



2010 FIFA World Cup
Organising Committee
South Africa

Football Turfs
Legacy Programme



**Foreword from
Dr Danny Jordaan**

*Chief Executive Officer of
the 2010 FIFA World Cup
Organising Committee
South Africa*

The 2010 World Cup was the biggest sporting event that has ever been hosted in South Africa and on the African Continent. As South Africans we can be proud that we presented the World with a World Class African event which will be treasured in the memories of the football fraternity for many years to come. Credit must be given to all the hardworking people in the Organising Committee, the Host Cities, Government, under the leadership of our successive Presidents, who made a tremendous contribution to the success of the FWC and above all the people of South Africa whose enthusiasm and spirit of generosity made the event the fantastic experience it was. Never in the history of South Africa have we seen such a display of national spirit and unity in our country.

But this World Cup could not have come and gone without leaving sound legacies to our people and specifically to the football players of our country. And today, we are proud to unveil the most tangible legacy that we will be handing over to the football players and administrators. Today we hand over a football turf that is fully compliant with the quality standards as prescribed by FIFA. Today we hand over a facility that must be owned, protected and cared for by the community. Today we announce that we are firmly on track to deliver the initial 27 Football Turfs having successfully completed the first 6 facilities (Paballelo Stadium-Upington; Holy Family School-Mogwase; Somerset East; Qedilizwe Secondary School-Evaton North; Libangeni Stadium-Syabuswa and Jane Furse). The realization of 52 football turfs, one in each of the SAFA regions is approaching.

This project of the Organising Committee has laid the foundation to systematically improve conditions at the local level with a special emphasis on the rural areas. As we hand over the first completed facility to the community, we are delighted with the reception the quality football turfs are receiving. This reception gives credence to the belief of the National Lotteries Board Chairperson, Prof. Nevhutanda, when he says "these sport fields will continue to provide a safe and nurturing environment for our youth to grow and develop". We remain indebted to the generous contribution of the National Lottery Distribution Trust Fund. The Football (artificial) turfs changed the landscape at the identified sites and through the collaboration of others will contribute to improved social conditions at all the sites. Computer training, life skills programme have been introduced through this collaboration and we take the opportunity to thank the FSSA (Foundation for a Safe South Africa), Microsoft-SA, Torque-IT and the Kelly Group for their wisdom to join hands in our quest to make a difference in these communities.

As we thank the National Lotteries Board, we wish to make a call on the corporate sector to follow the example of the NLB by funding initiatives that seeks to level the playing fields. The "Beautiful Game" galvanized our nation, showcased our country to the world and highlighted our passion. The time has come for us to honour the foot soldiers, the millions of footballers on the ground. These quality football turfs are our way of saying Thank You for their unselfish contribution.



The South African Football Association expresses its gratitude to the Legacy team under the direction of the visionary Dr. Jordaan. The dream to install football facilities at each of the 52 SAFA regional affiliates is taking shape. The contribution of R170.1m by the National Lotteries Board has given this dream the legs that the football fraternity requires to truly develop the game of football at all levels. We once again take this opportunity to express our heartfelt thanks and gratitude to the National lotteries Board and the 2010 FIFA World Cup South Africa Organising Committee for seeing the long term benefits through the installation of football turfs.

The newly installed football turfs at the first 6 sites have had a remarkable impact within SAFA. All the affiliates are clamouring for a quality football turf. The appetite for football increased almost immediately. With the broad acclaim of a successful world cup behind us, noting the 9/10 announcement by the FIFA President, we have to continue the positive momentum that the world cup left behind. These quality football turfs provide the platform for meaningful football development and are the vehicle for community development through football.

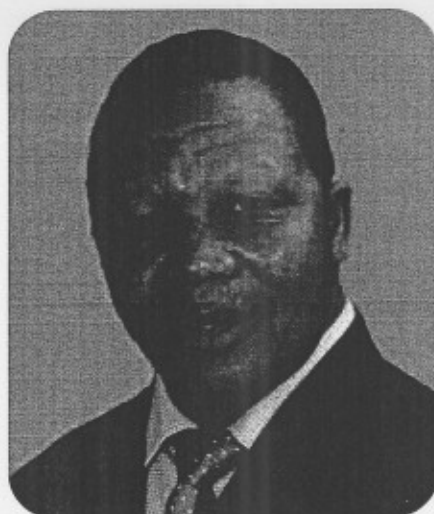
We now call on the football fraternity to embrace the football turfs as their new homes, to ensure that it is properly maintained and protected. Further that these

**Message from
Mr Kirsten Nematandani**

*President of the
South African Football
Association (SAFA)*

turfs unite the local football community to promote quality football leagues and entrench youth and women development. These turfs also provide the platform for civil society and government to engage fully for the benefit of all. We as SAFA are now the proud beneficiaries of quality football turfs.

I want to conclude by expressing our joy as we receive the gift of completed football turfs knowing that football is being developed where it matters most, amongst the poorest of the poor. We have the talent, now we have the support and must build on it. Our thanks goes to all the role players that contributed to the successful completion of the turfs, particularly the affected government departments, municipalities, the SAFA members and particularly the NLB, the Organising Committee and their associate contributors.



**Message from
Professor Alfred Nevhutanda**

*Chairperson of the
National Lotteries Board*

At the outset, we must thank the lottery playing public for making this project possible. It is through their contribution, by playing the lottery, that the National Lottery Distribution Trust Fund is able to make large grants to such worthy causes as this.

We would also like to take this opportunity to thank the Distributing Agencies who toil tirelessly to adjudicate applications and make grants. This event here today is in recognition of their hard work.

We are proud to announce that since the inception of the lottery in 2000, over R13 billion has been raised for good causes and R7 billion of this has already been disbursed to good causes – this amount includes over R2 billion to the Sport and Recreation sector. This 2010 Legacy Project alone has been allocated R170 million and will be utilised for 27 astroturf facilities – 3 in each of the 9 provinces of South Africa.

What we are witnessing here today is particularly important because of its developmental nature and its national significance. It is aptly named the 'legacy' project because when all the hype and euphoria of the 2010 World Cup has died down, these sports fields will continue to provide a safe and nurturing environment for our youth to grow and develop. The project will run over 3 years and the grant would be paid in multiple payments on the successful completion of each phase of the 2010 Legacy Project. One site in each of the nine

provinces has been identified by officials from SAFA, local authorities and provincial sports departments. Once the projects are completed, they will be available to clubs in the identified areas.

The legacy can only live on if these facilities that are being funded by proceeds from the National Lottery are used to their maximum potential by the communities. SAFA, local authorities and the provinces have to play a role in technical support, the maintenance and the upkeep of these facilities. The communities will have to take ownership and look after the facilities in order to reap the maximum benefit that the facilities can offer to our aspiring sportsmen and women.

Sport has always been a galvanizing force, bringing people together and we are particularly proud that the NLDTF and all South Africans who play the National Lottery are able to make such a significant contribution to the legacy to be left after the 2010 World Cup. In this regard, I would also like to congratulate SAFA for the excellent work they are doing in the communities.

I also want to thank Dr. Danny Jordaan and his team who are involved in this historic project for their commitment and dedication and, on behalf of the National Lotteries Board, the Lottery Operator and the Distributing Agencies to wish them well and Godspeed.

Introduction

Football is the most popular and widely played sport in South Africa. It is played across the nation by people from all walks of life, from the wealthy to the poorest of the poor. The fans are as passionate as any – supporting both their local favourites and the national team with pride and loyalty.

"One of the cruellest legacies of apartheid is its distortion of sport and recreation in our society, the enforced segregation of these activities and the gross neglect in providing facilities for the majority of South Africa's people. This has denied millions of people and particularly our youth the right to a normal and a happy life."

RDP Policy Framework.

The 2010 FIFA World Cup South Africa™ was an unprecedented opportunity to reverse this legacy. It was the occasion to establish the much needed infrastructure that will facilitate the growth and development of South African football. The potential exists – the World Cup was merely the catalyst to release this potential and ensure that South African football only goes from strength to strength. In this brochure you will read about one of the most important and comprehensive legacy programmes for 2010 – an infrastructure project aimed at both football and community development.

– *The Football Turf Legacy Project*

What is Football Turf?

Artificial turf has been around for decades – but only recently, since manufacturers first developed surfaces tailored specifically to the needs of football, has it been a truly viable surface for football matches. The concept behind most present-day systems is based on a surface with long, grass-like fibers filled with sand and rubber particles.

The Football Turf Legacy Project

The Football Turf Legacy Project is an initiative of the 2010 FIFA World Cup Organising Committee South Africa (OC). The project involves the construction of community football centres around specialised turf fields.



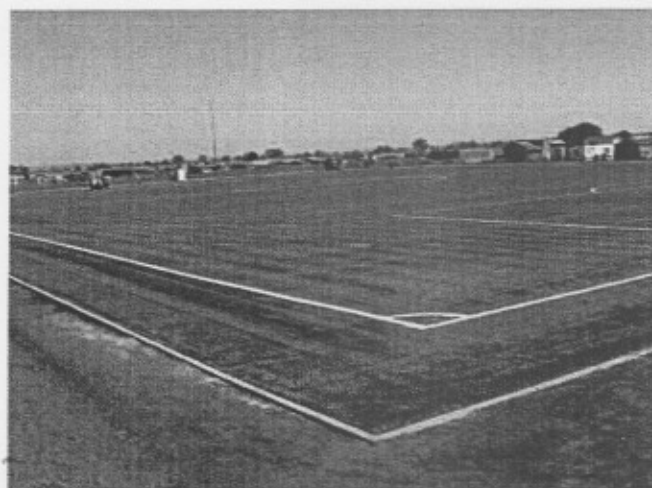
Parabello - Before



Parabello - After



Qedilizwe Secondary School - Before



Qedilizwe Secondary School - After

The project aims to give marginalised communities access to quality, FIFA certified turfs whilst at the same time building the centres into meaningful hubs of social development. Paramount to this is each project's ability to positively impact health, education and prevailing social ills in the local community.

Partnerships with the local municipalities and the South African Football Association structure will be established to ensure the future sustainability of all facilities. In addition, partnerships with NGOs have been formed to reinforce the social programmes.

There are 27 projects (or centres) planned for the initial stage, but the intention is to expand this to all 52 of the South African Football Association's regions.

Each centre will be the football home of a community and will have various components:

The Infrastructure

A FIFA certified and tested turf will be constructed. Alongside the turf there will be a clubhouse, which will include offices, a meeting room, change rooms, ablution facilities and a computer room. Efforts will be made to provide fencing and training lights.

Football Turf Maintenance and Management

Although it is easy and cost-effective to maintain the turf, effort is still required to ensure that the facilities provide a quality football environment.

There will be permanent staff employed to look after the facilities and FIFA has committed to provide the necessary training for the proper management and maintenance of the Football Turfs.

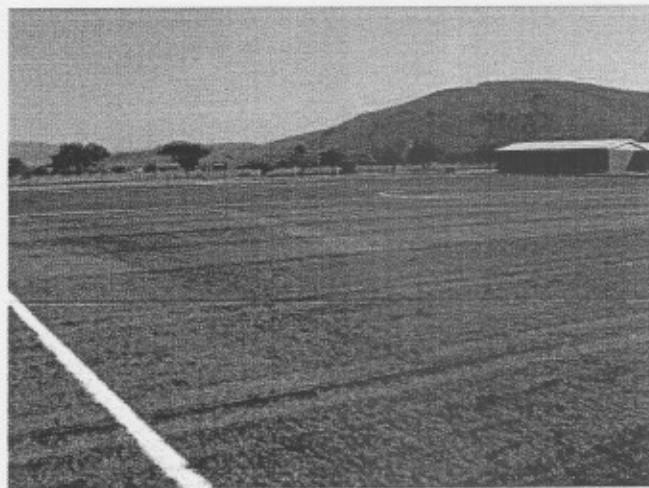
Football Development Programme

Sustainable football development programmes for males and females will be introduced at all the centres. This will include the development of the youth, players, coaches, referees and administrators.

Wherever possible these programmes will include both local and international institutions to ensure that South African football is kept abreast with the latest thinking in the game.



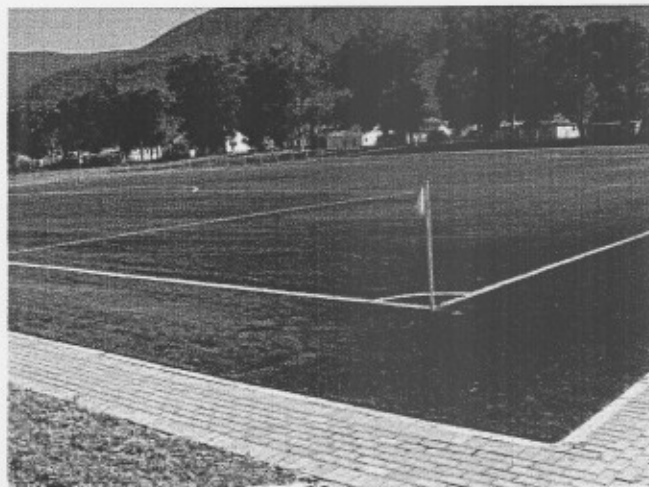
Mogwase - Before



Mogwase - After



Somerset East - Before



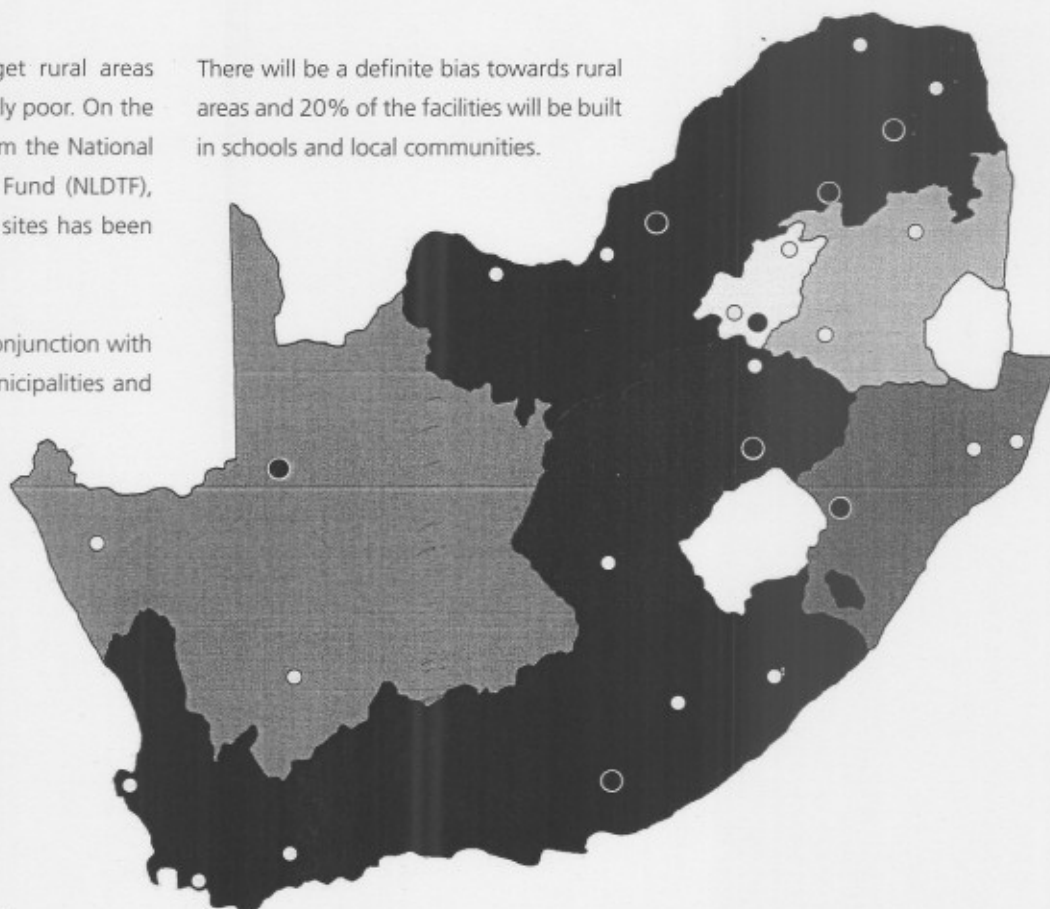
Somerset East - After

Target Areas

The programme will target rural areas where facilities are currently poor. On the back of initial funding from the National Lottery Distribution Trust Fund (NLDTF), the first round of project sites has been identified.

All sites are identified in conjunction with SAFA structures, local municipalities and local communities.

There will be a definite bias towards rural areas and 20% of the facilities will be built in schools and local communities.



PROVINCE	○ PHASE I	● PHASE II
Eastern Cape	Cacadu - Blue Crane Somerset East	Queenstown Mount Ayliff
Free State	Phutaditjaba Bluegumbosch	Edenburg Kroonstad
Gauteng	Evaton North Qedilizwe School	Bronkhorstspuit Isiqalo Primary School, Westonarea
KwaZulu-Natal	Umzimkhulu	Msinga (tbc) Hluhluwe (tbc)
Limpopo	Sekhukhune - Jane Furse	Makhado Greater Tzaneen Rural-Burgersdorp
Mpumalanga	Siyabuswa - Libangeni Stadium	Volksrust Numbi-Nyongane
Northern Cape	Khara Hais - Upington	Springbok-Bergsig Britstown
North West	Moses Kotane Municipality - Holy Family School	Ganyesa Mafikeng
Western Cape		Beaufort West Breedevalley Helderberg

Youth Development Programme

Using football as the vehicle or catalyst, the centres will target the social development of the community youth. This will include after-school activities such as computer-based educational programmes, life-skills, leadership training, HIV/AIDS talks and anti-crime initiatives. The intention will be to absorb the youth into the football community and help them realise their full potential.

Small, Medium and Micro Enterprise Programmes

As part of building a community around the football centres, the facilities will encourage small community businesses to set up around the facilities.

The OC is already in negotiation to supply containers for these potential community enterprises.

Green Goal 2010 Initiatives

Green Goal 2010 was the official 2010 FIFA World Cup™ greening programme that aimed to make the event as environmentally friendly as possible.

The programme incorporated sustainable development principles into every aspect of the event. Each of the centres will support Green Goal 2010. It is planned that solar panels and rain water tanks will be installed at all of the centres.

In addition, the centres will support the community tree planting initiatives.

Management

The management of the centres will include both the management of the turf and the management of all the activities around the turf.

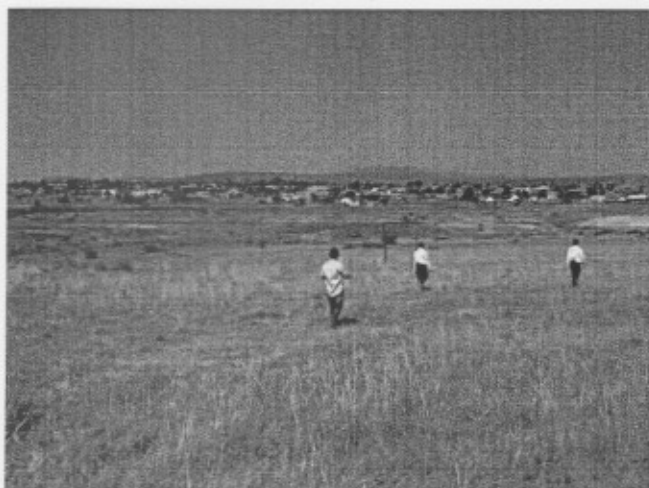
In order to ensure sustained management of the facilities, it will be necessary to work with both community leadership and local government entities. The long term funding of this management is essential to the success of the project.



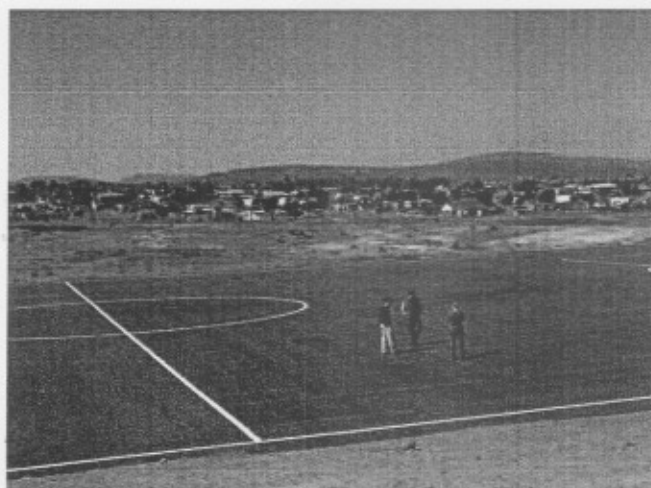
Syabuswa, Libangeni Stadium - Before



Syabuswa, Libangeni Stadium - After



Jane Furse - Before



Jane Furse - After