

2010 FOOTCLIC WC-BURGUNDY

9-20 JUNE 2010



What was supposed to be an exposure to media management during one of the biggest world class sport events, a cultural exchange programme and an investment in skills development by three partners, namely the WC Department of Cultural Affairs and Sport (DCAS), the Burgundy region of France and Soccer Laduma, developed into a unique 'French Cape' fusion par excellence.

Initially the French Footclic brief was straightforward and appeared to be rather ordinary: Select four local aspiring journalists, link them up with a similar team from the Burgundy region, take them to different places, allow them to interact and reflect daily on their experiences in order to 'become serious reporters for ten days'. Both countries finalised the selection phases, after which the successful contestants were selected by a panel of experts to participate in this adventure. The delegation from Burgundy consisted of Philip Guyot De Caila, Tom Busseuil, Anthony Litaudon, Arnaud Clement and Benjamin Aubry, while the Western Cape's delegation included Zwelenkosi Siqingqi, Bibi Gava, Loren Pienaar and Earl Haupt. Nobody expected that the two groups, who were indeed diverse in their own right, would gel into one big, diverse but unified family. From the word go at an orientation session we realised that it was going to be give and take and that if you entered this space with an open mind and heart, it would be certain that you would not go home empty-handed.



Soccer Laduma ensured that the team would be visible and warm throughout the journey, providing colourful, branded gear to protect us on our journey from the elements. En route the team was rather intrigued when they were introduced to the kuduzela, townships, biltong, imbongis, ostrich steak and dance (which apparently strongly reminded them of Shakira's Waka Waka movements), real lions and even *witblits* for the brave and the strong. The vuvuzela became a handy tool to accompany the team to Radio West Coast, ValleyFM and EdenFM community radio studios in Vredendal, Worcester and George respectively. Not so easy to blow, but when returning to France, most of the team was able to blow it with the same enthusiasm as some of our locals. They were also to express greetings in Afrikaans, English and isiXhosa - not to mention the words *lekker-lekker, sharp-sharp and hoezit!* The local team did not need to stand back; their vocabulary also benefited by far more than simply adding *merci* and *je t'aime*.

Bibi commented: *"We had a number of brainstorming sessions with Soccer Laduma. It allowed us to learn and understand how things operated in a real newsroom. We were forced to think on our feet, find angles and take account of our readership and what they would be interested in reading. These sessions during the programme were invaluable! The practical nature of the sessions gave me the opportunity to experience what it would be like in a real working environment. These are lessons I will take with me as I return to my journalistic studies, and also into the workplace one day. I learnt about French culture and media, I learnt from my South African counterparts as well. We often take things for granted, but the South African team was composed of people from different backgrounds, persuasions and lifestyles and they taught me so much about South Africa, Africa and my people. Above all I learnt about the human condition, kindness, generosity, the willingness to learn and friendship."*

A courtesy visit to the Consul of France at the consulate in Queen Victoria Street extended into a formal picture opportunity in the Company's Gardens with the majestic Table Mountain overlooking a group of young people who were trying to weigh up each other and position themselves. Of course, being aspiring journalists, they guaranteed that way too many cameras were used that complicated every picture opportunity to the maximum. Subsequently Mr Antoine Michon arranged for the team to visit Dam-se-Bos to be introduced to the legacy 'beyond the 90 minutes', on which occasion the French Government and Football Federation and the Knysna Municipality contributed R4 million towards the upgrading of a football pitch and the financing of sports development projects, including sponsorship of three professional French coaches who will be training 50 local sports and human development coaches to work with children.

The itinerary also included a visit to Mamba Media, where the team was exposed to the comic sport print medium, and then it was time for Media24 to impress with their 'Rolls Royce' of machines at Paarden Eiland. Then followed very potent FIFA Fan Fests at OR Tambo and Swartklip townships, a rugby match between South Africa and France at Newlands and an intense discussion with Soccer Legends and Ambassadors. Visits to the District Six Museum, the Kleinplasia Museum at Worcester and the Bartolomeu Dias Museum in Mossel Bay were also on the agenda. At !kwa ttu on the West Coast, the team was educated in the Khoisan customs, becoming rather impressed with the effective communication methods and the customs of the very first residents of the Western Cape. This exposure was followed by an introduction to traditional West Coast cuisine at the Paternoster Lodge and a timeless stroll on the beach at Paternoster. Other highlights were an adventure tour through the Cango Caves, watching the FIFA Danish team practicing at Loerie Park in Knysna and a media conference with the FIFA French team at their isolated Media Centre in Knysna. An interview at the George Airport with the main French TV station (when the FIFA French Soccer team departed for Johannesburg) completed the circle of formal interviews with radio and television services.



Zwelli observed: "We met a lot of guys in this industry and one of my greatest times was when we went to the Soccer Laduma offices. It is all about soccer, my passion. Ke yona - it's time. Thanks, Media24, for bringing the light to the millions of South Africans. I also would like to thank every one who put an effort to this journey and for the farewell dinner. It was great and if it was not, I should have not cried on our last day; I cried because I still wanted us to be together. Thanks to the Department of Cultural Affairs and Sport, Office of the Premier and to every one related to this programme and those who are working behind the scenes."

An opportunity to rub shoulders with other soccer supporters at the FIFA Fanpark at the Grand Parade in Cape Town during the official opening of the Tournament contributed to the awe of our journey. The Media Centre in the City Hall was a well-oiled operational hub that ensured an exclusive visit for the team on their media bus to the Oliver Tambo and Swartklip Public Viewing Areas. Then it was time for the diva of all 2010 FIFA World Cup™ stadiums to shine when the French Consul made it possible for the team to attend the game between France and Uruguay at Cape Town Stadium in Green Point. The French contingent simply had to return to our diva and arrange for themselves to watch another match there.



Loren said: "Even though Bafana won't win the World Cup, we gained so much more. We are united. We stand together. We have shown that we can. If we hold on to this one moment and freeze it in time, the vuvuzela's song will play in our hearts forever."

The media focus, especially when Ms Safia Otokore, Minister of Sport in Burgundy, arrived (together with a professional television crew and newspaper journalists), bringing with her the opportunity for the Province to be marketed abroad on a daily basis with live broadcasts as an attractive tourist destination. Minister Otokore is well known in France as the Minister for International Development, Decentralised Cooperation and Sport. During the same period, Minister Sakkie Jenner hosted the Provincial Youth Day Celebrations at the Fanjol in George, after which the two Ministers with the combined team invaded the premises of the Bureau Chief of the Southern Cape of *Die Burger* to intensify their exposure to media management during mega sport events. The team was also exposed to an outside broadcast facility of the SABC, and this experience unfolded into a thrilling experience at the Jukani Wildlife Predator Park in Mossel Bay, where the team got up close and personal with lions, white lions, tigers, leopards, cheetahs, jaguars and pumas.

Earl stated: *"In short, the experience is something that can never be taken away from me, and hopefully from all the others. My experience was a people experience. I forged new friendships, experienced a different way of thinking as seen through French eyes, and South African. A lot of preconceived thoughts erased and new truths emerged in our day-to-day activities. We fed off each others' unique energies and in so doing, grew as a team and identified new areas of development within ourselves. I am forever in debt for this experience and am thankful I got the opportunity to be part of this wonderful experience, an experience which has made an impact on my life and for the years to come."*

On the very last day, the itinerary, which was packed to the limit as usual, included a final brainstorming session around the stunning team-building table at the offices of Soccer Laduma in Green Point, followed by a visit to the top of Table Mountain. With compliments of Cape Town Opera we attended the *African Song Book* – an operatic musical on the life of our own beloved worldwide icon, Madiba, at Artscape Opera House. Then finally it was time to say goodbye. Soccer Laduma hosted a stunning farewell dinner at Neethlingshof Estate, where Hanneljie du Preez, acting Head of DCAS, enlightened our knowledge on Franchhoek and where we also learned that Cape Town had been known as "Little Paris" during the latter part of the 18th century.



A show dedicated to the 2010 Footclit WC-Burgundy visit was broadcast live on France 3 Bourgogne on 28 June and is available, together with various stories, on <http://bourgogne-franche-comte.france3.fr/evenement/footclit/>.



Project Manager Annerie Pruis said: “DCAS provided the opportunity to the vibrant young aspiring sport journalists not only to “touch the world cup” but also, given their diverse backgrounds and experiences, to actively live the vision of a socially cohesive Western Cape. When listening to the farewell greetings by the team, it was definitely proof that one of the biggest sports events had not only connected people as promised prior by Mr Sepp Blatter, but also shaped our history and heritage for the next generation!”

