

PORTFOLIO COMMITTEE :
ECONOMIC DEVELOPMENT & TOURISM

Chairperson :

Cllr E Gillion

Committee Members :

**Cllrs F Krige, L Ntsabo,
S Tebele & C Tafu-Nwonkwo**

PORTEFEULJEKOMITEE :
EKONOMIESE ONTWIKKELING & TOERISME

Voorsitter :

Rdl E Gillion

Komiteedelede :

**Rdle F Krige, L Ntsabo,
S Tebele & C Tafu-Nwonkwo**

ECONOMIC DEVELOPMENT & TOURISM PORTFOLIO COMMITTEE
EKONOMIESE ONTWIKKELING & TOERISME PORTEFEULJEKOMITEE

22 MAY 2017

I N D E X

ITEM

PAGE
NUMBER

OPENING

APPLICATIONS FOR LEAVE OF ABSENCE

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

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| 1. | ECONOMIC DEVELOPMENT AND TOURISM SERVICE DELIVERY AND
ACTIVITY REPORT JANUARY TO MARCH 2017 | 1 |
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**AGENDA of the
Portfolio Committee: Economic Development & Tourism
22 May 2017
(Also the agenda for the Mayoral Committee Meeting: 31 May 2017)**

**1.
ECONOMIC DEVELOPMENT AND TOURISM SERVICE DELIVERY AND ACTIVITY
REPORT JANUARY TO MARCH 2017**

9/1/2/2

**S Madikane
25 April 2017**

(028) 3138066

Corporate Head Office

1. Executive Summary

Local Economic Development forms a critical part of the municipality's functions hence it is recognition in Chapters 4, 5, 6 of the Local Government: Municipal Systems Act, No. 32 of 2000. The municipality has a dedicated chapter in its Integrated Development Plan outlining an approach to achieving its identified strategies. This report is therefore designed and outlined as the result of development strategies identified by the municipality through its Integrated Development Plan.

2. Service Delivery and Budget Implementation Plan - IGNITE

Economic 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

Section 152 (c) of the Constitution of the Republic of South Africa, 1996
Section 4 of the Local Government: Municipal Systems Act, No 32 of 2000
Section B of the White Paper on Local Government, 1998

6. Background/Discussion/Evaluation/Conclusion

Background

The development of Entrepreneurial Communities continues to be a positive strategic focus for the Directorate, given the high level of unemployment and seasonal changes. Employment creation remains a relevant focus and has significantly improved with the co-operation of all departments. Smart

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Procurement with a focus of building local firms becomes another pillar for maintaining economic growth and job creation.

The Development of Harbours must carry with it a strong intent, focus and retaining of expansion of existing businesses in the background of new investment.

Discussion

It remains the Municipality's focus to provide a favourable environment for development and as such as securing that jobs are created. The occurrence of unemployment remains unchanged for many years. Pressure on households as a result of the unstable economic situation is becoming a threat to livelihoods. Apart from providing a favourable environment for development, skills development needs to be our priority to improve people's lives.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: LED Activities Report

Annexure B: Tourism Quarterly Report

RECOMMENDATION:

that the Economic Development and Tourism Service Delivery and Activity Report for January 2017 to March 2017, **be noted.**

RESPONSIBLE OFFICIAL :

X KOSI

TARGET DATE FOR IMPLEMENTATION :

31 MAY 2017

**AGENDA of the
Portfolio Committee : Economic Development & Tourism
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**1.
ECONOMIC DEVELOPMENT AND TOURISM SERVICE DELIVERY AND
ACTIVITY REPORT JANUARY TO MARCH 2017**

9/1/2/2

**S Madikane
25 April 2017**

(028) 3138066

Corporate Head Office

**THIS MATTER SERVED BEFORE THE PORTFOLIO COMMITTEE ON 22 MAY
2017, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION**

RESPONSIBLE OFFICIAL :

X KOSI

TARGET DATE FOR IMPLEMENTATION :

31 MAY 2017

LED QUARTERLY REPORT



4/5/2017

JANUARY – MARCH 2017 QUARTERLY REPORT

Critical to the impactful execution of the LED mandate is the need to ensure effective information dissemination at all times.

LED quarterly report

JANUARY – MARCH 2017

QUARTERLY REPORT

I. EXECUTIVE SUMMARY

Day in day out we have seen through our walk-in centre and outreach initiative a number of requests for business development. This is an indication of increased entrepreneurship coupled with increased unemployment as we approach the end of the high season towards winter. The development of Harbours is promising to be one of the important flagships in the Overstrand aligned with investment in tourism, aquaculture and fishing activities. The municipality is working with the National Department of Public Works to attract investors and programmes such as Phakisa to maximize the benefits of the development. The Agriparks programmes which will benefit cooperatives in the aqua business provided support to fishing coops, support which we intend to expand to land based farming and animal farming.

The drive to develop entrepreneurial communities is supported by the Small Enterprise Development Agency (SEDA), the Small Enterprise Financial Agency (SEFA) and the National Youth Development Agency (NYDA) in the form of training and development including funding. Funding recipients from these organisations are in the increase and this will assist in sustainability of local businesses. Our focus on job creation is bearing fruits and the co-operation between units and departments is increasing, maximising our impact on job creation and working with the private sector thus adding value. A new unemployment database is being developed with Collaborator and will be further linked with the Department of Labour incorporating the local private sector. This will be beneficial to our support and focus on job creation whereby all private sector companies will be recruiting from.

The **FIVE PRONGED STRATEGIC IMPLEMENTATION PLAN** was adopted in order to give due attention to the following broad thrusts:

1. Community Engagement and Business Mobilization: 'Contextualized LED Approach.'
2. Youth Empowerment and Youth Centric Enterprises: 'Changing Business Demographic.'
3. Capacity Building and Strategic Support For SMME's: 'Building well entrenched Business Models.'
4. Flagship Projects: 'Setting new trends for Economic Development.'

LED quarterly report

5. Impact Maximization – Monitoring and Evaluation: ‘Popularizing Accountability and Good Corporate Governance’.

II. ACTIVITIES REPORT

Attention was given to the projects identified for maximum impact in the community of Overstrand. This report deals with three of the aforementioned strategic thrusts.

METHODOLOGY

Our key role is to facilitate and enable economic development and growth in the communities. To ensure economic developmental and growth approaches the following methods were applied:

Developmental approaches (facilitation)

- Community consultations
- Networks and workshops
- Learning and training programs
- Community engagements

Economic growth approaches

- Collaboration with key partners within different industries (with a goal to leverage resources and support)
- Creative the conducive environment for growth to allow the collaboration to flow.

1. Community Engagement and Business Mobilization

LED, as a directorate of the Overstrand Municipality, is commanded by both the Local Government: Municipal Systems Act, No 32 of 2000 and the commitments made through the Integrated Development Plan (IDP) to consult broadly all stakeholders within the jurisdiction of the Overstrand.

1.1 Walk-in Statistics

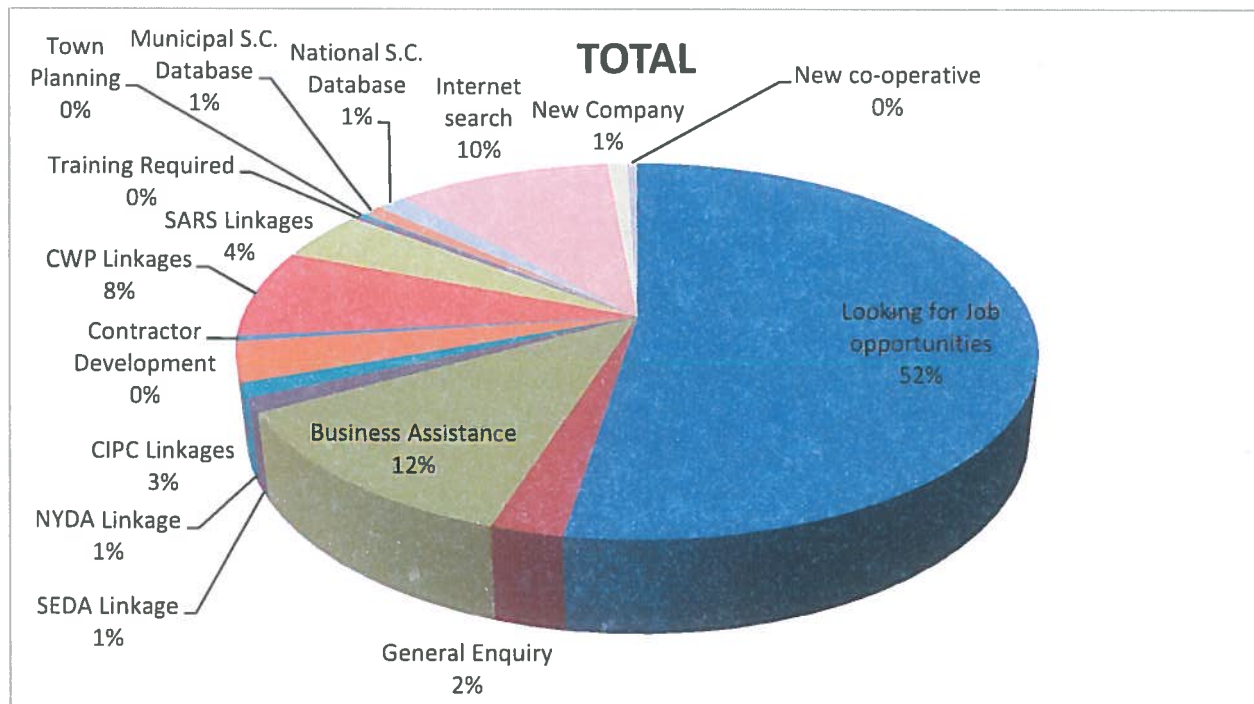
The provision of business consultative services has always been in high demand and as the attached stats will attest there is a growing interest amongst the walk-ins for company registration and business development.

Table 1: Data collected on walk-ins as per January – March 2017

SERVICES REQUIRED	TOTAL
Looking for Job opportunities	338
General Enquiry	16

LED quarterly report

Business Assistance	77
SEDA Linkage	8
NYDA Linkage	8
CIPC Linkages	22
Contractor Development	03
CWP Linkages	49
SARS Linkages	28
Training Required	02
Town Planning	02
Municipal S.C. Database	06
National S.C. Database	9
Internet search	67
New Company	06
New co-operative	03
Total Walk-Ins	575



LED quarterly report

1.2) Unemployment Barometer

- a) Dealing with the challenge of unemployment the Local Economic Development Directorate (LED) is collaborating with the Department of Labour.
- b) The main aim of the aforementioned partnership is to ensure that all the employers in the Overstrand have access to the databases of both the Department of Labour and that of the Overstrand Municipality.
- c) The said talks have since culminated to a specially organised Symposium amongst the key role players, to wit LED, Department of Labour and the Private Sector. The symposium is scheduled for 4 May 2017 and expected to attend are all major employers in the Overstrand.

2. Youth Focused Enterprises

2.1 National Youth Development Agency - Entrepreneur Development Program

LED in pursuance of maximization of Intergovernmental Relations (IGR) has signed a Memorandum of Understanding (MOU) with NYDA.

a) Information sessions

Main purpose being to achieve the following:

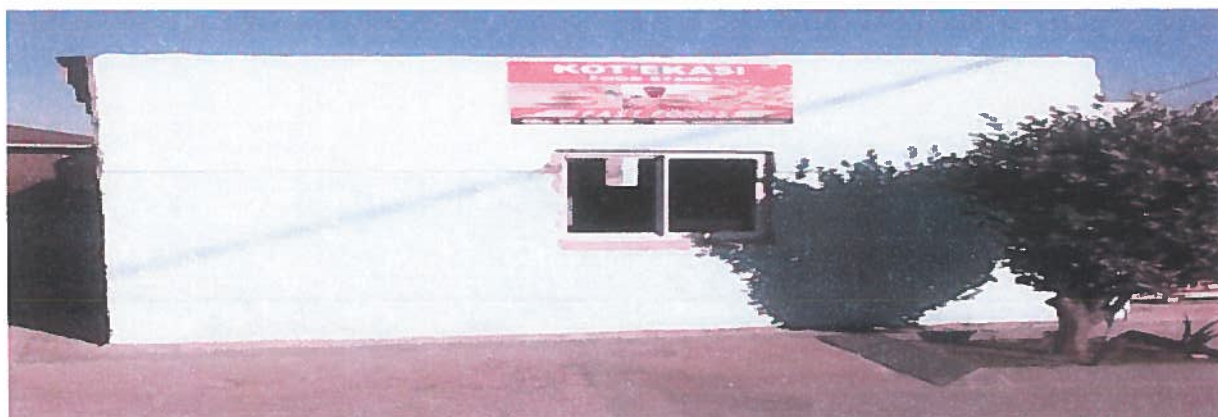
- Providing open sessions for young people to the entire Overstrand region
- Provide information across four main information streams: Employment, self-employment, education and training
- Organize and conduct information dissemination through outreach activities, and handled walk-ins appropriately
- Assess and record applications/documents in the relevant database (JOBS) on Overstrand municipality
- Conduct assessments on young people and perform case management and do proper referrals namely (SEDA, LED, SEFA)
- Generate accurate reports of all the clients attended to and indicate the course of action
- Assist young people in need of help regarding access to reception point, resource Centre, internet etc.

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Information sessions in Zwelihle (left) and Gaansbaai (Right)

(b) NYDA Beneficiary's Store



Picture: depicts the beneficiaries' structure built from NYDA grant, NYDA bought the fryer, gas and many more eatery

Success story:

NYDA GRANT AWARDED TO KOT' EKASI FOOD STAND

In the beginning of 2017, Mawande obtained a grant funded by NYDA with kitchen apparatus and cash R50 000. Depicted above is the structure Mawande built from the NYDA grant.

(c) Business Development:

Capacitating SMME's to adhere to the binding legal enforcements to run businesses as formally registered entities

The main outcomes were as follows:

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Name of business	Service rendered & linkages	Operational yes or no
Van Der Heyde Flora	SEDA and NYDA, SARS	Yes
Libolethu Cleaning Services	SEDA, SEFA, Supply Chain, SARS	Yes
Mgijima Security service	SEDA, SEFA, Supply Chain, SARS	Yes
Patrick's Perfect Painting	SEDA, SEFA, Supply Chain, SARS	Yes
M and M Steel and Cleaning Services	SEDA, SEFA, Supply Chain, SARS	Yes
Stan Valley Flowers	SEDA and NYDA, SARS	Yes
Mzima Wendy Houses and Building Materials	SEDA, SEFA, Supply Chain, SARS	Yes
Xhamela Garden Services	SEDA, SEFA, Supply Chain, SARS	Yes
Les and Es Legacy	SEDA, SEFA, Supply Chain, SARS	Yes
Overstrand Group PTY Ltd	SEFA, DSBD	Yes
JFV PTY Ltd)	Treasury (CSD)	Yes
Ruth Lusiba (PTY Ltd)	National Treasury (CSD)	Yes

(c) Exposure to Markets

There is a growing number of Small and Emerging Entrepreneurs who encounter different sorts of complexities in accessing market spaces, exposure and locations to sell their produce:

Access to local craft markets: the Story of a shoe designer based in Zwelihle

LED quarterly report

Phumla visited LED offices on the 23 January 2017 seeking help with selling her produce but most importantly exposure to local markets around the Overstrand Municipality.

LED Department, in collaboration with the Tourism Department, identified and contacted two craft markets at Lemms Corner and Hermanus Craft Market. Luckily the first call was a success and Phumla was granted a space to sell in the Market every Saturday.

Today Phumla is selling her handmade beaded shoes in the Hermanus Craft Market.



Phumla selling her shoes (left) with her shoe stand (right)

3. Capacity Building

(d) Collaborative Workshops

The Small Enterprise Development Agency partnered with the Local Economic Development Directorate conducted a workshop aiming to enhance the SMME's business skills, following is tabular summary:

ACTIVITIES	AREA	NO. OF ATTENDEES	OBJECTIVE
Basic Business Principles Training	Zwelihle	27	To give basic business skills to clients and To increase support for SMME

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The Picture depicts SEDA workshop in Zwelihle Community Hall

4. Flagship Projects

The game plan of LED is to drive efficiently and effectively pre-identified projects, given the limited resources at its disposal, as flagship projects with the view to capitalize on their success to create further opportunities for funding and replication.

In the financial year we launched the following high level projects:

- a) Emerging Contractor/Supplier Development Program
- b) Farmer Support and Development
- c) SMME Development
- d) Expanded Public Works Program (EPWP)

4.1 Expanded Public Works Programme

The Municipality, in pursuit of systematic eradication of unemployment and alleviation of poverty, creates work opportunities through the EPWP projects.

a) Job Creation

Temporary jobs are created in three main sectors, namely (i) Infrastructure, (ii) Environment & Culture and (iii) Social, through:

- Increasing the labor intensity of government-funded infrastructure projects under the Infrastructure sector,
- Creating work opportunities in public environment and culture projects under the Environment and Culture sector.
- Creating work opportunities in public social projects under the Social sector

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(b) EPWP Projects report

Sector	Project Name	Start date	Achieved W/O's
ENVIRONMENT AND CULTURE	SPORTSGROUND MAINTENANCE PROJECT	04 JULY 2016	3
ENVIRONMENT AND CULTURE SECTOR	CLEANING OF COMMUNITY HALLS AND TAXI RANKS	04 JULY 2016	5
ENVIRONMENT AND CULTURE SECTOR	MAINTENANCE OF PARKS, STREETS AND STORMWATER	04 JULY 2016	5
SOCIAL SECTOR	EPWP PARKING MANAGEMENT SERVICE PROJECT	01 JULY 2016	44
SOCIAL SECTOR	EPWP TRAFFIC ADMIN ASSISTANCE	11 JULY 2016	2
ENVIRONMENTAL AND CULTURE SECTOR	OVERSTRAND SEASONAL WORKERS	01 DECEMBER 2016	477
INFRASTRUCTURE SECTOR	GARDEN SITE TOP STRUCTURES	01 JULY 2016	30
INFRASTRUCTURE SECTOR	HOUSING ADMIN SITE TRA	01 JULY 2016	60
SOCIAL SECTOR	OVERSTRAND FIELDWORKERS PROJECT	01 AUGUST 2016	28
SOCIAL SECTOR	SPORT AND SOCIAL DEVELOPMENT	01 JULY 2016	3
ENVIRONMENT AND CULTURE SECTOR	MOUNTAIN BIKE TRIAL	01 JULY 2016	4
SOCIAL SECTOR	ENTERPRISE DEVELOPMENT PROJECT	01 JULY 2016	10
ENVIRONMENT AND CULTURE SECTOR	GANSBAAI CLEANING AND MAINTENANCE	01 SEPTEMBER 2016	26
ENVIRONMENT AND CULTURE SECTOR	HERMANUS SOLID WASTE PROJECT	05 SEPTEMBER 2016	15
SOCIAL SECTOR	EPWP DATA CAPTURING AND ADMINISTRATION	01 JULY 2016	1
ENVIRONMENT AND CULTURE SECTOR	EPWP OVERSTRAND COASTAL PROJECT	01 JULY 2016	5

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SOCIAL SECTOR	AFTERSCHOOL PROJECT	18 JULY 2016	8
ENVIRONMENTAL AND CULTURE SECTOR	COMMUNITY FIRE PROTECTION PROJECT	01 JULY 2016	10
SOCIAL SECTOR	FERNKLOOF MARSHALL PROJECT	01 JULY 2016	4
ENVIRONMENT AND CULTURE SECTOR	TOURISM INTERNSHIP PROJECT	01 JULY 2016	5
ENVIRONMENT AND CULTURE SECTOR	DUNE REHABILITATION PROJECT	01 JULY 2016	5
ENVIRONMENT AND CULTURE SECTOR	COMMUNITY BIKE ROUTE	01 JULY 2016	4
ENVIRONMENT AND CULTURE SECTOR	GREEN FUTURES PROJECT	01 JULY 2016	2

Challenges

- Recruitment and selection procedure
- Payments (leave application, pay numbers)
- Inductions (outstanding info, SCOA, tax number, bank forms)
- ID copies to report on all work opportunities for MIG projects
- Co-operation and support from line departments (delay of signing contracts, late receiving of requests, not giving us enough time to recruit)
- Maintaining work opportunities created through EPWP initiatives
- No training provided and reported on for beneficiaries

(C) Site visit to an EPWP Project

Mountain bike Trial: Hemel en Aarde Valley

Project initial starting date: 01 July 2016

Site visit date: 01 March 2017

Number of Project beneficiaries: 04

Budget: R157 560

LED quarterly report



Photographs of the beneficiaries at their working sites

4.2 Small Medium and Micro Enterprise Development

- SMME development remains the pervasive determinant and the driving force towards growing local economies.
- In this quarter more than 45 SMME's were engaged and assisted.

4.3 Emerging Contractor Development Programme

(a) Emerging Contractor Database information Session

The information session organized by the Western Cape Provincial Treasury in partnership with LED initiated an interactive information session for Emerging Contractors.

Central objective:

- Add contractors in the Provincial Central Supplier Database (CSD) and detailed explanations on disciplines required to obtain a supplier number
- Expose contractors in all government databases to legitimately do business with the state.
- Share information on finances and access to funding

Date	Location	Collaborative partners
23 January 2017	Zwelihle	SEFA, Western Cape Treasury, LED

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4.3 Parking Management Services

The Parking Management Services (PMS) contract is in its second last quarter and has over time continued to improve in both the collection rate as well as effectiveness in terms of the management of parking spaces in the Hermanus CBD.

It is also worth noting that skills transfer has happened during the term of the contract to a point where both the administrators and the supervisors have managed to navigate through challenges and emerged even more efficient and effective in the delivery of the parking management.

The tender process has begun for a new PMS contract. The closing date for the tender is 19 May 2017 and upon adjudication, a winning tender will be announced.

4.4 Land agriculture SMME's needs analysis workshop with farmers across Overstrand Municipality

LED was approached by several farmers for support with their farming practices. Ms Gcilishe contacted Solidaridad and Lima Rural Development Foundation (LIMA) to assist with conducting a needs analysis (participatory rural appraisal) workshop for farmers across the Overstrand Municipality area.

5. Impact Maximisation

(b) SMME's Interviews (tracking the operational status)

There has been comprehensive monitoring of operational status and data collection of entities currently in business, with the purpose of building proper profiling in preparation for LED's SMME database.



Picture: Shows the business structure Internal and external in Masakhane.

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Findings

- A total of 80.6% of Businesses are registered with Companies and Intellectual Property Commission (CIPC) and 19.4% are in the process of registering. 70.9% of these entities are operational and 20.1% are not operational. 58% are registered for SARS Clearance, 16.12% Entities are registered with CIDB, 61.3% have business accounts, 12.9% have Health & Safety Certificates and 100% are not registered for UIF and COIDA.

Access to information does have a positive impact on business registration; however, the distance of the Department of Labour has a negative impact on CIODA and UIF registration.

- A Total of 90.3% businesses are targeting the local market and 9.67% are targeting other markets. Construction Sector is 25.8%, Hospitality & Tourism is 3.22%, 6.45% is Arts and Photography, 12.9% Clothing & Textile, Retail & Business Services is 41.93% and lastly Aquaculture & Agriculture is 9.67%.

There is less knowledge about other markets that are available National and Internationally.

- These entities have created 135.4% employment opportunities. 12.9% have Qualifications related to their Business and 96.7% have years' experience within their respective Industries.

No special requirements needed to assist in these sectors. Although more than 96% have experience, few entrepreneurs have qualifications that will help them run their businesses efficiently.

- 6.45% have their financial systems in place and 93.54% don't have financial management system. 25.80% apply standard pricing method and 74.20% don't have any method that they follow. 100% of these businesses don't have asset registers.

Lack of knowledge because of low skills level and mentoring.

In total we have interviewed 31 businesses in the Overstrand Area and the initial target was 34 businesses.

LED quarterly report

Recommendations

- Partner with Department of Labour to facilitate trainings about UIF and COIDA registration
- Proper Marketing Strategy or Plan for Business growth & expansion
- Safety & security risk trainings and assessment for businesses
- Maintenance of infrastructure and rezoning of residential areas to promote local business
- Practical Financial Management Training to address skills gap
- Practical costing & pricing training to assist these businesses to be profitable
- Partner with other stakeholders and private sector to facilitate business incubation and mentoring
- Flexible by-laws to stimulate informal traders without compromising the environment.

6. Occupational Health and Safety

There were no occupational health hazards encountered in the first quarter

III. CONCLUSION

To fully ensure and deliver to the local economic development mandate it is of utmost importance to deliver and sustain economic growth and development in a more strategic manner. Given the rising economic and development challenges in the communities, LED's main goal is to eradicate these challenges with our five pronged strategic implementation plan in the five years which started in 2016.

The LED Directorate's primary focus in the last three months (Jan – March) was on the strengthening of collaborative ties with stakeholders, access to markets and access to relevant disciplines with the view to ensure optimal realisation of the potential characteristics of the area.

The LED Directorate continues to grow in stature, professionalism and in content. The practical support enjoyed from internal stakeholders, particular interest taken by

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LED quarterly report

Directors and the Municipal Manager and broad appeal to the community, has positioned it for greater impact going forward.

We are persuaded that working together we can do much more!

LAND & OCEANS ECONOMY

1. AGRIPARKS

i. FISHER PRODUCTION SUPPORT UNIT

As part of the Department of Rural Development and Land Reform (DRDLR) AGRIPARKS Project, the Overstrand Municipality has been earmarked for the establishment of a Fisher Production Support Unit (FPSU) to be utilized by emerging SMME's in the Fisheries and Aquaculture sector as infrastructure and tools for production.

For the establishment of this UNIT a business plan had to be developed and a consulting firm was appointed by DRDLR to produce the plan. Consultations were conducted by the service provider to ensure that proposals are aligned to needs:

- held needs analysis workshop with some of the SMME's in the fisheries sector in order to understand what they would want their FPSU to have.
- Introduction to the earmarked FPSU site in the Hermanus New Harbour.
- The Business plan has been compiled and submitted to DRLDR in draft form.

2. LAND AGRICULTURE ACTIVITIES

From September 2016, there has been a great increase in the number of emerging farmers within the Municipality requiring assistance with their farming businesses. Below is a list of all the LAND BASED AGRICULTURE ENTITIES in the LED database.

#	Name of Cooperative	Area	Farming Activities
1	Syakhula	Zwelihle	Piggery & Vegetable Production
2	Zwelihle Cooperative	Zwelihle	Piggery & rabbit Farming
3	Bele Cooperative	Stanford	Piggery & Vegetable Production
4	Sandowns Bay Cooperative	Hawston	Vegetable Production
5	Quin Enterprise	Stanford	Piggery & Vegetable Production
6	Ngqungqushu Cooperative	Masakhane	Vegetable Production
7	M&G Cooperative	Hawston	Vegetable Production
8	Kapkamma Primary Cooperative	Mount Pleasant	Piggery, Vegetable Production & Fynbos harvesting
9	Isikhombiso Farming Cooperative	Hawston	Vegetable Production
10	Kleinmond Cooperative	Kleinmond	Vegetable Production
11	Ikwezi Farming Cooperative	Zwelihle	Piggery
13	Agritech	Stanford	Piggery

i. Summary of Challenges

The small scale farmers within the municipal area have shown a trend to organise themselves into co-operatives in order to try and strengthen their farming activities. However, they are faced with a number of challenges some which has resulted in some farming initiatives being closed down. Land ownership or access to appropriate land has been one of the major challenges. The majority of them are farming on leased land and where they are experiencing a number of challenges as a result that they are unable to comply with most funding requirements.

ii. LED interventions

- In Kleinmond, negotiations are in process to get the Co-operative in Kleinmond to farm on the Mthimkhulu Permaculture Farming Initiative.
- Currently engaging SOLIDARIDAD & LIMA Rural Development into drafting a funding proposal aimed at assisting the majority of the farmers with their production inputs.



LAND AGRICULTURE ACTIVITIES NEEDS ANALYSIS Workshop -Gansbaai & Stanford Farmers

- Hawston Co-operatives are currently in a process of setting up a secondary co-op with the assistance of SEDA to amongst other things act as the legal body governing the affairs of the primary co-ops.

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*Hawston Primary Agriculture Cooperatives in Secondary Cooperative Establishment meeting
(with proof of primary cooperative registrations)*



Annexure B 1/4

TOURISM REPORT

January - March

2017

The first quarter of 2017 started with two international sporting events: The Global Golf Challenge and the Absa Cape Epic. The Global Golf Challenge hosted from 24 till 26 February and the Absa Cape Epic 19, 20, 21 March 2017. Both with international participants and spectators and both events firmly put the spotlight on the Overstrand through live broadcasting, streaming and much publicity. The Global Golf Challenge as a first event of its kind where professional women golfers of the Northern hemisphere took on the Southern hemisphere and the Cape Epic as the biggest and most successful mountain bike race in the world.

CAPE EPIC FAST FACTS

The impact of the Cape Epic on the economy of the Western Cape surpassed R300m with R650m worth of media coverage exposure, R240m online news advertising, over 4000 online articles and 200 media crew and representatives visiting the Overstrand.

112 Countries watched the live streaming and footage of the Overstrand for an average of 17 minutes each. This event is undoubtedly the best promotion that the Overstrand could achieve. Announcements were made in April that Hermanus won the best town spirit competition and Hermanus High School won the fly-over competition.

MARKETING CAMPAIGNS

Digital marketing is the second most recognised tourism trend and Cape Whale Coast actively engages all digital platforms to promote the region.

Instagram hashtag competitions were launched using #lovecapewhalecoast and #untamedcapewhalecoast and these have seen a great level of engagement with residents and visitors.

Wildlife and Environment Society of South Africa – WESSA – continues with their environment employment programme and produced a marketing campaign - Blue Flag My Summer - that ran for 4 week and focused on the Overstrand: Kleinmond, Grotto, Hawston and Marine Dynamics, Gansbaai. Video and promotional banners were created for the area and these were marketed digitally.

MEDIA VISITS & PROMOTIONS

Bloggers, celebrities and freelance journalists helps to create and distribute content to market the Overstrand as a food, health, wine, natural beauty and adventure destination. The promotional value of these individuals' articles is priceless and was without cost.

Bloggers: Melissa Delport – Truffle Journal, South Africa
 Jasna Zellerhoff – Fashion Jazz, South Africa
 Kayla Patterson – Cape Town ETC

Ricarda Masuhr & Jan Bechler –www.pechundschwefel.eu, Germany

Radio: DJ Kia Johnson

Print Media: Articles in Die Burger (Heart of Abalone 22 March, Gansbaai 28 March),

Cape Epic Ride Guide

Melvyn Minnaar, Ilse Zietsman, Freelance

Lisa Wallace, House & Leisure

Julie Velosa, Crush Online Mag

Gemma Bedforth, Conde Naste House & Garden

OTHER EVENTS

- Birkenhead Commemoration is an annual celebration that ties in with the history calendar commemorating 165 years since the HMS Birkenhead sunk. Celebrations were held in Kleinbaai on 25 February with family of the survivors visiting from UK.
- CANSA Relay for Life in Kleinmond on 5 March is an example of health tourism. Cancer survivors, friends and family gathered.
- Addressing 70 Hermanus Business Chamber members 16 March on tourism trends and developments. Answered questions about promotional efforts and shared the tourism statistics for the area.

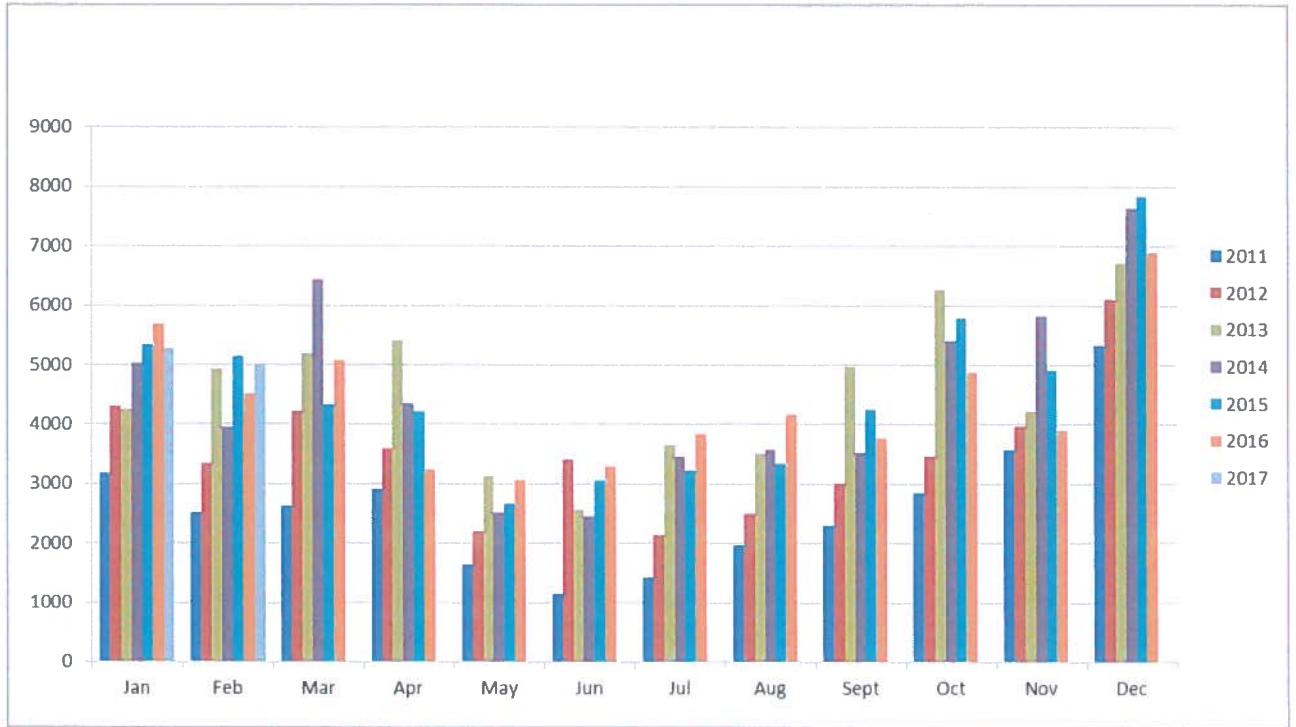
CONFERENCES & WORKSHOPS

- Tourism Signage Skills Transfer Workshop 31 January 2017. This is an effort to reduce red tape and make the process easier. There is a huge backlog of unapproved applications.
- Department of Public Works Small Harbour Engagement 20, 21 February 2017
- National Tourism Information & Monitoring 10 March 2017 focussed on the development of a comprehensive monitoring and visitor and support systems.
- Wesgro engagement with municipalities on tourism matters 27, 28 March 2017. First ever presentation by Wesgro to local authorities. Discussions centred on collaboration between Wesgro and municipalities regarding trade, business and leisure tourism, filming, agriculture and investment.

TOURISM DEVELOPMENTS

- Blue Flag beach stewards training in Mossel Bay to ensure that stewards can provide a more comprehensive tourism service to visitors.
- Discussions with community restaurant On the Edge Restaurant and Cape Nature at Stony Point, Betty's Bay regarding service levels continues. This Mooi Uitsig community project has many challenges but huge potential and our engagement is focussed on service level improvements.
- Follow up meetings with Local Tourism Offices regarding restructure.

TOURISM OFFICE WALK-INS



Overstrand Director Economic Development & Tourism
Interviewed for TV at Absa Cape Epic



Global Golf Challenge participants at Hermanus Golf Club