

**2010 FIFA World Cup
Cape Wine-lands
Just more than Wine.....**

**Neliswa Nkani
24th October 2012**

Neliswa Nkani

- South African, Cape Town
- Chief Investment Marketing Manager – Wesgro
- Country Manager Netherlands
- Managing Director- Lunathi Consultancy
- 2010 Director Cape Winelands District Municipality
- Sponsorship Executive Ajax Cape Town FC

FIFA World Cup – Creating a CWDM Legacy: Managed Process

- CWDM commissioned a consultant to develop business plan
- Focus beyond 2010
- Desk top competitive position study – completed
- Facilitated session to determine CWDM priorities and action plan – completed
- Detailed draft roll out plan – completed

Facilitator's comments

- Towns are geared, but as individuals
- No co-ordination
- No synergy
- Partisan positioning and strategies
- Region loses out

National Imperatives

- Create an Africa-wide legacy
- Football development in Africa
- Create a South African legacy
- Enhance African Diaspora

Provincial Legacy Areas

- Economic legacy
- Health and safety legacy
- Infrastructure legacy
- Social legacy

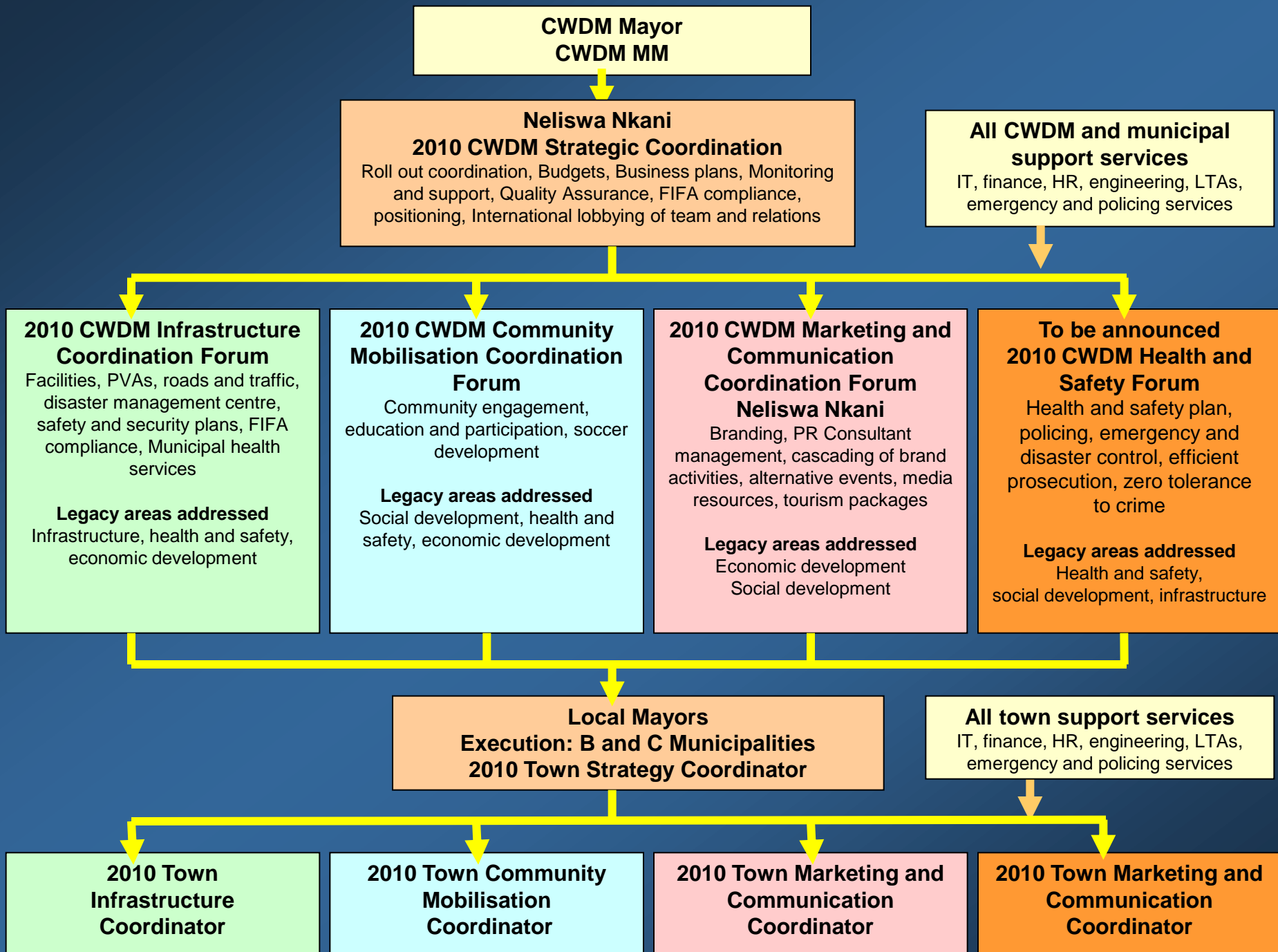
CWDM Intent

The strategic thrust associated with the World Cup 2010 initiative is to

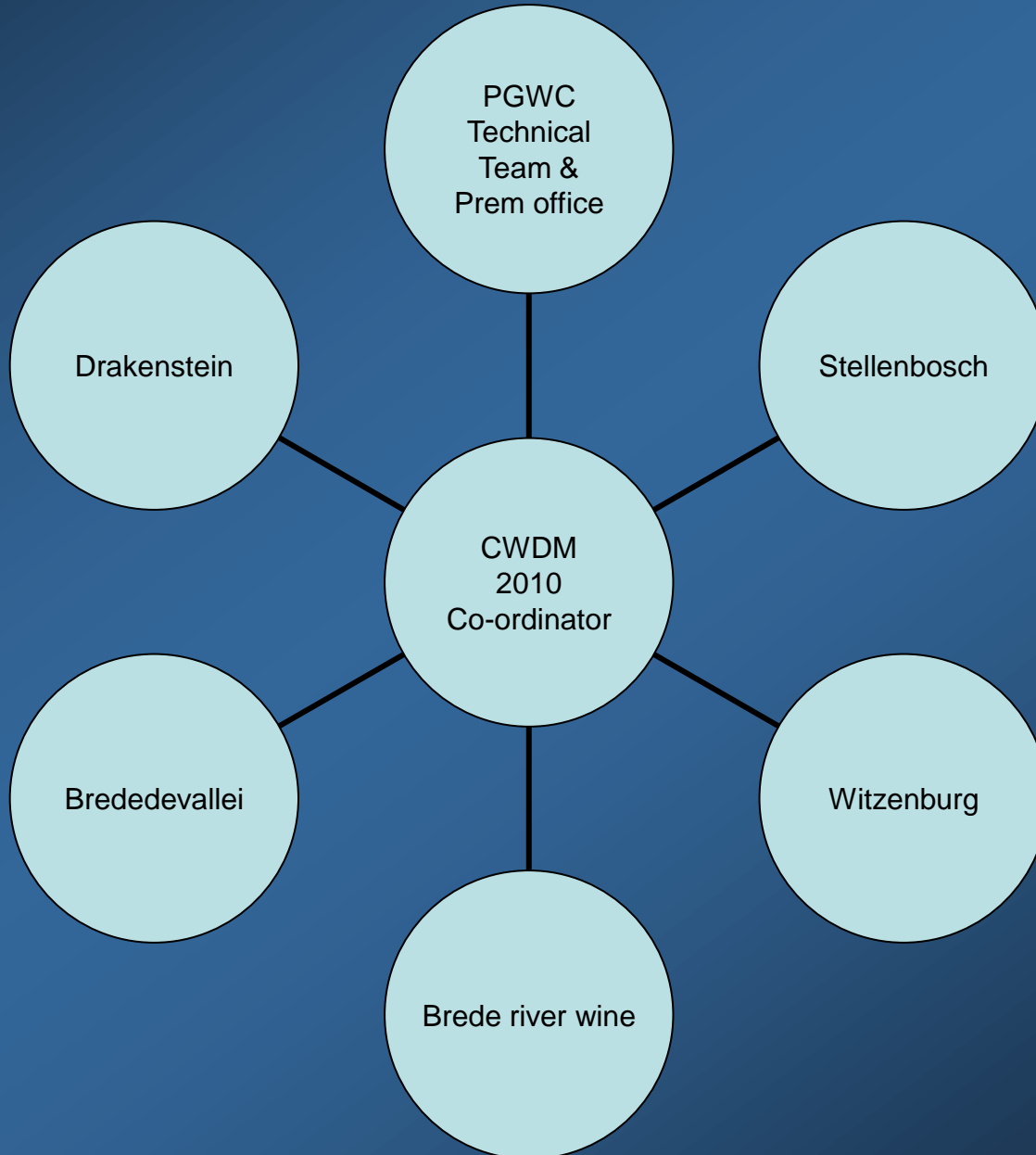
- position and
- prepare the towns of CWDM
- for the long term
- use mega events
- as a mode of delivery and enablement of
- society as a whole
- Economically Grow Regions Industry

CWDM Key Thrusts

- Integrated long term strategic co-ordination for CWDM
- Infrastructure development
- Community mobilisation
- Marketing and communication
- Systemic budgeting for the above



ORGANOGRAM



Allocation of responsibility

- CWDM
 - Overall co-ordination
 - Regional marketing
- Municipalities
 - Operational implementation
 - Joint work teams to ensure synergy and co-ordination

Key performance outputs

Strategic coordination and Budget

- Coordination forums formed for every focus area and project managers appointed
- Draft detailed roll out plans for every focus area
- Master plan drawn up
- Contingency budgets supported
- Management, steering and control of roll out in all strategic thrust areas
- Risk management
- Budget support

Key performance outputs

Infrastructure and Budget

- Universal access systemically integrated
- Full approval of preparation in terms of FIFA requirements re base camp, PVAs, CVAs
- Delivery of transport infrastructure
- Delivery of seamless transport system
- Operational disaster management system
- Physical communication items – road signs etc
- Communication infrastructure
- Budget

Key performance outputs

Community mobilisation and Budget

- Community engagement programmes
- Volunteer management
- Community education and skills transfer programmes
- Soccer development opportunities
- Township accommodation and tourism
- Budget

Key performance outputs

Marketing, Communi- cation and Budget

- Develop, promote and manage the brand CWDM
- Coordinate marketing campaigns
 - Online
 - International
 - Region
 - Towns
- Secure top team for CWDM as base camp team
- Agreements with tour operators and other suppliers
- Produce marketing material and resources
- Initiate other mega/major events for the District Municipality
- Manage accommodation accreditation
- Oversee CWDM website development
- Sponsorship
- Media
- Fans

Key performance outputs

Health and safety, budget

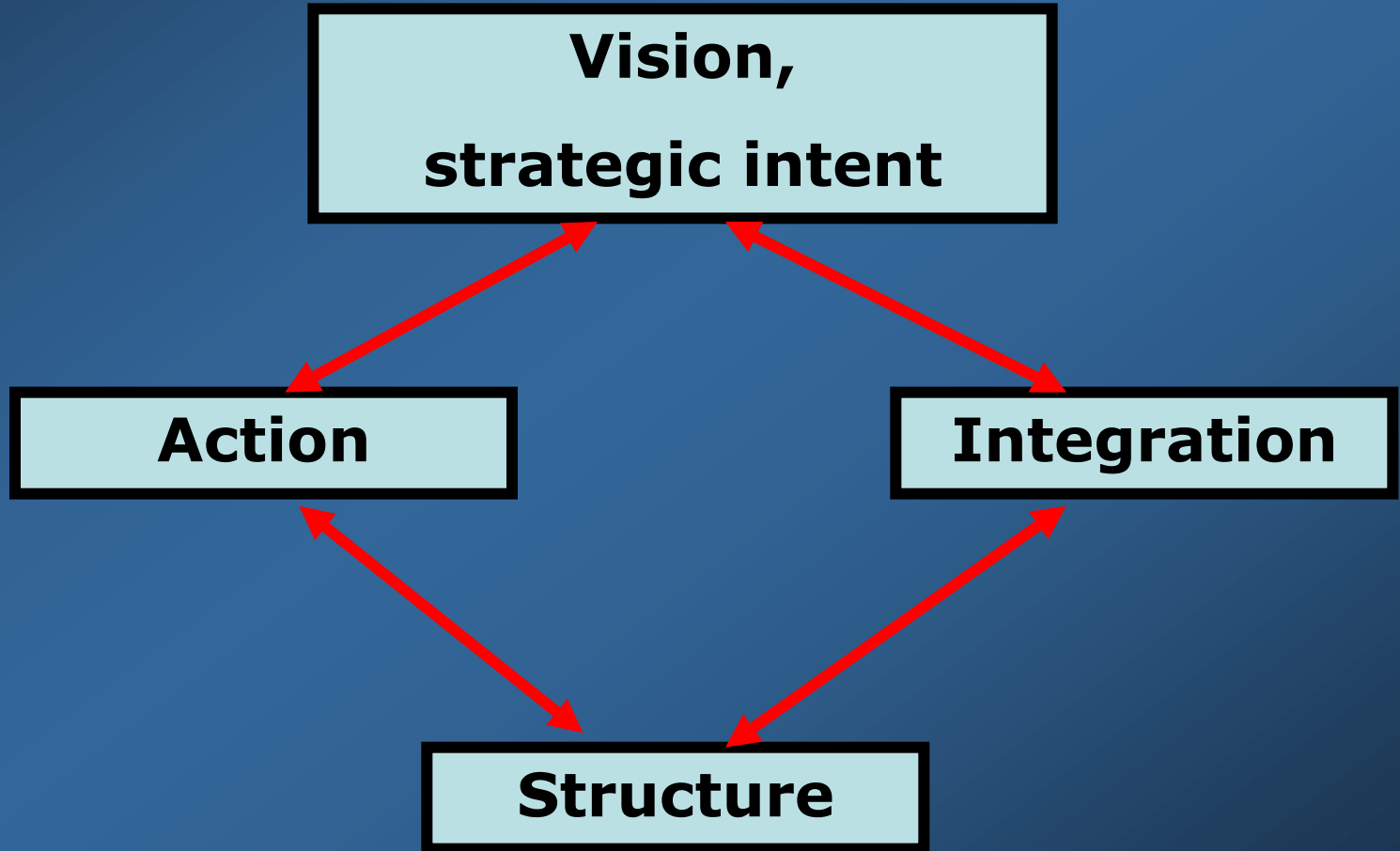
- Draft & implement CWDM health preparedness plan
- Zero tolerance of crime in every corner of CWDM
- Policing is seen and respected as a community asset in all communities
- Emergency services and disaster control is seamless and efficient in CWDM
- No bottlenecks occur in the prosecution process – fast and efficient
- The financial benefits of no tolerance to crime spills over to townships.
- Budget

Systemic Integration

Provincial	CWDM				
Legacy area	Strategic co-ordination and budget	Infrastructure and budget	Community mobilisation and budget	Marketing, communication and budget	Health and Safety
Economic development	X	X	X	X	
Health and safety		X	X		X
Infrastructure	X	X	X	X	X
Social development		X	X	X	X

VISA – Integrated Strategy Elements

V
I
S
A



Strategic co-ordination

Vision

- Create a Strategy Co-ordination Forum (SCF) to steer the process
- Create a CWDM strategy management group
- Appoint a strategy co-ordinator / project manager
- Appoint budget coordination officer / project manager
CFO, MM & Dept. Heads (2010 activities)
- Develop business and operational plans per town / group of towns

Strategic co-ordination

Integration

- Plenary budget coordination meeting
- Approval of all budgets involved
- Develop a CWDM communication strategy with the MCCF
- Appoint monitoring and evaluation team and have an external person develop and guide region
- To promulgate and sanction the CWDM marketing plan for and regional tourism strategy targeted at all main potential market segments

Infrastructure

Vision

- Create the Cape Winelands Infrastructure Coordination forum (ICF)
- Develop a universal access statement / policy and implementation policy for all infrastructure developments / modifications

Infrastructure

Integration

- Conduct an audit on all stadium infrastructure and facilities re FIFA *et al* requirements
- Conduct an audit on all PVA infrastructure and facilities as well as additional PVAs and CVAs re FIFA *et al* requirements

Thus far an agreement has been reached that Worcester will be the main PVA location. A 2nd PVA has been requested of which the location needs to be identified urgently

Infrastructure

Structure

- Conduct an audit on all transport infrastructure and facilities re FIFA *et al* requirements
- Conduct an audit on all accommodation infrastructure and facilities re FIFA *et al* requirements

Action

- Urgently develop state of the art media centre re broadband & television HD transmission capacity
- Develop physical infrastructure capacity between and in towns to facilitate the movement of people
Park and Ride – Conduct an audit on all transportation capacities and seek ways to up-skill drivers

Infrastructure

Action – continued

- Development of taxi ranks, bus stations, routes and terminals
- Development of road infrastructure, including park and ride facilities
- Develop integrated traffic management and transport systems

Infrastructure

Action – continued

- Develop non-motorised transport in the towns
- Urgently develop and erect road signage to promote WC2010 and CWDM
- All B Pool vehicles to be branded urgently
- Develop communications infrastructure to support marketing, emergency services etc.

Community mobilisation

Vision

- Create the Cape Winelands Community Mobilisation Coordination Forum (CMCF)
- Appoint a community mobilisation coordination project manager
- To instil an ethos of integrated participation in the whole CWDM community
- Define what is meant by community:
 - demographics,
 - geographic groupings
 - age
 - interests
 - universal access

Community mobilisation

Integration

- Design an integrated Communication and awareness campaign for the entire region
- Solicit all budget resources, both cash and non-financial resources

Structure

- Develop a way of bringing benefits to the rural poor of CWDM

Community mobilisation

Action

- Develop event hosting education programme
- Develop a volunteer involvement programme
- Soccer development opportunities
- Development of township accommodation and tourist destination options
- Volunteers

Marketing and communication

Vision

- Create the Cape Winelands Marketing and Communication Coordination Forum
- Aligned co-ordinating marketing Strategy and responsibility

Reviewed the function of CWDM Marketing and Communication as well as Tourism as these need to have greater alignment with 2010

- Assess the branding and brand identity for CWDM
- Tweak CWDM branding to include 2010 branding
- To develop a unified branding message

Marketing and communication

Integration

- To coordinate overall international marketing
Develop a 10 min regional video which covers Tourism, Investment, Sport Tourism and Trade
- To coordinate overall regional marketing
- Budget for marketing
- To develop online campaigns aimed at all market segments
- To enter in joint agreements with tourism operators to offer CWDM packages for WC 2010 and beyond
- To develop a business attraction information pack for investors – statistics, investment opportunities, financing, tourism, travel
- To develop a high definition media library on the region accessible via the web
- To host big games in the build-up to the tournament

Marketing and communication

Action

- Secure a top 6 team for a base camp in CWDM
- To coordinate town level marketing
- To provide town level information
- Develop programme to increase the number of PDA tourism operators

Audit the number of PDI establishments and assist with community events

- To develop lead-up activities to the final draw, e.g. mega-event conferences and explore possibilities of extending the conferences to other mega-events, e.g. Brazil 2014
- Host Confederation Cup teams and games
- Develop tourism packages with operators

Marketing and communication

Action – continued

- Develop discount packages if visitor returns within 18 months
- Develop advertising on rolling media
- Develop accommodation accreditation and publicising facility
- Develop CWDM website
- Ambassadorial program
- Negotiate car rental / chauffeur services

Health and Safety

Vision

- An integrated health preparedness roll out strategy
- A zero tolerance approach to crime to be declared a regional imperative
- Establish CWDM medical and fire emergency operations centre
- Inclusive security forum
- Accreditation of security manager
- Insurance underwriting for tourists

Health and Safety

Integration

- Develop a risk management and response plan for CWDM
- Develop coordinated and integrated safety and security plan
- Develop physical infrastructure capacity between and in towns to facilitate the movement of people re health and safety considerations
- Park and Ride – Conduct an audit on all transportation capacities and seek ways to up-skill drivers re health and safety considerations
- Arrive Alive campaign
- Security planning and implementation for teams and venues

Health and Safety

Integration – Continued

- Budget for draft contingency risk scenarios and response plans for CWDM and per town
- Synchronised approach and procedures to implement zero tolerance approach
- Synchronise all social services delivery needs with the infrastructure planning
- Develop safety and security marketing strategy
- Synchronize with township tourism and business development
- Synchronised approach and procedures to implement emergency medical care, fire and disaster control
- Security vetting of all security managers

Health and Safety Thrust

Structure

- Conduct an audit on all transport infrastructure and facilities re FIFA *et al* requirements re health and safety considerations
- Conduct an audit on all accommodation infrastructure and facilities re FIFA *et al* requirements re health and safety considerations
- Ensure sufficient policing operating bases per town / population density / crime profile
- Ensure accessible emergency equipment
- Ensure synchronised training for SAPS, volunteers / reservists, emergency personnel and volunteers
- Ensure operational disaster control centres per town

Health and Safety Thrust

Action

- Develop a fully capacitated and integrated disaster management centre – one stop shop
- Develop a Municipal Health 2010 FIFA world cup preparedness plan for CWDM
- Develop disaster management “substations” in towns / between clusters of towns
- Visible saturation policing
- Zero tolerance, Agree on fines / punishments that hurt for transgressing
- Accessible and fast response emergency care to all populations
- Visible township tourism and SME development

2010

	PROJECT	PLANNED	ACTUAL SPEND/ADJUSTMENT	COMMENT
6	Marketing and Tourism International trade shows			JMA has to be fulfilled . JMA obligation
7	Youth Activation			Funds are required for this Scholarships Further funding will be required here for the duration of the entire June month for youth activation programs
8	Online Marketing In key languages			
9	Collateral			Use to purchase staff t-shirts :flags will be recommended to be bought
	Communication			Publications Publication produced for exhibitions. Remainder to be used in promoting 2 PVA's and Mayoral Cup

2010

	PROJECT	PLANNED	ACTUALSPEND/ ADJUSTMENT	COMMENT
1	Laduma		0	Media advertising in strategic
2	Sports and Mayoral Projects		0	2010 Scholarships Mayoral Cup
3	Online Campaign Multimedia Presentation		0	For International reach Circulation at airport and global strategic placement
4	Tickets	0	0	Tickets for Poor Communities and for International VIP
5	Community Activation			Funding will be required here for the 5 B municipalities for assistance regarding PVA & SMME support. Require funding

2010

	PROJECTS	09/10	ADJUSTMENT	COMMENT
10	Contact centre			Contact centre should continue as planned as there will be PVA
11	Hosting			Huge budget is required for this as this is Pivotal to promoting of region and support from key tourism role players is important
12	Workshops			International conference addressing
13	PVA			Funding in required for this and its budget or

The Success













Kick Off Days left for Caxias

- Lets Count down
- 654 days
- 186 days Less weekends
- 468
- 20 Less Public Holiday
- =448 days

Thank you

Neliswa Nkani

Lunathi Consultancy

byond@mweb.co.za