

## **A BRIEF ON THE 4<sup>TH</sup> AFRICAN SPORTS MANAGEMENT ASSOCIATION INTERNATIONAL CONFERENCE FROM 4<sup>TH</sup> TO 6<sup>TH</sup> APRIL 2019 AT MOUNT KENYA UNIVERSITY - THIKA, KENYA**

The 4<sup>th</sup> African Sports Management Association International conference was held from 4<sup>th</sup> to 6<sup>th</sup> April 2019 at Mount Kenya University-Thika, Kenya. The theme of the conference was “*Mass Sports in Africa: Opportunities and Challenges*”. The said conference attracted seventy two (72) participants drawn from various countries in Africa and beyond, these included: Kenya, Uganda, Nigeria, Burundi, Gambia and Germany.

Thirty nine papers were presented from the following sub-themes

- Mass sports: Recreation vs elitism?
- Domestic vs Internationalization / Globalization of sports
- Talents identification and development in sports
- Sports for peace and social harmony
- Sports and environment/climate change issues and sports
- Sports and health
- Sports and coaching / instructional support system
- Technology and partnerships in sports
- Sports and culture
- Sports in early childhood and special populations
- Gender and inclusiveness in sports,
- Ethical and Moral issues in sports.
- Sport and media
- Sport management in Africa

Other activities engaged in during the 3 days conference period were:

- (i) An award to the African Founder of Physical Education Department at Kenyatta University, Mr Nyaga; this award was raised by various alumni of Kenyatta University physical Education graduates who mainly were taught by him between 1976 when the department was established and 2006 when he retired. The award included both monetary and certification. Mount Kenya University was also awarded for provision of conference facilities and personnel at no cost.
- (ii) As a way of marking the International Day for Physical Education and Sports, which falls on the final day of the conference, 6<sup>th</sup> April 2019, delegates were all ferried to a sports ground owned by the University for a Mass sports event that was very well organized by the conference organizers. Delegates who participated in the 4 hour – long mass sport event at the university playground on the last day of the conference engaged in a wide range of aerobic activities including Zumba dance, Taebo and various traditional African mass sports activities.
- (iii) Award of certificates for participation to the conference participants, presenters of various papers, rapporteurs and chairmen/ladies of sessions. The award of ASMA membership certificates was also done to new members.
- (iv) Election of new office bearers: This was put on hold through a general concensus to pave way first for ASMA constitutional change. Delegates suggested that, each country should

- have a chapter and continental delegates will be elected from the Chapters' officials. A deadline of 6 months (up to end of December 2019) was issued for each country to have a chapter and also for legal practitioners working hand in hand with the existing officials to prepare a draft constitution for sharing with the Members.
- (v) The next ASMA conference was unanimously scheduled to take place in Gambia, west Africa in 2021.
  - (vi) A communique was issued to the media and delegates on the final day of the conference which had been compiled and was read out by the ASMA Secretary General, Prof. Andanje Mwisukha.

### **SOME PHOTOGRAPHIC REPRESENTATION OF THE CONFERENCE**



**PLATE 1: The Sports Commissioner in Kenya (right) and the representative of the Cabinet Secretary in charge of sports receiving gifts from Mount Kenya University Vice-Chancellor, Prof. Stanley Waudo (front left) during the opening ceremony of ASMA 2019 conference.**



**PLATE 2: MR. J. J. NYAGGAH, FOUNDER of Physical Education as an Academic Discipline in Kenya, through the Dept of Physical Education in 1976 addressing the delegates after his Distinguished Member Award at the 4<sup>th</sup> ASMA conference.**



**PLATE 3: A section of the 4<sup>th</sup> ASMA Conference delegates showing diversity of delegates.**

## **Part 2:**

### **COMMUNIQUE FOR THE 4<sup>TH</sup> AFRICAN SPORTS MANAGEMENT ASSOCIATION INTERNATIONAL CONFERENCE**

The 4<sup>th</sup> African Sports Management Association(ASMA) Conference took place at Mount Kenya University (MKU)-Thika, Kenya, from 4<sup>th</sup> – 6<sup>th</sup> April 2019. The Conference appreciated Kenya's Cabinet Secretary for Sports and Heritage, Amb. Dr. Amina Mohamed, EGH, who had been invited to grace and close the Conference but could not make it due to other pressing commitments. She, however, sent an officer who ably represented her. The Conference further appreciated the support and sponsorship from MKU and the Kenya Academy of Sports. The ASMA officials greatly appreciated the 72 participants who took part in the Conference. The participants came from Nigeria, Uganda, The Gambia, Burundi, Germany, Tanzania and the host Kenya. The Conference compiled some strong recommendations which were issued out via the following Communique:

1. Government Agencies and voluntary sports Organizations and Associations should work towards implementing programmes for mass sports participation so that African countries can enjoy the benefits of a healthy population and higher productivity.
2. In order for African countries to excel in international sports competitions, they need to establish talent identification programmes from the grassroots to the national level.
3. African countries need to implement measures geared towards strengthening the teaching of Physical. Education (P.E) in all educational institutions as the foundation for participation in sports programmes.
4. The Conference noted with concern the lukewarm attention given to the teaching of P.E from early childhood, primary, secondary and tertiary educational institutions and strongly advises African countries to positively redress the situation.
5. Given that sports is an important instrument for social integration, it is vital to ensure inclusivity in mass sports irrespective of age, gender, disability, religion and any other discriminating tendencies.
6. The Conference noted the low level of professionalism in sports management and recommended the need for certification of practitioners in the field.
7. Each African country should ensure that a professional sports organization which champions contemporary matters in sports is established preferably as a national Chapter of ASMA.

8. Sports institutions and programmes should be managed and administered by qualified and experienced sports professionals.
9. Sports coaches in African countries should embrace application of modern technology and scientific approaches in the process of sports talents identification, nurturing and development
10. In order to generate new knowledge in keeping abreast of new developments in sustainable sports development, there is need for continuous engagement in research in all the various areas of sports.
11. Sports organizations, professionals and practitioners in African countries are called upon to be vigilant on matters of ethical behavior and promotion of professionalism in sports. Vices such as discrimination, doping, age-cheating, etc. must be condemned and discouraged, if possible through legislation.
12. There is need to have an Africa-wide policy which governs all aspects of sports.

**Communique written and submitted Prof. Andanje Mwisukha, ASMA Secretary General on 6<sup>th</sup> April 2019.**

**Part 3:**

**ASMA MEMEBRSHIP**

New member continue to be enrolled with a serious challenge in existing members remitting annual subscriptions. A factor expected to be addressed in the new dispensation of working through chapters. The membership drive could be more enhanced through the national chapters system. This will help to ensure a more vibrant marketing of ASMA and WASM on the African continent. The current membership rotates around 70 members as older members tend to lose their membership due to non-payment of annual subscription fees as new members also continue to join.