CAN SOUTH AFRICA USE THE HOSTING OF THE 2010 FIFA WORLD CUP TO ADDRESS ISSUES OF UNEMPLOYMENT AND POVERTY?

Merryman Kunene (0306549W)

A thesis submitted to the Faculty of Arts at the University of the Witwatersrand, Johannesburg as partial fulfilment for the Degree of Master of Arts
Johannesburg June, 2007
Abstract: The South African government has boldly set a target for economic growth at 6 percent annually in an effort to reduce unemployment, create wealth and prosperity – effectively working towards the Millennium Development Goals (MDG) in 2015. While there are several other measures already put in place to achieve these goals, another aspect that could help the country reach its target for economic growth and development could be the successful hosting of the 2010 Fifa World Cup. The aim of this research is to interrogate ways in which the preparation and the subsequent hosting of the event could be managed in a manner that would enable the country to achieve its growth targets through infrastructure development and effective allocation of resources.

Key words: Employment, economic growth, development and poverty alleviation.
DECLARATION

I herewith declare that this thesis is my own work and has never previously been submitted to any other university.

Merryman Kunene

University of the Witwatersrand, Johannesburg
June, 2007
ACKNOWLEDGEMENTS

I wish to express my sincere appreciation and gratitude to my supervisor Professor Harry Zarenda for his patience and encouragement at all times as well as his advice in the preparation and final presentation of this research project.

Sincere thanks are also due to the following people:
My family; Felicia Nonhlanhla, Vuli and While Kunene for their patience and support during my studies.
My colleagues and friends Andile Mantanga and Kamal Singh, who helped me with proof-reading and editing of the thesis.
To sibali, Armstrong Dlamini and Felicia Nonhlanhla Dlamini both economists for the Central Bank of Swaziland, Simiso Mkhonta (for the Policy Unit in the Prime Minister’s office) and Bheki Bhembe (for the Ministry of Economic Planning and Development) for their advice during the initial stages of the study.
# Table of contents

Chapter 1: An overview of South Africa’s developmental challenges .......................... 1
  1.1 Introduction and background information
  1.2 Problem statement
  1.3 The Promise of 2010 Fifa World Cup
  1.4 The structure of the paper and chapter outline

Chapter 2: Literature review ................................................................................. 9
  2.1 Introductory remarks on the literature review
  2.2 Theoretical review on unemployment
  2.3 Theoretical review on poverty and poverty alleviation
  2.4 Alternative approaches and the role of mega events
  2.5 A brief outline of relevant cases, selection criteria and evidence pointers

Chapter 3: Methodology and Comparative Cases .................................................. 22
  SECTION A – Methodology
    3.1 Case study methods in context
    3.2 The case study methods and its applicability to this enquiry
    3.3 Issues of data collection
    3.4 Background information on the selected cases and the criterion
    3.5 Concluding matters methodology and analysis techniques
  SECTION B – Comparative Cases
    - 2002 Fifa World Cup South Korea
    - 7th All Africa Games (Johannesburg, 1999)

Chapter 4: Discussions, Analysis and Conclusion .................................................. 38
  4.1 Discussions and Analysis
  4.2 Conclusion, Policy recommendations and areas of future research
Bibliography

Appendices:

- Questionnaires
- Graphs on infrastructure development from the World Bank
- Relevant data & indicators of SA on jobs, growth, infrastructure development, etc
- Map of Alexandra Township
- Key indicators for South Korea
- Executive Summary of the Economic Impact of the 2010 Fifa World Cup by Grant Thornton Kessel Feinstein