

Behind 2010: Gary Bailey's 2010 'GamePlan'

Goalkeeping legend and sportscaster, Gary Bailey, happily threw himself behind South Africa's bid for the 2010 Soccer World Cup. Although no longer officially involved, Bailey continues to blow the vuvuzela for a successful World Cup tournament.

With GamePlan 2010, Bailey hopes to prepare entrepreneurs and SMEs nationwide for the tournament, thus aiding and establishing businesses that will thrive long after the pop of the last cherry-bomb of the tournament's closing celebrations.

The SA Guide to Business Opportunities meets the man behind the legend to learn how SMEs, with a touch of African magic, will help to create a memorable Soccer World Cup tournament, which far exceeds global expectations.

Can you tell us a bit more about GamePlan 2010?

I've been talking about business opportunities and risks around 2010, and demonstrating how this is not just a soccer tournament – it's a boost to the whole country. There is currently a massive infrastructural spend of R410 billion, about R15 billion will come into the country with visitors in 2010 and there'll be a huge tourism boom afterwards.

What focus on SMEs does GamePlan 2010 provide?

I regard accommodation as one of the biggest opportunities for small businesses, but travel, food, tours, entertainment and gifts are also opportunity industries.

Will this service help small businesses prepare for 2010?

It will give them an idea of what they will be permitted to trade, and where, and what opportunities exist. 18 million people visited fan parks in Germany in 2006 – what will happen in South Africa, and how can people get involved?

In establishing a business venture during 2010, what questions should entrepreneurs be asking, and to whom do they go?

The Tourism Enterprise Programme has R170 million available to help new businesses set up B&Bs for the World Cup – go to www.tep.co.za and see how to get involved.

What are the projected benefits of South Africa hosting the 2010 Soccer World Cup?

Grant Thornton calculated a R51 billion boost to GDP, but the main benefit will be a growth in tourism after the World Cup.

There have been comments that the Soccer World Cup is like your neighbour hosting a party at your house, and then asking you to pay for it. What are your thoughts on this analogy?

Well, it might be expensive to arrange, but the long-term benefits are huge. The tourism spin-offs will outweigh any costs.

Who will receive gate proceeds?

Gate money is held by FIFA, but eventually handed over to the Local Organising Committee.

With restrictions on most products and services, which have to be approved for the World Cup, how can entrepreneurs and owners of small businesses benefit?

Approval is only needed around branded products and where they are sold, the use of certain words are restricted, and there are certain areas where only FIFA sponsors may trade.

What message do you have for entrepreneurs? Any words of caution for those unfamiliar with FIFA and MATCH regulations and grading?

Yes, there are strict limitations on the use of certain words and combinations of words. For example, you cannot use any 2 words or expressions that describe the World Cup – so you can put 2010 on products or letterheads, but NOT World Cup 2010 or Soccer 2010.

What developments would you like to see between now and 2010 to ensure SMEs throughout South Africa can benefit from the event? Will they come to pass?

More help must be given by the authorities to boost SME involvement – as TEP is making big money available to help set up B&Bs, more is needed for food and arts and crafts vendors, and for "paid volunteers".

You were recently quoted suggesting that anyone in the food and drink industry stands to make money, but what opportunities exist in the food and beverage industry if licenses are awarded only for FIFA-approved products?

Yes, only FIFA sponsors will be allowed to sell their goods in stadia, on road to them, and in city centres. Other than this, though, no licenses are required. Let me just give you an idea how much food was consumed in Germany last year: 3.5 million sausages were sold in 4 weeks in the fan parks alone! So much food will be needed, and it will have to be transported, stored and managed for 4 weeks – that must be an opportunity for small business.

Are food establishments not required to sell particular brands of foods and drinks?

Not that I am aware of. The only restriction is on selling in fan parks in host cities (but outside of host cities there is no problem), and stadia and their surroundings.

As a SME-focussed magazine, we are concerned that the opportunities may not trickle through to the entrepreneur. Is it possible that some false expectations have been created, and that perhaps the potential business opportunities of 2010 have been "oversold"?

Possibly so, which is why it's important for the LOC to help small businesses and explain benefits and risks.

Guesthouses are obviously an opportunity – should an entrepreneur open one in 2010?

Yes, especially in townships. This is a wonderful chance to give visitors an African experience that will also uplift townships, as they become tourism hubs.

What do you feel has been the biggest challenge South Africa have needed to overcome since we it was announced that we would host the Soccer World Cup?

The crime situation. This is a wonderful opportunity to show off Southern Africa to 3 billion people (half the world's population), but it must be made safe for them to visit here.

What do you feel has been our biggest success in preparing for an event of this magnitude?

Industry and government have galvanised to deliver. We are becoming a First World country in our approach to getting things organised, and that augurs well.

By Sarah Billimore