



## 2010 World Cup: Only the Rich will Score!

- Many people enjoy the game of soccer but for most, especially those with out jobs or on low wages they will get nowhere near entering the stadiums to watch any of the games live. The rich will mostly attend the games and at the same time they are the ones who will be profiting most out of the spectacle.
- The South African ANC led Government has spent over R17.4 billion on the stadiums and related infrastructure to host the 2010 games. Some of which will have little or no use as soon as the World Cup will be over just one month after it starts.
- This money could have been used to build at least 350,000 RDP houses, which would have provided housing for well over 1.3 million people; or could have provided unemployment benefits for ¾ million people for over one year;
- The new stadium built in Green Point; Cape Town is the most expensive building in South Africa. But after the games are over no local sport will be able to fill the seats on any regular basis. Already soccer clubs are saying that it will be too expensive to play their games there. Resources badly needed for local development, will be wasted in maintaining the new stadium.
- People are been kicked out of tourist areas and places where they might get in the way of impressing wealthy tourists coming to watch the games. In Cape Town, poor people have been removed and relocated in Blikkiesdorp or “Tin Can Town”. Residents complain that conditions there are worse than in the settlements created during apartheid.
- The new Mbombela stadium in Nelspruit costs close to R1bill., yet it will host only 4 of the first round matches. Next-door is an informal settlement with no electricity and lack of provision for sewage or tapped water. The money spent on the stadium would have been better spent on improving people’s living conditions in the area.
- In Durban, a regular “street cleaning” exercise by local police is removing street children from the city centre to far away areas.

### **FIFA and its sponsors the only winners**

- FIFA says that’s its organisation is not for profit, but in reality it is a front for the sports goods manufactures, advertising companies, television broadcasters and airlines that have commercialised the sport that many people love into a massive profit making industry.
- Taxpayer’s money is used to build the stadiums. FIFA ensures that’s its giant associate sponsor company’s return home with maximum exposure for the selling of their products beyond the games. The country that hosts the games pays the costs of sponsoring companies, airlines etc ability to generate profit.
- The benefits that the country is supposed to get such as job opportunities, by contrast, are short-term and limited.
- The Olympic games held in Spain in the city of Barcelona, left a long-term legacy of rises in the cost of food, transport and services.
- Public spending on mega-event projects and maintenance always mean cuts that affect poor urban and rural communities, such as service delivery.
- This tournament is going to be the least environmentally friendly of all World Cups played thus far. At a time when global warming is showing its alarming effects, the effects of massive increase in air traffic cannot easily be brushed aside.
- Meanwhile, during the World Cup itself, FIFA by-laws will ensure that local communities do not benefit from the event. FIFA imposed rules ensure that, members of local communities will not be allowed to organise car guards, nor trade on the streets or sell food to spectators within 1km of the stadiums. A person failing to comply can be fined R10,000, face 6 months in jail.

### **Only the Rich score in 2010**

**For further information about activities around The World Cup:**

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