

DATE: 21 MAY 2019

REPORT TO: SAFETY AND SECURITY

1. ITEM NUMBER **SAFS 19/06/19**

2. SUBJECT

CLOSE-OUT REPORT FOR EVENTS SUPPORTED: VARIOUS EVENTS

ONDERWERP

**AFSLUITINGSVERSLAG VIR GELEENTHEIDSTEUN GEBIED: VERSKEIE
GELEENTHEDE**

ISIHLOKO

**INGXELO YOKUGIBELA YEMISITHO EXHASIWEYO: IMISITHO EAHLUKENEYO
J2446**

3. DELEGATED AUTHORITY

In terms of delegation

This report is For NOTING by

- Committee name: Safety and Security
- The Executive Mayor together with the Mayoral Committee (MAYCO)
- Council

4. DISCUSSION

The report represents the feedback on events supported by the City of Cape Town as recommended by the Special Events Committee and approved by the Executive Mayor and/or Council.

No.	Event Name	Event Date/s	Description	Contribution
1	ABSA Cape Epic	18 – 25 March 2018	Mountain Biking Event	R1 700 000 (Transfer Payment)
2	Suidoostersfees 2018	26 April – 1 May 2018	Cultural Festival	R500 000 (Transfer Payment)
3	Cape Town Marathon	23 September 2018	Running Event	R1 900 000 (Transfer Payment) R555 037.14 (City & Event Services)
4	Last Night at the Proms	29 – 30 September 2018	Cultural Event	R89 185.72 (Event Services)
5	Cape Town International Kite Festival	27 & 28 October 2018	Kite Festival	R92 922.65 (City & Event Services)
6	Cape Town International Film Market Festival	31 October 2018	Film Festival	R700 000 (Transfer Payment) R259 150 (City and Event Services)
7	Volvo Ocean Race (Cape Town Leg)	30 November – 16 December 2017	Yacht Race	R3 750 000 (Transfer Payment)
8	DSTV Mitchells Plain Festival	30 November – 2 December 2018	Community Festival	R243 730 (City and Event services)
9	Community Chest Twilight Walk/Run	4 December 2018	Social Running Event	R82 236.40 (City and Event Services)
10	Christmas Bands	16	Cultural	R150 000

	Road March	December 2018	Event	(Transfer Payment) R77 185.42 (City and Event Services)
11	Investing in African Indaba	4 – 7 February 2019	Cultural Competition	R 285 000 (Transfer Payment)

1. ABSA CAPE EPIC

The ABSA Cape Epic took place over 8 days between 18 – 25 March 2018. The route took riders through 700 km of the Western Cape's countryside with 15 000 metres of altitude gain over its 8 days. The route, which changes each year was a well-guarded secret until the annual route launch, typically consists of a prologue and 7 stages. It is characterized by dusty gravel paths, rocky up hills, technical descents, river crossings and forested single tracks.

Here are some interesting route facts:

- The longest stage was 146 km, stage 5 in 2008 – Swellendam to Bredasdorp.
- The longest race was 966 km during 2008.
- The shortest stage was 54 km, stage 7 in 2013 – Stellenbosch to Lourensford Wine Estate.
- The shortest race was 654 km during 2016 and featured the most single track per kilometer.

The economic impact the ABSA Cape Epic had on the economy of the Western Cape was R300 million. The race is the largest full-service mountain bike stage race in the world. Early bird entries were sold online on a first-come, first-served basis – it sold out instantaneously one year in advance. The other available slots were filled through a lottery process with demand far exceeding the number of available entries. Series races across the globe offer guaranteed slots to age category winners as well as lottery for riders who have successfully completed each event.

Some interesting rider facts:

- 92% were male (41 average age and 78 kg average weight).
- 8% were women (39 average age and 59 kg average weight).
- 85% finished the race (18 youngest and 69 oldest finisher).
- 71% were CEO's, Directors and Senior Executives.
- 53% were business owners.
- 85% travelled to attend the race.
- Average training is 12 hours a week.
- 45% were international participants.
- In the regions of South Africa 47% were from the Western Cape, 43% were from Gauteng and 10% were from other parts of the country.
- The top countries represented were Switzerland (15%), Spain (8%), Germany (8%), Netherlands (6%), Australia (6%), Brazil (5%), United States (5%), United Kingdom (5%), Belgium (4%) and other countries (38%). The ABSA Cape Epic is open to professional and amateur mountain bikers and attracted participants from 58 countries around the world.

The event had an equal prize money for men and women valued at R1.7 million. The media equivalency for the winning women's teams, Investec Songo Specialized were valued at R210 million, Team Spur at R66,5 million and Dormakaba at R58 million. The media equivalency for the winning men's teams, Investec Songo Specialized were valued at R276 million, Scott Sram at R239 million and Cannondale Factory Racing at R79,5 million.

The ABSA Cape Epic is the most televised mountain bike race in the world. It broadcasted 37 000 hours of global television since its inception and had 6 200 million impressions accumulated television audience. It had an audience valued at R117,2 million accumulated television audience. The grand finale was broadcasted live to 18 countries. 180 Countries broadcasted the daily highlights or TV news packages since 2004.

The online news advertising value equivalent was R240 million. Below is a 5-year comparison in terms of its potential online viewership and online articles:

Potential Online Viewership		Online Articles	
2014	20 million	2014	3 020
2015	24 million	2015	3 200
2016	34 million	2016	3 850
2017	39 million	2017	4 000
2018	45 million	2018	4 400

More than 250 media crew and representatives from around the world travel to the Western Cape to cover the event each year.

The ABSA Cape Epic prides itself on innovation and in 2016 broke new ground by live streaming the racing on each day. In 2018, the ABSA Cape Epic took another leap forward when it partnered with LiveU – video transmission and streaming specialists – to transmit live online coverage from the lead e-bikes, lead motorbikes and the helicopter, for the Live Streaming production.

The prologue and grand finale were seamlessly broadcasted live on TV, with the grand finale being broadcasted live in more than 50 countries around the world. During the intermediate days, the race was streamed online to the ABSA Cape Epic's Facebook page and YouTube pages which saw an increase of 188% in the total views compared to the previous year.

Live Streaming:

- A 190% increase in live streaming views from 2017 to 2018.
- A total number of 188 countries watched the live streaming.
- 17 minutes was the average time watched.
- 574 GB of data used.
- 120 Hours broadcasted.
- A total of 1.4 million live streaming views.

The event had an engaged audience on social media on:

- Instagram – 79 000 followers with 81% growth since 2016.
- Twitter – 38 000 followers with 27% growth since 2016.
- YouTube – 34 000 subscribers with 6.6 million views.
- Facebook – 116 300 likes. A 238% growth since 2016 with 2.6 million video views and 671 700 Facebook live views.
- The advertising value equivalent was valued at R150 million and the opportunities to see was 640 million.

The 2018 analytics for ABSA Cape Epic website recorded 1 040 350 sessions, 2 972 200 page views, an average session was 03:55, 20 000 newsletter subscribers and 25% new visitors. About 78% of visitors were male and 22% were female. The visitors age groups - 7% between 18 – 24, 25% between 25 – 34, 33% between 35 – 44, 20% between 45 – 54, 7% between 55 – 64 and 4% at 65+. The website visitors were from the top 10 countries of origin – 28% from South Africa, 13% from Spain, 7% from Germany, 5% from USA, 5% from Brazil, 3% from Switzerland, 2% from Italy, 2% from Czechia, 2% from UK and 2% from Belgium.

In addition to rider fundraising, the ABSA Cape Epic is proud to have a formal charity engagement program with selected charities that either utilise cycling to improve the lives of those less fortunate or that actively works in the communities, area and environment through which the race travels.

- 90 000 Qhubeka bikes have been distributed since 2011.
- 750 Children in Anna Foundation are engaging in literacy, sports and lifestyle programs.
- R225 000 was provided by Ironman Foundation to organisations and initiatives in 3 race village host towns.
- A total of 11 000 children were educated by the Cape Leopard Trust in 3 community outreach programs around ABSA Cape Epic towns.

- A total of 100 000 children's lives changed through 25 projects supported nationwide.
- R15,4 million has been raised since for charity since 2011.

35 Development teams took part from 2016 – 2018. In 2012, the ABSA Cape Epic introduced a unique jersey to highlight and encourage the participation of development teams in the Untamed African MTB Race, the Exxaro special jersey. In order to participate in this competition, there is some criteria. Both riders are required to be historically disadvantaged South Africans and they should be under the age of 26 on 31 December of the event year. The Exxaro special jersey competition has become a symbol and cornerstone for the growth of mountain biking and has developed into an intense battle for prestige as well as the first pedal stroke on a journey of hope and development.

The Trade Tech Zone at the ABSA Cape Epic provides a comprehensive promotion and product support platform for mountain biking brands. 1 300 Bikes were serviced throughout the race across 8 days.

2. SUIDOOSTERFEES (SOF)

SOF is an arts festival that celebrates and promotes the Cape Afrikaans life in all its diversity to emphasise social diversity and national unity in and via the arts. The festival was held from 26 April – 1 May 2018 at the Artscape Theatre Complex. The objective of the event was to establish a festival that was seamless with regards to race, culture and religion for people of all ages. The event celebrated its 15th anniversary and was attended by ±10 000 people.

The highlights were the Kunstreffers: Concert of Hope on Freedom Day, Johaar Mosaval Journey, Nataniël, Kaapse Khoi Jazz II and Evita Praat Kaktus with Evita Bezuidenhout. The challenges the event faced were the overlapping of shows, transport, weather related issues and the renovation of the Artscape Theatre.

Improvements needed for future events included improved programming with no overlapping, additional free entertainment as well as food and craft stalls. The attendance ratio increased from 60% in 2017 to 67% translating in an additional 15 000 bums-on-seats in 2018.

No economic impact study was done but it was predicted that the average length of stay of the domestic visitors were between 2 to 3 days and the estimated spend per visitor was R500. The sponsors of the event were City of Cape Town, Die Burger, Naspers, Department Cultural Affairs and Sport (DCAS), Department of Arts and Culture (DAC), KykNet, Media24, ATKV, Sanlam, Tsogo Sun, Brimstone, Old Mutual, Netwerk 24, Joox, Hiemstra Trust, Gerwel Stigting, US, Radio Sonder Grense (RSG), Rapport, Distell, Artscape, Nasionale Afrikaanse Teater-Inisiatief (Nati) and ATR. Approximately, 95% of the budget was spent on local Cape Town suppliers.

The event was covered on various media platforms such as:

- Local newspapers - Athlone News, The Echo, Plainsman, Southern Suburbs Tatler, Northern News, Weekend Argus, Die Burger, Die Son, Paarl Post, Peoples Post, Tygerburger, Worcester Standard, Distrikspos en Eikestadnuus.
- Magazines – Kuier.
- E-publications – Netwerk24, Son.co.za, Cape Town Magazine, ATKV, What's On, Artslink, V&A Waterfront, Lets Go South Africa, LitNet, MaroelaMedia, Weekend Special, Afrikaans.com, Gallo Images, Western Cape Government, Vibescout, Baydu, Artscape, ZAJazz, AllEvents, DKExpressions, Dancedeets, za24h.com, colouredkleurling, ENuus, Daily Voice, Fak, HeyEvent and Gridogram.
- Radio – RSG, HeartFM, Smile FM, Bush Radio, Voice of the Cape and Radio KC.
- TV – eNuus, Bravo, Klop! (Kô Laat Ons Praat, SOF TV-promo broadcasted from 2 April all 3 KykNet channels: KykNet, KykNet & Kie and KykNet Nou. Festival promo was broadcasted on VIA TV during the same period, Fiësta.

- Posters, etc. – A2 posters at Artscape. 300 x A2 posters and 1 450 x A1 generic festival posters and 1 000 x A1 production posters were displayed in communities.

Suidoosterfees gave 20% discount on group bookings to charities and schools were given 20% discount on group bookings for “Fiela se Kind.” The charities supported were Sunfield Home and Valkenberg Trust. The event created ±170 temporary jobs. The type of jobs created were in the fields of acting, movement, directing, choreography, design, stage, lighting, sound technician, stage managing, ushering, health and safety.

SOF included talent search competitions in various communities such as Langa, Mitchells Plain, Bellville, Paarl, Wellington and Observatory. The festival included the semi-finalists for the period 26 April – 1 May 2018 and exposed them to other theatre/music productions. Choirs, rising stars and different productions produced by students of theatre under mentorship were also being exposed to other’s productions. The talent search competitions reached ±150 children, the choir workshop/competition presented ±250 participants and the rising star project involved 50 participants. Programs for choirs and rising stars were held in the Boland, Klein Karoo, Cape Flats, CBD, Swartland, Riversdale, Franschoek and the Cape Metropole. The Operetta produced was in Afrikaans, English and Xhosa. The Johari Mosaval Journey (ballet of a District 6 hero) gathered the greater Muslim community and dance enthusiasts from all over the bigger Cape Peninsula. The event contributed towards the transferring of skills through mentorship programs in acting and directing.

The event created awareness to save water and placed adverts on the event’s website, program booklets and displayed notices in restrooms. Ninety-five percent of supporters were local and mostly from areas such as Bellville, Langa, Mitchells Plain, Observatory, Northern Suburbs and Boland.

3. SANLAM CAPE TOWN MARATHON

The Sanlam Cape Town Marathon was held on 23 September 2018. The marathon aspires to be a world-class event and its vision is to be a marathon that competes in the world arena of city marathons. The Sanlam Cape Town Marathon is brought to you by a joint partnership between the City of Cape Town (Host City), Advent Sport Entertainment and Media (ASEM) Running and Western Province Athletics (WPA) and is endorsed by Elana Meyer and Francois Pienaar. The Cape Town Marathon aims to be recognized as one of the world's majors, to be a sustainable event that is all inclusive, oversubscribed, attracts over 25 000 participants and benefits all stakeholders.

The key objectives of the event included:

- To bridge the gap in their quest to become the African Major.
 - To stage and develop Africa's iconic city marathon, a marathon that will take its rightful place as one of the worlds "must run" marathons with special focus on the following:
 - The competitors – International Association of Athletics Federation (IAAF) Gold Label Elite Field
 - The participants – to increase the mass field to include athletes from outside of the Western Cape and South Africa (a global city marathon).
 - The volunteers – to create a sense of belonging.
 - The spectators and communities – to include them into the race.
 - The route to showcase Cape Town, Western Cape and Republic of South Africa (RSA).
- To strive for excellence and continue to obtain international accreditation.
 - To continue to go for IAAF gold label status at all levels.
 - To continue to achieve the climate neutral accreditation.
- To use the event to leverage change – to continue to build on the run4change legacy program.
 - To focus on health and wellness.

- To become one of the biggest fundraising sporting events in South Africa.
- To promote peace and sport.
- To be a sustainable event.
- To develop and empower South African athletes.

This event consisted of -

- Running events:
 - The prestigious 42.2 km Sanlam Cape Town Marathon.
 - The 10 km Sanlam Cape Town Peace Run.
 - The Sanlam Cape Town 5 km Peace Run
 - Sanlam Cape Town Peace Trail Runs (22 km and 12 km).
- Exhibition:
 - Over 25 000 delegates attended.

Key Highlights of the event:

- The Sanlam Cape Town Marathon became Africa's first and only IAAF Gold Label Status City Marathon.
- It attracted approximately 23 000 athletes to the 2018 event.
- The advertising value of the 2018 event has been estimated to over R83.9 million and includes amongst others:
 - PR advertising value was R57.552 (PR value is R171 million).
 - Social media is value was R15.7 million.
 - National TV advertising was estimated to be approximately R8.2 million.
 - The event was televised live for over 4.5 hours on SABC 2 with international live feeds via YouTube.
 - Pre-event live broadcasts on Espresso and Morning Live.
 - Print media advertising value was R1.5 million (national).
 - Radio media advertising value was R1 million.
 - Outdoor advertising (billboards and flags around RSA) value was R1 million.
 - Press conferences x 4 were held.

- Charity profiling values was over R2.5 million.

Key Highlights:

- In 2018, the following accreditation and awards were achieved –
 - IAAF Gold Label Status.
 - Voted the RSA Participation Event of the Year (RSA Sports Industry Awards).
 - Certified a climate neutral event.
 - Received bronze awards in the RSA Ecologic Awards – Climate Change Category.
- The 2018 event attracted just short of 23 000 athletes from 82 countries with just over 10% of the marathon entries coming from outside South Africa and a further 44% coming from outside of the Western Cape:

Below is a 5-year comparison in terms of the total number of runner, percentage in growth, etc.:

	2014	2015	2016	2017	2018
Total	12 008	15 844	19 336	22 609	22 897
% Growth	147.8%	31.9%	22.0%	15.3%	+1%
42 km Entries	4 435	5 737	7 939	10 960	10 965
Registered for number pick-up	-	-	-	9 882	9 841
Started	-	-	-	8 329	7 926
Timed finishers	3 388	4 224	6 027	8 004	7 668
Countries participating (% 42 km)	50 (4%)	51 (4.56%)	67 (8.5%)	76 (9.8%)	82
First time marathoners	30%	31%	30+%	37.7%	35.24%

10 km Peace Run Entries	5 277	7 607	8 397	8 649	8 532
Peace Trail Run -11 km	400	500	500	500	600
Peace Trail Run - 22 km	400	500	500	500	600
Sanlam Cape Town Fun Run	1 496	1 500	2 000	2 000	2 200

The 2018 event was held in perfect conditions with Stephen Mokola (RSA) in a record time of 02:08:31. The winning women, Helalia Johannes (Namibia) also broke the record, a time of 2:29:28. The 2018 event again achieved IAAF Gold Label Status medical standards (with the help from partner Mediclinic), with 4 mini hospitals, 4 ICU units, 16 ambulances, 35 medical staff and a full Pathcare laboratory looking after the athletes. Furthermore, full IAAF Gold Label status anti-doping requirements were met and supplied by partner SAIIDS, who facilitated over 30 random tests and provided 14 anti-doping staff. The key highlights achieved included the building of the ramped bridge over Buitengracht Street along with the placement of 7.5 km of fencing, 4 000 coming and extensive road furniture which enabled the event to achieve full road closure for the entire marathon route.

Key Highlights – Run4change Legacy Program:

- Sustainability – we continued with our #RUNGREEN campaign with key thought leader initiatives that are now being adopted by other races in RSA.
 - The race measured its carbon footprint and off-set it with the purchasing of carbon credits supporting local accredited sustainability programs.
 - The race achieved its zero waste to landfill objective.
 - The race continued with athlete’s being able to “off-set their own carbon footprint on entry”.
 - The race profiled many of the City’s parks, greening initiatives and heritage sites.

- Charities – the event facilitated that over R2.5 million was raised by its charities.
- Peace – the event is a Peace run and has been recognised internationally as one of the Peace marathons to run. The race included the international Peace torch and cauldron to start the different races.
- Health – the event facilitated that key health and nutrition initiatives were activated, including the support of several health programs around the City. It promoted safer exercise for all.
- Development – 3 extensive development programs were initiated and supported by the event.

Key Challenges:

- The biggest challenge to the event (and in order to continue to be recognized as an IAFF Gold Label Event) included the following:
 - Budget constraints.
 - Small team (due to budget constraints).
 - Gold label elite field (due to budget constraints).

Areas of Improvement:

- To continue to grow the event by managing growth by controlling entries as to ensure that the organisers meet expectations of all sponsors and partners.
- To continue to adopt the events' constant improvement program.

All funds were utilised, the City's financial contribution was allocated fully into the logistics budget component of the event – route signage, toilets, medical, safety, security, cleaning, coning, fencing, bridge, parking, waste, timing and all other associated requirements. The following jobs were created – permanent staff x 5, logistics staff x 3, registration staff x 6, road race activations x 120, club activation x 84, expo x 290, expo registration x 25, food & beverages staff x 20 and Run4Change x 12.

The economic impact was valued at R129.29 million. The number of visitors from people from outside Cape Town who spent at least night were 4 186. It was estimated that foreign visitors spent 4 – 5 days in Cape Town and spent R1 170 per day – in total this was valued at R6.45 million. Upcountry visitors estimated that they spent 2 – 3 days in Cape Town and spent R1 170 per day- in total it valued at R14.69 million. At the Expo and Finish – 25 000 visitors spending approximately 175 each (food and apparel) – it was valued at R4.37 million. About 100% proportion of the budget was spent on local Cape Town suppliers. One of the aspects associated with the event's run4change is sustainability.

The advertising value of the 2018 event was R83.9 million. PR advertising was valued at R57.552 million (PR value is R171 million). Social media valued at R15.7 million. National TV advertising value was estimated to be approximately R8.2 million. The event was televised live for over 4.5 hours on SABC 2 with international live feeds via YouTube. Pre-event live was broadcasted on Espresso and Morning Live. The print media advertising was valued at R1.5 million (national). The radio media advertising was valued at R1 million. Outdoor advertising (billboards and flats around RSA) was valued at R1 million. Four press conferences was held. The charity profiling was valued over R2.5 million. The sponsors independent spend that was not included into any of the figures was R17.44 million. Money raised by charities was R2.486 million.

The event was a fully inclusive event and attracted runners from all areas of Cape Town, the Western Cape, South African and around the world. The event offered free fun run entries to over 800 young runners from the greater Cape Town area (as part of its RUN4CHANGE Legacy Program). The event offered over 400 free entries to clubs or their development athletes from disadvantaged communities (as part of the RUN4CHANGE Legacy Program).

4. LAST NIGHT OF THE PROMS

The Last Night of the Proms was held from 29 – 30 September 2018 at the Cape Town City Hall. The theme of the charity concerts was “Sound and Light Spectacular” and comprised of light classical music, played by the Proms festival orchestra, massed choirs, a pipe band and audience participation. The event raised money for selected local charities utilising City amenities to their best advantage and encouraged youth to participate in the organisation and running of the occasion. Last Night of the Proms also supplied a platform for young and up-and-coming soloists to launch their careers in music and to elevate the annual function to one of the prime attractions of Cape Town.

There was participation by interactors from 4 local schools and the event employed 12 youth from City Mission. The event was broadcasted live on 30 September 2018 by Fine Music Radio. With respect to the assessment of the venue only positive comments were received about the refurbished auditorium. The security arrangements of patrons between the venue and Grand Parade was managed well by the organisation, People with Dogs. The event celebrated its 33rd anniversary and was attended by approximately 2 000 people over the two days. Excellent performances were delivered by soloist Cecilia Rangwanasha supported by the choirs and orchestra. The event sold out on both nights and resulted in a net profit of R285 000 an improvement from R271 000 in 2017. The increase in profit could be attributed due to cost saving measures and higher priced tickets.

About 100% of the budget was spent of local Cape Town suppliers. The type of suppliers utilised were for equipment hire, soft drink vendors and a cleaning company. The event received media coverage in articles, photographs and editorials published in local tabloids and magazines. The event also enjoyed radio coverage on Fine Music Radio. The charities supported were Community Medics, Victoria Hospital and Childline and a total amount of R280 000 was raised for it.

5. CAPE TOWN INTERNATIONAL KITE FESTIVAL (CTIKF)

The 24th CTIKF was hosted from 27 – 28 October 2018 at the Zandvlei Nature Reserve in Muizenberg. The festival is Africa's biggest kite festival and had kites from around the world flying incredible kite creations in support of Cape Mental Health (CMH), South Africa's longest standing health organisation. The annual kiting extravaganza is the grand finale to October's Mental Health Awareness Month campaign and has been flying in support of Cape Mental Health since 1994. This spectacular event offered a fun-filled family day with the focus on mental health awareness including free kite making workshops for children and adults. The event also had live entertainment in the forms of dance, music, comedy, a tea garden, food trucks and fairground rides. It was estimated that 10 450 people attended the event. In terms of the assessment of the venue, the Zandvlei Nature Reserve was poorly maintained and the ground was uneven.

The key event highlights were:

- Kite displays from the United States of America (USA), United Kingdom (UK), Australia, Germany, India and South Africa.
- Kite making workshops for more than 250 visitors to the event.
- Edukite kite making competition with primary school learners from 300 schools (160 learners each) with a mental health message.
- Heritage kite making workshop and competition keeping the old age tradition of Cape Swaeltjie kite making. A total of 40 participants attended.
- Creating a platform for local talent to entertain the visitors to the festival from the festival stage.

The challenges experienced were related to the sponsorship, uneven ground at the event site and setup costs. The improvements needed for future events includes growing the number of visitors to the event, increasing mental health awareness at the event, up the number of amusement rides and create new attractions other than

kite making workshops. The attendance of supporters has decreased this year compared to last year and this could be attributed to the unstable economy.

It was estimated that the festival had 9 international and over 10 000 domestic visitors. The international visitors were from UK, USA, Germany, Australia and India. Domestic visitors were from all over the Western Cape. The festival had 8 main sponsors and numerous small or in-kind sponsors. Approximately 100% of the event budget was spent on local Cape Town suppliers. The type of suppliers utilised were for temporary fencing, ablution facilities, security, marquee service providers, paramedics, caterers and cleaning services. About 10 temporary jobs for cleaners were created.

CMH hosted community fly's in Heideveld, Khayelitsha and Mitchell's Plain for residents that were not able to attend the festival due to economic circumstances. Primary schools from poorly resourced areas were invited to participate in the Edukite Competition. Entries were free to the participants and an additional 30 children per school. The colouring-in competition focused on pre-primary schools from across the entire greater Cape Town area. Participants were also given free entry with each completed entry form. Both local and international kite makers hosted kite making workshops to visitors at no charge and over 400 visitors participated. A team of 362 volunteers were involved in the following activities – preparation of food for volunteers, volunteer registration, kite making workshops, management of the live entertainment, assistance in hospitality marquee, kite assistants, entertainers, cleaning, public kite flying zone marshalls, manning of information marquee and administration.

Media Coverage:

Below are year-on-year reviews (5-year comparisons) in terms of the media coverage value:

Year	Tickets	Visitors	Coverage Pieces	Coverage Value
2014	R30 / R10	12 737	235	R3 488 480
2015	R30 / R10	TBC	258	R4 176 870
2016	R30 / R10	15 000	264	R4 444 419
2017	R40 / R15	14 000	279	R4 323 130
2018	R40 / R15	10 000	275	R3 782 154

Number of Articles:

Media Types	2014	2015	2016	2017	2018
Magazines	31	20	22	22	28
Newspapers	27	29	26	25	23
Community Papers	43	73	72	36	42
Television	11	4	6	3	6
Radio	12	21	16	21	20
Online	108	58	64	85	80
Social	-	51	57	86	76
International	3	3	1	1	1
Total	235	258	264	279	276

The media partners for the festival were the Weekend Argus, Primedia, CapeTownMagazine.com, Smile, CCN, Heart, Let's Play and People's Post. The kite festival had 35 accredited media and 2 photographers assigned to it. The competitions/giveaways involved Cape Town Tourism (6 x family tickets), Billboard Magazine (4 x family tickets), National Geographic Kids (2 x family tickets), Vibescout (1 x family ticket), Connecting Kidz (4 x family tickets), Cape Robyn (2 x

family tickets), CCFM (1 x family ticket), Baby and Beyond (10 x family tickets) and Fun Mamma SA (1 x family ticket). The Colouring-In Competition gave free entries to 2 to 6 year olds. A total number of 10 000 colouring-in pamphlets were printed and distributed to pre-schools and primary schools and a full page appeared in the Weekend Argus Jellybean Journal. A number of 151 entries were handed in.

Below is a 4-year comparison in terms of social media ad spend:

Year	Total Spend	Total Reach
2018	R2 000	76 584
2017	R2 700	107 129
2016	R1 394	107 180
2015	R2 128	76 935

Instagram Followers:

- The event had 598 followers.
- The age range of followers - 1% between 13 - 17, 7% between 18 – 24, 33% between 25 – 34, 32% between 35 – 44, 16% between 45 – 54, 8% between 55 – 64 and 3% from 65+.
- 47% was men and 53% female.
- Most of the followers were from Cape Town.

Website and Ticket Sales – here is a 5-year comparison:

Year	Page Views	Users	Average Session	Tickets Sold
2014	17 787	4 079	2.49 min	19
2015	21 165	4 785	2.27 min	22
2016	24 726	6 032	2.15 min	43
2017	18 449	5 494	1.59 min	245 (Quicket)
2018	19 213	6 055	1.53 min	1 536 (Quicket)

6. CAPE TOWN INTERNATIONAL FILM MARKET FESTIVAL (CTIFMF)

The CTIFMF was held from 9 – 19 October 2018 at the V&A Waterfront. Several venues were utilised for the festival - The Artscape Theatre, Workshop 17, NuMetro Cinema, Ster-Kinekor Cinema and the Cape Town Comedy Club.

The festival was the biggest red carpet event at the Artscape Theatre. Nearly 1 400 guests were hosted on opening night which was a 1 000 more than in 2017. The National Minister of Arts and Culture attended and commended the festival's commitment to grow the industry. More than 80 countries participated in the festival/market. A total number of 166 films of various formats and genres were screened. The event had an increase in delegate badges sales. A total of 97 delegates badges sold; 460 registrations versus 100 in 2017; 260 market guests and 200 market delegates were recorded. This was a significant increase in attendance and participation, demonstrating the growing need for and relevance of the CTIFMF. The event had an increase in film screening ticket sales. Evidently, 11 sold-out screenings, 5 838 bums in seats over 11 days and an average attendance rate of 530 people per day.

The festival integrated the youth into the market and festival - 3 groups of youth participated, 20 from Wellington, 20 from Worcester, 25 from Paarl, 219 from Heideveld High School – sponsored by the Western Cape Government Department Cultural Affairs and Sport (WCDCAS) and 40 students from Hong Kong University. This was a massive step forward towards a fully integrated youth film-skills development program for 2019. It also had screenings at V&A Amphitheater which was well received by the public. There was approximately 80% attendance on the two days of public screenings. It was estimated that 680 people attended over the 2 days. The festival attempted a broader outreach action in partnership with the Black Filmmakers Festival (BFF) supported by the National Film and Video Foundation (NFVF) but was unfortunately unsuccessful. The festival will attempt in 2019 to

partner with the NFVF and BFF to screen in houses of people in Langa and Gugulethu.

The festival presented a robust film market.

- Market Director, Elias Ribeiro and team curated a world-class program that was commended by guest speaker participants and delegates.
- A unique partnership has been established between International Film Festival Rotterdam and the CTIFMF.
- A post-production program called Works In Progress (WIPs) was launched. The program challenged the creative team to elevate the artistic merit of the content while offering cash and in kind finishing awards to the participants. The 9 selected films from Sub-Saharan Africa were showcased to programmers from festivals around the world such as the Berlinale, Rotterdam, SXSW, Tribeca, Cannes, London BFI, also to international sales companies, distributors, exhibitors, broadcasters and VoD services such as Mnet, Netflix, Indigenous Films, Ster Kinekor, Pyramide, Flourishing Films, Memento, MPM Premium and Versatile Films.
- Talented directors were also introduced to talent agents, Curtis Brown and Casarotto Ramsay.
- An audience development lab called ENGAGE was launched and 3 people were employed to design an audience design strategy for the 2019 hoping to have a positive impact on the festival box office numbers.
- A program called ADAPT was launched with the hope to foster more communication between the publishing and the film industry in order to turn more literary works into cinema.
- A closed forum for policy designers was hosted to look at best practices in different territories for more financial infrastructure for South-South cooperation.
- Local filmmakers were trained in 360 storytelling which entails virtual reality content.

- New partnerships were undertaken between CTIFMF, EAVE and International Film Festival Rotterdam that will capacitate and empower African Creative Producers every year.
- Delegates were hosted from Italy and the Middle East and North Africa region.

Key consideration for future events:

- Allocate a marketing budget.
- Engage with academic institutions.
- Secure North Wharf Marquee for 2019 film expo.
- Tighten the scope of the film festival.
- Establish a radio media partnership.
- Use youth to curate social media content.
- Use partners more effectively to co-market the event.
- Explore cruise liner partnerships.
- Partner with Boat Show to cross-market the event.
- Imperative to get major airlines on board.

Location:

The event was positioned within the V&A Waterfront because it was marketable and the location was aligned with the film industry as a locations and post-production destination and it ties into destination marketing objectives. The event organiser experienced some challenges in terms of support for the allocation of signage and marketing space.

7. VOLVO OCEAN RACE

The Volvo Ocean Race is a yacht race held around the world and started in Lisbon, Portugal and headed to Cape Town as one of the stopover destinations. The race is the world's longest and toughest sporting event, with the best sailors on the planet battling the elements, as well as each other, in a test of teamwork, skill and individual endurance. The race consists of nine months of 45 000 nautical miles of

the closest toughest competition in sport. There is no prize money for the winners but for the victors, there is the ultimate satisfaction of lifting the Volvo Ocean Race trophy and having their name etched in history alongside the very few to have fulfilled their dream by overcoming one of the toughest challenges in all of sport.

Cape Town has been a featured stopover of the race in nearly every edition since the very beginning in 1973. A stunning coastal city with a vibrant waterfront, the South African hotspot welcomed the fleet after the first long offshore leg. With a clear focus on sustainability, the race engaged with local and regional government to raise awareness of plastic consumption, ocean health and clean water, which proved timely given record-breaking drought conditions in the Cape Town region at the time. The City of Cape Town, the V&A Waterfront and local event partners WorldSport created content and platforms that engaged with the public, government and business to bring awareness to sustainable water conversation and ocean health and through conservation efforts dramatically reduced the stopover water requirements.

The Cape Town stopover also featured ocean-focused content such as the Ocean Life Festival and implemented operational efficiencies that reduced single use plastic consumption, thereby minimizing the event's environmental footprint. The race village was host to the TEDxCapeTownSalon series in The Globe, featuring three days of inspirational speakers tackling subjects related to the marine environment, scientific research, and solutions to the most pressing problems. Additionally, a collaboration between Bluewater and 11th Hour Racing saw clean drinking water machines donated to the City of Cape Town following the stopover. According to Anders Jacobson, CEO and co-founder of Blue AB, Cape Town's water reservoirs were at critical lows due to the drought conditions and the company's partnership with 11th Hour Racing and Volvo Ocean Race provided them with an incredible opportunity to highlight Bluewater's mission to provide clean water to people everywhere. Cape Town also featured a strong focus on youth sailing with the Volvo Ocean Race Academy activities.

The 2017/18 edition was one of evolution, with more females and youngsters stepping on board the boats than ever before and a greater focus on ocean health and sustainability. It was also a race of firsts – not just for the 28 sailors who competed for the first time, but also debut visits to Hong Kong, Guangzhou and Cardiff and a historic finale which saw the first female visitors of the Volvo Ocean Race, on the first Chinese-flagged team to lift the trophy. In terms of performance, the race was the closest ever, with all seven teams pushing the limits of possibility to slug it out day in day out and around the planet. Just 16 minutes split the first and second boats at the end of the race after 126 days of racing.

Race statistics

- yachts sailed 45 000 nautical miles;
- the winning boat had 6 nationalities onboard;
- 263 days was the length of the event from Alicante's opening until awards night in The Hague;
- the race had 23 female sailors;
- stopped over at 12 host cities;
- 4 Olympic gold medalists participated, including 9 America's Cup winners, 16 Volvo Ocean Race winners;
- 18 countries were represented by sailors onboard;
- 95 sailors participated;
- 28 sailors competed for the first time;
- There was 16 minutes and 1 second between 1st and 2nd place overall after 126 days of racing;
- the event had 2.5 million race village visitors.

Media in Numbers:

- 3 906 hours of TV coverage;
- 2.62 billion print readership;
- €654 million TV publicity value;
- 117 129 online articles;

- 2 197 million TV news audience;
- 1 hour and 20 minutes average viewing time on IPTV;
- 1 889 billion social media impressions;
- 200.7 million social media views;
- 168 million total social media post engagement;
- 13.7 million social media likes;
- 11.7 million social media shares;
- 194 number of hours of live coverage;
- 23 million most popular social media video viewed and more than 26% growth in 25 – 34 percentage of online audience demographic in 2017/18.

A total of 94 000 children participated in the education programme from 38 different countries. Additionally, 20 000 kids participated in the race villages sustainability workshops. The event hosted seven Ocean Summits around the world with 1 827 attendees.

The Volvo Ocean Race media team focused on providing online news outlets with timely, high-quality news, images and videos, in an effort to service this growing sector of the media. As a result, online news coverage provided significant value to its partners and stakeholders. The apparent drop in readership and value for online news compared to the last race was due to the use of a more accurate measurement tool in this edition of the race via monitoring provider, Meltwater. The new method measured actual click-view traffic as opposed to overall publication readership. In reality, this edition saw an increase in number of articles and number of markets covered.

The Volvo Ocean Race featured in 70 882 articles during the race period in 2017/18, a 10% increase. The race was also covered in 20% more markets compared to the previous edition and saw exposure in an additional 73% of publications. The top 15 countries by number of articles for 2016 – 2018 were China, USA, Spain, France, UK, Italy, Brazil, Netherlands, Australia, Germany, Sweden, Portugal, South Africa,

Hong Kong and New Zealand. The publicity value in 10 key countries for 2016 – 2018 were €14.87 million in UK, €14.03 million in China, €9.79 million in Spain, €5.38 million in USA, €1.11 million in France, €1.04 million in Netherlands, €0.68 million in Brazil, €0.41 million in Italy, €0.35 million in Portugal, €0.11 million in Sweden and €5.17 million in the rest of the world. The grand total of online publicity value in 10 key countries were €47.8 million.

The Volvo Ocean Race PR activation pre-start, especially around Leg Zero, and a number of diverse newsworthy topics across gender, age, nationality ensured that the Volvo Ocean Race was 'on the radar' of leading mainstream media even before the starting gun. Print Press saw a rise in articles as the race featured in numerous outlets around the world. There was a 3% increase in the number of publications who featured articles about the race compared to the last edition with the number of markets remaining consistent. While audiences were lower in this edition, the fact that there was a 34% increase in publicity value shows that the race is being followed by those in a high income demographic, due to the high advertising rate of the business publications that featured the race.

Publicity value from print articles per continent for 2016 – 18 were 4% for Central and South America, 1% for Africa and Middle East, 80% for Europe, 10% for North America and 6% for Asia Pacific. The audience per top 10 countries for 2016 – 18 were 1.1 billion for Spain, 411 million for France, 251 million for Netherlands, 178 million for Portugal, 124 million for Brazil, 114 million for Italy, 91 million for USA, 75 million for China, 67 million for Germany and 60 million for UK.

Social media was a core pillar in the Volvo Ocean Race's digital-first communications strategy in the 2017-18 edition of the race. Live video was an important tool to cover the evolving situation on the race track and delivered a daily live show from Race HQ, as well as broadcasting live Leg Departures, Arrivals and In-Port Races.

Each sailor was coached in how to build their personal brand on social media and many of the race athletes used the Crew Communicator to tell their own story from the heart of the action during the race. Volvo Ocean Race also expanded their digital offering dramatically – created a Race Experts Twitter channel to deliver 24/7 in-depth technical content for the super fans – and educational content for the newbies. Additionally, French and Spanish Twitter channels allowed them to tell the story of the race in real-time, and in more languages, than ever before. Amplification of the event's content was integral in order to grow its audience and reach more people than ever before. Key partnerships with the likes of Facebook and Twitter helped them to achieve this.

In numbers there was 1 889 billion total social media post impressions; 168 million total social media post engagements and €71.6 million total social media publicity value.

8. DSTV MITCHELL'S PLAIN FESTIVAL

The festival was held from 29 November to 2 December 2018 at the Westridge Gardens. The approximate attendance figures were as follows – 6 000 on Friday, 29 000 on Saturday and 5 500 on the Sunday.

The South African National Defence Force (SANDF), Metro Police, Law Enforcement, Fire Services and South African Police Services (SAPS) had one of its biggest displays ever staged on the Cape Flats. The SANDF also used the opportunity to recruit young people. More than 150 members of the community and local SMME's took advantage of the opportunity to sell, market or exhibit their goods and services by taking up trading and exhibition space at the festival. Food stands were sold out twice on the Saturday and had to restock. Many vendors reported a high turnover of more than R28 000 for the weekend. DSTV, Cape Town TV, Heart 104.9FM and KykNet & Kie, extensively promoted the festival pre- and post-event.

The pre and post event exposure was estimated in a region of R15 million. Approximately 1 000 people were employed at the festival including various stalls, vendors, exhibition tents, security staff, production crew, local artists, DJs, entertainers, cleaning staff, car guards, poster distributors, etc. The employment figures were up from the 650 people in 2017. The event hosted various speakers addressing attendees on issues such as HIV/Aids awareness, the negative impact of alcohol and drug abuse, teenage pregnancies and the high rate of school drop outs.

More than 1 200 local senior citizens attended for free. Ten local NGO's and NPO's took up complementary spaces to promote their products and services to the broader community. Due to financial constraints the festival was unable to extensively implement its green and environmental initiatives but hopes to turn the event into one of the greenest events on the Cape Flats and wish to use this platform to create awareness on the effects of global warming on our country.

No economic impact study was done. It was estimated that approximately 1 000 supporters were from outside Cape Town. This was based on the number of vehicles with registration numbers from outside the CA area. Through the number of entries and ticket sales it was estimated that 29 000 people attended the festival over the 3 days, supporters spent approximately 4 to 5 hours at the festival. The estimated spent per visitor was on average R300 per person. The full budget was disbursed using Cape Town based suppliers. The suppliers were for sound, electrical, tent and marquee hire, fencing, security, kiddies' entertainment and amusement park rides. More than 40% of the suppliers were based in Mitchell's Plain and the rest on the Cape Flats. Jobs created were for security x 70, stalls and exhibitor marquees staff x 700, catering staff (waiters and chefs) x 30, neighborhood watch members' x 30, local artists, DJs and entertainers' x 50, production crew x 15, cleaners' x 10, car guards' x 6, electricians' x 10 and personnel erecting the tents and stalls x 30.

In terms of the media impact, it was estimated that the event generated more than R15 million worth of positive exposure for the City of Cape Town and Mitchells Plain. DSTV, Heart 104, Independent Newspapers, Cape Town TV, Outdoor Network has been the festival's media partners for the last four years. Every year the festival receives coverage in daily and weekly publications – both print and electronic media.

The overwhelming majority of supporters for the festival came from Mitchell's Plain, Khayelitsha, Grassy Park, Muizenberg, Athlone, Bonteheuwel and other Cape Flats areas. However, over the last 3 years there has been a dramatic increase in numbers from areas such as the West Coast, Vredendal, Worcester, Wellington Paarl and other outlying Western Cape areas. Five percent of the traders and exhibitors at the festival were from other provinces including KZN and Gauteng. The Mitchell's Plain Festival supported various local NGO's and NPO's and invested approximately 20% of its revenue into local community projects. The festival is the main sponsor for its recently held event titled "Local Heroes". An event was hosted by the local Community Police Forum (CPF) in which it honoured locals for their outstanding work in the community. The festival also sponsored a number of local soup kitchens and is the main sponsor of the Cyclone Foot and netball club's annual Youth Day soccer tournament. In addition, the festival sponsored fifteen local SA Police members on their annual team building exercise in Langebaan, supported families who were not able to afford the costs of a decent burial service and a number of underprivileged school children with outstanding school fees.

9. COMMUNITY CHEST TWILIGHT WALK/RUN

The 35th Community Chest Twilight Walk/Run was held on 4 December 2018. The 5km walk/run started in Darling Street outside the City Hall along Long, Adderley and Strand Streets, through the Company's Garden and finished on the historic Grand Parade. This annual iconic charity event has allowed thousands of participants from over 100 companies, government officials, academic institutions and general members of the public to come together and raise funds for charities.

All funds were raised for its current list of over 400 beneficiaries. Community Chest focused on four strategic areas in social development – education, community development, health and income generation.

In total 4 500 participated in the event. Unfortunately, the number of participants have decreased over the last few year and the organisation will be working on increasing the event participation in 2019. The event was sponsored by City of Cape Town, Peninsula Beverages, Good Hope FM, Independent Newspapers, Cape Town Central City Improvement District, Top Events and Black Creatives.

The Twilight Run still remains one of the biggest public events for Community Chest and is working hard to grow it in order to attract more funders. The key focus for 2019 will to get the event timed. The event utilised small businesses, social entrepreneurs and local suppliers as its service providers. The Community Chest Twilight Walk/Run generated over R1 million in AVE coverage locally. No jobs were created, Community Chest relied on volunteers to assist and outsourced special skills when required. The organisation have great relations with schools and universities in and around the city and would call on them to assist with volunteer work.

10. CHRISTMAS BANDS ROAD MARCH

The Christmas Bands Road March took place on 16 December 2018 in Halt Road, Elsie's River. Thirty-two bands associated to the organisation participated in the competition. Due to financial constraints eleven bands could not participate. Despite the exclusion of some bands the quality of entertainment was of a high standard. The bands have grown over the past few years due the popularity of the event as well as the high standards. It was estimated that 3 500 people attended the event. The elements of wind and rain posed a temporary challenge during the event.

Patrons were faced with traffic congestion at the conclusion of the event but the Board will review this matter to ensure improvement for future events. The event received media coverage on Facebook only. No local media were present although the event was well advertised. Funds were raised and donated to Red Cross Hospital and Wupperdal Funding Organisation. Jobs created during the event were in the fields of security and medical. No vendors traded at the event which restricted possible income for the community. The event was open to all ages, gender and ethnic groups and its inclusivity was encouraged by the board and marketed throughout the Western Cape.

The board offered free music education and drilling workshops. The programs accommodated up to fifty people and were mainly held in Uitsig, Elsie's River, Ravensmead, Mitchells Plain, Lavendar Hill, Steenberg, Parkwood, Hanover Park, Bridgetown, Facreton and Kensington. Two individuals that completed the program participated in the Philharmonic Orchestra. A few of the bands also visited old age homes in the areas to entertain the elderly and rendered their services at church functions and funerals.

11. INVESTING IN AFRICAN MINING INDABA

The Investing in African Mining Indaba took place on 4 – 7 February 2019 at the Cape Town International Convention Centre (CTICC). The event had 6 192 attendees, 952 government representatives, 912 mining executives (19.75% increase from 2018), 609 investors (13% increase from 2018), 38 ministers from 29 countries (Angola, Australia, Botswana, Burkina Faso, Canada, Cameroon, Central Africa Republic, Cote d'Ivoire, Democratic Republic of Congo, Equatorial Guinea, Ethiopia, France, Germany, Ghana, Guinea Conakry, India, Japan, Kenya, Lesotho, Malawi, Mali, Niger, Nigeria, Saudi Arabia, Senegal, Sierra Leone, South Africa, Zambia and Zimbabwe), 2 presidents (President of South Africa, His Excellency Ramaphosa and President of Ghana, His Excellency Nana Akufo-Addo). In total 94

countries were represented – 6.9% Americas, 17% Europe, 66.3% Africa and 9.9% Asia.

A few of the event highlights were the announcements of winners, Harry Greaves, MD of Prospect Resources for the category Investment Battlefield and Olebogeng Sentsho, CEO of Simba Mgodi Fund for the category Leaders of Tomorrow. The New Investment Pavilion brought investors, dealmakers and junior and mid-tier mining companies closer together to increase organic interactions and enhance pre-arranged meetings experience.

Network opportunities were presented in the forms of:

- Improved Matchmaking Programme – new features allowed attendees to filter their search criteria more accurately resulting in highly targeted matches and focused meetings on-site.
- Investor Roundtables – led by prominent analysts, these invite only, commodity-focused round-tables provided an intimate setting for investors to discuss key issues with CEO's of major and mid-tier mining companies.
- 25th Anniversary Party at the Grand Café at the Waterfront.
- Gala Dinner – the annual picture-perfect gala dinner held in partnership with Anglo American welcomed a very special guest, the President of Ghana, His Excellency Nana Akufo-Addo.
- VIP Investor Drinks Reception and
- 25 Years of Gold in Africa & Around the Worlds Drink Reception.

The Mining Indaba hosted top speakers from across the value chain. In total it presented 358 speakers which was a 9% increase from 2018. Out of this 15.5% were investors and dealmakers, 28.3% mining executives, 1% end users, 13.7% ministers and government and 41.5% other. The event attracted more women and had a 25% female speaker line-up. It also had more investors than any other African mining event – 3% Canada, 5% USA, 2% Switzerland, 2% Germany, 24% UK, 1% France, 1% Nigeria, 35% South Africa, 1% Singapore, 11% Australia, 1%

Japan, 2% Hong Kong and 11% Other. The project location preference for the investors were 65% South Africa, 48% Ghana, 48% Zambia, 48% Botswana, 47% Namibia, 45% Zimbabwe, 45% Tanzania, 44% Cote d'Ivoire, 44% % DRC and 43% Mozambique.

The investment/finance structure for investors were 53% private equity, 43% debt, 35% project finance, 35% private placement, 32% on market equities, 28% strategic offtake, 18% royalty/streaming and 16% farm-in. The project status preferences were 60% exploration, 82% development and 80% production. The commodities of interest were 75% copper, 72% gold, 52% nickel, 48% zinc, 48% cobalt, 42% lithium, 38% iron ore, 35% silver, 33% PGMs, 32% tin, 32% bauxite, 30% coal (metallurgical), 28% vanadium, 27% lead, 26% coal (thermal), 26% mineral sands, 25% phosphate/potash, 23% diamonds, 22% oil & gas, 21% tungsten, 21% graphite/graphene, 21% rare earths, 20% uranium, 20% titanium and 15% molybdenum.

Investors benefited from a premium investor relations teams who arranged their individual meeting schedules, provided access to major mining CEO analyst roundtable discussions, provided access to their own lounge and private meeting spaces, had a private networking drinks reception, had unrestricted access to the junior mining showcase and paid no attendance fee. The top investment companies that participated included Allan Gray, Coronation, Fidelity International, Invesco, Investec, JP Morgan Asset Management, Public Investment Corporation (PIC), Sanlam, Stanlib and Van Eck.

The event made headlines around the globe and received media coverage on international media including African News Agency, Bloomberg, Business Day TV, Business Day, CNBC, Financial Times, Reuters, The Citizen and The Sunday Times. A number of 2.1k articles were published in 54 countries reaching 99.7 million people. The reach in terms of social media (Twitter, LinkedIn and Instagram) presented 944 000+ impressions and 22 510 followers. The event involved 42 media

partners with a combined online and offline reach of 4.6 million and spanned over 96 countries. A number of 239 journalists attended from 140 organisations. The Mining Indaba website received 107.9k page views, listed a 26k email database (average 22% open rate), 2.3k brochures were downloaded and 29.8k videos were viewed.

Only positive feedback was received from the delegates. About 96% said attending the Mining Indaba was important to their businesses. The PIC noted that the event was getting better every year. Executives found it to be a great event to get the pulse of what is going on in the mining industry. It was also seen as an opportunity to meet all the stakeholders of the industry in one place and an excellent meeting in terms of content, organisation and addressing relevant topics concerning the industry.

Planning for the 2020 Mining Indaba has already begun. New for the 2020 exhibition is further investment into the Matchmaking Programme to maximize deal making, a higher representation of Chinese investors and mining company executives and an extended mining 2050 track (tech and innovations for futuristic operations). About 64% of exhibitors reserved their 2020 exhibition stand onsite and 25.2% upgraded to larger stands or a more premium position.

- 4.1. Financial implications None Opex Capex
- Capex: New Projects
 - Capex: Existing projects requiring additional funding
 - Capex: Existing projects with no additional funding requirements

Legal Compliance

Staff Implications Yes No

Risk Implications Yes No

5. RECOMMENDATIONS

It is recommended that the Safety and Security Services Committee receive and note the contents of the report.

AANBEVELINGS

Daar word aanbeveel dat die portefeuljekomitee oor veiligheid en sekuriteit die inhoud van die verslag ontvang en daarvan kennis neem.

IZINDUDULO

Kunduluwe ukuba iKomiti yeSebe leeNkonzo zoKhuselo noKhuseleko mayifumane kwaye iqwalasele okuqulathwe yile ngxelo.

ANNEXURES

FOR FURTHER DETAILS CONTACT

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DIRECTORATE	Safety and Security	FILE REF NO	17/2/2

Approval Form

Supported for inclusion on the agenda



Close Out Report for Events Supported: Various Events

Report Reference: 512910
Meeting: Section 79 Portfolio Committee - Safety and Security
Meeting Date: 05.06.2019
Meeting Venue: Council Chamber

Contact Person: Rowelna Williams
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Item	Section	Approver	Approval	Approved Date	Approver Comments
01	Author	Josiah Arnoldus	Approved	21.05.2019 11:47:06	
02	Director	RICHARD BOSMAN	Approved	22.05.2019 08:51:29	
03	Executive Director	RICHARD BOSMAN	Approved	22.05.2019 08:51:54	
04	Legal Compliance	Joan Mari Holt	Approved with Comments	23.05.2019 18:48:49	For information.
05	Chairperson	Mzwakhe Nqavashe	Approved	24.05.2019 14:34:54	

ECS Officer: