

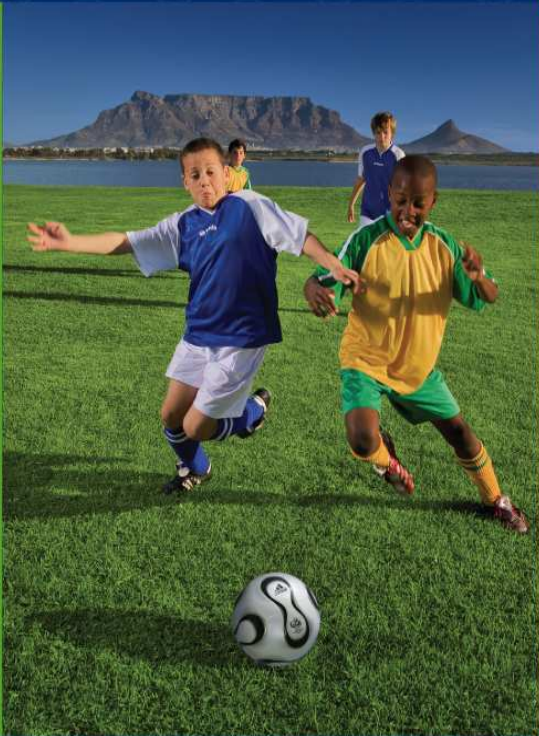
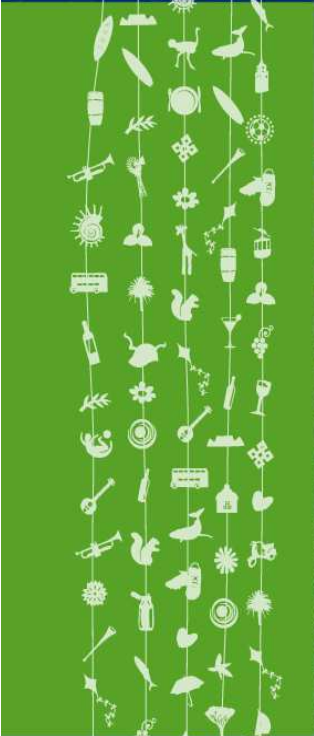
Cape Town Stadium: a Catalyst for Uniting the City

Dr Laurine Platzky

23 Sept 2009

**2010 FIFA WORLD CUP™
HOST CITY: CAPE TOWN**





The Mandate



CAPE TOWN

HOST CITY



SOUTH AFRICA 2010

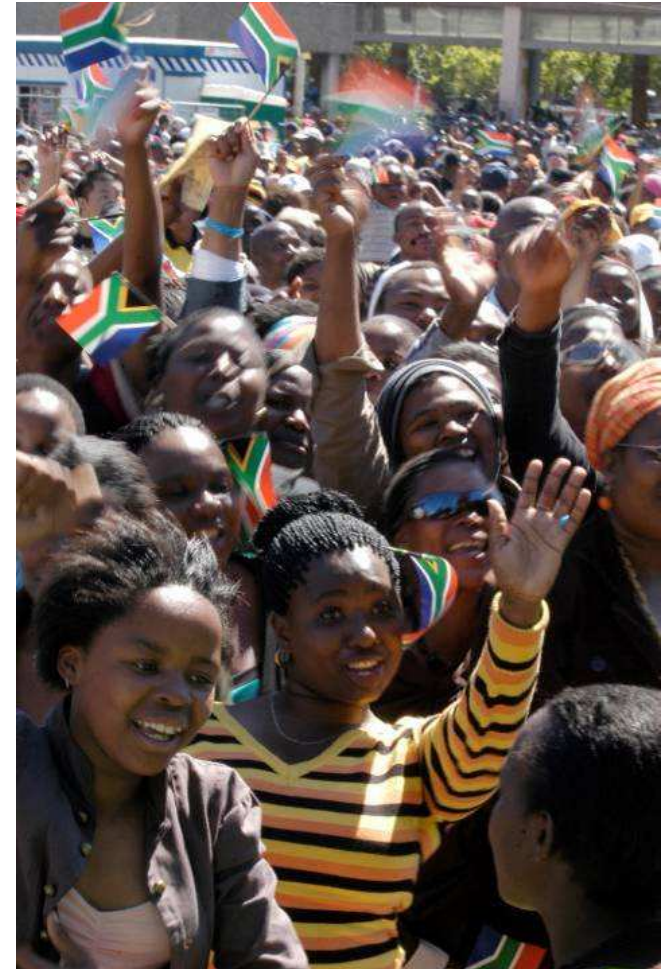
FIFA WORLD CUP

© 2005 FIFA TM

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 Event in Cape Town



Stadium



Accommodation



Fan Fest



Airport



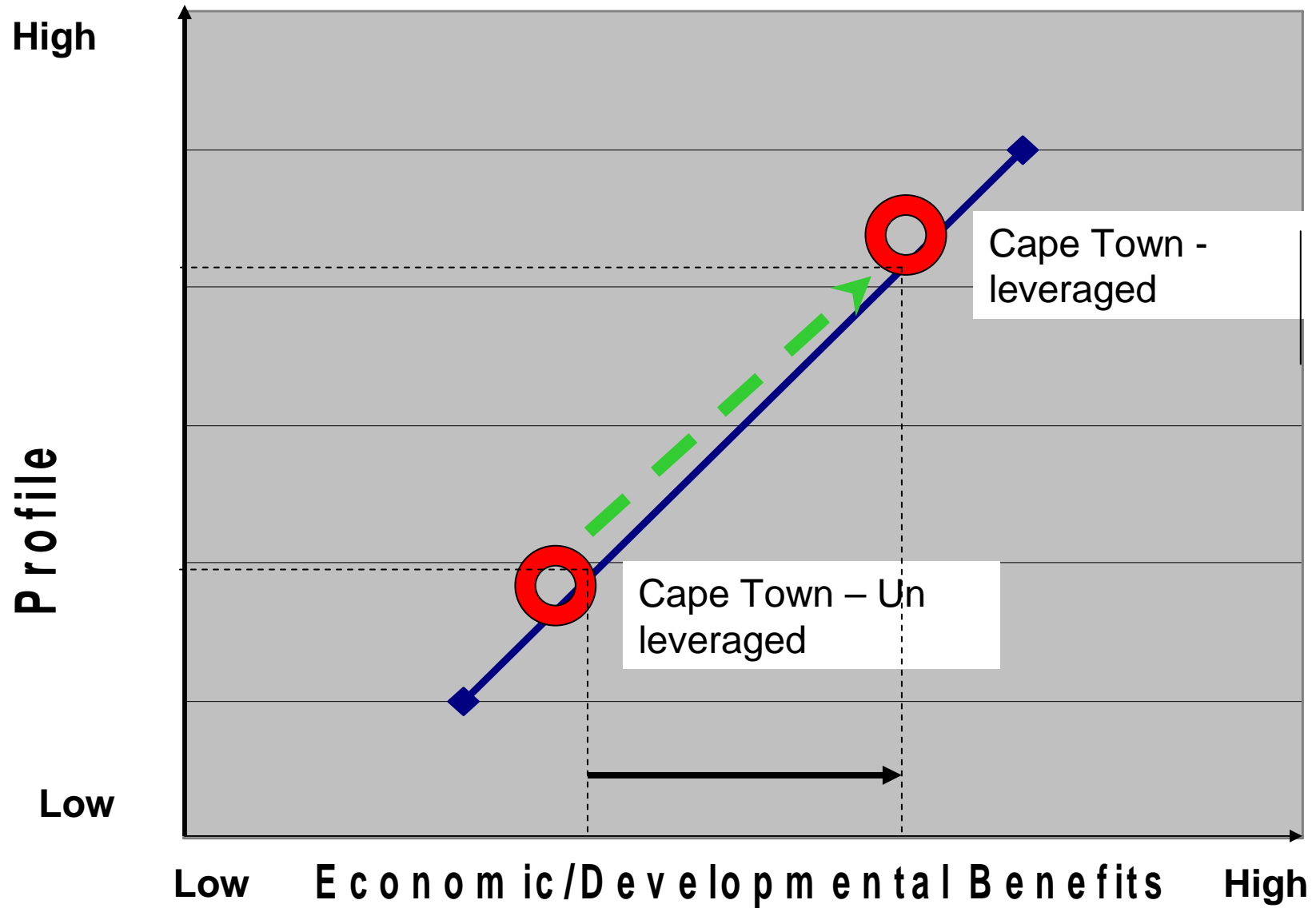
Station



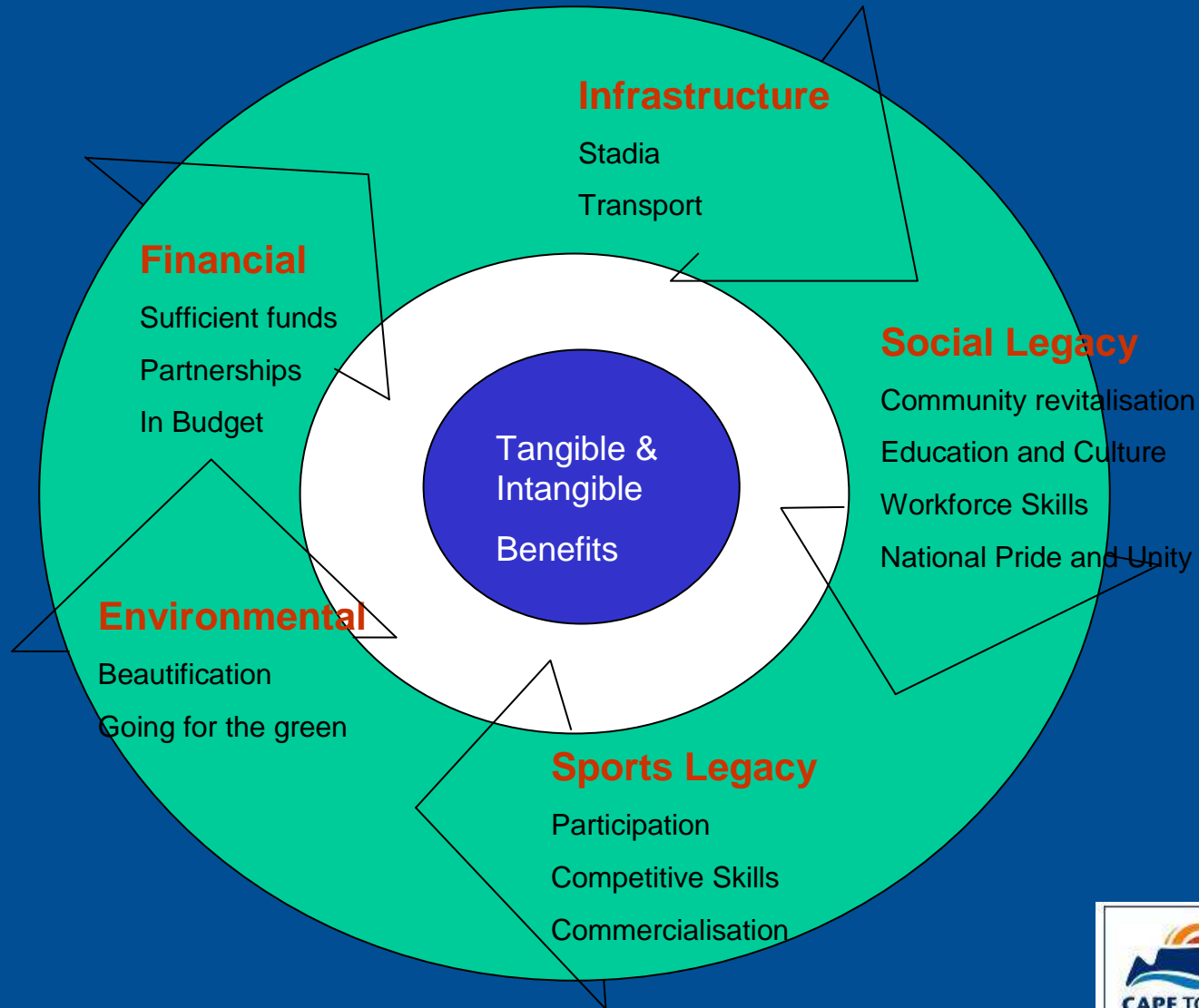
Convention Centre



Cape Town/W P Profile



Building a Legacy



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

SECURITY

SOCIAL
LEGACY

Infrastructure
Transport
Property

EMS
Disaster Medicine
Health

Traffic
Security
Community
Safety

Sport Development
Arts & Culture
Exchange Programmes

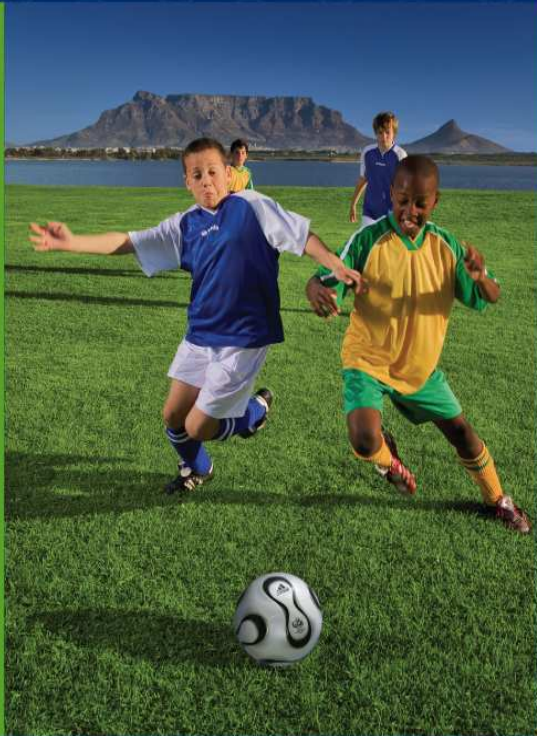
PROVINCIAL
COORDINATOR
(DotP)

COMMUNICATION and PM

DISASTER RISK MANAGEMENT



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
- Inmigration 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)?



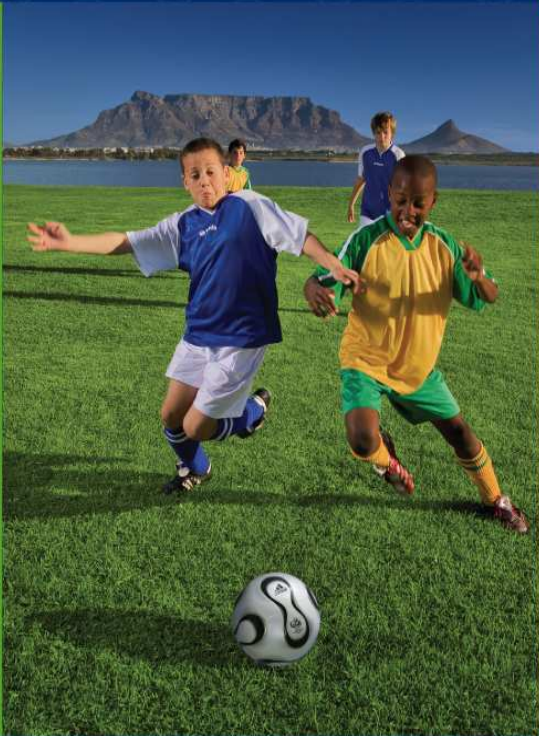
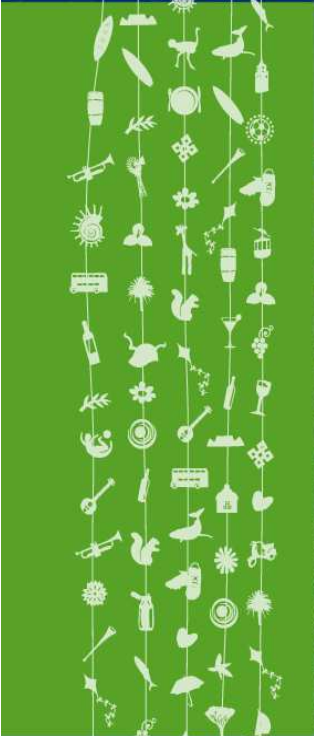
Soccer: Integrator or Perpetuator of Divisions?

- 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

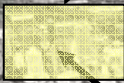


To Airport



Cape Town
International
Convention Centre

CT Station



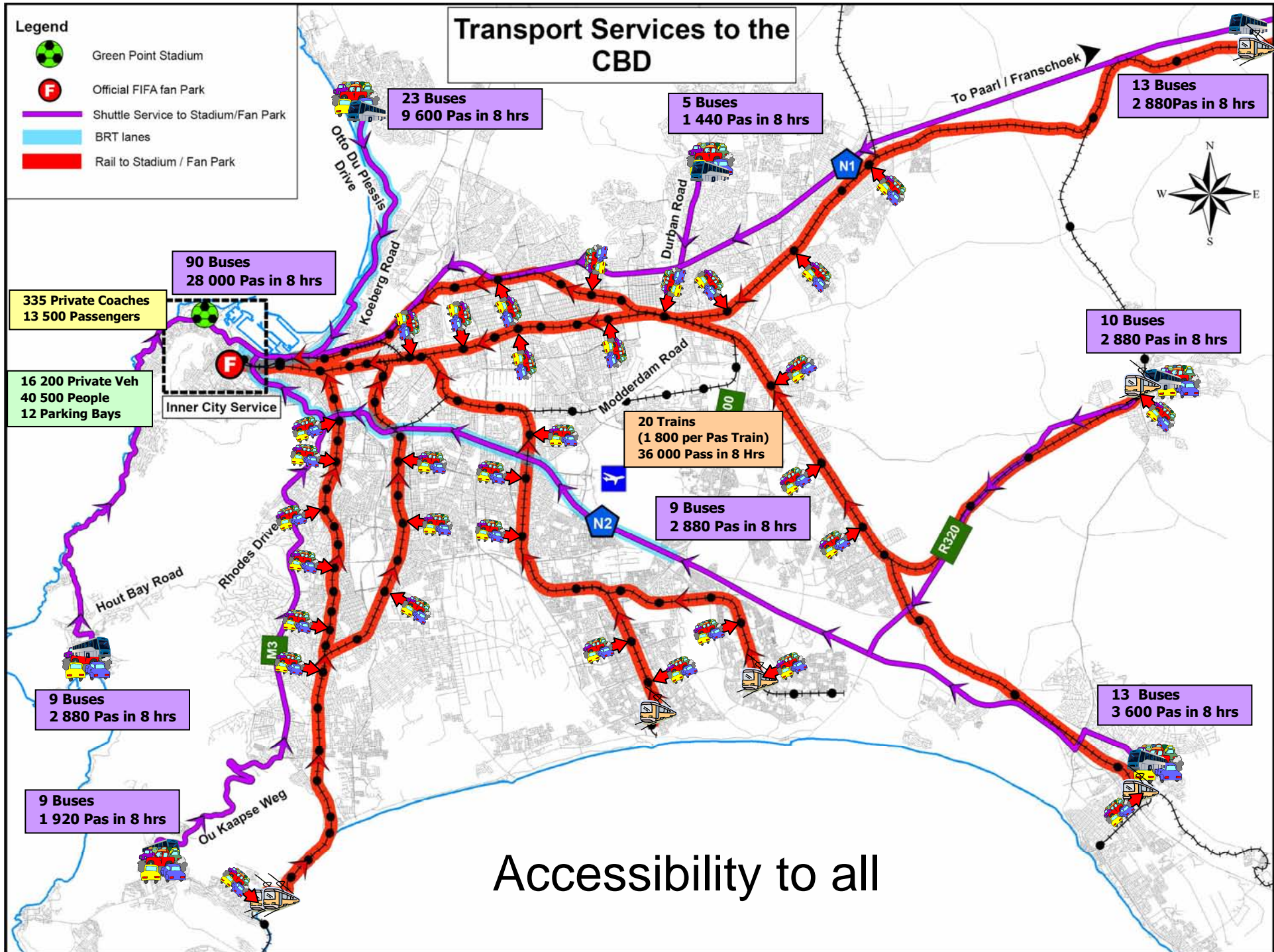
Central
public
viewing
area

Somerset
Hospital

V&A
Waterfront

Granger
Bay
Boulevard

Green Point
Stadium



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

2010 FIFA WORLD CUP™
HOST CITY CAPE TOWN

GREENGOAL



ACTION PLAN





“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

AN OPPORTUNITY LIKE THIS IS RARE!



SALE OF NAMING RIGHTS and APPOINTMENT OF A LONG-TERM OPERATOR

FOR THE NEW GREEN POINT STADIUM, CAPE TOWN

The City of Cape Town hereby issues a formal Request for Proposals and Tender.

Tender Number: 505 S/2007/08

Please note that a non-refundable deposit of R5 000 is required to obtain the tender documents.

An information memorandum is available from:

Web: www.capetown.gov.za/fifaworldcup

E-mail: danie.malan@capetown.gov.za

Fax: 021 400 5697

Closing date for this tender is Thursday 31 July 2008.



CITY OF CAPE TOWN | SIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

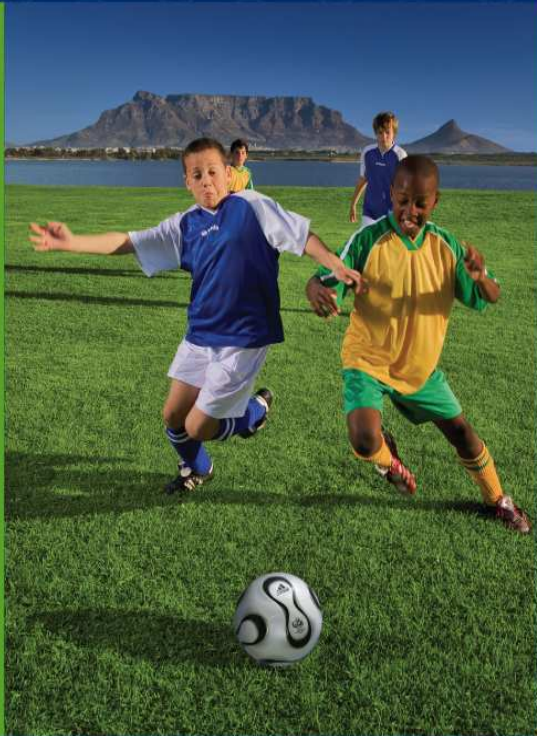
Why Green Point?

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

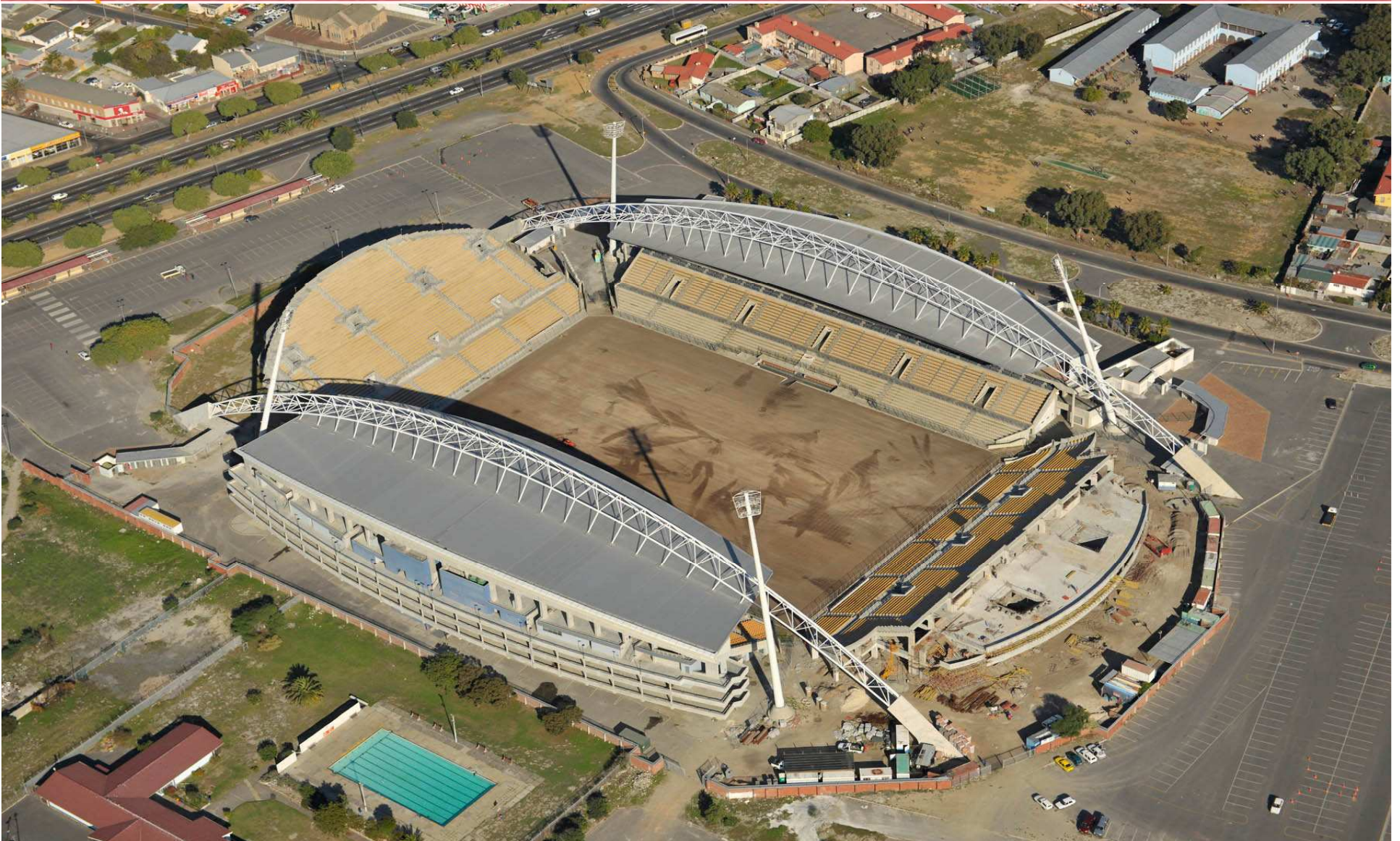
- Most accessible to all the people of City and region with convergence of road and rail
- Walk from Cape Town Station to Stadium: 20 mins
- Stadium & Urban Park experience brings together rich/poor, black/white, rugby/soccer, concert fans
- Hotels, restaurants, cafes, bars along the way (V&A near)
- 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



Youth and Infrastructure Development



ATHLONE STADIUM VSTS



Philippi Stadium VSTS



Life skills: FIFA CENTRE FOR HOPE, KHAYELITSHA





Dreamfields Project



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



Licensed Financial Services Provider



Upgrading of Koeberg Interchange and Table Bay Boulevard

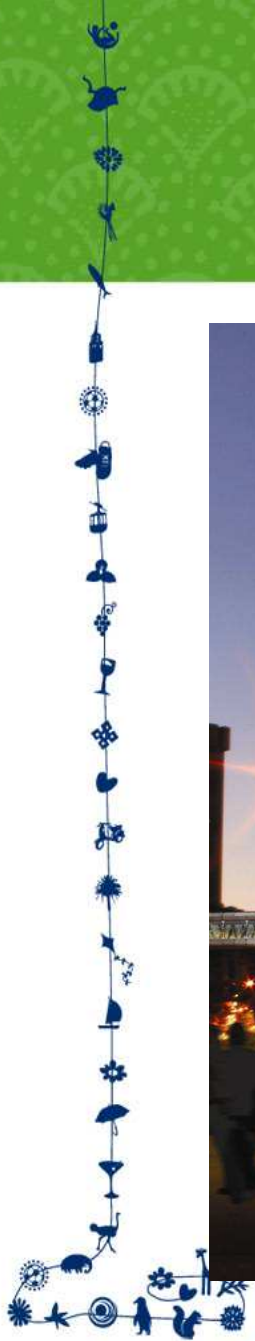


Hospital Bend Pre-selection Project





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 • شكرن • Obrigada