



Robben Island & Mcelingeni Mzansi Africa Framework Agreement

A sporting roadmap for the future



Robben Island & Mcelimgeni Mzansi Africa Framework Agreement

This document is a reflection and resulting proposal of the meeting between Mr. Mkhize, Mr. Kangali and Mr. Mambaso that took place on the 26th October 2012.

The meeting reviewed the inaugural Tri-Robben Island, discussed future events and donations which in the end was agreed to instead be Robben Island upliftment. It was agreed that Robben Island does not offer the best impression for people visiting the island with the sports fields non-existent and the general keep of the houses and buildings not in presentable shape.

It was agreed that an upliftment strategy is to be put in place but that this would be a multi-year undertaking. In order for this process to begin and materialize this would be a big shift in just doing one or two events but rather take ownership of the sporting events in particular for Robben Island and Mcelimgeni Mzansi Africa would need a long term agreement in place. The primary purpose of this agreement would be two-fold, first of all give the respective sponsors comfort with an agreement in place for a period of time as sponsors are not interested in once of involvement as it has no benefit to the companies.

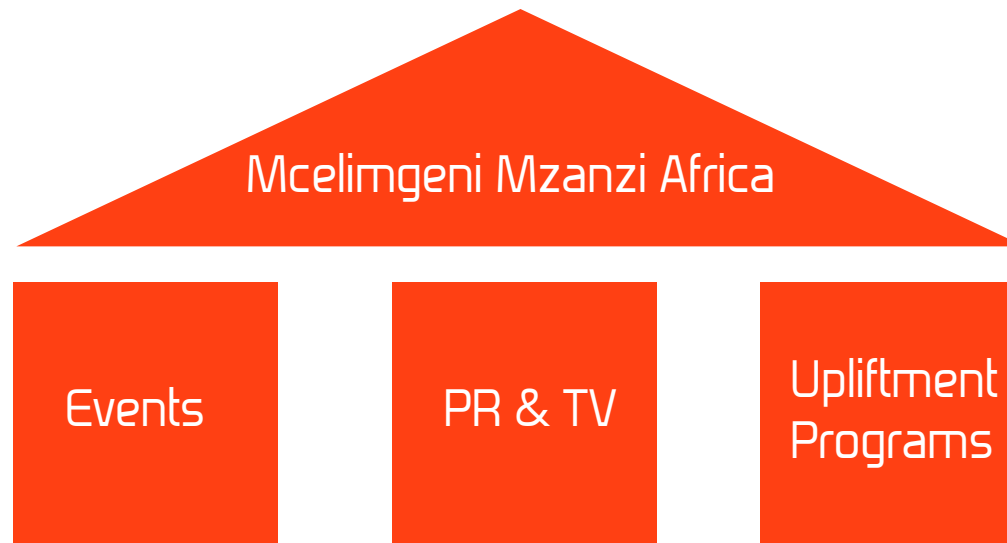
Secondly, due to the nature of the upliftment projects these would be a year in year out process but could be tied into companies Social Upliftment Programs. These programs often in companies exceed their sponsorship and is an appropriate avenue to work with given the unique history of Robben Island. Coupled with the events roadmap for the future represents a big change and shift in the time and commitment to Robben Island.

The meeting confirmed that the events staged on Robben Island should be done carefully in a way to not over expose the island. This is key in identifying a set of events that Mcelimgeni can go away and develop, engage with sponsors and bring to reality. Naturally not all of the events will attract tv coverage, but it agreed that each event has it own identity that is clear and easy for the public to understand. By taking ownership of the sporting side in particular we see the following benefits:

1. More great events of a different nature on the island.
2. Greater synergy between Mcelimgeni Mzansi Africa and Robben Island Museum.
3. Deliver great events with minimum fuss and maximum efficiency. ie. Benefit from knowing Robben Island Museum structures, people and methods of working.
4. Robben Island Museum benefits from a long term year round upliftment partner.
5. Long term consistent media exposure reminding of us of our past and point to the present and future.
6. Last but not least, have an island with facilities that are in working order and not derelict.

The agreement would be principally split into the following areas:

1. Events
2. TV/ Marketing & PR
3. RIM Upliftment Programs



1. Events

Mcelimgeni Mzansi Africa specialize in creating iconic events and have successfully staged the first ever triathlon on Robben Island. Mcelimgeni see this as the tip of the iceberg in what they can do with RIM.

A portfolio of events covering the following sports:

1. Triathlon
2. Soccer
3. Cricket
4. Rugby
5. Tennis
6. Running
7. Athletics
8. Hockey

2. TV/ Marketing & PR

Marketing and PR for Robben Island represents a significant cost to Mcelimgeni but a huge value to Robben Island Museum. The Tri-Robben Island event generated R2,3 million in PR & Marketing value alone. This excludes the TV production value which is significant in itself and immeasurable as this will be sent to international stations for broadcast.

Mcelimgeni see value in Marketing and doing TV for each of the proposed annual events. This creates a significant coverage for Robben Island in different sporting codes. By ensuring we do coverage in different sporting codes it ensures different sports markets are covered but also different demographic of the population, from mass participation of triathlon and running to team sports.

3. RIM Upliftment Programs

Companies are more and more wanting to have projects as a CSI programs that are measured and sustainable rather than cash donations. Additionally accountability is key in maintaining these partners and sponsors in ensuring that these projects create legacy and sustainability.

Areas to address:

1. Agree sporting event footprint for the future
2. Agree island upliftment program
3. Public works program and protocol
4. Management Fee

The above areas are key to establishing an understanding of the scope of works across all the areas. As the scope of works has now changed significantly in scale to large scale upliftment projects which significant costs, establishing a broader scope of events to assist in sustaining this needs to be agreed.

This gives RIM comfort as where Mcelempeni is going for projects both in events and upliftment for the island and at the same time offers Mcelempeni the grounds in which to approach sponsors who want long term commitments to realize their investment where they part of an event or upliftment program.

By having a clear vision at the beginning of the project with some milestones will give the partnership the impetus needed to focus on a project at a time, learn and apply lessons for the next projects.

1. Agree sporting event footprint for the future.

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There is an opportunity to develop sports in a meaningful way on Robben Island but needs to be developed in conjunction with upliftment program. As the various upliftment projects come online the respective sporting events can then take place.

Naturally, the footprint can vary slightly, but a broad Agreement in Principle on the type and nature of the projects. The Draft list of Sports Events outlined below represent an ANNUAL fixed calendar events and not any other events that might take place during the week.

List of Sports Annual Events Timeline (draft):

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
1.	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island	Tri-Robben Island
2.		Soccer Tournament	Soccer Tournament	Soccer Tournament	Soccer Tournament	Soccer Tournament	Soccer Tournament	Soccer Tournament	Soccer Tournament	Soccer Tournament
3.		46664 Marathon	46664 Marathon	46664 Marathon	46664 Marathon	46664 Marathon	46664 Marathon	46664 Marathon	46664 Marathon	46664 Marathon
4.		Escape from Robben Island	Escape from Robben Island	Escape from Robben Island	Escape from Robben Island	Escape from Robben Island	Escape from Robben Island	Escape from Robben Island	Escape from Robben Island	Escape from Robben Island
5.			Cricket Tournament	Cricket Tournament	Cricket Tournament	Cricket Tournament	Cricket Tournament	Cricket Tournament	Cricket Tournament	Cricket Tournament
6.				Rugby Tournament	Rugby Tournament	Rugby Tournament	Rugby Tournament	Rugby Tournament	Rugby Tournament	Rugby Tournament
7.					Island Walk	Island Walk	Island Walk	Island Walk	Island Walk	Island Walk
8.						Tennis Tournament	Tennis Tournament	Tennis Tournament	Tennis Tournament	Tennis Tournament
9.							Hockey Tournament	Hockey Tournament	Hockey Tournament	Hockey Tournament
10.										Athletics Tournament

2. Agree Robben Island upliftment program.

The Robben Island Upliftment Program came about as a result of feedback from participants about the condition of the island and instead of cash donations, identify upliftment projects that we can develop over a period of time. Most sponsors are not prepared to give cash in the current economic climate. Additionally, sponsors wish to be identified with a program that can be reported back and used in their respective channels whether PR, CSI Programs, etc.

Given Mcelempeni's understanding of the structures and how RIM functions, Mcelimpeni's wish to bring other sports to the island but the facilities no longer exist or bad repair. Mr. Mkhize stated that he had a desire to reinstate the football fields as a start. This would then open the door to do exactly just that. However as these are long term projects with multiple partners and sponsors involved to bring a project like that to fruition.

The all important issue of maintenance needs to be addressed. As the sponsors involved will not want to put the time and money into a project and that it is not appropriately maintained. A discussion with Public Works on the island to confirm whether maintenance would be carried out and how, or the maintenance of the respective upliftment projects stays within the upliftment program.

As this will be a consistent upliftment program, the Mcelimpeni Team members would need to be able to travel as staff to to carry out works as the various projects.


List of Upliftment Projects Timeline (draft):

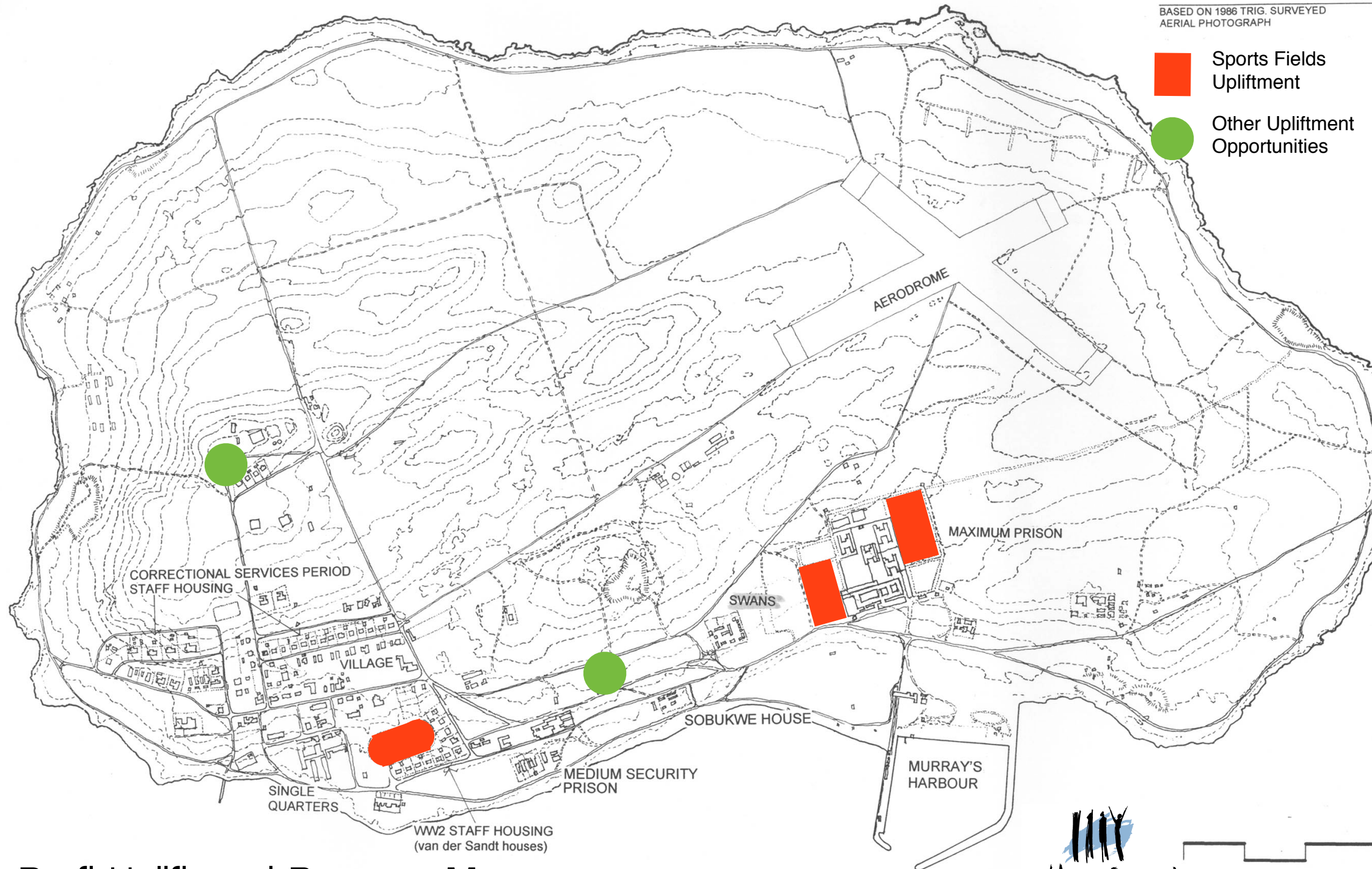
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Sports Field 1 (Soccer)	Sports Field 2 (Cricket)	Sports Field 2 (Cricket)	Island Walkway	Church Upliftment	Housing Upliftment	Lighthouse	Alpha 1	To Be Confirmed	To Be Confirmed

List of Upliftment Projects:

1. Sports Field 1 (Soccer Prison Field)
2. Sports Field 2 (Soccer Prison Field)
3. Sports Field 3 (Cricket Field)
4. Island Walkway
5. Church Maintenance
6. Housing Upliftment
7. Lighthouse
8. Other Projects to be confirmed

Note: Upliftment Projects to be agreed with RIM, and Public Works. Each project is taken on one at a time, to ensure successful implementation and completion, reviewed and then project.

-  Sports Fields Upliftment
-  Other Upliftment Opportunities



Draft Upliftment Program Map

On understanding this, we could dovetail with both RIM's aspirations, Public Works scheduled and planned works and proposed upliftment projects.

4. Management Fee.

Mcelimgeni Mzansi Africa highlighted that our partners were asking about the management fee. Additionally as an Event organizer that the management is not a sustainable fee as it is tied to the price of the ferry rather than being a flat fee which gives us an event fixity on cost. Additionally as Mcelelgeni Mzansi Africa has its own team which manages the event.

Beyond, that the value the Mcelimgeni Mzansi Africa is delivering to Robben Island far exceeds the management fee in PR alone before even adding the tv coverage. As an example, the Tri-Robben Island event its first year generated R2.2 million. Ultimately, the point we looking to is creating sustainable events with value. if the costs are too high, the athletes/participants won't come, sponsors also will be wary of the costs and in turn make the events and ultimately unsustainable.

Additionally due to the unique nature of the event being on Robben Island and being reliant on boats means special insurance needs to be taken out cover the costs of the event in the event of bad weather. Whilst Robben Island Museum reimburse their patrons, we similiarly have to but we have event costs that need to be accounted for to offset our losses, hence the insurance.

In light of the proposed roadmap of events, added with the extensive value of the Marketing & PR and last but not least the upliftment program works that need to happen which just for a sports field runs into millions, we propose a heavily discounted % management fee or no management fee at all.

This can be done in two ways, a flat yearly rate(paid in quarterly) or a flat discounted amount per event.

Summary of Proposal:

The summary highlights the core items that would fall under the agreement. This sets out the roadmap to allow Mcelimgeni to engage with it's various sponsored now and in the future to offer a long term and sustainable investment into island. This represents a significant upscale in the activities planned with RIM.

- 10 Year exclusive events and upliftment program with Robben Island Museum. The event type included in the agreement to be the following: TEAM building, sports and alternative not including religious, school and existing heritage programs.
- This agreement is split into 3 clear categories, Sports Event, Marketing & PR(related to event and Upliftment programs) and RIM Upliftment Program
- The proposal will be to introduce sports events onto Robben Island but that they are unique in nature and easy identifiable. These categories are the following: triathlon, running, soccer, cricket and rugby as a core with other sporting events like Island Walk, Tennis, Hockey, etc.
- The Annual events do not include the various other events which could take place during the week like TEAM building, other sport development excersizes, which could be separate or related to the annual events.
- The Upliftment Program will consist of Upliftment projects identified jointly with RIM and Mcelimgeni and that do not impact on Public Works programs, or can work alongside these programs. These programs will be long term, capital and labour intensive projects which will take time to implement and offer our sponsors a chance to promote as part of their CSI programs.
- The Upliftment Program needs a very clear Maintenance Plan. Whether Public Works will maintain, have budget for or remains part of the Upliftment Program.

We trust the above provides a clear insight into the scale of where Mcelimgeni see taking its commitments to Robben Island. The roadmaps on both the Upliftment and Sporting side offer a chance to create sustainable and legacy projects, however the two work hand in hand.

Mcelimgeni accepts that these will take time but believe if RIM and Mcelimgeni stay true to vision and objectives of this, a legacy for sports for Robben Island will have been created for generations to come, not only reflect on the past but enjoy the present and build for future.



Robben Island

MUSEUM
in partnership with

Mcelemgeni Mzanzi Africa