

**REMARKS BY THE KWAZULU-NATAL MEC FOR ECONOMIC DEVELOPMENT
AND TOURISM MICHAEL MABUYAKHULU ON THE OCCASION OF THE MTN**

SUPERSPORT SHOOTOUT

20 JUNE 2014

Programme Director;

Dignitaries Present;

Ladies and Gentlemen;

All protocol observed.

On behalf of the provincial government of KwaZulu-Natal, we wish to express our greatest delight for being part of this year's edition of the MTN Supersport Shootout, an event which has become one of the country's premier golfing events for amateurs attracting an array of high profile personalities.

Programme Director, the province of KwaZulu-Natal is exceedingly proud of being associated with this event, which is not only aimed at promoting amateur golf particularly among celebrities but also addressing the challenges of education and poverty.

Pointedly, the MTN Supersport Shootout is in line with our strategy that we have embarked upon as the provincial government of KwaZulu-Natal to use mega sporting events as a leverage to place the province on the global tourism and investment map and increase our share of domestic tourism.

As a result, Programme Director, this event comes at the time when the province of KwaZulu-Natal is enjoying a bumper feast of hosting major events. As all of us know, we have just hosted the Comrades Marathon, which is now synonymous with the province of KwaZulu-Natal.

This month, we also hosted the MTV Africa Music Awards, which were beamed live to a global audience of more than 500 million people, cementing the reputation of Durban and KwaZulu-Natal as the tourism and economic destination of the future especially in the context of the Africa that is rising.

Next month, our province will also play host to the Vodacom Durban July, a premier horse racing event which sees thousands of people descending on the province.

As the province of KwaZulu-Natal we have done an economic impact assessment of these events which have shown that these events have a huge multiplier effect on the provincial economy. It is in this context that the importance of the MTN Supersport Shootout should be understood.

Critically, this event provides an opportunity for sporting personalities, government leaders and captains of industry to meet and network while enjoying the beautiful game of golf. There can be no gainsaying the significance of this. The economic challenges facing our country today requires all of us to work even more closer to fashion a sense of common objective in the context of a global economic landscape that is forever changing.

But, more importantly, we are particularly chuffed that this event is not only about golf and networking but contributes to charity, the Jacob Zuma RDP and the Gozololo Centre for Needy Children being the primary beneficiaries.

We want to thank all the particulantly for doing their fair share to assist us as a province and as a country to contribute to education and efforts to reduce poverty.

Programme Director, we also want to send a special word of gratitude to MTN as well as Supersport for supporting this event and in particular Supersport for the marketing mileage that our province derive from hosting this event.

Before we conclude we want to also thank Mr. Kevin Curren who had the vision to start an event which has become a signature event in the amateur golfing fraternity.

In conclusion, Programme Director, as the province of KwaZulu-Natal we want to express our sense of pride for being associated with such as an event over the past two years. We have no doubt that the MTN Supersport Shootout is poised to grow even bigger.

I thank you.