



Mega sporting events and their structural legacies: A focused look at the attendance of Premier Soccer League games at four 2010 FIFA World Cup flagship stadia in South Africa

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Abstract

Mega sporting events are one of the most hotly contested and highly sought after events by countries in contemporary times, and more so recently by developing countries. They are rightly or wrongly viewed as catalysts for economic and infrastructural development. The most prominent infrastructural legacies that are by-products of mega sporting event are stadia. A significant body of research surrounding mega-events today no longer focusses around hosting but rather the sustainability of mega-events especially in developing economies. In South Africa, the 2010 Fédération Internationale de Football Association (FIFA) World Cup saw the construction and refurbishment of stadia. Post the World Cup, stadia are largely being used by football teams in the Premier Soccer League (PSL), which is South Africa's top flight football league. Attendance in the PSL has been a challenge for quite some time and this has placed a financial burden on local municipalities to foot the bill on unprofitable stadia. The aim of the research is to underscore the attendance figures at PSL matches played at four flagship World Cup stadia in South Africa and based on the findings aspire to shed some light regarding the layered environment impacting attendance at PSL matches.

Keywords: Mega-event, Premier Soccer League, FIFA World Cup, attendance, stadia.

Introduction

Studies relating to mega-events have received increased prominence over the last two decades primarily due to the substantial financial and human resource investment required (Swart and Bob, 2012: 2). The definitions of mega-events vary depending on the discipline and theoretical groundwork, however, it is widely accepted that mega-events are large-scale sporting events, which include aspects of culture and commerce, appeal to a large audience and have international significance (Nunkoo et al., 2018: 155). There are many motives for staging mega-events which may not even include the event itself but rather the potential development that accompanies events of their magnitude (Preuss, 2015: 643). One such event is the FIFA World Cup. In May 2004, South Africa was awarded the rights to host the 2010 FIFA World Cup (Longman, 2004; Humphrey and Fraser, 2016: 5). According to Swart and Bob (2012: 1), the first soccer spectacle to be hosted on the African continent was considered a huge success. Infrastructure built for World Cups are meant to remain as legacies that host nations make use of well after the event has ended. Authors such as Chen (2016: 207) draw attention to the fact that although new structures such as stadia may lead to economic benefits prior to the event, in the form of job creation, such construction projects



become a burden of the local fiscus should there be no effective use of such structures post the event.

Post the 2010 FIFA World Cup in South Africa infrastructure such as stadia were returned to the stewardship of the South African government and the South African Football Association (SAFA) to be used in local sporting leagues. Top flight football in South Africa is played in the PSL (Mofokeng and Bevan-Dye, 2014: 330). Football (also known as Soccer) is one of the most dominant sports in South Africa and enjoys huge spectator numbers, participation, media presence and massive endorsements in the form of corporate sponsorships (Isabirye and Surujlal, 2012: 58). Notwithstanding the enormous support football enjoys in the country, attendance at PSL games has been on the decline since the 1990's (Jere and Mathidza, 2014: 563). The decline in the attendance figures for football matches has challenged SAFA to come up with innovative ways via which to increase attendance at matches so as to ensure that pre-existing as well as older stadia constructed for the 2010 FIFA World Cup, are not underutilized or become a burden on the fiscus (Isabirye and Surujlal, 2012: 59).

It is imperative to understand the dynamics that might affect future usage of legacy projects such as stadia constructed in South Africa for the 2010 FIFA World Cup, not merely in the context of that country but also for other countries that identify mega-events as catalysts for infrastructural development. This research aimed to detail the attendance of PSL matches at four of South Africa's flagship football stadia. Humphrey and Fraser (2016: 10) make the case that there is a direct correlation between the PSL's match attendance numbers and the future utilization and sustainability of stadia. South Africa's planning and execution of the 2010 FIFA World Cup is but a microcosm of the real seismic challenge the effective management of mega-events pose, more especially in developing economies.

Literature Review

Over the last decade, developing countries have increasingly pursued the right to host mega-events with the hope of spurring on development and the urban regeneration of cities as well as local communities (Nji and Tichaawa, 2016: 1). These events are not only seen as catalysts for development but for nation building as well as improving the image of the host country. The benefits of mega-events are well established, however, an increased focus is being placed on the cost of hosting these events, their environmental impact, as well as leaving behind sustainable legacies (Gursoy et al., 2017: 345).

The massive demands placed on host nations by organizing federations e.g. International Olympic Committee and FIFA, have resulted in countries withdrawing their bids for mega-events. These include Rome 2020 and Stockholm 2022 for the Olympics, and Mexico 2022 and Indonesia 2022 for the FIFA World Cup largely due to public outcry or financial constraints (Mitchell and Stewart, 2015: 1550; Preuss, 2016: 643). Chen (2016: 206) postulates that countries which host mega-events experience what is referred to as the "Post Olympic Effect". Studies (Zhao, 2010; Rose and Spiegel, 2011; Bista, 2017) have indicated that countries enter into a recession for one or two years post the hosting of a mega-event and this is known as the 'Post Olympic Effect'. Chen (2016: 296) qualifies this by indicating that it largely depends on the size, strength, and management of the host's economy. It can also be argued that it is also due to the fact that the costs associated with hosting mega-events such as the Olympics and the FIFA World Cup are likely to be higher than the benefits initially envisaged (Gursoy et al., 2017: 344).

Gursoy et al., (2017: 351) assert that the socio-economic impacts of mega sporting events are vast, with the hosts investing considerable resources, however, these events are mostly driven and tuned to the desires of corporates whilst marginalizing communities in the process. Specific to mega sporting events, theoretical arguments have long been made that stadia are economic catalysts that lead to positive impacts on local economies, however, recent studies

have begun to counter that narrative (Humphrey and Fraser, 2016: 7). Chen (2016: 207) asserts that hosting a major sporting event has economic benefits for the host country, although, the overexpansion in government expenditure has a negative effect on the economy post the event. Today it has become a well-established fact amongst researchers that mega-events seldom live up to public expectations and not only are the economic impacts overstated, the costs of hosting the spectacle are always understated (Bond and Cottle, 2011: 39; Nunkoo, 2018: 156). This is evidenced by Table 1 which indicates what the predicted costs of four stadia (which are the focus subject of this study) built in 2010 for the FIFA World Cup were in contrast to the actual cost of the infrastructure upgrades.

Table 1: 2010 FIFA World Cup Stadium Construction Cost

World Cup Stadia			
Stadium Name	Location	Predicted Cost	Actual Cost
FNB Stadium	Johannesburg (Gauteng)	R2.2 Billion	R3.7 Billion +/-
Moses Mabhida Stadium	Durban (Kwa-Zulu Natal)	R1.6 Billion	R3.2 Billion +/-
Cape Town Stadium	Cape Town (Western Cape)	R2.9 Billion	R4.5 Billion +/-
Nelson Mandela Stadium	Port Elizabeth (Eastern Cape)	R1.7 Billion	R2.4 Billion +/-

(Source: Nelson Mandela Bay Tourism 2010; Baloyi and Bekker 2011: 53; Dube 2016)

Nji and Tichaawa (2016: 9) wonder whether developing countries should continue to bid for mega-events, because not only are their benefits minimal, they leave behind massive debt footprints. In the specific case of South Africa, authors Humphrey and Fraser (2016: 5) denote that a FIFA Inspection group had in 2004 indicated that only three stadia had met FIFA requirements and five needed to undergo partial refurbishment. However, the South Africa government decided to significantly refurbish one (FNB Stadium in Johannesburg) and thereafter constructed five (Cape Town Stadium in Cape Town, Peter Mokaba Stadium in Polokwane, Nelson Mandela Bay Stadium in Port Elizabeth, Mbombela Stadium in Nelspruit and Moses Mabhida Stadium in Durban) new stadia across the country.

During the preparations for the World Cup alarms were already being raised in media circles around the possible wastage of taxpayer money in what would be the unsustainable construction of new stadia (Nji and Tichaawa, 2016: 8). Sustainable development refers to “developments that meet the needs of the present without compromising the ability of future generations to meet their own needs” (Gaffney, 2013: 3926). Mega-structures such as stadia may lead to economic benefits prior to the event, in the form of job creation but such construction projects become a burden on the local fiscus should there be no effective use of such structures post the event (Chen, 2016: 207). Post the 2010 FIFA World Cup, stadia were already touted as being unsustainable and a burden on local municipalities with some even being classified as “white elephants” (Nji and Tichaawa, 2016: 9; Lemke, 2017).

Stadia in South Africa are the responsibility of the local government, wherein the stadia are located. Underperforming stadia effectively become the sole responsibility of the local government and any losses emanating from the running of the stadia become a strain on the local government’s resources (Lemke, 2017). Post the World Cup the obvious beneficiaries of the newly constructed stadia were SAFA and the PSL. The challenge prior to the World Cup



was that spectator numbers had been on the decline and the sustainability of stadia was already in question (Jere and Mathidza, 2014: 563). As with any sporting federation, the attraction and retaining of spectators remains an important marketing endeavor (Mofokeng and Bevan-Dye, 2014: 330).

Various authors (Jere and Mathidza, 2014: 564; Mofokeng and Bevan-Dye 2014: 330; Stander and van Zyl 2016: 3) have underscored factors that motivate participation in sport to include, but not limited to the following:

- Vicarious achievement – refers to the feeling of glory a spectator is able to bask in when the team they support is victorious. This imbues in them a sense of self and collective achievement.
- Skill mastery – refers to the skillful prowess and artistry with which athletes dominate their sport that ensures spectators want to witness that artful display in person.
- Socialization – refers to how spectators attend matches in order to foster interpersonal relations or the purpose of being sociable.
- Diversion – involves an escape from the daily hassles and grind of one's life by means of attending a sporting event.
- Drama – refers to the emotional high that comes with being at the match and not knowing what the outcome will be. Participating in the high's, low's, feelings of euphoria and disappointment all within the duration of a game.
- Stress release – links with diversion as well as entertainment but refers to attending a match to experience a cathartic moment.
- Entertainment – refers to those motivated to attend games because of their entertainment value. This includes pre-game, half-time or post-match entertainment on offer at the matches.
- Performance – which refers to the beauty, creativity, physicality, and aesthetics of the sport.

Isabirye and Surujlal (2012: 59) highlight the fact that although there are various studies that have investigated factors influencing attendance and demand of football, no single factor can be attributed to the attendance or non-attendance. Isabirye and Surujlal (2012: 59) also argue that despite the myriad of literature focusing on factors affecting the attendance of football matches abroad, there is a shortage of literature investigating similar factors within a South African context. Therefore, this research seeks to highlight the attendance figures at PSL matches played at World Cup stadia and based on the findings aspire to shed some light regarding the layered environment impacting South African football.

Methodology

In 2004, South Africa was awarded the rights to host the 2010 FIFA World Cup edging out Ethiopia and Morocco, making South Africa the first African country to host the prestigious event (Longman, 2004; Humphrey and Fraser, 2016: 5). Hosting a World Cup requires substantial investment in facilities geared towards a FIFA World Cup. In line with the required infrastructure, South Africa invested heavily in the construction and upgrading of existing stadia (Humphrey and Fraser, 2016: 5).

This research study aimed at highlighting the attendance of PSL matches at four 2010 FIFA World stadia namely; FNB Stadium, Moses Mabhida Stadium, Cape Town Stadium and the Nelson Mandela Bay Stadium.

Figure 1: FNB Stadium (Johannesburg)



(Source: Framepool 2018)

The FNB Stadium, previously known as Soccer City is an iconic 90 000-seater venue, the largest in South Africa located in Nasrec, the south of Johannesburg. The unique design is mirrored after an African pot known as a “Calabash”. The stadium played host to the opening and closing ceremonies of the 2010 FIFA World Cup (Stadium Management South Africa 2018a).

Figure 2: Moses Mabhida Stadium (Durban)



(Source: Ampair 2018)

The Moses Mabhida stadium is located in Durban, South Africa. The stadium boasted a total capacity of 70 000 seats during the 2010 FIFA World Cup but was scaled down to 56 000 seats post the event. The stadium bears a distinct 106-meter high central arch which is inspired by the Y-shape found on the South Africa flag (Aecom, 2018a).

Figure 3: Cape Town Stadium (Cape Town)



(Source: Blitzbokke 2017)

The Cape Town Stadium, previously known as the Green Point Stadium is a 68 000 seat capacity stadium located in Cape Town, South Africa. Post-2010 the stadium was scaled down to 58 000 seats. Its hanging roof structure with no supports inside the bowl is one of the most complex concrete and roof stadium designs. The stadium design resembles traditional hats worn by Venda women. Venda's are one of the many tribes found in South Africa (Aecom, 2018b).

Figure 4: Nelson Mandela Bay Stadium (Port Elizabeth)



(Source: Aecom 2018c)

The Nelson Mandela Bay Stadium is named after South Africa's first democratically elected President and global icon, Nelson Mandela. The stadium is situated in the north end of Port Elizabeth. The state of the art multipurpose stadium boasts 46 000 seats (Nelson Mandela Bay Stadium 2018). The roof design was made to resemble a flower with a series of white petals (Aurecon, 2017). This research focused on matches played in the 2017/2018 season of the PSL. The PSL is ranked among the top 10 income revenue leagues globally and the richest sponsored league on the African continent (Mofokeng and Bevan-Dye 2014: 331). The research was limited to matches played up until the 20th of February 2018. The current PSL season started on the 18th of August 2017 and will conclude on the 12th of May 2018 (Premier Soccer League, 2017). The study employed a quantitative research approach, utilizing secondary research referred to as meta-analysis. Meta-analysis is a statistical summary of



data that lead to a quantitative summary of results. Meta-analysis relies on the frequent application of congregated results none of whom are sufficiently strong to demonstrate statistically significant differences, except when the results are added (de Lima, 2011: 11). All the data was obtained from Soccerway (www.soccerway.com), an internet webpage that collects football data from over 1000 leagues and cup competitions globally and thereafter the data was sorted and presented in table form. The sourced data was used to determine the aggregate attendance figures at PSL games. Furthermore, inferences were drawn from findings to better understand the data and shed some light on the layered environment in South African football impacting on the attendance of PSL matches.

Findings

The PSL is one of the most lucrative leagues on the African continent and it draws talent from all over the world, however, the league is also plagued by dwindling attendance numbers. This section of the research seeks to present in a simple approach, the attendance of PSL matches at four flagship World Cup stadia. Table 2 presents match day statistics for the FNB stadium for which Kaizer Chiefs Football Club (FC) is the anchor tenant. The data also presents the following:

- The most-watched match was between Kaizer Chiefs FC and Mamelodi Sundowns FC with an attendance of 90 000 spectators.
- The matches that recorded the lowest attendance figures took place midweek and the matches were played in the evening.
- Of the 8 matches recorded, 50% of them finished in a draw.
- The home team won 3 (37.5%) of their matches.
- Overall match attendance stood at 29%.

Table 2: PSL Match day statistics at FNB Stadium

FNB Stadium					
Stadium Capacity: 90 000 seats					
Match Date	Teams	Score	Day	Day/Night Match	Attendance
23/08/17	Kaizer Chiefs vs Supersport United	1-2	Wednesday	Night (19:30)	4400
16/09/17	Kaizer Chiefs vs Bidvest Wits	1-1	Saturday	Night (18:00)	7200
19/09/17	Orlando Pirates vs Cape Town City	1-0	Tuesday	Night (19:30)	3500
23/09/17	Kaizer Chiefs vs Golden Arrows	0-0	Saturday	Night (20:00)	5300
21/10/17	Kaizer Chiefs vs Orlando Pirates	0-0	Saturday	Day (15:30)	75000
13/01/18	Kaizer Chiefs vs Polokwane City	2-1	Saturday	Night (20:15)	11000
27/01/18	Kaizer Chiefs vs Mamelodi Sundowns	0-0	Saturday	Night (20:15)	90000
17/02/18	Kaizer Chiefs vs Cape Town City	1-0	Saturday	Night (20:15)	12000

Table 3 presents match day statistics for the Moses Mabhida stadium. The stadium currently does not have a home team. The data indicates the following:

- The matches feature Kaizer Chiefs FC as the hosting team.
- All the matches were played on Saturday (weekend) and all were evening games.
- The host team averaged a draw, a loss and a win over a 3 game period.
- Overall match day attendance stood at 28%.

Table 3: PSL Match day statistics at Moses Mabhida Stadium

Moses Mabhida Stadium					
Stadium Capacity: 56 000 seats					
Match Date	Teams	Score	Day	Day/Night Match	Attendance
30/09/17	Kaizer Chiefs vs Baroka	1-2	Saturday	Night (18:00)	21280
25/11/17	Kaizer Chiefs vs Free State Stars	1-1	Saturday	Night (18:00)	11000
16/12/17	Kaizer Chiefs vs Ajax Cape Town	1-0	Saturday	Night (20:15)	14669

Table 4 presents match day statistics for the Cape Town stadium. There are two teams from Cape Town, which currently play in the PSL, namely; Ajax Cape Town FC and Cape Town City FC. The data from the Cape Town stadium presents the following:

- 13 PSL games were played at the stadium.
- The match that saw the highest levels of attendance was between Cape Town City FC and Kaizer Chiefs FC with 27000 spectators.
- Regarding the matches played 3 (23%) were drawn and 10 (77%) were won outright, with 7 (54%) of the wins going in favor of the host team.
- The majority of the games were played at night with only two matches taking place during the day.
- Overall match attendance stood at 12%.

Table 4: PSL Match day statistics at Cape Town Stadium

Cape Town Stadium					
Stadium Capacity: 58 000 seats					
Match Date	Teams	Score	Day	Day/Night Match	Attendance
19/08/17	Ajax Cape Town vs Golden Arrows	1-1	Saturday	Night (20:15)	3000
23/08/17	Cape Town City vs Platinum Stars	3-1	Wednesday	Night (19:30)	2500
13/09/17	Cape Town City vs Kaizer Chiefs	0-2	Wednesday	Night (19:30)	27000
15/09/17	Ajax Cape Town vs Polokwane City	2-0	Friday	Night (20:00)	1000
22/09/17	Cape Town City vs Polokwane City	1-0	Friday	Night (20:00)	1500



30/09/17	Ajax Cape Town vs Cape Town City	0-2	Saturday	Day (15:00)	16000
21/11/17	Cape Town City vs Baroka	1-1	Tuesday	Night (18:00)	2000
15/12/17	Cape Town City vs Amazulu	1-0	Friday	Night (20:00)	5000
05/01/18	Ajax Cape Town vs Maritzburg United	1-2	Friday	Night (20:00)	1500
12/01/18	Ajax Cape Town vs Platinum Stars	3-1	Friday	Night (20:00)	2000
20/01/18	Cape Town City vs Ajax Cape Town	1-0	Saturday	Day (15:45)	13000
26/01/18	Ajax Cape Town vs Free State Stars	0-0	Friday	Night (20:00)	2000
31/01/18	Ajax Cape Town vs Orlando Pirates	3-0	Wednesday	Night (19:30)	17467

Table 5 presents match day statistics for the Nelson Mandela Bay stadium, the home of Chippa United FC. The data presents the following:

- 10 matches have been played at the stadium.
- The game with the highest attendance was recorded for a match against Mamelodi Sundowns FC and the fixture was played during the daytime.
- The match with the lowest attendance was recorded for a match against Amazulu FC and the fixture was played in the evening.
- The fixtures recorded 6 (60%) draws 2 (20%) home wins for Chippa United FC and 2 home losses.
- Overall match attendance stood at 14%.

Table 5: PSL Match day statistics at Nelson Mandela Bay Stadium

Nelson Mandela Bay Stadium					
Stadium Capacity: 46 000 seats					
Match Date	Teams	Score	Day	Day/Night Match	Attendance
22/08/17	Chippa United vs Amazulu	2-0	Tuesday	Night (19:30)	1600
12/09/17	Chippa United vs Baroka	1-3	Tuesday	Night (19:30)	6300
24/09/17	Chippa United vs Bloemfontein Celtic	0-0	Sunday	Day (15:00)	5282
18/10/17	Chippa United vs Maritzburg United	0-0	Wednesday	Night (19:30)	3189
25/11/17	Chippa United vs Mamelodi Sundowns	0-0	Saturday	Day (15:30)	17789
06/12/17	Chippa United vs Kaizer Chiefs	1-0	Wednesday	Night (19:30)	14997
16/12/17	Chippa United vs Polokwane City	0-1	Saturday	Day (15:30)	1910



14/01/18	Chippa United vs Bidvest Wits	1-1	Sunday	Day (15:30)	6105
21/01/18	Chippa United vs Golden Arrows	0-0	Sunday	Day (15:30)	3993
04/02/18	Chippa United vs Platinum Stars	3-3	Sunday	Night (15:30)	4030

Discussion and inferences

The findings above clearly indicate a serious lack of participation/engagement when it comes to the match attendance at PSL games and as a result the utilization of stadia which were a direct by-product of a mega-event. According to Isabirye and Surujal (2012: 59), SAFA faces the real challenge of increasing match-day attendance as well as the utilization of 2010 World Cup stadia. However, in South Africa, the myriad of dynamics affecting these challenges are complex and layered. These include but are not limited to the following:

- **Team performance**

A team's league performance largely determines the number of supporters during matches. The Soweto derby (Kaizer Chiefs FC vs Orlando Pirates FC) is the biggest fixture in South Africa (Kappel 2017a). However, due to the last couple of fixtures ending in draws, a decline in spectator numbers was recorded. Mamelodi Sundowns FC support base has experienced an upsurge in the last couple of years, they are the current Confederation of African Football (CAF) Champions and PSL log leaders. In South Africa though this does not automatically result in capacity crowds as evidenced by the spectator numbers. Outside of the big three teams, attendance numbers decline sharply, with notable exceptions of the Cape Town derbies between Ajax Cape Town FC and Cape Town City FC. This can largely be attributed to Cape Town City FC, an exciting but relatively new entrant in the PSL which finished 3rd on the log, on debut during the 2016/2017 season. Matches outside of the Cape Town derby featuring Cape Town City recorded poor attendance numbers. This also indicates that hotly contested football rivalries play a part in motivating match attendance among supporters.

One factor which is not new but is constantly highlighted as a sore point in the PSL is its lack of goals. This is evidenced by the results where, of the 34 matches surveyed in this study, 41% of them ended in draws. Mclennan (2017) indicates that only once in the last 12 years has a PSL striker reached the 20 goal mark in a single season. This lack of goal-scoring prowess has also lent itself to the national team and resulted in poor attendance numbers at matches featuring the national side.

- **Entertainment Value**

Kappel (2017b) compares South African football culture to that of Brazil. He notes that the critical part missing in South African football today is the "play to impress". Football has become rigid, boring, and purely focused on the result. Kappel (2017b) argues that similar to Brazilian football fans, South African football fans just want to have fun and be entertained and that bad results could be offset by moments of brilliance on the pitch. The league is missing its "flair players", the likes of Jomo Sono, Doctor Khumalo, Nelson "Teenage" Dladla, Isaac "Shakes" Kungwane, the late John "Shoes" Moshoeu and many others who had the ability to get the fans up on their feet through their acts of skillful displays.

- **Support/fan base**

The beauty of stadia is important and can act as a drawcard however as evidenced by the results it is the teams playing that are ultimately the greater determinant of spectator numbers (Humphrey and Fraser 2016: 16). According to Stander et al., (2016: 1) sports

fans behavior has traditionally been influenced by their level of identity with a team. All matches surveyed in this research were played at relatively new stadia with excellent facilities. The matches recorded with the highest overall spectator numbers included one of the three largest South African teams namely; Kaizer Chiefs FC, Orlando Pirates FC, and Mamelodi Sundowns FC. The two Soweto teams (Kaizer Chiefs FC and Orlando Pirates FC) have a formidable fan base with the two team's supporters said to total 30 million (Kappel 2017a). Mofokeng and Bevan-Dye (2014: 30) recommend that the PSL focus their attention and marketing towards young black African youth who are an important current and future market segment.

- **Economy**

In 2015 Statistics South Africa (2015) reported that poverty in South Africa was on the rise. South Africa's income inequality is among the highest in the world with nine out of ten (9/10) South Africans living in poverty being black (Baker 2016). In 2017 the Quarterly Labour Force Survey revealed that close to 40% of South African youth were unemployed and that is in a country wherein the youth are in the majority (Nkolomba and Futshane, 2017). These stats are important because football in South Africa is largely consumed by the black majority. The lack of disposable income among the black majority is also one of the reasons stadia remain empty. This phenomenon does not, however, mean that the sport is not popular. On the contrary, football remains the most frequently played and watched sport in South Africa (Mofokeng and Bevan-Dye 2014: 330; Stander and van Zyl 2016: 2).

- **Oversupply of stadia**

Before the 2010 FIFA World Cup, South Africa already had a number of football stadia. According to FIFA this was a crucial factor in South Africa clinching the hosting rights to the mega-event over African contenders Morocco and Ethiopia (Longman 2004). Despite FIFA stating that South Africa need only refurbish five of its existing stadia, the government went ahead and constructed five new stadia contributing to an oversupply of stadia in the country (Giampiccoli et al., 2015: 238; Humphrey and Fraser 2016: 16). There are in excess of 60 sporting facilities with a capacity of over 10 000 in South Africa and more than half of those are football stadia (Wikipedia 2018).

The oversupply of stadia is a grave issue as it leads to the underutilization and unsustainability of sporting facilities. Durban, where the Moses Mabhida Stadium is located constitutes a perfect case study to underscore the oversupply of stadia in South Africa. The football matches played at the stadium as indicated by Table 3 did not feature any local teams. The two local teams (Amazulu FC and Lamontville Golden Arrows FC) from Durban that ply their trade in the PSL, make use of two - Princes Magogo, a 12 000 seater stadium in KwaMashu township and King Zwelithini, a 10 000 seater stadium in Umlazi township. Stadium fees associated with large venues for teams with a small following does not make financial sense. Notwithstanding the other stadia mentioned, the Moses Mabhida Stadium stands mere meters away from the Kings Park Stadium, cementing the declaration by Giampiccoli et al., as well as Humphrey and Fraser of the proliferation of stadia. The dwindling crowd numbers at World Cup venues even saw municipalities paying for big teams to host their home games at their stadia (Tolsi 2011; Matshe 2012).

According to Lemke (2017), the oversupply of stadia coupled with rising unemployment, poverty and crime have resulted in many sporting facilities lacking maintenance and a number of them being ruined by vandals as municipalities scramble for resources. Today, the FNB Stadium and Moses Mabhida Stadium are the only two of ten (2/10) stadia to host the 2010 FIFA World Cup to record a profit. Those included in this study such as Cape Town Stadium and Nelson Mandela Bay Stadium along with several others are placing

massive financial strains on economically strapped municipalities. Unfortunately, these facilities are in danger of becoming white elephants (Lemke 2017).

- **Safety and security**

Crime is quite high in South Africa. South Africans are largely under siege from criminals in their homes, at their places of work and on the roads (Abraham et al., 2017). According to the Urban Safety Reference Group, nine large urban municipalities are home to 40% of South Africa's residents. These municipalities recorded 77% of the car hijackings, 74% of the vehicle theft, 64% of the aggravated robberies, 58% of the residential robberies and 47% of the murders (Dlamini 2017). In short, South Africans are severely impacted by crime. The overall worst spectator numbers were recorded during the PSL's evening games. Aside from the low spectator numbers, games played in the evening pose an even higher likelihood of poor attendance on weekdays as spectators have work commitments and not to mention the long commutes to and from stadia to their places of residency.

- **Transportation**

The South African public transport industry has been under severe pressure and has resulted in commuters being forced into unsafe, unreliable or expensive modes of transport (Mthimkulu, 2017: 811). South Africans are highly reliant on minibus taxis, with the South African Taxi Council (SANTACO) reportedly responsible for the transportation of approximately 15 million people daily. Nevertheless, this mode of transport is not reliable (Oxford 2013). In most South African cities, minibus taxi's operations cease at around 21H00 to 22H00. This means that commuters seeking to enjoy evening games must arrange transportation beforehand or either risk leaving the match before it ends. Transportation and safety are directly linked to fan behaviour and match attendance.

- **Social factors**

One of the most important factors in this regard is alcohol consumption. South Africans are among the highest consumers of alcohol globally (Mokolobate, 2017). Companies such as Stadium Management South Africa (2018b) have placed restrictions on alcohol beverages being brought into stadia and any alcohol from outside vendors is immediately confiscated. This inadvertently impacts on match-day attendance numbers as supporters opt to consume alcohol at local drinking hubs as they watch the football matches on television. Alcohol sold at stadia is typically more expensive relative to that sold at retail stores and drinking hubs. Alcohol is consumed during socials and as a means to fostering private as well as business relationships (Mkolobate, 2017).

Conclusion

Mega sporting events have an enormous potential of boosting a country's image and economy but more often than not, the lasting impacts turn from positive to negative. Before the 2010 FIFA World Cup, spectator numbers at football matches were already low and going further into decline, however, despite this fact, South Africa went ahead and built 5 new, 40 000 plus seater venues. This contributes heavily to the rate of utilization of stadia and directly impacts their sustainability.

There are numerous stadia today which stand neglected and in need of maintenance but due to the lack funds, they remain in dire straits. This research sought to highlight the attendance figures at PSL matches played at World Cup Stadia and from these findings, provide a South African context behind the figures. Ultimately a multi-pronged strategy would be required to motivate spectators to head to stadia and these would include the combating of crime, access to reliable transport, superior football quality and marketing from football teams as well as football's governing bodies. Countries in pursuit of mega-events as catalysts for infrastructure



development and global sporting organizations must ensure that legacy projects don't merely meet the needs of the spectacle but more importantly factor in the sustainability of these events legacies.

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