



Bold new venture a 2010 legacy project



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Known as the Berg River Development, the facility will comprise a hotel (to be operated by Queensgate, an international group), a conference centre, a retail centre aimed at the tourism market, a wellness centre, a gymnasium and a media centre.

This bold venture will have an incredible impact on the economy and tourism of the Drakenstein area in the foreseeable future, and will place Paarl among the elite role-players in the tourism industry.

The facility will be situated near the Berg River, where the Paarl Rugby Clubhouse, Squash Courts,

Cricket and Hockey clubs are situated. These clubs and their facilities will be moved to an alternative area still to be identified.

Part of the development will include a floodlit football field with a seating capacity of at least 3000 spectators, which could also serve as a fan park during the 2010 event. Change rooms will be of standard suitable for international teams.

The site, which will also be available for public and private training sessions, will also host a sports science institute associated with, and operated by, a reputable and recognized institution.

"This you can truly say is a product inspired by our quest to play a key role in the 2010 tournament," says Drakenstein Executive Mayor Charmaine Manuel. "The idea was inspired by the need to accommodate the market of visitors looking for accommodation around four-star levels. At the moment, we do not have anything between five-star and bed and breakfast facilities.

"Even during the Cultivaria Festival, a number of people visiting town stay outside of our Municipality area, meaning that we are not taking full advantage of the economic injection that we could be experiencing were we geared towards that market as well."

The Mayor added that the idea of the hotel led

to further input for the accommodation of proper sporting and leisure facilities that could benefit Drakenstein beyond the 2010 event.

"With this project, people will remember just how 2010 came to have a positive influence in the lives, locally. There will be a number of job opportunities, arising from what we are starting at Berg River."



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Taking the Paarl 2010 Campaign To Euro 2008

The Paarl 2010 team recently took its European lobby strategy to the next level when it took part in a trip to Europe, organised by the Western Cape Provincial Government to market the Province for the Fifa 2010 World Cup.

Chairman of the Paarl 2010 Committee, Councillor Arthob Petersen, and the CEO of the Paarl 2010 initiative, Khaya Mrali, were active participants in the trip to the Euro 2008 tournament in Austria, preaching the gospel for the Drakenstein Municipality.

The objective was to meet and influence key decision-makers amongst the top European teams that are likely to qualify for the tournament in South Africa, come 2010. The main prize was to show them why they should choose Paarl as their base camp during the 2010 global spectacle.

Other top delegates came from the Provincial Government, the City of Cape Town, Breede Valley Municipality and Eden Municipality.

"It was a very fruitful trip and we learnt a lot about the needs of the various countries," says Petersen. "They also appreciated our presentations."

Based mainly in Vienna, Austria, the group presented to a huge group of media representatives from the Euro 2008 tournament, where they showcased Western Cape tourist attractions, accommodation and football facilities.

"We also visited Fan Parks, to get first-hand experience on how they should be run," says Petersen. "What we saw in Vienna and surrounding towns was very impressive and gave us an idea of how we could structure our own Fan Parks."

Petersen says the delegation also had a first-hand experience of the importance of train travel and other non-motorised modes of travel.

"We got a clear picture of where we could improve our public facilities."



This Legacy is Alive and Kicking

The Drakenstein Municipality has entered into a dynamic sporting partnership with a non-governmental organisation that uses the power of sport to help disadvantaged individuals reach their dreams.

The NGO, Alive and Kicking, rallies unemployed youth in disadvantaged areas to work on a project that manufactures soccer balls. They are all trained to stitch the balls in a professional manner. The balls are then sold to...

Situated at Mossop Teannary (pls check spelling) in Wellington, the project has received a financial injection of R200 000 from the Drakenstein Municipality. The Provincial government has also thrown its weight behind it.

"Our support is based on the fact that we believe that sport, football

in this case, can have a fundamental effect on building healthy and working societies," says Councillor Arthob Petersen, Chairman of the Paarl 2010 Committee. "The people working at Alive and Kicking are mostly youth without employment."

The project also seeks to be an advocacy vehicle for fundamental challenges facing society. Each patch in the ball features a message on such

challenges as HIV/Aids, drugs and alcohol abuse.

The Alive & Kicking project strategy is in line with the Drakenstein Municipality's strategic objectives for Paarl 2010, focusing on rural development, employment creation, sustainable projects and a social capital legacy.

The balls are recognised as the official equipment for the Mayoral Cup.



Durban Tourism Indaba



Blatter in Cape Town for Inspection

The City of Cape Town's 2010 office recently hosted a top-level FIFA delegation, which was here to inspect progress at the Green Point Stadium and other preparations for the 2010 FIFA World Cup™.

FIFA President Sepp Blatter and FIFA General Secretary Jérôme Valcke headed the delegation, which visited Cape Town and Johannesburg.

Blatter also met with President Thabo Mbeki, ANC president Jacob Zuma, Sports Minister Makhenkesi



Stofile, and other Local Organising Committee representatives.

The Blatter party also inspected Soccer City in Johannesburg and attended the Local Organising Committee's board meeting at Safa House.

Before this visit, Blatter last visited Cape Town in June 2007, while Valcke was here in May 2008. During his visit last year, Blatter expressed full confidence in Cape Town's preparations to host the event, saying he had no doubt the city would be ready in time.

Blatter told a recent press conference that "the objectives of the delegation (was) to reassure ourselves with the work that the local organising committee of the 2010 World Cup is doing".

Provincial 2010 update



Western Cape Cultural Affairs and Sport MEC Cameron Dugmore says his department is working with other departments, municipalities and non-governmental organizations to maximise opportunities and benefits for all communities in the province in relation to the 2010 Soccer World Cup tournament.

Said MEC Dugmore: "Football development involves sector skills development and capacity building; volunteer training; a football development programme; an Ambassadors programme; a school programme; a street football programme; niche coaching clinics; and the stars in their eyes legacy development programme, which is an exchange programme with the Government of the Netherlands.

"Cultural Development involves the Buyela Ebaleni football supporters campaign; the promotion of national symbols campaign; capacity building in drama, dance and craft production and the provision of cultural events at football and other events.

"Major Events and Exchange Programmes include the provision of five provincially aided public viewing areas (PVAs) and associated festival sites throughout the Western Cape; support for municipalities regarding Base Camps; Exchange Programmes; and tourism institution liaison.

"Upgrading of the Philippi Stadium and the provincial

contribution to the Green Point Stadium construction are underway and well advanced. The upgrade of the Philippi Stadium represents the major provincial sporting infrastructural legacy project. It is designed to create sustainable legacy for the surrounding community, both in terms of access to football and sporting codes, but also in a range of business opportunities, which will be created through the successful and community orientated operational development of the site. Construction and operation will create temporary and permanent employment for a range of people in the area."



Drakenstein in Fifa Shortlist!

The efforts of the Drakenstein Municipality to get the local communities to benefit directly from the 2010 Fifa World Cup spectacular are beginning to bear fruit, thanks to a key Fifa 2010 Local Organising Committee announcement.

Out of the hundreds of towns and cities that have shown interest in hosting base camps, come 2010, Paarl has made the shortlist of 60 (pls check this number). This means that when the qualifying countries are given a chance to choose where they would base for their campaign preparations, Paarl would be one of the options.

"It's a great indication that we are doing something right and that we have become a force to be reckoned with, within the 2010 scenario," says Paarl 2010 CEO, Khaya Mrali. "But this also means that we need to lift our marketing game and become first choice for the top soccer nations.

The shortlist is by no means a guarantee that the area will eventually host a base camp. "The announcement simply means that we have successfully jumped a crucial hurdle," says Mrali. "Teams can still choose someone else over us, and we end up getting no team at all. That is why we have to continue to market ourselves aggressively. But at least we are under the radar of the decision-makers."

Fifa delegates who came to the Drakenstein area for inspection were impressed with the quality of accommodation and facilities on offer. Grand Roche and Pearl Valley were key attractions.

An announcement on the base camps will be made after the Fifa 2010 World Cup draw in Cape Town, in December 2009. Drakenstein and other Municipalities bidding for a base camp will have to wait till then if they are the chosen ones.

