

CSI programme gets kids going

Simba is introducing a new initiative to its Corporate Social Investment (CSI) stable, called Ready Steady Go. The programme aims to encourage an active and outdoor lifestyle amongst South Africans of all ages while having fun.



“Simba would like to encourage families to have fun together and to become more active. With this in mind, in early 2008 we embarked on a programme in which our team of activation experts went out to encourage parents and children to spend more time together having fun and educating them on the significance of a balanced diet. In 2009, we will expand this program further and continue to drive the ‘active lifestyle’ message,” says Simba CEO, Lauren Siebrits.

Up 'n at 'em



An objective of Ready Steady Go is to also provide educational resources which will allow South African school children, together with their educators to lead a balanced and active lifestyle. Aimed at primary school children, parents and educators nationwide, Simba is partnering with Active Schools Initiative (ASI) to make this journey a destination.

ASI is a Non-Governmental Organisation that currently operates in four schools in the Western Cape, promoting Play and Physical Activity as an important aspect of cognitive, emotional and social learning for children.

International basis



The ASI programmes are based on an international approach which is known as Bewegte Schule in Europe and Escuela Movimiento in South American countries. In South Africa, different components of the international approach have been shaped to form the Schools in Motion concept. This provides a theoretical foundation for the implementation of the Play and Learn Programmes and has been adapted to the specific needs and challenges of primary schools in South Africa.

ASI also aims to make schools and communities more child-friendly and provide opportunities for social learning, personal development and active child participation. Surveys of teachers and learners mirror the success of the programmes so far. Teachers agree that “ASI programmes form an enriching and important part of the education of their learners”. Learners express the success of the programmes with statements like “I learnt to be responsible”, “I learnt to make others feel good” and also “I learnt that I must exercise more and be healthy”.

Roll out plan



"We aimed to implement ASI programmes in 14 schools in the Western Cape and Gauteng between December 2008 and December 2009. We will provide them with starter packs, which include items such as bean bags, balls, hula hoops, balloons and stationery. In addition, we will supply tools to build their own play equipment, sponsor school excursions, fun and sports days throughout the year. Simba will also assist with the training of school co-ordinators to ensure long-term sustainability ASI in the specific schools," continues Siebrits. "Through this initiative we hope that more parents will become aware and understand the importance of encouraging their children to become more active."



On 2 December 2008, the first school to launch with ASI and Simba was Zimasa Primary School in Langa, Western Cape. The Play and Learn programmes have been implemented at this school for the past 8 months and have provided opportunities for social skills development through play for learners from Grades 1 to 9. Craven Engel, National Co-ordinator of the ASI: "The launch at Zimasa Primary has been a big success. One can see the sense of ownership and how the children have been developing through the programme." Within the next 12 months an additional nine schools will be launched with ASI and Ready Steady Go in the Western Cape and four in Gauteng.

This launch is an opportunity to introduce Simba's Ready Steady Go programme as the sponsor of ASI for 2009 and to motivate the continuation of ASI in participating schools for the next year.

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