

# Defining SA

## STAFF REPORTER

IT IS important for South Africans to understand the enormity of the 2010 Fifa World Cup project and the opportunities it presents.

This was the message from Local Organising Committee chairman Irvin Khoza in his address to the 4th National Communications Partnership conference at the Sandton Convention Centre, in Gauteng, this week.

"The World Cup is a defining moment, and in order to 'feel' the World Cup, communicating messages should be centred around being positive in our portrayal of news, being proactive in our messaging to the world, and ultimately, thinking Pan African – remembering that the World Cup serves as an inspiration to the



**POSITIVE VIEW:** Irvin Khoza.

whole of Africa," said Khoza.

He urged South Africans to think of the event as a 30-day advert for the country that would be watched by a global TV audience of billions and to focus on how to make the most of that opportunity.

This was reiterated by the acting chief executive of the International Marketing Council (IMC), Paul Bannister.

"The manner in which we deliver this World Cup will largely define how the world now views South Africa. This defining moment will determine whether we are seen to be just a peaceful democracy or truly alive with possibility," he said.

And transport minister, Sbu Ndebele, said 89% of South Africans believed that the World Cup would benefit the country.

# Volunteer success

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WITH an astonishing average of 1 500 applications per day, the 2010 Fifa World Cup Volunteer programme is on course to break the 50 000 mark.

The cut-off date is at the end of this month, after which 15 000 volunteers needed will be selected.

With approximately eight days until volunteer applications for the 2010 World Cup close on August 31, applications are fast approaching the 50 000 mark.

To date 46 628 applications have been processed through the Fifa website since the programme opened on July 20 this year.

For Local Organising Committee (LOC) CEO, Danny Jordaan, the enormous response from South Africa and people around the world is an indication of the excitement surrounding the 2010 World Cup.

"We are honoured by the



**CHUFFED:** Danny Jordaan

tremendous response we have received. We can see how excited people from all around the world are about 2010 in the number of applications we are receiving from volunteer hopefuls.

"They are eager to be part of this World Cup that will showcase Africa's capabilities to the world," says Jordaan.

He also stressed the importance of the volunteers to the success of the football spectacular, referring to them as the "face of the World Cup – the first and last point of contact for the many visitors expected during the tournament."

Despite the high number of applications, anyone still wishing to apply is encouraged to do so.

As it is the LOC is still looking for more volunteers with specific skills, including those with driver's licenses, wishing to work, amongst others, as transport volunteers.