

# Business of sport rewards Carol Weaving, others in Virgin Active Sport Industry Awards

The [Virgin Active Sport Industry Awards](#), which celebrate the most innovative, influential and extraordinary work produced across the entire sports market have selected 2012's winners, including [Carol Weaving](#), MD of the [Thebe Exhibitions and Projects](#) Group, as Entrepreneur of the Year.



Carol Weaving

The entrepreneur award recognises the individual who has masterminded the stand-out entrepreneurial business deal, development or moment in the industry over the past year. This was given for the inaugural Sports and Events Tourism Exchange (SETE) exhibition and conference, held in Cape Town in July last year by Thebe.

Weaving said the main objective of the project is to grow South Africa's popularity as a sports tourism destination. She said SETE is an example of a private/public partnership that works. "Our strategic partnership with South African Tourism has made it possible for us to have a significant impact on the industry. It is a project that not only enjoys wide industry support but also from the Department of Sport and Recreation and the Department of Trade and Industry. It is an honour to

receive this award."

South Africa was recently named the 'World's Leading Sports Tourism Destination'. "This is no small feat and we trust our project has made a contribution," said Weaving,

## Absa rewarded for support



The star performer was seen as Absa, with the bank rewarded for its sponsorship of both the Absa Premiership and the Absa Springboks, as well as securing the Awards for Best Use of Digital Communications in Sport and Best TV Sport Commercial for its outstanding 'Team of Millions' Rugby World Cup campaign.

## Other PR, marketing awards

Best Use of PR in a Sport Campaign - Sponsored by Peermont Hotels, Casinos & Resorts - SASOL - SASOL Banyana Banyana

The Virgin Unite Community Programme Award - Telkom - Telkom Rural Splash 'Learn To Swim'

Sport Brand of the Year - Sponsored by Repucom - SuperSport

Best Integrated Sport Marketing Campaign - Sponsored by Prosport International - SAB - Carling Black Label 'Be The Coach'