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MESSAGE: DENVER J. HENDRICKS

I am extremely proud to be associated with the CIES/NMMU initiative to improve the level of sports administration and management in South Africa.

After having been involved with sport for most of my life and having served the last ten years in the highest echelons of administration and management in the national government department responsible for the institution, I have come to recognise that in order to elevate our performances to new levels we can no longer simply depend on the sterling efforts of the band of dedicated volunteers who have brought us to where we currently find ourselves. It is necessary to ensure that our administrators, managers, coaches and officials are provided with the appropriate tools to bring them on par with their peers around the world and especially with those in countries that we regard as our traditional rivals.

I am of the opinion that the CIES/NMMU short learning programme in sport management has the potential to provide this echelon of cadres in the sports movement with a formidable array of knowledge and skills that will ensure that we elevate our performances on and off the field to levels that will improve our competitiveness in an extremely competitive international environment.

I, therefore, have no hesitation in endorsing the programme wholeheartedly and encourage sports organisations and individuals interested in developing sport in South Africa, to enrol in the programme in order to equip themselves to make a contribution.