

On the ball, Q&A with Kass Naidoo

 By [Nicci Botha](#)

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Kass Naidoo ([@KassNaidoo](#)) won the hearts of cricket lovers across the country with her knowledgeable and in-depth commentary on the sport. But few know that it was a hard-won battle that started as a teenage dream.



■ What is your background?

Kass Naidoo: I decided at the age of 14 that I wanted to be South Africa's first female cricket commentator. I worked hard for over a decade before I was spotted by SABC, and a few months later, I was called up to anchor their 2003 ICC Cricket World Cup broadcast.

■ Have you always been a sports lover?

Naidoo: I played netball and participated in athletics as a young girl, but once I decided to pursue my dream of cricket commentating, I decided to focus on the media side of things. I am a passionate South African sports supporter. I cheer for all my national teams and sporting heroes. I believe sport unites us as a country and I always strive to contribute positively to SA sport.

■ What was the most amazing moment in your career?

Naidoo: Commentating for the first time on television was a great moment as it fulfilled a life-long dream of mine. Anchoring the post-match presentations also allowed me to break barriers as a woman. It's also hard to forget that incredible 438-run match at the Wanderers for which I was privileged to be anchor and commentator.

■ What was the toughest moment in your career?

Naidoo: I have had many tough moments in my career and what I have realised over the years is that tough times don't last, tough people do. So, when I do encounter tough times, I accept the outcome and I trust that I am able to rise above it.

■ Women's sport is hugely underfunded and underexposed when compared to male sport. If you could do three things to change this, what would they be?

Naidoo: I would like to see all SA women's sport turn professional, for corporate South Africa to seriously look at women's sport as a good investment, and for women in sport to take themselves more seriously and build their brands in anticipation of improved support.

■ Tell us about gsport4girls.

Naidoo: My husband and I launched [gsport4girls](#) ([@gsport4girls](#)) in August 2006 to raise the profile of women's sport in South Africa and encourage corporate South Africa to back our female athletes. It is an online initiative that tells the good story of women's sport in a bid to significantly improve media coverage. We also host the country's longest running women's sports awards, and this year we celebrated 10 years of the gsport Awards.

■ What makes you happy?

Naidoo: My children make me happy. Being a mother is my greatest accomplishment and making sure that everything in my life fits around the needs of my children.

■ If you could interview any sporting personality - alive or dead - who would that be?

Naidoo: Nelson Mandela would be first choice as I am keen to understand his sporting vision for South Africa and get advice from him on how we can transform sport in SA. I would also love to interview Ayrton Senna. He made me fall in love with Formula One and his death impacted me greatly.

■ What's your girly indulgence?

Naidoo: I love shopping for clothes and shoes and I often find myself at Dress And Dare at Thrupps Centre in Illovo or Bedford Centre where I always find what I am looking for.

ABOUT NICCI BOTHA

Nicci Botha has been wordsmithing for more than 20 years, covering just about every subject under the sun and then some. She's strung together words on sustainable development, maritime matters, mining, marketing, medical, lifestyle... and that elixir of life - chocolate. Nicci has worked for local and international media houses including Primedia, Caxton, Lloyd's and Reuters. Her new passion is digital media.

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