

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

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**2.  
ECONOMIC AND SOCIAL DEVELOPMENT AND TOURISM QUARTERLY  
REPORT: OCTOBER - DECEMBER 2018**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

25 January 2019

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**1. Executive Summary**

The purpose of this report is to submit the Local Economic, Social Development and Tourism activities for the months October – December 2018 for cognisance.

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

Directorate: Local 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**

As the Overstrand area is the second largest economy in the Overberg District, the Overstrand Municipality's Directorate of Economic and Social Development and Tourism aims to advance and find ways to grow the area of Overstrand's economy within the District, Province and National frameworks. The Directorate endeavours to break down barriers, provide a safe and open space for dialogue and source information and partnerships to provide insight to further develop investment, job creation and income generation. These are all efforts to stimulate the local economy to grow beyond the 31,2% contribution to the regional Overberg District's GDPR.

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This report demonstrates the multiple initiatives undertaken in collaboration with public and private stakeholders to benefit the economy directly and indirectly.

**7. Financial Implications**

None

**8. Staff Implications**

None

**9. Comments from other Departments, Divisions and Administrations**

None

**10. Annexures**

Annexure A: Economic and Social Development and Tourism Department  
Quarterly Report

**RECOMMENDATION:**

that the 2<sup>nd</sup> quarterly report (October – December 2018) of the Directorate: Economic and Social Development and Tourism, be noted.

**RESPONSIBLE OFFICIALS :**

**X KOSI  
F LLOYD  
G SMIT**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**

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**25 January 2019**

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

**RESPONSIBLE OFFICIALS :**

**X KOSI  
F LLOYD  
G SMIT**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**



**ECONOMIC and SOCIAL DEVELOPMENT and  
TOURISM**

**[Second Quarter Report]**

**October – December**

**[2018]**

## LOCAL ECONOMIC DEVELOPMENT

OCT – DEC 2018

### INTRODUCTION

*Abstract: The LED Second Quarter Report will deal with the issues which transpired in the process of carrying out the practical implementation of the LED Strategy. A quick overview is presented to facilitate a quick grasp of the statistical impact of the LED activities. A closer attention will be drawn to the five main strategic thrusts being the following: Youth Empowerment in entrepreneurship and job creation through EPWP, Enterprise Development, Stakeholder engagements and community impact through walk-Statistics. The key objective of the report will be to demonstrate both the qualitative and quantitative impact of the LED initiatives.*

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

LED can in meeting basic needs of the people through the establishment of an environment that can create jobs and alleviate poverty to better people's lives. The Overstrand Municipality can meet the basic needs of the people by establishing an environment that will create jobs and alleviate poverty in a sustainable manner.

LED's major focus for the second quarter will on job creation given the employment season in the Overstrand. Agri-animal, crop farming and Oceans Economies became a point of focus, given major events and interventions such as (Hemel en Aerde Pig farming developments, the potential interventions of Rudnet with the Agri- SETA, the Hand Over of the Fishing Equipment by the Deputy Minister of Rural Development and Land Reforms, the interest of the Black Farmers Union to the Overstrand Emerging Farmers etc.)

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

## LOCAL ECONOMIC DEVELOPMENT INTERVENTIONS

### QUANTITATIVE OVERVIEW

#### 1. SMME Development

- 32 SMME's supported
- 56% of the total target for 2018/19
- 16% Youth Owned Enterprises (aged 22-35)
- 53% Women Owned Enterprises (less & over 35)

#### 2. Emerging Contractors

- 41 SMME's supported
- 82% of the total target (50 SMME's)
- 15% Youth Owned
- 24% Women owned

#### 3. Walk-in statistics

Oct	Nov	Dec	Total
210	99	55	364

- October (58%)
- 63% job searches
- 18% internet search
- Emerging contractors 12%

#### *Demographics*

- 61.5% males
- 38.5% females
- 99% is people with no disabilities
- 1% people with disabilities

#### 4. Linkages

- 15 linkages established

#### 5. EPWP

- 599 work opportunities reported by the 31<sup>st</sup> Dec

- 148 Full Time Employment (FTE's)

Targets		Achieved	
WO's	FTE's	WO's	FTE's
477	137	599	148

*Progress against annual targets*

	Number of projects	WO's created
Infrastructure	3	14
Environment & Culture	11	357
Social	14	228
<b>Total</b>	<b>28</b>	<b>599</b>

*Performance per sector*

**SMME  
DEVELOPMENT  
PROGRAMME**

**ENTERPRISE DEVELOPMENT PROGRAMME (EDP)**

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

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.

**Updates**

The programme supported 32 SMME's from October – December

The top 5 industries were (Spaza shops 28%; Catering 25% and the rest were

The 32 SMME's supported in the 2<sup>nd</sup> quarter, combined with 35 supported in the 1<sup>st</sup> quarter accounts 56% of 120 target for the financial year (2018/19

Inputs	Outputs
LED Developers (office & area based)	16% Youth Owned Enterprises (aged 22-35) 53% Women Owned Enterprises (less & over 35)

**Service Breakdown**

**Highlights**

**Ubumnandi Festival: Event Management**

A festival held in Zwelihle with potential to unite communities/ running on its third year and proving to be successful judging by the increase in numbers and interest from outside the community of Zwelihle. The success of this event is dedicated to event planning and marketing by the organizers through social media and word of mouth.

***Economic spin offs***

It had a great economic impact in terms of jobs created on the day through local security personnel, local entrepreneurs selling drinks, local photographers (Petros Media) etc. The event shown a great economic growth potential which bolstered local business and tourism, give the numbers from the surrounding areas like (Cape Town, Grabouw, Caledon etc.)



*Image 1: Ubumnandi Festival (16.12.2018; Zwelihle Sports Ground)*

### **Show casing local talent**

A local clothing designer showcasing his talent to a very excited and supportive audience



*Image 2: Aya's Fashion Models @ the Auditorium*

### **ENTREPRENEURSHIP DEVELOPMENT AND CAPACITY BUILDING**

The initiative recognizes that entrepreneur's development is a place based activity and that the community is an active participant in establishing the community milieu within which the development of entrepreneurial talent takes place.

Whereas capacity building pertains assisting and improving emerging entrepreneurs skills and capabilities through (trainings, workshops and information sessions)

### CIPC Intellectual Property SME Workshop

As an initiative aimed at building capacity of both supportive staff and local SMME's, an opportunity was provided to 11 local SMME's and 5 LED officials to attend a workshop which was held on the 1-2 October 2018, Cape Town City Centre.

The Companies and Intellectual Property Commission (CIPC) in collaboration with its partners (SEDA, DTI, DSBD, Mintek, WIPO hosted an IP for SME (Small & Medium Enterprises) workshop which aimed to promote the use of Intellectual P by SME's as part of their business strategy in order to enhance their competitiveness. The workshop took place on the 1-2 October 2018, Cape Town City Centre.

#### Purpose

To provide SME's with a basic understanding of IP

To advise SME's about current and future CIPC interventions such as Inventor Assistance Program

Substantive search and examination aimed at assisting them to use IP more effectively in their businesses

Content	Facilitation
Industrial Contents	Von Seidels
Patents and designs	CIPC Senior Manager
Intellectual Property (IP) Rights	ENS-Africa (Patent Attorney)
Traditional Knowledge and Traditional Cultural Expressions	Department of Science & Technology (DST)
Copy Rights and related rights	CIPC Senior Education Specialist
Trademarks and Geographic Indicators	Spoor & Fisher

#### Outcomes

##### Financial Management Workshop

LED facilitated a Financial Management Workshop for SMME's in the Overstrand, with a special focus on financial matters affecting Small Businesses. The workshop was a collaborative effort between Kamva Capital and LED.

Kamva Capital is a management consulting company that provides professional services in the areas of Enterprise/Business Development services, Training Services, Management of Social Investment Funds and Project Management expertise that is backed by extensive corporate experience in various industries and disciplines.



Image 3: Financial Management Workshop participants at (Moffat Hall)

### **Learning Outcomes**

Empowers staff in terms of financial education at no cost to the company

Promoting financial discipline, keeping track of use of funds and scarce resources

Encouraging the right culture that can lead to personal, business growth and overall confidence

Knowledge transfer in terms of balanced decision making

Improved confidence and productivity through this intervention

### **Programme Content and approach**

Below are key content topics that were covered at the workshop:

Basics of Budgeting, Savings and Investment

Basics of Financial Management incl. Costing & Pricing

Basic Requirements for Funding Application

Sustainability: Personal & Business Insurance perspective

**Workshop Delivery**

<b>Date &amp; Venue</b>	<b>Duration &amp; Timeslot</b>	<b>Session type</b>	<b>No of Beneficiaries</b>
27 November 2018, Moffat Hall (Mount Pleasant)	4 Hours (8:30 – 12:30)	Classroom workshop with interactive tasks/activities	SMME's

**2.3 AGRI- PARKS AND OCEANS ECONOMIES****(a) Background**

**As an ongoing support to cooperative development assistance 5 Cooperatives with access to non-financial support from the Department of Rural Development and Land Reform (DRDR) through the Fisherfolk support programme.**

In the Third Quarter of 2018 the equipment was delivered for 4 cooperatives (Blinkwaters, Sandown Bay, Eyoluntu & Kleinmond Vrou). However, the Mount Pleasant Sea Harvesters (Mount Pleasant) did not receive the items due to the legal issues that were still pending or outstanding with DRDLR. This was implemented as part of the Agri-Parks programme of which the Municipality is part of

### The Handover Event

On the 6 December 2018 (Hawston Thusong Centre), the office of the Deputy Minister for Rural Development and Land Reform officially handed over the equipment to the approved Cooperatives:

The value of the equipment delivered and handed over amounted R2 502 574.04 and the budgeted amount for the project was +-R 3 302 574, should the Mount Pleasant Cooperative receive its equipment with a value of +- R800 000.

The Project started with 56 beneficiaries of which 27 are women (48%)

Through the delivery of the equipment a total number of 37 jobs were created through the projects.



Image 4: Equipment handover ceremony at (Hawston Thusong Centre)

### Aqua-Hub

The aqua hubs sites are spaces allocated for the purpose or development of the fishing and marine industry. It is regarded as the space for experiments, tests and can sometimes be seen as a demonstration site for a particular fishing community.

## Beneficiaries

Cooperative	Description
Sandown Bay Limited	Aqua-hub site: Hermanus Distance from aqua-hub site: 12.6km Budget allocated: <b>R545 566.44</b> Project supported with: Refrigerated Bakkie, Deep Freezers, Industrial Vacuum Sealer, Hard Bins, Office Furniture, Laptop and Printer Number of jobs created: <b>6</b>
Kleinmond Vrou Primary Cooperative	Aqua-hub site: Hermanus Distance from aqua-hub site: 37km Budget allocated: <b>R106 985.19</b> Project supported with: Fisherman Protective Clothing, Fishermans Backpacks, Pressure Pots, Fish Knives, Industrial Smoker, Gas Stove, Fish Bowls, Storage Glass Jars, first Aid Kit, Office Furnisher, Laptop, Printer and Stationery Number of jobs created: <b>9</b>
Eyoluntu Fish Harvesters and Processors Cooperative	Aqua-hub site: Hermanus Distance from aqua-hub site: 66.5km Budget allocated: <b>R601 998.30</b> Project supported with: Fishing Boat, Fisherman Protective Clothing, Cray Fish Nets, Fish Bowls, Weighing Scales, Office Furniture, Laptop, Printer and Stationery Number of Jobs created: <b>12</b>
Blinkwaters Primary Cooperative	Aqua-hub site: Hermanus Distance from aqua-hub site: 78.4km Budget allocated: <b>R1 248 024.11</b> Project supported with: Fishing Boat, Bakkie with Canopy, Cray Fish Nets, Diving Suits, Fisherman Protective Clothing, Fisherman Backpacks, Fish Knives, Fish Bowls, Weighing Scales, Walk-in Refrigerator, Gas Stove, Steel Pots and Storage Glass Jars Number of Jobs created: <b>10</b>

**JOB CREATION  
AND PUBLIC  
EMPOWERMENT**
**EPWP (EXPANDED PUBLIC WORKS PROGRAMME)**

The Expanded Public Works Programme (EPWP) IS IN ITS FINAL 5 year circle, the new 5 year is approved for 2019/20 – 2023/24 where in targets and agreements will be entered to.

This report provides a descriptive analysis of the EPWP performance during the second quarter of 2018/19 financial year. The data used in the analysis is the EPWP progress data as reported on the EPWP Reporting System (EPWP RS) by the 31<sup>ST</sup> of December 2018.

**Progress against annual targets (overall)**

Targets		Achieved	
WO's	FTE's	WO's	FTE's
477	137	599	148

It is important to note and highlight that the Overstrand Municipality over-performed in this cycle by achieving all targets well in advance. The overall number of work opportunities reported by the 31st of December 2018 amounts to 599 and the full-time equivalents (FTE) were 148. Overstrand already exceeded their target for the financial year 2018/19 left with one quarter to report for Provincial financial year and two quarters left for Overstrand financial year.

#### Performance per sector

	Number of projects	WO's created
<i>Infrastructure</i>	3	14
<i>Environment &amp; Culture</i>	11	357
<i>Social</i>	14	228
<b>Total</b>	<b>28</b>	<b>599</b>

The highest contributing sector in terms of work opportunities is the Environmental and Culture Sector, reporting 357 work opportunities and will increase after the seasonal project will be reported and validated on the system. The least contributing sector is the Infrastructure Sector, reporting 14 work opportunities.

#### WALK IN STATISTICS

#### WALK IN STATS ANALYSIS

The Local Economic Development office and satellite offices operates as walk in centres, where the public can come and access services and consultations with officials. The offices offers a ranges of services (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 October – December 2018.

#### Frequency table

<i>Service required</i>	October	November	December	Totals
<i>Looking for Job Opportunities</i>	149	49	30	228
<i>SMME's Engagement</i>	9	15	13	37
<i>Contractor Development</i>	28	12	3	43
<i>CIPC Linkages</i>	3	6	5	14
<i>CIDB Linkage</i>	9	4	1	14
<i>SARS Linkages</i>	1	0	0	1
<i>C.W.P</i>	0	5	0	5
<i>Dept. of Labour Linkage</i>	2	0	0	2
<i>Bursary &amp; Career information</i>	2	0	0	2
<i>Municipal Supply Chain Database</i>	3	2	0	5
<i>Ariba</i>	5	0	3	8
<i>Central Supply Chain Database</i>	0	0	1	1

<i>Dept of social development</i>	0	0	1	1
<i>Internet search</i>	31	20	14	65
<i>New Co-operative</i>	1	1	1	3
<i>New Company</i>	2	0	2	4
<b>TOTAL</b>	<b>210</b>	<b>99</b>	<b>55</b>	<b>364</b>

### Demographics

<i>Demography</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Total</i>
<i>Females</i>	99	33	19	155
<i>Males</i>	111	66	36	224
<i>Disability (Yes)</i>	2	0	1	3
<i>Disability (No)</i>	208	99	54	361

### Interpretation

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

In the 3<sup>rd</sup> quarter the walk in centre received 364 visits for different types of services ranging from (job search, internet usage, contractor related matters, SMME engagements, linkages with other organizations etc.

October had the highest number of walk-ins (210) 58% compared to 99 (November) and 55 (December)

People looking for job opportunities visited the office in 228 occasions (63%) of the total walk-ins for the quarter. These figure are influenced by the seasonal work opportunities and October had the most 149 which was the application and submission period

The percent of people looking for jobs is likely to decrease in the 3<sup>rd</sup> quarter as compared to the past 2 quarters in which the 1<sup>st</sup> quarter was confronted by riots and 2<sup>nd</sup> quarter (by seasonal work opportunities)

There were 65 (18%) internet users in the quarter, this was due to the high rate of job searches, student applications (NSFAS and University Admission)

The Emerging Contractor Programme (12%) also received a number of CIDB grade 1 applications (14%) applications and other support like linkages, Letter of Good Standings etc.

61.5% walk ins were males and 38.5% were females that might mean males were more economically active than women

Meaning the number of males who are not working but willing and actively finding jobs is higher than females, However females are dominant in finding jobs but males do not only visit the walk-in centres for jobs but SMME engagements and internet search.

**LINKAGES  
ESTABLISHED****UPDATES**

Other spheres of government including government agencies and non-government organizations play a critical role in assisting the municipality outside its mandate to boost and attain economic growth in both the region and locality.

Inter-alia in the second quarter 15 linkages were established

**SECTORS OF LINKS**

<b>Stakeholder</b>	<b>Description</b>
National Student Financial Aid Scheme (NSFAS)	For access to free education
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

## INFORMAL ECONOMY

### CONSULTATIVE ENGAGEMENTS

The informal trading sector is amongst the most important sectors of the South African economy. It one of the underrated sources of income generation. The sector operates in a challenging environment full of restrictive regulations and policies, government regulations and legislation. It is confronted by an array of challenges such as incimate WEATHER CONDITIONS, political instability and negatively impacted on by unrest.

In light of these factors LED conducted consultative engagements/ discussions with informal traders in the Overstrand.. Key to our intervention is to have an organized sector with a formal structure that can play a key role in the upliftment members. The engagements took place from the 29 October – 9 November 2018. The draft policy currently in discussion will include the by law to ensure a conductively regulated environment that can alleviate some of the expressed challenges by the sector:



Image 5: Informal traders engagement in Masakhane Hall

#### Challenges identified by Informal Traders

Listed below are some of the challenges confronting the informal traders:

Unclear policy or regulatory guideline from the Town Planning department

Issuing of exorbitant fines by the Municipality to informal traders

Abusive and disrespectful enforcement of the by-laws by law enforcement officials

Lack of supplies and proper distribution channels for traders

Lack of ablution facilities in the Swartdam road market

The influx of foreign owned shops in every corner of Zwelihle

Trading hours that are not complimentary with the business climate in communities

**Proposed solutions**

Listed are some of the solutions they proposed:

The Town Planning and Law enforcement must clarify and account to the traders on the policies and enforcement of these regulations

Demarcation of trading precinct in Swartdam and other areas where there is lot of street traders

The Municipality must consult the sector before any adoption or formulation of policies

Reliable infrastructure in the informal trading spaces

Maintenance of the Municipal stalls by the Municipality

A structure or Association that protects informal traders

**Status Quo**

This is the current outlook in the informal trading space both macro and micro environments:

Identification of trading places to be completed (Town Planning)

Appropriate infrastructure to in place

Space to meet the current Minister of the Sector

A spatial overview of the current trading spaces to be completed

**EMERGING  
CONTRACTOR &  
SUPPLIER  
DEVELOPMENT**

**DESCRIPTION**

The Emerging Contractor Development is a deliberate and a managed process to achieve targeted developmental outcomes that improves 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.

**UPDATES**

LED supported 41 emerging contractors (quarter 2) in terms of the Emerging Contractor Development Programme. The target for 2018-19 financial year is 50 and 41 (82%) emerging contractors has already been supported and the support is continuous

In terms of the demographics: 24% of emerging contractors supported were women owned enterprises and 155 Youth owned.

### SUPPORT BASE

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):

**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

### FORWARD MAPPING – TOWARDS THE 3<sup>rd</sup> QUARTER

This section outlines the ongoing projects from the second quarter towards the third quarter. Key to this section is the central objectives and projects to be implemented in the third quarter.

- **Emerging Farmers (Camp Hill Pig Farming Cooperative)** – the 2<sup>nd</sup> quarter reflected a negative slope for pig farmers in the Hemel en Aarde, following the concerns raised by the Animal Welfare. Following the positive engagements between the Municipality, NSPCA and farmers early January. A lease agreement with recommendations by NSPCA will be workshopped and signed with farmers whilst a collective approach to access the suitable land is ongoing.
- **CWP LRC induction** – the induction was postponed late last year due to holidays, LED with CogTa and Aids Foundation (Implementing Agent) will collaboratively host the induction at the Overstrand Municipality (Date to be Confirmed by the Implementing Agent)
- **Civil Construction training** – the ongoing civil construction project that recently begun late 2018 (Reseal and rehabilitation of roads in the Overstrand area for the period ending 30 June 2020) serves a great opportunity for emerging contractors in the civil industry. Civil Construction training to be conducted in February as part of the SMME capacity building to deliver in projects
- **Informal trader's workshop** – An informal trader's workshop with the Overstrand Municipality's LED, Town Planning and Law Enforcement will take place in February to clear the path towards Municipal By-Laws, enforcement and compliances.
- **Youth Entrepreneurship Network in Gansbaai** – In collaboration with NYDA, LED will be facilitating a business management training.
- **Youth Career Exhibition** – LED and the Zwelihle Youth Café will collaboratively host a careers guidance for youth, the event is meant for the 4<sup>th</sup> quarter however the preparation starts 2<sup>nd</sup> quarter
- **Cooperative Development** – Forms part of our strategic initiatives to support SMMEs through cooperative development and significant increase is experienced
- **LED / WWF (SA)** – To create opportunities in the oceans economy through cooperative and entrepreneurship support in the fishing industry and other related activities. A MoU will signed to outline the intentions.
- **Cooperative Development in Mouistuig** – the area is one of the poor areas in the Overstrand yet has the greatest potential for business. The interest of the 3 Cooperatives shows a great potential for success, SEDA will be collaborating with LED and assist the Cooperatives through the Cooperative Support Initiative (CSI)
- **Emerging Farmers Support Unit** – Supporting the emerging farming Cooperatives in the Gansbaai area (Ngqungqushe Gardens, Pig and Chicken Projects in Masakhane and Franskraal).

## CONCLUSIONS

The LED department's primary focus in the last three months (October, November and December) was centred on employment opportunities given the massive rise of work seekers due to seasonal opportunities; Emerging farming and regulations, informal trading, Enterprise Development and linkages with other spheres of government. That led to a number of interventions as presented in sections of the report.

The initiative supported and implemented are meant to support the community endeavour to improve their quality of life, provide needed goods and services to the local inhabitants with the aim of contributing to the local economy. The growth of the formal economy continues to provide a source of collaborations for job creation and maintenance of a vibrant economy that continues to place the Overstrand in a healthy economic status. Our effort to deal with the scourge of unemployment can only success with the continued collaboration with other directorate and unwavering support of our community leaders.



## **TOURISM REPORT**

### **Oct - Dec 2018**

#### **QUARTERLY HIGHLIGHTS**

The last quarter of 2018 saw an extended whale season which impacted positively on visitor numbers. We welcomed news of the 2019 Absa Cape Epic returning to Hermanus bringing a welcome cash injection that could add R75m to the town's coffers. The Cape Whale Coast's holiday season was considered a late and condensed one due to the shorter school break. Social media and marketing efforts were focused on the busy events calendar and the many new tourism products on offer. The weather played to the favour of sun seekers and our Blue Flag Beaches were packed with activities including surfing lessons and kitesurfing competitions. An increased number of Christmas Markets in the region were all well supported.

Local shark cage diving operator and Blue Flag business, Marine Dynamics, received the National Lilizela Award from Tourism Minister, Derek Hanekom, as the ultimate winner in the Marine Adventure category for Visitor Experience. This was their second win for this competition.

The three part Journey to Service Excellence (J2SE) Programme facilitated by Cape Whale Coast Tourism in collaboration with the Western Cape Department of Economic Development and Tourism was celebrated with an award function on 25 October at the Arabella Hotel and Spa. Alan Winde, then Minister of Economic Opportunities and Tourism, awarded the Gilbert Muchanyara of Gilbert's Catering as this year's Journey to Service Excellence Service Hero. Nine people were announced as weekly winners in a six week competition on Whale Coast FM.

The Cape Whale Coast's position as premium cool climate wine destination was confirmed with two awards. Newton Johnson Vineyards won the Editor's Award at the launch of the 39<sup>th</sup> edition of the Platter's Guide and Domaine Des Dieux collected the trophies for the Best

South African Brut Cap Classique Producer and the Best SA Methode Cap Classique in the Champagne and Sparkling Wine World Championships.

Economic uncertainty and deflated budgets have made visitors increasingly more discerning about spending their money. Dining out has been substituted greatly by picnics and eating in with friends and family. Retail business has benefitted from this trend and locally food and wine stores reported on a good season.

To ensure that the Cape Whale Coast remains top of mind for travel and tour operators and give context to the impact of the fires and riots experienced there will be an increased visibility at tourism trade shows this year coupled with increased communication with social media influencers and the media.

### **BUSINESS FEEDBACK**

There were mixed reports on how the season went but as from 20 December activity increased noticeably. Gansbaai ended the year on a high note with an exceptional Danger Point Half Marathon on 31 December. Athletes stayed over in bigger numbers than before and supported Gansbaai offerings – from retail to tourism products. Similarly the Penguin March and Lomond Triathlon raised the stakes and indicated that visitors are keen to get active while on leave. This is very much in line with the trend that travellers are seeking experiences over 'things'. Visitors are looking for experiences that are both immersive and unique – and in particular, one that can be captured on camera and broadcasted to their social media followers. The one word that is key is AUTHENTICITY. Consumers are searching for authentic experiences and the ability to immerse themselves in the local culture. They want to combine the traditional tourism experience with something unique that takes them off the beaten track. Visitors are increasingly looking for outdoor activities for the whole family to engage in.

### **VISITOR INFORMATION CENTRES (VICS)**

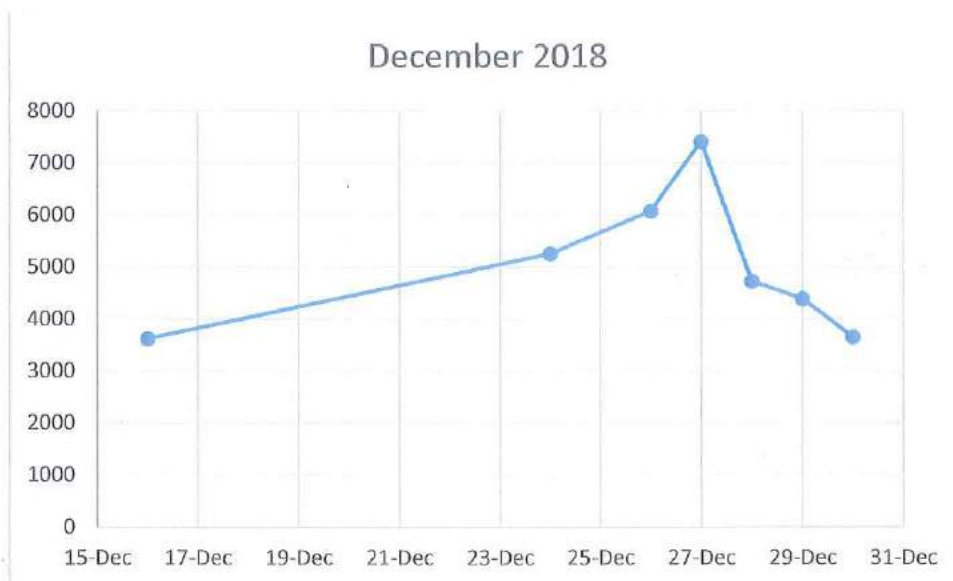
Hermanus Tourism received requests for accommodation throughout December with mostly families looking for last minute lodging. Gansbaai and Hangklip-Kleinmond's tourism offices echoed this. There was also a definite upturn in requests for hiking routes. Visitors are increasingly leaving bookings till the last minute. This requires less planning and is made

easier with the online booking platforms. Increasingly local and international travellers arrive at the Visitor Information Centre looking for same day accommodation. An enquiry does not equate a booking and the advice given by the tourism staff is often used to make the booking directly with the accommodation establishment in the hope that money will be saved. Area based tourism offices require updated skills and increased capacity and should not be driven by membership only.

### TRAFFIC COUNT

Traffic reported a busy and uneventful season. A comparison with 2017 traffic figures shows confirmed that the season started later.

The highest traffic count for December was on 27 December between 12:00 and 13:00 when 1573 cars entered Hermanus. Other traffic figures for incoming vehicles counted between 09:00 and 18:00 from 16 December were as follows. The figures reflect that the Cape Whale Coast remains a holiday destination of choice. Communication efforts and liaison with travel and tour operators have countered negative opinions linked to the riots.



### MEDIA

Destination communication plays a significant role in the many aspects of marketing the Cape Whale Coast, especially in the information search and decision-making process, destination promotion and in focusing on best practices for interacting with tourists. The tourism industry relies largely on destination reputation, consumer opinion, spread of information, and positive word-of-mouth advertising. The Cape Whale Coast had the following articles and promotion in the last quarter:

- Jimmy Nevis visited Hermanus and Stanford for a Top Billing production
- Journalists hosted for 2 day itinerary
- Buite Burger article in November
- Sarie article of Heart of Abalone
- Country Life, December edition, article on Creation Wines.
- Stanford Hills was on the cover of the December edition of Mango Airlines inflight magazine – Juice. This was complemented by a six page spread.
- 29 October 2018: Cape Town etc. - Stony Point Penguin Palooza & Penguin Release, <https://www.capetownetc.com/cape-town/watch-adorable-penguins-released-into-ocean/>
- Getaway Magazine October edition – Stony Point Penguin Release, <https://www.getaway.co.za/travel-news/watch-13-african-penguins-waddle-to-freedom/>
- 26 October 2018: TimesLive – Stony Point Penguin Palooza, <https://www.timeslive.co.za/news/south-africa/2018-10-26-join-happy-feet-at-bettys-bay-penguin-palooza/>
- Kleinmond's Die Bloubakkie featured in Platteland magazine 2018/2019 Summer edition.
- Caledon FM did their broadcast from Die Bloubakkie, Kleinmond on 20 December.
- Platbos Nature Reserve, Gansbaai featured on Khuluma's website
- The Manor House at Stanford Valley mentioned in Gourmet Guide 2019.
- Businesstech, "These are the best 30 restaurants in South Africa" featured Stanford Springfontein Eats as one of the best restaurants in South Africa. <https://businesstech.co.za/news/lifestyle/279153/these-are-the-30-best-restaurants-in-south-africa-2/amp/?fbclid=IwAR2RzjVrbIDkXM4q92SXdpe9mEkPgBXDi1k6gboYWwzO2CvD6UJQeCY72IQ>



## NEW INVESTMENT IN TOURISM

Investment in the tourism industry means the creation of capital or goods capable of producing other goods or services to earn higher profits and enable economic growth. With tourism being the biggest growing sector in the Western Cape and the Overstrand we are mindful of the potential of tourism as a source of inclusive poverty reduction. The addition of more tourism products and the strategic development of existing products can help to realise the remarkable potential that tourism offers in terms of job creation and income generation.

This quarter a number of new products were added to the Cape Whale Coast itinerary. The Municipality continues to support world class tourism products and maintain an open door to engage with prospective investors. New tourism products have been communicated and promoted in the media. In line with the Western Cape's focus on food and wine tourism we saw the addition of a brewery, grappa distillery, coffee roaster, a seafood restaurant, fine dining food and wine pairing establishment and a sightseeing tour bus operation. To add to the ever popular offerings for children a water park and carnival rides boosted the attraction for juniors and made sure we delivered to the demand for family friendly destinations while newly offered sunset cruises and diving excursions satisfied the adventure travel segment.

- Benguela Splash – a water park at Benguela Cove
- De Vette Mossel Seafood Restaurant at Prawn Flats
- Gansbaai Coffee Company
- Hemel-en-Aarde Brewery
- Hermanus Sightseeing Bus Tour – 90 minute bus rides from Hermanus Old Harbour
- Neptune Divers offered bay and sunset cruises as an alternative to whale watching
- Shark Company, Hermanus Old Harbour
- Summer Carnival Rides in Kleinmond
- The Jolly Rooster Fynbos Distillery, Stanford
- The Wine Glass

## MARKETING CAMPAIGNS

It's hard to say exactly what makes great tourism marketing — the business of attracting people to a specific place. In many cases, a destination like the Cape Whale Coast speaks for itself: glassy water with a rich marine life. The Cape Whale Coast has an opportunity to promote what they have to offer through specific marketing campaigns to draw people in, sparking economic development and truly put our destination on the map.

#NoWhereBetter is a Western Cape global marketing campaign that aims to reposition the South African brand. The campaign is priced at R13m and aims to reposition Cape Town and the Western Cape following last year's drought. During 2017 the Day Zero message that was internationally publicised damaged our visitor numbers and made a noticeable impact on one of our biggest source markets – the German market. Cape Whale Coast is aligning with this campaign to ensure that visitors understand that we remain a scenic destination with much to offer.

There has been further collaboration on other business campaigns focussed on adventure sports. These individual campaigns serve as a build-up to the different events and helps to amplify the message.

## EVENTS

Special events are organised to create added value for destinations, which play an important role in promoting tourism in a local area. These events and festivals play a strong role in increasing destination awareness and create an intention to visit. The Overstrand Municipality approved an Events Policy on 31 October 2018 and hosted a briefing session on the policy on 30 November at the Overstrand Municipality's Auditorium. Assisting the private sector to understand the requirements set out by the new policy and offering help to event's organisers to stage quality compliance events has been one of the main focus areas of the Tourism office since the approval of the policy. This policy and its implementation has again highlighted the need for a collaborative approach across the many departments of the Overstrand Municipality to ensure a successful outcome.

Key events of the quarter includes the following:

OCTOBER	NOVEMBER	DECEMBER
Cliff Path Night Run	Race 2 Stanford	Hawston Fish Festival – 24 <sup>th</sup> yr
Hermanus Food & Wine Festival	Skaapkopfees	Hot Summer of Touch
Vine to Valley Trail Run series	Wines2Whales (3 events)	Lomond Triathlon
Stony Point Penguin Palooza	Hermanus Vac	Stanford Boxing Day Cricket
	The Global Golf Challenge & Mango Groove Concert	Danger Point Half Marathon
	Blue Flag Beaches launched	Ubumnandi Summer Festival
	Poetry Slam Festival	Lomond Open Water Swimming
		Seafood Festival, Whalehaven
		Strandkloof 4x4 Challenge
		Harley Davidson Seal Rally
		Trans Agulhas
		SummerRun
		Ayanda's Fashion Exhibition



## SPORT TOURISM

Sports tourism is any traveling that is done to participate in a sporting event – including just watching. This segment is great for our economy for one simple reason: it generates economic impact through direct spending into a community. It is estimated that sports tourism is the fastest growing segment within the travel industry today. The Cape Whale Coast has undoubtedly established itself as a destination with challenging mountain bike routes, surfing lessons in Kleinmond and Hermanus, Stand Up Paddling (SUP), kitesurfing, paragliding, diving and some of South African's top rated golf courses, bowling and tennis clubs. Our region really offers it all as far as sports tourism is concerned.

In 2008 in the run-up to the Fifa Soccer World Cup, recognition that sport could help community development led to the opening of the Gansbaai Communal Sport Centre. The Gansbaai centre was established by Absa's Spaces for Sport Programme, in collaboration with Football Foundation South Africa, the Overstrand Municipality and the Western Cape Department of Cultural Affairs and Sport. The site brings the communities of Gansbaai together and offers educational sessions on health and career guidance, as well as structured sport science services such as podiatry and fitness testing.

In November 2018 the Astro Turf at Hermanus High School was launched, opening up many new opportunities for sport tourism. The public-private partnership produced a world class facility that would be attractive for international sporting groups and will bring a boost in sport tourism. We look forward to welcoming the Stormers each year for their pre-season practices which has seen many of the players return for leisure stays.

## **ACCOMMODATION**

Statistics released by Stats SA indicated that the accommodation industry showed steady growth during the past two years. On the Cape Whale Coast we have seen a growth in boutique guest houses while the demand for self-catering, budget friendly and family sized accommodation continues. Businesses need to adapt to the sharing economy platform, alongside the current trends and movements within technology.

Hermanus Tourism received requests for accommodation throughout December with mostly families looking for last minute lodging. Gansbaai and Hangklip-Kleinmond's tourism offices echoed this. The trend continues of family members of all ages, including parents, children and grandparents, traveling to reconnect and create new memories together.

The requests were mainly for self-catering and budget friendly accommodation. Camping sites were popular with reports of one popular Gansbaai site being fully booked for the second season running. Add-ons like child friendly facilities and a holiday programme to allow for participation are well received and popular. The inclination to spend the holidays in the rural coastal region continues and adds to the attractiveness of the Cape Whale Coast.

## **ACTIVITIES**

The Cape Whale Coast had a full calendar during the festive season and its felt that attendance to the different activities were well spread. The number of events as well as the calibre of events presented increased. Things to do with kids remain popular and the Cape Whale Coast promoted regional activities before and during the season. Family friendly activities were well spaced and certain tourism products made sure that their activities appeal to all age groups.

Hawston Swimming Pool and Camping Site reported approximately 5000 visitors for December.

### **NATURE RESERVES**

A number of new hiking trails added to the list of activities. Bosman Hermanus has 2 new hiking trails in Hemel-en-Aarde and Fernkloof Nature Reserve remains popular. The majority of visitors came from Cape Town and Germany. Comments were made about the reassurance of the Fernkloof Rangers on guard and available to accompany hikers.

### **WINERIES**

One Hemel-en-Aarde winery had their first December trading with a liquor licence and reported a good season. For most wineries the season did not live up to the previous year. Exceptions were made where tasting fees were waved and advertising and communication increased. Wineries also noted more visitors from the Free State and Mpumalanga as opposed to the predominant Gauteng source market in the past. A further observation was that visitors to our wineries were looking for an outing rather than an opportunity to buy wine which emphasises the importance of wine tourism in our region. Playing to the notion of enjoying authentic culinary tours and having a unique combination of activities available at one venue wineries have diversified offerings to increase numbers. One Stanford winery seems to have perfected their tourism offering with three their music concerts were a great success. You can't do much better than selling out as this winery did with one event and the other two coming very close to full capacity.

Very encouraging is that Wesgro reported that more than 60% of wine and winelands related queries refers to Hermanus.

### **SAFETY & SECURITY**

The crime hot spots that stands out when it comes to security incidents are the coastal paths, Hermanus CBD, cycling in Hemel-en-Aarde and past Hawston and ATMs. General carelessness of tourists when walking with expensive equipment and jewellery remains a challenge.

Procedures for the replacement of stolen passports and travel documents are in place.

Negotiations are in place in the National Department of Tourism regarding safety officers to assist with monitoring in tourism nodes. Once secured there will be further engagement with Law Enforcement.

### **SUSTAINABLE TOURISM**

Once again three Cape Whale Coast beaches received the international Blue Flag Beach award which focuses on the environmental management of our coastline and coastal waters to help tourism growth and development. Castle Beach in Pearly Beach was listed as a pilot Blue Flag Beach. Grotto Beach is one of only three South African beaches to receive Blue Flag Beach status since the inception of these awards. Although Blue Flag Beach status remains a voluntary eco-label, it's become an international symbol of quality for beaches, boats and marinas that meet a standard of excellence in the areas of safety, amenities, cleanliness, environmental information and environmental management.

A beach clean-up programme continued and the Cape Whale Coast beaches participated and cooperated with Whale Coast Conservation and Wildlife and Environment Society of South Africa (WESSA).

### **TOURISM DEVELOPMENT**

- 100 children of Zwelihle and Mount Pleasant participated in a holiday programme called the **2018 RDP Summer Fun** from 13 to 21 December covering a range of activities from art and crafts to gardening, photography and singing. The group visited a number of places including the Hermanus Museum and Fernkloof Nature Reserve.
- **Blompark & Masakhane Gardening Competition** with a focus on beautifying the neighbourhoods. 12 participants in Blompark and Masakhane had 7 entries. The prizes included an entrepreneurial prize that was awarded to a local gardener who grows vegetables and sells at the Saturday Gansbaai market.
- **22 Academia Tourism Grade 10 Students Tourism Awareness Workshop** with visits to tourism sites.
- **Ubumnandi Spring Festivity 2018** - third annual music festival in Zwelihle with approximately 1500 attendees.

- **Betty's Bay Mooiuitsig Car Guard Project** – signage and T-shirts for 10 guards to assist with parking and general enquiries.
- **Cape Town Tourism networking for 10 local entrepreneurs.** Visited Gugu S'Thebe and Cape Town Tourism in November.
- Conceptualised **Third Thursday events at RDP Centre, Zwelihle.**
- **Marketing Toolkit Workshop** hosted for 10 entrepreneurs to improve branding, marketing and sales.
- Collaborated with **National Youth Development Agency** in presenting Job Preparedness and Life Skills training. 102 students were assisted and registered on the NYDA database.
- 15 Participants assisted with drafting **business plans** and submission for possible funding.
- **Social Media Training** for 8 tourism staff.
- Linked local painter **Alfred Mbelwana** with awarded artist Obert Jongwe for mentoring and professional development to exhibit professionally.
- **Social Media Marketing** workshop for 20 tourism business owners in Stanford.
- **Thozamile Stuurman** won 2018 **Mayoral Award for Entrepreneurship.** Cape Whale Coast Tourism has mentored Thozamile and assisted with marketing and social media communication.
- Gansbaai Tourism Manager, **Glenda Kitley,** won the **Mayoral Award for Tourism Development.**

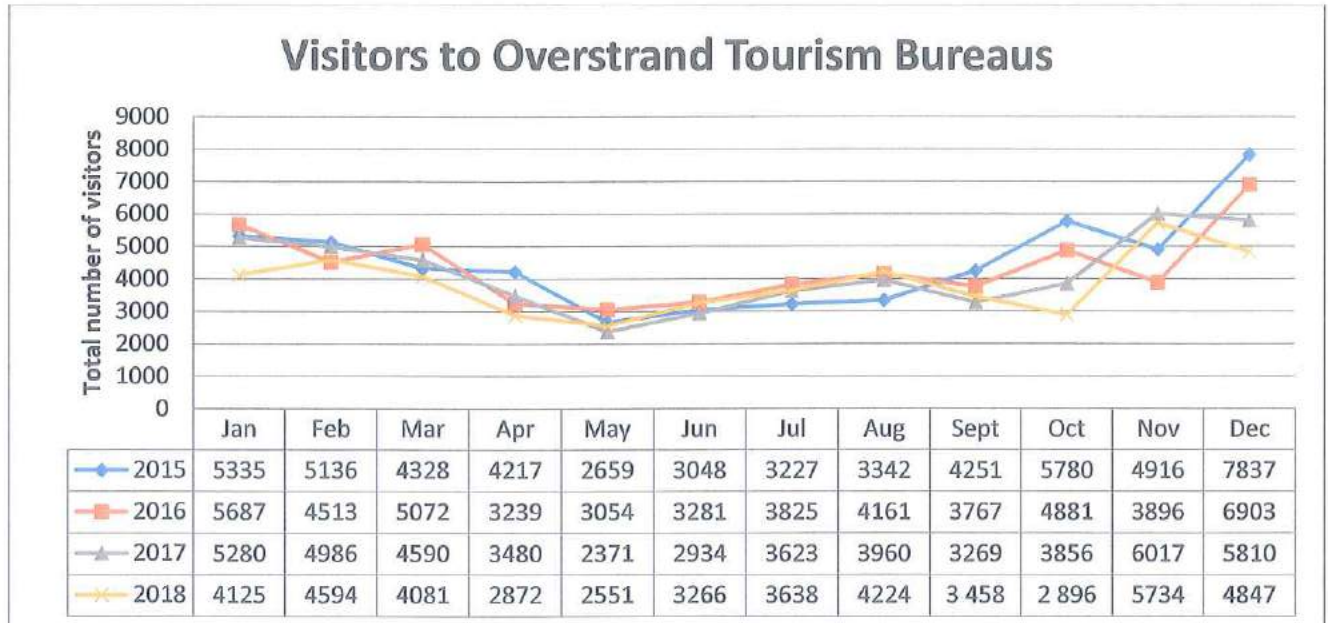
## ONLINE MARKETING TOOLS

Twitter @whalecoastsa – Total Followers 3772

Facebook @whalewatchingsouthafrica – Total Page Likes 5618

Instagram @whalecoastsa – 1348 Follows

With these platforms we had a reach of 350 000 during December.



# **SOCIAL DEVELOPMENT**

## **(OCT – DEC 2018)**

### **INTRODUCTION**

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

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

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

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

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

**QUARTERLY HIGHLIGHTS**

- 455: The number of junior Town Councillors (JTC) inaugurated since the inception of the JTC in 2004
- 1310: number of children aged 0-4 receiving Early Childhood Development Services from municipal facilities
- 88.2%: 2017 Matric pass rate
- 28.6% 2017 Grade 12 drop-out rate
- 4.17 is the delivery rate to women under 18 years of age in 2017
- 2201: number of drug related crimes for Overstrand in 2018
- disabled children being accommodated in a special ECD centre
- 120 primary school children receive free after school care daily during school terms

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

<p><b>ECD Green Flag awareness campaign</b></p>	<p><b>OBJECTIVE:</b> To create awareness about the importance of Early Childhood Development Services and why they must be registered; and to reward and acknowledge those facilities that are registered.</p> <p><b>PROGRESS:</b></p> <ul style="list-style-type: none"> <li>• We have the buy-inn and support of the ECD sector;</li> <li>• Flags are available.</li> </ul> <p>The project has been halted since the registration process of many crèches has been delayed due to municipal processes.</p> <p>The fire rescue and disaster management department has recently drafted Fire Safety guidelines for ECD facilities. This will help to unblock the delays, but we must work through the backlog to ensure that facilities that have to renew and who have applied are assisted before they lose their subsidy and or registration status.</p>
<p><b>Overstrand Junior Town Council Project (JTC)</b></p>	<p><b>OBJECTIVE:</b> Stimulate and grow leadership skills, stimulate cross-cultural understanding and develop teamwork in these young people during an intensive year of civic awareness:</p> <p><b>PROGRESS:</b></p> <p>A new Junior Town Council was inaguarated on 1 November 2018. They will go on a leadership camp 19and 20 January 2019.</p>
<p><b>Overstrand LDAC: Quarterly meetings</b></p>	<p><b>OBJECTIVE:</b> to improve coordination and integration of activities aimed at combating substance abuse; and promote partnership amongst various departments and stakeholders involved in services and programmes aimed at combating substance abuse and mitigating its impact on the individual, family and community, in line with the National Drug master Plan.</p> <p><b>PROGRESS:</b></p> <p>The Overstrand is one of only 7 municipalities in the Western Cape that has a functional LDAC.</p> <p>The committee met on 8 November 2018. A new committee will be elected in 2019.</p> <p>The department attended a meeting with other LDAC's from the province on 13 November to report to and engage with the Central Drug Authority</p>

<p><b>ECD Fire safety at selected municipal facilities</b></p>	<p><b>OBJECTIVE:</b> To ensure that municipal facilities where Early Childhood Development services are delivered are fire safe</p> <p><b>POREGRESS:</b> The fire, rescue and disaster management department, with the support of the social development department has drafted fire safety guidelines for ECD facilities. This is a great stride forward and a meeting is planned for 1 November 2018 to give feedback and information to the principals of all the ECD facilities in the Overstrand. The department works closely with the fire department regarding the fire safety of municipal crèches and aims to address the shortages. One municipal facility was assisted during this quarter</p> <p><b>NB! ECD facilities must have a fire clearance certificate in order to register as a partial care facility as prescribed by the Children's Act.</b></p>
<p><b>Substance abuse training</b></p>	<p><b>OBJECTIVE:</b> To increase the capacity of people on the ground to provide assistance and guidance to people who have substance abuse challenges or who are affected by it.</p> <p><b>PROGRESS:</b> The department has reviewed the project and no additional people will be trained during this financial year.</p>
<p><b>Disability awareness campaign</b></p>	<p><b>OBJECTIVE:</b> To create awareness about disabilities and to create a society that do not impose physical, psychosocial, intellectual, neurological and or sensory disabilities on a person with an impairment that denies access to full participation in all aspects of life; and to ensure that society upholds the rights and specific needs of people with impairments. the challenges faced by people with disabilities and to</p> <p><b>PROGRESS:</b>  in partnership with eDeaf, a total of three Deaf awareness workshops were in Overstrand on:  23 October in Gansbaai (10 pax)  25 October in Hermanus (27 pax)  25 October in Kleinmond (15 pax)</p> <ul style="list-style-type: none"> <li>• These workshops were very well received by those who attended.</li> </ul>
<p><b>Women and child abuse awareness</b></p>	<p><b>OBJECTIVE:</b> To increase awareness on the negative impact that violence and abuse has on women and children, and the social fabric of our society.</p> <p><b>PROGRESS:</b>  The Department created awareness against the abuse of women and children during the 16 days of activism by distributing proportional items with the 16 days message and other information to all the municipal councillors, visitors to the Overstrand and children. The items continue to promote the message and create awareness through their use. A total of approximately 230 bags filled with items were distributed.</p>

<b>After school programme</b>	<p><b>OBJECTIVE:</b> To provide a safe and stimulating environment for primary school children after school</p> <p><b>PROGRESS:</b></p> <ul style="list-style-type: none"> <li>• The project is active and 110 primarily school learners from challenging socio-economic backgrounds are benefiting from this free service every school day during term.</li> </ul>
<b>Special day care</b>	<p><b>OBJECTIVE:</b> To provide an Early childhood Development Service to children with special needs</p> <p><b>PROGRESS:</b></p> <ul style="list-style-type: none"> <li>• The project is operational and provide special ECD services to between 6-8 children from Zwelihle.</li> <li>• This is the only ECD centre of its kind in the Overstrand and provides a vital service since mainstream centres do not accommodate these children.</li> </ul>
<b>Grant-in-Aid projects</b>	<p><b>OBJECTIVE:</b> to support external organisations to deliver those services to communities which fall within the Municipality's area of responsibility in a way that allows the municipality to create an enabling environment for community development and partnerships.</p> <p><b>PROGRESS:</b></p> <ul style="list-style-type: none"> <li>• The contracts and payments for 16 beneficiaries have been finalised</li> <li>• To date a total of R83 461.07 of the total Grants-paid have been spent (22.7%)</li> </ul>