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Sports-Partner

PARTNER-IN-SPORTS WILL BE REJUVENATED SOON, SAYS HISHAMMUDDIN

KUALA LUMPUR, March 2 (Bernama) -- The Partner-In-Sports (Rakan Sukan) programme, initiated six years ago, will be rejuvenated soon to allow a new lease of life for sports associations to tie up with corporate bodies.

Youth and Sports Minister Datuk Hishammuddin Tun Hussein, said the programme would be relaunched soon with a new outlook and better cooperation between associations and the corporate sectors.

Speaking to reporters at his office here today, Hishammuddin said there were four main problems identified in the programme that would be looked into before the programme could be given a facelift.

The Partner-In-Sports was a programme launched by Prime Minister Datuk Seri Dr Mahathir Mohamad in 1994 to allow corporate bodies to adopt associations and fund its sporting activities.

When the programme was launched for a five-year period, there were 28 corporate bodies participating which benefited 27 national sports associations with annual sponsorship to the tune of RM18.65 million.

However, over the years some corporate bodies pulled out their financial support, leaving some associations in dire need of funds.

Hishammuddin said among the reasons for the "divorce" was that there was a mismatch between the corporate body and association concerned.

He also said other factors were the economic downturn, internal problems faced by associations and change of company leadership and policies.

Hishammuddin said he had initiated talks with some companies to join in the programme and the response was encouraging following the economic recovery.

"This is the right time to rejuvenate the programme. The programme is not a failure as some associations have succeeded. Until today, there are some corporate bodies still loyal to the association," he added.

-- BERNAMA

DC AO