

# 1937

THE STORY OF AN EXTRAORDINARY SPRINGBOK TOUR TO NEW ZEALAND



NEL - CRAVEN - BARROW - LOUW - LOUW - BRAND - TURNER - BASTARD - HARRIS - WHITE

**"A most incredible,  
inspiring, moving,  
eighty minutes."**

*"This is the story of a peculiar sport. A game of strange contradictions, where intense physical confrontation is carefully balanced by an unlikely value system."*

*"Two lands, bound by a shared passion for rugby, but also deeply divided by their politics."*

*"A motley crew ... freed of the throttling political narrative in South Africa and allowed to express themselves both as rugby players and as human beings."*

*"A fiery rivalry which has at times both torn-apart and united our nations."*

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## BACKGROUND

Michael stumbled upon the story of the 1937 Springboks in a second-hand bookstore in Cape Town. A chance encounter which has inspired an improbable adventure.

It began as nothing more than a mild curiosity about a successful Springbok tour. But as Michael tracked down more information, it would develop into an obscure passion: a deep connection with a collection of forgotten characters and a tour which remains at the heart of a unique rivalry within a unique sport.

Indeed rugby is a peculiar pastime. A game of strange contradictions where intense physical confrontation is balanced by an unlikely but powerful value system.

And nowhere are these contradictions more evident than in the famous rivalry which emerged between the All Blacks and the Springboks in the early 20th century. For here were two lands, deeply divided by their politics, yet bound by a shared passion for rugby. A passion which has seen rugby in these countries transcend sport and emerge instead as part of the very fabric of our national psyches.

This was the foundation of a unique and fiery rivalry which has at times both torn-apart and united both of our nations. But 1937 was special. By then the All Blacks and the Springboks had asserted their combined dominance over the rugby world, yet their quest to conclude an unofficial world champion remained unresolved following

the tied series' of both 1921 and 1928. So this third encounter between the world's then rugby giants, would be the most anticipated series in the history of the game.

Then, as if the contest needed more hype, both of those previous tours had been tarnished by unfortunate race incidents. Incidents which had rocked the fundamental value system upon which rugby had been built.

Accordingly, this would emerge as a human story. A carefully woven narrative involving a motley crew of farmers, students, bankers and teachers who were freed briefly from the throttling political narrative in South Africa and allowed to express themselves both as rugby players and as human beings. They did so famously, and in the process they captured the imagination of a generation of New Zealanders.

Michael's story is complemented by beautiful, often unseen photographs, many extracted from personal photograph albums, which help to draw his audiences into a forgotten era and to bring his characters to life.

Indeed, even in the midst of this most brutal of rugby rivalries, the sportsmanship and value systems of these teams leap out at you through these characters. A celebration of the chivalry associated with the amateur era and a powerful reminder – through an emotional sense of nostalgia – what is truly important in life and legacy.

## MICHAEL CHARTON

Michael Charton's enthusiasm for the story of South Africa and his passion for its peoples has gradually lured him away from the corporate world. Having qualified as a chartered accountant in 2004, Michael spent time in a financial consulting role in the United States before returning to South Africa in 2007. His intention was to continue his history studies full time before heading to London to further his financial career.

However, following an unexpected turn of events including a brief experience teaching maths in Khayelitsha, Michael was inspired to remain in South Africa.

In 2010, following an unorthodox branding project for a short-term insurance client, Michael was awoken to the art and power of storytelling. A craft which Michael would then come to learn, had a powerful impact on people when executed well.

This insight – combined with his belief that many South African's carried a poor understanding of their history – saw Michael look to storytelling as a channel through which to make South African history more accessible. His belief was that storytelling might be able to open the hearts of South Africans to their past, so that we might use our story no longer as a tool of hatred and division, but rather as a source of unity and healing.

By 2015 this idea was sufficiently precise, so prompting Michael to resign his job as a financial director and found INHERIT SOUTH AFRICA: an enterprise aiming to reveal important, untold stories from our past for entertainment and nation building.

1937 was the story which had propelled Michael into this new space. His subsequent stories including MY FATHER'S COAT; ICE IN THE VEIN; and WOLF BY THE EAR continue to build on a belief that our past should not be swept under the carpet. Instead it should be explored, discussed and understood as a means through which to build the consensus necessary to consider ourselves a nation.



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SELECTION OF CLIENTS



**Steven Morris**  
**Managing Partner**

**Eventful Group**

A most incredible, inspiring, moving, eighty minutes

**Chris Wadman**  
**Economist - Treasury**

Michael Charton's unique ability to bring to life the wonderful characters of the 1937 Springbok Rugby Tour to Australia and New Zealand, is the cornerstone of his presentation. Hollywood has seldom, if ever, had me more riveted.

His knowledge of the topic is extraordinary, as is his sense of empathy with those sporting legends now long departed. By the end of the evening I felt as if Danie Craven, Boy Louw and a merciless tackler (but otherwise gentleman) known as "Jimmy the Killer" were at least distant relatives of mine. For enthusiasts of South African history, or rugby, or both, Michael's presentation is an absolute treat.

**Justin Nurse**  
**Founder - Laugh it Off**

Michael is an authority and an inspiration. His commanding presence will have you enthralled.

He speaks about the 1937 Springboks with a pace and passion that makes you feel like you were one of the green and gold.

Never have I felt so proudly patriotic as I did listening to Michael; joyfully reliving one of the greatest ever rugby contests played out before I was even alive.

**Roy Edge**  
**Managing Partner**  
**BDO Pretoria**

Outstanding! Reminds me of David Rattray and his takes on the Zulu wars.

**Grant Bodley**  
**CEO - Dimension Data MEA**

This is an inspiring story about people as much as it is about rugby. Michael introduces the listener to a whole new world, and reignites one's passion for the game of rugby, as well as the great rivalry of the Springboks and All Blacks.

It is a must-see experience whether you are a rugby supporter or not.

There are many invaluable life-lessons to be learnt.

**Lauren Simpkin - BDO Client**  
 The best presentation I have ever seen.

**Sven Koenig**  
**Head - Investec Property CT**  
 Michael entertained a group of select Investec clients with his rendition of the 1937 Springbok tour to New Zealand. It was an outstanding event thoroughly enjoyed by all who attended. Michael is an excellent narrator with great knowledge of his topic and for any rugby enthusiast listening to him is wonderfully entertaining.

**Robert Fleck - Ex-Springbok**  
 Michael's brilliant rendition of story behind the 1937 Springboks brought to life an era I knew little about. His style sucks you into the story and one forgets until the very end, that all that remains of these memorable characters is their legacy. It is a very proud South African story and I only wish I had this level of context into the sport and the All Black rivalry while I was still a player.

**Les Balkin**  
**Lereba Export Solutions**  
 The best storyteller I have ever heard. Michael has a rare talent.

**Lisa Griffiths**  
**Ass Director - BDO Wealth CT**

Michael's presentation was truly exceptional and the audience was enthralled from beginning to the very end. I can confirm that this was our most successful client function to date.

**Barry Curtin**  
**CFO - Dimension Data MEA**  
 1937 is a fascinating story and insight into one of the greatest rivalries in world sport. It is a moving story of courage, teamwork and patriotism which remains very relevant today. You will never view a Springbok vs All Black test match in the same light again!

**Nick Goldblatt**  
**Investec Property**  
 I have heard Michael Charton's 1937 talk on the Springboks on two occasions. On both occasions I was enthralled and entertained throughout. He weaves the personal accounts of the players magnificently into what is ultimately a great sporting story. Michael's talk comes with my highest recommendation.

**Andy Skinstad**  
**CEO - Fork Mobile**

Michael Charton has done our Springbok heritage and legacy a massive favour by digging deeply into facts and anecdotes of an amazing adventure that took place in 1937. It will now remain etched into the history books and South African hearts forever. I laughed and cried, but most of all I felt an overwhelming sense of pride that these young men were our young men.

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## FACT SHEET

- Rate:** We use a flat rate which we negotiate for more intimate audiences. Please get in touch for a quote.
- Length:** A rugby match: 80 minutes with half time at 40 minutes.  
Typically conferences use tea or a meal to break the story.
- Seating:** The preferred seating is cinema-style, but Michael can adapt to other seating arrangements.
- Programme:** Michael provides programmes for his performances. These are included in the rate unless specific client branding is requested.
- General Administration:** Michael's colleague, Kathryn Ponting (see contact details below) has a process we follow for all performances to make sure the event runs smoothly. She is available to attend to administrative requests and questions that arise in the process of setting up the event. This support is included in the rate.
- Marketing:** Michael and Kathryn have developed a set of templates used as invitations, emailers and posters. These are designed to be adapted for our client's branding. This service is included in the rate.
- Technical:**
- Set up:**  
Michael works off his own Apple Macbook Pro in PowerPoint  
It is a large presentation and as such his Mac works best (although for large conferences we realise that this isn't always possible.)  
Michael requires a podium (or equivalent) to ensure his prompts are easily visible at standing eye-height. (i.e. not a standard table)  
Michael carries his own clicker.  
Michael can plug into either a VGA or HDMI connector.
- Sound:**  
Michael requires a hands free mic for a large audience.  
The presentation includes background sound which is embedded into the PowerPoint.
- Slides:**  
Michael's story is heavily reliant on imagery. As such a good size screen (or wall) is recommended.  
His slide size (i.e. 4:3 or 16:9) can be adjusted to match the available screen.  
The presentation will not be sent in advance of the event day to be pre-loaded onto a third party system.
- Back-up:**  
Michael carries a set of equipment (with the exception of a screen) as a back-up. This includes a projector, sound, and extension cables.
- Contact Details:** Michael Charlton  
MichaelCharlton@InheritSouthAfrica.com  
083 444 5204  
Kathryn Ponting  
KathrynPonting@InheritSouthAfrica.com  
083 327 3590