

PORTFOLIO COMMITTEE :
ECONOMIC DEVELOPMENT & TOURISM

Chairperson :

Cllr K Brice

Committee Members :

**Cllrs C Resandt, C May,
V Macotha & S Kalolo**

PORTEFEULJESKOMITEE :
EKONOMIESE ONTWIKKELING & TOERISME

Voorsitter :

Rdl K Brice

Komiteelede :

**Rdle C Resandt, C May,
V Macotha & S Kalolo**

**ECONOMIC DEVELOPMENT & TOURISM
PORTFOLIO COMMITTEE**

**EKONOMIESE ONTWIKKELING & TOERISME
PORTEFEULJEKOMITEE**

18 February 2020

I N D E X

ITEM

**PAGE
NUMBER**

APPLICATIONS FOR LEAVE OF ABSENCE

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

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| 1. | ECONOMIC, SOCIAL DEVELOPMENT AND TOURISM QUARTERLY
REPORT: OCTOBER – DECEMBER 2019 | 1 |
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**AGENDA of the
Portfolio Committee: Economic Development & Tourism
18 February 2020
(Also the agenda for the Mayoral Committee Meeting: 26 February 2020)**

**1.
ECONOMIC, SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:
OCTOBER – DECEMBER 2019**

9/1/2/2

S Madikane

Director : Economic Development & Tourism

27 January 2020

(028) 313 8066

1. Executive Summary

The purpose of this report is to provide and outline activities and initiatives conducted by the Directorate to address socio economic challenges and promote economic and social development.

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

The Quarterly report of the Directorate is attached to be noted.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
18 February 2020
(Also the agenda for the Mayoral Committee Meeting: 26 February 2020)**

10. Annexures

Annexure A: Economic, Social Development and Tourism Report

RECOMMENDATION:

that the 2nd quarter report (October-December 2019) 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
18 February 2020
(Also the Agenda for the Mayoral Committee Meeting: 26 February 2020)**

**1.
ECONOMIC, SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:
OCTOBER – DECEMBER 2019**

9/1/2/2

S Madikane

Director : Economic Development & Tourism

27 January 2020

(028) 313 8066

**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
18 FEBRUARY 2020, WHICH COMMITTEE SUPPORTED THE
RECOMMENDATION**

RESPONSIBLE OFFICIALS :

**X KOSI
F LLOYD
G SMIT**

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY

**PUBLIC EMPLOYMENT OPPORTUNITIES - EXPANDED PUBLIC WORKS
PROGRAMME (EPWP) REPORT: OCT – DEC 2019**

1. INTRODUCTION

Seasonal workers project provides much needed job opportunities mainly attracting the youth and women. A total of 400 job opportunities were created by the municipality putting the municipality in a strong position to achieve targets way before the required reporting period.

2. EPWP SEASONAL WORKERS

Community Services and Protection Services Directorates submitted memorandums for the appointment of EPWP Seasonal Workers between the periods of 01 December 2019 until 12 January 2020. Advertisements and applications were compiled based on the requirements and capacity needs of each directorate.

Based on the Memos received from participating directorates the following process is undertaken in line with the organisational Standard Operating Procedure (SOP).

2.1 Recruitment Process (the process is based on a free, fair and democratic principles as guided by the policy direction of the Department of labour and Employment)

Advertisements were placed in the Hermanus times, Gansbaai Courant and Overstrand Herald as well as the Municipal website and Notice Boards on 17 October 2019. The application forms were made available to all the Area Management offices in the different areas namely; Gansbaai, Stanford and Kleinmond. LED department were responsible for the forms in Hermanus area. The closing date of the EPWP Seasonal Worker's positions closed on Friday, 01 November 2019 at 15h00.

2.2 Applications received:

More than one thousand applications were received.

2.3 Recruitment and Selection of suitable candidates:

Community Services (12 – 14 November 2019)

Protection Services (19 – 21 November 2019)

Stakeholders involved: LED, User Department representatives and Trade Unions.

2.4 Induction and Signing of Contracts

Community Services (20 – 27 November 2019)

Protection Services (06 December 2019)

More contracts and induction sessions were done after the above dates to replace the successful candidates who were no longer interested in these jobs.

2.5 Total no. of Jobs created

Community Services: 327

Protection Services: 63

3. EPWP STANDARD OPERATING PROCEDURE WORKSHOP (SOP)

The department reviewed the SOP and sent to the line departments to request comments. A workshop was held on Friday, 11 October 2019 from 09h00 until 11h00 to discuss the changes and make final amendments for final approval. No further comments were received from the line departments.

4. EPWP REPORTING

4.1 EPWP REPORTING SYSTEMS TRAINING

Four members from the team attended the EPWP Reporting Systems Training in Cape Town on 24 and 25 of October 2019.

5. REPORTS SUBMITTED

5.1 LED received the EPWP Monthly Expenditure Report from Budget Department on Monday, 14 October 2019 and submitted it on the same day to the EPWP Regional Co-ordinator for Overberg District.

5.2 The EPWP Quarterly Evaluation Report was compiled and the signed copy was submitted to the EPWP Regional Co-ordinator for Overberg District Wednesday, 30 October 2019.

6. PROGRESS AGAINST ANNUAL TARGETS (OVERALL)

Targets: 2019/20		Achieved: Jul – December 2019	
WO's	FTE's	WO's	FTE's
989	243	832	98

According to the required targets and to be met, the municipality is sitting at 157 job opportunities shy and 145 Full Time Equivalent (FTE's) short. The FTE's short fall is impacted on by short term contracts offered hence cannot be converted to a year.

LOCAL ECONOMIC DEVELOPMENT

QUARTER-2 PROGRESS REPORT

The diverse programs implemented by LED are aimed at responding directly to the socio-economic challenges within the context of the Overstrand.

STAKEHOLDER MANAGEMENT AND RESOURCE MOBILISATION

1. The LED Business Hub for Entrepreneurs

One of the challenges, identified through interaction with the emerging entrepreneurs, is inability to fund business overheads and central to this are business premises. The need for a one-stop business support hub is becoming a need for young entrepreneurs.

The NYDA whose main mandate is to provide support for youth enterprise is considering a partnership with LED through an MOU, bringing its services closer to the Overstrand community. The planned business hub will be housed at the LED offices with specialist skills.

2. BBBEE Compliance

The Directorate in collaboration with other internal departments is facilitating processes aimed at rendering the municipality compliant with the act as directed by the BBBEE Commission. Direct support for enterprises will.

The BBBEE Commission was approached to conduct a workshop for the Overberg District Municipalities to be hosted by the Overstrand to further provide material assistance to the implementation of the BBBEE.

3. Business Dialogues

The Business Dialogues are aimed at providing an opportunity for businesses to engage with LED. Dialogue was held with entrepreneurs in Masakhane to discuss the challenges they are faced with and opportunities which could be explored in collaboration. The meeting led to a request for a broader interaction opportunities with our colleagues at Law Enforcement as well as Town Planning. The meeting and dealt with all the matters of concern which were raised.

It was agreed that the Masakhane Business Forum will be consulted periodically to ensure their full support in the betterment of the community of Masakhane by both the Law enforcement and Town Planning.

4. World Wide Fund (WWF)/ Cape Nature

A joint project was launched between WWF and LED to train and empower young people in the Kleinmond Area as Ocean Monitors. The project will run for a minimum of 3 years upon which the group of monitors would have been assisted to form a cooperative which will continue to render services as a business entity. The 15 Ocean Monitors will be given academic training as well as on the job training. The project is in its first year since launched in October 2019. The majority of the youth recruited turned out to have no Matric and so the project coordinators have since registered them to study matric part-time.

6. Job Creation

The EPWP District Forum was approached by LED to consider being part of the proposed Mini Jobs Summit where critical stakeholders with the capacity to provide job opportunities will be invited to deliberate and craft a district wide Job Creation strategy.

The matter will be further deliberated at the EPWP District Forum on the 4th February 2020 to be hosted by the LED Office in the Overstrand. The District Mini Jobs Summit is tentatively scheduled for the 26th March 2020 at the Auditorium.

The CWP after a shaky start turned a corner and began showing a steady growth of numbers. Currently site is 15 places shy of attain the half site target with 85 more persons approved to participate. It must be noted that though the CWP pays a meagre wage yet often that all a family in dire straits requires to be rescued from abject poverty.

1. LOCAL ECONOMIC DEVELOPMENT ACTIVITIES

1.1 SMME DEVELOPMENT PROGRAMME

The objective of the Enterprise Development Programme is to create sustainable businesses to grow and lead to job creation, which in turn contributes to economic growth. The programme allow for the growth of more small and emerging businesses to provide those entering the job market with opportunities and ensures the sustainability of the jobs.

Table: 1 Updates and Figures

Inputs	Facts	Outputs
LED Community Facilitators (area based)	<ul style="list-style-type: none"> 60 SMME's supported as from July – December 2019. This is 50% of the 120 SMME support actual target 	<ul style="list-style-type: none"> 47% Women owned businesses; 25% Youth Owned

	for the 2019-2020 financial year <ul style="list-style-type: none"> • Support ranging from: funding applications, linkages, workshops, trainings etc. 	
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1.1.1 Small Enterprise Development Agency (SEDA) Information session and Certificate Handover

The SEDA Stellenbosch office conducted an information session and certificate handover to 20 SMME's trained on the 19-20 June 2019. The training covered key and specific contents to assist with relevant skills:

- Identifying and demonstrate entrepreneurial ideas and opportunities
- Determining Financial requirements and
- Match new venture opportunity to market needs



Image 1: SEDA Certificate hand over in Gansbaai Library Hall

1.1.2 SARS – SEDA – LED (Tax Clearance Workshops)

There is a large proportion of Jobs seekers and SMME's not registered as a tax payers with SARS, this observation was made by the EPWP/Enterprise Development administrators.

In addressing the challenge the following workshops in partnership with SEDA & SARS were organized:

Table 2: Workshops breakdown

Workshop 1	Workshop 2	Outcomes of the workshops
Date: 18-19 November 2019 Venue: SEDA offices (Gateway Centre– Hermanus) No. of participants: 68	Date: 4 December 2019 Venue: Overstrand Municipality HR Training Centre No. of participants: 36	<ul style="list-style-type: none"> • Personal income tax registration • Tax education and new developments around tax environment

1.1.3 Maximizing SMME Profits through Digital Literacy

The 4th Industrial Revolution compels SMME's and governments to position themselves as ways of conducting business are changing drastically. Sharp Digital and LED collaboration is a pro-active response to this wave.

Sharp Digital is a Community Based Organization (CBO) based in Zwelihle and recently have a new branch in Masakhane. Sharp Digital teaches digital literacy to SMME's and ordinary citizens free of charge. Following are the workshops and trainings conducted by Sharp Digital for SMME's:

Table 3: Workshops breakdown

Workshops	Trainings
Date: 7 November 2019	Date: 20-21 November 2019
Venue: Zwelihle Community Hall	Venue: Zwelihle Community Hall
No. Participant: 11	No. Participant: 22

1.1.4 Hermanus Siyakha (Interest Free Loans for SMME's)

Hermanus Siyakha (HS) is a Non-Profit Company (NPC) established in 2018 by group of retired business professionals and business people of Hermanus. The idea emanated as a result of the 2018 unrests in Zwelihle giving an opportunity to people who need to help themselves and other townships.

The aim of HS is to foster social cohesion in Zwelihle and other Townships through Micro-Lending that is interest free. HS was officially launched on the 18 March 2019, at the Zwelihle Youth Café.

To date HS has funded **33** Micro Enterprises with interest free loans with value **R190 600** (see annexure 1).

1.1.5 Hawston Industrial Park

The LED Department further conducted 4 consultative engagements with the community, 3 of the engagements were conducted in the previous quarter (quarter 1). Following is a tabulated progress of the project:

Table 4: Industrial Park Progress

Current Status of the Project <i>(Engagement description and outcomes)</i>	Way Forward and outcomes
<p>4th Engagement- held (6 November 2019) at the Thusong Centre:</p> <ul style="list-style-type: none"> • Purpose: To get the feedback from the consultant and to get the attendees to engage with the Infrastructure to reach consensus concerning the structure. • Attendance: SMME'S, NPO's, Cooperatives and Community Members • Decision made by vote that the construction option will be used as opposed to containers. 	<ul style="list-style-type: none"> • Day workshop to get the state of readiness, challenges, space and needs. • Business proposals to be submitted to the LED office in the Thusong Centre. • Selection of the first group of beneficiaries. • Construction of the HIP. • Mentorship, incubators and business accelerators. • Proposal to get DTI on board to capacitate interested parties • The use of funds available to speed up the process

1.2 YOUTH FOCUSED INITIATIVES

1.2.1 NARYSEC Graduation Ceremony

(a) Background

25 October 2019 marked the 9th Provincial NARYSEC Certification Ceremony and that validates the level of growth that the programme has achieved. In the ceremony there were 239 candidates that received certificates / statements of results and the participants were recruited into the NARYSC between 2010, 2015, 2016 and 2017 respectively.

The learners have been through all phases of the NARYSEC programme (Induction in National Youth Service, Leadership, Community Service and Formal Skills Training). They successfully completed the different courses and were awarded their accredited certificates on 25 October 2019.

The Overstrand Municipality was preferred to host the ceremony for the Overberg Region and 9 participants attended. Currently there are 9 participants from the Overstrand (Gansbaal).

(b) The Ceremony

Date	Venue	Time
25 October 2019	Overstrand Municipality Auditorium	9:00-14:00



Image 2: Narysec Western Cape Group at Overstrand Auditorium



Image 3: Narysec Overstrand Participants at the Banquet

1.2.2. NYDA Information Sessions

Lack of funding continues to be one of the challenges faced by Young SMME's in Gansbaai and elsewhere. LED with the Grootbos Foundation organised information session with NYDA to share information with young entrepreneurs in Gansbaai.

During the session NYDA assisted with filling of pre-assessment forms and applications and more information about NYDA offerings was provided.



Image 4: NYDA info session at Gansbaai Library

Sessions Details:

Session 1	Session 2	Outcomes
Date: 3 December 2019 Venue: Gansbaai Library Time: 11:00	Date: 4 December 2019 Venue: Zweilhe Youth Cafe Time: 11:00	<ul style="list-style-type: none"> • Pre-assessment forms distribution and submission • NYDA funding prospects and other programme available for youth • Process and tips for successful funding application

1.3 EMERGING FARMER SUPPORT

This section covers the outlook of the pig project in Hemel En Aarde and the progress made through full time monitoring by the LED Farmer Support Unit for the period October – December 2019:

(a) Project trends and forecast

Support provided:

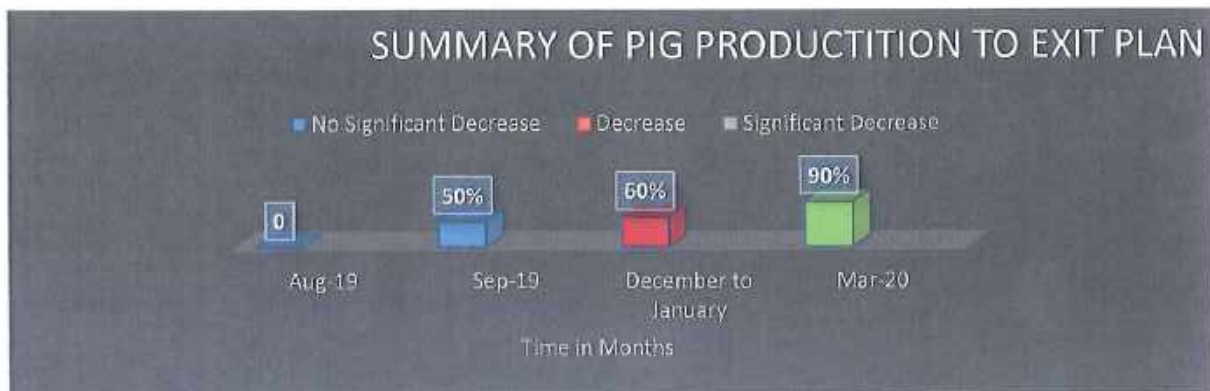
- Medication
- Proper Feeding Program (Diet)
- Proper/acceptable buildings (farrowing pans, Boar pans or crates) for Boars, Sows, Winners and Piglets.

In September 2019 more than **50%** of the pigs were regarded to be on market size according to visualised number of pigs which are in the project and their age of growth.

December/ January some baconers should be market ready resulting to more than **60%** of pigs to sell/cull.

According to the exit plan (30 March 2020) it is estimated that **80% to 90%** of pigs would have been sold/ culled if good market trend or strategies are employed.

Figure 1: Summary of pig production



(c) Summary of pigs that are in the farm without separation in terms of gender/Sex:

Old pigs (Sows and Barrows)	Gilt and Boars	Piglets
57	36	48

Others sows are currently on labor.

(d) Support Workshops and Engagements to farmers and impact

- Discuss means and ways of accessing alternative land
- To discuss challenges regarding the suitability of the current municipal land
- To mitigate on matters regarding legislation and applicable acts to comply with

1.4 THE INFORMAL ECONOMY

Initial consultations put in place to organise the sector into a formal body

1.4.1 People to People Social Dialogues – ALPS Resilience

The project started early April 2019 in Zwelihle. The aim of the project is to initiate a mediation process between Non-Nationals and Local Informal Traders (Spaza Shop Owners). This quarter was the final quarter under ALPS Resilience's Management, the project has been officially handed over to the LED informal Economy unit.

(a) Challenges and Successes of the Project

Successes/Achievements	Challenges/Difficulties
<ul style="list-style-type: none"> All Stakeholder Meetings and the Community Dialogue took place on the due dates and successfully achieved their respective objectives. Both the representation & attendance from different Stakeholders and different components (locals & non-nationals) were relatively satisfactory. Proceedings in both the Stakeholder Meetings & Community Dialogues were featured by heated, substantial discussions, and conclusive resolutions. 	<ul style="list-style-type: none"> Logistics for ALPS project leaders – which affected and sometimes delayed some engagements. Uncertainty from the Non-Nationals side about the outcomes of the project. Poor attendance by some Non-Nationals like the Congolese and others.

(b) Stakeholder Engagement Meetings

For the of the project ALPS In partnership with the LED Office conducted 3 stakeholder engagement meetings and 5 people to people social dialogues in Zwelihle. However for this quarter 1 engagement and 2 social dialogues took place following is the summary of meetings and dialogues:

Summary: Stakeholder engagements	
Engagements	Outcomes
<p>Date: 15 October 2019 (Town Planning Boardroom)</p> <p>Attendance: 22 attendees</p> <p>Organizations: Overstrand Municipality (Town Planning, Law Enforcement, LED, Traffic Department); Overstrand Unite; Non-National; ALPS Resilience; SAPS; Zwelihle</p>	<p>As the unanimously agreed upon "Joint Action Plan" (JAP) has been the conceptualisation of the Zwelihle Informal Trading Council (ZITC) and the establishment of the Monitoring & Evaluation Advisory Committee (MEAC), the outcomes of the meeting were the following:</p> <ul style="list-style-type: none"> Formalisation of the ZITC & provide full names of its different representatives (or Management Board members).

Business Forum, Zwelihle Renewal	<ul style="list-style-type: none"> • The Formalisation of the Monitoring & Evaluation (M&E) Advisory Committee and the nomination of its Committee members • To lay the ground for the establishment of the Council on the dialogues scheduled for the 13 November 2019
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(c) Zwelihle Informal Trading Social Dialogues

Summary: Social Dialogues	
Engagement	Outcomes
<p>Date: 23 October & 11 November (Zwelihle Community Hall)</p> <p>Attendance: 45</p> <p>Stakeholders: Overstrand Municipality (Law-Enforcement, LED); Overstrand Unite, Non-National; Zwelihle Informal Traders, SAPS and ALPS.</p>	<p>Following the stakeholder engagement on the 15 October and the establishment of the M&E advisory Committee, the Zwelihle Informal Trading Council was established on the 13 November at the Zwelihle Community Hall:</p> <ul style="list-style-type: none"> • The Council composition included 11 Non-Nationals and 11 Local representatives • The Council is meant to start its operations by January 2020 with the assistance from the LED Informal Trading Unit.

1.4.2 Informal Trading Policy Updates

The informal Trading Policy engagements were conducted with Ward Committees in November 2019:

Wards 1,2,11	Wards 3,4,7,13	Ward 8	Wards 9 & 10	Wards 5,6,12
<i>All satisfied</i>	<p>Attendance: 7</p> <p>Date: 18 November 2019</p> <p>Venue: Banquet Hall</p>	<p>Attendance: 2</p> <p>Date: 19 November 2019</p> <p>Venue: Hawston Thusong</p>	<i>All satisfied</i>	<i>Pending</i>

1.5 EMERGING CONTRACTOR DEVELOPMENT PROGRAMME

The Emerging Contractor Development is a deliberate and a managed process to achieve targeted developmental outcomes that improves contractor: grading status, performance, quality, compliance capabilities, equity and targeted ownership.

Table: 1 Updates and Figures

Inputs	Facts	Outputs
LED Community Facilitators (area based)	<ul style="list-style-type: none"> • 44 SMME's supported as from July – December 2019. • This is 88% of the 50 SMME support actual target for the 2019-2020 financial year • Support ranging from: funding applications, linkages, tendering ,workshops, trainings etc. 	<ul style="list-style-type: none"> • 22% Women owned businesses; 16% Youth Owned

1.5.1 5 Days Business Acumen Training

The training formed part of Capacity building for emerging suppliers and contractors and was a partnership between LED Contractor Development Unit and Nedbank (Cape Town Branch).

Composition of the training	Impact
<p>This was a 5 days course with 5 major learning outcomes:</p> <ul style="list-style-type: none"> • Business Planning • Operational Financial Management • Marketing • Tendering, costing and pricing • Cash Flow Management <p>The training targeted 25 SMME's and 15 (60%) attended the 5 days.</p>	<ul style="list-style-type: none"> • Each SMME received a well-organized business file, prepared by Nedbank • The level of the training added substance in terms of skills (presentation, financial and general business competencies) • A large proportion is already using the tools on their daily business operations • The training will improve their financial knowledge and how to tender and effectively budget
<p style="text-align: center;">Attendance: 15/25 Date: 2 – 6 December 2019 Venue: Zwelihle Community Hall Facilitator: Franchising Plus</p>	

The training was sponsored by NEDBANK



Image 5: Business Acumen Training Graduation at Zwelihle Community

1.5.2 Emerging Contractor Dashboard

This table depicts emerging contractors currently participating in long term tenders in the Overstrand Area

Contractor Name	Project	Duration of the project	No. Employees	Major Contractor	Client	Scope of Work
1 Rhangana Civils	Reseal and rehabilitation of roads in the Overstrand	Oct 2018 – Jun 2020	+6	Acto-Pambili Roads	Overstrand Municipality-Community Services	Curbing, storm water, Slurry and pipe laying etc.
2 Mbadeni Construction	Reseal and rehabilitation of roads in the Overstrand	Oct 2018 – Jun 2020	+ 10	Acto-Pambili Roads	Overstrand Municipality-Community Services	Traffic accommodation, clear and grub
3 Mfezie & Daughters Enterprises	Reseal and rehabilitation of roads in the Overstrand	Oct 2018 – Jun 2020	+5	Acto-Pambili Roads	Overstrand Municipality-Community Services	Crack sealing
4 Mdyosi Construction	R43 road between Hermanus and Stanford	Mar 2019 - Mar 2022	+8	Haw & Inglis Construction	Dept. of Public Works	Slurry and pipe laying

1.6 JOB CREATION

1.6.1 Jobs Fair and Career Guidance

Job creation remain at the core of the Overstrand Municipality's drive for economic development. The LED (Overstrand) in collaboration with the Department of Employment & Labour conducted a jobs fair and career guidance on the 8 November 2019.

Below are the details of the event:

Composition	Impact and Outcomes
<p>Date: 8 November 2019 Venue: Moffat Hall Attendance: 120 work-seekers</p> <p>Stakeholders (8): Hermanus Varsity, Grootbos Foundation, Dept. Labour, NSFAS, Overstrand Training Institute, Department of Agriculture, Abagold</p>	<ul style="list-style-type: none"> • Showcase opportunities with key stakeholders of the economy of the Overstrand and national departments. • More than 120 people attendant the showcase where there were exposed to work opportunities within the Overstrand • The unemployment database of the Department of Employment and Labour for more work opportunities within the province • More options were provided to the participants and clear directions on how to tap into the opportunities • Clear guideline by stakeholders on how to access opportunities through different channels.



Image 6: Jobs fair and career guidance at Moffat Hall

1.7 WALK IN STATISTICS

(a) Frequency table

<i>Service required</i>	October	November	December	Totals
<i>Looking for Job Opportunities</i>	1065	156	96	1317
<i>SMME's Engagement</i>	13	11	6	30
<i>Contractor Development</i>	4	3	4	11
<i>SARS</i>	0	1	0	1
<i>SEDA</i>	0	0	0	0
<i>Central Supply Chain Database</i>	0	0	0	0
<i>NYDA</i>	0	0	0	0
<i>Internet search</i>	0	0	0	0
TOTAL	1 082	171	106	1 359

(b) Data Interpretation

According to the frequency table presented above there were **1 317 (97%)** people looking for jobs and only **3%** visited the offices for other reasons (SMME engagement, contractor development, SARS etc.).

There are major dynamics attached to the rising work-seeker's figure, such as the following:

- Few opportunities available (mainly for youth)
- Work opportunities available in the Overstrand attracting people from other areas to seek better opportunities in the area
- The migration rate (mainly people from other areas seeking for greener pastures in the Overstrand)
- October – December is the seasonal work period in the Overstrand Municipality, hence seekers flock to LED offices in excessive numbers.

(c) Observation

Could be the period of time which is 3 months prior the seasonal work opportunities (with recruitment opening on the 18 October 2019).



CAPE WHALE COAST TOURISM QUARTERLY REPORT

OCTOBER 2019 – DECEMBER 2019

This quarter's highlight was the international recognition of the Overstrand as the first UNESCO Creative City of Gastronomy in Africa. "This accolade is testament to how regions and towns can reposition themselves by keeping abreast with global trends" responded Tim Harris, CEO of Wesgro to the good news. Local Onrus resident Tristan Roberts won the 2019 Association for Professional Bodyboarders World Tour in the Canary Islands and made international headlines in the media – also for our area.

A United Airline direct route between New York and Cape Town was launched in December and has already impacted positively on travellers from the US. Germany and the United Kingdom remain our region's key source markets. The Overstrand's visitor figures echoed the 5% increase in bookings and arrivals to the Western Cape. It was noted that there was an increase in foreign travellers this season and also more visitors from Scandinavia, India and Brazil. As always the weather played a big role in the activities undertaken by visitors. There were not many beach days this holiday which benefitted restaurants, retail and indoor activities. The Whale Coast Theatre had a great trade with a record number of tickets sold on 26 December – 841 tickets in a day. One example of record sales at regional Saturday markets was a stall owner serving 450 breakfasts in 4 hours during the peak period.

FESTIVALS & EVENTS

The festive season was marked by music performances, outdoor adventure events, focus on penguin rehabilitation projects and markets. Cape Whale Coast hosted 134 events during December to cater for the increased visitor numbers. Impact assessment surveys of events have been sent out and the results of these will be made available in the next report.

SMME TRAINING & DEVELOPMENT

- 13 hospitality students continued with a second year and all 13 graduated with an International Level 2 Diploma in Culinary Arts. This initiative of the National Department of Tourism was a collaboration between Cape Whale Coast Tourism and Warwick's Chef School. The Marine Hotel was awarded the best industry training venue for 2018/2019.
- The Overstrand Connectivity Summit in November included exhibitions from the 4 tourism visitors' information centres with representation from 15 local producers.

- Marketing Toolkit Training was done at RDP Youth Centre, Zwelihle with 10 trainees.
- Gansbaai Academia tourism students were taken on a penguin tour and this was combined with cell phone photography lesson by Jax Bath, Dyer Island Cruises.

TOURISM DEVELOPMENT & BROADENING PARTICIPATION

Cape Whale Coast Tourism presented and exhibited at the Department of Labour Career Exhibition in Mount Pleasant. Recruitment was facilitated for the WESSA Blue Flag Beach Programme.

TOURISM LEARNERSHIP PROGRAMMES

FAST FOOD SERVICES PROGRAMME– 1 year [2019 / 2020]

- 50 learners from Overstrand area. Accredited certificate.

NATIONAL YOUTH CHEFS PROGRAMME– 3 Year [2018 / 2020]

- 15 Students currently in 2nd Year

TOURISM SAFETY MONITORS

- 10 Tourism Safety Monitors employed by National Department of Tourism.

MARKETING

- Cape Whale Coast introduced the strapline "Naturally Irresistible".
- GO Magazine had an 11 page feature on the Overberg in the December Issue with additional exposure of Pringle Bay accommodation. GO/WEG Journalists Kyra Tarr, Esma Marnewick, Marcelle van Niekerk and photographer Shelley Christians put an extensive Overberg itinerary together.
- The Inside Guide published the 30 best weekend getaways around the Mother City which included 6 Stanford properties and 2 from Hermanus.
- The 40th anniversary of the annual Platters Wine Guide rated Hermanus as the best Pinot Noir region and a shared first place for Chardonnay. This confirms the regions acclaim as South Africa's Burgundy.
- Getaway Magazine featured Cape Whale Coast accommodation as a top 23 affordable weekend getaways from Cape Town. www.getaway.co.za/accommodation/affordable-weekend-getaways-cape-town/
 - Mountain Mist, Betty's Bay
 - Stone Cottage at Glen Oakes, Hemel-en-Aarde Valley
 - Oudebosch Eco Cabins, Kogelberg Nature Reserve
- Independent Online, Cape Times & Die Burger – "New life for two rescued lion cubs" on Panthera Africa
- TravelMag included Betty's Bay and Hermanus on their list of most charming towns and South Africa. The list was compiled in response to a public voting process.
- Cape Town Travel Writer Julie Glück known as the One Stop Wanderlust published an article "Parents Getaway to Kleinmond". This was shared digitally.

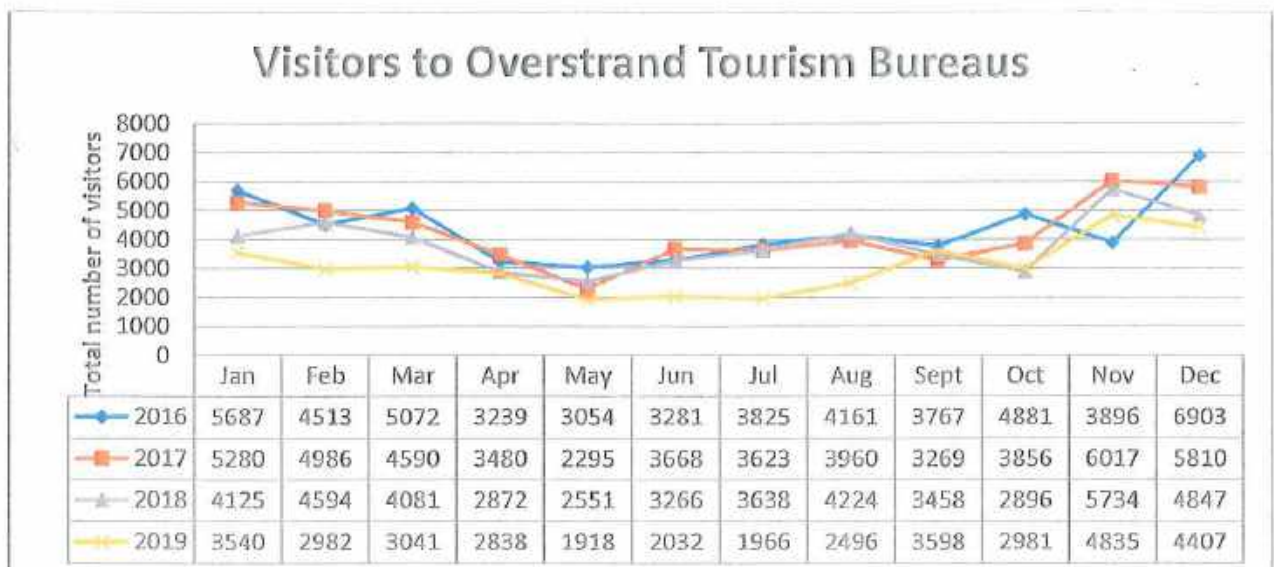
- ENCA interview with Whale Crier for E TV.
- Stanford feature on LekkerSlaap accommodation platforms

Social media platforms are monitored to optimize reach and engagement. Digital marketing remains the Cape Whale Coast's most important way to delivery communication to our markets. Cape Whale Coast Facebook's unique reach has increased with an engagement rate of 18%. Only 10% of the world's brand reach a 30% engagement and we are pleased with the progress made.

DECEMBER 2019			Instagram Posts	
	6523	1643	564	4062
	4178	1006	180	1458
	8135	2845	425	5712
	6653	1498	887	3409
	7954	1273	393	3544

REGIONAL UPDATE

Below is a schedule of walk-ins at the four Visitor Information Centres.



EXAMPLES OF MEDIA EXPOSURE:

EXPERIENCE MEANS!

HEAVENLY HIKES

A new offering in the Hemelen-Aarde valley on the outskirts of Hermanus perfectly combines nature hiking with a food-and-wine experience

WORDS LYNETTE BOTHA



THE HEMEL-EN-AARDE VALLEY IS AN AREA I KNOW WELL.

It's been called the 'new wine capital of the Western Cape' and it's not surprising why on the 3,000 farm hectares all the way to Cape Town.

But the picturesque area combined with wine tasting and food pairings is

not something I ever considered (I grew up in the Western Cape). The branch of Tim Lundy and the late Jackson Wines, Glenartha grew vines the opportunity to intimately enjoy the wine and the food and enjoy from me.

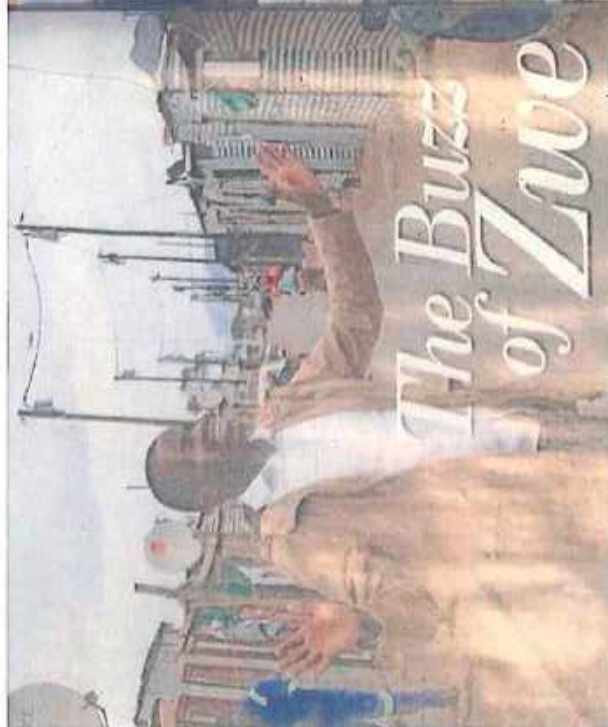
Tim is a professional and successful winemaker, the author of Family Wines in the Western Cape and the son of the late, great Bill Lundy, also an excellent and renowned skier and guide, and author of many books and

JANUARY 2019 | GETAWAY 21

SOUTH AFRICAN COUNTRY LIFE

Take a tour of Zwelihle in Hermanus

written by Leigh Hermon | January 13, 2020



community of Zwelihle in Hermanus is overcrowded and beset with ailments that sometimes disturb the holiday spirit of the upmarket coastal town. But it offers the liveliest African experience this side of Cape Town

WORD AND PICTURE: CHRIS MARRAS
WWW.CAPETOWNLIFE.CO.ZA

South Africa should England in the Rugby World Cup final in August as

world's biggest football TV set in an industry competition. It dominates the time. Colleague me check he always with his wife Lora and

My wife, Lora, and I take a Christmas for our job and go off to Zwelihle at Mkhawo's place as arranged. We did the 90-minute



ZWELIHLE & TRAVEL

planned for watching them, and a couple of girls (including 11-year-old) were also there. It was a nice change, and I was being treated to some of the best of the best. I was being treated to some of the best of the best. I was being treated to some of the best of the best.

A local holiday will get going in a week or so. It's a busy time, and the school is full of children. I was being treated to some of the best of the best. I was being treated to some of the best of the best.

As he walks up the hill, we pass the water tower. It's a busy time, and the school is full of children. I was being treated to some of the best of the best. I was being treated to some of the best of the best.

The 11-year-old girls are being treated to some of the best of the best. I was being treated to some of the best of the best. I was being treated to some of the best of the best.

It's a busy time, and the school is full of children. I was being treated to some of the best of the best. I was being treated to some of the best of the best.

SOCIAL DEVELOPMENT DEPARTMENT

SECOND QUARTER REPORT: OCTOBER TO DECEMBER 2019

The second quarter's activities focused mainly on a situational analysis aimed at aligning the appropriate projects and stakeholders in support of our role as social development facilitator.

- **120 children** between the ages of 6 -15 years receive free after school care, nutrition, safety, stimulation and access to sport on a daily basis from 14:00- 17:00 during school terms
During this quarter the after care facility was a Santa Shoe Box recipient and all the children received a Christmas gift.



Before the December school break, the children also received a special gift each from the Rotary Toy Run.



On 31 October 2019, 35 school going youth from across the Overstrand, representing all our wards was inaugurated into the 17th Junior Town Council. Their year of service will start on 15 January 2020.



- The Overstrand Local Drug Action Committee convened during this term. A strategy to improve and take the committee forward was discussed and approved.
- There are 27 ECD centres operating from municipal facilities. The facilities provide a service to 1837 children ranging from 3 months to 6 years of age. At the same time these facilities provide employment to 160 people of which the majority are women.
- Ten children with disabilities are given a safe stimulating environment at iThemba special day care in Zwelihle on a daily basis with the support of Overstrand municipality.
- During this quarter R 400 000.00 was transferred to the 12 Grant-in-Aid beneficiaries for 2019/20. As at the 31st of December 2019, beneficiary expenditure is at R124, 402.00 or 31.3%.
- The Thusong Centre, assisted the Hawston-E-Centre, community members and other stakeholders in arranging a special gathering for 16 Days of Activism. A number of community members and stakeholders gathered in front of the house of the late Mariana Richter to show their support for no-violence against women. Ward 4 Counsellor, Cllr. May addressed the crowd and spoke out against violence against women.



- The Thusong brought 219 services to 209 people. See table below for more detail on the services.

	OCTOBER	NOVEMBER	DECEMBER	QUARTER 2
SERVICES / ASSISTANCE	DELIVERED	DELIVERED	DELIVERED	TOTAL
Boland College	4		2	6
Booking of Hall	1	2		3
CWP	1			1
DAFF	2			2
DSD	1			1
SARS		118		118
ECD Registration	1			1
Free Wills and Testaments	1			1
Housing information	9	1	1	11
Job application	1			1
NSFAS Application	3		1	4
Seasonal work	4			4
Tax number	36	15	3	54
Tender enquiry	1			1
UIF	1			1
Sea fisheries / DAFF / Permit		2		2
Home Affairs		4		4
CV			1	1
Venue booking			3	3
Services assisted	66	142	11	219
Number of people assisted	58	142	9	209