

PORTFOLIO COMMITTEE :

LOCAL ECONOMIC DEVELOPMENT

Chairperson :

Ald E Gillion

Committee Members :

**Ald D Coetzee, Cllrs R Nutt,
S Silo, R Dees**

LOCAL ECONOMIC DEVELOPMENT PORTFOLIO COMMITTEE

1 February 2022

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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SECOND QUARTER REPORTS | 1 |
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**AGENDA of the
Portfolio Committee : Local Economic Development
1 February 2022
(Also the agenda for the Mayoral Committee Meeting : 21 February 2022)**

**1.
ECONOMIC AND SOCIAL DEVELOPMENT AND TOURISM FIRST AND SECOND
QUARTER REPORTS**

9/1/2/2

**S Madikane Director: Economic & Social Development & Tourism
01 February 2022 (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 the first and second quarters 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 600 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 : Local Economic Development
1 February 2022
(Also the agenda for the Mayoral Committee Meeting : 21 February 2022)**

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 for 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 and Social Development & Tourism 1st Quarter Report
Annexure B: Economic and Social Development & Tourism 2nd Quarter Report

RECOMMENDATION:

that the 1st quarter report (July – September 2021) and the 2nd quarter report (October – December 2021) of the Directorate: Economic and Social Development and Tourism **be noted**.

RESPONSIBLE OFFICIAL:

**X KOSI
G SMIT
F LLOYD**

TARGET DATE FOR IMPLEMENTATION:

IMMEDIATELY

ECONOMIC AND SOCIAL DEVELOPMENT & TOURISM DIRECTORATE



JULY – SEPTEMBER 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
DSBD	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 Park Producers Association
SEDA	Small Enterprise Development Agency
SEFA	Small Enterprise Finance Agency
SMME	Small Medium & Micro Enterprises
UNDP	United Nations Development Programme

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
CDW	Community Development Worker
CV	Curriculum Vitae
DoH	Department of Health
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
IEC	Independent Electoral Committee
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
SEDA	Small Enterprise Development Agency
TB	Tuberculosis
WCED	Western Cape Department of Education
TMT	Top Management Tea



HIGHLIGHTS OF THE QUARTER:

- **11** Informal traders approved for the TREP programme by SEFA with **9** spaza shops and **2** fast foods.
- **17** SMME's participated in the Business Connect Luncheon in Kleinmond
- **5** SMME's supported to submit applications to SAB foundation for the Tholoana Enterprise Development Programme
- **24** Young people received NYDA Job preparedness training in Kleinmond and are ready to find work and compete in the entry jobs.
- **42** candidates were interviewed,
- **16** positions were filled and occupied in August (Social, LED and Tourism: The Directorate) positions
- **13** additional positions were filled by the Social Development Department for Thusong Ambassadors and LED Garden Monitors.

LOCAL ECONOMIC DEVELOPMENT QUOTERLY REPORT

INTRODUCTION

The first Quarterly Report of the 2021-2022 Financial Year presented the LED Department with the ever-growing need for economic recovery. According to the Quarterly Employment Survey (QES) South African lost no less than 500 000 jobs. The resultant effect was the rise of unemployment rate to about 34% and the corresponding effect in the Overstrand being 15% unemployment rate. Furthermore, the Overstrand Municipal area was, by no means, spared from the disastrous impact of the Covid-19 pandemic and consequently the limited resources of the LED had to be deployed in the delivery of the projects outlined below as means to alleviate extreme surging levels of poverty and to take on the mammoth task of nurturing the rapidly waning hope.

Halfway through the quarter the number of people who were both infected by Covid-19 or dying as there result thereof plummeted to a point where President Ramaphosa saw it fit to move the country to Adjusted Level 1 of Covid-19 lockdown restrictions.

This quarterly report of LED will shine the spotlight on the projects carried out and these are:

1. SMME Support Business Programme,
3. Emerging Contractor Development Programme,
4. Food Garden Monitors,
5. Infrastructure Support,
6. EPWP Recruitment and Selection,
7. Walk-In Statistics
8. Job Creation, and
9. Parking Management Service.

SMME SUPPORT ECO-SYSTEM

The prospects of the SMME can only be enabled by the availability of support systems and the best way to ensure a thriving and successful trajectory is through building and consolidating available eco-systems. This can take the form of business development programme, access to finance, capacity building, etc.

TARGET POPULATION: SMME's across sectors of the economy, Informal Traders and SMME's on eight sectors of the informal economy (Spaza Shops, Bakeries and confectioneries, Clothing leather and textile, auto-body repairers and mechanics, butcheries, Tshisa Nyama, Personal Care and Fruit and Veg.

NEEDS / ASSUMPTIONS	
The need for businesses to network and engage is crucial for marketing and growth purposes. This forms part of SMME growth aspects and one of the least practiced but crucial. The 6 speakers for the event that shared some of their story as well as some practical things that can be applied for business growth. Amongst the participants were designers, shop owners and marketing agents.	
RESOURCES	
Catering and Venue Computers for SMME's to apply, and LED facilitators across the Overstrand helping with applications	
ACTIVITIES	
Sourcing clients; Approaching guest speakers and Organizing catering	
SHORT / MEDIUM TERM OUTCOMES	
To organize SMME's and create space to network and normalize creating networks	

Part of the outcomes of the event was the undertaking by SMME's to establish a Hangklip – Kleinmond Business Forum	
LONG TERM OUTCOMES	
To include the event to annual plans of the department to continuously run. To advocate for more stakeholders to join the engagements and assist SMME's.	
PERFORMANCE MATRIX	
1. BUSINESS CONNECT LUNCH : NETWORKING OPPORTUNITIES	The event targeted 20 SMME's out of which 17 SMMEs attended (s might signify the eagerness of SMME's in the area, or the level of organizing by the LED and Tourism officials.
2. TOWNSHIP & RURAL ENTREPRENEUR PROGRAMME (TREP): ACCESS TO FINANCE: ACCESS TO FINANCE	Previous quarter: SEDA already sorted 32 TREP applicants to the system Current Quarter a) 1 Tshisa Nyama from Zwelihle located at the taxi rank has received a pledge for R100 000 funding in form of equipment through the TREP programme. b) Additionally, the entrepreneur was also assisted through Hermanus Siyakha to purchase a bakkie to transport stock from Bredasdorp to Hermanus. Currently awaiting feedback from SEDA regarding other applications submitted. c) In August SEDA reported another 11 approved TREP applications in the Overstrand area with 9 Spaza shops and 2 fast food: 1 in Gansbaai and 10 in Hermanus.
3. SAB FOUNDATION THOALANA TERPRISE DEVELOPMENT PROGRAMME: ACCESS TO FINANCE	5 SMME's applied in the Overstrand through LED Offices, it is assumed that more SMME's managed to complete applications privately, given the inquiries received.
4. THE FLAME PROGRAMME ASSESSMENT: ACCESS TO FINANCE	The target was SMME's that are operating and generating revenue of less than R1 Million per annum, that can be classified as startups and BBBEE qualified. Instead of 10 SMME's 14 were recruited and participated
5. CAPACITY BUILDING: SKILLS DEVELOPMENT	This workshop enabled the youth to learn ways and techniques to pursue employment, writing a competitive CV, ways to track and find opportunities etc. The workshop benefitted 24 young people and took place on the 20 September 2021, at the Mthimkhulu Village. The Training targeted 25 participants and was a one-day session, meaning 96% attendance achieved.

EMERGING CONTRACTOR DEVELOPMENT PROGRAMME

TARGET POPULATION: EME's and QSE's participating in the emerging contractor development programme across the Overstrand.

NEEDS / ASSUMPTIONS
<p>The Emerging Contractor Development Programme is geared to become a flagship development initiative in the Municipality to be a catalyst for industry transformation. To promote social and economic development, the Municipality has developed a tool in line with other development practices in the country taking into consideration the legislative environment and the prevailing conditions in the area.</p> <p>As the primary focus of the programme, the construction industry is one of the tricky industries to venture in due to compliance, capital, and capacity reasons etc. Hence there need for frequent monetary and non-monetary support to boost EME's and QSE's participating in the programme. The contractor needs have always existed even before lockdown; however, the lockdown period put more strain and so much pressure unto the industry.</p>

RESOURCES		
Project's funding; Human resources and Technological equipment (e-Learning Centre)		
ACTIVITIES		
Engagements with Contractor forums and communication of upcoming projects as per Demand Management Plan.		
Stakeholder engagement as part of the planning process to support contractors.		
Ensure that all Emerging Contractors are compliant of all regulation and that their documents are in place.		
Engage with stakeholders such as the South African Revenue Service regarding tax issues as our contractors often find difficulty regarding their tax matters.		
The Department also engaged with TUSK (provides construction support services to contractors). An exploratory meeting took place on 16 October 2020, engagements are ongoing as we are currently on the information sharing stage.		
Construction workers, cleaners, salespersons, and administration clerks are just some of the employment opportunities created.		
SHORT / MEDIUM TERM OUTCOMES		
Provide access to all available support relevant to contractors to ensure regular access to available services.		
Ensure contractors gain valuable financial management and business skills.		
Address bottlenecks in the Municipal supply chain process to make it easier for contractors to grow and develop.		
Ensure continuous engagements with relevant stakeholders such contractor business forums.		
Align emerging contractor commodities with the services they provide on the Central Supplier Database (CSD). This will enable contractors to streamline their tendering for works in line with Municipal tenders.		
LONG TERM OUTCOMES		
Participation in the procurement plans of all spheres of government.		
Ensure proper sub-contracting processes are followed and complied with by both contractors and budget holders.		
Strick monitoring and evaluation process on all active Municipal projects.		
Monitor the tendering conditions and transitioning of contractors and labor.		
CHALLENGES		
Sub-contractors pulling out of projects due to poor rates offered/ imposed by major contractors.		
Grievances of non- payment of workers by sub-contractors, who later walk to LED offices to report incidents.		
Meaning during the monitoring, a great amount of time spent resolving grievance either between contractor and sub-contractor or sub-contractor and workers etc.		
Poor communication from budget holders before projects start and not involving LED from initial stages, which leads to LED involvement during time of crisis or when they need information.		
PERFORMANCE MATRIX		
Projects monitored with Regulations 4 and 9 conditions:		
Project Code	Project Name	Progress
SC 2134/2020	Rehabilitation and reseal of roads in the Overstrand Municipal areas. Directorate: Community Services	MPT meetings commenced on the 15 September 2021. 2 Sub-contractors participating in the project thus far (1 in Zwelihle and Gansbaai). The project is continuing until 2023 The contractor will be appointment more sub-contractors for small works in November.
SC 2107-2020	Construction of new sewers in Zwelihle. Directorate: Town Planning and Infrastructure	The project started January 2021 and concluded in July 2021 6 sub-contractors participated in the project The closing evaluation with the contractor identified few challenges faced by contractors and upcoming trainings will be addressing such issues.

SC 2060-2019	Construction of new materials recovery facility, public drop off and chipping area in Hermanus. Directorate: Town Planning and Infrastructure	There were more than 5 sub-contractors at the beginning of the project and only 3 managed to complete the project. The project was filled with many challenges such as non-payments of retentions by the contractor and other incidents which led to other sub-contractors pulling out of the project.
SC 2108/2020	Replacement of water pipes, Rooi-Els to Hermanus Directorate: Town Planning and Infrastructure	There are currently one sub-contractors participating in the project The project is continuing

Other support facilitated provided to emerging contractors:

18 contractors assisted in the first quarter

Support ranged from (CSD registrations, CIPC Annual returns and registrations; SCM forms; SAB foundation applications Public Works Mentorship Programme for CIDB grade 3-5 contractors.

STAKEHOLDERS

CIDB (Construction Industry Development Board); Contractors; BIBC; NHBRC; Department of Human Settlements Development Action Group (DAG) and Budget Holders

FOOD GARDEN MONITORS

TARGET POPULATION: Community and household garden that received seedlings during the rollout in June 2021.

NEEDS / ASSUMPTIONS	
<p>The food garden 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.</p> <p>The second phase of the project which is the monitoring of all gardens that benefitted from the seedling's rollout conducted in June 2021. The process aims to follow up and assess the conditions of the gardens, the impact made, the assumptions, challenges etc. With all the above-mentioned processes, the objective is to ascertain or assess the success of the project (a) the need to continue the project based on the findings (b) Challenges faced by the beneficiaries and support needed i.e., trainings and gardening tactics.</p>	
RESOURCES	
<p>EPWP garden monitors PPE for identification</p>	
ACTIVITIES	
<p>Planning and organizing using the registers as a delivery confirmation. Recruitment and of garden monitors. Procurement of PPE. Establishment of project communication channels.</p>	
SHORT / MEDIUM TERM OUTCOMES	
<ul style="list-style-type: none"> • Placement of 8 garden monitors in (Zwellihle, Mount Pleasant, Hawston, Kleinmond-Hangklip, Stanford, Masakhane, Blompark, Pearly Beach-Baffeljaagsbaai) • Collect accurate data and launch support programmes before 	

<ul style="list-style-type: none"> Partner with Department of Agriculture for capacity building programmes and garden practice 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> The gardening monitoring processes will run until March 2022 and the long-term goal is to continue the seedlings rollout project based on the monitoring and assessment findings. 	
PERFORMANCE MATRIX	
A total of 8 Garden Monitors were appointed to service the following areas: Zwelihle, Mount Pleasant, Hawston, Kleinmond, Pearly Beach, Masakhane, Blompark and Stanford.	
STAKEHOLDERS	
Department of Agriculture	

INFRASTRUCTURE SUPPORT

TARGET: The building and structures built for business or economic activities

NEEDS / ASSUMPTIONS	
<p>In pursuit of a successful enterprise and SMME development programmes, the infrastructure availability and spaces to trade have always been a challenge. This has also been cited as one of the stumbling blocks of entrepreneurship development and has a potential to kill the innovation and creativity spirit. As part of the eco-systems support, there are structures and buildings identified and others existing for economic activities such as the:</p> <p>Lusitania Building – Hermanus New Harbor; Zwelihle Yellow Building ; Hawston Taxi Rank Stalls</p> <p>Zwelihle Taxi Ranks Stalls; Stanford Taxi Rank Stalls ; Hawston Industrial Hub</p> <p>The Lusitania Building has recently been available to the Overstrand Municipality for economic development and tourism activities such as the regular food market and weekend regular trading marketing.</p>	
RESOURCES	
<p>Properties available for trading</p> <p>Branding of the buildings</p> <p>Funding for Renovations</p>	
ACTIVITIES	
<ul style="list-style-type: none"> Meeting with Department of Public Works and DEFF officials on the 25 June 2021 On the 12 August 2021, a meeting with SEDA and SEFA management was held to foster partnership in making the project a success, with commitments from SEDA on branding the Lusitania Building. The follow up meeting is scheduled to take place on the 11 October 2021 to outline the lease arrangements and further consultations Department of Public Works. 	
SHORT / MEDIUM TERM OUTCOMES	
<ul style="list-style-type: none"> To consult an expert running and designing markets as a voluntary advisor To schedule a follow up meeting on the 11 October with the Harbor Master and SEDA and discuss the operations and access to the building To host SEDA Provincial delegation to view the site to get a clear view of the branding and putting signage with budget costs in mind. To activate a selection of traders with a criterion in place. To test the site as a pilot by hosting Saturday markets prior the official launch of the project in November. To launch the project on the 16 December 2021 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> To Run and open the facility daily depending on the success of the early days markets and activities. 	
PERFORMANCE MATRIX	
<p>Sites visits conducted at the Hawston Industrial Hub construction site.</p> <p>Undertaking given that the project will be completed by 5th December 2021.</p> <p>Process commenced to select suitable candidates to move into Hawston Business Hub building for trading.</p>	

An official letter was written to the Department of Public Works for the Temporal Use of the Lusitania Building

STAKEHOLDERS

Department of Public Works and Infrastructure

Department of Environmental, Forestry and Fisheries (DEFF); SEDA

EPWP RECRUITMENT AND SELECTION

TARGET: All EPWP vacancies with the Economic, Social Development and Tourism Directorate

NEEDS / ASSUMPTIONS

To ensure transparency in the recruitment and selection of EPWP participants and equitable distribution of job opportunities in the Overstrand Municipal Area.

RESOURCES

Human Resources

Connectivity for remote interviews via virtual platforms

ACTIVITIES

- Drafting and sending of MOU's to LED Management for approval of recruitment process
- Contacting shortlisted candidates
- Setting up interviews both sit in and virtual via LED satellite offices and Tourism Bureaus
- Selection processes with commendations made by the Committee for Management's approval
- Appointment of candidates and placement
- Ensuring of tools of trade for new recruits

SHORT / MEDIUM TERM OUTCOMES

- To place compile a recruitment and selection report detailing the process and outcomes for best practice purposes.
- Recruitment and Selection best practice in place.

LONG TERM OUTCOMES

- To replicate the process in line with EPWP policy and SOP for use by other Directorates once the process is deemed accurate.
- Recruitment and Section process to be in line with the municipality's Human Resources recruitment policy.

PERFORMANCE MATRIX

The EPWP recruitment season resumed in July 2021, this meant the activation of approved projects had to be activated and recruits placed by the 1 August for 2021-2022 financial year. As part of the LED EPWP reforms implemented by the Directorate for Social, Economic Development and Tourism a Recruitment and Selection Committee was established to complement the reforms by ensuring fair, impartial, and transparent recruitment process and eliminate all defects and deal with risks. The committee conducted more than 42 candidates were interviewed and 16 positions were filled and occupied in August This was from Social, LED and Tourism i.e., the Directorates positions and an additional 13 positions were filled by the Social Development Department for Thusong Ambassadors and LED Garden Monitors.

STAKEHOLDERS

Tourism Bureaus

WALK IN STATS

TARGET: All citizens of Overstrand Municipal area

NEEDS / ASSUMPTIONS	
The walk-in Centers 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.	
RESOURCES	
Human Resources	
ACTIVITIES	
<ul style="list-style-type: none"> Assist with unemployment database administration; Assist with business administration Assist clients/walk-ins; Link the clients to services 	
SHORT / MEDIUM TERM OUTCOMES	
<ul style="list-style-type: none"> To bring information and services closer to the people to promote access to opportunities as a basis for improved livelihoods. 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> Promote cost-effective, integrated, efficient, and sustainable service provision to better serve the needs of citizens. 	
PERFORMANCE MATRIX	
The walk-in Centers 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	Frequency
Looking for Job Opportunities	129
Business Registration	4
SMME's Engagement	6
Contractor Development	14
Social Development	34
SARS	09
Internet search	0
Central Supplier Database (CSD)	0
Total	196

JOB CREATION

TARGET POPULATION: The unemployed people Overstrand Wide

NEEDS / ASSUMPTIONS	
<p>The current unemployment rate is 15% in the Overstrand 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.</p> <p>The primary need is to: Decrease the number of unemployed people, improve unemployment rate, and Improve the lives of the citizens of the Overstrand.</p>	
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:

Identification of Projects and budgets; Recruiting and selection of new participants

EPWP Induction and signing of contracts; Project Implementation

Capturing and approval of projects on EPWP Reporting System

Progress reports to District, Provincial and National Forums

Progress reports to Department Public Works

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.

The overall number of job opportunities achieved amounts to 738 as according to the stipulations of the EPWP Grant.

Work Opportunities (WOs) – 2021/22							
Sectors (validated)						Total (Target)	Performance vs Target
Target	Captured	Target	Captured	Target	Captured		
EAC		INFRA		SOCIAL		1 028	738
691	281	117	144	220	313		

Full Time Equivalent (FTEs) – 2021/22		
Sectors (validated)	Total (Target)	Performance vs

Target	Captured	Target	Captured	Target	Captured		Target
EAC		INFRA		SOCIAL			
127	44	39	27	84	43	250	118

PARKING MANAGEMENT SYSTEM

TARGET POPULATION: Persons visiting the Central Business District and Tourists.

NEEDS / ASSUMPTIONS
<p>Individuals passing through Hermanus will not stop in town if there is no parking space available. The locals working in town when the PMS is not in place tend to park opposite the shops for extended periods and thereby take up parking space which could have been utilized by the Tourists.</p> <p>Illegal parking marshals harass motorists for tips and threaten them should they not comply.</p>
RESOURCES
<p>Parking Marshals Handheld parking devises PPE for identification</p>
ACTIVITIES
<p>Going out on tender (post Covid-19 lockdown) implement a stop measure project (in the interim) particularly during the Festive Season. Recruitment and train parking marshals Procurement of PPE. Forge partnership with the Private Sector to assist in the implementation of the Interim PMS.</p>
SHORT / MEDIUM TERM OUTCOMES
<ul style="list-style-type: none"> Secure funding to implement the Interim PMS Recruit and train parking marshals Monitor the implementation with the private sector
LONG TERM OUTCOMES
<ul style="list-style-type: none"> Secure funding for a fully-fledged Parking Management Service Go out on a tender when Covid-19 levels allow for it. Monitor and Evaluate the PMS in partnership with the private sector.
PERFORMANCE MATRIX
<p>The Parking Management System (PMS) was not implemented due to the Covid-19 Restrictions and to prevent exposing both the parking marshals as well as the motorists to a deadly spread thereof (from the Previous Financial Year to date).</p> <p>A presentation was given at the meeting of Private Public Partnership (PPP) of the need to implement an interim parking management system during the Festive Season. An Adhoc Committee was put together at the PPP to work with LED to plan and implement the project.</p> <p>The Adhoc Committee met, and an Action Plan was adopted to implement an Interim Parking Management System.</p>
STAKEHOLDERS
<p>Private Public Partnership committee Business Owners in the CBD Law Enforcement Department</p>

TOURISM

INTRODUCTION

This quarter marks the peak of the Southern Right Whale Season on our coast. August was celebrated as Women's Month and September as Heritage and Tourism Month. Tourism aligned with these themes in marketing campaigns and work emphasised the destination's unique attributes. Whale watching and Marine Big Five businesses reported daily sightings of Southern Right Whales and their calves. These sightings encouraged an increasing number of domestic travellers to the region and compensated for the loss of international tourists.

The South African tourism industry received a welcome boost on 30 September with the President's introduction of Adjusted Alert Level One. With this move the amount of people permitted at gatherings increased to 750 for indoor and 2000 people for outdoor gatherings which makes a significant difference for leisure travel and the business events industry. The adjusted times of the curfew to 00h00 – 04h00 is a relief for restaurants and entertainment businesses and will help to reignite tourism activities and assist with economic recovery.



The Overberg took the lead with the vaccination roll out in the province but also in South Africa. Reporting on the success of the vaccination programme is a way of ensuring that visitors feel safe.

Due to regulations and to curtail COVID infections there was no Hermanus Whale Festival hosted this year. The long weekend of 24 to 26 September was a particularly busy weekend with a festive feeling.

Highlights of the Quarter

British & Irish Lions arrived at Arabella Hotel & Spa on 4 July. The group comprised 87 players and support staff. Practices took place on Hermanus High School's fields.

Establishment of Overberg filming production resource database.

TV screenings showcasing the Overstrand including kykNET's in die Sop and Kleinmond resident Frazer Barry's show on Fiesta.

NASA partnered with 10 space agencies worldwide for their 10th annual #SpaceApps Challenge and the South African National Space Agency (SANSA) in Hermanus was one.

Discovery Shark Week 11 – 17 July featured Gansbaai's Dickie Chivell and Alison Towner. Potential reach 86m viewers.

1st official aerial southern right whale survey of the 2021 season done by the Mammal Research Institute's Whale Unit. The total count for the day was 158 cow/calf pairs and 52 unaccompanied adults for a total of 368 southern right whales. This number is higher than the August counts for 2019 and 2020.

Women's Month celebrated by profiling women of the Overberg and their unique contribution to the region. <https://whalecoast.info/womens-month/>

3rd series of Netflix American teen romcom The Kissing Booth released on 11 August showcasing scenic road trips along Clarence Drive. Potential reach 15.8m subscribers.

Overberg video released. Input and production arranged by Tourism and video funded by Wesgro.

Multiple screenings of Walker Bay and marine wildlife on CNN. Potential reach 44m.

South Africa's 10 most charming towns, Getaway Magazine, featured Betty's Bay and Hermanus.

KFM Best of the Cape competition featured 10 Overberg finalists in the 30 categories. Winners: Southern Right Charters - Best Adventure Experience. Hermanus Country Market - Best Market, Murasie – Best Wedding Venue and The Milkwood Restaurant – Best Pet Friendly Eatery.

Western Cape Minister of Economic Opportunities and Finance, David Maynier visited

21st hosting of annual Kalfiefees.

Hosting of 1st Gansbaai Wine and Food Festival.

Kogelberg Trail Series Super League in Kleinmond with 482 participants in 3 distances.

Creation Wines: World's Best Vineyard Top 10 list and Best in Africa.

Hermanuspietersfontein Market 15-year anniversary.

18 events hosted on Heritage Day, 24 September.

The public holiday on 24 September provided a much-needed inflow of visitors. This impacted positively on accommodation bookings and restaurant trade.

JOB & SKILLS DEVELOPMENT INITIATIVES

Target Audience: Overstrand Youth / Entrepreneurs

NEEDS/ASSUMPTIONS
Temporary job creation opportunities linked with upskilling unemployed youth to ensure 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

Food Assurance Programme: 17 retrenched and unemployed individuals offered 1-year learnership contract. Training started in August, 11 host employees.
 Tourism Monitor Programme: 10 monitors allocated for Overstrand: 2 Hermanus Cliff Path, 6 Environmental Services, 2 Gansbaai Hiking Trail.
 National Youth Chefs Programme: Programme still on hold.
 WESSA Blue Flag Programme: 5 Students hosted by Hermanus Tourism.
 Market Square Stalls: 15 product owners displaying products.

YOUTH SUPPORT

Tourism Monitors Interviews / Induction – 12 candidates allocated for Overstrand (12-month programme). Currently undergoing training until 22 November 2021.
 Food Assurance Training underway – 22 students (12-month programme)
 2 Boland College allocated to Hermanus Tourism and Gansbaai Tourism respectively for a 12-month programme to obtain Diploma.
 NDT Data Collectors – Interviews / Selection done in September. 2 students allocated to Overstrand area.
 NYDA Job preparedness session in Kleinmond 20 September. Opportunities available for unemployed individuals – 25 attendees
 Mini Career Expo at Mthimkhulu Village, Kleinmond - 17 September. Exposure for students on various career opportunities available.
 Digital Skills for Township Business. Virtual Workshop sessions cover: Support Business WhatsApp business - 23 September.

YOUTH OPPORTUNITIES CIRCULATED

National Youth Development Agency Graduate Recruitment Scheme. The South African Police Service opportunity for unemployed graduates.
 South Cape TVET College. Apprenticeship to get on-the-job training and learn skills while studying for a qualification. Opportunity for Occupational Certificate Bricklaying (NQF Level 4) for 25 learners only.
 Department of Basic Education South Africa. Presidential Employment Stimulus Programme - Basic Education Employment Initiative applications circulated.
 Department of Tourism & Department of Small Business Development Agency applications for Tourism Chefpreneur Programme
 Wine Service Training Programme Applications
 Professional Cookery Training Programme
 Food & Beverage Programme Applications
 SANRAL bursary for young people interested in the fields of transportation infrastructure, engineering and its related professions in the built environment, smart technologies, public sector infrastructure development and administration.
 National Film & Video Foundation, South Africa – Agency of Department of Sport, Arts & Culture: National Film and Video Foundation (NFVF) bursary
 Department of Water & Sanitation bursary opportunity 2022. Youth interested in science & engineering principles.

SHORT/MEDIUM TERM OUTCOMES

Temporary employment and accredited training

LONG TERM OUTCOMES

Converting temporary job opportunities into permanent employment
 Accredited training / New graduates

PERFORMANCE MATRIX

5 persons employed from Wildlife and Environment Society of South Africa at Hermanus Tourism
 1 person employed from Chrysalis at Hermanus Tourism
 7 persons employed at Visitor Information Centres in Gansbaai, Kleinmond, Hermanus and Stanford

Creative Spaces at Visitor Information Centres
 Gansbaai Tourism – 10 product owners
 Stanford – 9 product owners
 Kleinmond - 7 product owners

Markets

25 traders at weekly Gansbaai Farmers' Market
 300 employment opportunities created by 85 traders at Hermanus Country Market

Food Safety Programme

Circulated to Visitor Information Centres mailing list – 508 businesses
 Circulated to Tourism Business WhatsApp Group – 60 business owners / entrepreneurs
 Establishments hosting learners – 11
 Temporary jobs created – 19

Accommodation Services Programme

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

Domestic Tourism Activation Scheme

Circulated to training institutions & high schools.
 Participants: 50 with 15 from Boland College Caledon, 9 from Hawston Secondary School, 14
 Tourism graduates / youth Overstrand area, 12 from Cape Agulhas.

JUMPSTARS Overberg webinar:

Circulated to Visitor Information Centres mailing list to 508 businesses
 Circulated to Tourism Business WhatsApp Group to 60 business owners / entrepreneurs

Cultural / Nature Guiding (Western Cape Community Education and Training College)
 50 Learners upskilled. Assisted with sourcing placement.

Assistant Housekeeping (Western Cape Community Education and Training College)
 35 Learners upskilled. Assisted with sourcing placement

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
Big Tree Market & Mthimkhulu Village	Market Access for local products	Empowerment of product owners to generate an income.
Dept of Public Works	New Harbour Development	Infrastructure improvement, refurbishment of Lusitania building and creation of economic hub.
	SEED Awards Funding 2021	Circulated for Entrepreneurship in Sustainable Development to find the most promising, innovative, and locally led start-up social and environmental enterprises.
Public Private Partnership	Hermanus CBD Improvement	Beautification projects, Special Ratings Area facilitation
Wesgro	Destination Marketing	Promotion of many unique and world-class experiences to keep the destination front of mind Cape Town & Western Cape Remote Working Campaign aimed at local and international visitors wanting to work and live in the Western Cape. Support for Events Sponsorship Applications for funding.
DEDAT	Tourism Blueprint 2030	Tourism strategy guidelines for activities
NDT	Domestic Tourism Activation SMME workshop	Introduction of local tourism products to tourism students Upskilling SMMEs through increased understanding of doing business on digital platforms.
Tourism VICs	Access to Market	Providing trading space to local product owners for income generation and business opportunities.

Hermanus Village Square	Local product showcase	Development, access to market and income generation for new and small businesses. Total sales of R6790.
Lighthouse2Lighthouse Ladies Charity Walk	Business Linkage & fundraising	The main purpose of Lighthouse2Lighthouse Ladies Walk is fundraising of an estimated R1m in aid of local charities. A new focus was introduced to create a positive spirit and provide.
WC Depart Cultural Affairs & Sport	Funding opportunities	Registered arts, culture organisations and institutions, artists groups, individuals involved in artistic expressions and arts and culture events companies to submit online applications for project funding for the 2021/22 financial year.
Markets	Facilitation of trade	Negotiations on trading spaces, infrastructure, and trading.
Film Producers	Op My Eish KykNet Reality Programme Suidooster, Sony, Netflix	Regional promotion and economic impact. Assistance with permit application and approval process. Promotion and awareness via digital platforms.
Spairo Art & Thozza Tours, Blue Sky Sessions	Development of Performing Arts in Communities	Community tourism product development. Assistance with participation in competitions.
Youth Training	Social Media Training	Effective promotion of small business and events on digital platforms.

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 & Mthimkhulu 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, Blue Sky Sessions 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 July - September 2021	
6 July	Virtual Regional Tourism Organisation (RTO) Meeting
9	Regional Tourism Signs Liaison Committee (RTLCL) meeting
11	Life skills workshops for entrepreneurs presented by NYDA
13	SATSA webinar: Rebuilding Tourism Hospitality & Sustainably
13	Hermanus Tourism Revival Meeting
14	Filming Insights with CapeNature & WESGRO
15	Travel Week 2021 Launch with Sho't Left (Provincial webinar)
16	Mandela Day projects
21	Growth Mindset – Business coaching event
21	Wesgro POPIA session
22	Sho't Left Travel Week 2021 webinar
22	Great Horizons – Rebuilding SA's Tourism & Hospitality Industry in a Digital World
26	Hermanus Cliff Path Clean-up
27	Municipalities Focus Group: Cape Overberg (Film Readiness)
27	Vaccination registration in Blompark
29	Cape Whale Coast Tourism Month discussion via Teams
1 Aug	Marine Protected Areas, Webinar, Marine Dynamics
3	Hermanus Tourism Revival Meeting
6	Hostival eco camping/glamping for Kleinmond campsite
6	She Me Her Campaign support
6	Frieda Lloyd delivered speech at Women's Day function, Wonderland, Hermanus.
11	WESSA online meeting re Blue Flag Beach monitors
16	Educational visits to Thyme at Rosemary, Gansbaai
19	Whale Coast Conservation Webinar
19	Cape Whale Coast Tourism Managers Meeting on Teams
24	Media meeting at The Marine Hermanus
24	Meeting with Hermanus tourism businesses regarding CT Magazine Bounce Back Programme
24 - 26	Wesgro Annual Locations Workshops, Frieda Lloyd presented on behalf of Overberg
25	Opportunities for Women in Global Trade
25	Rural Young Women's Webinar
27	Cape Whale Coast Tourism Managers Meeting, Stanford
31	Photography training session, Burgundy Restaurant, Hermanus
31	Capacity Building Meeting, Cape Overberg
31	Host employees' workshop – Tourism Monitors Programme
1 Sept	Radio interview with Caledon FM
2	Film Workshop, Kleinmond administration
4	Spar Most Beautiful Virtual Walk participation
8	Cape Town: Annual Industry Engagement Event
10	RTLCL Overberg Meeting
15	LED Tourism Cluster Meeting
16	Whale Coast Conservation AGM
17	Mini Career Expo at Mthimkhulu Village, Kleinmond
20	NYDA Job Preparedness Workshop, Kleinmond
21	Western Cape Government Rural Job Preparedness Workshop, Hermanus
23	Stanford Tourism Business Social Media Workshop
24	Heritage Day Activities: 18 events
27	Tourism Day digital celebration
28	Tourism & Business Meeting, Kleinmond Town Hall

30	Tourism Business Engagement, Kleinmond
30	Meeting: Filming at Palmiet Estuary, Kleinmond
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

Big excitement as TripAdvisor announced their Travellers Choice Awards in August. These awards are granted by the world's largest travel site, trusted because it is populated by the opinion of other travellers. Tourism celebrated our achievers including The Gallery Café & Deli in High Street Hermanus who has also held the ranking as the best restaurant in the Western Cape for more than a year.

With Creation Wines receiving the award for the World's Best Vineyard in African and 10th Best in the World the Overberg received valued international coverage. 8 Overberg businesses were highlighted in the KFM radio campaign Best of the Cape and our region received substantial radio coverage focused on Best Market, Best Pet Friendly Restaurant, Best Farmstall, Best Adventure Experience and Best Wedding Venue.

Whale Coast Tourism marketing focus during the past quarter:

Welcoming the Southern Right Whales back to our coastline

Emphasising Hermanus as the World's Land-Based Whale Watching Capital

Communicating food and wine tourism excellence

Implementing Tourism Month messaging with weekly themes covering accessibility, affordability, responsibility, and transformation.

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

Sarie, July/August 2021 Article on slower and more mindful travel written by Marguerite van Wyk
 Made in Stanford featured on kykNET channel 144
 Hook Line & Sinker featured on kykNET channel 144
 Op My Eish, kykNET, reality show produced in Hermanus, featuring Hermanus and surrounds.
 Collaborating with Zwelihle influencers Jennifer Mathibeli, Miss SA 2021 contestant, and Inga Mfundisi, Miss SA Teen 2021 finalist
 Espresso Morning Show, SABC 3, featuring Chef Gregory Henderson
 Platteland Magazine article on Kleinmond
 Cape Town Getaway at White Water Farm, Stanford, online article
 Getaway magazine featured Overberg's favourite dorp – Stanford
 Kfm best of the Cape competition with Overberg sights, tastes and experiences featured on multiple radio time slots on Kfm 94.5 radio.
 Hermanus Art Walk partnered with Kalfieees
 Fiesta filmed during Kalfieees and this was televised on KykNET.
 Short film, Palmiet, was shown on KykNET.
 Short film, Ascension, launched showcasing Clarence Drive and its surfing spots.
 Onner die Afdak series, Fiesta on DSTV channel 144 featuring Kleinmond and Kleinmond producer Frazer Barry and Tribal Echo
 Overberg video release. Funded by Wesgro.
 Wale & Weine 7-page article on Hermanus, German Sud-Afrika Magazine
 Hermanus Art Walk reopened on 8 August, the eve of Women's Day
 3rd series of Netflix American teen romcom The Kissing Booth showed Clarence Drive. 207m paid subscribers.
 Jax & Des journaled journey Plettenberg Bay to Cape Town. Stayed in Kleinmond.
 Hook, Line & Sinker, Pringle Bay featured in Gourmet Guide Spring 2021 edition
 Gansbaai and the market in Whale Coast Wanderer
 Stellenbosch Visio featuring Mosaic Lagoon Lodge
 AfriCamps rated as one of the best glamping sites in the Western Cape
 TripAdvisor's Traveller Choice rated many local establishments in the top 10% worldwide
 Update of Overberg Film Resource Database
 Multiple broadcasts on CNN "South Africa's oceans are bursting with life", viewer reach of 44m.
 150 unique events listed for the quarter, 48 repetitive weekly events and 18 monthly events hosted.
 #IloveHermanus 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
Cape Whale Coast Facebook had an average reach of 35000. Daily postings of regular and quality content help with communicating what our region has to offer. Growth of social media platforms are measured monthly and discussed for improvements.



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 a number of years and with regular postings. The collective engagement of Tourism on various platforms amplifies messages and reaches more people. Events 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.

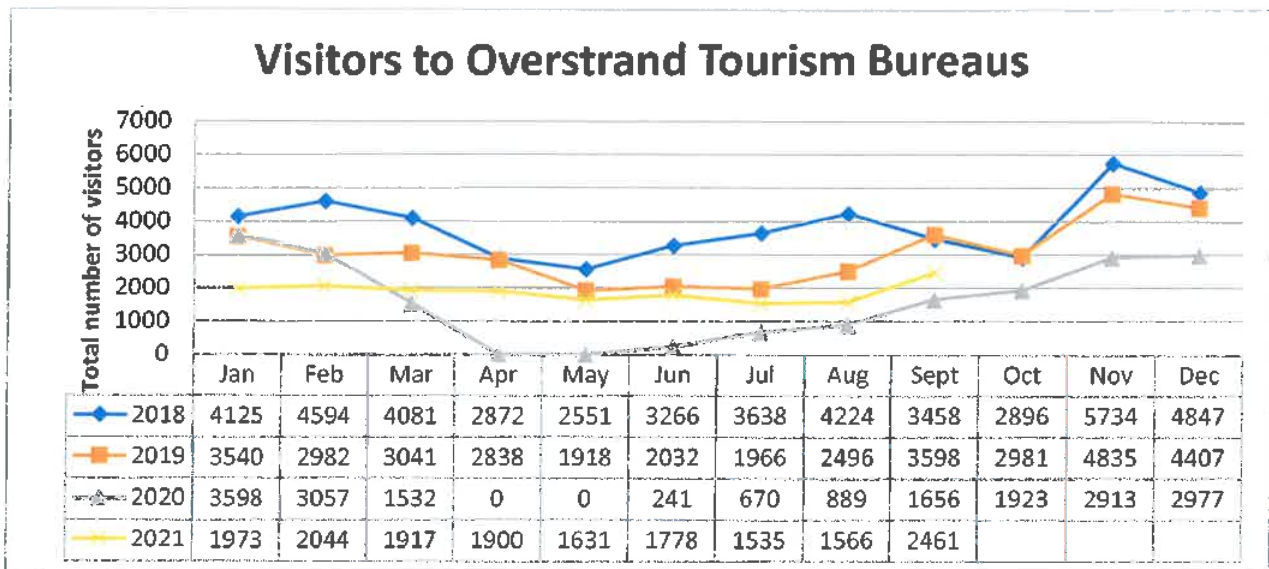
			Instagram Posts	
 cape whale coast	8714	2694	774	4365
 tourism	5647	1578	339	1628
 HERMANUS TOURISM	11 487	5142	601	5727
 Stanford connect to country life	7 554	2459	1503	3448
 Gansbaai the natural adventure destination	10 261	1943	611	3599

The social media accounts managed are as follows:

				
 cape whale coast	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
 tourism	Hanglip-Kleinmond-Tourism	kleinmondtourism	@hanglipT	#kleinmondTourism#HanglipT
 HERMANUS TOURISM	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
 Stanford connect to country life	stanfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
 Gansbaai the natural adventure destination	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

VISITOR INFORMATION CENTRES

Target Audience: Domestic and international visitors and local communities.



NEEDS/ASSUMPTIONS
Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. September figures indicated 49% increase on 2020 and a 68% 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
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, 2 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. 5562 visitors to the VICs assisted face-to-face in period July - September. 462 businesses and individuals reached electronically with news, government assistance, funding, and training opportunities.

Glossary

BOTSOC: Botanical Society

DEDAT: Department of Economic Development and Tourism

NDT: National Department of Tourism

SMME: Small, Medium and Micro Enterprises

TBISA: 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

YOUTH DESK 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 Zwelihle 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		
July	All the necessary administration has been completed to employ a youth desk administrator. The position will be filled in August.		

August	<p>A youth desk administrator has been appointed. 91 youth registered and captured on youth desk database The youth desk assisted 246 youth walk-inns with the following:</p> <table border="1" data-bbox="316 271 1286 427"> <thead> <tr> <th>QUERY</th> <th>OUTCOME</th> <th>TOTAL</th> </tr> </thead> <tbody> <tr> <td>UIF</td> <td>Referred to Thusong and or Thusong Ambassador</td> <td>163</td> </tr> <tr> <td>SASSA R350</td> <td>Assisted</td> <td>35</td> </tr> <tr> <td>MATRIC RE-WRITE</td> <td>Referred to WCED Caledon</td> <td>45</td> </tr> <tr> <td>NPO REGISTRAION</td> <td>Referred to local DSD office</td> <td>3</td> </tr> </tbody> </table> <p>Opportunities shared by the youth desk on the WhatsApp group:</p> <ul style="list-style-type: none"> • Skills development opportunity (Wine Services Training programme) From Tourism Department • Job Vacancy: Grootbos Assistant Accountant • Registration for Covid-19 Vaccination 	QUERY	OUTCOME	TOTAL	UIF	Referred to Thusong and or Thusong Ambassador	163	SASSA R350	Assisted	35	MATRIC RE-WRITE	Referred to WCED Caledon	45	NPO REGISTRAION	Referred to local DSD office	3
QUERY	OUTCOME	TOTAL														
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MATRIC RE-WRITE	Referred to WCED Caledon	45														
NPO REGISTRAION	Referred to local DSD office	3														
September	<p>53 new youth registered and captured on youth desk data base The youth desk assisted 18 youth walk-inns with the following:</p> <table border="1" data-bbox="300 689 1294 887"> <thead> <tr> <th>Enquiry/ assistance required</th> <th>Action taken</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Unemployment database form</td> <td>Referred to LED (Sinalo) assisted with the unemployment database</td> <td>17</td> </tr> <tr> <td>SEDA (Business registration)</td> <td>Referred to SEDA offices in Gateway</td> <td>1</td> </tr> </tbody> </table> <p>Active participants on the youth desk WhatsApp group grew with 17 (total 169 participants)</p> <p>Opportunities shared by the youth desk on the WhatsApp group:</p> <ul style="list-style-type: none"> • Teachers assistant programme from the Department of Education • Covid-19 vaccination- 18 years and older • Hemel-en-Aarde Community Liaison Officer from Baseline Civil Contractors • Woolworths seasonal work advert • Digital skills for townships business virtual workshop from the National Youth Development Agency NYDA • Traffic and Law Enforcement work opportunities: 12 months programme from the Department of Transport and Public Works • Overstrand Municipality external vacancies • IEC Vote registration announcement • Sheep/goat shearing and wool classing programme from the Department of Employment and Labor • SAPS Internship opportunities • Kiosk assistant position from Hermanus Courier Guy • The Overberg bursary opportunity • EPWP positions from South African National Biodiversity SANB • Boland College 2022 applications • Business training course from SEDA <p>Rural Youth Intervention event hosted in collaboration with the Department of Rural Development and Agriculture: The Rural Youth Intervention Project is aimed at conceiving, identifying, designing, and implementing processes that provide the necessary services, support and opportunities that can enable youth in rural communities to change their lives. Due to COVID restrictions and the intensive focus of the intervention only 26 youth could be accommodated. Participating youth were identified and nominated by their peers in Zwelihle, Mount Pleasant and Zwelihle. Participants also gave their input beforehand on topics they would be interested in.</p> <p>The event covered the following topics:</p> <ul style="list-style-type: none"> • Job readiness (CV preparation, job applications and interview tips) Overstrand Municipality (Thusong Centre) Ronnel Sallies • Careers, Bursary Options, Internships WCDoA (External Development) Initiatives)- John Constable • Entrepreneurship and Business financing options SEDA Jan Hanekom • Awareness on Gender-based violence Department of Social Development 	Enquiry/ assistance required	Action taken	Total	Unemployment database form	Referred to LED (Sinalo) assisted with the unemployment database	17	SEDA (Business registration)	Referred to SEDA offices in Gateway	1						
Enquiry/ assistance required	Action taken	Total														
Unemployment database form	Referred to LED (Sinalo) assisted with the unemployment database	17														
SEDA (Business registration)	Referred to SEDA offices in Gateway	1														

Sandisiwe Menziwa

- **Rural Safety Aspects** WCDOA (Rural Development) Juan de Lora

Rural Youth Intervention group photo



MOUNT PLEASANT AFTER SCHOOL PROGRAMME

TARGET POPULATION: Primary school children in the Mount Pleasant and Zwelihle 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. The majority of 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 and 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 on a daily basis while parents are at work and children are at their most vulnerable.	
	LONG TERM OUTCOMES	
	Improved academic performance Improved life trajectory	
	PERFORMANCE MATRIX	
July	All the necessary administration has been completed to employ a youth desk administrator. The position will be filled in August.	
August	<p>Since children attend school on alternative days the facility has an adopted a full day schedule to accommodate children all day on their non-school-attending days. Non-school attending children go to the center early in the morning where the School's learning plan is implemented. The day typically looks as follows:</p> <ul style="list-style-type: none"> • Breakfast on arrival • Physical exercise • School work • Tea break • School work • Lunch • Playtime • School work (normal after school homework) • Physical exercises (on sports field) • Rhyming and song • Snack time before going home <p>Two volunteers help for two hours four mornings a week. They, one in English and the other Afrikaans, provide individual attention to Grade 2 students with reading and pronunciation. A soccer derby with all the after-school kids and adult soccer team from Zwelihle was held and the children enjoyed the intense exercise.</p> <p>A review of the report cards of the children showed a significant improvement from the first term – indicating that the effort is paying dividends.</p> <p>The facility had a number damaging burglaries in August.</p>	

September	<p>September is assessment month for the children and the afterschool staff put-a-lot of effort preparing the children. Unfortunately, the parents don't seem to be very supportive with their children's homework.</p> <p>The children celebrated Heritage Day by making colorful neck decorations and coloring in the South African flag.</p> <p>English spelling contest – which was challenging for the mostly Afrikaans speaking children. The Grade R group did the best. The competition encourages extra learning and comprehension.</p> <p>Burglaries continued at the facility and the parents have been encouraged to get involved with the neighborhood watch.</p> <p>There has been a marked decline in donations and fundraising has become difficult due to COVID</p>
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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 a number of 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 on a daily basis, 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 on a daily basis. 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	
July	All the necessary administration has been completed to employ a youth desk administrator. The position will be filled in August.	
August	iThemba is functioning well and continue with their services to children with special needs.	
September	No change to August or any additional info to add.	

THUSONG SERVICE CENTRE

TARGET POPULATION: OVERSTRAND COMMUNITY


	NEEDS / ASSUMPTIONS	
	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.	
	RESOURCES	
	The Overstrand Thusong centre Multipurpose hall Small stage 5 x Offices Fully functional kitchen	E-Centre Small amphitheater Skilled and competent staff Safe parking Printer, scanner, and copier
	ACTIVITIES	
	Coordinate, organize and facilitate Thusong outreach programmes; Assist walk-in clients at Thusong; Host and promote government services (for example SASSA);	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;
	STAKEHOLDERS	
	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	
	SHORT / MEDIUM TERM OUTCOMES	
	Increased services and access to service for the citizens in the Overstrand.	
	LONG TERM OUTCOMES	
	Social development in the Overstrand	
	PERFORMANCE MATRIX	
July	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.	
August	<ul style="list-style-type: none"> 25 participants in the SEDA Business training with Overstrand Association for Persons with Disabilities 	

	<ul style="list-style-type: none"> • 30 participants in the Occupational Health and Safety workshop facilitated by the Community Works Programme • 54 youth registered with Boland College at the Thusong for the 2022 academic year (the Thusong will continue providing registration assistance till the closing date of 30 September 2021) • 47 People from the community assisted with SRD Grant applications • 5 Thusong ambassadors have been appointed and informally trained • 50 participants in the Treasure Vessels Ministry's women and daughter day hosted at the Thusong to celebrate women's day <p>GOVERNMENT SERVICES DELIVERED AT THE THUSONG</p> <ul style="list-style-type: none"> • Department of Labor: UIF applications, payments, enquiries, and complaints. 207 beneficiaries • Hawston e-Centre: 473 visitors • Department of Social Development: 35 clients • Department of Health: Chronic medication outreach 175 patients • Department of Health: COVID vaccinations: 515 people
September	<ul style="list-style-type: none"> • Number of bookings of the Thusong = 6 • 100 participants at the Community Works Programme, recruitment and induction drive • Induction workshop with Thusong Ambassadors in Gansbaai • 32 clients assisted with online applications for online applications to study at Boland College in 2022 • 12 Clients assisted with Social Relief of Distress (SRD) Grant applications • 20 unsuccessful SRD applicants assisted with their Grant appeals • As part of the National Thusong week the Thusong Coordinator participated in a radio interview on WhaleCoast FM promoting the Thusong programme as well as other governmental services in the area. <p>Clients assisted per government departments</p> <ul style="list-style-type: none"> • SASSA: 0 (No outreach services under COVID restrictions) • UIF: 337 (includes payments, enquiries and applications; and complaints. • Hawston e-centre: 919 • CDW: 0 • Thusong walk-in clients: 169 • DSD: 45 • DoH (Chronic medication outreach): 200 • DoH (COVID vaccinations): 696 <p>Thusong Ambassadors Assisted a total of 806 community members with access to various government services. Special community outreaches in different areas are done on a weekly basis where all the ambassadors visit one area to assist clients.</p>

HOMELESSNESS DIGNITY PROJECT

TARGET POPULATION: Homeless people in Hermanus

	NEEDS / ASSUMPTIONS	
	<p>There is currently no facilities in the Overstrand that provide shelter and other services to people living on the streets. At the same time a fairly 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 also 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	
	<p>Social worker Time Telephone Transport</p>	<p>Funding Office Stationary Stakeholders</p>
	ACTIVITIES	
	<p>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</p>	<p>Make the necessary referrals and recommendations. Engage with families for reintegration Engage and rehabilitation centers and after care centres and facilitate the admission of clients</p>
	STAKEHOLDERS	
	<p>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</p>	
	SHORT / MEDIUM TERM OUTCOMES	
	<p>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.</p>	
	LONG TERM OUTCOMES	
	<p>Reintegration into society Reunited with family Dignified life</p>	
	PERFORMANCE MATRIX	
July	<p>All the necessary administration has been completed to a social worker. A social worker was appointed in the position whom started 16 July. Emergency shelter was provided to the homeless from 11 -14 July and again from 19 - 22 July. A report for the 19-22 is attached as an example of the reports that will follow every emergency shelter exercise going forward. 12 of the homeless people in the dignity programme received their ID cards in July</p>	

August	<p>Three applications submitted for Disability Grant in SASSA in Caledon Banking outreach with Standard Bank – mobile: 9 opened bank accounts Three opened bank accounts with CAPITEC Assisted twelve clients with R350 SASSA applications / alleviation Grant (2 unsuccessful (outside age range – qualifies for pension or one ID number problems) 10 successful COVID awareness and motivation for vaccination Working group meeting held Working relation established with CDC – the result is that the social worker can take her clients to the Clinic on Mon, Wed and Friday to see the Dr without an appointment. Dr reports for rehabilitation center completed for two clients</p>
September	<p>14 clients vaccinated for COVID (special arrangement Johnson & Johnson)</p>  <p>Home affairs outreach: 4 ID number verifications; and 9 ID applications Visit to SASSA Caledon: Started process for three disability Grant applications COVID awareness with the homeless Arranged treatment for one psychotic and suicidal client 6 rehab applications completed (applications take approximately four months to complete) 2 applications with Dr's report, and 4 without Dr's report. Treatment plan for one drug induced psychotic client revised and completed with the assistance of the Psychiatrist and Clinic Sister. Suspicion confirmed of one client's pregnancy. The client is a Tik user and pregnancy health plan and rehabilitation application report completed. 40 Contact sessions with clients Total number of homeless profiled now stands at 58. One client scheduled for rehab admission has moved of the street to his mother's home (family reunification) and continues with social work sessions / appointments. Three more family reunification processes has started. Stakeholders involved: Provincial Physician (safe), Hospital, SASSA, Home Affairs, Local Banks; and volunteers.</p>

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**ECONOMIC & SOCIAL
DEVELOPMENT AND
TOURISM
DIRECTORATE**

Munisipaliteit • U-Masipelo • Municipality



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LIST OF ABBREVIATIONS

BOTSOC	Botanical Society
CBO	Community Based Organisation
CDA	Central Drug Authority
CIDB	Construction Industry Development Board
COIDA	Compensation for Occupational Injuries and Diseases
CV	Curriculum Vitae
CWP	Community Works Programme
CSD	Central Supplier Database
DEDAT	Department of Economic Development & Tourism
DEFF	Department of Environmental Forestry and Fisheries
DORA	Division of Revenue Act
DMP	Demand Management Plan
DSD	Department of Social Development
ECD	Early Childhood Development
EME's	Exempted Micro Enterprises
EMT	Top Management Team
EPWP	Expanded Public Works Programme
FPI	Fisheries Improvement Programme
GCIS	Government Information and Communication System
ICLD	Swedish International Centre for Local Democracy
ID	Identification Document
IDP	Integrated Development Plan
IGR	Intergovernmental Relations Act
LED	Local Economic Development
NDMP	National Drug Master Plan
NDT	National Department of Tourism
NGO	Non-Governmental Organization
NHBRC	National Home Builders Registration Council
NPO	Non-Profit Organization
NSFAS	National Student Financial Aid Scheme
PPE	Protective Personal Equipment
QSE	Qualifying Small Enterprise
SARS	South African Revenue Services
SATSA	Southern Africa Tourism Services Association
SASSA	South African Social Services Agency
SEDA	Small Enterprise Development Agency
SEFA	Small Enterprise Finance Agency
SMME	Small Medium & Micro Enterprises
TB	Tuberculosis
TMT	Top Management Team
TTBISA:	Tourism & Business Institute of South Africa
UIF	Unemployment Insurance Fund
VIC:	Visitor Information Centre
WCED	Western Cape Department of Education
Wesgro:	Western Cape Tourism, Trade and Investment Promotion Agency, official investment and trade promotion agency for Cape Town and the Western Cape.
WWF-SA	Worldwide Fund-South Africa
WESSA:	Wildlife and Environment Society of South Africa

2nd QUARTER LOCAL ECONOMIC DEVELOPMENT

HIGHLIGHTS OF THE QUARTER

- 23 Emerging Contractors supported with compliances, understanding tender processes and supplier databases, etc.
- 500 community and household gardens monitored, 445 more shown interest in the project, 24 are selling the garden produce. The gardens in total feed 2063 dependents
- 13 informal traders attended the basic entrepreneurship training for street vendors.
- 1857 people visited the LED Office, 1801 were looking for jobs and the rest were SMME's seeking assistance.
- 43 emerging contractors and 26 Stakeholders representatives attended the emerging contractor's day at Hawston Thusong Centre

EXPANDED PUBLIC WORKS PROGRAM (EPWP)

The LED department received a request to appoint 333 workers for Community services and 30 workers for Law Enforcement.

- Hermanus: 03 November 2021 (129)
- Kleinmond: 04 November 2021 (143 workers)
- Gansbaai & Stanford: 05 November 2021 (61)
- Law Enforcement: 30 workers

INTRODUCTION

LED Office provided much assistance and facilitation to the key LED projects to ensure that clients' support needs are met. The month saw the coming in of new political leadership after the Local Elections of 1 November 2021. The threat of the new variant of Covid-19, B.1.1.529 also surfaced in November 2021 and though the current lockdown status remains yet there remained a possibility of further negative impact on the economy and the work of LED.

The anticipated catastrophic impact of the new variant didn't materialize and consequently, the lockdown status was reviewed and revised. The relaxation of the Covid-19 Adjusted Level 1 resulted in the curfew being removed which provided much-needed relief to businesses, particularly those in the hospitality industry.

The quarterly report of LED will highlight projects carried out and the intended outcomes and these are 1. Training Conducted, 2. Hawston Saturday Market, 3. Training Conducted, 4. Township & Rural Enterprise Programme, (TREP), 5. Emerging Contractor Development Programme, 7. Engagements/ Meetings Conducted, 8. Site Visits and Engagements, 9. Walk-in Statistics, and 10. Job Creation.

KEY FLAGSHIP LED PROJECTS**SMME SUPPORT AND ENTREPRENEURSHIP DEVELOPMENT**

The critical support by Private Businesses cannot be underestimated. It is of utmost importance that Private Businesses are roped into key LED Projects primarily to facilitate Economic Recovery post-Covid 19.

TARGET POPULATION: *Private-Public Partnerships, Business Owners across the Overstrand, Business Chambers, Formations and Forums.*

NEEDS / ASSUMPTIONS	
The South African economy is reliant largely on the SMME sector. SMME's when adequately supported will keep the economy of the Overstrand vibrant and offer opportunities to the locals to seek out a living.	
RESOURCES	
Collaborative agents within the IGR; Computers for SMME's to apply, and Business Networks	
ACTIVITIES	
Assisting SMMEs regarding matters such as Fundraising, Capacity Building, Guidance re: Compliance Issues, etc.	
SHORT / MEDIUM-TERM OUTCOMES	
SMME's are fully registered and participating fully in the economy of the Overstrand and beyond. Addressing shortcomings in terms of skills transfer and upliftment.	
LONG TERM OUTCOMES	
SMME's are profitable and have moved on to be big businesses SMMEs can provide big services in the	
PERFORMANCE MATRIX	
Siyabulela Notwala (Local Economic Development Facilitator) <ul style="list-style-type: none"> Visited 11 stalls Interacted with 15 small, medium, and micro enterprises (SMMEs), private companies, and other local organizations. 	Dieketseng Motsoai (Local Economic Development Facilitator) <ul style="list-style-type: none"> Assisted 31 people on the Department of Economic Development and Tourism and 3 people received a relief fund of R15 000 20 people did Generate Your Business, still to pitch their ideas on National Youth Development Agency workshop. Waiting for the date of the workshop.
Thuliswa Dwani (Monitoring and Evaluation) <ul style="list-style-type: none"> Analysis of over 500 tender documents, from the year 2017 until the current year, for Social Responsibility Commitments made by tender winners. The report on commitments was compiled and submitted. 	Sinalo Maliwa (Receptionist) <ul style="list-style-type: none"> 5 people from the Youth Upliftment Project (YUP) now are employed. Damian Neimand (Local Economic Development Facilitator) <ul style="list-style-type: none"> Assisted 140 walk-ins

<p>Jackie Jakobs (Local Economic Development Facilitator)</p> <ul style="list-style-type: none"> • Beach Market in December and there were 12 vendors, the market went well, and the plan is to make it a permanent thing to operate throughout the year. • 36 business owners in Overhill's, 8 working on them closely, want to register as Non-profit companies and Non-Governmental organizations. 	
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EMERGING CONTRACTOR DEVELOPMENT PROGRAMME

TARGET POPULATION: EME's and QSE are participating in the emerging contractor development program across the Overstrand.

NEEDS / ASSUMPTIONS	
<p>The Emerging Contractor Development Programme is geared to become a flagship development initiative in the Municipality to be a catalyst for industry transformation. To promote social and economic development, the Municipality has developed a tool in line with other development practices in the country taking into consideration the legislative environment and the prevailing conditions in the area. As the primary focus of the program, the construction industry is one of the tricky industries to venture into due to compliance, capital, capacity reasons, etc. Hence there need for frequent monetary and non-monetary support to boost EME's and QSE's participating in the program. The contractor needs have always existed even before lockdown; however, the lockdown period put more strain and so much pressure on the industry.</p>	
RESOURCES	
<p>Projects funding; Human resources and Technological equipment (e-Learning Centre)</p>	
ACTIVITIES	
<p>Engagements with Contractor forums and communication of upcoming projects as per Demand Management Plan. Stakeholder engagement as part of the planning process to support contractors. Ensure that all Emerging Contractors are compliant with all regulations and that their documents are in place. Engage with stakeholders such as the South African Revenue Service regarding tax issues as our contractors often find difficulty regarding their tax matters.</p>	
SHORT / MEDIUM-TERM OUTCOMES	
<p>Provide access to all available support relevant to contractors to ensure regular access to available services. Ensure contractors gain valuable financial management and business skills. Address bottlenecks in the Municipal supply chain process to make it easier for contractors to grow and develop. Ensure continuous engagements with relevant stakeholders such as contractor business forums. Align emerging contractor commodities with the services they provide on the Central Supplier Database (CSD). This will enable contractors to streamline their tendering for works in line with Municipal tenders.</p>	
LONG TERM OUTCOMES	

Participation in the procurement plans of all spheres of government.

Ensure proper sub-contracting processes are followed and complied with by both contractors and budget holders.

Strick monitoring and evaluation process on all active Municipal projects.

Monitor the tendering conditions and transitioning of contractors and labor.

CHALLENGES

- Inadequate communication between LED and budget holders.
- Sub-contractor taking chances on certain projects.

PERFORMANCE MATRIX

- Emerging contractors were given guidance about compliance issues as required by: CSD, CIDB, databases, SARS, Department of employment and Labour, understanding tender documents, linkages with other stakeholders, and workshops.
- In this current quarter 23 emerging contractors were supported with the abovementioned services.



STAKEHOLDERS

Acto-Pambili

NHBRC

CIDB

SEDA

SARS

Department of Human Settlements (Western Cape)

Department of Employment and Labour.

FOOD SECURITY _ COMMUNITY GARDENS

TARGET POPULATION: Community and household garden that received seedlings during the rollout in June 2021.

NEEDS / ASSUMPTIONS

The need to address food shortages and ensure sustainable food availability in poor communities becomes greater and greater as the lockdown exposed high levels of poverty. The introduction of the

project acknowledges the fact that people have for years had an inherent ability to produce and acquire food for themselves based on their choice.

A needs and capability identification process were undertaken to ascertain on capabilities and availability of a piece of land to produce food. 8 000 seedlings were distributed to the Overstrand communities and 89% of the gardens are still active while 11% of the gardens are either surviving or inactive. 2 063 people are surviving from the gardens and 24 people are selling the seedlings to maintain the free flow of food. The assumption is that people will collaborate as home gardeners and teach children about gardening.

RESOURCES

EPWP garden monitors
PPE for identification
Tape measures to measure the land dimensions
Budget

ACTIVITIES

- Profiling and recruitment of participants
 - Training of Garden Monitors
 - Register productivity
 - Ensure/support food security initiatives
 - Support and monitor community and household gardens
 - Taking pictures of existing gardens
 - Scouting for suitable planting spaces
 - Compiling reports and recommendations
 - Identify perceptions and gaps from the households and community garden project leaders
- Advise on crop farming techniques.

SHORT / MEDIUM-TERM OUTCOMES

- Collect accurate data and launch support programs before.
- Partner with the Department of Agriculture for capacity-building programs and garden practice.
- Build community confidence and dignity for self-reliance.
- Address nutrition and hunger
- Creation of a movement to support markets and cross trading
- Identify communal or unused spaces to promote community gardens
- Adequate food for the poor
- Build community confidence and dignity for self-reliance.

LONG TERM OUTCOMES

- The gardening monitoring process will run until March 2022 and the long-term goal is to continue the seedlings rollout project based on the monitoring and assessment findings.
- Sustainable food gardens
- Access to livelihoods and community satisfaction

PERFORMANCE MATRIX

- Garden Monitors are facilitating the maintenance of gardens and advising the gardeners.
- Site visit every week for progress evaluation.

Nikilita Gili (Emerging Farmer Support)

- 8 garden monitors are now employed in the Community Garden Project.
- 2 063 people are surviving from the gardens
- 24 people are selling the seedlings for a free flow of income.

Community	Households	Visited	Interested	Selling	No. of dependents	Challenges
Masakhane	330	99	95	15	361	Compost, water, and insects
Blompark	25	23	18	0	Inconclusive	Snails
Pearly Beach	60	51	51	2	241	Compost and birds
Stanford	160	139	113	3	564	Compost and water
Zwelihle	235	87	85	4	436	Compost, water, and insects
Mount Pleasant	70	64	46	0	304	Compost and water
Kleinmond	280	37	37	0	157	Compost, water, and snails
Hawston	110	Pending	Pending	Pending	Pending	Pending
Totals	1270	500	445	24	2063	

**STAKEHOLDERS**

Department of Agriculture

CHALLENGES
<ul style="list-style-type: none"> • The demand increased when the distribution took place, and those were mostly unregistered people. • Community members are angry because they registered to get the seedlings and did not get anything and now the garden monitors came to their houses. • Lack of information- about the community and the household gardens, people lack information on how to maintain gardens and the things they can do to do minimize water bills. Hence, they are complaining about the seedlings not growing. • Buffeljasbaai people feel neglected by the Local Economic Development, and they did not receive seedlings. • The Garden Monitors were always complaining, and they were disrespectful.

JOB CREATION

TARGET POPULATION: The unemployed people Overstrand Wide, EPWP, CWP, and Local Labour

NEEDS / ASSUMPTIONS
<p>The unemployment rate, which includes people who have stopped looking for work, rose to 44.4 percent in the second quarter (2021). South Africa's unemployment rate surged to the highest on a global list of 82 countries monitored by Bloomberg. The current unemployment rate for the Youth is estimated at 74% and has no sign of declining. The jobless situation is untenable and translates to a pending and imminent danger of revolt, escalation of crime, and perpetuation of social ills such as Gender-Based Violence, Substance Abuse, etc.</p>
RESOURCES
<p>MUNICIPAL BUDGET: The program 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.</p> <p>EPWP GRANT FUNDING: The municipality also receives an EPWP Integrated Grant as per the Division of Revenue Act (DoRA) allocation. The EPWP Grant funds labour-intensive projects; seeks to maximize job 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.</p>
ACTIVITIES
<p>The following highlights the activities completed:</p> <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 <p>Submission of Monthly Expenditure Reports to National Treasury and Department of Public Work</p>

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 the development	
LONG TERM OUTCOMES	
To make a significant impact on our level of employment and poverty while at the same time creating the opportunities for people to gain the necessary skills to attain permanent employment.	
PERFORMANCE MATRIX	
<p>1. All EPWP Seasonal Work projects commenced in December 2021. The closing date for all Seasonal Work projects is 15 January 2021</p> <p>2. Stats for December:</p> <ul style="list-style-type: none"> - 221 ID Copies loaded. - 340 Participants checked verified - 119 Participants are already on the system. - 375 EPWP Participants appointed from Oct-Dec 2021 (Quarterly) - 7 Memos were received and processed in December 2021. - 370 Appointments - 38 Extensions <p>3. Selection of Workers</p> <p>The LED department received a request to appoint 333 workers for Community services and 30 workers for Law Enforcement.</p> <ul style="list-style-type: none"> • Hermanus: 03 November 2021 (129) • Kleinmond: 04 November 2021 (143 workers) • Gansbaai & Stanford: 05 November 2021 (61) • Law Enforcement: 30 workers <p>4. Induction & Signing of Contracts</p> <ul style="list-style-type: none"> • Hermanus: 15 November 2021 • Kleinmond: 16 November 2021 • Gansbaai: 17 November 2021 • Stanford: 18 November 2021 • Hermanus Law Enforcement: 18 November 2021 • Replacements: 19 – 30 November 2021 <p>5. Contracts signed - 360</p> <ul style="list-style-type: none"> • All contracts were submitted to HR from 17 November 2021 to date <p>6. Payment Schedule</p> <p>1 Dec – 31 Dec; 572 participants paid & 15 not paid but matter resolved. Mzomhle Langa (EPWP Administrator)</p> <ul style="list-style-type: none"> • Uploaded 221 Identity numbers on the EPWP system • 282 payments were made. <p>7. Career Progression of LED Staff and Interns – Success Stories</p> <p>Two of the LED Staff members resigned in December 2021. Ms. Chantelle Hill resigned after a 12-year service to the municipality. This after securing, with the EPWP Team, yet another recognition</p>	

of excellent performance from the province. Mr. Yonela Sityodi secured full-time employment with DEDAT.

- a) Noluvo Ntsasa – permanent position within the private sector, Abalone Farm in Gansbaai
- b) Yonela Sityodi – a permanent position at DEDAT as an administrator
- c) Madeleine Lakay – a permanent position at the Finance Department as Meter Reader,
- d) Nolonwabo Ponoane – a permanent position at Housing as Housing Administrator
- e) Michelin Joloza – permanent position – Traffic Department – as Senior Clerk licensing
- f) Asemahle May -



LED ESTATE MANAGEMENT AND INFRASTRUCTURE DEVELOPMENT

TARGET: The buildings and structures built for business or economic activities.

NEEDS / ASSUMPTIONS	
<p>In pursuit of successful enterprise and SMME development programs, the infrastructure availability and spaces to trade have always been a challenge. This has also been cited as one of the stumblers of entrepreneurship development and has the potential to kill the innovation and creativity spirit. As part of the eco-systems support, there are structures and building identified and others existing for economic activities such as the: Lusitania Building Building – Hermanus New Harbour Hawston Taxi Rank Stalls and Zwelihle Taxi Ranks Stalls The Lusitania Building has recently been availed to the Overstrand Municipality for economic development and tourism activities such as the regular food market and weekend regular trading marketing.</p>	
RESOURCES	
Properties available for trading; Branding of the buildings; Sufficient funding for maintenance purposes	
ACTIVITIES	
<p>(a) Lusitania (New Harbor Project)</p> <ul style="list-style-type: none"> • The Lusitania building at Hermanus New Harbor was availed after a meeting with the Department of Public Works and DEFF officials on 25 June 2021 • On 12 August 2021, a meeting with SEDA and SEFA management was held to foster partnership in making the project a success, with commitments from SEDA on branding the Lusitania Building. 	

<ul style="list-style-type: none"> • The follow-up meeting is scheduled to take place on 11 October 2021 and outlined the lease arrangements and further consultations Department of Public Works. • The opportunity for SMME's to trade in the building was extended and the call for applications was made where applications opened on 1 December 2021 and the closing date was envisaged to be the 15 December 2021. • The Launch of the project and handover of the building by the Minister of Public Works took place on 6 December 2022. 	
SHORT / MEDIUM-TERM OUTCOMES	
<ul style="list-style-type: none"> • To consult an expert running and designing markets as a voluntary advisor • To launch the project on 6 December 2021 • Support local Small-Medium Businesses. • Build community confidence and dignity for self-reliance. • Provide training, support, and facilitation to local SMME's. • Creation of a movement to support markets and cross-trading. • Gain trust and collaboration will from Communities, Private Sector, and other Organizations 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> • To Run and open the facility daily depending on the success of the early day's markets and activities. • To have sustainable SMME's and well-maintained and run business premises. 	
PERFORMANCE MATRIX	
<ul style="list-style-type: none"> • A Site meeting was held with the market specialist Michael Bayer to plan the setup and possible activities that can take place at the Lusitania Building (Hermanus New Harbor). • The Follow-up meeting with the project team including the Harbor Master met on the 11 October 2021 at LED Boardroom and the lease terms as gazette were provided; the market to launch on the 16 December and SEDA, Tourism Department and LED to put a list of potential traders. • The SEDA management also conducted a site visit on 19 October 2021 and committed R400 000 for Branding and this will be followed up by the LED Department. • The opportunity for SMME's to trade in the building was extended and the call for applications was made where applications opened on 1 December 2021 and the closing date was envisaged to be the 15 December 2021. • The Launch of the project and handover of the building by the Minister of Public Works took place on 6 December 2022. • The Hawston Taxi ranks stalls were also assessed in December, where defects were identified and challenges such as vandalism and criminal activities were detected. 	
STAKEHOLDERS	
Other internal responsible departments.	

LED SERVICE CENTRES – WALK-IN STATS

The walk-in Centres in Overstrand Municipality remain 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.

The numbers for October were understandably higher as compared to the previous months due largely to applications for seasonal work opportunities of short-time employment. In October we had a lot of clients coming to our offices for assistance because we were busy with seasonal applications. Hermanus had the

highest number of clients because it is the largest area in the Overstrand therefore it also assisted clients with other services too.

November and December were less than what we thought they would be. There were less than a hundred and thirty people for each month.

QUARTERLY FREQUENCY TABLE			
SERVICES	FREQUENCY		
	OCTOBER	NOVEMBER	DECEMBER
Looking for Job Opportunities	1583	106	112
Business Registration	1	7	4
SMME's Engagement	2	2	4
Contractor Development	3	1	3
CIPC Registration	6	3	0
CIDB Linkage	4	0	0
Social Development	2	0	0
SARS	3	2	3
Central Supply Chain Database	4	1	0
Internet search	0	0	1
Total	1608	122	127

Frequency Table by Area					
Month	Hermanus	Gansbaai	Stanford	Kleinmond	Hawston
October	1526	7	42	23	10
November	51	15	12	25	19
December	25	8	0	3	91

STAKEHOLDER ENGAGEMENTS AND COLLABORATIONS

INFRASTRUCTURE SUPPORT – IGR

TARGET: The building and structures built for business or economic activities

NEEDS / ASSUMPTIONS

In pursuit of successful enterprise and SMME development programs, the infrastructure availability and spaces to trade have always been a challenge. This has also been cited as one of the stumblers of entrepreneurship development and has the potential to kill the innovation and creativity spirit. As part of the eco-systems support, there are structures and building identified and others existing for economic activities such as the:

1. Lusitania Building – Hermanus New Harbor
2. Hawston Industrial Hub

The Lusitania Building has recently been availed to the Overstrand Municipality for economic development and tourism activities such as the regular food market and weekend regular trading marketing.

RESOURCES	
Properties available for trading Branding of the buildings	
ACTIVITIES	
<ul style="list-style-type: none"> • The Lusitania building at Hermanus New Harbor was availed after a meeting with the Department of Public Works and DEFF officials on 25 June 2021 • On 12 August 2021, a meeting with SEDA and SEFA management was held to foster partnership in making the project a success, with commitments from SEDA on branding the Lusitania Building. • The follow-up meeting is scheduled to take place on 11 October 2021 to outline the lease arrangements and further consultations Department of Public Works. 	
SHORT / MEDIUM-TERM OUTCOMES	
<ul style="list-style-type: none"> • To consult an expert running and designing markets as a voluntary advisor • To launch the project on the 16 December 2021 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> • To Run and open the facility daily depending on the success of the early day's markets and activities. 	
PERFORMANCE MATRIX	
<ul style="list-style-type: none"> • The final touches were made on the handover of the New Harbor Multi-Purpose Centre/ Lusitania building. • The building was officially handed over by Minister Patricia De Lille on the 6th December 2021 	
	
STAKEHOLDERS	
Department of Public Works and Infrastructure Department of Environmental, Forestry, and Fisheries (DEFF) SEDA SEFA	

WWF-SA STAKEHOLDERS MEETING

Target population: NPO's, NGO, Overstrand Municipality's IDP of Hangklip-Kleinmond area.

NEEDS / ASSUMPTIONS	
<p>Different organizations were invited by the WWF-SA Marine Programme to attend a stakeholder meeting to discuss the feedback of the Feasibility Study, the Sustainable Livelihood Analysis, and the alternative and supplementary livelihood options (projects) identified by the different communities (Pringle Bay, Betty's Bay, and Kleinmond). The purpose of the feedback meeting is to discuss the implementation and financial side of the different projects and to obtain the input of the organizations on the projects that might be of interest to them.</p>	
RESOURCES	
<ul style="list-style-type: none"> • Transport 	
ACTIVITIES	
<ul style="list-style-type: none"> • Attendance of the feedback session at the WWF-SA office • Note projects that might be of importance for LED to partner with 	
SHORT / MEDIUM-TERM OUTCOMES	
<ul style="list-style-type: none"> • To mobilize the stakeholders to partner and work together to bring the projects identified to fulfillment 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> • To create alternative livelihoods for local fishermen • To upskill women with skills to be able to trade • To grow economic means of low-income households • To alleviate hunger by teaching household gardens skills 	
PERFORMANCE MATRIX	
<ul style="list-style-type: none"> • WWF-SA Marine Programme has been working with stakeholders in the Kogelberg region to implement a Fisheries Improvement Project (FIP) since 2013 • One of the outcomes of this project included supporting sustainable fisheries and creating sustainable alternative and supplementary livelihoods for the broader community, using the United Nations Development Plan's Sustainable Livelihoods approach to reducing poverty and creating social cohesion, whilst protecting the existing ecosystem • Kruger Swart Associates was contracted to undertake a Feasibility Study which included extensive community engagements to identify projects focused on improved social governance, livelihoods, and ecosystems in the Kogelberg region • The study included a Sustainable Livelihood Analysis and a technical study consisting out of a market, technical and financial analysis. • The purpose was to investigate the economic viability and sustainability of alternative and supplementary livelihood options for the Kogelberg region to improve income and decrease food insecurity and hunger 	
STAKEHOLDERS	
<ul style="list-style-type: none"> • Hangklip-Kleinmond NPO' and NGO's • Overstrand Municipality (LED and Tourism) • Child Welfare • CapeNature • Kogelberg Biosphere Reserve Company • Committees from various communities in the area • Local Fishermen and Fisherwomen 	

HANDKLIP-KLEINMOND TOURISM PARTNERSHIP

Target population: SMME's in the Hangklip-Kleinmond area

NEEDS / ASSUMPTIONS	
<p>Hangklip-Kleinmond Tourism in partnership with LED and local businesses is working on a strategic plan to grow the tourism and economic activity in the area. This strategic meeting was held to give feedback on the SWOT analysis that was done. Various opportunities have been identified and initiatives allocated to start in the area amongst the small business owners. The idea is to run a social media campaign throughout the Hangklip-Kleinmond area to generate leads and pioneer a community brand.</p>	
RESOURCES	
<ul style="list-style-type: none"> • Venues (Private and Municipal Halls); Strategic core members; Funding • Small Business Media Platforms 	
ACTIVITIES	
<ul style="list-style-type: none"> • Aesthetics appearances of the town (Mural at the entrance of town/beach sculptures) • Social Media campaign for all SMME's to use to promote the town. • Develop events to attract visitors • Strengthen relationships between business forums in the area to work together 	
SHORT / MEDIUM-TERM OUTCOMES	
<ul style="list-style-type: none"> • Have a develop brand to 'sell' as Hangklip-Kleinmond • A consistent social media campaign that covers the whole of the Hangklip-Kleinmond area. 	
LONG TERM OUTCOMES	
<ul style="list-style-type: none"> • A sustainable tourism industry for the area; A growth in local economic activity in the area • Being able to provide input into local planning; Cohesion amongst SMME's in the area 	
PERFORMANCE MATRIX	
<ul style="list-style-type: none"> • The first meeting was held on 28 October 2021. The meeting was led by Frieda Lloyd that welcomed all stakeholders and shared what the objective of the meeting was going to be about. • The second meeting was held on the 4th of November 2021. This meeting was attended by a small group that did strategic planning and SWOT analysis on the area. • The later meeting was held on the 7th of December 2021. This meeting focused on feedback on what has already been rolled out and the next steps to take. • Next meeting to be announced in the new year. 	
STAKEHOLDERS	
<ul style="list-style-type: none"> • Hangklip-Kleinmond Tourism; Local SMME's 	
CHALLENGES	
<ul style="list-style-type: none"> • Limited funding to use for certain activities that can improve the aesthetics of the area. 	

KOGELBERG TABLE MARKET

TARGET POPULATION: Traders in the Hangklip-Kleinmond area.

NEEDS / ASSUMPTIONS
<p>Kleinmond needed a community market that local vendors could make use of to sell their goods, especially those with no venue to trade from. WWF-SA, AfricanGypsy, and Sisonke Enviro Tours partnered together to cover the cost to host a market on the beach between the 13th of December and the 31st of December 2021. This will be a pilot project to see if the location could be used as a</p>

permanent market venue for traders to trade throughout the year. Further strategy meetings will be held in the new year to do a SWOT analysis on the market and how to make it sustainable.

RESOURCES

- Permanent Market Location; Funding; Operational team; Market Structures

ACTIVITIES

- Setup of Market at 7 am; Organizing of Vendors; Social Media updates
- Closing of market and transportation of resources.

SHORT / MEDIUM-TERM OUTCOMES

- Providing vendors with the means to generate income over the festive season

LONG TERM OUTCOMES

- To have a designated market area; Permanent Market location for vendors to trade

PERFORMANCE MATRIX

- The market ran for 13 days of which on rainy days the vendors could not trade
- There was between 4 – 9 traders
- Vendors had a variety of things to sell ranging from food, clothing, jewelry, arts, crafts, etc.



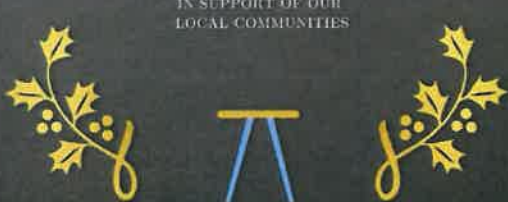
THIS HOLIDAY SEASON

WWF SOUTH AFRICA, AFRICAN GYPSY & SISONKE ENVIRO TOURS

ARE PROUD TO LAUNCH

The Kogelberg Table

IN SUPPORT OF OUR LOCAL COMMUNITIES



FREE market trading from 18 - 31 December 2021
Where: Kleinmond Main Beach
Times: 9am to 6pm

#findyourself @KogelbergTable

Donation boxes on-site for our chosen charities :
Grade R Kleinmond Primary & Handvat Music Project

To book email: info@africangypsy.tours
whatsapp on 072 935 1616

STAKEHOLDERS

- Sisonke Enviro Tours; WWF-SA; African-Gypsy

CAPACITY DEVELOPMENT AND TRAINING

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.</p> <p>The training varies by sector and needs i.e., training is provided based on the needs arising and is 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. • 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**(a) SARS Income Tax Workshop**

The Cape Town branch of SARS trained Thusong Ambassadors and LED Facilitators on 27 October 2021 at the LED Boardroom on SARS tax compliance matters and reforms.

(b) LED SARS Outreach Mooiuitsig

The LED Facilitator for Kleinmond-Hangklip conducted weekly outreaches with the Mooiuitsig community to help them obtain tax numbers and submit supporting documents.

(c) SEDA Basic Business Training for Street Vendors

The training aimed to equip street traders with basic skills and business fundamentals to better run their informal businesses the training targeted 25 traders and more than 13 attended. The training took place from the 25-29 October in Zwelihle Community Hall.

(d) Contractor Development Technical Training Programme (Certificate Handover)

The 29 November 2021 marked a remarkable day for entry-level emerging contractors in building construction, who graduated from the contractor's development technical training program which started in 2019. It was initiated by the LED department in partnership with the National Home Builders Council (NHBC) AND Western Cape Department of Human Settlements present were other stakeholders such as the Department of Employment and Labour, The Consumer Protector; SARS; SEDA, etc. The event was attended by 43 emerging contractors and 26 Stakeholders representatives from invited stakeholders and guests.

**STAKEHOLDERS**

- SEDA; SARS; Consumer Protector; Department of Employment and Labour
- Western Cape Provincial Treasury; NHBC; Department of Human Settlements (Western Cape)

2nd QUARTER SOCIAL DEVELOPMENT

YOUTH DESK: YOUTH PARTICIPATION IN LOCAL DEMOCRACY

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 constructively 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 Zwelihle 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 program		

	PERFORMANCE MATRIX																							
QUARTER 1	<p>All the necessary administration has been completed to employ a youth desk administrator. The position will be filled in August. A youth desk administrator has been appointed. 144 youth registered and captured on youth desk database The youth desk assisted 264 youth walk-ins with the following:</p> <table border="1"> <thead> <tr> <th>Inquiry / Assistance Required</th> <th>Outcome</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>UIF</td> <td>Referred to Thusong and or Thusong Ambassador</td> <td>163</td> </tr> <tr> <td>SASSA R350</td> <td>Assisted</td> <td>35</td> </tr> <tr> <td>MATRIC RE-WRITE</td> <td>Referred to WCED Caledon</td> <td>45</td> </tr> <tr> <td>NPO REGISTRATION</td> <td>Referred to local DSD office</td> <td>3</td> </tr> <tr> <td>Unemployment database form</td> <td>Referred to LED assisted with the unemployment database</td> <td>17</td> </tr> <tr> <td>SEDA Business registration</td> <td>Referred to SEDA offices in Gateway</td> <td>1</td> </tr> </tbody> </table> <p>Active participants on the youth desk WhatsApp group: 169</p> <p>Rural Youth Intervention event hosted in collaboration with the Department of Rural Development and Agriculture:</p> <p>The Rural Youth Intervention Project is aimed at conceiving, identifying, designing, and implementing processes that provide the necessary services, support, and opportunities that can enable youth in rural communities to change their lives.</p> <p>Due to COVID restrictions and the intensive focus of the intervention only 26 youth could be accommodated. Participating youth were identified and nominated by their peers in Zwelihle, Mount Pleasant, and Zwelihle. Participants also gave their input beforehand on topics they would be interested in.</p> <p>The event covered the following topics:</p> <ul style="list-style-type: none"> • Job readiness (CV preparation, job applications, and interview tips) Overstrand Municipality (Thusong Centre) Ronnel Sallies • Careers, Bursary Options, Internships WCDoA (External Development Initiatives)- John Constable • Entrepreneurship and Business financing options SEDA Jan Hanekom • Awareness on Gender-based violence Department of Social Development Sandisiwe Menziwa • Rural Safety Aspects WCDOA (Rural Development) Juan de Lora 			Inquiry / Assistance Required	Outcome	Total	UIF	Referred to Thusong and or Thusong Ambassador	163	SASSA R350	Assisted	35	MATRIC RE-WRITE	Referred to WCED Caledon	45	NPO REGISTRATION	Referred to local DSD office	3	Unemployment database form	Referred to LED assisted with the unemployment database	17	SEDA Business registration	Referred to SEDA offices in Gateway	1
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370 new youth registered on the youth desk database bringing the total now to **514**
1582 youth walk-inns assisted at youth desk with the following:

Inquiry/ assistance required	Action taken	Total
LED Seasonal Jobs	Referred and assisted by LED	1405
SEDA (Business registration)	Referred to SEDA offices at Gateway	7
Unemployment database form	Provided and assisted	67
R350 grant	Referred to Thusong Ambassadors	60
Youth desk forms	Provided and assisted	26
Proof of address	Referred to Thusong Ambassador	11
UI19 form	Referred to the HR department	4
NYDA Workshop		2

Active participants on the youth desk WhatsApp group **grew by 85**, increasing the **total to 254**.

Opportunities shared by the Youth Desk on WhatsApp group (Total: 39; bursaries: 3; Government outreaches/events: 6; Internships: 3; Job opportunities: 18; Learnerships: 7; Training opportunity: 1; and Webinar: 1.)

- Bursaries – Overstrand municipality;
- Bursary – Funza Lushaka
- Bursary - Overberg bursary
- Community Outreach by the Department of Labour.
- Department of Labour, UIF registration;
- Event - Department of Labour- UIF community outreach
- Event - Thusong Center market day
- Event - Western Cape woman in tourism
- Event Home Affairs – mobile truck for temporary ID's;
- Internship - Department of Agriculture, Land Reform, and Rural Development
- Internship program for graduates – South African Breweries
- Internships – City of Cape Town
- Job opportunities – Drakenstein Municipality
- Job opportunities – LED seasonal work
- Job opportunities – Mosselbay Municipality
- Job opportunities – Stellenbosch Municipality – clerks
- Job opportunity - Aquinion- General workers
- Job opportunity - Arabella Hotel- General workers
- Job opportunity – Baseline Construction, CLO Position
- Job opportunity - Cape Nature, Fieldworkers
- Job opportunity – City of Cape Town, Secretary
- Job opportunity - Department of Agriculture, Land Reform and Rural Development – Admin Clerk positions
- Job opportunity – Department of Health – Porters and Household aid
- Job opportunity - Dis-Chem - Cashier positions
- Job opportunity - HIK Abalone Farm in Buffeljagsbaai- General workers
- Job opportunity - Overberg Film, Camera operator
- Job opportunity - Restaurant in Kleinmond- General workers
- Job opportunity - Soak Cake Hermanus, General workers
- Job opportunity – Sorbe Hermanus, Receptionist
- Job opportunity - StatsSA, General workers
- Leadership program for Grade 12 learners – Department of Education

<ul style="list-style-type: none"> • Learnership - City of Cape Town- IT • Learnerships - SAPS • Learnerships - City of Cape Town • Learnerships - Eskom • Learnerships – STATS SA • Teachers assistant programme with the Department of Education • Training – Business training course through SEDDA • Webinar - Youth challenge fund <p>Interim youth structure workshops: Workshops were held in Gansbaai and Hermanus with the interim youth structures from the Wards in the areas.</p>
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MOUNT PLEASANT AFTER SCHOOL PROGRAMME

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

NEEDS / ASSUMPTIONS	
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. The majority of children though are simply neglected, which affects their self-worth and academics. Neglected children also lack nutrition, love, and attention. After-school facilities provide children with nutrition, safety, and the necessary attention and support they require.	
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 are 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	

<p>QUARTER 1</p>	<p>All the necessary administration has been completed to employ a youth desk administrator. The position will be filled in August.</p> <p>Since children attend school on alternative days the facility has adopted a full day schedule to accommodate children all day on their non-school-attending days. Non-school attending children go to the center early in the morning where the School's learning plan is implemented. The day typically looks as follows:</p> <ul style="list-style-type: none"> • Breakfast on arrival • Physical exercise • Schoolwork • Tea break • Schoolwork • Lunch • Playtime • Schoolwork (normal after school homework) • Physical exercises (on the sports field) • Rhyming and song • Snack time before going home <p>Two volunteers help for two hours four mornings a week. They, one in English and the other Afrikaans, provide individual attention to Grade 2 students with reading and pronunciation.</p> <p>A soccer derby with all the after-school kids and adult soccer teams from Zwelihle was held and the children enjoyed the intense exercise.</p> <p>A review of the report cards of the children showed a significant improvement from the first term – indicating that the effort is paying dividends.</p> <p>The facility had several damaging burglaries in August.</p> <p>September is assessment month for the children and the afterschool staff put-allot of effort into preparing the children. Unfortunately, the parents don't seem to be very supportive of their children's homework.</p>
<p>QUARTER 2</p>	<p>The report cards indicated that the after-school children performed very well, vindicating the extra work done towards the end of the previous semester.</p> <p>Due to COVID and the intermittent / rotating school attendance for learners, JustCare opened its doors in the morning to accept children that could not attend class on that day. They did this to ensure that the children don't fall behind, get a nutritious meal, and are looked after. These efforts paid off</p> <p><i>During the Diploma Ceremony for the Grade R class at the local Primary School, 8 of our Grade R pupils were in the first and second place - even the Parent Committee and teachers commented on the success of our kids. We are happy to see that all the effort we put in, paid off and that our "teaching" in the mornings was reaping good benefits. We also saw that our staff grew and developed skills in the last 2 years- from mere carers to "teachers". The teaching was challenging, and we are still worried about the Grade 1 and 2's- they missed so much during 2020 and we could see that the foundations were troublesome. With the help of a volunteer, some Grade 2's were helped to get to grips with the reading and understanding of sounds- they also benefitted from being in the system at JUST CARE.</i></p> <p><i>The school finished their curriculum early and since 1 December, the kids were more often here- although we had our hands full, we could practice for our Christmas Concert and Closing Down Party on 14 December. There is big excitement in the camp- we have some singing and dancing, rhyming and Christmas carols- as Covid regulations demand, the concert will be outside- we hope it will not rain. Some volunteers helping with food and snacks are also coming and we would like to be proud of our work.</i></p>

We decided to be just an Aftercare Centre in 2022, but if Covid develops into the closing of schools and having school on alternative days, we shall have to reconsider.
Thomas Lebitsa, our Sports Coordinator, working with JUST CARE since 2015, is going to work somewhere else and will not be able to work in the afternoons- we are sad to say goodbye- he was a wonderful role model for the children- as there are a lot of absent fathers in their families. We shall miss him and our sporting endeavors will be difficult.

Due to the school's early examination, the school year ended on 1 December and the kids were motivated to stay at home. There were more kids from 08h00 till 17h00. Since they could not do homework, they participated in projects and a lot more life skill programs. They also spent a lot of time practicing for the year-end concert. They had a very successful concert- which was hosted outside on the 14th and invited parents and volunteers. Taking into consideration that the ages varied from 5-9, they were very satisfied with the performance that they could present. They also hosted a Christmas party and had a visit from Father Christmas. Presents and refreshments were largely contributed by volunteers and the Rotary Club of Hermanus donated soft toys for 30 children. We are blessed with the support from our volunteers and care organizations. On the last day, the 15th December, we networked with the local Library that presented a program at Mt Pleasant Library which included a puppet show, Jumping Castle, and a Treasure Hunt, the children thoroughly enjoyed it. All the children who attend the After-school program passed their grades well, indicating that the hard work done at the centre paid off.

THUSONG SERVICE CENTRE**TARGET POPULATION: OVERSTRAND COMMUNITY**

NEEDS / ASSUMPTIONS	
South Africa has three spheres of government, each with specific functions and programs aimed at addressing the needs of the people. Regrettably, the government cannot have a service delivery point or office for all its services in every town. To address this, the government introduced the Thusong service centre programme to extend and integrate government services into outlying areas. The Thusong program 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.	
RESOURCES	
The Overstrand Thusong centre Multipurpose hall Small stage 5 x Offices Fully functional kitchen	E-Centre Small amphitheater Skilled and competent staff Safe parking Printer, scanner, and copier
ACTIVITIES	
Coordinate, organize, and facilitate Thusong outreach programs; Assist walk-in clients at Thusong; Host and promote government services (for example SASSA);	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;
STAKEHOLDERS	
Government Communication and Information System Community Works Programme South African Social Services Agency National Youth Development Agency Department of Labour 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	
SHORT / MEDIUM-TERM OUTCOMES	
Increased services and access to service for the citizens in the Overstrand.	
LONG TERM OUTCOMES	
Social development in the Overstrand	

	PERFORMANCE MATRIX
QUARTER 1	<p>PROGRAMMES AND SERVICES RENDERED AT THUSONG</p> <ul style="list-style-type: none"> • 100 participants at the Community Works Programme, recruitment and induction drive; • 32 clients assisted with online applications for online applications to study at Boland College in 2022; • 12 Clients assisted with Social Relief of Distress (SRD) Grant applications; • 20 unsuccessful SRD applicants assisted with their Grant appeals; • As part of the National Thusong week the Thusong Coordinator participated in a radio interview on WhaleCoast FM promoting the Thusong programme as well as other government services in the area; • Assisted 23 people with COVID-19 Grant applications; • Assisted 45 people with SASSA disability inquiries; • Assisted 30 people with UIF applications; • The Thusong has also been utilized as a pivotal point for the preparation of food for humanitarian aid; • 54 youth registered with Boland College at the Thusong for the 2022 academic year (the Thusong will continue providing registration assistance till the closing date of 30 September 2021); and • 47 People from the community assisted with SRD Grant applications. <p>WORKSHOPS AND TRAINING EVENTS HOSTED AT THUSONG</p> <ul style="list-style-type: none"> • Hosted two information sessions for 40 Hawston Housing beneficiaries; • Hosted a Cape Nature meeting regarding Paddavlei and other environmental projects (15 people); • Hosted the examination of 25 Law Enforcement officers; • 50 participants in the Treasure Vessels Ministry's women and daughter day hosted at the Thusong to celebrate Women's day; • 25 participants in the SEDA Business training with Overstrand Association for Persons with Disabilities; and • 30 participants in the Occupational Health and Safety workshop facilitated by the Community Works Programme. <p>TEMPORARY TENANTS OR SCHEDULED SERVICES</p> <p>Department of Labour: UIF applications, payments, inquiries, and complaints: 544 beneficiaries;</p> <p>Department of Health: Chronic medication outreach 375 patients;</p> <p>Department of Health: COVID vaccinations: 1211 people; and</p> <p>SASSA: 0 (No outreach services under COVID restrictions).</p> <p>PERMANENT TENANTS AT THUSONG</p> <p>Hawston e-Centre: 1392 visitors;</p> <p>Department of Social Development: 80 clients;</p> <p>Thusong walk-in clients: 169; and</p> <p>CDW: 0</p> <p>THUSONG AMBASSADORS</p> <p>5 Thusong ambassadors were appointed in July. They have been informally trained by the Thusong Coordinator and completed an induction workshop in Gansbaai. Special community outreaches in different areas are done every week where all the ambassadors visit one area to assist clients. Through this approach, they assisted a total of 806 community members with access to various government services.</p>

QUARTER 2	<p>THUSONG OUTREACHES</p> <p>Job readiness programs were held in Stanford, Gansbaai, and Kleinmond during November. 30 participants were invited to each session and 75% attendance was recorded.</p> <p>Provincial Department of Labour: Outreach in Gansbaai on 12 November: 92 clients assisted Zwehlihle on 13 November 2021: 260 clients assisted</p> <p>SPECIAL EVENTS: 16 DAYS OF ACTIVISM AGAINST THE ABUSE OF WOMEN AND CHILDREN</p> <p>The Thusong partnered with various stakeholders to host several events during this time in November:</p> <ul style="list-style-type: none"> • The official launch was on 25 November and SAPS, DSD, and Hawston Health and Welfare organization participated in the event which was attended by 36 people. From Thusong the law enforcement agencies and fire then did a motorcade through Hawston as well as Mount Pleasant and Zwehlihle. Approximately 70 officials participated in the motorcade with vehicles from law-enforcement, traffic, fire and disaster services, and SAPS. • We had a pamphlet drive at Whale cost mall on 26 November 2021. • 07 December 2021- ECD awareness program around abuse in partnership with Hawston Library as well as fire safety with Overstrand Fire and Rescue teams. (120 children) • 08 December 2021- 16 Days event with Hawston Library and fisherwomen as well as older persons in Hawston (100 people) • Weekend camp with victims of domestic violence in partnership with DSD on 11-12 Dec 2021. 10 women slept over and had a two-day intensive workshop on domestic violence, how to identify as well as how to deal with it. • 17 December: Care packs (facecloths, toothbrushes, toothpaste, bath soap, roll on, socks, sanitary towels, baby formula, hairbrushes, and hair combs) were distributed to Gansbaai, Stanford, Hermanus, and Kleinmond Police stations for their trauma rooms. <p>WORKSHOPS AND TRAINING EVENTS HOSTED AT THUSONG</p> <ul style="list-style-type: none"> • DAFF training local fisherman on the new application process for subsistence fishing – 50 people; • 3 November 2021- Cape Nature Law enforcement training (50) • 8 November 2021 -Ward committee elections • 16 November 2021- SEDA in partnership with A2Z accountants: <ul style="list-style-type: none"> - basic bookkeeping training; - mentoring and coaching with the opportunity to register your business with CIPC, SARS, and UIF; - access to TREP funding which consists of grants and low-cost funding; and - assist with the TREP application/registration for grants and funding opportunities. <p>TEMPORARY TENANTS OR SCHEDULED SERVICES</p> <ul style="list-style-type: none"> • SASSA outreach – 243 people • Department of Labour outreach – UIF (including payments, inquiries, and applications, complaints) – 308 beneficiaries • SASSA assisted 86 clients; • Department of Labour (UIF) assisted 155 clients with payments, inquiries, applications, complaints;
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- Department of Health: Chronic medication outreach served 575 patients;
- Department of Health: COVID Vaccinations (including one Vuma weekend) = 470

PERMANENT TENANTS AT THUSONG


Hawston E-centre: 1398 visitors;
Department of Social Development: 120;
Walk-in-clients: 338; and
CDW 0

THUSONG AMBASSADORS

Zwehlihle/ Mount Pleasant assisted 195 clients
Gansbaai: resigned
Stanford: resigned
Hawston: Assisted with planning and implementation of projects as well as capturing of registers
Kleinmond: Assisted 106 clients (Youth recruitment for job readiness, SARS tax numbers, Database for ID outreach)

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 fairly 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 also 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 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 temporarily to profile, assess implement an appropriate intervention strategy with every individual homeless person in the Hermanus area who volunteer to be on the program. People cannot be forced to participate.</p>	
RESOURCES	
Social worker Time Telephone Transport	Funding Office Stationary Stakeholders
ACTIVITIES	
Meeting the homeless regularly – establish a trusting relation Establish a profile of all the homeless; Assess every individual that participates; Determine and implement an 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 aftercare 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 volunteers to be part of the program. Immediate and essential needs are addressed where and when possible. Clothing, warmth, sanitation, vital documentation (ID documents), dignity, access to health, and SASSA assistance.	

	<p>LONG TERM OUTCOMES</p> <p>Reintegration into society Reunited with family Dignified life</p>
	<p>PERFORMANCE MATRIX</p>
QUARTER 1	<p>All the necessary administration has been completed by a social worker. A social worker was appointed in the position that started on 16 July. An emergency shelter was provided to the homeless from 11 -14 July and again from 19 - 22 July. A report for the 19-22 is attached as an example of the reports that will follow every emergency shelter exercise going forward. 12 of the homeless people in the dignity program received their ID cards in July</p> <p>Three applications were submitted for Disability Grant in SASSA in Caledon Banking outreach with Standard Bank – mobile: 9 opened bank accounts Three opened bank accounts with CAPITEC Assisted twelve clients with R350 SASSA applications/alleviation Grant (2 unsuccessful (outside age range – qualifies for pension or one ID number problems) 10 successful COVID awareness and motivation for vaccination Working group meeting held Working relation established with CDC – the result is that the social worker can take her clients to the Clinic on Mon, Wed, and Friday to see the Dr without an appointment. Dr reports for rehabilitation center completed for two clients</p> <p>14 clients vaccinated for COVID (special arrangement Johnson& Johnson)</p>  <p>Home affairs outreach: 4 ID number verifications; and 9 ID applications Visit SASSA Caledon: Started process for three disability Grant applications COVID awareness with the homeless Arranged treatment for one psychotic and suicidal client 6 rehab applications completed (applications take approximately four months to complete) 2 applications with Dr's report and 4 without Dr's report. The treatment plan for one drug-induced psychotic client was revised and completed with the assistance of the Psychiatrist and Clinic Sister. Suspicion confirmed one client's pregnancy. The client is a Tik user and the pregnancy health plan and rehabilitation application report were completed. 40 Contact sessions with clients The total number of homeless profiled now stands at 58. One client scheduled for rehab admission has moved off the street to his mother's home (family reunification) and continues with social work sessions/appointments. Three more family reunification processes have started. Stakeholders involved: Provincial Physician (sate), Hospital, SASSA, Home Affairs, Local Banks; and volunteers.</p>

QUARTER 2

- A special 16 day of activism event against the abuse of women and children was event was hosted for the homeless and some other invitees on 14 Dec 2021 (50 people attended);
- 30 homeless received Christmas gifts with 16 days of activism information;
- Mentorship of one client as an office administrator;
- We care program: Homeless identified ECD centre where they can be involved;
- 1 December: Homeless hand-over clothing to a social worker in Hawston for distribution to children in need that she works with;
- Homeless participated in the Women Action Groups' International Aids Day event. During the program clients could test for amongst others: HIV/AIDS, blood pressure, diabetes. Everyone that tested received an HIV/AIDS awareness gift;
- Services to homeless clients with children that focused on the impact of the parent's choices and lifestyle on the child;
- Family reunification services are continually provided. Special family reunification is also provided to siblings. The sister of one homeless client has already completed two of these programs to support and motivate her brother to return home;
- 28 homeless clients were reached and assisted through individual sessions during December;
- One of the homeless clients passed away in December and the social worker arranged a Memorial service for her at the Thusong. Her friends were allowed to pay their last respects. The social worker got in contact with the family and also made arrangements for her remains to be returned to her family. Her memorial service coincided with a 16 days event at the Thusong for the homeless, which further underscored the message of 16 days since she was also a victim of abuse throughout her life.
- Two well-known homeless clients passed away during this quarter.



2nd QUARTER TOURISM



The peak holiday season approached with travel bans and uncertainty about lockdown regulations. With the collective effort of Overstrand's hospitality industry, this season was a commercial success in terms of bookings and visitor numbers. There was increased business confidence as entrepreneurs started new businesses, expanded on existing premises, and added to their offering.

Fortunately, travel restrictions eased up towards middle December when, with much lobbying, South Africa was removed from our biggest source market, the UK's, red list on 15 December. The lifting of the curfew came just in time for New Year's Eve celebrations and contributed positively to the economy and the holiday spirit.

Tourism indicators showed:

- The four Cape Whale Coast Tourism offices had the highest number of visitors since January 2020.
- Harold Porter Botanical Gardens reported an increase of 526 visitors compared with December 2020.
- CapeNature's Stony Point and the Kogelberg stated that they experienced a "very busy" month.
- Stanford music events on a wine farm sold out at an estimated 800 people attending each concert.
- 3 smaller music events on a Hermanus wine farm did well with the most popular event selling out at 180 people attending. Juanita du Plessis's performance at a Gansbaai venue was well attended.
- 289 events were hosted in December and 624 events were hosted in this quarter.

QUARTERLY HIGHLIGHTS:

- Brewery2Brewery with 280 participants cycling from Greyton to Hermanus. Entries at R650pp with the majority of riders staying the weekend. The estimated economic impact to the Overberg equates to approximately R1.5m.
- BMX SA Champs hosted for the 1st time in 10 years in Western Cape. 132 entries with participants arriving from Zimbabwe, Gauteng, and KZN. Accommodation booking of 2 groups came to R70 000. Most participants were accompanied by 2 parents equating to 396 visitors for the 3 days of the event. Conservatively estimated this brought in close to R660 000 given that every family spend R5000 minimum during their stay. This includes accommodation and is thus a conservative estimation.
- SAFA Women's Soccer Championships hosted in Gansbaai.

- SATSA Greenshoots & Adventure Conference hosted in Kleinbaai. 62 participants staying for a minimum of 2 nights. The accommodation was fully booked in Kleinbaai for this first SATSA face-to-face event in 18 months. There were also day visitors including Wesgro representatives.
- Agulhas Wine Triangle Wine Festival held at Lomond, Gansbaai, on 30 October 2021. 350 tickets sold and estimated economic impact of R750 000 as per organizer's feedback.
- Great Wine Capitals Best of Wine Tourism Awards were hosted in Hemel-en-Aarde, Hermanus.
- Participated in the Great Southern Bioblitz, an effort to increase biodiversity awareness.
- Three Overstrand Saturday Parkruns were back on track in November.
- Kleinmond tour guide business Sisonke Enviro Tours launched. This is a WWF collaboration.
- Tourism Monitors arrived and were placed with hosts.
- The Whale and Shark Symposium was held in Gansbaai with 85 delegates attending.
- Klein River Cheese won World Cheese Award held in Spain for Gruberg.
- 5 Overstrand beaches were awarded Blue Flag status. Onrus Beach received 1st and Grotto Beach received 21st award.
- Hermanus New Harbour Multi-Purpose Centre launched.
- CNN broadcasted an Overstrand marine life production to a potential of 150m viewers.
- WWF in partnership with Sisonke Tours and African Gypsy hosted the 1st community market on Kleinmond Beach from 18 – 31 December with 17 vendors participating.
- Stanford Festival from 17 to 19 December. A community festival promoting youth arts development.
- Caravan Parks at Palmiet, Onrus, and Strandskloof were fully booked. Overstrand Municipality parks at Onrus and Palmiet applied the 50% capacity regulation.
- Hot Summer of Touch hosted at Kleinmond Beach with 24 teams participating.
- [Condé Nast Traveler](#) announced [Grootbos Private Nature Reserve](#) as the winner of the 2022 Gold List and best hotel in South Africa.
- Calculation of economic impact of Sony production, The Woman King, on Palmiet Beach with the assistance of Kleinmond business owners: R2 581 884. 1947 bed nights booked at an average price of R838.73 per room. Total accommodation income R1.633m.
- The Indonesian Consul General accompanied by Diplomatic Information Institution of the Consulate General of the Republic of Indonesia Cape Town visited Hermanus and spend time at Hermanus Tourism.

Cape Whale Coast Tourism events page link: <https://whalecoast.info/events-page/>



Great Wine Capitals Best of Wine Tourism Awards hosted in Hemel-en-Aarde, Hermanus.



WWF collaboration Sisonke Tours launched in Kleinmond

JOB & SKILLS DEVELOPMENT INITIATIVES**Target Audience:** Overstrand Youth / Entrepreneurs

NEEDS/ASSUMPTIONS
Temporary job creation opportunities linked with upskilling unemployed youth to ensure participation in the tourism economy. Communicate available opportunities and assistance for unemployed youth
RESOURCES
Learnership programmes are mainly funded through the 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>LEARNERSHIP PROGRAMMES:</p> <p>Food Assurance Programme</p> <ul style="list-style-type: none"> - 22 Participants allocated to Overstrand - Currently undergoing training <p>Tourism Monitors Programme</p> <ul style="list-style-type: none"> - 28 students allocated to the Overberg region and currently undergoing training - 12 students allocated for Overstrand Municipality - Learners placed with the host in December 2021 <p>NDT Data Collectors Programme</p> <ul style="list-style-type: none"> - Currently undergoing training - 2 Students allocated to Tourism <p>WESSA (Wildlife and Environment Society of South Africa) Blue Flag Beach Stewards Programme</p> <ul style="list-style-type: none"> - 5 students allocated to Hermanus Tourism - Entry Level Site Guiding Certification upon completion of the programme <p>Boland College Learnership Programme</p> <ul style="list-style-type: none"> - 2 Boland College allocated to Hermanus Tourism & Gansbaai Tourism respectively - Practical training to obtain Diploma <p>YOUTH OPPORTUNITIES CIRCULATED</p> <ul style="list-style-type: none"> • National Youth Development Agency (NYDA) <ul style="list-style-type: none"> - Photographic Competition applications opened for potential photographers. Entries online. Closing date: 30 November 2021 - ICT Learnership Programme in collaboration with TSAfrika Foundation.

<ul style="list-style-type: none"> - National Youth Service Call for Proposals. The NYDA and the Jobs Fund Presidential Youth Employment Intervention (PYEI)'s National Youth Service programme funding round. Proposals from non-profit making entities that can participate in the delivery of the National Youth Service programme are welcomed.
SHORT/MEDIUM-TERM OUTCOMES
Temporary employment and accredited training
LONG TERM OUTCOMES
Converting temporary job opportunities into permanent employment Accredited training / New graduates
PERFORMANCE MATRIX
Number of temporary and permanent jobs created Progress report/meetings Monitoring and evaluation performance through the implementing agencies

BUSINESS SUPPORT

Target Audience: Overstrand Business Community

NEEDS/ASSUMPTIONS
Upskilling and training of SMMEs and entrepreneurs to participate in the 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 remains a significant aspect of support.
RESOURCES
Training needs identified through engagements and facilitated by Overstrand Tourism Department.
ACTIVITIES

Visitors Information Centres	Tourism & Business Dialogue in Kleinmond, Gansbaai and Hermanus.	Actions points for future interventions. Preparation for the upcoming season. Kleinmond Tourism Draft Strategy circulated.
National Department of Tourism	Capacity Building Workshop and Occupational Health and Safety workshop hosted in November. Tourism Transformation Fund (TTF) and the Green Tourism Incentive Programme (GTIP) funding opportunities circulated	To identify and provide support Occupational Health and Safety Norms and Standards for SMME's Opportunity for eligible enterprises to apply for funding.

	to SMME's and Tourism Databases.	Webinar details circulated to tourism databases to eligible women enterprises.
	Women in Tourism Entrepreneurs Programme Launched on the 11 th of October.	
National Youth Development Agency (NYDA)	Photographic Competition ICT Learnership Programme collaboration with TSAfrika Foundation.	Details circulated to databases. Opportunity for eligible candidates to further their studies.
Department of Forestry, Fisheries, and Environment	Individuals registered as full-time students or currently doing Grade 12 & unemployed are invited to apply for #BURSARIES2022 #EnvironmentalCareers	Opportunity for individuals to apply and get full coverage of their studies. Specifically aimed at those interested in Environmental Careers.
Productivity SA	Productivity and Competitiveness seminar circulated to the database.	Improving the competitiveness and sustainability of SMME's to create productive employment and work.
Dept of Public Works	New Harbour Development	Infrastructure improvement, refurbishment of Lusitania building, and creation of economic hub.
Public-Private Partnership	Hermanus CBD Improvement	Beautification projects. Special Rating Area Meetings attended.
Tourism VICs	Access to Market	Providing trading space to local product owners for income generation and business opportunities.
Hermanus Village Square	Local product showcase	Development, access to market, and income generation for new and small businesses.
Country Markets	Facilitation of trade	Social media marketing

SHORT/MEDIUM-TERM OUTCOMES
Awareness of opportunities available in the private and public sectors. 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 the national and provincial government. Ensuring sustainability of tourism businesses and the protection of employment.
PERFORMANCE MATRIX
Skills development in preparation for employment within the tourism industry.

STAKEHOLDER COLLABORATION

Target Audience: Overstrand Tourism Stakeholders

NEEDS/ASSUMPTIONS			
Timely and relevant information is 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. Promotion of small business via social media.			
RESOURCES			
Webinar	Zoom meetings	Tweet-Ups	WhatsApp Discussion groups
ACTIVITIES Oct-Dec 2021			
OCT 3 Hermanus Whale Crier Interview eNCA News			
4	Workshop to produce kelp horn for Whale Crier (also other musical instruments made)		
4	Hermanus Tourism Revival Meeting		
Hermanus Public-Private Partnership Meeting, The Marine			
5	Film and Tourism Recovery Strategies – Wesgro Webinar		
Accommodated Damian in Hermanus. Facebook: Walking the South African Coastline			
6	Networking with Big Tree Marketing, Blue Goose Restaurant, Gansbaai		
7	Welcomed Damian in Kleinmond, Walking the South African Coastline		
11	Meeting with WWF, Kleinmond. Community tour guides opportunities.		
11	Hermanus Tourism Revival Meeting		
12	Kleinmond tourism initiatives discussion with Leticia Andrea of HomeGrown Tours		
Seven Springs Summer educational			
13	Gansbaai #100 events meeting		
13	SAPS Liquor Licence Holder Session, Stanford		
14	Tourism Managers Meeting via Microsoft Teams		
ENSafrica – webinar Tourism in a vaccinated world			
15	Tourism Meeting, Hermanus		
18	Tourism meeting with Hangklip-Kleinmond Business Chamber		
18	Visited Betty's Bay Box, Coffee on Clarence, Harold Porter and Kogelberg Botanical Society Shop		
21, 22	SATSA Green Shoots Youth and Adventure Conference, Kleinbaai		

- 21 Insights for IPA trade support to Green SMMEs webinar
- 22 Content generation Groeneweide, Gansbaai; Social Media discussion Stanford
- 22 - 25 Great Southern Bioblitz recording fauna and flora species
- 25 Great Southern Bioblitz Tour, Kleinmond Mountains
- Izibusiso Meeting re organizing Richard Cock Concert in December**
- 26 A Marine Safari. Celebrate the importance of Marine Protected Areas, CapeNature webinar
- 26 Conference assistance for Women's League conference and congress (March & August 2022)
- Sparklekids 10th anniversary**
- 27 Agulhas Biodiversity Initiative (ABI) AGM
- 27 3 Hangklip-Kleinmond Events Meeting
- 27 Meeting with Liza Clark, editor Stanford News
- 27 Digital Skills Training. Boost social media digital skills
- WESSA Blue Flag Launch, Grotto Beach, Hermanus**
- 28 Tourism Business Meeting, Kleinmond Lodge
- Stanford Tourism Meeting, Birkenhead Brewery**
- 28 Gansbaai SMME business engagement
- 30 Beerfest at Blue Goose, Caledon FM in Gansbaai Harbour
- NOV 3 Kleinmond strategy drafting meeting with Deon Brits
- 4 Hangklip-Kleinmond Tourism strategy meeting
- Gansbaai Tourism & Business meeting**
- 5 Harold Porter Book & Craft shop opened
- 8 Palmiet film scene scouting visit with Overberg Film Office
- 9-11 Municipal Managers Mentoring Programme West Coast District Municipality, Mooredsburg
- 10 Western Cape Film Promotion Quarterly Meeting – 1st edition, virtual meeting
- 11 WWF-SA Feasibility Study: Tourism Sector Stakeholder Workshop
- 13 Sisonke Enviro Tours: trial experience of attractions in Betty's Bay, Kleinmond, and Honingklip
- 15 Tourism Managers Meeting, Hermanus
- 15 Tourism meeting, Hermanus
- 17 RTO Forum Virtual Meeting
- 17 Swallow Park festive lights set-up with PPP

- 23 Overberg Capacity Building Workshop, Houw Hoek Hotel
- 24 Events Meeting, Preekstoel
- 25 Western Cape Tourism Monitors Programme Meeting
- 26 Meeting with WWF, Kleinmond
- 27 CNN filming in Hermanus. Focussed on Blue Economy.
- 29 Emerging contractor development event, Thusong Building, Hawston.
- 30 Event discussion, Kleinmond administration
Omicron Variant Industry Briefing with MEC: Minister David Maynier
- SALGA Western Cape Local Government Tourism Peer Learning Network presentation**
- DEC 1 Blue Flag Beach opening at Grotto Beach
- 3 First Friday Art Walk, Night of a Thousand Drawings
- Opening of Summer Lounge, Grotto Beach**
- Swallow Park Hermanus and Gansbaai festive lights switched on**
- 6 Hermanus New Harbour Multi-Purpose Building opened
- 7 Kleinmond Tourism Business Meeting
- 7 Stanford Tourism Meeting with Whale Coast Conservation
- 8 Events Meetings: Summer Carnival, Touch Rugby
- 9 Bok Radio broadcasting from Harbour Road Kleinmond
- 11 Lomond Triathlon – 500 participants (best attendance to date)
- 11 Phetchaburi Thailand - City of Gastronomy Cha-Am Food Festival virtual speech
- 12 Kleinmond Festive Season Coastal Clean-up
- 15 Gansbaai Friendly Roadblock
- 17 Hangklip Kleinmond Welcome Campaign
- 17 Stanford Sunset Market
- 17 - 19 Stanford Festival
- 18 Indonesian Consul General visited Hermanus
- 23 1st guided tour of the model solar system on the Hermanus Cliff Path. 14 attendees.

Wednesdays: Overberg District Cluster Meetings with DEDAT

SHORT/MEDIUM-TERM OUTCOMES
Updates on relief program, national and provincial linkages, and insight into strategic frameworks designed. Equipping staff with skills and tools required to address tourism sector opening. Providing market access.
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 programs, having access to updated regulations, understanding the impact and implications of regulations. An updated and engaged tourism community.

DESTINATION MARKETING



The Overberg is leading the vaccination roll-out process, not only in the Western Cape but also in South Africa. As travel opens and international carriers facilitate increased visitor numbers to the Western Cape market it is important to communicate the safety protocols in place at hospitality establishments as well as the success of the vaccination implementation.

Onrus Caravan Park was voted as the number two camping site by Die Burger's annual readers' choice competition. This park's unique position on the coast, a tidal pool, outdoor gym, and coffee kiosk is a great drawcard as outdoors and budget self-catering accommodation remain popular.

The Best of Wine Tourism Awards were celebrated at Creation Wines, Hemel-en-Aarde. The Overberg welcomed Western Cape travel industry stakeholders for the celebrations. Overberg product owners won 3 categories:

- Wine Tourism Restaurants - [Creation Wines](#)
- Wine Tourism Services - Creation Wines
- Wine Tourism Ambassador Awards: The Wine Tourism Diversity - [Paardenkloof Estate](#)

The Marine Hotel and Birkenhead House Hermanus were listed in the Top Ten list of Conde Nast Readers' Choice Awards for Southern African Hotels while [Grootbos Private Nature Reserve](#) was named the winner of 2022 Gold List and best hotel in South Africa.

These awards do much in attracting visitors and Hemel-en-Aarde has seen a significant uptake in wine tourists.

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		
Reach 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"> • Best of Wine Tourism Awards – print and TV news broadcasts • Birkenhead Honey Blond – Pale American Ale in African Beer Awards • Marine Hotel and Birkenhead House, Hermanus, listed in Top Ten list of Conde Nast Readers' Choice Awards for Southern African Hotels – received media exposure • Grootbos Private Nature Reserve, Conde Nast Traveler 2022 Gold List • KFM Radio featured Hermanus, Gansbaai, and Betty's Bay in broadcasts • Onrus Caravan Park – Die Burger No 2 Camping Site • Cape Town Etc articles: Charming Small Towns (Stanford, Rooiels), Cape Town man first to swim to Dyer Island. • KykNET Wanderlus. Adventure activities showcased. • The Woman King with international acclaimed actress Viola Davis. • CNN ocean-themed follow-up production and broadcast • Lady Stanford River cruise featured in Cape Country Routes • Stanford in Inside Guide • Bugler's Cottage, Stanford, featured on South Africa My Best online travel page • Mosaic Lagoon Lodge featured in The Insider SA • Bok Radio, Kleinmond Harbour • 5 Small Towns in the Western Cape where you can have a sweet escape featuring Stanford and Rooiels • 5 Captivating Coast Caves in GetAway featured Gansbaai Klipgat Caves • Hermanus featured in the IOL article Beach Destinations to add to your South Africa Bucket List • Hermanus listed in the Sunday Times Insider 12 Dec 2021 as an Epic SA Destination 		
SHORT/MEDIUM-TERM OUTCOMES		
Information dissemination and updates on travel readiness, developments within a 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 the 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

Updating tourism stakeholders and travellers regarding changing travel requirements and relaxation of Alert Level 1 measures.

CAPE WHALE COAST SOCIAL MEDIA

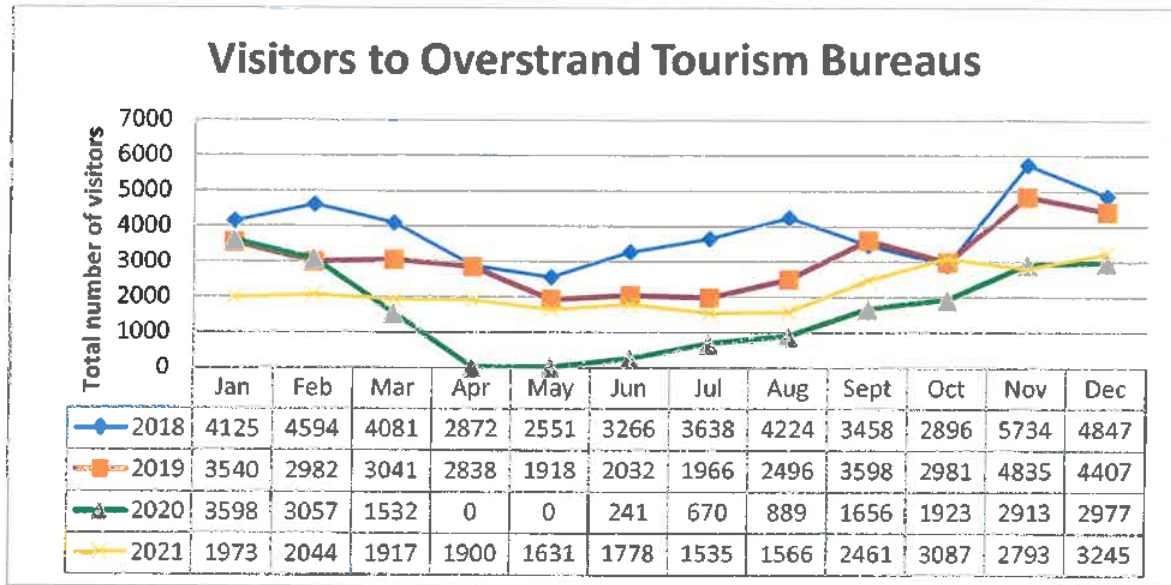
Below is the different Cape Whale Coast social media handles with their following. Social sharing is the most significant factor affecting tourism marketing. It benefits the industry through the sharing of travel memories with a vast audience. This attracts new travellers far more than advertisements and encourages people to share their real experiences online. The rise of social media's importance assists with two-way communication between destinations and customers and customers to customers. Cape Whale Coast benefits from this impact of social media with a focused and strategic communications calendar.

			Instagram Posts	
	9159	2788	809	4403
	6510	1638	380	1645
	11 767	5686	623	5737
	7 639	2527	1558	3456
	10 447	2008	634	3602

				
	whalawatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond-Tourism	kleinmondtourism	@hangklipT	#kleinmondTourism#HangklipT
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	standfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

VISITOR INFORMATION CENTRES

Target Audience: Domestic and international visitors and local communities.



With changing regulations in Lockdown Levels Visitor Information Centres play a critical role in making information available. Restaurants are open and staff at the VICs are assisting with dining choices, activity inquiries and bookings, and accommodation referrals.

NEEDS/ASSUMPTIONS

Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. December recorded the best visitor figures since February 2020.

RESOURCES

Staff employed at VICs Email WhatsApp

ACTIVITIES

- Answering telephone inquiries 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 the 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 inquiry for the local community, the business community, and government.
LONG TERM OUTCOMES
An informed community Provincial and National Government updated with Cape Whale Coast and Overstrand information
PERFORMANCE MATRIX
VICs provide a person interface that has become the most trusted source of information as people look for personal recommendations when it comes to local travel news and community information in general. The steady increase is welcomed and the low rate of walk-ins at Hermanus points to a change in traveller behavior.

ACCOMMODATION FEEDBACK FROM ONLINE BOOKING PLATFORM

December produced a lot of last-minute local bookings. Interesting trends in December statistics were as follows:

- 29% more bookings were made in December 2021 in comparison to December 2020.
- 60% of December 2021 bookings at South African properties were set to arrive within 7 days of the booking date.
- More than 70% of bookings made in December were set to arrive in December as well.
- 2021 booking numbers ended up 33% higher than in 2020.
- 87% of bookings were made through channels, with 13% made directly.
- Quarter 4 of 2021 (October - December) brought in a third of the total number of bookings for the year.

**Condé Nast
Traveller**
Condé Nast Traveller.



[Condé Nast Traveler](#) announced [Grootbos Private Nature Reserve](#) as the winner of its 2022 Gold List and the best hotel in South Africa. The Stanford Festival was a community affair with an arts development component.

Cape Overberg Visitor Trends

Jan - Jun 2021

WESGRO

cape town & western cape
tourism, trade & investment

0/0

share of overseas visitors	2.2%
share of domestic visitors	97.8%
share of overnight visitors	49.8%
share of day visitors	50.2%

Top 3

International markets

- United Kingdom (20.7%)
- Germany (17.2%)
- China (24.1%)

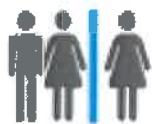
Top 3

domestic markets

- Western Cape (87.7%)
- Gauteng (4.6%)
- Eastern Cape (3.8%)

Main purpose of visit

Holiday/Leisure	64.9%
Business	8.2%
VFR	15.5%



Travel group size

Pairs	39.2%
Alone	44.8%

Age group

30-50	(42.8%)
51-70	(25.7%)

Length of stay

1 night	33.3%
2 nights	25%
3 nights	14.6%



Rented car	13.6%
Own vehicle	72.7%

Top information sources

Visitor Information Centres	45.8%
Word of mouth	24.9%

Average daily spend

R501 - R1000 (32.2%)



Top 3 activities in the Cape Overberg

- Scenic Drives (28.8%)
- Outdoor Activities (42.4%)
- Cuisine (31.7%)