

Gary Kirsten Foundation sponsors 300 licences for up-and-coming township coaches

The Gary Kirsten Foundation (GKF) has announced it will invest in 300 CoachED licences for up-and-coming coaches across South Africa. CoachED is a newly launched online cricket coaching accreditation programme.



Commenting on the sponsorship of these 300 CoachED licences, Madoda Mahlutshana, trustee of the GKF and a former school principal, said: “This is an amazing opportunity that gives a sense of hope and extends a much-needed lifeline particularly during this time of anxiety and uncertainty amidst the coronavirus pandemic.”

He explained that this was a really worthwhile opportunity to bring quality cricket development to township and rural communities that haven’t benefitted from such training in the past: “We’re very excited about the use of this platform which creates virtual accessibility without any physical contact necessary. This is the sort of innovation in line with GKF objectives which upskills youngsters through cricket on a massive scale. This platform will reach cultures and communities in the far corners of the country through a highly cost-effective mechanism without compromising on quality. This truly is a game changer, not only for South African cricket, but South Africa’s most disadvantaged communities as well.”



Identifying recipients

The partnership with GKF will see Gary Kirsten working alongside trusted advisors and coaches to identify 300 sponsorship recipients comprising a mixture of coaching capacities - from those who've just started in the system through to those with more experience but without any formal coaching accreditation.

All the recipients would have displayed an interest in cricket coaching within the townships, having come from disadvantaged communities of South Africa.

“The sponsorship of these 300 coaching licences is just the starting point of the initiative which aims to give a wider range of coaches an opportunity to upskill their knowledge,” said Kirsten. “Far too often, people are unable to benefit from such cricket skills’ development, for a variety of reasons. It’s great to have an online version that allows coaches to develop their abilities using cutting-edge techniques and the latest available information to keep ahead of the game.”

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