



**SPORTS ECONOMY CONFERENCE:
DEVELOPING A MODEL FOR MEASURING SPORT'S CONTRIBUTION TO ALLEVIATING POVERTY, CREATING
EMPLOYING AND DECREASING INEQUALITY**

TIME	SPEAKER'S NAME	DETAIL OF ACTIVITY
08h30-09h00		TEA ON ARRIVAL
09h00 - 09h10	Programme Director	Welcome and Introductions
09h10 - 10h00	Session 1: Speaker 1	ECONOMIC CONTRIBUTION OF SPORT IN SOUTH AFRICA: DETERMINING THE SPORT SPECIFIC CONTRIBUTING FACTORS TO THE ECONOMY IN SOUTH AFRICA
10h00-10h30		DISCUSSIONS
10h45-11h35	Session 2: Dr. Nicola Appelcryn	EVALUATING THE CURRENT TAX REGIMEN FOR THE PURPOSE OF INVESTMENT IN SPORT
11h35-12h00	Facilitator	DISCUSSIONS
12h00-12h50	Session 3: Speaker 3	SOUTH AFRICAN SPORT SECTOR: CORPORATE ROLE IN DEVELOPING A STRONG SPORT SECTOR THROUGH DIRECT AND INDIRECT INVESTMENT
12h50-14h00		LUNCH
14h00-14h50	Session 4: Speaker 4	A BUSINESS OF SPORT & RECREATION: THE SOUTH AFRICAN ECONOMIC LANDSCAPE
14h00-14h50	Session 5: Dr. B Van der Spuy	THE CASE FOR SPORT IN SOUTH AFRICA
15:50-16:30		DISCUSSIONS

END OF CONFERENCE