

ICT – IT & T INFRASTRUCTURE DEVELOPMENT



Much of the success of this event depends upon sophisticated ICT, well able to meet the need of the public and the media for high availability and high quality both leading up to and during the event.

The stadiums will be networked and linked to a central IT hub, giving media wireless connectivity in the stands and in the media back office:

- Telkom's redundant connectivity links are in implementation phase at Soccer City, Ellis Park Stadium and the IBC:
- Centrally located dashboards will manage aspects of the IT&T from a central point
- Call centres will be put in place to ensure information is provided to tourists, agents and those using the stadiums and precincts.
- Sentech land acquisition challenge

ENVIRONMENT



The impact of the fans and visitors for the World Cup on the environment will be considerable and the city will be leveraging off the event to promote some environment improvement projects.

These will include:

- waste management strategies that include recycling
- greening of the mine dumps adjacent to Soccer City
- planting of trees in areas that have traditionally been neglected as far as beautification is concerned.

ENVIRONMENT – ENVIROMNMENTAL MANAGEMENT

- The hosting of the 2010 FIFA World Cup provides the opportunity to implement sustainable waste management strategies and showcase various technologies.
- The major benefit is the education of the population in these strategies and therefore the education programme becomes essential.
- Strategies in respect of Environment Management thus include that of awareness campaigns.

Waste management and recycling

- New technologies for managing and recycling waste at source, using underground bins, will be used for the first time in South Africa.
- Soccer City will use rainwater, caught in massive containers, for irrigating the field

Mine dump rehabilitation

- Mine owners, DRD, are presently vegetating the mine dump tailings at the rate of about 17ha a year
- suggestions have been made for over-seeding the side of the tailing dams with rye and fescue seeds to visually enhance the area in time for the World Cup.

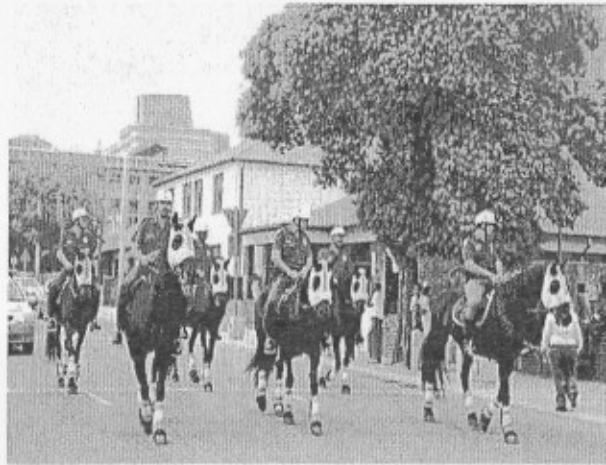
ENVIRONMENT – TREE PLANTING PROJECT

- goal of planting 200 000 trees by June 2010 - to date 132 094 trees have been planted
- The bulk of these trees will be planted in previously disadvantaged areas and newer residential areas where there is a lack of trees and greenery.
- Extensive environmental education will be needed to inform and educate communities about the importance of trees and their role in mitigating environmental threats, promoting biodiversity and creating an atmosphere of beauty and balance.



SAFETY & SECURITY

- Creation of a safe, secure and people-friendly environment for the Confederations Cup and World Cup by skilful management of all crowd situations.



HEALTH



In preparation for the two international events, the City has budgeted for:

- upgrading of clinics in critical areas
- purchase of new medical equipment
- environmental health equipment
- computers.

Personal health:

- Upgrading of prioritised health facilities
- Employing more staff for the health services that will have to be provided, with the additional need of preparing for a possible influx of people from SADC countries seeking free medical services
- Developing and testing health information material.

Environmental health

- Accreditation of all accommodation establishments
- Training and accrediting of food vendors
- Vector control
- Purchasing of additional equipment

SAFETY & SECURITY – DISASTER MANAGEMENT



Emergency Management Services has developed an Emergency Preparedness Strategy with the necessary costings and underpinned by several principles:

- *Emergency preparedness.*
- *Compliance with Disaster Management Act, 2002.*
- *Capacity-building programme.*

A high-level design has also been completed for a Disaster Management Centre, currently coordinated by the Johannesburg Roads Agency (JRA). This will have five primary functions:

- Direction and control
- Situation assessment .
- Coordination
- Priority setting Resource management

However, there are significant challenges in meeting the needs of a fully operational Emergency and Disaster management function:

- There is a need for more resources and budget to cover these
- Experienced technical personnel
- Good systems
- Integration of the team and better coordination across all stakeholders, particularly within the COJ.

SAFETY & SECURITY – SAFETY & SECURITY




- Operational plans based on this strategy have also been developed in conjunction with the Local Organising Committee and the SA Police Services.
- Also, relationships have been established with international bodies such as the UN Inter-regional Crime and Justice Institute and German law enforcement agencies to exchange inputs on safety and security best practices

The funding allocated to Safety and Security will provide for:

- developing an integrated IT platform that will ensure interaction between Safety and Security and other key departments, e.g. Transport
- employment of an additional 1 500 officers up to 2010 (complement: 4 000)
- additional equipment to improve operational efficiencies, including vehicles, dogs, horses, protective gear
- communication tools - electronic billboards, Z-cards, etc - to inform visitors of the necessary safety and security protocols
- adjustments to the operation of the proposed four courts that will be set up for the duration of the World Cup.

MARKETING – FAN PARKS



- Two official Fifa fan parks identified - Innes Free Park in Sandton and Elka Stadium in Soweto
- Secured and provide for safe viewing with fan facilities such as ablution facilities and food and beverages laid on.
- Free public viewing spaces where fans can watch matches live on a big screen. While not “live”, the fan parks, with capacities of up to 30 000, will give fans the sense of being at the match and allow them to share in the World Cup euphoria.

MARKETING – PUBLIC VIEWING SITES



Two public sites

- Confederations Cup
 - Mary Fitzgerald Square in Newton
- Soccer World Cup
 - Mary Fitzgerald Square in Newtown
 - Walter Sisulu Square in Kliptown.

Private viewing sites

- The Dome
- Montecasino, Fourways.
- Wanderers Cricket Stadium

MARKETING – ACCOMODATION

- 19 new hotels are being built in the City and surrounding areas to be ready for the June 2010
- Partnering with local hotels, lodges, guest houses and bed-and-breakfast establishments to secure a wide range of accommodation for the Fifa family. To date, 135 hotels (6628 beds) and more than 250 non-hotels (981 beds) have been signed up by MATCH.
- Accommodation is being planned at universities and student residences around the city.
- A tent city (to be privately developed) within the COJ environs to avoid fans sleeping on the streets, in parks and in railway stations



ACCOMODATION- New Hotels

	Location	Hotel Group	Star Grading	Size	Date/Yr of Opening
in Sandton	Sandton	Razidor Hotel Group	5	283	2008
Strathvon Hotel	Sandton	Akani Hotels	5	49	2010
ed Hotel	Rosebank	LEH	5	160	April 2010
in Sandton	Sandton	Razidor Hotel Group	4	192	April 2010
rn Sun Hyde Park	Hyde Park	Southern Sun	4	132	July 2009
are Montecasino	Fourways	Southern Sun	4	179	April 2007
ci Hotel	Sandton	Legacy Hotels & Resorts	4	170	2009
y Inn	Sandton	HPF	4	301	2008
Condonium Hotel	Killarney	Urban Hip Hotels	4	30	May 2007
i Condominium Hotel	CBD	Urban Hip Hotels	4	50	July 2008
Expo Centre Hotel	Joburg South		4	171	2010
y Inn Soweto	Soweto	Zantic Hotels & Resorts	4	48	October 2007
igubwe Luxury Hotel Apartments	CBD	Faircity Hotels & Apartments	4	91	October 2007
ed Hotel	Melrose Arch		4	197	March 2010
ort House Hotel	Newtown	Llangabi Developments	4	80	2010
y Inn Express	Woodmead	ISO Leisure Woodmead	3	155	27 July 2008
ORTIA Hotel	ORTIA	City Lodge	3	300	March 2010
col	Bedfordview	Urban Hip Hotels	5	100	October 2008
ors Palace Metcourt	Kempton Park	Peermont Global	3	248	March 2009
MS				2936	

MARKETING – TOURISM



- Tourism starts when fans book to fly to South Africa but begins in earnest when they land at O R Tambo Airport, are greeted and assisted in a welcoming way to get to their accommodation and then experience all that the city has to offer.

Several projects are planned to optimise the benefits of hosting the Confederations Cup and the World Cup and to leverage long-term benefits from good fan experiences:

- *Destination marketing.*
- *Tourism skills development..*
- *Tourism signage.*
- *Tourist information services..*