Looking Back: Implementation of the 2010 Strategic Plan
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2006 Host City and Province OBJECTIVES

- Host semi-final and events successfully
- Maximise public benefit and lasting legacy:
  - Infrastructure development
  - Economic Opportunities
  - Environmental legacy
  - Social cohesion
- Desirable destination for investment, trade, tourism
- Geographic spread beyond City to rest of Western Cape
Our 2010 World Cup Strategic Positioning

2010 World Cup Success

- Compliance
- Leverage
- Legacy
- Control

Stakeholder Management
Building a Legacy

**Infrastructure**
- Stadia
- Transport

**Financial**
- Sufficient funds
- Partnerships
- In Budget

**Environmental**
- Beautification
- Going for the green

**Sports Legacy**
- Participation
- Competitive Skills
- Commercialisation

**Social Legacy**
- Community participation
- Education and Culture
- Workforce Skills
- National Pride and Unity

**Tangible & Intangible Benefits**
Host semi-final and events successfully
Cape Town: best venue of 2010 FIFA World Cup

- After the match, President Zuma gave Cape Town an unequivocal thumbs-up for its “thorough” planning.

- “Cape Town has been the president’s favourite” said Magwenya “The City really put on a show. Heads of state who accompanied the President have also been impressed.

- “The president was impressed by the way in which Cape Town prepared for and managed the tournament”

July 07, 2010

- “Nobody in the world is perfect but the organisation of the first World Cup in Africa and in South Africa was pretty close.” Sepp Blatter, 12 July 2010.
Maximise public benefit & lasting legacy:

Infrastructure Development and Economic Opportunities
World Class Stadium in spectacular environment
Infrastructure, innovation, skills and spirit

Ingredients for economic growth and quality of life
Philippi Stadium

- Stadium upgrade: R54m
- 3000 seats
- Venue Specific Training Site used by Uruguayan team
- Township-based BEE Tenant appointed
- Handover process: Strategic session, one-on-one learning, guidance & support to achieve sustainability
- Local community enthusiastic, proud & supportive of events
- Sport development program & PSL use of facility
Philippi Stadium: world class pitch
Airports, Stations upgraded

- Long overdue upgrade of CT International Airport
- Upgrade of Cape Town Station
- Other station upgrades
- Improvement in train services
- City Integrated Rapid Transport
- Shuttles tried and tested
- Inner-city bus services
- Airport CBD shuttles
Hospital Bend Pre-selection Project
Koeberg Interchange Upgrade Phase 1 (2010)
WHITE BRIDGE – KNYSNA, Southern Cape

- R120m
- links to Knysna N2 by-pass
- provides for non-motorised transport
Maximise public benefit & lasting legacy:

Social cohesion
Public Viewing Areas

- Model for future: internal PM process with dedicated resources, cost-saving, limited time & under budget
- Staff empowerment
- Key partnerships
- IGR producing a tangible product
- Opportunities presented – social cohesion, LED opportunities, positive coverage of area, children & youth holiday programmes, platform for local artists, skills development (exceptional volunteers)
Social Legacy
2010 FWC Health cont.

- Dedicated 2010 Health Unit since Jan 2007
- All planning completed, in conjunction with private sector, NGO and SAHMS
- Aeromedical Upgrade: new helicopters arrived Jan 2009 – based in CT and Oudtshoorn – operational
- EMS – additional 300 practitioners appointed
- All additional vehicles and equipment required ordered and 94% arrived more than 3 months ahead of event
- Test Events and FIFA Final Draw went well with only minor plan adjustments required for main event
- Western Cape world-class readiness
2010 FWC Health cont.

- Stadium medical centre designed and equipped to international standards

- All 2010 Health Projects ensure following legacy:
  - *Improved coordination between private, public, NGO health services*
  - *Improved capacity and capability*
Sport Development

- Coaches e.g. 120 trained through programme with ‘Stars in their Eyes’ Dutch coaches
- Referees – 60 Vodacom League coaches trained, more coaches to be trained from SAB League.
- Trained football administrators
- Street football league to continue
- Schools programme
- FIFA Football for Hope:
  20 Centres for 2010
  first in Khayelitsha, opened 5 Dec 2009
Life skills: FIFA CENTRE FOR HOPE, KHAYELITSHA
Social legacy

- Better understanding of a global world, beyond the parochial
- Skills, confidence and experience gained
- Improved understanding of sustainable development
- Schools Program: Used 2010 FWC to educate in geography/science, attempts to reduce xenophobia
- Introduce/entrench values of hard work, discipline, teamwork, fairness and respect for others e.g. Fair Play Fair Life program in schools/clubs
- NGOs and footballer support for Kicking for Peace, Come Play in the Cape, Power Child, Champions for Children
- Sport development – youngsters off the streets
Safety and Security legacy

- 2,500 people trained in crowd control
- Overall 2010 security plan involves 3,400 existing police officers throughout Province
- Over the last three years some 1,200 new SAPS members trained per year, based at police stations and involved in 2010 security operations
- SAPS established hierarchy of Ops centres including all stakeholders who are now used to working with each other
- First of 15 Western Cape ops centre opened 2007 in Khayelitsha
- Police reservists trained in: basic policing, fire arm usage and first level crowd control
- Excellent coordination with Emergency Services
Maximise public benefit & lasting legacy:

Environmental legacy
41 Projects:
- Energy & Water efficiency
- Climate Change
- Integrated Waste Management
- Transport, Access, and Mobility
- Landscaping and Biodiversity
- Green Buildings
- Responsible Tourism
- Communication and awareness
Desirable Destination for Tourism, Trade and Investment
Base Camps

- International marketing of Base Camp opportunities from 2008
- Publications still used in football and tourism sectors
- Base camps huge publicity:
  - Knysna (France, Denmark)
  - George (Japan)
- Upgrade of training facilities – community & sport legacy

Media - Exposure
Maximising International Exposure for Long Term Benefits of Local Economy

- Cape Town and Western Cape exposed on TV screens of the world, viewed by billions (eg BBC and Japanese TV)
  - Media experience very positive and helped turn image around – important for longer term confidence
  - Local sources of human and material supplied e.g. Cape Media Services (staffing, film equipment, studio space)
  - Local craft (eg bead stadia, kelp vuvuzelas sold well, assisted crafters to become
  - Procurement prioritised local services e.g. Fanjols
  - Wine sales and training of Fundi sommeliers
  - Partners and alliances (Brazil, Australia etc)
Geographic spread beyond City to rest of Western Cape
Benefits beyond the City of Cape Town

- Road upgrades in Eden (Knysna and George)
- Sport facility upgrades (Eden for base camps: Outeniqua, Loerie Park), Bitterfontein, etc
- Artificial pitches (Lawaaikamp, Beaufort West, Llwandle, Worcester)
- Sport coaching programmes throughout rural areas
- Excellent Host training in Winelands and Eden
- Marketing of destinations previously unknown in new markets eg Japan
Beyond 2010 FWC
Post 2010 Legacy: After the party…

- Urban park and multi-functional international stadium
- Infrastructure, public transport, pedestrian network
- Athlone & Philippi Stadia and pitch upgrades
- Widespread soccer culture and sport development
- Improved tourism preparedness and skills for hosting future major events (service culture)
- Greater awareness of our business opportunities, technology, skills – long term trade & investment
- Public sector collaboration: delivery on time, in budget
- Improved safety and security systems
Post 2010 Legacy: After the party…

- Tourists’/spectators’ experience beyond Cape Town
- Visitor experience of ‘value for money’ destination
- Base Camp towns: increase in visitors over long term
- Social projects eg FIFA Centre of Hope: Khayelitsha
- Reduced afro-pessimism
- Greater optimism, ‘can-do’ attitude!
- Legacy spread to Brazil for 2014!
Lasting impact depends on us all

Thank you • Vielen Dank • Gracias • Merci • شكرا • Obrigada