



SANABO: Road to 2016

"From Now to Brazil"



2014 -16

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Foreword



On behalf of the South African National Boxing Organization (SANABO) Executive Committee, I am delighted to be able to present this 3 Year High Performance Business Plan. South Africa has a proud tradition of boxing and our boxing clubs across the country continue to produce talented boxers. South Africa has yet to produce boxing Olympic medal winners since returning to the international arena.

However it is not just about the elite performers, boxing clubs play an important role in the life of communities across the city, many of them in socially deprived areas. They provide an outlet to young men and an ever increasing number of young women, equipping them with life skills. Boxing provides these young people with discipline, confidence, self-management, respect, strategic and tactical thinking, that they might not otherwise get.

We need to put plans afoot to raise the standard in time to launch a stronger challenge at the 2014 Commonwealth Games in Glasgow, Scotland.

We have some catching up to do after failing to distinguish ourselves at the 2010 Commonwealth Games. The stronger challenge that we launch should be the launch pad for Rio in 2016.

SANABO Executive Committee recognises the important role which Open Boxing plays in the life of South Africa and its working class communities. This has led to the development of a country-wide strategy which will provide much-needed investment in and support for South Africa's Open Boxing clubs.

A handwritten signature in black ink, appearing to read 'Andile Mofu'. The signature is stylized with a long horizontal stroke at the end.

Andile Mofu
President
SANABO

Executive Summary

South African National Boxing Organization's (SANABO) Strategic Plan will promote the work of SANABO on a nationwide basis, seek to secure continued investment and support from our key partners, communicate our strategic aims and direction to our membership for up to 2016 and will form the basis of our detailed individual annual plans.

In producing this plan SANABO is mindful of the Sport and Recreation South Africa's 6 goals outlined in its 2012-16 Strategic Plan namely:

- Citizens accessing sport and recreation activities
- A transformed sport and recreation sector
- Our athletes achieving international success
- An integrated system of enablers supporting the delivery of sport and recreation
- Sport being used as a tool to support relevant government priorities; and
- An efficient and effective Sport and Recreation South Africa.

For SRSA to achieve its goals it needs to work in partnerships with provincial departments, SASCOC, NFs, NGOs and SANABO is no exception. The role of SRSA and the mandate it gives SASCOC needs to be tightened with clear roles and responsibilities being delineated and adhered to.

SANABO focuses on the promotion, delivery, playing and enjoyment of Open Boxing. Key to this is developing a culture where sport is valued for the pleasure and quality it brings to people's lives and for the pride and recognition it brings to our nation.

The principal purpose of this initiative is to direct our attention and endeavours towards the achievement of not merely commendable, but spectacular performances at the 2016 Olympic Games in Brazil. Dismal performances must now be relegated to our history.

It is very important that the boxers and their coaches understand that SANABO is under no obligation to send a complete team to international events. Winning the National Championships does not give an athlete the automatic right to represent South Africa.

The athlete must earn that right through a commitment to the training and competitive programs leading up to each event and a demonstrated ability to be competitive at the international level as determined by SANABO. Training camps and scheduled competitions are necessary part of the preparation program and are, therefore, mandatory. Non-compliance with the specified program will result in removal from the National Team.

If SANABO is to successfully deliver it's this strategic plan then it too will be measured on how successfully it has increased generic participation within South African Open Boxing and has improved the performances of its best Boxers in National and International level competitions.

ABOUT SANABO

SANABO is the national governing body for Open Boxing in South African. SANABO 's 2014 – 2016 plan focuses on the creation of a clear pathway from grass roots to elite participation in boxing within South Africa plus continued good governance of the sport. Over the last few years SANABO has witnessed growth in all areas of the sport. In order to continue this growth and realize our sport's potential, SANABO is taking the opportunity to consolidate its developments to ensure a solid foundation for the future growth of Open Boxing in South Africa.

The strategy for 2014-2016 describes our goals and targets – these will ensure a solid foundation is established for the sport's future growth through strong pathways that interconnect and support each other. The priorities for the plan are;

PRIORITIES	ACTION
Performance	<ul style="list-style-type: none"> To allow South African Open Boxers to become World Class, and to put more SA Boxers on the podium at African Events, World Championships, Commonwealth and Olympic Games.
Development	<ul style="list-style-type: none"> To give South African Open Boxers including Schoolboys and Girls between the ages of 12-15 the chance to reach the top of their sport.
Growing Participation	<ul style="list-style-type: none"> Increasing club membership numbers, linkage to active schools and development of school programmes to develop a pathway between schools and clubs
Event Development	<ul style="list-style-type: none"> To improve the quality and management of the events we stage and to introduce new events (home internationals) to the SANABO calendar.
Coach Development	<ul style="list-style-type: none"> To have cutting edge coaches whose skills and contribution are recognized throughout the performance pathway of our sport. To improve SANABO's quality of coaching through the development, education, deployment and recruitment of coaches.
Referees and Judges Development	<ul style="list-style-type: none"> To plant perpetual transparency and fair-judging in the sport of boxing. To develop a comprehensive system for SANABO R&J management - centralized control. To improve quality and performance of R&Js at all levels of boxing To guarantee standard performance and decisions by R&Js in all boxing competitions
Facilities	<ul style="list-style-type: none"> To establish world class facilities (High Performance Centre) for our elite boxers to train and to deliver our performance programme in.
Governance	<ul style="list-style-type: none"> To develop an organization structure, with clearly defined roles, that will allow for the most effective delivery of the business plan and growth of the sport.
Volunteer Development	<ul style="list-style-type: none"> To improve the quality and retention, within clubs and nationally, of our volunteers, judges, officials, overall membership and general participation in the sport.
Women Development	<ul style="list-style-type: none"> To increase the participation levels of women and girls at the foundation layer of participation. To ensure the boxing infrastructure retains and progresses women and girls within boxing. To enable women and girls to fulfil their potential through an effective competitive structure and talent development processes.
Communication	<ul style="list-style-type: none"> Establish transparent communications between the Board, Districts and Members. Better branding of ABS with a new logo, clothing and all publications.

The Past, Present and Future BEEF UP

The Past

As we are all aware, SANABO went through a challenging period which impacted negatively on our boxers as we were suspended by AIBA. This meant that SANABO could not participate in the International Events including the World Championships which could have assisted in obtaining world rankings.

SANABO Elections

A Special General Meeting was held in November 2013 that saw the former Executive Committee dissolved. This allowed provinces to elect a new Executive Committee based on the AIBA approved Constitution. This whole new process necessitated a new business plan that focused on key delivery areas that would provide strategic direction for the SANABO Open Boxing.

Leading our sport forward and delivering this plan will be the Executive Committee. All the Executive Members will have clear roles and responsibilities in respect to the successful delivery of the business plan and it is likely that the number of Executive Members will grow as the sport does.

Currently SANABO has four Members on its Committee. Their responsibilities are as follows;

The President

- To provide leadership and ensure that the executive is effective in its role of setting and implementing the organization's direction and strategy.
- Presides and sets agendas for all meetings of the organization
- Schedules any practices and other activities for the organization
- Obtains appropriate facilities for organization activities
- Is present at most (if not all) organization events
- Maintains frequent contact with organization advisors
- Attends any required or recommended organization/stakeholder meetings
- Coordinates organization elections
- Represents organization at official functions
- Serves as a role model and representative of the organization and how membership should behave and be involved in the organization

The Vice-President

- Assume duties of President as needed.
- Serves as “ex-officio” member of standing committees or committees may report to the Vice President.
- Plan officer and organizational retreats
- Coordinates organization recruitment efforts
- Provides for closing ceremony or recognition efforts
- Represents organization at official functions
- Serves as a role model and representative of the organization and how membership should behave and be involved in the organization

The General Secretary

- Keeps a record of all members, meetings, and activities of the organization
- Notifies members of all meetings
- Prepares organization calendar of events
- Handles official correspondence with the organization and outside stakeholders
- Manages organization office space, if appropriate
- Coordinates organization elections
- Creates and distributes agendas for meetings
- Represents organization at official functions
- Serves as a role model and representative of the organization and how membership should behave and be involved in the organization

The Treasurer

- Keeps all financial records of the organization
- Arranges for payment of all bills and invoices
- Collects organization dues
- Prepares and submits financial reports to members and council
- Prepares an annual budget
- Prepares budget to SRSA, LOTTO, SASCOC and Sponsors for funds (if appropriate for the organization)
- Advises members on financial policies for the organization
- Coordinates any fund raising for the organization
- Represents organization at official functions
- Serves as a role model and representative of the organization and how membership should behave and be involved in the organization

SANABO currently does not have full time staff members. SANABO aims to employ professional staff numbers through the lifespan of this plan but also adapt and shape roles moving forward.

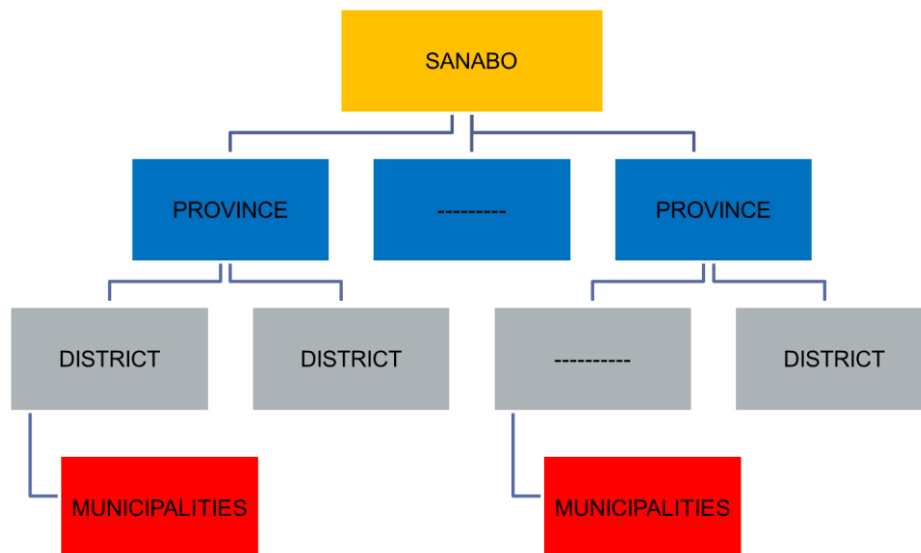
The wider team includes SANABO’s coaches, athletes, volunteers, general membership and key partners all of whom are critical to our ongoing success. Key partners include:

- SRSA
- SASCOC
- LOTTO
- USSA
- SANDF
- Talented and supportive volunteers.

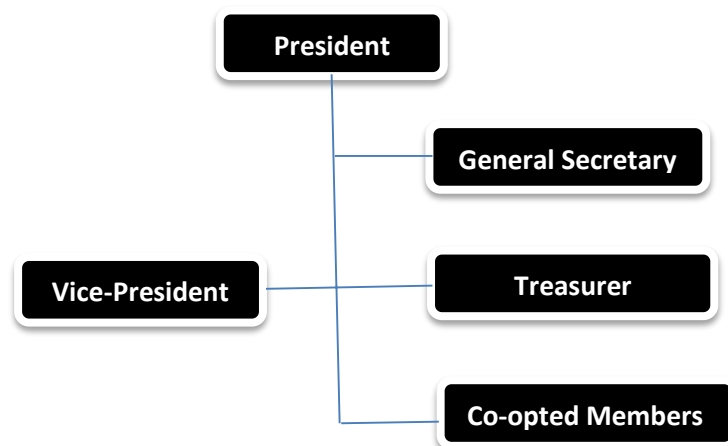
The Present

The Executive Committee met for the first time in Jan 2014. The EXCO put and adopted a strategy for 2014 – 2016. The Executive Committee has made significant progress and notable achievements so far include the recruitment of a Chief Internal Auditor; who will act as an advisor on all SANABO Financial Management issues and the recruitment of an attorney; who will act as an advisor on all SANABO Legal issues, better and more frequent communication with members, a new website, an administration review programme, professionalization of the SANABO logo and stationery, progression of a High Performance Centre for the sport better partnership working with external partners.

A diagram of the current SANABO structure can be found below;



The SANABO organogram is as follows:



Current Strengths

- Abundance of talented boxers with the potential to achieve at the highest level and network of clubs with committed volunteers (refer to stakeholder matrix below)
- Willing coaches and trainers.
- Representation at AIBA level.
- Open Boxing is the safest, best medically controlled contact sport in the world (Johns Hopkins University studies).
- Knowledgeable and experienced leadership.
- Successful integration into the SASCOS's OPEX program with 3 boxers.
- Production of a concise Strategic plan with clear deliverables
- Growing support and recognition of what the Executive is trying to achieve

Open Boxing Stakeholder Matrix

PROVINCE	MALE BOXERS	FEMALE BOXERS	CLUBS	COACHES	OFFICIALS	ADMIN	TOTAL
Eastern Cape	862	120	127	202	76	54	1441
Western Cape	420	79	34	47	24	140	744
Gauteng	464	32	57	58	33	60	704
KwaZulu Natal	275	110	105	75	50	66	681
Free State	351	65	46	75	56	12	605
Limpopo	300	8	25	10	15	43	401
North West	150	30	42	50	60	35	367
Northern Cape	72	21	13	21	20	6	153
Mpumalanga	15	1	5	10	5	6	42
Total	2090	466	454	548	339	422	5138

The Future

The Glasgow 2014 Commonwealth Games and the Brazil 2016 Olympics are fast approaching. SANABO intends to have strong representation in Glasgow and Brazil with our boxers and coaches providing quality performances both in the build-up and the actual Games themselves. We will deliver against our new Business Plan for 2014 - 2016 that will see the implementation of a number of new initiatives which are detailed later in the plan.

By delivering against our performance targets in 2014 and 2016, SANABO has a great opportunity to build on our strong performances from the 2013 Zone 4 Championships in Botswana where South African obtained the first position. Achieving success in Botswana provides us with a very strong platform leading into Glasgow 2014 where we aim to produce the most successful ever South African Commonwealth Games Open Boxing team. We aim to have a boxer in every weight category which would be the first time ever and win at least 4 medals in Glasgow.

The purpose of this plan is to review the current standing of Open Boxing in South Africa and outline a new strategic direction for SANABO up to 2016. The SANABO Executive Committee will review the headline strategic plan on an annual basis which will then be re-issued to include agreed changes and updates.

SANABO's membership has grown in recent years, demonstrating that Open Boxing is gradually increasing in popularity in South Africa. Our main focus over the past years has been on the performance end of the sport. We will continue to develop our performance pathway in the next three years but will also focus on creating a stronger organization that effectively delivers its stated strategic targets and goals.

Areas we need to Improve

- Communication with boxers, coaches, officials, clubs and volunteers continues to improve.
- Improved membership services from our administration and staff.
- Increasing annual turnover and improving our financial stability by building reserves.
- Better management and direction of professional staff with new work plans that detail clear, concise roles and responsibilities.
- Closer engagement with the SASCOC High Performance/Academies with regards to support services for our elite boxers.

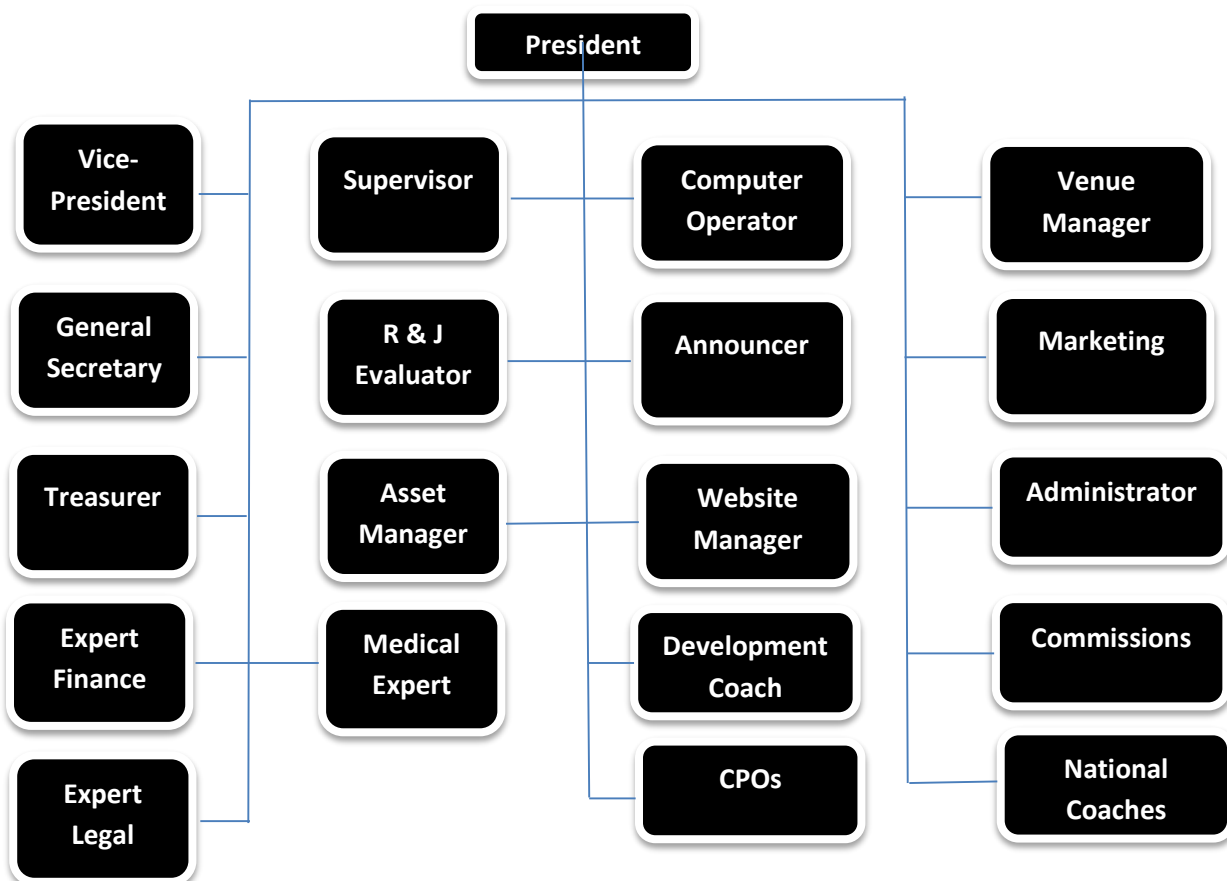
Threats to the Organization

- Withdrawal of SRSA and LOTTO grants.
- Increased facility costs and reduced availability of facilities to hire.
- Continuity of professional staff.

Opportunities for SANABO

- The potential for medal success at the 2014 Commonwealth Games and Brazil Olympics.
- The recruitment of further professional staff members that will allow the sport to develop further.
- Effective implementation of new initiatives such as a volunteering strategy, better trained and qualified officials, a club development program, the performance development plan, development of Women’s boxing, a coach education program and adoption of LTPD resulting in more and better qualified coaches.
- Sustained investment and support from SRSA, other key partners and Sponsors
- Development of Women’s Open Boxing in South Africa.
- Production of specific plans for Coach Development, R&J/Volunteering, Performance
- Introduction of boxing into schools.
- New World Class facilities that will allow us to deliver our performance programme in.

Below is an agreed staffing and structure that will allow SANABO to deliver its future plans effectively; not put in order of importance or priority.



Ethics and Equity

Equity

SANABO aims to promote the highest standards of sporting conduct and explore its wider social applications. Initiatives include working with athletes, officials and key partners to promote the highest standards of conduct and fair play, both on and off the field of play. In addition, SANABO takes a leading role in promoting equality in our sport to ensure there are no barriers to participation and involvement in the running of sport for any social groups.

The overall aim is to support the development of a fair, equitable and ethical Open Boxing sporting system in South African that is athlete-centred and people-focused.

Social Inclusion

SANABO will also encourage Social Inclusion as part of its commitment to achieving equality of opportunity within Amateur Boxing, whether as a boxer, coach, official or spectator. ABS Ltd will support initiatives to achieve inclusion and will work to ensure that the initiatives are workable, sustainable and transferable, while ensuring that they offer practical assistance to those who are excluded or at risk of exclusion. SANABO will ensure that these initiatives will not conflict with the principles that underpin the development of boxing which is a club based sport, dependent on a skilled and committed volunteer base.

SANABO will seek to promote Social Inclusion and to realise individual potential at its member clubs and within its coaching and development structures. It will also encourage the sharing of best practice within its membership and with other governing bodies engaged in encouraging Social Inclusion through sport.

Child Protection

SANABO is committed to promoting the welfare of the athletes within our sport to allow them to enjoy a positive experience of Open Boxing and encourage lifetime participation. We are also committed to providing continuous support, training and guidance to our volunteers and staff within this area. It is not just the athletes that we want to protect its ourselves too, and common sense should prevail.

It should be a constitutional requirement for clubs to appoint a Child Protection Officer (CPO). The CPO will be our main point of contact within clubs. SANABO asks the CPO to communicate useful information, training opportunities and changes in legislation to the club network. To find out more about this role the CPO role descriptor will be found in the downloads section on our new website.

SANABO's Child Protection Policy will located in the downloads section of the new website. It will contain current best practice, guidelines and sample forms for clubs and partners. South African Open Boxing Clubs are advised to adopt this policy within their own procedures.

Anti- Doping






SANABO confirms its full adherence and support for a drug free sport and have adopted the SA Sport Anti-Doping Policy published by the SAIDS, which applies to all participating in the Open Boxing. This is in line with AIBA who has also adopted the WADA policy.

It is also acknowledged that there is an agreement in place between the SAIDS and SANABO that SANABO Teams will be subject to SANABO testing jurisdiction while acting as SANABO Team members. However, the result management process and investigation of possible anti-doping rule violations, arising out of such testing, will be governed and conducted in accordance with the anti-doping rules of SASCOC to which the SANABO Team is affiliated.




SANABO Headline Targets

SANABO has developed a series of Headline targets that demonstrate how we want to grow and develop our sport by 2016. These are detailed on the pages that follow in the nine defined areas of our business. Detailed individual plans will also be produced for Performance, Coaching, Facilities, on an annual basis that will detail specific targets.

Key Work Area - PERFORMANCE				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
Produce a headline five year performance plan that will deliver South African Medal success in the 2014 Commonwealth Games and the 2016 Olympics	National, International and Development Coaches	Place five Boxers on the OPEX programme.	Establish a Performance Group for effective performance planning with Partners.	←————→		
		Minimum 4 Boxers selected for the 2016 Olympics	Attend all Mission 2014 Meetings with the SASCOC and SRSA.	←————→		
		4 Medals in Glasgow 2014 Commonwealth Games and a full team of boxers for the first time.	Production of an annual detailed Performance plans – competition and training calendar, budgets, monitoring methods, specific targets and selection criteria.	←————→		
		Appointment of An International Coach to assist with the planning and organisation of the performance programme.	More Effective and efficient co-ordination and management of the Performance Pathway.	←————→		
		Greater engagement and integration with SASCOC to provide support services for Elite boxers.		←————→		

Key Work Area - DEVELOPMENT				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
Implement an effective development programme for Juniors and Schoolboys/Girls.	National, Development Coaches	Schoolboy/girl and Junior squads to be created and selection criteria to be identified.	National Training and Competition plan developed for 11-16 year boxers.			
		Identify, train and prepare and train Schoolboys/girls and Juniors for progression onto the performance pathway.	Talent ID assessment of all 11-16 year boxers to be carried out for potential 2014 Medal Winners.			
		Send a team to the World Youth Championships on an annual basis.	Production of 2014 Talent Identification plan with annual reviews.			
Develop Opportunities for Women's Boxing at a Performance level	National and Women's Coach	Increase the current amount of 466 Women Boxers quality of Women Boxers in South Africa.	National Training and Competition plan to be developed for Female Boxing.			
			Promotion of the benefits of Women's boxing at every opportunity.			











Key Work Area – GROWING PARTICIPATION				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
To grow the numbers of young people participating in and being introduced to Open Boxing.	Executive, SRSA and Local Authorities.	Production of a National strategy that focuses on introducing Open Boxing into the school curriculum.	Introduction of 6 Week Pilot schemes in targeted Local Authority Areas.	←————→		
		Increased membership within clubs.	Engage with Local Authorities and Active Schools.	←————→		
		Create a seamless pathway between schools and clubs.	Promote the health and social benefits that Open Boxing can bring.	←————→		
		Increase registered boxers from 2556 in 2013 to 4000 in 2016.	Introduction of come and try sessions within schools.	←————→		

Key Work Area – EVENT DEVELOPMENT				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
More frequent and better quality international and national competitions	Executive, Provinces and Districts	Increased home International opportunities to be identified and targeted.	Harmonise competitions and shows with Districts and Clubs to create a well planned national competition calendar			
		All SANABO national/international events to be held in AIBA sized ring.	Engage with External partners to source suitable venues for hosting SANABO competitions.			
		Host the Commonwealth Federation Championships prior to the Glasgow 2014 Commonwealth Games.	Explore the possibility of televising SANABO competitions and events			
		Create a seamless pathway for South African Open Boxers to progress by holding Novice, Intermediate and Senior Championships.				

Key Work Area – COACH DEVELOPMENT				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
Inspiring, developing and valuing South Africa's Open Boxing coaches to make Open Boxing In South Africa a more healthy, active and successful sport	Coaches Commission, President	Develop, manage, monitor and evaluate the Coach education plan, Development and deployment of coaches to deliver increased participation and improved performance.	Conduct a workforce audit of coaching qualifications across the whole organisation and within in clubs in year 1	←→		
		Implement and develop and accredit coaching qualifications that will improve the quality and number of qualified coaches working in clubs, districts and nationally.	Establish and set baselines of coaching qualifications setting realistic and achievable stretched targets that will increase the number and quality of accredited qualified active coaches deployed in clubs and working with district and national squads.		←→	
		Establish a South African Open Boxing Coaching Group to review ,monitor and develop coaching priorities of provinces and affiliated member clubs.	Develop District Action Plans for coaching that will support club and district coaches meeting both participation and performance outcomes.		←→	
		Employment of a full time Coach Development manager to manage the effective delivery of Coach development within SANABO.	Develop District Action Plans for coaching that will support club and district coaches meeting both participation and performance outcomes.		←→	
		Develop and maintain a database of all South African's qualified and active coaches	Establish specific coach development programmes for the National Coach, Development Coach , and Executive members with a strategic responsibility for coaching and for personal development.		←→	
			Increase the profile and recognition of coaching within SANABO and with its 454 affiliated member clubs by holding National and district events that recognise and reward active qualified coaches.	←→		
					←→	

Key Work Area – FACILITY DEVELOPMENT				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
Provide high quality facilities for our boxers that will allow boxers to fulfil their potential	Executive, SRSA, SASCOC Local Authorities and clubs.	Establish an Interim HPC that SANABO can deliver its Performance programme.	Find a suitable venue in and engage with Partners to secure investment.	←→		
		Establish a Permanent HPC that allows SANABO to best prepare its elite boxers for major International events.	Production of annual detailed facility plans that detail usage for the interim and permanent HPC'S	←→		
		Audit existing club facilities and equipment.	Engage with national and community partners to source Additional investment to operate and furnish facilities.	←→		
		Develop a Plan to improve existing club facilities.	Advise and support clubs on how to improve current facilities	←→		

Key Work Area – GOVERNANCE				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
Ensure that all Executive Members are effectively inducted and aware of their strategic roles.	President, council	To elect an Executive consisting of boxing Specific experts and co-opted non Executives that can successfully deliver SANABO's strategic plan.	Expert resource to be employed through SRSA and used when required.			
			Individual needs analysis carried out with each Member to address ongoing training needs where appropriate			
			President to carry out individual Exco Members Appraisals annually.			
Identify possible gaps in the existing staffing structure and develop to fit the needs of the business	President, Council and SRSA	Gain support And agreement on proposed staffing structure with investors	Continual assessment of the effectiveness of current full time staff positions.			
			Act in accordance with the aims of SRSA Goals and in partnership with SRSA and SASCOC.			
			Appoint staff as required to further develop the sport of boxing to provide a quality experience for all members.			
			Liaison with AIBA and other countries to share examples of good governance			
Review and Develop focused work programmes for all professional staff.	President, Council, SRSA and expert resource	Staff deliver Effectively under specific roles to all members.	Implement new staff monitoring, and reporting systems with clear roles and responsibilities			
Ensure effective ongoing governance	Executive, Council SRSA	Achieve compliance in meeting governance standards through fit for purpose Audit. Establish SLA's for members and modernization of	Review and audit of current Administration function.			
			Appointment of a central belt Administrator.			
			Annual Membership survey to be conducted			

		<p>current systems and procedures.</p> <p>Ensure SANABO is a fair and equitable organisation</p>	<p>Ongoing implementation of fit for purpose audit findings</p> <p>Achieve the foundation equity level.</p> <p>Achieve the intermediate equity level by 2015</p> <p>Close liaison with Children 1st to ensure SANABO Child policy and procedures are up to date</p>	   
Effective Financial Management of SANABO	Treasurer, Lotto and SRSA	Monitor and manage the financial risks of the business	<p>Financial reports produced for every board meeting.</p> <p>Quarterly reports produced against actual budgets.</p> <p>Financial recommendations from fit for purpose audit to be implemented</p> <p>Reserves policy to be developed.</p> <p>Increased income generation from Members.</p> <p>Recruitment of Finance Expert</p>	     

Key Work Area – VOLUNTEER DEVELOPMENT				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
To recognise, reward and retain	Executive and Council	Every Club in South Africa has a recognised and qualified CPO	At least one First Aid Course is held in each district per Annum.	←————→		
		Audit of current R&J qualifications to be carried out.	Child Protection seminars to be held for updating members when appropriate.	←————→		
		R&J development plan to be produce that will identify how current R&J can be improved and new officials will be recruited.	National R&J Consultation/seminars to be held twice per year.	←————→		
		SANABO to qualify 5 AIBA star officials by 2015.	Ensure there is a consistent high level of R&J at club, district and national shows and competitions.	←————→		
			Reward and recognize current volunteers throughout the sport.	←————→		

Key Work Area – COMMUNICATION				Actions Timescale		
Objective	Responsibility	Targets	Actions	2014	2015	2016
To enhance and increase communications with members and promote the SANABO as the National Governing Body of Open Boxing in South Africa	Executive and Council	Improve and increase media coverage, brand awareness, quality of association and community involvement	Increase breadth and depth of membership services on offer.	←————→		
			Continued development of the SANABO Website.	←————→		
		Increased and Improved internal and external communications.	More engagement with partners SASCOC, Commonwealth Games SA, Local Authorities and SRSA to sell the virtues of Open Boxing in South Africa	←————→		
		Improved Corporate branding and mailings to partners and members.				
		Produce a Communications and Marketing plan.				

Measurement against Key Areas

We believe that Open Boxing can certainly achieve exponential growth over the next few years, and that South Africa can become the powerhouse of African boxing. The initiatives scoped out in this plan forms the blueprint for SANABO achieving this. Without funding however, this will never become a reality and we are also acutely aware that the funds allocated to the sport need to realize benefits in the form of growth and medals.

SANABO will therefore develop a detailed “**balanced scorecard**” of our 3-year plan and we will report on our progress against this scorecard to SRSA. SANABO will adhere to all the requirements set by SRSA.

Conclusion

SANABO has thoroughly thought through the 3-year plan and believes that it will guide us in implementing **sustainable processes and systems** to improve our performance in the International arena.

SANABO is **ready** to implement the strategy and plans highlighted in the document. It would however be challenging to implement the plan and reach our vision and objectives without the funding support from the SRSA. This money will activate the implementation strategy and will give SANABO the basis to start their holistic Elite development programme of the sport.

We **thank you** for the opportunity to submit this document which provides you with sufficient evidence of SANABO’s vision, specific objectives and case for funding. Please do not hesitate to contact us if you have any queries.

END - END