

# STADIUM MANAGEMENT SOUTH AFRICA IN ACTION

Stadium Management SA (SMSA) is South Africa's leading stadium management group managing four multi-million rand venues in Johannesburg: the iconic FNB Stadium, historic Orlando Stadium, Dobsonville Stadium and the Rand Stadium. These government-owned venues are privately and independently administered by SMSA on a full financial risk basis. SMSA were appointed by the City of Johannesburg in 2009. In contrast to other management fee based/municipal council based stadium management operations, SMSA is responsible for all the costs in managing the stadium. SMSA is self-funded and does not receive any management fee, subsidy or grant.



## ADAPTABLE VENUES FOR WORLD CLASS EVENTS

A few examples of our prestigious events:

- ENTERTAINMENT EVENTS FEATURING INTERNATIONAL STARS & BRANDS:**  
Lady Gaga | Justin Bieber | Rihanna | Metalica | Red Hot Chili Peppers | U2 | Neil Diamond | Guns 'N Roses & Global Citizen Festival
- SPORTING EVENTS - EPIC FOOTBALL AND SOCCER MATCHES:**  
**2010 FIFA World Cup™**  
**Soweto Derbies** attracting more than 80 000 spectators per event  
**PSL prestigious Cup Competitions** e.g. Nedbank Cup | Telkom Charity Cup | MTN Cup | Telkom Knockout Cup  
**Shell Helix Ultra Cup**  
**Carling Black Label Cup**  
**The Orange Africa Cup of Nations**  
**Attracts SA teams** such as Orlando Pirates F.C. | Kaizer Chiefs F.C. | Moroka Swallows F.C.
- International and local rugby matches**, including famous matches e.g. Springboks (SA) versus All Blacks (NZ). Part of a **proud moment in post-apartheid rugby history** when an influx of conservative Bulls rugby supporters came to the Orlando Stadium in 2010
- OTHER SMALL, MEDIUM AND BIG EVENTS:**  
Private and corporate functions | Big religious gatherings | Conferences, exhibitions and weddings | Political rallies

## MEETING ALL YOUR EVENT REQUIREMENTS

Excellence in providing for all your event needs

 <b>VENUE HIRE</b>	 <b>EVENT MANAGEMENT</b>	 <b>TICKET MANAGEMENT</b>	 <b>MARKETING AND ADVERTISING</b>
 <b>HOSPITALITY, CATERING, FOOD AND BEVERAGE SALES</b>	 <b>CLEANING AND MEDICAL ASSISTANCE</b>	 <b>HEALTH AND SAFETY, DISASTER MANAGEMENT, SECURITY</b>	 <b>SPONSORSHIPS AND RIGHTS AGREEMENTS</b>
 <b>TENANT TEAM MANAGEMENT</b>	 <b>SUITE SALES</b>	 <b>STADIUM TOURS AND MERCHANDISE</b>	 <b>CONFERENCES AND EXHIBITIONS</b>






## HIGHLIGHTED ACHIEVEMENTS AND AWARDS

- EXPERIENCED INDUSTRY EXPERTS - EXCELLING AND RECEIVING AWARDS INTERNATIONALLY**
- WORLD CONFEDERATION OF BUSINESS
  - WORLDWIDE MARKETING ORGANIZATION, GOLD AND SILVER QUALITY AWARD
  - ASSOCIATION OTHERWAYS MANAGEMENT, INTERNATIONAL ACHIEVEMENT AWARD FOR QUALITY & BUSINESS EXCELLENCE
  - EUROPEAN SOCIETY FOR QUALITY RESEARCH
  - BID QUALITY AWARD (BQA), DIAMOND CATEGORY
  - 16TH ANNUAL NATIONAL BUSINESS AWARDS 2018
  - BUSINESS TRIUMPH FESTIVAL AWARD – EXCELLENCE IN QUALITY 2018
  - GOLD & SILVER AWARD TO QUALITY 2018
  - ROYAL CROWN OF EXCELLENCE AWARDS
  - TITANS CRICKET (PTY) LTD - STADIUM AND FACILITIES CONFERENCE
  - DR JACQUES GROBBELAAR HONORED BY THE COMMONWEALTH UNIVERSITY
  - NOMINATED FOR THE OLIVER TOP EMPOWERMENT AWARDS
  - THE STADIUM BUSINESS AWARDS
  - WINNER 2018 THE BIZZ AWARD FOR BUSINESS EXCELLENCE
  - INTERNATIONAL BUSINESS MAGAZINE PORTO ALEGRE RS BRAZIL AWARDS
  - WINNER - THE INTERNATIONAL EUROPEAN QUALITY AND SOCRATES AWARDS

## SUCCESSFUL, PROFITABLE, SUSTAINABLE!

**860+ EVENTS HOSTED**  
**11.350.000 SPECTATORS ATTENDED**

**HOSTED MORE EVENTS THAN ANY OTHER STADIUM IN SOUTH AFRICA**

-  Manages the **only profit-producing stadium** that is financially viable in all stadiums in South Africa and of all the stadiums used in the 2010 FIFA World Cup™
-  **Saving tax payers' money**, through a successful public-private partnership with COJ, the economic multiplier effect pumps R1bn into the COJ economy\* and saves COJ R54m p/year by reducing the community development budget
-  SMSA engineered **groundbreaking long term hosting agreements** with South Africa's largest football clubs
-  **Dr Jacques Grobbelaar: award winning CEO with a vision!** His leadership created significant paradigm shifts in each of the stadiums under SMSA management. He has over 22 years' experience in hosting major events at large stadiums, has influenced some industry best practise, and he was consulted as subject specialist on the 2010 FIFA World Cup™ consultancy team and many organisations on all topics relating to the sports and event management industry.
-  **SMSA has a Level 6 BBBEE Recognition Level**

## GIVING BACK: MAKING A POSITIVE IMPACT THROUGH TRANSFORMATION

The SMSA Trust: benefiting stadium communities through social economic development, skills development and enterprise development. The SMSA Trust has implemented many initiatives that positively impact the underprivileged and disadvantaged local communities.

OVER 27 000 COMMUNITY JOB OPPORTUNITIES CREATED

EDUCATIONAL INITIATIVES AND A LEARNING CENTRE

COMMUNITY WASTE MANAGEMENT AND RECYCLING

**OVER R15, 000 000 SPENT ON TRANSFORMATION BY THE SMSA TRUST**

HEALTH AND WELLNESS CARE, FEEDING SCHEMES

STADIUM TOURS AND COMPLIMENTARY TICKETS

INTERNSHIPS AND UPSKILLING COMMUNITY MEMBERS

SPORTS DEVELOPMENT AND FACILITIES

## MOVING FORWARD

SMSA strives to continue being the leaders in the industry and to provide world class services, professionalism and experiences at its venues.

They aim to expand as an internationally established stadium management specialist, while continuing to be focused on transformation in South Africa.

