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Introduction

It is vital that we supplement sporting and team initiatives with structured programmes that will ensure the efficient use of the facilities we bring to communities and also create a sustainable sporting culture.” – Collen Dlamini, Group Executive for Corporate Affairs at MultiChoice.

The youth in particular can access a range of benefits from participating in team sports. Besides the obvious physical health benefits, they learn how to solve problems on the fly and how to work within a team. They benefit socially too, as teams invariably exist as a central focus within a community of supporters, families and fellow players.

USD20 000

donated to Football Association of Zambia Organising Committee to support Zambian women's national football team in the Tokyo 2020 Olympics



Playing in a winning team and getting physically fit naturally boosts self-esteem and confidence. On the flip side, playing in a losing team that lifts itself by its bootstraps into a winner teaches resilience and self-discipline. Sports players learn that life isn't always fair and can be tough. They have to dig deep at times. Importantly, they learn to accept the inevitable defeats with grace, which is a major life lesson.

The physical exercise and quickened heart beats from playing sport are natural and effective stress reliever for younger people and mature adults alike. At an age where young people become easily bored and can be led astray, the discipline and excitement intrinsic to sport keeps many from getting into substance abuse or trouble with the law.

As a bonus, and contrary to popular belief, sports players often make good academics, as many utilise the self-discipline gained from sports into their studies.

Sport remains an important part of MultiChoice's offering through SuperSport, while community sports initiatives help to uplift and enrich our communities.

