

DGB ENSURES THAT DORINGBAAI JUNIOR SOCCER TEAMS ARE KITTED OUT TO WIN



Doringbaai in the West Coast is home to our Fryer's Cove Cellar, a gem located in an old crayfish factory, with a jetty out to sea.

The Doringbaai community, however, has faced severe challenges. The shrinking of the fishing economy - which was the main source of income for many families, as well as the remoteness of the town, has created a scene of extreme poverty and lack of social resources.

DGB has committed itself to a supportive, empowering role in an aim to restore the dignity and self-worth of the community members, and our Fryer's Cove employees.

Since the acquisition of Fryer's Cove, DGB has been committed to supporting the local West Coast community where it is situated.

So, it was only natural that when we heard that the U11 and U13 budding soccer stars at Doringbaai Soccer Club were in need of kit and new equipment, we decided to sponsor them.

Vice-chairman of the club, Timotius Cloete, who has been involved with the club for the last 32 years, says this is the first time since he's been there that the children have received donations from sponsors. Head coach Brondon Cockrell is very excited about the talent in these two young teams, and he believes that the new kits and equipment will motivate the children to train harder.

The donations were presented at Doringbaai Soccer Club on 2 November 2023 at a ceremony attended by councilor Amelia Job – who donated additional balls to the team – as well as Jan van Zyl, from Fryer's Cove who did the handover on behalf of DGB.

Speaking to the children Van Zyl said, "While it's a great privilege for the children to receive their new kit, it's also a great privilege for DGB to be able to give it to them. Together we are a winning team."

A lot of work has since been done alongside MADA (a local Social Welfare organisation) and Pro-care (who runs our Employee Wellness programmes), to identify and understand the communities' concerns. With these insights, and partners, DGB has a great many exciting projects underway for the Doringbaai community. Watch this space for more news!