

**PORTFOLIO COMMITTEE :**  
**ECONOMIC DEVELOPMENT & TOURISM**

**Chairperson :**

**Cllr K Brice**

**Committee Members :**

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

**PORTEFEULJEKOMITEE :**  
**EKONOMIESE ONTWIKKELING & TOERISME**

**Voorsitter :**

**Rdl K Brice**

**Komiteelede :**

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

**ECONOMIC DEVELOPMENT & TOURISM  
PORTFOLIO COMMITTEE**

**EKONOMIESE ONTWIKKELING & TOERISME  
PORTEFEULJEKOMITEE**

19 November 2019

**I N D E X**

**ITEM**

**PAGE  
NUMBER**

**APPLICATIONS FOR LEAVE OF ABSENCE**

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

- |           |  |          |
|-----------|--|----------|
| <b>1.</b> | <b>ECONOMIC, SOCIAL DEVELOPMENT AND TOURISM QUARTERLY<br/>REPORT: JULY- SEPTEMBER 2019</b> | <b>1</b> |
|-----------|--|----------|

**AGENDA of the  
Portfolio Committee: Economic Development & Tourism  
19 November 2019  
(Also the agenda for the Mayoral Committee Meeting: 27 November 2019)**

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**1.  
ECONOMIC & SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:  
JULY- SEPTEMBER 2019**

**9/1/2/2**

**S Madikane Director: Economic & Social Development and Tourism**

**28 October 2019**

**(028) 313 8066**

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**1. Executive Summary**

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

**2. Service Delivery and Budget Implementation Plan - IGNITE**

Directorate: Economic & Social Development and Tourism

**3. Compliance with Strategic Priorities**

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

**4. Delegated Authority**

Executive Mayor

**5. Legal Requirements**

N/A

**6. Background/Discussion/Evaluation/Conclusion**

The Quarterly report of the Directorate is attached.

**7. Financial Implications**

None

**8. Staff Implications**

None

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Portfolio Committee: Economic Development & Tourism  
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**9. Comments from other Departments, Divisions and Administrations**

None

**10. Annexures**

Annexure A: Economic & Social Development and Tourism Report

**RECOMMENDATION:**

that the 1<sup>st</sup> quarter report (July-September 2019) of the Directorate: Economic & Social Development and Tourism **be noted**.

**RESPONSIBLE OFFICIAL :**

**X KOSI  
F LLOYD  
G SMIT**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**

**AGENDA of the  
Portfolio Committee: Economic Development & Tourism  
19 November 2019  
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**1.  
ECONOMIC & SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:  
JULY- SEPTEMBER 2019**

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**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON  
19 NOVEMBER 2019, WHICH COMMITTEE SUPPORTED THE  
RECOMMENDATION**

**RESPONSIBLE OFFICIAL :**

**X KOSI  
F LLOYD  
G SMIT**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**



# ECONOMIC AND SOCIAL DEVELOPMENT AND TOURISM

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**FIRST QUARTER REPORT**

**JULY- SEPTEMBER 2019**

## LOCAL ECONOMIC DEVELOPMENT

### QUARTER-1 PROGRESS REPORT

JULY – SEPTEMBER 2019

## 1. LOCAL ECONOMIC DEVELOPMENT ACTIVITIES

### 1.1 SMME DEVELOPMENT PROGRAMME

#### 1.1.1 LED – Grootbos Entrepreneurship Programme

The core objective of this programme is to promote entrepreneurship through micro enterprise development by providing seed grant funding. Thus far the programme has been well recognized as a great opportunity to SMME's and through the training series it has impacted many entrepreneurs in the Overstrand.

Since 2014 LED and the Grootbos Foundation have been jointly running entrepreneurship programmes supporting micro enterprises with start-up seed and expansionary grant funding of no more than R10 000. The collaboration between LED and Grootbos Foundation operates and is guided by a MoU signed between the two organizations to share resources.

Below is the standard process for participants interested in to partake in the programme and phases of the entrepreneurship programme:

**Table 1: Entrepreneurship Programme Process Flow**



4. 3 days business planning and modelling takes place and participants are taught business pitching skills.
- ↓
5. Presentations take place in two areas (Hermanus & Gansbaai), Kleinmond participants attend in Hermanus and Stanford attends in Gansbaai.
- ↓
6. Lastly a judging panel evaluates the presentations and Grootbos grant the best business models seed funding in the form of materials not cash.
- ↓
7. The panel is made of 1 representative from the Overstrand Municipality (LED Projects Coordinator), Hermanus Siyakha, independent judge and Grootbos (Project Manager).

Table 2: Funding/ Participation Breakdown

Participants since (2014)	Presentations since 2014	No. Businesses funding since 2014	No. Businesses funded 2018	No. Businesses funded 2019
<b>379</b>	152	54	19	20

Below is the breakdown of the trainings and presentation details during the programme.

Table 3: Three Day trainings for 2019

Hermanus – Kleinmond		Gansbaai - Stanford	
Date	Venue	Date	Venue
4-6 June 2019	Zwelihle Com. Hall	28-30 May 2019	Masakhane Com. Hall

Table 4: Presentations

Below is the breakdown of the trainings and presentation details during the programme.

Gansbaai - Stanford		Hermanus – Kleinmond	
Date	Venue	Date	Venue
30 July 2019	Gansbaai Tourism	6 August 2019	Moffat Hall

The programme runs on an annual basis and provides an opportunity for micro enterprises to submit applications to enrol. The applications for the next intake will open in April 2020 and run towards August 2020.

### 1.1.2 NYDA Business Management Training (BMT)

The National Youth Development Agency's (NYDA) goal is to empower young people aged between 18-35 with necessary skills to enter the economic sphere and also to implement development programmes to assist young entrepreneurs with training and grant funding.

#### (a) Overview of the Training

The training follows job readiness training that took place on the 12 of June in Mount Pleasant Moffat Hall. The aim of the Business Management Training (BMT) is to equip young entrepreneurs or young people aspiring to be entrepreneurs.

- After the training, they get to pitch their ideas to the NYDA, who then evaluate the proposals, and fund the best proposals.
- The training took place on the 19 August 2019, at the Moffat Hall and 19 Young people attended.

#### (b) Outcomes and way forward

The NYDA trained 19 young people and accepted proposals and we are still awaiting results from the proposals submitted to NYDA, once finalised the outcomes will be communicated by NYDA.

The LED-Grootbos Entrepreneurship Programme had 16 young people in 2019 and 6 (30%) young entrepreneurs are amongst the 20 funded for 2019. The remaining 10 young people were referred by LED to NYDA for funding consideration and Grootbos Foundation facilitated the process. We are still waiting for the outcomes of the proposals.

The next Business Management training and job readiness workshop will be held in Kleinmond in the 2019-2020 financial year (date to be confirmed)



*Picture 1: NYDA Business Management Training at the Moffat Hall (12.08.2019)*

### **2.1.3 Hermanus Siyakha (Interest Free-Loans for SMME's)**

Hermanus Siyakha (HS) is a Non-Profit Company (NPC), established in 2018 by the group of retired business professionals and business people of Hermanus. The idea behind the establishment of HS was the results of the 2018 unrests in Zwelihle.

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

<p><b>Collaboration between LED &amp; Hermanus Siyakha</b></p>	<p><b>Information Sharing Session with LED</b></p>	<p><b>Benefits and progress thus far</b></p>
<p>Since the launch HS has been working collaboratively with LED to:</p> <ul style="list-style-type: none"> <li>• Reach out to many micro enterprises</li> <li>• Publicise the programme to many SMMEs</li> <li>• To use the LED offices as the pick and drop off point for submissions</li> </ul>	<p>On the 30 August 2019, Dr Phillip Parsons from Hermanus Siyakha Board presented the vision and the mission of HS and the specific areas of the partnership and the basis of cooperation to the LED projects team and covered the:</p> <ul style="list-style-type: none"> <li>• Marketing and publicity interest free loans</li> <li>• How to assist the applicants during the application process</li> <li>• Coordination of submissions</li> </ul>	<p>First and foremost the funding model adopted by HS is one of the most unique, one of the simplest and reliable models designed for the previously disadvantaged communities:</p> <ul style="list-style-type: none"> <li>• SMME's borrow interest free micro loans based on the quotation needs and funding needs of a SMME</li> <li>• Once funded HS allocates a mentor to guide and advise the SMME to grow and manage its finances wisely and strategically grow the venture</li> <li>• <b>To Date HS has funded 22 Micro Enterprises in Hermanus and is looking towards funding more.</b> Plans to expand to other areas, depending on the availability of mentors in these areas.</li> </ul>



Picture 2: LED Projects Team Information Sharing Session with Dr Philip Parsons (Hermanus Siyakha) @ Glaskas Boardroom

#### 2.1.4 Hawston Industrial Park

The Industrial Park concept started in 2015 and emerged as one of the outputs from the Participatory Action for Competitive Advantage (PACA) Process and is among the 8 projects identified. ERF170 was identified by the Municipality as a suitable land for the project and consultant, Buyolo Business Advisory, is to conduct a feasibility study for the project. 2 consultative meetings with the Hawston Community were conducted by the service provider in the process.

The LED Department further conducted 3 consultative engagements with the community. Following is a tabulated progress of the project:

**Table 5: Industrial Park Progress**

<b>Current Status of the Project</b> <i>(Engagement description and outcomes)</i>	<b>Way Forward and outcomes</b>
<p><b>1<sup>st</sup> Engagement</b> – Held (29 August 2019) at the Thusong Centre.</p> <ul style="list-style-type: none"> <li>• <b>Purpose</b> - Status quo of the industrial park project.</li> <li>• <b>Attendance</b> - SMME's, Cooperatives and Ordinary Community Members</li> </ul>	<ul style="list-style-type: none"> <li>• Ensuring the whole community is on board or included in the process</li> <li>• Develop a systematic application process</li> <li>• Determining the state of readiness</li> <li>• Negotiating a selection criteria with the community</li> </ul>

	<ul style="list-style-type: none"> <li>• Assistance with resource mobilization</li> <li>• Building capacity and needs analysis model</li> </ul>
<p><b>2<sup>nd</sup> Engagement</b> - Held (12 September 2019) at the Thusong Centre.</p> <ul style="list-style-type: none"> <li>• <b>Purpose:</b> Status quo of the project, update and inputs from the community</li> <li>• <b>Attendance</b> – SMME's and Community members</li> </ul>	<ul style="list-style-type: none"> <li>• To establish a joint project committee</li> <li>• Develop a systematic application process continuation</li> </ul>
<p><b>3<sup>rd</sup> Engagement</b> – held (19 September 2019) at the Thusong Centre.</p> <ul style="list-style-type: none"> <li>• <b>Purpose:</b> To get feedback from Dennis Hendriks (Engineering Services)</li> <li>• <b>Attendance:</b> SMME'S, NPO's, Cooperatives and Community Members</li> <li>• <b>Project timeframe:</b> The project is earmarked for completion end of June 2020.</li> </ul>	<ul style="list-style-type: none"> <li>• Proposal for a one day workshop to get the state of readiness, challenges , space and needs</li> <li>• Suggestions that business proposals be submitted to the LED office in the Thusong Centre.</li> <li>• Proposal to get Department of Trade and Industry (DTI) on board to capacitate interested parties</li> <li>• The use of funds available to speed up the process</li> </ul>



*Picture 3: consultative meeting re-industrial Park in the Thusong Centre*

## **2.1 EMERGING FARMER SUPPORT**

### **2.1.1 The Pig Project – Hemel En Aarde**

Since the extension of the lease agreement between the Overstrand Municipality and pig farmers until March 2020, LED has been constantly monitoring the farm and every activity taking place at the farm. Below is the progress made thus far:

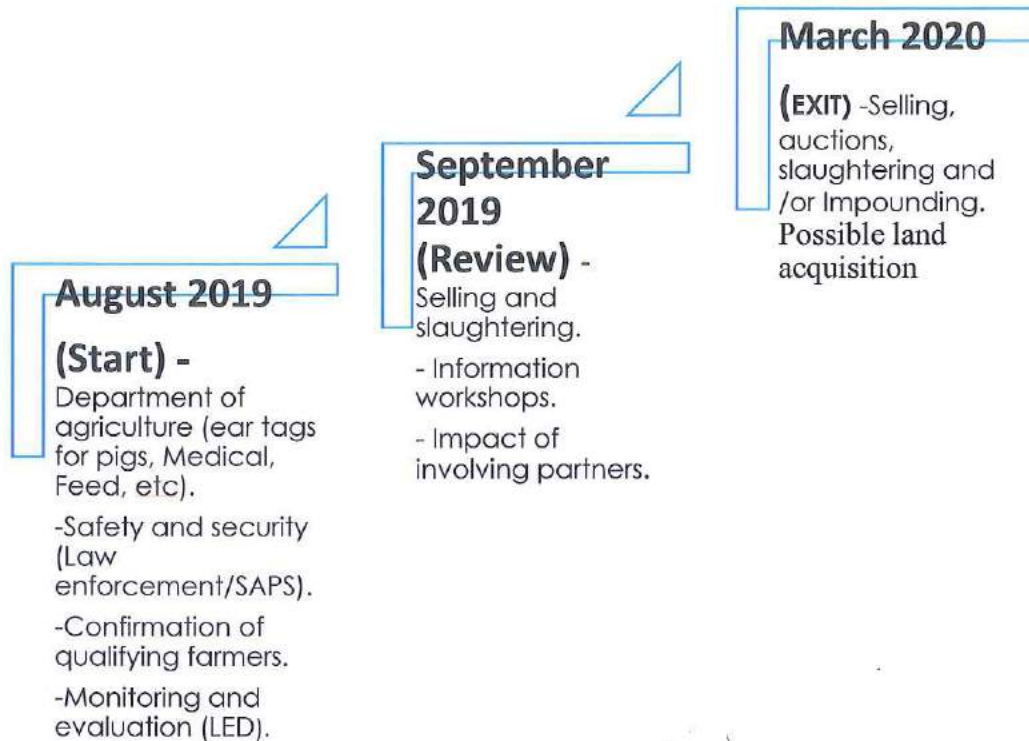
#### **(a) The current status of the project**

In this quarter several site visits have been made, mainly in August – September, for assessment of animal welfare standards as listed below:

- Number of animals
- Infrastructure (place to live)
- Suitable diet
- Safety and security
- Exhibition of normal behaviour pattern for pigs -Well-lit (to dark)
- Olfactory and Auditory
- Stocking rate vs carrying capacity

#### **(b) Challenges**

- Medication for the pigs (however South African Pork Producers Organization (SAPPO) intervened and provided Vet services)
- Proper Feeding Programme (Diet)
- Proper buildings (farrowing pans, Boar pans) for Boars, Sows, Winners and Piglets
- In September 2019 more than 50% of the pigs were expected to be market size according to the number of pigs which are in the project and their age
- In December to January some baconers will be in market stage that will result in more than 60% of pigs able to be sold /culled
- The exit plan, 30 March 2020, 80% to 90% of pigs expected to be sold/culled if the farmers have good market trend or strategy.

**(c) Progress Diagram (the road to March 2020)****(d) Pig Production Status quo as of this quarter**

Animal husbandry is traditionally understood as a blend of the producer's self-interest.

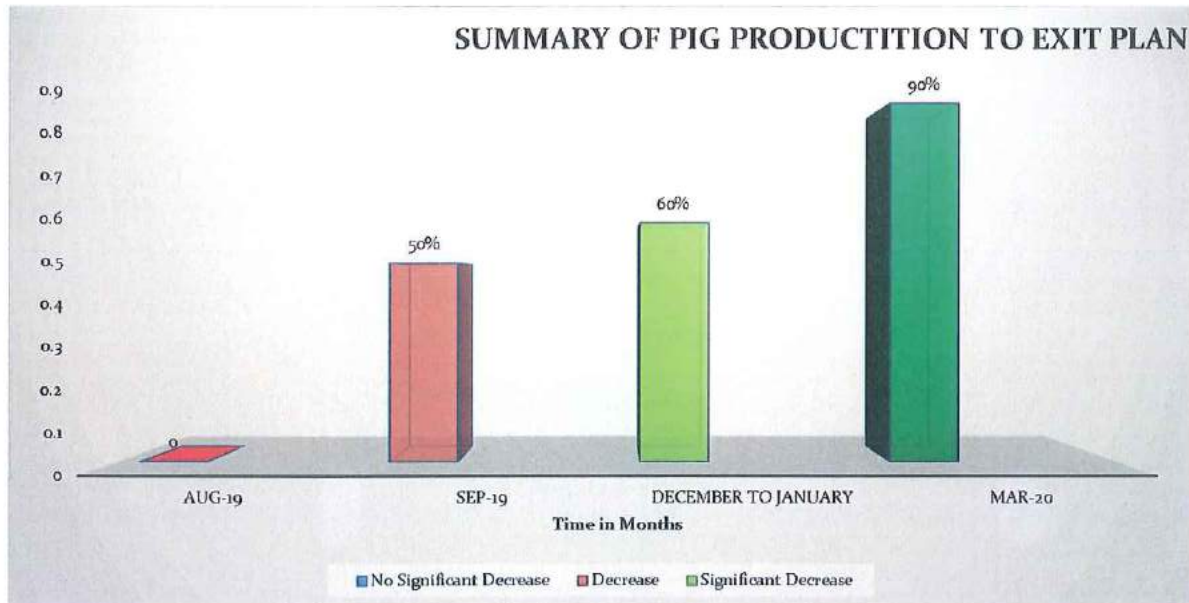
Summary of pigs that are in the farm without separation in terms of gender/Sex:

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

**(e) Farmers Support**

- LED official went to meet Mr J Delpport at Fisherhaven to find out about the farm which Mr Delpport owns for a possible lease arrangement with farmers.
- The land they have is not suitable for farming since it is close to the urban areas of the Hawston and Fisherhaven.

## (f) Project Expectations (August 2019- March 2020)

**2.1.2 Cooperative Development****(a) Ngqungqushu Crop Production Project**

The Cooperative has been running a vegetable garden in the Gansbaai area for more than 3 years now. The project supplies some spaza shops and private clients around the community and plans to access more markets in the Overstrand.

The LED Projects team paid a visit to the garden and also conducted a brief needs analysis on 12 September 2019. The following is the breakdown of the project:

Purpose of the visit	Cooperative Needs	Deliverables
<ul style="list-style-type: none"> <li>Observe the progress of the project and conduct analysis for sustainability of the project</li> <li>The Department of Agriculture's role is the provision of seeds, assist with water and technical support.</li> </ul>	<ul style="list-style-type: none"> <li>Access to markets</li> <li>Space to set up a vegetable stand at the Gansbaai Market</li> <li>Assistance with funding options to purchase a delivery van</li> <li>Assistance with marketing material from Small Enterprise Development Agency (SEDA) to improve their existing marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>LED Gansbaai office consulted area management for permit to trade and the space was obtained and they will start trading from February as per (Cooperative request)</li> <li>SEDA has been approached to assist with the branding and marketing material and await results</li> <li>LED office is busy exploring funding options for the</li> </ul>

		cooperative and its work in progress.
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*Picture 4: Ngqungqushe gardening project in Gansbaai (12.09.2019)*

#### **(b) Kleinmond Gardening Project**

A group of CWP participants approached the LED office with the idea of starting a gardening project in Kleinmond and the land in the picture below has been identified. LED Kleinmond office facilitated an engagement with the Area Management (23 August 2019).



Picture 5: Kleinmond Gardening project land identified

#### Current Status of the project

- The land has no services meaning the gardening project can be practiced, however, the land need fencing and a water facility for irrigation and other activities
- In moving forward, I shall request the department of agriculture and other partners for assistance.

#### (c) WWF-SA-improving governance, livelihoods and ecosystems project inception workshop

##### Items –

WWF-SA Marine programme has been working very closely with small scale fishers and relevant stakeholders in the Kogelberg Biosphere area to implement a Fisheries Improvement Project (FIP) action plan which was drafted and finalised in consultation with representatives of small scale fishers and other stakeholders in the Kogelberg Marine working Group (KBMWG).

##### Status quo -

The intention of the inception workshop is to introduce the broader project to community members, let them know how they could participate in the different upcoming projects.

To achieve the aims of this project WWF-SA and partners from the KBMWG seek to continue supporting small-scale fishers in the area, and also implement sustainable alternative and supplementary livelihood projects that would assist communities in the Kogelberg region.

##### Way Forward –

The workshop was successfully delivered and the interviews for the applied candidates took place on the 30<sup>th</sup> September – 3 October 2019 and 15 monitors have been appointed.

## 2.2 YOUTH FOCUSED INITIATIVES

### 2.2.1 NARYSEC (National Rural Youth Service Corps)

The National Rural Youth Service Corps (Narysec) is a youth skills development and employment programme. It is the youth flagship programme of the Department of Rural Development and Land Reform which also forms part of the CRDP (Comprehensive Rural Development Programme).

#### (a) Narysec programme in the Overstrand (2019)

Overview	Progress
<p><b>Recruitment:</b></p> <ul style="list-style-type: none"> <li>The recruitment process took place started in (25 March – 1 April) targeting areas (Gansbaai, Pearly Beach and Buffelsjag). The target age was 18-25 years unemployed youth.</li> <li>The selected young people travelled to Bloemfontein for 3 months' training before arriving in the Overstrand.</li> </ul>	<p><b>Placement:</b></p> <ul style="list-style-type: none"> <li>The Gansbaai group returned from Bloemfontein and <b>19 young people are currently placed</b> in different public organizations performing community services.</li> <li>2 participants have pulled out of the programme and some are still continuing.</li> </ul>



Picture 6: Narysec recruitment at Gansbaai (Library)

### 2.2.2 NYDA Business Management Training (BMT)

The National Youth Development Agency's (NYDA) goal is to empower young people aged (18-35 year) with necessary skills to enter the economic world and also implements development programmes to assist young entrepreneurs with trainings and grant funding.

#### (c) Overview of the Training

The training follows a job readiness training that took place on the 12 of June in Mount Pleasant Moffat Hall. The aim of the BMT is to equip young entrepreneurs or young people aspiring to be entrepreneurs as their career and trains on the basics of entrepreneurship.

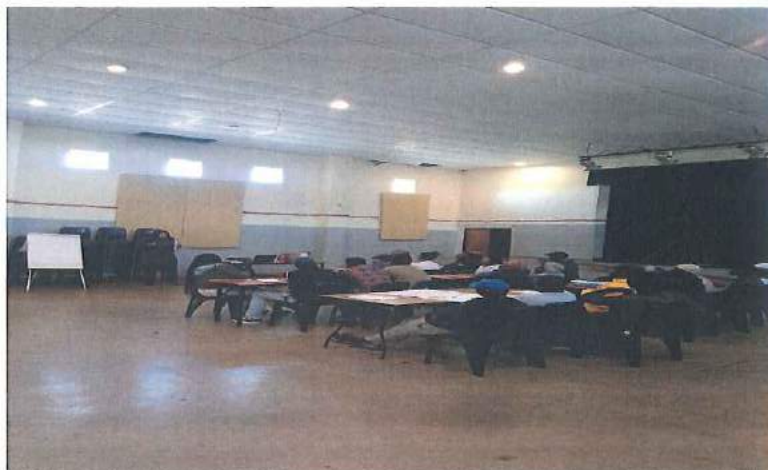
- After the training, they get to pitch their ideas to the NYDA, who then except their proposals
- Training is conducted in such a way that it upskills potential entrepreneurs to be able to pitch their businesses for funding and support.
- The training took place on the 19 August 2019, at the Moffat Hall and 19 Young people attended.

#### (d) Outcomes and way forward

**The NYDA trained 19 young people** and accepted proposals and we are still awaiting results from the proposals submitted to NYDA, once finalised the outcomes will be communicated by NYDA.

The LED-Grootbos Entrepreneurship Programme had 16 young people in 2019 and 6 (30%) young entrepreneurs are amongst the 20 funded for 2019. The remaining 10 young people were referred by LED to NYDA for funding consideration and Grootbos Foundation facilitated the process. We are still waiting for the outcomes of the proposals.

The next Business Management training and job readiness workshop will be held in Kleinmond in the 2019-2020 financial year (*date to be confirmed*)



*Picture 1: NYDA Business Management Training at the Moffat Hall (12.08.2019)*

## 2.3 THE INFORMAL ECONOMY

The Informal economy refers to a wide range of economic activities and participants, from home-based activities to street trading; from waste collectors to small service businesses, each with its spatial specificities and linked into the formal economy in different ways (Salga, 2012).

This quarter has been marked with developments ranging from (informal trading policy development, people to people dialogues with ALPS Resilience etc.)

### 2.3.1 People to People Social Dialogues – ALPS Resilience

The people to people dialogues project aims to mediate and foster social cohesion between non-national and local informal traders following the 2018 unrests in Zwelihle. The project is initiated and implemented by ALPS resilience in partnership with Zwelihle Community Organizations and the LED-Overstrand Municipality.

#### (a) Why this Process

The 2018 unrest in Zwelihle heavily affected the informal trading sector and negatively hampered the social dynamics in the community in general. Meaning people living in Zwelihle were negatively affected one way or another, including local informal traders' as well as foreign spaza shop owners.

The dialogues were introduced to foster social cohesion between the two groups and ALPS Resilience in collaboration with other key community organizations in the mediation role. One of the mechanisms to drive this project is the engagement of key stakeholders such as (SAPS, Community Organizations, Overstrand Municipality, and Informal Trading Representatives from nationals and non-nationals).



*Picture 7: Stakeholder engagement meeting (mediation process in action on auditorium)*

**(b) Stakeholder Engagement Meetings**

For the of the project ALPS in partnership with the LED Office plans to conduct at least 3 stakeholder engagement meetings and 5 people to people social dialogues in Zweilohle. Following is the summary of meetings and dialogues:

Summary: Stakeholder engagements	
Engagements	Outcomes
<p><b>Date:</b> 5 August &amp; 17 September 2019/2019 (Auditorium)</p> <p><b>Attendance:</b> 28 attendees</p> <p><b>Organizations:</b> Overstrand Municipality (Town Planning, Law Enforcement, LED); Zweilohle Renewal; Overstrand Unite; Non-National; ALPS Resilience; SAPS; Overstrand APD;</p>	<p>The following six points were highlighted as the key issues that tend to have been negatively impacting on the achievement &amp; sustainability of peace, safety &amp; harmonious healthy socio-economic relationships between migrants, asylum seekers &amp; refugees and members of the host community (SAs) in Zweilohle in general, and between informal traders in particular:</p> <ul style="list-style-type: none"> <li>• <b>Closing time for tuck-shop owners:</b> the SAPS have been advising foreign national shop owners in Zweilohle to close at last 20:00 pm for their own safety, but up today, the concerned shops are still operating till late.</li> <li>• <b>There are observed tendencies of "disrespect"</b> (lack of will to cooperate) among Foreign Nationals when it comes to Community Activities in Zweilohle, such as attending Community Meetings and/or participating in other relevant community activities/events.</li> <li>• <b>There is a need of forming a Business Forum</b>, which would represent the interests of all small businesses - Informal Trading (both locals &amp; non-citizens) in Zweilohle Community</li> <li>• <b>There is a serious need of regulating the street-setting</b> up of tuck-shops (informal business) by street (i.e. the number of tuck-shops by street) in Zweilohle Community</li> <li>• <b>There is very serious problem of Compliance</b> with regard to Informal Trading Licensing in Zweilohle Community.</li> <li>• <b>Communication</b> to community members in Zweilohle needs to be properly done relevant community channels (Community Gate Keepers).</li> </ul>

	<p>ALPS Resilience will be concluding its work in the area and its valuable approach and methodology will be integrated as part of LED facilitation to be replicated to other areas in support for the informal sectors.</p>
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**(c) Zwellihle Informal Trading Social Dialogues**

Summary: Social Dialogues	
Engagement	Outcomes
<p><b>Date:</b> 8 August 2019 (Zwellihle Community Hall)  <b>Attendance:</b> 53  <b>Stakeholders:</b> Overstrand Municipality (Law-Enforcement, LED); Overstrand Unife, Non-National; Zwellihle Informal Traders, SAPS and ALPS.</p>	<p>One of the methods used by the social dialogues facilitators was to identify key questions or case studies to come up with solution to the six identified issues from the stakeholder meeting.</p> <p>Where non-national and locals both male and female are grouped together to construct a solution and the following questions were used to devise solutions:</p> <ul style="list-style-type: none"> <li>• In which way the identified issue has been contributing to conflict between informal traders in Zwellihle community?</li> <li>• Should the issue be resolved definitively, how –in which way- that would contribute to the curbing of conflicts (or to the promotion of peace &amp; healthy socio-economic “working” relationships) between informal traders in Zwellihle community?</li> <li>• What are your suggested solutions to these particular issues? / [What do you suggest should be done to have this issue resolved once for all?].</li> </ul>



Picture 8: Social Dialogues in action at Zwelindle Community Hall

### 2.3.2 Informal Trading Policy Updates

The Overstrand Municipality is embarking on an informal trading policy formulation process since April 2019.

- **In April 2019** – The policy was presented to the internal departments and the inputs were invited for submission to the Director: Economic Development and Tourism Director.
- The policy will be workshopped within the ward committee system then presented to the public. Mainly the affected sectors before finalization.
- It is envisaged to be presented to Council early in the New Year.

## 2. EMERGING CONTRACTOR DEVELOPMENT PROGRAMME

The Emerging Contractor Development is a deliberate and a managed process to achieve targeted developmental outcomes that improves contractor: grading status, performance, quality, compliance capabilities, equity and targeted ownership. It forms part of the empowerment and transformation process to increase participation in the local economy.

### 2.1 Other Support Mechanisms

This section presents the type of support given to the emerging contractors in this quarter listed in an ascending orders (from most demanded to less):

- **Construction Industry Development Board (CIDB) Applications** – The office assist with the registration process, creating a link between the contractor and CIDB administration.
- **CSD (Central Supplier Database)** – Since the adoption of the 2017 PPPFA regulations came into effect this obligates the suppliers to register on the National Treasury (CSD).
- **Compensation for Occupational Injuries and Diseases Act (COIDA) (Letter of Good Standing)** – Most emerging contractors are struggling obtaining or getting help to the Compensation Fund division of the Department of Labour. Hence LED started investing some extra capacity with COIDA registrations to emerging contractors
- **Companies and Intellectual Property Commission (CIPC) Updates and filling of annual returns** – the business registration function is performed by Small

Enterprise Development Agency (SEDA), however LED continues to ensure that enterprises comply and stay in business.

- **Funding applications** – The office receives funding assistance requests and sits down and arrange working meetings to explore funding options. The most prevalent has been large scale projects funding like plant hiring where options like National Employment Fund (NEF), ABSA and Small Enterprise Development Agency (SEFA) were explored.
- **Financial Assistance to Enterprises** – start up or financing capital poses a major problem for emerging business therefore the services of developmental finance both privately and government owned is crucial to ensure people stay in business and are able to deliver on their commitments. Organizations such as NEF, SEDA and major banks are a good source for enterprises given stringent criteria and financial background to qualify.

**ECTORATE ECONOMIC DEVELOPMENT & TOURISM**

**LED EMERGING CONTRACTOR PROJECT MAPPING**

18 October 2019

**1. Project name-** R43 road between Hermanus and Stanford

**Sub-contractor's name-** Isukeyahlala Contraction (CIDB grade 1) Emerging EME

**Main contractor's name-** H&I Contraction

**Client-** Department of Public Work

**Number of employees under sub-contractor-** 8 people from the Overstrand employed by the sub-contractor.

**Project duration-** March 2019 to March 2022

**Status quo-** Isukeyahlala Contraction is doing the slurry works as a sub-contractor in this project for the duration of the contract.

**Pictures**



**Plans going forward –** To help the emerging contractor upgrade from CIDB grade 1 to grade 2 or 3 end the end of the project and monitor the progress of the sub-contractor.

**2. PROJECT NAME-** R43 ROAD BETWEEN HERMANUS AND STANFORD

**Sub-contractor's name-** Mdyosi Contraction (CIDB grade 2) Emerging EME

**Main contractor's name-** H&I Contraction

**Client-** Department of Public Work

**Number of employees under sub-contractor-** 8 people from the Overstrand employed by the sub-contractor.

**Project duration-** March 2019 to March 2022

**Status quo-** Mdyosi Contraction is doing the slurry works as a sub-contractor in this project for the duration of the contract.

**Pictures**



*Pipes laying exercise on R43*

**Plans going forward –** To help the emerging contractor upgrade from CIDB grade 2 to grade 3 or 4 end the end of the project and monitor the progress of the sub-contractor for further sustainable economic opportunities.

**3. PROJECT NAME - EXTENSION OF GANSBAAI CLINIC**

**Sub-contractor's name - Zongwana Contraction (CIDB grade 1)**

**Main contractor's name - Ebrahim Contractors**

**Client- Department of Health**

**Number of employees under sub-contractor - 9 people from the Overstrand employed by the sub-contractor.**

**Project duration - March 2019 to March 2020**

**Scope of works - Zongwana Contraction is doing plastering and other related work for the duration of the project.**



*Clinic re-construction in Gansbaai*

**Plans going forward** – To help the emerging contractor upgrade from CIDB grade 1 to grade 2 or 3 end of the project and monitor the progress of the sub-contractor for further sustainable economic opportunities.

**4. PROJECT NAME - RESEAL AND REHABILITATION OF ROADS IN THE OVERSTRAND**

**Sub-contractors name (s)** - Rangana Civils, Wiltun Civil Construction, EVR Civil Construction

**Main Contractor's** – Acto Pambili Projects

**Client:** Overstrand Municipality (Community Services)

**Project Duration** – October 2018 – June 2020

**Scope of works** – Small works (curbing, storm water, Slurry and pipe laying etc.).

## 5. STAKEHOLDER ENGAGEMENT

Stakeholder engagement forms a significant part of the Local Economic Development. It serves as the breakeven between the Overstrand Municipality and the communities, given the mandate of the Municipality to promote economic and social development.

There are mechanisms in place to facilitate stakeholders such as the stakeholder forums, meetings and workshops. In this quarter LED has hosted and been hosted by a number of stakeholders who are keen and interested to work with the Municipality, some became clear and fruitful and were interested after engaging with the Municipality. Following is the breakdown of the engagements conducted:



*Stakeholder engagement meeting with Magic and Cooperatives in Zwelihle Community Hall*

**New Stakeholder Breakdown (July 2019 – September 2019)**

No.	Stakeholder	Description	Status of engagement	Period of engagement
1	ALPS Resilience	Is a conflict resolution and mediation NGO funded by the USAID to mediate between locals and non-national. It is based in Cape Town.	Informal Trading People to People Social Dialogues.	April – November 2019
2	Sharp Digital	Gives digital literacy trainings in the townships. The trainings are free of charge and also mobile and It is an NPO based in Zwelinle and Gansbaai.	Digital literacy trainings in the townships. Looking towards the formalizing the partnership to further provide training to SMME's.	July 2019 – ongoing
3	Magic Apex	Is an Apex/ Tertiary Cooperative doing Cooperative and Economic Sustainability Programmes. They have projects taking place in the Breede Valley and Stellenbosch and looking towards establishing their base in Overstrand/Stanford.	Cooperative development in Agriculture and Waste.  There has been 3 workshops with Cooperatives and through the CWP Local Reference Committee (LRC).  The partnership is near formalisation through a MOU.	July 2019 – Ongoing
4	Hermanus Syakha (HS)	HS is an NPC based in Hermanus. They offer interest free trainings to micro enterprise in Hermanus. This was established after the riots in Zwelinle and was launched in 18 March 2019	The partnership with LED has been ongoing since the establishment of the NPC and looking towards formalization through a MOU	October 2018 – On going

5	Builders Express	Builders is a hardware store with a branch in Hermanus industrial. They have proposed a building construction support programme that aims to assist contractors who has contracts but lack funding and coaching.	Builder presented the model on the 19 September 2019 to the LED office and LED is looking forward to formalizing the relationship for this programme.	September 2019 – on going
6	SA Institute for Entrepreneurship	The institute proposed an entrepreneurship programme to implement in the Overstrand with a very sound effective and specific unit standard.	The partnership would be much needed however the institute is not running as a non-profit organisation could not accept the MOU driven partnership and the presence of Hermanus Siyakha and Grootbos Foundation.	August 2019

## 6. WALK IN STATISTICS

The Local Economic Development office and satellite office operate as walk in centres, where the public can come to access services through daily consultations with officials. The offices offers a ranges of services i.e. Job creation opportunities, SMME Development and Entrepreneurship, Youth initiatives, Study opportunities, internet access and linkages with other spheres of government and the private sector.

The walk in statistics derives from the record from the number of people visiting the office for the above listed services, the statistics are collected and reported monthly. This report contains statistics from July- September 2019.

Please note there were no accurate figures reported for July due to the relocation process from the old LED offices to the temporary buildings. Therefore the process heavily affected LED daily operations and hampered the data collection systems and process.

### (a) Frequency table

<i>Service required</i>	<b>August</b>	<b>September</b>	<b>Totals</b>
<i>Looking for Job Opportunities</i>	376	270	646
<i>SMME's Engagement</i>	25	9	34
<i>Contractor Development</i>	12	15	27
<i>SARS</i>	1	0	1
<i>SEDA</i>	1	0	1
<i>Central Supply Chain Database</i>	2	0	2
<i>NYDA</i>	2	0	2
<i>Internet search</i>	0	0	0
<b>TOTAL</b>	<b>419</b>	<b>294</b>	<b>713</b>

### (b) Data Interpretation

The aim of collecting the walk in stats is to track and record the LED walk centres and to understand what people usually come for and what the basic needs are that can be addressed pertaining to socio-economic challenges.

According to the frequency table presented above there were 646 (90%) people looking for employment and only 10% visited the offices for other reasons (SMME engagement, contractor development etc.)

These rise in the work-seekers stats that are exacerbated by a number of factor such as:

- Few opportunities available (mainly for youth)
- Could be the number of opportunities available in Overstrand that attract people from other areas to seek better opportunities in the area

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- The migration rate (mainly people from other areas seeking greener pastures in the Overstrand)
- Could be the period of time which is 3 months prior the seasonal work opportunities (with recruitment opening on the 18 October 2019)

**EXPANDED PUBLIC WORKS PROGRAMME (EPWP)****1. INTRODUCTION**

This report provides a descriptive analysis of the EPWP performance during the first quarter of 2019/20 financial year. The data used in the analysis is the EPWP progress data from 01 July to 30 September 2019.

**2. PROGRESS AGAINST ANNUAL TARGETS (OVERALL)**

The overall number of work opportunities achieved by the 30th of September 2018 amounts to 290 and the full-time equivalents (FTE) 32.

Targets: 2019/20		Achieved: Jul – Sep 2019	
WO's	FTE's	WO's	FTE's
989	243	290	32

**3. PERFORMANCE BASED ON DESIGNATED GROUPS: JUL – SEP 2019**

WOMAN	YOUTH	PEOPLE WITH DISABILITIES
121	186	26

**4. NUMBER OF WORK OPPORTUNITIES CREATED IN THE DIFFERENT WARDS: JUL – SEP 2019**

Ward 1	Ward 2	Ward 4	Ward 5	Ward 6	Ward 8	Ward 9	Ward 10	Ward 11	Ward 12
37	19	29	20	28	51	17	45	4	40

## SOCIAL DEVELOPMENT DEPARTMENT

FIRST QUARTER REPORT: JULY TO SEPTEMBER 2019

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

### POPULATION

According to the Western Cape Government's Socio-Economic Profile: Overstrand Municipality 2018, the municipal area had an **estimated population of 102 024 people in 2018**. In 2016 Stats SA's Community Survey suggested that Overstrand had a population of 93 407. That means Overstrand has had an average annual **population growth rate of 4.6%** from 2016 to 2018. The **population for 2019 is estimated to be in the vicinity of 104 424**.

POPULATION GROWTH CHALLENGES OUR ABILITY TO ENSURE AN ACCEPTABLE STANDARD OF LIVING FOR EVERYONE

### Children and Youth

**Children 24% (0-14 yrs.) and Youth 33% (15-35 yrs.) combined make up almost 60% of the Overstrand's population.** The demand for low cost housing is at an all-time high, recreational facilities is very limited and the Department of Education has highlighted the **dire need for additional learning space in the Overstrand**. This need is not limited to primary and secondary school learners but also to pre-schoolers in Grade R and Early Childhood Development (ECD) centres / facilities. Coupled with this is the **drop-out rate of 28.6% (2017) among Grade 12's**. On the other side of the spectrum Overstrand has a **teenage pregnancy / delivery rate to women under 18 years of 4.2%** (4 out of every 100 mothers that give birth). The municipality should continue to lobby for the provision of schooling facilities in line with the growing population.

The ECD sector faces many challenges, especially in terms of accessibility and funding. On 30 August the department presented "Early Childhood Development in the Overstrand" at the Enlighten Education Trust ECD Imbizo. The presentation highlighted some of these challenges, and some of them are worth mentioning here.

## ACCESS TO ECD FACILITIES:

It is estimated that there were **8939 children aged between 0-4 years in the Overstrand in 2018**. There are 93 known ECD facilities (registered and unregistered) which **accommodate 4074 or 46% of these children**. The **50 registered facilities in the Overstrand only accommodate 2921 of these children**. Of these **50 registered facilities, only 19 receive a subsidy**. The **43 unregistered facilities accommodate 1153 children**. There are **23 ECD facilities that operate from municipal buildings**. These accommodate **1639 children or 56% of all the children that are in a facility** and there are 35 people employed at them.

The area with the biggest demand for more facilities is Zwelihle (Wards 5, 6, and 12) where it is estimated that 1414 children do not have access to a facility. As an area, **Zwelihle with Wards 5, 6, and 12, have the biggest need with 1414 children** not being in an ECD facility. The **Ward with the biggest need is Ward 8** where **811 children** do not have access. This is also the Ward where the municipality has the least facilities being used for ECD purposes. This department has **applied for funding to establish an ECD facility in Hawston as well as Zwelihle**. It is important to keep in mind that enrolment figures are for registered and unregistered facilities.

This department assists facilities wishing to register, work closely with the organisations helping them, provide inputs in the consideration of lease agreements and provide municipal facilities with the necessary fire safety equipment and signage required to get their fire safety certificates. The department is also working on a Draft ECD Policy.

## ELDERLY

In 2011 Overstrand's population had the largest proportion of older persons in South Africa at 12.9%, it is currently estimated to be around 16%. This is a global trend and the United Nations considers population ageing as **one of the most significant social transformations of the twenty-first century**, with implications for nearly all sectors of society, including labour and financial markets, the demand for goods and services such as housing, transportation and social protection. **The need for housing, transport and social protection will become particularly acute for low income elderly people who already face a severe lack of residential options**. All **elderly service centres must be registered with the Provincial Department of Social Development**. The Overstrand has a backlog in this regard and efforts will be increased to assist them with registration.

## SUBSTANCE ABUSE

**Drug-related crimes:** where the perpetrator is found to be in possession of, under the influence of, or selling illegal drugs has been increasing over the last couple of years. In 2016 there were 1436 recorded offences and in 2018 the number had grown to 2201. In terms of incidents per 100 000 people, the Overstrand recorded 2157 incidents per 100 000 people in 2018 compared to the 1930 recorded in the Overberg district. The complete picture of substance abuse in the Overstrand is hard to calculate since many people are in denial about their own problem, someone else's, family members, or children. However, based on the drug-related crimes it is clear that drug-related activities are rife in our area. Substance abuse among primary and secondary school children is problematic and regrettably there are no longer services available to children that cannot afford to pay for services. **Substance abuse among primary school children will have a negative impact on the future of our youth and our communities.** Substance abuse does not discriminate against gender, age, race, or income.

The number of service providers in our area has not been keeping up with the statistics. **There are very few services available for people looking for help, especially for people unable to pay for these services.** Government funded rehabilitation centres have a 5-6 month waiting period. There are only two registered organisations in the Overstrand that provide a community based service, one for adults and one for youth. The organisations cannot serve the whole Overstrand and only have about three social workers between them. This department is in the process of restructuring the local drug action committee and will be establishing area based action plans which will be driven by local drug action committees. Through these structures can more stakeholders can be involved in the implementation and coordination in their local areas.

The social development department represented and facilitated the Overstrand commission at the **Overberg Social Development Summit** in Bredasdorp on 13 September 2019. The commission identified **substance abuse and gender based violence as the two key social development issues facing the Overstrand.** When the substance abuse issue was discussed in more detail with the Overstrand local drug action committee it became abundantly clear that much more needs to be done for the **youth.** The youth need recreational, cultural, educational and sporting opportunities to give them better choices.



## CAPE WHALE COAST TOURISM QUARTERLY REPORT

**JULY 2019 – SEPTEMBER 2019**

This quarter was marked by many festivals, events and initiatives with an eco-tourism and sustainable destination focus. The whales arrived, the 28<sup>th</sup> Hermanus Whale Festival, fynbos shows took place and Gansbaai Tourism launched their Penguin Project with 8 penguins named and decorated to draw more traffic to tourism sights and encourage domestic tourism. Gansbaai launched the Cape's first litter-trapping storm water net, an initiative that received literally millions of hits digitally across the globe. Quarterly activities covered nature, conservation, food and wine. An application to join the UNESCO Creative Cities Network as a culinary destination has been positively received and the outcome set to be announced in November. A Hemel-en-Aarde winery received the accolade as one of the TOP 50 WORLD'S BEST VINEYARDS bringing amplified promotion highlighting Hermanus and the region on the world's wine map.

Women's Month, Tourism Month and Heritage Month were themes of the quarter with digital campaigns focussing on local stories. SHARE THE LOVE is an initiative to recognise the many compassionate gestures in our community and encourage others to spread their compassion, kindness, warmth and humanity.

### FESTIVALS & EVENTS

The event industry is a dynamic and fast-growing sector with synergies to the tourism sector. Events have the potential to expand the visitor economy, provide media exposure, promote development, and stimulate infrastructure upgrades which include the emergence of new partnerships. Festivals and events for the past quarter are summarised in the following table.

A total number of **9 festivals** were hosted in this quarter. **8 of the 9 festivals were hosted during September** and **5 on the same weekend of 28, 29 September 2019**. There is a concentration of events in September as event's organisers link onto the promotion

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and popularity of the Hermanus Whale Festival. The variety on offer do give visitors much to do but it does mitigate attendance of the various events held in different locations. Visitor Information Centres (VICs) assist with the promotion of events and help with programme distribution, ticket sales and general information.

TOURISM INITIATIVES: JULY – SEPTEMBER 2019

MONTH	EVENT & FESTIVAL	AREA	ACTIVITY	IMPACT
JULY	Nissan Trailseeker Series	Hemel-en-Aarde, Hermanus	2-day event with mountain biking on the Saturday and trail running on the Sunday.	712 cyclists did the ride and 220 participants ran on the second day. Some entrants did both events which increased economic benefits.
AUGUST	Civvio Vine to Valley Trail Run, Newfon Johnson	Hemel-en-Aarde, Hermanus.	5km trail run	75 participants including locals and visitors.
	Women's Month		Digital Campaign	Focus on local women and their inspirational stories.
	Kaliefees	Onrus, Sandbaai & Hermanus. The Brewery, and not De Wef Hall, Onrus, was festival centre.	New addition to line-up - Imbiza School Slam Festival with 40 performers taking part in competitive poetry recitals in Maffat Hall in Mount Pleasant. Festival had total of 22 performances.	5200 ticket sales in 4 municipal venues plus Dutch Reform Church. Municipal Banquet Hall hosted art exhibition selling 14 works compared to last year's 2 pieces. Average ticket price was R117 (R115 in 2018) – considered low and a contributor to the festival's success. Ticket sales increased with 15%.
	Cape Winter Trail	Kleinmond	4 <sup>th</sup> event in 2019 Cape Winter Trail Series marked 300 <sup>th</sup> event organised by Wildrunner Team and was 12 <sup>th</sup> year that this event was organised in Kleinmond.	This year saw an increased participation and caught the business community of Kleinmond off guard highlighting the need for informing businesses on events happening in the area.
SEPTEMBER	Tourism & Heritage Month	Digital	Digital Campaign	Increased awareness of events and activities to encourage visits.
	Taking Elephants Out of the Room Indaba.	Hermanus	International elephant tourism conference	150 attendees with estimated 50% staying overnight. This Indaba highlighted the importance of sustainable tourism which characterises the Overstrand's focus. Delegates from Europe, Africa and South Africa with media present.

	Stanford Penguin Plunge	Stanford	This is a local recreational event.	Community Spirit.
	Funky Fynbos Festival	Gansbaai Harbour and Lomond Winery	Fynbos displays, music, mountain biking & trail running	Attended by an estimated 1500 people with the bulk of activities concentrated in Gansbaai Harbour. 200 participants in the trail events at Lomond. Unfortunately, the bad weather impacted on attendance.
	Hermanus Flower Festival	Fernkloof Nature Reserve, Hermanus	Fynbos displays, talks, children's activities	3300 sold via Quicket and at gate for R25pp. Smr citizens charged R10 per ticket, Monday 23 Sept. This festival is part of our heritage and has stayed relevant especially after the destructive fires on January 2019.
	Heritage Vintage & Antique Market	Harbour Road, Kleinmond	Antique Market	This festival creates a vibe in the Kleinmond Harbour area and draws mainly locals as well as visitors from Somerset West. Stall holders satisfied with sales Additional activity to Kleinmond Harbour area.
	Overstrand Municipality Unity Feast Festival	Gansbaai	Community Festival with sporting events	Showcased local talent and embracing diversity. Solidarity and improved community spirit.
	Hospice Sunset Walk	Gansbaai	Sunset Walk	50 participants raised R3000 for Overstrand Hospice.
	Hermanus Whale Festival 28th anniversary Hosted in school holiday break.	Hermanus	Festival with live music, eco talks, stalls, children's activities.	Estimated 85000 people attended the 3-day festival which was a decrease on previous years. Highest traffic volume counts per hour on Friday 27 September between 18:00 and 19:00 with a total of 844 incoming vehicles; on Saturday 28 September between 13:00 and 14:00 with 780 incoming vehicles and on Sunday between 12:00 and 13:00 with 832 vehicles leaving Hermanus. More than 5000 children visited the Marine Tent.

Hermanus Wine & Food Festival	Curro School, Hermanus	Wine and food stalls, children's activities, live music.	3800 attendees over the 2-day family festival. This is one of our flagship events especially in the light of Hemel-en-Aarde overtaking the historic Paart as the 4 <sup>th</sup> most visited wine route in South Africa.
Ubumhindi Festival	Mount Pleasant sport grounds	Music Festival	Strong community feel bringing different communities together. Confirmed a total of 1000 tickets sold – 200 via PicknPay and 800 at the entrance.
Atlantic 7s	Mount Pleasant	Rugby 7-a-side	16 teams from Western Cape competed Built It and Coca Cola co-sponsored Estimated 1000 people attended with gate fee of R20pp.
Savvi Walker Bay 7s	Hermanus High	Rugby 7-a-side	1000 athletes participating
Stanford Arts Festival	Stanford	Community festival with youth development & creative focus.	Youth Development and promotion of creative arts in line with the heritage town's character.
Good Life Festival	Zwelihle Sportsgrounds	Music Festival	This is a new festival with 2000 people attending. It provided entertainment for Zwelihle specifically.

Events with a duration of 2 days or longer have the benefit of overnight stays and increased economic benefit.

#### WEEKLY & MONTHLY EVENTS

Regular weekly and monthly events create a sense of community and act as important motivators for tourism. Tourists are attracted by events and want to be part of community functions for an authentically local experience. The regional Saturday markets have played a big role in positioning our region as a weekend destination and acts as a trigger to attract travellers.

Wednesdays	Café Tango & Afdakrivier Market (close to Hawston)
Fridays	Friday morning farmers market at Dutch Reform Church in Gansbaai

Saturday Markets	<p>Gansbaai Farmers Market (12-15 stall owners), Stanford Market (6-12 stall owners), Hermanuspietersfontein Market (15-20 stall owners), Hermanus Country Market, Market in the Garden at St Peter's Church Hermanus.</p> <p>Onrus Market on first Saturday of the month.</p> <p>Baardskeerdersbos market on last Saturday of the month.</p>
ParkRun – these link to an international movement promoting health and wellness	<p>Harold Porter, Betty's Bay avg 143 runners pw; Hemel-en-Aarde avg 246 runners pw; Groeneweide, Franskraal newly introduced.</p>
First Friday of the Month	<p>Hermanus First Friday Art Walk</p>
Last Friday of the month	<p>Stanford Sun Set Market on the last Friday of the month</p>
Monthly	<p>Gansbaai sunset walk</p>

### STAKEHOLDER COLLABORATION

MONTH	STAKEHOLDER	LOCATION	ACTIVITY	IMPACT
JULY	Cape Town Tourism	Overstrand	Cape Town Tourism staff visit	Cape Town Tourism staff are located at high traffic areas such as Cape Town International Airport. It's important that tourism stakeholders are up to date with what our region offers. Staff were given a three-day trip through our region.
	TripAdvisor	Caledon	Presentation on Travel Insights	Digital travel marketing insights and guidelines
	Wesgro	Caledon	Event Pitching Workshop	Workshop on event proposal writing
	Wesgro	Overstrand	Overberg Tourism Road Trip	Overberg familiarising trip for Wesgro staff
	Wesgro, Western Cape Department of Economic Development and Tourism, Western Cape Municipal officials	Mossel Bay	Annual Western Cape Municipal Engagement	Networking and workshop on provincial activities.
	Booking.com	Hermanus	Stakeholder Meeting	Hermanus accommodation bookings insight
	National Department of Tourism (NDT)	Hermanus	Roll out of planned Safety Officer Programme	Safety monitors and the placement in the Overstrand
	Travel Agents	Overstrand	Overberg Familiarisation Trip of 17 travel and tour operators	Update on Overberg tourism products
AUGUST	South Africa National Space Agency	Hermanus	Discussions with SANSA re international science conference hosting in Hermanus	Developing business and conference tourism
	Hangklip-Kleinmond Tourism Stakeholder Session	Kleinmond	Workshop	Draft tourism document for Hangklip Kleinmond

	SAPS	Hermanus	Women's Day Friendly Road Block	Celebration of Women's Month
	Kleinmond Kwessies	Kleinmond	Discussions re communications strategy for Hangklip Kleinmond tourism news	Improving tourism information dissemination.
	Xolorio	Betty's Bay	Community Meeting	Networking
	Festival Organisers	Hermanus	Marketing initiatives	Festival awareness and improved sales.
	Tourism staff	Hermanus	Social Media Training	Improved social media activity
	Economic Development Partnership (EDP)	Hermanus	Participation in Public Private Partnership meeting	Development of regional economic and community plan
	National Department of Tourism	Caledon	Exhibition and talks	Overberg Information Sharing
	Western Cape Department of Economic Development and Tourism (DEDAT)	Saldanha	Western Cape Oceans Economy Workshop	Coastal project alignment and development
	World Wide Fund for Nature (WWF)	Kleinmond	Eco-Tourism project for Kogelberg	Project development including tour guide training
SEPTEMBER	Hangklip Kleinmond Business Chamber	Kleinmond	Hangklip Kleinmond Ceramics & Porcelain Festival Public Participation Meeting	Festival arrangements and programme development. Introductory workshops hosted.
	Hangklip Kleinmond Tourism Role Players	Kleinmond	Hangklip Kleinmond Tourism Working Group session	Tourism update
	Stanford Events Organisers	Hermanus	Stanford Culinary Festival Planning Meeting	Planning for event set for 2020
	Hermanus Business	Hermanus	Talks with 20 business owners	Identifying tourism improvements
	Western Cape Regional Tourism Liaison Committee (RTLCL)	Kleinmond	Quarterly RTLCL Meeting	Approval of signage application

WWF	Profeadorp Kleinmond	Inception Workshop	Eco tourism development
DEDAT	Hermanus	Co-hosted Oceans Economy Workshop	Brainstorming impact of eco projects within the Overberg. 20 attendees
The Marine Hotel	Hermanus	Opened The Marine Week	Eco tourism awareness

## **TOURISM DEVELOPMENT & BROADENING PARTICIPATION**

### **NEW PRODUCT DEVELOPMENT**

Introduction of hiking trails from Fernkloof to the Hemel-en-Aarde vineyards. This is a slack packing option and addressed the increased demand for hiking.

### **TOURISM EDUCATIONALS & EXPOSURE**

As part of staff capacity building the following trips were undertaken to help tourism staff and staff in related industries understand local products better and advise visitors appropriately.

- African Penguin and Seabird Sanctuary, Kleinbaai
- Familiarisation trip to Stanford, Kleinbaai and Gansbaai
- Educational trip for 7 BADISA staff from Stanford, Hermanus and Gansbaai
- Tour of Heart of Abalone, Hermanus New Harbour

### **TRAINING**

- Social media training with aim of promoting festivals and events better. 13 attendees.
- SARS workshops in 4 towns with 55 participants in total.
- Financial Literacy training to 6 individuals in Gansbaai.
- Marketing Training to 20 individuals in hospitality industry.

### **TOURISM SMME DEVELOPMENT**

**Zwellihle** Map updated and given to local tour guides as information material for their clients. Helped with Dine with a Local experience. Assisted three entrepreneurs with funding application for events. Tour guide introduction to possible clients.

**Hawston** Featured entrepreneur as part of digital campaign. Facilitated meeting with entrepreneur with linkages to National Department of Tourism. Assisted with marketing material for festival to be held in December.

**Mount Pleasant** Assisted local tour guide with portfolio submission for Tour Guide qualification.

**Masakhane** Dine with a Local experiences introduced and individuals mentored.

Circulated Tourism Transformation Fund application. Assisted with enquiries and submissions.

SMME information session organised by National Department of Tourism. 13 SMMEs linked. Recruitment of Tourism Safety Monitors. 139 applications logged. Arranged 82 interviews.

## **TOURISM LEARNERSHIP PROGRAMMES**

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

- 50 learners from Overstrand area. Accredited certificate.

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

- 15 Students currently in 2nd Year

### **TOURISM SAFETY MONITORS**

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

## **MARKETING**

Marketing plays a key role in building the Cape Whale Coast brand, alluring new visitors and maintaining destination loyalty. Cape Whale Coast Tourism aims to create a consistent brand identity which requires good public relations and media exposure. Media coverage is required to cover news and assist with crises management. As most of our region's business is leisure travel related it is critical that the Cape Whale Coast emerge as a top choice that comes to mind when consumers are making their travel decisions.

The following marketing activities enable destination marketing in the past quarter:

- Campaigns launched: #WomensMonth #TourismMonth and #ShareTheLove
- Incentive Travel - 9 helicopters arriving with incentive travel German business people.
- CapeTown Etc magazine article on Cape Whale Coast supported with digital messages
- ENCA News – interviews with Leon Theron, Brenda du Toit and public broadcasted
- Fiesta KykNet – 9 September, Kalfiefees Broadcast
- Platbos Forest and Owl Camp, Gansbaai, listed on Inside Guide's list of 23 Best Camping Sites in the Western Cape.
- Ana Navarro-Cardenas of CNN visited Hermanus and Gansbaai. Active social media promotion with a reach of 2.7m people.
- Traveller24 and GetAway magazine journalists walked in Fernkloof and visited the wine lands. Articles were published.
- Getaway article on Hermanus couple's walk from Agulhas to Namibia.

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- Marisa Crous of Traveller24 produced an article – "From Fynbos to Wine Farm the New Way to Hike Hermanus", video and social media posts on Instagram.
- Northern Ireland Screen produced article on African Penguin and Seabird Sanctuary, Gansbaai
- Cosmopolitan/Cotton On Campaign footage on yacht in Walker Bay
- Brazilian media influencers Paula Daidone & Ralph Nicoliche

Social media platforms are monitored to optimize reach and engagement. Digital comparisons such as the table below are done continuously to ensure that Cape Whale Coast and the Visitor Information Centres keep up with digital destination marketing trends. Digital marketing remains the Cape Whale Coast's most important way to delivery communication to our markets. Cape Whale Coast Facebook's unique reach has increased to **356 032** with an **engagement rate of 18,4%**. Only 10% of the world's brand reach a 30% engagement and we are pleased with the progress made.

SEPT 2019			Instagram Posts	
	6373	1570	542	3994
	3898	945	161	1430
	7880	2553	397	5662
	6598	1408	813	3395
	7763	1202	368	3517

## REGIONAL UPDATE

Visitor numbers to the Visitor Information Centres picked up this month for the first time in the last 13 months and it could be attributed to the many events and festivals requiring more information. VICs remain significant and advice of tourism staff is valued especially when plans are interrupted due to a change in weather or itinerary. Travellers value the input of local tourism officials to improve their visitor experience. It is true that many travellers book online but it is also true that the personal interaction at VICs guide journeys.

