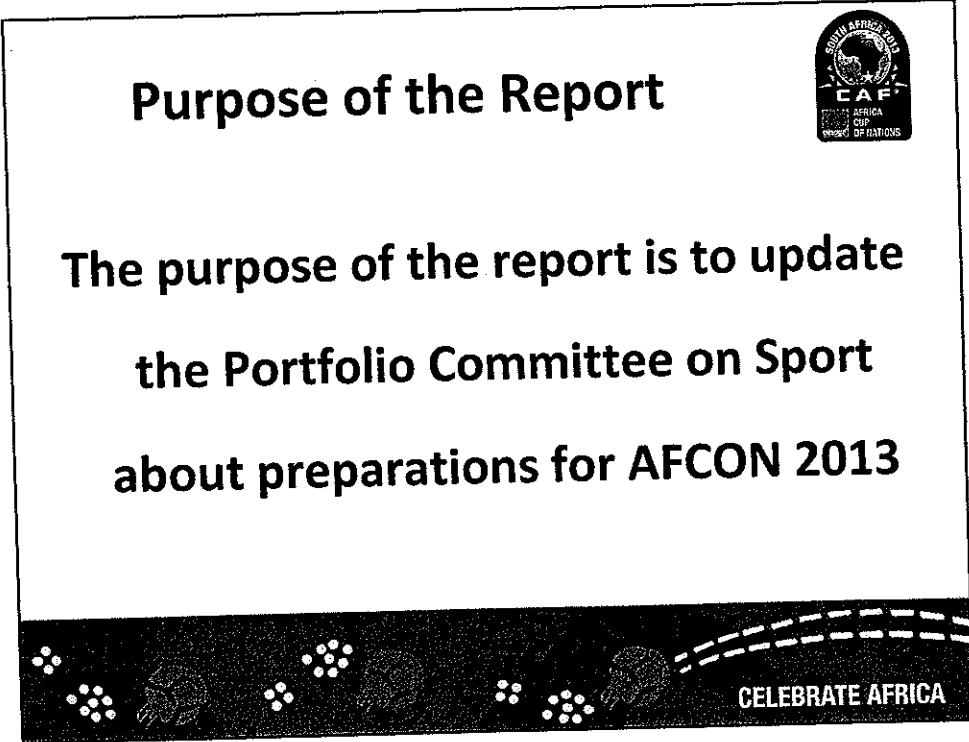
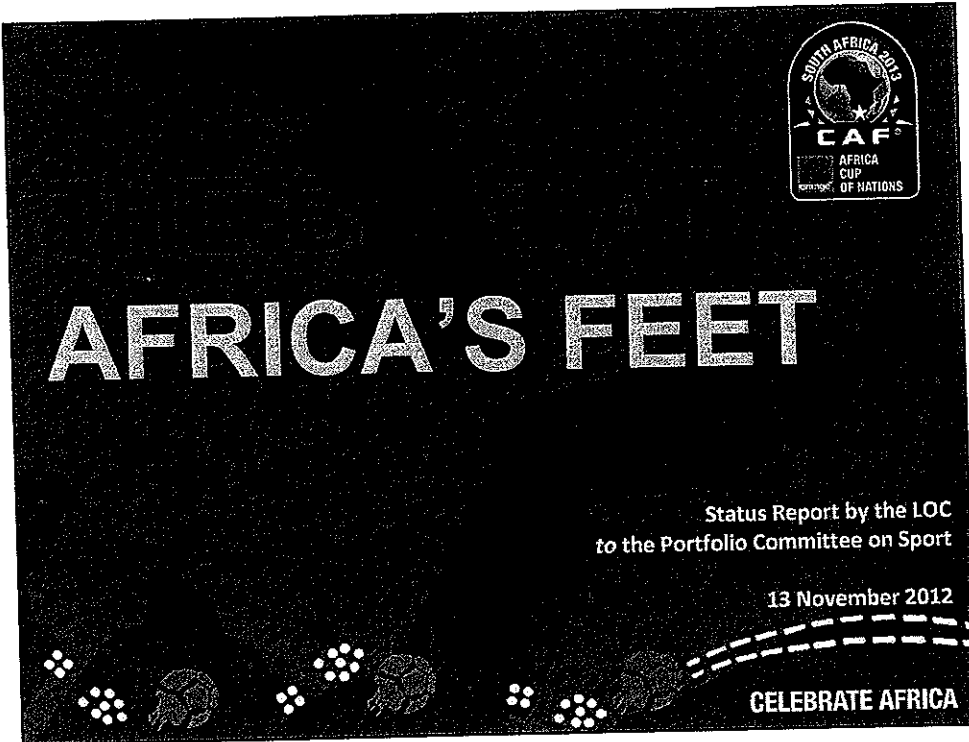


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12



LOC Objectives



- Deliver seamless high quality event(s) South Africa is accustomed to.
- Reposition positively SAFA locally and in African football
- Get the Nation and Continent behind the events
- Enhance the Football Brand in Africa in general and South Africa in particular
- Create a platform to enhance brand SOUTH AFRICA on the continent
- Deliver net profits for SAFA

CELEBRATE AFRICA

Critical Success Factors



- FULL STADIUMS! FULL STADIUMS! FULL STADIUMS!
- Performance of and public support for Bafana Bafana leading to 2013/2014 and during AFCON/CHAN
- Flexible and appropriate OAA – CAF agreement
- Efficient coordination between LOC and Government in all sectors and across all spheres
- Governments total support and commitment
- Integrity, corporate governance and transparency
- Football stakeholders and institutions acting in unison
- LOC being seen to be and act as distinct persona
- Support of corporate South Africa

CELEBRATE AFRICA

Legacy for SAFA



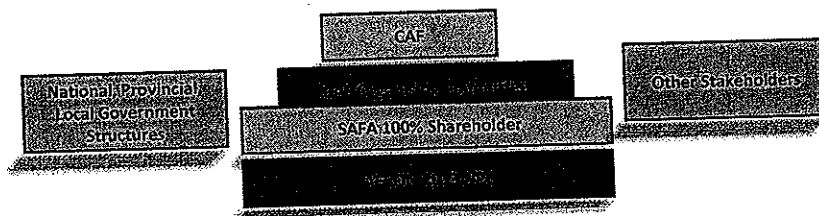
- Create a bridge and communication platform for local football stakeholders
- Opportunity to rebrand SAFA
- Opportunity to build capacity and expertise at various levels of football
- Targeted and continuous communication to SAFA Provinces, Regions, special member and associate members (SAFA structures) on AFCON and CHAN
- Create areas of involvement by SAFA structures
- Create direct benefit for SAFA structures
- Physical resources
- Event management and other software
- Ticketing system

CELEBRATE AFRICA

Governance



- CAN List of Requirements per CAF (LoR)
- Commercial Regulations
- Africa Cup of Nations Regulations
- Other CAF Directives
- Technical Annexure
- Host City Agreement, Stadium Use Agreement, Roles and Responsibility Matrix



CELEBRATE AFRICA

Board Members



- Adv. Chief Mwelo Nonkonyana (Chairperson)
- Mr. Mvuzo Mbebe (CEO)
- Hon. Minister Fikile Mbalula
- Hon. Minister Richard Baloyi
- Hon. Minister Dina Pule
- Hon. Minister Aaron Motsoaledi
- Hon. Minister Nathi Mthethwa
- Hon. Minister Nosiviwe Mapisa-Nqakula
- Hon. Minister Marthinus Van Schalkwyk
- Hon. Deputy Minister Nhlanhla Nene
- Hon. Minister Naledi Pandor
- Mr. Kirsten Nematandani
- Mr. Mandia Mazibuko
- Dr. Irvin Khoza
- Dr. Danny Jordaan
- Dr. Molefi Oliphant
- Mr. Andile Ndengezi
- Mr. Poobalan Govindasamy
- Ms Nomsa Mahlangu
- Mr. Lucas Nhlapo
- Mr. Alpha Mchunu
- Mr. Elvis Shishana
- Dr. Robin Petersen
- Mr. Gideon Sam
- Mr. Zwelinzima Vavi
- Mr. Happy Ntshingila
- Ms Itumeleng Dlamini
- Mr. Hlaudi Motsoeneng
- Ms Nolitha Fakude

CELEBRATE AFRICA

Board Committees



- The Board appointed the following committees and chairpersons to enhance good corporate governance
 - Executive Committee *Adv Mwelo Nonkonyana ✓*
 - Host City Forum *Hon Minister Richard Baloyi*
 - Finance and Procurement Committee *Hon Deputy Minister Nhlanhla Nene*
 - Audit and Risk Committee *Mr Lucas Nhlapo*
 - Human Resources & Remuneration Committee *Ms Itumeleng Dlamini*
 - Marketing and Communications Committee *Dr Danny Jordaan*

CELEBRATE AFRICA

AFCON SUMMARY BUDGET



Income

Government grants
Sponsorships
CAF funding
Commercial
TOTAL INCOME

205,043,200
15,500,000
52,080,000
62,578,680
335,201,880

Expenditure

Remuneration
Operating expenses
Events
Admin expenses
Travel and Accommodation

Capital Expenditure
Total Admin Expenses
TOTAL EXPENSES

38,598,562
224,433,216
45,000,000
3,544,839
22,415,104
333,991,721
676,000
333,991,721
334,667,721

534,139

Surplus

CELEBRATE AFRICA

CAF CONTRIBUTIONS



Document	Reg No	Description	% Value	Guaranteed Amount in Rand Value
Regulations	94:5	TV & Broadcast Rights and publicity 40% Pool (all participating countries) 20% Host (South Africa) 20% CAF 20% Technical Development Fund	20%	R44 000 000,00 (6,2USD)

CELEBRATE AFRICA

LOC PROJECTED REVENUE



Document	Description	% Value	Rand Value Target
	Ticketing Revenue • 25% Host Cities • 75% LOC	50%	R17m
	CAF has ceded Merchandise, Commercial Hospitality and Food and Beverages to the LOC	80%	R7m
	Commercial Agreement (National Partners, Branded Licensees)	65%	R8m (V1K)

CELEBRATE AFRICA

COORDINATION WITH GOVERNMENT



- LOC-Government Technical Committee established
- Host City / Province Forum is in place
- All Government departments with AFCON 2013 responsibilities have developed operational plans
- At least 5 Departments have signed Guarantees
- Outstanding Government Guarantees are expected by 20 November 2012

CELEBRATE AFRICA

Ticket Phases and Prices



- Phase 1 public ticket sales – 26 September
- Phase 2 public ticket sales – 25 October to 20 December
- Ticket fulfillment commencement – 1 December
- Phase 3 ticket sales – 22 December to end of tournament

CELEBRATE AFRICA

Ticketing



- CAF has approved the ticket prices and the public's response has been positive regarding ticket prices.
- Host Cities have commenced with targeted mobilisation now that they know which teams they will be hosting
- SA Tourism are being engaged to offer travel packages for foreigners and South Africans
- Tickets are on sale at selected SUPERSPAR outlets throughout South Africa, via the call centre as well as on line worldwide – via multi-portal systems
 - Commercial Affiliates have been able to place their orders from 1 September 2012
 - LOC ticket activation programs are ongoing
 - Public purchases opened on 26 September 2012
 - Selected Spar outlets
 - Call centre number is 087 9803000
 - Website – www.afcon2013.egtickets.com



CELEBRATE AFRICA

HOSIPTALITY PROM



- | | |
|-------------------------------|-----------|
| ➤ Opening Ceremony and Games: | R2 995.00 |
| ➤ Group Games: | R1 495.00 |
| ➤ Quarter Finals: | R1 795.00 |
| ➤ Semi Finals: | R1 995.00 |
| ➤ Closing Ceremony and Game: | R2 995.00 |

CELEBRATE AFRICA

HOSIPTALITY PROM



- | | |
|-------------------------------|-----------|
| ➤ Opening Ceremony and Games: | R2 995.00 |
| ➤ Group Games: | R1 495.00 |
| ➤ Quarter Finals: | R1 795.00 |
| ➤ Semi Finals: | R1 995.00 |
| ➤ Closing Ceremony and Game: | R2 995.00 |

CELEBRATE AFRICA

Human Resources Cont....



- 62 staff members at HQ and provincial structures have been appointed.
- 142 Interns will be placed altogether – 27 per Host City + the other 34 to be shared between HQ and Soccer City
- SRSA is facilitating secondment / deployment of personnel from various government departments
- State Security Agency has seconded Accreditation Managers for HQ and each Venue
- Government departments, Host Cities and Provinces and LOC Managers have been requested to jointly identify more opportunities for secondments or deployments
- Support being received from CATHSETTA AND SASSETA

CELEBRATE AFRICA

PROCUREMENT



- The procurement policy was approved by the LOC Board
- Policy complies with legislative and regulatory framework on BBBE – Minimum Level 3 Contributor
- LOC issued Request for Information in the Sunday Newspapers inviting potential Service Providers to register on its GOODS AND SERVICES database.
- The registration was opened from 3 June to 12 July 2012
- 2402 potential suppliers submitted their registration documents.
- 2401 were registered as they complied with the LOC's stipulated requirements
- Procurement of AFCON goods and services by Host Cities will be based on provisions of the MFMA as confirmed through the National Treasury Directive.

CELEBRATE AFRICA

PROCUREMENT



- Bid evaluation and adjudication Committees will be convened and chaired by Municipal Managers
- LOC functional managers will be invited to serve in the said committees to provide advisory and event oversight function
- The following goods and services will be affected by this process
 - Security
 - Volunteers
 - Branding

CELEBRATE AFRICA

Tournament Operations



CELEBRATE AFRICA



2013 AFCON VENUES



Group	Match Venue	VSTSH	VSTS	CAF Hotel
A. South Africa 1. Cape Verde 2. Angola 3. Morocco	Moses Mabhida	1. Elangeni Southern Sun 2. Protea Garden Umhlanga 3. Garden Court Umhlanga 4. North Beach Garden Court	1. King Zwelithini Stadium 2. Sugar Ray Xulu Stadium 3. Princess Magogo Stadium 4. Chatsworth Stadium	Sun Coast
B. Ghana 1. Mali 2. Niger 3. DRC Congo	Nelson Mandela Bay	1. Kings Beach Garden Court 2. Marine Hotel 3. Paxton Hotel 4. Brooks Hills Suites	1. NMB Soccer Fields 2. Westbourne Oval 3. Gekvendale Stadium 4. Zwide Stadium	Radisson Blu
C. Zambia 1. Nigeria 2. Burkina Faso 3. Ethiopia	Mbombela	1. Protea Hotel Winkler 2. Protea Nelspruit 3. Ingwenyama Lodge 4. Mercure Hotel	1. Kabokweni Stadium 2. Kanyamazane Stadium 3. Ingwenyama Lodge 4. Nelspruit Rugby Club	Emhotweni Sun
D. Ivory Coast 1. Tunisia 2. Algeria 3. Togo	Royal Bafokeng	1. Kwa Maritane Lodge 2. Ivory Tree Lodge 3. Hunters Rest 4. Kadar Lodge Hotel	1. Mogwase Stadium 2. Moruleng Stadium 3. Olympia Park Stadium 4. Bafokeng Sports Campus	Cascade Hotel

CONFEDERATION AFRICAINE DE FOOTBALL

The 29th Orange Africa Cup of Nations, SOUTH AFRICA 2013
La 29^{ème} Coupe d'Afrique des Nations Orange, AFRIQUE DU SUD 2013
19.01.2013 - 10.02.2013



Group	Match	Day	Time	Venue	TV
Group A	South Africa vs Cape Verde	19.01.2013	19h00	Moses Mabhida	SuperSport
	South Africa vs Angola	21.01.2013	19h00	Moses Mabhida	SuperSport
	South Africa vs Morocco	23.01.2013	19h00	Moses Mabhida	SuperSport
	Cape Verde vs Angola	25.01.2013	19h00	Moses Mabhida	SuperSport
Group B	Ghana vs Mali	19.01.2013	19h00	Nelson Mandela Bay	SuperSport
	Ghana vs Niger	21.01.2013	19h00	Nelson Mandela Bay	SuperSport
	Ghana vs DRC Congo	23.01.2013	19h00	Nelson Mandela Bay	SuperSport
	Mali vs Niger	25.01.2013	19h00	Nelson Mandela Bay	SuperSport
Group C	Zambia vs Nigeria	19.01.2013	19h00	Mbombela	SuperSport
	Zambia vs Burkina Faso	21.01.2013	19h00	Mbombela	SuperSport
	Zambia vs Ethiopia	23.01.2013	19h00	Mbombela	SuperSport
	Nigeria vs Burkina Faso	25.01.2013	19h00	Mbombela	SuperSport
Group D	Ivory Coast vs Tunisia	19.01.2013	19h00	Royal Bafokeng	SuperSport
	Ivory Coast vs Algeria	21.01.2013	19h00	Royal Bafokeng	SuperSport
	Ivory Coast vs Togo	23.01.2013	19h00	Royal Bafokeng	SuperSport
	Tunisia vs Algeria	25.01.2013	19h00	Royal Bafokeng	SuperSport
REST DAYS					
REST DAYS					
REST DAYS					

Group A Group B Group C Group D

"Be a part of it" Orange Africa Cup of Nations, SOUTH AFRICA 2013

CELEBRATE AFRICA

Competitions



➤ Training sites

- Each Participating Member will be allocated their own training site, from time of arrival for the duration of their stay in a host city
- The referees have also been allocated their own training site at in Centurion (Pretoria), called Southdown's College, with an onsite gymnasium
- Each site is fully equipped with the basic requirements of team benches, fixed goalposts, portable goalposts, corner flags and flood lights.
- Each Host City will have a training venue in the township. Plans are in place to upgrade selected township stadia that are underdeveloped

➤ Match venues

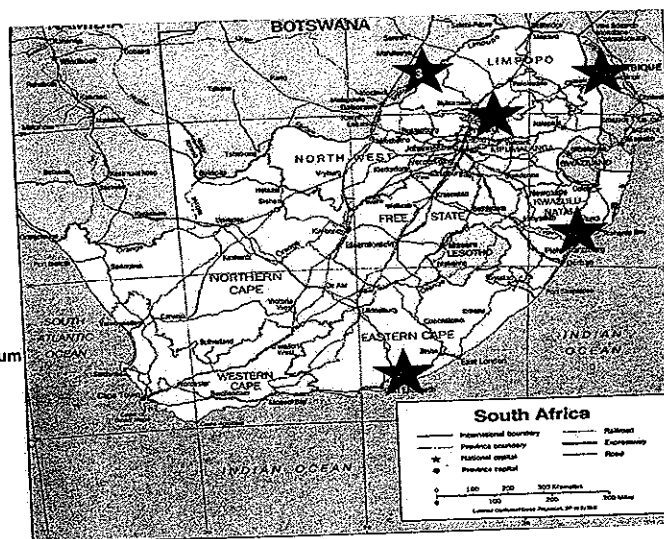
- All match venues comply fully with the tournament (and international) standards - eg
 - 4 team dressing rooms
 - 2 referees dressing rooms
- All of the necessary offices (such as the General Coordinator, Match Commissioner, Referees Assessor, and other related workspaces have been clearly identified

CELEBRATE AFRICA

Stadium Overview



1. Soccer City Stadium
2. Durban Stadium
3. Royal Bafokeng
4. Mbombela Stadium
5. Royal Bafokeng Stadium



Accreditation



- All known South African based constituencies will be accredited by 31 October 2012
- These include
 - LOC staff
 - Host City and Province staff
 - National Departments and State Agencies
 - Service providers
- Members of the Technical Committee who will be operational during AFCON should submit their namelists to SRSA to facilitate accreditation

CELEBRATE AFRICA

Safety and Security



- In terms of the Government Guarantees, all stakeholders involved with the Tournament have their safety guaranteed – providing they remain within the framework of the law.
- NATJOC and the LOC have drafted a security concept
 - NATJOC and the LOC commenced regular operational meetings in May 2012, with tactical planning at an advanced stage, and continue to meet every week.
 - ALL Participating Members will receive protection services from the time of arrival in South Africa for the duration of their stay.

CELEBRATE AFRICA

ACCOMMODATION - CAF



- Official hotels have been booked by the LOC already
- CAF Headquarters will be at the SANDTON SUN HOTEL, Johannesburg
- CAF will have an operational hotel in each of the Host Cities, whilst for the opening and closing matches the SANDTON SUN will be used.
 - Durban – Suncoast Hotel
 - Nelson Mandela Bay – Radisson Blu Hotel
 - Mbombela – Emnotweni Sun
 - Rustenburg – Cascades Hotel (Sun City)
- The Referees will have their Headquarters at IRENE COUNTRY Lodge
- Each official hotel will be serviced by an Information desk, supported by Volunteers to assist with any queries

CELEBRATE AFRICA

ACCOMMODATION - PMA



- Each Participating Member will be accommodated in a separate hotel as approved by CAF Administration and LOC, with distances from hotels to training sites / match venues varying from between 5 minutes to 30 minutes maximum
- In all cases, LOC support staff will be accommodated in the relevant PMA hotel (TLO / TSLO / DRIVERS / MEDICAL)
- Each official hotel will be serviced by an Information desk, supported by LOC Volunteers to assist with any queries

CELEBRATE AFRICA

ACCOMMODATION - OTHER



- The LOC has identified various other hotels for related constituencies – in each of the host cities
 - Dedicated Media Hotel in each Host City
 - Preferred Commercial Affiliate Hotels

CELEBRATE AFRICA

ROAD - Internal



- ALL CAF delegates will be allocated the appropriate level of vehicles – with a dedicated driver - for the duration of their stay
- The Referees have also been allocated the necessary vehicles – with a dedicated driver - to execute their tasks
- ALL Participating Members have been allocated the following vehicles – with dedicated drivers - from time of arrival in the host city, for the duration of their stay:
 - 1 x Luxury Coach
 - 1 x Luggage vehicle
 - 1 x Sedan for Head of Delegation

CELEBRATE AFRICA

Air - Internal



- Airport operations is at an advanced stage of implementation, with specific reference to managing the arrivals / connections / departures of delegates for the Final Draw and the tournament as a whole.
 - All airports will have welcome desks to manage transportation arrivals as well as departure needs of delegates. These desks will all have the event identification for ease of reference
- CAF and LOC VVIPs will travel to each match in a 52 seater private charter aircraft
- Lanseria Airport to the hosting city on match day, and return immediately after the last match to Lanseria Airport (Johannesburg)
- LOC Protocol staff and PSS will be on the aircraft
 - Generally, it is expected that these flights will depart between 12h30 and 13h00 on the match day and return to Lanseria at about 01h00

CELEBRATE AFRICA

Air - Internal



- For the final group stage matches in each host city, teams will be flown to the assigned host city to complete their group stage matches
- Once the group stage matches are finished, teams will again be flown to the host city in which they have qualified to play
- Referees will be flown from Johannesburg to their match venue on match day -1 and return on match day +1

CELEBRATE AFRICA

LAND BORDERS



- All land borders will also be operationalised in the same way as air borders, with specialized services to visitors arriving for the tournament
 - The LOC however must stress that it is of vital importance that in respect of Participating Member Associations, CAF Delegates and or Referees and or CAF Commercial Affiliates / partners – that it is kept abreast of the intention of the parties to use a particular land border – date, time and entry point

CELEBRATE AFRICA

MEDICAL & HEALTH SERVICES



- General reminders on Health and Safety requirements
 - Most visitors to South Africa are required to be in possession of a valid Yellow fever Certificate
 - In terms of the OAA, all Delegation Members, Participating Member Associations, Referees etc are required to have their own personal medical insurance for medical treatment in South Africa. Whilst the LOC together with the government will endeavour to take care of all emergency matters, the final responsibility for fees in all such treatments is for the account of the individual
- Each official CAF or Participating Member or Referees Hotel, will have the following:
 - Medical Treatment Room, where those requiring attention will be able to receive initial treatment, where after they will be directed to the nearest hospital if the situation so warrants.
 - An ambulance will remain permanently on standby, equipped with a full life support system

CELEBRATE AFRICA

MEDICAL & HEALTH SERVICES



- Each Match Venue will have the following:
 - Doping room and the necessary support personnel to assist the CAF Medical Doctor
 - A separate Players, Spectators and VVIP Medical Treatment Room, where those requiring attention will be able to receive initial treatment, where after they will be directed to the nearest hospital if the situation so warrants. Each one of these areas will have the appropriately qualified medical personnel to deal with initial emergency matters
 - 8 stretcher bearers for match activities on the field of play, 4 next to each team bench
 - Ambulances (*numbers are subject to the capacity of the stadium*) will remain permanently on standby, equipped with a full life support system
 - A specific area outside in the stadium precinct for managing disasters – in the event such occurs
- Each Participating Team will have the following:
 - A dedicated ambulance that will remain permanently with the team (*as also indicated above at their hotel*), equipped with a full life support system

CELEBRATE AFRICA

Volunteers



- On average, each Host City will have 500 volunteers to assist in various levels of the operations, from:- 2500 required for the tournament
 - Services in stadiums and at all officials sites, inclusive of airports
 - Volunteers will be officially clothed by Adidas, through the CAF partnership
 - Volunteer recruitment has already commenced
 - Applications opened on 19.08.2012 and closed on 20.09.2012
 - Approximately 26000 application have been received
 - Namelists have been submitted to SAPS for screening – feedback expected at the end of October 2012
 - Training will be conducted during weekends of the month November 2012

CELEBRATE AFRICA



MARKETING AND COMMUNICATION OPERATIONS

CELEBRATE AFRICA

Targeted Communication



The Message	To Whom	Communication Tools	Deliverable	When/Where
"Eyethu - Be Part of it"	<ul style="list-style-type: none"> The Nation and the Continent The Media Key Stakeholders and Partners 	<ul style="list-style-type: none"> Radio, Television Advertorials Out-Door Campaigns Social Networks Breakfast Briefings Press Conferences 	<ul style="list-style-type: none"> Give South Africans and the Continent reason to believe in the Event 	<ul style="list-style-type: none"> Major Cities & Entry/Exit Points Billboards Print Media Street Posters Social Networks
"It's All About Football"	<ul style="list-style-type: none"> The Nation and the Continent Key Stakeholders 	<ul style="list-style-type: none"> Breakfast Briefings Networking Sessions Stadium Campaigns 	<ul style="list-style-type: none"> Give South Africans and the Continent reason to believe in the 	<ul style="list-style-type: none"> Network Lounges at Key Events Bafana Bafana Games

CELEBRATE AFRICA

Targeted Communication



The Message	To Whom	Communication Tool	Deliverable	When/Where
"In Pursuit of Excellence"	<ul style="list-style-type: none"> Foreign Media Foreign Visitors Continental Soccer Fans Commercial Affiliates and Social Partners 	<ul style="list-style-type: none"> Out-Door Campaigns E-mail Breakfast Briefings Networks Sessions Advertorials Interviews 	<ul style="list-style-type: none"> Give South Africans the reason to believe in the Event 	<ul style="list-style-type: none"> Major Cities & Entry/Exit Points Billboards Print Media Street Posters Social Networks
"A Warm African Welcome"	<ul style="list-style-type: none"> Foreign Media Foreign Visitors Continental Soccer Fans 	<ul style="list-style-type: none"> Out-Door Campaigns Street Posters Stadium Dressing 	<ul style="list-style-type: none"> A Proudly SA Messaging 	<ul style="list-style-type: none"> Major Cities & Entry/Exit Points Billboards Street Posters Brand SA SA Tourism Home Affairs

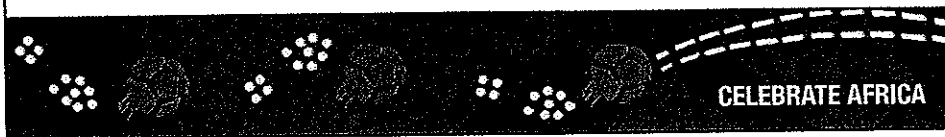


Website



➤ Dedicated Orange Africa Cup of Nations, SOUTH AFRICA 2013 – website:-

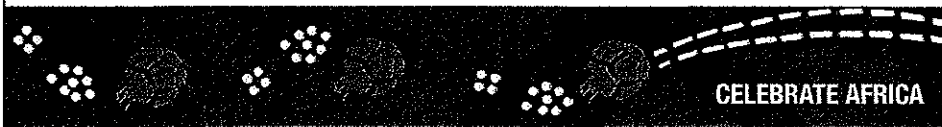
- The LOC collaborated with CAF to develop a dedicated website – linked to the existing CAF Online website.
- The website will go live before the end of November 2012
- The website activation will be followed by various integrated social network platforms



Marketing and Communication Platforms



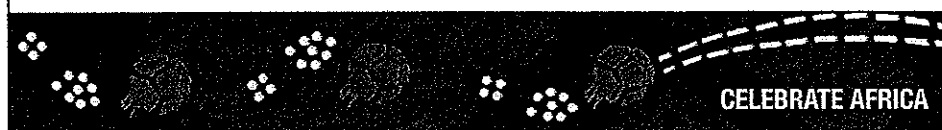
- Mass media – high impact TV, radio, print, outdoor
- Targeted media – digital
- Brand presence - Host city beautification, dressing, signage and way-finding
- Brand exposure budget has been submitted to Brand SA
- Brand activation – countdown days, mall activations, PSL and Bafana games, lifestyle and music events
- Ticket promotions - Supporter clubs, different sporting codes and lifestyle fan clubs (e.g. stokvels, bikers club)
- Social media – Twitter, Facebook, Linked in
- PR, publicity and media relations – editorial exposure
- Host cities are requested to advise on their spectator assembly points – will there be any activations (e.g. Mandela Square during the 2010 FIFA World Cup)
- Host Cities are reminded to submit their spectator mobilisation and transportation plans



Event Look and Feel




- The final look and feel / theme was developed with CAF (Green, Orange, Brown and Blue)
- The theme is “Celebrate Africa” and “The Beat at Africa’s Feet” and will be reflected on all official event matters as we move forward – and can be used interchangeably
- All stadiums will be dressed in a manner that replicates the theme - look and feel, yet maintains their unique identity
- Protocol routes will soon be carrying the event look and feel, commencing with the Final Draw routing in Durban during October 2012



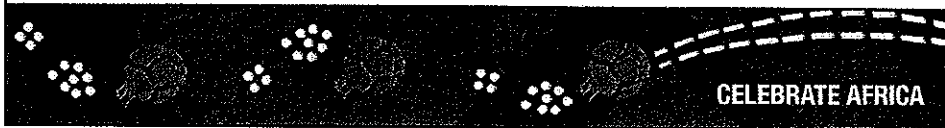
Blue



THE BEAT AT
AFRICA'S BEST
ENTERTAINMENT



CELEBRATE AFRICA



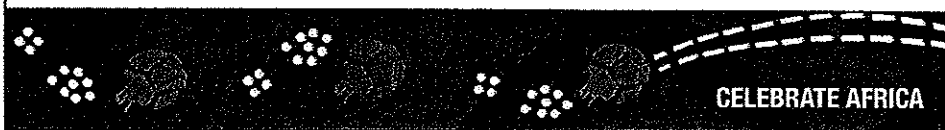
Brown



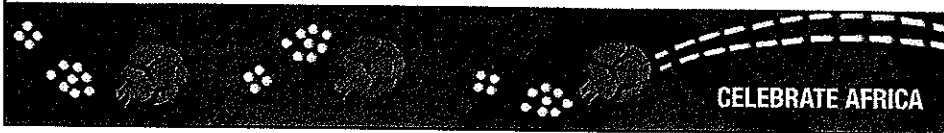
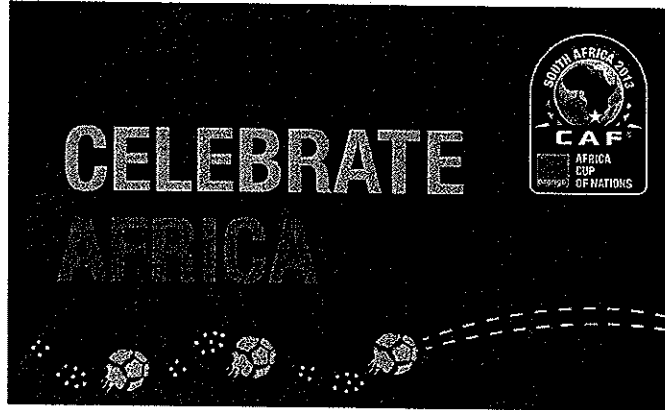
THE BEAT AT
AFRICA'S BEST
ENTERTAINMENT



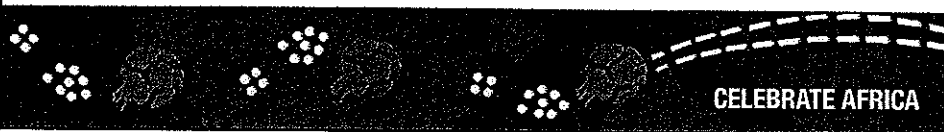
CELEBRATE AFRICA



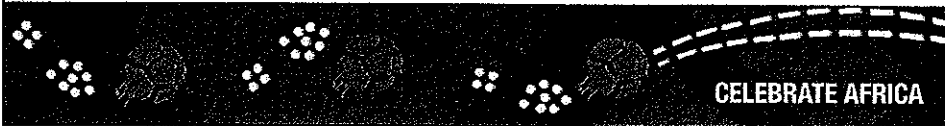
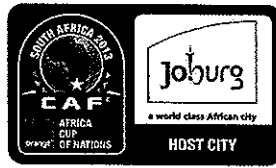
Green



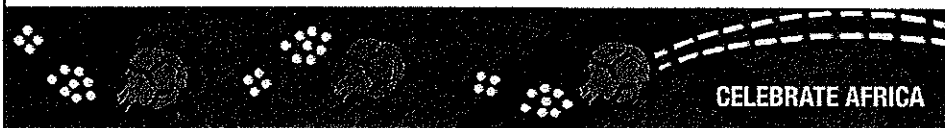
Orange



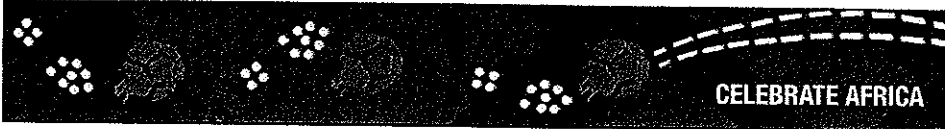
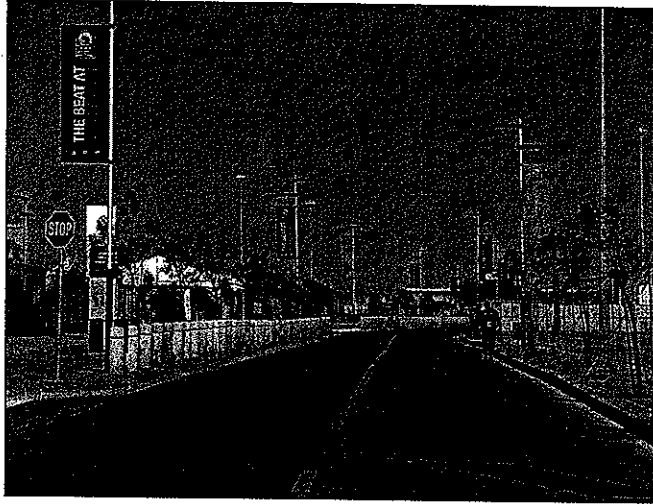
Host City Logos



Outdoor Flags



Outdoor Flags



CELEBRATE AFRICA

Mascot

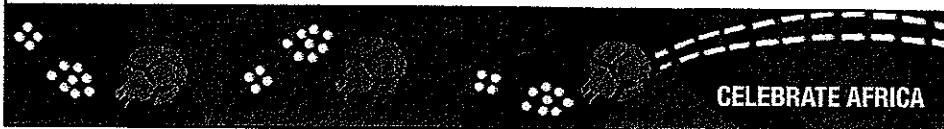


CELEBRATE AFRICA

Campaigns endorsed by CAF



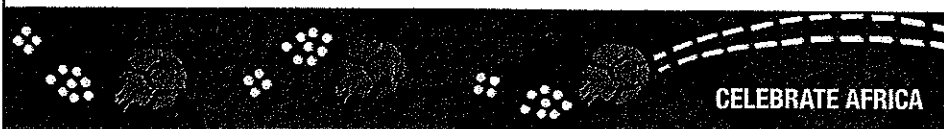
- HIV and AIDS
- Malaria Final Draw attended by 2000 guests
- Peace – African Union
- Education – One Goal
-



Recent Events



- Final Draw attended by 2000 guests
- 100 Days countdown
- Ticket Sales Activations
- Flag Raising Ceremony
- AFCON Week
 - Interfaith Prayer Service at Freedom Park
 - Host City Flag Raising Ceremonies



Upcoming Events



- Flag raising ceremonies in Joburg and Nelson Mandela Bay
- Ticket sales activations
- Host City inspections by LOC Functional Managers and Board
- 45 Day countdown
- Launch of Football Friday by Minister of Sport
- Host City mobilisation programs

CELEBRATE AFRICA

Thank you



CELEBRATE AFRICA