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**“South Africa’s hosting of the world cup is
testimony to the achievements of our democracy”**



REPUBLIC OF SOUTH AFRICA

Kgalema Motlanthe - President of South Africa



2010 FIFA WORLD CUP
SOUTH AFRICA™

KE NAKO. Celebrate Africa's Humanity™



KE NAKO. Celebrate Africa's Humanity

In 2004, when South Africa was awarded the bid to host the 2010 *Federations Internationale de Football Association* (FIFA) World Cup™, there were celebrations throughout South Africa and the African continent. The decision to award the bid to Africa for the first time is celebrated not only because of the continent's love of the game – but also because it is part of Africa's journey into a century of growth and development.

The words “Ke Nako” in the 2010 World Cup official slogan means “its time” in the South African languages Sesotho and Setswana. The slogan is a call to celebrate Africa as the origin of humanity and as a contributor to every sphere of human endeavour.

The South African Government is committed to making the event “the best World Cup ever”, and will deliver on all the commitments to FIFA. Government is also using the hosting of the World Cup to contribute to the growth and development of the country.

The excitement is palpable – every day, in anticipation of the first “African” World Cup, new and exciting steps are being taken on the journey to 2010. Come and be part of the legacy!

African World Cup

In May 2004, FIFA awarded the hosting of the FIFA World Cup to an African country for the first time in the 101 years of FIFA's existence. As the host, South Africa stands not as a country alone – but rather as a representative of Africa and as part of an African family of nations.

The African Union (AU) has committed its support to the 2010 World Cup. In a declaration of the eighth Assembly of the AU heads of state and government, the AU reaffirmed its pledge to make 2010 a truly African tournament, committing its countries to “full and substantive involvement in the preparations leading to the 2010 World Cup”.

The South African Government is collaborating with African countries on a number of projects that will contribute to the African legacy. These fall in the areas of:

- peace and nation-building
- football support and development
- environment and tourism
- culture and heritage
- communication
- information and communications technology (ICT)
- continental security co-operation.

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- Angola, Botswana, Lesotho, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe are collectively using the World Cup to develop the seven transfrontier conservation areas (TFCAs) in the region. This TFCA route will offer tourists the unforgettable experience of two oceans, vast landscapes, major rivers, deserts, canyons, mountains and diverse cultures across the nine countries in one trail. 2010 TFCA developments include joint marketing, development of services and packages, investment and infrastructure and ease of movement for tourists across borders.
- Some accommodation will be contracted from South Africa's neighbours.
- The 2010 World Cup is stimulating development in neighbouring countries. For instance, Mozambique will spend \$51 million on the rehabilitation of a railway line between Maputo and South Africa, and is also upgrading its road network. Mozambique is investing \$600 million in new hotels, casinos and other leisure facilities.
- The New Partnership for Africa's Development Information and Communications Technology Broadband Infrastructure Net (Uhurunet) is a \$2-billion submarine cable to connect Africa directly to India, the Middle East, Europe and Brazil. The 50 000-km cable will reduce the telecommunications costs in Africa. The cable will be completed to provide telecommunications for the 2010 World Cup.

“ We want, on behalf of our continent, to stage an event that will send ripples of confidence from the Cape to Cairo – an event that will create social and economic opportunities throughout Africa. We want to ensure that one day, historians will reflect upon the 2010 World Cup as a moment when Africa stood tall and resolutely turned the tide on centuries of poverty and conflict. We want to show that Africa's time has come. ”

Mr Thabo Mbeki – former President of South Africa

Government's responsibilities

National government is responsible for the delivery of 17 guarantees made to FIFA. These guarantees are contained in the bid book and are required of any country that wishes to host the World Cup.

The 17 guarantees provided by various government departments cover access to South Africa, a supportive financial environment, intellectual property and marketing rights, safety and security, healthcare services, transport and telecommunications.

These guarantees were consolidated into an Act of Parliament in September 2006, the Special Measures Act, as per FIFA requirements. In addition, a Memorandum of Understanding was signed between the Minister of Finance and the President of FIFA on 27 October 2006 that deals with tax matters for the hosting of FIFA events. This memorandum forms the basis for amendments to the Value Added Tax Act, Income Tax Act and the Customs and Excise Act.

Host cities are responsible for fulfilling the obligations contained in the host-city agreements signed with FIFA, with support from national and provincial government. The host-city agreements include aspects such as stadiums and official training grounds, supporting infrastructure, an official fan park, city beautification and compliance with FIFA marketing guidelines within the cities.



Guarantees by department:

- entry and exit permits by the Ministry of Home Affairs
- media centre(s) by the Ministry of Communications
- work permits by the Ministry of Home Affairs
- transport by the Ministry of Transport
- customs duties and taxes by the Ministry of Finance
- immigration, customs and check-in procedures by the Ministry of Home Affairs
- other taxes, duties and levies by the Ministry of Finance
- pricing policy by the Ministry of Environmental Affairs and Tourism
- safety and security by the Ministry of Safety and Security
- FIFA's ownership of media and marketing rights by the Ministry of Communications and the Ministry of Trade and Industry
- bank and foreign-exchange operations by the Ministry of Finance
- exploitation of marketing rights by the Ministry of Trade and Industry
- telecommunications and information technology by the Ministry of Communications
- indemnity by the Ministry of Justice and Constitutional Development
- International Broadcast Centre by the Ministry of Communications
- national anthems and flags by the Ministry of Foreign Affairs
- medical care by the Ministry of Health.

Organising structures

In South Africa, various structures work closely together to deliver the World Cup.

The 2010 FIFA World Cup Organising Committee (OC) is a non-profit company incorporated under Section 21 of the Companies Act. It is the body ultimately responsible for organising the World Cup tournament. It brings together South African football administrators, the Government and representatives of business, labour and civil society on its board.

National government's responsibilities are managed through the:

- 2010 Inter-Ministerial Committee
- Technical Co-ordinating Committee
- 2010 FIFA World Cup™ Government Unit within Sports and Recreation South Africa (SRSA)
- dedicated 2010 units in departments with World Cup responsibilities.

The Host Cities Forum brings together host cities, national government and the OC in managing the host cities' preparations.

Catalyst for growth

In addition to fulfilling the commitments to FIFA, government will use the hosting of the 2010 World Cup as part of the country's programmes for achieving economic growth and development.

Growth

The hosting of the 2010 World Cup will be a catalyst for faster economic growth and the achievement of development goals.

South Africa has already met some of the millennium development goals for 2014 set by the United Nations (UN) in 2000 and is well on its way to meeting others. Being the 2010 host will give the country a significant boost towards its target growth rate of at least 6% by 2010. The timing of the World Cup is significant for South Africa as it coincides with the maturing of key government interventions such as the Accelerated and Shared Growth Initiative for South Africa (AsgiSA).

Part of the way in which government will ensure the World Cup contributes to the country's growth and development goals is by making sure that the hosting of the tournament brings opportunities that can be accessed by South Africans, in a way that will empower those who were systematically excluded from participation in the economy under apartheid.



What is the Accelerated and Shared Growth Initiative for South Africa (AsgiSA)?

Government has been mandated to accelerate the country's economic growth, thereby halving poverty and unemployment by 2014. This mandate will be achieved through working with its social partners, and through AsgiSA.

AsgiSA aims to increase growth to an average of 4,5% till 2009 and at least 6% from 2010. AsgiSA will overcome obstacles that have been holding South Africa's economy back from reaching its full potential, through:

- investment in infrastructure, including preparations for the 2010 World Cup
- a focus on strategic sectors with the potential for fast job-creating growth
- ensuring the country has the skills it needs
- creating opportunities for those who are marginalised from the formal economy
- maintaining the policies that have brought macroeconomic stability
- improving government's capacity to deliver.

Government aims to ensure that the fruits of growth are shared in such away that the inequalities that still affect the country are further reduced.

Development

Government investment and programmes for the World Cup are planned in such a way that they will accelerate delivery in existing priority areas and leave a lasting legacy. By 2010, South Africa will have, among other things, better sports facilities, a better public transport system and better telecommunications infrastructure.

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National government's R25,4-billion direct investment in infrastructure in the World Cup is part of a much larger spending programme between 2006 and 2010. During that time, government will be investing more than R600 billion in the country's infrastructure – from rail freight services and energy production, to communications, airports and ports of entry.

However, hosting the World Cup is also about building the country in ways that go beyond improving infrastructure: it's about developing football and the youth, promoting a healthy lifestyle through sports and fostering pride in our country and continent.

Budget highlights

As of February 2008, the national Government's contributions to World Cup-related projects is R28 billion. The major contributions are to:

- stadiums and precinct development: R9 841 million
- transport: R11 728 million
- broadcast and telecommunications: R300 million
- event operations: R684 million
- safety and security: R1 305 million
- event volunteer training: R25 million
- ports of entry infrastructure: R3 500 million
- immigration support: R630 million
- communications, hosting, legacy and culture: R504 million.

In addition, provincial and local government and other partners are investing in developments related to the World Cup.



We are proud in the knowledge that the jobs that are being created are benefiting the poor around the country. We rejoice in the statement of a worker at Soccer City who said that he was not just building a stadium, but that he was helping to build our country. That is the spirit!

Ms Phumzile Mlambo-Ngcuka – former Deputy President of South Africa

- It is estimated that the 2010 FIFA World Cup will contribute R51,1 billion to South Africa's gross domestic product (GDP) between 2006 and 2010.
- By 2008, the build-up to the 2010 World Cup had already created 80 000 job opportunities in the local hospitality sector. It is estimated that over the next three years, a further 116 000 jobs will be created.
- 2010 is stimulating growth in the construction industry. The number of formal jobs in the construction industry has risen to 100 000 in 2008 compared to 60 000 three years ago, and some experts expect this to rise to more than 160 000 by 2013.
- The projected direct, indirect and induced impact of the total budgeted spend for the six new stadiums is R18,9 billion or 1,8 times the actual spend. Of this R18,9 billion, around R2 billion will directly benefit low-income households and a further R7,7 million other households.
- The OC has agreed to procure 30% of the products and services it needs from small businesses and Black Economic Empowerment companies. Government and the OC have embarked on roadshows across the country to inform small business about the opportunities available from the World Cup.
- The Minister of Trade and Industry decided on which trademarks to grant to FIFA through a public comment process to ensure the impact on local and small businesses is taken into account.

Investing in infrastructure



Transport

The transport programme for the World Cup will ensure the smooth movement of fans, FIFA officials, associates and media. As importantly, a vastly improved public transport system will be secured as one of the legacies for South Africa.

The Department of Transport, in consultation with the transport sector, developed the 2010 Transport Action Plan. The plan integrates transport, security, emergency response and socio-economic development.

The broad principles of the 2010 Transport Action Plan are to:

- accelerate existing transport plans and maximise existing transport infrastructure
- improve public transport and promote its use
- integrate existing transport services
- accelerate implementation of the Government's economic and sustainable development policies.

2010 World Cup transport projects are funded through the Public Transport Infrastructure and System Grant, with an allocation of R11,7 billion. Government is using the World Cup to spur a major revolution in South African's transport system through investments in:

- public transport and road infrastructure
- rail upgrades
- internodal facilities
- Bus Rapid Transit (BRT) systems
- inner-city mobility systems
- call-centre systems
- airport-city links
- freight services
- passenger safety
- intelligent transport systems.

Distance travel

A great deal of the transport preparations are happening at host city level. However, equally as important is moving visitors across the country.

Distance travel will be offered by taxis, buses, passenger rail, luxury coaches, tour packages, private car-hire companies and domestic aviation. South Africa will temporarily increase its operational capacity for distance travel – primarily by making available additional vehicles and improving operational efficiencies.

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The Department of Transport is preparing to provide a fleet of 2 035 luxury and standard buses, 60 train sets and 1 000 bus coaches. Some 1 400 luxury coaches are being procured. Once the event is over, these vehicles will be used for communities.

Government has committed that by 2010 there will be a train available every five minutes in peak times and train services 14 – 16 hours a day.

Air transport

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South Africa has a solid aviation infrastructure. The Airports Company South Africa is busy with a R19,5-billion airport-infrastructure expansion programme to meet standard projected growth. Temporary interventions in air space, airports and air-traffic operations will accommodate the surge of visitors in 2010.

Intelligent transport systems

2010 will accelerate South Africa's use of intelligent transport systems. This involves the use of technology to manage congestion, incident response and travel demand. Integrated electronic ticketing will mean fans need to buy only one data-rich ticket that grants access to matches and public transport.



Demand analysis and management

Demand management is a key strategy that accompanies the major infrastructure investments. This operational planning allows officials to identify and meet transport demands – right down to the number of fans who may be arriving at an airport or leaving a stadium at a particular time on a particular day.

The Department of Transport has developed the Travel Demand Model and submitted the required operational plans for the Confederations Cup and World Cup to FIFA on schedule, on 31 March 2008 and 30 June 2008 respectively.

To ensure that all transport needs are met during the tournaments, a “serving concept” has been developed consisting of three main categories:

- dedicated transport for teams, FIFA VIPs and visiting dignitaries
- a premium transport service, catering for the needs of special groups, such as media and tour operators
- transport for general travellers.

Flagship transport projects

Some of the flagship transport projects for the World Cup include:

- the Khulani Corridor in the Eastern Cape at a cost of R321 million
- the N1 and N2 Toll Highway costing R5 billion
- the Sani Pass road upgrade bordering South Africa and Lesotho at a cost of R200 million
- the Gauteng Freeway Improvement Scheme at a cost of R23 billion.

Durban:

- the Public Transport Interchange
- a new railway station adjacent to the Moses Mabidha Stadium
- public transport lanes for the M4 motorway
- upgrading the Western Freeway
- people-mover buses for tourists, covering the beachfront route.

Cape Town:

- a major investment in the rail system, including new stations at Khayelitsha and Century City, the upgrade of Heideveld, Athlone, Langa and Cape Town stations, new coaches as well as park ‘n ride facilities

- dedicated bus lanes on freeways and improved transport corridors, widening of lanes on the N1 and N2 and a R450-million upgrade of the Koeberg interchange
- 300 new buses
- stadium precinct infrastructure and an improved inner-city distribution system.

Johannesburg:

- the Gautrain Rapid Rail link
- the Rea Vaya (we are going) project with 325 km of special public transport lanes and intersections, and 40 transport interchange nodes where commuters can switch from one form of transport to another.

Tshwane - Pretoria:

- the Tshwane BRT System, developing 472 km of bus ways and 113 km of mixed traffic lanes
- better access roads into the city, to airports and the stadium
- a new municipal bus fleet.

Nelson Mandela Bay - Port Elizabeth:

- a BRT system with 45 high-capacity buses and having stops at regular intervals, including Greenacres, the central business district (CBD), Korsten, Clearly Park, Motherwell and Njoli Square

- new modal interchanges at Korsten and Njoli Square
- rehabilitating and widening public-transport routes such as Sheya Kulati, Matomela, Diaz, Kempston, Pearl and Seyisi roads.

Mbombela - Nelspruit:

- upgrading the N4 northern bypass
- the airport-city link and stadium precinct developments
- roads, interchanges and footpaths in the eastern residential areas
- multimodal and pedestrian facilities in the business area.

Rustenburg:

- upgrading the N4 western and eastern bypass
- upgrading the taxi rank and bus facilities
- investment in arterial and secondary roads, linking the stadium to the city and access routes.

Mangaung - Bloemfontein:

- the development of an internodal public-transport facility, including upgrading the taxi rank
- street pedestrianisation to encourage non-motorised public transport
- improved access to Mangaung - Bloemfontein airport
- the establishment of a high-capacity public transport service between the south-eastern areas and the CBD.

Polokwane:

- upgrading roads, including all those leading to the stadium
- upgrading the Polokwane Centre bus terminus
- upgrading taxi ranks in the municipality and taxi holding areas.

“ We have worked hard to put up infrastructure that would meet the World Cup transport imperatives while knowing that such infrastructure will continue to be invaluable in the transport needs of our people and economy long after the last goal is scored. ”

Mr Jeff Radebe – Minister of Transport, South Africa





World Cup transport projects are an integrated part of governments over-all investment in transport infrastructure, including:

- road infrastructure (R70 billion)
- access to roads through the Expanded Public Works Programme (R3 billion)
- airports development (R19,5 billion)
- air-traffic navigation (R400 million)
- passenger rail (R18 billion)
- the Taxi Recapitalisation Programme (R7,7 billion) to improve the safety and reliability of the taxi fleet.

Information and communications technology

A dedicated network will link the 10 venues and the rest of the world to the images from the 2010 FIFA World Cup™. The satellite teleport and telecommunications infrastructure will be able to support transmission capacity of 40 gigabytes per second.

The Government will provide ICT infrastructure that conforms to FIFA requirements, including for wire and wireless national and international telephone, data, audio and video exchanges. At the same time, the event will be part of the development of ICTs in South Africa.

It is a FIFA requirement that broadcasting is digital. This has accelerated a R1-billion switch-over from analogue signal to digital terrestrial television by Sentech (a state-owned telecommunications company). By 2010, close to 80% of South Africans watching the World Cup will have access to digital television.

Digital television means that it is possible to use a television as an Internet access point. This will give many South African who do not have computers access to the Internet. Digital television operating costs are much lower and digital TV channels use less radio frequency spectrum. This means that once migration to digital terrestrial television is complete, South Africa's airwaves will be able to support up to eight times as many standard-definition television channels as currently. This will mean South Africa can have more channels delivering local content. Digital television also makes it possible for viewers to choose their broadcast language.

The 2010 World Cup will be the first broadcast in high-definition television. Sentech will launch at least one high-definition television satellite channel in time for the World Cup. The South African Broadcasting Company (SABC) plans to have six more high-definition units in place by the end of 2009.

Sentech will implement the satellite back-up infrastructure for the World Cup. This includes building a second satellite teleport to provide the additional capacity needed. The second teleport is on schedule to be completed by November 2009.

FIFA required that South Africa's telecommunication infrastructure be upgraded to make broadband accessible to all its venues. Telkom, one of the largest communications services-provider on the African continent, will provide the fixed-line network infrastructure and will complete its upgrade in 2008. Telkom is investing R3,2 billion between 2006 and 2010 in the Next Generation Network (NGN). This one network will transport all information (voice, video, data) and help increase bandwidth.

"Last mile" fibre connection to support high-definition television signals from each of the stadiums to the wide area network and then to the International Broadcast Centre (IBC) will be installed. The 'last mile' will be completed in

October 2008 for the Confederations Cup stadiums, and April 2009 for the World Cup Stadiums.

This excess capacity on both the core and access network will be used to provide broadband services after 2010. This means that for many South Africans, access to broadband Internet will become a reality sooner than expected.

Each stadium will install dedicated local area telecommunications infrastructure to support the wider telecommunications and broadcast project. Match – the company appointed by FIFA to provide ticketing, accommodation and event information technology (IT) services - will provide the IT infrastructure inside the stadiums and IBC.

International Broadcast Centre

Government is helping set up the IBC, as well as media centres in each stadium. The IBC will be the media nerve centre for the World Cup. All the broadcast transmissions from the World Cup stadiums and distribution will be facilitated via the IBC, linking the venues in South Africa to the rest of the football family all over the globe. The cumulative television audience for the 2010 event in South Africa is estimated to reach 26,9 billion.

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The IBC will be located at the National Exhibition and Recreational Centre (Nasrec), south of Johannesburg's city centre. Construction was launched on 21 April 2008. Nasrec will see an estimated 3 000 broadcast journalists from around the world based there for six weeks during the World Cup.

The IBC includes:

- The Satellite Farm, covering an area of approximately 5 000 m², where different broadcast partners will install satellite dishes to transmit their matches to their respective countries.
- The Master Control Room (MCR), which receives incoming signals from the 10 stadiums and other "non-venue" sites, and general telecom interfaces (fibre optic or satellite downlink). The MCR is used to monitor and distribute signals to broadcasting partners in the IBC.
- Radio stations booths/units and broadcasters' studios.
- A media briefing room, accommodating up to 200 persons, lounge and rest areas, a convenience store, newspapers, waste removal, freight forwarding, mailing and courier services, banking, cleaning, catering, and medical and emergency services.

More than R120 million is being used to upgrade the Nasrec precinct to support the hosting of the IBC. This is part of larger investment in the area to bridge the apartheid spatial planning gap between the south of Johannesburg and the city centre. Through the IBC, Nasrec will become a hi-tech devel-

opment hub, generating many opportunities for surrounding communities. The IBC will create an estimated 3 370 jobs and contribute R341 million to Johannesburg's Gross Domestic Product (GDP).



The signal from the IBC will be transmitted to the international community using a number of international submarine cables like SAT-3, South African Far East Cable (SAFE) and the New Partnership for Africa's Development Broadband Cable.

The implementation of this (ICT) strategy will meet a number of AsgiSA objectives as well as delivery of service to underserved second-economy areas.

Dr Ivy Matsepe-Casaburri – Minister of Communications, South Africa

Electricity supply

Unprecedented economic growth has presented South Africa and the Eskom power utility with challenges in meeting the electricity demand. However, Eskom and the Department of Minerals and Energy have a workable solution to deliver a successful event.

A dedicated team has been established to ensure that the electricity requirements for the 2010 World Cup are met. Projects are being implemented to meet the additional electricity demands from stadiums and the expected visitors. This includes generation, transmission and distribution projects. Eskom has guaranteed that critical projects such as stadium construction will be protected from any power disruption as the country prepares for the Confederations Cup and World Cup.

As per FIFA requirements for all world cups, generators will be the primary source of supply in stadiums. R200 million is being used by the Department of Minerals and Energy for the procurement of generators.



Over R150 billion has been allocated to expand general electricity generation and transmission capacity over the next five years. By 2010, power supply for the country in general will have substantially improved.



Stadiums

The 2010 venues are well under way to becoming some of the best stadiums in the world.

The 2010 World Cup matches will be staged at 10 venues across nine South African cities namely, Johannesburg; Cape Town; Durban; Nelson Mandela Bay – Port Elizabeth; Mbombela – Nelspruit; Polokwane; Mangaung - Bloemfontein; Rustenburg; and Tshwane - Pretoria. Together, these stadiums will seat more than 570 000 people.

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Intensive planning has gone into ensuring that the stadiums will be versatile multipurpose facilities that will not only serve a variety of sports codes, but will also be suitable for entertainment and other community uses following the FIFA World Cup.

Soccer City, Johannesburg

Capacity: 94 700 seats

Budget: R1,56 billion

Started building: January 2007 (major upgrade)

Expenditure from the end of 2006 to March 2008: R1,28 billion

Economic impact of expenditure:

- R2,31 billion of direct, indirect and induced economic impact
- 21 000 direct, indirect and induced labour impact (annual jobs created/sustained)
- R240 million impact on low-income households.

Ellis Park, Johannesburg

Capacity: 61 000 seats

Budget: R230 million

Started building: July 2007 (upgrade)

Expenditure from the end of 2006 to March 2008: R71,5 million

Economic impact of expenditure:

- R129 million of direct, indirect and induced economic impact
- 1 179 direct, indirect and induced labour impact (annual jobs created/sustained)
- R13,4 million impact on low-income households.

Greenpoint Stadium, Cape Town

Capacity: 70 000 seats

Budget: R1,96 billion

Started building: March 2007

Expenditure from the end of 2006 to March 2008: R1,01 billion

Economic impact of expenditure:

- R1,83 billion of direct, indirect and induced economic impact
- 16 700 direct, indirect and induced labour impact (annual jobs created/sustained)
- R190 million impact on low-income households.

Moses Mabhida Stadium, Durban

Capacity: 70 000 seats

Budget: R1,83 billion

Started building: October 2006

Expenditure from the end of 2006 to March 2008: R860 million

Economic impact of expenditure:

- R1,55 billion of direct, indirect and induced economic impact
- 14 300 direct, indirect and induced labour impact (annual jobs created/sustained)
- R161 million impact on low-income households.

Nelson Mandela Stadium, Nelson Mandela Bay - Port Elizabeth

Capacity: 50 000 seats

Budget: R981 million

Started building: March 2007

Expenditure from the end of 2006 to March 2008: R628 million

Economic impact of expenditure:

- R1,14 billion of direct, indirect and induced economic impact
- 10 400 direct, indirect and induced labour impact (annual jobs created/sustained)
- R118 million impact on low-income households.

Mbombela Stadium, Mbombela - Nelspruit

Capacity: 46 000 seats

Budget: R875 million

Started building: February 2007

Peter Mokaba Stadium, Polokwane

Capacity: 46 000 seats

Budget: R176 million

Started building: March 2007

Expenditure from the end of 2006 to March 2008: R444 million

Economic impact of expenditure:

- R800 million of direct, indirect and induced economic impact
- 7 300 direct, indirect and induced labour impact (annual jobs created/sustained)
- R83 million impact on low-income households.

Mangaung Stadium, Mangaung - Bloemfontein

Capacity: 48 000 seats

Budget: R221 million

Started building: September 2007

Expenditure from the end of 2006 to March 2008: R101,5 million

Economic impact of expenditure:

- R183 million of direct, indirect and induced economic impact
- 1 670 direct, indirect and induced labour impact (annual jobs created/sustained)
- R19 million impact on low-income households.

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Royal Bafokeng Stadium, Rustenburg

Capacity: 42 000

Budget: R147 million

Started building: September 2007 (upgrade)

Loftus Versfeld, Tshwane - Pretoria

Capacity: 50 000 seats

Budget: R99 million

Started building: September 2007 (upgrade)

Expenditure from the end of 2006 to March 2008: R3,9 million

Economic impact of expenditure:

- R7 million of direct, indirect and induced economic impact
- 62 direct, indirect and induced labour impact (annual jobs created/sustained)
- R732 000 impact on low-income households.



We have indeed witnessed our people, ordinary South Africans, efficiently transforming our country and preparing it to host the world in 2010. They are indeed the unsung heroes of the FIFA World Cup.

Ms Phumzile Mlambo-Ngcuka – former Deputy President of South Africa



In addition to the World Cup match sites, cities and provinces are also investing in the upgrading and development of other sports venues in townships and communities, some of which may be used as training venues. This will leave a legacy of improved sports and recreation facilities, while stimulating development in their vicinity.

- The Limpopo Government will be upgrading two stadiums.
- Free State's Sesa Ramabodu Stadium in Rocklands will be upgraded.
- The KwaZulu-Natal Provincial Government will provide R300 million to upgrade stadiums and build multipurpose sports facilities.
- Three of Durban's stadiums, Princess Magogo in KwaMashu, the King Zwelithini Stadium in Umlazi and the Sugar Ray Xulu in Claremont will be revamped as practise facilities.
- The city of George in the Western Cape is to build a 35 000-seater soccer stadium to be used for practise matches.
- The Rustenburg Municipality is planning to renovate Olympia Park Stadium.
- The City of Johannesburg will upgrade the Orlando, Dobsonville, Rand, Cecil Payne, Rabie Ridge and Ruimsig stadiums.
- The City of Tshwane (Pretoria) will upgrade the Super Stadium in Atteridgeville, the HM Pitje Stadium in Mamelodi and the Giant Stadium in Soshanguve.
- The Ekurhuleni Municipality has allocated R64 million to upgrade informal sports fields and training venues.

Investing in services



Tourism and accommodation

The World Cup in South Africa will be unique. For the first time in history, FIFA is contracting non-hotel accommodation, such as national parks, bed-and-breakfasts, lodges and guest houses. In this way, the benefits of the tournament will be spread beyond the cities where the matches are played, and small business establishments will also gain. It also means visitors will have the opportunity to enjoy the diversity of people, places and experiences that makes South Africa irresistible.

South Africa has a flourishing tourism industry with well-established tourism infrastructure, welcoming nine million foreign visitors a year and over 500 000 visitors in an average month. The country already has the facilities to host the estimated 400 000 visitors during the month of the tournament, but is using the 2010 World Cup to further develop the tourism industry.

The Department of Environmental Affairs and Tourism is working with Match to contract the 55 000 rooms required for officials, teams, VIPs, media and visitors. All participating establishments will have to have a grading rating from the Tourism Grading Council of South Africa.

South Africa already has 80 000 graded rooms – more than enough to cover the required number of 55 000. Two years before the event, 25 000 graded rooms had already been contracted. South Africa is also ready to accommodate visitors who may not procure rooms through Match.

The department has made R200 million available to assist with the grading of small, medium and micro-enterprise (SMME) accommodation. Grading fees have been discounted by 50% in year one and two and 25% in year three. 2010 accommodation sign-up roadshows have encouraged SMMEs to be graded.

The Tourism Enterprise Programme (TEP) is responsible for developing SMMEs in the tourism economy so as to create jobs and income. TEP is assisting SMMEs with the grading process and contracts with Match, as well as helping them improve their businesses. The TEP is conducting a massive research project to uncover tourism products to assist as many SMMEs as possible ahead of 2010. This extends beyond accommodation to include the likes of tour operators, attractions, crafters and storytellers.

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The Department of Environmental Affairs and Tourism has embarked on programmes to build service and skills levels in the industry – for 2010 and beyond. The programme includes the:

- Tourism Sector Skills Plan
- Tourism Human Resource Strategy
- Language Training Programme, majoring in French, German, Portuguese, Spanish and Chinese
- Ambassador Strategy aimed at training 180 volunteers to promote tourism awareness.

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You wake up in the morning in the middle of a game reserve. You go for a game drive at four am in the morning. We fly you into Johannesburg to watch a game at three o' clock. You are back in the middle of the bush by seven o' clock, eight, in the evening. That is an African experience and that is what is going to make this World Cup absolutely different.



Mr Moeketsi Mosola – Chief Executive Officer, South Africa Tourism





- With over nine million foreign visitors coming to South Africa in 2007, government is well within the goal of having 10 million tourists a year by 2010. There has been a 1 415% increase in foreign visitors since 1994.
- South Africa will host an estimated additional two million international tourists between 2007 and 2015 because of the 2010 World Cup. It is estimated that R15,6 billion will be generated directly or indirectly by foreign tourists for the 2010 World Cup.
- The World Cup is stimulating R20-billion developments in hotels and resorts across South Africa. This figure includes R7 billion at the V&A Waterfront in Cape Town, 10 hotels in Durban, five hotels in the Sandton area, a R1,2-billion Kruger Park golf estate and a R400-million hotel and ski resort in the Eastern Cape.
- The total expenditure on the upgrading of national parks – including new rest camps, tourist roads and fences – will exceed R1 billion by 2010.
- In May 2008, the Organising Committee reported that requests in excess of 15 million for World Cup tickets from around the globe have been received – exceeding supply.



Access to South Africa

Government is developing event specific visas that will enable ticket holders to enter into the country with ease. These will be used for both the Confederations Cup and World Cup.

There are also special immigration procedures for the FIFA delegation, participating teams and other individuals accredited for the 2010 World Cup. This includes the issuing of visas, work permits where required and priority treatment at ports of entry. A single point of contact to provide accelerated services for the FIFA Family has been established in the Department of Home Affairs (DHA).

Government is implementing processes to ensure the smooth entry of tourists into the country. These include:

- Speeding up immigration processes at ports of entry through “fast track” lanes for passengers that are visa exempt or in possession of event visas.
- Advance Passenger Processing, during which travellers are checked before they board the airplane to their destination. The placement of immigration officers abroad is being rolled out to key countries for the 2010 World Cup.
- The new IT Solution currently being implemented by DHA will assist with processing 2010 FIFA World Cup visitors. This is an integrated electronic

system to manage movement and control visas, immigration, refugees, deportation and security.

Bilaterals and multilaterals with counterparts in the AU and Southern African Development Community (SADC) will facilitate movement and visa exemptions for those coming from the African continent.

The DHA increased its staffing at ports of entry by 30% in 2007/08 and will increase staff by another 30% in 2008/09. In addition there will be additional human resources at key foreign missions.

These various programmes along with close cooperation from foreign counterparts will prevent undesirable elements from entering South Africa. The ‘inadmissible and undesirable persons’ list is being extended to include convicted hooligans, ticket touts and others.

Government has a long-term programme for the upgrading of the infrastructure at the ports of entry. This includes the following investment over the 2008 – 2010 period:

- IT infrastructure at airports: R71 million
- physical and IT infrastructure at land ports of entry: R1,5 billion
- R1,5 million to upgrade sea ports of entry.

Safety and security

The Government has assured the millions of fans who will be coming to watch the 2010 World Cup that they will be safe in South Africa. There are a number of prongs to South Africa's safety and security plan:

- South Africa will be working closely with international agencies to gather intelligence
- there will be a focus on border security at ports of entry – including South Africa's land, sea and air borders
- route security, specifically those leading from airports into the cities, will be a priority
- police are to divide the host cities into sections, with teams patrolling sections and focusing on FIFA headquarters, hotels, other accommodation establishments, the stadiums, fan parks, restaurants and tourist venues
- state-of-the-art information and communication military technology will be used as well as a fleet of nearly 40 helicopters
- a dedicated force of 41 000 officers will be deployed.

Some R665 million will be spent on procuring special equipment, including crowd-control equipment, crime scene trainers, unmanned aircraft, helicopters, 10 water cannons, 100 BMWs for highway patrol and up-to-date body armour. About 300 mobile cameras will also be used. There will be four



South Africa's ability to manage the security for such an event has been endorsed by FIFA. In its report released after the inspection visit to South Africa, FIFA said authorities had the know-how and resources to manage security during 2010. It also noted that South African police had provided an "excellent, comprehensive work schedule" that would "doubtless satisfy every requirement for the event".

- South Africa's track record in managing high-level events speaks for itself. The country has hosted several global gatherings, such as the World Summit on Sustainable Development (WSSD) in 2002, the Non-Aligned Movement summit in 1998, the Rugby World Cup in 1995, the African Cup of Nations in 1996, the All Africa Games in 1999 and the Cricket World Cup in 2003.
- For the WSSD, South Africa pioneered a security model that has been acknowledged as a new international benchmark – and has since been adopted by the United Nations as its model for large events.

mobile command centres at a cost of around R6 million each. These centres will feature high-tech monitoring equipment, which will be able to receive live footage from the airplanes and other cameras. These investments will continue to assist the police in their crime-fighting initiatives long after the World Cup is over.

The South African Police Service (SAPS) will spend R640 million on the deployment of 41 000 officers specifically for the event. Recruitment and event-specific training for this force is under way. The SAPS is on a massive recruitment drive to increase general police numbers by 55 000 to over 190 000 by 2009. The number of police reservists will also double before the FIFA World Cup, from 45 000 members to 100 000. So, by 2010 South Africa will have a significantly larger and well-trained police service. In addition, countries competing in the event will send their own specially trained police officers to assist with languages and cultural differences and to support the SAPS.

South Africa will have dedicated 2010 police stations within close proximity to each of the stadiums, as well as dedicated crime-investigation teams and special courts to investigate and deal with all event-related crimes 24/7.

A 24-hour multilingual hotline will assist visitors requiring police or medical services. The Regional (SADC) Security Plan has been finalised and co-operation with several countries has been initiated. Border security and sea and air security strategies are in place.

South Africa submitted the comprehensive security plan for the 2010 World Cup to FIFA on 30 June 2008 – on schedule.

Health and medical services

The Minister of Health committed to FIFA that the infrastructure of the South African National Health System, specifically a comprehensive medical service (including 24-hour emergency medical treatment) and disaster management would be put at the disposal of the 2010 FIFA World Cup™ in the cities where the games will be played.

As part of this guarantee, government committed that “the existing health infrastructure will be significantly upgraded in keeping with the Government’s mission to promote the health of all people of South Africa, and to provide caring and effective services”.

During the World Cup, the National Health Operations Centre (Nathoc) will link to all nine provinces, ensuring real-time monitoring, collating and reporting on the roll-out of the health plan, as well as the occurrence of any incidents. Sophisticated ICT systems, including an online system for all official venues and radio linkages, will be the backbone of Nathoc.

Free primary healthcare (PHC) will be provided for all spectators at official venues, including a script or referral to a health facility if necessary. However,

any investigations, procedures or admissions will be paid by the patient. Dispensing machines will be situated throughout the stadiums for basic drug purchases. Twenty-four-hour pharmacies will be in place for the duration of the event.

The Department of Health was involved in the planning of new stadiums and the refurbishment of existing ones to ensure they meet the health and medical services requirements. All stadiums will have fully equipped medical centres, medical PHC posts, as well as roving health personnel within the stadium and stadium precinct. Such provisions will also be in place in fan parks and other official World Cup-related venues as required.

The environmental health of venues will be assured, including stadiums, hotels, official venues and fan parks. This will include food standards, sufficient and safe water, sanitation and waste management.

Compliance with legislation and local and international health regulations by visitors entering the country will be controlled at all ports of entry, both by air, land and sea.

In addition to surveillance measures for local disease outbreaks, there is also an international surveillance system, given the numerous origins of the many thousands of visitors that South Africa can expect.

Licensing of medical personnel

Government has made special provisions for the licensing of foreign-qualified medical and allied health professionals, and exemption for certain medical equipment and pharmaceuticals to be brought into the country – so players can be kept at their peak during the World Cup.

Contingency planning

Contingency planning is undertaken in conjunction with the South African Police Service, National Intelligence Agency, and fire and disaster-management services. Resources to deal with contingencies will be deployed at strategic positions for the duration of all matches, as well as any site that may be considered necessary.

Health promotion

Government will communicate with visitors to keep them informed of health requirements and conditions, to encourage visitors to act responsibly and to stay healthy.



The Department of Health has embarked on a major project, the National Emergency Medical Services Strategic Framework (NESF), for the enhancement of emergency medical services (EMS) over the next five years.

This is an existing government programme that will improve the delivery of EMS to all communities, but the hosting of the World Cup in 2010 has led to the acceleration of the implementation of the NESF in the following key areas:

- State-of-the-art communication centres are being established in major centres within each province, based initially on two per province. Government has invested R37 170 000 for the establishment of these centres.
- The medical helicopter services in the Western Cape, Eastern Cape and KwaZulu-Natal were extended in 2008 to the Eastern Cape, Free State and Mpumalanga. Before 2010, medical helicopter services will be established in Gauteng, and the North West. For the World Cup, these will be supplemented with additional services from the military and private sector.
- A scheduled programme is being implemented to replace all existing emergency vehicles that have travelled in excess of 200 000 kilometres. Over the next three years, 450 vehicles will be replaced at a cost of R135 million.
- Some R8 million is being invested to upgrade emergency centres designated for the World Cup – which will benefit South Africans in the long term.
- Emergency personnel will be undergoing higher-level training to increase the ability of staff to provide immediate care at the site of the emergency.

Green goal

South Africa has a programme to minimise and mitigate the environmental impact of the World Cup, as well as to use the event to generate environmental awareness.

This has several clusters of projects:

- carbon offsetting, energy efficiency and renewable energy
- waste reduction, recycling and “clean-up” campaigns
- water reuse and efficiency, and rain-water harvesting
- infrastructure green specifications for stadiums and fan parks
- sustainable procurement standards, including procuring locally produced goods, and recycled and biodegradable products
- sustainable tourism through green standards for establishments and eco-tourism
- protecting biodiversity, and beautification
- sustainable transport, including non-motorised and public transport.

The Department of Water Affairs and Forestry is promoting the greening of cities by distributing indigenous trees for adoption by municipal offices, schools, police stations, clinics and communities.

2010 FIFA WORLD CUP
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Investing in people



Sport for development

Government is using the 2010 World Cup spirit to build on programmes that involve South Africans in healthy physical activities, and build communities and skills through sport.

The 2010 FIFA World Cup™ is an opportunity to develop football – and other sports – so that South Africans can unearth and nurture their sports talent, and the country can compete at the highest level in the sports arena.

Sport clubs are an important part of developing organised sport. Government has a special focus on developing sports clubs in disadvantaged communities, including rural areas. In conjunction with sport federations, government provides relevant training to local enthusiasts in club administration, and refereeing and coaching skills. Government gives up to three years' financial and technical support, nurturing clubs to become self-sufficient and form leagues.

An amount of around R25 million across all nine provinces has been set aside for the period starting from 2007 to 2010 for club development.

Siyadlala, a Zulu word meaning for “lets play”, is a programme to involve South Africans in general – with a focus on disadvantaged communities – in sport and recreation activities, beyond organised sport. This programme was launched in 2004 and has continued to grow exponentially, and will also get a boost from South Africa hosting the 2010 World Cup.

The programme works through the establishment of activity hubs that offer various physical activities – such as street ball games, aerobics, general gymnastics, fun runs or walks and indigenous games. They serve all groups in the community – young and old, men and women and the disabled. These hubs reach thousands of people who would otherwise not have had an opportunity to participate in any kind of sporting activity.

Siyadlala trains unemployed people as activity co-ordinators in communities. They receive code-specific and first-aid training and gain hands-on experience while conducting the programme in their communities. Their task is to get communities active and to use sport to address community problems. Part of the major driving force behind the success of the programme is the involvement of youth as volunteers.

2010 FIFA WORLD CUP SOUTH AFRICA™

The SRSA is investing R212 million in school and community sport over the period to 2010.

SRSA and its partners have initiatives to galvanise the nation behind Bafana Bafana, including through using role models such as Lucas Radebe, Doctor Khumalo, Mark Fish, Phil Masinga and others.

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In football, millions of Africans and their descendents have contributed impressively to the advancement of the game ... Our continent is recognised globally as the most prolific producer of skilful, creative and competitively valuable players.

Rev Dr Makhenkesi Stofile – Minister of Sports and Recreation



- The Schools Football World Cup was launched on 10 May 2008. This is part of the larger schools programme which will bring the World Cup ethos of fair play, healthy lifestyles and multiculturalism to 12 million school children – and their families and communities. The tournament will be rolled out in two phases. The first phase will be organised along the lines of the Confederations Cup and the second phase the World Cup. Schools that participate will assume the identities of the participating countries. In this way, young people will develop an understanding of the diverse world.
- Government, together with the German kfw Development Bank, is building 100 sports fields in disadvantaged communities.

Volunteers

Volunteers, who give their time, talent and skills free of charge to help make a wonderful event, are an important part of any FIFA World Cup. Volunteering is a way for people to participate in the biggest sporting event on Earth. It is also about developing skills and further entrenching a culture of community service in South Africa.

Volunteers will assist in many different ways. Some will focus on the football matches for the Confederations Cup in 2009 and 2010 World Cup, as well as other official FIFA events such as the final draw. Volunteers from host cities will welcome visitors and help them find their way around. Volunteers will also assist in areas such as transport and tourism.

Some will be general volunteers whose focus will be on making visitors feel welcome and giving excellent service. These volunteers will help with accreditation, spectator services, transport, information services, drivers, hospitality, logistics and administration.

Some volunteers will be recruited because they have special skills, like being able to translate foreign languages or provide medical aid or IT support. Volunteers will be given special training.

The aim is that volunteers will be able to get a recognised qualification in volunteerism – with general volunteer skills as the basis and the possibility of specialisation in areas such as media, protocol, transport, hospitality, tourism, safety and security, health or communication. This is part of the AsgiSA focus on education and skills development.

To be selected to participate in the programme, candidates must be 18 years or older by 1 March 2009. Professional people, students, unemployed young people and retired citizens can all apply to be part of the programme. Volunteers must be able to stay in one of the host cities during the tournament.

Volunteers will have to go through a recruitment process after which they will have to sign a volunteer contract and commit to a code of conduct.

Volunteers will not be paid, but they will get meals while at work, a travel stipend and an official FIFA volunteer uniform.

Recruitment of volunteers for the Confederations Cup in 2009 opened on 1 July 2008, and within a week more applications than the 5 000 volunteers needed were received. For the Preliminary Draw in November 2007, 385

volunteers were used and 15 000 will be required for the 2010 World Cup event.

A festival for the fans

In order for more people to share in the excitement of the World Cup, South Africa will have a number of fan parks in 2010.

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Fan parks are areas where giant screens are set up to broadcast live transmissions of the games. It is a festival for fans – a second stadium where fans can gather, watch the games and enjoy the thrill of the event.

It means that the World Cup experience will be brought to the people, allowing them to get a taste of the big match action even if they are unable to get a ticket.

Arts and culture

Visitors will also be treated to an African arts and culture programme, showcasing the energy and creativity of the continent. Government is also channelling funding to further develop community art centres to help the sector to take advantage of increased tourism leading up to and during the event.

Marketing and communication

One of the biggest impacts from hosting the 2010 World Cup will come from the phenomenal marketing and communication opportunity it offers to positively project South Africa and Africa to the world, to build pride, to enable African solidarity and to foster a climate that contributes to growth and development.

Communicators from across South Africa – in the many creative and communication disciplines, from the public and private sectors and civil society – have come together in the 2010 National Communication Partnership (NCP) to take advantage of this communication opportunity of a lifetime for the country and continent.

The 2010 NCP is creating linkages and partnerships among communicators across the continent and in the diaspora for a truly African world cup and to use the 2010 World Cup communication opportunity for the benefit of the continent.

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