



Dr Jacques Grobbelaar, CEO, SMSA

Inspired to excel

Stadium Management SA strives to be the industry leader, continuously provide world-class services, professionalism and experiences at its venues, and make a positive impact in its surrounding communities.

Stadium Management SA (SMSA) is South Africa's leading stadium management group. It operates solely in the City of Johannesburg and manages four flagship stadiums, namely the FNB Stadium, Orlando Stadium, Dobsonville Stadium and Rand Stadium. While these venues are indeed government-owned, they are privately and independently administered by SMSA on a full financial risk basis, yet SMSA receives no management fees, subsidies or grants. This means that SMSA independently funds the commercial business of these multipurpose, adaptable venues to ensure that they are and remain capable of hosting world-class events across the sports and

entertainment industries, as well as conferences and political rallies. Management of these multimillion-rand venues entails the provision of services in various industries, including:

- Finance and commerce: sponsorship, advertising, retail, stakeholder return and investment, commercial rights management, home teams.
- Operations and facilities management: support services, catering, hospitality, maintenance, pitch management, cleaning, waste

management, security, health and safety.

- Event planning: security and disaster management, local authority collaboration, transport and parking, technical and event management, emergency and police services.

SMSA is dedicated to stimulating enterprise opportunities for the local community and prides itself on a proven track record of integrity, trust, innovation, collaboration and superior service delivery. SMSA strives to be the leader in the industry and continuously provide world-class services, professionalism and experiences at its venues. This, of course, requires astute business management skills and experienced leadership, which

ICU AMBULANCE FOR ALL EVENTS

SMSA has entered into a partnership with Event Medical Consultants (EMC), to produce one of the first ICU ambulances in South Africa. The 2018 Mercedes-Benz 515 CDI, with its long wheel base and high roof, is ideal for medics to provide advanced life support and emergency care. It is equipped with the following:

- ICU capabilities with full monitoring
- 12-lead ECG, NiBP, SpO₂ and capnography systems
- Ventilator
- Syringe drivers and infusion pumps
- Air conditioning throughout
- Refrigerator
- Running water
- Complete privacy

This ambulance is suitable to have on-site for any event that you may have at your venue, as it has all the medical equipment you need to ensure that your patrons are safe for the duration of your event.



THE SMSA STADIUMS

- **FNB Stadium** – Situated off Nasrec Road on the outskirts of Soweto was refurbished at a cost of R3.8 billion. The 89 000 capacity stadium hosted the opening ceremony, opening match, four first-round matches, one second-round match, one quarter final and the final of the 2010 FIFA World Cup.
- **Orlando Stadium** – Demolished and rebuilt from scratch, the new Orlando Stadium – in Orlando East, Soweto – was one of the training venues for the 2010 FIFA World Cup and also hosted the inaugural FIFA World Kick-Off Concert. The stadium has a capacity of 37 000 seats.

FNB Stadium



are embodied by the man at the top, CEO Dr Jacques Grobbelaar.

Invaluable experience

Dr Grobbelaar's career in the events industry began over 22 years ago, with him heading up event master planning for clients hosting major events at stadiums such as Ellis Park, Johannesburg Stadium, Soccer City (now FNB Stadium) and Kings Park. Before joining SMSA, he was heavily involved in the delivery of more than 380 major events, including the Rolling Stones tour in 1992, the Rugby World Cup in 1995 and the African Cup of Nations in 1996. And since joining SMSA, Dr Grobbelaar has delivered another 500 large events attended by 7 million spectators. During the period leading up to the 2010 FIFA World Cup, he consulted as a subject specialist on the Arup Major Projects consultancy team for the Polokwane Municipality's 2010 FIFA World Cup Master Plan and the local Peter Mokaba Stadium. Dr Grobbelaar also oversaw the contractual delivery as Stadium Authority on behalf of the City of Johannesburg at SMSA's Soccer City Stadium, Orlando Stadium, Rand Stadium and Dobsonville Stadium, both during the construction and pre-World Cup periods. During the 2010 FIFA World Cup, he consulted to FIFA's constituent bodies, service providers, and the local organising committee to ensure compliance across the stadiums.

Recognised excellence

In a nod to the exceptional work done under Dr Grobbelaar's management, SMSA won the award for Event of the Year at 2011's TheStadiumBusiness Awards – the premier global awards ceremony recognising leadership, innovation and achievement in the operation and management of sports facilities. Dr Grobbelaar himself was shortlisted in 2013 as a finalist in TheStadiumBusiness Awards in the Executive of the Year category. SMSA has received over 27 awards locally and internationally. Recent highlights include the 2017 International Arch of Europe Award, the 2017 Europe Business Assembly Enterprise of the Year Award, and the 2017 Europe Business Assembly Europe Trading License Award.

SMSA Trust

One of Dr Grobbelaar's greatest passions is giving back. Through this, the SMSA Trust was born. The Trust started operating in 2010 between SMSA and the City of Johannesburg, with a focus on socio-economic development, skills development and enterprise development. The SMSA Trust receives its funds from SMSA by way of a 10% distribution of annual net profit after tax – for the benefit of community development, and skills transfer and development programmes – as well as a 5% distribution of annual net profit after tax for the SMSA Employee Shareholder Trust. The Trust is committed to assisting with approved projects, in consultation with our principals on local government level, that address some of the social issues affecting communities surrounding SMSA's stadiums and it

continues to assist in developing these communities through educational and skills development programmes.

With sport being one of the few universal languages, the SMSA Trust uses the mass appeal of football and reputable brands in its joint in-house and outreach programmes, which aim to address the following aspects:

- development of football and sport coaching
- development of health
- life and skills learning
- social inclusion
- crime, drugs and prejudice awareness programmes
- sustainable community projects
- precinct community projects.

SMSA has also realised the need for a regulatory body to ensure the compliance aspects of events are adhered to, which has resulted in the establishment of the International Sporting, Event and Entertainment Association – INSEA™. This registered non-profit organisation was founded in November 2017 and is geared towards assisting members with event accreditation, compliance, observation and post-event reporting. ●



www.stadiummanagement.co.za

