

INVITATIONAL MIDDLE DISTANCE TRACK SERIES 2021 REPORT



MESSAGE FROM ELANA

South Africa has been blessed with great sporting talent. One of those is athletics - especially middle distance and marathon running! The goal is to identify and develop talented athletes with an opportunity to race in favourable conditions at sea level.

The **Endurocad Invitational Middle Distance Track series**, was started in 2019 to provide our local athletes the chance to compete. From the start it was clear how much the athletes are in need of competitions geared towards middle distance events. The athletes embraced the opportunity and broke personal best times event after event.

The track series has sparked enthusiasm for middle distance running amongst athletes and coaches. The athletes recorded world class times, for five weeks in a row. The performances of the athletes have been truly inspirational and a new wave of runners have stepped to the front ready to represent SA on the global arena. I want to salute them!

I hope you find the report insightful and we are looking forward to building on this very successful series. None of this would be possible without our incredible team, and the support of our partners!



Elana van Zyl Meyer
AMBASSADOR & FOUNDER



VISION AND FOCUS



EXCELLENCE

Commitment to excellence is an ethos that Endurocad has lived by since its existence. For this principle to have a real effect on the success of the event, we need to strive for excellence. Our goal was to produce world standard, first class event, through intelligent planning and focussed efforts.

DEVELOPMENT

Platform where young upcoming athletes can gain experience and insight. They gain exposure in a competitive environment.

TALENT ID

Focus on identifying young talent especially female athletes.



ATHLETES ACADEMY ATHLETES PERFORMANCES

Athletes Academy has been established in 2019. The club is still in its infant stages. Currently there are just over 100 members in the club with 65% junior athletes.

A total of 24 club athletes competed in the series.

**15 males
9 females**

23 Personal best times achieved

4 Athletes included in the Boland Junior team

3 athletes included in Boland Senior team





COETZENBURG ATHLETICS STADIUM

Stellenbosch University is one of the oldest tertiary education institutions in the country and Coetzenburg has been the host of many world class and some world record performances in the past. Maties Athletics was a leader in the field when the very popular "one hour" track meetings was introduced.

The most historical race was when De Villiers Lamprecht became the first South African to break the four minute barrier in the mile at Coetzenburg on the 13th of November 1964. Many memorable events took place including the dual between Matthews Motshwarateu's "Loop-en-Val" and Ewald Bonzet.

Not only does it have a great tradition of middle distance performances, but it is also one of the most beautiful tracks in the world.



ACCOMMODATION PARTNER

Stellenbosch Academy of Sport provides the environment in which to develop and train, in order to attain that 'excellence of performance'. The Academy offers an all-encompassing world-class facility, situated in the beautiful South African winelands of Stellenbosch. Facilities and services on-site include indoor and outdoor training fields, a state-of-the-art gym, comfortable athlete accommodation and performance-nutrition catering.

SAS provided all our participants with discounted rates on rooms for 4 of the 5 meetings.



"What an experience! It was fabulous and the hospitality unprecedented. It was really great for us to stay in such a world class facility. The staff was friendly and the food was great."-
Coach Nollie Meintjies
(Potchefstroom)

COVID COMPLIANCE

Strict measures were put in place to ensure the safety of all participants . The first event was hosted for 50 athletes and in the other four we could accommodate 100 athletes to comply with the regulations.



SCREENING

- One entry point.
- Athletes completed screening form online or at the gate.
- Temperature was taken at the gate.



NO SPECTATORS

- Only athletes and coaches were allowed into the stadium .
- Spectators watched all the action through fencing surrounding the track.



MASKS & SOCIAL DISTANCING

- No one was allowed to enter the stadium without a mask.
- Groups were escorted into the stadium 10 minutes prior to their event.
- Once done participating athletes had to leave the stadium .

**The Compliance Officer for the series
was Tanya Carstens**





01 March 2021



08 March 2021



14 March 2021



24 March 2021



OBJECTIVE

1 HOUR MEETS

Meetings started at 20:00 in the evening to provide the best possible chance for favourable weather conditions.

EXCITING ATHLETICS

Competitive line-ups as many of the best athletes in the country flocked to Stellenbosch to take part in the series.

CREATE A CULTURE OF TEAMWORK

Runners work together to ensure that they achieve their goals.

GOAL

Revive middle distance running in South Africa.

Provide racing opportunities for middle distance athletes at coast.

Encourage World Class Performances.

29 March 2021

PARTICIPANTS INFO

NUMBER OF PARTICIPANTS

403 IN TOTAL

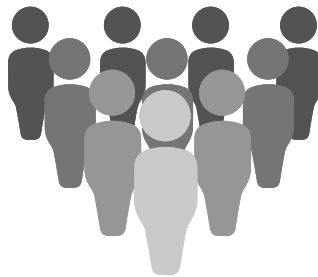
01 MARCH- 50

08 MARCH-79

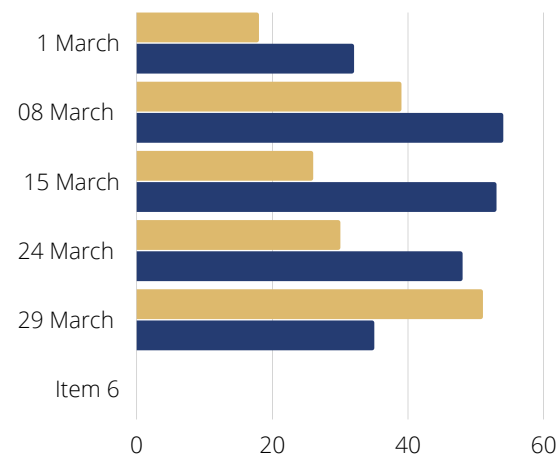
15 MARCH- 96

24 MARCH- 78

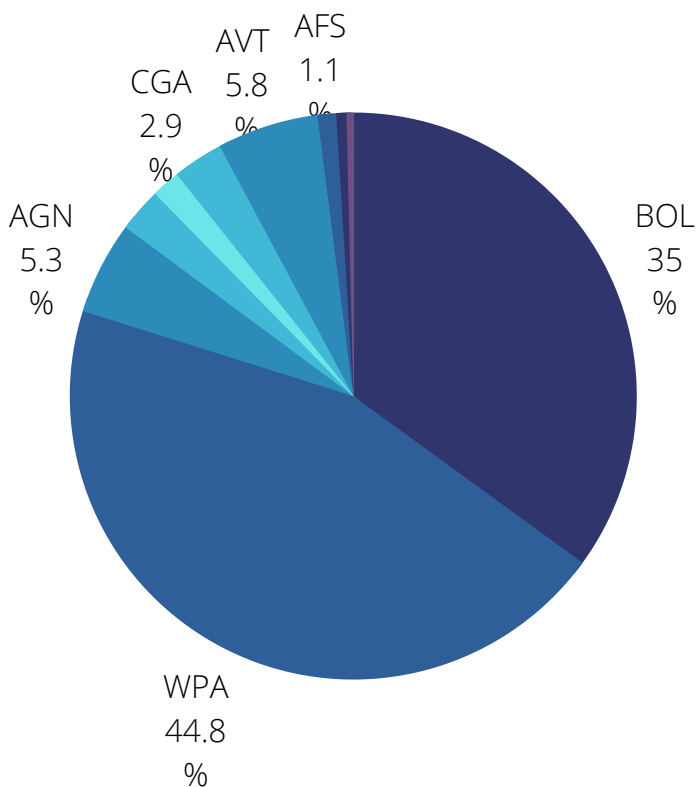
29 MARCH -86



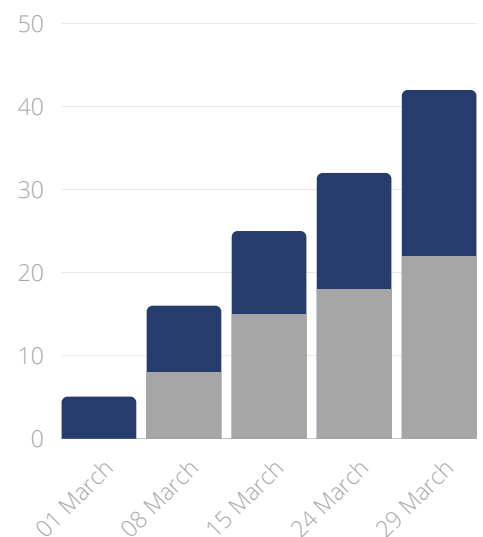
MALE VS FEMALE



PROVINCIAL BREAKDOWN



JUNIOR VS SENIOR



PILLAR 1

EXCELLENCE





**WORLD
ATHLETICS™**

The Event Rankings evaluate athletes competing in a single discipline and rank the world's athletes in that specific discipline. The Overall Rankings compare athletes across all disciplines to rank all the male and female athletes in the world.

The Result Scores are calculated using the latest editions of the World Athletics Scoring Tables for Athletics.

To align with World Athletics points system to encourage athletes to also
STRIVE FOR EXCELLENCE

- Run for times
- Improve their rankings
- Become internationally recognized

Attracting, and most importantly retaining, the youth as both participant and spectators. As we create exciting athletics.



PACERS

Pacers played an important role in the success of the series.

Target times was established for each race through working with coaches and athletes to determine the fastest individual goal-time and pacers were briefed to run specific lap times and paced the participants through the first section of the race to provide optimal opportunities to run fast!

Thank you to the coaches that have availed their athletes to take on pacing duties.

MEET I- 01 MARCH 2021

***4** events, **50** participants, **25** PB's!!

*Two men under 1:48 in the 800m - moves them up to number 1 and 2 on SA ranking list this year.

*A staggering 7 personal bests in both the men's 3000m and 800m B races.

TOP 5 WORLD ATHLETICS POINTS SCORING PERFORMANCES

1087

800m Men **THEMBA MADIMA**

1086

800m Men - **CHRISTOPHER SWART**

1083

800m Men - **DURAN FARO**

1001

1500m Women - **KYLA JACOBS (VAN GRAAN)**

993

3000m Men - **ANTHONY TIMOTEUS**



3000M MEN

7 PB's

800M MEN A RACE

3 PB'S

800M MEN B RACE

7 PB'S

1500M WOMEN

4 PB'S

800M WOMEN A RACE

4 PB'S

MEET II - 08 MARCH 2021

*6 events, 79 participants, 24 PB's!!

*9 Personal bests achieved in the women's 3000m event!

Top Class winning time in the men's 3000m SC- 8:34,36

Two men under 3:44 in the men's 1500m

TOP 5 WORLD ATHLETICS POINTS SCORING PERFORMANCES

1103

3000m SC Men - ASHLEY SMITH

1073

1500m Men - CHRISTOPHER SWART

1061

3000m Women - CARMIE PRINSLOO

1060

1500m Men - MAXIME CHAUMETON

1044

3000m Women- KYLA JACOBS
(VAN GRAAN)



3000M WOMEN

9 PB'S

800M WOMEN A RACE

2 PB'S

800M WOMEN B RACE

0 PB'S

3000M SC MEN

0 PB'S

1500M MEN A RACE

8 PB'S

1500M MEN B RACE

5 PB's

MEET III - 15 MARCH 2021



*5 events, 96 participants, 31 PB's

*Dream mile- 2 men running under 4 minutes for the mile

*One of the fastest men's and women's 5000m races ever run on SA soil!

*Two men under 13:40

*Kyla runs the 8th fastest women's 5000m on the SA All time list -15.43



TOP 5 WORLD ATHLETICS POINTS SCORING PERFORMANCES

1091

1 Mile Men - ASHLEY SMITH

1087

1 Mile Men - MAXIME CHAUMETON

1080

5000m Women - KYLA JACOBS
(VAN GRAAN)

1072

5000m Men - PRECIOUS MASHELE

1069

5000m Men - MBULELI MATHANGA

5000M MEN

7 PB'S

1 MILE MEN

5 PB'S

JUNIOR 1500M MEN

7 PB'S

5000M WOMEN

4 PB'S

1 MILE WOMEN

6 PB'S

MEET IV - 24 MARCH 2021



*7 events, 78 participants, 40 PB's!!

*The fastest women's 1500m races in SA this year

*Fastest junior 3000m winning time this year

*2 men running under 3:40 for the 1500m

*Sub 2:10 performance in the women's 800m



TOP 5 WORLD ATHLETICS POINTS SCORING PERFORMANCES

1145

800m Men- RENIER DE VILLIERS

1111

1500m Men - ASHLEY SMITH

1109

1500m Men - LUAN MUNNIK

1103

800m Men - DURAN FARO

1084

1500m Women - TADU NARE

**1500M MEN
A RACE**

8 PB'S

**1500M MEN
B RACE**

6 PB'S

**800M MEN
A RACE**

5 PB'S

**800M MEN
B RACE**

5 PB'S

1500M JNR MEN

8 PB'S

1500M WOMEN A RACE

5 PB'S

800M WOMEN A RACE

3 PB'S

MEET V- 29 MARCH 2021



*7 events, 86 participants, 31 PB's!!

*8 men run under 14:00 minutes, with 7 of them recording new PB's in the Men's 5000m A race.

*Fastest men's 5000m winning time for the past few years

*One of the fastest women's 1500m races winning times over the last decade

*Five men under 1:49 in the 800m

TOP 5 WORLD ATHLETICS POINTS SCORING PERFORMANCES

1107

5000m Men- PRECIOUS MASHELE

1103

5000m Men - MBULELI MATHANGA

1098

1500m Women - TADU NARE

1091

5000m Men - ADAM LIPSCHITZ

1084

800m Men- DURAN FARO



**5000M MEN
A RACE**

7 PB 'S

**5000M MEN
B RACE**

3 PB 'S

**800M MEN
A RACE**

1 PB

**800M MEN
B RACE**

4 PB 'S

1500M WOMEN A RACE

8 PB 'S

1500M JNR WOMEN

3 PB 'S

800M WOMEN

6 PB 'S

INCLUSION OF PARALYMPIC ATHLETES

Offered them the same racing opportunities as able bodied athletes. Two World Class Female para athletes competed in the series.

Anrune Weyers, a two-time Paralympian and **World Champion**, used the series as preparation for the upcoming Tokyo 2021 Olympic Games.



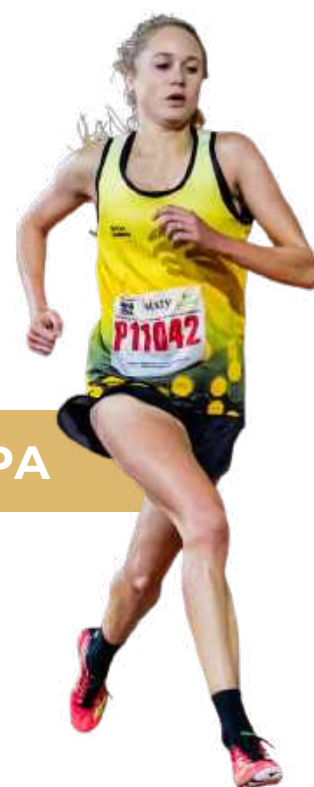
Louzanne Coetzee and her guide Xavier Adams from Free State racing the women's 1500m on the 29th of March 2021 at Coetzenburg. Louzanne is profoundly blind and a world record holder of the 5000m in Para Athletics.

WORLD CLASS SENIOR PERFORMERS



Ashley Smith (WPA)

1500m - 3:39.68 (1111)
3000m SC - 8:34.36 (1103)
1 Mile - 3:58.63 (1091)



Kyla Jacobs (Van Graan) WPA

5000m - 15:43 (1080)
3000m- 9:18.59 (1044)
1500m - 4:24.26 (1019)



Precious Mashele (CGA)

5000m- 13:27(1107)
5000m - 13:38 (1072)



Christopher Swart (AGN)

800m- 1:47.94 (1086)
1500m - 3:42.53 (1073)



COACHES

33

COACHES

Supported the event

We value the role of coaches in the athlete's performance. Having your coach present on the day of competition to support and advise plays an important role in the success of the athlete.

Coaches were allowed to enter the stadium and support and guide their athletes.

Coaches also worked together to ensure the success of the series.

6

FEMALE COACHES

+

27

MALE COACHES

RUBEN RAMOLEFI

**SA 3000m SC Record
Holder and multiple SA
Champion
Coach of Ashley Smith**



"I know from experience that middle distance athletes do not get the opportunities they need to improve and run quality times-ultimately qualifying and representing the country on an international level. This will allow them to grow even more and become better athletes as they interact with athletes from different countries. Being exposed to the highest level will mostly propel one to a higher level of performance. Thank you that you guys created and gave them all a platform to grow on and to display their trade. Keep up the good work."

ERNIE GRUHN

**Endurocad Head coach, also
coaching Kyla Jacobs, Sarah
Copeland and Nolene Conrad**



"The Endurocad track series was pitched at the perfect moment to enhance a season, which would have been absent, through clear racing opportunities. The energy of the organisers, the motivated attitude of the athletes and most importantly the astounding number of new PB's, season's best times and outstanding individual performances which represent the best SA domestic results in more than half a decade (in some cases) clearly confirms the success of the Endurocad series.

Congratulations to all the coaches and athletes who participated! Thank you Endurocad!! "

PILLAR 2 DEVELOPMENT



JUNIOR PERFORMANCES

184

Junior athletes competed in the Series.

104

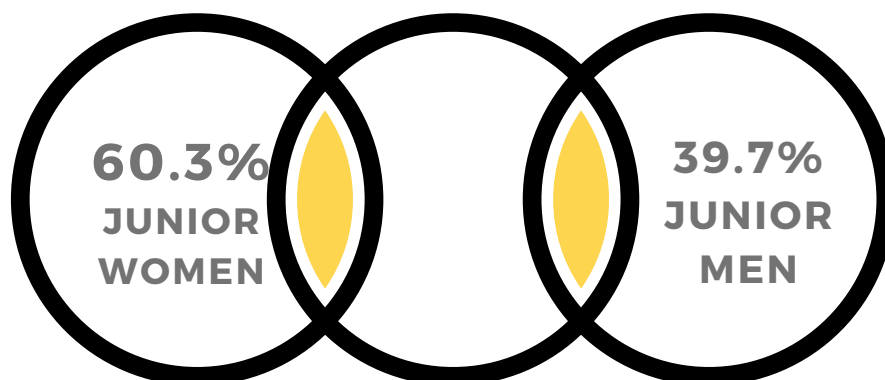
New personal best times across all 5 events.

8

Number 1 ranked SA performances for 2021.

4

Athletes achieved qualifying standards for World Junior Champs.



**MORE JUNIOR FEMALES THAN MALES
PARTICIPATED IN THE SERIES**

WORLD CLASS JUNIOR PERFORMANCES

Number 1 ranked performances on the SA 2021 Ranking List.



Carmie Prinsloo

Competed in 3 events
in the
series and ran 2 PB's.

Won the 3000m in a
new PB -9:13.51
5000m- 16:12.53
1500m - 4:18
World Junior qualifier



Renier de Villiers

Competed in 2
events in the
series and ran 2
PB's.

World Junior
qualifier in both
800m - 1:45.95 &
1500m -3:45.04

Maxime Chaumeton

Competed in 2 events in
the
series and ran 2 PB's.

Sub 4 minute mile
-3:59.01
World Junior qualifier in
1500m- 3:43.5



Jason Bowers

Competed in 2 events in
the
series and ran 2 PB's.

World Junior qualifier in
3000m -8:04.28
1500m- 3:46.73



TALENT ID

The series provided an opportunity for junior athletes to gain racing experience and qualify for provincial teams to the upcoming SA youth and Junior champs, set to take place from the 7th -11th April in Stellenbosch. Athletes would be selected according to their **rankings** on the SA list for performances achieved in 2021. With the lack of track meets due to covid-19 pandemic, the track series **enabled** many juniors to get times on the clock.

BEST LOCAL JUNIOR PERFORMER

SARAH COPELAND

One of the athletes that took advantage of the racing opportunities was 18 year old athlete Sarah Copeland. Sarah moved to Stellenbosch in February 2021 to pursue her studies in Sports Science at Stellenbosch University. She is coached by renowned coach Ernie Gruhn.

Sarah achieved 4 new PB's during the series. At the second meet she smashed her 3000m PB by 1 minute, crossing the line in **9:39.87**. **One week later** she went on to win and set a new best **4:53.57** in the 1 mile event. At the 4th meet she ran the 800m in **2:17.71**, then ended the series with a 1500m best **-4:24.96**.

Sarah has been selected to represent Boland at the SA Junior Champs for both the 3000m and 1500m events.



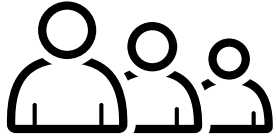
**“THE FUTURE BELONGS TO
ONLY THOSE WHO WOULD
ATTAIN EXCELLENCE IN THE
FIELD OF THEIR OWN CHOICE.”**

— ABHIJIT NASKAR

SOCIAL MEDIA

MARCH 2021 REPORT

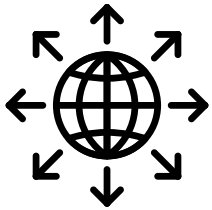
FACEBOOK



FOLLOWERS

5743

594 new
followers



PAGE REACH

111.2K

92.2k increase
in March

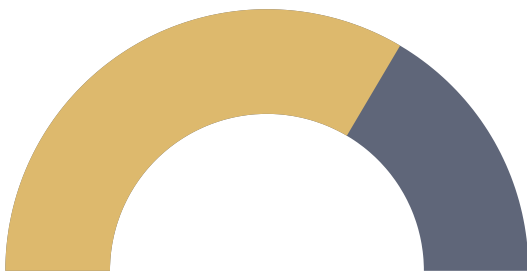


PAGE VIEWS

12.5K

10.4k increase
in March

OVERALL REACH ON SOCIAL
PLATFORMS DURING MARCH



**4.5 MILLION PEOPLE
REACHED**

**75 % INCREASE FROM THE
PREVIOUS MONTH**

TWITTER

41.2 K

IMPRESSIONS

3.8 K

ENGAGEMENT

INSTAGRAM

REACH

4 382 people reached.
An increase of 50.2 %

CONTENT INTERACTIONS

109.6 % increase

FOLLOWERS

1948
Increase of 13.7%

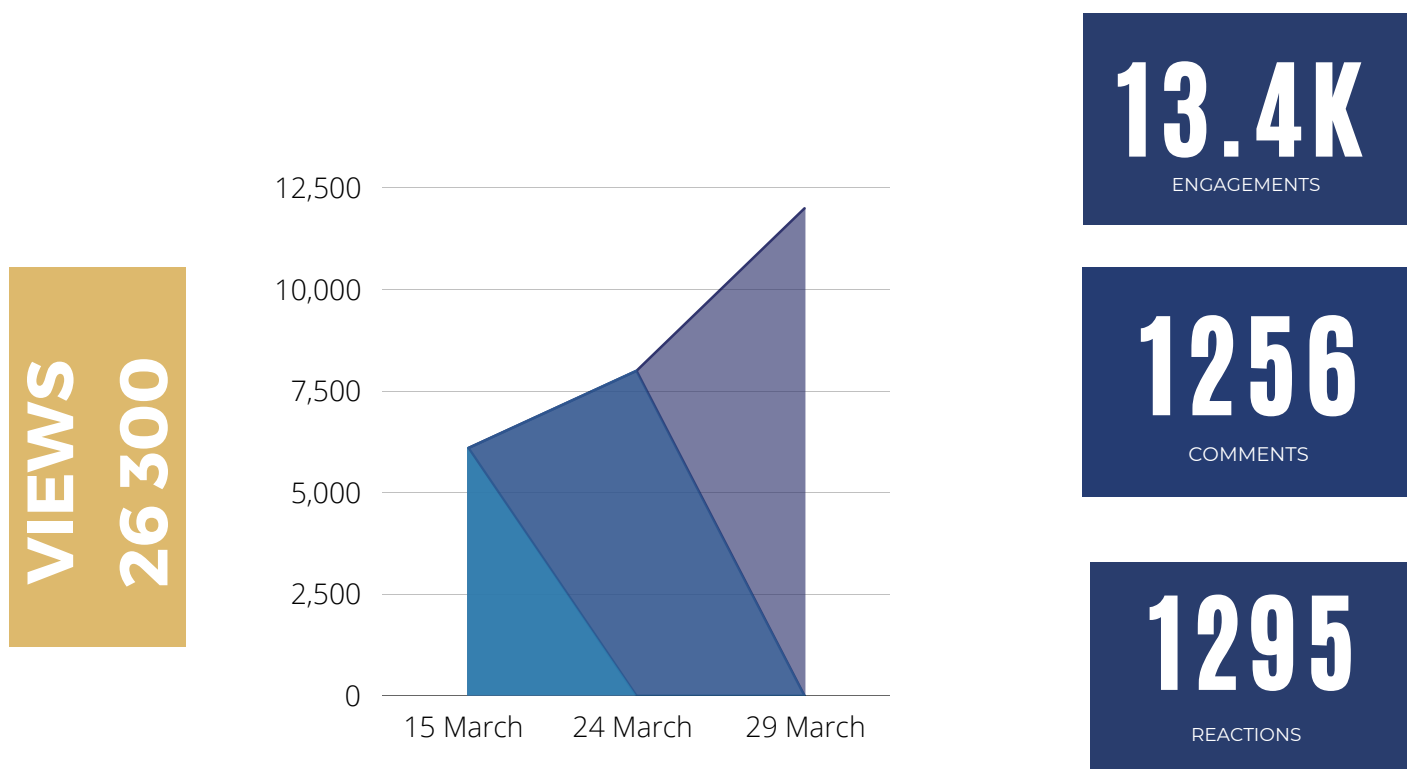
POSTS AND STORIES

33 posts
42 stories

This was the first time that we had live streaming at our events. Due to Covid-19 restrictions we were not allowed to have spectators and wanted to bring all the action live to our followers, friends and families of the athletes.

LIVE STREAMING

3/5 EVENTS WERE LIVE STREAMED ON **FACEBOOK**



349 SUBSCRIBERS

7 521 VIEWS

- Created channel in March
- Races of the first 2 meets uploaded onto youtube channel
- 11 videos uploaded

80.9 K

PEOPLE REACHED OVER THE 3 EVENTS

March overview

Results of the entire series are loaded onto the website at the end of each meet.

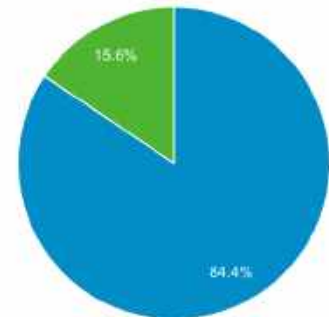


1,978

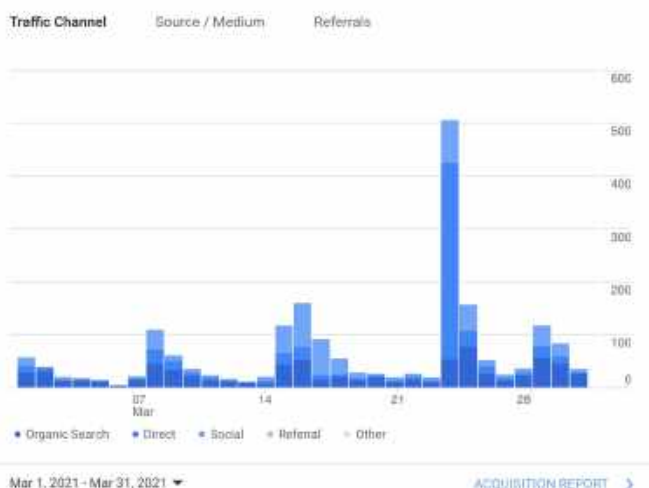
A considerable increase in sessions. The user was actively engaged

AUDIENCE

■ New Visitor ■ Returning Visitor

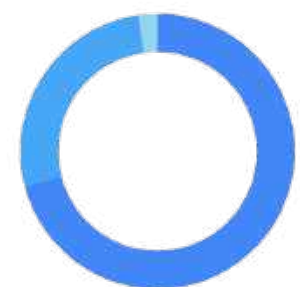


An increase of **332%** in users. A total of **1447 NEW USERS**



5,117 PAGE VIEWS

An increase of 85 percent compared to the last 3 months



Mobile 70.9%
Desktop 26.9%
Tablet 2.2%

70.9 % mobile users

Majority of the people used their mobile phones.



SPECIAL THANKS TO OUR:

SERVICE PROVIDERS

Stellenbosch Municipality
Stellenbosch University
Beyers Security
Active Ambulance

AFFILIATIONS

Athletics South Africa
Boland Athletics

MEDIA

David Papenfus - Photographer
Ian Marasigan - Video
Stephen Millard - Live Streaming
Jamie Riddle - Live Streaming
Stephen Granger - Journalist

ANNOUNCER

Altus Schroeder

MANAGEMENT TEAM

Elana Meyer
Nolene Conrad
Tanya Carstens
Julie Longden
Chris Bruwer
Aneesha Rogers
Stepahni Heenop
Tessa Foster
Michaela Heynes
Harry Van Wyk

RESULTS

Rynard Jonkerman
Mandy Skinner

TEAM OF OFFICIALS

COACHES

Western Cape

Ernie Gruhn
Chris Bruwer
Tanya Carstens
Jacques Janse Van Rensburg
Kathleen Shuttleworth
Ruben Ramolefi
Johan Fourie
Marinda Fourie
Francois Van Rensburg
Hein Kamfer
Henry Kamfer
Johan Germishuis
Alex Williams
Bulelwa Simae
Lorenza Groenewald
Suzanne Ferreira
Charl Du Toit
Duane Fortuin
Cecil Roffey
Whaleed
Glen Bentley
Bjorn Alexander
Geo Van Niekerk
Riel Herman

POTCHEFSTROOM

Jean Verster
Werner Koekemoer

JOHANNESBURG

Hendrick Ramaala
JJ Smith
Nick Bester

PRETORIA

Wessel Du Toit
Johan Britz

ACNWN

Nollie Meintjies

Kwazulu Natal

Mdu Khumalo



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