

What about priority spaces outside the identified zones?

Municipal public spaces such as parks, city halls, churches and heritage sites as well as pavements outside ATM machines are all subject to the same restrictions on street trading because they are high visitor traffic areas that are vulnerable to ambush marketing. This is also provided for in the ordinary City by-laws.

How long will these by-law restrictions be in place?

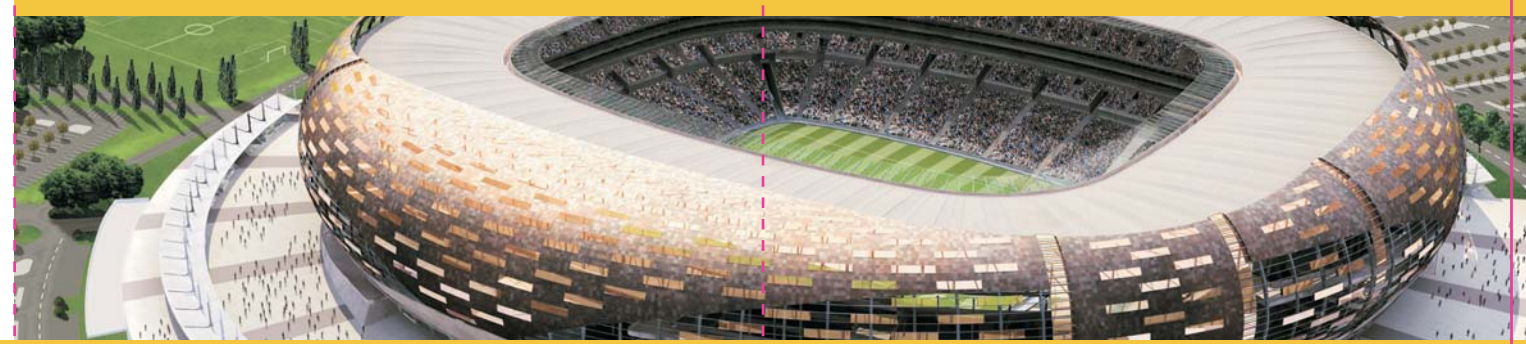
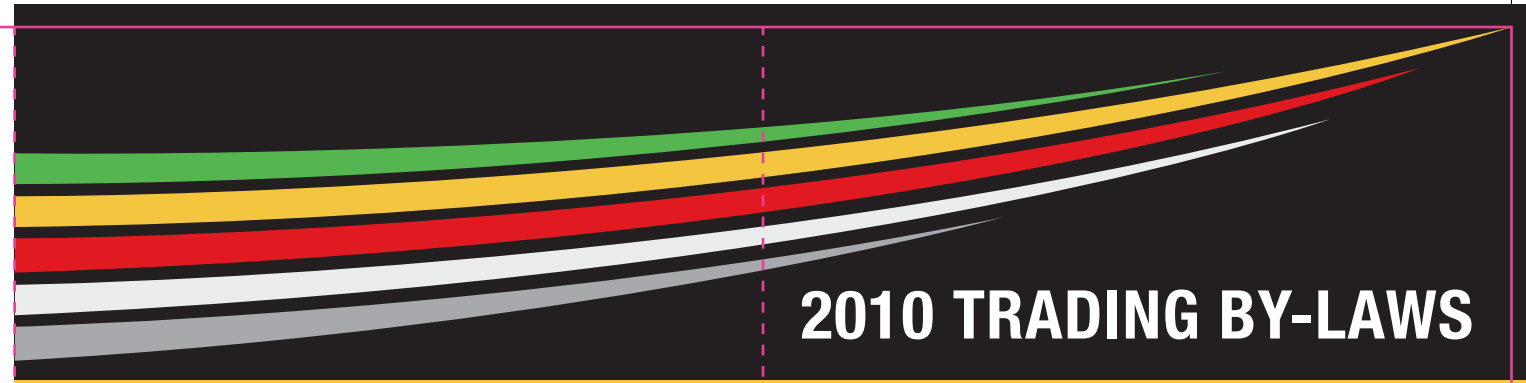
The City of Joburg has not as yet promulgated the effective date on the 2010 FIFA World Cup by-laws and as such the by-laws are not enforceable until its effective date. The consultation process will determine the most convenient date to make them effective.

Who will police these restrictions?

FIFA's rights protection team, the city's by-law enforcement teams from the Johannesburg Metropolitan Police Department and the South African Police Service (Commercial branch unit).

What punishment will offenders face?

They can have their goods confiscated, face a fine of up to R10 000 or up to six months imprisonment. Special courts will be available to hear cases quickly during the World Cup.



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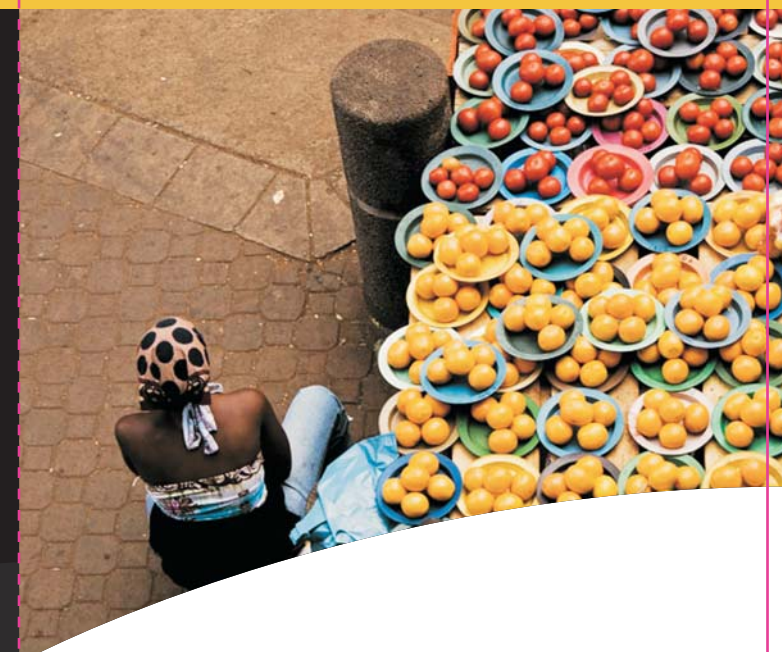
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Introduction

The by-law process began in 2008 through the process of public participation. Over and above the written submissions received during the period calling for comments, the process culminated in an imbizo wherein the Executive Director attended to all issues raised before they were enlisted in the draft by-laws. The 2010 FIFA World Cup™ by-laws are uniform to all other host cities except for the schedule dealing with Control Access sites, Principal Public Roads, Exclusion zones and the schedule on the effective date of the by-laws.

After the consultation process, public comments were consolidated into the report which was subsequently approved by council recommending their promulgation. The by-laws were promulgated in February 2009 and they cover the following areas:

- advertising
- control access
- public open space and City beautification
- public roads and traffic guidance
- street trading

Although these by-laws do not yet have an effective date, they take precedence in instances where there is contradiction with the normal day-to-day by-laws during the effective period.

Trading and advertising (commercial activities)

Host cities, FIFA and the LOC are obliged to create commercial restriction zones around stadiums and areas of importance during the tournament. This is to protect the FIFA commercial affiliates and sponsors from ambush marketing by competing companies in the event to which they have contributed nothing.



What are commercial restrictions zones or control access areas?

Areas surrounding or adjacent to stadium perimeters where only FIFA commercial affiliates or sponsors are permitted to trade and be visible. These zones are also applicable to the FIFA Fan Fests and International Broadcast Centre.

Who determines these restriction zones?

FIFA, its Local Organising Committee (LOC) and the host cities.

What other areas are affected?

All world cup host venues and related areas including FIFA Fan Fests, team training venues, hotels, park and ride facilities, city squares and the International Broadcast Centre (IBC). Businesses will be able to operate normally by focusing on their core business and not exploit the occasion by erecting informal branding or signage that is not part of their usual trading.

How will businesses be affected?

Most businesses within these zones will not be asked to close down provided they conscientiously avoid ambush marketing activities and ensure that their trading practices and signage are as far as possible "business as usual".

Why these restrictions?

To protect official trademarks and intellectual property rights of FIFA and its official sponsors against ambush marketing.

What are protocol routes?

Routes between the airports and the official FIFA hotels, FIFA headquarters, stadiums, around Nasrec and main roads linking stadiums to hotels and hotels to airports. These routes are normally kept secret for safety reasons and may not necessarily be the common ones used to and from the venues stated above.

What are principal public routes?

Any major route leading to major train and bus stations, transport nodes and main roads nearby stadiums eg. the Soweto Highway.

What about billboard advertising?

Certain portions of the official routes will be branded by FIFA flags and that of its commercial affiliates and sponsors. The areas around the match venues, IBC and Fan Fest will be free from any form of advertising other than that of FIFA and its commercial affiliates.

City Beautification

All persons engaged in major construction during the effective term of the by-laws that are visible to the public and close to transport hubs, entertainment centres, exclusion zones and control access sites shall cover such construction sites

from the public view. If the construction is in progress during the effective date, the Municipality has the right to request such construction to be suspended without any compensation.

To ensure that this does not have a negative impact in the industry, the City's Department of Planning and Urban Management (DPUM) is compiling an inventory of all business that will be affected to ensure that they are duly advised. Should there be any circumstances to exempt the provision of the above, individuals should apply for permission from the DPUM.

Street trading

How will this affect informal traders?

The by-laws prohibit any form of commercial activities within the exclusion and commercial restriction zones as well as control access sites.

Provision has been made for traders to sell food, arts and crafts at demarcated spaces near stadiums, at fan fest sites, at public viewing areas and at park and rides.

Enquiries and applications for accreditation to traders can be obtained through the Department of Economic Development Mr Xolani Nxumalo at 011 358 3430 or email at xolaninx@joburg.org.za

