sport, Games and Physical Exercise Before European Colonisation*

Games and physical exercise certainly existed in ancient Africa from the time of the Pharaohs and can also be identified in many empires and other forms of state organisation in Africa before the colonial conquest. However, it is not easy to establish a classification as their multiplicity makes description difficult. Pre-colonial Africa was a mosaic of very vivid colorful physical exercises which fulfilled multiple functions and needs that were sometimes contradictory. Intense cultural and “sporting” activities were part of a rich pre-colonial civilisation involving the empires of Ghana, Mali and Songhai in western Africa; and many more kingdoms across the continent.

Although the works of the German historian Wolfgang Decker deal with sports in ancient Egypt, scientific literature generally has very little to say about what could be identified as “sports” in the history of pre-colonial Africa. If the birth of sport is strongly linked to the social and economic context of the Industrial Revolution in the United Kingdom, it is also true that the many games of a still independent Africa arose from a specific logic and particular social functions. Therefore, without entering the debate on the continuity or the break in the passage of the traditional games in the modern sports which would become updated here, it is advisable in this contribution to review. To show the reality, the vitality and the dynamism of the African physical practices nevertheless considered obsolete and archaic shortly before the meeting of Africa with the West. The forms of these games and the reasons behind them must be taken into account in order to understand how the move from traditional games to modern sport took place and in particular to understand why there was repulsion, devotion and/or appropriation of sport during political and sporting colonisation.
The Table Mountain Chain (stretching from Signal Hill in Cape Town, South Africa to Cape Point) has attracted climbers right from the early years of European exploration, as records dating back to the sixteenth century show. In particular, the ascent of Table Mountain via Platteklip Gorge, offered weary sailors on their way to the Dutch East Indies, a means of healthy exercise, while reaching the summit (no mean feat then), offered stunning views as well as boasting rights. By the eighteenth century, the mountain chain had developed into a place of leisure for the colonial elite: a place of sumptuous picnics and wildflower picking; while for the underclasses (the slaves, the servants and the labouring poor), it was a place of backbreaking toil, to which they went only to chop wood, fetch fresh water or act as mountain guides and porters for pleasure-seekers, naturalists and other scientists. By the mid-nineteenth century, mountain climbing as a formal leisure pursuit, and as a nascent sport for the professional and governing elite, was becoming established in Cape Town. This paper will explore the development of the Mountain Club of South Africa during the years 1891 – 1931, a period when social segregation based on class and race, then increasingly on race alone, was becoming entrenched. The club’s interaction with Black mountain guides and porters in Cape Town and further afield in the Western Cape, as well as its response to the formation of the Cape Province Mountain Club, an independent organisation established by Coloured mountaineers in District Six in 1931, will be analysed as a manifestation of the increasing levels of racial discrimination and segregation in society during that period.
ostentatious redistribution induced by this status diverges from that of a career (Hughes) in professional sport.

Is it because of their social rise away from the state mechanisms of their country of origin, that they then find themselves regularly for football games in a non-institutional setting? Our work proposes to analyze the networks of African former professional players who have evolved in the French championship since 1990, and the mobilization of their resources to determine strategies in their life trajectory. Based on biographical and observation interviews, we will try to show that by transposing a practice from their country of origin; Self-managed football (Manirakiza). They retain a sociability that allows them to maneuver to remain “Big Men”. Because the social construct of the status of "diasporic hero" (Corcoran) no longer allow them transfers of wealth, we will study how they forge alliances, move away to continue to have an ostentatious capacity.

Lassane, Ouedraogo (Ohio University, USA)
*I Go Play and Kome Lead*

Africa has a remarkable place in world football, ranking in third position as the world’s largest exporter of football labor (Briggs, 2002; Darby 2007; Akindes, 2010). However, the academic discourse on African football and the migration of elite African footballers tells a story of a sustained European exploitation of Africa through European football institutions. Nevertheless, the individual stories of African elite players such as George Weah and Didier Drogba suggest that the African transnational footballers know how to negotiate their local identities along with their global role and circulation. Inspired by Michel Foucault’s concept of “power relations” and “subjectification,” this paper argues that football is an enunciative locus through which the elite transnational football player exercises political power. Through football, the transnational athlete enters the political discourse as a speech agent and not just as a subordinate. In fact, football contributes to the making of conscious transnational African subjects equipped with a strong and positive image, casting them as political agents. However, the socio-economic, and political power of the most successful players lures large numbers of amateurs and semi-professional football players from Africa to seek their way to the transnational space. The unfortunate story of Brahima Ouattara, a young Burkinabe who dreamed of stardom in European football, contrasts starkly with the glamourous success stories of Weah and Drogba. Worse, there are countless young people like Brahima, who want to “Go play good and kome lead.” However, even at the end of a chaotic experience, former football migration candidates develop a political consciousness along their new identities.
Leedy, Todd (University of Florida, USA)

*Cycles of Memory: Uncovering a Heritage of Racing in Johannesburg, 1920-60*

This paper seeks to uncover the “hidden history” of bicycle racing in the township locations around Johannesburg over the first half of the 20th century. Press, government, and industry source materials will begin to reveal how individuals and communities created vibrant social spaces around this sport during decades of intensifying segregation and apartheid. The paper likewise illustrates how municipal authorities and mining companies sought to utilize cycling for purposes of worker control and productivity as well as public relations. A history of the game – origins, early stars, development of rules and institutions – is essential to building contemporary enthusiasm and participation in any sport. Such a complete accounting however, becomes considerably more difficult in societies with a history of extraordinary social exclusion and separation. Racing was not “hidden” from the hundreds of participants and the many thousands of spectators who cheered them. Yet due to the divisions in South African society, the early township scene and its heroes remain virtually unknown today – even amongst the most senior South African cycling officials. In those brief accounts where they do feature, both the pool of talented racers and the many urban Africans who enthusiastically followed the sport seem to emerge fully. But in no sport do athletes reach a national or international level of competitiveness overnight. Nor does the sporting public immediately offer demonstrable widespread support. This paper argues that bicycle racing among urban African populations already commanded widespread attention by the early 1930s, and in some areas as early as the immediate post-WWI years. In the case of cycling, the athletes, managers, and organizing bodies possessed a level of resilience and cohesion that did provide such continuity, in spite of – or perhaps even because of – the limiting obstacles which they confronted in twentieth century urban South Africa.

Lubega, Samuel Kiwanuka (University of Cape Town, South Africa)

*Sports health care policies: investigation of implementation process: A case of Uganda*

Appropriate sports management structures and sports health care policy-guidelines can protect and ensure the well-being of athletes (such as: best medical care and sports environment). The aim of this study was to identify the existing sports health care policies and human resource structures designed to improve the well-being of national athletes in Uganda. Methodology: A qualitative study design with a structured interview guide and observation of written materials was used to collect data between July and October 2015. The information was collected from government documents, and authorities (ministers, permanent secretaries, and commissioners) in charge of national health care programs and sports. In addition, the national coaches, managers, sports medical officials and the executive federation members of the four major sporting codes were interviewed. The observed and transcribed interview data were
analyzed using a thematic content method, as well as the deductive approach technique to establish the available health care policies/guideline, human resource structure, and the interpretation of well-being and best practices in sports. Themes that emerged include: We established that there was draft of a national sports policy bill available; however, few clauses in the draft were clearly targeting the well-being athletes. In addition, there was no national human resource structure(s) to develop health care policies and to focus on the well-being of athletes was identified at all levels (Ministries and federation level). Participants had little information regarding well-being and best medical practices in sports. Most of the participants (80%) rarely used the International sports websites to formulate national sports health policies. Conclusion: The findings of this study suggest the following should be considered to enhance the well-being of Ugandan national athletes: (i) Create awareness among the policy makers and sports authorities of the athletes’ well-being and sports health care policies, (ii) Recruit and improve the quality of staff for national sports bodies (iii) create a national sports health commission that can universally deal with policies on the well-being of athletes, specifically on the health care programs for athletes and finally, (iv) develop a national health care policy.

Manamela, Ishmael Tlou (BAT Consultant, South Africa)
Exploring “Sportpreneurship” as a Means to Social Justice in South Africa

This paper is a product of a published book titled, ‘Sportpreneurship: Managing Your Sporting Career’ by Ishmael Tlou Manamela. The concept of ‘Sportpreneurship’ was coined by Mr Manamela as a response to the problem of under-preparing athletes for the limitless possibilities and opportunities that can be afforded to them as sports men and women. This problem persists despite efforts by the National Department of Sports and Recreation in South Africa to develop and promote the role of sports in addressing social ills like crime and abuse. Having employed a case study analysis method and having analyzed a number of cases at the national and international levels, a conclusion was reached that the perception of viewing sports as a mere extra-mural activity stunts it of its true potential role in society, depriving aspiring sports men and women of the opportunity to take advantage of possible economic opportunities that they may have if sports is given due attention.
Masingi, Sam (University of the Free State, South Africa)

Sport Participation and Substance Abuse Among South African Township Youths: Perceptions of Coaches, Parents, and School Teachers and Principals

The advent of the Nyaope epidemic has altered South African township life beyond recognition. Every other corner is littered with disgruntled, emaciated youth taking turns to inject themselves with the heroine variant which has remained uncontrollable. This comes after years of unsuccessful attempts by the government to quell the use of alcohol and tobacco among the youth. Although there is significant research to support the influence of sport on academic performance and absenteeism, negligible studies focus on the influence of sport on substance abuse in South African townships. In townships like Mahwelereng in the Limpopo Province, the Department of Sport is hard at work advancing sport facility development in primary and high schools. The same, however, cannot be said of other townships in the country. High Schools in the Bloemfontein area will be approached to take part in this study. Principals and teachers, as well as sports coaches and parents will form part of face-to-face interview sessions which will form the basis of the data collection process. The data collected will provide research-based recommendations to the sleep-depriving issue of substance abuse among South African township youths.

Munene, Anne W. (University of the Free State, South Africa)

Sports and Democracy: Perspectives from Africa

Is there a direct correlation between sports and democracy in any given context? This may not be the central question for this article, but a significant provocation that leads to the querying of the interplay of sports and democracy within the African continent. The Gambia just concluded in 2016-2017 a histrionic election period that threatened to hold hostage the ability of a people and a region to live in a free, fair and democratic environ after the successful casting of pebbles by the citizenry. This election cycle profoundly ridiculed the meaning of both a democratic and political life of ordinary citizens, who had just witnessed the emerging and declaration of the competitive winner as president of the republic. The embrace for democracy in Africa and people’s participation in it seems to plausibly borrow certain practices and rubrics from the sports realm that are most important in enabling ordinary citizen including the subaltern to engage and own democracy. This claim is explored and further motivated by initially creating an understanding that democracy within the continent could be likened to a sport. Thus, the element of space or grounds in sports, spectatorship, facing the contender can best explain aspects of nationalism, transformation, parliamentary agonism and debate that mould democracy and political life. To succinctly piece this body of work experiences from Gambia, Kenya, Nigeria, South Africa and Uganda come to fore.
Naidoo, Loganadhan (Mangosuthu University of Technology, South Africa)

Implementing Sound Corporate Governance: Cricket South Africa’s Balancing Act

The ministerial appointment of Judge Nicholson to investigate the affairs of Cricket South Africa (CSA) was a much publicised issue that gained wide spread coverage in South Africa and around the world. The investigative report that ensued, resulted in several changes at the national cricketing authority. CSA was requested to augment these changes by certain deadlines at the behest of the Minister of Sport. A particular area of concern for the minister was the issue of Corporate Governance.

In order to ensure that affiliates and officials complied with the new requirements, CSA devised an incentive scorecard. This scorecard included areas such as administration, finance, academies, and development, and also included the important area of governance. It was deemed, in terms of the King III recommendations on Corporate Governance, that this area was in sore need of attention. The intention of the incentive scorecard was to provide opportunities for affiliates to gain monetary rewards for achieving pre-set norms and hopefully also achieve sound corporate governance requirements by focusing on areas such as: board names, elections and tenure; size of board; board subcommittees’ TOR and meetings; conflict of interest; dispute resolution; AGM dates and CIPC registration; and minimum level 5 BBBEE contributor. Anecdotal evidence suggests that the incentive scorecard has had a difficult passage and created an onerous administrative burden on officials struggling to attend to both their administrative duties and promoting and facilitating cricket in their jurisdictions.

This paper will review information available in CSA documents, minutes of meetings and other related documents. It will also reference interviews with cricket officials. The intention is to investigate whether the enforced corporate governance compliance by CSA has been effective on cricket administration, how it has impacted cricket as a whole, and whether there is a the better way to ensure responsible corporate governance.

Ngidi, Mphumeleli (University of KwaZulu-Natal, South Africa)

The Natal Inter-Race Soccer Tournament (1946-1960) and Race Identities in KwaZulu-Natal

The 1950s were witness to experiments in “inter-race” soccer because racially based African, Indian, and Coloured teams played against each other at provincial and national levels. Sports officials felt that this was a positive development as teams were breaking racial barriers. However, as the decade wore on and the Defiance Campaign of 1952 and the Treason Trial (1956-1961) heightened political consciousness, sports officials and many activists came to believe that racialised teams were anomalous and were in fact exacerbating race consciousness.
The fears of critics of inter-race soccer matches materialised when riots broke out at a soccer match between the South African Indian XI and the South African Africans XI at Curries Fountain, Durban, on 31 July 1960. These riots took on racial overtones. This article discusses the inauguration of inter-race tournaments, the riots themselves, and the aftermath of the riots. A key argument is that the riots played an important role in bringing about non-racial football in South Africa in the 1960s.

Ontong, Norman (Fit2Run Organisation, South Africa)

_Chasing Steeples: Story of Fit2Run_

In this presentation, I will share the story of a community initiative, the Fit2Run, which trains children and youth in track and field athletics, cross country and road running. Fit2Run is a Non Profit Company (NPC) established in August 2008, by a small group of volunteers, who have been involved in education, community development and sports in their professional and personal lives for many years. Observing that despite showing exceptional athletic talent, young children from our community were lost to the competition by the time they reached teen years, we decided to do something about it. It is in this spirit that Fit2Run was born with an aim to engage children from challenging backgrounds into a meaningful life pursuit. In so doing, we have focused on a relatively small number (currently we have 60 athletes from 10 to 18 years of age in our programme) of talented young athletes, with two coaches and a small team of supporters.

Over the nine years of existence, our athletes have been most successful in the athletic events like hurdles, high jump and steeplechase. The steeplechase is an obstacle race in athletics. During each lap the runners are challenged by four (4) barriers and a water-jump. The five steeples per lap in the race are symbolic of the five most pressing challenges our athletes experience in their daily lives, which include: material poverty, early school dropouts, substance abuse, teenage pregnancies and gang violence. Thus, symbolically our athletes are chasing steeples both on and off the track, to be successful in life. Fit2Run is committed to support these athletes to do exactly that. Currently three of the Fit2Run’s athletes holds provincial and national Steeplechase records. This paper reflects on the experiences and challenges of a Fit2Run athletics coach.
Rademeyer, Cobus (Sol Plaatje University, South Africa)

Isaiah Bud Mbelle, the Father of Black Sport in South Africa

Isaiah Bud Mbelle would have been a remarkable man in any era in any country. He could speak six languages fluently, but more important was his ability to organise people. Bud Mbelle was the first to organise inter-provincial tournaments for black cricketers and rugby players in South Africa. He was responsible for organising the first non-racial inter-provincial rugby tournament in August 1898, and four months later he did the same for the cricketers. Bud Mbelle was responsible for getting the Barnato Trophy donated so that black cricketers could play cricket on the same level as the white cricketers with their Currie Cup. This feat was replicated for rugby, as Bud Mbelle was responsible for getting the Rhodes Cup donated as ultimate prize for black rugby players. From the start of his career as a sport administrator he was determined that discrimination in any form should not be part of sport. With the establishment of the South African Colonial Rugby Football Board in Kimberley in 1897, he was elected as the body’s first secretary. Using his position within the Board, he ensured that the platform was laid for the future of sport among black people in South Africa. With Sol Plaatje as his brother in, it came as no surprise that Bud Mbelle would end up in politics. In 1917, he was elected as the Secretary-General of the then South African Native National Congress (SANNC, later the ANC). The man behind black sport in its infant years in South Africa was Isaiah Bud Mbelle. Others took the chair, but almost in every case, the power behind the throne was Bud Mbelle – the man with the vision that sport should unite not divide and the man with brilliant organising skills.

Sattarzadeh, Sahar D. (University of the Free State, South Africa)

The Colour of Football is Poor Male: (Dis)entangling Racialisation, Classism and Gendering of the ‘Beautiful Game’

Initially inspired by a personal journey through the world of football as both a formal and informal player and spectator in the United States, this evolving comparative study addresses the links between institutionalised and sociocultural football structures and systems that characterise entangled dynamics of racism, classism and patriarchy. Although broad global comparative cases will be explored, this presentation highlights the African context, particularly Southern Africa. Through a critical analysis framed by (and interrogating) integrated (de)colonial discourses (critical football studies, political economy, critical race theory, feminist theory, 'Global South' theory), this study adopts a mixed methods approach relying on findings from participant observation, critical discourse and media analyses, as well as interviews with players and spectators of the 'beautiful game'. Bringing to mind the surface-level assumptions and beliefs that football on the African continent (as well as other parts of the 'Global South' and ‘Southern’ and ‘Eastern’ Hemispheres) is a sport limited to poor, black or brown males, this
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study highlights how institutions, communities and societies are both perpetuating and challenging these same divisive, oppressive norms and standards. Due to initial motivations underlying this research inquiry, the researcher's own positionality on and interpretations of her 'relationship' to football, her ethnic/racial identity, and gender are also deconstructed throughout this inquiry.

Scott, Jermaine (Northwestern University, USA)
Black Team, White Sport: Diasporic Fields of Play at Howard University, 1970-1974

In the early 1970s, Howard University’s newly hired Trinidadian soccer coach, Lincoln Phillips, formed a black transnational soccer team and led them to two NCAA Division 1 Championships, becoming the first Historically Black College/University (HBCU) to win a Division 1 title in soccer in 1971. During this time, Howard’s team explicitly embraced their diasporic makeup and adopted the dominant representation of blackness that emerged from the Black Power/Black Arts era. Following their first championship in 1971, however, the NCAA launched an investigation into the eligibility of some of its international players and stripped Howard of its title. After the NCAA’s decision, Phillips declared that the NCAA was guilty of practicing racism. Such a declaration effectively crystallized the formation of what I am calling a “Black team” at Howard University which eventually resulted in their second championship in 1974. My conceptualization of a Black team is a diasporic formation of black sporting subjects (from athletes to coaches to sporting fans) that critique, unsettle, and reveal the colonial constitution of modern sport. Accordingly, this paper will explore how Black teams decolonize modern sporting identities and marks how race and racism constitutes contemporary sporting practices.

The formation of Howard’s Black team constituted an African diasporic collective, with players from Sierra Leone, Bermuda, Trinidad & Tobago, Nigeria, Ethiopia, Haiti, Guyana, USA, Guinea, Eritrea, and Ghana. Phillips traveled throughout the Caribbean and Africa in an effort to find the best athletes available and created a team that contested the athletic performativities of blackness that the NCAA sought to manage and discipline. This paper will explore the constitution of Howard University’s Black team of the 1970s in order to theorize about the coloniality of sport and its function within postcolonial/post-civil rights nations.
Sikes, Michelle (Stellenbosch University, South Africa)


Forgoing participation at the Olympics in deference to the United States or the Soviet Union was, by the 1980s, simply the most recent attempt to use the Games as an instrument of political leverage. Threatened twice and resorted to once, calls to boycott the Games of 1968, 1972 and 1976 had been made to influence a different struggle: the isolation of racist regimes in southern Africa.

This paper builds upon a large body of work on the anti-apartheid sport struggle. It contributes a new perspective by focusing on African nations and on the way in which the Olympic boycott tactic, in particular, created victors and victims within the international Olympic movement from 1968 to 1976. An account of these aspects is provided, including a detailed picture of the political exchanges that unfolded behind the scenes of the 1968 Mexico City Olympic Games, thus putting into context the boycotts of the 1970s. Anti-apartheid Olympic boycotts meant that world leaders could not remain neutral but had to issue policy and statements on the question of race and sport. This also proved an issue around which African nations were able to unify and mobilise their collective leverage to hasten the process of change in sport in South Africa. Convergence around sport and the anti-apartheid struggle offered a highly visible foreign policy issue through which newly independent African nations could make a mark – at times at the cost of their athletes’ Olympic dreams.

Singh, Tina Lee (Management College of South Africa (MANCOSA), South Africa) and Loganadhan Naidoo (Mangosuthu University of Technology, South Africa)

*Assessing Gender Inequality in South Africa: A Case Study of Women in Sports Management*

The arrival of democracy in South Africa brought with it challenges that needed to be addressed to overcome the inequalities of the past. To a significant degree, the discrimination against not only race groups but also against women in general had to be tackled. Against this background, policies and legislation on achieving employment equity emerged. Despite this, a gender disparity still exists in the area of sports management. Regardless of efforts made by government and other sporting bodies to eliminate gender inequality, hurdles still remain at all levels.

The aim of this study is to explore the reasons for this gender disparity, identifying the constraints on women’s advancement and the challenges that they face in advancing in sport as managers (in various capacities). It also identifies appropriate policy interventions. This serves as a case study for broader issues of equity within a South African context and probes the
situation more generally with regards to the position of women in sport management in South Africa.

The study presents the views of a selection of women in sport management and themes that were identified. These themes provides the basis for assessment and recommendations. The results of the study were captured in four broad areas which indicated the challenges that women currently face.

The recommendations drawn provided opportunities to fast track the progress of gender equity in sports management: to educate a patriarchal society with changing roles for the girl child; to encourage women to equip themselves with knowledge and become vocal in their work environment; to overcome male domination and improve the communication gap between older and newer generations in sport management.

Stroebel, Leoni C. (University of the Free State, South Africa), Hay, Johnnie (North West University, South Africa) and Bloemhoff, H.J. (University of the Free State, South Africa)

Redressing the Past Imbalances? Challenges of Life Skills and Life Orientation Subject Advisors in the implementation of Physical Education

The Subject Advisor of Life Skills (LS) and Life Orientation’s (LO) role is to provide professional support and guidance to teachers and to monitor the implementation of the Curriculum and Assessment Policy Statement (CAPS). This study aims to provide an understanding of the challenges faced by LO Subject Advisors (SUBADVs) with regard to their supporting role to guide teachers in effectively delivering Physical Education in schools in the Free State province. The investigation followed a qualitative research approach and a grounded theory methodology was adopted. Semi-structured interviews were conducted with ten (10) SUBADVs in LS and LO in the following school phases: Foundation Phase (n=2), Foundation and Intermediate Phase (n=5); Intermediate Phase and Senior Phase (n=2); Senior Phase (n=1) from the five districts of the Free State. Data collected were transcribed verbatim and qualitative content analysis was used to analyse the data. The results indicate that the major problems encountered by schools with the implementation of LO is the lack of importance of Physical Education; the lack of facilities and resources and the rotation and allocation of teachers resulting in a lack of knowledge and understanding, especially with regard to assessment. These issues necessitates appropriate in-service training for SUBADVs and teachers alike.
This presentation tells a story of a soccer club, the Rawsonville Gunners Football Club (or the Gunners, in short), I played for between 2011 and 2013. It is a story of celebration of deep friendships and our soccer skill, tactics and tricks, a combination that led to many on-field victories. But it is also a story of challenges, discouragements, a tragedy and moving on.

Since as long as I can remember, soccer was everything to us. This “us” is a group of friends who grew up together at a worker housing compound provided by the wine cellar our parents worked for. This “us” eventually became the core team of the Gunners. As very young children, we watched our fathers play soccer together, and we all started playing soccer together. We built our own team, our own training routines and organised our own matches. We wanted so bad to make it in life with football, not only for us as a team but for everyone who supported us and our soccer. When we were recruited to play for the Gunners in 2011, we were told that our job was to win, and the managers of the club would take care of everything else. We did just that. We won matches every weekend. And then we won the Local Football Associations’ Winter League. But despite all the wins, we were struggling financially to keep up the club. The club’s manager started asking us to pay for the referee’s fee and transportation. Inability to contribute financially, lack of support from our management to earn money by playing the unofficial gambling games, and series of discouragements, incidents and other life factors, the Gunners broke down, and friendships moved on.

Thompson, Glen (Stellenbosch University, South Africa)


In 1972, Native Hawaiian Eddie Aikau and two white Hawaiian surfers competed in the Gunston 500 professional surfing event in Durban. While the white Hawaiians reflected surfing’s Anglo-world image, Aikau’s presence in Durban drew international surfing’s attention to South Africa’s petty apartheid laws. As the Gunston 500 was to be held at the “white’s only” Bay of Plenty beach, the contest organisers hastily arranged a permit that conferred the status of ‘honorary white’ on Aikau. Black consumer Drum magazine took an interest in Aikau as the first black surfer to compete in the Gunston 500 yet recognized that Aikau’s exoticism as a male Native Hawaiian and privileges as an ‘international’ sportsperson buffered him the systemic racial oppression of black South Africans. With Aikau affair as a starting point, this paper seeks to historicise the politics and pleasure in the history of surfing under apartheid by considering transnational and local themes. First, it traces how South African professional surfing contests accommodated surfers from the ‘dark nations’ (Brazil, Hawai‘i, Puerto Rico and Japan) by means of the apartheid state’s sporting policy of classifying international athletes of colour as...
‘honorary whites’. This functioned as an ideological counter to the international sports boycott against apartheid. Second, it opens up the history of subaltern surfing in South Africa by looking to key political moments when black South Africans took to the waves—from the politics of pleasure at the Durban Indian Surf Lifesaving Club in 1968 to the 1989 “surf wars” during the national championships of the non-racial South African Surfing Union and Cass Collier’s participation in the 1990 Cape Surf Pro/Am as a “disenfranchised citizen”. The paper explores surfing’s subalternities and how neither South African white professional surfing nor Hawaiian competitive surfers were above politics during the apartheid years.

Tuah, Linda Konadu (University of Education, Winneba, Ghana)

Women in Sports Journalism: A Phenomenological Study of Selected Female Sports Journalists in Ghana

The study investigated the experiences of female sports journalists in Ghana. The study was based on the feminist and stereotype theories. The research investigated selected female sports journalists’ lived experiences and their perceptions on being in a male-dominated profession. The study was conducted using in-depth interviews with selected female sports journalists. The study revealed that sports journalism is clearly a gendered profession that not only welcomes men eagerly than women but also serves as a site for praising skills and values clearly marked as masculine. Women in the world of sports journalism are often overlooked and marginalized as they are deemed inferior in skills and knowledge to their male counterparts. Again, drawing on the feminist and stereotype theories, the study showed that, in sports journalism, women are treated as “outsiders” by virtue of their gender but “insiders” by their devotion to journalistic customs and values. Men therefore dominate and have all the authority in the field and this eventually leads to the underrepresentation of women in the sports journalism profession.

Ungruhe, Christian (Aarhus University, Denmark) and Agergaard, Sine (Aarhus University, Denmark)

Post Career Precarity: Experiences of Former West African footballers in Northern Europe

So far, research on African footballers’ transnational migration has mainly focused on migrant’s pre- and actual careers, e.g. talent’s hopes and expectations and their ways into professional sport abroad, players’ actual experiences of migration or political and economic dynamics on a macro-level. Apart from individual media stories (e.g. about former star players) what happens to retired migrant players and how their careers and migration experience shape and contribute to their life after active sport are some of the unexplored issues concerning transnational athletes’ post-careers.
For professional footballers in general, career endings often involve a lack of alternative occupational opportunities, financial difficulties, a declining social status as well as the loss of their identity as athletes. However, this may count for former African players in Europe in particular since short-term contracts, underpay or not having the possibilities for or interest in obtaining long-term career alternatives have been identified as frequent issues among this group. Hence, transnational African players in Europe are probably more likely to experience precarious livelihoods after career termination than other athletes.

This paper sheds light on how former transnational West African players in Northern Europe prepare and are prepared for their life after professional football abroad and how they deal with its challenges and changes. Focusing on the lived experiences and narratives of players, we use and expand the concept of precarity in order to look at these issues as well as to investigate if and how players actively reproduce precarious conditions themselves. The paper is based on multi-sited ethnographic research and qualitative interviews with West African footballers who have played in Denmark and Sweden between the mid-1990s and 2015.

Webber, David M. (University of Warwick, UK)

Doing Our Bit by Wearing the Kit: Liverpool FC, Standard Chartered and the Post-Colonial Subjectivities of ‘Sport-for-Development’ and Corporate Social Responsibility

Since 2012, Liverpool FC has for two matches per season displayed on its famous red shirts philanthropic messages concerning the global charitable initiatives of its main sponsor, Standard Chartered. This self-proclaimed ‘Perfect Match’ has led the club to commemorate World AIDS Day, and seek to raise awareness of avoidable blindness in the developing world through the bank’s ‘Seeing is Believing’ programme. More recently, this ‘match’ has also promoted ‘Global Goals’, a campaign “to help end extreme poverty, fight inequality and injustice and tackle climate change by 2030”. The purpose of this paper is to consider the post-colonial subjectivities of this so-called ‘ethical’ shirt sponsorship. It notes how, on one level, a lucrative partnership between one of the world’s most famous football clubs and a banking institution firmly ensconced within the ‘new markets’ in which Liverpool would seek to extend its support, makes a great deal of commercial sense. Furthermore, such a partnership is an attractive vector for both club and sponsor to display a strong sense of corporate social responsibility through their joint support of these development-led initiatives. Critically however, these otherwise laudable commitments have been assimilated within a set of post-colonial hierarchies deemed crucial for consolidating the global economic ambitions that both Liverpool and Standard Chartered harbour. It is against this backdrop of imperial expansion that this paper concludes, these health issues have not only been simplistically portrayed but actually co-opted in the pursuit of wealth accumulation within the post-colonial spaces of these new markets.
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