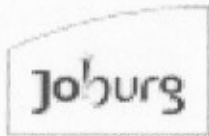
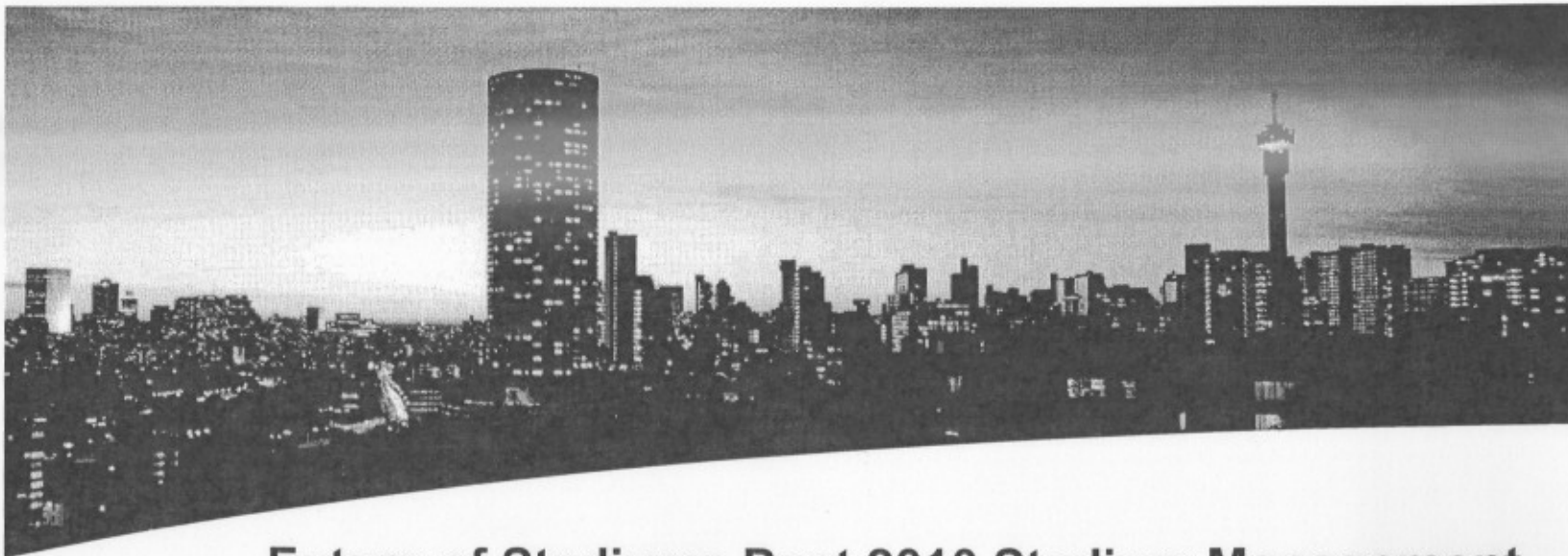


100817 PC Sport



a world class African city



**Future of Stadiums Post 2010 Stadium Management
(City of Johannesburg)
17 August 2010**

CONTENT

- Overview
- Background
- Stadium Management & Impact
- Targeted Operations
- Stadium Sustainability
- Current Commitments
- Events Statistics

Overview

PURPOSE

- Provide Parliament with progress on ensuring that stadiums are optimally utilized post the 2010 FIFA Soccer World Cup, in respect of the FNB Stadium, Rand, Orlando, Dobsonville, Ellis Park and Ruimsig stadiums

STADIUMS USED DURING 2010 WORLD CUP	CAPACITY
FNB Stadium	94 000
Orlando Stadium	40 000
Dobsonville Stadium	24 000
Rand Stadium	25 000
Ellis Park Stadium	62 000
Ruimsig Stadium	15 000

OUTCOME

- Full utilisation of all stadia within the City's jurisdiction:
 - Reduce the possibility of stadia to be a financial burden to the City
 - Dispel the perception of white elephant
 - Enshrine the World Cup legacy

Background

- City of Johannesburg has 5 stadia under its management namely:
 - o FNB Stadium
 - o Orlando
 - o Dobsonville and
 - o Rand
 - o Ellis Park
 - o Ruimsig
- All stadiums were finished on time in preparation for the 2010 FIFA World Cup
- Stadiums boast of a combination of:
 - o World Class refurbishments incl. the pitches
 - o Easy accessibility (transport)
 - o Drop off and public parking, street furniture, external landscaping, CCTV cameras



FNB Stadium



Orlando Stadium



Dobsonville Stadium



Rand Stadium



Ellis Park Stadium

Stadium Management

COMMENCEMENT OF DEVELOPMENT OF STADIA

- The City commenced its building and revamping of stadiums in 2006 following the awarding of the bid to host the 2010 FIFA World Cup
- Completion of stadia on time

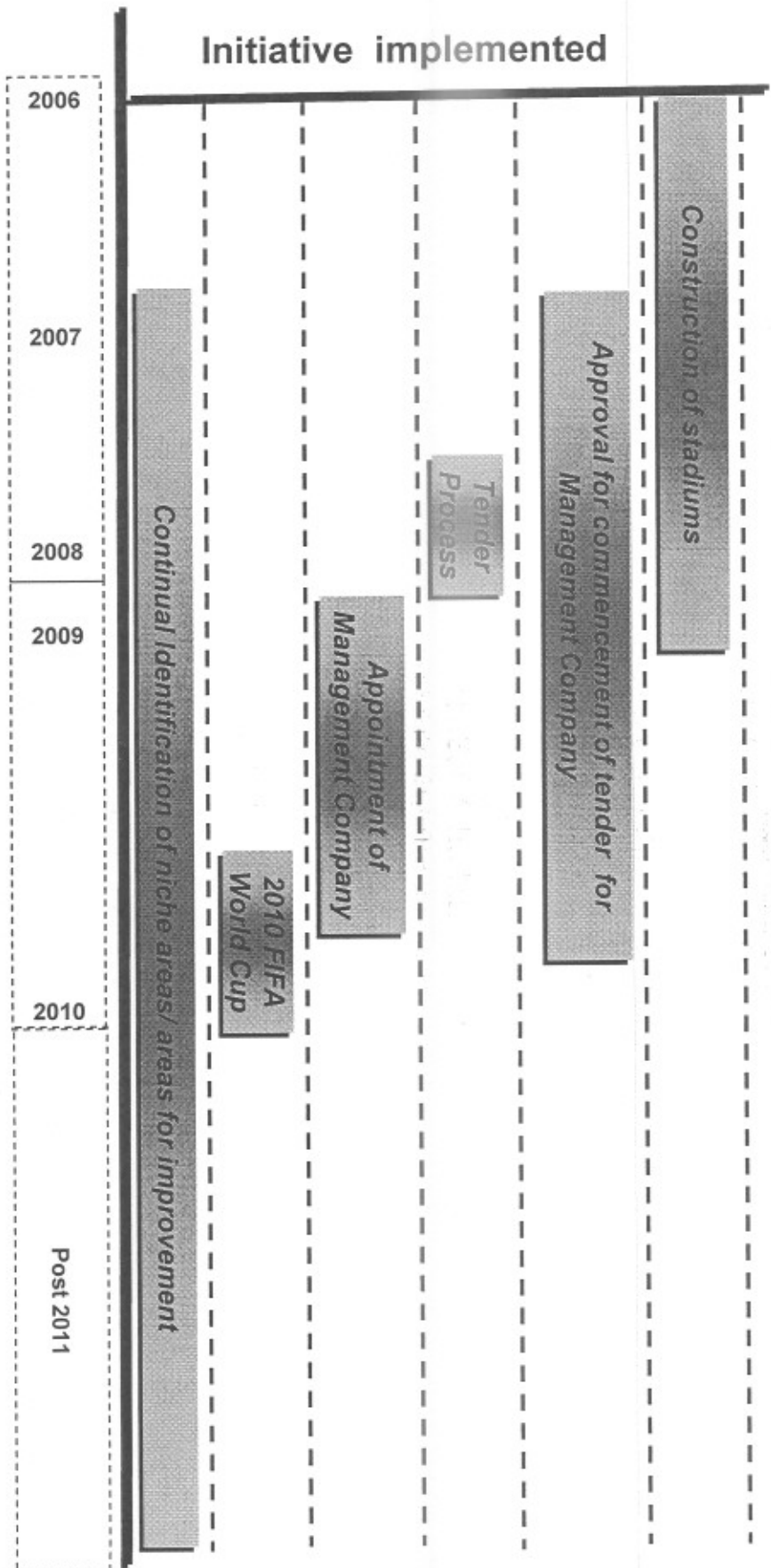
STRATEGY TO ENSURE STADIA MANAGEMENT

- On 29 November 2007 the Mayoral Committee resolved to tender for the services for the management of stadia on behalf of the City.
- Tender process opened on 12 February 2008 and closed on 01 April 2008, followed by the public participation process which also closed on 31 June 2008
- Tender review and adjudication process ensued and was finalized on 24 October 2008

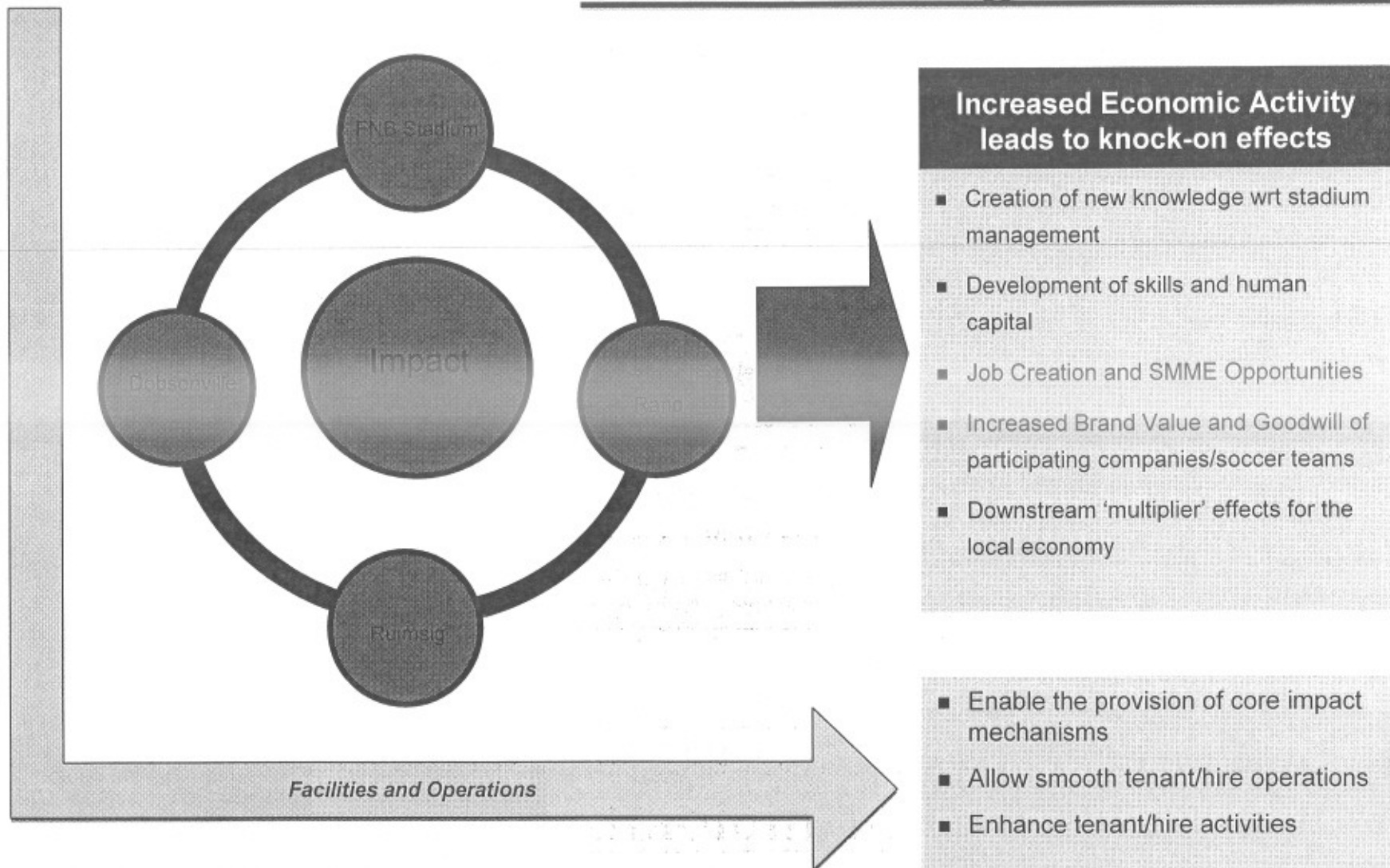
APPOINTMENT OF MANAGEMENT COMPANY

- In 2009, the Executive Adjudication Committee approved the appointment of Stadium Management SA Pty Ltd (NSSA) for management of the stadia namely FNB, Rand, Orlando and Dobsonville- Ten Year contract, signed January 2009. A full risk contract with a profit share for the CoJ and an employee's share trust.
- NSSA responsible for full Commercial and Operational management of the stadium including, but not limited to, naming rights, event sales, sponsorship and partner programs, marketing, suite and hospitality sales/rentals, catering, all costs associated with the above, utilities, and full maintenance program.

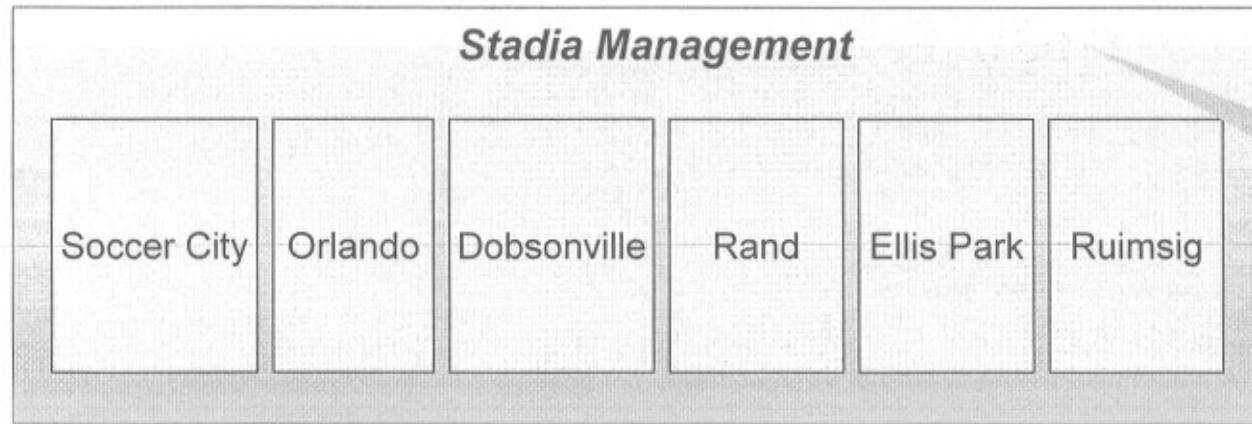
Initiative Timeline



Stadium Management Impact



Targeted Operations



Manage the stadia as multipurpose venues, hosting a range of different sporting and commercial events

Targeted Market:

- Local Football Clubs/ABSA Premiership
- PSL, SAFA, SARU, GLRU
- Wellness & Gym industry
- Rugby Matches
- Sports Academy related events
- Conference industry
- Concert industry
- Local Music Concerts
- Athletics
- Exhibitions
- Arts & culture industry
- Retail industry
- Rally organisers
- Community



Efficiency and effectiveness:
Full risk financial and operational solutions

Measurable Impacts: Financial Sustainability of Stadiums

Stadium Sustainability

STADIUM	CURRENT COMMITMENTS
	<ul style="list-style-type: none"> ▪ Abundance of parking space alone together with the opportunity to implement tiered ticket pricing made possible by the seating capacity will invite more local fans to attend soccer and rugby at the stadium
<p style="text-align: center;">FNB Stadium</p>	<ul style="list-style-type: none"> ▪ Soccer City Stadium is the venue of choice for events of national importance.
	<p>Contractual Commitments:</p> <ul style="list-style-type: none"> ▪ Negotiations entered into and contracts agreed upon with the clubs concerned and the Premier Soccer League (PSL), the South African Football Association (SAFA) and Stadium Management SA in respect of optimal utilization of the facility. ▪ FNB Stadium (Soccer City) will be hosting the prime of PSL prestigious cup competitions; such as, the Nedbank Cup and the Telkom Charity Cup and up to five ABSA premier ship soccer matches by Orlando Pirates FC and Kaizer Chiefs FC each. ▪ Two international music concerts are already in the cards for the venue. ▪ Negotiations are also afoot regarding the possibility of signing for the rugby national team to play at the stadium, though still at infancy stages. ▪ There is also the prospect of the Lions playing some Super Rugby and ABSA Currie Cup rugby at Soccer City and Orlando Stadium. Discussions are still open between stadium managers, the board of the Lions and Community Development.

Stadium Sustainability

STADIUM	CURRENT COMMITMENTS
	<ul style="list-style-type: none"> ■ The Super 14 Semi Final and Final matches played at Orlando Stadium were both sold out, a feat far beyond the expectation of all the stakeholders and organizers. ■ The two Super 14 games in the lead to the FIFA Soccer World Cup, as well as the recent rugby matches provided an ideal opportunity to not only to test the readiness of the stadia and the precinct but also to bring rugby in to the previously disadvantaged areas as one of the city's seven transformation codes.
<p>Orlando Stadium</p>	<ul style="list-style-type: none"> ■ Rugby matches to be hosted in Orlando may help broaden the understanding of the sport among the youth, attract a new supporter base as well as potential players who have not previously been exposed to the game at elite levels.
	<p>Contractual Commitments:</p> <ul style="list-style-type: none"> ■ Orlando Pirates FC remains the anchor tenant at Orlando Stadium. ■ It is envisaged that the GLRU will play some Currie Cup matches at Orlando Stadium ■ SA Rugby has shown interest in hosting Category C test rugby at Orlando Stadium ■ The Blue Bulls Company has indicated that they may want to play an annual match at Orlando Stadium
<p>Dobsonville Stadium</p>	<p>Contractual Commitments:</p> <ul style="list-style-type: none"> ■ Moroka Swallows FC remains the anchor tenant at Dobsonville Stadium.
<p>Ellis Park Stadium</p>	<p>Contractual Commitments:</p> <p>Currie Cup Rugby matches have been scheduled for 2010/11</p>

Stadium Sustainability

STADIUM	CURRENT COMMITMENTS
Ruimsig Stadium	<ul style="list-style-type: none">■ This was one of the FIFA Soccer World Cup training venues; a facility that is not as yet on a self sustaining management contract.■ It is currently managed by the department of Community Development: Sport and Recreation.■ The general upkeep, and repairs and maintenance costs borne by the department. However, given the fact that the facility was renovated for the world cup as a training venue, and also the concern about its usage after the world cup, the department has opened discussions with potential anchor tenants like the Monash University and Athletic South Africa (ASA) as the two entities who have indicated an interest on the facility.■ Ruimsig stadium is a world class athletic stadium which athletic SA needs to bid and attract international, national as well as local athletic events into. The department of Community Development intends entering into a similar arrangement as the other venues, i.e. self sustaining management agreement so as to off load this facility from the departmental budget but ensuring world class standard.

Current Commitments

COMMITTED ACTIVITIES FOR 2010/11						
Stadium	ABSA Premiership	PSL Competitions	Rugby Competitions	Music Festivals	Other	2011/12
FNB Stadium	10 matches	8 matches	1 match	2 international shows	14 matches (GLRU)	
Orlando	10 matches	3 – 4 Matches	1 match Blue Bulls 1 match Golden Lions	9.7%		
Dobsonville	10 matches by Moroka Swallows	3 – 4 Matches	-	-	-	
Rand	10 matches by Kaizer Chiefs	3 – 4 Matches	-	-	-	
Ellis Park	-	-	7 Currie Cup matches	-	-	
Ruimsig	-	-	-	-	-	

▪ **Further activities earmarked for all venues:**

- Local School Soccer Tournaments Finals
- Local School Rugby Tournaments Finals
- Wellness Centre & Gym
- Exhibitions and Conferences
- Open days to the community and Community related "small events"
- Athletics Tournaments
- Music Events and Gospel Music Events
- Arts & Culture Exhibitions & Events
- Church Events
- Rallies

Event Statistics

SUMMARY OF EVENTS TO DATE					
Stadium	2009		2010		2009 – 2010 (Aug. 08)
	Large Events Planned	Large Events to Date	Large Events Planned	Large Events to Date	Attendance
FNB Stadium	0	0	29	13	954274
Orlando	20	20	18	11	522970
Rand	14	14	29	13	41300
Dobsonville	10	10	17	10	103000
TOTAL	44	44	93	47	1621544