Cape Town Stadium: a Catalyst for Uniting the City

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2010 FIFA WORLD CUP™
HOST CITY: CAPE TOWN

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The Mandate
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: ‘Home for All’
- 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
2010 Event in Cape Town

- Stadium
- Accommodation
- Fan Fest
- Airport
- Station
- Convention Centre
Building a Legacy

Tangible & Intangible Benefits

Infrastructure
- Stadia
- Transport

Environmental
- Beautification
- Going for the green

Financial
- Sufficient funds
- Partnerships
- In Budget

Sports Legacy
- Participation
- Competitive Skills
- Commercialisation

Social Legacy
- Community revitalisation
- Education and Culture
- Workforce Skills
- National Pride and Unity
2010 Project Integration: A transversal approach to governance

Tourism, investment & film; economic dev; accommodation
Environmental sustainability
FIFA projects, events and marketing

- ECONOMIC LEGACY
- INFRASTRUCTURE LEGACY
- HEALTH & SAFETY LEGACY
- SOCIAL LEGACY

PROVINCIAL COORDINATOR (DotP)

INFRASTRUCTURE
- Infrastructure
- Transport
- Property

SECURITY
- Traffic
- Security
- Community
- Safety

SOCIAL LEGACY

COMMUNICATION and PM

DISASTER RISK MANAGEMENT

EMS
- Disaster Medicine
- Health

Sport Development
- Arts & Culture
- Exchange Programmes
From apartheid
to an integrated City
Separation: racial, physical, functional

- Group Areas removals (1950s to late 1980s)
- Other forced removals (e.g. 1945 Urban Areas Act)
- Coloured and White Labour Preference Policy
- Migrant (African) labour: contract workers, no families
- Functional separation:
  - 1960s industrial areas
  - 1980s shopping malls
  - 1990s business parks and gated communities
- Zoning, regulations, land ownership

*Space-economy controlled through access*
Mind-set separation and American Dreams

- Post 1960s growing up in townships and suburbs, in separate schools, churches, careers, frequenting different beaches, picnic spots…
- Youngsters growing up not ever having experienced cultural mix e.g. District 6
- Post 1994: Expectations (entitlement, enrichment)
- Leafy suburbs and desolate townships
- Crime, violence and alienation

FAQ: ‘WHAT’S IN IT FOR ME/US?’
Market-led integration?

- Post 1994 changes in Cape Town’s space-economy?
- Poor continue to be physically and economically marginalised – RDP houses and serviced plots on cheapest land on periphery of City
- Densification and mixed-use slow to be legislated (public budgets constrained)
- Continued trend of gated communities, shopping malls
- Urban edge limitations continually questioned by rich and poor in quest for one-house-one-plot dream

*Property prices now determine access*
Trends: Simplistic? Tinkering? Tokenism?

- Legitimate political demand for redress
- Simplistically translated into space
- Local/global economy changing (industrial to services)
- Higher skills demanded, fewer skilled people available
- Immigration of rich and poor
- Post 1994 Attempts at integration/upgrade e.g. Klipfontein Corridor, Lookout Hill, N2 Gateway, etc
- Arguments for new stadium: Blue Downs, Athlone, Culembourg, Green Point

*Catalyst for public/private sectors’ new approach through 2010 FWC (in 3 years, no budget)*?
Soccer: Integrator or Perpetuator of Divisions?

- European, Brazilian etc football watched and played by all colours, religions, poor and rich, boys and girls
- Football fans across the spectrum
- (Rugby used to be for mainly whites, soccer mainly black; demographics of spectators & players changing)

2005/6 Arguments against Green Point:

- Build it on the Cape Flats where ‘they’ live (GP residents)
- ‘They’ have everything in City centre, build it here for us
- Planners: counter spatial centralisation of investment, call for multi-nodal city
Advantages of Green Point
Spectacular Position
‘most beautiful stadium in the world’
Location
GREEN GOAL

41 Projects:
• Energy & Water efficiency
• Climate Change
• Integrated Waste Management
• Transport, Access and Mobility
• Landscaping and Bio-diversity
• Green Buildings
• Responsible Tourism
• Communication and awareness
“1000 Day Countdown” Cape Town
Financial Sustainability: Stadium Operator

• After international bid, SAIL/Stade de France Consortium awarded:

• Management contract for Stadium up to & during 2010 FWC

• Thereafter Long Term Lease

• Local staff, international support: skills transfer
Why Green Point?

Under limited resource conditions (funds to restructure City, incentivise private investors to transform a Cape Flats stadium precinct in 2-3 years): Green Point -

- Most accessible to all the people of City and region with convergence of road and rail
- Walk from Cape Town Station to Stadium: 20 mins
- Stadium & Urban Park experience brings together rich/poor, black/white, rugby/soccer, concert fans
- Hotels, restaurants, cafes, bars along the way (V&A near)
- Most effective location in reducing carbon footprint: public transport access, > 6000 beds in 15 mins walk
- Financial sustainability of stadium: international appetite for investment, jobs
Life skills: FIFA CENTRE FOR HOPE, KHAYELITSHA
Gugulethu Clubs Soccer Tournament
Royal Road Sports Field in Maitland
Cape Town
Saturday, 31 January 2009
Kickoff 11:45 to 16:00

Join us in celebrating the joy and magic of soccer. Four girls teams and four boys teams from Gugulethu will participate in a tournament to bring the excitement of soccer to all our communities. The Dreamfields Project with our partners invite you to attend this event and share this special day with these young players from Cape Town.

RSVP: Jeremy Wyngaard - jeremywyngaard@dreamfieldsproject.org
Upgrading of Koeberg Interchange and Table Bay Boulevard
Rail and Station Upgrades
Cape Town International Airport Upgrade
Post 2010 Legacy

- Urban park and Multi-functional international Stadium
- Infrastructure, Public Transport and Pedestrian Network
- Athlone & Philippi Stadium and pitch upgrades
- Soccer culture and sport development
- Improved Tourism preparedness and skills for hosting future major events (service culture)
- Improved safety and security systems
- Public sector collaboration for delivery on time, in budget
- Tourists’ and spectators’ experience beyond Cape Town
- Projects such as FIFA Centre of Hope: Khayelitsha
- Reduced afro-pessimism
260 Days to KICK OFF!
Lasting impact depends on us all

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