

Seminar: The implications of hosting international big events on municipal governance and city economic footprints

Theme: Creating a Lasting Legacy through 2010 World Cup

South Africa faces many challenges most of which are the result of short sighted inequitable planning that created deep rooted challenges that may only be subdued over generations to come. Limited resources and opportunities therefore have to be carefully utilized to reap maximum benefits. The World Cup 2010 is one such opportunity that MUST be seen as an opportunity whose benefits can and should ascend far beyond soccer. For a long time sport has been seen as a tool that is capable of facilitating social cohesion. This was demonstrated most prominently by the Africa Cup of Nations and The Rugby World cup as well as many other smaller sporting activities. It has been seen how sport has become a money spinner for many individuals and corporations. It is time now that the positive spin-offs of sport, "FIFA World Cup 2010" is utilized to leverage other socio-economic opportunities. With over 500,000 people and millions of dollars expected to descend onto South Africa there is a wide range of services and infrastructure that will need to be provided. These range from good stadiums, transportation systems, hospitality, Media, Information and Communications Technology etc. This can present itself as an insurmountable challenge or an opportunity depending on how the various stakeholders position themselves to respond to the occasion. SACN believes that the world cup is an opportunity to develop a lasting legacy. Well informed strategic planning and high levels of precision in execution will however be required in order to realize the lasting legacy. It is in this regard that SACN has planned a series of information and knowledge sharing activities that aims to provide as much information as possible to ensure that South African Cities are well positioned to make good strategic decisions and execute them in the best possible way for the benefit of current and future generations. This is the first of a series of such knowledge sharing activities

Objectives

There are three main objectives that these activities aim to achieve:

- To gain an understanding of what the various stakeholders in the public and private sector are doing to position host cities and all their constituencies well to host a successful tournament. This will also demonstrate the level of preparedness.
- Assist cities to identify and establish partnerships that will enable them to exploit the opportunities brought by the tournament.
- Initiate a platform for engagement for cities around 2010

This seminar will focus the three objectives specifically on the implications of the FIFA 2010 World Cup on transportation, tourism and IT. Attention needs to be placed on FIFA's requirements and on how cities will meet these while also meeting their own objectives and plans.

This first seminar will begin by articulating the SACN knowledge sharing program with respect to the world cup. It will then paint a scenario of the magnitude of the challenge. Most of the discussions will focus on what has happened in other countries and on what some South African Cities are doing to prepare themselves. A detailed program will be provided closer to the seminar.

Participants

The main participants in the seminar will be:

- Municipal employees tasked with the responsibility of overall planning and coordination of preparations for world cup 2010
- Municipal employees tasked with the responsibility of transport planning. If there is an individual in the municipality tasked specifically with 2010 transport planning.
- Municipal utilities, agencies and other partners planning for transportation in relation to world cup 2010.
- FIFA World Cup 2010 Local Organising Committee.
- National Department of Transport
- Provincial Departments of Transport.
- Stakeholders in the tourism and ICT sectors

Program

31st October 2005

08h30 - 09h00

Registration

09h00 - 09h30

Welcome and Keynote Address

The Honorable Mayor Obed Mlaba

Session1 - Panel Presentations

09h30 - 09h50

Hosting Mega Events

Beth Altinger - UCT

09h50 - 10h10

Transport in KZN and 2010

Andrew Aucamp – Ethekewini Transport Authority

10h10 - 10h30

ICT Systems

Heather Sadie – T Systems

10h30 - 10h50

2010 Research

Udesh Pillay - HSRC

10h50 - 11h05

Tea Break

Session 2 - Facilitated Discussions

11h05 - 13h00

1. Roles and responsibilities inter-governmental relations

2. Beneficiation

Sithole Mbanga – SA Cities Network

13h00 - 14h00

Lunch

Session 3 - SACN Cities

14h00 - 14h45

City Progress Update

Logan Moodley – Ethekewini Municipality

Amanda Nair – Joburg Municipality

George Mohlakoana – Mangaung Municipality

14h45 - 16h00

Knowledge Challenges and POA