

The ZOC UPDATES

MONTHLY NEWSLETTER



Recently held - Sport Administration Course, participants pose for a group picture with the ZOC CEO - Mr. S. Mudawarima at the ZOC Head office in Belvedere

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- INTERNATIONAL COACHING ENRICHMENT CERTIFICATION PROGRAMME (ICECP)

BE SURE TO GET YOUR COPY OF HARARE MAGAZINE ISSUE # 12 OF 2021 FEATURING TEAM ZIMBABWE IN TOKYO ON PAGE 33. GET A COPY FROM THE FOLLOWING PLACES

- BON MARCHE - CHISIPITE, MT PLEASANT & BORROWDALE
- SPAR - GROOMBRIDGE & BORROWDALE
- P 'N' P - BORROWDALE, KAMFINS & ARUNDEL

HAPPY READING AND THANK YOU FOR SUPPORTING US!

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MR IDY UYOE

ZOC SPORTS MARKETING AND EVENTS TOURISM WORKSHOP 3-5 NOVEMBER 2021

The Zimbabwe Olympic Committee (ZOC) will hold a three-day sports marketing and events tourism workshop in Harare on November 3-5, 2021. The workshop is expected to help provide skills and tools today's sports marketers need to succeed post Covid-19 pandemic, which resulted in changing consumer behavior. The in-depth program will provide new learning and insights on strategy as well as practical tools for stakeholders to deepen their skills and understanding of cutting-edge and relevant marketing practices in 2021 and beyond. Stakeholders are expected to adopt new commercial positioning in sports marketing to ensure they are best placed to make best business decisions.

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- *ASMC intake 15 session 6 was successful held on 16th -17th October 2021*
- *Sport Administration Course was successfully held 27th - 29th October 2021*
- *Buddying together to fight Breast Cancer webinar was held on Wednesday 27th of October 2021*



ICCE COACH DEVELOPER TRAINING

Four Coaches from Zimbabwe, Athletics (Ms. Lizzie Ntini and Mr. Silas Muringani) and Boxing (Mrs. Sarudzai Boroma-Mandiamba and Mr. Steven Masiyambumbi) attended the training. The workshop was aimed at Training to be efficient Coach Learning Facilitators and Coach Assessors, or simply put, Coach Developers. The workshop was held at Chita Lodge in Kafue from the 4th to the 10th. The main Facilitators were from Norway and Finland with two other co - Facilitators coming from Zambia.

The Facilitators challenged and guided the participants through the journey from being a Coach to a Coach developer or Coaches Mentor. The content was helpful and their perceptions were changed during the weeklong training period. The scope of the Course expects participants to carry out some Coach development workshops from now until February 2022. Participants are expected to work hand in glove with their associations and the National Olympic Committees who will assist monitor and fund proposed workshops. After completion of given tasks and report back the participants will then be certified Coach Developers.



SPORTS FOR ALL WORKSHOP – 08 OCTOBER 2021

The workshop was delivered through theory and practical sessions. The objectives of the workshop were to:

- Create an appetite for leadership in youth;
- Gain a better understanding of safe sport and its importance;
- Raise practical awareness that relates sport to GBV, corruption, Inclusion and Doping;
- Generate understanding in sport for all programme development;
- Increase participation in sport for all programmes by all.

Target group: The workshop targeted sport people with albinism. 27 participants, 13 Male and 14 Female participants, splitting the gender representation by 48% to 52% respectively.



HUMAN RESOURCES MANAGEMENT WORKSHOP 23 OCTOBER 2021

The workshop was delivered through theory and practical sessions. The objectives of the workshop were to:

- Understand the role of Human Resources Management of an Organisation.
- Develop Skills to Capacitate in managing people effectively.
- Developing effective Human Resource Policy within organization.
- Develop and Implement good people management practices.

Also covered during the workshop were Governance and Safe and Inclusive Sport

·Target group: The workshop targeted HRM personnel, administrators and secretary general from deferent NSFs. 23 participants, 13 Male and 11 Female participants, splitting the gender representation by 43% to 57% respectively.



ZOC SPORTS MARKETING AND EVENTS TOURISM WORKSHOP 3-5 NOVEMBER 2021

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Topics to be discussed reflect the changing landscape in sports marketing and event tourism, these will include:

- Marketing concepts
- Navigating Sport Marketing in the Era of COVID-19
- Marketing opportunities and Negotiating Contracts,
- Understanding sports sponsorship - Brand Marketing and Visibility,
- Managing marketing rights,
- Developing, and managing marketing strategy and
- Digital marketing.

Sport and Events Marketing guru Idy Uyoe has been engaged by the National Olympic Committee to facilitate the workshop. Hailing from the USA, Atlanta Georgia, Mr. Uyoe has more than 18 years of proven leadership experience in the business development, content marketing, sponsorships and communication strategy. Idy has delivered quantifiable value for the world's most valuable brands in sports, media, financial services and NGO's. He has to date activated marketing programs at four Olympic Games and the FIFA World Cup and has written extensively about sports marketing, sport finance and sport development in emerging economies. In the region and continent, Mr. Uyoe has in the recent past partnered with the Knowledge Management Division of the IOC to develop sales and marketing curriculum, and instructor led training, for senior executives of Olympic Sports Federations and National Olympic Committees in Kenya, Rwanda, Nigeria, Malawi, and Zambia. He is renowned for excellence in due diligence and risk management.

Endorsing this initiative, the ZOC President Mr. Thabani Gonye said, "The workshop talks directly to the third ZOC strategic Key Performance Area of Business Development whose overall goal is to make the ZOC brand visible, attractive, competitive and optimally leveraged by 2025 with Paris 2024 and Los Angeles 2028 in mind." He further added, "We, however, can never achieve success on our own, but need the support of all the key sport stakeholders including the corporates, who are critical in the sponsorship mix to realise positive performance results. We are ready to welcome Mr. Uyoe to Zimbabwe come November and look forward to a transformed marketing approach and landscape for our local sport."



The "OLYMPIC SCHOLARSHIPS FOR ATHLETES "PARIS 2024"

ZOC requested National Federations to submit their recommended nominated athletes for consideration for the Paris 2024 Olympic Athletes Scholarship Programme by 22 October 2021. Athletes selected should have a realistic qualification chance, have the potential to benefit from targeted support and have no doping or disciplinary sanctions (current or previous). Priority will be given to athletes who meet the following requirements:

First Tier Athletes.

These are Elite, High Performance athletes that are already part of, or being considered for the NA's High performance or elite programmes with high international and Continental rankings. Athletes that will be considered are those that:

- Won medals or were finalists;
- Placed top eight in their events, or were semi or quarter finalists;
- At least qualified for the recent two Olympic Games (2016 and 2020) and are still considered to be competitive at that level in 2024;
- World class athletes that have met or directly satisfy the respective IF's "A" qualifying standards for the previous or next World Championships before 2024.

Second Tier Athletes – DEVELOPMENTAL THRUST.

These are:

- Talent Identified athletes with potential for nurturing/ development through a managed program and may be part of the NAs Long Term Junior or Youth Athletes Development Programmes (LADP)
- Athletes being considered for the Long Term High Performance Programmes (LTHPP).

INTERNATIONAL COACHING ENRICHMENT CERTIFICATION PROGRAMME (ICECP) 2021 – 2022 VIRTUAL EDITION

The ICECP virtual is comprised of coaching leadership and core sports science curriculum taught by Team USA's Sport Performance and University of Delaware experts, as well as other leading international professionals in their respective fields. Content is delivered through a blended virtual experience that includes eight modules offered over nine months, consisting of close to 60 courses/hours (six to eight hours per month) of online video lectures completed independently, with a content check and reflective exercise. Live virtual discussions on the concepts and ideas are to be presented by an international coaching expert following each of the modules. Participants who fulfill the requirements will receive an ICECP certificate from the University of Delaware. Participation will be limited to 50 coaches. The ICECP is open to coaches from all sports that operate in the Olympic programming.

Ms. Sheelah Crause from Swimming will be undertaking the course from 2 November 2021 to July 2022. We wish her all the best in her studies.

**ZOC - We Personify Olympism and
Excellence!**

THANK YOU, TO OUR OCTOBER 'FRIENDS' !

