

**Approaching 2010 from different angles: the '2010: Alternative Voices'**  
**Colloquium**

***Orli Bass***

***Urban, Rural and Economic Development (URED).***

As part of URED's FIFA 2010 World Cup Research Project and the research programme's ongoing collaboration with the Wits Centre for Urban and Built Environment Studies (CUBES) and the Wits Institute for Social and Economic Research (WISER), URED co-hosted the '2010: Alternative Voices' Colloquium on 7 November 2007.

The colloquium aimed to move away from conversations about the physical legacies of the 2010 FIFA World Cup and sought to create a space in which alternative voices could engage one another. Featuring a series of plenary and round table discussions, the programme included a blend of speakers drawn from academic, activist, local authority and other spheres.

Cheche Selepe (World Class Cities for All Campaign) opened the first plenary session with a call for the urban poor to be included in the drive towards the 2010 World Cup. Many delegates were particularly interested in Sheila Meintjies and Ursula Scheidegger's (both from Wits) session on taxi violence and 2010. Equally stimulating was a session on crime, violence and policing strategies which featured contributions from Nazira Cachalia (City of Johannesburg), David Bruce (Centre for the Study of Violence and Reconciliation) and Yvonne Johnston (The International Marketing Company of South Africa). Nazira Cachalia viewed 2010 as a valuable opportunity to engage communities around issues of safety and security. However, David Bruce felt that in dealing with issues of crime and violence, one should address root causes in the social sphere that are legacies of apartheid and colonialism and that 2010 will not necessarily affect these issues.

In the afternoon, Udesh Pillay (URED) reflected, from the position of an academic and columnist, on descriptive and analytical 2010 media coverage. He observed that reporting will become more positive as the games approach. His discussion was complimented by Birgit Swartz's (Investigative Journalism, Wits) critical considerations of the media's engagement with 2010. Margot Rubin (CUBES) unpacked a series of gendered media images associated with previous World Cups, stimulating much debate.

The day ended on a novel note with delegates attending the opening night of *Bafana Republic* at the Market Theatre. Earlier in the day, Mike van Graan, the playwright, had contextualised his play in a thought-provoking discussion of 2010 and the arts. He stressed that participation in sports, art and culture is a human right and outlined the synergies between art and sport. *Bafana Republic*, he observed, uses 2010 to provide social commentary and stimulate debate. Indeed it does but, after the day's series of critical analyses, it also took delegates on a hilarious ride in the process.

While the colloquium gave space to some opinions that are not often heard, the relevance of these voices are crucial if 2010 is to leave a lasting, positive legacy in South Africa. Approximately 50 delegates attended the event and much positive feedback was received. Ideas have already been put forward for the 2008 2010 event. No doubt, the fruitful collaboration and association between URED, CUBES and WISER will intensify as 2010 approaches!