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# CHEC 2010 Working Group Report

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A report on CHEC  
coordinated activities  
in relation to the  
2010 FIFA World  
Cup™

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CHEC

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Cape Higher Education Consortium

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## 1. Introduction and Context

The coordinated involvement of the Cape Higher Education Consortium (CHEC) in the 2010 FIFA World Cup™<sup>1</sup> started in April 2008. At a CHEC-Province<sup>2</sup> Scarce Skills Task Team meeting, Mr Brent Walters agreed to do a presentation to universities on the Provincial Plans in relation to the 2010 FIFA World Cup. This presentation took place on 7 February 2008 and prior to the meeting universities identified the following areas as possible areas of involvement:

- 1) University accommodation (use of residences) for the 2010 period;
- 2) Student participation as volunteers;
- 3) Skills training and course offerings;
- 4) 2010 promotional opportunities to promote the Western Cape as a higher education destination;
- 5) Cultural and Social activities; and
- 6) A focus on Infrastructural developments around universities.

In hindsight it is interesting to go back to the original February 2008 briefing where Mr Walters shared information about:

- Aspects of the event that included that: 32 teams will participate; 64 matches will be played of which 8 will be in Cape Town (this includes one semi-final and a small possibility of the opening match); between 2.8 million and 3.1 million spectators are expected of which 500 000 are expected to be from overseas; and a television audience of 40 billion with 200 viewing hours.
- The positioning of 2010 by the Province was in accordance with its iKapa Growth Development Strategy that highlighted the social transformation opportunities linked to the event. He also added that the objectives they were focusing on include to: be a successful host; maximise public benefit and legacy through infrastructural development, economic opportunities linked to such an event and social and environmental legacy; be a desirable destination for investors and tourists; and for Cape Town to be the “Party Capital” during the event.
- In terms of building a 2010 legacy financial, infrastructural, environmental, sports and social aims were highlighted.
- An update of the stadium design and progress with construction.
- Information regarding event sites, public viewing areas, base camps and transportation arrangements.
- MATCH accredited accommodation where the national MATCH requirement is 55 000 rooms of which only 33 021 have been secured to date. In the Western Cape only 5 840 rooms have been secured.
- Details with regard to tickets and the pricing of tickets.

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<sup>1</sup> All references in this report to the “World Cup” refers to the 2010 FIFA World Cup™

<sup>2</sup> References in this report to “Province” and “PGWC” refer to the Provincial Government of the Western Cape and the references to the Provincial 2010 team relate to the Provincial Government of the Western Cape’s 2010 coordinating team based in the Premier’s office

- The schedule for the 8 Cape Town matches (11, 14,18, 21, 24 and 29 June, 3 and 6 July 2010)
- FIFA related activities to date.
- Areas in which the Province suggested that universities could possibly become involved:
  - Transportation- Park and Ride;
  - Accommodation in residences;
  - University holidays;
  - Base Camps;
  - Curriculum content; and
  - Research (final draw impact studies, actual economic impact, and tracking).

The focus of the CHEC 2010 Working Group was shaped by this initial information sharing and the areas of involvement identified by the universities and the Province.

## 2. CHEC 2010 Working Group

The CHEC 2010 Working Group was established during April 2008, consisting of the following members:

Mr Larry Pokpas (UWC<sup>3</sup>) (Chairperson)  
Ms Nasima Badsha (CHEC)  
Prof Julian Smith (SU)  
Prof Thandabantu Nhlapo (UCT)  
Prof Chris Nhlapo (CPUT)  
Mr Rob Woodward (CPUT)  
Ms Lois Dippenaar (UWC) (Coordinator)

Prof Kamilla Swart (CPUT) and Ms Gugu Ntuli (SU) were coopted as additional members with Prof Swart specifically focusing on research related activities.

The Working Group had meetings as required during 2008, quarterly meetings in 2009 and during 2010 there were no meetings as the implementation of the last projects were completed and consultation and communication was done electronically during 2010.

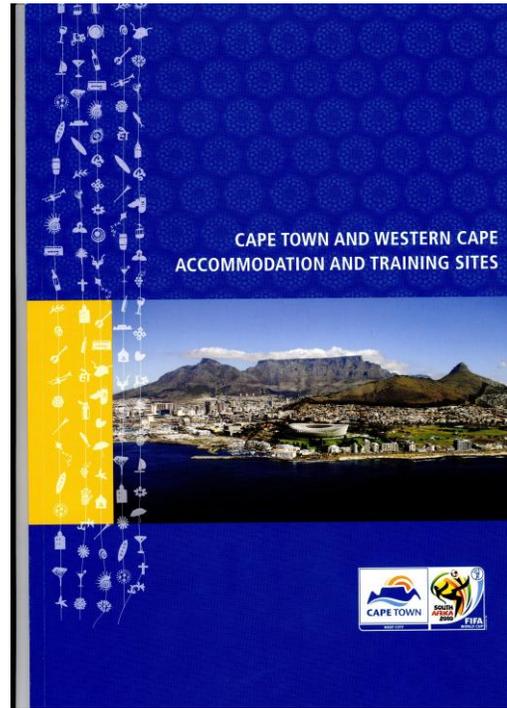
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<sup>3</sup> The following abbreviations are used in relation to the universities in this report: CPUT for Cape Peninsula University of Technology; SU for Stellenbosch University; UCT for University of Cape Town; and UWC for University of the Western Cape

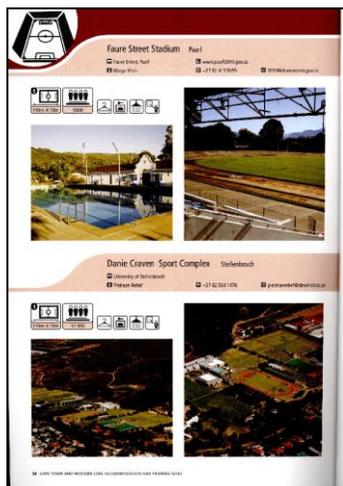
### 3. Base Camps

The Universities of Stellenbosch and Western Cape were both earmarked as possible Base Camp training sites for visiting teams during the 2010 FIFA World Cup. The involvement of the two universities was not coordinated by the Working Group but through the involvement of the Working Group in other Provincial 2010 structures, the universities had access to and were included in Provincial Base Camp discussions, strategies and opportunities. The Provincial 2010 team was very proactive in their efforts to attract Base Camps to the Province and during 2008 launched a Cape Town and Western Cape Accommodation and Training Sites book (generally referred to as the “Bid Book”). The publication featured the possible training sites and hotels in the City<sup>4</sup> and Province that could be considered as Base Camps.

Both Stellenbosch University and UWC training venues were included in the publication.



It was known from the start that altitude would not count in the favour of the region as a large percentage of matches, including the final match, would be played at altitude. The Stellenbosch University and their Municipality worked very hard and put in a tremendous effort to secure a team for their town. UWC did not enjoy the same level of support from the City of Cape Town but nonetheless various teams visited the region. Apart from altitude issues it became quite clear that there were various other factors that the Province and the universities couldn't control that also played a role in Base Camp decisions by the different teams.



<sup>4</sup> References in this report to “City” and “CoCT” refer to the City of Cape Town

## 4. Accommodation

CHEC was requested by the Province to consider that universities sign-up their accommodation offering for the 2010 FIFA World Cup through FIFA's formal accommodation body, MATCH. One of the main advantages of signing with MATCH included that all accommodation signed up by them would then be marketed globally via the MATCH brochure and the formal FIFA website.

Institutions were aware of the fact that signing-up with MATCH did not secure room rental, but allowed for wide publicity of available accommodation. As part of the process of considering the MATCH option, various visits and consultations were arranged. These included a meeting between the four universities and MATCH on 10 June 2008, followed by site visits to all of the institutions. Through the CHEC 2010 Working Group, a joint meeting and site visits between institutions and Mr John Rothman of the Grading Council of South Africa were also arranged.

From the onset Universities raised concerns about MATCH's profit margin and the fact that MATCH would only release stock that they were not able to sell very close to the commencement of the World Cup. Universities were also approached by various other prospective World Cup accommodation providers. In the end none of the universities signed with MATCH.

SU, UCT and CPUT made accommodation available to visitors and only SU have been able to provide information on the uptake of their offering by visitors. They indicated that they were able to lease approximately 1300 beds for a period 10 days during the World Cup. UCT and CPUT are still in the process of finalising their information.

## 5. Transportation and Park and Ride facilities

The CHEC 2010 Working Group was briefed on transportation issues by the consulting team appointed by the City of Cape Town during 2008. The Universities of Cape Town, Stellenbosch and the Cape Town campus of CPUT were considered as possible Park and Ride sites. Communication was facilitated between the CoCT consultants and institutions to ascertain the parking capacity for the purpose of Park and Ride facilities on all campuses. Closer to the event communication was again facilitated to keep CoCT transport planners up to date in terms of the accommodation take-up on the different campuses.

During the World Cup the CPUT Cape Town campus was used as a Park and Ride facility for disabled persons and UCT was used as a general public Park and Ride facility on match days.



## 6. Joint Marketing

The Working Group agreed with the recommendation of Province that higher education (HE) should be included as a key pillar in promoting the region as part of the Provincial promotional efforts. This was recognised as a unique opportunity for the four institutions to jointly promote HE as a key role-player in the region. At the beginning of August 2008 marketing staff from all of the universities had a meeting where it was agreed that joint marketing material should be developed and it was recommended that institutions would share the cost of preparing such material. It was also agreed that the material to be prepared should not be year-specific and that it should be relevant for approximately three years. This was a very unique process that required institutions to think differently about marketing and compiling information that was not primarily focused on self-interest and self-promotion. As part of clarifying the brief and focus the following was noted:

- (a) The audience that the marketing material would be aimed at was not a narrowly and well-defined audience and would include prospective students, business and tourism audiences both nationally and internationally;
- (b) Detailed institution-specific information should not be included as the purpose of the publication should be to entice the reader to want to know more about the higher educational offerings and opportunities in the region;
- (c) The joint material must include links to individual websites as well as that of CHEC;
- (d) An important aim should be to globalise the Western Cape universities as institutions of first choice;
- (e) Use variety and diversity as a draw-card, this refers both to institutions and the region;
- (f) There must be synergy between the planning and marketing agendas in the joint material.

It was agreed that as a starting point the following broad themes should be considered when compiling the marketing material:

- (a) A dynamic and attractive Province;
- (b) Common HE platforms;
- (c) Development issues (issues of transformation, include aspects on South Africa being a society in transition, include issues around law, governance, human rights and the fact that in one country/region we are dealing with complex first and third world contexts);
- (d) The relationship between HE, City and Province, working towards common goals;
- (e) The Western Cape as a learning region where the following aspects should be considered: overview of student numbers, internationalisation, distinctive programmes, variety and diversity, a dynamic region where we work together;
- (f) Cutting edge research, areas of excellence; and
- (g) Business links – cooperation with industry.

Based on all of the above it was then decided that a joint brochure should be designed and it should be supported by web-based information that could be located on the CHEC website with links to the various institutions. On 8 September 2008 a briefing document was circulated to service providers identified by the different institutions and these were followed by presentations and interviews with the different design companies. Universities were then required to prepare institutional input for the brochure in accordance with agreed guidelines. This process was concluded during March 2009 and provided to the copywriter. The process of preparing a text that was not institution-specific proved to be extremely difficult in and in many ways not really useful. Unfortunately, due to personal circumstances

the copywriter had to withdraw from the project. This left the project in a very difficult position and at this point the lay-out of the brochure was changed to a format that still met the required intentions but that also included a more detailed institution-specific focus. At this point the assistance of and work by Mmes Erica Gillard and Nasima Badsha got the project back on track again. Following a process of consultation and sign-off the text of the brochure was agreed to and the design process and sourcing of images could commence.

The joint brochures were finally delivered in May 2010 and it was also made available in electronic format. Despite the extended process and all the challenges involved in getting the brochure finalised, it remains a very special and unique achievement. There are very few international examples of universities preparing joint publications of this nature and it is the only publication of its kind in South-Africa.

Through the office of Dr Laurine Platzky, Coordinator of the Provincial 2010 team, 1000 copies of the brochure and 500 cd's were placed in the Media Centre at the Grand Parade during the World Cup.



## 7. Raising Awareness

One of the areas that the Working Group did not coordinate but discussed regularly, related to creating an awareness of the 2010 FIFA World Cup on all of the campuses. Examples were shared and the University of Stellenbosch presented their very detailed plan of activities that they had embarked on in the build-up to the World Cup.

In the build-up to the World Cup, South Africa hosted the Confederations Cup in 2009. UWC was approached by the PGWC to be the host for the warm-up match between Poland and Iraq. This event prompted the university to invest in improved lighting at the stadium which is a 2010 legacy that continues to be to the advantage of the university and its students.



Universities were also encouraged to arrange activities around key dates in the build up to the event and the feedback was very positive. All of the universities had various activities on their campuses which covered the full spectrum of university activities ranging from recreational activities such as Diski dance competitions, residence soccer and/or futsal tournaments to lectures and conferences focusing on the World Cup and the different elements of mega sports events.

The image below, for example, was taken at the Stellenbosch University's Flash Mob Soccer event.



The Provincial Government of the Western Cape also provided universities with electronic countdown clocks for websites and by the end of 2009 all four universities had countdown clocks on their websites.

Universities were also offered the opportunity to personalise the branding used by the Province for the different campuses but this was not pursued by any of the universities. It seems as if cost was the deciding factor.

### **CHEC Futsal Tournament**

At its meeting of December 2009 the Working Group indicated that the possibility of a Futsal tournament between the four institutions should be pursued.

The Football coordinators of the various institutions came together and the tournament was hosted by UWC on the afternoon of 23 April 2010. A total of 10 men's teams from all four of the universities participated with the UCT team, "The Americans", taking the honours in the final between UCT and SU.



*The CHEC Futsal Tournament poster*



*The winning UCT team, "The Americans"*

Stellenbosch and CPUT each entered a female team and it was decided that since there were only two teams they would play an extended match of 20 minutes a side. The match was very tight, but eventually the Maties team won.



*The Maties men's team that played in the finals*



*The winning Maties women's team*



*A group photo after the trophy and medal ceremony*

The tournament brought together more than 100 students from the four universities. The organising committee of the tournament agreed that the CHEC Futsal Tournament should become an event and the University of Stellenbosch offered to host the tournament in 2011.

## 8. Volunteers

Volunteer involvement was an area where the universities made a significant contribution. More than 50 staff members participated in two lengthy interview processes in October 2009 and early in 2010. FIFA regulations required that all volunteers had to be interviewed and university staff assisted the Organising Committee and the City of Cape Town with the interviewing of volunteers for the Final Draw in December 2009 as well as for the 2010 FIFA World Cup.

All institutions also invited students to register as volunteers through posters and other media. The City of Cape Town identified the need for additional volunteers a month prior to the World Cup. The Provincial 2010 team assisted the City with this late request and for this purpose the universities recruited an additional 80 students with specific language and tourism skills from whom the additional volunteers could be selected.

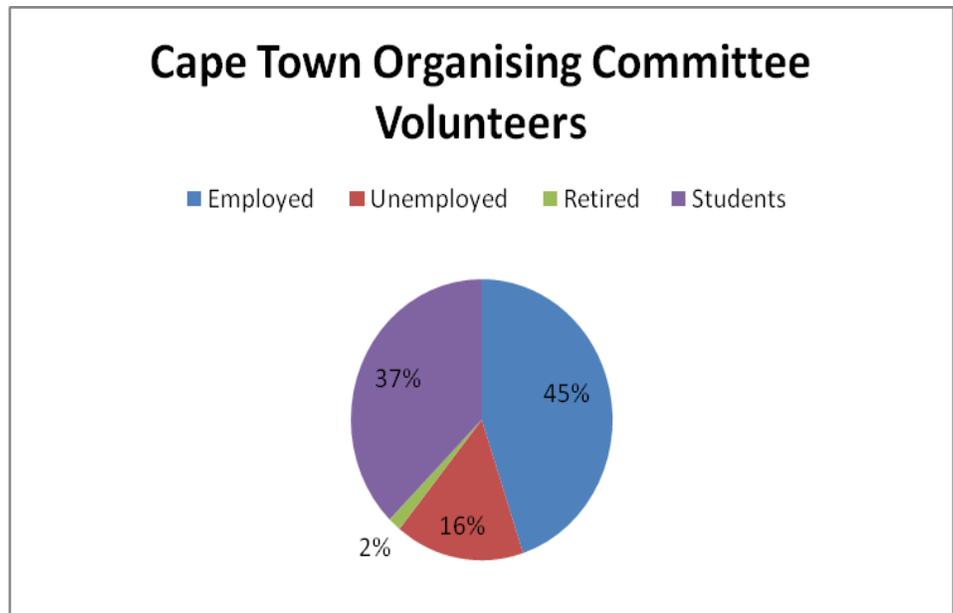


*Volunteer Training in preparation for the World Cup*



*Volunteers at the Cape Town International Airport*

Of the 1486 FIFA volunteers that worked in the Western Cape during the World Cup, 558 were students. FIFA was unable to provide information indicating from which institutions the students were and this number would therefore also include students studying at , for example, the different Northlink Colleges. From the university involvement in the interview processes and feedback from university staff members who worked as volunteers, it is possible to say that most of the students who worked as volunteers were from the CHEC institutions. The CoCT was not able to provide their student participation data in time for this report.

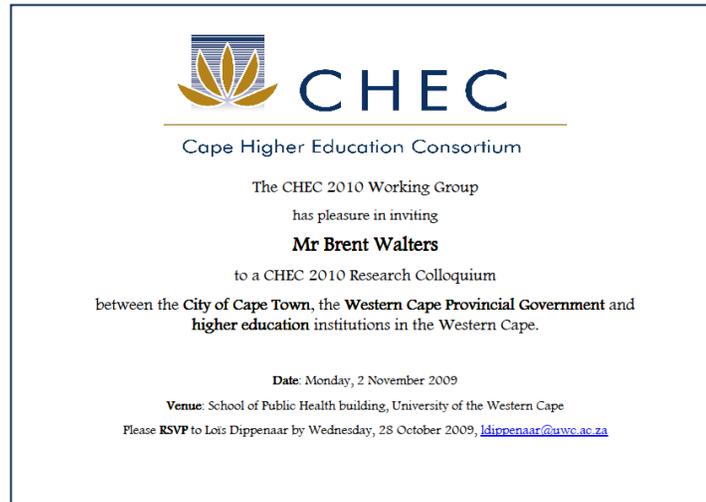


*Table: Students represented 37% of FIFA volunteers working in the Western Cape.*

## 9. Research

### Research Colloquium:

During November 2009 a CHEC 2010 Research Colloquium was organised with representation from the four universities, the Provincial Government of the Western Cape and the City of Cape Town.



*The CHEC 2010 Colloquium invitation*

The Colloquium was attended by 124 representatives that included staff from all four universities, the City of Cape and Town and the Provincial Government of the Western Cape. The focus of the Colloquium was to: get an overview of existing research at universities focusing on the World Cup; an expression of areas of interest; as well as an understanding of research needs by the City and Province.

The Colloquium introduced staff from different institutions and government structures to each other with common interests as the overarching factors. Feedback from the different groups at the end of the alluded to a wide range of research interests and possibilities. Following the Colloquium there were a number of examples of continued research interaction between individuals who had previously not collaborated.



A key achievement of the Colloquium was that it established what research had already been done by the different institutions and what was underway. It also alluded to the research gaps and pointed to the absence of a national research framework around mega sports events that could be supported by regional research projects.

The Research Colloquium highlighted the need for early discussion and identification of the research agenda and related budgets pertaining to an event of this nature.

### **CHEC City of Cape Town Impact Study Research**

Background: The National Department of Sport and Recreation (SRSA) has developed an integrated model to assess the socio-economic impact of mega sporting events on the country. This model is known as the Sport Event Impact Model (SEIM). The CoCT Departments of Economic and Human Development, Sport, Recreation and Amenities, Strategic Development Information and GIS, 2010 Operations and Tourism have agreed to utilise the SRSA model (via an Memorandum of Understanding with SRSA) as it can yield multidimensional results that the CoCT can utilise in various of its departments. While SRSA has developed the methodology, CHEC was contracted to implement the 2010 FIFA World Cup™'s socio-economic impact model in collaboration with the City of Cape Town and other researchers nationally and internationally. For the CoCT, partnering with the CHEC institutions brought on board a wide range of expertise, national and international research and academic standing and current research networks and mega-event research experience. This project has not been finalised and from CHEC's side the Project Manager is Prof Kamilla Swart from CPUT who works closely with the City's Project manager, Mrs Carol Wright.

The contract between the CoCT and CHEC was signed in April 2010 and research started immediately thereafter. The project is still underway and the final draft report is expected to be completed early November 2010, with the final report to be submitted in January 2011.



*An international student field worker interviewing visitors outside the Cape Town stadium*

Research Scope and Broad Methodology: The SEIM model is implemented through a process of research which is designed to gather data and information required by the model fact sheets – social, sport and economic and related data. The approach used is to be as comprehensive as possible using the SEIM model as the framework and within the available resources. The SEIM model considers a range of social, economic, sport and environment impacts and the aim of the research is to produce as full an understanding of the outcomes and impacts of the 2010 FIFA World Cup as possible.

The CHEC-CoCT study's focus is on the City of Cape Town metropolitan authority area and covers the following venues and precincts: Cape Town Stadium; FIFA Fan Fest; Four Fan Parks/Public Viewing areas (Bellville, Athlone, Khayelitsha & Mitchells Plain); 8 match days; SA matches, knock out rounds, the Cape Town Semi final and the Final match.

A range of questionnaires and interviews and fact gathering research and analysis were undertaken pre, during and post the event and it drew on a variety of participant groups: residents, visitors, business, sporting bodies, event organizers, as well as the City and Province, Local Organising Committee and FIFA. Data was collated and analyzed and findings are being established, generating results and recommendations.

Approximately 6000 questionnaires were completed during the study. The questionnaires are aligned with the default questionnaires of the SEIM, and include questions that are beyond the scope of the SEIM as well, and that are specific to the requirements of the CoCT and input from the universities. The visitor questionnaires were also aligned with those used in studies conducted in Germany during the 2006 FIFA World Cup.

The project also forms part of a bigger national project where there is alignment with other cities and provinces, through the CHEC – University of Cape Peninsula Technology collaboration network. This includes Grant Thornton on behalf of the City of Johannesburg and in partnership with University of Johannesburg, Tourism Kwa-Zulu Natal in partnership with the University of KwaZulu-Natal, Walter Sisulu University (host city – Port Elizabeth) and the University of Pretoria (host city Pretoria).

As part of the project the CoCT and CHEC had a Research Hub on the 9<sup>th</sup> Floor, 1 Adderley Street Building which served as the research management, co-ordination and data capturing centre. The Hub was operational from 7 June 2010 until the end of July. The Hub was set up in such a manner that it could also provide services required by other International and National research partners and studies taking place during the World Cup.

Approximately 26 CPUT students, 55 UWC students, 6 SU students and 5 UCT students participated in the project in various capacities (field workers, supervisors, data capturers, data checking).



*Students capturing and validating data in the Research Hub*

All data was submitted to the national Department of Sport and Recreation on Friday, 22 October 2010. There were various challenges throughout the project that required extraordinary effort by those involved, especially the project managers of CHEC and the CoCT.

The project involved colleagues and students from the Universities of Stellenbosch, Western Cape and the Cape Peninsula University of Technology. The project budget amounts to R1.2m and would not have been possible without the commitment and dedication of both Prof Kamilla Swart and Ms Carol Wright.

As part of compiling the final report attention is also being given to the lessons learned from the experience and these will result in a set of recommendations that could assist in future projects of this nature.

A copy of the detailed final report will be submitted to the CHEC Board in due course.

## 10. Social Legacy

During August 2009 the City of Cape Town made a presentation to the 2010 Working Group, suggesting that CHEC considers getting involved in an initiative with the CoCT in a Youth Leadership Academy project as a 2010 social legacy project. The Working Group supported the idea and a follow-up meeting with representatives from the different institutions was arranged for October 2009. CPUT and the universities of Stellenbosch and the Western Cape expressed an interest in the project and the planning of the course outline started in November 2009.

At the beginning of 2010 the CoCT approved a budget of R404 700.00 for the university part of the project. It was agreed that UWC would take responsibility for the Project Management of the Academy.

Initially SU partnered with Northlink College, but the latter withdrew from the project in the early stages of implementation. UWC partnered with the Institute for the Healing of Memories.

The objectives of the Academy included to:

- To identify and train community based leaders in sport and recreation to organize community based programmes to meet the social, recreational and sport needs of communities as a means to build social cohesion, social capital and social networks.
- To enable trained community leaders to implement community based, soccer related projects in the run up to 2010 focusing on youth and women, including youth at risk to activate and increase support and excitement for FIFA Football World Cup™ 2010
- To develop and implement an appropriate internship and mentorship programme to ensure the continual enhancement of skills.

The Academy was structured over six weekends where participants spent two weeks on each of the three modules. Four of the weekends were stay-over weekends at the Sports School in Kuilsriver.



*A group session at the Sports School*



*Students also worked in smaller groups*

The modules focussed on the following:

Module 1 (UWC and Institute for the Healing of Memories)

- Personal Development
- Life Skills
- Sport and Community Development
- Leadership
- Conflict Transformation

Module 2 (CPUT)

- Recreation, Leisure and Sport for All
- Adventure Education/Experiential learning
- Recreation Entrepreneurship
- Programme Evaluation and needs identification

Module 3 (SU)

- Principles of coaching
- Sports administration
- Events management

The Academy was attended by 150 participants between the ages of 18 and 35 from the 6 districts within the City boundaries. Approximately 120 participants completed the 6 weekends of theoretical work. Participants spent approximately 20 hours on each module. Two weekends were spent on each of the modules and participants were divided into groups that rotated between the modules. Following the 6 weekends focusing on the theoretical component material, groups then had to arrange community events that were evaluated by the universities and the Recreational Officers of the CoCT.



*Photo's portraying different community projects arranged by the participants of the Academy.*



The community projects coincided with the 2010 FIFA World Cup. In hindsight this was probably not ideal as City structures were under tremendous pressures during that time and the administrative responsibilities (such as procurement) associated with the projects put many projects under undue

pressure and resulted in some events not taking place. All groups had to arrange three events of which one was in a community and two were offered at the different PVA's. The PVA events posed a range of problems but nonetheless some of the events were very successful and provided opportunities for participants to put theory to practice.

The 2010 Youth Leadership Academy final Evaluation Report will be submitted to the City of Cape Town and the CHEC Board before the end of November. The report will make specific recommendations to build on the 2010 successes and to address some of the challenges.

The City of Cape Town is finalising a date for the Certificate Ceremony for participants who successfully completed the 2010 Academy.

An initial 2010 debriefing meeting and planning meeting for a 2011 Leadership Academy has already taken place. The three universities who participated this year have all indicated a willingness to continue their involvement in the Academy.

## 11. Acknowledgements

The work of the CHEC 2010 Working Group has been concluded. The projects reported on in this report would not have been possible without the support of a range of individuals and it is a pleasure to acknowledge those whose efforts resulted in the many successes that we are able to report on. It is impossible to name all individuals but the Working Group would like to acknowledge the following structures and individuals:

The CHEC Board for its support in establishing the Working Group and its continued support for the various activities related to the Working Group.

The CHEC office for their support with the administrative issues related to many of the projects.

The Provincial Government of the Western Cape's 2010 team who involved CHEC in various discussions and forums and facilitated many discussions and interactions between the CHEC collective and also on behalf of and with individual institutions. The CHEC 2010 Project Coordinator was co-opted on the monthly Technical Update meetings as well as Municipal Update meetings and these were the key sources of information available to CHEC. Technical Update meetings provided information on all aspects related to the 2010 FIFA World Cup whilst Municipal meetings had a strong focus on Base Camps, Public Viewing areas and participation beyond the host city borders. Through Provincial structures the Working Group Project Coordinator was also involved in City of Cape Town initiatives as well as in the FIFA Volunteer and Base Camp workstream meetings which facilitated university involvement in those areas. The CHEC 2010 Working Group expresses its sincere appreciation to Dr Laurine Platzky and the entire Provincial 2010 team in the Premier's Office.

Below is the list of key projects that the CHEC 2010 Working Group initiated or participated in and key individuals are listed to acknowledge their contributions to those projects. It is impossible in a report of this nature to list all individuals involved, and the names below refer to key individuals assisting with the management and implementation of the different projects.

Base Camps: Mr Denver Moses (PGWC 2010 Premier's Office); Mr Vernon Seymour (2010 OC Office); Ms Gugu Ntuli (SU); Ms Ilhaam Groenewald and Mr Hayward Barends (UWC).

Futsal Tournament: Ms Ilhaam Groenewald, Messrs Hayward Barends and Derek Orderson (UWC); Mr Peter Buckton (UCT); Mr Garth le Roux (SU); Ms Shela Lekalakala and Mr Tyrone Africa (CPUT).

Accommodation: Mr Rob Woodward, Mr Terence de Wet and Mr Loki Manise (CPUT); Messrs Brighton Mupangavanhu and Mark Seale (UWC); Mr Grant Willis (UCT); and Mr Hein Swanepoel (SU).

Joint Brochure: Ms Susan van der Merwe (SU); Ms Kay Jaffer (UWC); Mr Sevérus Cerff and Ms Adinda Nel (CPUT); and Mr Murray Steyn (UCT); Ms Erica Gillard (CHEC).

Volunteers: Ms Danielle Manuel (PGWC 2010 Premier's Office); Ms Virginia Gabriels (2010 OC Office); Mr Garth Kemp (CoCT); Staff members from SU, CPUT and UWC. (Unfortunately there is not a full record

of all staff members as additional people joined where some could no longer assist. Thank you also to Ms Lois Dippenaar (UWC), Mr Chris Pentz (SU) and Ms Deidre Porthen (CPUT), university staff members who also worked as volunteers for the Organising Committee during the World Cup.)

Research Colloquium: Profs Kamilla Swart (CPUT), Marion Keim-Lees (UWC), Liz Bressan (SU), John Simpson and Mr David Maralack (UCT).

CHEC City of Cape Town Impact Study Research: Ms Carol Wright (CoCT); Prof Kamilla Swart and Bredon Knott (CPUT); Drs Sue Bassett and Clemens Ley and Prof Marion Keim-Lees (UWC); Prof Liz Bressan and Messrs Johan Fourie and Hassan Essop (SU).

CHEC City of Cape Town Youth Academy: Ms Pam Naidoo (City 2010), Mr Donny Jurgens (CoCT), Recreational Officers of the 6 districts of the CoCT; Ms Ilhaam Groenewald, Mr Hayward Barends, Prof Marion Keim –Lees and Dr Clemens Ley (UWC); Prof Liz Bressan and Ms Candice Kok (SU), Messrs Etienne Joubert and Tyrone Africa (CPUT).

## 12. Conclusion

The 2010 FIFA World Cup™ was a unique opportunity for the country and it also offered unique opportunities in terms of CHEC collaboration. Under the umbrella of the World Cup the CHEC 2010 projects involved a range of staff and students, many for whom the projects they were involved in marked their first participation in a CHEC coordinated initiative.

The range of projects pursued through the CHEC 2010 Working Group activities relied heavily on institutional support and participation. Many of the initiatives would also not have been possible without the support of the different formal 2010 FIFA World Cup structures in the Province, City and the Cape Town Organising Committee. CHEC 's involvement in this project has resulted in strengthened relationships with various departments and individuals within the provincial and city structures.

The Leadership Academy and Impact Study Research final reports are not yet concluded and those will follow as soon as they have been signed off. The CHEC – CoCT Leadership Academy is earmarked to be an ongoing initiative as a 2010 FIFA World Cup legacy project. The institutions have indicated their willingness to pursue the CHEC Futsal tournament as an ongoing annual event.

The CHEC 2010 Working Group is satisfied that it achieved most of the objectives it pursued and that opportunities that arose from the activities of the Working Group were properly explored and utilised.

The Working Group trusts that relationships and partnerships that were built during the projects associated with its work will continue to grow and that collaboration between institutions as well as with regional and city structures are further strengthened as a result of these initiatives.