

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

**Chairperson :**

**Ald K Brice**

**Committee Members :**

**Cllrs C Resandt, C May,  
X Msweli & S Kalolo**

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

**Voorsitter :**

**Rdh K Brice**

**Komitee lede :**

**Rdle C Resandt, C May,  
X Msweli & S Kalolo**

**ECONOMIC DEVELOPMENT & TOURISM  
PORTFOLIO COMMITTEE**

**EKONOMIESE ONTWIKKELING & TOERISME  
PORTEFEULJEKOMITEE**

18 May 2021

**I N D E X**

**ITEM**

**PAGE  
NUMBER**

**APPLICATIONS FOR LEAVE OF ABSENCE**

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

- |           |  |          |
|-----------|--|----------|
| <b>1.</b> | <b>ECONOMIC, SOCIAL DEVELOPMENT AND TOURISM QUARTERLY<br/>REPORT: JANUARY – MARCH 2021</b> | <b>1</b> |
|-----------|--|----------|

**AGENDA of the  
Portfolio Committee : Economic Development & Tourism  
18 May 2021  
(Also the agenda for the Mayoral Committee Meeting : 26 May 2021)**

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**1.  
ECONOMIC, SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:  
JANUARY – MARCH 2021**

9/1/2/2

**S Madikane  
23 April 2021**

**Director: Economic Development and Tourism**

**(028) 313 8066**

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**1. Executive Summary**

The purpose of this report is to provide, and outline activities and initiatives of the Directorate to address socio economic challenges and promote economic and social development. The report covers the activities done during January – March in line with the Economic Recovery Strategy as approved by the Executive Mayor.

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

Directorate: Economic, Social Development and Tourism

**3. Compliance with Strategic Priorities**

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

**4. Delegated Authority**

Executive Mayor

**5. Legal Requirements**

N/A

**6. Background/Discussion**

**Background**

Quarterly report (January – March 2021) of the Directorate is attached to be noted.

**Discussion**

Priorities identified by the Province regarding the recovery after the pandemic:

1. Jobs:

The aim is to create as many jobs as possible to address job loss during the pandemic. Ensure income and promote spending to increase the

**AGENDA of the  
Portfolio Committee : Economic Development & Tourism  
18 May 2021  
(Also the agenda for the Mayoral Committee Meeting : 26 May 2021)**

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demand of goods and services towards nudging the economy and attain recovery.

2. Safety of the people:  
Ensure that health protocols are implemented to ensure that the spread of the virus is minimised as much as possible.
3. Wellbeing of the people:  
The aim is to ensure that people's aspirations and needs are met toward building social cohesion in affected communities. It is very important that this directorate in partnership with other directorates embrace the not so usual approach and commit to the strategies as espoused in the Economic Recovery Plan.

**7. Financial Implications**

None

**8. Staff Implications**

None

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

None

**10. Annexures**

Annexure A: Economic, Social Development and Tourism Quarterly Report

**RECOMMENDATION:**

that the Quarterly report (January – March 2021) of the Directorate: Economic, Social Development and Tourism **be noted**.

**RESPONSIBLE OFFICIALS :**

**X KOSI  
F LLOYD  
G SMIT**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**

**AGENDA of the  
Portfolio Committee: Economic Development & Tourism  
18 May 2021  
(Also the Agenda for the Mayoral Committee Meeting: 26 May 2021)**

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**1.  
ECONOMIC, SOCIAL DEVELOPMENT AND TOURISM QUARTERLY REPORT:  
JANUARY – MARCH 2021**

**9/1/2/2**

**S Madikane**

**Director: Economic Development and Tourism**

**23 April 2021**

**(028) 313 8066**

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**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON  
18 MAY 2021, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION**

**RESPONSIBLE OFFICIALS :**

**X KOSI  
F LLOYD  
G SMIT**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**

# ECONOMIC & SOCIAL DEVELOPMENT AND TOURISM DIRECTORATE

January- March 2021 Quarterly Report

## Summary

The purpose of this report is to provide, and outline activities and initiatives of the Directorate to address socio economic challenges and promote economic and social development. The report covers the activities done during January – March in line with the Economic Recovery Strategy as approved by the Executive Mayor.

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**LIST OF ABBREVIATIONS/ ACRONYMS****Local Economic Development Report**

CETA	Construction Education & Training Authority
CIDB	Construction Industry Development Board
CIPC	Companies and Intellectual Property Commission
Cogta	Cooperative Governance and Traditional Affairs
COIDA	Compensation for Occupational Injuries and Diseases
CWP	Community Works Programme
DAG	Development Action Group
DEDAT	Department of Economic Development & Tourism
DEFF	Department of Environmental, Forestry & Fisheries
DMP	Demand Management Plan
DSBD	Department of Small Business Development
DTI	Department of Trade and Industry
EDPs	Enterprise Development Practitioners
EMEs	Emerging Micro Enterprises
GDP	Gross Domestic Product
IDC	Industrial Development Corporation
LED	Local Economic Development
NEF	National Empowerment Fund
NHBRC	National Home Builders Registration Council
QSEs	Qualifying Small Enterprises
SARS	South African Revenue Services
SASSA	South African Social Security Agency
SAPPO	South African Pork Producers Association
SAWIC	South African Women in Construction
SEDA	Small Enterprise Development Agency
SEFA	Small Enterprise Finance Agency
SMME	Small Medium & Micro Enterprises
TREP	Township & Rural Entrepreneur Programme
UIF	Unemployment Insurance Fund

**Tourism Report**

BOTSOC	Botanical Society
DEDAT	Department of Economic Development and Tourism
NDT	National Department of Tourism
SMME	Small, Medium and Micro Enterprises
TBISA	Tourism & Business Institute of South Africa
VIC	Visitor Information Centre
<b>Wesgro</b>	Western Cape Tourism, Trade and Investment Promotion Agency, official investment and trade promotion agency for Cape Town and the Western Cape.
WESSA	Wildlife and Environment Society of South Africa

**Social Development Report**

CBO	Community Based Organisation
CDA	Central Drug Authority
CV	Curriculum Vitae
DSD	Department of Social Development
ECD	Early Childhood Development
EMT	Top Management Team
GCIS	Government Information and Communication System
ICLD	Swedish International Centre for Local Democracy
ID	Identification Document
LED	Local Economic Development
NDMP	National Drug Master Plan
NPO	Non-Profit Organisation
NSFAS	National Student Financial Aid Scheme
SASSA	South African Social Services Agency
SONA	State of the Nation Address
SOPA	State of the Province Address
TB	Tuberculosis
TMT	Top Management Team



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## LOCAL ECONOMIC DEVELOPMENT (LED) - QUARTERLY REPORT: JANUARY – MARCH 2021

### INTRODUCTION

The Covid-19 pandemic tested the economy of the entire country to its absolute limits. President Matamela Cyril Ramaphosa, advised by the National Covid-19 Central Command (NCCC), moved the country back to Adjusted Level 3 Covid-19 lockdown. The LED Report, presented herewith, is an indication of the resilience of the South African economy coupled with the never say die attitude of its citizenry.

The battle for the economic recovery in the Overstrand was fought in different fronts and for the period under review the following projects were executed: 1. Job Creation, 2. Community Garden, 3. Resource Mobilization, 4. Township and Rural Entrepreneur Program, 5. Emerging Contractor Development Program.

The report will highlight progress made, addresses challenges encountered as well as successes realised in the third quarter.

## NOTABLE HIGHLIGHTS

- SEDA already sorted 32 TREP applicants to the system
- 1 Tshisa Nyama from Zwelihle located at the taxi rank has received R100 000 funding in form of equipment through the TREP programme.
- LED-Grootbos entrepreneurship programme resumed for the 6<sup>th</sup> year.
- 249 applications received in 2021 compared to 108 in 2019.
- The programme extended areas of focus from 2 (Hermanus & Gansbaai) to 5 (Mount Pleasant, Stanford, Hermanus, Gansbaai and Hawston). Kleinmond was included due to Grootbos's less influence in the area and availability of close by mentors.
- 58 SMME's trained already and other areas will be implemented in the 4<sup>th</sup> quarter.
- The inclusion of NYDA and SEDA adds more value and later will include SEFA during presentations or pitching.
- The database contains 206 men since the established.
- To date 36 men secured employment through infrastructure projects in Hermanus, Kleinmond and Gansbaai areas.
- The database review exercise was conducted in February and 71 new men on the street identified.
- During the database review exercise, it was discovered that 40% of the men has no tax numbers.
- A tax registration process was opened by LED Interns and only 7 came to register for income tax.
- 2 major trainings on costing and pricing and technical skills and health safety for builders took place and 33 contractors trained or participated.

## 1. JOB CREATION

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**TARGET POPULATION:** The unemployed people Overstrand Wide

<b>NEEDS / ASSUMPTIONS</b>	
The current unemployment rate is 30% and is expected to rise post Covid-19. The situation is untenable, hunger and desperation will inevitably lead to Civil Disobedience and no effort must be spared in dealing with the situation	
<b>RESOURCES</b>	
The programme involves the use of line function budgets so that municipal expenditure results in more work opportunities, particularly for unskilled labor. Job creation projects are funded through the normal budgetary process of line-function departments within the municipality. The municipality also receives an EPWP Integrated Grant as per the Division of Revenue Act (DoRA) allocation. The EPWP Grant, as one of its key characteristics, aims to fund labor intensive projects; and it re-focuses the element of performance on – performance in terms of creating a minimum number of FTEs with existing budget allocations and achieving a minimum labor intensity. Other Spheres of Government funding allocated for project implementation within the Overstrand Municipal area.	
<b>ACTIVITIES</b>	
<p>The following highlights the activities completed:</p> <ol style="list-style-type: none"> <li>1. Identification of Projects and budgets</li> <li>2. Recruiting and selection of new participants</li> <li>3. EPWP Induction and signing of contracts</li> <li>4. Project Implementation</li> <li>5. Capturing and approval of projects on EPWP Reporting System</li> <li>6. Progress reports to District, Provincial and National Forums</li> <li>7. Progress reports to Department Public Works</li> </ol> <p>Submission of Monthly Expenditure Reports to National Treasury and Department of Public Works</p>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
To provide work opportunities and income support to poor and unemployed people through labor-intensive delivery of public and community assets and services, thereby contributing to development	
<b>LONG TERM OUTCOMES</b>	
To make a significant impact in our level of employments and poverty while at the same time creating the opportunities for people to gain the necessary skills to attain permanent employment.	
<b>PERFORMANCE MATRIX</b>	
<p>The Municipality facilitated effective implementation of Public Employment Programmes in partnership with other spheres of government and promote creation of job opportunities by the private sector. The overall number of job opportunities achieved amounts to 1870.</p> <ul style="list-style-type: none"> <li>• EPWP Projects – Created 906 Work opportunities</li> <li>• Municipal temporary workers &amp; Tenders - 351</li> <li>• Community Works Programme (CWP) – Created 494 Work Opportunities</li> </ul> <p>Other Spheres of Government – Created 119 Work Opportunities</p>	
<b>STAKEHOLDERS</b>	
<ul style="list-style-type: none"> <li>• Please see detailed report on CWP implementation.</li> </ul>	

## 2. COMMUNITY GARDENS PROJECT

**TARGET POPULATION:** All the Overstrand municipal areas with potential spaces of land

### NEEDS / ASSUMPTIONS

The COVID 19 crisis exposed existing gaps in food production and supplies in South Africa and the Overstrand Communities are no exception. The need to address food shortages and ensure sustainable food availability in poor communities becomes greater and greater as the lockdown exposed high levels of poverty.

The introduction of the project acknowledges the fact that people have for years had an inherent ability to produce and acquire food for them and based on their choice. A needs and capability identification process were undertaken to ascertain on capabilities and availability of a piece of land to produce food.

The Department of Agriculture the custodian of the project under the livelihoods programme headed to our call for support and provided start-up kits for home gardens. The assumption is that people will collaborate as home gardeners and form a movement in support of addressing hunger in the most affected communities.

### RESOURCES

- Communal Land.
- Garden Infrastructure (Fencing, Water etc.).
- Garden Monitors.
- Garden workers (CWP).
- Sufficient budget.

### ACTIVITIES

- Project planning and conceptualization.
- Best practice exercises in the Western Cape Province.
- Preliminary engagements with strategic stakeholders.
- Land Assessments.

### SHORT / MEDIUM TERM OUTCOMES

- Address nutrition and hunger.
- Creation of a movement to support markets and cross trading.
- Identify communal or unused spaces to promote community gardens.
- Adequate food for the poor.
- **Build community confidence and dignity for self-reliance.**
- The Mooluitsig garden is planned to start in May provided the availability of funds and access to available funds.

### LONG TERM OUTCOMES

- Sustainable food gardens.
- Access to livelihoods and community satisfaction.

### PERFORMANCE MATRIX

#### Previous Quarter:

- Eight Pieces of communal land identified and approved for gardening.
- **The land assessment conducted on all sites with the Department of Agriculture and civil society organizations.**
- The Preliminary stakeholder meetings held.

#### Current Quarter:

- The Mount Pleasant Moffat Hall food garden became the first established in January 2021 with 35 garden boxes containing spinach, beetroot, lettuce, spring onion etc.
- The Garden was handed over to the Community in Late January with full time monitoring commitment from Just Care (an NPO based in Mount Pleasant).
- The first harvesting round took place on the 20 February 2021 with 30 bunches of spinach to 3 NPO's based in Mount Pleasant Community, namely Just Care After Care; Community Outreach (Soup Kitchen) and Nicolette Theunissen Sentrum Project (Disability Home).

- These were identified by the Mount Pleasant Committee representative that are involved in the project, in collaboration with Just Care.
- The next Garden planned is based Mooiuitsig (Betty's Bay), and engagements with Community leaders and the Area Manager took place in preparation of operations.



#### STAKEHOLDERS

- Overstrand College
- Food for Love
- Hermanus Varsity
- Just Care
- Overstrand College
- Department of Agriculture
- CWP
- Mount Pleasant community

### 3. MEN ON THE STREET PROJECT

**TARGET POPULATION:** Men sitting next to the road, seeking employment

<b>NEEDS / ASSUMPTIONS</b>	
<p>Unemployment is one of the major challenges facing the Overstrand and the Overberg District at large. Overstrand is one of the Municipalities facing a challenge of job seekers who stand on the side of the road, this was stressed prior lockdown and LED explored the phenomenon and collected necessary data to intervene. This project was then crafted or designed to absorb job seekers into Municipal construction projects.</p> <p>Following an exploratory exercise conducted by LED Officials, findings have shown that more than 95% of these men have either worked in a construction sector or only interest in artisan works.</p> <p>The project aims to establish a database of these men and link them with labor-intensive projects from contractors appointed by the Overstrand Municipality and another sphere of government that may be willing to tap into this database for labour. This project started linking labour in August 2020. The project has a strong skills development and educational component where the participant will be linked with training and equipped with relevant industry or trade certificates to be independent. A partnership with the Construction Sector Education and Training Authority (CETA) will be fostered.</p>	
<b>RESOURCES</b>	
<ul style="list-style-type: none"> <li>• Human resources</li> <li>• Budget for skills development purposes</li> </ul>	
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>• Exploratory exercise where necessary data was collected to intervene</li> <li>• Database establishment</li> <li>• Project identification through DMP and budget holders currently running construction projects</li> <li>• Linking job seekers with relevant works</li> <li>• 206 job seekers identified since August 2020. Out of this number were have more than 36 have been placed on employment in various projects on the Overstrand area. The plan is to link more of these job seekers into job opportunities as projects are rolled out.</li> </ul>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• To link at least 80 work-seekers in the 2020-2021 financial year</li> <li>• Ensure skills development agreements with stakeholders are in place</li> <li>• Bring in SARS and Home Affairs for Non-Nationals and find ways in which they can be incorporated into the refugee integration programme.</li> </ul>	
<b>LONG TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• Cut the number of men on the street through linking them to employment opportunities in various projects that the Municipality will undertake in the financial year. Moreover, it is hoped that private sector companies can come on board and steps are being taken to link the database.</li> <li>• Find more labour intensive projects and open the database to the private sector with proper trade certificates in place.</li> </ul>	
<b>LIMITATIONS</b>	
<ul style="list-style-type: none"> <li>• Cell phone number are not reachable and mostly are always on voicemail</li> <li>• Poor turnout when contacted to register for income tax</li> </ul>	
<b>PERFORMANCE MATRIX</b>	
<p><b>Quarter 1:</b></p> <ul style="list-style-type: none"> <li>• There are 135 men on the street on the database established</li> <li>• To date 25 men secured employment and were linked with projects in Kleinmond, Gansbaai and Hermanus.</li> <li>• Construction SETA and SAWIC talks are underway to upskill the job seeker as a skills development component of the project.</li> </ul> <p><b>Current Quarter:</b></p> <ul style="list-style-type: none"> <li>• The database contains 206 men since the established.</li> <li>• To date 36 men secured employment through infrastructure projects in Hermanus, Kleinmond and Gansbaai areas.</li> <li>• The database review exercise was conducted in February and 71 new men on the street identified.</li> <li>• During the database review exercise, it was discovered that 40% of the men has no tax numbers</li> <li>• A tax registration process was opened by LED Interns and only 7 came to register for income tax</li> </ul>	

STAKEHOLDERS	
<ul style="list-style-type: none"><li>• Contractors</li><li>• South African Women in Construction (SAWIC)</li><li>• Construction Education &amp; Training Authority (CETA)</li><li>• Long-Ships (Training Consultants)</li><li>• SARS</li></ul>	

#### 4. TOWNSHIP & RURAL ENTREPRENEUR PROGRAMME (TREP)

**TARGET POPULATION:** Informal Traders and SMME's on eight sectors of the informal economy (Spaza Shops, Bakeries and confectioneries, Clothing leather and textile, auto-body repairers and mechanics, butcheries, Tshisa Nyama, Personal Care and Fruit and Veg.

<b>NEEDS / ASSUMPTIONS</b>	
<p>With the re-opening of the economy, the township and village economies require special focus, if the government is to achieve the aspirations of the new economy post-Covid 19. The following schemes are available for qualifying entrepreneurs: spaza shop support programme; bakeries and confectioneries, clothing leather and textile, auto-body repairers and mechanics, butcheries, tshisa nyama, Personal Care and Fruit and Veg.</p> <p>These enterprises will be assisted with compliance, business development services, access to markets and structured finance. Each scheme has a unique package attached for instance Spaza Shops (R7 000); Bakeries (R20 000); Clothing and textile R10 000; Auto-body repairers (R15 000); Butcheries (10 000); Tshisa Nyama (R10 000); Fruit and Veg (R1 000) and Personal Care (R10 000).</p> <p>SEDA in collaboration with LED plays a coordination role to ensure SMME's participate and get the necessary assistance from DSBD.</p> <p>This was a short term project and ongoing one, which emanated from the huge outcry from informal traders as they did not benefit from Covid 19 relief fund that was publicized by the Department of Small Business Development, lack of compliance from informal traders deprived them the opportunity of accessing the Covid 19 relief for SMMEs, the Minister of DSBD SEDA to assist the informal traders with compliance challenges and mentorship, in collaboration with Overstrand Municipality LED unit through an Ecosystem.</p> <p>The aims to formalize the informal businesses to micro-enterprises; facilitate the banking of the unbanked; build a reliable database for future government planning and support etc.</p>	
<b>RESOURCES</b>	
<ul style="list-style-type: none"> <li>• The Programme is funded by DSBD with its two sister agencies (SEFA and SEDA)</li> <li>• It is jointly coordinated by LED with SEDA</li> <li>• Human resources emanate from both institutions (SEDA and Overstrand Municipality)</li> </ul>	
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>• Sharing of informal Traders/ SMME updated databases with SEDA for planning and implementation purposes.</li> <li>• Facilitation of engagements with Informal Traders and SMME's.</li> <li>• Facilitation and availability of engagement spaces for DSBD and SEDA officials to engage informal traders.</li> <li>• Guiding SEDA officials on community dynamics and linkages with community business forums and community leaders.</li> <li>• Regular/ monthly meetings with SEDA/ Regional Management to present updates and planning for upcoming interventions in the programmes and allow the flow.</li> </ul>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• To meet all the stipulated programme objectives such as supporting opportunities for self-employment and job creation at the economic entry-level whilst improving the circulation of money within townships and rural areas.</li> <li>• To ensure the programme assist SMME's access to all listed schemes and impactful mentorship to ensure improved business practices;</li> </ul>	
<b>LONG TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• To have an improved informal economy and well-established sectors.</li> <li>• To have long term and reliable programmes supporting SMME's.</li> <li>• Better economic opportunities.</li> <li>• Better options and distribution channels.</li> </ul>	

PERFORMANCE MATRIX	
<b>Previous Quarter:</b>	
<ul style="list-style-type: none"> <li>The Programme managed to register 250 informal traders to CIPC, with no cost incurred by any informal trader including tax registration.</li> <li>Informal traders cited above, who benefitted, are based in the following areas Gansbaai, Hermanus, Kleinmond and Stanford. Mount Pleasant still outstanding, due to logistics and planning;</li> <li>The second phase of the programme is the mentorship of 48 informal traders participated in the mentorship program, which covers the following, basic business principles, business planning, costing, marketing, health and safety in compliance with Covid 19 regulation, stock taking, Pestel factors in the business environment and access to finance;</li> <li>16 from Kleinmond, 16 from Gansbaai and 16 from Stanford;</li> <li>Four workshops were conducted to officially launch and introduce the packages to SMME's. The first two workshops took place on the 9<sup>th</sup> October 2020 (Kleinmond and Hermanus) and later October Gansbaai and Stanford.</li> <li>Furthermore, another workshop took place on the 8 December 2020 (Zwelihle Community Hall) to assist SMME's with compliances and clarify uncertainties over packages presented on previous workshops.</li> <li>The programme is currently busy with 48 informal traders in the mentorship program, as the second phase and each area, i.e. (Kleinmond, Hawston, Stanford and Gansbaai) are allocated a mentor to assist the first sampled batch of 16 SMME's.</li> </ul>	
<b>Current quarter:</b>	
<ul style="list-style-type: none"> <li>SEDA already sorted 32 TREP applicants to the system</li> <li>1 Tshisa Nyama from Zwelihle located at the taxi rank has received R100 000 funding in form of equipment through the TREP programme</li> <li>Currently awaiting feedback from SEDA regarding other applications submitted</li> </ul>	
STAKEHOLDERS	
<ul style="list-style-type: none"> <li>Small Enterprise Development Agency (SEDA)</li> <li>Small Enterprise Finance Agency (SEFA)</li> <li>Department of Small Business Development (DSBD)</li> </ul>	

## 5. EMERGING CONTRACTOR DEVELOPMENT PROGRAMME

**TARGET POPULATION:** EME's and QSE's participating in the emerging contractor development programme across the Overstrand.

<b>NEEDS / ASSUMPTIONS</b>	
<p>The Emerging Contractor Development Programme is geared to become a flagship development initiative in the Municipality to be a catalyst for industry transformation. To promote social and economic development, the Municipality has developed a tool in line with other development practices in the country taking into consideration the legislative environment and the prevailing conditions in the area.</p> <p>As the primary focus of the programme, the construction industry is one of the tricky industries to venture in due to compliance, capital, and capacity reasons etc. Hence there need for frequent monetary and non-monetary support to boost EME's and QSE's participating in the programme. The contractor needs have always existed even before lockdown; however, the lockdown period put more strain and so much pressure unto the industry.</p>	
<b>RESOURCES</b>	
<ul style="list-style-type: none"> <li>• Projects funding</li> <li>• Human resources</li> <li>• Technological equipment (e-Learning Centre)</li> </ul>	
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>• Engagements with Contractor forums and communication of upcoming projects as per Demand Management Plan.</li> <li>• Stakeholder engagement as part of the planning process to support contractors.</li> <li>• Ensure that all Emerging Contractors are compliant of all regulation and that their documents are in place.</li> <li>• Engage with stakeholders such as the South African Revenue Service regarding tax issues as our contractors often find difficulty regarding their tax matters.</li> <li>• The Department also engaged with TUSK (provides construction support services to contractors). An exploratory meeting took place on 16 October 2020, engagements are ongoing as we are currently on the information sharing stage.</li> <li>• Construction workers, cleaners, salespersons and administration clerks are just some of the employment opportunities created.</li> </ul>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• Provide access to all available support relevant to contractors to ensure regular access to available services.</li> <li>• Ensure contractors gain valuable financial management and business skills.</li> <li>• Address bottlenecks in the Municipal supply chain process to make it easier for contractors to grow and develop.</li> <li>• Ensure continuous engagements with relevant stakeholders such contractor business forums.</li> <li>• Align emerging contractor commodities with the services they provide on the Central Supplier Database (CSD). This will enable contractors to streamline their tendering for works in line with Municipal tenders.</li> </ul>	
<b>LONG TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• Participation in the procurement plans of all spheres of government.</li> <li>• Ensure proper sub-contracting processes are followed and complied with by both contractors and budget holders.</li> <li>• Strick monitoring and evaluation process on all active Municipal projects.</li> <li>• Monitor the tendering conditions and transitioning of contractors and labour.</li> </ul>	

<b>CHALLENGES</b>	
<ul style="list-style-type: none"> <li>• Sub-contractors pulling out of projects due to poor rates offered/ imposed by major contractors.</li> <li>• Grievances of non- payment of workers by sub-contractors, who later walk to LED offices to report incidents.</li> <li>• Meaning during the monitoring, a great amount of time spent resolving grievance either between contractor and sub-contractor or sub-contractor and workers etc.</li> <li>• Poor communication from budget holders before projects start and not involving LED from initial stages, which leads to LED involvement during time of crisis or when they need information.</li> </ul>	
<b>PERFORMANCE MATRIX</b>	
<p><b>Previous Quarter:</b></p> <ul style="list-style-type: none"> <li>• Amid major upcoming projects, a need to align emerging contractor commodities on CSD became paramount, hence LED collaborated with Supply Chain to align the commodities.</li> <li>• As a result of the exercise, it was established that most emerging contractors' commodities are not clear on the CSD system.</li> <li>• On the 16 October 2020 LED organized an official introductory session of Tusk Support Programme to budget holders to activate the support programme in the Reseal and Rehabilitation of Roads Project commencing early 2021.</li> <li>• LED has been constantly engaging with Contractors over the MRF project in Zwelihle and engaging on the project at the new Harbor where 5 sub-contractors works from our database works.</li> </ul> <p><b>Current Quarter:</b></p> <ul style="list-style-type: none"> <li>• LED is currently monitoring 3 projects (SC2060-2019 Construction of new materials recovery facility, public drop off and chipping area in Hermanus; SC 2107-2020 Construction of new sewers in Zwelihle; SC 2134/2020 Rehabilitation and reseal of roads in the Overstrand Municipal areas – to start in April).</li> <li>• The projects produced 8 sub-contracting opportunities and 3 pulled out due to rates offered and other reasons stipulated under limitations.</li> <li>• During the project monitoring period it discovered that, emerging contractors are still struggling with costing and pricing and Forum representing emerging contractors also raised the matter.</li> <li>• As a result, LED partnered with SEDA and delivered a 2 days training was delivered for Xhosa/ English speaking group in March 2021. The training took place in Zwelihle and 18 emerging contractors attended.</li> <li>• The next training will be delivered in May 2021 for the Afrikaans/ English speaking group.</li> <li>• A 5 days training on Technical Training for Grade 1 contractors in Building Construction was delivered in partnership with the Department of Human Settlements and the National Home Builders Registration Council (NHBRC).</li> <li>• This is a continuous training programme that started with 31 trainees in 2019 and 15 in 2021. It focuses on nuts and bolts of building from infrastructure to completion of top structures. Contractors get to receive first-hand knowledge from Dept. of Human Settlements building engineers to share technical knowledge for a day. The training programme is 56% made of women contractors.</li> <li>• Furthermore, the training has transformed with the inclusion of CIDB, BIBC and the Development Action Group.</li> <li>• Given the importance of this training, there has been high demand for enrollment, and we will be initiating 5-day training for those interested or have not been trained in May.</li> <li>• The Dept. of Human Settlement will further take the 2019 and 2020 group to the next high standard training i.e. NQF level 4 (Finance for non-financial managers) for 15 days through an FET college.</li> </ul>	
<b>STAKEHOLDERS</b>	
<ul style="list-style-type: none"> <li>• CIDB (Construction Industry Development Board)</li> <li>• Contractors</li> <li>• BIBC</li> <li>• NHBRC</li> <li>• Department of Human Settlements</li> <li>• Development Action Group (DAG)</li> </ul>	

## 6. GROOTBOS/ LED ENTREPRENEURSHIP PROGRAMME

**TARGET POPULATION:** Start up and expansionary micro and small enterprise in the Overstrand.

<b>NEEDS / ASSUMPTIONS</b>	
<p>Covid 19 has affected small businesses and elevated an ever-existing need for funding which raised high demand for this programme. This is one of the most underfunded programmes yet has made a huge impact since its inception.</p> <p>The core objective of this programme is to promote entrepreneurship through micro enterprise development by providing seed grant funding. Thus far the programme has been well recognized as a great opportunity to SMME's and through the training series it has impacted many entrepreneurs in the Overstrand.</p> <p>Since 2014 LED and the Grootbos Foundation have been jointly running entrepreneurship programmes supporting micro enterprises with start-up seed and expansionary grant funding of no more than R10 000. The collaboration between LED and Grootbos Foundation operates through an MoU signed between the two organizations to share resources.</p> <p>Below is the standard process for participants interested in to partake in the programme and phases of the entrepreneurship programme.</p>	
<b>RESOURCES</b>	
<ul style="list-style-type: none"> <li>• Funding - given the limited funds available to make a meaningful impact.</li> <li>• Human Resources – for coordination and publicity.</li> <li>• Sound equipment for presentations – currently our halls do not have such facilities and are always paramount.</li> </ul>	
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>• LED and Grootbos draft advertisements and market the programme for application in all communities. Posters are advertised through the Communications department, Cape Whale Coast and other community channels.</li> <li>• Application forms are distributed, and participants are assisted to fill the forms by LED officials.</li> <li>• Participants are selected and invited to a 3 days entrepreneurship training preparatory to the next phase of the programme.</li> <li>• 3 days business planning and modelling takes places and participants are taught business pitching skills.</li> <li>• Presentations take place in two areas (Hermanus &amp; Gansbaai), Kleinmond participants attend in Hermanus and Stanford attends in Gansbaai.</li> <li>• Lastly a judging panel evaluates the presentations and Grootbos grant the best business models seed funding in the form of materials not cash.</li> <li>• The panel is made of 1 representative from the Overstrand Municipality (LED Projects Coordinator), Hermanus Siyakha, independent judge and 2 representatives from the Grootbos Foundation</li> </ul>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• To provide funding to micro and small enterprises to start up or expand their ventures and make a meaningful impact in the economy.</li> </ul>	
<b>LONG TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• To expand the programme and restructure to effect changes</li> </ul>	
<b>PERFORMANCE MATRIX</b>	
<ul style="list-style-type: none"> <li>• The programme opened in February and received 250 applications compared to 108 from the previous year 2019. This shows the great need for funding amid Covid 19 crisis.</li> <li>• The programme used to run 2 workshops in Hermanus and Gansbaai, this year expanded to 5 workshops in 5 different areas (Zwelihle, Hawston, Stanford, Gansbaai and Mount Pleasant).</li> <li>• The 3 days workshops have taken place in Hawston and Gansbaai and turnout was more than 90% in both areas.</li> <li>• The programme is reforming yearly with the inclusion of NYDA, SEDA and Standard Bank makes it more informative than before.</li> </ul>	
<b>STAKEHOLDERS</b>	
<ul style="list-style-type: none"> <li>• Grootbos Foundation</li> <li>• NYDA</li> <li>• SEDA</li> <li>• Standard Bank</li> </ul>	

## 7. TRAININGS CONDUCTED

**TARGET POPULATION:** SMME's from all business sectors in the Overstrand

<b>NEEDS / ASSUMPTIONS</b>	
<p>The ever-changing environment and economy necessitate a new set of skills and the refinement of the existing skills to match the needs and the demand of the economy. Local Economic Development provides a blueprint and a foundation for skills development and capacitation of persons to participate in the local economy. The trainings vary by sector and need i.e. trainings are provided based on the needs arising and are pro-actively structured to respond changing digital and entrepreneurial revolutions. The LED office supports the key sectors of the local economy with trainings and workshops to bring the knowledge and information gap to improve their businesses and maximize their profits.</p>	
<b>RESOURCES</b>	
<ul style="list-style-type: none"> <li>• Enough budget to provide long term and impactful trainings and do away with short and less impactful trainings.</li> <li>• Reliable training facilities – currently the usage of poorly maintained municipal halls hampers the quality of trainings and attitude of beneficiaries;</li> </ul>	
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>• Planning and Communication with internal and external stakeholders.</li> <li>• Booking of training facilities and catering arrangements.</li> <li>• Communication with beneficiaries</li> <li>• Arrangements of training equipment such as tables, chairs, sound system etc.</li> <li>• Facilitation of trainings;</li> </ul>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• Bridge the knowledge and information gap to maximize profits and employ more people.</li> <li>• To prepare beneficiaries for the digital and information age</li> </ul>	
<b>LONG TERM OUTCOMES</b>	
<ul style="list-style-type: none"> <li>• Well trained and competent business sector that can perform day to day operations and all business disciplines without regard to usage of consultants.</li> </ul>	
<b>PERFORMANCE MATRIX</b>	
<ul style="list-style-type: none"> <li>• LED-Grootbos 3 Days Entrepreneurship training – 22-24 March Hawston Thusong Centre (Target 30 and 28 attended).</li> <li>• LED-Grootbos 3 Days Entrepreneurship training – 31 March – 2 April Tourism Centre Gansbaai (Target 30 and 30 attended).</li> <li>• 5 Days Technical and Health and Safety Training for Builders with NHBRC and Dept. of Human Settlements – 15-19 February 2021 Zwelihle Community Hall (Target 25 and 15 attended).</li> <li>• 2 Days Costing and pricing training for emerging contractors with SEDA – 3-4 March 2021 Zwelihle Community Hall (Target 20 and 18 attended).</li> <li>• A 3 days training on animal farming practice during pandemic period - 15-17 March 2021 Zwelihle Community Hall, delivered by the Department of Agriculture (Target 14 and 12 attended).</li> </ul> <p>Total Number of SMME's Trained 103</p>	
<b>STAKEHOLDERS</b>	
<ul style="list-style-type: none"> <li>• Grootbos Foundation</li> <li>• SEDA</li> <li>• NYDA</li> <li>• Standard Bank</li> <li>• Department of Agriculture</li> <li>• BIBC</li> <li>• NHBRC</li> <li>• CIDB</li> <li>• DAG</li> </ul>	

### 8. WALK IN STATISTICS (JANUARY TO MARCH 2021)

The walk-in Centres in Overstrand Municipality remains Key in the strategy to provide face to face consultation to the clients and to facilitate a process through which their basic needs are met.

Service	January	February	March
Looking for Job Opportunities	126	85	93
Business Registration	52	26	13
SMME's Engagement	18	32	7
Contractor Development	9	6	5
Social Development	36	27	30
SARS	4	10	8
<b>Total</b>	<b>245</b>	<b>186</b>	<b>156</b>

### 9. COMMUNITY OUTREACH (JANUARY TO MARCH 2021)

<b>ECONOMIC DEVELOPMENT &amp; SOCIAL DEVELOPMENT AND TOURISM (OUTREACH)</b>		
<b>MASAKHANE</b>		<b>25/03/2021</b>
<b>NUMBER OF PEOPLE ATTENDED</b>	82	
DATABASE	75	
EMERGING DEVELOPMENT	25	
SOCIAL DEVELOPMENT	20	
TOURISM	20	
<b>BLOMPARK</b>		<b>26/03/2021</b>
<b>NUMBER OF PEOPLE ATTENDED</b>	18	
DATABASE	17	
EMERGING DEVELOPMENT	3	
SOCIAL DEVELOPMENT	1	
TOURISM	3	



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## CAPE WHALE COAST TOURISM - QUARTERLY REPORT: JANUARY – MARCH 2021

### INTRODUCTION

Tourism is one of the sectors most affected by the Covid-19 pandemic, impacting economies, livelihoods, public services, and opportunities. All parts of its vast value-chain have been affected. Firmer lockdown restrictions introduced on 28 December 2020 for the festive season announced the closure of Overberg and hot-spot beaches. This was accompanied by a blanket ban on the sale of alcohol. The combined impact of these restrictions was devastating to the tourism industry, especially as restrictions remained in place for a month. Cape Whale Coast Tourism mitigated the negative impact as follows:

- promoted the many unique and world-class experiences available to keep the destination front of mind for both domestic and international travellers
- hosted travel trade and media
- introduced social media campaigns
- participated in network forums
- supported entrepreneurs through training, access to market and new opportunities
- facilitated trading to enable the circular economy to gain momentum
- made linkages to government funded programmes
- positioned the Overstrand as a remote work hub
- encouraged domestic travellers to consider long stays

The increase of intercontinental flights and routes to Cape Town International Airport expanded in March and brings much hope for the recovery of tourism. The following airlines are implicated:

- Turkish Airlines
- KLM
- Qatar
- Lufthansa Airlines

We look forward to the launch of the Delta Airlines flight in June 2021 which will connect Cape Town to Atlanta, creating more opportunities for business and leisure travel from the United States.

One benefit of lockdown was the movement of digital nomads to small coastal towns for remote working. The Overstrand property market experienced an influx of buyers who either moved here or invested in a second home for the purpose of remote working. The COVID-19 pandemic and the resulting work from home culture drove an exodus of the "laptop class" to smaller towns and offers the Overstrand Municipality an opportunity to rethink how we attract businesses. With work from home firmly part of our culture, people are searching for communities with lower cost of living, affordable housing, improved quality of life, and open, healthier spaces. While it was expected

that sales in the small coastal towns would come to a standstill given the economic decline, there has been a recent price growth supporting the opposite. The slightly higher price growth on the coast compared to inland areas which is rather uncharacteristic. The Overstrand's perception as a holiday destination included the categorisation as a zoom town, considered for its proximity to the Cape Town International Airport and availability of good schools, infrastructure and golf courses.

On 1 February 2021 President Cyril Ramaphosa announced a much-wished-for relaxation of lockdown regulations two weeks before they were due to expire. Beaches and public parks were opened, the alcohol ban lifted, and the curfew eased. With this notice the Cape Whale Coast saw an influx of visitors making the most of the Valentine's weekend and the remaining 2 weeks of school holidays. Cape Whale Coast towns celebrated the region's opening with social media postings and visits of media influencers.

Danie Gouws of Hermanus High School was named as South Africa top maths achiever. This achievement and the good pass rate of all Overstrand schools contributes to attracting more young families to our region and impacts positively on school sports tourism.

The public holiday on 22 March provided a much-needed inflow of visitors. This impacted positively on accommodation bookings and restaurant trade. The quarter was marked by:

- re-opening of weekend markets
- High Street Hermanus sidewalk markets on Saturdays
- regular sightings of dolphins and Bryde's Whales
- first Hermanus Car Boot sale on Sundays
- more Hemel-en-Aarde wineries opening on Sundays
- appointment of a new Whale Crier, Yongama Nunu
- SMME training and domestic tourism activation in collaboration with National Department of Tourism



*Overstrand SMME's attending SMME Workshop presented by South African Tourism at Ecology Lifestyle Farm*

## 1. JOB & SKILLS DEVELOPMENT INITIATIVES

**Target Audience:** Overstrand Youth / Entrepreneurs

<b>NEEDS/ASSUMPTIONS</b>	
Temporary job creation opportunities linked with upskilling unemployed youth to ensure participation in the tourism economy. Communicate available opportunities and assistance for unemployed youth	
<b>RESOURCES</b>	
Learnership programmes mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies. All opportunities are communicated either through email / notices / adverts / social media platforms and WhatsApp groups.	
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>• Creating creative spaces / platforms within Visitor's Information Centres (VICs) where entrepreneurs can display or sell produce. Entrepreneurs are also linked with the various markets in the respective areas as another platform to generate an income.</li> <li>• Hermanus Market Square stalls renovated and opened with local entrepreneurs' products.</li> <li>• Partnered with Mardee's Hats for a display and sales area at Hermanus Tourism.</li> <li>• Tourism staff attending Whale Coast Conservation Beach Adventure Educational.</li> <li>• Assisting New Way to Lite NPO with their concept to create a Zwelihle Museum. Currently in the process of collecting and collating material for a pilot pop-up exhibition.</li> <li>• Circulated WESSA Blue Flag Beach learnership programme application forms. Five local youth allocated to Hermanus Tourism. These stewards will receive mentoring, training, and upskilling for the duration of the 1-year programme which remunerates at R148.40 per day.</li> <li>• Partnered with Spairo Art Foundation to assist 12 performance art students from Zwelihle to attend Zabalaza Mini Arts Festival at the Baxter Theatre, Rondebosch.</li> <li>• Linked service provider with LED department for possible roll-out of EPWP Drivers Development Programme funded by the Department of Environment, Forestry and Fisheries.</li> <li>• General information session with tourism staff regarding baboon monitoring facilitated by Pat Redford from the Baboon Monitoring Association / BOTSOC.</li> <li>• Assistant Housekeeping - Learners placed at establishments.</li> <li>• Cultural / Nature Guiding - Learners placed at establishments.</li> <li>• Numerous programmes put on hold as per directive from National Government. Food Safety Programme - 19 retrenched staff / unemployed youth. Placed at various establishments. Starting in April.</li> <li>• Accommodation Services Programme - sourcing letters of intent to host learners. Commencing in May.</li> <li>• Domestic Tourism Activation Scheme [NDT]- Assisted with logistics, compiled itinerary and recruitment of 50 Overstrand tourism scholars to participate in initiative aimed at creating awareness of Overberg tourism products. 15 and 16 March 2021.</li> <li>• JUMPSTARS Overberg webinar. JUMP is a Western Cape government app aimed at promoting and assisting entrepreneurs and SMMEs. Frieda Lloyd presented on importance of entrepreneurship to the region and 2 local entrepreneurs shared their entrepreneurial journey.</li> </ul>	
<b>SHORT/MEDIUM TERM OUTCOMES</b>	
Temporary employment and accredited training	
<b>LONG TERM OUTCOMES</b>	
Converting temporary job opportunities into permanent employment Accredited training / New graduates	
<b>PERFORMANCE MATRIX</b>	
5 persons employed from Wildlife and Environment Society of South Africa at Hermanus Tourism 1 person employed from Chrysalis at Hermanus Tourism 7 persons employed at Visitor Information Centres in Gansbaai, Kleinmond, Hermanus and Stanford	
<b>Creative Spaces at Visitor Information Centres</b> Gansbaai Tourism - 10 product owners Stanford - 9 product owners Kleinmond - 7 product owners	

**Food Safety Programme**

Circulated to Visitor Information Centres mailing list – 508 businesses  
Circulated to Tourism Business WhatsApp Group – 60 business owners / entrepreneurs  
Establishments hosting learners – 11  
Temporary jobs created – 19

**Accommodation Services Programme**

Circulated to Visitor Information Centres mailing list x 3 – 508 businesses  
Responses received from establishments to host learners – 3 restaurants  
Not viable to implement programme in Overstrand due to lack of host employers

**Domestic Tourism Activation Scheme**

Circulated to training institutions & high schools.  
Participants: 50 with 15 from Boland College Caledon, 9 from Hawston Secondary School, 14  
Tourism graduates / youth Overstrand area, 12 from Cape Agulhas.

**JUMPSTARS Overberg webinar:**

Circulated to Visitor Information Centres mailing list to 508 businesses  
Circulated to Tourism Business WhatsApp Group to 60 business owners / entrepreneurs

**Cultural / Nature Guiding [ Western Cape Community Education and Training College]**

50 Learners upskilled. Assisted with sourcing placement.

**Assistant Housekeeping [ Western Cape Community Education and Training College]**

35 Learners upskilled. Assisted with sourcing placement

## 2. TOURISM DEVELOPMENT

Target Audience: Overstrand Business Community

NEEDS/ASSUMPTIONS		
<p>Upskilling and training of SMMEs and entrepreneurs to participate in tourism economy.            Dissemination of information relating to funding opportunities for business.            Communication of available opportunities and assistance with mentoring. Support for event applications to gain funding and to assist with permit applications remain a significant aspect of support.</p>		
RESOURCES		
Training needs identified through engagements and facilitated by Overstrand Tourism Department.		
ACTIVITIES		
Stakeholder	Project	Output
Big Tree Market & Mthimkhulu Village	Market Access for local products	Empowerment of product owners to generate an income.
Dept of Public Works	New Harbour Development  SEED Awards Funding 2021	Infrastructure improvement, refurbishment of Lusitania building and creation of economic hub.  Circulated for Entrepreneurship in Sustainable Development to find the most promising, innovative, and locally led start-up social and environmental enterprises.
Public Private Partnership	Hermanus CBD Improvement	Beautification projects, Special Ratings Area facilitation
Wesgro	Destination Marketing	Promotion of many unique and world-class experiences to keep the destination front of mind  Cape Town & Western Cape Remote Working Campaign aimed at local and international visitors wanting to work and live in the Western Cape.  Support for Events Sponsorship Applications for funding.
DEDAT	Tourism Blueprint 2030	Tourism strategy guidelines for activities
NDT	Domestic Tourism Activation SMME workshop	Introduction of local tourism products to tourism students Upskilling SMMEs through increased understanding of doing business on digital platforms.
Tourism VICs	Access to Market	Providing trading space to local product owners for income generation and business opportunities.
Hermanus Village Square	Local product showcase	Development, access to market and income generation for new and small businesses.
Lighthouse2Lighthouse Ladies Charity Walk	Business Linkage & fundraising	The main purpose of Lighthouse2Lighthouse Ladies Walk is fundraising of an estimated R1m in aid of local charities. A new focus was

		introduced to create a positive spirit and provide.
WC Depart Cultural Affairs & Sport	Funding opportunities	Registered arts, culture organisations and institutions, artists groups, individuals involved in artistic expressions and arts and culture events companies to submit online applications for project funding for the 2021/22 financial year.
Hermanus Country Market	Facilitation of trade	Negotiations on trading space with Hermanus Sports Club and commencement of trade post lockdown.
Film Producers	Op My Eish KykNet Reality Programme Suidooster	Regional promotion and economic impact
Spairo Art & Thozza Tours	Development of Performing Arts in Communities	Community tourism product development
Zwelihle Youth Centre	Social Media Training	Effective promotion of small business and events on digital platforms.
<b>SHORT/MEDIUM TERM OUTCOMES</b>		
Awareness of opportunities available in private and public sector. Engaging with other tourism role players and linkages with complementary products. Encouraging a local circular economy.		
<b>LONG TERM OUTCOMES</b>		
Supporting SMMEs to participate in tourism initiatives and to ensure that local SMMEs benefit from programmes introduced by national and provincial government. Ensuring sustainability of tourism businesses and the protection of employment.		
<b>PERFORMANCE MATRIX</b>		
<p><b>Big Tree Market &amp; Mthimkhulu Village</b> accommodated 39 vendors sourced via social media and WhatsApp groups. Created 110 events on Facebook</p> <p><b>WESGRO Support for Events Sponsorship Applications for funding</b> Circulated to 508 businesses Circulated to 74 event owners Supporting letters submitted for 14 event requests for funding</p> <p><b>National Department of Tourism SMME Workshop</b> Circulated to 508 businesses Circulated to 74 businesses via individual emails Circulated on Tourism Business WhatsApp group to 60 10 business owners participated with positive feedback received.</p> <p><b>Hermanus Village Square Stall</b> Circulated opportunity via 60 persons on Tourism Business Support Group, The Craft and Design Institute, Small Enterprise Development Agency and Visitors Information Centres 10 product owners accommodated. 1 from Kleinmond, 9 from Hermanus &amp; surrounds Value of items sold in March 2021 – R1900.00</p> <p><b>Spairo Art &amp; Thozza Tours</b> Assisted the Spairo Art Foundation consisting of 15 members. Collaborated to source funding for a 'Shack Theatre' and development of community tourism in Zwelihle. Thozamile Stuurman is a registered tour guide working with Spairo Art to present cultural tourism with a performance.</p> <p><b>Zwelihle Youth Centre</b> Promoting and upskilling 10 business owners on the use of digital platforms for marketing.</p>		

### 3. STAKEHOLDER COLLABORATION

Target Audience: Overstrand Tourism Stakeholders

NEEDS/ASSUMPTIONS	
Timely and relevant information was given via different communication platforms. Cape Whale Coast Tourism and the 4 Visitor information Centres (VICs) collaborates with Wesgro, National Department of Tourism, South African Tourism, WWF, CapeNature, SANBI and Overberg District Municipality to ensure all were updated with developments and ensuring that local businesses were included in the surveys, lists and records updated by government. Assistance is given to small business with social media postings and the creation of events.	
RESOURCES	
Webinar	Zoom meetings
Tweet-Ups	WhatsApp Discussion groups
ACTIVITIES January - March 2021	
4, 5 January	Hermanus Country Market Meeting: Municipal support to continue trade
8	Meeting with Stanford Tourism, Gansbaai Tourism
19	Big Ambitions Webinar
20	LED/Tourism Cluster Meeting, Overberg TravelChatSA
21	Tourism Managers Meeting FynArts Meeting Milkyway Productions
25	Walker Bay Outdoor Event in April
27	Film permit application – Op My Eish KykNet Reality Programme
27	LED/Tourism Cluster Meeting, Overberg
27 - 31	Media visit, Cape Town Magazine
29	Youth Entrepreneurship Meeting
2 February	Springfontein video shoot, Stanford Celebrate opening of beaches Hermanus
3	TravelChatSA: Romantic Getaways
5	Duiwelsgat hiking trail to consider upgrades and maintenance Cape Winelands & Overberg Regional Tourism Liaison Committee Meeting (road signs)
7	Celebrate opening of beaches Gansbaai
9	Race2Stanford Meeting
11	Social Media Training Workshop, Zwelihle Hermanus Varsity Trust discussion re training of 5 eco-guides
12	Big Tree Marketing Event at White Shark Projects, Kleinbaai
15	Public Private Partnership Meeting Hermanus
18	Tourism Managers Meeting
19	Mystery Weekend Packages
22	John Matthews: Food Technology and Beverage Programme
24	Lighthouse 2 Lighthouse Ladies Walk, Hermanus
25	Hermanus FynArts Gallery Opening & Opening Address Birkenhead Commemoration, Gansbaai Explore SA – Collaboration with SA Tourism and Google Arts & Culture Webinar with SMMEs and Co-operatives
27	Stanford MTB Classic Challenge Springfontein Wine Estate Harvest Festival
1 March	Kleinmond Nature Conservation and Tourism Meeting
3	JUMPSTARS Overberg webinar for entrepreneurs.
5	Municipal Manager & Directors and Business meeting, Gansbaai Kleinmond tourism opportunities discussion with Hylton Mitchell Tourism Safety & Communication Forum
6	Big Tree Market, Mthimkhulu Village, Kleinmond
8, 9	Wesgro Regional filming of Day Trips – Hermanus / Kleinmond
9	Hermanus Tourism Business Meeting
10	Lighthouse2Lighthouse Wednesday Morning Charity Walk 6:00 Lizette's 5 & 10 kms Lara Kirsten Concert, pianist & poet, Theatre at Andante, The Yard, Harbour Rd, Kleinmond 6pm

11	LED. Tourism & Social Development Directorate Staff Meeting, Thusong Centre, Hawston
12	Carina Bruwer first to swim across Walker Bay in aid of struggling artists.
13	Baardiskeerdersbos Bazaar 9:00 – 12:00 Palmiet River Trail Hiking 7:30 – 16:00 Rotary Scenic Horse Trails Hemel-en-Aarde, Hermanus Eikenhoff Orchid Nursery Stanford Open Day (every Saturday 9-13)
14	Lighthouse2Lighthouse Practice Walk, 7:00 Betty's Bay. First Car Boot Sale
15	Wesgro Regional filming of Road Trips Stanford / Gansbaai [ Tourism Attractions] King James obo Wesgro filming Overberg icons [ Stoney Point & Harold Porter]
15, 16	NDT Tourism Youth Activation – 2-day tourism awareness campaign. 48 Youth participated from Boland College in Caledon / Cape Agulhas / Overstrand.
16	Lighthouse 2 Lighthouse Charity Practice Walk, 7:00 Groeneweide Gansbaai 5 & 10 km
19 - 22	Re-tree-1 to the Forest, Bodi Khaya, Grootbos Road, Gansbaai
19	Bottomless Coffee Band, Burgundy Restaurant, Hermanus 7pm
20	Gansbaai Tourism Coastal Clean-up 1 – 3pm Siversands Betty's Sea Farm Coastal Run 7:30 Organised by Hangklip Athletics Club Human Rights Day event at Kleinmond Golf Course
22	Public Holiday Overberg/Garden Route Educational – Cradle of Human Culture: media & tour guides
23	SMME Workshop at Ecology Lifestyle Farm, Botriver
24	South African Tourism SMME Workshop
25	Tourism Relief Fund Information Session
25 - 26	LED Workshop Masakhane and Blompark
27	Embark Triathlon training, Hermanus
29	Overberg Tourism Blueprint 2030, Briefing session

Wednesdays: Overberg District Cluster Meetings with DEDAT

<b>SHORT/MEDIUM TERM OUTCOMES</b>	
Updates on relief programme, national and provincial linkages and insight into strategic frameworks designed. Equipping staff with skills and tools required to address tourism sector opening. Providing access to market.	
<b>LONG TERM OUTCOMES</b>	
Providing information to Cape Whale Coast tourism role players and understanding challenges faced by this sector. Assisting with decision making given the information gained including that listed below.	
<b>PERFORMANCE MATRIX</b>	
Creating an enabling environment for the tourism sector to be informed of assistance programmes, having access to updated regulations, understanding the impact and implications of regulations. An updated and engaged tourism community. 110 events listed and promoted via Facebook.	

#### 4. MARKETING

With regional places and coastal villages set to benefit enormously from lack of direct flights from international destinations to Cape Town, competition for winning tourism is fierce. Tourism works towards the following:

- Establishing a powerful destination brand.
- Positioning itself in the best position to charm travellers when they do start researching their next getaway.
- Marketing to domestic tourists while foreigners are limited in their ability to travel. Increased domestic travel has boosted our economy and we have been reliant on a need of Capetonians to escape to the countryside.
- Reaching out to visitors from all provinces has been experienced.
- Focus on wellness, the number one requirement for visitors, especially as we see the COVID-19 infections decrease.
- Highlighting camping and self-catering accommodation which are popular with a noticeable increase in return trips and last-minute cancellations.

With global events cancelled, non-essential travel restricted, and holidaymakers having to self-isolate at home, many more businesses within the travel and tourism industry are likely to find themselves in jeopardy. But while most brands are sitting tight, it's no longer a case of keeping quiet and hoping everything will blow over. Cape Whale Coast is proactive about communication on the benefits of our open spaces. The following activities support extensive communication:

- Collaboration with stakeholders to develop a marketing campaign for the region reiterating the popular attractions while highlighting hidden gems.
- Introducing more attractions for the domestic return visitor.
- Using street art to relay a message of positivity and hope.

Leading activities include:

- Annual Birkenhead Commemoration was observed on 25 February as weather conditions prevented a trip out at sea on 26 February – the actual date of the ship sinking in 1852. Next year will be the 170<sup>th</sup> commemoration.
- A mural created by Mike Swartland for Cape Whale Coast Tourism resulted in several commissions for the artists. These include art works at the South African National Space Agency, a mural at Victoria Square and work for event's organiser Walker Bay Outdoor.
- A month-long filming of the KykNet Reality Programme Op My Eish in Hermanus included accommodation booking of the complete Misty Waves Guest House. The show was promoted on Kfm and 5fm. Kfm representatives Zoe Brown and Carl Wastie of the Flash Drive stayed over in Hermanus and listeners were updated on the natural beauty of the area. CapeTown Magazine's content on Hermanus was shared via social media well received with a wide reach.

**Target Audience:** Domestic and international travellers as well as the travel trade, tour operators and travel agencies. With international travel restrictions in place and only a limited number of global airlines flying directly to South Africa the target messaging is still on domestic tourism encouraging road trips.



1 MINUTE READ

## World-first for Walker Bay!

NEEDS/ASSUMPTIONS		
Reaching out to travellers, the travel trade and tour operators to ensure updated information on the destination and the tourism products available.		
RESOURCES		
Social media	Digital platforms	Printed media
ACTIVITIES		
<ul style="list-style-type: none"> <li>• <a href="https://businesstech.co.za/news/trending/458242/why-home-buyers-in-south-africa-are-flocking-to-these-zoom-towns/">https://businesstech.co.za/news/trending/458242/why-home-buyers-in-south-africa-are-flocking-to-these-zoom-towns/</a></li> <li>• The Western Cape Small Towns Bucket List: <a href="#">50 hidden gems of the Western Cape, according locals in small towns (capetownmagazine.com)</a></li> <li>• Best Weekend Getaways from Cape Town in 2021, Inside Guide</li> <li>• Media Visit with 3 content creators from Cape Town Magazine, 28 – 31 January</li> <li>• De Vette Mossel, Bruis Magazine</li> <li>• Die Burger front page: Hermanus picture of Dreunkrans (12 Jan), Clarence Drive photo (18 Jan)</li> <li>• Die Burger readers pictures featured Gansbaai, Baardskeerdersbos, Hermanus</li> <li>• Bounce Back: A four-day relaxation retreat in Stanford, Inside Guide</li> <li>• Gans-berg, Village News, Hermanus Times, Overstrand Herald</li> <li>• Campaign: Love a Little Local</li> <li>• Getaway competition winning a weekend on the Cape Whale Coast</li> <li>• Shopping mall screenings of destination at Canal Walk, Somerset Mall, Cape Gate</li> <li>• Stanford on KykNet Fiesta (channel 124) on 22 February (Panthera Africa, Stanford Festival, Stanford Hills, Made in Stanford)</li> <li>• Campaign: Love a Little Local</li> <li>• Campaign: I Love Zwellihle linked to the I Love Hermanus campaign promoting cultural tourism.</li> <li>• DSTV Channel 174 Gregg Wallace visiting Cape Whale Coast with specific focus on Gansbaai</li> <li>• 30-minute documentary, aired on CNN Inside Africa between April and May 2021</li> <li>• Wesgro regional trips: Reimagine the Western Cape content - Cape Overberg</li> <li>• Getaway Magazine feature on Grootbos and Mosaic Lodge</li> <li>• Die Burger: Wine tourism promotion to assist local wineries with trade post the lifting of the alcohol ban.</li> <li>• Compiled and submitted proposal for Overberg Padkos Festival to Wesgro.</li> <li>• Carina Bruwer's 21 km swim across Walker Bay was covered by Nadine Theron, E-News, KFM 94.5, Netwerk24</li> <li>• Cape Town Magazine coverage of Hermanus establishments</li> <li>• South African National Space Agency (SANSA) celebrated the start of construction for a state of the art 24-hour Regional Space Weather Centre on Tuesday 9 March 2021 in Hermanus. Minister</li> </ul>		

of Higher Education, Science and Innovation, Dr Blade Nzimande applauded SANSA for its innovative approach to the global challenge of space weather.

- Goodwill Mountain Farm featured in Go Magazine
- Klein River Cheese won 3 golds at SA Dairy Championship on 26 March with their Raclette, Gruberg Vintage and Oak Smoked Stanford.
- Stanford Hills Africamps: Blog by One Stop Wanderlust [Glamping with AfriCamps at Stanford Hills \[onestopwanderlust.com\]](https://onestopwanderlust.com)
- Kleinmond on Fiesta Kyknet DSTV Channel 144 <https://www.facebook.com/714962007/videos/10159258769842008/>
- Kogelberg Nature Reserve on Sky Programme <https://www.sky.com/watch/title/series/b33a0be8-88e1-46f1-b01d-6e2d6b9a2bbf/africas-hidden-kingdom/episodes/season-1/episode-6>.
- White Water and Stanford Hills: listed on the Inside Guide's list of [The Best Pet-Friendly Accommodation in The Cape \[insideguide.co.za\]](https://www.insideguide.co.za)
- Blue Gum Country Estate: Rated by Go Tourism [GO Tourism | Facebook](https://www.go-tourism.com)
- Stanford Valley Farm: Review in UK Country and Town House: [The Weekender: 48 hours in South Africa's Winelands | Travel \[countryandtownhouse.co.uk\]](https://www.countryandtownhouse.co.uk)
- Stanford Valley Farm: Gourmet Guide - [Authentic Overberg dining - Gourmet Guide](https://www.gourmetguide.co.za)
- Bodhi Khaya Re-Tree-t Blog: [A True Triumph of a Re-tree-t to the Forest — Bodhi Khaya Nature Retreat](https://www.bodhi-khaya.com)
- Olilo Coco – Cape Town etc - [Olilo Coco! Where good food and art meet \[capetownetc.com\]](https://www.olilococo.com)
- Penguin Passport, a campaign aimed at encouraging visits to local attractions and sharing these visits on social media.
- #IloveHermanus campaign rolled out visually with I love Hermanus murals.

#### SHORT/MEDIUM TERM OUTCOMES

Information dissemination and updates on travel readiness, developments within destination and news about new products and changed products.

#### LONG TERM OUTCOMES

Engagement and support of tourism colleagues and linking with other destinations. Keeping Cape Whale Coast front of mind for planning of future travels and reminding travellers and locals of the diversity of what our region offers. Online platforms were predominantly actioned to remind travellers of the natural beauty of the Cape Whale Coast and to show our open spaces, celebrate the champagne air and keep the destination front of mind as a short break-away once travel restrictions are lifted. A dedicated Cape Whale Coast Tourism Covid-19 webpage was updated with current information.

#### PERFORMANCE MATRIX

January 2021 posts with most reach: Filming on Overstrand Beaches reached 19 397 people, Hermanus Country Market – The Way Forward – reached 26 229 people.  
February 2021 post that stood out: Hermanus is Open had a reach of 49 020.  
March 2021 post with wall mural at Cape Whale Coast Tourism office had reach of 39 278 people, Carina Bruwer swimming across Walker Bay reached 24 711 people.

## 5. SOCIAL MEDIA PLATFORMS

A29/42

Below are the social media platforms applied by Cape Whale Coast and its Tourism Visitor Information Centre to reach domestic and international travellers. The reach of these platforms are significant and has been established over a number of years and with regular postings. The collective engagement of tourism on various platforms amplifies messages and reaches more people. Events organisers are encouraged to add tourism organisations as a co-host for events on Facebook to introduce to more people and make more visible. Engagement on social media is important to increase reach.

			Instagram Posts	
	7929	2421	684	4263
	5176	1431	282	1603
	<b>10 585</b>	<b>4235</b>	519	<b>5744</b>
	7 349	2326	<b>1359</b>	3449
	9 849	1806	564	3595

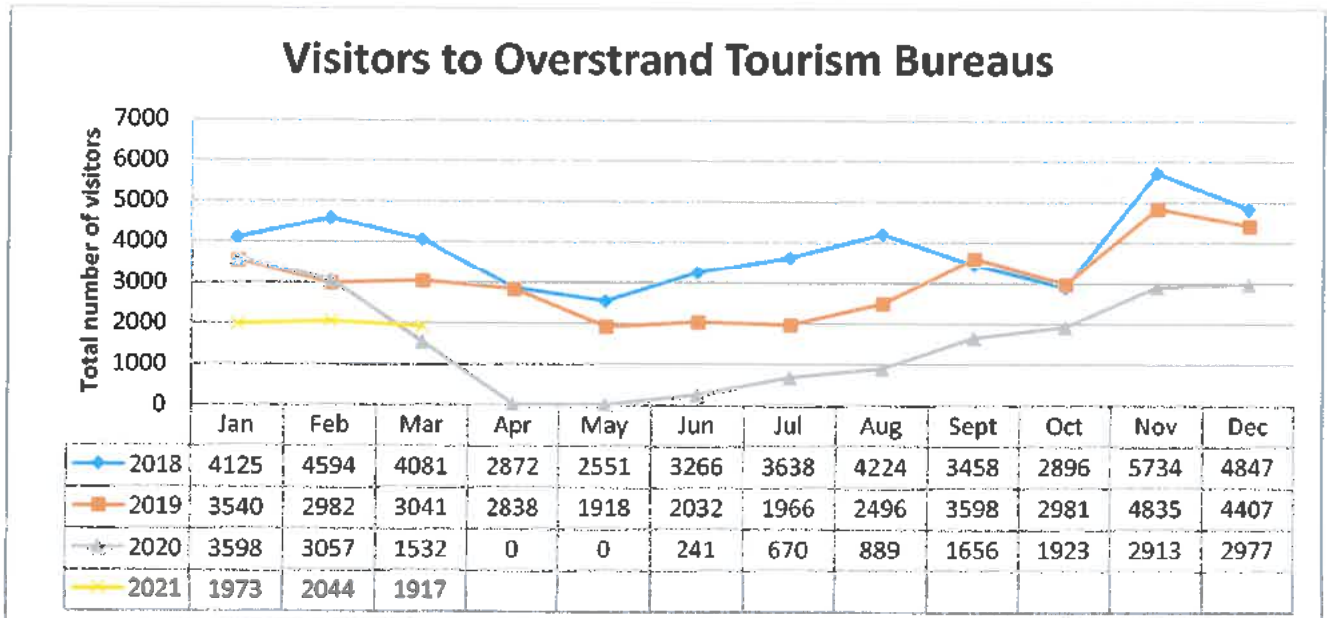
				
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond-Tourism	kleinmondtourism	@hangklipT	#KleinmondTourism #HangklipT
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus #hermanus
	stanfordtourism	visitstanford	@visitstanford	#visitstanford #stanfordtourism
	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

## 6. VISITOR INFORMATION CENTRES

**Target Audience:** Domestic and international visitors and local communities.

A30/42

Most visitors to Visitor Information Centres are interested in hiking, mountain bike routes and events. This might be due to many people working from their second homes in the Overstrand prior to the start of the school holidays and therefore not needing to travel.



<b>NEEDS/ASSUMPTIONS</b>	
Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. March figures shows a recovery and for the first time in 2021 we are back to the numbers seen last year March – albeit only 63% of 2019 and 47% of 2018. These encouraging figures indicate that domestic leisure tourism continues to pick up.	
<b>RESOURCES</b>	
Staff employed at VICs	Email WhatsApp
<b>ACTIVITIES</b>	
<ul style="list-style-type: none"> <li>• Answering telephone enquiries and assisting walk-ins</li> <li>• Social media and website updates</li> <li>• Providing information to Overberg District Municipality, DEDAT and Overstrand Municipality</li> <li>• Recording visitor stats for Wesgro</li> <li>• Training and staff development</li> <li>• Product liaison and educational visits</li> <li>• Stakeholder engagement</li> <li>• Market support in terms of communication with traders and promoting event</li> <li>• Event support in terms of permit application assistance and social media exposure</li> <li>• Input for economic recovery report</li> </ul>	
<b>SHORT/MEDIUM TERM OUTCOMES</b>	
Being a point of enquiry for the local community, business community and government.	
<b>LONG TERM OUTCOMES</b>	
An informed community Provincial and National Government updated with Cape Whale Coast and Overstrand information	
<b>PERFORMANCE MATRIX</b>	
One monthly meeting, 2 virtual engagements and daily emails assist to align activities and focus on event promotion, marketing activities and attractions and focussing on communicating programmes, festivals and holidays. 1917 visitors to the VICs assisted face-to-face. 462 businesses and individuals reached electronically with news, government assistance, funding and training opportunities.	

**SOCIAL DEVELOPMENT DEPARTMENT - REPORT FOR MARCH and QUARTER 3: 2021****INTRODUCTION**

The purpose of this report is to focus on the projects that were active during this quarter. Projects with no change during this quarter can be found in the previous report.

**HIGHLIGHTS of this 3<sup>rd</sup> quarter report** include:

**178** adults that were assisted to complete their applications to complete / attain their Matric certificate

**22** Homeless people who will receive further assistance with attaining their ID documents / cards

**1** Homeless person who through the work of the social worker has been admitted to a treatment facility for his health

**4** Homeless people for whom arrangements are being made to be admitted to a rehabilitation facility

**28** Youth that was supported to attend a cultural event in Paarl

**200** face-to-face campaigning, and **1000** pamphlets distributed in Gansbaai and Zwelihle to create awareness of the SONA and SOPA

**30** Youth that participated in the SONA / SOPA youth panel discussion

**390** People from across the Overstrand that were assisted with the Thusong Home Affairs outreach, giving the opportunity to apply for ID's, register births, and register deaths

**816** People who were assisted with the Thusong UIF outreach project for payments, applications and enquiries

## 1. YOUTH PARTICIPATION IN LOCAL DEMOCRACY

**TARGET POPULATION:** Overstrand youth aged between 15-35 years of age

<b>NEEDS / ASSUMPTIONS</b>	
<p>The youth is an important group of the Overstrand population. Aged between 15- 35 years of age, the youth represent 34% of the total population. They are vital to the future of the Overstrand, not only as future leaders but also as advisors and visionaries. The youth are also the population with the highest unemployment.</p> <p>We need to provide them with opportunities to express their opinions and views in a constructive manner and allow them to make a meaningful contribution to the Overstrand and their communities. As a democratic institution, the municipality also has an obligation and a need to engage and consult with the youth.</p>	
<b>RESOURCES</b>	
<p>Venues Staff / capacity Catering Telephone e-mail Time The Youth Budget</p>	
<b>ACTIVITIES</b>	
<p>Public participation / youth participation Consulting and engaging the youth Establish and maintain youth database Draft and finalize terms of reference # Workshops Outreaches Marketing and awareness campaigns Establish youth desk</p>	
<b>STAKEHOLDERS</b>	
<p>Department of Local Government Thusong Programme Government Communication and Information System Overberg Social Development Forum Department of Social Development Zwelihle Youth Expo Spiwo Art Foundation Overstrand Youth</p>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<p>Youth Desk Focus areas: <b>Lifestyle</b> (sports, culture, recreation etc.); <b>Business</b> (youth in business, entrepreneurship, micro enterprises, economic development etc.); <b>Leadership</b> (public speaking, community service, debating etc.) Youth data base Youth awareness Terms of reference Ward structures established Overstrand youth structures established</p>	
<b>LONG TERM OUTCOMES</b>	
<p>Empowered and capacitated youth participating in local government structures Established youth leadership programme</p>	
<b>PERFORMANCE MATRIX</b>	
<p>Q2 Drafted project proposal</p>	

Q3

Established project steering committee (EMT & TMT)

Internal stakeholder engagement

External Stakeholder engagement

Councilor workshop

Started with youth database

Youth Desk established, mail us at [youthdesk@overstrand.gov.za](mailto:youthdesk@overstrand.gov.za)

in line with the youth in Lifestyle focus we assisted 28 youth from a performing arts group in Zwelihle to participate in an Arts and Culture event in Paarl.

As part of the Youth in Leadership focus 30 youth participated in a SONA Youth Panel Discussion at the Thusong

## 2. MOUNT PLEASANT AFTER SCHOOL PROGRAMME

**TARGET POPULATION:** Primary school children in the Mount Pleasant and Zwelihle area regarded as particularly vulnerable

<b>NEEDS / ASSUMPTIONS</b>	
<p>Children need responsible adult supervision, especially young children. When primary school children in impoverished areas go home after school and there is no adult supervision they are therefore in danger of abuse, rape, molestation, violence and even death. Many children though are simply neglected, which affects their self-worth and academics. Neglected children also lack nutrition, love and attention.</p> <p>After school facilities provide children with nutrition, safety and the necessary and attention and support they require.</p>	
<b>RESOURCES</b>	
<p>Facility / venue Volunteers NPO / Stakeholder Food Funding /Budget Sports equipment and clothes Tables and chairs Staff Sports facilities Wool, paint, paper etc. and other material required for arts and crafts and other activities.</p>	
<b>ACTIVITIES</b>	
<p>Cooking and providing food Assistance of homework Supervision Guidance and help Sports Hobbies and skills Reading Outings Fun / Play Special days</p>	
<b>STAKEHOLDERS</b>	
<p>Mount Pleasant Primary School Just Care Department of Social Development</p>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<p>Provides children with a safe and stimulating environment from 14:00-17:00 daily while parents are at work and children are at their most vulnerable.</p>	
<b>LONG TERM OUTCOMES</b>	
<p>Improved academic performance Improved life trajectory</p>	
<b>PERFORMANCE MATRIX</b>	
<p>Q2 During this period the facility could only accommodate 40 children a day due to COVID-19 restrictions. The centre also continued with work by providing food parcels to the families of the children enrolled at the school. They distributed educational activities to the children and did home visits on a frequent basis. Also had a holiday programme. The school closed for the holidays on 15 December 2020.</p>	
<p>Q3 Currently the facility accommodates 58 (Grade R, 1 and 2) children due to COVID-19 restrictions, and the average attendance has been 98% during this period.</p>	

### 3. Ithemba Day Care for People with Special Needs

**TARGET POPULATION:** Physically and mentally disabled children from Zwelihle

<b>NEEDS / ASSUMPTIONS</b>	
Children with special needs (physical and mental disabilities) need specialized care and attention. The importance of mental and physical stimulation for children is highlighted by the importance of ECD and primary school – it is no different but rather more important for children with special needs. There is no facility of this kind in Zwelihle, although there are a few children in the area in need of the service.	
<b>RESOURCES</b>	
Facility, Stimulating environment, Outdoor equipment, Furniture, Specialised equipment inside Staff, and salaries and wages Daily programme specially designed for the education and stimulation of children with special needs. Funding / Budget	
<b>ACTIVITIES</b>	
Keeping the facility clean, Cooking and providing a meal for the children daily, Stimulating and interacting with the children, Occupational therapist sessions with the children on a one on one basis.	
<b>STAKEHOLDERS</b>	
Department of Health Department of Social Development Overstrand Association for Persons with Disabilities Ithemba Day Care	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
Provides a safe, healthy and stimulating environment for children with special needs daily. This service improves the children's quality of life, stimulates them mentally and physically. Provides respite to the parents who are provided the opportunity to look for work or to rest from their constant responsibility of caring for the child.	
<b>LONG TERM OUTCOMES</b>	
Improves the children's life trajectory and quality of life.	
<b>PERFORMANCE MATRIX</b>	
Q2 Due to COVID-19 restrictions during this period all schools was closed, and the facility was unable to accommodate children.	
Q3 The programme is continuous and is at full capacity with 8 people everyday Monday to Friday from 08:00 – 17:00. Unfortunately, the school has a waiting list since not all the children can be accommodated at the school. Alternative land has been proposed for the day care facility and the organization has been informed. They will apply for the land to Property Administration for consideration	

#### 4. OVERSTRAND LOCAL DRUG ACTION COMMITTEE

A36/42

**TARGET POPULATION:** Stakeholders, and people who are affected and effected by substance abuse

<b>NEEDS / ASSUMPTIONS</b>	
<p>In terms of the Prevention and Treatment of Substance Abuse Act No.70 of 2008, municipalities must establish Local Drug Action Committees. The Local Drug Action Committee has a legislative mandate which it must fulfil by:</p> <ul style="list-style-type: none"> <li>(a) ensuring that effect is given to the National Drug Master Plan (NDMP) in the Overstrand.</li> <li>(b) compiling an action plan to combat substance abuse in the Overstrand in cooperation with provincial and local governments.</li> <li>(c) ensuring that the action plan is in line with the priorities and the objectives of the integrated Mini Drug Master Plan and that it is aligned with the strategies of government departments.</li> <li>(d) implementing the action plans.</li> <li>(e) annually reporting to the relevant Provincial Substance Abuse Forum concerning actions, progress, problems and other related events in its area; and</li> <li>(f) providing such information as may from time to time be required by the Central Drug Authority (CDA).</li> </ul>	
<b>RESOURCES</b>	
<p>Stakeholders: substance abuse service providers, local and provincial departments          The assumption is that programmes and projects that are already in place (and funded) will be utilized to address substance abuse challenges where appropriate.          Venues          Transport          Publications</p>	
<b>ACTIVITIES</b>	
<p>Workshops / meetings to establish area-based drug action committees,          Compiling an action plan to combat substance abuse in the Overstrand in cooperation with provincial governments,          Coordinate activities aimed at reducing substance abuse,          Quarterly meetings to report back on the implementation of the action plan,          Monitor and evaluate the implementation of the action plan,          Report to the Provincial Substance Abuse Forum and to CDA when required.</p>	
<b>STAKE HOLDERS</b>	
<p>Department of Social Development          District Social Development Forum          Ikamva Youth  <b>Hawston Health and Welfare</b>          South African Police Services          Child Welfare South Africa Kleinmond          BADISA          Faith Based Organisations          Overstrand Thusong          Department of Health          Department of Education          Department of Community Safety          Department of Justice and Constitutional Development          Department of Correctional Services  <b>Overstrand Law Enforcement</b>          Department of Sport and Culture</p>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<p>Established and functioning local area-based drug action committee          Local drug action plan          Coordinated local approach to the fight against substance abuse          Well-functioning and supported Overstrand Drug Action Committee</p>	
<b>LONG TERM OUTCOMES</b>	
<p>Decrease and elimination of substance abuse          Increase in school retention rate</p>	
<b>PERFORMANCE MATRIX</b>	
<p>Q2          No meetings were held during this period due to COVID-19 restrictions</p>	

A37/42

Q3

Meetings have been held with stakeholders in Kleinmond, Gansbaai and Hawston to establish drug action committees in these areas. The Department is working on a template and guidelines to capture local area-based drug action plans, in line with the new National Drug Master Plan that was launched earlier this year.

The initiative has been well received by communities visited and further meetings are planned for April.

## 5. NPO DATA BASE

**TARGET POPULATION:** Stakeholders, community based organisations (CBO), NPO's and people looking for help

<b>NEEDS / ASSUMPTIONS</b>	
<p>There is no data base of all the NPO's and CBO's in the Overstrand. However, these organization play an important role in social development and welfare work in our communities. To understand the availability and geographic distribution of services offered by these organisations are important for coordination and the distribution of resources. On the other hand, it also helps in identifying needs or a lack of services.</p> <p>A data base of all these organizations is an important resource directory for people to find help and helps potential funders to identify beneficiaries.</p>	
<b>RESOURCES</b>	
<p>Data base Advertisement in the local newspaper Budget Publication of NPO / CBO community resource booklet</p>	
<b>ACTIVITIES</b>	
<p>Design data base registration form Advertise opportunity to register on database Give notice and opportunity to register on data base through Ward committees Capture the data Publish and distribute booklet</p>	
<b>STAKEHOLDERS</b>	
<p>ALL NPO'S AND COMMUNITY BASED ORGANISATIONS in the Overstrand and all other's that provide a social service to the community</p>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<p>CBO and NPO data base Booklet</p>	
<b>LONG TERM OUTCOMES</b>	
<p>Better coordinated and resources NPO's and CBO's in the Overstrand Better social and welfare services to local communities Improved socio-economic development</p>	
<b>PERFORMANCE MATRIX</b>	
<b>Q2</b>	
<p>We have moved the date to redesign the form to accommodate more services, but we have started a verification process of all the information of the "old" booklet.</p>	
<b>Q3</b>	
<p><b>250</b> Organisations, groups, and references where contacted <b>67</b> Contact information for the data base has been confirmed / verified.</p>	

**6. THUSONG SERVICE CENTRE**  
**TARGET POPULATION: OVERSTRAND COMMUNITY**

A39/42

<b>NEEDS / ASSUMPTIONS</b>	
<p>South Africa has three spheres of government, each with specific functions and programmes aimed at addressing the needs of the people. Regrettably government cannot have a service delivery point or office for all its services in every town. To address this, government introduced the Thusong service centre programme to extend and integrate government services into outlying areas. The Thusong programme has been tailored to ensure that citizens, such as those in the Overstrand, can seamlessly access a wide range of integrated public services irrespective of where they live. In short, the purpose of the Thusong programme is to bring government services closer to the people.</p>	
<b>RESOURCES</b>	
<p>The Overstrand Thusong centre            Multipurpose hall            Small stage            5 x Offices            Fully functional kitchen            E-Centre            Small amphitheater            Skilled and competent staff            Safe parking            Printer, scanner and copier</p>	
<b>ACTIVITIES</b>	
<p>Coordinate, organize and facilitate Thusong outreach programmes;            Assist walk-in clients at Thusong;            Host and promote government services (for example SASSA);            Assist clients wishing to book the venue;            Assist and host clients that have booked the facility by ensuring everything is in order and ready for the booked event;</p>	
<b>STAKEHOLDERS</b>	
<p>Government Communication and Information System            Community Works Programme            South African Social Services Agency            National Youth Development Agency            Department of Labor            Department of Health            Western Cape Department of Social Development            Western Cape Department of Local Government            Hawston Health and Welfare            Kamva Youth            Women Action Group            Hawston Neighborhood Watch            South African Police Service            Hawston e-Centre            Law Enforcement            Housing Department            Overstrand Association for Persons with Disabilities            Hawston Clinic            Department of Home Affairs</p>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<p>Increased services and access to service for the citizens in the Overstrand.</p>	
<b>LONG TERM OUTCOMES</b>	
<p>Social development in the Overstrand</p>	
<b>PERFORMANCE MATRIX</b>	
<p><b>Q2</b>            Hosted two sessions for <b>40 Hawston Housing beneficiaries</b>;            Hosted a Cape Nature meeting regarding Paddavlei and other environmental projects (<b>15 people</b>);            Assisted <b>23 people with COVID-19 Grant applications</b>;            Assisted <b>45 people with SASSA disability</b> enquiries;            Assisted <b>30 people with UIF</b> applications; and            Hosted the examination of <b>25 Law Enforcement officers</b>.            The Thusong has also been utilized as a pivotal point for the preparation of food for humanitarian aid.</p>	

**Q3****During February the following services were delivered at the Thusong:**

SONA awareness campaign in Gansbaai and Zwelihle: **face-to-face campaigning to 200** people and **1000 pamphlets** distributed. Awareness was created through talking to people at taxi ranks in Masakhani and Zwelihle, door-to-door, and the distribution of pamphlets.

Home Affairs outreach (all areas of Overstrand): **390 people assisted** (ID applications, birth registrations, and registration of deaths).

Services facilitated and beneficiaries:

UIF outreach: **816 people assisted** (payments, enquiries and applications)

Establishment of Hawston neighborhood watch: **30 people participated**

Area based local drug action committee Hawston: **50 people participated**

**Other services rendered at Thusong: Jan to March 2021**

DSD: **68 beneficiaries**

Hawston E-Centre: **1165 total services rendered**

Thusong Office walk-ins assisted: **738**

**7. HOMELESSNESS DIGNITY PROJECT****TARGET POPULATION:** Homeless people in Hermanus

<b>NEEDS / ASSUMPTIONS</b>	
<p>There are currently no facilities in the Overstrand that provide shelter and other services to people living on the streets. At the same time a large group of at least forty something homeless people in the Hermanus area call the street their home. The lack of services, lifestyle and sleeping choices often brings them in conflict with law enforcement, shop / business owners, restaurants etc. Moreover, global research shows that homelessness has detrimental consequences, both to individuals on the street and society at large. Central to the issue is the protection of the rights of South Africans. The Bill of Rights enshrines the rights of all people all people in our country and affirms the democratic values of human dignity, equality and freedom.</p> <p>Addressing homelessness requires a multi sectoral approach and most of all a humanitarian approach. For this reason, a social worker was appointed on a temporary basis to profile, assess implement an appropriate intervention strategy with every individual homeless person in the Hermanus area that volunteer to be on the programme. People cannot be forced to participate.</p>	
<b>RESOURCES</b>	
<p>Social worker Time Telephone Transport Funding Office Stationary Stakeholders</p>	
<b>ACTIVITIES</b>	
<p>Meeting the homeless on a regular basis – establish a trust relation Establish a profile of all the homeless; Assess every individual that participate; Determine and implement intervention plan for each client; Visits to SASSA, Home Affairs, Hospitals and Clinics and engage with stakeholders; Make the necessary referrals and recommendations. Engage with families for reintegration Engage and rehabilitation centres and after care centres and facilitate the admission of clients</p>	
<b>STAKEHOLDERS</b>	
<p>Hermanus Night Shelter Association Hermanus Hospital Hermanus Clinic Stanford Clinic South African Police Services Revival Town South Africa Department of Social Development Law Enforcement Department of Home Affairs Toevlug Rehabilitation Centre</p>	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
<p>Detailed understanding of the situation and challenges faced (emotional, psychological, sociological etc.) by every homeless person that volunteer to be part of the programme. Immediate and essential needs addressed where and when possible. Clothing, warmth, sanitation, vital documentations (ID documents), dignity, access to health and SASSA assistance.</p>	
<b>LONG TERM OUTCOMES</b>	
<p>Reintegration into society Reunited with family Dignified life</p>	
<b>PERFORMANCE MATRIX</b>	
<p>Total number of homeless in Hermanus that has been profiled: <b>30</b> Total number of interviews conducted with homeless persons: <b>90</b> Assisting with complaints from public/ tourism office: <b>2</b> Homeless people assisted with clothing: <b>12</b> Homeless people motivated to go to a rehabilitation centre: <b>6</b> Applications being prepared for admission to rehabilitation centre: <b>6</b> Aftercare programme for clients returning from rehabilitation centre is being investigated <b>11 Homeless are ready to have their identity numbers verified at Home Affairs</b> <b>11 Homeless are ready to apply for ID documents at Home Affairs</b> <b>1 Home Homeless person has also been assisted to be admitted to a clinic in Worcester where he will be treated for TB.</b></p>	

### 8. SENIOR CERTIFICATE FOR ADULTS PROJECTS

**TARGET POPULATION:** ADULTS (18 YEARS AND OLDER) IN GANSBAAI, HERMANUS, AND KLEINOMND THAT WISH TO COMPLETE / ATTAIN THEIR MATRIC CERTIFICATE

<b>NEEDS / ASSUMPTIONS</b>	
According to the <i>Western Cape Socio-Economic Profile for Overstrand Municipality 2020</i> indicates learner retention rate as the third highest socio-economic risk facing the Overstrand. This means that the number of students that ultimately proceed to attain their matric certificate is unacceptably low. The Western Cape Department of Education has opened the opportunity for individuals that fit the criteria to write exams during the first half of 2021 to attain their matric certificate. Senior / matric certificates are also essential for most job and tertiary applications.	
<b>RESOURCES</b>	
Paper and printing Time Telephone Office Staff Media	
<b>ACTIVITIES</b>	
Design and distribute awareness material – informing people of the opportunity and criteria to register for the opportunity. Mobilise and train office staff to assist applicants Print application forms Assist applicants to complete forms Collate all applications Electronically submit applications Physically submit application forms	
<b>STAKEHOLDERS</b>	
Western Cape Department of Basic Education Local Economic Development Overstrand Thusong	
<b>SHORT / MEDIUM TERM OUTCOMES</b>	
Successfully assist applicants and submit applications	
<b>LONG TERM OUTCOMES</b>	
Increased number of individuals with a senior / matric certificate Increased employability of candidates with senior certificate Increased job market	
<b>PERFORMANCE MATRIX</b>	
The initiative assisted a total of 178 young people in the Overstrand with completing and submitting applications.	