

## NATIONAL ASSEMBLY

### REPLY

#### QUESTION NO 62 FOR WRITTEN RERPLY: INTERNAL QUESTION PAPER 03-2010:A NATIONAL ASSEMBLY: DR A LOTRIET (DA): 2010 FIFA WORLD CUP

#### **Dr A Lotriet (DA) to ask the Minister of Arts and Culture:**

Whether her department has funded any (a) arts and culture productions and/or (b) projects for the Fifa 2010 Soccer World Cup Tournament, excluding and official ceremonies; if not, why not; if so, what are the relevant details excluding costs?

NO587E

Reply:

Yes, the department of Arts and Culture has funded a number of productions and initiatives related to the 2010 FIFA World Cup. Some of the projects funded by the department were used as a build up to the World Cup and also to create the hype around this major event, they include:

- The World Cup handing over ceremony in Germany, where a number of Artists from South Africa were part of the South African delegation that went to Germany to be handed over the World Cup event by the Germans.
- The opening and closing ceremonies of the Confederation Cup.
- The production of the final draw, held in Cape Town last year.

- The Department partnered with the Gauteng Provincial Government to host the biggest soccer exhibition in the world, Soccerex
- The department supported local artists to participate in the world's leading international music exhibition MIDEM, where this year South Africa was given the status of the "Country of Honour", offering us an opportunity to profile our artists on the international stage ahead of the FIFA World Cup
- The fly the flag campaign which forms part of our efforts to popularise national symbols.

Together with the Department of International Relations and Cooperation we initiated the Kenako Road Shows, where we are visiting African countries that have qualified for the World Cup. This we are doing as part of efforts to promote the 2010 FIFA World Cup as a truly African World Cup. This programme will continue this year where we will be visiting countries such as Nigeria and Ivory Coast.

We are also using events such as the Africa Day celebrations as well as music festivals to promote the 2010 FIFA World Cup. There are many projects that have been funded by the department, however, there is a dispute about some of the projects we have funded. The dispute has arisen because some projects funded as part of the 2010 World Cup are not directly linked to the currently going on within the department.