

**Speech by Cllr Obed Mlaba, Mayor of the eThekweni Municipality at the SA Cities Network Seminar at the Protea Hotel, Cnr Chartwell and Lighthouse Roads, Umhlanga Rocks**

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**The Implications of Hosting International Big Events on Municipal Governance and City Economic Footprint.**

**Creating a Lasting Legacy through the 2010 Soccer World Cup**

**Members of the South African Cities Network**

**SALGA representatives**

**Representatives from DPLG**

**Ladies and Gentlemen**

**Good morning**

Thank you for inviting me to open this important seminar in our city. I welcome you all to our wonderful city.

Today my objective is to welcome you to our city and share with you some of thoughts and insights on the topic of 2010 and its ability to create a lasting legacy in all our cities.

The eThekweni municipality is out of the starting blocks - resources for the development and implementation of a 2010 office and programme located within Durban Africa (the municipalities tourism authority) reporting to the City Manager has been established. The City Manager reports to the cities political leadership via the Executive Committee and Full Council. A joint city- province steering committee has been set up led by Mayor Mlaba and Premier Sbu Ndebele.

All South African political leaders have declared the 2010 preparations a 'national cause'. Durban is one of three authorities – there will be the Provincial Government and the National Government (this will include a National 2010 Organising Committee made of government, SAFA, private sector champions, Bid company representatives.)

The national 2010 organising committee will work with FIFA to oversee most of the infrastructure and construction projects. It will be impossible for any one city to host the 2010 Games alone. We, the city of Durban will lobby to host key events that will be part of the 2010 events programme. Durban will make its city more hospitable for residents and visitors. We will make people have a good time

and enable them to discover the best the city has to offer. Durban has great climate and a long stretch of waterfront.

Durban like all other host cities needs to consider investing in the following:

1. Major infrastructure programmes and gigantic transport projects – includes the new airport, people movers (trams and improved suburban train systems) – we need to revolutionise our public transportation system.
2. New installations that improve accessibility for the disabled.
3. Large city cleaning programmes – including cleaning and greening programmes.
4. Quality control over rates and services in hotels, restaurants and taxis.
5. Dealing with crime and destitute people living and trading on the streets.
6. Maximise the benefits from the media exposure from the 2010 event – boost tourism, promote economic investment and make Durban a key regional business centre.

#### **Durban 2010 City motivation – some useful information**

- R200 million was spent on the bid process.
- Morocco spent R1.2 billion
- 32 teams, 64 matches in 13 stadiums across South Africa.
- Six years to 2010
- FIFA will visit South Africa in 2007 to inspect construction/readiness of stadiums
- Bid book states that one semi-final will be played in Durban.
- FIFA, which will be headquartered in South Africa prior to the tournament, will host its conference in Durban.
- Durban's ICC is being extended to host large sports events and bigger conventions that will be needed for events like 2010.
- Durban will be ready and will host as many of the games in 2010.
- Absa stadium will undergo numerous improvements.
- Plans are in place to link the Suncoast Casino, ICC, Ushaka Marine Theme Park and other key nodes of the city with a people mover. R70 million has set aside for this project.
- South Africa's plans have allowed for 13 stadiums in 11 cities. Five are to be built and five will be renovated to bring them up to international standards. This will all cost R1.34 billion. The number of stadia is still being refined.
- Roads, electricity, water, media facilities and airports will be upgraded at a cost of R834 million to cope with the visitors.

### **Benefits of 2010**

- 2.8 million spectators, 2,78 million tickets will be sold – raising R2.3 billion.
- R12 billion into the SA economy
- Contribute R21 billion into the SA economy.
- Tax benefit to the state - R7 billion.
- Immediate effect of 2010 will be felt in the construction, accommodation, tourism and transport sectors.
- There are 10 million soccer fans in SA and growing.
- 2010 will be a fertile ground for selling merchandise ranging from T-shirts to autographed footballs, vuvuzela's etc.
- Growth in investment and sponsorship for soccer development and local leagues.
- 122 000 jobs will be created.
- Opportunity to reposition Durban as a world-class economic hub and international tourist destination.
- 32 soccer nations will spend their money in South Africa – each international team is expected to arrive at least two weeks before the event kicks off.
- 14 700 VIP's
- 10 500 journalists.
- The Bid committee will generate R600 million from sponsorships and R150 million through broadcasting rights and other marketing income.

### **What needs to be done?**

- R1.34 billion is needed to upgrade existing stadiums nationally.
- R334 million is needed to upgrade electricity, water, media facilities and other infrastructure in the cities where matches will be played.
- A new international airport with capacity to accommodate 4.2 million passengers a year.
- 20 New hotels to accommodate soccer fans and tourists.
- Health and hygiene regulations will have to be applied to all beverage outlets at host stadiums, hotels and host venue for any official event.
- Improved traffic management planning around all tournament venues (including traffic warning and traffic-free zones).
- Improved spectator channeling, crowd management and safety certification of all stadiums.
- Ensuring and putting in place automatic control of the numbers of match tickets and accredited access to host stadiums to ensure that certified safe capacities are not exceeded.
- Improve, enhance and expand safety and security services.

NDOT convened a meeting with the transport stakeholders on 1 March here in Durban. The following are the main issues arising from the meeting. 1.R3b available for Transport from 1 April 05 over the next 3 years 2.They interrogated our transport strategy and will provide proformas soon so that we will be able to develop and finalise priority statements by July 05 for submission to NDOT. 3.The Minister will thereafter be briefed on all the Cities submissions. 4.They have highlighted the need for focussing on NMT directed projects and also to extract projects from the ITP that can be accelerated by this process. 5.The need for the City to signal what was required from SARCC and ACSA was echoed. 6.NDOT are busy developing expected travel demand profiles for specific events, which will be made available to the Cities. 7.It was clarified that the venues for the various events will be finalised by 2008 -although treasury is pushing for April 2005. 8.The need for the Durban Stakeholders to meet regularly was suggested. 9.As we prepare our priority statement -NDOT will be available to assist.

## **WC 2010 SEMI FINAL: DURBAN**

### **TRANSPORT STATEMENT ON DIA vs KING SHAKA/DUBE AIRPORT**

#### **PASSENGER NUMBERS**

All indications suggest that King Shaka Airport will at best only be operational by 2009.It is also certain that the new airport will not materially influence the number of direct flights to the City by 2010.It will take some time for Airlines to make dramatic changes in terms of shifting direct flights to Durban. In any case the main focus of the new airport is the development of a logistics hub with a strong freight bias. The conclusion from this is the new airport will not materially influence the number of visitors by air.

#### **SCENARIO 1:DIA**

34000 international spectators and 26000 regional spectators are expected for the semi final match. A substantial proportion will come by air. This will occur over a period of time possibly days. Taking into consideration the modal splits, this translates to about 240 luxury coach trips and possibly about 5000 hired car trips from the airport. This volume of traffic over a few days will be easily accommodated from the airport into the City and other accommodation areas. The surge demand after the match is certainly the more critical aspect that will need special attention.

The proposal to use the Reunion Station and the commuter rail line has certainly enormous potential. This proposal has the potential to provide easy access for visitors from DIA via a pedestrian bridge or Travelator (moving sidewalk) type system to access Reunion Station (upgraded) and then travel to Durban Station on fully refurbished train coaches. Visitors can then access either the people mover or similar system to move to their accommodation points. In this way the road vehicles as computed above i.e. arriving and departing from the airport will be drastically reduced by as much as 50%.

**TRAVEL TIME:**

Road: Distance to the CBD 16 km & 25 min travel time to CBD during peak

Rail: Distance to Durban Station 16km & travel time 27 min

**Road and rail linkages**

Adequate for the expected demand. Only one main freeway (M4 Southern Freeway), which is limiting from an incident management perspective. Plenty of spare capacity on rail.

**Information from DIA:**

DIA has a current theoretical capacity of 5million passengers/annum and the current demand is about 2.8 million passengers /annum. This means that DIA should be able to cope with air passengers for the semi final with substantial improvements required on baggage handling facilities and the like.

Comment: The limiting factor will be on ACSA air side. The road /rail interface public transport services will be able to cope with moving visitors as they exit and enter the airport. The biggest challenge will be after the match when spectators would need to go back possibly the day after or later. The surge demand on the outward trip will be much more severe than the inbound demand and again the limiting factor will be how fast the planes can take passengers out of the airport as opposed to how fast public transport can transport them to the airport.

**SCENARIO 2:KING SHAKA AIRPORT /DUBE TRADEPORT READY FOR 2010**

Exactly the same demand profile as DIA. There is also the Nyanninga Station near King Shaka Airport, which can be linked to the rail with an appropriate mode with an upgraded station and refurbished train coaches. At Durban station end, visitors will similarly use the people mover or similar system.

Due to the longer travel time and distance to the CBD it is anticipated that a larger number of coaches would be required to cater for the demand than the DIA site. Similarly more train sets would be required to provide a similar frequency to the DIA site

**TRAVEL TIME:**

Road: Distance to CBD 36 km & 40 min travel time to CBD during peak

Rail: Distance to Durban Station 36 km & travel time 30 min

### **Road and rail linkages**

Adequate for the expected demand. Two major freeways available (N2 & M4 /Northern Freeway) the two freeways provide more flexibility from an incident management perspective. There is certainly more capacity on the northern approaches to the City than the southern approaches. Plenty spare capacity on rail.

New interchange will be required on N2.

### **Safety and Security issues**

1. The City has 98 cameras in various areas in the City. They are monitored in the Metro Police Control room by police personnel.

The security value of the cameras is three-fold.

Firstly the camera is meant to act as a deterrent to the would be criminal. By knowing that an area is under surveillance, is a deterrent in itself

Secondly, when a crime is committed under the surveillance of a camera, Police monitor the situation and direct operational staff to the location, and then in turn indicate suspects and arrests take place

Thirdly, where suspects are caught on camera committing an offence, the recorded evidence is used in the court case against the suspect.

2. The City is continually upgrading the camera's in terms of the latest technology.

Areas that are not covered at the moment are being surveyed in terms of crime statistics and number of criminal activities, and given time, CCTV cameras are placed at indicated locations and then monitored 24hours. This is however a reactive

There are however certain areas that are being considered for the installation of cameras as a "proactive "measure to crime prevention. This not specifically being a reactive measure. These include the Cato Manor, Kwamashu and South Industrial Basin

The Department is also currently working in conjunction with the SAPS in terms of a broader strategy (possible co-operation agreement) for the installation and monitoring of CCTV

3. With regard to modernisation of security measures, the following is relevant

a. Hand held finger print scanners are being considered for more effective crime prevention in a proactive way. As an example, when a road block is established, outstanding warrants of arrest will be easily determined, as well as criminals on the run being able to be apprehended.

b. Wire less technology is being considered for CCTV links between areas. At the moment fibre optic links are utilised

c. With the integration of various data bases between Justice, SAPS, NATIS, Licensing, SARS etc, crime prevention will take on a more proactive role, thus allowing for more effective policing.

### **Hotels and hospitality**

#### **Durban Africa**

#### **Room rate comparison**

**2005**

Rate per room per person

	<b>Hilton</b>	<b>Holiday Inn</b>	<b>Tropicana</b>
January 2005 - off season	1100.00	650.00	490.00
May 05 (Indaba)	1400.00	1050.00	490.00
June 2005 - off season	1100.00	650.00	490.00

#### **Bed Numbers in Durban**

	<b>Number</b>	<b>Rooms</b>	<b>Beds</b>
Hotels	45	4994	9578
Self Catering Apartments	40	1908	8076
Bed & Breakfast	381	919	1838

From this it is clear that the city of Durban will have to identify land and stimulate investment in new hotel sites to prepare for the 2010. This will leave behind an important legacy for Durban to host large events. Event tourism be it in sport, music, culture or heritage is an enormous generator of income and jobs for cities.

## **The way Forward for eThekwini Municipality**

1. EThekwini has appointed a technical and administrative task team to finalise the audit of all needs for 2010. This team meets at least on a weekly basis to review what is happening, develop recommendations and keep abreast of what is happening elsewhere.
2. The task team is has developed a document which deals with the key options and opportunities and what we should do in regard to 2010. This document would use as a basis the Bid Book and what we need to do to achieve the Bid Book requirements. Then each option would be explored, such as, if the airport moved from DIA to Dube Trade Port what impact would it have on infrastructure requirements, transport, tourism needs, hotels, etc. The document would also detail clearly and factually where we are in terms of hotel development, Dome stadium, etc.
3. The task team will also develop a programme of action of what we must do between now and 2010. These time lines are be updated all along. The city manager and the head of provincial treasury will work together and report to the mayor and premier respectively.

In conclusion I salute the SA Cities network for bring together cities officials to engage, dialogue and network on matters of common concern. Sharing information and networking will enable all the cities in SA to learn from each other and thereby realize the positive legacy that 2010 will bring to us all.

I thank you.



