

ESTABLISHING A
**NATIONAL SPORT SATELLITE
ACCOUNT (NSSA)**
FOR SOUTH AFRICA

EXECUTIVE SUMMARY

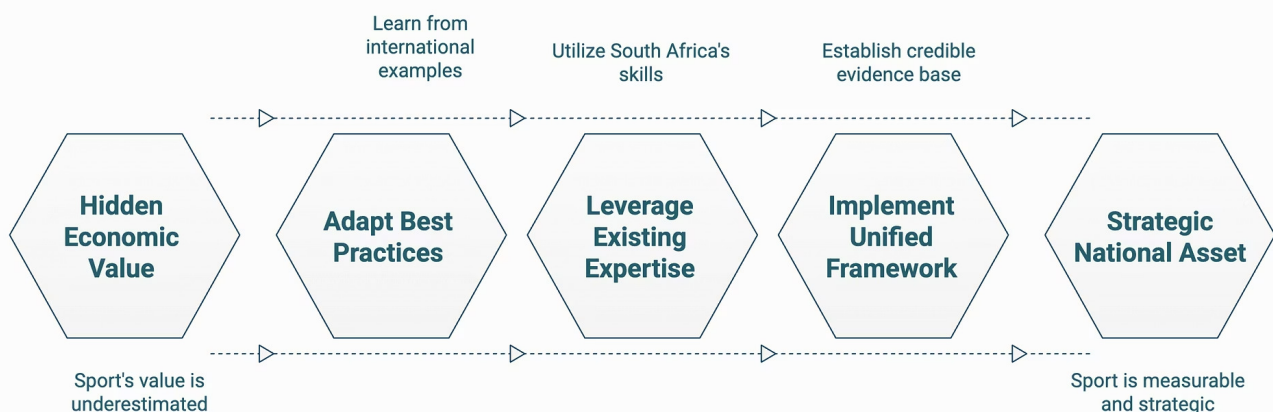
South Africa's sports sector is a vibrant and multifaceted contributor to the national economy and society, yet its **true economic value remains hidden** within **aggregated statistics**. Without **precise measurement**, sport's potential as a driver of inclusive growth, job creation, social cohesion, and public health is under-leveraged and often overlooked in strategic policy and investment decisions.

This vision document advocates for the creation of a National Sport Satellite Account (NSSA) – a dedicated, rigorous statistical framework to comprehensively quantify the economic footprint and socio-economic impact of sport in South Africa. By adapting **international best practices** and leveraging South Africa's existing expertise in satellite accounts, this initiative will transform how sport is understood, governed, funded, and developed.

An NSSA will provide a **unified and credible evidence base to inform policy**, attract investment, enhance governance, and drive transformation in the sports sector. It will position sport as a formal, measurable, and strategic national asset aligned with South Africa's development goals.

This document outlines the rationale, expected benefits, implementation framework, challenges, and South Africa's readiness to pioneer this transformative initiative.

Implementing a National Sport Satellite Account



Unveiling the Impact of a Vibrant Sports Sector



PROJECT INVICTUS:

CATALYSING SOUTH AFRICAN SPORT'S TRANSFORMATION THROUGH SYSTEMS RESEARCH AND POLICY REFORM

What is Project Invictus?

Project Invictus is a pioneering strategic think tank and catalytic initiative, specifically designed to unlock the profound socio-economic potential of the South African sport economy. By employing advanced systems thinking methodologies and rigorous, evidence-based research, Invictus systematically diagnoses the deep-rooted structural challenges that impede the sector's growth, such as pervasive data deficits, entrenched governance failures, and significant import dependency in the sporting goods value chain. Its mission is to drive targeted, high-leverage policy reforms aimed at professionalizing sports governance, attracting strategic investment from both public and private sectors, and fostering inclusive development across all levels of South African sport, ultimately contributing to job creation, GDP growth, and national cohesion.



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INTRODUCTION:

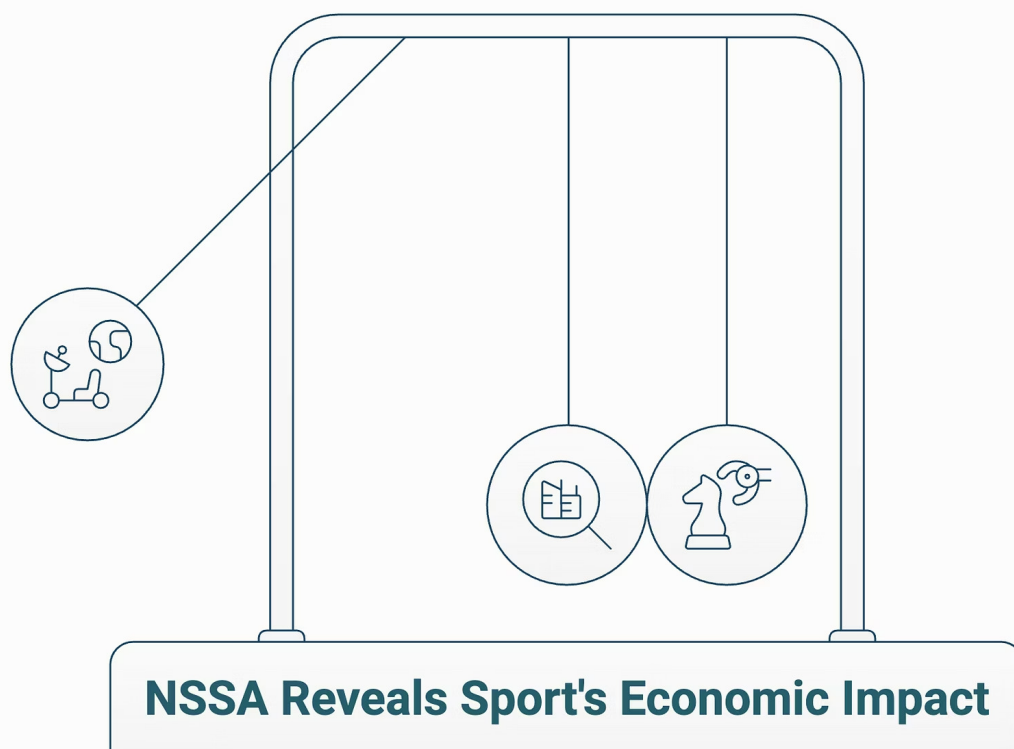
WHY A NATIONAL SPORT SATELLITE ACCOUNT?

INTRODUCTION:

WHY A NATIONAL SPORT SATELLITE ACCOUNT?

Sport is woven deeply into the fabric of South African society, fostering unity, pride, and opportunity. Yet, despite its importance, the sector's true economic scale remains invisible in official data. Sport-related activities are spread across multiple industries, making it difficult to isolate and quantify their collective economic contribution using traditional national accounts.

A National Sport Satellite Account (NSSA) is designed to fill this gap. It will isolate and measure all sport-related economic activities, providing clarity and rigour to what has until now been an informal understanding of sport's value. With this foundation, sport can be recognised and managed as a strategic economic and social asset.



National Sport Satellite Account

Measures sport's
economic activities

Economic Clarity

Isolates sport's
economic
contribution

Strategic Recognition

Sport managed as
economic asset

THE UNTAPPED POTENTIAL OF SPORT IN SOUTH AFRICA

ECONOMIC ACTIVITY

South Africa's sports sector drives considerable economic activity—through employment, manufacturing, events, tourism, and media. It supports hundreds of thousands of jobs and contributes billions to GDP annually.

SOCIAL IMPACT

Socially, sport promotes cohesion, health, youth development, and nation-building.

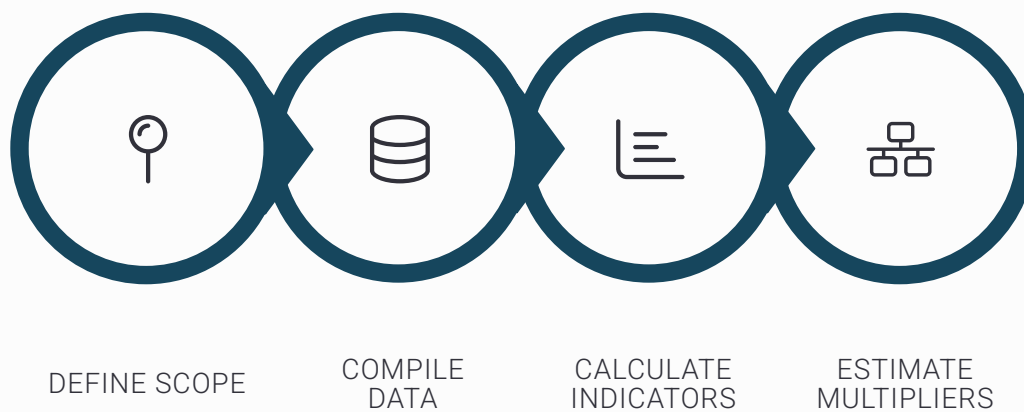
CURRENT CONSTRAINTS

Yet this potential is constrained by fragmented data, inadequate governance, and uneven investment. Without a clear picture of sport's full economic and social footprint, the sector struggles to attract sustainable funding, design impactful policies, or implement effective development programs.

An NSSA is the critical first step toward unlocking sport's latent power for inclusive national development.

WHAT IS A SPORT SATELLITE ACCOUNT?

A Sport Satellite Account is a specialized statistical framework that extends South Africa's System of National Accounts to focus exclusively on sport-related economic activities. Drawing on international standards and South Africa's successful Tourism Satellite Account, the NSSA will:



- Define the scope of the sports economy across manufacturing, services, participation, events, and media.
- Compile and analyze sport-specific data from diverse sources including business surveys, household consumption, and trade data.
- Calculate key indicators: GDP contribution, employment, investment, and consumption attributable to sport.
- Estimate economic multipliers to capture indirect and induced effects on the broader economy.

This framework will produce credible, standardized metrics that illuminate sport's full economic and social significance.

THE STRATEGIC BENEFITS OF AN NSSA

An NSSA will empower South Africa to:



BENCHMARK THE SPORTS SECTOR

Track growth, productivity, and global competitiveness with authoritative data.



INFORM EVIDENCE-BASED POLICY

Guide public spending on infrastructure, programs, and governance reforms with measurable ROI.



ATTRACT AND DE-RISK INVESTMENT

Provide transparency and data certainty to institutional investors and sponsors.



ENHANCE GOVERNANCE AND ACCOUNTABILITY

Reveal economic flows to improve oversight and combat inefficiency.



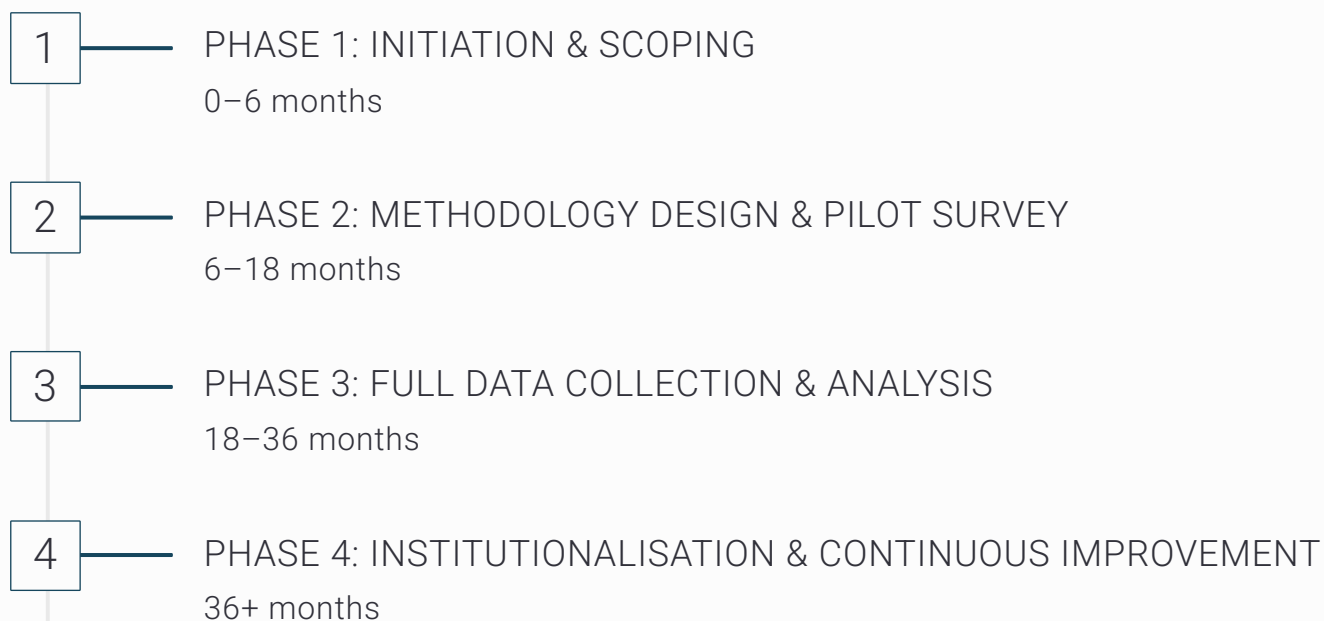
PROMOTE EQUITY AND TRANSFORMATION

Disaggregate data to identify and address disparities across demographics and codes.

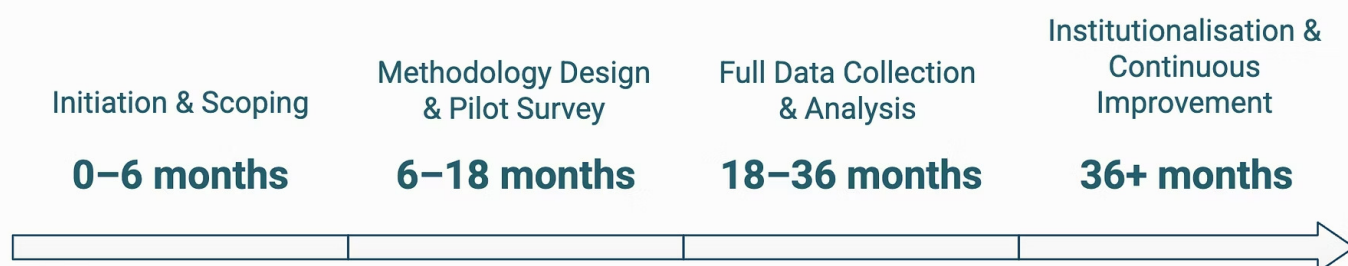
By establishing sport as a measured, investable asset, the NSSA will transform perceptions and unlock new growth pathways.



FRAMEWORK FOR ESTABLISHING THE NSSA – DETAILED IMPLEMENTATION PLAN



Project Development Timeline: From Initiation to Institutionalization

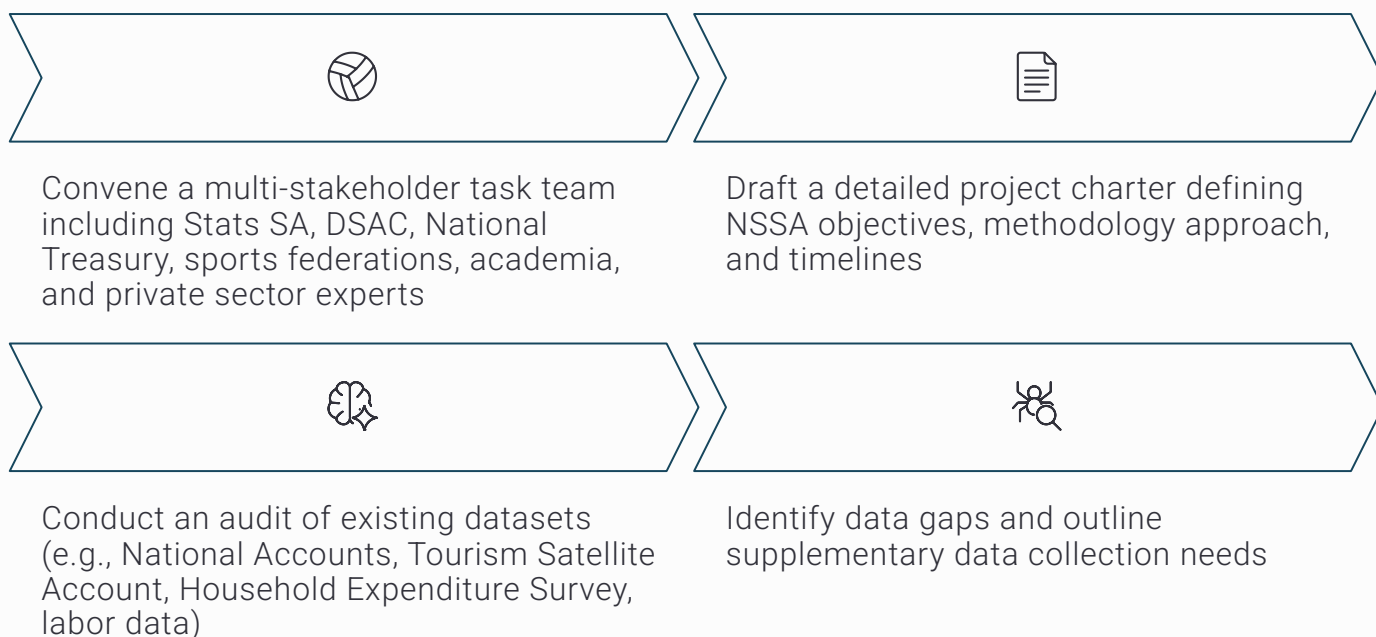


PHASE 1: INITIATION & SCOPING (0–6 MONTHS)

OBJECTIVES:

- Define clear scope and boundaries of the NSSA
- Build consensus on the value and need for the NSSA
- Map existing data sources and gaps

KEY ACTIVITIES:



DELIVERABLES:

- Project Charter and Governance Model
- Initial Data Inventory and Gap Analysis Report
- Stakeholder engagement plan

PHASE 2: METHODOLOGY DESIGN & PILOT SURVEY (6–18 MONTHS)

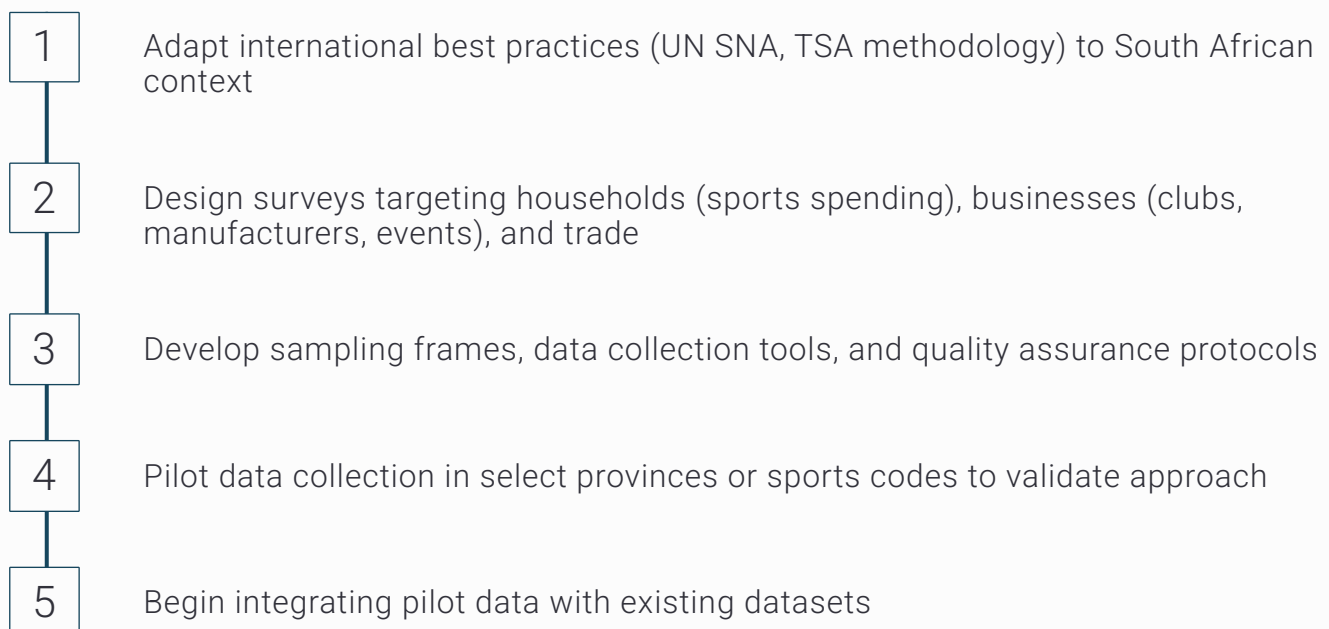
OBJECTIVES:

- Develop and validate NSSA methodology aligned with international standards
- Design and execute pilot surveys to fill critical data gaps
- Test data integration and aggregation processes

DELIVERABLES:

- Approved NSSA Methodology Document
- Pilot Survey Instruments and Data
- Preliminary NSSA Data Compilation and Validation Report

KEY ACTIVITIES:



PHASE 3: FULL DATA COLLECTION & ANALYSIS (18–36 MONTHS)

OBJECTIVES:

- Conduct comprehensive NSSA data collection across South Africa
- Calculate economic aggregates and multipliers
- Develop analytical tools and dashboards

KEY ACTIVITIES:

- Roll out full national surveys and data collection programs
- Establish data-sharing protocols with government departments and private sector
- Apply economic modeling to estimate GDP contribution, employment, investment, and consumption
- Develop interactive dashboards and reports tailored to different user groups (policy, investors, federations)

DELIVERABLES:

- Complete NSSA Dataset and National Estimates
- Economic Impact and Multiplier Analysis Reports
- User-Friendly Data Dashboards and Communication Materials

PHASE 4: INSTITUTIONALIZATION & CONTINUOUS IMPROVEMENT (36+ MONTHS)

OBJECTIVES:

- Embed NSSA into official national statistics program
- Build capacity for ongoing data maintenance and updates
- Use NSSA insights to inform policy, investment, and governance

DELIVERABLES:

- Official NSSA Product and Reporting Schedule
- Trained Statistical Personnel and Documentation
- Strategic Use Cases and Policy Briefs Informed by NSSA Data

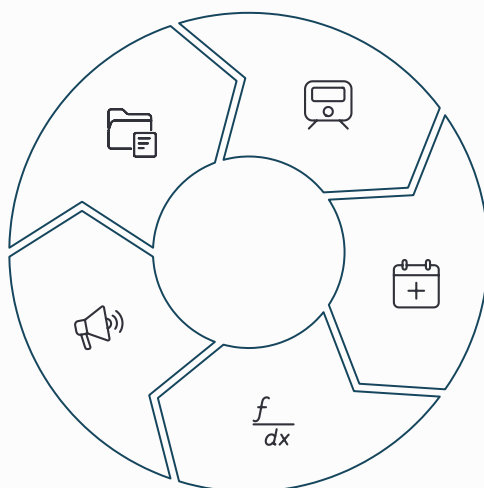
KEY ACTIVITIES:

FORMALIZE NSSA

Formalize NSSA as a recurring statistical product within Stats SA

PROMOTE FINDINGS

Promote NSSA findings through stakeholder workshops, media, and conferences



BUILD CAPACITY

Train staff and develop expertise in sport economic measurement

ESTABLISH CYCLES

Establish annual or biennial NSSA reporting cycles

INTEGRATE DATA

Integrate NSSA data into government planning, funding allocation, and private investment decision-making



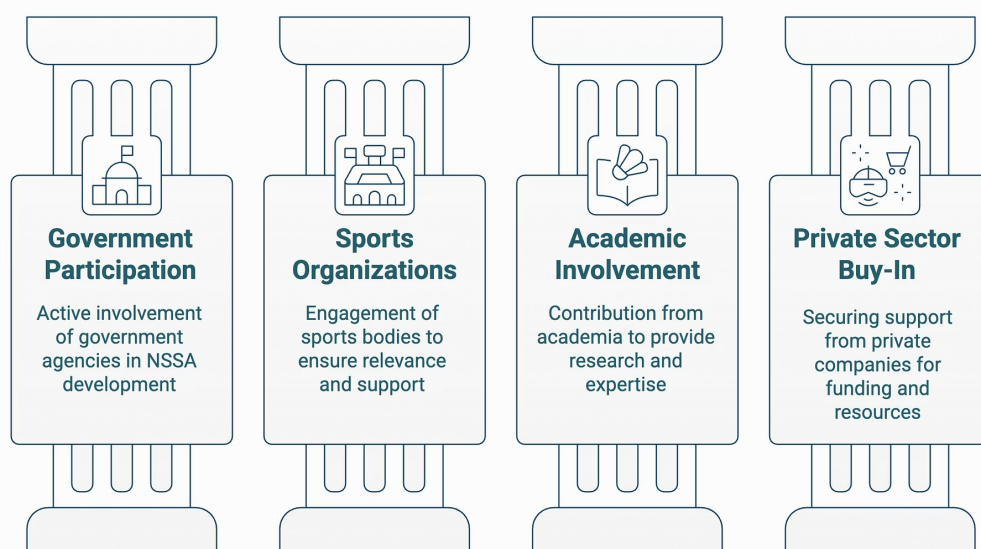
STAKEHOLDER ENGAGEMENT STRATEGY:

BUILDING A COLLABORATIVE MOVEMENT

STAKEHOLDER ENGAGEMENT STRATEGY — BUILDING A COLLABORATIVE MOVEMENT

A successful NSSA requires active participation and buy-in from multiple stakeholders across government, sports organizations, academia, and the private sector. This comprehensive engagement strategy outlines how to build a collaborative movement to support the NSSA's development and implementation.

Building a Collaborative Movement



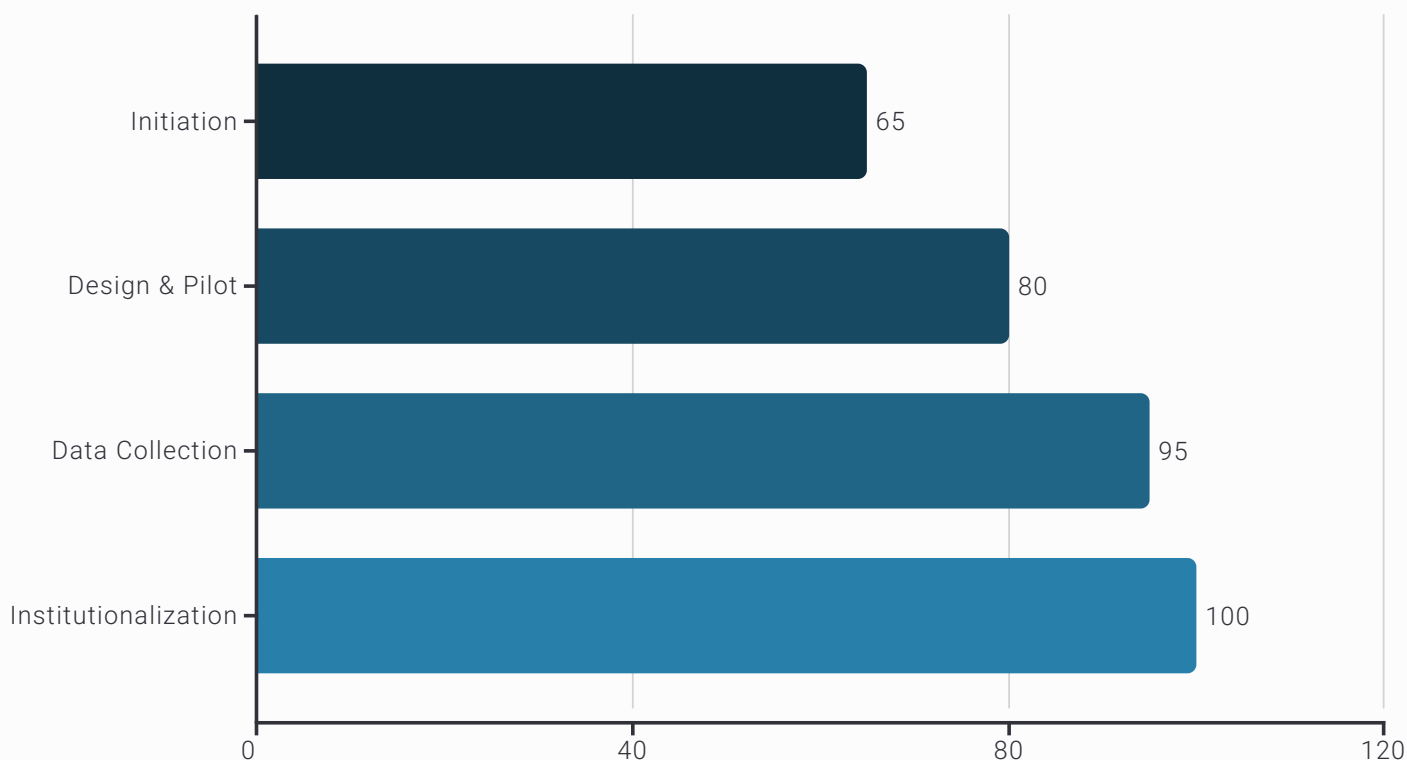
STAKEHOLDER GROUPS AND THEIR ROLES

NSSA Stakeholder Roles and Objectives

Stakeholder Group	Role in NSSA Development	Key Engagement Objectives
 Stats SA	Lead technical design	Champion rigorous methodology
 DSAC	Policy alignment, funding	Ensure NSSA informs development
 National Treasury	Funding oversight	Support institutionalization
 Sports Federations/Leagues	Provide operational data	Facilitate data access
 Academic/Research Institutions	Methodological support, data analysis	Offer expertise, validate methods
 Private Sector	Demand credible data	Engage for funding
 Civil Society/Community Groups	Advocate for equitable representation	Ensure inclusivity and transparency
 International Bodies	Provide global best practices	Support knowledge exchange

ENGAGEMENT ACTIVITIES AND TIMELINE

Implementing National Sports Satellite Account



The chart illustrates the expected increasing stakeholder participation levels across the four implementation phases, with full engagement achieved during institutionalisation.

BUILDING OWNERSHIP AND SUSTAINABILITY

BUILDING OWNERSHIP AND SUSTAINABILITY



CHAMPION NETWORK

Identify and empower respected leaders within government, sport, academia, and private sector to advocate publicly for NSSA.



TRANSPARENCY & COMMUNICATION

Maintain regular updates through newsletters, websites, and social media to build trust and excitement.



CAPACITY BUILDING

Train sport administrators and statisticians on NSSA concepts and data interpretation to deepen sector-wide understanding.



COLLABORATIVE GOVERNANCE

Establish a multi-stakeholder NSSA steering committee to oversee progress, resolve issues, and ensure alignment.



FEEDBACK LOOPS

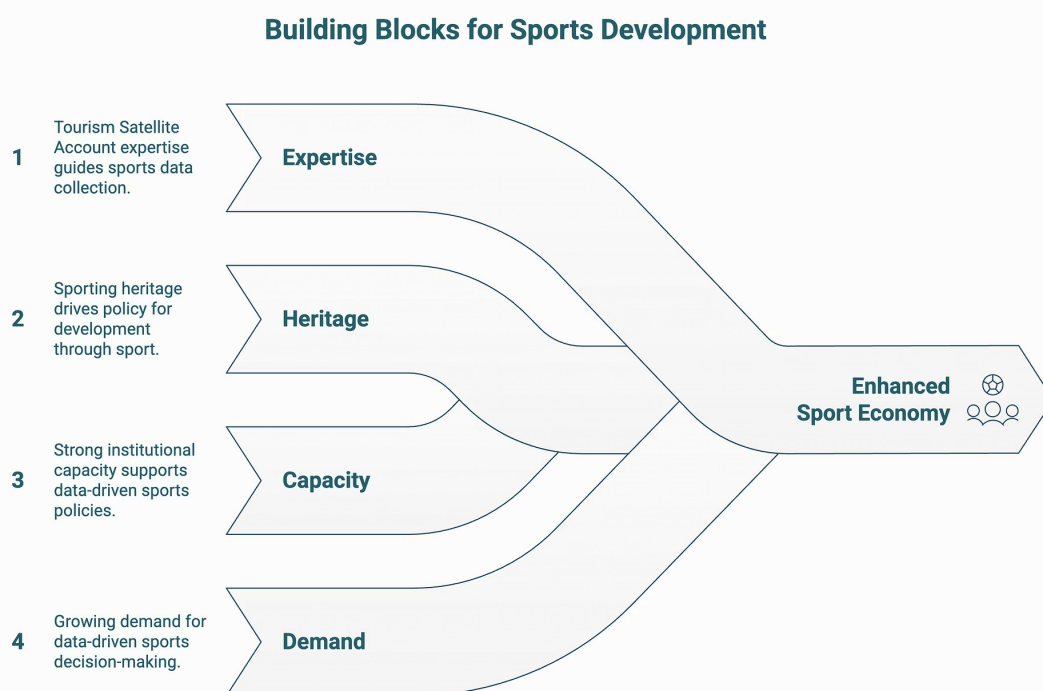
Create channels for stakeholders to provide input on NSSA data usability, ensuring it meets evolving sector needs.



SOUTH AFRICA'S FOUNDATION AND OPPORTUNITY

SOUTH AFRICA'S FOUNDATION AND OPPORTUNITY

South Africa is uniquely positioned to lead this initiative given:



The NSSA can serve as a foundation to formalise sport's role as a central pillar of economic and social development.

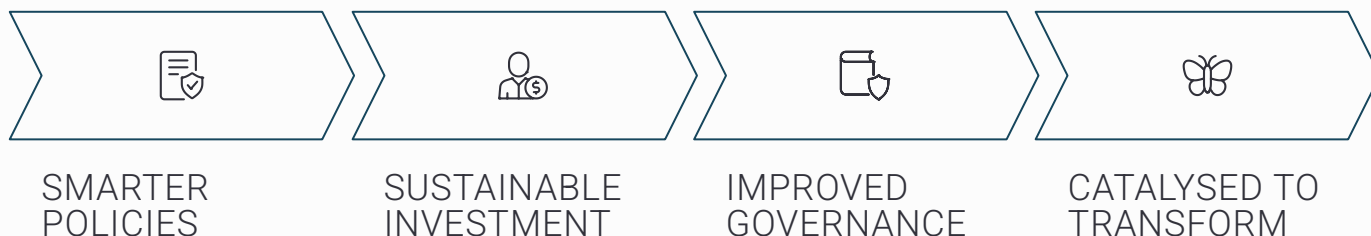
CONCLUSION:

UNLOCKING SPORT'S FULL POTENTIAL

CONCLUSION: UNLOCKING SPORT'S FULL POTENTIAL

The establishment of a National Sport Satellite Account is a pivotal step toward recognizing and harnessing the full power of sport for South Africa's future.

By providing reliable, comprehensive data, the NSSA will enable:



We call on all stakeholders—government, statisticians, federations, investors, and civil society—to commit to the development and implementation of this critical tool. Together, we can unlock sport's true potential as a catalyst for inclusive growth, unity, and national pride.



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