

***The 2010 Football World Cup in South Africa –
can sport drive development in the region?***

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August Public Lecture Series 2008

UNAM Dept. of Sociology –

Namibia Institute for Democracy

Windhoek, 6 August

HSRC RESEARCH OUTPUTS

51406.



Outline

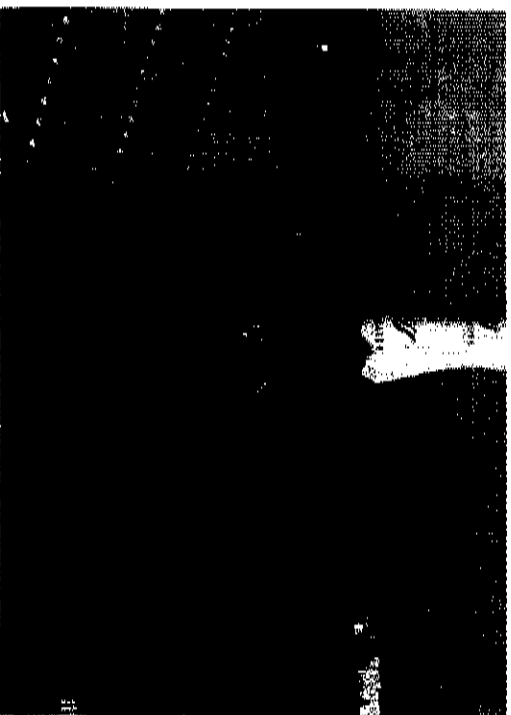
Lecture comprised of three parts:

- The impact of the 2010 World Cup on social and urban development in South Africa (Ori Bass)
- Potential for social cohesion/inclusion: e.g. Durban, 2010 and notions of African urban identity (Ori Bass)
- Synthesis, reflections, commentary: Southern Africa, and the social and urban development legacies of 2010 (Udesh Pillay)

“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”

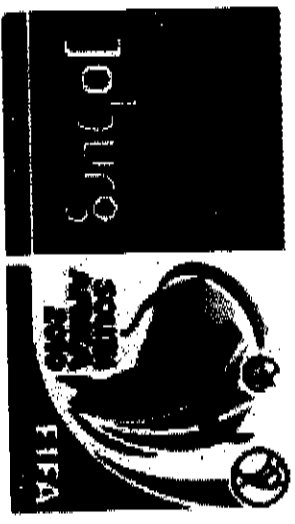
Mbhazima Shilowa

Gauteng Premier, June 2007



Two Sides of 2010

- ***The promise of 2010:***
 - Development
 - Urban
 - Rural and regional
 - Social
 - Continental wide
 - Implications for poverty reduction
 - Legacies
- ***But concerns regarding:***
 - Readiness
 - Ability to cope
 - Electricity woes
 - Cost escalation
 - Over-inflation of legacies
 - Safety, security & xenophobia
 - The threat of "Plan B"



Development implications: Lessons from the 'Core'

- 1976 *Montreal Olympics*
 - Long term economic consequences
- 1992 *Barcelona Olympics*
 - Regarded as success BUT increases in food, services, transportation costs and job creation mostly temporary (Tilley, 2006)
- 1994 *USA World Cup*
 - Instead of \$4 billion gain, host cities experienced \$5.5-\$9.3 billion losses (Baade & Matheson, 2004; Matheson & Baade, 2004)
- 1994 *Lillehammer Winter Olympics*
 - Reduction in employment in non-host cities (Tilley, 2006; Spilling, 1998)
- 2000 *Sydney Olympics*
 - Aggravated existing housing gap
 - Homelessness & housing social problems increased
 - Job creation = temporary (Lenskyj, 2002)

**“providing festivals when people need
bread is a dubious use of public
resources”**

(Andranovich, Burbank and Heying, 2001)

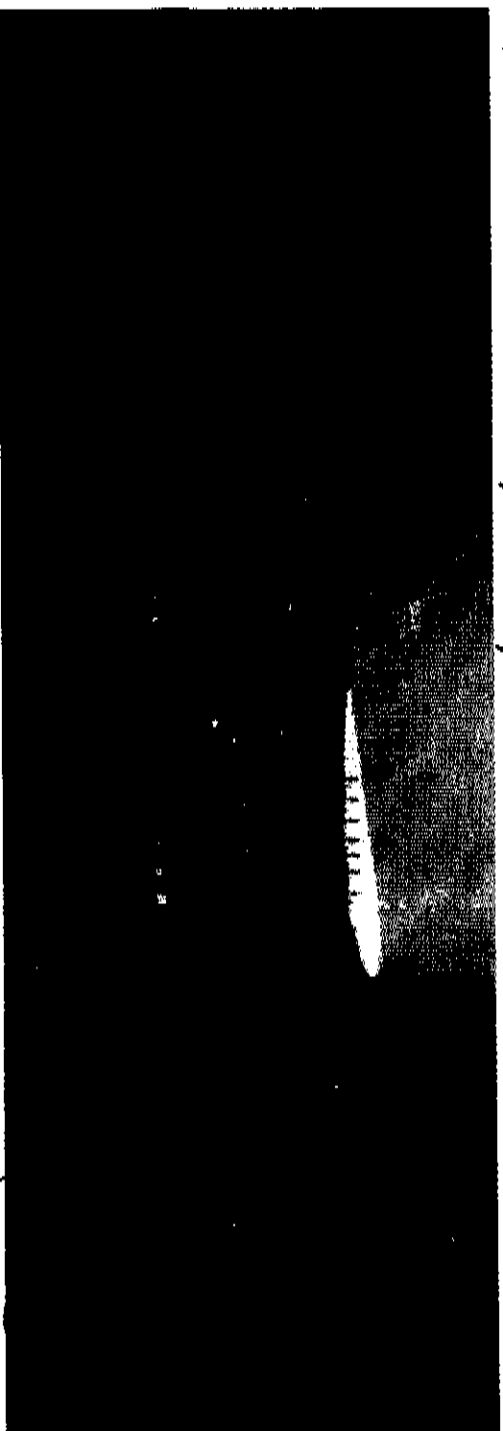
Upcoming in the Periphery

- Beijing: 2008 Olympics
- South Africa: 2010 FIFA World Cup
- India: 2010 Commonwealth Games
- Poland & Ukraine: 2012 UEFA Football Championship

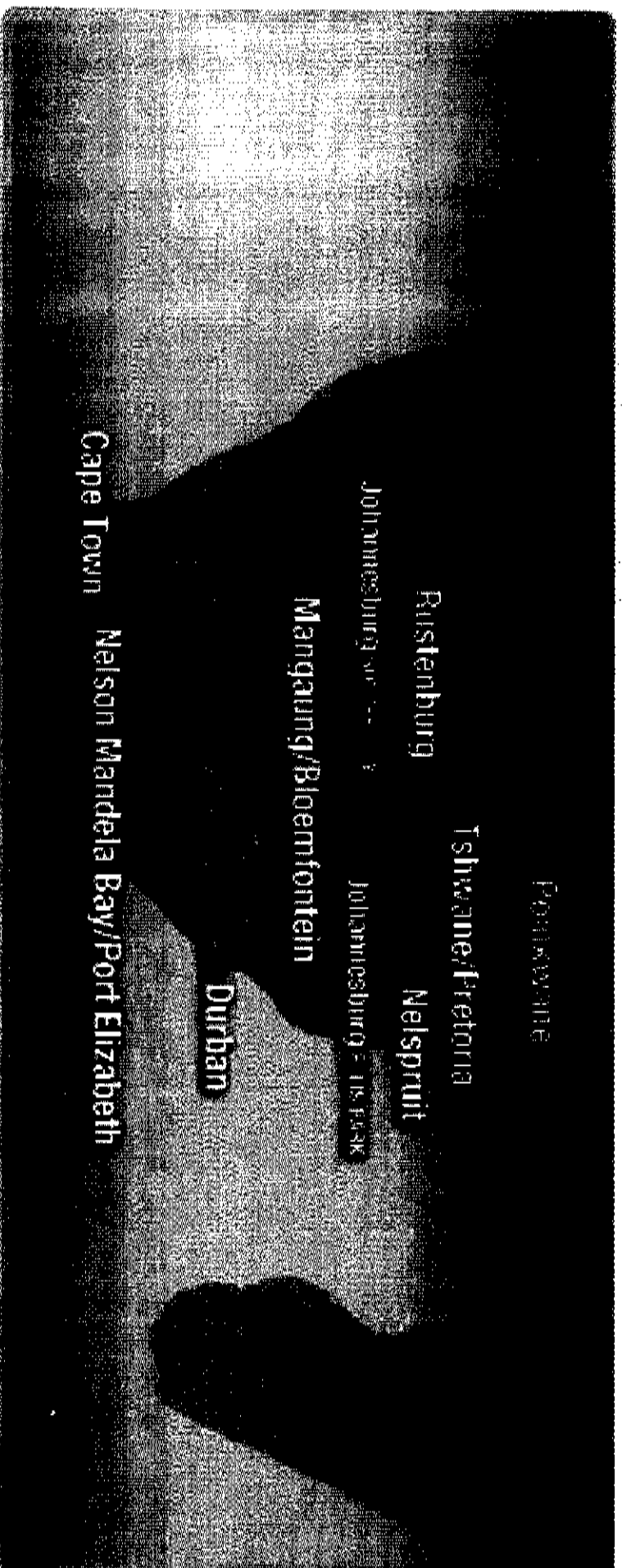


Issues for consideration in the 'Periphery'

- Place promotion
 - Stereotypical media images
- Infrastructure and facilities development
 - Displacement of social spending
 - Maintenance costs borne by tax-payers (Whitson & Horne, 2006)
- Job creation
 - Temporary
- Tourism benefits provisional
 - In 2002 South Korea received the same no. of tourists as in 2001 (Horne & Manzenreiter, 2006)

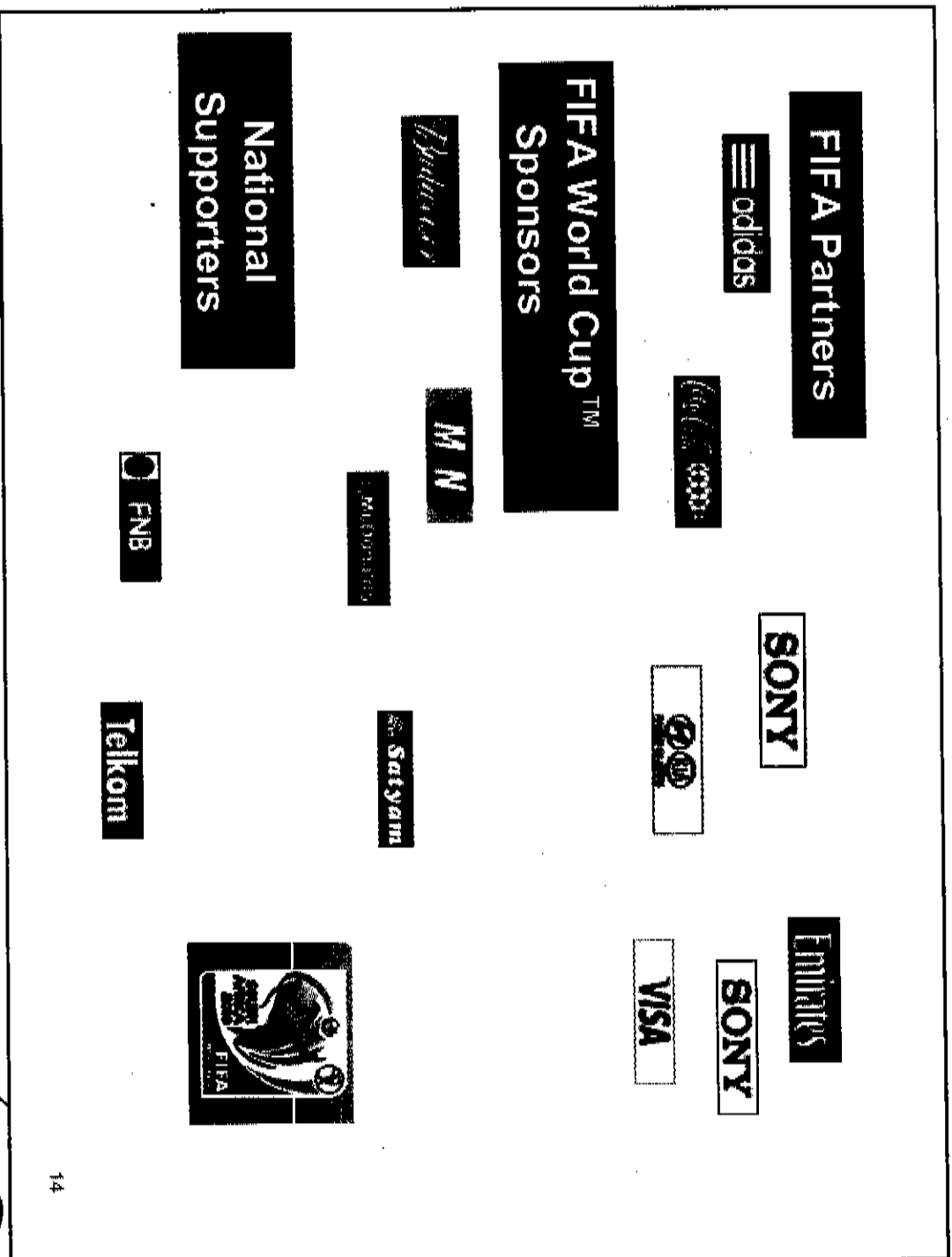


Stadiums and Host Cities



Source: www.fifa.com

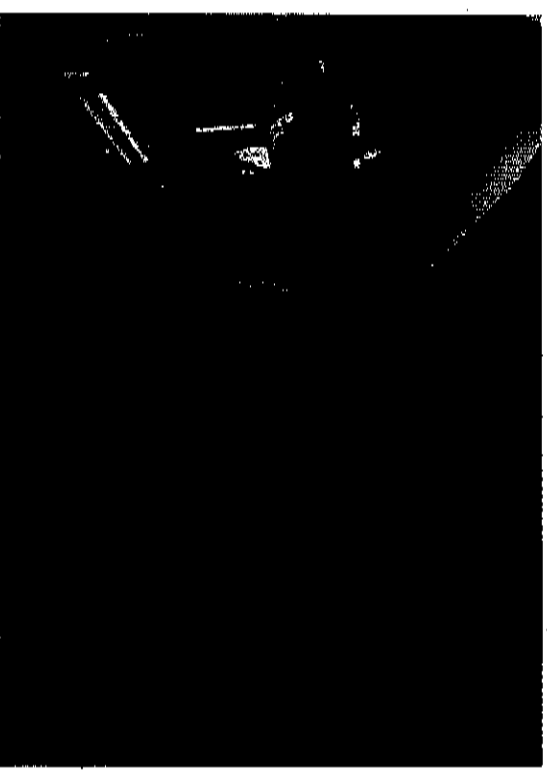
'Sports-media-business' Alliance



Source: Richard Tomlinson (forthcoming)

2010 & Development Potentials

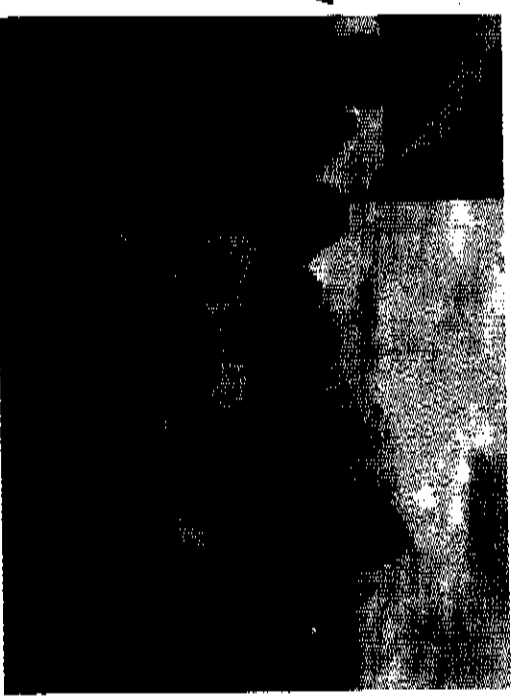
- ***Opportunity to fast-track development impetus***
 - Urban development = key national imperative
 - Huge public works programme
 - Stadium construction
 - Infrastructure upgrading
 - Integrated public transport system
 - Gautrain
 - Spin-offs potentially immeasurable
- ***Legacy Considerations: Pro-growth versus pro-poor?***
 - Spin-offs for the poor and marginalised?
 - Who benefits?



Insight into Development Prospects to South Africa



- Construction of facilities in disadvantaged areas
- Sport development initiatives
- Job creation
- Skills development/ acquisition
- Education (sport and curriculum development)
- Provision of affordable housing
- Small business support
- Transport integration
- Township renewal
- Improved service delivery
- BEE initiatives
- Tourism spin-offs
- Community participation
- Volunteering
- National identity/ social cohesion



See Hiller (2000, 1998)

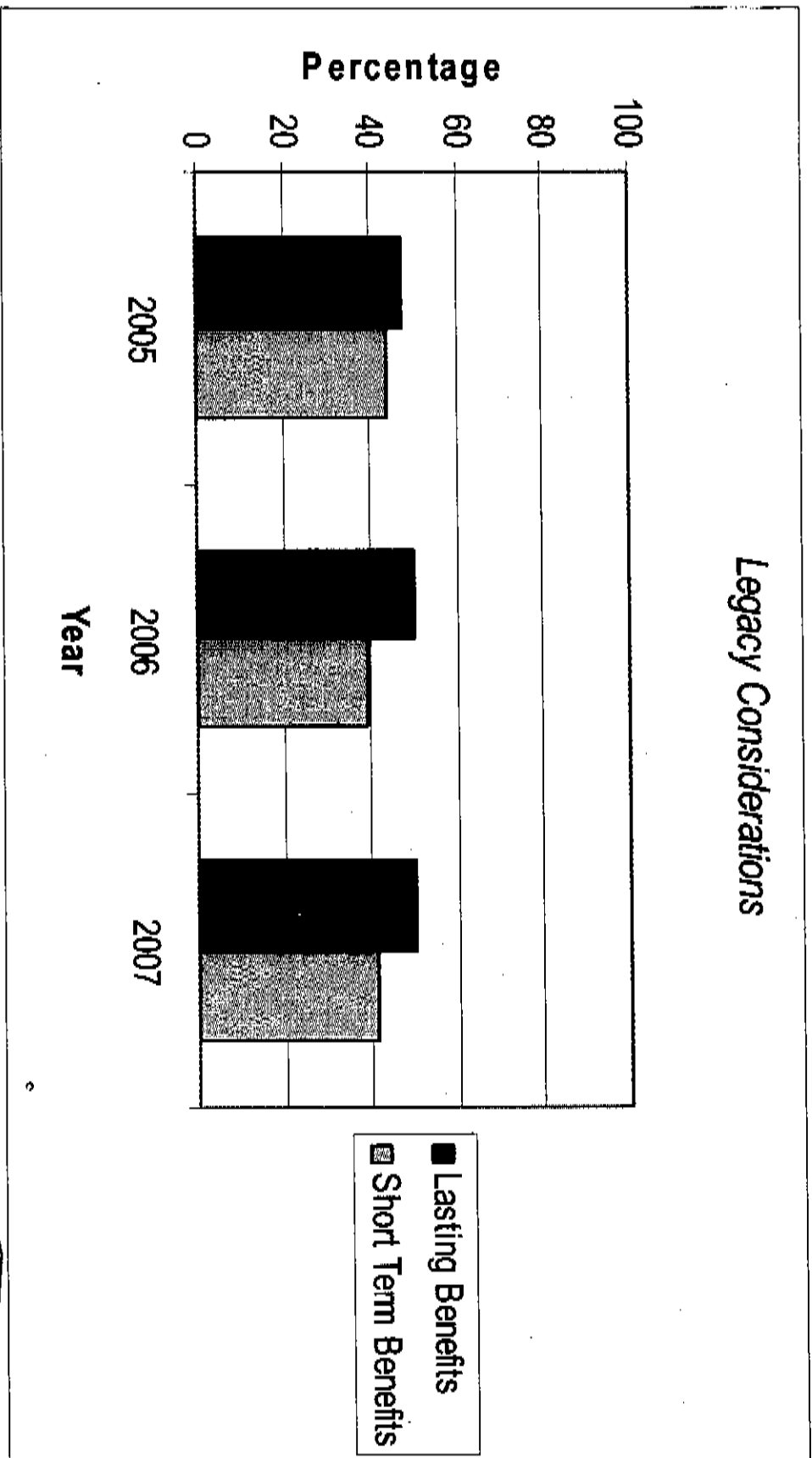
- Yet 2010 is not a pro-poor approach
- No discernable assistance with housing provision
- Stadiums/ training facilities (sustainability?)
- Job creation (temporary, low-skilled, limited skills transfer)
- Social cohesion/ integration unlikely to be lasting
- Exacerbate rising food & transportation costs
- Transportation, infrastructure, service provision highly centralised
- 2007: Total allocation = R17.4b (R8.4b for stadiums and R9b for transport infrastructure)
- 2007: Public Transport Action Plan
 - Outlines plans for integrated rapid public transport network in 9 host cities by 2010
- 2008: Trevor Manual, Budget: R11b – assist larger cities modernise public transport
- Current account deficit
- Current estimates: >R 30b

Public opinion?

- In this context, what are the public perceptions of readiness, legacy, benefits & disadvantages?
- 2010 annual longitudinal survey (SASAS)
 - Understand public thinking
 - Needs to be constantly measured and analyzed
- Inform the developmental agenda

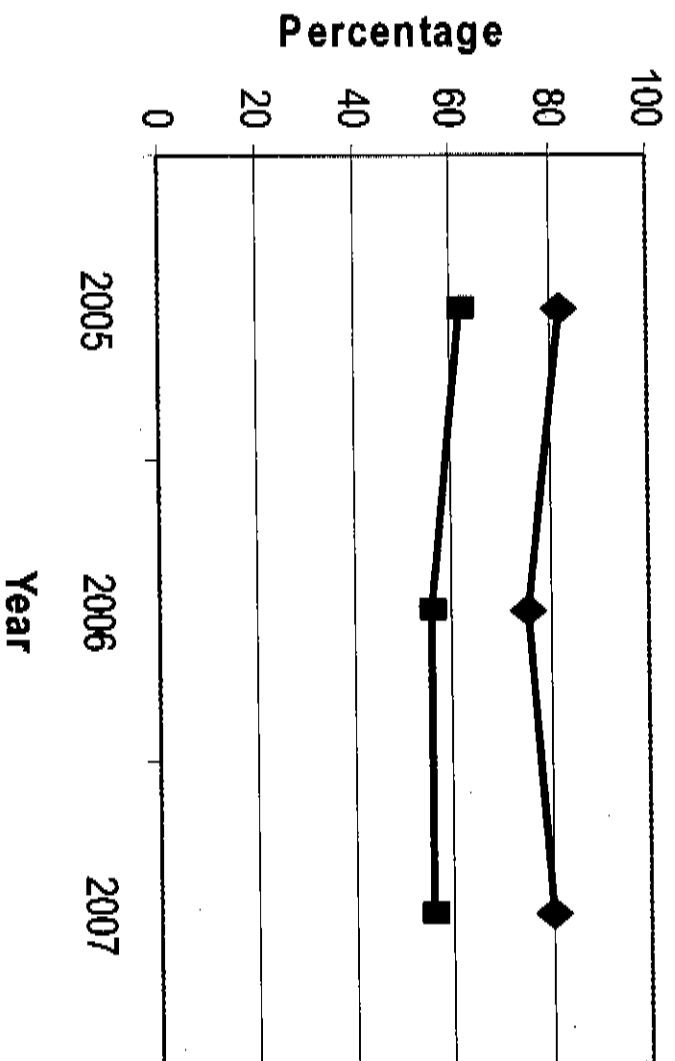
Legacy (National)

Legacy Considerations



Perceptions of Readiness (National)

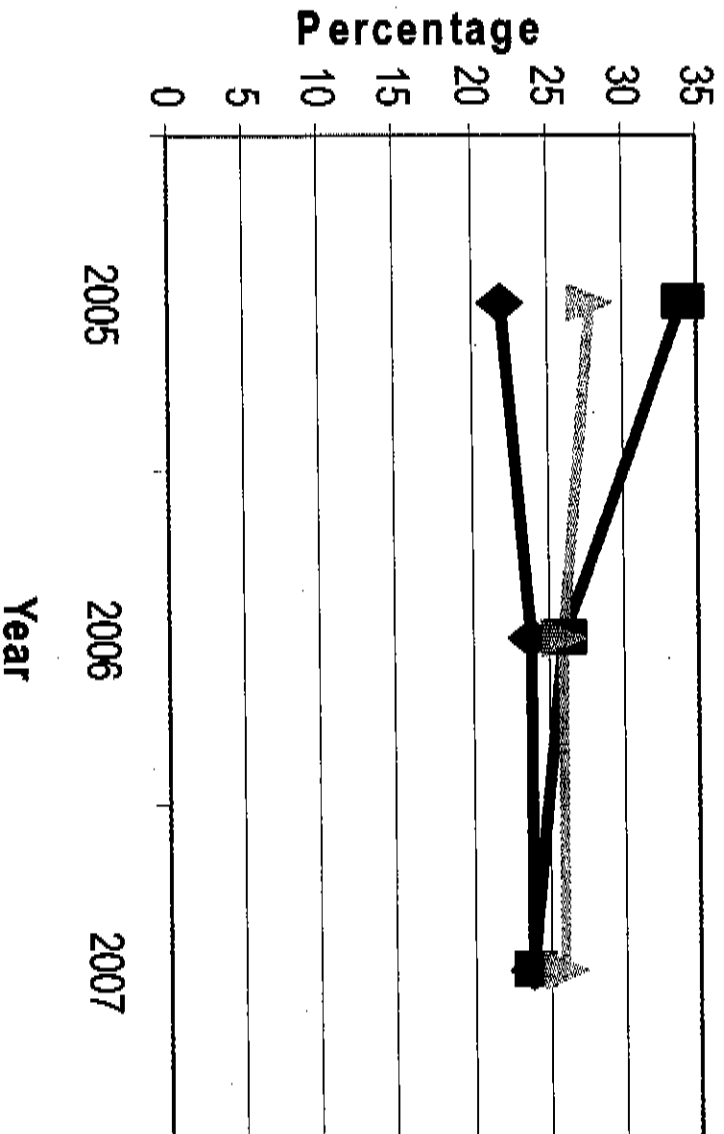
Perceptions of Readiness



- ◆ Strongly agree/agree: SA will be ready to host the FIFA World Cup in 2010
- Strongly agree/agree: Local government will be able to meet needs of the FIFA World Cup in 2010

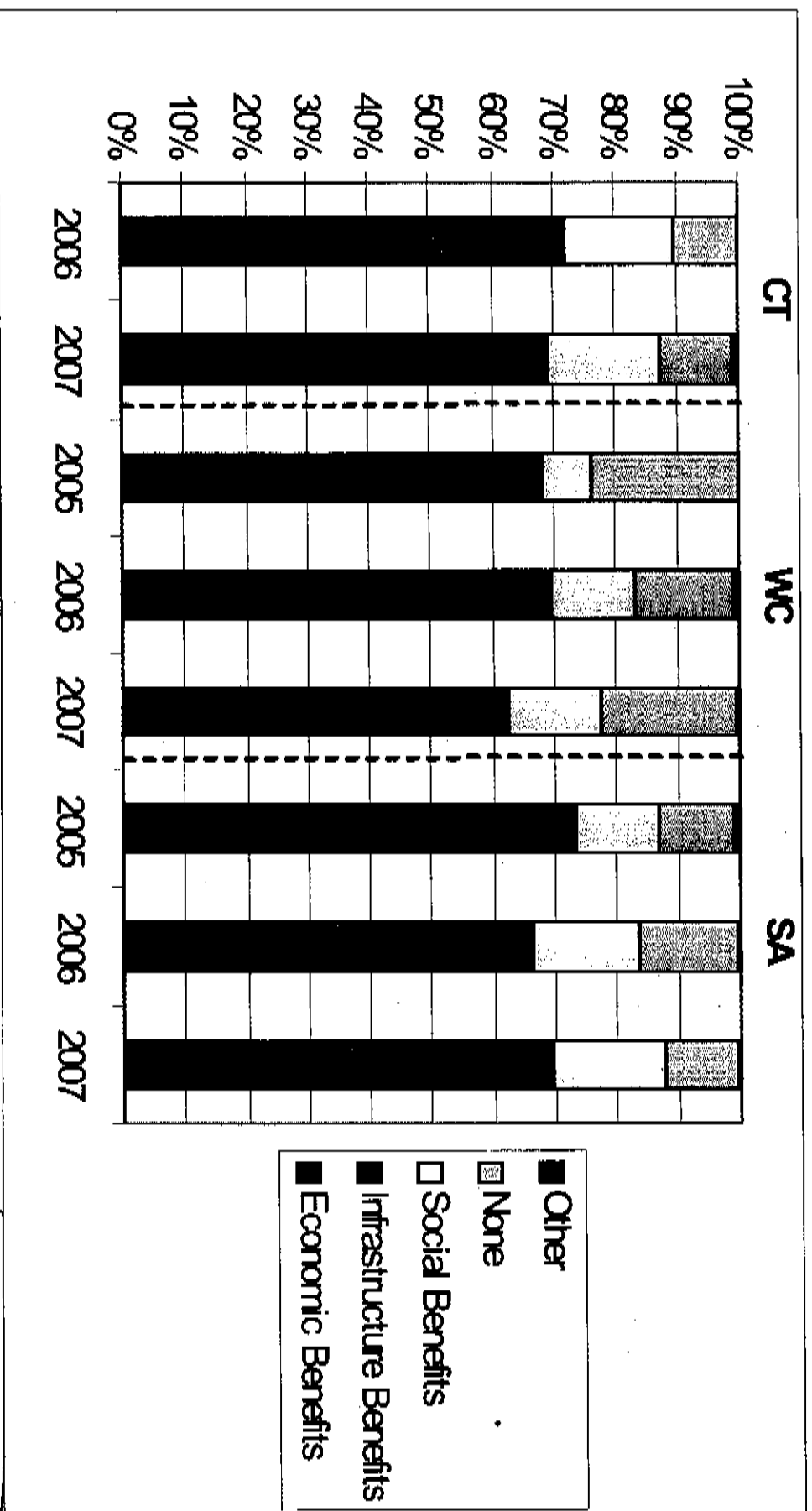
Benefits (National)

Benefit for SA of hosting the 2010 FIFA Soccer World Cup

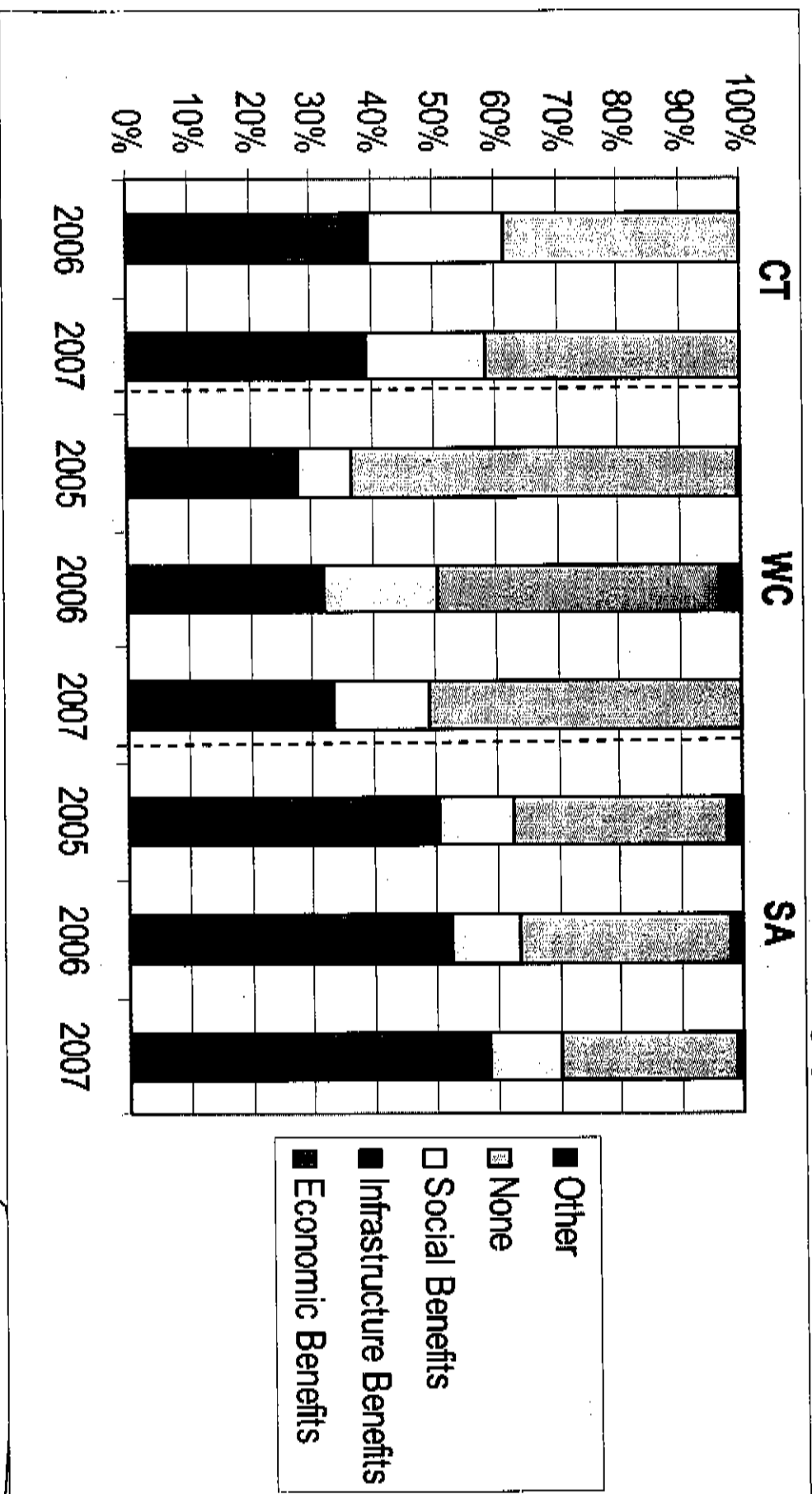


- ◆ Putting SA/city or area on the international map
- Job creation/ job opportunities
- ▲ Economic growth

Benefits for your city (National, Provincial and Host City)

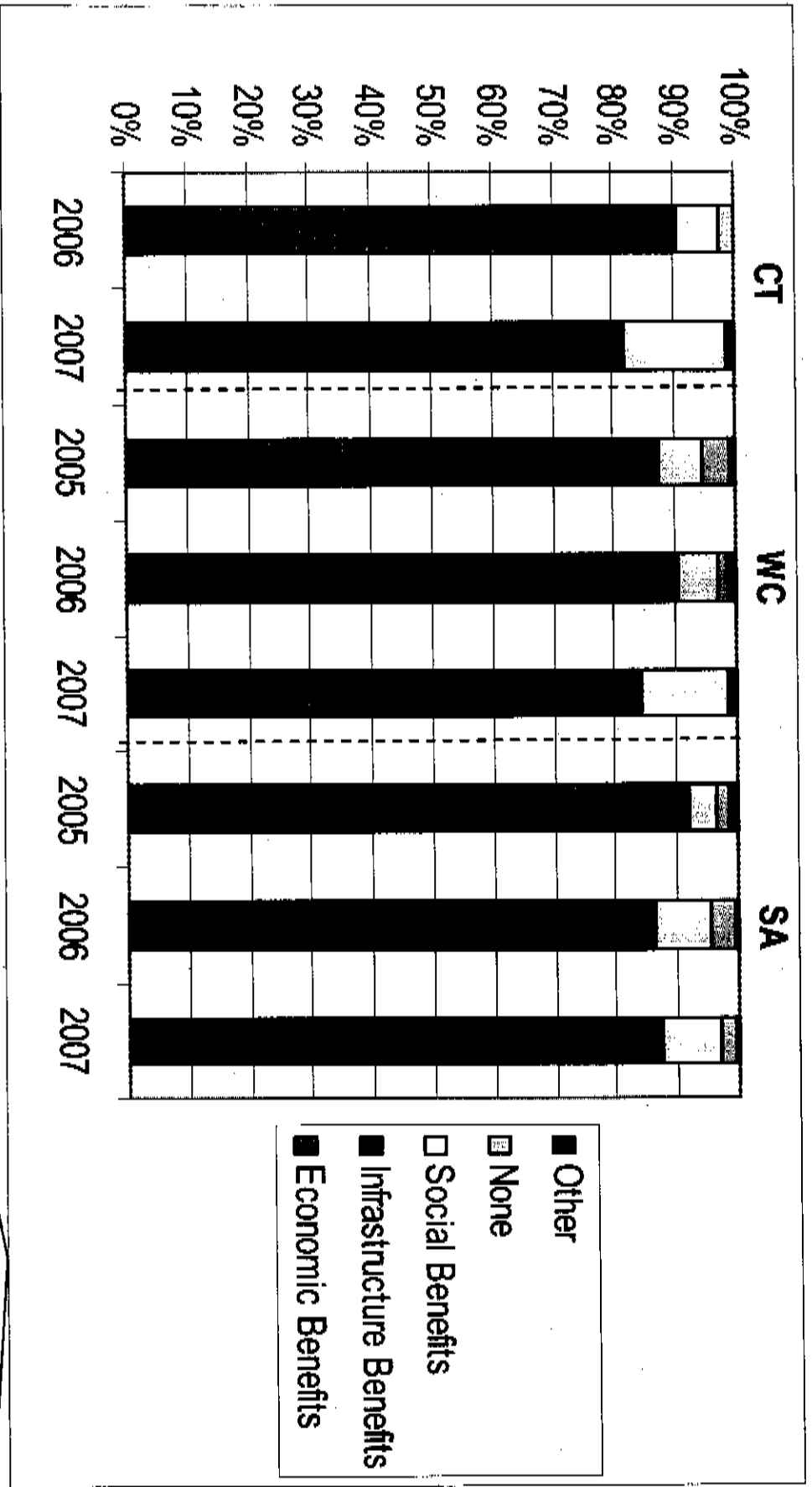


Benefits for you (National, Provincial and Host City)

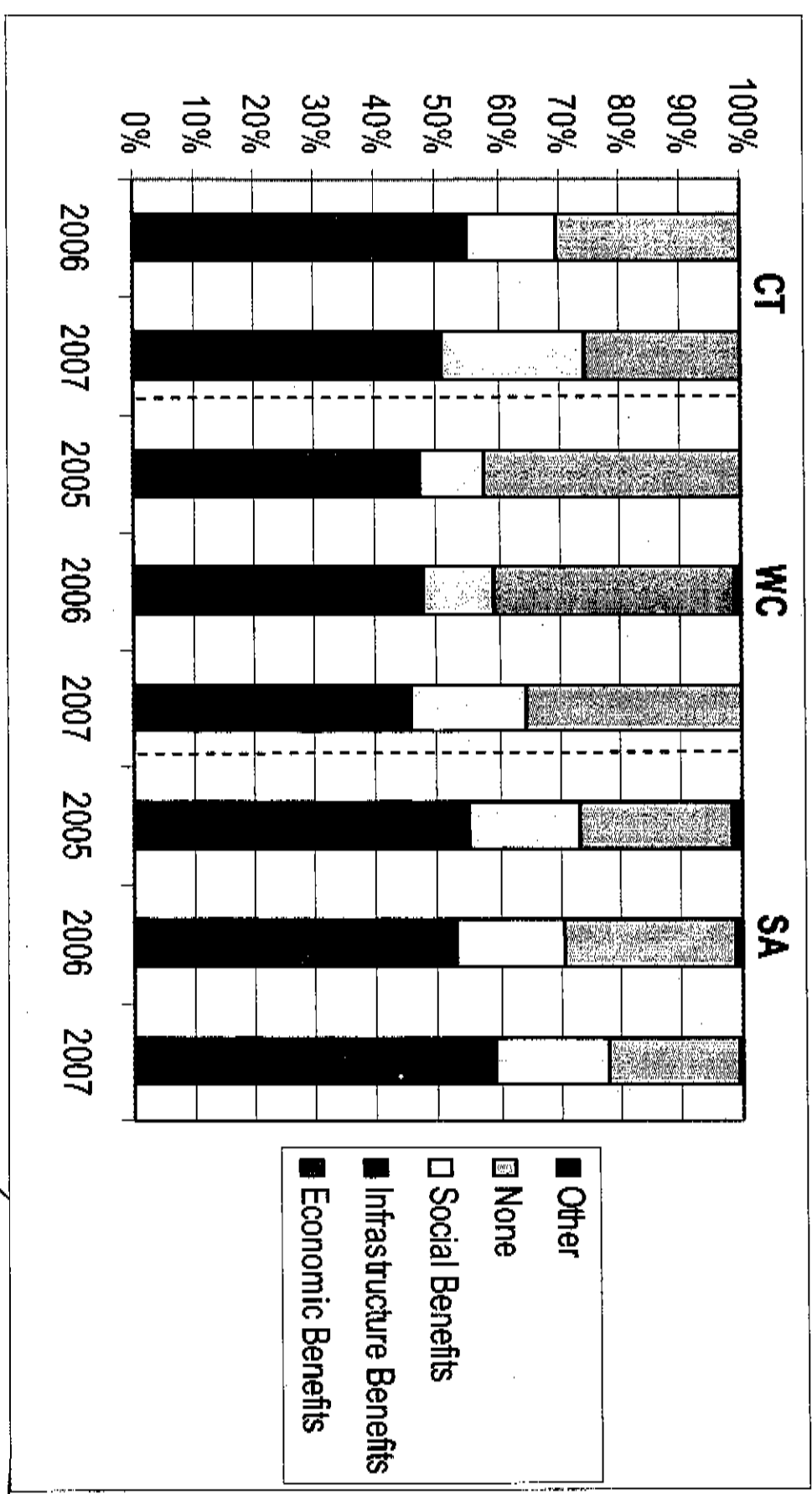


- Other
- ▨ None
- Social Benefits
- Infrastructure Benefits
- Economic Benefits

Benefits for South Africa (National, Provincial and Host City)

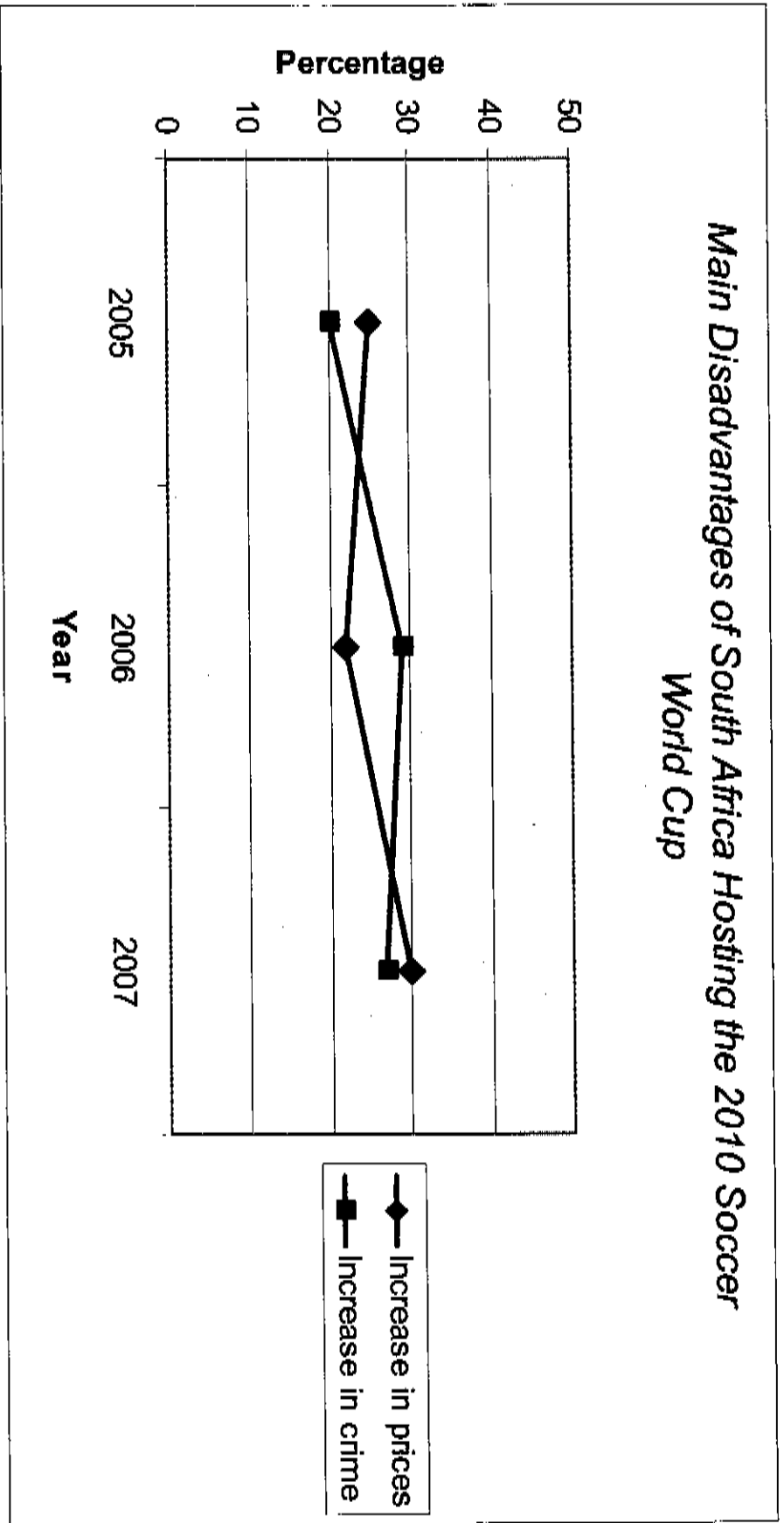


Benefits for your neighbourhood (National, Provincial and Host City)



Main Disadvantages (National)

Main Disadvantages of South Africa Hosting the 2010 Soccer World Cup



Impact on South African society

- Important to manage expectations
- Strive for consensus regarding practical and realistic goals
- 2010 legacy should have been broadly defined at the outset
- All of South Africa's 'ills' will not be solved by 2010
- Widespread development benefits not direct consequence of spending associated with mega-events
- No proof that the hosting of mega-events will result in meaningful job creation, significant contribution to GDP, infrastructural, service and facilities provision beyond the event itself
- Poverty alleviation is unlikely to be a significant outcome
- Nor will SA immediately join a global hierarchy of competitive national economies
- BUT, goals of growth and equity are not contradictory

- 2010 will create jobs
 - *but not solve unemployment problems or lead to significant skills transfer*
- Improve the public transport system
 - *but not solve the public transport problem*
- Help accelerate service delivery in some townships
 - *but only marginally*
- Contribute to a positive national identity
 - *but not significantly to lasting integration*
- Position SA more competitively
 - *but not before we get more of the basics right*
- Create world class facilities to attract mega-events in future
 - *but for the most part these are likely to be under-utilised*
- Likely to be a positive net contribution to the GDP
 - *but 2010 itself unlikely to deliver a 6% growth rate*

Durban, 2010 & Notions of African Urban Identity*

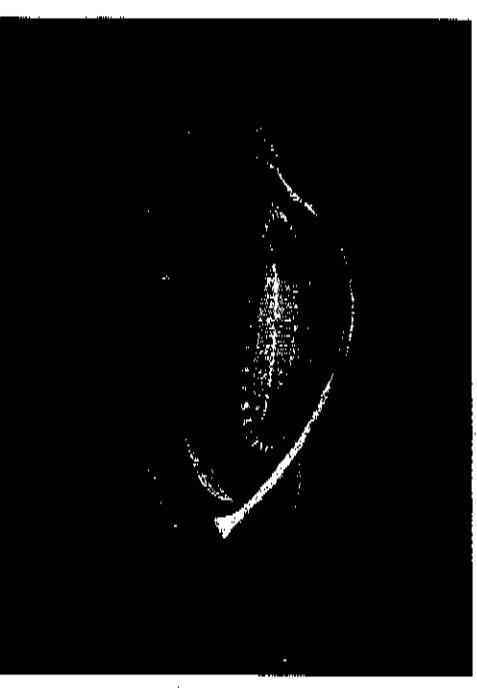
- 2010 seen as a vehicle to market Durban as the quintessential African city to both citizens and tourists
- Strategies and discourses of:
 - eThekweni Municipality
 - 'Showcasing our identity as Africans: Showcasing African excellence' (Sutcliffe & Ellingson, 2007)
 - Urban African actor/ site, city of excellence, NEPAD city, delivers on Millennium Development Goals
 - Informed by practical development goals, efficiency and continental connections
 - Ascribes African urbanism in the developmental realities of contemporary city life
 - KwaZulu-Natal Provincial Government
 - 'Fortunately, we have one of the most recognizable brands in the world which we just need to build on. It is a fact that anywhere in the world brands such as Mercedes Benz, Coca Cola and Pepsi are among the recognizable. Not far from that is the Zulu brand. Municipalities will have to define the Zulu brand and sell it to our visitors...' (Ndebele, 2007)
 - Focuses on conventional tropes
 - Casts city as repository of "traditional" way of life

BUT – Divisions not absolute

*Bass (Forthcoming)

Material Effects and Cohesive Plans

- Transformation of material & symbolic urban space
 - e.g. Moses Mabhida Stadium
- The extent to which imaging (material & symbolic) Durban in connection with 2010 has an impact on the creation of a possibly *more inclusive* post-apartheid African city and identity?
 - Province
 - Schools level soccer development
 - DACT 2010 Strategy
 - City
 - Citizens to be included in communications strategy and event
 - Soccer outreach/ development programmes
 - Cultural activities
 - Urban regeneration programmes
- Little content by which to measure rhetoric
- Fascinating to track



**Synthesis, reflections,
commentary:**

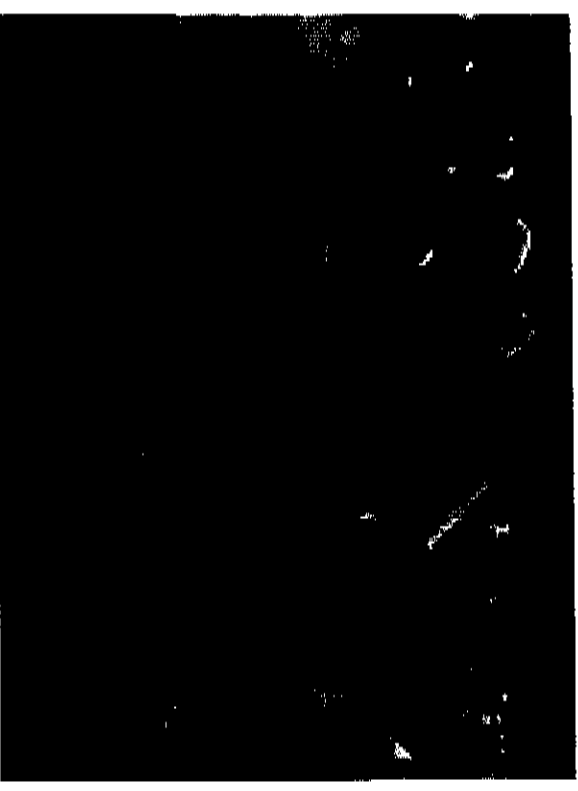
**Southern Africa, and the
social and urban
development legacies of 2010**



- Pillay, U. & Bass, O. 2008. Mega-events as a response to poverty reduction: the 2010 FIFA World Cup and its urban development implications. *Urban Forum*, **19**(3): 329-346.
- Bass, O. (forthcoming). Aiming for Africa: Durban, 2010 and notions of African identity. *In*: Pillay, U., Tomlinson, R. & Bass, O. (eds.) *Development and dreams: the urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press.

• Photographs sourced from:

- www.aldaver.com
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