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Namibia Institute for Democracy
– UNAM Dept. of Sociology –
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Can sport drive development in the region?
The 2010 Football World Cup in South Africa –
(Udesh Pillay)

Urban development legacies of 2010
Southern Africa, and the social and
Syntheses, reflections, commentary:
urban identity (Orli Bass)

e.g. Durban, 2010 and notions of African
Potential for social cohesion / inclusion:
Africa (Orli Bass)
social and urban development in South
The impact of the 2010 World Cup on

Outline
Cautious Premier, June 2007

Mphazima Shilowa

"Our vision remains that of contributing to halving poverty and unemployment by 2014 and the 2010 World Cup provides a window of opportunity to fast track development towards the attainment of this vision."

The threat of "Plan B"
- Xenophobia
- Safety, security & Legal issues
- Over-inflation of Cost escalation
- Electricity woes
- Ability to cope
- Readiness

Legacies
- Poverty reduction
- Implications for Continental wide Social
- Rural and Regional Urban
- Development

The promise of 2010:
- But concerns regarding:

Two Sides of 2010
Job creation = temporary (Lenses, 2002)

Homlessness & housing social problems increased

Aggravated existing housing gap

2000 Sydney Olympics

1998

Reduction in employment in non-host cities (Tiley, 2006, Sydney)

1994 Lillehammer Winter Olympics

Losses (Baade & Matheson, 2004; Matheson & Baade, 2004)

Instead of $4 billion gain, host cities experienced $5.5-$9.3 billion

1994 USA World Cup

2006

Transportation costs and job creation mostly temporary (Tiley)

Regarded as success BUT increases in food, services

1992 Barcelona Olympics

Long term economic consequences

1976 Montreal Olympics

Lessons from the Core

Development Implications:
(Andranovich, Burbank and Heying, 2001)

"Resources
bread is a dubious use of public
providing festivals when people need"
Position Paper

Poland & Ukraine: 2012 UEFA Football Championship

India: 2010 Commonwealth Games

South Africa: 2010 FIFA World Cup

Beijing: 2008 Olympics

Upcoming in the Periphery
(Horner & Manzenreiter, 2006) In 2002 South Korea received the same no. of tourists as in 2001

- Tourism benefits provision
- Temporary
- Job Creation
- Maintenance costs borne by tax-payers (Whitson & Horne, 2006)
- Displacement of social spending
- Infrastructure and facilities development
- Stereotypical media images
- Place promotion

Issues for consideration in the Periphery
Stadiums and Host Cities
‘Sports-media-business’ Alliance

FIFA Partners
- adidas
- Emirates
- SONY

FIFA World Cup™ Sponsors
- Baden
- MN
- Satyam

National Supporters
- FNB
- Telkom

Source: Richard Tomlinson (forthcoming)
Why benefits?
- Marginalised?
- Spin-offs for the poor and growth versus pro-poor?
- Legacy Considerations: Pro-
  spin-offs potentially immeasurable
cauterise
- System
  - Integrated Public Transport
  - Infrastructure Upgrading
  - Stadium Construction
  - Huge Public Works Programme
  - Imperative
    - Urban Development = Key National development
    - Opportunity to fast-track

2010 & Development Potentials
National identity/ social cohesion
Volunteering
Community participation
Tourism spin-offs
BEE initiatives
Improved service delivery
Township renewal
Transport integration
Small business support
Provision of affordable housing
Education (sport and curriculum development)
Skills development/acquisition
Job creation
Sport development initiatives
Construction of facilities in disadvantaged areas
Insight into Development Prospects to South Africa
Current estimates: > R 30b

Current account deficit

Public transport

Larger cities: moderate
Budget: R 11b - assist

2008: Trevor Manual

Host cities by 2010

Transport network in 9

Integrated Rapid Public

Outlines plans for

Action Plan

2007: Public Transport

transport infrastructure

standards and R 9b for
R 17.4 b (R 8.4 b for

2007: Total allocation =

- Centralised provision highly
infrastructure, service

- Transportation,

- Transportation costs

- Exacerbate rising food &

- Inflation unlikely to be

- Social cohesion

- Transfer

- Low-skilled, limited skills

- Job creation (temporary,
sustainability?)

- Sustainable training

- Provision

- Assistance with housing

- No discernible

- Approach

Yet 2010 is not a pro-poor
Inform the developmental agenda •
analyzed
Needs to be consistently measured and
understand public thinking •
2010 annual longitudinal survey (SASAS) •
disadvantages?
of readiness, legacy, benefits &
in this context, what are the public perceptions •
Public opinion?
Legacy Considerations

Legacy (National)
Perceptions of Readiness (National)

Comparison of perceptions of readiness:
- FIFA World Cup in 2010
  - Need to meet needs of the FIFA
  - Government will be able to
  - Strongly agree: local
- FIFA World Cup in 2010
  - Will be ready to host the
  - Strongly agree: SA

Year
2007 2006 2005

Percentage
0 20 40 60 80 100

Graph showing perceptions of readiness over years 2005, 2006, and 2007.
Benefits (National)

Benefit for SA: Hosting the 2010 FIFA Soccer World Cup

Economic growth
Opportunities
Job creation
Job
Putting Salaries on area on

Year
2007
2006
2005

Percentage
0
5
10
15
20
25
30
Benefits for your city (National, Provincial and Host City)
and Host City

Benefits for you (National, Provincial, Ect)
Benefits for your neighbourhood

(National, Provincial and Host City)
Main Disadvantages (National)

World Cup
Main Disadvantages of South Africa Hosting the 2010 Soccer

Increase in crime
Increase in prices
BUT, goals of growth and equity are not contradictory competitive national economies.

Nor will SA immediately join a global hierarchy of poverty alleviation is unlikely to be a significant outcome event itself infrastructural, service and facilities provision beyond the meaningful job creation, significant contribution to GDP.

No proof that the hosting of mega-events will result in consequence of spending associated with mega-events widespread development benefits not direct.

All of South Africa’s "ills" will not be solved by 2010 outset.

2010 legacy should have been broadly defined at the goals.

Stirve for consensus regarding practical and realistic.

Important to manage expectations.

Impact on South African society.
growth rate

but 2010 itself unlikely to deliver a 6% growth

likely to be a positive net contribution to the GDP

but for the most part these are likely to be under-utilised

create world class facilities to attract mega-events in future

but not before we get more of the basics right

position SA more competitively

but not significantly to lasting integration

contribute to a positive national identity

but only marginally

help accelerate service delivery in some townships

but not solve the public transport problem

improve the public transport system

skills transfer

but not solve unemployment problems or lead to significant

2010 will create jobs
BUT – Division not absolute

...Casts city as repository of traditional way of life...

...Focuses on consummational tropes...

Zulu brand and sell it to our visitors... (Ndebele, 2007)

Not far from that is the Zulu brand. Municipalities will have to define the
such as Mercedes Benz, Coca Cola and Pepsi are among the recognizable.
which we just need to build on. It is a fact that anywhere in the world brands
Fortunately, we have one of the most recognizable brands in the world.

KwaZulu-Natal Provincial Government

City life

Ascend Africa urbanism in the developmental realities of contemporary
connections

Informed by practical developmental goals, efficiency and contimestamp
Millennium Development Goals

Urban African action on city of excellence, NEPAD city, delivers on
(Scultho & Eltinghson, 2007)

Showcasing our identity as Africans: Showcasing African excellence

Ethekwini Municipality

Strategies and discourses of:

to both citizens and tourists

2010 seen as a vehicle to market Durban as the quintessential African city

Durban, 2010 & Notions of African Urban Identity
Fascinating to track
little content by which to measure rhetoric
Urban regeneration programmes
Cultural activities
Soccer outreach/development programmes
Citizens to be included in communications strategy and events
City
DACT 2010 Strategy
Schools level soccer development
Province
more inclusive post-apartheid African city and identity?
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The extent to which imaging (material & symbolic) Durban in
Transformation of material & symbolic urban space
E.g. Moses Mabhida Stadium

Material Effects and Cohesive Plans
Development Legacies of 2010
Social and urban Southern Africa, and The
Commentary:
Syntheses, Reflections,

