

PORTFOLIO COMMITTEE :

**PROTECTION SERVICES,
ECONOMIC DEVELOPMENT & TOURISM**

Chairperson :

Cllr E Gillion

Committee Members :

**Cllrs C Resandt, G Cohen,
V Macotha & C Tafu-Nwonko**

PORTEFEULJEKOMITEE :

**BESKERMINGSDIENSTE,
EKONOMIESE ONTWIKKELING & TOERISME**

Voorsitter :

Rdl E Gillion

Komiteelede :

**Rdle C Resandt, G Cohen,
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**PROTECTION SERVICES, ECONOMIC DEVELOPMENT & TOURISM
PORTFOLIO COMMITTEE**

**BESKERMINGSDIENSTE, EKONOMIESE ONTWIKKELING & TOERISME
PORTEFEULJEKOMITEE**

20 November 2018

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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**AGENDA of the
Portfolio Committee: Economic, Social & Tourism Development
20 November 2018
(Also the agenda for the Mayoral Committee Meeting: 28 November 2018)**

**1.
ECONOMIC, SOCIAL AND TOURISM DEVELOPMENT QUARTERLY REPORT :
JULY – SEPTEMBER 2018**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

23 October 2018

1. Executive Summary

The purpose of this report is to submit the Local Economic Development and Tourism activities in the months July – Sept 2018 for cognisance.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic, Social and Tourism Development

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

The Overstrand is the second largest local economy in the District and accounts for 31.2% of the Overberg District economy in terms of GDP and 27.5% of employment, making it a significant economic force that grows its economy on the background of the tertiary industry.

Discussion

An estimated 1.4 % growth was reported in the Municipal Economic Review and Outlook (MERO), published by the Provincial Government, for the Overstrand with significant growth achieved in the agriculture, forestry and fishing sector [10.9%]. However the tertiary sector which comprises of tourism

**AGENDA of the
Portfolio Committee: Economic, Social & Tourism Development
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activities continues to outperform other sectors [70%] entrenching the municipality's competitive advantage as a tourist destination.

The MERO points to the fact that the municipality is a popular tourist destination and is popular for second homes. Therefore destination marketing can only be achieved through collaboration with the private sector and developing a strong brand and marketing strategies that can increase the number of visitors to the Overstrand. Though the recent violent action had an impact on Overstrand's economy, one should not overlook the negative impact of the South African Economy on that of the Overstrand.

The report demonstrates a significant no of initiatives that are carried out in collaboration with a variety of stakeholders making meaning of LED as an approach rather than a project and confirms the role of partnerships as the most effective approach to achieve real people development. This is done through targeting especially those members and groups within communities that are most often marginalised or excluded such as women, disabled and very poor people.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Economic, Social and Tourism Department Report

RECOMMENDATION:

that the 1st quarterly report (July – Sept 2018) of the Directorate: Local Economic Development, **be noted**.

RESPONSIBLE OFFICIALS :

**X KOSI
F LLOYD
G SMIT**

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY

**AGENDA of the
Portfolio Committee: Protection Services, Economic Development & Tourism
20 November 2018
(Also the agenda for the Mayoral Committee Meeting: 28 November 2018)**

**1.
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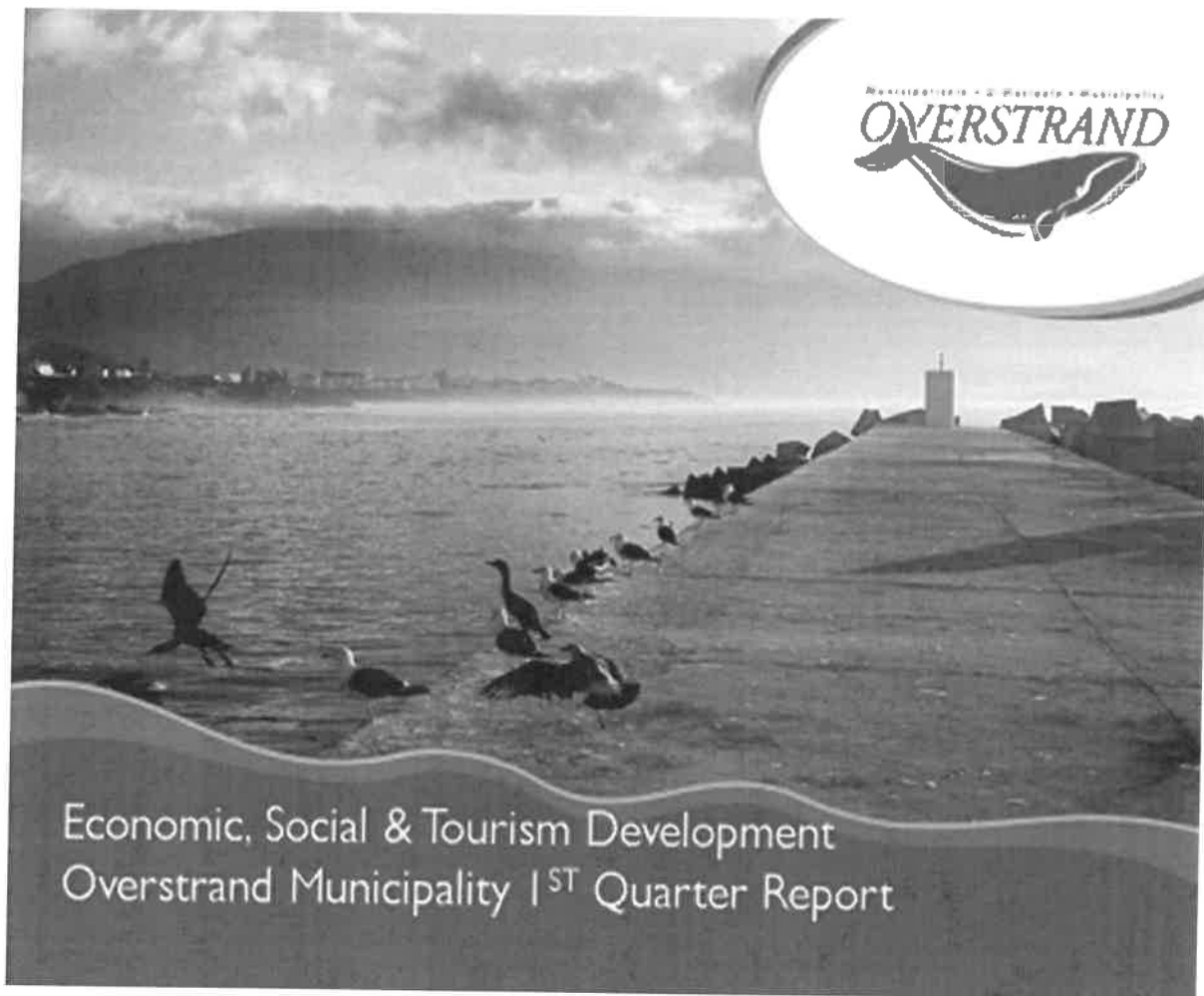
**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
20 NOVEMBER 2018, WHICH COMMITTEE SUPPORTED THE
RECOMMENDATION**

RESPONSIBLE OFFICIALS :

**X KOSI
F LLOYD
G SMIT**

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY



July –September 2018



LOCAL ECONOMIC DEVELOPMENT

Abstract: The LED First Quarter Report will deal with the issues which transpired in the process of carrying out the practical implementation of the LED Strategy. A quick overview is presented to facilitate a quick grasp of the statistical impact of the LED activities. The key objective of the report is to demonstrate both the qualitative and quantitative impact of the LED initiatives and seeks to invite the reader to critically engage with the content with the view to give constructive input with regard to the realization of the LED Strategy.

Local Economic Development (LED) gives local government, the private sector, and the Non-Profit Organizations the opportunity to collaborate in findings ways of dealing with challenging socio economic issues and build a sustainable economy. It aims to create jobs by growing economy as well alleviate poverty.

The South African local government system was purposefully designed to be the closest sphere to the populace and carries a constitutional mandate to undertake a developmental approach during policy implementation. Therefore through LED Overstrand Municipality can meet the basic needs of the people by establishing an environment that will create jobs and alleviate poverty in a sustainable manner.

LED's major focus for the first quarter was on youth entrepreneurship and empowerment. Given major events and interventions such as (the youth entrepreneurship summit in July 5; the ABSA women's business strategy 2 day course or training; the recently established Youth entrepreneurship network with 18 young people in Masakhane; the young women business branch in Hawston hosted by GCIS etc.)

This report will discuss the impact of LED in the following major areas: the impact of Enterprise Development Project (EDP); the impact of job creation through EPWP projects and seasonal opportunities, Emerging Contractor Development Programme, stakeholder engagements, walk-in statistics etc. It presents activities and practices executed in the in past three months (July, August & September).

Highlights

- **35** SMME's were supported in terms of the SMME Development
- **26%** are youth owned ventures aged (22-35) years
- **26%** are businesses owned by women (both young and middle aged)
- **108** applications received for the entrepreneurship programme
- **10** received seed funding of R10 000
- **159** informal businesses were Identified Overstrand wide
- The Youth summit had **12** stakeholders and **70** young people
- **23** emerging contracts were supported
- **26%** are businesses owned by women (both young and middle aged)
- **26%** is youth owned constructions
- Currently at **46%** of the annual target
- **23** linkages were established with other organizations
- **424** walk-ins received
- **67%** were work seekers, mainly for seasonal work opportunities
- **13%** were internet users searching jobs and business

LOCAL ECONOMIC DEVELOPMENT INTERVENTIONS

Reporting Components	Interventions				
1. SMME DEVELOPMENT PROGRAMME	<p>(a) ENTERPRISE DEVELOPMENT PROJECT (EDP)</p> <p>The programme supports Small Medium and Micro Enterprises (SMME's) in business activities such as (catering, retail, sewing and design, life style ventures like salons).</p> <p>The support is driven through an area based service delivery as an approach carried by young people who are knowledgeable and have good understanding and background of the respective areas. The programme empowers young people with (community engagement skills, job preparedness skills etc)</p> <p>Updates:</p> <ul style="list-style-type: none"> • 35 SMME's were supported in terms of the SMME Development Programme in various industries (Catering, security, Tech, cleaning, sewing and designs, environmental) • 35 SMME'S supported in quarter 1 accounts 29.1% of the overall target of 120 SMMEs by 30 June 2018. Meaning for the first quarter SDBIP target of 30 SMMEs supported, we exceeded by 5 SMME's. • Please see the full list of SMME's supported in (Annexure 1) <p>EDP service breakdown</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #4f81bd; color: white;">Input</th> <th style="background-color: #4f81bd; color: white;">Output</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">LED Developers (both office and area based)</td> <td style="padding: 5px;"> <ul style="list-style-type: none"> • 51% of SMME's in annexure 1 are made of 5 dominant industries (social ventures, catering, retail, cleaning and security) • 26% are youth owned ventures aged (22-35) years • 26% are businesses owned by women (both young and middle aged) </td> </tr> </tbody> </table> <p>Table 1: Service breakdown</p>	Input	Output	LED Developers (both office and area based)	<ul style="list-style-type: none"> • 51% of SMME's in annexure 1 are made of 5 dominant industries (social ventures, catering, retail, cleaning and security) • 26% are youth owned ventures aged (22-35) years • 26% are businesses owned by women (both young and middle aged)
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Short stories and prospects

BSS Securities



Photo 1: BSS securities 's Malepa Setloboko unveiling his new bakkie for patrol

His story:

Malepa is one of the long time beneficiaries of LED services and support, from his first visits, searching for NYDA funding as a young potential entrepreneur. Today Malepa is running an emerging Security company (BSS Securities) based in Zwelihle. In August Malepa bought a new Chevrolet bakkie to perform his patrols and ease of movement. His aspiration is to strengthen his competitiveness in a highly competitive security industry. He also owns an internet café in Zwelihle. He employs young people from Zwelihle in his unit and aspire to employ more than 10 sooner.

Mop & Vaccum Cleaning Services



Photo 2: Isaac Mgcotyelwa and his cleaning team (left); and his marketing tools

His story:

Isaac visited LED July 2017 with only a business idea and a comprehensive plan of action (unwritten). Today he owns a competitive private home cleaning service, competing amongst top firms in the industry such as (Broomstix).



He employs +-10 ladies from Zwelihle and pays his cleaners the most favorable rate compared to his rivals. His goal is to expand to other areas (Gansbaai and Kleinmond) and hire more staff.

(b) ENTREPRENEURSHIP DEVELOPMENT

Entrepreneurship is the key to the South African dream and it is a gateway to opportunities for those traditionally excluded from the economic and political mainstream.

A collaborative effort between LED and Grootbos foundation is continuously making a positive impact in the communities through Grootbos siyakhula careers, employability and enterprise programme.

For the past three years the enterprise/entrepreneurship part of the programme was undertaken with a select 231 grade 10 – 12 learners. Since April 2017 the Entrepreneurship Programme is run with school leavers in Gansbaai and Hermanus and is currently in its second rollout (meaning it's no longer targeting only pupils but young startups and expansionary ventures).

Process

Following are phases of the entrepreneurship programme:

- LED and Grootbos draft advertisements and markets the programme for application in all communities. Posters are advertised through the Communications department, Cape Whale Coast and other community channels
- Application forms are distributed and participants are assisted to fill the forms by LED officials
- Participants are selected and invited to a 3 days training preparatory to the next phase of the programme
- 3 days business planning and modelling takes place and participants are taught business pitching skills
- Presentations take place in two areas (Hermanus & Gansbaai), Kleinmond participants attend in Hermanus and Stanford attends in Gansbaai



- Lastly a judging panel evaluates the presentations and Grootbos grant the best 10 for a value of R10 000 worth seed funding in the form of material not cash
- The panel is made of 1 representative from the Overstrand Municipality (LED Projects Coordinator), Fin-Global (Projects Coordinator), independent judge and Grootbos (Project Manager).



Photo 3: Entrepreneurship programme facilitation

Updates

- 108 applications were received and processed in 2018;
- 54 participants from Hermanus and Kleinmond attended the 3 days trainings at Learn to Earn;
- 23 from Gansbaai and 13 from Stanford also attended at Masakhane Community hall;
- Approximately 33 presentations from the Hermanus group, and 18 from the Gansbaai group were made;
- The programme funded 18 businesses in 2018 compared to 12 funded in 2017. The Grootbos Foundation will be funding 12 in total with the Municipality (LED) funding 5 (as per the proposed MOU) and Grootbos is busy sourcing an external funding for 1 more business which makes it 18 in total;



- The Grants awarding process started in August where beneficiaries submitted quotations to Grootbos



Photo 4: Presentations at the Overstrand Municipal Banqueting Hall

Critical demand, needs and proposals

- The programme will continue next year April for the 5 consecutive year
- However there is need for further investments in the programme to go beyond 10 beneficiary threshold. Meaning we need to attract and approach more investments
- The fascinating part is how small and cheap are the entrepreneurs funding needs
- For the past years Grootbos could generate up to R100 000 for the entire project, however in real terms there is a need for more funds to assist further small businesses

Lessons and prospects

- Overstrand can look small, but contains great entrepreneurship potential and fascinating inventors. New products and innovations come out of initiatives like these
- Small businesses funding does not mean millions but can be R5 600 startup fund, therefore to keep and support entrepreneurship revolution we need a great support and buy in.



Photo 5: Siphon Jika showing his creativity during presentations at Banqueting Hall

(c) INFORMAL ECONOMIES

The informal economic sector has experienced a major turmoil during the uprisings in Zwelihle, which added a burden and a negative impact

A short survey on informal traders' perspective and views on the developments in the Gansbaai area:

- A sample of 19 informal traders was selected and reached from Masakhane, although the target was widely (Masakhane, Blompark and Pearly Beach). In other areas mentioned above, informal traders were not reached due to lack of availability;
- The surveys were descriptive in nature with a qualitative methodological approach and a one-on-one technique was used for data collection purposes;
- Responses ranged from 5 key challenges faced by informal traders and their communities (lack of development land and proper zoning; lack of trading infrastructure; crime and unemployment as stumbling blocks to Development; Youth development and funding).

Current outlook

- A total of 159 informal businesses were identified from the 4th quarter to date Overstrand wide



- The sector is predominantly retail with 35% ventures being Spaza shops followed by Hair salon & Barber at 18%,
- Take-away shops represents 14%, Tshisa-Nyama makes 9%, sewing & Alterations at 8%, fruit & vegetables at 5%,
- Arts & Craft, Motor mechanic respectively at 2% and finally Car wash, Early Child-hood Development, Landscaping & Garden, spray Painting & Panel beating, Electrical Appliances respectively at 1%.



Photo 6: informal trader (Hawston); and vegetable stands (Swartdam)

2. YOUTH FOCUSED INITIATIVES

(a) YOUTH ENTREPRENEURSHIP SUMMIT

On the 5th July 2018, LED in collaboration with the Department of Rural Development & Land Reform (DRDLR) hosted a youth summit at the Overstrand Municipal Auditorium with specific emphasise on entrepreneurship empowerment. About 12 stakeholder organizations participated with 19 representatives (Private and public sectors):

No	Stakeholder	No of Reps.
1	South African Revenue Services (SARS)	3
2	Entrepreneurship Empowerment in South Africa (EESA)	1
3	Small Enterprise Finance Agency (SEFA)	1
4	Small Enterprise Development Agency (SEDA)	1
5	National Youth Development Agency (NYDA)	1
6	Industrial Development Corporation (IDC)	2
7	ABSA	2
8	Department of Rural Development (DRDLR)	5
9	Grootbos Foundation	1
10	Whale Coast Conservation (WWC)	1
11	Fin-Global	1

Table 2: Stakeholder list



Purpose of the summit:

- To create a social dialogue , between potential Youth Entrepreneurs, the Overstrand Municipality, the DRDLR and other relevant national, provincial and local stakeholders
- To disseminate key and relevant information and opportunities available for youth owned enterprises and support
- To create a dialogue amongst relevant stakeholders who share common values and goals towards building a sustainable economy in the region
- To instil an entrepreneurial mind-set, the ways of thinking and acting entrepreneurially and change the world.

Summary:

- 70 young people attended the summit from Gansbaai, Stanford, Hermanus and Kleinmond, however due to LED's collaboration DRDLR youth from the surrounding areas (Cape Aghulas, Worcester etc.) also attended
- The summit benefitted many young people, who also commended the international component through our linkages with (EESA) and other local stakeholders
- LED aspires to keep the youth summit concept with more to be added on the 2019 summit.

(a) MASAKHANE YOUTH ENTREPRENEURSHIP NETWORK

On the 8th August 2018, LED with Crl Msweli attended a meeting initiated by a group of young people from Masakhane. The group is interested in entrepreneurship and willing to participate in the economic activities of Gansbaai.

Progress:

- The first engagement comprised about 18 young people, who al have economic goals and entrepreneurship aspirations;



Other needs expressed:

- Access to higher education (Universities)
- Experiential learning (apprenticeships for technical skills)
- Internships with local firms for graduates (for example electric engineering students)
- Tendering opportunities
- Start-up funding
- Business Centre to run their (Land in particular)
- Youth Centre

Going forward

- The identification of possible business ventures, linking appropriate land involving the area manager and Town Planning is the next step taking place early November;
- LED is currently engaging stakeholders (NYDA, DRDLR, DTI, Department of Small Business Development, SEDA, SARS and Municipal Chain etc.)
- Activities currently running: weekend car wash and Tshisa Nyama stands, opportunity update sharing via social media platforms, exposure business practices (networking and linkages with other entrepreneurs beyond the Overstrand (Cape Town))



Photo 7: Masakhane Youth Entrepreneurship Network meeting at Masakhane Hall



	<p style="text-align: center;">(b) WOMEN IN BUSINESS BRANCH</p> <p>In August LED participated in the women in business branch, with Government Communications and Information Systems (GCIS):</p> <p>Event details:</p> <p>Date: 21 August 2018</p> <p>Venue: Hawston Abalone Hall</p> <p>Other Spheres of Government attended: NYDA, SEFA, SEDA, GCIS & DEDAT</p> <p>Audience: The event targeted mainly Youth and the attendance from Hawston Secondary School young Girls confirmed how young people are so key in development initiative in the Overstrand</p> <div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center;"><i>Photo 8: women in business branch (at Hawston)</i></p>
<p>3. EMERGING CONTRACTOR & SUPPLIER DEVELOPMENT</p>	<p>(a) UPDATES</p> <p>23 emerging contractors were supported (quarter 1) in terms of the Emerging Contractor Development Programme. The target for 2018-19 financial is 50 and we already at 46% in the first quarter.</p> <ul style="list-style-type: none"> • A large ratio of time was spent on the CSD (Central Supplier Database) registration and updates following the call by National Treasury and the enforcement of PPPFA regulations. About 7 contractors added on the CSD. • 26% is women owned construction companies, 26% is youth owned which has not changed from the previous report's figure. <p>(b) ELECTRIC CONTRACTORS CONSORTIUM</p>



	<p>On the 13 August a group 5 emerging electricians came formed a consortium to sub-contract on the upcoming tenders in electricity</p> <ul style="list-style-type: none"> • The group is currently busy with compliances and getting ready for any upcoming opportunities • It comprise of well experienced electricians as well new comers who will learn from the experienced
<p>4. LINKAGES ESTABLISHED</p>	<p>(a) UPDATES</p> <p>23 linkages were established with different state departments, agencies, state entities and non-governmental organizations</p>
<p>5. STAKEHOLDER ENGAGEMENT</p>	<p>(a) THE BUSINESS SECTOR</p> <ul style="list-style-type: none"> • A concern raised by the business sector following the uprisings in Zwelihle resulted to the partnerships strengthened between the Overstrand Municipality and the Business Sector • A partnership of Fin-Global through the Grootbos Foundation is effective to the initiatives to Enterprise Development and Entrepreneurship <p>(b) GROOTBOS FOUNDATION</p> <ul style="list-style-type: none"> • Led – Grootbos relations remain stronger, with the entrepreneurship development programme and other initiatives such as Hermanus Siyakha <p>(c) LIBRARY BUSINESS CORNERS</p> <ul style="list-style-type: none"> • LED has been in engagements with the Library Business Corners (LBC) for the enrolment of SMME's in the computer literacy courses to train and improve SMME's on the usage of internet for commercial purposes • LBC is a Non-Government Organization operating and running the e-Centre at the Thusong centre in Hawston. They run computer literacy courses for the youth mainly students. However our engagements are centred on the admission of at least 11 SMME's per year, due to limited space and infrastructure and lack of resources.



- The engagements are ongoing but not final but through support from the Overstrand Municipality this can benefit hundreds of illiterate SMME's



Photo 9: LED officials after an engagement with LBC at Thusong e-Centre

6. WALK IN STATISTICS

(a) INTEPRETATION

Service	July	August	September	Total
Looking for Job Opportunities	28	144	112	263
Business Registration	6	1	4	11
SMME's Engagement	2	14	8	24
Contractor Development	8	9	10	27
CIPC Linkages	4	4	5	13
CIDB Linkage	2	3	0	5
Municipal Supply Chain Database	1	0	0	1
Central Supply Chain Database	2	0	0	2
Internet search	8	32	17	57
Total	61	192	146	399

Table 3: Walk-in statistics

LED Monthly monitors the statistics on the usage of the Walk-in Centre (outreach & referral purposes) through the attendance registers

- In this quarter the walk in centre received 399 visits for different types of services ranging from (job search, internet usage, contractor related matters, SMME engagements, linkages with other organizations etc.



- August had the highest number of walk-ins (192) compared to the September (142) and July (61).
- That is due to seasonal work opportunities which saw 263 i.e. (66% of total walk-in for the quarter) work seekers filling unemployment database forms.
- Internet search came second most utilized services with 57 internet users which account at least (13%) of the total walk-ins
- The 3rd and 4th most used services were contractor support and assistance and SMME engagements (27 walk-ins) and 24 (walk-ins)
- The least 2 utilised service according to the stats its (CSD and SCM referrals) which is not the case in reality. Due to users not signing the register accordingly

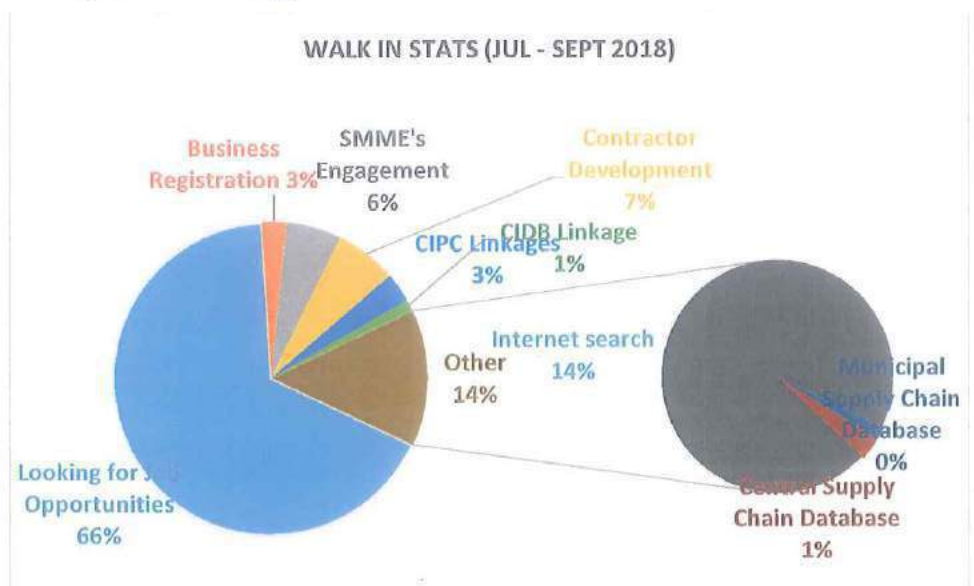


Figure 1: Walk-in Stats chart

Meanings

- The excessive numbers of work seekers comes as an implications or as a result of the uprisings in Zwelihle where people lost jobs and they are constantly looking for jobs urgently
- The numbers are likely to grow even when the season passes in January due to high unemployment rate (19%) according to the Western Cape Government Overstrand Profile (2018)



	<ul style="list-style-type: none"> • 48% of the total walk-in were males and 52% females that might mean females are more economically active than males. • Meaning the number of females who are not working and but willing and actively finding jobs is higher than males • However females are dominant in finding jobs but males do not only visit the walk-in centres for jobs but SMME engagements and internet search. 												
7. PUBLIC EMPOWERMENT & JOB CREATION (EPWP)	<p>1. BACKGROUND</p> <p>The Expanded Public Works Programme (EPWP) was launched in 2004. It aims to draw significant numbers of the unemployed into productive work in public sector, with the aim of enabling them to earn an income; providing them with training and skills; and ensuring that they are able to translate the experience and are enabled either to set up their own business/ service, or to become employed. By involving large numbers of participants, EPWP also hopes to expand or improve these services, resulting in better outcomes for communities.</p> <p>EPWP programmes are organised into the following four sectors: infrastructure, environment and culture, non-state, and social. However, Overstrand Municipality is only taking part in the infrastructure, environmental & culture and the social sector.</p> <p>2. INTRODUCTION</p> <p>This report provides a descriptive analysis of the EPWP performance during the first quarter of 2018/19 financial year. The data used in the analysis is the EPWP progress data as reported on the EPWP Reporting System (EPWP RS) by the 30th of September 2018.</p> <p>3. PROGRESS AGAINST ANNUAL TARGETS (OVERALL)</p> <table border="1" data-bbox="512 1742 1522 1895"> <thead> <tr> <th colspan="2">Targets</th> <th colspan="2">Achieved</th> </tr> <tr> <th>WO's</th> <th>FTE's</th> <th>WO's</th> <th>FTE's</th> </tr> </thead> <tbody> <tr> <td>477</td> <td>137</td> <td>270</td> <td>28</td> </tr> </tbody> </table>	Targets		Achieved		WO's	FTE's	WO's	FTE's	477	137	270	28
Targets		Achieved											
WO's	FTE's	WO's	FTE's										
477	137	270	28										



The overall number of work opportunities reported by the 30th of September 2018 amounts to 270 and the full-time equivalents (FTE) were 28.

4. PERFORMANCE PER SECTOR

Performance		
SECTORS	NUMBER OF PROJECTS	WO'S CREATED
Infrastructure	3	3
Environment & Culture	12	152
Social	13	104
Total	28	270

The highest contributing sector in terms of work opportunities is the Environmental and Culture Sector, reporting 152 work opportunities. The least contributing sector is the Infrastructure Sector, reporting 14 work opportunities.

5. PERFORMANCE BASED ON EQUITY GROUPS

WOMAN	YOUTH	PEOPLE WITH DISABILITY
81	98	10
6. COMMUNITY WORKS PROGRAMME (CWP)		



CAPE WHALE COAST TOURISM

Hermanus made headlines globally this quarter – unfortunately predominantly due to the unrest and images of violence. These publicly distributed images damaged tourism and created perceptions that the Overstrand is a destination where unrest can erupt quickly and where access roads are closed randomly. This perception was not conducive for tourism development but was managed with great effort and communication on different platforms, especially social media. Much time was dedicated to explain how visitors can access our region by mapping and communicating alternative routes to Hermanus and beyond. The saying “never waste a good crises” was particularly fitting during July and many meetings focused on defusing the volatile situation. Alan Winde, Western Cape Minister of Economic Opportunities, Tourism and Agriculture met with stakeholder groups in an effort to guide the restoration of trust and confidence. In light of planning a collaborative effort for a unified community a number of public engagement meetings were set up in the different towns. The aim of this was to draft a charter document with input received from all. A draft document has already been produced for Gansbaai and is now being circulated for further comment.

This quarter’s highlight had to be the successful hosting of the 27th Hermanus Whale Festival along with the Kalfiefees, Hermanus Flower Festival and the Funky Fynbos Festival. These festivals brought much needed activity and business to the Overstrand. This year the record whale count on the Cape South Coast trumped any negativity and drew visitor numbers like never before. From Hawston to Witsand 1347 whales were counted. This figure was almost triple that of the whale count done during the same period in 2017.

HIGHLIGHTS

- 27th Hermanus Whale Festival – 2,2m reach on digital platforms. R33m estimated to add to the economy.
- 41th Hermanus Flower Festival with record 3500 attendees
- 5th Funky Fynbos Festival with 8000 attendees
- 18th Kalfiefees ↑12% sales
- Record 1347 Whales counted – 3x that of 2017
- Hermanus announced as Absa Cape Epic Stage Location 18,19 March 2019
- Article in New York Times = R2,25m marketing value
- Urle Hansen participating in Burgundy Exchange Programme
- Vine2Valley Trail Run Series
- Hermanus 7s
- 11 aspirant chefs passing with distinction, 4 with merit.
- 160 Journey2Service Excellence trainees



1. Tourism Development	<ol style="list-style-type: none"> 1. The Zwelihle Youth Café moved to new premises at the RDP Centre on the corner of Mbeki and Zuma streets and had their first event on Women's Day in August. This adds to the development of a tourism hub for Zwelihle. 2. Assisted newly formed Hermanus Combined Choir and the 45 members with transport to participate in a choir competition at Artscape, Cape Town. They won an award for the best new choir attending. 3. Assisted 17 boxers of Overstrand Whale Boxing Club to attend Hermanus ParkRun. 4. Provided a marketing platform for local entrepreneur and artist Sipiwo for the Poetry Slam Festival. 5. Facilitated 10 temporary job opportunities during Hermanus Whale Festival and provided 6 entrepreneurs the opportunity to sell their goods. 6. Assisted Ayanda Lusiba, Blue Flag Beach steward, with successful job application at Avis, Cape Town. 7. Urle Hansen of Creation was selected to participate in the prestigious Burgundy Exchange Programme facilitated by the Western Cape Department of Agriculture. This pupil of Diepgat Primary and Swartberg Secondary has just returned from a six week visit to Burgundy, France. 8. Atabda Qouya was assisted with an events proposal for December event. 9. Introduced Margaret Moetsoene to 2 tour operators to negotiate new business. 10. The Vines2Valley trail run series was introduced and this monthly run through vineyards of Hermanus and Hemel-en-Aarde add to the adventure calendar. 11. The conceptualisation of a university in Hermanus during September holds great education tourism potential. This initiative has the vision of building on the already secured reputation of Hermanus as a centre of educational excellence. 12. Another new product is the African Hoopoe Tours that provides sidecar tours. 13. The Wine Glass opened in Hermanus Harbour Road in September and offers local wines and craft beers for sale and soon will add Hop On Hop Off tours of Hermanus through Zwelihle to Rotary Drive.
2. Training & Job Creation	<ol style="list-style-type: none"> 1. Training programmes and initiatives ensure that our hospitality sector remains competitive.



2. 15 Students participating in the National Department of Tourism's Chefs Programme all passed. 11 with distinction in food preparation and 4 with merit awards. Food Safety in Catering had 3 distinctions and 11 merit awards. All trainees proceeded to Level B that started on 26 September. Students will continue their in-service training at Tulbagh Hotel, The Marine, Arabella Hotel and Spa.
3. NYDA Enterprise Development Programme – Start your Own Business, presenting a business plan with opportunity to apply for funding. 15 participants.
4. Business Development Training. 11 SMMEs – Business Goals & Price and Costing.
5. SARS workshop, 30 & 31 August to SMMEs and entrepreneurs on compliance.
6. Social Media training to tourism staff. This is ongoing and focussed on images for social media in the last quarter. Also did a workshop on how to do business marketing from a mobile phone.
7. National Youth Development Agency presented life skills and job preparedness training to 102 individuals who were also registered on the NYDA's database for possible job opportunities and further skills training. The picture below was taken of this group.
8. Gansbaai Academia Tourism Trips. Showcasing the touristic hot spots of our region to scholars to enable them to become tourism ambassadors.
9. Eight groups and a total of 160 individuals were trained during four days from 18 June till 14 August under the Western Cape Government's Journey to Service Excellence programme. The picture below is of one of the groups.




3. Cape Whale

1. 1 347 Southern Right whales counted from Hawston to Witsand.
2. 12% increase in Kalfiefee's ticket sales.



<p>Coast in Numbers</p>	<p>3. 80 000 people estimated to attend the 2018 Hermanus Whale Festival. This year was the 27th year that the event has been hosted.</p> <p>4. 8 000 people attended the Funky Fynbos Festival in Gansbaai Harbour with 212 participating in the mountain bike event, 238 in the trail run and 20 in the canoe race. The canoe race was a first and the Western Cape Canoe Association visited to assess the Lomond Dam and event for inclusion in provincial competitions.</p> <p>5. 3 500 people visited the 4 day Hermanus Flower Festival that's been running since 1977.</p> <p>Weather played an important contributing factor to the success of this quarter's events. Another reason for event success was the variety in the programme and making sure that all ages were catered for. The Cape Whale Coast is a family destination and event's organisers have this front of mind when putting together the programmes.</p>
<p>4. Media & Promotion</p>	<p>The positive and negative effects of the media were felt during the last quarter and all efforts were made to ensure that the same message went out from tourism agencies to ensure mitigation of the negative impact on tourism. Our biggest scoop this quarter in terms of destination marketing was the article in the New York Times.</p> <p>Cape Wine 2018 was presented during September and had many international journalists visiting our area. This has already yielded rewards with articles on our region in world-wide publications such as one by Peter Ranscombe from the UK. A quarterly newsletter was distributed in August and this was also made available on our website www.whalecoast.info.</p> <p>Television: KykNet – multiple broadcast of interviews at Hermanus Old Harbour during Kalfiefees. CCTV, Espresso and SABC 2 and 3 covered the Hermanus Whale Festival.</p> <p>Print Media: Article in New York Times, 24 August 2018 by Sarah Khan on whale watching, fynbos and penguins. This equates \$150 000 or R2.25m in marketing value. Scottish Field, September 2018, Six of the Best from South Africa's Hemel-en-Aarde. A wine related article. Die Buite Burger, 26 September 2018, with family activities on weekends in Overstrand. Daily Dispatch, 23 August 2018 "Southern Right Baby Boom has scientists in awe". Whales on front page of Die Burger, 23 August 2018. Marketing value of R100 000. Traveller24, 19 September 2018, SA Road Trip Map... Cape Whale Route along the Southern Coast.</p> <p>Radio: Hashtag Radio, 5 July 2018, hour long interview on activities Whale Coast FM, Radio Good Hope, Radio Tygerberg, KFM interviews prior to Whale Festival.</p>



	<p>Below are two of the images included in the New York Times article of 24 August 2018.</p> 
<p>5. Winning Cape Whale Coast</p>	<ol style="list-style-type: none"> 1. Marine Dynamics won a Lilizela Regional award for the Marine and Adventure category. 2. Old Harbour Beer won their second gold medal at the National Beer Trophy Awards. 3. British Wine Master and wine journalist, Tim Atkin, awarded the Hermanus produced 2017 Alheit Vineyards Magnetic North with a 99/100 score and named Hermanus based Chris Alheit as South Africa's best winemaker. 4. Signarama Overberg, based in Hermanus, won a national signage award for the logo branding of Embers Restaurant (Harbour Rd, Hermanus).
<p>5. Digital Marketing</p>	<p>Cape Whale Coast and the four LTOs have established a prominent destination marketing presence on Facebook, Twitter and Instagram with an ever growing reach. There is also an active engagement with authentic responses to manage the additional pressure of the recent unrest and the effect that social media has placed on our resources.</p> <p>As the tourism industry is affected increasingly by digital platforms, Cape Whale Coast Tourism continues to develop the use of digital marketing techniques in order to make sure that travellers are getting the best services and are navigated to activities most suited to their needs. The majority of travel bookings are researched and reserved online. Most of this is done via smart phones and tablets.</p> <p>Cape Whale Coast has a strategic approach to online content and content creation and align with national and provincial tourism campaigns. The latest campaign to be launched by Wesgro "Nowhere Does It Better" will focus on the international and domestic markets showing how our region has the best of romance, wine, mountain bike, adventure, nature and marine life.</p> <p>Tourism's posts on our Facebook, Twitter and Instagram have increased its reach with some posts reaching up to 50 000 people at a time. Hermanus has 161 984 images</p>



	<p>tagged on Instagram. This is the highest of the 4 main towns in our region and compares favourably to other coastal hotspots.</p> <p>Twitter @whalecoastsa – Total Followers 3679</p> <p>Facebook @whalewatchingsouthafrica – Total Page Likes 4513 –1000 increase in 3 months.</p> <p>Instagram @whalecoastsa – 1370 Follows</p>																																																																	
<p>6. Local Tourism Offices</p>	<p>Local Tourism Offices (LTOs) continue to be under pressure and the latest local news was of Wesgro assisting Knysna Tourism due to relationship problems and issues about tourism structures. Wesgro will be signing a Memorandum of Understanding with Knysna Municipality for three years but will involve as much local expertise as possible. In the Overstrand the Service Level Agreements have been signed with all four LTOs.</p> <div data-bbox="437 824 1552 1350" style="text-align: center;"> <p>Visitors to Overstrand Tourism Bureaus</p> <table border="1" data-bbox="475 1205 1552 1350"> <thead> <tr> <th></th> <th>Jan</th> <th>Feb</th> <th>Mar</th> <th>Apr</th> <th>May</th> <th>Jun</th> <th>Jul</th> <th>Aug</th> <th>Sept</th> <th>Oct</th> <th>Nov</th> <th>Dec</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>5335</td> <td>5136</td> <td>4328</td> <td>4217</td> <td>2659</td> <td>3048</td> <td>3227</td> <td>3342</td> <td>4251</td> <td>5780</td> <td>4916</td> <td>7837</td> </tr> <tr> <td>2016</td> <td>5687</td> <td>4513</td> <td>5072</td> <td>3239</td> <td>3054</td> <td>3281</td> <td>3825</td> <td>4161</td> <td>3767</td> <td>4881</td> <td>3896</td> <td>6903</td> </tr> <tr> <td>2017</td> <td>5280</td> <td>4986</td> <td>4590</td> <td>3480</td> <td>2371</td> <td>2934</td> <td>3623</td> <td>3960</td> <td>3269</td> <td>3856</td> <td>6017</td> <td>5810</td> </tr> <tr> <td>2018</td> <td>4125</td> <td>4594</td> <td>4081</td> <td>2872</td> <td>2551</td> <td>3266</td> <td>3638</td> <td>4224</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> </div>		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2015	5335	5136	4328	4217	2659	3048	3227	3342	4251	5780	4916	7837	2016	5687	4513	5072	3239	3054	3281	3825	4161	3767	4881	3896	6903	2017	5280	4986	4590	3480	2371	2934	3623	3960	3269	3856	6017	5810	2018	4125	4594	4081	2872	2551	3266	3638	4224				
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7. Events & Festivals

	Hangklip-Kleinmond	Hermanus	Stanford	Gansbaai
July	Miems Market Off the Track Market Betty`s Bay Parkrun Creative Classroom Holiday Camp Madiba Day Celebrations The Interchange band Animation Workshop at the Art Zoo Winter Horsemanship Camp	Hermanus Parkrun Market in the Garden at St Peter's Church Hermanus Country Market Hermanuspietersfontein (HPF) Market	Stanford Full Moon Walk Stanford Junktique Medieval Middlemas Wine, Whales and Music 2018 Eikenhoff June 2018 Open Day Cape Welsh Choir Graze Farmers Mrkt Saturday Morning Market	Birkenhead Boat Club Dinner Dance Mandela Day 2018 Dowwe Dolla & Wicus VD Merwe Live B-Bos Farmer's Market Gansbaai Farmer's Market Friday Morning Market



	<p>Cupcakes for Kids with Cancer Happy Campers Holiday Camp World Ranger Day at Stony Point Pringle Bay Beach Clean-up Charity Bizarre</p>			
August	<p>Cape Winter Trail Series Spur Kogelberg Winter Trial Run Betty`s Bay Parkrun Miems Market Off the Track Market Women`s Day Free First Aid Course - Mthimkhulu Fynbos Diensentrum Bazaar</p>	<p>Kalfieees Hermanus Parkrun Market in the Garden at St Peter's Church Hermanus Country Market HPF Market</p>	<p>Stanford Full Moon Walk Stanford Junktique Eikenhoff August 2018 Open Day Graze Farmers Market Saturday Morning Market</p>	<p>Birkenhead Boat Club Dinner Dance B-Bos Farmer's Market Gansbaai Farmer's Market Friday Morning Market</p>
September	<p>Annual Administrators Breakfast Piet Botha and Jake Gunn at Hangklip Greyton Speel Sentrum annual Golf Day Miems Market Off the Track Market Betty`s Bay Parkrun Spring Walk Hangklip- Kleinmond`s Got Talent International Coastal Clean-up Day Business Clash Sport Day</p>	<p>LoveAbility - Market Day Celebrate Spring Day with Pirate Adventure Golf Vitaly Pisarenko Piano Concert Spring Opening Hermanus Open Bertha Le Roux Hermanus Flower Festival The Walker Bay 7s Moon Shadow - Tribute to Cat Stevens Tourism Month Networking Event Walker Bay Orchid Society Spring Show Hermanus Whale Festival Homes International Vine2Valley Trail Run Hermanus Car Show Hermanus Parkrun Garden Market, St Peter's Church Hermanus Country Market HPF Market</p>	<p>Stanford Sunset Market Junktique Market Graze Farmers Market Saturday Morning Market</p>	<p>Gansbaai Tourism Coastal Cleanup Women's Retreat Herberg Aan See Bazaar Funky Fynbos Festival Baardskeerdersbos Art Route Laerskool Gansbaai 4x4 Fundraiser Gansbaai Farmer's Market Friday Morning Market</p>



SOCIAL DEVELOPMENT

Social development can be defined as a planned process, and an approach to the transformation of society that allows holistic development processes to take place towards the reduction or eradication of poverty, inequality and uneven or under development. Social development is thus a multidimensional process to achieve positive social change.

Poverty is a multidimensional concept that includes not only income poverty, but also the denial of opportunities and choices most basic to human development to lead a long, healthy, creative life, and enjoy a decent standard of living, freedom, dignity, self-esteem, and respect of others.

A social development is therefore necessarily a holistic and integrated approach to social and economic development that involves many different sectors. Local economic development, infrastructure development, health, environmental development housing, access to basic services, social relief, disaster management, , public works and employment creation, skills development, improved livelihoods and community services for vulnerable groups are integral to the eradication of poverty.

Considering the available resources, the department submitted a social development plan with the 5 year Integrated Development Plan. The plan is focused on some of the more pressing issues that either hinder or have the potential to significantly contribute towards social development.

What follows reflects the progress that the department has made towards the targets it set for 2018/19 in the plan.

STATISTICS

- 455 estimated Junior Town Councillors since 2004
- 1310 estimated number of children receiving ECD services from municipal properties
- 90.9% the 2016 matric pass rate in Overstrand (fourth poorest in the district)
- 40.6% is the Grade 12 drop-out rate for Overstrand in 2016
- 4.7 is the delivery rate to women under 18 years of age in 2017(teenage pregnancies) (the district rate is 7.8)
- 9.1% the percentage increase of sexual offences in the Overstrand from 2016 to 2017 (for the District it increased by 5.2%)
- 21.3% increase in the number of drug-related crimes from 2016 to 2017 in the Overstrand (for the district it increased by 10.1%)



<p>Develop Early Childhood Development Policy</p>	<p>OBJECTIVE: To ensure a coordinated service delivery system that is accommodating to the needs of the ECD sector and conducive to the creation of an environment where a children have universal access to Early Childhood Development Services.</p> <p>PROGRESS:</p> <ul style="list-style-type: none"> • The department is working closely with the organisations responsible for the registration of ECD facilities in the Overstrand. • The department is also in the process of addressing municipal issues that hamper the registration of ECD facilities such as: <ul style="list-style-type: none"> ○ Looking at more appropriate agreements between the municipality and ECD service providers of municipal property; ○ Engaging with the fire department to standardise fire safety guidelines for ECD facilities and the roll-out thereof; ○ Working with the fire department to address fire safety issues at municipal facilities; ○ Engaging with the Town Planning department to ensure user friendly and policies that are aligned with ECD legislation; and facilitate the establishment of ECD facilities in the Overstrand. ○ Whilst we are still working with the fire department as stated above – it is worth noting that the fire department has drafted guidelines for fire safety at ECD facilities which is a significant step forward. • The Department has reviewed ECD policies from other municipalities.
<p>Develop Early Childhood Development Strategy</p>	<p>PROGRESS:</p> <ul style="list-style-type: none"> • Aspects of the current short term strategy/ actions / activities are contained in the IDP. The formal strategy will follow the adoption of the ECD policy. <p>In the meantime the department is continues to monitor and stay up-to-date with the sector's progress and challenges through:</p> <ul style="list-style-type: none"> • Population based needs analysis of the current situation. This is continuously checked and monitored with stakeholders; • Analysis and identification of areas were municipal services are delaying progress and working towards solutions.



<p>ECD Green Flag awareness campaign</p>	<p>OBJECTIVE: To create awareness about the importance of Early Childhood Development Services and why they must be registered; and to reward and acknowledge those facilities that are registered.</p> <p>PROGRESS:</p> <ul style="list-style-type: none"> • We have the buy-in and support of the ECD sector; • Flags are available. <p>The project has been halted since the registration process of many crèches has been delayed due to municipal processes. The fire rescue and disaster management department has recently drafted Fire Safety guidelines for ECD facilities. This will help to unblock the delays, but we must work through the backlog to ensure that facilities that have to renew and who have applied are assisted before they lose their subsidy and or registration status.</p>
<p>Overstrand Junior Town Council Project (JTC)</p>	<p>OBJECTIVE: Stimulate and grow leadership skills, stimulate cross-cultural understanding and develop teamwork in these young people during an intensive year of civic awareness:</p> <p>PROGRESS:</p> <p>The project is active and is doing well. On 29 August the JTC attended their first Council meeting. This initiative was well received by the Junior Councillors and we thank the Mayor for making it possible.</p> <p>We are in the process of effecting payment to Enlighten Education Trust for the management of the JTC project. The inauguration of the new JTC has also been planned and it will take place on 1 November 2018.</p>
<p>Overstrand LDAC: Quarterly meetings</p>	<p>OBJECTIVE: to improve coordination and integration of activities aimed at combating substance abuse; and promote partnership amongst various departments and stakeholders involved in services and programmes aimed at combating substance abuse and mitigating its impact on the individual, family and community, in line with the National Drug master Plan.</p> <p>PROGRESS:</p> <p>The Overstrand is one of only 7 municipalities in the Western Cape that has a functional LDAC. The committee meets every second month. Notwithstanding the committee is currently going attendance challenges which are systemic of a bigger system that have challenges.</p>



<p>Elderly rights awareness campaign</p>	<p>Initiatives / projects have not yet been identified</p>
<p>ECD Fire safety at selected municipal facilities</p>	<p>OBJECTIVE: To ensure that municipal facilities where Early Childhood Development services are delivered are fire safe</p> <p>POGRESS: The fire, rescue and disaster management department, with the support of the social development department has drafted fire safety guidelines for ECD facilities. This is a great stride forward and a meeting is planned for 1 November 2018 to give feedback and information to the principals of all the ECD facilities in the Overstrand.</p> <p>The department works closely with the fire department regarding the fire safety of municipal crèches and aims to address the shortages.</p> <p>During this quarter three municipal facilities where ECD services are provided received their fire clearance certificates.</p> <p>NBI ECD facilities must have a fire clearance certificate in order to register as a partial care facility as prescribed by the Children's Act.</p>
<p>Substance abuse training</p>	<p>OBJECTIVE: To increase the capacity of people on the ground to provide assistance and guidance to people who have substance abuse challenges or who are affected by it.</p> <p>PROGRESS: The department has reviewed the project and no additional people will be trained during this financial year.</p>



<p>Disability awareness campaign</p>	<p>OBJECTIVE: To create awareness about disabilities and to create a society that do not impose physical, psychosocial, intellectual, neurological and or sensory disabilities on a person with an impairment that denies access to full participation in all aspects of life; and to ensure that society upholds the rights and specific needs of people with impairments. the challenges faced by people with disabilities and to</p> <p>PROGRESS:</p> <ul style="list-style-type: none"> • We are engaging with Overberg Wheelchair Association to provide them with assistance in their ability gardens. • We are engaging with e-deaf for deaf awareness training in the Overstrand. These sessions will take place during the second quarter.
<p>Women and child abuse awareness</p>	<p>OBJECTIVE: To increase awareness on the negative impact that violence and abuse has on women and children, and the social fabric of our society.</p> <p>PROGRESS: Promotional material are available and in place. The campaign will be finalised and rolled-out during the second quarter.</p>
<p>After school programme</p>	<p>OBJECTIVE: To provide a safe and stimulating environment for primary school children after school</p> <p>PORGRESS:</p> <ul style="list-style-type: none"> • The project is active and 110 primarily school learners from challenging socio-economic backgrounds are benefiting from this free service every school day during term.
<p>Special day care</p>	<p>OBJECTIVE: To provide an Early childhood Development Service to children with special needs</p> <p>PROGRESS: The project is operational and provide special ECD services to between 6-8 children from Zwelihle.</p> <p>This is the only ECD centre of its kind in the Overstrand and provides a vital service since mainstream centres do not accommodate these children.</p>

**Grant-in-Aid projects**

OBJECTIVE: to support external organisations to deliver those services to communities which fall within the Municipality's area of responsibility in a way that allows the municipality to create an enabling environment for community development and partnerships.

PROGRESS:

- The contracts and payments for 16 beneficiaries have been finalised
- One organisation has indicated that they cannot comply with the agreement
- Contracts and payments for one organisation will be finalised in the second quarter
- The future and status of one project must be determined and reviewed before a contract and payment can be finalised.