FIFA Confederations Cup success

- 8 teams
- 16 matches
- 4 cities
- 4 stadiums
- 584,894 spectators (vast majority South Africans)
- 4,030 volunteers worked during the tournament
### FCC Broad Overview

#### What went well?
- South African people underpinning warm tournament atmosphere
- Very positive feedback for services provided to PMA’s and referees, sponsors, media
- Commitment and dedication of staff at both venues and HQ
- Friendly, helpful and well trained volunteers
- Good local and international press coverage
- Great support from the South African public
- Memorable fan experience

#### Areas for improvement
- Process and communication around sale of tickets and skyboxes
- Quality and quantity of food provided for hospitality areas, spectators and volunteers
- Safety and security planning and implementation
- Protocol, especially for VIP and VVIP’s
- Pitch quality in light of rugby transition
- Park and Ride service in cooperation with Host Cities
FIFA Confederations Cup success

WORLD-CLASS TEAMS AND WORLD-CLASS FOOTBALL

- Spectators – 584894
- 510,008 tickets sold
- An average of 36556 spectators per game
- Higher than the spectator average in previous FIFA Confederations Cups - Korea/Japan (01) and France (03), Germany (37 694)
FIFA Confederations Cup success
FIFA Confederations Cup success

SOUTH AFRICA UNITED

“We always said that the hosting of these tournaments must be about nation building - the images we have seen in the last week that have gone around the world are pictures of our rainbow nation like we have never seen before. They are not staged, they are real. We have come together as a nation and showed the world that we truly are a soccer-loving nation”

Dr Danny Jordaan,
STADIUMS

• The stadiums were all ready on time and given the FIFA stamp of approval.

• Players indicated that the stadiums were comparable to the best stadiums in the world.

• Turnover from rugby, all of our pitches have fared well and we have seen some excellent football. Next year we will have pitches in even better condition.
South Africa has shown the world that we as a country are great hosts and we thank South Africans for their support.

South African fans embraced all the teams participating.
MEDIA

• 7.3 million South Africans watched Brazil play Bafana Bafana

• (5.2 million South Africans watched the Springboks play England in the 2007 Rugby World Cup final).

• A record 198 countries watched the FIFA Confederations Cup with high viewership figures recorded in particular in Spain, Brazil, Italy and the USA.

• Over 2 000 media professionals,

• 1 250 of the world’s leading radio and television broadcasters, covered the event.
Media during FIFA Confederations Cup

MEDIA

• Over 2 000 media professionals,

• 1 250 of the world’s leading radio and television broadcasters, covered the event.

• 8994 statements on the FIFA Confederations Cup and the 2010 FIFA World Cup in June 2009 in International media.
Transport-Successes and 2010 Improvements

• Successes
  - Team and referee transportation both land and air
  - Introduction of a park and ride system
  - Use of park and walks
  - Restriction of vehicular access to stadia precincts
  - Use of tournament specific road signage
  - Additional capacity in rail and air transport modes

• Improvements for 2010
  - Prioritization of public transport as the primary mode
  - park & rides, park and walks etc.
  - Early communication of transport services
  - Use of uniform transport signage across Host Cities,
  - Alignment of air and land transport services at airports
  - a central command structure for all 2010 transport preparations
  - Closer integration of operations with police and other security authorities
Accommodation

• Confederations Cup
  - Accommodation was of adequate supply

• 2010 Focus
  - Department of Tourism to secure the 55 000 rooms
  - Create a central information portal for accessing information on accommodation for normal spectators that would purchase tickets independently
  - Create a network of Fan Embassies/Visitor Centres to ensure that fans receive adequate guidance through dedicated event services
  - Secure the 32 team Base Camps, with the necessary accommodation and training facilities that meet FIFA standards
  - Ensure that SMMEs benefit from the accommodation opportunities presented by the visitors expected in 2010
  - Ensure that the broader tourism sector benefits from 2010 visitors
Protocol

Planning

- Joint planning and training with Host Cities and Department of International Relations and Cooperation
- Agreement on utilisation of State Protocol Lounge

What went well?

- Deployment of DIRCO Protocol officers to OC
- Provincial Protocol officers helped to ID MEC’s
- DHA assistance with FIFA EXCO members who had difficulties with passports

Areas for improvement

- Agreement and procedure for utilisation of SPL should be formalised and SOP communicated to FIFA as well
- Development of Protocols on invitation of African and other Heads of State and Government
- More responsibilities for DIRCO Protocol officers, including Ministerial Services, Diplomatic Services and briefings
## Attendance per venue

<table>
<thead>
<tr>
<th>VENUE</th>
<th>Total matches</th>
<th>Total attendance</th>
<th>Average attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johannesburg</td>
<td>5</td>
<td>224,622</td>
<td>44,924</td>
</tr>
<tr>
<td>Mangaung/Bloemfontein</td>
<td>4</td>
<td>131,944</td>
<td>32,986</td>
</tr>
<tr>
<td>Rustenburg</td>
<td>4</td>
<td>113,175</td>
<td>28,294</td>
</tr>
<tr>
<td>Tshwane/Pretoria</td>
<td>3</td>
<td>115,153</td>
<td>38,384</td>
</tr>
<tr>
<td><strong>Total attendance</strong></td>
<td><strong>16</strong></td>
<td><strong>584,894</strong></td>
<td><strong>36,556</strong></td>
</tr>
</tbody>
</table>
## Attendances in Confederation Cups 1992 – 2009

<table>
<thead>
<tr>
<th>Year</th>
<th>Country</th>
<th>Total Spectators</th>
<th>Total Matches</th>
<th>Average per match</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>Saudi Arabia</td>
<td>169,500</td>
<td>4</td>
<td>42,375</td>
</tr>
<tr>
<td>1995</td>
<td>Saudi Arabia</td>
<td>110,000</td>
<td>8</td>
<td>13,750</td>
</tr>
<tr>
<td>1997</td>
<td>Saudi Arabia</td>
<td>293,500</td>
<td>16</td>
<td>18,344</td>
</tr>
<tr>
<td>1999</td>
<td>Mexico</td>
<td>970,000</td>
<td>16</td>
<td>60,625</td>
</tr>
<tr>
<td>2001</td>
<td>Korea/Japan</td>
<td>556,766</td>
<td>16</td>
<td>34,798</td>
</tr>
<tr>
<td>2003</td>
<td>France</td>
<td>491,700</td>
<td>16</td>
<td>30,371</td>
</tr>
<tr>
<td>2005</td>
<td>Germany</td>
<td>603,106</td>
<td>16</td>
<td>37,694</td>
</tr>
<tr>
<td>2009</td>
<td>South Africa</td>
<td>584,894</td>
<td>16</td>
<td>36,995</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>3,779,466</td>
<td>108</td>
<td>34,995</td>
</tr>
</tbody>
</table>
Ticketing

What went well?

• Quantity of tickets sold matched Germany (Revenue lower due to mix of tickets)

Areas for improvement

• Delivery of Electronic Access Control systems by Host Cities missed by all venues; no testing done. Needs to be installed and fully tested by before FWC for all 10 venues.
• Temporary seating at DBN and CPT stadia need to be installed by December 2009
Ticketing

- 32 Participating Member Associations allocation increased from 8% to 12%

- 120,000 tickets for the FIFA Ticket fund

- Pegged USD rate to R7/USD

- Category 4 tickets established for SA residents only to ensure affordability
Volunteers

Planning

• Sport and Recreation South Africa provided 22 million for volunteer training for the FCC 2009 2010 FWC
• National Youth Development Agencies and SRSA provided personnel services for supporting the volunteer programme during volunteer interviews, training and event operations

What went well?

• SRSA and NYDA enhanced the operations of the volunteer programme with the provision of extra personnel. This assisted the Volunteer operations at the venues especially on match days
• Prior engagement during interviews, training and induction, provided insight and full understanding of the demands of event operations thus creating seamless operation

Areas for improvement

• Stakeholder personnel from different government institutions need to know that when they come to assist the programme, they are coming to work not to watch matches
• 2010 FIFA World Cup Volunteer Programme opened on 20 July 2009

• Looking for 15,000 volunteers from around the world

• Applications can be made through FIFA.com/southafrica2010

• To date 22,000 applications have been processed from over 130 countries
Major Events Hosted in SA

- 1995 IRB Rugby World Cup
- 1996 FIFA CAF African Cup or Nations
- 1997 Non-Aligned Movement Summit
- 1998 Commonwealth Heads of Government
- 1999 All Africa Games
- 2000 UN World Conference Against Racism
- 2002 World Summit on Sustainable Development
- 2003 ICC Cricket World Cup
- 2004 President’s Cup
- 2007 ICC 20/20 World Championships
- 2009 FIFA Confederations Cup
FINAL DRAW

- **Venue**: Cape Town International Convention Centre
- **Dates**: 4 December 2009
- **Status**: Preparations are progressing well in partnership with the City of Cape Town.
Qualified countries so far

Japan  
Netherlands  
North Korea  
Australia  
South Korea  
Bafana Bafana
2010 FIFA World Cup in numbers

- 32 teams
- 64 matches
- 9 cities
- 10 stadiums
- More than 3 million spectators
- 15,000 volunteers
- An estimated 450,000 visitors
- More than 15,000 media professionals expected
- 26 billion – cumulative television audience of 2006 FIFA World Cup
Not a single serious crime issue has been noted during the two weeks of the competition. The number of ‘minor’ incidents will be known in a few days. South Africa has provided itself with the means to silence its skeptical critics. About 120 million euros were invested in security. Around the stadiums and on the roads the police was very visible in the four host cities of the tournament’s matches.

Le Monde, 30 June
The South African Police Service (SAPS) has been given a R1.3-billion budget for providing policing in 2010.
Safety and security resources

41,000 members on duty during the FIFA World Cup

2010 Safety plan for 2010 safety provides for security across all aspects of policing.

700 police members on patrol per stadium per match
Stadiums
Johannesburg
Soccer City – 94,000 capacity

2010 FIFA World Cup™. Soccer City stadium will soon become one of the world’s most photographed structures and a world renowned symbol of South Africa’s emergence onto the world stage.
Tshwane/Pretoria
Loftus Versfeld Stadium
Green Point Stadium – Semi-Final
Port Elizabeth Stadium
Port Elizabeth Stadium
Thank you