



The Business of High Performance African Insights

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Session Theme: Management Models, Sponsorship, Financial Models

Where do you get money?

Where do you spend money?

Presentation Overview

- Management/ Governance Structures
- Where do you get money?

Where do you spend money?





Key Principles Applicable to Board of Directors



- Size (number)
 - Smaller is better
- Competencies (skills set)
 - Diversity
 - Suited to the objectives of the organization
- “Independence”
 - Material/Financial independence
- Exec vs Non Exec
- Accountability
 - Set term + Max number of consecutive terms
 - Performance Review + Consequences

Key Principles: Executive Management

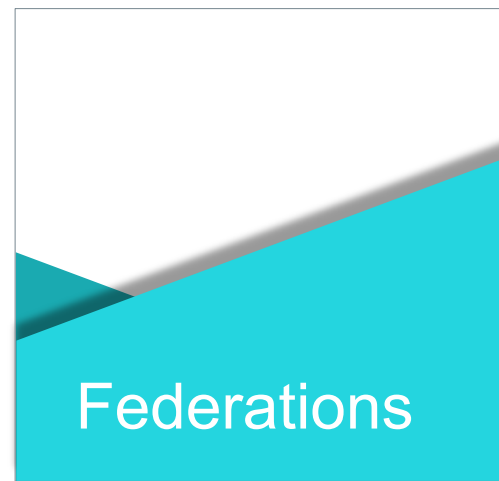
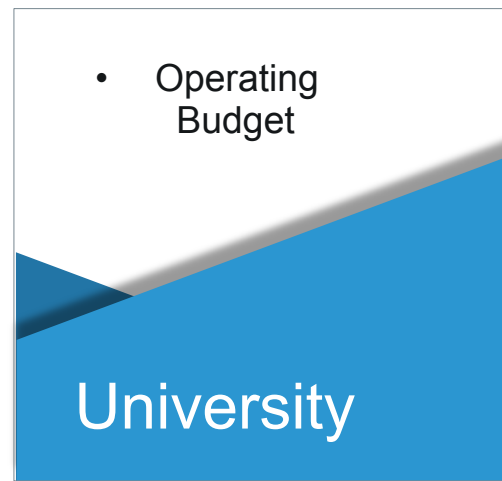
Each role in the executive team must be linked to a key performance area of the business





Primary Sources of Funding for HPCs

The essential activities of high performance (research, applied science, athlete support) cost more money than they make, therefore one must find alternative revenue to enable the work of high performance





ACTIVE CITIZENSHIP



SCIENCE & RESEARCH

Mission:

To improve the health and sporting performance of all South Africans through the application, translation and dissemination of science

Offering: Lifestyle Interventions, Fitness Centre, Clinical Services

Market: The man on the street

Revenue: Membership fees, Rental Income, Consulting fees

Donations,
Sponsorships,
% of SSISA's
income

University
Funding, Grant
Funding

WELLNESS

PERFORMANCE

EDUCATION

Offering: Short courses, certificates,
diploma

Market: coaches, trainers, individuals

**Revenue: Federation/Clubs,
Individuals**

Offering: Coaching, Sports Science Interventions (Testing, monitoring, strength & conditioning),
HP gym

Market: Athletes

Revenue: Consulting fees, Membership fees, Federations, Brand Association



ACTIVE CITIZENSHIP



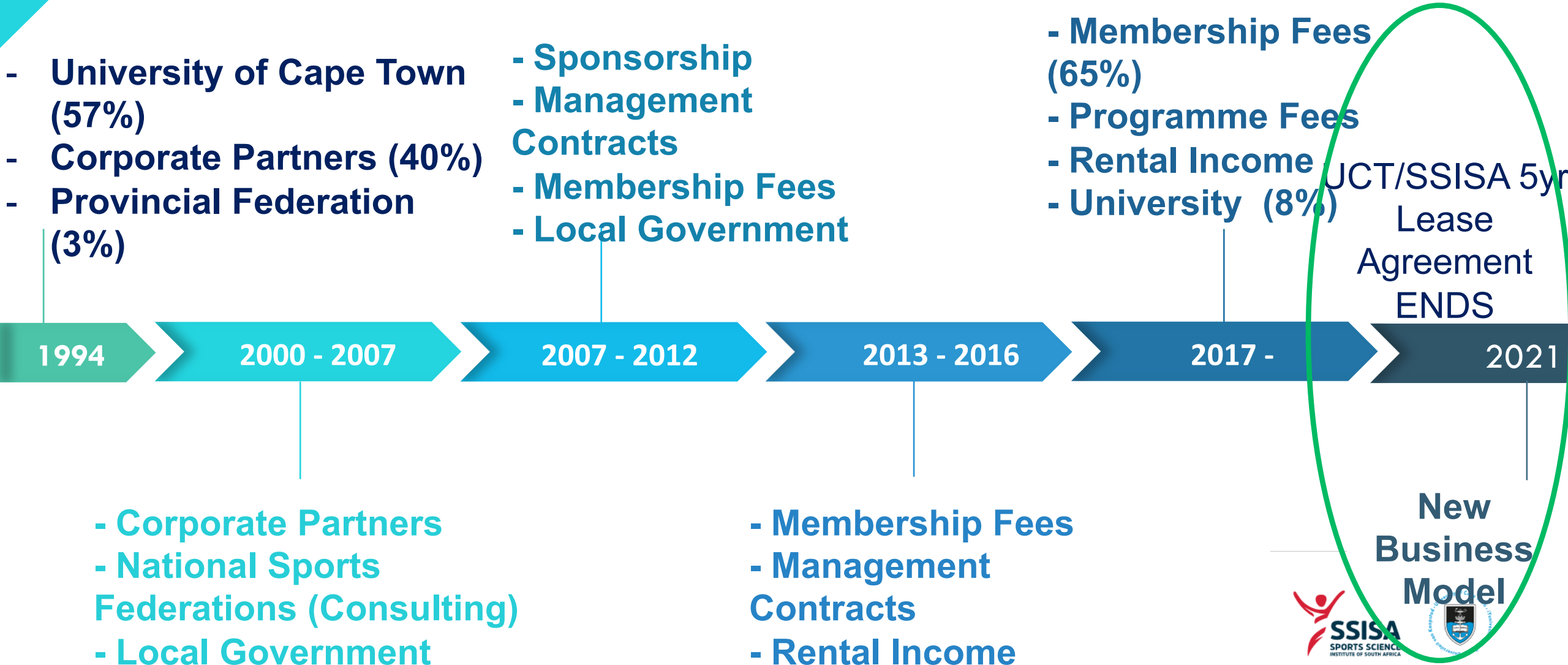
SCIENCE & RESEARCH

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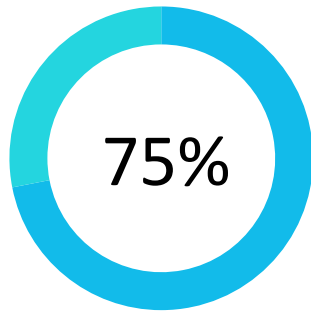
Business Unit/ Strategic Pillars	Offering	Revenue	% of Total Revenue
Wellness	Lifestyle Interventions, Fitness Centre, Clinical Services	Membership Fees Programme Fees Rental Income	64%
Performance	Coaching, Sports Science Interventions, High Performance Gym	Consulting Fees Membership Fees Federations Brand Association	8%
Education	Short courses, certificate, diploma	Federations/Clubs Individual (Programme fees)	8%
Science & Research	Research, Teaching	University Funding Grant Funding	10%
Active Citizenship	Community Health Intervention Programmes	Donations, Sponsorships, % SSISA income	-

Funding Evolution



Organisation A vs Organisation B

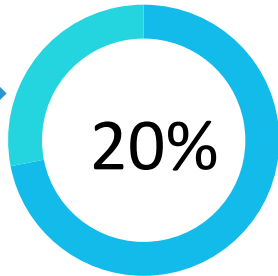
I understand the importance of revenue mix, but does it really have to be so complicated?



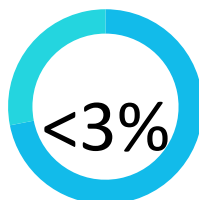
Residential Facility

Anchor Tenants

Hotel



Corporate Partnerships



Athlete Support Services
(clinical)

High Performance Services

- Research
- Applied Science
- Athlete Support Services
 - Eg Clinical

Organisation B core business

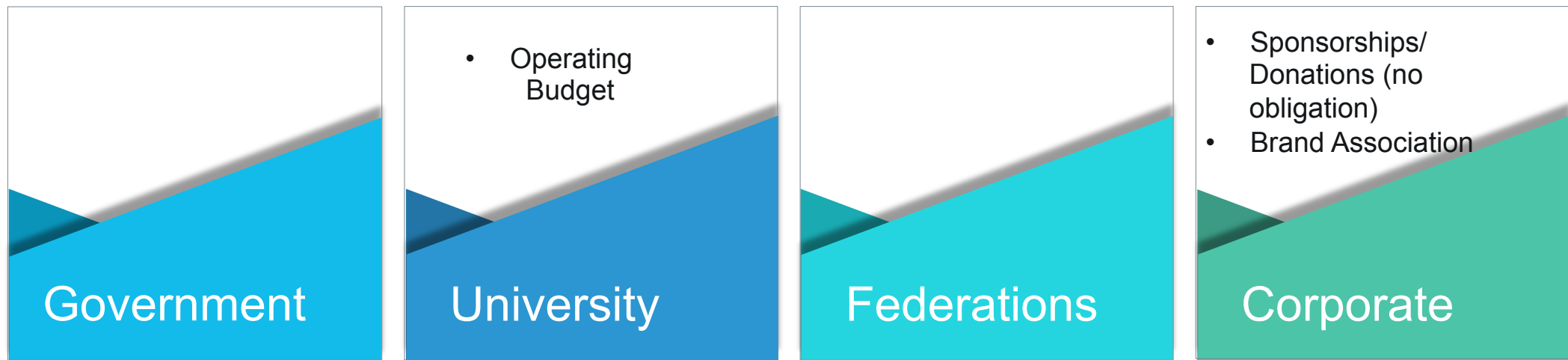
- Residential Facility
- Training Facilities

Revenue

- Rental Income (anchor tenants)
- Hotel Income (travelling teams)
- Corporate Partnerships
- Sponsorships
- Brand association

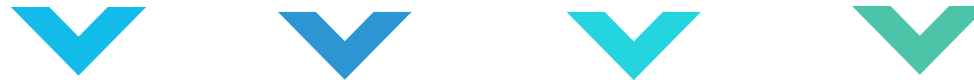


Primary Sources of Funding for HPCs in Africa



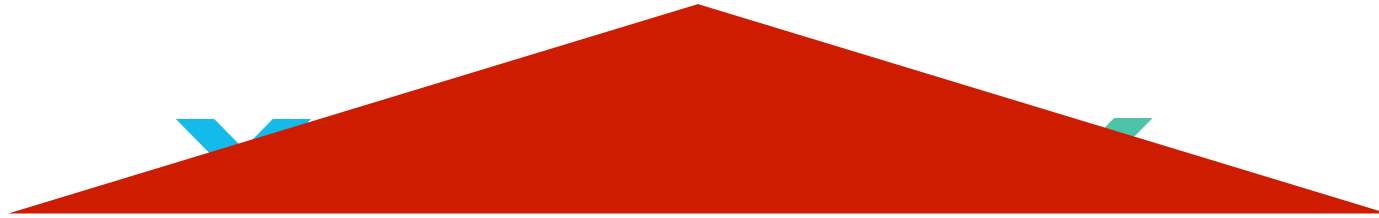


Vision/Mission/Goals/Strategy





Vision/Mission/Goals/Strategy



Principles of Sourcing Funding



Vision/Mission/Goals
should inform where
you look



Diversify your
income



Monitor
revenue drivers



Make it easy
for funders to
give money

“

You must gain control over your money, or the lack of it will forever control you.”

Dave Ramsey



“

You must gain control over your money, or the lack of it will forever control you.”

Dave Ramsey





Thank You!

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