

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**

20 August 2019

I N D E X

ITEM

**PAGE
NUMBER**

APPLICATIONS FOR LEAVE OF ABSENCE

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

- | | | |
|-----------|--|----------|
| 1. | ECONOMIC AND SOCIAL DEVELOPMENT AND TOURISM QUARTERLY
REPORT: APRIL – JUNE 2019 | 1 |
|-----------|--|----------|

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
20 August 2019
(Also the agenda for the Mayoral Committee Meeting: 28 August 2019)**

**1.
ECONOMIC AND SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:
APRIL – JUNE 2019**

9/1/2/2

**S Madikane
30 July 2019**

(028) 313 8066

Corporate Head Office

1. Executive Summary

The purpose of this report is to submit the Local Economic Development, Social Development and Tourism activities in the months April – June 2019 to be noted.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic and 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

9. Comments from other Departments, Divisions and Administrations

None

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
20 August 2019
(Also the agenda for the Mayoral Committee Meeting: 28 August 2019)**

10. Annexures

Annexure A: Economic and Social Development and Tourism Report

RECOMMENDATION:

that the 4th quarterly report (April – June 2019) of the Directorate: Economic and 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
20 August 2019
(Also the Agenda for the Mayoral Committee Meeting: 28 August 2019)**

**1.
ECONOMIC AND SOCIAL DEVELOPMENT AND TOURISM QUARTERLY
REPORT: APRIL – JUNE 2019**

9/1/2/2

**S Madikane
30 July 2019**

(028) 313 8066

Corporate Head Office

**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
20 AUGUST 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

Fourth Quarter Report

**APRIL – JUNE
2019**

LED: QUARTERLY REPORT

APRIL – JUNE 2019

INTRODUCTION

The ailing national economy has a direct bearing on the efforts of all stakeholders whose mandate it is to facilitate economic growth. Though there is improvement in terms of job creation within the municipality (a decrease from 19.2% to 16.5%) much still needs to be done to assure economic growth and a thriving job market. The need to further ensure retention of the current job opportunities cannot be over emphasized. The LED Report will seek to give a snap shot of all activities undertaken to encourage sustainable economic development.

1. ENTERPRISE AND INFORMAL DEVELOPMENT PROGRAM

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. 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.

(a) Updates

- The programme supported 9 SMME's from April – June 2019
- The departmental target for the said intervention is 120 and was met in full and worth noting is the achievement of 111 SMME's supported during the 1st -3rd quarters.

Service Breakdown

Inputs	Outputs
LED Developers (office & area based) – enterprises targeted	120 SMME's targeted for 2018-19 <ul style="list-style-type: none"> • 9 SMME's supported in April-June 2019 • 44% Youth Owned Enterprises (aged 22-35) • 22% Women Owned Enterprises (less & over 35)

(b) NYDA work readiness and life skills workshop

A job readiness and life skills workshop was conducted in partnership with the NYDA and 22 young people aged 18-35 attended. The workshop covered:

- Job application – drafting of CV's and arrangements of attachments.
- Funding applications – grant funding application process and opportunities.
- Registration on the NYDA job database



Picture 1: NYDA job readiness training in Masakhane

(c) Thusong-SASSA Outreach

- LED participated in the mini Thusong outreach organized by the Thusong Centre in partnership with SASSA and Information was shared with the public
- Other departments in attendance included NYDA; DAFF, SEDA, Department of Health; RAF etc.

(d) SANACO Block chain presentation to SMME's

- On 23 May 2019 SANACO did a presentation on block chain opportunities for Cooperatives and SMME's in the Overstrand
- The presentation was held at the SCM committee room.
- Follow up session was held in Epping to show case a manufacturing company set up by SANACO from which cooperatives will be able procure goods at cost prices to service their tender requirements

(e) Youth Entrepreneurship Training (Gansbaai)

- On 21 May 2019 an entrepreneurship training was delivered to the Youth in Masakhane (Gansbaai) conducted by the Cape Town SEDA office and Department of Labour.

- On the 19-20 June a two day training was conducted by SEDA and more than 20 young were trained business management



Picture 2: SEDA Business Management Training at Gansbaai Chambers

(f) LED-Grootbos Entrepreneurship Trainings

- First batch of 3 days training was held on 28-30 May 2019 at the Masakhane Community Hall and more than 25 entrepreneurs attended. The trainings prepare entrepreneurs for proposal presentations for seed funding. The presentations for Gansba/Stanford will be held on 30 July 2019 at the Gansbaai Tourism Centre.
- The second batch of trainings was rolled out on the 4, 5, 6 June in Zwelihle Community Hall, and more than 40 entrepreneurs attended. The presentations for Hermanus-Kleinmond will be held on the 6 August at the Moffat Hall.



Picture 3: Grootbos training in Hermanus

(g) COIDA workshop (for emerging-suppliers)

Following the participation of emerging contractors in the procurement and tendering, the letter of good standing for COIDA compliances.

- LED in partnership with the Department of Labour work shopped more than 20 emerging contractors on COIDA and how to use the online platforms
- The workshop was held on 12 June 2019 at Zwelihle Community Hall

Challenges facing contractors in using the COIDA system were not completely addressed due to time and a motivation for the Department of Labour to send their mobile unit for a week will be submitted.

2. JOB CREATION - EPWP

The Expanded Public Works Programme is a key government initiative which contributes to decent work & sustainable livelihoods, education, health, and fight against crime. One of the prescripts of the EPWP is to use labour-intensive methods which allow the drawing of a significant number of participants into the Programme to do the work.

The below information provides a descriptive analysis of the EPWP performance during the 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 30 of June 2019.

PROGRESS AGAINST ANNUAL TARGETS (OVERALL)

Targets		Achieved	
WO's	FTE's	WO's	FTE's
477	137	1048	219

The overall number of work opportunities reported by 30 of June 2019 amounts to 1048 and the full-time equivalents (FTE) were 219.

3. EMERGING CONTRACTOR AND SUPPLIER DEVELOPMENT

The Emerging Contractor Development is a deliberate and a managed process to achieve targeted developmental outcomes to improve contractor: grading status, performance, quality, equity and targeted ownership. It forms part of the flagship development unit to become a substance for construction and civil industry.

a) UPDATES

11 emerging contractors were supported in terms of the Emerging Contractor Development Programme. The support ranged from:

- **CIDB Applications** – The office assist with the registration process, creating a link between the contractor and CIDB administration. Key to that is maintenance and facilitation of communication between the applicant and CIDB and 11 contractors successes fully registered for CIDB.
- **CSD (Central Supplier Database)** – Since the adoption of the 2017 PPPFA regulations came into effect the suppliers which obligates the suppliers to be registered on the National Treasury (CSD), the office had received a rising number of CSD registrations. In this quarter **10** suppliers registered through the LED office.
- **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.
- **CIPC Updates** – the business registration function has been shifted from the LED office to SEDA, however LED continues assisting with information updates when necessary.
- **ARIBA (Western Cape Treasury database)** – to foster access to market contractors are assisted with registration to the database and the logistics involved in the process.

b) CIVIL CONSTRUCTION TENDER

- **Costing 3 Day Training** – Acto-Pambili initiated costing training for civil contractors and 12 SMME's got training for 3 days. Three of the trained contractors are currently sub-contracting in the reseal and rehabilitation of roads tender (SC1869/2018). The training took place on the 3, 4, 5 April 2019 at Proteadorp Community Hall.
- **The Reseal and Rehabilitation of Roads Tender (SC1869/2018)** – there are 3 emerging contractors working on the tender. (The tender is expected to sub-contract to emerging contractors the value of R 11,506,671 (30%) of the tender value and 40% of that value has been spent to sub-contractors already in the first financial year of the tender (2018-19).

(c) CHALLENGES FACING SUB-CONTRACTORS

- **Lack of funding to finance sub-contracting projects** – funding has always been a challenge to sub-contractors, resulting to some of their assets seized by the banks.
- **Hiring of expensive equipment to perform their sub-contracting responsibilities** – some sub-contractors must hire expensive machinery to perform their responsibilities, which cost them large sums of money, which directly affects profitability.
- **Complexities with recruitment of labourers resulting to hiring and firing of labourers** – sub-contractors are facing serious challenges with hiring reliable labourers, as those hired are not guaranteed to pitch for work after payday. That forces sub-contractors to find other labourers which derails the project.
- **Issues with medical insurances for labourers** – as a result of firing and hiring new medicals must be issued for new labourers which costs the main contractor more.
- **Delays pertaining to submission of paper works** – some of these labourers have problems with submission of paper works which delays the sub-contractor and the main contractor.

(d) SUPPORT PROVIDED TO SUB-CONTRACTORS

- Assisting with sub-contracting arrangements
- Assisted with trainings (costing and project planning)
- Referred contractors with relevant stakeholders

4. LINKAGES

Collaboration with other spheres of government and agencies provide necessary support for local enterprises to grow:

Inter-alia in the second quarter 13 linkages were established.

Stakeholder	Description
Construction Industry Development Board (CIDB)	For Grading applications and training
Companies and Intellectual Property Commission (CIPC)	For business registration and compliances
Department of Labour	Letter of good standing and application for compensation fund
Western Cape Government	Provincial SCM supplier database
Department of Social Development	For Non Profit of registration
DAFF	Farming opportunities and land leases in the Gansbaai area
DTI	SMME's development and funding possibilities

5. WALK IN STATISTICS

WALK IN STATISTICS (APRIL – JUNE 2019)

Gansbaai	Kleinmond	Hermanus	Total
76	65	203	69

Analysis

- The number of walk-in statistics regressed in the last month of the quarter (June) due to the relocation from the old LED offices to different office in the Municipality. That has a negative effects in terms of access to services.
- We can forecast that the next quarter will also be heavily affected, due to lack of access to services offered by LED following the relocation process.
- Access to internet and other services are not delivered due to the relocation process.
- Kleinmond recorded the lowest walk-in statistics this quarter, this was due to capacity issues to occupy the LED offices in Kleinmond.

6. PROJECTS DRIVE IN PARTNERSHIP WITH DEDAT

(a) Hermanus Harbour: Aquaculture Development Zone Feasibility Study

The aim of this project is to develop a feasibility study for the development of the Hermanus Harbour with the objective of the harbour being a catalyst for inclusive economic development. For the initial phase, the project aims to develop a feasibility study that is focused on (but not limited to-) the establishment of an aquaculture economic development zone. To develop the feasibility study, a service provider will be appointed by DEDAT through an open procurement process. DEDAT has allocated R1 000 000 for this project for the 2019/20 financial year.

(b) Township Economic Development (Hermanus)

The Cape Catalyst unit seeks to drive infrastructure and programmatic development projects aimed at economic development in Hermanus township of Zwelihle and Mount Pleasant. The project is a pilot that seeks to determine the suitability and capability of existing Hermanus Township economic development infrastructure to support their economy; identify or develop infrastructure asset(s) in a Hermanus Township that could be used to drive economic development for these communities; and ensure suitable programming that will ensure sustainability of the initiative.

The project seeks to:

- Support 1 or more existing Township business hub(s) to improve its infrastructure, programmatic and equipment offerings valued at R800 000.00; and
- Support a minimum of 10 Entrepreneurs towards establishing or growing their businesses through use of amongst others, technology, design and innovation across sectors such as skills and education, tourism, construction and aquaculture, valued at R700 000.00.

(c) Last Mile Digital Access Project

The Last Mile Connectivity project aims at supporting the local economies in township and rural Western Cape citizens and businesses enabled by internet access, and digital services. Through crowding in private sector telecommunications infrastructure providers, Over-the-top services, digital and mobile digital literacy and business support information, the project seeks to revitalize and enhance impoverished communities through increased digital participation and inclusion. DEDAT has put aside R750 000 for the Last Mile Digital Project for the 2018/2019 financial year.

SOCIAL DEVELOPMENT DEPARTMENT4th Quarter April –June 2019**A BRIEF OVERVIEW OF SOME MAJOR AND EMERGING SOCIO-ECONOMIC ISSUES**

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**.

This population growth places serious challenges on the various infrastructure and resources required to ensure an acceptable standard of living for everyone. **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**.

In 2011, 12.9% of the Overstrand's total population was considered elderly (65+). According to Census 2011 this meant that the Overstrand also had the biggest proportion of elderly people in South Africa. The figure for 2018 is 16%. The growing proportion of elderly in South Africa is indicative not only of a country that is on a demographic and health transition but also alerts us to the new social, health and financial demands South Africa is bound to face. Especially in caring for elderly and ensuring that they too have access to services, such as housing or other residential options which is currently severely limited to low income people.

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). In terms of Overstrand's 2010 birth register, this means that at least 4 babies are born to a teenage mother every month.

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. The significance of these figures are highlighted when the statistics are contextualised in terms of incidents per 100 000 people. From this perspective the Overstrand recorded 2157 incidents per 100 000 people in 2018 compared to the 1930 recorded in the Overberg district.

Statistics for people that are addicted or abusing substances (legal or illegal) are difficult to obtain 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. The bigger problem we face as an area is that **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. 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 ECD sector faces many challenges, especially in terms of accessibility and quality of services. The municipality has a responsibility to ensure that all ECD facilities that operate from municipal properties are registered and comply with the minimum norm and standards. The municipality must also ensure that effective and efficient service delivery processes are in place so that the documents required for registration is not unduly delayed. The municipality is responsible for the issuing of approved building plans, zoning certificates and faire clearance certificates required for registration by partial care facilities. The department is continuously engaging with the various role players. We are also in the process of drafting a policy to set the standards and guidelines for the delivery of services to the ECD sector and to establish the same for municipal facilities.

There are currently 79 ECD facilities listed in the Overstrand which accommodate approximately 3592 of the 8131 children aged between 0-4 living here, 1736 of these are accommodated in centres operating from municipal facilities. Not all of these 79 facilities are registered. Primarily, facilities don't get registered if the facility or conditions are unsafe for children. All facilities are given the opportunity

and assistance to register by various stakeholders.

TYPE	FACILITIES	CHILDREN	REGISTERED
After school	23	1736	17
ECD	4	351	4

Table 1: Breakdown of municipal facilities

Some new facilities operating from municipal properties have not yet been captured, like Good Hope Centre in Masakhane, which operates from the old primary school site. They and all the other unregistered municipal facilities are in the process of registration and they should have their registration certificates before the end of the year. This department has also successfully submitted an application for the expansion of two facilities and the establishment of a new facilities. Construction on these sites will start in early 2020 and will ensure that approximately 180 more children can be accommodated in an ECD facility. 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 fare safety certificates.

ANNEXURE A 12/17

The department has been busy wrapping-up the 2018/19 Grant-in-Aid cycle, following up with beneficiaries regarding the progress of projects and ensuring that all reports are submitted. The department has also submitted the approved list of Grant-in-Aid beneficiaries for 2019/20. All successful organisations, their projects and allocations are listed in Table 2 below.

Table 2: Approved list of 2019/20 Grant-in-Aid beneficiaries

Name of Applicant:	Project	Allocation
Recycle swop shop	Recycling and provision of basic needs	R 28,500.00
Pearly Beach Conservancy	Alien clearing and maintenance of fynbos gardens	R 30,000.00
Hermanus Botanical Society	Hermanus Flower Festival Outreach Programme	R 7,000.00
OAPD	Stimulation programmes for children who are intellectually challenged	R 35,000.00
Whale Coast Conservation	Waste and wetland education and community	R 30,000.00
Dyer Island Conservation Trust	Environmental Education Programme: Deep Ambassadors	R 50,000.00
Franskraal Bowling Club	To promote lawn bowls as a school sport	R21,000.00
Camphill Farm Community Hermanus	Clearing of alien vegetation	R 50,000.00
Child Welfare South Africa Kleinmond	Youth at risk programme	R 50,000.00
Camphill School	Removal and eradication of alien vegetation	R 30,000.00
Child Welfare South Africa Hermanus	Therapeutic and developmental services to children and families	R 40,000.00
Stanford Conservation Trust	Recycle Swop-shop	R 28,500.00



CAPE WHALE COAST TOURISM

QUARTERLY REPORT: APRIL 2019 – JUNE 2019

The quarter was marked with arts, adventure and travel trade shows. The annual Africa Travel Indaba was graced with an hour long presentation by President Cyril Ramaphosa. The show was well attended despite the fact that the dates move to accommodate the elections. The World Travel Market in April brought new travel agents and also the introduction of new tourism products. The co-hosting of the Africa Sustainability Awards was definitely a highlight with Grootbos Foundation winning the overall category. It was a particularly quiet May business wise yet many restaurants changed ownership during this quarter. Deputy Minister of Tourism Elizabeth Thabethe visited the region and paid visit to a number of sights. Gansbaai Academia will be one of three Western Cape schools to pilot Marine Science as a Grade 10 subject. Community dialogue also took place to establish the way forward for tourism marketing and development.

FESTIVALS & EVENTS

The event industry is a dynamic and fast-growing sector with synergies with tourism. 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. The hosting of events presents a unique opportunity to rethink or reposition the destination.

WalkerBay Xtreme, April – Hermanus. 1184 entries with 946 athletes participating. The digital reach was 773k. Visitors stayed for an average of 2, 5 days and this event is estimated to contribute R2.26m to the economy.

7th annual Hermanus FynArts, June. 17% increase in ticket sales with 75 venues occupied during the 10 day festival.

Hops on the Hill, June – Stanford Hills.

ANNEXURE A 14/17

Below are some of the most important marketing events attended and hosted in the past quarter. World Travel Market Africa and Africa's Travel Indaba are two of the largest tourism marketing events on the African calendar. Both of these were attended by a Cape Whale Coast Tourism delegation.

Africa Travel Indaba, a product of South African Tourism and held in May this year, showcases the widest variety of Africa's best tourism products and attracts international buyers and media from across the world.

World Travel Market delivers the leading global events for the travel industry. The Africa show was launched in 2014 to bring the benefits and opportunities of our global industry expertise to travel professionals in this region. Cape Whale Coast joined 6 263 travel industry professionals in Cape Town for the only business to business (B2B) exhibition for inbound and outbound Africa travel and tourism markets.

APRIL	MAY	JUNE
Pringle Bay Festival	Africa Travel Indaba	Hermanus FynArts
Walkerbay Xtreme		Hops at the Hill
Africa Responsibility Awards		
World Travel Market Africa		

TOURISM SMME DEVELOPMENT**FAST FOOD SERVICES PROGRAMME– 1 year [2019 / 2020]**

- 50 learners from Overstrand area
- Accredited certificate after completion

PROFESSIONAL COOKERY PROGRAMME– 1 year [2018 / 2019]

- Accredited certificate in food preparation & cookery NQF 4
- 13 Students graduated

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

- 15 Students currently in 2nd Year

CUSTOMER SERVICES TRAINING – 2019

- NQF Cathsseta level 4 certification. 7 Days presentation to tourism and hospitality entrepreneurs/workers in hospitality sector. 26 persons trained in collaboration with Western Cape Department of Economic Opportunities and Tourism.

TOUR GUIDE FACILITATION

- Mount Pleasant resident, with Tours & Transfer application as tour guide and for vehicle permits.
- Gansbaai resident, assisted with product development and training.
- Masakhane resident, assisted with customer service training and regional orientation.

LINKAGES

- Linked artists to festivals for participation and contribution to programmes. Spairo Tainment linked with Kalfiefees.
- Preparation for Hermanus Whale Festival by invitation to stall holders.
- Linked entrepreneurs to funding opportunities. Ayanda Qonga, fashion designer, introduced to Grootbos Foundation.

BUSINESS & ENTREPRENEURIAL DEVELOPMENT

Training / Workshops / Engagements: 2018 / 2019

- Marketing Training, 20 participants
- Customer Care in collaboration with DEDAT, 150 participants
- Social Media, 20 participants empowered to use digital platforms to promote and market tourism products.
- Marketing Toolkits, 10 participants trained to engage, educate and entertain destination specific information.
- Educational – 3 excursions with staff/business/schools to expand Visitor Centre staff's knowledge of region.
- Collaboration / Stakeholder engagements to inform on tourism trends.
- Financial Literacy, 20 participants assisted with understanding of financial records.
- NYDA Business development, 102 participants assisted with job preparedness & life skills. 15 participants /
- Opportunity presented to local entrepreneurs and Information Officers to network and engage industry at World Travel Market Africa 2019
- Aphiwe Manyonga from Hermanus Tourism attended the Travel Indaba 2019. It was her first flight and formed part of developing tourism staff.

A total of 317 interactions with tourism businesses / entrepreneurs and frontline staff.

MARKETING

Mango Inflight Magazine, May 2019, Shark Cage Diving

Saturday Weekend Argus, 8 June 2019, The Fine Art of the Fynarts Festival

Art Times, Editorial, May 2019

Traveller24, Escape Winter with these 15 events

ANNEXURE A 16/17









SAWUBONA, SAA Star Alliance Inflight Magazine, April 2019, incredible animal migrations includes the annual humpback whale migration and mentions Hermanus 1 of the 12 best whale watching locations in the world.

Total Advertising Value Equivalency (AVE) is estimated at R4m for this quarter.

Twitter @whalecoastsa – Total Followers 3917

Facebook @whalewatchingsouthafrica – Total Page Likes 5967

Instagram @whalecoastsa – 1484 Follows

June-19			Instagram Posts	
	5958	1479	511	3906
	3390	863	147	1394
	7636	2334	366	5594
	6557	1322	741	3362
	7649	1122	323	3340

REGIONAL UPDATE

Monthly tourism management meetings are held to plan ahead and ensure information is shared between the Visitor Information Centres. Digital marketing skills were updated at a Social Media & Marketing Workshop held in Hermanus on 25 June. With social media playing an important role in regional promotion and linkages with stakeholders, tourism staff focus much energy and time on updating their skills and understanding of these technologically enabled marketing platforms.

- **GANSBAAI**

- **Mentoring interns**

- Intern, DuAine Dunston, completed the Tour Guide Training Course. Two staff members have done 2 practical excursions and passed evaluation. Two staff members attended the Cape Whale Coast educational to Stanford. Events Management training was given with the view on the organisation of the upcoming Funky Fynbos Festival in September.

- **HERMANUS**

- **Tourism Outing**

- Staff educationals to tourism properties in the region.

- **HANGKLIP-KLEINMOND**

- Assisted Hangklip-Kleinmond Business Forum with meetings and AGM, Kleinmond – 12 June
 - Networked with Women in Business Empowerment, Kleinmond – 21 June
 - Hangklip-Kleinmond Tourism Planning Session, Kleinmond – 25 June

- **STANFORD**

- Stanford Staff Educational – 27 June

UPCOMING INITIATIVES

- Dine with the Locals – an initiative to share community dining and cultural experiences with visitors to the benefit of the hosting household.
 - Launch Women in Tourism Chapter. To include Overberg Women in Tourism Chapter.
 - Familiarising Visit for travel and tour operators
 - Ongoing mentorship of upcoming tourism business professionals
 - Customer Service Training facilitated with venues booked and participants recruited
 - Optimising new and existing product development with support regarding operational details that are conducive to functionality.
 - Focus on youth development in the tourism industry.
-