



DURBAN'S PREMIUM
entertainment venue

MOSES MABHIDA STADIUM



DURBAN



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GENERAL MANAGER
Mr Simon Ngubeni

Moses Mabhida Stadium is renowned both locally and internationally as Durban's iconic sporting venue that hosted the FIFA 2010 Soccer World Cup. But it didn't stop there... the stadium has now hosted more than 50 remarkable major events since the seven World Cup matches, from a full PSL league schedule to international football fixtures such as South Africa v Senegal and AmaZulu v Manchester United, to concert artists AR Rahman, The Parlotones and Neil Diamond, South Africa v India Pro20 cricket, Durban Day, Spar Ladies Race, East Coast Radio Big Walk, Amashova Cycle Race and the Top Gear Festival. This variety rounds off our reputation as a truly multi-purpose facility contributing significantly to the local economy.

In just two years, almost half a million people have flocked to the stadium to try out the range of adventure activities on offer, including the SkyCar and the 500-step Adventure Walk to enjoy panoramic views of the Indian Ocean and Durban, and the all-access tours that take visitors behind the scenes of the operation and showcase some of the stadium's collection of 300 artworks. We continue to build on these popular activities and have introduced a number of new attractions in the last year - Segway gliding tours, I Heart Market and a souvenir photography service.

A range of shops and restaurants include Big Rush Big Swing, Nino's, Sneakers, STS Sports, Cuba Lounge, Subway, Visitor Centre, Virgin Active Classic Club and the latest addition: Prime Human Performance Institute. On the People's Park side a new children's playground has come to life, as well as a new health orientated restaurant to service the growing numbers of joggers, cyclists and families enjoying this safe, beautiful area.

The stadium is also the perfect location for functions, conferences, product launches and any other occasion, with a wide variety of stunning venues for special occasions and parties. It has become one of the city's most popular choices for major brands and companies to host events of up to 500 people.

Moses Mabhida Stadium is the only stadium in South Africa that has facilities that can be enjoyed by families every day of the week and we intend to only build on this positive relationship between the stadium and its visitors (both local and international).

Our ambition is to be the best, the busiest and the most commercially sustainable stadium in South Africa.

High targets proclaim our intention to become the champion of empowerment and embody what it means to be a fully representative African business. The achievement of these is acknowledged by a Level 2 BBBEE rating, identifying the stadium not only as a successful business, but as an agent of positive social and economic change.

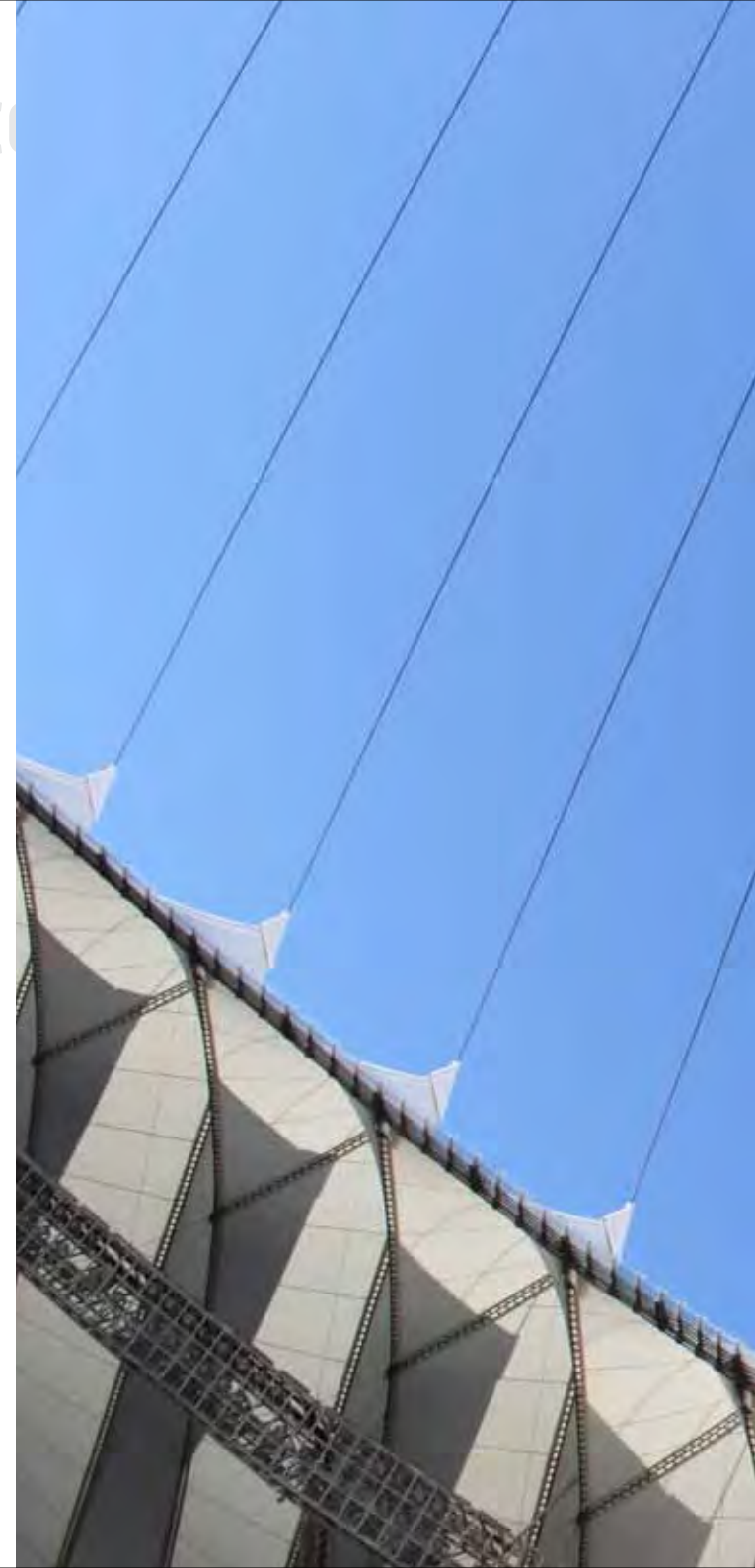
Unique Selling Points

Moses Mabhida Stadium's USPs creates a sustainable competitive advantage:

- An extensive African and South African experience
 - Content driven approach with strong brand recognition
 - Enviable Black Economic Empowerment credentials
 - Superior planning processes, strategies and resources
 - Market leaders in stadium management
 - A passionate management team with a wealth of experience
 - A young, dynamic and entrepreneurial team that is creative and able to think out of the box
 - A "can do" approach to business and projects
 - Proactive approach to partnerships and joint ventures
 - Proven track record
 - Impressive tourism offerings
-

Key Success Drivers

- Highly motivated, dedicated and skilled staff with existing partner relationships
- Superior service
- Excellent relationships with relevant stakeholders across South Africa and Africa
- Proven logistical and operational experience and existing relationships with BBBEE sub-contractors
- Excellent systems and controls: IT, financial, planning, reporting and safety
- Transparent costing model, delivering value for money



OTHER SA STADIUMS

OPEN ON MATCH DAY ONLY

REVENUE FROM:

BOWL EVENTS ONLY AND RELATED SUITE SALES
AND SPONSORSHIPS

OUTSOURCED EVENT MANAGEMENT MEANS
LOSS OF INCOME AND CONTROL

OUTSOURCED VIP & PUBLIC CATERING DUE TO LACK OF CAPABILITY
MEANS LOSS OF INCOME AND CONTROL

OUTSOURCED HOSPITALITY SERVICE AND SUITE SALES

OUTSOURCED OPERATIONS AND FACILITY MANAGEMENT MEANS
POOR MAINTENANCE AND LACK OF STRATEGIC VALUE ADD

MOSES MABHIDA STADIUM

OPEN 7 DAYS A WEEK AS A LIFESTYLE DESTINATION

REVENUE FROM:

- BOWL EVENTS
- NON-BOWL FUNCTIONS, PEOPLE'S PARK EVENTS
- RETAIL LEASES
- RETAIL TOURIST ATTRACTIONS
- SUITE AND HOSPITALITY SALES
- FOOD AND BEVERAGE PRODUCTION
- SPONSORSHIPS AND TRADE EXCHANGES
- BRAND DEVELOPMENT AND ADVERTISING

IN-HOUSE HIGHLY SKILLED EVENT MANAGEMENT SERVICES MEANS
RETAINED INCOME AND HAPPIER CLIENTS

BUILT-IN CAPABILITY AND HIGHLY SKILLED IN-HOUSE FOOD AND
BEVERAGE SERVICES MEANS RETAINED INCOME AND HIGHER
QUALITY PRODUCTION

IN-HOUSE CUSTOMER SALES AND FRONT AND BACK OF HOUSE
HOSPITALITY SERVICE PROVISION

HIGHLY TRAINED AND EXPERIENCED TECHNICAL STAFF COMPLEMENT
STADIUM EVENTS AND MAINTAIN LIFE SPAN OF ASSET AS ONE TEAM

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Simon Ngubeni
General Manager



Slindele Dube
Retail Manager



Conny Zeisse
Facilities Manager



**Johan
Janse van Rensburg**
Financial Manager



Mdu Masikane
Security Manager



Dave Claxton
Event and
F&B Manager



Malcolm Carlyle
Operations Manager



Lara McLeod
Marketing &
Communications
Manager



Grant Medcalf
Commercial Manager

TOP GEAR FESTIVAL





ITS **BIG EVENTS** BIG EVENTS BIG EVENTS

AmaZulu Football Club is the home team and plays all of its PSL fixtures here. Durban's other popular team, Lamontville Golden Arrows, also uses the stadium for its big matches. Successful bids have seen us secure many other huge games in the Nedback Cup, MTN 8, Telkom Cup and sell these out to the KZN fans. Manchester United, the world's biggest and best team, thrilled a crowd of 52 000 on a recent tour to the country with an open practice session and game in Durban.

KZN's growing music fans have proved there is room for Durban on international tours. The first concert by AR Rahman, of Slumdog Millionaire fame, saw 23 000 people attend. Neil Diamond wowed a diverse crowd of all ages and backgrounds, selling 24 000 tickets. Private performances by The Parlotones and Prime Circle have been booked by large companies looking for an exclusive and unique event. East Coast Radio Durban Day, with a huge line up of popular artists, has made People's Park its chosen venue and plays to 10 000 fans each year.

Proving its diversity time and again, the Top Gear Festival has chosen Durban's stadium as host to this mega motoring festival for the next three years. The festival attracted 67 000 visitors over a weekend and had a whole lot of firsts – first live stadium show, first street circuit in Durban and the first time performing to a crowd of that size. The festival has visited 17 countries around the world but the biggest and best was delivered right here in Durban!

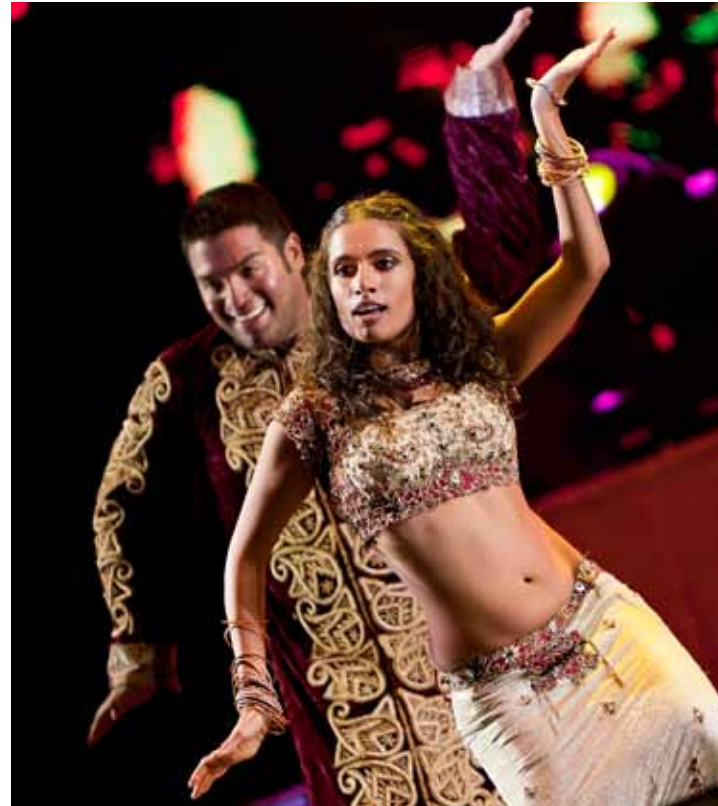
South Africa took on India at a sell out match of 52 000 - a first for the new stadia in South Africa. It was also the last match starring Makhaya Ntini before his retirement. Being the only stadium to host a cricket match, Moses Mabhida Stadium was the first to prove its diversity and true multi-purpose nature.

It has been home to several major races for a number of years, including Tour Durban, Engen Cycle Race, Amashova Cycle Race and popular walking and running events such as the Spar Ladies Race and East Coast Radio Big Walk, which are some of the best attended in the country.

NEIL DIAMOND



AR RAHMAN CONCERT



VODACOM UNLIMITED FESTIVAL



DID YOU KNOW? Neil Diamond's concert in 2011 attracted 24 500 Durbanites. It was the first time Diamond has ever performed in South Africa.



**NEW AGE FREEDOM
CONCERT**



**MTN FACT DURBAN ROCKS
CONCERT**



THE PARLOTONES



The India vs. South Africa Twenty20 match in 2011 drew 52 000 people: the biggest crowd to ever attend a cricket match on the African continent.



**SOUTH AFRICA VS INDIA PRO20
CRICKET**



FIFA WORLD CUP



**MANCHESTER UNITED VS
AMAZULU**



DID YOU KNOW? All of the FIFA 2010 World Cup matches hosted at Moses Mabhida Stadium were sold out. The average crowd attendance was 62 000.



TELKOM KNOCKOUT FINAL: GOLDEN ARROWS VS ORLANDO PIRATES

SOUTH AFRICA VS SENEGAL

EAST COAST RADIO DURBAN DAY



It was in the last 20 minutes of the Orlando Pirates vs Golden Arrows final that the Pirates scored 2 goals, securing their victory with a score of 3-1.



AMASHOVA CYCLE RACE



**EAST COAST RADIO
BIG WALK**



SPAR LADIES RACE



DID YOU KNOW? About 10 000 people take part in the Amashova Cycle Race every year, which is 106km long and ends at Moses Mabhida Stadium.



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TOP GEAR FESTIVAL

SOUTH AFRICAN IDOLS AUDITIONS

DURBAN I HEART MARKET



Top Gear's Jeremy Clarkson was very impressed by Moses Mabhida Stadium and described it as the most beautiful stadium he'd ever seen.



TALITY SUITES & HOSPITALITY SUITES & HOSPITALITY SUITES & H

GOLD BUSINESS CLUB 8 & 9

Really want to impress? Then take your guests to the most popular and exclusive venue at the stadium! It overlooks the pitch and takes in the full splendour of the 106-metre high arch. Frequenting by celebrities and VIPs, it is the epitome of style and luxury.

MIXED ZONE

If you would like to host a conference, product launch or a big seated dinner, where better than this large area where players and media mingle before and after matches? It's located right in front of the players' tunnel that opens onto the pitch and is big enough to drive a new car or SUV in! Bet the camera flashes are going off already!

OCEAN ATRIUM

Whilst Moses Mabhida Stadium is a work of art in itself, it is also a patron of the arts and contains some of the most beautiful commissioned artworks by local artists in the country. Many of these works adorn the atrium, making it one of the most wonderful and inspiring venues at the stadium.



The Mixed Zone, located in front of the players' tunnel, is the stadium's biggest venue, accommodating up to 500 guests (optional: for theatre or cocktail functions).



TALITY SUITES & HOSPITALITY SUITES & HOSPITALITY SUITES & H

PLATINUM CLUB

Want to get to the top in life? Then entertain your guests in this stunning club on the highest level of the stadium. It offers a spectacular view over the pitch and through the stadium window to the city of Durban. Breathtaking!

PRESIDENTIAL BUSINESS CLUB

Looking for your own exclusive club? Well, this one is perfectly located next to the Presidential Suite, with spectacular views into the stadium. It caters for events ranging from lavish banquets to informal cocktail parties in the magnificent ambience of the stadium bowl. Only for VIPs like yourself, of course!

PRESIDENTIAL SUITE

Feel free to name drop! You're hosting an event in the same suite where the President, dignitaries, actors, socialites, rappers, pop stars, tennis champions and other sporting greats have mingled. You and your guests are sitting on the couches and at the tables of the rich and famous.



You can host any occasion of any size at the stadium, including cocktail parties, product launches, conferences, weddings, sit-down dinners and more.



ADVENTURE WALK

If you're feeling energetic, why not try the Adventure Walk up one of the southern legs of the arch. Visitors are issued with safety equipment and, under the watchful eye of qualified instructors, a group of up to nine people at a time will be able to make their way to the top of the arch (and down again) via some 500 steps.



ARTWORK

The Moses Mabhida Art Collection consists of about 300 artworks and employs a variety of mediums; namely beadwork, woodcarving, ceramics, painting embroidery and wirework. The largest beadwork project, Dreams of Africa, was produced by more than 200 women associated with the Hillcrest AIDS Centre.



BIG SWING

Take the plunge and try the Big Rush Big Swing - the world's only stadium swing and the largest of any kind internationally, as confirmed by the Guinness Book of Records. Jump into the void 106 metres above the pitch and swing out in a huge 220 metre arc under the iconic arch.



DID YOU KNOW? The Big Swing, which swings in a 220m arc under the stadium's arch, has a Guinness World Record for being the world's biggest swing.



TRACTIONS ATTRACTIONS ATTRACTIONS ATTRACTIONS ATTRACT

SEGWAY GLIDING TOURS

With an experienced fun-filled tour guide leading the way, you will effortlessly glide to every hot spot of the stadium, with views of historic victories and picture perfect photo opportunities.

SKYCAR

It takes two minutes in the SkyCar to reach the top of the arch. A 360° view of Durban awaits you. See all of the city landmarks by day. Breathtaking!

STADIUM TOURS

The Moses Mabhida Stadium has redefined the landscape of Durban. Go behind the scenes on either an all access or express tour.



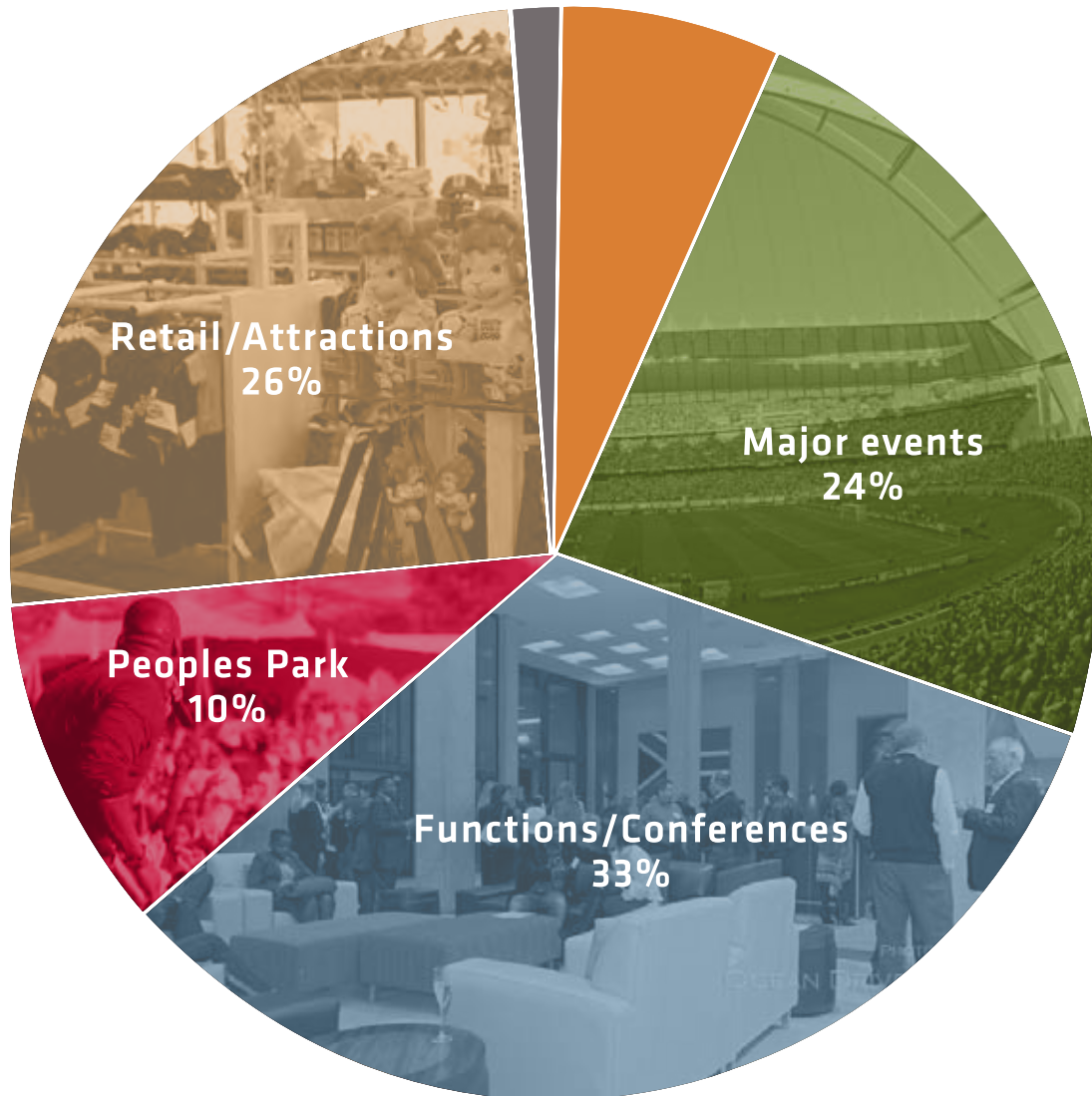
The stadium tour gives you access to its collection of beautiful local artwork, the players' tunnel and change rooms, the commentator boxes – and more!



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INCOME BY COMMERCIAL CATEGORY

- Other Income 1%
- Sponsorship 6%





TS CONTRACTS CONTRACT

Contractual Operational Items To Be Considered

- Mechanical equipment and preventative maintenance programmes
- Cleaning and hygiene
- Catering – hospitality and risk
- Safety and security
- Medical services for the venue and events
- Electricity cost management
- Electrical reticulation management
- Electrical maintenance
- BMS system
- Fire systems
- Aircon maintenance
- CCTV and PA audio maintenance
- Lifts and escalators
- Lifting equipment and rigging
- Waste and recycling management
- Staffing and reporting structures
- Contractor obligations

Through our risk assessment process, we are able to evaluate, minimise and mitigate against potential risks identified or associated with each type of event. As the operator, it is imperative that we identify and evaluate these hazards to provide a safe environment and a duty of care. We take the necessary steps to eliminate the risks or at least minimise the chances of those risks becoming a reality.



MOSES MABHIDA STADIUM



DURBAN

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