

# **BERLIN NOVEMBER TRADITIONAL HORSE RACE**



**BERLIN NOVEMBER**



# BIDDING FOR EVENTS

- Buffalo City is lagging behind in terms of bidding for events – annual conferences, major international events as part of a plan to market the destination.
- Bidding for major events have obvious economic benefits be it conference or business, sports or music event brings to a city. Hosting a business event generates the added benefits of:
  - Attracting global talent
  - Transferring knowledge
  - Encouraging foreign investment



# BIDDING FOR EVENTS

- Stimulating trade
  - Fostering innovation
  - Boosting productivity
  - Nurturing research collaboration
  - Promoting cultural exchange
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- Alternatively, in the interim the City should put together a mechanism. The City should support endeavours by private companies in developing a professional and competitive bid to bring the event to Buffalo City.



# SIGNATURE EVENTS & TOURISM

- While events create a clear economic benefit to the City, they also create opportunities for the community, business and visitors to connect and celebrate our City and region; improving liveability, social relationships and community pride.
- Major signature events, sporting events and conferences all contribute to the economic activity and prosperity of the City, resulting in direct and in-direct employment opportunities through year round visitor attraction and encouraging those visitors to explore the wider region.



# A CASE STUDY OF BERLIN NOVEMBER & LEGENDS MARATHON

## J&B Met – CPT

- Attendance Regional Economic Impact Province City
- 33 000 R52 million W Cape Cape Town

## Vodacom July – DBN

- Attendance Regional Economic Impact Province City
- 55 000 R100 million KZN Durban

## Sansui Summer Cup – JHB

- Attendance Regional Economic Impact Province City
- 25 000 R40 million G P KZN Durban



# **A CASE STUDY OF BERLIN NOVEMBER & LEGENDS MARATHON**

## **Sansui Summer Cup – JHB**

- Attendance Regional Economic Impact Province City
- 25000 Unknown Gauteng Johannesburg

## **Eastern Cape Racing Festival – PE**

- Attendance Regional Economic Impact Province City
- 1000 Unknown Eastern Cape Port Elizabeth

## **Berlin November Traditional Horse Racing Finale**

- Attendance Regional Economic Impact Province Place
- 40 000 Projected at 23 million Eastern Cape

# A CASE STUDY OF BERLIN NOVEMBER & LEGENDS MARATHON

## Media Coverage

- 30 million – Newsclip
- Attendance 35 000 people and growing.

## Participants

- Lesotho, Free State, and KZN.



# A CASE STUDY OF BERLIN NOVEMBER & LEGENDS MARATHON



**Philasande Mxoli receives a Riding Award for Responsibility for exemplary horse care, punctuality, maintaining weight, cleanliness of self and room and continuous behaviour that ensures safety of self...** See More

**FAMOUS RIDER:** Philasande Mxoli from Phewuleni village in Debe is living his dream. Philasande won first place at the 2018 Berlin November Traditional Horse race and walked away with R100 000. PHOTOS SUPPLIED



## Jockey riding into dream sunset

Twenty-one-year-old Philasande Mxoli from Phewuleni village in Debe is living his dream.

Philasande had a thrilling gallop to the finish to win the coveted R100,000 prize in the 2018 Berlin November Traditional Horse race.

The win signaled a bright future for the young jockey from the obscure little rural village of Phewuleni.

Philasande is a young jockey who has always featured among the top five in the Berlin November.

And his mount Final Judgement earned him respect among race owners and jockeys alike when he won the prestigious race.

Little did he know his manager and horse trainer Lopez Magongo, from Ndebe, would enroll him at the South African Jockey Academy.

"We have been battling it out at the Berlin November and other races," Magongo said.

"I realised he had so much potential and winning the Berlin November last year was a master stroke, so I decided he was ready to turn professional."

Philasande will be sorely missed by his fellow amateur jockeys and fans at the 2019 Berlin November but the good news is he will compete at another professional outing in the 2019 Summer Cup in Johannesburg.

Philasande's mount, Royal Katrina, is trained by Kumaran Naidoo.

Already the promising talent earned his stripes when he received a certificate and scroll for his first qualified race at Scottsville.

He has participated in seven races.

Since the age of 13, Philasande has set his sights on becoming a professional jockey.

"I am happy I am now living my dream."

"As a child growing up in the rural areas and participating in indigenous games, I have always imagined myself taking on the big stage."



PHILASANDE MXOLI

"I am learning a lot and they [the academy] have changed the way I approach horse racing," Philasande said.

Magongo said the youngster had "always been disciplined and focused".

"He is a living example that dreams do come true and I am happy for him and know that the sky is the limit," Magongo said.

"I would like to thank the organisers of the Berlin November for staging this prestigious event because it gives opportunities for young jockeys to showcase their talents."

"Phila as he is known is a winner, he has that spirit of resilience in him and has beaten all odds to be where he is."

He is the pride of the horse racing industry in the Eastern Cape with his new status as a professional.

Philasande said: "I am grateful to Magongo who paid for my school fees."

"My mother Nophuthuma Nsholi is unemployed but allowed me to live my dream and supported me emotionally. The academy is not about luck, you must have passion."

"There are times when the going gets tough but because I love this game, I want to make a career for myself."

"When I passed Grade 12 in 2017, it was a sign that education is a key to life."

"The academy takes jockeys from Grade 10. There are three of us in total from the Eastern Cape - Khanya Sakayi, from Cofimvaba, is graduating this year," he said.

Berlin November founder Luthando Bura, said the 2019 race would be open to women for the first time because of the rich talent among the province's youth.

"We want to give them an opportunity to be the best in the sport."

"While there are sports tourism benefits, the social value is unrivalled because traditional horse racing gives a glimmer of hope to young people that anything is possible in life."





# TOURISM INFRASTRUCTURE

- Supporting tourism infrastructure e.g. Berlin Race Track will fundamentally alter the tourist landscape in the City.
- Midrand – economic zone can be replicated in the wake of Government Precinct and Berlin is right at the centre.
- Equestrian Estate – government official who work in Bhishe.
- Smalltown revitalisation.



# EVENTS STRATEGY

- What the City desperately needs is coherent events strategy that focuses on;
- Positioning Buffalo City as a gateway to the Eastern Cape/Home of Legends as a region that is progressive, dynamic and relevant region
- Building Buffalo City's profile as a tourism and events destination
- Enhancing Buffalo City's major event calendar by hosting a diverse combination of events
- Continuing to foster and develop vibrancy and community pride
- Promoting Buffalo City as an attractive place to work, live, visit and invest
- • Increasing opportunities for the business sector to be involved



# EVENTS STRATEGY

- Continuing to foster and develop vibrancy and community pride
- Promoting Buffalo City as an attractive place to work, live, visit and invest
- Increasing opportunities for the business sector to be involved in major events and support opportunities for community participation and social inclusion
- Utilisation of existing assets and infrastructure, with the potential to further develop these assets.



# ROI & MEASUREMENT

The City has no tool in place to determine the level of support/ investment events may receive, based on the events economic impact, the social and cultural benefits, and the wider exposure the region would receive from a marketing and branding perspective.



# ROI & MEASUREMENT

The South African Cultural Observatory, a statistical research institute which charts the impact of the cultural and creative industries in South Africa has come up with a Monitoring and Evaluating the impact of cultural events. This can be used will the City is figures out its own tool to measure events. Only when there is evidence of the impact of events will the City appreciate what we doing and invest more money.





30 Nov 2019



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DAYS TO GO

# BERLIN NOVEMBER 2019



Tickets available at:  **COMPUTICKET** 

GENERAL ACCESS -SUMMER STAGE: 170

GARDEN VILLAGE VIP: 600

PRIME MARQUEE: 1700



# Conclusion

- ENKOSI



**BERLIN NOVEMBER**

