

PORTFOLIO COMMITTEE :
ECONOMIC DEVELOPMENT & TOURISM

Chairperson :

Ald K Brice

Committee Members :

**Cllrs C Resandt, C May,
X Msweli & S Kalolo**

PORTEFEULJESKOMITEE :
EKONOMIESE ONTWIKKELING & TOERISME

Voorsitter :

Rdh K Brice

Komiteelede :

**Rdle C Resandt, C May,
X Msweli & S Kalolo**

**ECONOMIC DEVELOPMENT & TOURISM
PORTFOLIO COMMITTEE**

**EKONOMIESE ONTWIKKELING & TOERISME
PORTEFEULJEKOMITEE**

17 August 2021

I N D E X

ITEM

**PAGE
NUMBER**

APPLICATIONS FOR LEAVE OF ABSENCE

**STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE
CHAIRPERSON**

- | | | |
|-----------|--|----------|
| 1. | ECONOMIC & SOCIAL DEVELOPMENT AND TOURISM QUARTERLY
REPORT: APRIL – JUNE 2021 | 1 |
|-----------|--|----------|

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
17 August 2021
(Also the agenda for the Mayoral Committee Meeting: 24 August 2021)**

**1.
ECONOMIC & SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:
APRIL – JUNE 2021**

9/1/2/2

**S Madikane
28 July 2021**

Director : Economic Development & Tourism

(028) 313 8066

1. Executive Summary

The purpose of this report is to provide, and outline activities and initiatives of the Directorate to address socio economic challenges and promote economic and social development. The report covers the activities done during April - June in line with the Economic Recovery Strategy as approved by the Executive Mayor.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic, Social Development and Tourism

3. Compliance with Strategic Priorities

Provision of democratic, accountable, and ethical governance
Promotion of tourism, economic and social development

4. Delegated Authority

Executive Mayor

5. Legal Requirements

N/A

6. Background/Discussion/Evaluation/Conclusion

Background

More than 400 days since the beginning of the pandemic and the introduction of the regulation directed at controlling the spread of the virus on economic activities more especially those aligned to tourism continue to struggle and suffer due to lack of visitors and consideration of health protocols to reduce the spread of the virus.

Discussion

Priorities identified by the Province regarding the recovery after the pandemic:

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
17 August 2021
(Also the agenda for the Mayoral Committee Meeting: 24 August 2021)**

1. Jobs:
The aim is to create as many jobs as possible to address job loss during the pandemic. Ensure income and promote spending to increase the demand of goods and services towards nudging the economy and attain recovery.
2. Safety of the people:
Ensure that health protocols are implemented to ensure that the spread of the virus is minimised as much as possible.
3. Wellbeing of the people:
The aim is to ensure that people's aspirations and needs are met toward building social cohesion in affected communities. It is very important that this directorate in partnership with other directorates embrace the not so usual approach and commit to the strategies as espoused in the Economic Recovery Plan.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Economic, Social Development and Tourism Report

RECOMMENDATION:

that the 4th quarter report (April – June 2021) of the Directorate: Economic, Social Development and Tourism **be noted**.

RESPONSIBLE OFFICIALS :

**X KOSI
F LLOYD
G SMIT**

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
17 August 2021
(Also the Agenda for the Mayoral Committee Meeting: 24 August 2021)**

**1.
ECONOMIC & SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:
APRIL – JUNE 2021**

9/1/2/2

**S Madikane
28 July 2021**

Director : Economic Development & Tourism

(028) 313 8066

**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
17 AUGUST 2021, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION**

RESPONSIBLE OFFICIALS :

**X KOSI
F LLOYD
G SMIT**

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY



ECONOMIC & SOCIAL DEVELOPMENT AND TOURISM DIRECTORATE



APRIL – JUNE 2021 QUARTERLY REPORT

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LIST OF ABBREVIATIONS/ ACRONYMS

Local Economic Development Report

CETA	Construction Education & Training Authority
CIDB	Construction Industry Development Board
CIPC	Companies and Intellectual Property Commission
Cogta	Cooperative Governance and Traditional Affairs
COIDA	Compensation for Occupational Injuries and Diseases
CWP	Community Works Programme
DAG	Development Action Group
DEDAT	Department of Economic Development & Tourism
DEFF	Department of Environmental, Forestry & Fisheries
DMP	Demand Management Plan
DSED	Department of Small Business Development
DTI	Department of Trade and Industry
EDPs	Enterprise Development Practitioners
EMEs	Emerging Micro Enterprises
GDP	Gross Domestic Product
IDC	Industrial Development Corporation
LED	Local Economic Development
NEF	National Empowerment Fund
NHBRC	National Home Builders Registration Council
QSEs	Qualifying Small Enterprises
SARS	South African Revenue Services
SASSA	South African Social Security Agency
SAPPO	South African Pork Producers Association
SAWIC	South African Women in Construction
SEDA	Small Enterprise Development Agency
SEFA	Small Enterprise Finance Agency
SMME	Small Medium & Micro Enterprises
TREP	Township & Rural Entrepreneur Programme
UIF	Unemployment Insurance Fund

Tourism Report

BOTSOC	Botanical Society
DEDAT	Department of Economic Development and Tourism
NDT	National Department of Tourism
SMME	Small, Medium and Micro Enterprises
TTBISA	Tourism & Business Institute of South Africa
VIC	Visitor Information Centre
Wesgro	Western Cape Tourism, Trade and Investment Promotion Agency, official investment and trade promotion agency for Cape Town and the Western Cape.
WESSA	Wildlife and Environment Society of South Africa

Social Development Report

CBO	Community Based Organisation
CDA	Central Drug Authority
CV	Curriculum Vitae
DSD	Department of Social Development
ECD	Early Childhood Development
EMT	Top Management Team
GCIS	Government Information and Communication System
ICLD	Swedish International Centre for Local Democracy
ID	Identification Document
LED	Local Economic Development
NDMP	National Drug Master Plan
NPO	Non-Profit Organisation
NSFAS	National Student Financial Aid Scheme
SASSA	South African Social Services Agency
SONA	State of the Nation Address
SOPA	State of the Province Address
TB	Tuberculosis
TMT	Top Management Team

LOCAL ECONOMIC DEVELOPMENT

INTRODUCTION

More than 460 days into the pandemic the negative effect with regards to the economic growth is felt by some economic activities. The introduction of regulation is central to dealing with people to people conduct and arrest the spread, it is unknown at this stage what future devastation will the pandemic have on the economy. The recent approach from the District perspective to develop an economic recovery plan that addresses what could be done to mitigate on the current situation is a step further that allows all of us to recognise that things can be done in an unusual manner. The report will throw light on the projects carried out in the fourth quarter and the invaluable engagements that LED embarked on in pursuit of its broader economic growth and development in the Overstrand.

LED persisted under trying circumstances and the following projects were implemented: 1. Grootbos/ LED Entrepreneurship Programme, 2. Covid-19 PPE Distribution, 3. Hawston Saturday Market, 4. Training Conducted, 5. Walk-in Statistics, and 6. Job Creation.

HIGHLIGHT OF THE QUARTER

- **250** applied for the Grootbos Entrepreneurship Programme; 152 attended the 3 days workshops; 88 pitched their ideas i.e., **58%** of those attended; **40 entrepreneurs funded**
- **200** Covid 19 PPE was distributed to **105** informal traders Overstrand wide: (including **200** masks, **50** face shields and **200** bottles of 1-litre sanitiser)
- The Hawston Saturday launched on the 1 May 2021 and 2 Saturday markets have since taken place
- **21** building contractors were trained through the technical training by NHRBC
- To date, the NHRBC training programme has trained **70** building contractors since March 2019 and more than **50%** of trainees are women
- **8** civil contractors trained on tendering for construction contracts
- **15** young people trained business management skills by NYDA.
- **448** unemployed persons were absorbed into work contracts albeit temporal and EPWP in nature
- **8000** trays of seedlings distributed across the Overstrand Area in support of Food Security.

LED and GROOTBOS ENTREPRENEURSHIP PROGRAMME

Target population: Startup and expansionary micro and small enterprise in the Overstrand.

NEEDS / ASSUMPTIONS	
<p>The core objective of the programme is to promote entrepreneurship through microenterprise development by providing seed grant funding. Thus far the programme has been well recognized as a great opportunity to SMME's and through the training series, it has impacted many entrepreneurs in the Overstrand.</p> <p>Since 2014 LED and the Grootbos Foundation have been jointly running entrepreneurship programmes supporting micro-enterprises with start-up seed and expansionary grant funding of no more than R10 000. The collaboration between LED and Grootbos Foundation operates through an MoU signed between the two organizations to share resources.</p> <p>Below is the standard process for participants interested in partaking in the programme and phases of the entrepreneurship programme.</p>	
RESOURCES	
<ul style="list-style-type: none"> • Funding (currently a constraint limiting opportunities to more entrepreneurs) • Venues (Private and Municipal Halls) • PA system for presentations and facilitation • Catering 	
ACTIVITIES	
<ul style="list-style-type: none"> • Continuation of presentations to the Mount Pleasant, Zwellhle, Stanford and Gansbaai groups • Presentations or pitching by participants • First evaluation of proposals pitched during the presentation phase • Feedback sessions in all hosting towns 	
SHORT / MEDIUM-TERM OUTCOMES	
<ul style="list-style-type: none"> • Provide seed and expanding funding or capital • Provide necessary training to participating entrepreneurs 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> • Upgrade and reform the programme and add more partners and funding • Strive for long term commitment of funds from the Municipal budget • To create entrepreneurship communities through the programme 	
PERFORMANCE MATRIX	
<ul style="list-style-type: none"> • The 2021 edition resumed in February with an inception meeting with the Grootbos Foundation Projects Management Team and the LED Projects team. • Applications opened on 8 February 2021 and closed beginning of March 2021. It was widely advertised by the LED Projects Team and the Communications Department • 250 applications received; 152 participants attended the 3 days training across the Overstrand; 88 participants pitched; 40 businesses funded and 5 of the were startup businesses. • The programme has concluded for the 2021 edition i.e., 6th edition of the programme since 2014. • The programme has transformed with more stakeholders in the programme as listed in the next section. 	

- The 6th edition saw a diverse group of participants participating with one disabled beneficiary and some great stories of an ex-convict getting a second chance to make a change in the community.



STAKEHOLDERS

- Grootbos Foundation
- NYDA
- SEDA
- Standard Bank

CHALLENGES

- Limited funding (with only one major funder i.e., Rotary Club Hermanus)
- Community Halls were not user friendly, mostly opened late with stakeholders and facilitators waiting outside mainly Zwelihle and Moffat Community Halls.

COVID 19 PPE DISTRIBUTION

TARGET POPULATION: Informal traders in the Overstrand Municipal areas.

NEEDS / ASSUMPTIONS

The second wave posed a serious threat to SMME's which necessitated an intervention as a response to the rising positive cases. South African Local Government Association (SALGA) in collaboration with the United Nations Development Programme (UNDP) donated Personal Protective Equipment (PPE) toolkits to Local Municipalities in the Overberg District Municipality on 2 February 2021. The session was facilitated by the Overberg District Municipality. The Overstrand Municipality received 200 1-liter bottles of sanitizers; 200 face masks and 50 face shields.

RESOURCES

- Venues
- Transport

ACTIVITIES


- Attendance of the handover by SALGA at the Overberg District Municipality
- The Overstrand Municipality was requested to invite two informal traders to receive the PPE on behalf of informal traders in the Overberg.
- Transportation of the PPE from Bredasdorp to the LED offices.
- The distribution of PPE to all four towns of the Overstrand.
- Handing over to informal traders.

SHORT / MEDIUM-TERM OUTCOMES	
<ul style="list-style-type: none"> To distribute PPE to the informal trader and monitor the utilization of the PPE provided 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> Encourage traders to invest in keeping their stores safe and compliant 	
PERFORMANCE MATRIX	
<ul style="list-style-type: none"> A total of 200 PPE received 105 Informal traders benefited 62 beneficiaries in Hermanus 11 in Stanford 11 Kleinmond 21 Gansbaai <p>There was a stipulated criterion for beneficiaries i.e., must have a trading permit and must have not received safety kits in the first rollout in August 2020.</p>	
STAKEHOLDERS	
<ul style="list-style-type: none"> SALGA Overberg District Municipality 	

HAWSTON SATURDAY MARKET

Target population: Hawston local SMME's

NEEDS / ASSUMPTIONS	
<p>One of the major elements of a functioning entrepreneurial network is access to markets. Hawston has always had a great need for a market and local entrepreneurs have always shown the interest to establish local markets. The LED office facilitated the process where a committee was selected fairly by the community to lead oversee the market processes. The LED Satellite offices in Hawston plays a crucial role in connecting the dots and made the market a success. The market takes place behind the Thusong Centre and run every first weekend of each month.</p>	
RESOURCES	
<ul style="list-style-type: none"> PA system for music and instructions Venue 	
ACTIVITIES	
<ul style="list-style-type: none"> Meeting with SMME's for pre-planning The selection of the steering committee Screening and sanitizing customers and traders Booking of the PA system from Communications Department 	
SHORT / MEDIUM-TERM OUTCOMES	
<ul style="list-style-type: none"> Provide a platform for local SMME's to showcase and sell the locally made products To get more traders and intensify marketing through all communication platforms 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> Secure market equipment for use in all local markets Create a local communication platform for the market 	

<ul style="list-style-type: none"> Request for the expansion of trading shades at the marketplace Easy access to electric power for the jumping castle 	
PERFORMANCE MATRIX	
<ul style="list-style-type: none"> The market was launched on 1 May 2021 The second market day was on the 5 June 2021 They were both successes, however, the location might be a bit far from the community but well located near the R43. The next market day will be determined in lockdown level 2. 	
	
STAKEHOLDERS	
<ul style="list-style-type: none"> Hawston Local Market Steering Committee 	

TRAINING CONDUCTED

TARGET POPULATION: SMME's from all business sectors in the Overstrand

NEEDS / ASSUMPTIONS	
<p>The ever-changing environment and economy necessitate a new set of skills and the refinement of the existing skills to match the needs and the demand of the economy. Local Economic Development provides a blueprint and a foundation for skills development and capacitation of persons to participate in the local economy. The training varies by sector and needs i.e., training is provided based on the needs arising and are pro-actively structured to respond to changing digital and entrepreneurial revolutions. The LED office supports the key sectors of the local economy with training and workshops to bring the knowledge and information gap to improve their businesses and maximize their profits.</p>	
RESOURCES	
<ul style="list-style-type: none"> Budget Training venue Catering Training material 	
ACTIVITIES	
<ul style="list-style-type: none"> Planning and Communication with internal and external stakeholders. Booking of training facilities and catering arrangements. Communication with beneficiaries Arrangements of training equipment such as tables, chairs, sound system etc. 	

<ul style="list-style-type: none"> Facilitation of training; 	
SHORT / MEDIUM TERM OUTCOMES	
<ul style="list-style-type: none"> Bridge the knowledge and information gap to maximize profits and employ more people. To prepare beneficiaries for the digital and information age 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> A well trained and competent business sector that can perform day to day operations and all business disciplines without regard to the usage of consultants. 	
PERFORMANCE MATRIX	
<p>(a) NHBRC Technical Training and Health & Safety for building contractors</p> <ul style="list-style-type: none"> The training aims to provide necessary and most needed support to building contractors both newcomers and existing businesses. It is a partnership between LED, NHBRC, WC Department of Human Settlements. The programme transformed through the introduction of other valuable stakeholders such as NYDA, CIDB, BIBC and DAG. The 5 days training on Technical Training for Grade 1 contractors in Building Construction was delivered in partnership with the Department of Human Settlements and the National Home Builders Registration Council (NHBRC). To date, the programme has trained 70 building contractors since 2019. It focuses on the nuts and bolts of building from infrastructure to completion of top structures. Contractors get to receive first-hand knowledge from the Dept. of Human Settlements building engineers to share technical knowledge for a day. More than 50% of trainees are women. <p>(b) Tendering for construction contracts training for civil contractors</p> <ul style="list-style-type: none"> Skills development is major for every emerging contractors' development. As part of the social responsibility requirement for WCB the contractor responsible for the construction Transfer Station in Zwelitse, this training was delivered for emerging civil contractors. The Training was delivered for 6 days and was more technical and theoretical mainly calculations. Although the attendance was not good only 8 out of 12 attended. This was an accredited NQF level 4 training and involved two examinations for all trainees. However, the passing rate was below 20%. Amongst the major factors for the low pass rate was illiteracy, some contractors could not read nor understand the questions. Basic education is a major gap to some contractors and pre-assessments before undertaking training will be key going forward. <p>(c) Business Management Training (NYDA)</p> <ul style="list-style-type: none"> Youth empowerment and development forms part of the LED strategy and can be the main driver of the entrepreneurship revolution. Youth unemployment is a major setback on South Africa's economic growth and development. One of the major interventions to curb this challenge has been entrepreneurship empowerment for youth and remains relevant currently. The LED Office in Gansbaai in collaboration with NYDA organized a 4-day Business Management Training for young entrepreneurs. 	

- 15 young entrepreneurs participated in the training in Gansbaai (24-28 May 2021). The next phase is the review of the trained youth since 2019 and facilitates grant applications with NYDA.

STAKEHOLDERS

- NYDA
- BBC
- NHBRC
- CIDB
- DAG

WALK-IN STATISTICS

The walk-in Centres in Overstrand Municipality remains Key in the strategy to provide face to face consultation to the clients and to facilitate a process through which their basic needs are met.

Service	April	May	June
Looking for Job Opportunities	125	132	40
Business Registration	9	14	0
SMME's Engagement	6	5	13
Contractor Development	14	11	10
Social Development	2	24	5
SARS	11	3	9
Internet search	1	5	0
Central Supplier Database (CSD)	0	0	7
Total	168	194	84

JOB CREATION

TARGET POPULATION: The unemployed people Overstrand Wide

NEEDS / ASSUMPTIONS

The current unemployment rate is 30% and is expected to rise post Covid-19. The situation is untenable, hunger and desperation will inevitably lead to Civil Disobedience and no effort must be spared in dealing with the situation.

RESOURCES

The programme involves the use of line function budgets so that municipal expenditure results in more work opportunities, particularly for unskilled labor. All job creation projects must, therefore, be funded through the normal budgetary process, through the budgets of line-function departments within the municipality. The municipality also receive an EPWP Integrated Grant as per the Division of Revenue Act (DoRA) allocation. The EPWP Grant as one of its key characteristics aims to fund labor intensive projects; and it re-focuses the element of performance on – performance in terms of creating a minimum number of FTEs with existing budget allocations and achieving a minimum labor intensity. Other Spheres of Government funding allocated for project implementation within the Overstrand Municipal area.

ACTIVITIES

The following highlights the activities completed:	
<ol style="list-style-type: none"> 1. Identification of Projects and budgets 2. Recruiting and selection of new participants 3. EPWP Induction and signing of contracts 4. Project Implementation 5. Capturing and approval of projects on EPWP Reporting System 6. Progress reports to District, Provincial and National Forums 7. Progress reports to Department Public Works 8. Submission of Monthly Expenditure Reports to National Treasury and Department of Public Works 	
SHORT / MEDIUM TERM OUTCOMES	
To provide work opportunities and income support to poor and unemployed people through labor-intensive delivery of public and community assets and services, thereby contributing to development.	
LONG TERM OUTCOMES	
To make a significant impact in our level of employments and poverty while at the same time creating the opportunities for people to gain the necessary skills to attain permanent employment.	
PERFORMANCE MATRIX	
The Municipality facilitated effective implementation of Public Employment Programmes in partnership with other spheres of government and promote creation of job opportunities by the private sector. The overall number of job opportunities achieved amounts to 448.	

ONE HOUSEHOLD ONE GARDEN PROJECT

TARGET POPULATION: Interested disadvantaged communities with willingness and commitment to gardening.

NEEDS / ASSUMPTIONS	
The project aims to address food shortage and ensure sustainable food availability in disadvantaged communities. Become greater and greater as the lockdown exposed high levels of poverty. The introduction of the project recognizes the fact that people have for years had an essential ability to produce and acquire food for themselves based on their choices. A needs and capability identification process were undertaken to ascertain on capabilities and availability of a piece of land to produce food. The Department of Agriculture as the custodian of the project under the livelihoods programme headed to our call for support and provided start-up kits for home gardens. The assumption is that people will collaborate as home gardeners and form a movement in support of addressing hunger in the most affected communities.	
RESOURCES	
<ul style="list-style-type: none"> • Seedlings • Own piece of land • Distribution and sorting venues • Budget 	
ACTIVITIES	
<ul style="list-style-type: none"> • Profiling and recruitment of beneficiaries (Surveys) • Delivery and supply of seedlings to the registered beneficiaries • Monitor the development of gardens and provide support 	

SHORT / MEDIUM TERM OUTCOMES																																																					
<ul style="list-style-type: none"> • Deliver seedlings to the registered beneficiaries • Adequate food for the poor • Build community confidence and dignity for self-reliance 																																																					
LONG TERM OUTCOMES																																																					
<ul style="list-style-type: none"> • Sustainable food gardens • Access to livelihoods and community satisfaction • Address nutrition and hunger • Creation of a movement to support markets and cross trading • Identify communal or unused spaces to promote community gardens 																																																					
PERFORMANCE MATRIX																																																					
<ul style="list-style-type: none"> • The procurement of 8000 seeds for food security projects, which is the extension of the one household and one garden and community gardens projects. • These following items and quantities were delivered by the service provider: 1600 trays of Spinach; 1600 trays of Beetroot; 1600 trays of cabbage; 1600 trays of cauliflower; 1600 trays of Tomato. <p>Delivery/ Distribution Breakdown:</p> <table border="1"> <thead> <tr> <th colspan="4">23 June 2021 Gansbaai Area: 4000 Trays</th> </tr> <tr> <th>Community</th> <th>No trays delivered</th> <th>NGO's/ Community Gardens</th> <th>Households</th> </tr> </thead> <tbody> <tr> <td>Masakhane</td> <td>2300</td> <td>5</td> <td>330</td> </tr> <tr> <td>Blompark</td> <td>200</td> <td>1</td> <td>25</td> </tr> <tr> <td>Pearly Beach</td> <td>500</td> <td>1</td> <td>60</td> </tr> <tr> <td>Stanford</td> <td>1000</td> <td>2</td> <td>160</td> </tr> <tr> <th colspan="4">24 June 2021 Hermanus Area</th> </tr> <tr> <td>Zwelihle</td> <td>1300</td> <td>5</td> <td>235</td> </tr> <tr> <td>Mount Pleasant</td> <td>400</td> <td>1</td> <td>70</td> </tr> <tr> <td>Hawston</td> <td>800</td> <td>6</td> <td>110</td> </tr> <tr> <th colspan="4">25 – 29 June 2021 Kleinmond</th> </tr> <tr> <td>Overhills, Proteadorp; New Houses; CBD</td> <td>1500</td> <td>2</td> <td>280</td> </tr> <tr> <td>Totals</td> <td>8000</td> <td>23</td> <td>1 270</td> </tr> </tbody> </table> <p>The delivery was made to NGOs such as ECD's and Community Organizations, as well as Community Gardens to mention a few gardens:</p> <ul style="list-style-type: none"> • Ohana Sustainability Garden in Hawston • Zizamele Cooperative Garden in Stanford • Ngqungqushu Cooperative Garden in Masakhane • Mthimkhulu and Primary School Garden in Kleinmond 		23 June 2021 Gansbaai Area: 4000 Trays				Community	No trays delivered	NGO's/ Community Gardens	Households	Masakhane	2300	5	330	Blompark	200	1	25	Pearly Beach	500	1	60	Stanford	1000	2	160	24 June 2021 Hermanus Area				Zwelihle	1300	5	235	Mount Pleasant	400	1	70	Hawston	800	6	110	25 – 29 June 2021 Kleinmond				Overhills, Proteadorp; New Houses; CBD	1500	2	280	Totals	8000	23	1 270
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CHALLENGES																																																					
<ul style="list-style-type: none"> • The distribution process was hampered by heavy winter rains which slowed the process. • The demand increased when the distribution took place, and those were mostly unregistered people. 																																																					

CONCLUSION

The role played by the government departments with the IGR formation cannot be underestimated. The success execution of the projects highlighted above was made possible through strategic collaborations with stakeholders both in public sector and the private sector. Plans are underway to conduct a systematic review of all the LED projects with the view to highlight areas in need of improvement going forward.

Tribute must also be paid to the EPWP LED interns who devoted energy, time, and resources to ensure that all communities within the Overstrand Municipal Area are serviced accordingly. The ongoing feedback from the communities spell out in no uncertain terms that without the Interns the capacity of LED will be seriously compromised.



SOCIAL DEVELOPMENT DEPARTMENT

INTRODUCTION

The purpose of this report is to focus on the projects that were active during this quarter. Projects with no change during this quarter can be found in the previous report.

Highlights of this 4th quarter report include:

336 youth registered on the youth desk database

140 youth benefited from job readiness workshops in Gansbaai and Zwelihle

55 children receive a daily meal and assistance with homework through the aftercare programme

12 homeless successfully applied for ID documents

1 homeless elderly that applied for his ID will be assisted to apply for his old age grant

7 nights that the homeless were provided with emergency shelter

2050 people were assisted during Department of Labor and Employment outreaches

1210 walk-in clients and telephonic enquiries processed at Thusong

1 local youth participated in the virtual WCPP Youth Parliament 2021



YOUTH PARTICIPATION IN LOCAL DEMOCRACY (REPLACES OLD JUNIOR TOWN COUNCIL PROJECT)

TARGET POPULATION: Overstrand youth aged between 15-35 years of age

NEEDS / ASSUMPTIONS		
<p>The youth is an important group of the Overstrand population. Aged between 15- 35 years of age, the youth represent 34% of the total population. They are vital to the future of the Overstrand, not only as future leaders but also as advisors and visionaries. The youth are also the population with the highest unemployment.</p> <p>We need to provide them with opportunities to express their opinions and views in a constructive manner and allow them to make a meaningful contribution to the Overstrand and their communities. As a democratic institution, the municipality also has an obligation and a need to engage and consult with the youth.</p>		
RESOURCES		
Venues Staff / capacity	Catering Telephone e-mail	Time The Youth Budget
ACTIVITIES		
Public participation / youth participation Consulting and engaging the youth Establish and maintain youth database	Draft and finalize terms of reference # Workshops Outreaches Marketing and awareness campaigns Establish youth desk	
STAKEHOLDERS		
Department of Local Government Thusong Programme Government Communication and Information System Overberg Social Development Forum Department of Social Development Zwellhle Youth Expo Spiwo Art Foundation Overstrand Youth		
SHORT / MEDIUM TERM OUTCOMES		
Youth Desk Focus areas: Lifestyle (sports, culture, recreation etc.); Business (youth in business, entrepreneurship, micro enterprises, economic development etc.); and Leadership (public speaking, community service, debating etc.) Youth data base Youth awareness	Terms of reference Ward structures established Overstrand youth structures established	
LONG TERM OUTCOMES		
Empowered and capacitated youth participating in local government structures Established youth leadership programme		
PERFORMANCE MATRIX		
Quarter 2		
Drafted project proposal		
Quarter 3		
Established project steering committee (EMT & TMT) Internal stakeholder engagement External Stakeholder engagement Councilor workshop Started with youth database Youth Desk established, mail us at youthdesk@overstrand.gov.za In line with the youth in Lifestyle focus we assisted 28 youth from a performing arts group in Zwellhle to participate in an Arts and Culture event in Paarl. As part of the Youth in Leadership focus 30 youth participated in a SONA Youth Panel Discussion at the Thusong		
Quarter 4		

A total of 336 youth has registered on the youth desk database
 Job readiness training in partnership with NYDA and the Thusong programme
Zwehlhile (07-09 April 2021) 60 participants
Gansbaai (19-23 April 2021) 80 participants

Youth in business, entrepreneur workshop with for SMME's was facilitated by Thusong and hosted in Gansbaai with NYDA – 15 participants benefitted.

1 Youth from Overstrand participated in the WCPP Youth Parliament 2021, where the theme was 365+ days – Youth Lived Experiences Under COVID-19 in the Western Cape. The event was hosted on 28 June 2021. We could only nominate one youth for participation and this honor went to an Inge Mfundisi from Zwehlhile who completed her matric in 2020. She did the Overstrand proud in her representation.

MOUNT PLEASANT AFTER SCHOOL PROGRAMME

TARGET POPULATION: Primary school children in the Mount Pleasant and Zwehlhile area regarded as particularly vulnerable

NEEDS / ASSUMPTIONS	
<p>Children need responsible adult supervision, especially young children. When primary school children in impoverished areas go home after school and there is no adult supervision they are therefore in danger of abuse, rape, molestation, violence and even death. Most children though are simply neglected, which affects their self-worth and academics. Neglected children also lack nutrition, love, and attention.</p> <p>After school facilities provide children with nutrition, safety and the necessary attention and support they require.</p>	
RESOURCES	
Facility / venue Volunteers NPO / Stakeholder Food Funding /Budget	Sports equipment and clothes Tables and chairs Staff Sports facilities Wool, paint, paper etc. and other material required for arts and crafts and other activities.
ACTIVITIES	
Cooking and providing food Assistance of homework Supervision Guidance and help Sports	Hobbies and skills Reading Outings Fun / Play Special days
STAKEHOLDERS	
Mount Pleasant Primary School Just Care Department of Social Development	
SHORT / MEDIUM TERM OUTCOMES	
Provides children with a safe and stimulating environment from 14:00-17:00 daily while parents are at work and children are at their most vulnerable.	
LONG TERM OUTCOMES	
Improved academic performance Improved life trajectory	
PERFORMANCE MATRIX	
Quarter 2 During this period the facility could only accommodate 40 children a day due to COVID-19 restrictions. The center also continued with work by providing food parcels to the families of the children enrolled at the school. They distributed educational activities to the children and did home visits on a frequent basis. Also had a holiday programme. The school closed for the holidays on 15 December 2020.	
Quarter 3 Currently the facility accommodates 58 (Grade R, 1 and 2) children due to COVID-19 restrictions, and the average attendance has been 98% during this period.	

Quarter 4

During this quarter the facility accommodated on average 55 children per day. COVID regulations limit the number of children that can be accommodated. They also provide school classes during the day – for the children who alternate school (schools alternate children at school), the children are also provided with breakfast, lunch, and a snack in the afternoon. The facility also distributes food to the children's homes.

ITHEMBA DAY CARE FOR PEOPLE WITH SPECIAL NEEDS

TARGET POPULATION: Physically and mentally disabled children from Zwelihle

NEEDS / ASSUMPTIONS	
Children with special needs (physical and mental disabilities) need specialized care and attention. The importance of mental and physical stimulation for children is highlighted by the importance of ECD and primary school – it is no different but rather more important for children with special needs. There is no facility of this kind in Zwelihle, although there are several children in the area in need of the service.	
RESOURCES	
Facility, Stimulating environment, Outdoor equipment, Furniture.	Specialised equipment inside Staff, and salaries and wages Daily programme specially designed for the education and stimulation of children with special needs. Funding / Budget
ACTIVITIES	
Keeping the facility clean, Cooking and providing a meal for the children daily, Stimulating and interacting with the children,	Occupational therapist sessions with the children on a one-on-one basis.
STAKEHOLDERS	
Department of Health Department of Social Development Overstrand Association for Persons with Disabilities Ithemba Day Care	
SHORT / MEDIUM TERM OUTCOMES	
Provides a safe, healthy, and stimulating environment for children with special needs daily. This service improves the children's quality of life, stimulates them mentally and physically. Provides respite to the parents who are provided the opportunity to look for work or to rest from their constant responsibility of caring for the child.	
LONG TERM OUTCOMES	
Improves the children's life trajectory and quality of life.	
PERFORMANCE MATRIX	
Due to COVID-19 restrictions during this period all schools was closed, and the facility was unable to accommodate children.	
The programme is continuous and is at full capacity with 8 people every day Monday to Friday from 08:00 – 17:00. Unfortunately, the school has a waiting list since not all the children can be accommodated at the school. Alternative land has been proposed for the day care facility and the organization has been informed. They will apply for the land to Property Administration for consideration	
The organization applied for the proposed land to the Property Administration department. The school continues to provide services to 8 children daily.	

OVERSTRAND LOCAL DRUG ACTION COMMITTEE

TARGET POPULATION: Stakeholders, and people who are affected and effected by substance abuse

NEEDS / ASSUMPTIONS
In terms of the Prevention and Treatment of Substance Abuse Act No.70 of 2008, municipalities must establish Local Drug Action Committees. The Local Drug Action Committee has a legislative mandate which it must fulfil by: (a) ensuring that effect is given to the National Drug Master Plan (NDMP) in the Overstrand;

<p>(b) compiling an action plan to combat substance abuse in the Overstrand in cooperation with provincial and local governments,</p> <p>(c) ensuring that the action plan is in line with the priorities and the objectives of the integrated Mini Drug Master Plan and that it is aligned with the strategies of government departments,</p> <p>(d) implementing the action plans,</p> <p>(e) annually reporting to the relevant Provincial Substance Abuse Forum concerning actions, progress, problems, and other related events in its area; and</p> <p>(f) providing such information as may from time to time be required by the Central Drug Authority (CDA).</p>	
RESOURCES	
<p>Stakeholders: substance abuse service providers, local and provincial departments</p> <p>The assumption is that programmes and projects that are already in place (and funded) will be utilized to address substance abuse challenges where appropriate.</p> <p>Venues</p>	<p>Transport</p> <p>Publications</p>
ACTIVITIES	
<p>Workshops / meetings to establish area-based drug action committees</p> <p>Compiling an action plan to combat substance abuse in the Overstrand in cooperation with provincial governments.</p> <p>Coordinate activities aimed at reducing substance abuse</p> <p>Quarterly meetings to report back on the implementation of the action plan</p>	<p>Monitor and evaluate the implementation of the action plan</p> <p>Report to the Provincial Substance Abuse Forum and to CDA when required</p>
STAKE HOLDERS	
<p>Department of Social Development</p> <p>District Social Development Forum</p> <p>Ikamva Youth</p> <p>Hawston Health and Welfare</p> <p>South African Police Services</p> <p>Child Welfare South Africa Kleinmond</p> <p>BADISA</p> <p>Faith Based Organisations</p> <p>Overstrand Thusong</p> <p>Department of Health</p> <p>Department of Education</p> <p>Department of Community Safety</p> <p>Department of Justice and Constitutional Development</p> <p>Department of Correctional Services</p> <p>Overstrand Law Enforcement</p> <p>Department of Sport and Culture</p>	
SHORT / MEDIUM TERM OUTCOMES	
<p>Established and functioning local area-based drug action committee</p> <p>Local drug action plan</p> <p>Coordinated local approach to the fight against substance abuse</p> <p>Well-functioning and supported Overstrand Drug Action Committee</p>	
LONG TERM OUTCOMES	
<p>Decrease and elimination of substance abuse</p> <p>Increase in school retention rate</p>	
PERFORMANCE MATRIX	
<p>No meetings were held during this period due to COVID-19 restrictions</p> <p>Meetings have been held with stakeholders in Kleinmond, Gansbaai and Hawston to establish drug action committees in these areas. The Department is working on a template and guidelines to capture local area-based drug action plans, in line with the new National Drug Master Plan that was launched earlier this year.</p> <p>The initiative has been well received by communities visited and further meetings are planned for April.</p> <p>No LDAC meetings were held during this term. The department did participate in a workshop with Central Drug Authority on the new National Drug Master Plan 2019-2024. The reporting template was provided during this session. The reporting template is an essential guide for the formulation of local area-based drug action plans. The department is also finalizing an implementation plan with the</p>	

Department of Social Development (DSD) which will see social workers from the department get involved with the local area-based drug action committees.

THUSONG SERVICE CENTRE

TARGET POPULATION: OVERSTRAND COMMUNITY

NEEDS / ASSUMPTIONS	
<p>South Africa has three spheres of government, each with specific functions and programmes aimed at addressing the needs of the people. Regrettably government cannot have a service delivery point or office for all its services in every town. To address this, government introduced the Thusong service center programme to extend and integrate government services into outlying areas. The Thusong programme has been tailored to ensure that citizens, such as those in the Overstrand, can seamlessly access a wide range of integrated public services irrespective of where they live. In short, the purpose of the Thusong programme is to bring government services closer to the people.</p>	
RESOURCES	
<p>The Overstrand Thusong center Multipurpose hall Small stage 5 x Offices Fully functional kitchen</p>	<p>E-Centre Small amphitheater Skilled and competent staff Safe parking Printer, scanner, and copier</p>
ACTIVITIES	
<p>Coordinate, organize and facilitate Thusong outreach programmes; Assist walk-in clients at Thusong; Host and promote government services (for example SASSA);</p>	<p>Assist clients wishing to book the venue; Assist and host clients that have booked the facility by ensuring everything is in order and ready for the booked event;</p>
STAKEHOLDERS	
<p>Government Communication and Information System Community Works Programme South African Social Services Agency National Youth Development Agency Department of Labor Department of Health Western Cape Department of Social Development Western Cape Department of Local Government Hawston Health and Welfare Ikamva Youth Women Action Group Hawston Neighborhood Watch South African Police Service Hawston e-Centre Law Enforcement Housing Department Overstrand Association for Persons with Disabilities Hawston Clinic Department of Home Affairs</p>	
SHORT / MEDIUM TERM OUTCOMES	
<p>Increased services and access to service for the citizens in the Overstrand.</p>	
LONG TERM OUTCOMES	
<p>Social development in the Overstrand</p>	
PERFORMANCE MATRIX	
<p>Hosted two sessions for 40 Hawston Housing beneficiaries; Hosted a Cape Nature meeting regarding Paddavlei and other environmental projects (15 people); Assisted 23 people with COVID-19 Grant applications; Assisted 45 people with SASSA disability enquiries; Assisted 30 people with UIF applications; and Hosted the examination of 25 Law Enforcement officers. The Thusong has also been utilized as a pivotal point for the preparation of food for humanitarian aid.</p>	

During February the following services were delivered at the Thusong:

SONA awareness campaign in Gansbaai and Zwelithe: **face-to-face campaigning to 200 people and 1000 pamphlets** distributed. Awareness was created through talking to people at taxi ranks in Masakhane and Zwelithe, door-to-door, and the distribution of pamphlets.

Home Affairs outreach (all areas of Overstrand): **390 people assisted** (ID applications, birth registrations, and registration of deaths).

Services facilitated and beneficiaries:

UIF outreach: **816 people assisted** (payments, enquiries, and applications)

Establishment of Hawston neighborhood watch: **30 people participated**

Area based local drug action committee Hawston: **50 people participated**

Other services rendered at Thusong: Jan to March 2021

DSD: **68 beneficiaries**

Hawston E-Centre: 1165 total services rendered

Thusong Office walk-ins assisted: 738

- The following number people were assisted at outreaches by the Department of Labor and Employment in the Overstrand:
 - **507** at Thusong Centre in Hawston from 13-14 April.
 - **100** at Kleinmond Town Hall on 11 May 2021
 - **538** at Thusong Centre in Hawston from 12-13 May
 - **50** at Blompark, in Gansbaai from 25-26 May
 - **193** at Kleinmond Town Hall on 8 June 2021
 - **562** at Thusong Centre in Hawston from 9 – 10 June
 - **100** at Blompark in Gansbaai from 21-22 June
 - **Total = 2050**
- Assisted with COVID vaccination registration – **187 people registered**
- **Youth in business**, entrepreneur workshop with for SMME's was hosted in Gansbaai with NYDA – **15 participants** benefitted.
- Home Affairs schools outreach – provided learners from Ghayia and Hawston Secondary with transport to Home Affairs in Caledon to apply for their first time ID's
- UIF outreach in Hawston – 400 UIF applications forms distributed in the community
- **200 children** reached with child protection week programme with Hawston Primary in collaboration with DSD

Number of beneficiaries for different government departments

SASSA- **540**

CDW- **0**

Thusong walk-in clients and telephonic enquires: **1210**

DSD- **108**

Cape Access Hawston e-Centre: **1798**

HOMELESSNESS DIGNITY PROJECT**TARGET POPULATION: Homeless people in Hermanus**

NEEDS / ASSUMPTIONS	
<p>There are currently no facilities in the Overstrand that provide shelter and other services to people living on the streets. At the same time a large group of at least forty something homeless people in the Hermanus area call the street their home. The lack of services, lifestyle and sleeping choices often brings them in conflict with law enforcement, shop / business owners, restaurants etc. Moreover, global research shows that homelessness has detrimental consequences, both to individuals on the street and society at large. Central to the issue is the protection of the rights of South Africans. The Bill of Rights enshrines the rights of all people all people in our country and affirms the democratic values of human dignity, equality, and freedom.</p> <p>Addressing homelessness requires a multi sectoral approach and most of all a humanitarian approach. For this reason, a social worker was appointed on a temporary basis to profile, assess implement an appropriate intervention strategy with every individual homeless person in the Hermanus area that volunteer to be on the programme. People cannot be forced to participate.</p>	
RESOURCES	
Social worker Time Telephone Transport	Funding Office Stationary Stakeholders
ACTIVITIES	
Meeting the homeless on a regular basis – establish a trust relation Establish a profile of all the homeless: Assess every individual that participate: Determine and implement intervention plan for each client: Visits to SASSA, Home Affairs, Hospitals and Clinics and engage with stakeholders; and	Make the necessary referrals and recommendations. Engage with families for reintegration Engage and rehabilitation centers and after care centers and facilitate the admission of clients
STAKEHOLDERS	
Hermanus Night Shelter Association Hermanus Hospital Hermanus Clinic Stanford Clinic South African Police Services Revival Town South Africa Department of Social Development Law Enforcement Department of Home Affairs Toevlug Rehabilitation Centre	
SHORT / MEDIUM TERM OUTCOMES	
Detailed understanding of the situation and challenges faced (emotional, psychological, sociological etc.) by every homeless person that volunteer to be part of the programme. Immediate and essential needs addressed where and when possible. Clothing, warmth, sanitation, vital documentations (ID documents), dignity, access to health and SASSA assistance.	
LONG TERM OUTCOMES	
Reintegration into society Reunited with family Dignified life	
PERFORMANCE MATRIX (Project Started February 2021)	
Total number of homeless in Hermanus that has been profiled: 30 Total number of interviews conducted with homeless persons: 90 Assisting with complaints from public/ tourism office: 2 Homeless people assisted with clothing: 12 Homeless people motivated to go to a rehabilitation center: 6 Applications being prepared for admission to rehabilitation center: 6 Aftercare programme for clients returning from rehabilitation center is being investigated 11 Homeless are ready to have their identity numbers verified at Home Affairs 11 Homeless are ready to apply for ID documents at Home Affairs 1 Home Homeless person has also been assisted to be admitted to a clinic in Worcester where he will be treated for TB.	

Total number of homeless profiled: 47

Wellness-day 23 April 2021 in partnership with the Provincial Health Department: 12 people on the programme attended and eight other people living on the street. Tests were done for chronic illnesses (High Blood Pressure, Diabetics etc.) as well as for TB, STD's, and HIV / AIDS.) Visitors to the wellness day also received a nutritious bowl of soup. Four visitors were referred for further testing and treatment.

ID Outreach

12 successfully applied for ID's & the documents are ready to be collected at the Dept. Home Affairs.

Verification of ID numbers 5 waiting on report back from Home Affairs

Criminal records

80% of the Homeless clients have a criminal record. This has a negative impact on their life, especially when they are looking for a work, some can't remember the correct detail of their criminal record, hence it was important to obtain the said records with the permission of the 12 clients involved.

The SAPD Hermanus was of great help in providing worker with the requested documents. 12

Criminal records had been obtained.

The records contain some valuable background information, and it will form part of the therapeutic and life skills programmes that will take place when they are ready for it

Health and Self-care

Clients are more aware of their wellbeing and worker received request to assist them with opening medical files at the clinic and making appointments with the relevant medical professionals.

11 files had been opened and appointments had been made.

1 Client had been diagnosed with TB and Covid-19. After lots of motivation he was willing to be admitted to Brewelskloof hospital. He is doing well and cooperates with the staff. He gave input in his medical treatment plan and is supposed to be discharged on 15/06/2021, however are willing to stay until the end of June 2021 is necessary

Rehabilitation programme

All the Homeless clients are using alcohol or drugs. The drugs include, but are not limited to mandrax, dagga and "tik". In most of the cases part of the reason why these people are on the street is because of the substance abuse. They come from social disadvantage families that are also dysfunctional.

Since April 2021, a total of 7 clients requested to be assisted to go to a rehabilitation centre. It had been a difficult time for those involved and their motivation fluctuated from week to week. There are 3 clients who are ready and motivated to be rehabilitated

All 7 needed to open files at the clinic, which can also be used for future medical issues. All failed to do that, and Social worker had to assist them in opening the files. Their appointments with the Dr. are 28/06/2021, where after their applications will be send to the rehabilitation centre and admissions will take place soon afterwards, depending on space available in the facility. Intakes are taking place on every Monday.

Emergency relief accommodation

Due to severe rain, the homeless was accommodated on at the following venues and dates:

Moffat Hall from Friday 7 May to Sunday 9 May. A total of 16 homeless was accommodated.

Overstrand Thusong from Wednesday 19 May – Saturday 22 May. A total of 15 homeless was accommodated.

Overstrand Thusong from Tuesday 29 June –Thursday 1 July. A total of 18 homeless was accommodated.

Success stories:

2 Homeless clients decided to call the streets farewell and 1 of them are living with a friend and the other are living on his own in a place that he is renting.

SENIOR CERTIFICATE FOR ADULTS' PROJECTS

TARGET POPULATION: ADULTS (18 YEARS AND OLDER) IN GANSBAAI, HERMANUS, AND KLEINOMND THAT WISH TO COMPLETE / ATTAIN THEIR MATRIC CERTIFICATE

NEEDS / ASSUMPTIONS	
According to the Western Cape Socio-Economic Profile for Overstrand Municipality 2020 indicates learner retention rate as the third highest socio-economic risk facing the Overstrand. This means that the number of students that ultimately proceed to attain their matric certificate is unacceptably low. The Western Cape Department of Education has opened the opportunity for individuals that fit the criteria to write exams during the first half of 2021 to attain their matric certificate. Senior / matric certificates are also essential for most job and tertiary applications.	
RESOURCES	
Paper and printing Time Telephone	Office Staff Media
ACTIVITIES	
Design and distribute awareness material – informing people of the opportunity and criteria to register for the opportunity. Mobilize and train office staff to assist applicants Print application forms Assist applicants to complete forms	Collate all applications Electronically submit applications Physically submit application forms
STAKEHOLDERS	
Western Cape Department of Basic Education Local Economic Development Overstrand Thusong	
SHORT / MEDIUM TERM OUTCOMES	
Successfully assist applicants and submit applications	
LONG TERM OUTCOMES	
Increased number of individuals with a senior / matric certificate Increased employability of candidates with senior certificate Increased job market	
PERFORMANCE MATRIX (project duration January –)	
The initiative assisted a total of 178 young people in the Overstrand with completing and submitting applications.	

OVERSTRAND RURAL CHILD AND YOUTH SURVEY

TARGET POPULATION: CHILDREN AND YOUTH LIVING IN THE RURAL AREAS OF THE OVERSTRAND

NEEDS / ASSUMPTIONS	
Several community-based organizations expressed a need for reliable contemporary population data to guide targeted interventions; to make informed decisions; and to enable the submission of credible funding applications. Current available data is limited to the 2011 national census and anecdotal evidence collected by stakeholders. Although the national census is planned for 2021, the time delay in obtaining these results is too great given the vulnerability of the youth and young people in the area. The smallest level that comprehensive Census data is available is at Ward level, information is also provided for some "places in Overstrand" such as Baardskeedersbosch, Franskraal, Pearty Beach, and Birkenhead to name a few, but the information for these places is limited. The rural areas that will be focused on during this project all fall in larger Wards which make it difficult to isolate place specific data. It was estimated that there are approximately 8554 households in the targeted areas, taking note that not all households will have children and or youth members. We calculated that 44 field workers would be required to complete the survey within the time frame. Given that June was youth month, and the focus of the survey was on children and youth, 44 youth were employed as field workers.	
RESOURCES	
Electronic questionnaire Time Smartphones	Fieldworkers Coordinating organizations

ACTIVITIES	
Establish partnership with stakeholders for collaboration Design and develop questionnaire Develop mobile application to capture the questionnaire electronically Identify and appoint youth as fieldworkers from the targeted areas	Train and brief fieldworkers on the use of the mobile application and how to do the survey Set time frame and implementation plan Coordinate and implement field work Collate and analyses data Finalize report
STAKEHOLDERS	
Overstrand municipality – social development department Grootbos Flower Valley Conservation Trust Blompark Ikamva Youth MAGIC	
SHORT / MEDIUM TERM OUTCOMES	
Successfully completed survey in all targeted areas Reliable statistical data on the socio-economic conditions of children and youth in the target areas	
LONG TERM OUTCOMES	
Organizations can submit credible applications for funding and project implementation Increased social development projects in the targeted areas	
PERFORMANCE MATRIX (project duration June 2021)	
Questionnaires were completed with 3663 households 44 youth were employed as field workers on the project The project was completed in June and the report is being finalized.	



TOURISM

INTRODUCTION

International visitors and their economic impact were duly missed in this quarter that took South Africa through Adjusted Lockdown Levels 1, 2, 3 and 4 in 3 months. Easter Weekend had the local hospitality sector optimistic, and April saw an uptake in domestic travel assisting with economic recovery.

June marks the start of the Southern Right Whale season, a compelling reason for South African visitors to travel to the Cape Whale Coast in the absence of international travellers facing restrictive travel regulations. This year saw the first Welcome Whales Celebration and Walker Bay Whale Day held on the Cape South Coast with activities in Kleinmond, Hermanus and Gansbaai. Events were held in the harbours with a human chain along the Hermanus Cliff Path welcoming the whales. The 9th Hermanus FynArts Festival was held obliging all safety protocols and making National Youth Day on 16 June part of the festivities.

HIGHLIGHTS OF THE QUARTER

- Events listed for Overstrand: 54 events Easter Weekend, 168 events for April, 60 for May, 37 for June.
- Easter weekend only linked to a private schools' holiday not public-schools' holiday.
- Easter trade comments by business: "best trade since lockdown", "business like a normal December".
- Increase in weddings with bridal couples seeking country venues with spacious outdoor facilities.
- Launch of Hawston Saturday Market in May.
- 1st Stanford Cheese & Wine Festival on 5 June 2021 showcasing local producers, attended by retail, social influencers, and public.
- 9th Hermanus FynArts from 10 to 20 June with more than 100 concerts, performances, interviews, presentations, demonstrations, tastings, and workshops.
- Lighthouse 2 Lighthouse Ladies Walk raising R588 124.35 for Hermanus Child & Family Services, R35 099.77 for Overstrand Hospice. Handover of funds at Gala Event at The Brewery.
- Five Overstrand Whale Boxing Club athletes winning categories at Elite Provincial Boxing Championships
- Hermanus listed by GetAway Magazine as 1 of 5 top destinations for digital nomads
- Noticeable presence of American and Russian travellers
- Lockdown regulations changed to Level 4 on Monday 27 June with the following changes impacting hospitality most:
 - Closing sports, recreational and cultural events
 - Curfew from 9pm to 4am
 - Alcohol sales prohibited for both onsite and offsite consumption
 - Leisure travel in and out of Gauteng banned
 - Restaurants to sell food for take-away and delivery only
- Appointment of a new Whale Crier, Yonqama Nunu
- SMME training and domestic tourism activation in collaboration with National Department of Tourism



Filming has become increasingly popular in the Overstrand

JOB & SKILLS DEVELOPMENT INITIATIVES

Target Audience: Overstrand Youth / Entrepreneurs

NEEDS/ASSUMPTIONS
Temporary job creation opportunities linked with upskilling unemployed youth to increase participation in the tourism economy. Communicate available opportunities and assistance for unemployed youth
RESOURCES
Learnership programmes mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies. All opportunities are communicated either through email / notices / adverts / social media platforms and WhatsApp groups.
ACTIVITIES
<p>Tourism Monitors Programme Circulated opportunity to organisations to host monitors as follows:</p> <ul style="list-style-type: none"> • Considering 20 candidates to be employed within Overstrand • 8 Cliff Path & CBD Area, Hermanus • 2 Duiwelsgat Hiking Trail, Gansbaai • 4 Whale Coast Conservation to assist with Mill Stream Rehabilitation Programme, Stanford • 6 Environmental Service Department to assist BOTSOC and monitoring at Fernkloof Nature Reserve • Recruitment to commence July 2021 <p>WESSA Blue Flag Programme</p> <ul style="list-style-type: none"> • 5 learners at Hermanus Tourism assisting at main office, Kiosk and Market Square Stall • Undertaken educational to inform and upskill. Visits to SANSA, Heart of Abalone, Old Harbour <p>Food Assurance Programme</p> <ul style="list-style-type: none"> • Circulated to Visitor Information Centres mailing list – 508 businesses • Circulated to Tourism Business WhatsApp Group – 60 business owners / entrepreneurs • Establishments hosting learners – 11 • Recruitment & interviewing process completed. • 17 retrenched and unemployed individuals will be employed on a 1-year learnership contract. • Contracts signed with host employers and candidates.

National Youth Chefs Programme

- Programme still on hold.
- Awaiting feedback from National Department of Tourism when programme will commence.
- 10 learners have already completed 2 years of the 3-year programme.

Premier's Advancement of Youth Programme

- Circulated this opportunity for intake in July 2021 of 15 interns
- Aimed at unemployed youth and matriculants providing one-year internship

National Youth Development Agency (NYDA)

- Facilitated a life skills session & business training for Hermanus area
- 26 youth attended the sessions with the opportunity to apply for grant funding should they qualify.
- Positive feedback received from attendees

LED / TOURISM Community Outreach

Tourism Staff participated in directorates outreach initiative

The following areas were visited:

- Proteadorp
- Moolitsig
- Stanford
- Buffeljagsbaai
- Pearly Beach
- Blompark
- Masakhane

Enquiries relating to tourism programmes, initiatives and opportunities addressed.
Attendance details captured for communication of upcoming opportunities.

Job Readiness & Communication Skills Workshop

- Facilitated by Gansbaai Tourism in collaboration with private stakeholder at Gansbaai Tourism Hall
- 14 individuals attended provided positive feedback as to valuable content received

Instawalk Photography & Social Media Workshop

- Tourism facilitated 2 sessions for tourism staff and entrepreneurs
- 10 individuals attended the sessions
- Positive feedback received from attendees

Performing Warriors Academy

Performing arts lessons to 25 youth in Kleinmond

Assisted with printing of posters and scripts

Participating in 2021 Hermanus FynArts Festival

- 18 individuals will be performing at dress rehearsals on 5th of June
- 11 individuals performing on 16th of June

Hawston Market

- Market launched on 1 May 2021 at Thusong Centre, Hawston
- Assisted with posters, social media marketing and creating event on Facebook
- Operational input

Big Tree Market, Kleinmond

Community market in Kleinmond with significant growth since first launched in March

Overberg College – E2Learn online programme

- Opportunity for youth to participate in 1-year skills programmes
- Facilitated by Overberg College, Sharp Digital and Mihimkhulu
- Courses presented online; information obtained from the various institutions
- The following courses will be available:
 - Assistant Chef
 - Plant Production
 - Supply Chain Management
 - Home Base Care
 - Information Technology

Department of Sport, Arts & Culture Funding Opportunity

- Mzansi Golden Economy Open Call for funding Proposals

<ul style="list-style-type: none"> • Call for proposals for cultural events, public art, and touring ventures Sept to Mar 2022 • Information circulated on various platforms including social media and databases • Closing for application 25 June 2021 <p>Jobs created through EPWP & Learnership Programmes</p> <ul style="list-style-type: none"> • 5 persons employed from Wildlife and Environment Society of South Africa at Hermanus Tourism • 7 persons employed at Visitor Information Centres in Gansbaai, Kleinmond, Hermanus and Stanford • 2 interns from Boland College at Hermanus and Kleinmond Tourism <p>Creative Spaces at Visitor Information Centres</p> <ul style="list-style-type: none"> • Gansbaai Tourism – 10 product owners • Stanford – 9 product owners • Kleinmond - 7 product owners • Hermanus – 13 product owners <p>Accommodation Services Programme</p> <ul style="list-style-type: none"> • Circulated to Visitor Information Centres mailing list x 3 – 508 businesses • Responses received from establishments to host learners – 3 restaurants • Not viable to implement programme in Overstrand due to lack of host employers <p>JUMPSTARS Overberg webinar:</p> <ul style="list-style-type: none"> • Circulated to Visitor Information Centres mailing list to 508 businesses • Circulated to Tourism Business WhatsApp Group to 60 business owners / entrepreneurs <p>Cultural / Nature Guiding [Western Cape Community Education and Training College]</p> <ul style="list-style-type: none"> • 50 Learners upskilled. Assisted with sourcing placement. <p>Assistant Housekeeping [Western Cape Community Education and Training College]</p> <ul style="list-style-type: none"> • 35 Learners upskilled. Assisted with sourcing placement
SHORT/MEDIUM TERM OUTCOMES
Temporary employment and accredited training
LONG TERM OUTCOMES
Converting temporary job opportunities into permanent employment Accredited training / New graduates Skills transfer Sustainable network linkages
PERFORMANCE MATRIX
Current / Upcoming Temporary Jobs created through programmes: 61 Product Support through Creative Spaces: 39 Skills transfer through learnerships / Workshops: 187

TOURISM DEVELOPMENT

Target Audience: Overstrand Business Community

NEEDS/ASSUMPTIONS
Upskilling and training of SMMEs and entrepreneurs to participate in tourism economy. Dissemination of information relating to funding opportunities for business. Communication of available opportunities and assistance with mentoring. Support for event applications to gain funding and to assist with permit applications remain a significant aspect of support.
RESOURCES
Training needs identified through engagements and facilitated by Overstrand Tourism Department.

ACTIVITIES		
Stakeholder	Project	Output
Western Cape Department Economic Development & Tourism (DEDAT)	SMME Booster Fund 2021	3 applications to fund existing SMMEs enhancing business in 3 categories: Business Development Support, Access to Markets, SMME Infrastructural Support.
Local filmmaker Sandile Ndevu	Inputs in filming proposals	Linkage with WESGRO's film unit
Entrepreneurs	Hawston Market Mthimkhulu Big Tree Market Curio Corner at VICs Hermanus Market Square Social Media & Marketing	Marketing & promotion on social media, design of banner & poster, access to market 42 product owners supported Improved social media marketing
Spiro Art Foundation	Marketing assistance poetry event	Marketing through social media platforms, WhatsApp groups and printing posters and tickets.
Overberg Wheelchair Assoc Association for Persons with Disabilities	Hermanus Market Square Stall	Love Ability products sold Access to market
Never Lose Hope Foundation	Product Display	Assistance
Happy Landings Tours (Kleinmond)	Tourism Transformation Fund	Application submitted
Overberg Film Network	Database for local actors, locations, support	Local film database, printed cast sheets for productions
Performing Warriors Academy & Entrepreneurs Thozza Tours and Mardee Designs	Linkages	Overberg Information Guide
Dept of Social Development	New trauma playroom for children, Onrus	Children's Trauma Room

Boland College tourism students	Hermanus Tourism	12 students assisted with Portfolio of Evidence
Grootbos Foundation	Entrepreneurial Workshop	8 entrepreneurs received grant funding & mentoring
National Youth Development Agency & International Labour Organisation	Workshop Improving business	Certificates with opportunity for funding through NYDA

Opportunities circulated:

- Rotary Entrepreneurial Programme application information to SMMEs. Funding opportunity for existing small businesses most affected by COVID-19
- SMME Booster fund 2021 funding application circulated and submitted
- Mithinkhulu afterhours e-learning Centre aimed at youth development
- Raymond Ackerman Entrepreneurship programme 2021, 6-month programme in entrepreneurial development.
- Premiers Advance Youth Programme internship aimed at matriculants
- SEFA Accessible Development Finance opportunity
- ENGEN Pitch and Polish 2021 programme - funding.
- Department of Sport, Art, and Culture application to support projects and programmes aimed at cultural events, public art, and touring ventures.

SHORT/MEDIUM TERM OUTCOMES

Awareness of opportunities available in private and public sector. Engaging with other tourism role players and linkages with complementary products. Encouraging a local circular economy.

LONG TERM OUTCOMES

Supporting SMMEs to participate in tourism initiatives and to ensure that local SMMEs benefit from programmes introduced by national and provincial government. Ensuring sustainability of tourism businesses and the protection of employment.

PERFORMANCE MATRIX

Big Tree Market & Mithinkhulu Village accommodated 39 vendors sourced via social media and WhatsApp groups.

Created 110 events on Facebook

WESGRO Support for Events Sponsorship Applications for funding

Circulated to 508 businesses

Circulated to 74 event owners

Supporting letters submitted for 14 event requests for funding

National Department of Tourism SMME Workshop

Circulated to 508 businesses

Circulated to 74 businesses via individual emails

Circulated on Tourism Business WhatsApp group to 60

10 business owners participated with positive feedback received.

Hermanus Village Square Stall

Circulated opportunity via 60 persons on Tourism Business Support Group, The Craft and Design Institute, Small Enterprise Development Agency, and Visitors Information Centres

10 product owners accommodated. 1 from Kleinmond, 9 from Hermanus & surrounds

Value of items sold in March 2021 – R1900.00

Spairo Art & Thozza Tours

Assisted the Spairo Art Foundation consisting of 15 members. Collaborated to source funding for a 'Shack Theatre' and development of community tourism in Zwelihle. Thozamile Stuurman is a registered tour guide working with Spairo Art to present cultural tourism with a performance.

Zwelihle Youth Centre

Promoting and upskilling 10 business owners on the use of digital platforms for marketing.

STAKEHOLDER COLLABORATION

Target Audience: Overstrand Tourism Stakeholders

NEEDS/ASSUMPTIONS	
Timely and relevant information was given via different communication platforms. Cape Whale Coast Tourism and the 4 Visitor Information Centres (VICs) collaborates with Wesgro, National Department of Tourism, South African Tourism, WWF, CapeNature, SANBI and Overberg District Municipality to ensure all were updated with developments and ensuring that local businesses were included in the surveys, lists and records updated by government. Assistance is given to small business with social media postings and the creation of events.	
RESOURCES	
Webinar	Zoom meetings Tweet-Ups WhatsApp Discussion groups
ACTIVITIES April - June 2021	
4 Apr	First Hermanus Art in the Park
7	Wesgro Regional Tourism Meeting Spier Public Private Partnership Meeting
8	Hermanus Revival
9	Job Readiness & Communication Skills Workshop, Gansbaai
12	Race2Stanford and Walker Bay Outdoor Events Meeting, Auditorium Hermanus
13	Hermanus Revival
15	Virtual Tourism Managers Meeting
16	Regional Road Signage Meeting
16	Wesgro Collaboration Meeting
18	Onrus: Kwela Town of the Year Western Cape finalist
19	Hermanus Varsity Trust Meeting, Eco Guides Training
20	Great Wine Capitals Webinar
24	Race2Stanford Triathlon, Hi-Tec Walker Bay Outdoor







29	Tourism Managers Meeting Hermanus
4 May	Public Private Partnership Meeting, Hermanus
4	Grootbos Foundation & LED Entrepreneurs Workshop
7	Overberg Cluster Meeting via MS Teams Public Private Partnership Meeting
11	RTLCL Tourism Signage Training via MS Teams
11	Educational Solar System, Pierre de Villiers
18	Hermanus Tourism Revival Meeting, Burgundy
18	Wesgro Training Webinar 1: Investment Promotion & Aftercare Fundamentals
19	Presentation to Contour Enviro Group tour guide SMME Booster Fund 2021
20	Whale Coast Conservation – a geological journey of the Overstrand
25	Two Ocean Trail Series, Kleinmond, events meeting
26	Western Cape Gov & Overberg District Red Tape Reduction
26	Tourism Managers Meeting
26	TravelChatSA – Family Friendly Getaways
27	Stanford Business & Tourism Meeting
29	Tourism Managers Meeting Hermanus
4 June	Modimolle Municipality representatives guided tour of Hermanus
5	World Environment Day
5	Stanford Cheese & Wine Festival
6-8	Welcome Whales Celebration, Hermanus
8	World Oceans Day – One Ocean, One Climate, One Future - Together
9	A night of Shiraz by Paul Benade. The Wine Glass
10-20	Hermanus FynArts
11	Life Skill Workshop for entrepreneurs presented by NYDA
13	CNN, Hermanus Whale Crier Interview and footage on marine wildlife and photographers
15	Eat Curry and Carry on, Hermanus FynArts
15	Hermanus Tourism Revival Meeting, Burgundy
18/24	Social Media and Photography Workshop, Hermanus
18	Thyme at Rosemary's visit & blog
19	Walker Bay Whale Day
20-25	5 Day Business Workshop for entrepreneurs presented by NYDA
23	TravelChatSA – Slow Travel Trend South Africa
24	Overberg Cluster Meeting via Teams
24	Grootbos Foundation Entrepreneurs Workshop

24	Stanford Tourism & Business Meeting
24	Social Media Influencers meeting, Lizette's
29	Tourism Managers Meeting via Teams
Wednesdays: Overberg District Cluster Meetings with DEDAT	
SHORT/MEDIUM TERM OUTCOMES	
Updates on relief programme, national and provincial linkages and insight into strategic frameworks designed. Equipping staff with skills and tools required to address tourism sector opening. Providing access to market.	
LONG TERM OUTCOMES	
Providing information to Cape Whale Coast tourism role players and understanding challenges faced by this sector. Assisting with decision making given the information gained including that listed below.	
PERFORMANCE MATRIX	
Creating an enabling environment for the tourism sector to be informed of assistance programmes, having access to updated regulations, understanding the impact and implications of regulations.	
An updated and engaged tourism community. 110 events listed and promoted via Facebook.	

MARKETING

Covid-19 has stunned air travel connectivity, flight schedules and managed to push domestic tourism as a driver for Overberg travel. While there is a lack of direct flights from international destinations to Cape Town, competition for winning tourism is fierce. The Cape Whale Coast benefits due to its proximity to the airport and offers the variety of activities that visitors are looking for. Onrus was named as a Kwela Town of the Year finalist for the Western Cape this month and sets to benefit from wide publicity and TV exposure.

Cape Whale Coast Tourism succeeds when attracting the highest potential market segment with marketing efforts resulting in actual business - bookings. Efforts to optimise visitor numbers include digital media campaigns and postings with the objective of capturing the essence of the destination through photos, storytelling, influencer marketing and featuring the people of the region while highlighting the themes of adventure, art, diversity, gastronomy, nature, sustainability, and science. Cape Whale Coast social media platforms reach a minimum of 50 000 people per month. Below is an extract from Facebook Insights.

Content		Sort by: Reach	
	24 June 02:41 Our 1st Roadhouse! Call...		26 June 07:26 Some things are worth wait...
Reach	11.5K	Reach	7.1K
	21 June 06:37 Kleinmoed & the Kogelbe...		16 June 02:16 Welcome Whales! Ho...
Reach	5.8K	Reach	5.5K
	8 June 07:38 Thanks to EVERYONE who j...		8 June 06:38 There's been a bit of film...
Reach	6.5K	Reach	5.4K

Target Audience: Domestic and international travellers as well as the travel trade, tour operators and travel agencies. With international travel restrictions in place and only a limited number of global

airlines flying directly to South Africa the target messaging is still on domestic tourism encouraging road trips.

NEEDS/ASSUMPTIONS		
Reaching out to travellers, the travel trade and tour operators to ensure updated information on the destination and the tourism products available.		
RESOURCES		
Social media	Digital platforms	Printed media
ACTIVITIES		
<ul style="list-style-type: none"> • Onrus showcased as Kwela Town of the Year finalist for Western Cape • Launch I ❤️ Hermanus Because campaign • Open water swimmer Howard Warrington swam 22kms from Rooiels to Gordon's Bay • Cape Town Magazine: Hike Harold Porter garden and Betty's Bay's waterfall, https://www.capetownmagazine.com/harold-porter. • Suidlooster television shoot • Klein River Cheese's Raymond Siebritz featured on PLASS TV 12 April: Plas TV • Perivoli Lagoon House featured in INSIDE GUIDE • Sexy South African orchid tricks beetles to ensure pollination. RFI Online • Farmer Miss SA – Cindy Nell-Roberts visited Creation on 17 April 2021 • Why you should visit Hermanus, City Press, 18 April 2021 • Creation and Hemel-en-Aarde in Bizcommunity • Hermanuspleiersfontein, Creation and Strandveld Sauvignon Blancs featured in Die Burger • Creation Wines in Bidvest Premier Magazine • Birkenhead House – Sky News • Birkenhead House included in inaugural issue of The Indagare Travel Index 2021, a global selection of 159 Hotels, resorts, lodges, and retreats chosen for excellence and quality. • Birkenhead House included in Top Hotels in Africa & Middle East and Top 10 Hotels for Food & Wine • Creation Wines in La Vigne Magazine. • Interview with and content created for 2 CNN Travel programmes with an estimated reach of 44 million with most viewers focused on the US market – a market that has proved to be a dominant source market for the Cape Whale Coast while others are suppressed. • Made in Stanford featured on kykNET channel 144 on 9 June and in subsequent reruns. Made in Stanford received an increase in clients after the screening of these programmes. • Op My Eish, kykNET, reality show produced in Hermanus, featuring Hermanus and surrounds. • Sarie Magazine, July/August 2021 article featuring Hermanus, Stanford, Gansbaai and De Kelders as examples of the new Slow Travel trend. • Getaway Magazine featuring Hermanus and Co-Unity among the 5 best towns in South Africa for Digital Nomads • 2 local breweries won gold at the African Beer Cup 2021 • Stanford business, Kiwinet, won Best Buy Award SA • Collaborating with Zwelihle Influencers Jennifer Mathibeli, Miss SA 2021 contestant, and Inga Mfundisi, Miss SA Teen 2021 finalist • Cape Town Magazine 9 June 2021 – See endangered African penguins at Boulders and Stony Point Nature Reserve (capetownmagazine.com). • Video produced by Niel Jansson, African Travel Crew • #loveHermanus campaign rolled out visually with I love Hermanus murals. 		
SHORT/MEDIUM TERM OUTCOMES		
Information dissemination and updates on travel readiness, developments within destination and news about new products and changed products.		
LONG TERM OUTCOMES		
Engagement and support of tourism colleagues and linking with other destinations. Keeping Cape Whale Coast front of mind for planning of future travels and reminding travellers and locals of the diversity of what our region offers. Online platforms were predominantly actioned to remind travellers of the natural beauty of the Cape Whale Coast and to show our open spaces, celebrate the		

champagne air and keep the destination front of mind as a short break-away once travel restrictions are lifted. A dedicated Cape Whale Coast Tourism Covid-19 webpage was updated with current information.

PERFORMANCE MATRIX

April 2021 posts with most reach: Bioluminescence at Clarence Drive reached 5 300.







May 2021 post that stood out: Hawston Harbour sunset had a reach of 6 100.

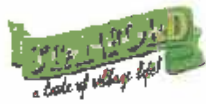
June 2021 post: 1st Overberg Roadhouse reached 19 500 people.



Mordee's Hats in the Maldives while Kleinmond Main Beach has Super Sandman building castles

Below are the social media platforms applied by Cape Whale Coast and its Tourism Visitor Information Centre to reach domestic and international travellers. The reach of these platforms is significant and has been established over several years and with regular postings. The collective engagement of tourism on various platforms amplifies messages and reaches more people. Event's organisers are encouraged to add tourism organisations as a co-host for events on Facebook to introduce to more people and make more visible. Engagement on social media is important to increase reach.

			Instagram Posts	
	8334	2546	723	4272
	5415	1503	298	1616
	10918	4575	548	5693



7462

2388

1442

3426












9986

1874

585

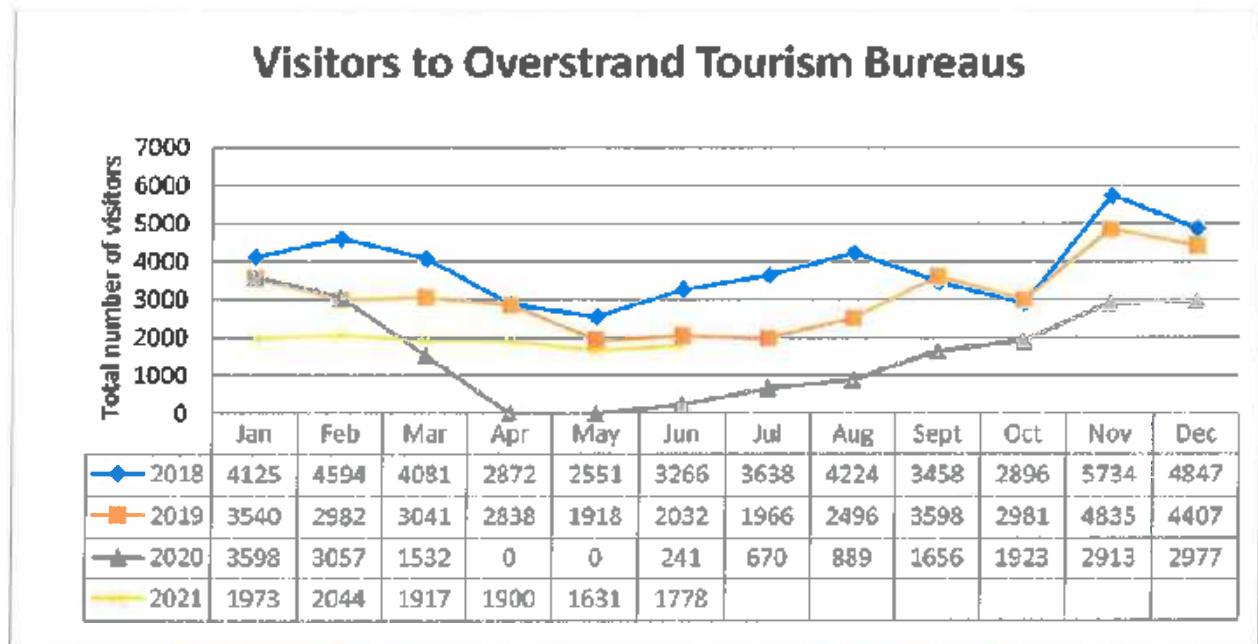
3572

				
 Cape Whale Coast <i>Magically Wholesome Adventure Wildlife Nature</i>	whalewatchingontheafrica	whalecoastza	@whalecoastza	#capewhalecoast
 Kleinmond Tourism	KleinmondTourism	kleinmondtourism	@KleinMond	#KleinmondTourism #KleinMond
 HERMANUSTOURISM	HermanusTourism_Burton	hermanustourism	@hermanustourism	#hermanus #hermanus
 STANFORD <i>Stay & explore</i>	stanfordtourism	visitstanford	@visitstanford	#visitstanford #stanfordtourism
 Gansbaai <i>The national adventure destination</i>	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

VISITOR INFORMATION CENTRES

Target Audience: Domestic and international visitors and local communities.

Most visitors to Visitor Information Centres are interested in hiking, mountain bike routes and events. This might be due to many people working from their second homes in the Overstrand prior to the start of the school holidays and therefore not needing to travel.



NEEDS/ASSUMPTIONS

Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. April figures indicated 67% recovery on 2019, May 85% and June 88% recovery in 2019.

RESOURCES

Staff employed at VICs Email WhatsApp

ACTIVITIES

- Answering telephone enquiries and assisting walk-ins
- Social media and website updates
- Providing information to Overberg District Municipality, DEDAT and Overstrand Municipality
- Recording visitor stats for Wesgro
- Training and staff development
- Product liaison and educational visits
- Stakeholder engagement
- Market support in terms of communication with traders and promoting event
- Event support in terms of permit application assistance and social media exposure
- Input for economic recovery report

SHORT/MEDIUM TERM OUTCOMES
Being a point of enquiry for the local community, business community and government.
LONG TERM OUTCOMES
An informed community Provincial and National Government updated with Cape Whale Coast and Overstrand information
PERFORMANCE MATRIX
One monthly meeting, 3 virtual engagements and daily emails assist to align activities and focus on event promotion, marketing activities and attractions and focussing on communicating programmes, festivals, and holidays. 5 309 visitors to the VICs assisted face-to-face. 462 businesses and individuals reached electronically with news, government assistance, funding, and training opportunities.

