



SOUTH AFRICAN SPORT  
HALL OF FAME

Partnered by  vodacom



# Content

Historical Overview	03
Project Scope	03
Current Structure of the SASAHOF	05
National Roll Out Plan	06
Key Relationships	07
Project Mission	08
Project Business Drivers	08
Project Objectives	08
Estimated Schedule Range	09
Communication Plan	09
Quality Plan	10
Review Procedure	11



# SASAHOF Charter

## *Historical Overview*

The Hall of Fame dream began in 2001. The dream was to give every South African access to learn about their Sports stars, to educate them and give them an appreciation for what these people achieved and to inspire them to try to replicate them.

The dream was to build a tribute to the Sportsmen and Sportswomen who had made great contributions to South Africa and had helped South Africa achieve international recognition.

The principal was to honour the best of the best. Representing your country was not enough, you had to have made an outstanding contribution to your respective sport.

A site was identified in Knysna and the land owners were approached and the entire project started.

## *Project Scope:*

### ○ **Geographical Area**

- The Knysna River Reserve site was identified.
- Portion 45 of Farm No 191, Westford and a portion of the Remainder of Farm 488, in the Knysna District.
- It is a 257ha in extent and has water frontage.
- Anticipated development cost R200 million.

### ○ **Challenges Faced**

- Remoteness of the location makes construction costs high.
- Access to the site is via a one hour bus journey from the George Airport, making it difficult for patrons to access.
- Access to the site via air travel and coach makes it an expensive destination to reach.
- The entire Hall of Fame project is for the benefit of the Cape.

○ **Obstacles Overcome**

- After full and exceptionally thorough examination of the project and detailed deliberations at Committee Level as well as in Council, The Knysna Municipality took a decision to give its full support to the proposed project.
- The planning and permission granted by Western Cape Government was very slow in being granted.
- The Western Cape Government was slow to buy into the project and give its full support.
- The project, as a whole, with no amendments or reductions required, received a positive Record of Decision in terms of the Environmental Conservation Act from the Department of Environmental Affairs and Tourism in March 2006. There was an appeal by one individual and two organizations' against this decision. They appealed on specific and limited grounds. The ROD that was requested was curtailed and made the project economically unviable.
- In May 2007 the Knysna Municipality recommended to the Department of Environment Affairs and Development Planning the conditional approval of the project as a whole.
- On 12th February 2008 the MEC for Environmental Affairs and Development Planning took a decision to approve the project, but on an extremely limited basis. The approval restricted development to less than 50% of the floor space that had been applied for. It also prohibited the development of the highest value portions of the development, thus reducing the revenue that could be generated by the project by much more than 50%. At the same time it required the implementation of mitigation measures that had been proposed for the whole project, including two intersections on the N2.
- Immediately following this decision, on 15th February 2008, the Minister of Environmental Affairs and Tourism ruled on the appeal in terms that exactly reflected the MEC's decision.
- Papers were lodged with the High Court that the decision was flawed on two counts:-
  - Firstly, there are some technical errors, including the fact that two hotels have been approved when only one was applied for; and that the approval purports to approve a change in the Regional Structure Plan, whereas the category to which the plan is supposedly changed is, in fact, the category that was already in place before the decision was made.
  - Secondly, and much more importantly, the approval approves a project that has not been applied for and has not been assessed in terms of the environmental legislation. There is no possibility that the positive impacts



associated with the full project could be achieved with the approval that has been granted and there is no likelihood that the project would be financially sustainable.

- After a meeting with the Executive Mayor on 5<sup>th</sup> August 2008, the Mayor was formally asked to intervene and help explain to the MEC of Environmental Affairs and Developmental Planning that serious errors had been made.
- As can be witnessed this ongoing battle with the MEC of the Western Cape was still on going in late 2008.
- **Government Suggestions**
  - The project would cost in excess of R1 billion and create in excess of 900 new jobs.
  - This is a national asset.
  - Representation around the country where possible and viable.

### ***Current Structure of the South African Sport and Arts Hall of Fame:***

The original concept was revisited and refined, after seeking expert opinion and advice from industry experts.

It was decided:-

- The **Arts** need to be included (South Africans have made a significant contribution to all forms of the Arts and this needs to be recognized).
- We need to have **geographical** representation.
- **Gauteng** was chosen as the first additional province. This is owing to the size and density of the population.
- The **Knysna** project is going ahead but the Sports component has been scaled back and will focus primarily on water based sports.

The South African Sport and Arts Hall of Fame comprises of two separate legal entities:-

- **SASAHOF Foundation (South African Sport and Arts Hall of Fame Foundation)**
  - This is a Section 21 Company not for gain. It is the facilitator to give something back to South Africa and its people.

- It will have a fund which will invest or help potential future Hall of Famers achieve their destinies.
- This entity has full backing of **SASCOC** (South African Sports Confederation and Olympic Committee). They will actively promote all 80 recognized sports codes in South Africa.
- This foundation will have a selection committee to decide who is inducted into the HOF and who is worthy of a bursary.

➤ **SASAHOF Foundation for the People's benefit**

- General public participation.
  - Talent identification programs.
  - Coaching and mentorship programs in Townships.
  - Pay participation costs of disadvantaged athletes.
  - Scholarships for potential Hall of Famers.
  - Bursaries and tuition costs for potential Hall of Famers.
  - Training and mentorships for potential Hall of Famers.
  - Training and mentorship for coaches of Hall of Famers.
  - Coaching and mentorship of school, college and university teams.
  - Representative of the entire population.
  - Beneficial to the people of the South Africa.
- **SASAHOF (South African Sport and Arts Hall of Fame)**
    - This comprises of a stadium, auditorium, sports fields, retail space, restaurants, accommodation lodges, admin building and museum.

***National Roll Out Plan:***

Following the advice received at our previous visit to the Parliamentary Sports Committee it was decided to try to grow the Hall of Fame concept so that has representation in all 9 provinces, where feasible and economically viable.



In a re-rationalization of the original concept it was decided that the first National rollout had to be erected in Gauteng, we have two possibilities:-

#### *Serengeti Golf and Wildlife Estate*

- Serengeti Golf and Wildlife Estate, Ekurhuleni Metropolitan Municipality.
- 10 Minutes north of OR Tambo International Airport.
- Established 27 Hole Jack Nicklaus Golf Estate.
- All track, field and team sports supported here.
- This is a pure commercial model with cash flow forecasts etc. It is the business and an income producing asset.

#### *Soccer City Precinct Orlando Soweto*

- Within the Soccer City Stadium complex.
- Internationally known and acclaimed sporting venue.
- Close proximity to the Apartheid Museum.
- Close proximity to the Hector Pieterse Museum.
- Close proximity to Soweto.
- Easy access from Johannesburg.
- Existing infrastructure.
- Proposed rugby museum, soccer museum and Football 2010 museum planned for within the stadium, by the City of Johannesburg.
- We can partner with other stake holders in the precinct and share facilities i.e. stadiums, fields etc. This will greatly reduce construction costs.

#### *Key Relationships:*

- **SASCOC (South African Sports Confederation and Olympic Committee)** – Memorandum of Agreement
- **Ekurhuleni Metropolitan Municipality** – 100 Day Development Program for Albertina Sisulu Corridor
- **Parliamentary Sports Committee** – letter of support from Butana Khompela

- **AKH (African Kingdom Holdings)** – Owner and developer of Serengeti Golf and Wildlife Estate.
- **COJ (City of Johannesburg)** – Letter of intent.

### ***Project Mission:***

- To create a lasting ***legacy*** to great South African's where current potential Hall of Famers can show case their skills and talent.
- To ***honour*** individuals in Sport and Art who have made an outstanding contribution to their sport or to the Arts.
- To ***educate*** the public regarding the origin, development and growth of Sport and Art as a major part of South African culture.
- To ***promote*** the positive values of Sport and Art on society.
- To ***preserve*** Sport and Arts historical documents and artifacts.

### ***Project Business Drivers:***

- To design and build a state of the art, Sport and Arts themed destination.
- To honour past greats of Sport and stars of Arts in an enshrinement museum, where the general public can come and pay tribute to their memories and to educate themselves as to what these great South Africans achieved.
- To provide a modern sport facility, accommodating all sports types making up SASCOC's membership which can be used to host national sports events.
- To provide a state of the art platform for current artists to perform for the general public.
- To create the Hall of Fame at Serengeti Golf and Wildlife Estate, a mere 10 minutes from OR Tambo Airport.

### ***Project Objectives:***

- Give all South African's access to its proud Sporting and Arts heritage.
- To design and build a Sport and Art museum.





- To create a venue where national sports events can be held on an annual basis or rotation basis.
- These facilities will accommodate both indoor and outdoor Sport and Art events.
- To build a state of the art stage with in the stadium which can hold and promote a variety of Arts related productions.
- To establish the Hall of Fame as a national South African brand.
- To allow South Africans to become a part of the legacy and become a part of the Hall of Fame.
- To create a tourist destination for guest to South Africa to learn about our rich sport and cultural history.

### ***Estimated Schedule Range:***

<i>Initiation Phase</i>	<b>(30 June 2010)</b>
<i>Planning Phase</i>	<b>(1 July 2010 – 31 December 2010)</b>
<i>Execution Phase</i>	<b>(1 January 2010 – 31 December 2011)</b>
<i>Closure Phase</i>	<b>(1 January 2012 – 31 March 2012)</b>

### ***Communication Plan***

The following plan will be used to communicate the project processes and status during the execution of the project.

<b>Stakeholder</b>	<b>Communication</b>	<b>Frequency</b>
Board	Minutes of Board meetings	Monthly
Shareholders	Progress report	Monthly
Strategic Partners	Progress report	Weekly
Project team	Status report	Daily, Weekly and monthly

The Board of Directors will meet on a monthly basis and receive formal feedback on the project from the Project Management Team.

The Project management team will communicate on a daily basis and meet on a weekly basis.

Formalized Progress Reports will be designed and distributed to relevant participants on a weekly/monthly basis.

A formal Project Plan will be designed and used as a daily management tool to manage the project.

Any material changes to the plan will be discussed by the project team and explained to the board. A formal Change request will be submitted and signed off. This will explain the deviation and update all relevant bottlenecks, impacts on phases and set backs on time lines.

### ***Quality Plan***

A quality plan will be designed and implemented. This Plan is designed for an independent review person/persons to sign off on a deliverable once the project team has signed it off as complete.

The purpose of this plan is to ensure that the highest standards of excellence are maintained. This Quality Plan sign off will rank the deliverable according to its standard of performance i.e. meets standard, exceeds standard, areas for improvement.

The Project Plan will very clearly define each major task and the deliverables required to achieve that task. This will be the criteria against which the project plan is measured. Various control techniques will be employed during the Quality assessment. These will include standard checklists, peer reviews, professional opinions etc.

This document will be used by the Project team to manage outsourced projects i.e. building of stadium etc. It will be included in the monthly reporting pack to the Board for sign off.



### ***Review Procedure***

The Project Plan and Quality Plan will clearly explain each major task and set the review procedure for each sign off.

Reviewer / Stakeholder	1 <sup>st</sup>	Final	Release
(Group or Individual Name(s))	<input checked="" type="checkbox"/>		
(Group or Individual Name(s))		<input checked="" type="checkbox"/>	
(Stakeholder(s) Name(s))		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

