

State of the City Address and Council Chamber Launch

3 May 2017

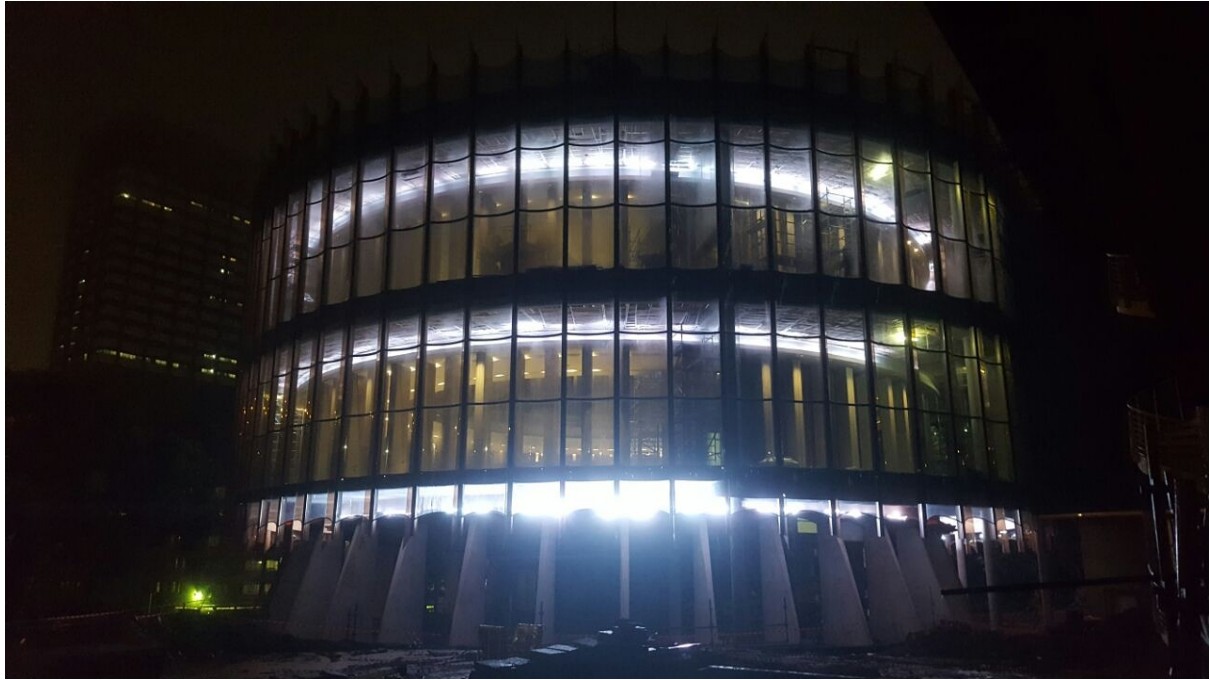


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1. Background

The Iconic New Council Chamber will be completed on the 31st of March, 2017. This facility will be launched to the citizens of the City of Johannesburg at the State of the City address on May 3rd, 2017.



2. Event Description

2.1. Date and Time

The Event is planned to take place on 3rd of May 2017, from 08h30 to 16h00.

2.2 Event Objectives

The event aims to:

- Host the Annual State of the City Address by the Executive Mayor Councillor Herman Mashaba
- The Opening of Council by the Speaker
- Celebrate the opening of the chamber building and to promote the engagement of all stakeholders in this important development.

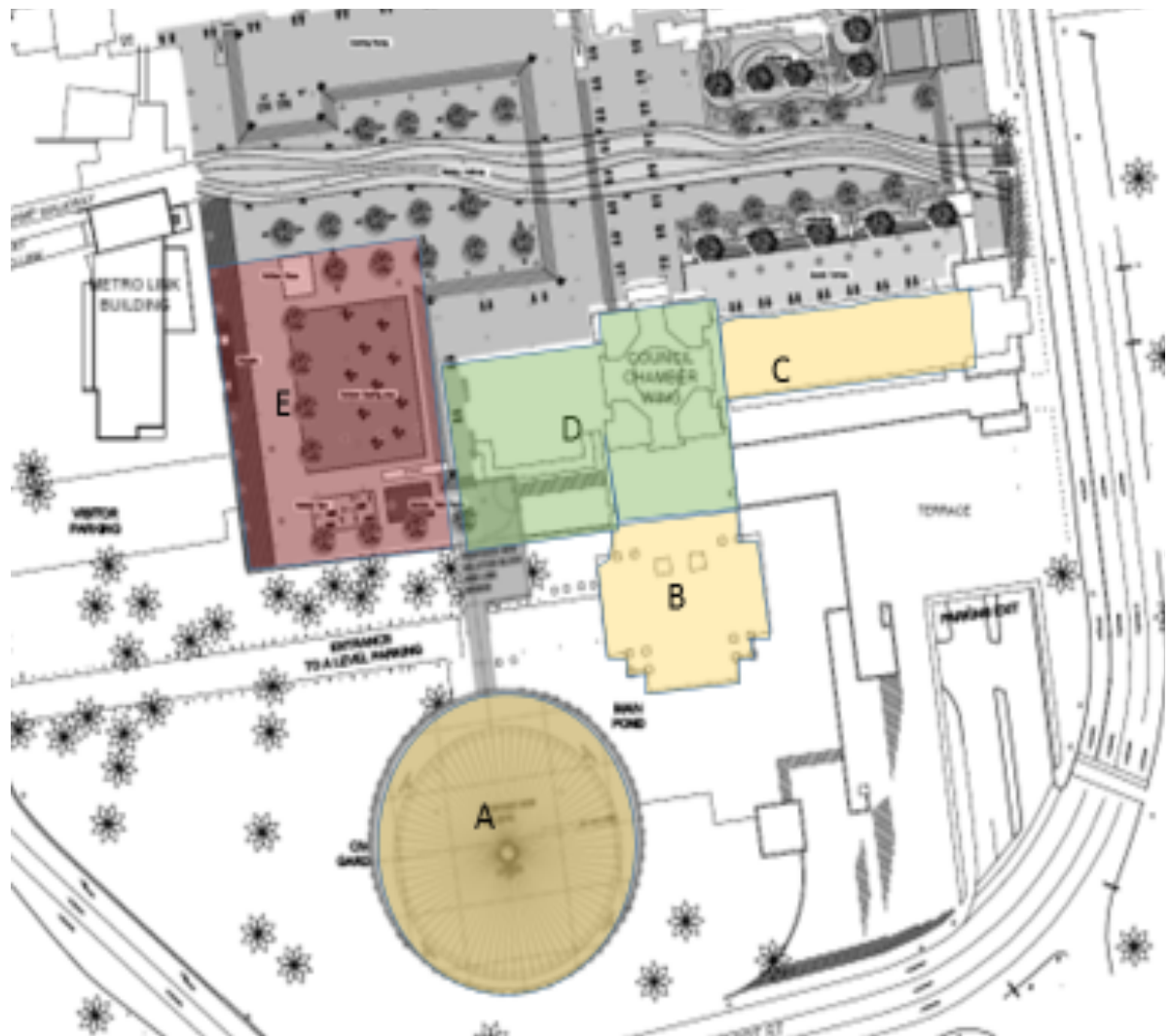
2.3. Description of Event

The event will cater for 1000 guests.

The event will comprise of three components:

- The annual State of the City Address by the Executive Mayor of the City of Johannesburg which is a formal address in the chamber which will be held in the new Council Chamber.
- Opening of Council by the Speaker
- Opening of the Council Chamber building as the symbolic first development in the metro precinct. A ceremonial plaque will be unveiled by the Executive Mayor and the Speaker of Council.

Picture 1. Plan of Venues to be Used for SOCA and Opening



3. Proposed Event Program

Guests to Start Arriving from 08h00 onwards

- Registration for VIP from Level A, and remainder guests next door to smoking room, both electronic and manual registration to be available.
- Guests to enjoy a light breakfast - tea, coffee and pastries and fruit on arrival.

Media Briefing Session 08h30 – 09h00

- • Media briefing to take place in the A Level Lecture Room or Mayor's Parlour
- • Media to be welcomed and hosted separately by the City's Communications Team
- • Media packs with media release to be issued to all media representatives with technical details on the three objectives to be addressed. The area to upload are to be there and an area to upload material with uninterrupted wi-fi.

Ribbon Cutting & Plaque 09h30 to 10h00

Address by Honourable Speaker, Councillor Vasco De Gama & Address by the Executive Mayor – 10h00 to 13h00

- Welcome of all invited guests to the event to be hosted by the Speaker of Council
- Overview of program for the day

Opening of Council Ceremonial Event at 09h25– 10h00

- Processions, Bands, Choirs and the official programme to be followed as per protocol

Address by Honourable Speaker, Councillor Vasco De Gama and Address by Executive Mayor 10h00 to 13h00

VIP Guests to proceed to viewing deck to the Reception Area at 13h00

All invited guest to remain seated until VIP guests have moved to reception area, throughout this period all guests are encouraged to view the new and refurbished chambers and take tours that are running throughout the afternoon.

Guests to Proceed to Lunch and Entertainment 13h00 to 15h00

Invited guests to help themselves to lunch as served by the Council Chambers caterers or alternatively the food stalls. The various stalls can serve a vast array of meals with an international feel, yet a significant African cuisine selection.

The formalities will be followed by a reception in the piazza with food and entertainment. There will be limited seating in the open area – in a Nomad tent. Alternatively an African

market square can be set up “pop-up.” The pop up place will also serve as an entertainment area for part of the event. All these activities contribute to place making aspects when activating the square. Interventions include a pool table area, and chess board, “Stop, Drop and Read” outdoor library and reading area – which will talk to the making of the Council and interesting facts. Chamber and guests can review an e-book of the making of the Council Chamber as the guests wait for a tour of the Chamber. The performance stage can be in this area – youth in music development will be encouraged as performances through performances from Buskaid and Music is a Great Investment (MIAGI). Both of these organizations being developmental projects which empower local musicians who play contemporary jazz and regularly perform in concerts and internationally in Europe.

Hosting a reception which comprises a networking finger food meal for the audience to encourage networking and the traditional reception after SOCA and Opening of Council. This networking area can be done through the Council Caterers providing meals served by waiters on trays. The Council Traditionally uses: The Olive Plate, Late Harvest and Plates and Platters.

END OF THE EVENT

4. Guest Management

4.1. Guest List

It is expected that that the event will be planned for 1000 guests as guided by the Speaker’s Office.

4.2. Invitation

Electronic Invitations will be issued by COJ Legislature (France and Shirlyn).

4.3. RSVP management

RSVPs managed by: COJ events (Shirlyn and France)

4.4. Guest registration

Guests will be registered on the day and provided with name tags and lanyards, this will be electronically completed.

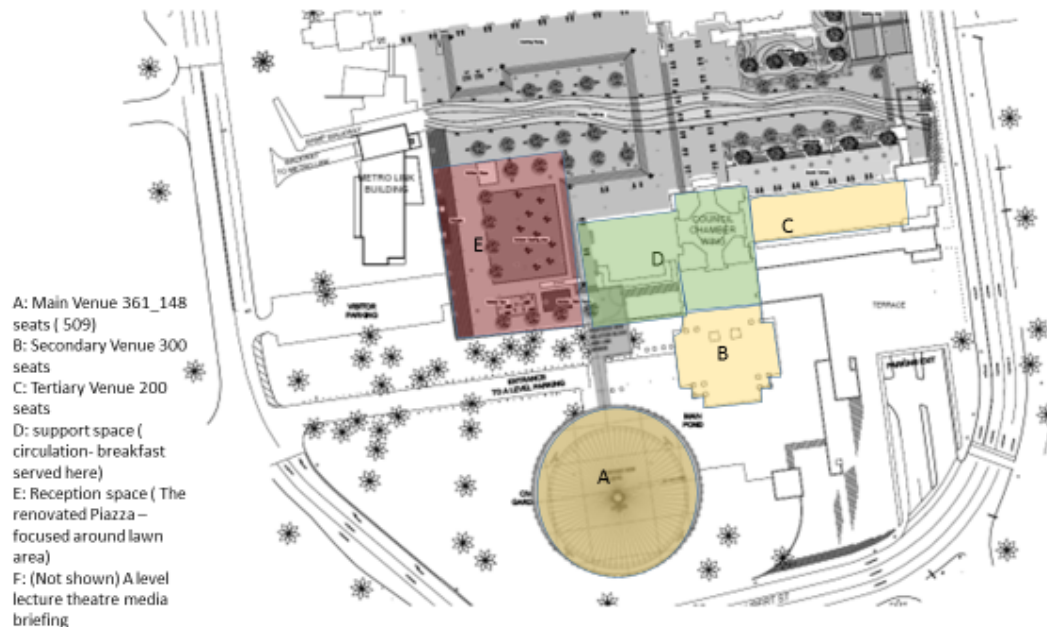
4.5. Ushering

Ushers will be available to assist guests to their seats

5. Event Logistics

5.1. Venues

The following venues will be used for the event:



- A. The new Council Chamber (361 ground floor seats plus 148 gallery seats -= 509 seats)
- B. The Old Council Chamber with Audio-Visual Feed from New Chamber (300 Seats)
- C. The Dining Room with Audio Visual Feed from New Chamber (200 Seats with capacity to expand to 700). The 200 seats are recommended as the area can be cordoned off for the reception.
- D. Chamber Foyer – will be used for registration, and serving of finger breakfast
- E. The renovated piazza lawn which will be used for reception (lunch and entertainment).
- F. Media briefing Room: The A level lecture room will be used for the media briefing. WIFI access and catering needs to provided.

The Piazza

The City of Joburg Property Company (JPC) plan is starting construction of the repair and activation of the Metro Centre Piazza. The intervention will combine repair and “placemaking” to radically transform the space in a short time.

The main aim of the “placemaking strategy is to get people using and enjoying the piazza, as a quality public square.



The intervention includes a new pathway which matches the most popular route through the space is one of the key design features, this pathway will be defined by pedestrian lights with flagpoles to create a sense of place. The old defunct fountains will be converted into lush gardens, which include urban agriculture for local food production.

The new focus of the square will be the installation of a 600m² artificial lawn, which will be an oasis of calm and relaxation in the concrete landscape. Users will be provided with freestanding chairs, tables and umbrellas. The lawn will be centered onto a large outdoor screen fixed to the council building, which can be used for screening of movies and sports events as well as for broadcasting council meetings from the nearly new council chamber.

To attract users, outdoor chessboards, table tennis, play equipment and skating ramps will be provided as well as an outdoor gym. New containerised toilets will be provided on the site.

Use will be made of outdoor seating planters to further break-up the concrete landscape and outdoor solar powered charging stations will be provided to support users of the Joburg free-Wi-Fi, which is already installed in the piazza.

The precinct will support the sustainability objectives of the city, by ensuring by making use of renewable energy wherever possible and ensuring that all lights are low energy, and are sensor controlled. All planting will be water wise and the growing of food onsite supports local food production. In addition recycling stations for the separation of waste (including informational signage) will be placed throughout the precinct.

The works started 27 February 2017 and be completed by 31 May 2017. A section of piazza focused on the new “lawn” will be completed by the time of the event and will used as the reception for the event.

The event space will be activated with catering stalls in a “market” type configuration and activities which support “placemaking” will be planned as well as musical performances.



5.2. VIP Areas

The Executive Mayor's parlour will be used for pre-event holding.

During the reception a VIP section will be created for 50 guests in the reception area.

5.3. Seating

During the speech 500 members will be seated in the new Council Chamber, 300 in the Old Council Chamber, and 200 will be seated in the dining area.

Cocktail tables, high chairs and a few sofas will be available for some guests, however this is a cocktail type set-up, hence no seated guests.

5.4. Sound and Lighting

There will be sound and lighting plan which will be provided in accordance with the City's Event JoC Requirements.

5.5. Audio Visual

Television screens will be available with a permanent breakout feed from the new chamber to the old Chamber, the screens in the smoking room and the screen on the piazza. It has been ordered and will be in place by 30 April, 2017.

A temporary AV will be arranged to the dining room.

5.6. Photography

Photography by the COJ official photographers

5.7. Security

Additional security to be provided by the CoJ through JMPD

5.8. JOC approval

Marketing to secure JOC approval

6. Event Catering

Catering to be provided as follows:

- Refreshments tea, coffee and pastries prior to event
- Media catering at media room for 30 media
- Lunch to be provided in the reception area

7. Entertainment

- During event entertainment, drummers at the opening of the Council Chamber.
- Entertainment at pop up square

8. Marketing Collateral

8.1. Brochure

Draft brochure is being prepared

8.3. Branding

Following branding to be erected at event:

- COJ
- Legislature

9. Media Plan

9.1. Media Release

Draft media release has been prepared and will be issued to media on the day in Media Pack by the CoJ Communications Team

9.2. Media Invitation

Media invitation to be issued to all COJ registered media. Invitation to be issued by COJ events

9.3. Media Briefing

- Media briefing by COJ

10. Time schedule Responsibilities Leading up to Event

To be finalised