



Western Cape
Government

Cultural Affairs and Sport

VALUE OF SPORT & RECREATION

TOURISM

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MAJOR EVENTS

The objective of the Department of Cultural Affairs & Sport is to turn the Western Cape into the “Sport & Recreation Mecca of South Africa” through hosting Major Provincial, National and International events.

Major Events contribute towards job creation, economic growth and sport tourism in the province.

SPORT AS TOOL

Is to support and achieve a diverse range of national and global priorities
The following Strategic objectives are emphasised as set out in the NSRP

- Sport tourism
- Sport for peace and development
- Sport and the environment and
- Sport and National government priorities. Social benefits derived from sport are numerous and well documented.
- Sport is big business which is making huge contributions to national , regional and local GDP.eg Cape Town Cycle Tour, Old Mutual Two Oceans , Foot of Africa and 2010 FIFA World Cup.
- FIFA World Cup 2010 have changed the perceptions of the country and the continent
- The benefits of sport events can be massive, it can change the social, infrastructural and economic landscape of a country, region and local community.

Economic Impact of hosting Mega events

- **World Cup** contributed according to research :
 - R 55.7 billion to South African economy
 - 415 000 new jobs
 - R19.3 billion in tax income
- **Cape Town Cycle Tour** :
 - R 500 million to Western Cape
 - R 3 million spending road safe cycling initiatives
- **Cape Town Jazz Festival** :
 - R 700 million to Western Cape economy
 - 37 000 visitors attracted annually

Sanlam Cape Town Marathon 2017

17.09.2017



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OBJECTIVES IN HOSTING MAJOR EVENTS

- It is a tool for enhancing community participation and interaction. (eg. Use neighbourhood watch as security, etc)
- It should establish legacy programmes, facilities in the respective communities/regions where the events are being held.
- Building capacity within sport codes
- Enhancing athlete and coach preparation
- Strengthen partnerships between govt, private and voluntary sector

Western Cape Strategy for Sports and Recreation

In order to harness the potential of sport and recreation as a strong economic driver, a co-ordinated and strategic approach to the hosting of major sport and recreation events is envisaged. This presentation will endeavour to outline this approach as well as provide guidelines in respect of the hosting of such events.

In determining this strategy a number of imperatives need to be considered
These are:

- Facilities
- Funding
- Marketing
- Types of Events
- Sports and Recreation Events Calendar
- Bidding for Events
- Organising Major Sport Events

Benefits of hosting Events

Clarke (2008) characterizes the benefits of hosting mega events as “primary” and secondary” to indicate the time frame within which they occur, rather than overall significance.

Primary benefits include:

- Alignment of the event with sector and business growth strategies in the city or nation;
- Private/public investment partnerships;
- Image and identity events attracting increased population, investment, or trade;
- Structural expansion of visitor economy and supply chain development; and
- Environmental improvements, both in the built and natural environment.

Secondary benefits include:

- Post-event usages of improved land and buildings;
- Connectivity and infrastructure legacies;
- Labour market effects and social/economic inclusion;
- Wider property market benefits; and
- Improved global positioning, events strategy progress and project management capability

The Purpose of the Events Strategy

There is an urgent need to extend the key success factors of the dedicated mega-projects to on-going planning to ensure growth of the sector.

The Provincial Government of the Western Cape and the City of Cape Town need to create a leverage platform and plan for the future that will help to:

- Build on the resources put into the 2010 World Cup and the resulting legacy infrastructure;
- Develop and implement valuation techniques that evaluate whether the public funding for promotion and attraction of events is well spent;
- Ensure that there is strategic spread of investment across events by supporting existing “jewels” and emerging events;
- Create new events to fill year-round calendar and geographic gaps;

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- Bid for large and medium size international events;
 - Better use events to meet growth, development and inclusivity objectives;
 - Respond effectively to private sector and civil society demand around events; and
 - Growing the sector with the view to export expertise.

In order to take the agenda forward, the Premier's Department commissioned an integrated events strategy taking into account:

- Existing events;
- Economic, social and environmental strengths, weaknesses and priorities; and
- Capacities and characteristics of existing events facilities, infrastructure and capacity.
- International best practice;

The time horizon for the strategy is 15 years. The strategy provides a guide to decision-making for supporting events and will aid provincial and local government to work together to maximise the brand building potential, as well as social and economic benefits that can be realised from hosting events.

It is important to be clear about the purpose and scope of this strategy. Its aim is the development and management of a portfolio of the events and facilities designed to achieve growth, development and inclusivity for the Western Cape's people.

Selective, targeted decisions about the best use of public resources are required to realise the objectives of the Events Strategy.

The financial and other support recommended in this document is not a substitute for core funding for sport development and arts and cultural organisations, provided by other public bodies. The support provided under this strategy must be focussed on that which is necessary to achieve the specific objectives as set out in the Events Strategy.

The need for the promotion of social cohesion has been recognised in the National Development Plan (2011:428) as follows:

“Daily interaction on an equal basis builds social cohesion and common understanding. This will be promoted effectively when South Africans share more public spaces, as we did during the 2010 Football World Cup. The work of schools, media and families in creating actively engaged, critical citizens, with a culture of tolerance and commitment to human rights, will come to nothing if society, particularly public figures continue to send the wrong signals. It will also fail if government does not increase opportunities for people to engage with one another. This is linked to the need for local government to provide green spaces and community recreational facilities to enable interaction.”

Funding of Festival in Eden District

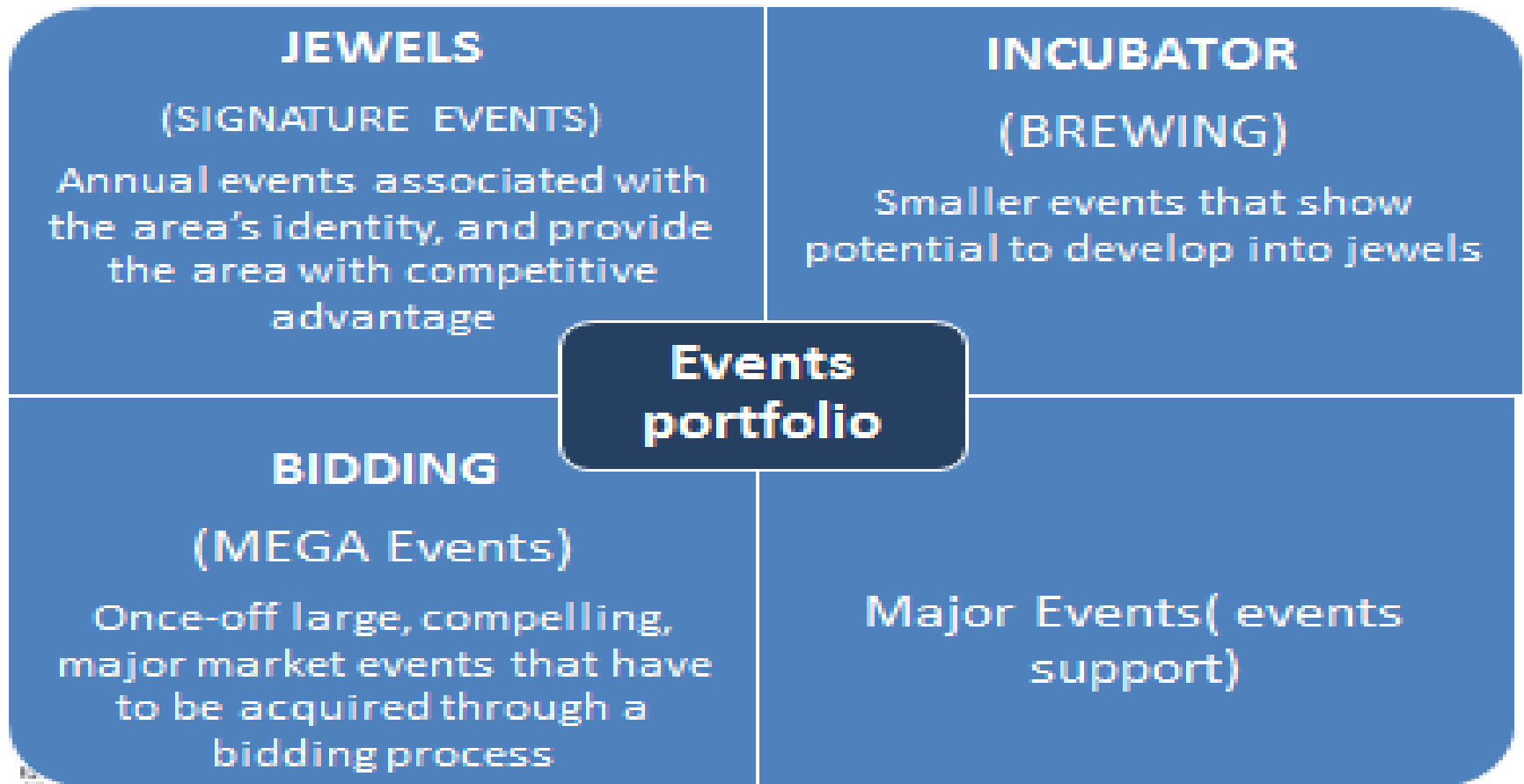
- **Knysna Oyster Festival** – funding of federations and legacy projects, List of events such as;
 - Marathon
 - Cycle Tour
 - Netball
 - Soccer
 - Rugby
 - Chess
 - Boccia

- **Mossel Bay Sport and Recreation Festival** – funding EMS, Security and Legacy for clubs
 - Soccer
 - Rugby
 - Netball
 - Cycling
 - Marathon
 - Squash
 - Chess

Funding of Festival in Eden District

- **Oudtshoorn Festival** – fund clubs to attend the festival
- Rugby
- Karate
- Football
- Netball
- Bowls
- Chess
- Darts

Events Portfolio



Budget 2018/2019 Major Events

VOTED FUNDS 2018/2019:

R 2 865 000

EDEN

EVENTS SUPPORTED IN THE EDEN DISTRICT

Eden Bowls	Fours Tournament and Disability Bowls	12-16 March 2018-29 April-05 May 2018		R 10 000.00
Eden Aquatics	SSA Level2 competition	Apr-18		R 20 000.00
Southern Cape Golf Union	Southern Cape Senior Open	28-29 May 2018		R 60 000.00
South western district majorettes & cheerleaders	SAMCA National Champions	30 JUNE -7 JULY 2018		R 50 000.00
Eden Cycling Association	2018 oudthoorn youth cycling festival	Jun-18		R 25 000.00
Eden Squash	International U11 Tournament	July/June 2018		R 15 000.00
Eden tug of war	SA National championships	13/14 July 2017		R 20 000.00
Eden Karate	National Championships	13-14 July 2108		R 15 000.00
Eden Equestrian	FEI International Rides	Jul-18		R 15 000.00
Eden Badminton Federation	Velerane Kampioenskappe	4-11 Aug 2018		R 40 000.00
Eden Hunting Rifle Shooting	National Provincial Competition	29-Sep-18		R 20 000.00
Eden Cycling Association	Timber city Cycle Tour	30-Sep-18		R 30 000.00
South Western District Cricket	Cricket South Africa-Africa T20 Cup	Sep-18		R 50 000.00
Eden Judo Association	WC Open Hosted by Eden judo association	27-Oct-18		R 15 000.00
Eden Chess	Western Cape Club Champs	23 September 2018		R 15 000.00
SWD Athletics	National Cross Country Championships	After 30 Nov- 2017		R 30 000.00
SWD Athletics	Street Mile Series	15,17,19 Dec 2018		R 20 000.00
South Western district cricket	CSA Academies tournament	Sep-18		R 15 000.00
South Western District Biathlon	Interprovincial Meeting	02 February 2019		R 15 000.00
				R 480 000.00



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Knysna Oyster Festival



Knysna Oyster Festival – Opening of the Half Marathon



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Way forward

- Workshop the strategy with the federation in terms of hosting of Major Events.
- Use Major Events to enhance Sport Tourism within the Western Cape
- Triple Bottom Line Impact of Major Events:
 - Economically- Job creation, income,
 - Social Inclusiveness- Community involvement
 - Environment- 110% Green

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Thank you