

PORTFOLIO COMMITTEE :
ECONOMIC DEVELOPMENT & TOURISM

Chairperson :

Cllr E Gillion

Committee Members :

**Cllrs G Cohen, F Krige,
S Tebele & C Tafu-Nwonkwo**

PORTEFEULJEKOMITEE :
EKONOMIESE ONTWIKKELING & TOERISME

Voorsitter :

Rdl E Gillion

Komiteeëde :

**Rdle G Cohen, F Krige,
S Tebele & C Tafu-Nwonkwo**

**AGENDA of the
Portfolio Committee : Economic Development & Tourism
20 September 2016
(Also the agenda for the Mayoral Committee Meeting : 27 September 2016)**

APPLICATIONS FOR LEAVE OF ABSENCE

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

**ECONOMIC DEVELOPMENT & TOURISM PORTFOLIO COMMITTEE
EKONOMIESE ONTWIKKELING & TOERISME PORTEFEULJEKOMITEE**

20 SEPTEMBER 2016

I N D E X

ITEM

**PAGE
NUMBER**

APPLICATIONS FOR LEAVE OF ABSENCE

- | | | |
|-----------|--|----------|
| 1. | LOCAL ECONOMIC DEVELOPMENT & TOURISM QUARTERLY REPORT
JUNE TO AUGUST 2016 | 1 |
|-----------|--|----------|

**AGENDA of the
Portfolio Committee : Economic Development and Tourism
20 September 2016
(Also the agenda for the Mayoral Committee Meeting : 27 September 2016)**

**1.
ECONOMIC DEVELOPMENT & TOURISM QUARTERLY REPORT JUNE TO
AUGUST 2016**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

2 September 2016

1. Executive Summary

The report provides an outline of developments in the Economic Development and Tourism Directorate.

2. Service Delivery and Budget Implementation Plan - IGNITE

Economic Development and Tourism

3. Compliance with Strategic Priorities

Provision of democratic, accountable and ethical governance

The encouragement of structured community participation in the matters of the municipality

Promotion of tourism, economic and social development

4. Delegated Authority

Executive Mayor

5. Legal Requirements

Sections 152 (c) and 153 (b) of the Constitution of the Republic of South Africa, 1996

Section 4 of the Local Government: Municipal Systems Act, No 32 of 2000

Section B of the White Paper on Local Government, 1998

6. Background/Discussion

This report is to inform Council of the activities of the Directorate: Economic Development and Tourism for the period June to August 2016.

7. Financial Implications

None

**AGENDA of the
Portfolio Committee : Economic Development and Tourism
20 September 2016
(Also the agenda for the Mayoral Committee Meeting : 27 September 2016)**

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: LED Report
Annexure B: Tourism Report

RECOMMENDATION:

that the report of the activities of the Directorate: Economic Development and Tourism for the period June to August 2016, **be noted**.

RESPONSIBLE OFFICIAL :

**X KOSI
F LLOYD**

TARGET DATE FOR IMPLEMENTATION :

1 OCTOBER 2016

**AGENDA of the
Portfolio Committee : Economic Development & Tourism
26 September 2016
(Also the agenda for the Mayoral Committee Meeting : 26 September 2016)**

REMARK

Please note that the following recommendations contained in this agenda are subject to confirmation or amendment by the Portfolio Committees in view of the fact that the compilation of the Mayoral Committee agenda was done before the Portfolio Committees of 26 September 2016 had formally sat.

**1.
ECONOMIC DEVELOPMENT & TOURISM QUARTERLY REPORT JUNE TO
AUGUST 2016**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

2 September 2016

**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
26 SEPTEMBER 2016, WHICH COMMITTEE SUPPORTED THE
RECOMMENDATION**

RESPONSIBLE OFFICIAL :

**X KOSI
F LLOYD**

TARGET DATE FOR IMPLEMENTATION :

1 OCTOBER 2016

LOCAL ECONOMIC DEVELOPMENT (LED)



8/24/2016

June – August 2016 Monthly Report

***CRITICAL TO THE IMPACTFUL EXECUTION OF THE LED MANDATE IS THE NEED TO
ENSURE EFFECTIVE INFORMATION DISSEMINATION AT ALL TIMES.***

LOCAL ECONOMIC DEVELOPMENT (LED)

JUNE – AUGUST 2016 MONTHLY REPORT

I. EXECUTIVE SUMMARY

The mandate to deliver Local Economic Development is enshrined in the Constitution of the Republic of South Africa and must find true expression at the municipality level. Thus municipalities are obligated to promote local economic development (LED).

Section 153 of the Constitution states

*'A municipality must structure and manage its administration, and budgeting and planning processes to give priority to the basic needs of the community, **and to promote the social and economic development of the community.**'*

White Paper on Local Government - South African Government of 1998

The White Paper on Local Government stipulates developmental local government's main characteristics, which LED has a mandate to reflect to the mandate and adhere to the legislations enforcing its application. LED is assigned to (a) maximize social development and economic growth; (b) Integrate and coordinate; (c) Democratize development; (d) to play leadership role and facilitate learning. Therefore Local Economic Development remains one of the outcomes of with a prominent role in promoting job creation and boosting the local economy. (White Paper on Local Government - South African Government of 1998)

Local Economic Development's other two main initiatives is to review existing policies and procedures to promote economic development; as well the provision of special economic services.

Thus LED department's primary focus in the last two months was on the strengthening of economic capacity of the entrepreneurs with the view to ensure optimal realization of the potential characteristics of the area. The report will unpack measures taken to provide strategies, tools and approaches to improve conditions for job creation and inclusive economic growth.

 LOCAL ECONOMIC DEVELOPMENT (LED)

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

1. Community Engagement and Business Mobilization: 'Contextualized LED Approach.'
2. Youth Empowerment and Youth Centric Enterprises: 'Changing Business Demographic.'
3. Capacity Building and Strategic Support For SMME's: 'Building well entrenched Business Models.'
4. Flagship Projects: 'Setting new trends for Economic Development.'
5. Impact Maximization – Monitoring and Evaluation: 'Popularizing Accountability and Good Corporate Governance'.

II. ACTIVITIES REPORT

Massive attention was given to the projects identified for maximum impact in the community of Overstrand. This report zeroes in on three of the aforementioned strategic thrusts for the purpose of information sharing and a call for collaboration to all interested parties:

METHODOLOGY

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

Developmental approaches (facilitation)

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

Economic growth approaches

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

1. Community Engagement and Business Mobilization

LED, as a department of the Overstrand Municipality, is commanded by both the Municipal System's Act and the commitments made through the Integrated Development Plan (IDP) to consult broadly all stakeholders within the jurisdiction of the Overstrand. Therefore community engagement was enshrined through the following aspects:

a) Hawston Community Trust (Democratically elected).

LED initiated a Participatory Appraisal for Competitive Advantage (PACA) which culminated with the community identifying 10 projects that must be pursued in the interest of the broader community. The project remains relevant for growth in the area and progress for implementation must be concluded with full cooperation of the property administration within the applicable process and legislation. The maximum utilization of available economic development spaces must be explored in line with an economic development and promotion plan target at Hawston

Thus the trust has since been established through the assistance of the Independent Electoral Commission (IEC) and is currently finalizing its constitution.

b) Red Tape Reduction

The process has since been culminated in the commencement of Business to Municipality Business Improvement Process which is funded by the DEDAT and conducted by KPMG. A further up skilling workshop was conducted in Cape Town on the 22 August 2016 where both Directors and Managers from OVM attended to be equipped to carry forward the Business Improvement Process (BIP).

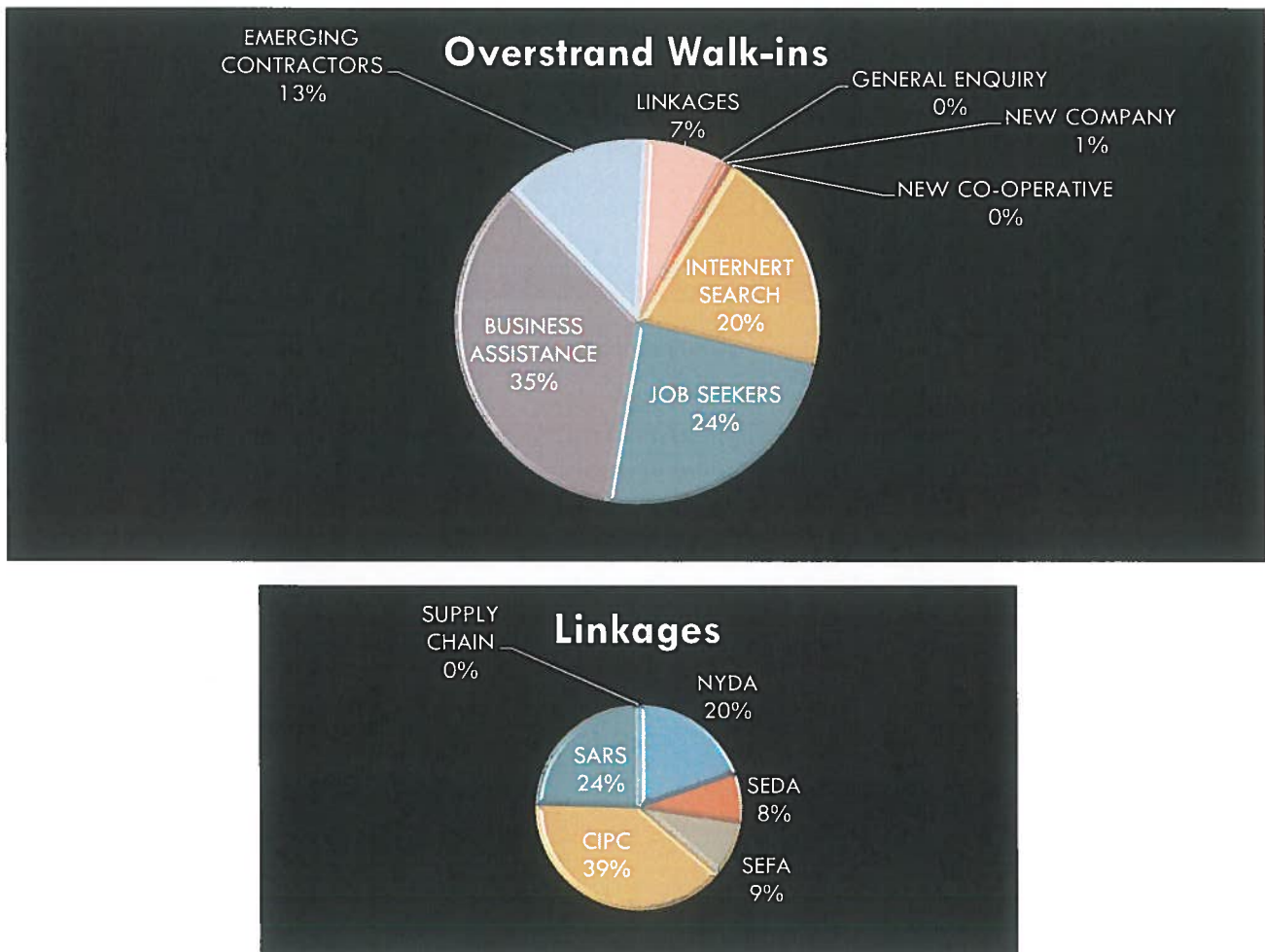
The process is a step closer to the Municipality's commitment in dealing with red tape. Thus there are four specific areas identified as an initial step addressing red tape:

- Building control (Town planning)
- Supply chain from R0.00 to R30 00 and R30 000 to R200 000
- Business Initiatives
- Leasing of Municipal market stalls

c) Walk-in Statistics

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

LOCAL ECONOMIC DEVELOPMENT (LED)

Figure 1: Overstrand walk-ins & Linkages

These charts above portray the walk-in statistics where business assistance provided by the LED Economic Development Practitioners shown 35% proportion which was the predominant service over the past months. The job seekers percentage was also on the rise with 24% individuals walking in looking for employment indicative of the fact that unemployment still remains one of key challenges facing the citizens of the Overstrand. Internet search has been the main source of searching employment mainly youth, which shown 20%. The high demand by the use is in line with the current statistics of 33% unemployment rate amongst the youth. LED continues to provide relevant services to this sector.

2. Youth Empowerment and Youth Focused Enterprises

2.1 National Youth Development Agency - Entrepreneur Development Program

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

a) A joint workshop

Main purpose being to achieve the following:

- Facilitating access to training/ skills development related to business management,
- To inform youths of NYDA products and services
- For NYDA to send an official, to provide youth Entrepreneurs with business training on how to start up their own businesses.
- To have the participants qualify for NYDA products and services (certificate of completion).

The Outcomes of the said workshop were:

- Youth entrepreneurs receive certificate of completion.
- Youth entrepreneurs were enlightened about Enterprise Development services.
- Two businesses completed registration

Youth focussed activities

Activities	Area	No. of attendees
Business management training (NYDA)	Hawston	16

Attendance stats	
Targeted attendance	30
Average attendance per day	16
Female	9
Male	7

LOCAL ECONOMIC DEVELOPMENT (LED)

b) Business Development:

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

The main outcomes were as follows:

Area	No. of Businesses registered	Outcomes
Hawston	24	-Formation of networks -Access to funding -Access to markets -Business Information for profitability
Zwelihle	20	
Mount Pleasant	10	
Kleinmond	07	

2.2 NARYSEC IN AGRIPARKS

These are recruited and undergoing training in Agriculture focusing on Aquaculture and Entrepreneurship for a period of two years

Area of Recruitment	Number Shortlisted	Number Recruited
Gansbaai	14	05
Kleinmond	12	09
Total Recruits	14	14

2.2 YOUTH ENTREPRENEUR DEVELOPMENT TRAINING: HAWSTON

To provide young people in Overstrand access to reliable and up to date information upon which to make informed decisions about their lives and businesses.

Date: 01 – 05 August 2016

Attendees: 16

8/16

LOCAL ECONOMIC DEVELOPMENT (LED)

2.3 LED/ AFRIMAT DRIVING PROJECT

Overstrand Municipality, the delegations from Afrimat and Department of Mineral Resources officials celebrated the successful completion of the LED/ Afrimat Driving Project on the **8th July 2016** at the NG Kerk Hall in Hermanus which was hosted by the former Executive Mayor Mrs. Nicolette Botha-Guthrie. 26 candidates who participated in the project attended the event. All Candidates were recruited from the unemployment database and will be issued with PDP subsequent to them passing the drivers license. The total number of unemployed Matriculants that participated in the project was **58 individuals from across the Overstrand.**

Learners Passed Learners License	Learners Passed Drivers License	Learners Failed	Learners who have since secured employment
30	48	18	12

During the course of the project there were few challenges incurred such as:

- **Lack of confidence from the participants (the lack of vehicle to practice had a direct negative effect on their confidence)**

It was with great sadness that **Ms. Neliswa Mtshaneni**, one of the candidates in the project, was knocked over by a car at the hiking spot from Kleinmond to Hermanus to attend a driver's lesson, and subsequently succumbed to injuries sustained. ***MAY HER SOUL REST IN PEACE!***

3. Flagship Projects

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

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

- a) Emerging Contractor/Supplier Development Program
- b) Oceans and Blue Economy;
- c) AGRIPARKS/Aqua-hub Fisher Folk Project
- d) Farmer Support and Development
- e) SMME Development, and continued with
- f) Expanded Public Works Program (EPWP)
- g) Small Harbor Development Initiative

3.1 EMERGING CONTRACTOR/SUPPLIER DEVELOPMENT PROGRAMME

The aim of the program is to create an enabling environment for the development of emerging contractors and suppliers for competitiveness.

a) Database Development on roadshows

The Directorate invited emerging contractors/suppliers to information sessions in the following areas to register on the emerging contractor/supplier development database:

Area	Date	Attendees
Zwelihle	16 August 2016	30
Mount Pleasant	17 August 2016	0
Hawston	18 August 2016	2
Masakhane	22 August 2016	2
Blompark	23 August 2016	1
Stanford	24 August 2016	0
Proteadorp	25 August 2016	0

b) Emerging Contractor/Supplier Capacity Building

Green Skills Training: Provincial Department of Public Works

Date: 22 – 26 August 2016

Number of Contractors: 16

The training covered the following aspects:

- Paradigm shift in respect of green skills;
- Understanding water wastage and the need for water, and conservation;
- Understanding how electricity is used, the impact on the environment and ways of conserving electricity/energy;
- Know and understand waste in the construction process;
- Implementation of green skills interventions and
- Application of Green Skills Intervention within the Workplace, Submission of Green Skills projects.

10/16

LOCAL ECONOMIC DEVELOPMENT (LED)



c) Status quo report

It is undoubtedly still early days but cognizance must be taken of the following success Stories:

- (i) R&H Construction worked as a sub-contractor on the Upgrade of Residential Roads in Mount Pleasant and manage to upgrade to 2CE/PE
- (ii) Mdyosi Construction Services CC and Ndoko Service is currently working as sub-contractors on the Rehabilitation of existing paved roads in Zwelihle.
- (iii) Mongezi Mbadeni (PTY) LTD currently working as a contractor on the Provision of Cleaning Services in Hermanus (Area F).

It must be noted that these contractors have been given the opportunities and once the completion after 3 years of the project then the qualifications will be handed. Meaning they will be able to handle tenders on their own, since they are currently sub-contractors.

3.2 OCEANS AND GREEN ECONOMY: AGRIPARKS/AQUA-HUBS FISHER FOLK PROJECT

The Overberg district was identified in the President's State of the Nation Address, as one of districts to roll out an AgriParks Project. Through the input given specifically by the Overstrand the concept was further expanded to accommodate Aqua Hubs. Much work has since been done to realize the said project in the Overstrand. The Department of Land Reforms and Rural Development confirmed that R2,7M is made available for the proposal submitted by LED for the assistance of fisher coops.

LED continued to seek opportunities to engage stakeholders with the view to popularize the AgriParks and to open up opportunities for the fisher folk:

11/16

LOCAL ECONOMIC DEVELOPMENT (LED)

a) Abagold Pty

Purpose of the Engagement – To get support and assistance for Fisheries and Aquaculture Co-operatives under the Agripark Project

Outcomes of Engagement - Commitment to support the following Co-operatives Projects to aid in the development.

- (i) Mount Pleasant Co-operative –Commitment to supply 10 000 spat (baby Abalone) per month once the project is ready to start.
- (ii) To supply a substantial amount of Abalone Shells to make Jewelry, also offering training of the beneficiaries of the Projects.
- (iii) Committed to Storage space for Fishing Vessels and Refrigeration Containers for Agriparks/Aqua-hubs Fisher Project.
- (iv) Assisting with access to markets

b) Access to markets

Key to enterprise development is the need to provide tangible assistance to the entrepreneurs to gain access to the markets. Based on that objective, an opportunity was sourced for cooperatives and SMME's providing them with assistance and exposure. Blinkwaters Cooperative took the opportunity and exhibited their products. The outcome was that of necessary exposure and ability to access the markets



The picture above depicts the Blinkwaters Co-operative sales representatives at the Hermanus Food and Wine Festival (2016)

LOCAL ECONOMIC DEVELOPMENT (LED)

c) Farmer Support and Development

Sector	Cooperatives	Area	Status
Primary fishing	Amblary Fishing & Transport	Hawston	Operational
	Benguela Vissery Co-operative	Bloempark	Operational
	Blinkwaters Co-operative	Buffeljagsbaai	Operational
Farming	Ikwezi Farming Co-operative	Zwelihle	Operational
	Ilanga Fishing Harvesters & Processing Co-operative	Eluxolweni	Operational
Secondary fishing	Kleinmond Vrou Co-operative	Kleinmond	Operational
Farming	Mix Agriculture	Hawston	Operational
	Ngqungqushu Co-operative Limited	Gansbaai	Operational
	Still Waters Co-operative	Buffeljagsbaai	Operational
Sour Fig Harvesting & Fishing	Bouwwaters Co-operative	Buffeljagsbaai	Operational
Primary Fishing	Mount Pleasant Sea Harvesting Co-op	Mount Pleasant	Operational
Primary Fishing	Stanford	Stanford	Operational
Agriculture	Hawston Farmers' Co-operative	Hawston	Operational
Primary Fishing	Sea Horse Co-operative	Kleinmond	Operational
Craft & Agriculture	Masikhuphuka Ngolimo	Zwelihle	Operational
Manufacturing	Ulutsha Oluhlumayo Co-operative	Zwelihle	Operational
Agriculture & Fisheries	Rising Time Fishing Harvesters Processors	Eluxolweni	Operational

13/16

LOCAL ECONOMIC DEVELOPMENT (LED)

d) Oceans Economy Post State of the Nation Address Seminar
Overstrand Municipality Directorate Economic Development and Tourism in partnership
With Government Communication and Information System hosted the Seminar.

Various Government Institutions	Private Sector	Media Houses	Public Participants
14 – officials	16 – individuals	2 – media houses	10 – individuals
Total	42 - Participants		

Municipality hosts post-SoNA seminar on oceans economy

By Portia Misa: GCIS, Western Cape



LED Manager Solomzi Madikane, Acting Provincial Director Louis Botha, Facilitator Althea Whitaker, interviewed by *Village News* and *Hermanus Times* officials.



LED Manager during his welcoming address.

3.1 EXPANDED PUBLIC WORKS PROGRAMME

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

a) Job Creation

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

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

b) EPWP – Skills Development

(i) Fire-fighter 1:

Occupational qualification for all operational firefighters - It is an internationally recognized qualification. The qualification is based on a NFPA 1001 (National fire Protection Association). The qualification is then accredited by IFSAC. (International Fire Services Accreditation Congress) It carries international recognition.

Date: 11 July – 30 September 2016:

2 Beneficiaries

(ii) In Service Fire Orientation Training: Basic Fire and Rescue training

Date: 11 – 22 July 2016:

3 New Beneficiaries

LOCAL ECONOMIC DEVELOPMENT (LED)

c) Current EPWP projects

The projects reflected below are all based in Hermanus with the exception of Dibanisa Green project which is based in Gansbaai and Tourism Internship which is spread across the Overstrand. The majority of the projects will commence in September

EPWP Projects	No. of Beneficiaries
Enterprise Development	8
Community Bike Route	5
Dune Environmental Monitors	5
Overstrand Coastal Project	5
Sportsground	3
Parks, Streets and Stormwaters	6
Traffic Administrators	2
Cleaning of Taxi Rank and Community Buildings	5
Fire	10
Tourism Internship	5
After school Program	7
Fernkloof Marshall Project	4
Project Management and Admin Assistance	1
Mountain Bike Trail	4
Parking Management Services	41
Dabanisa Green Project	4

III. CONCLUSION

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

The LED department's primary focus in the last two months was on the strengthening of economic capacity of the entrepreneurs with the view to ensure optimal realization of the potential characteristics of the area. Therefore this report unpacked measures taken to provide strategies, tools and approaches to improve conditions for job creation and inclusive economic growth

The LED department continues to grow in stature, professionalism and in content. The practical support enjoyed from internal stakeholders, particular interest taken by Directors and the Municipal Manager within the administration and broad appeal to the community has positioned it for greater impact going forward.

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



TOURISM REPORT

AUGUST 2016

OVERVIEW

August was highlighted by the second Cape Whale Coast Mini Indaba that was hosted at the Arabella Hotel and Spa on 24 August. This event has grown to provide an extensive showcase of the tourism products in the stretch from Rooiels to Pearly Beach. The aim was to strengthen relationships and signing new business. Guest speaker and South African Tourism Services Association (SATSA) chair, David Frost, emphasised the important role of tourism to growing the local economy. Director of Economic Development and Tourism, Soli Madikane, introduced the newly elected Mayoral Committee member responsible for Infrastructure, Economic Development and Tourism, Elnora Gillion to the tourism and business representatives.

TOURISM DEVELOPMENTS

- August has been the busiest month recorded in the history of shark cage diving operators. Waiting for the statistics to confirm this.
- All four tourism offices reported increased bookings and walk-ins.
- August is the height of the whale season. Whale watching operators are fully booked on good weather days and 1 operator introduced an additional trip at 6:30.

TOURISM TRENDS

- Cape Whale Coast experience the best July in 6 years.
- Visitor groups increased on average from a group size of 2 to 4.
- Many international visitors. Biggest international markets remain UK, German and Dutch.
- Increase in Spanish visitors.
- Adventure experiences are becoming increasingly popular.
- Bigger diversity of international visitors. Cape Whale Coast's largest overseas source markets are the UK, Dutch and German with a noticeable influx of Indian and Scandinavian tourists.
- Stony Point's penguin colony is one of the major developing attractions on Cape Whale Coast.

MARKETING ACTIVITIES AND EVENTS

- Cape Whale Coast hosted 2 groups of Australian Travel Writers (ASTW). ASTW is Australia's most well respected media body and the promotional value of this visit is priceless to local tourism exposure.

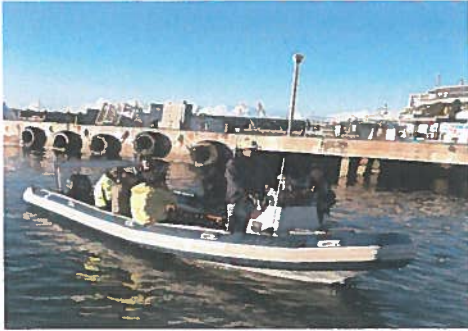


- Hosted social media campaign for 2 days. #capewhalecoast trended for 6 hours on 25 August 2016 making Cape Whale Coast visible on twitter as the number one topic. A video was produced and this has been posted on YouTube. 10 micro bloggers visited the area.
- Assisted 10 SMMEs to exhibit their products. For some the Mini-Indaba was their first exhibition and for others it was their most valuable exhibition. Assistance was provided with the production of promotional material.
- The Cape Whale Coast Mini Indaba hosted 200 people on 24 August at Arabella. 70 tour and travel operators attended this day and stayed for a 2nd day of exploring the area and being introduced to the new tourism products of the region.



- Kalfiefee 4 – 9 August. Financial and logistical support with marketing and promotion.
- Hermanus Wine & Food Festival 6, 7, 8 August. Marketing support and facilitation of CPUT students to do research.
- New Whale Crier, Ricardo Andrews, appointed from Local Economic Development unemployment database.

- Czech TV (Ceska Televize) filmed with a crew of 10 people for 2 weeks in Hermanus. This has been broadcasted and the material will also be sold to British Media for international broadcasting.



- Finalised events and festival budget allocations for the new financial year.
- Developed fact sheets for whale watching and shark diving.
- Cape Whale Coast Hope Spot marketing collaboration in preparation of Whale Festival.
- Exposure in national magazines: Country Life, House & Leisure, Visie

ONLINE MARKETING TOOLS

www.whalecoast.info – average page views of 1553 per month, Record increase of 55%.

Twitter – Total Followers 2300, Increase of 24%

Facebook – Total Likes 2554, Increase of 11%

Instagram – 618 Follows, Increase of 267%

Updated website with town specific information

CAPACITY BUILDING

- Facilitated a training day for Small, Medium and Micro Enterprises (SMME) 15 August 2016, Auditorium
- Fynbos identification walks for Fernkloof Rangers. Ongoing every Wednesdays with Botanical Society.
- Assisting On the Edge at Stony Point, Betty's Bay, with business development.
- Facilitated development of the Betty's Bay Tourism Forum.
- Ally Msweli presented new township tour to travel trade.

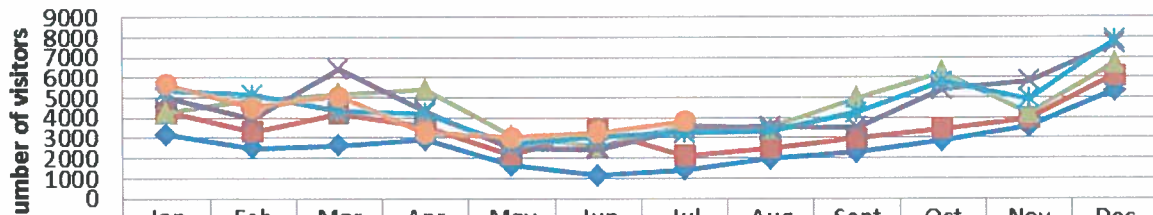
LOCAL TOURISM OFFICES

- Coordinated marketing activities
- Staff development at offices with new employees
- Coordinating local statistics and communication with Wesgro

GANSBAAI AS RESPONSIBLE CAPE WHALE COAST TOURISM DESTINATION

Gansbaai has been recognised as a Responsible Tourism destination and was the 2015 Overall Winner of the Responsible Tourism Africa Awards chosen from 22 finalists. Gansbaai Tourism, with Grootbos Nature Reserve and numerous eco-projects including those run by Marine Dynamics have made a significant impact in the area of eco-tourism. The marine research, conservation and education initiatives in Gansbaai are world class and receive international attention. Tourism always benefits when it can partner with conservation and science like in the case of Gansbaai.

Visitors to Overstrand Tourism Bureaus



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2011	3165	2513	2618	2901	1636	1138	1414	1968	2286	2842	3566	5331
2012	4303	3334	4215	3581	2198	3395	2130	2498	2986	3457	3968	6105
2013	4244	4921	5184	5404	3113	2554	3646	3496	4975	6269	4207	6706
2014	5022	3944	6432	4338	2506	2439	3445	3561	3514	5405	5817	7645
2015	5335	5136	4328	4217	2659	3048	3227	3342	4251	5780	4916	7837
2016	5687	4513	5072	3239	3054	3281	3825					

TOURISM OFFICE WALK-IN STATISTICS

