

SPEECH BY PREMIER SIBUSISO NDEBELE AT THE RURAL HORSE RIDING FESTIVAL, DUNDEE, 29 JULY 2006

The Honourable MEC for Sport & Recreation, Mr A Rajbansi

His worship the Mayor of Umzinyathi District Municipality

Mayor of Endumeni Local Municipality

Other stakeholders & sponsors, Gold circle,

Dundee Horse Riding Association, Orange Grove Diaries.

Thank you for joining us in this spectacular event which only in its second year is proving to be calendar event in this part of KwaZulu-Natal. In the past 18 months, KwaZulu-Natal has burst out off the starting blocks and is blazing a trail to international recognition and regional prosperity.

In fact, I can say that we are truly in the race – be it by masterful handling of our canoes in the annual, world-renowned Dusi Canoe Marathon; by foot in the Comrades Marathon, on horseback in the Durban July Handicap and now the Rural Horse Riding Festival– and last but certainly not least, using an infinitely advanced form of horsepower, in the driving seat of the international A1 Grand Prix which we successfully held in January.

And next year, this remarkable event will be held again in KwaZulu-Natal, in Durban, on the 25th of February.

We have shown to the world and will continue to do so that we do indeed have the will and the skill to thrill an international audience.

We have once and for all dispelled the myth of Third-World ineptitude by effectively placing the Province and South Africa on the world map for hosting high-tech sporting events.

POWER SPORT

Being the third largest province in the country with a population of approx 9 million people, Kwazulu-Natal is renowned for its diverse cultures and rich heritage.

Government is committed to building a South Africa that truly belongs to all, Whilst there is a great emphasis on providing basic essential services, like housing, health care and education, provision has to be made for those elements that promote active and healthy lifestyles, contribute to nation building and will foster patriotism amongst our citizens.

Such is the power of sport in providing positive options to the youth of our province.

While we acknowledge the conventional codes of sport, that we focus on. Let us be mindful of the many of the many games and activities we engaged in, that was passed on to us by our forefathers and we enjoyed as young people. Global influences have had marked effect on the erosion and adaptation of the games.

In the last five years we have seen an aggressive revival of Indigenous Games Indigenous games provides a window for African values and have been an integral part of African communities for decades,

Last year we came to Dundee to celebrate this festival and enjoyed phenomenal success. Today, we find ourselves once again, assembled in Dundee for the 2nd Rural Horse Riding Festival.

The July Handicap takes place on the first Saturday of July each year and is one of the premier events in the horse racing calendar.

After the success of the inaugural event last year. it was resolved that the Rural Horse Riding takes place on the last Saturday each year in keeping with horse racing theme.

Provincial priorities

What we have here today is not only about sport, excitement and prizes to be won, we are making strides in rural development, recognition of indigenous activities, sustainability of values and customs, and more importantly bringing economic development and attention to a town like Dundee, which has suffered serious economic strife because of the industrial revolution, and the coal mining slum in the past years.

Today's event also addresses the provincial priorities as the planning and preparation for this festival encouraged co-operative governance, we see tremendous co-operation between the province, district and local municipalities and the private sector.

The volunteers working here today have been trained and will be able to assist in many other activities. Not only when we return next year for the festival but all year round in the town and the surrounding areas.

There has been investment in infrastructure for this event that will serve to develop horse riding even further. This event has encouraged sustainable development and has provided economic benefits for Dundee.

We need to use these events to prepare ourselves for the greatest show on earth, the FIFA World Cup in 2010.

Whilst the competition will be centred on Ethekwini, the official host city, there are tremendous opportunities to showcase KwaZulu-Natal as a hospitable province and as a perfect host and truly put KZN on the map.

The friendliness of the people, access to amenities, tourism, economic opportunities and entertainment amongst other, will assist us in staging a successful event.

Durban, KZN

The 2010 World Cup must leave a legacy, hence our 2010 and beyond strategy not only looks at the games but what it would mean for people outside the major cities where the games will be played.

The fast track building of the stadium falls in line with the Provincial emphasis for the development of soccer here.

There is already a clear plan of how soccer development will be rolled out from schools to professional clubs in the province. This will be done in partnership with SAFA and the selected provincial soccer clubs.

Having started at the schools levels to develop soccer has given the province to also look at soccer development outside schools.

The youth who are outside the school system are given a chance to become part of this exciting sport. This is where the soccer veterans have come in to assist with talent search throughout the province. All these activities will culminate in a possible Premier's Cup which will be held later in the year.

Legacy projects are those projects which will outlast 2010. They will be projects which will start within a few months with an intention to prepare the province for 2010 but which will intentionally or deliberately be structured such that they yield long-term socio-economic benefits for the people of the province of KZN particularly in the areas outside the main towns.

Earlier this week in Durban during the demolition of the last part of the Kings Park Stadium to make way for the 70 000 seater new King Senzangakhona

stadium, we announced the brand that we should be promoting for the 2010 FIFA Soccer World Cup, “**Durban, KZN**”.

Each municipality in our province of KwaZulu-Natal, from eThekweni to Umkanyakude to Msundusi to Zululand to Ugu must embrace that simple brand as we sell it to the world at large. This message must be consistent so that as people want to find more about “**Durban, KZN**” they will find out more about all of us.

Ladies and Gentlemen, sportsmen and sportswomen, we are in a Province who by far can excel with horsepower, whether its souped up engines, stallions or fillies, or power crafted canoes. These are exciting times for us, and let’s embrace it with all that we have.

Thank you.