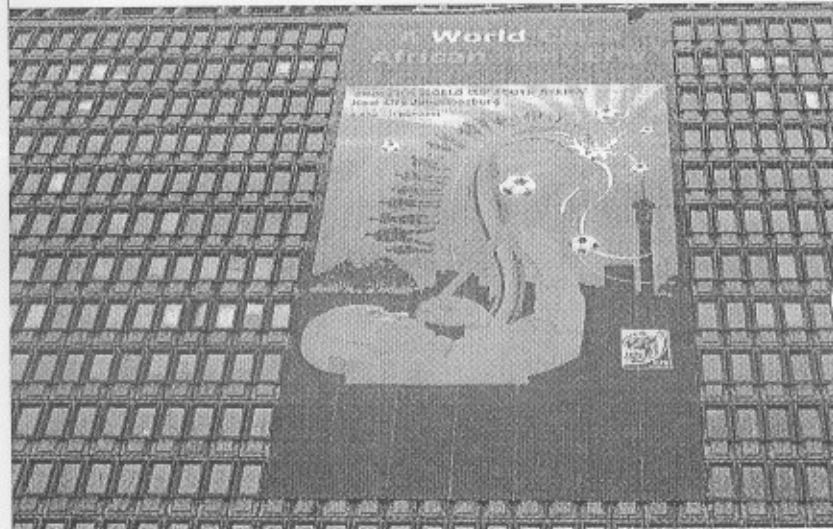


MARKETING

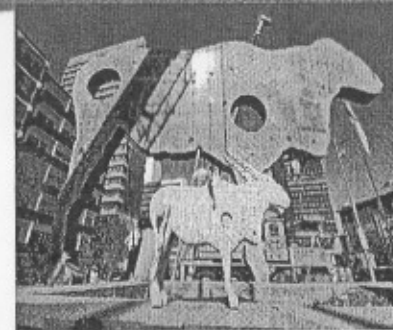
- The COJ has approved Marketing operational plan
- Stakeholder engagement project, culminating in a Summit at the Johannesburg Expo Centre during the 2008 Rand Show
 - Summit planned for April 2009
- The Countdown Clock - main entrance to the Civic Centre in Braamfontein.
- COJ website
- The Host City Poster - launched with the other host cities and the Local organising Committee in January 2009.
- The new Orlando Stadium was successfully opened.
- 500 Days (to World Cup) celebration and Joburg United Summit.



MARKETING – CITY BEAUTIFICATION

There are two aspects to this:

- ensure the city is clean and safe for the Fifa family and all visitors
- make the city attractive as possible through the big and small touches - street furniture, trees, sculptures in public places, themed gardens and public places.



Projects planned:

- Branded welcome kiosk and branded foyer at O R Tambo International Airport
- Wrapping of trees with decorative lighting
- Event flags along major routes and branding parks with these flags
- Branding informal trading stalls
- Education campaign to tidy up informal trading and ensure customer friendly approaches
- Decorating the inner city walkway - branding COJ buildings, major streets, taxi ranks and bus terminals and decorating Mandela Bridge
- Branded 2010 information kiosks in shopping malls, parks, museums, entertainment zones and other places of interest



MARKETING - VOLUNTEERS

- 1 500 selected for intensive training.
- Training module developed by SETA
- Create a uniform approach to the management of and communication with potential volunteers
- Each volunteer will be provided with a uniform and a stipend for the period he or she is on duty.



MARKETING - BUSINESS CLOSURES



Constraints to be imposed on businesses:

- those that are not FIFA partners but are within a 1km radius of the two match venues will have to close on match days
- no marketing or advertising hoardings for any brands other than FIFA partners or affiliates will be allowed within the 1km radius
- no construction work will be allowed within proximity to the match venues and along key routes
- By-laws to manage closures- 100%
- JMPD rights protection unit - in place
- Scoping business closure cost - 31Jan 09
- Negotiations with Fifa on problems areas, ie Ellis Park precinct - on track

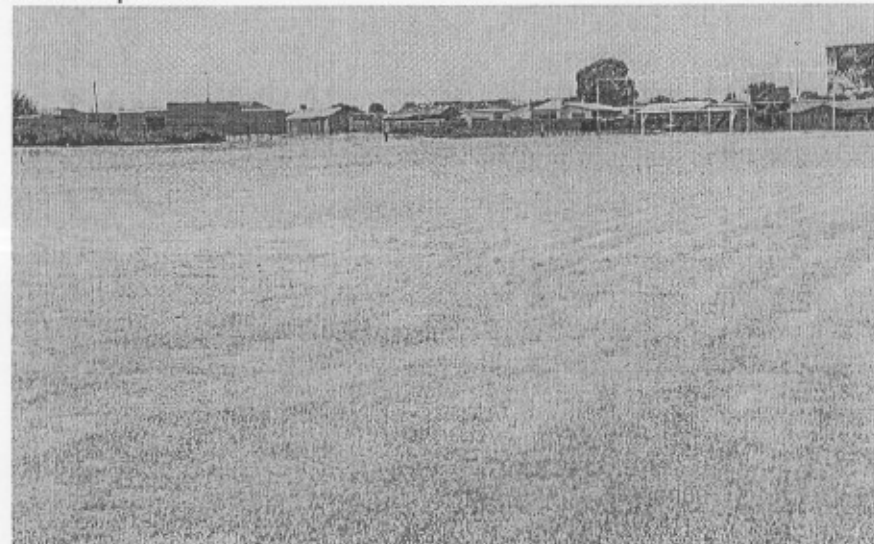
MAYORAL LEGACY PROJECTS



- Leverage off the investment in the event to develop legacies that will be of long-term benefit to the citizens of the city.
- Benefiting people in and around Soweto. – BRT, beautification of the city, upgrading safety and security

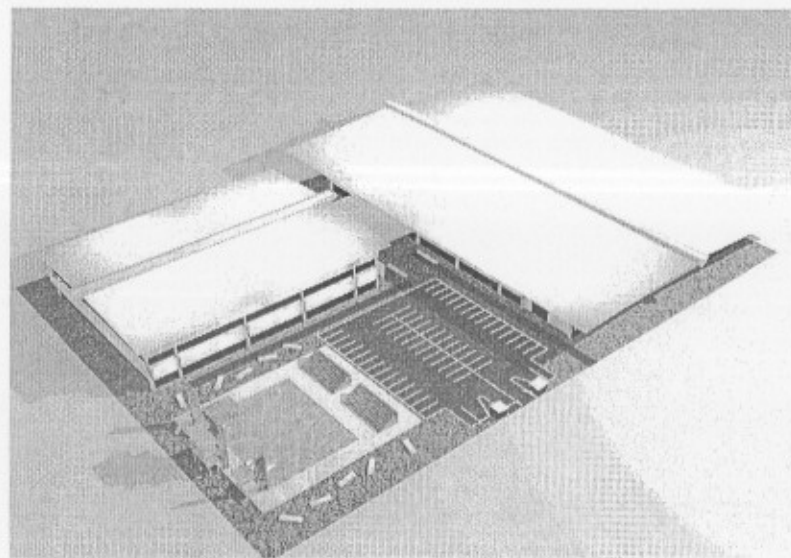
MAYORAL LEGACY PROJECTS – GREENING OF SOCCER FIELDS

- 52 of 101 fields were found to be suitable for greening
- 18 fields were completed (between 2006 and 2008).
- 10 fields will be developed - grassed, irrigation systems installed, landscaped and fenced – 08/09
- In the 2009/10 year, a further 11 fields will be completed



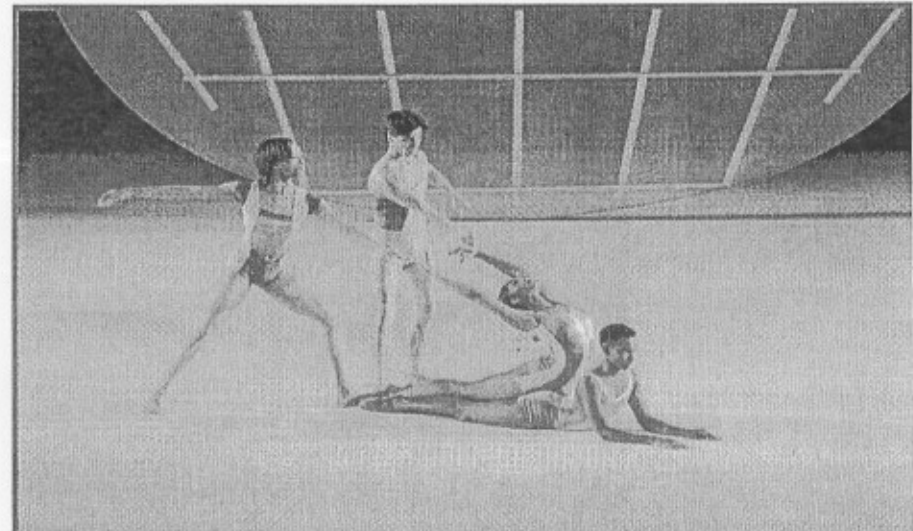
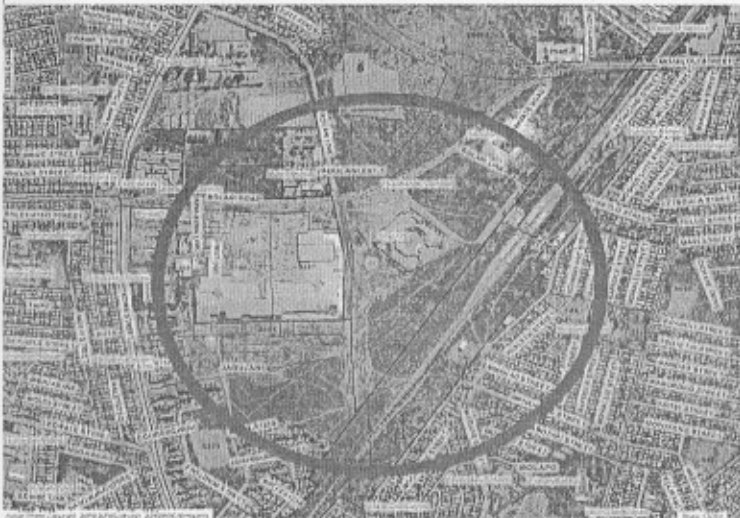
MAYORAL LEGACY PROJECTS - INDOOR SPORTS HALL

- Located on the rugby fields in Orlando East and link to the Orlando Stadium and the Orlando multi-purpose courts
 - Will also house an Olympic-standard swimming pool
- Business case and design - - 100%
- Funding application to NPDG



MAYORAL LEGACY PROJECTS - SOWETO THEATRE

- The development of the Soweto Theatre was put out to tender and a successful bidder appointed in December 2008
- Sod-turning ceremony by Executive Mayor on 10 February 2009
- Shortfall in the funding required
- Once this obstacle has been overcome, the intention is to complete part of the theatre in time for the World Cup



The Star Newspaper – 11 February 2009

open, opportunity society for all, to every South African," Zille said.

Zille committed the DA to running a peaceful campaign.

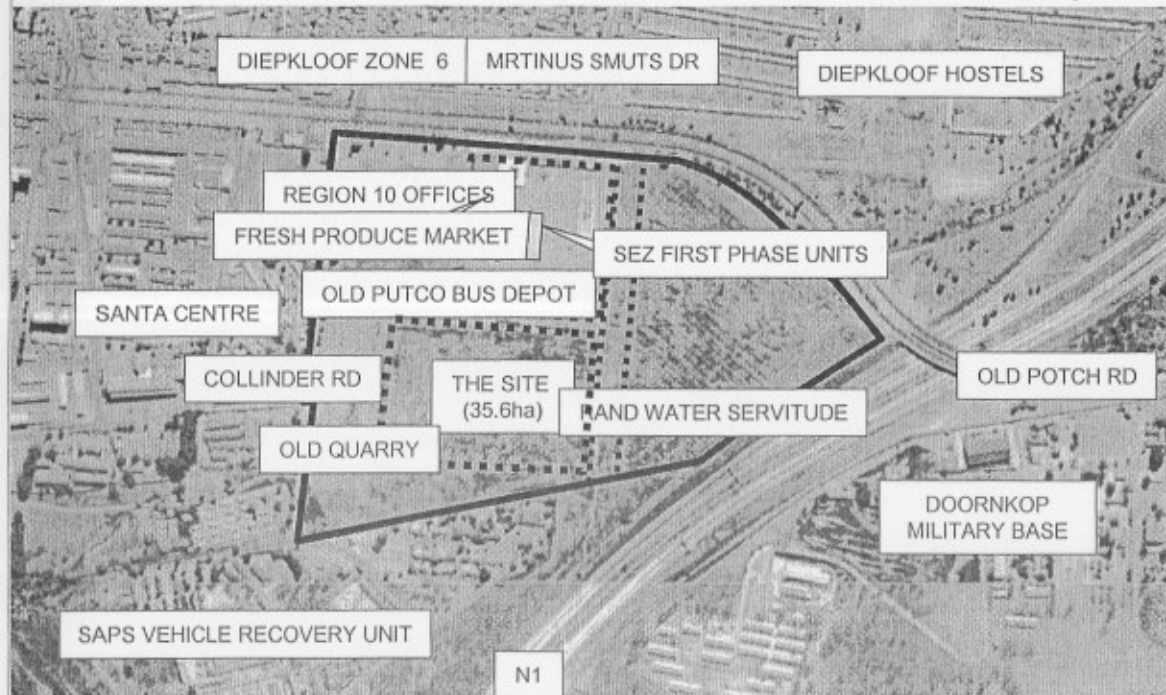
Independent Democrats (ID) and fair elections.



GROUND BREAKERS. South African Culture Minister Pallo Jordan walks in front of the unveiled billboard representing the project for the first professional theatre during a ground-breaking ceremony in Soweto yesterday. SA broke ground on an 11-million-dollar theatre complex which will comprise three stages with combined seating for 690 people, with each auditorium housed in brightly coloured red, blue and yellow cubes. Picture: AFP

MAYORAL LEGACY PROJECT - DIEPKLOOF HOSTEL UPGRADE

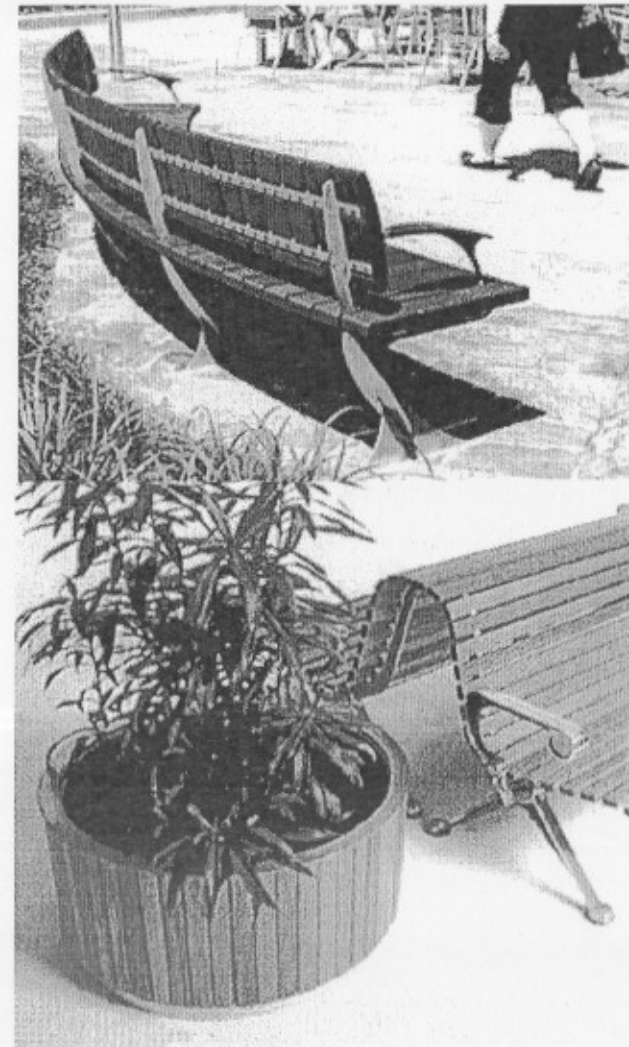
- upgrade of an old hostel complex into family accommodation.
- 128 units completed 2008
- Transitional residential units 100 completed
- 136 units under construction
- 2 778 residents to benefit
- A major problem is the electrification of the development.



MAYORAL LEGACY PROJECT - STREET FURNITURE

The impact of this project is already being felt across the city. Some of the initiatives already tackled include:

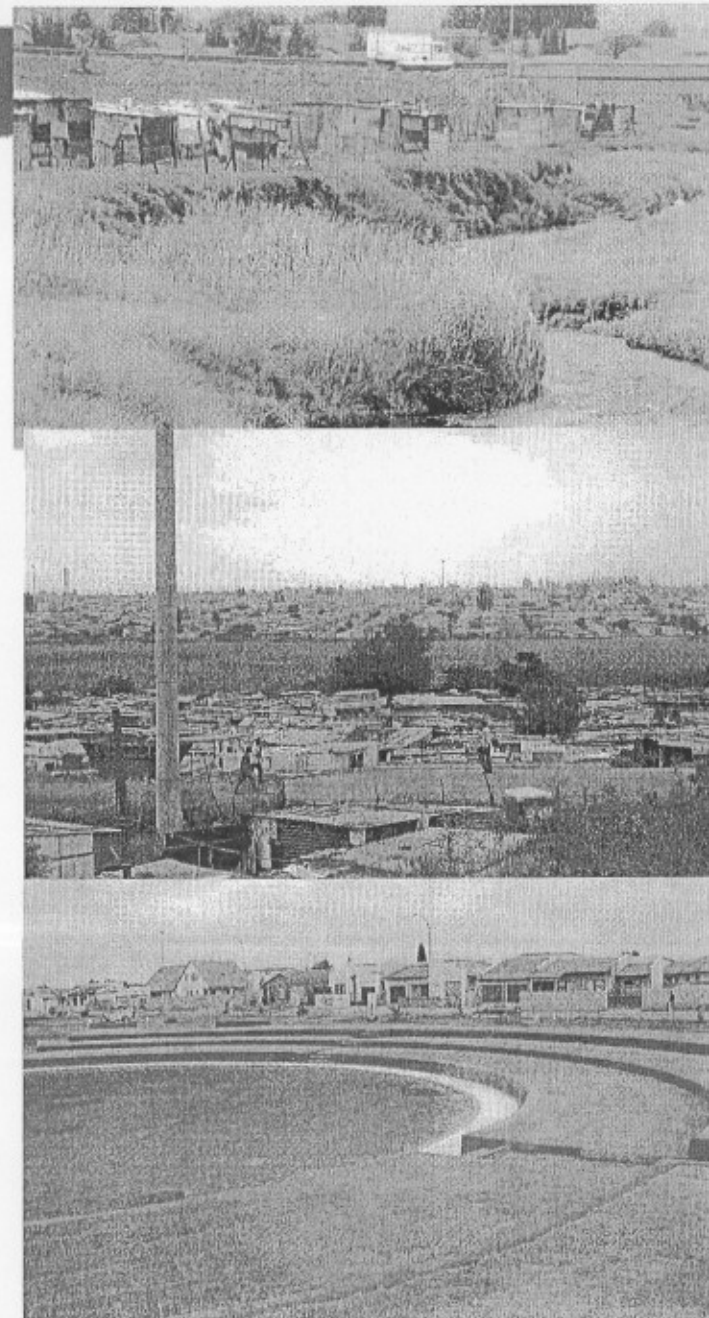
- Benches, lighting and multi-purpose bins in Hillbrow, Berea and Yeoville
- Mosaics on the Nugget Street waterfall and paving art in Hillbrow, Yeoville and Berea
- Public art in the five parks in Hillbrow, Yeoville and Berea.
- New lighting in the Transport Square in Doornfontein
- Mosaic artwork at the Bara Taxi Rank
- Paving and street lighting in Nasrec



MAYORAL LEGACY PROJECT - KLIPSPRUIT RIVER REHABILITATION

Project Progress

- This river runs through Soweto and forms part of the greenbelt necklace that encircles this area.
- What was a polluted stream is becoming an attractive recreational venue.
- The river will provide a series of eco-parks, trails and picnic sites equipped with ablution facilities, irrigation systems, water features, play equipment, bird hides and board walks
- Providing a visible positive legacy through the vastly improved environment on this eastern side of Soweto



PARALLEL EVENTS – FIFA EVENTS

- **Fifa/LOC is responsible for hosting and funding the opening and closing ceremonies of both the Confederations Cup and the World Cup. COJ will be the co sponsor.**

This holds major benefits for the City:

- It will allow COJ to showcase the best of the city's art and culture, including dance and music.
- These events will provide the biggest global audiences any city in Africa has ever had, providing an opportunity to project both Joburg and South Africa in a new way to this huge international audience
- It will give the COJ a platform to leverage the huge investment in the World Cup to position Joburg in the international consciousness as a truly global city.

PARALLEL EVENTS – ARTISTS OF AFRICA

- The African Legacy Programme is intended to affirm this by ensuring maximum participation of Africa in the event by using it as a platform for promoting Africa's image globally.
- Exhibition to showcase the art and craft of Africa during the World Cup.
- The exhibition will be located at Museum Africa in Newtown, or a similar suitable venue



PARALLEL EVENTS – BOYS IN THE PHOTOGRAPH

- This is another cultural event - an Andrew Lloyd Webber musical that will be staged at the Civic Theatre during the World Cup.
- The musical will be produced by the Johannesburg Civic Theatre in association with Real Theatre and will open on 30 May 2010 and run to 8 August 2010
- Auditions to be held in May 2009
- Ongoing sale of corporate and ordinary tickets



THE BOYS
IN THE
PHOTOGRAPH

Music
ANDREW LLOYD WEBBER

Book & Lyrics
BEN ELTON

Joburg
SOUTH AFRICA 2010
FIFA

OPENS MAY 2010
TICKETS ON SALE

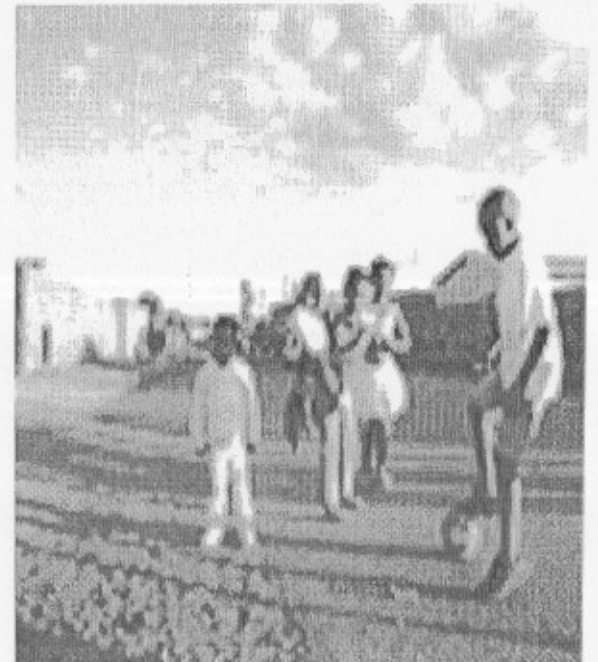
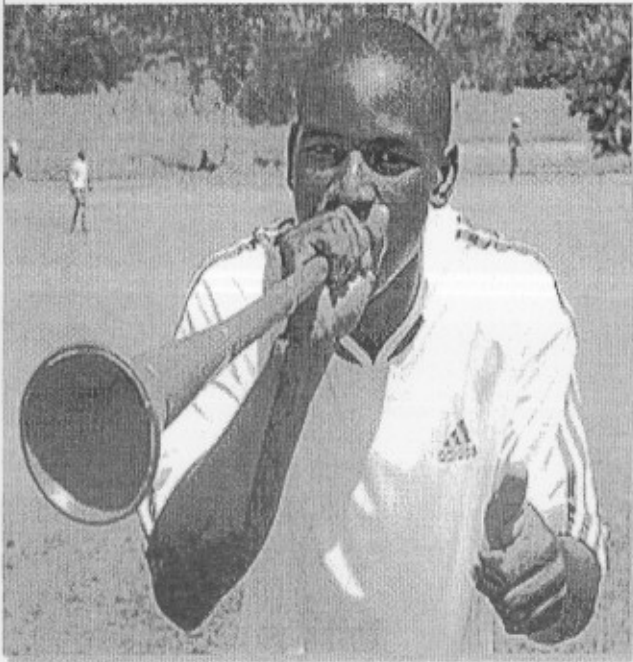
South Africa's Premier Home of Live Entertainment
JOHANNESBURG CIVIC THEATRE

The poster features a black and white photograph of a group of young boys in a team setting, with a woman standing behind them. The text is arranged in a grid-like fashion, with the title at the top, credits in the middle, and venue information at the bottom.

PARALLEL EVENTS – FOOTBALL FOR HOP

Soccer A Hope >> A FIFA Project

- Built on the theme of “Development Through Football”.
- It will take place in Alexandra - at No: 3 Square which has a multi-purpose sports complex, club house, soccer field and a range of other playing areas.
- This football festival will kick off with a pre-festival from 25 June to 2 July with the main tournament being staged from 3 to 10 July.

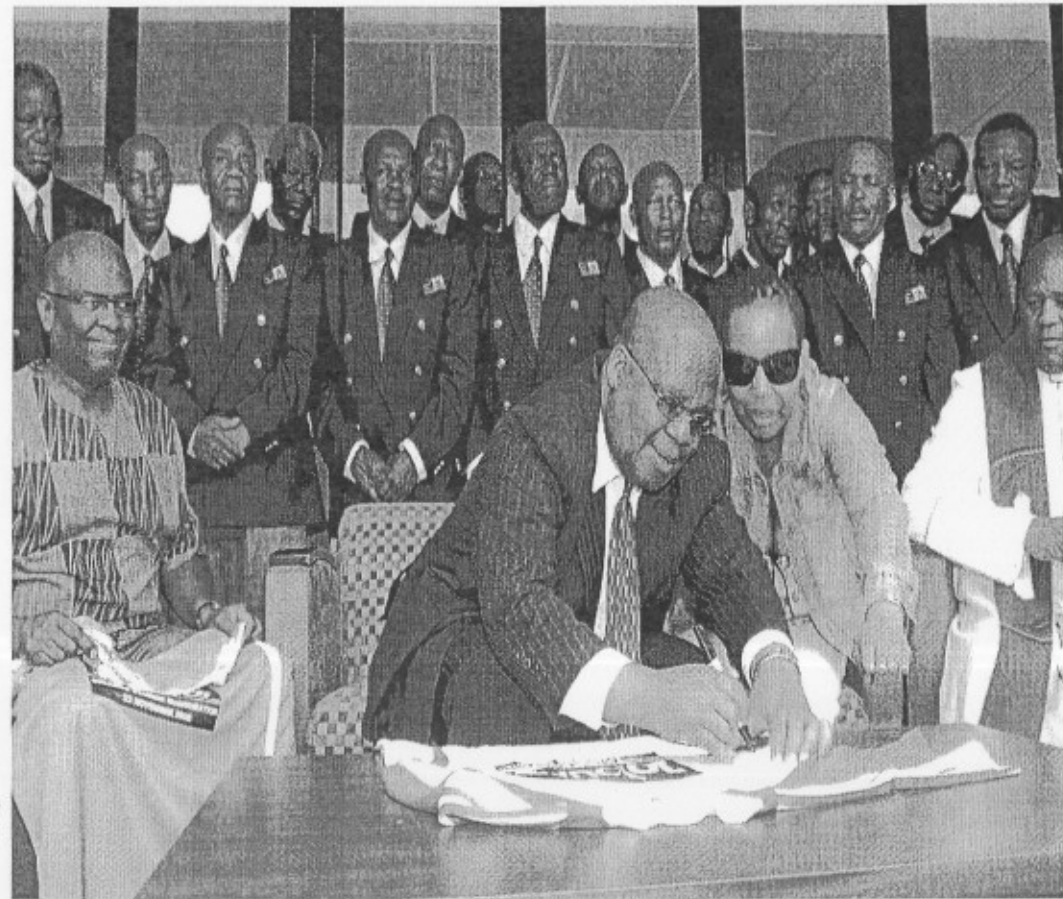


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PARALLEL EVENTS – SOCCER LEGENDS

- The soccer greats of South Africa's past will have a starring role in the major events leading up to and including the World Cup.
- Soccer Legends will be paid an appearance fee and be provided with suitable outfits.
- 20 soccer legends are contracted to take part in a series of events that began with the inauguration of Orlando Stadium in November



① Soccer Legends – on payroll
of City of Joburg
→ The legends are part of
the city's drive towards
2021

PARALLEL EVENTS – STAKEHOLDER MOBILISATION


- Series of workshops - to engage with the public and inform them of the initiatives underway to stage the World Cup
- Key focus was to create a sense of anticipation and excitement over what was to come

Campaign rolled out in three phases:

- Summit and launch of Joburg United – Rand Show 2008
- Another Summit at the Rand Show – 2009
- Finale in April 2010



STRATEGIC OVERVIEW : CONCLUSIONS



COJ is on track to stage and manage “the best World Cup ever”

There are challenges but they are manageable

- The need to move more urgently, in some areas, from planning to implementing
- Balancing internal COJ resources between daily priorities + all that’s needed for 2010
- Effective inter-departmental coordination
- Stakeholder involvement - COJ staff and citizens

Kenako - Celebrate Africa’s Humanity!!!!!!!!!!!!!!!!!!!!!!