

**CONSTITUTION HILL: REPORT TO PROJECT BOARD ON KEY PROJECT AND SITE ACTIVITIES:
8th AUGUST 2001**

1. Demolition Contract

This contract was awarded on the 23rd July 2001 to Jet Demolition (Pty) Ltd for the amount of R974 533.56, approximately R500 000.00 below the budgeted amount for this work. Contract completion is expected in early October 2001. The separating of the main building structure of the Awaiting Trial Block from its stairwells has begun.

2. Tendering Process for the Constitutional Court

The process of pre-qualifying tenderers for this contract began on 25th July 2001. The closing date for proposals is 8th August 2001. A short-list of approximately eight suitably qualifying tenderers will be produced, and these tenderers will be asked to price the extent of the works in detail over a three-week period commencing 21st August 2001. Priced tenders will be evaluated and it is expected that the JDA Board will award the contract on the 5th October 2001, approximately two weeks before the planned sod-turning ceremony on the 18th October 2001.

3. Relocation of Mortuary

The relocation of the Johannesburg Mortuary from Constitution Hill is critical to the development of the site on the western portion of the site. JDA has already initiated discussions with Gauteng Department of Health and SAPS to effect speedy and efficient relocation of this facility.

4. Legal Aid Board as a Potential Tenant at Constitution Hill

Legal Aid Board have indicated its interest in relocating its offices to Constitution Hill, specifically on Land Parcel B. The JDA has presented preliminary proposals to the Legal Aid Board for its consideration, and an in-principle commitment to relocate is expected in September 2001.

5. Launch of History Project at the Fort by the Minister of Education

Minister Asmal will launch his department's new history project at the Fort on the 27th August 2001, at the Women's Gaol.

6. Other Important Events to Diarise (Refer to meeting agenda)

6.1 Artworks Project Workshop: 9th August 2001.

6.2 Sod-turning Ceremony (Constitutional Court): 18th October 2001

CONSTITUTION HILL: REPORT TO PROJECT BOARD ON KEY PROJECT AND SITE ACTIVITIES: 23 OCTOBER 2001

1. Demolition Contract

This contract was successfully completed in early October 2001. More than 150 000 whole bricks have been stored on site for re-use in the Constitutional Court main contract, together with prison bars and doors from the Awaiting Trial Block.

2. Constitutional Court Main Contract

This contract has now been awarded to the Rainbow Construction/WBHO Joint Venture, one week before the planned sod-turning ceremony on the 18th October 2001. The contractor will begin bulk earthworks excavations in early November 2001. The contracted construction period is 22 months.

3. Relocation of Mortuary

A business plan for the relocation of the mortuary has been prepared by the Project Strategic Team, and will shortly be submitted to SAPS and Gauteng Health Department for approval and onward implementation. The plan in broad terms details the temporary relocation of the mortuary to Diepkloof for an 18-month period, and thereafter to a permanent site located at the Johannesburg General Hospital in Parktown.

4. Marketing and Communications

The level of awareness of the Constitution Hill development, from both a public and investor point of view, has been significantly raised over the past two months, as a result of the following key activities:

- Artworks Workshop on 9th August 2001;
- Launch of History Project at the Women's Gaol by the Minister of Education on 27th August 2001;
- Constitutional Hill activities associated with Blue IQ means Business Week (15th to 19th October 2001), including the Sod Turning Ceremony on 18th October 2001;
- Project presentation to the Commission for Gender and Equality;
- Project presentation to a Hillbrow Stakeholders Forum;
- Project presentation to Rand Light Infantry (RLI);

A draft marketing and communications strategy document has been prepared for Constitution Hill. This document will be tabled at the Constitution Hill Project Board meeting of 24th October 2001.

5. Constitutional Court - Library Extension

The strategic team has prepared a line diagram and cost estimate for the requested library extension. These details will be tabled at the Constitution Hill Project Board meeting of 24th October 2001.

6. Tourism and Heritage

A project team has been set up, at this stage consisting of Graeme Reid, Brian Orlin, Peter Stark, Liz Delmont, Jessica Dubow and Les Phillips. The team is in the process of drafting an open proposal call document for the preparation of a Tourism and Heritage Business Plan for the precinct.

7. Other Important Milestones and Events

- Concluding of MOU between Blue IQ and JDA on matters pertaining to the development and funding of Newtown and Constitution Hill (October 2001).
- Initiation of infrastructure, public open spaces and super basement project (September 2001).
- Meeting between JDA and DPW on 26th October 2001, to finalize project session details and agreements.

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MARKETING STRATEGY: CONSTITUTION HILL

DRAFT DOCUMENT – FOR DISCUSSION PURPOSES

Background

Introduction

A tribute to the immense legacy created by the people who fought for freedom and democracy. For decades a prison - the Old Fort in Braamfontein will be transformed in celebration of South Africa's constitution – a beacon of hope and aspiration – by developing a 95 000 m2 Constitution Hill precinct that will be home to the new Constitutional Court and associated buildings.

“Although the Constitutional Court was inaugurated in 1995 by Nelson Mandela, we only had a temporary home, and it was only when the Greater Johannesburg Metropolitan Council showed us this site that we realised we had found a permanent home”, said Arthur Chaskalson, President of the Constitutional Court.

Current Situation

- The development framework for the site has been completed and approved by all stakeholders.
- A report on the heritage of the site has been completed and was officially handed to the Constitutional Court judges by the South African Heritage Resource Agency in early May.
- The JDA has appointed a project manager for the development of the precinct.
- A framework for the development of the heritage and tourism aspects of the project has been prepared by the JDA and a Project Board has been formed composed of key role players to provide strategic input into the project.
- Constitution Hill has been chosen by the authoritative publication “Engineering News” as one of the Top Projects of the Year and will receive a full feature in December
- The Joint Venture between WBHO and Rainbow Construction has been selected as the successful tender, paving the way for construction to begin.

Goal

The goal of this marketing strategy is to make Constitution Hill one of Johannesburg's major heritage site, an ideal place to work and a destination centre for local, national and international visitors. To create a brand identity for Constitution Hill that will position it as a premier development site in order to enjoy the commercial investment like any modern development in Johannesburg. To market this site as a Constitutional One-Stop-Shop. To encourage the re-evaluation of current perceptions regarding this particular area of the inner city and align it's regeneration with that happening within the rest of the inner city of Johannesburg (particularly Hillbrow and Braamfontein). The communities of Hillbrow and Braamfontein, media and other key stakeholders should constantly be informed and made to own the developments of Constitution Hill.

Strategy

1. Media relations
2. Community relations
3. Government relations
4. Investor relations
5. Tourism
6. Merchandise

Objectives/Outcomes

1. Media relations

- Develop a relationship with all media to ensure that Constitution Hill and its development receive consistently positive media coverage
- Create public awareness around the developments in Constitution Hill
- Address the challenges in terms of public and business perceptions
- Develop and manage the brand identity for Constitution Hill
- Develop a Constitution Hill website
- Develop a web cam link to website

2. Community relations

- Programme stakeholder engagement
- Create stakeholder involvement and buy-in for JDA programmes and projects
- Attend to and resolve stakeholder issues and foster a climate of cooperation among the stakeholders
- Develop a communications strategy to keep stakeholders informed (Board, JDA Board, Hillbrow/Braamfontein community, BIQ)

3. Government relations

- Local, provincial and national government should be informed of the developments in Constitution Hill
- Ensure awareness and developments in Constitution Hill among the JDA board members, Constitution Hill Board members as well as BIQ

4. Investor relations

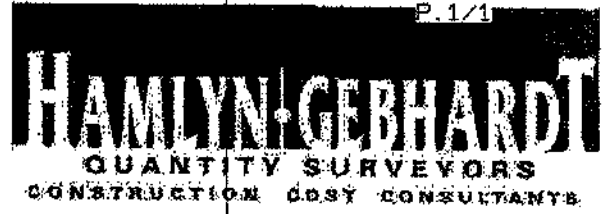
- Target and keep informed potential investors – locally, nationally and internationally
- Collect necessary information that will enable ease of attracting commercial and residential investment in Constitution Hill
- Create best practice database

5. Tourism

- Develop a tourism strategy for Constitution Hill as part of the cultural arc in conjunction with the project board, City Tourism, GTA, Brand SA (IMC)
- Create an info box to serve as a permanent exhibition space for Constitution Hill developments as well as a tourist attraction using the towers
- Information dissemination mechanism to inform visitors about what Constitution Hill has to offer

6. Merchandise

- Develop a merchandising strategy for Constitution Hill
- Use merchandise to further promote the Constitution Hill brand



Fax Message

To	: CMM Design Workshop & Urban Solutions	Date	24 October, 2001
Attention	: Paul Wygers	Fax	(011) 482-1045
From	: Tony Gebhardt	Page / s	1 (incl.)
Subject	: Constitutional Court - Library Extension		
Copies	: JDA - Brian Orlin		

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Dear Paul

We have examined the sketch drawing of the proposed Library extension, and advise that the estimated additional cost will be R 19 200 000 (excluding VAT).

In arriving at the rate for the new portion, we have assumed full floors in the original building (ie the cost of the ramped floors has been diluted over a greater area). Based on an assessment of overall levels, the extension (at 3 186 m²) is slightly larger than the original building.

The estimate is based upon the same principles as that upon which the budget is based, and has been adjusted for the Contractor's tender. It is assumed that the building work will be executed during the same contract period, but we have notionally allowed for one months extension.

We would be pleased to provide any additional breakdown or detail that you may require.

Yours faithfully
HAMLYN GEBHARDT & KOOR DINDAR

TONY GEBHARDT

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