

2010



**Africa's  
time has come!  
South Africa is ready!**




REPUBLIC OF SOUTH AFRICA

## Africa's time has come! South Africa is ready!

In 2004, when South Africa was awarded the bid to host the 2010 *Fédération 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 is celebrated not only because of the continent's love of the game – but also because it will be part of making this a century of African growth and development.

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!



*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 – President of South Africa

# 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. This followed FIFA's historic decision in 2001 to stage the 2010 World Cup on the African continent in a system of continent rotation.

From the beginning of the bid process, South Africa committed that the 2010 World Cup would be an African World Cup. 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.

## Commitment of the African continent

The commitment to making the 2010 World Cup an African event has been strongly supported by the African Union (AU). 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 preparation leading to the 2010 World Cup”. The AU also urged its member states to develop national programmes and identify AU sport ambassadors to help implement the International Year of African Football, “Sports for All” programmes and the African Legacy Programme.

## The African Legacy Programme

In November 2006, the African Legacy Programme for the World Cup – a joint responsibility of the 2010 FIFA World Cup Organising Committee (Organising Committee) and the Government – was devised. The programme aims to:

- support the realisation of African Renaissance objectives, including programmes of the AU such as the New Partnership for Africa's Development
- ensure maximum and effective African participation in the 2010 World Cup
- strengthen, develop and advance African football
- improve Africa's global image and combat Afro-pessimism.

The programme includes collaboration with four key stakeholders – FIFA, the Confederation of African Football (CAF), the United Nations (UN) and the AU – linking in with a number of existing initiatives.

## The South African Government's contribution to the African legacy

The 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



- The African Union's (AU) assembly of heads of state and government declared 2007 as the International Year of African Football, in commemoration of the 50th anniversary of the Confederation of African Football and to celebrate the history of football in Africa.
- Southern African Development Community tourism ministers are collaborating on a regional strategy for the 2010 World Cup. South Africa, Zimbabwe, Zambia and Mozambique have signed agreements to share the tourism spin-offs of the World Cup through "border-free" tourism packages.
- 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.

# CATALYST FOR GROWTH

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 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 hosting 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:

- a R134-billion 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 marginalised in the Second 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 a way 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. By 2010, South Africa will have, among other things, better sports facilities, a better public transport system and roads, and better telecommunications infrastructure.

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.

## Government's investment in 2010

Government's budgeting for 2010 prioritised spending that would leave a lasting legacy. This means that public money is being invested in World Cup projects that will help achieve existing government objectives and development goals.

National government's R17,4-billion direct investment in infrastructure in the World Cup is part of a much larger spending programme between 2006 and 2010. During that time, the Government will be investing more than R400 billion in the country's infrastructure – from rail freight services and energy production, to communications, airports and other ports of entry.

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

### Budget highlights

#### INFRASTRUCTURE

Transport and supporting infrastructure	R9 billion
Stadiums	R8,4 billion

#### NON-INFRASTRUCTURE

Sport and recreation	R379 million
Arts and culture	R150 million
Safety and security	R666 million
Health	R286 million



*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 – 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.
- The full-year profit of Aveng, South Africa's biggest construction company, more than doubled in 2007 because of accelerating economic growth and building work on infrastructure needed to host the 2010 World Cup.
- The World Cup is stimulating multibillion-rand hotel developments across South Africa. This includes investments from large foreign companies, such as Dubai World, England-based InterContinental Hotels Group and United States-based Starwood Hotels and Resorts Worldwide.
- The Organising Committee has agreed to procure 30% of the products and services it needs from small businesses and Black Economic Empowerment companies.
- The 2010 tournament will be the first World Cup during which FIFA will make use of non-hotel accommodation, providing business opportunities for guest houses and bed-and-breakfast facilities. To benefit, small, medium, and micro-enterprises (SMMEs) must register with Match (the company contracted by FIFA). SMMEs also have to be graded. The Department of Environmental Affairs and Tourism has made R200 million available to assist with the grading of SMME accommodation.
- The Department of Environmental Affairs and Tourism is leading the process of "greening" 2010. This includes waste management, water and energy conservation, sustainable architecture in stadiums, carbon offset and public awareness campaigns.
- South African tourism grew by almost 14% in 2006, three times the global tourism growth rate of 4,5% for the same period. Almost 8,4 million tourists visited South Africa in 2006 – over a million more than in 2005, representing a 13,9% increase.
- The 2010 World Cup is already the most successful FIFA World Cup ever – it has generated US\$3,2 billion in signed agreements, more than any other World Cup.
- FIFA has donated US\$70 million towards the Legacy Programme, government has approved R19 billion worth of infrastructure and South African companies have invested more than R700 million.

# ORGANISING STRUCTURES

In South Africa, various structures work closely together to deliver the World Cup. Roles are determined primarily by the contractual agreements signed with FIFA.

The 2010 FIFA World Cup Organising Committee 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 and labour on its board.

National government is responsible for the delivery of the 17 guarantees given to FIFA. These guarantees are contained in the bid book and are required of any country that wishes to host the World Cup. National government also plays a key role in terms of technical and financial support to the host cities.

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.

National government's responsibilities are managed through the:

- 2010 Inter-Ministerial Committee
- Technical Co-ordinating Committee
- 2010 Project Management Unit within Sports and Recreation South Africa (SRSA).

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, official fan parks, city beautification and compliance with FIFA marketing guidelines within the cities. The Host Cities Forum brings together host cities, national government and the Organising Committee in managing the host cities' preparations.

In some cases, South Africa needed no extra legislation to give effect to the Government guarantees. However, some of the guarantees did require that Parliament passed legislation – the 2010 FIFA World Cup South Africa Special Measures Act and the Second 2010 FIFA World Cup South Africa Special Measures Act. These were both passed in 2006 and will be in effect for the World Cup period.

# KEY GOVERNMENT PROGRAMMES FOR 2010

## Transport

The transport programme for the World Cup will ensure movement of fans, FIFA officials, associates and members of the 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, has 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.



### Road and rail transport

Distance travel will be offered by taxis, buses, passenger rail, luxury coaches, tour packages, private car hire and domestic aviation. South Africa will temporarily increase its operational capacity for distance travel – primarily by making available additional vehicles and improving operational efficiencies. In addition, there are major investments in distance transport that will benefit South Africans in the long term.



In the 2007 Budget, the South African National Roads Agency and the South African Rail Commuter Corporation received an additional R1,7 billion to upgrade roads and stations in areas critical to the World Cup.

Transnet, the public entity responsible for South Africa's rail transport, has embarked on an extensive investment initiative to recapitalise and privatise key aspects of rail transport. Other projects underway – such as the R7-billion taxi recapitalisation programme and the Gautrain Rapid Rail Link in Gauteng – will tie in with 2010 transport demands.

### **Air transport**

South Africa has solid aviation infrastructure. The Airports Company South Africa is busy with an 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 transport delivery includes intelligent transport systems. For example, integrated electronic ticketing means fans need to buy only one data-rich ticket that grants access to matches and public transport. This also involves the use of technology to manage congestion, incident response and travel demand. These systems will cater for the needs of World Cup visitors, and will also catapult South Africa to new levels of transport efficiency.

### **Demand analysis and management**

Demand management is a key strategy that accompanies the major infrastructure investments. It allows officials to identify and tackle 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.



- A fast, comfortable and low-cost urban transport system, called the "Bus Rapid Transit" system, is being developed for the host cities of the 2010 World Cup.
- The Department of Transport has been awarded a project preparation grant from the Global Environment Facility, to contribute to sustainable transport initiatives ahead of 2010.
- Gauteng's freeway system will undergo a R22-million upgrade and expansion over the next seven years.
- Some other projects linked to the 2010 World Cup include a R1-billion ring road to the north of Nelspruit, a road linking the eastern side of Polokwane at a cost of R400 million and the improvement of provincial highways in Rustenburg at a cost of between R250 million and R300 million, respectively.
- Metrorail, South Africa's biggest passenger rail commuter service-provider, is investing R7,5 billion over the next three years to improve rail infrastructure – including 67 rail-related projects that have been identified for the 2010 World Cup
- R3,9 billion is being spent on upgrading the Oliver Tambo International Airport and R1,4 billion for the Cape Town International Airport. Airports Company South Africa will spend R19,3 billion on infrastructure developments at its 10 airports until 2012



## Information and communications technology

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, government will ensure that the event produces a lasting legacy for ICTs in South Africa, including through enhancing South Africa's migration to high-definition television and new broadcasting technology.

The Government will also help the Organising Committee to set up a fully equipped central media centre as well as media centres in all FIFA World Cup stadiums. The International Broadcast Centre will be the media nerve centre for the World Cup. It will provide coverage of the tournament to a cumulative audience of an estimated 30 billion viewers.



*Sentech is on schedule to meet government's commitment by providing about 80% digital terrestrial television coverage by the 2010 World Cup. Sentech intends to launch at least one HDTV satellite channel, in time for 2010. Sentech will also build a second teleport to provide additional capacity needed for the 2010 satellite uplink requirement. On the other hand, SABC plans to have six more high-definition units in place by the end of 2009. The implementation of this 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

## Stadiums

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

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. Preparations are well under way.



### **Soccer City, Johannesburg**

Soccer City is undergoing a major upgrade. The stadium will host the final of the 2010 FIFA World Cup.

Capacity: 94 700 seats



### **Ellis Park, Johannesburg**

Ellis Park, a major football venue in South Africa, is to undergo a major renovation before the World Cup.

Capacity: 61 000 seats



### **Greenpoint Stadium, Cape Town**

A new stadium is being built at Green Point. It will be an all-weather, multipurpose and technologically advanced stadium.

Capacity: 70 000 seats



### **Durban Stadium, Durban**

Durban's 2010 World Cup Stadium will be built from scratch and will be a multipurpose venue.

Capacity: 70 000 seats



### **Nelson Mandela Bay Stadium, Port Elizabeth**

This stadium will host seven matches, including one of the semi-finals. It is an entirely new infrastructure.

Capacity: 48 000 seats



### **Mbombela Stadium, Nelspruit**

This stadium will be built as an adaptable, multi-sport, entertainment and exhibition venue.

Capacity: 46 000 seats



### **Peter Mokaba Stadium, Polokwane**

Another entirely new development, the stadium will have 5 000 seats for the media, two lounges and more than 5 000 VIP seats.

Capacity: 46 000 seats



### **Mangaung Stadium, Bloemfontein**

The stadium will undergo a major renovation ahead of the 2010 World Cup. New turnstiles, floodlights, electronic scoreboards and a new sound system will be installed.

Capacity: 48 000 seats



### **Royal Bafokeng Stadium, Rustenburg**

The stadium is already well-equipped and will undergo minor renovations. New electronic scoreboards, floodlights and a new public address system will be provided.

Capacity: 42 000



### **Loftus Versfeld, Pretoria**

Loftus Versfeld is a popular sports and events venue and will undergo only minimal upgrades. Designated media areas will be constructed.

Capacity: 50 000 seats



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 the R18,9 billion total impact on the South African economy, around R2 billion will directly benefit low-income households and a further R7,7 million other households.

In addition to the World Cup match sites, cities and provinces are also investing in the upgrading and development of other sports venues, 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.
- 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.



## Access to South Africa

Government will provide special immigration procedures for the FIFA delegation, participating teams and other individuals accredited for the 2010 World Cup, as per the guarantee to FIFA.

Government is also innovating processes to ensure smooth access of fans and tourists for the World Cup. These include visa arrangements with neighbouring countries, as well as investigating partnerships with major football nations to facilitate immigration.

Government has a long-term programme for the upgrading of ports of entry. This includes an investment of R71 million to upgrade ICT infrastructure at airports, R1,5 billion for physical and ICT infrastructure at land ports of entry and R1,5 million to upgrade sea ports of entry over the 2007 to 2010 period.



*If you build roads, it is ordinary South Africans who will travel on those roads, if you build stadiums it is ordinary South Africans who will play there and enjoy themselves and this is the legacy that the World Cup will leave.*

Makhenkesi Stofile - Minister of Sport and Recreation, South Africa

## 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 is involved in the planning of new stadiums and the refurbishment of existing ones to ensure they meet health- and medical-services requirements. All stadiums will include fully equipped medical centres, medical posts for PHC, 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 is expecting.

## Contingency planning

Contingency planning is undertaken in conjunction with the South African Police Service, National Intelligence Agency, fire services 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 stay healthy.

## 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.





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. However, 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.
- There are existing helicopter services in the Western Cape, Eastern Cape and KwaZulu-Natal. Before 2010, medical helicopter services will be established in Gauteng, Free State and Limpopo (which will also be able to cover North West and Mpumalanga areas) at a cost of R27 million. For the World Cup, these will be supplemented with additional services from the military and private sector.
- A scheduled replacement 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.
- 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.

## 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, stadiums, fan parks, restaurants and tourist venues
- state-of-the-art information and communications military technology will be used as well as a fleet of nearly 40 helicopters
- About 31 000 police officers will be dedicated to the World Cup event
- Courts will be available 24 hours seven days a week to ensure access to justice during the event.





- 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 "doubtlessly 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.



## Sports for development

Government is using the 2010 World Cup spirit to build on existing 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 Africa can unearth and nurture 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 FIFA 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.

The Department of Education and the SRSA will also implement a mass school sport participation programme, harnessing the excitement brought about by the 2010 World Cup.

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



*After 80 years of passion and emotions, the FIFA World Cup will arrive in 2010 on the African continent for the first time. Football and the world have received and continue to receive many good things from Africa, and it is time that the single most important sports event is staged there.*

Joseph S Blatter – FIFA President

## 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 volunteerism in South Africa.

Government and the Organising Committee are putting together one national volunteer programme. Although volunteers will do different things, the idea is that all volunteers will be treated the same and be part of one co-ordinated programme.

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

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.

Recruitment will begin in July 2008. To be selected to participate in the programme, candidates must be 18 years or older. Professional people, students, unemployed young people and retired citizens can all apply to be part of the programme. 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 be recruited in South Africa, Africa and internationally.

## 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.

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 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 FIFA 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 continent and country.

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.



## South Africa: Quick facts

Official name	Republic of South Africa
Location	Southern Africa, at the southern tip of the continent of Africa
Size	1 219 090 km <sup>2</sup>
Key economic areas	Mining services and transport, energy, manufacturing, tourism, agriculture
Population	47,9 million (mid-2007)
Official languages	English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sesotho, sa Leboa, Sesotho, Setswana, Tshivenda and Xitsonga
Government	Constitutional multiparty, three-tier (local, provincial, national) democracy
Major cities	Johannesburg, Cape Town, Durban, Pretoria, Port Elizabeth, Bloemfontein, East London, Kimberley. There are nine provinces.
Currency	100 cents equals one rand
Time	GMT +2 hours
Distances	Cape Town to Johannesburg 1 400 km (880 miles) Johannesburg to Durban 600 km (380 miles) Port Elizabeth to Bloemfontein 700 km (440 miles)
Transportation	Excellent roads, rail and air facilities (both domestic and international)
Telecommunications	World-class infrastructure. Internet access is widely available. There are four mobile (cellular) networks.
Value-added tax	Levied at 14%
Health	Top-quality care is available throughout the country, although basic in rural areas. Inoculations are only required for those travelling from yellow-fever areas. Malaria precautions are necessary in some areas.
Total GDP (2006)	US\$255,3 billion*
GDP per capita (2006)	US\$5 321*
Real GDP growth (2006)	5,0%
Inflation (CPIX) (2006)	4,6%
Inflation (2006)	4,7%

\* Based on a mid-2006 exchange rate of R6,762 to the US\$

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