Cape Town:
A city ready to host the 2010 FIFA World Cup™

2 December 2008

2010 FIFA WORLD CUP™
HOST CITY: CAPE TOWN

Host City: Cape Town Objectives

- Host semi finals and events successfully
- Party capital of Africa
- Maximum public benefit and lasting legacy:
  - Infrastructure
  - Economic Opportunities
  - Environment
- Desirable destination for investors and tourists
  - Leveraging long-term economic growth

Economic Opportunities

Opportunity	Result
Visitor Economy	• Contribute to national & continental prestige and profile
Event Media Exposure	
Access to infrastructure investment and facilities	•To facilitate local benefits for people/ firms/ communities

Host City: Cape Town Overview

- **Spectacular surroundings**
  - Iconic Table Mountain, historical Robben Island
- **Accessibility**
  - 15 - 20 min drive from the Airport
  - Existing Public Transport culture
  - Stadium is walking distance from the inner city
  - Walking distance from the main train station, taxi rank and bus depot
- **Accommodation**
  - Walking distance from 3 500 hotel beds
  - Walking distance from exclusive accommodation
- **Entertainment**
  - Walking distance from the V & A Waterfront & inner city entertainement
- **Security**
  - 24 hour security in Central City during the Event by the Cape Town CID
  - CCTV camera’s in the Inner city

CAPE TOWN IS PREPARING

CAPE TOWN
HOST CITY
SOUTH AFRICA 2010
FIFA WORLD CUP
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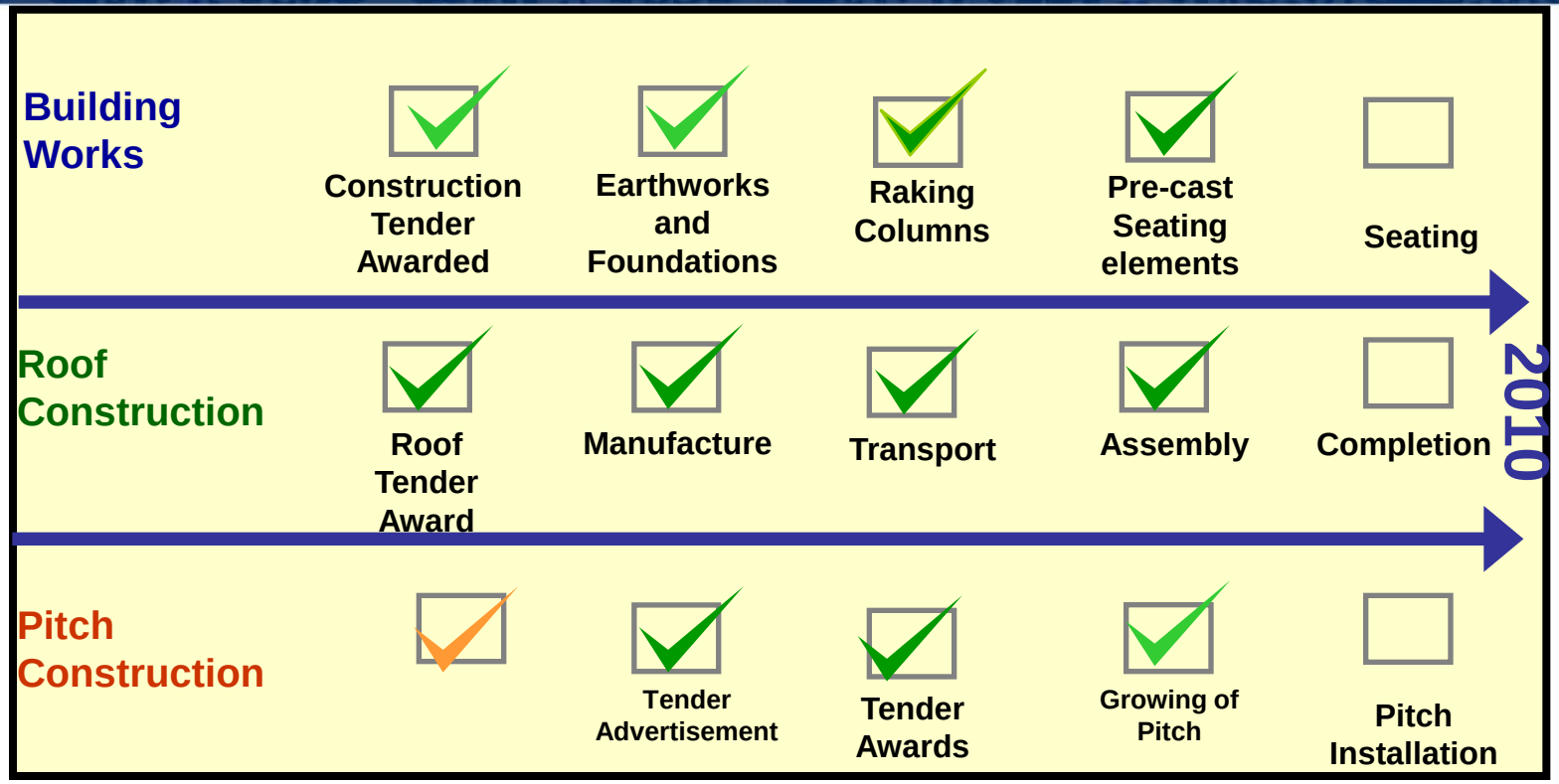
CRITICAL PATH



- Month 20 out of 34 month contract
- Currently approx 49% complete on-site, plus off-site works in parallel
- All 72 pylons topped out, roof's compression beams advance stage
- On schedule to be completed by 14 Dec 2009

Procurement

- Tendered % of Provisional Sum - 93%
- Awarded % of Provisional Sum - 88%

- **Stadium Contract Commitments**
  - **HDI Ownership** **26.8%**
  - **HDI Sub Contractors and suppliers** **4.7%**
  - **Targeted Sub Contractors and Suppliers** **12.2%**

STADIUM EXPENDITURE

As at 30 November 08

DBSA planning funds	R 30 000 000
National	R 1 424 709 415
City	R 500 000 000
WC Province	R 212 000 000
Total	**R 2 166 709 415**

STADIUM COST ESTIMATE AND FUNDING

- **Total Estimated cost:** **R4,528bn**
- **Assured Funding (Including Grants, Interest and Ticket Income):** **R4,000bn**
- **Funding Deficit:** **R 0,528bn**

STADIUM COST ESTIMATE AND FUNDING

- **Strategy to resolve funding deficit:**
  - **Cost containment and reduction**
  - **Continue discussions with funding partners**
  - **Sale of naming rights of stadium**
  - **Subsidised loan from DBSA**

GREEN POINT URBAN PARK

- **Principles driving the consolidation and rationalization of existing sport codes**
  - Sustainability
  - Equity
  - Diversity and Choice
  - Sharing/Multi-Functional Use
  - Compatibility
  - Agglomeration
  - Accessibility
- **Urban Park Design Principles**
  - Balance
  - Integration
  - Sense of Place
  - Permeability
  - Generosity
  - Reinforcement
  - Green Goal

Reconfiguration of Green Point Common

Way Forward

- MEC approval received – 30 June 08
- Council approval for termination of leases – 27 Aug 08
- Tender Process: Aug – Nov 08
- Works commence – Jan 09

GRANDE PARADE

FAN MILE

- Station Square
- Adderley Street
- Green Market Square
- St Georges Mall
- Somerset Road

ATHLONE STADIUM

Granger Bay Boulevard

Granger Bay Boulevard

City of Cape Town

ROADS AND STORMWATER DEPARTMENT

SETTLERS WAY (N2) - HOSPITAL BEND

PRE-SELECTION LANE SCHEME

Partnerships

Western Cape Provincial Administration
Department of Transport and Public Works

National Department of Transport

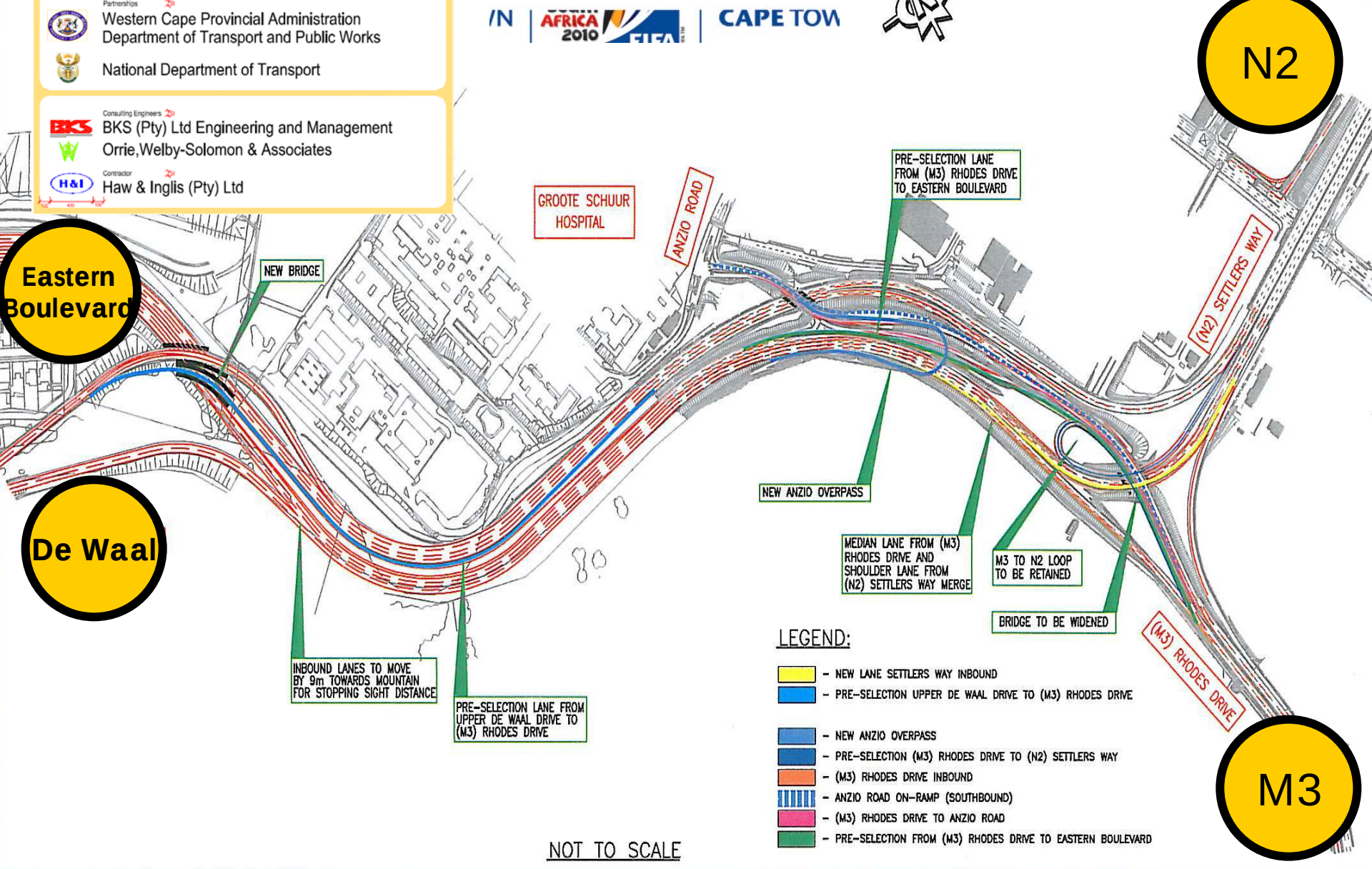
Consulting Engineers

BKS (Pty) Ltd Engineering and Management

Orrie,Welby-Solomon & Associates

Contractor

Haw & Inglis (Pty) Ltd



Hospital Bend Pre-selection scheme

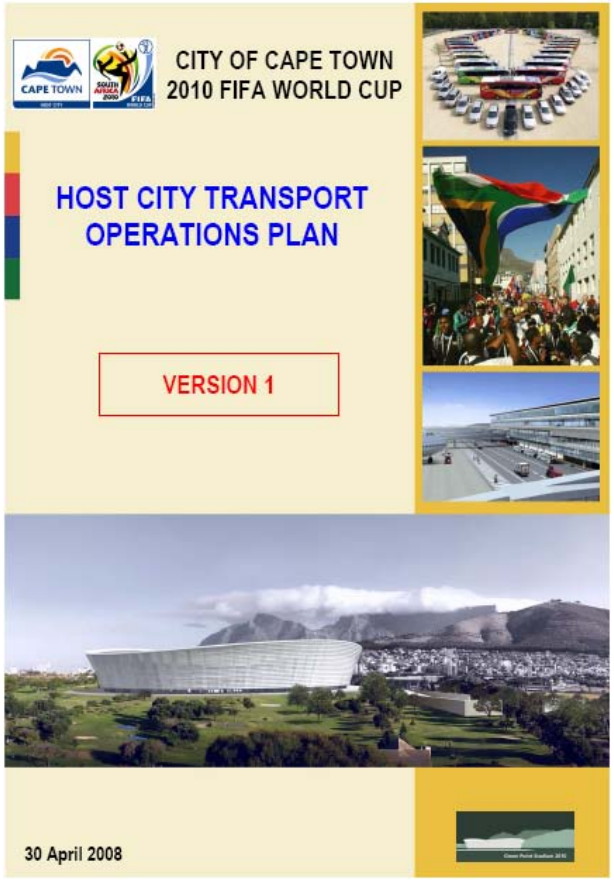
Hospital Bend

Upgrading of Koeberg Interchange

TRANSPORT PROJECTS

- Integrated Rapid Transit Phase 1 A
  - Phase 1A:
    - Airport – City
    - CBD Shuttle
    - West Coast
  - Meets 2010 Public Transport Requirements
  - Total Cost of Phase 1A: R1,321bn
  - City Share: R421m

Public Transport Systems



ELECTRICITY

- FIFA Requirements - Stadium
  - Match Day & Match Day – 1: Generators main source of power and the grid is the back-up
  - Main supply to Stadium being augmented

- Other Event Areas – Negotiation at the highest level with Eskom
  - Fan Park & Public Viewing Areas
  - Tourism Areas
  - Transport Hubs
  - Accommodation Nodes

Accommodation

•Cape Town has 16 000 rooms within a 45 minute driving radius of the city centre

•7000 rooms within 15 minute driving radius of stadium

•3500 of these rooms are within 15 minute walking distance

•At least1800 beds in the Harbours

•At least eight new hotels to capitalise on 2010,

- •The Taj hotel on St George's Mall
- •15 on Orange
- •Express by Holiday Inn (also on St George's Mall)
- •One & Only (V & A Waterfront)
- •Two further hotels in the Waterfront;
- •Alongside the Convention Centre.

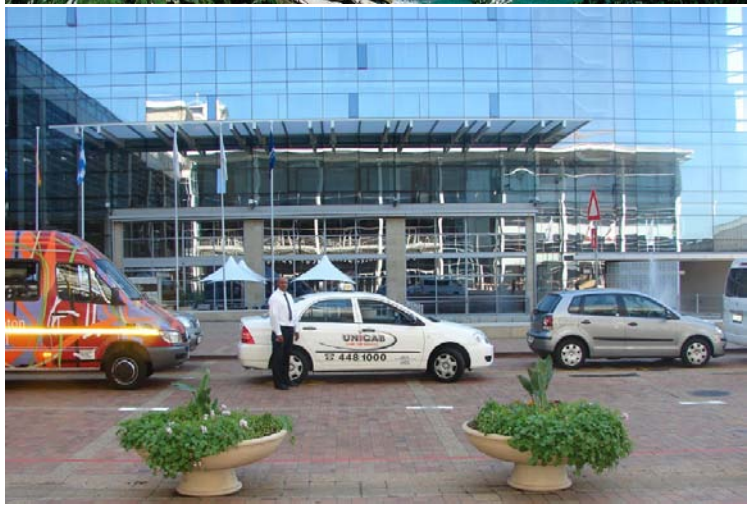
POTENTIAL BASE CAMPS

Base Camps

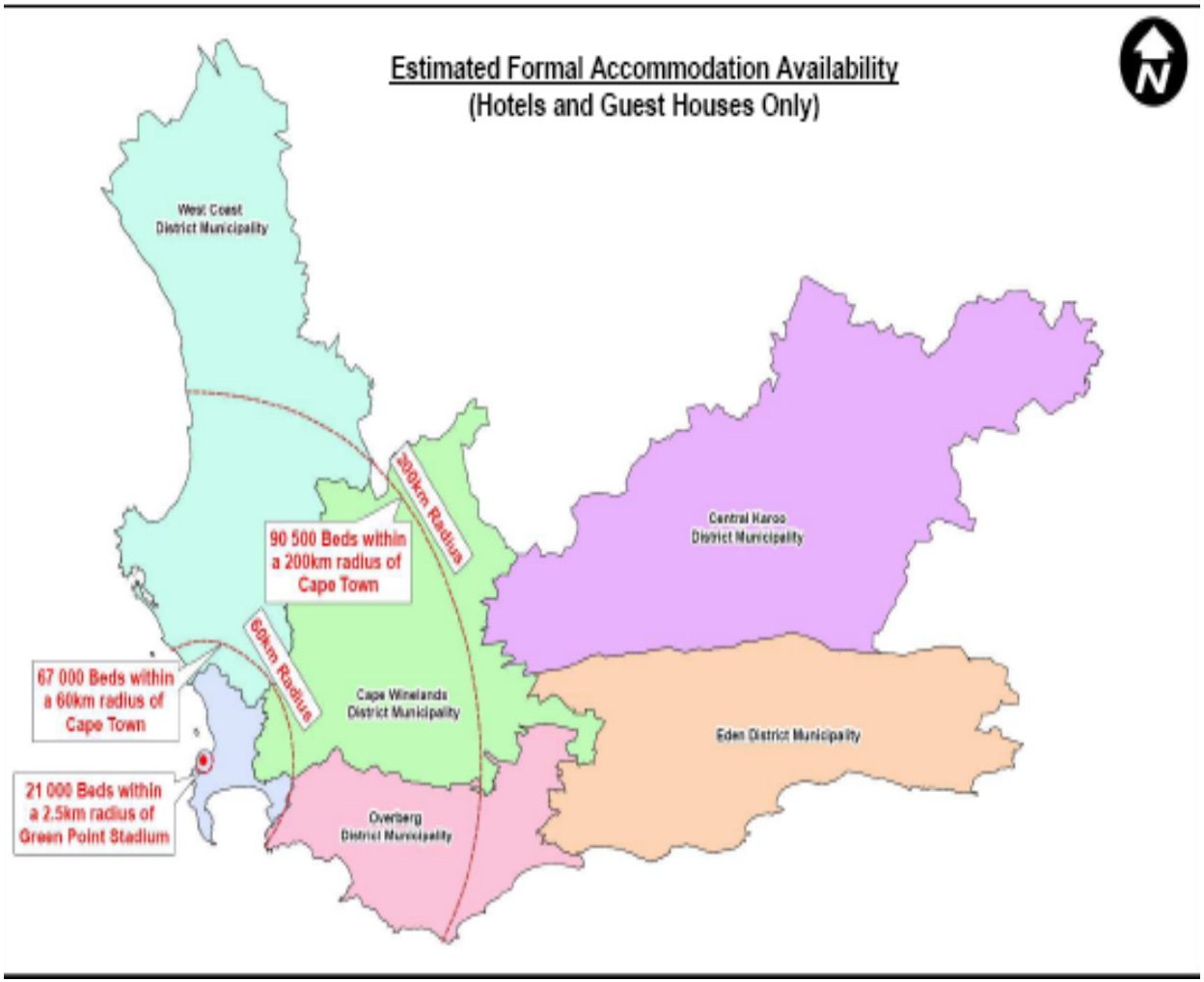
- 91 Hotels short listed country wide
- 20% of all hotels in the short list from CT & WC
- 12 Hotel Establishments in the City
  - Central Cape Town
  - Sea Point
  - Milnerton
  - V&A Waterfront
  - Greenpoint
  - Century City
  - Bantry Bay
  - Camps Bay
  - Somerset West

Further establishments in province

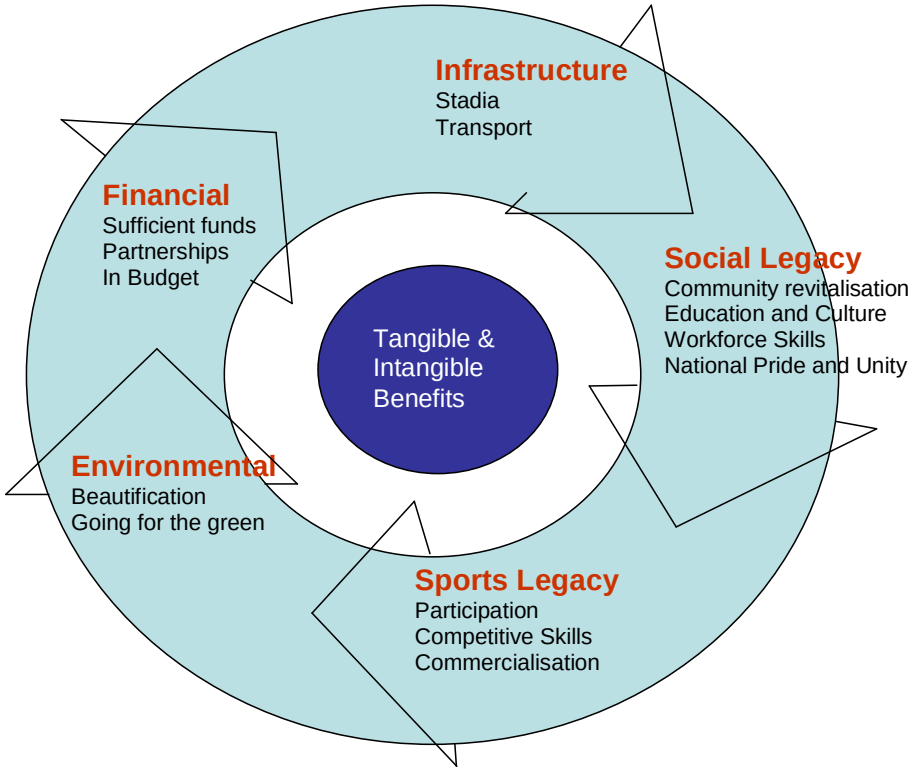
- Stellenbosch
- Paarl
- Franschoek
- Overberg
- George
- Oubaai
- Wilderness



ACCOMMODATION



Legacy Model



Green Goal Action Plan

43 projects in the following areas:

- Energy and Climate Change
- Water
- Integrated waste Management
- Transport , Access and mobility
- Landscaping and bio diversity
- Green buildings
- Responsible tourism
- Communication and awareness

STADIUM OPERATOR

Operator tender awarded on 26 Nov 08 to SAIL Group and Stade de France Consortium.

This includes the management of stadium from Jan 2009 until Oct 2010.

Approval of 30 year lease of stadium to be submitted to Council on 3 Dec 2008 for approval.

City Investment

Stadium	R685 Million*
Capital Investment	R1,624 Billion
Operational Investment	R410 Million
Total	R2,791 Billion

* Including guarantee of R185m

INVESTMENT INTO THE CITY

Airport Upgrade	R2.210 Billion
Station Upgrades (6 Stations to be upgraded)	R553 Million
SARCC – Train sets	R800 Million
Provincial Government Investment	R1, 069 Billion
National Government Investment	R4,027 Billion
New Hotels & infrastructure such as CTICC upgrade	To be determined
Total	R8,659 Billion

Critical Success Factors

- **Infrastructure** for the event must be ready
- Uninterrupted **service delivery**
- **Operational plans**, staff and equipment
- Service providers such as **accommodation, transport**, **restaurants**
- **Safety and security** for visitors
- **Adequate staff** resources
- Objectives, leadership, roles & responsibilities
- **Strategic alignment** between role players
- Local community **support,** involvement, ownership & acceptance
- Shared view of **long-term economic objectives**
- City to have a **distinctive appeal & brand**
- Imaginative use of **city geography and history**

Target Markets

Category	Target Market	Messaging
Local	•Residents of Cape Town •Residents of the Western Cape •Business based in Cape Town •Service Providers (Transport & Accommodation) •Media	•Updates on preparations • Updates on expected arrival information •Information on programs to participate (e.g. sign-up program) • Specific Event Information (e.g. road closures and the rights protection program) •Capacity and readiness •Excitement & Enthusiasm to host and receive guests
National	• Partners (National Government, LOC & Other Host Cities) •Media	• Cooperation and partnership • Readiness • Excitement
International	• FIFA (& other event owners) • Media	• Capacity to host events, iconic sites to enhance FIFA guest experiences • Iconic sites, passionate people, culture. History, readiness

THANK YOU DANKIE ENKOSI

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days to go!!!