ASSESSING ‘DEVELOPMENT’ OF THE 2010 SOCCER WORLD CUP

EVENTS/PROGRAMMES

Programme Management and Delivery

Sports-related (sport+)
Added value (+sport)

IMPACT

EVIDENCE BASE

Programme Management and Delivery

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MISSION, AIM & OBJECTIVES

Mission
• 2006 FIFA WORLD CUP GERMANY
  (Guests among friends – Identity)

• 2010 FIFA WORLD CUP SOUTH AFRICA
  (In Africa for Africa – Development)

IMPACT ASSESSMENT

COST – BENEFIT ANALYSIS

• Change determined by pre-post analysis
• Indicators – Governance and Delivery
  Economic impact
  Social and human development
  Multi-level (macro-, meso- and micro-level)
MULTI-LEVEL IMPACT ASSESSMENT

LEVELS
- MACRO-LEVEL (Society)
- MESO-LEVEL (Community)
- MICRO-LEVEL (Individual)

FOCUS OF DEVELOPMENT
- Sport + Community Development
- Human Development

DEVELOPMENT CYCLE
- Planning
- Implementation
- Service Delivery
- Sustainability

Situation Analysis Context
- Pre-impact Assessment
- Post-impact Assessment
- Post-impact Assessment

MONITORING

(1) (2) (3) (4)
INDICATOR FIELDS

Indicators for Human and Community Development
(Social Development Indicators)

- Health and Quality of Life
- Education and Training
- Economy and Employment
- Crime and Security
- Leisure/Physical activity and Sport
- Physical Environment
- Social networks

CYCLIC PROCESS OF THE S-DIAT

LEVEL OF IMPACT

TIME

Assessment
Indicators
Benchmarks

PRE Situation Analysis

POST Situation Analysis

Assessment
Indicators
Benchmarks

POST Situation Analysis

Assessment
Indicators
Benchmarks

MONITORED

Impact

POST Situation Analysis

Assessment
Indicators
Benchmarks

LEVEL OF IMPACT

TIME
INDICATOR FIELDS

Indicators for Human and Community Development

- Health and Quality of Life (holistic)
- Economy (Infrastructure, employment, tourism)
- Sport & Recreation
- Social, Cultural & Political
  - Education and Training
  - Physical Environment
  - Crime and Security

IMPACT ON INDICATORS

- Overall impact - inductive
- Benchmarks – deductive
- Positive and negative – continuum and time line
ECONOMIC IMPACT

R400 billion – infrastructure, R17.4 billion on stadiums
R25 m – volunteers & 159 000 new ‘jobs’
R17 m for multi-sport code festivals and events – awareness
R337 m Leaving a Legacy projects – sport club and sport development programmes
R150 m (arts and culture) – opening and closing ceremonies
R666 m safety and security

Development issues – infrastructure, employment, job creation, tourism, tax revenues, income generation opportunities, etc.

Issues – multiplier effect, sustainability, ‘have-nots vs haves’, urban generation, marketing, networking, etc.

SOCIAL, POLITICAL AND CULTURAL IMPACT

Political significance – national identity, nation-building, national unity, international networking

Cultural significance – identity formation and identification, African identity

Social significance – relationships, networking (social capital – bonding, bridging and linking), cohesion, ‘community development’, cohesion & liminality (feeling of togetherness)

‘Feel-good factor’
QUALITY OF LIFE/HEALTH-RELATED IMPACT

- Environment – infrastructure
- Health/disease profiles and active lifestyles
- Holistic – cognitive/knowledge (education and training), affective/emotional, psychological, interpersonal relations and physical

SPORT AND RECREATION IMPACT

- Facility development and access
- Participation - health and talent/ sport (soccer) development
- Involvement – different roles (technical officiating, administration, media, spectators)
Diversity

Sectors
- FIFA and Soccer fraternity
- Politicians/Government
  - Corporate
  - Media
  - Education and training, etc.
- Communities – Stratified and segmented (WTP & WTA)
- Geographical spread (rural x urban)
- Race, Class, Age, Gender, etc.

(Millennium) Development goals

- Eradicate extreme poverty and hunger (1)
- Achieve universal education (2)
- Promote gender equality and empowerment of women and girls (3)
- Reduce child mortality and improve maternal health (4 & 5)
- Combat HIV/AIDS, malaria and other diseases (6)
- Ensure environmental sustainability (7)
- Develop a global partnership (8)
Football for development

Rationale for Football Structure in South Africa

MACRO-LEVEL
(International and National Organizations)
- Department of Sport and Recreation
  - School Sport MPP
  - Sport3Africa
- FIFA & Streetfootballworld
- Football for Hope
- NGOs
  - loveLife
  - Score

MESO-LEVEL
(Provincial Level)
- Departments of Sport and Recreation
- Departments of Education
- SAFA structures
- NGOs
  - Kick Aids (Gauteng)
  - Grass Roots Soccer (Port Elizabeth)
  - Play Soccer (Gauteng)
  - Ambassadors for Sports (Western Cape)
  - Whizz Kids (KZN)
  - TAI (Targeted AIDS Integrated Programme)

MICRO-LEVEL
(Regional/Districts)

Taxonomy of Football for Development in RSA

Levels

International

National

Provincial

Regional (Districts)

Local
Active Community Clubs

Siyadlala
Outreach for social change, HIV/AIDS, etc.

Play Soccer/Grass Roots
Soccer

Resilience SA and Zambia
Whizz Kids

HIV/AIDS 28.11.2008

Kick AIDS
HIV/AIDS

Ambassadors in Sport

Life Skills and Christian values – youth at risk/youth offenders
Plan for development

Identify potential impact: comparative analysis

Plan for optimal ‘positive’ impact and minimize negative impact

LADUMA!

2010 SOUTH AFRICA FOR AFRICA