



KWAZULU-NATAL PROVINCE

SPORT, ARTS AND CULTURE
REPUBLIC OF SOUTH AFRICA

**SPEAKING NOTES FOR MEC MNTOMUHLE KHAWULA ON THE OCCASION OF THE DUNDEE
JULY MEDIA LAUNCH
02 JULY 2024
ENDUMENI MUNICIPALITY**

His Worship, Mayor of uMzinyathi District Municipality, Cllr B. Ngubane
His Worship, Mayor of Endumeni Local Municipality, Cllr S. Ndlovu
Councillors
Head of Department of Sport, Arts and Culture, Dr Thobile Sifunda
Sponsors and partners present
Members of the media
Ladies and Gentlemen

Let me take this opportunity to welcome you all to the official media launch of the 19th edition of the Dundee July – which will be held at Endumeni Horse Racing Track, in Dundee on Saturday, 20 July 2024. The Dundee July has come a long way since its inception back in 2005, that is when government saw the potential of this sport which was played by rural folk for fun and small prizes.

Today we are excited to see the Dundee July achieving phenomenal growth levels, with stake money now counted in millions of rands, compared to the goats and chicken that our forebears competed for previously.

The Dundee July is regarded as one of the fastest-growing traditional horse racing events which has grown remarkably since its establishment and has become an important occurrence in the events calendar for KwaZulu-Natal. Annually the Department invests approximately R10 million towards the equine industry development, including the hosting of horse racing events in different districts as well as capacity building for the industry. It is significant to note that the traditional horse racing sector now has a footprint in all 11 districts in the Province and attracts

participants from other provinces and neighbouring countries. It is also strategically posed to create a link with BRICKS countries and other European countries.

Attendance figures for last year's event reached an estimated 30 000 patrons enjoying the event in a variety of stylish corporate marquees, private marquees and relaxed general viewing areas. This contributes significantly to the economy of Umzinyathi District and neighbouring districts.

This is one event that we are seeking to grow as government because of its potential contribution to the province's economy and job creation. We want to harness its full potential throughout the value chain such as hospitality, tourism, retail, entertainment and transportation.

There are ongoing discussions with different stakeholders, including sister departments, to unlock funding that will assist in taking forward the Dundee July as well as the entire traditional equine industry. This year marks the first year of the Dundee July incorporating commercialisation and it is a signal of good things coming to Umzinyathi district.

Theme

This year's Dundee July will be held under the new theme - "African Jewel" -, which replaces "Royalty", which is a theme that we have utilised over the past three years. This new theme will run for the next three years, and it will evolve and mature. This theme will be interpreted and expressed through fashion, hospitality, entertainment and various other offerings associated with the event. We invite the public to also interpret this theme and dress to kill on race day. For the first time this year a member of the public or couple who dress according to the theme will walk away with prizes and a get-away weekend for two.

Development of Equine Industry sector

Substantial progress has been made to regularise tripling or umtebhelo as a horse racing discipline. The following are some of the significant milestones in the growth of the equine industry:

- There are now eleven fully operational associations in the province with approximately 4000 racing horses, with a potential growth estimated at 10 000 horses once the industry is fully fledged. This would equate to approximately 40 000 direct jobs in the long term. It will add a minimum of R2 billion to the GDP. Job creation remains our top priority in this sector given the triple challenges of unemployment, equality and poverty.
- A memorandum of agreement has been signed by KZN Department of Sport, Arts and Culture, KZN Gaming and Betting Board, Agribusiness Development Agency, National Horseracing Authority and Department of Economic Development, Tourism and Environmental Affairs. The aim is to formalise collaboration among all government entities, to pull resources together to support this industry and its related value chains. To this end we are going to speed up the process of setting proper administration with a full time CEO and support staff in the near future.
- A provincial research study has been completed by the Moses Kotane Research Institution to ascertain the full potential of this sector.
- A masterplan on the traditional equine industry is now in place and we are working towards unlocking financial resources to fund the plan with my colleagues from Treasury and EDTEA. The report provides the full potential of this sector in contributing towards economic growth and job creation.
- The KwaZulu-Natal Economic Regulatory Authority and KZN Department of Sport, Arts and Culture have issued racecourse operator licenses to 16 traditional horse racing associations.
- A studbook is now finalized with over 700 horses microchipped, and the process of issuing horse passport is ongoing. This task is being undertaken in collaboration with the National Horseracing Authority. This will significantly increase sale value of racing horses.

- The department is involved in the current public redrafting of the KZN Gaming and Betting Tax Bill. This will enable the traditional equine to benefit from the tax funds. This is a significant historical shift because it provides opportunities to those who were previously disadvantaged to access state resources. We also want appeal to the private sector to invest in this new venture and the returns on investments are significant in the medium to long term.

2024 Dundee July

The 2024 edition of the Dundee July promises to be at another level with 10 mouthwatering races, a fashion showcase involving upcoming and established designers and models, and later followed by the Dundee July Music Experience at Dundee Horse Racing track.

Currently the stake money stands at over R1,7 million, with a target of reaching R2,5m before race day. There are ongoing discussions with more potential sponsors, and we are confident of reaching this target. The main winner on the day will go home with at least R300 000.

I once again challenge the private sector to put money toward the stakes!

The Dundee July will be preceded by build-up activities that include the following:

- The Dundee July equine career expo targeting schools and Amajuba TVET College students, inclusive of horse products trade opportunities scheduled for the 18 July 2024.
- Hosting of Miss Dundee July Ambassador to be hosted in partnership with Ithala on 19 July. Differently this year the winner will be decided live on the race day by the public.
- A colourful Dundee July Street Carnival extravaganza is planned for 19 July 2024.
- Dundee July main event, incorporating horse racing, fashion, exhibition and entertainment galore on 20 July.
- A Dundee July Musical Experience will take place on 20 July 2024 lasting the whole night.

It is important to note that NO weapons of any kind are allowed in this event. We want a seamless, safe and enjoyable event for everyone. I invite KZN and South Africa to descend to Dundee, not only for the event but also to experience the battlefields tourism destination.

In conclusion, let me take this opportunity to thank all our partners and sponsors for your continued support and cooperation towards the development of the KwaZulu-Natal Traditional Equine Industry. None of this would be possible without our sponsors and strategic partners. I also want to thank the media for your continued support and your role in growing the Dundee July into an event that has become a well-known brand in the province and beyond.

I would like to reiterate our commitment to the development of traditional equine industry until it reaches its full potential.

I thank you.