



**ORDINARY MEETING OF THE MAYORAL  
COMMITTEE**

**GEWONE VERGADERING VAN DIE  
BURGEMEESTERSKOMITEE**

**INTLANGANISO YESIQHELO YEKOMITI  
KASODOLOPHU**

**A G E N D A  
I-AJENDA**

**DATE / DATUM / UMHLA : 16 OCTOBER / OKTOBER /  
OKTOBHA 2024  
BANQUETING HALL,  
CIVIC CENTRE  
HERMANUS**

**TIME / TYD / IXESHA : 08:30**

**MUNICIPALITY / MUNISIPALITEIT / UMASIPALA WE-OVERSTRAND**

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**8 October 2024**

**NOTICE TO ALL ALDERMEN AND COUNCILLORS**

**NOTICE IS HEREBY GIVEN** that an **ORDINARY MEETING** of the **MAYORAL COMMITTEE** will be held in the **BANQUETING HALL, CIVIC CENTRE, HERMANUS** on **WEDNESDAY, 16 OCTOBER 2024** at **08:30** to consider the items set out in the attached agenda.

**DR D O'NEILL**  
**MUNICIPAL MANAGER**

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**8 October 2024**

**KENNISGEWING AAN ALLE RAADSHERE EN RAADSLEDE**

**KENNIS WORD HIERMEE GEGEE** dat 'n **GEWONE VERGADERING** van die **BURGEMEESTERSKOMITEE** gehou sal word in die **BANKETSAAL, BURGERSENTRUM, HERMANUS** op **WOENSDAG, 16 OKTOBER 2024** om **08:30** vir oorweging van die items op die meegaande agenda.

**DR D O'NEILL**  
**MUNISIPALE BESTUURDER**

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**8 Oktobha 2024**

**ISAZISO ESIYA KUBO BONKE OOCEBAKHULU NOOCEBA**

**INTLANGANISO YESIQHELO YEKOMITI KASODOLOPHU WE-OVERSTRAND**

**OKU KUKWAZISA** ukuba intlanganiso **YESIQHELO yeKOMITI KASODOLOPHU**, iza kuba se **I-BANQUETING HALL, kwiZiko, eHERMANUS UIWESITHATHU UMHLA, 16 OKTOBHA 2024** ngeye-**08:30** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

**DR D O'NEILL**  
**UMPHATHI KAMASIPALA**

**AGENDA/...**

# OVERSTRAND MUNICIPALITY

## MAYORAL COMMITTEE MEETING

16 October 2024

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**CORPORATE SERVICES PORTFOLIO:**

No items were received for this portfolio

**FINANCIAL SERVICES PORTFOLIO:**

No items were received for this portfolio

**1. OPENING**

**2. APPLICATIONS FOR LEAVE OF ABSENCE**

**3. CONFIRMATION OF MINUTES**

3.1 Minutes of an **Ordinary Meeting** of the **Mayoral Committee** held on **Wednesday, 11 September 2024 at 10:00**

**4. STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE EXECUTIVE MAYOR / DEPUTY EXECUTIVE MAYOR**

SALGA Matters:

**5.  
TOURISM MONTHLY REPORT: SEPTEMBER 2024****R Louw**                      **Divisional Manager : Strategic Support Services**  
**7 October 2024****(028) 313 8071**

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**1. Executive Summary**

The purpose of this report is to provide and outline activities and initiatives of Tourism to promote the Overstrand. The report covers the activities for September 2024.

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

Office of the Municipal Manager  
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**

NA/

**6. Background/Discussion/Evaluation/Conclusion****Background**

Summary of Tourism activities undertaken during September 2024.

**Discussion**

Visitor Centre and social media statistics, destination marketing and promotion.

**7. Financial Implications**

None

**8. Staff Implications**

None

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

None

**10. Annexures**

Annexure A: Tourism Report

**RECOMMENDATION:**

that the tourism report for September 2024 **be noted**.

**RESPONSIBLE OFFICIAL :****R LOUW****TARGET DATE FOR IMPLEMENTATION :****31 OCTOBER 2024**

# TOURISM MONTH

## SEPTEMBER 2024

*Tourism Connects People,  
Places and Cultures*

Tourism Day 27 September 2024



### OVERSTRAND TOURISM REPORT

#### MONTHLY REPORT: SEPTEMBER 2024

#### HIGHLIGHTS:

- Strandskloof Caravan Park, Gansbaai awarded resort of the year 2024 by the Western Cape Resort Association.
- Marine Dynamics Whale Tours & Shark Tours Fair Trade Tourism Re-Certification as an ocean safari experience.
- Visserman Fees hosted for the first time in Gansbaai with over 4000 tickets sold online with their main attraction being music and artists.
- Star Search Overberg auditions held on 21 September in Stanford (34 participants) and 28 September in Hermanus (54 participants). 15 Participants through to the finals and winner to be announced on Saturday 5<sup>th</sup> of October at the Stanford Community Hall.
- Women in Tourism Overberg sub-committee launched on the 11<sup>th</sup> of September and a total of 45 people were in attendance.
- Tourism and Hermanus Public Protection joined the group from Sustainable Future Trust on World Tourism Day for a guided walk to Hoys Koppie sharing information on nature & conservation. 14 Youth participated.
- Grootbos brought the world-renowned Chelsea Flowers to Stanford from 21 September – 6 October 2024. The event was a major tourist attraction for Overstrand with more than 12900 tickets sold.
- Celebration of Fynbos held in Fernkloof Nature from 21 – 24 September 2024. Over 2500 tickets were sold and 18 fantastic prizes donated by local businesses.
- Hermanus Whale Festival took place from 27 – 29 September however had to cancel some of the events and activities due to bad weather conditions.
- Heaven and Earth Plants Emporium recently launched next to Die Plaaskombuis in the Hemel-en-Aarde Valley in Hermanus.
- The 2nd Annual ISA Miniature Convention was held in September at the Grail Centre in Kleinmond.
- The Kleinmond Ceramic Festival was held on a much smaller scale on 21 & 22 Sept at Corinne De Haas Ceramics in Kleinmond with 5 workshops and a market in the nursery.
- CapeNature celebrated 10 Years of Free Access between 21 – 27 Sept at limited reserves including Kogelberg, Stony Point and Walker Bay Nature Reserve in Overstrand. 552 people visited Kogelberg during access week.





Figure 1: Stanford in Bloom, 21 September – 6 October



Figure 2: Kleinmond Ceramics Festival, 21 - 22 September

## 1. DESTINATION MARKETING

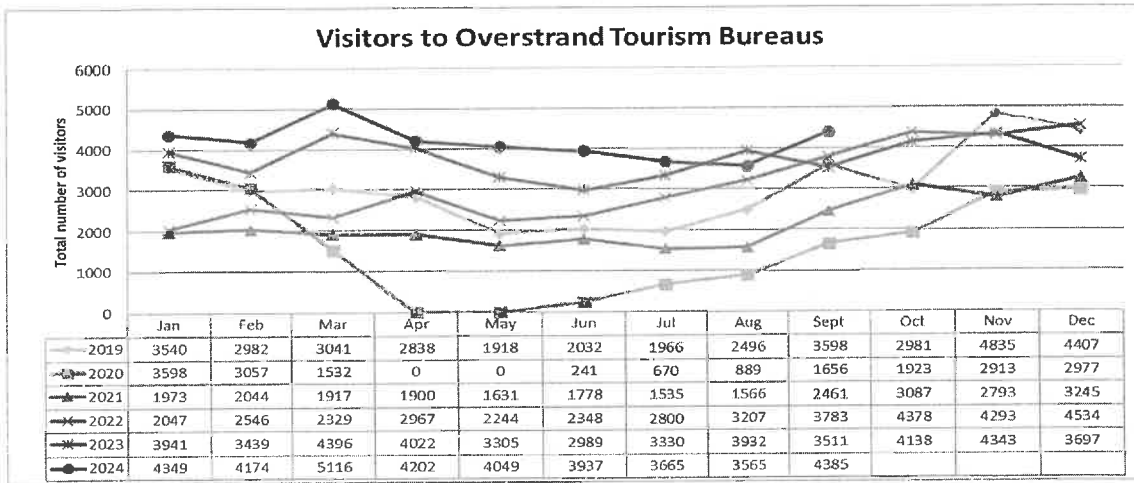
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

### 1.1 VISITOR INFORMATION CENTRES

The Visitor Information Centres, walk-in visitors requested mostly directional assistances, maps of all areas or updates on activities and things to do while in the Overstrand.

The four Overstrand Tourism Visitor Information Centres (VICs) are open from Monday to Saturday to assist the public with information about things to do, where to stay and routes to travel.

The Western Cape remains the leading domestic source market and the Overstrand remains popular among local Western Cape travellers, largely due to its proximity to Cape Town and the Cape Town International Airport.



Town	September 2024	September 2023
Kleinmond	589	725
Hermanus	1484	1144
Stanford	1343	1199
Gansbaai	969	817
<b>GRAND TOTAL</b>	<b>4385</b>	<b>3885</b>

Table 1: Visitor stats to Overstrand Tourism Bureaus for September 2024 vs September 2023

Visitor walk-in numbers increased from 3885 in September 2023 comparison to 4385 in September 2024 and was the highest visitor count for the past 6 years since 2019 (Table 1). This amounted to a 14% increase for September 2024. The increase in numbers can amongst other be attributed to the good whale season we're currently experiencing compared to last year. A total of 270 females with calves were counted between Hermanus and Witsand in August 2024 and just recently The Mamal Research Institute recorded 49 moms with a calf and 14 adults without a calf within Walker bay.

International vs Local Visitors to the Visitor Information Centres (VIC's)

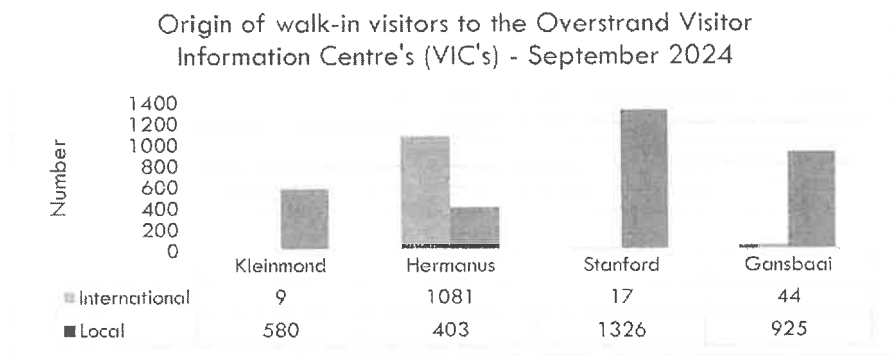


Figure 3: Number of international vs local visitors to the VIC's (Sept 2024)

Town	International	Local
Kleinmond	9	580
Hermanus	1081	403
Stanford	17	1326
Gansbaai	44	925

Table 2: International vs Local visitors to the VIC's for September 2024

The majority of visitors to the Visitor Information Centres (VIC's) in September were local visitors (74%) (Table 2). This can be attributed to the September school holidays, events & festivals and peak of the whale season. This year's Chelsea Flower Show seem to have been a big draw card for local visitors.

Local visitors also seem keen to collect information on events happening within Overstrand and uses the Visitors Information Centres notice boards as an additional marketing tool for their events.

Accommodation and activity establishments collect brochures, maps and weekly tourism diaries on a regular basis which they distribute to their guest. The offices also act as a central pick-up point for tour operators and tour guides to collect their clients from.

### Top 3 Office Enquiries:

Most enquiries for the month of September related to activities, things to do, whale watching and events and festivals.

There was increased traffic of visitors wanting to book whale watching trips and festival goers looking for information on events happening in Overstrand.

Brochures/Maps and directional information remains popular as not all visitors are technologically savvy.

### Key Attraction Stats for September 2024

Attractions	2024	2023
Kogelberg Nature Reserve	1171	649
Harold Porter National Botanical Garden	3930	3015
African Penguin and Seabird Sanctuary	1970	1942
Danger Point Lighthouse	292	166
Walker Bay Nature Reserves	946	709
Whale Museum, Hermanus	1342	724

### 1.2 Stakeholder Collaboration

Stakeholder collaboration is critical to the success of the Overstrand as a tourism destination and understanding the relationships between stakeholders provides insights to the region, its characteristics and where attention needs to be focussed for improvements. It also identifies potential partnerships in achieving common goals. An understanding of the stakeholders helps to mitigate and move past challenges. The following tourism stakeholder engagements took place:



Figure 4: Left-Geological Walk, Center: Overberg Women in Tourism Event, Right: Representatives Abercrombie & Kent Cruise Liner



2-4 September	Abercrombie & Kent Cruise Liner representatives visited potential product / experiences to include in future cruise packages. The 3 day itinerary covered product offering throughout Overstrand.
3 September	Stanford in Bloom meeting at Birkenhead Brewery.
6 September	Child Welfare Sports day & Kaskar Race discussion – Kleinmond.
11 September	Women in Tourism Overberg Sub-Committee launch.
13 September	Cape Winelands and Overberg Regional Tourism Liaison Committee Meeting. Two signage applications served on the agenda for Overstrand. <ul style="list-style-type: none"> <li>• Cape Nature application (Hangklip-Kleinmond) - World Heritage Site, Nature Reserve, Hiking Trails and accommodation sign.</li> <li>• Hasher Wine Estate (Hemel-En-Aarde) – Wine Cellar sign.</li> </ul>
16 September	Tourism Meeting with Gansbaai product owners.
18 September	Stanford in Bloom meeting at Birkenhead Brewery.
18-19 September	Tourism participated at a 2 day Overstrand Thusong outreach in Zwelihle with various stakeholders. A total number of 49 individuals visited the Tourism kiosk on those days.
21 September	Gansbaai Tourism participated at the Coastal clean-up of Dyer Island Conservation Trust.
23 September	Geological walk facilitated by Gansbaai Tourism and lead by Overberg Geological Societies' Mike Dormer was attended by 30 participants.
24-28 September	Danger Point Lighthouse open to the public. Total attendees over the 3 days included 300 adults and children.
25 September	Monthly Visitor Information Centre Staff Meeting.
26 September	Western Cape Tourism Monitors Programme 4 <sup>th</sup> Project Advisory Committee Meeting. Project Implementing Agency, Network Group & National Department of Tourism.
26 September	Africa's Travel Indaba 2024: Online Exhibitor Debrief Sessions.



Figure 5: Left-Overstrand Thusong Outreach, Zwelihle; Centre: Hoys Koppie guided Tour with local learners, Right: Gansbaai Coastal Clean-Up.

### 1.3 Digital & Social Media Marketing

Social media marketing is a cornerstone of our strategy for promoting the Overstrand. Our engaging presence on Facebook and Instagram allows us to connect directly with

potential visitors, showcasing the beauty, diversity, and unique experiences our region offers. We've seen tremendous success in terms of engagement and reach, fostering a vibrant online community passionate about the Overstrand. This interactive platform allows us to spark wanderlust, answer visitor questions in real-time, and cultivate a sense of connection that translates into real-world visits. By leveraging the power of social media, we're effectively reaching new audiences and positioning the Overstrand as a must-visit destination.






Social Media Stats Sept 2023 vs Sept 2024												
Year	Facebook			Instagram			Instagram Posts			Twitter		
	2023	2024	%	2023	2024	%	2023	2024	%	2023	2024	%
	11849	13 818	14%	3447	3645	5%	1015	1105	8%	4706	4912	4%
	8717	10 435	16%	1948	2078	6%	593	678	13%	1723	1798	4%
	16654	20 872	20%	8918	10.2K	13%	891	995	10%	6023	6183	3%
	8318	9 225	10%	3116	3693	16%	1816	1929	6%	3511	3543	1%
	11973	12 843	7%	2486	2578	4%	769	830	7%	3662	3660	0%

Figure 6: Overstrand Tourism Social media presence - September 2024

As per Figure 6 above there was an overall increase in tourism's social media presence across all 5 platforms for September 2024.

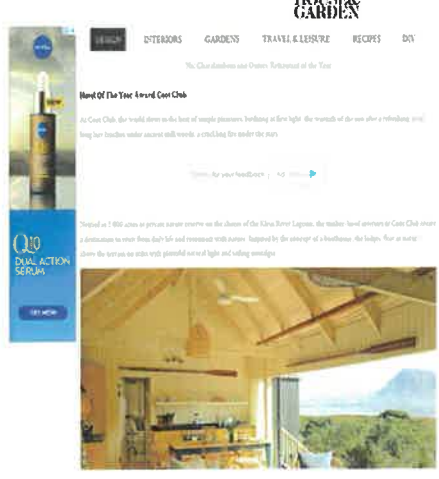
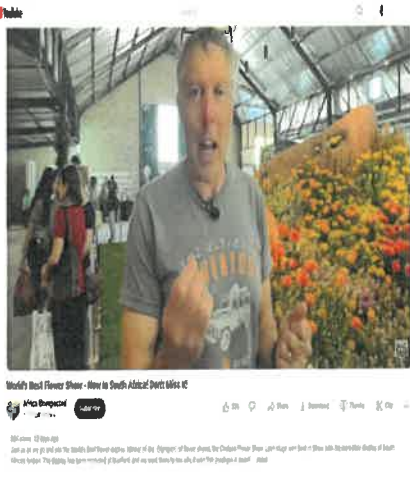
The overall number of Facebook followers for all 5 social media platforms increased from 57 511 in September 2023 to 67 193 in September 2024.

The overall number of Instagram followers for all 5 social media platforms increased from 19 816 in September 2023 to 22 194 in September 2024.

The overall number of engagements on Instagram posts for all 5 social media platforms increased from 5084 in September 2023 to 5537 in September 2024. Imagery which include nature, landscapes, whales and attractions seems to get more engagement when compared to events & festivals being posted.

The overall number of Twitter followers for all 5 social media platforms increased from 19 625 in September 2023 to 20 096 in September 2024.

#### 1.4 Media Engagements / Media Features / Print , Radio Creative and Management



Africa Unexpected blogger



The scent of fynbos drifts seductively through this natural adventure playground.

Fynbos is having more than a moment! The world has just woken up to the Cape Floral Kingdom after South Africa's stunning display, scooped gold at the Chelsea Flower Show (plus Best in the Pavilion and Best New Design). Suddenly *Time* magazine is shining the spotlight on something South Africans have been quietly enjoying all our lives: the scent of fynbos infused into our childhood memories. It's time to rediscover our hottest property...and the southern stretch of the **Overberg** is where it's at right now.

Home to the UNESCO designated Kogelberg Biosphere, to Grootbos Nature Reserve (one of the sponsors of the Chelsea Flower Show exhibit) and De Hoop Nature Reserve, the extraordinary biodiversity of this region deserves to be

Celebrate Marine Majesty at Hermanus Whale Festival 2024



Get ready for an unforgettable all-villagers in the Hermanus Whale Festival 2024! From 27 - 29 September 2024 immerse yourself in a weekend dedicated to the awe-inspiring southern right whales and marine reserves on the picturesque town of Hermanus. As the world's only co-mammal festival, this one offers a unique blend of experiences and education.

Editor of The Gardener Magazine

Inside Guide

The Newspaper Online

Media visited or featured the Chelsea Flower Show in Stamford:

Tanya Visser Influencer on 21 September. 58k followers and editor of The Gardener and Die Tuinier Magazines and presenter of The Gardener TV Show.

Leon Kluge winner of the 'Olympics' of flower shows and the 'Best in Show' with this incredible display of fynbos flowers in UK on 21 – 25 May 2024 at the RHS Chelsea Flower Show, Bull Ring Gate, London SW3 4LW, United Kingdom. 22 September.

Wesgro invited media representatives and their partners. Inside Guide Nikki Benatar & partner nikki@insideguide.co.za who is the editor at Inside Guide, 2 – 4 October.

- Africa Unexpected with 1.46k subscribers online visited the flower show on 24 Sept. The video is available on YouTube.
- Ek reis deur my pragtige land, FB page, Frans vd Merwe influencer, 25 September.
- Minister of Tourism, Patricia de Lille visited on Saturday 28 September.

Article by Inside Guide: 10 Reasons to visit the Southern Overberg - <https://insideguide.co.za/cape-town/overberg/>

25 Sept The Newspaper Online Article: Celebrate Marine Majesty at Hermanus Whale Festival 2024.

Kfm 94.2 broadcasted live from Hermanus over the duration of the Whale Festival.

Coot Club,Stanford crowned as hotel of the year by House & Garden magazine and Condé Nast.



## 1.5 Events

The importance of the economic spin-offs from events cannot be overstated. Events can become catalysts for growth for other sectors in the value chain, including accommodation and food, travel, local retail, and tourism attractions. Events tourism supports the local economy, improving the destination's image, and assisting with much needed job creation. The extensive Overstrand events calendar enhances the image as an international reputable tourist destination. This is important in driving development with the communities benefitting on a social and economic level, creating a sense of pride and entrepreneurial opportunities.

September 2024 saw a **50% increase** in events (306 events) compared to the 204 events in September 2023.

Total number of events recorded in Overstrand excluding weekly events				
	2021	2022	2023	2024
January	12	73	142	155
February	52	119	188	217
March	45	132	166	283
April	108	196	211	191
May	22	126	214	242
June	9	151	196	283
July	22	128	160	268
August	33	136	169	249
September	86	227	204	306

Table 3: Stats Overstrand events - January - September 2024

Some of the majors events that took place in September are noted in the Highlights section of this report on p1.

A weekly and monthly calendar of events is distributed to accommodation, restaurant, and activity businesses.

The annual events calendar has been updated continuously and circulated to assist tourism stakeholders with their planning for the year ahead.

VIC's are the go-to place for sporting event organisers, including schools, in helping with accommodation bookings.

## 2. TOURISM DEVELOPMENT

### 2.1 Job & Skills Development Support

Job creation opportunities are continuously circulated and linked to upskilling unemployed youth to ensure participation in the tourism economy. Tourism communicates available opportunities and assistance available to the unemployed youth.

- 10 Participants from Overstrand selected to participate in the Nature Marine Guide Level 2 and First Aid Level 1 training programme sponsored by the Provincial Department of Economic Development and Tourism (DEDAT) in collaboration with Field Guides Association of Southern Africa (FGASA).
- Overstrand currently has nineteen learners participating in the Tourism Monitors Programme 2023/2024. The programme has all four learners based at Whale Coast Conservation, Stanford and fifteen learners based at Fernkloof Nature Reserve.
- Working in Learning Programme – Funded Graduates from National Skills Fund. 24 Months programme including stipend for graduates. Facilitated by The Tourism & Business Institute of Southern Africa. Twenty-two students and eleven host employers.
- 8 Temporary jobs created for local residents over the duration of the Chelsea Flower Show in Stanford.

## 2.2 Business Support Activities

Upskilling and facilitating training of SMMEs and entrepreneurs to participate in the Overstrand tourism economy remains part of Tourism's focus. This includes:

- dissemination of information relating to funding opportunities for business,
- communication of available opportunities,
- assistance with mentoring,
- support for event applications to gain funding,
- assistance with permit applications.

Access to markets facilitated through the Visitor Information Centres where local product owners can generate an income through the weekly markets and selling curios within the centres.

Isipho Sam is a group of five female crafters from Masakhane that has been assisted with product development and product displays at Gansbaai Tourism.

Gansbaai Tourism have been collaborating with the local communities on beautifying the town through an initiative where gardeners and artist are working together. There are currently twenty participants starting on the project to beautify the main street.

Opportunities shared through platforms:

- 3 Sep The Green Tourism Incentive Programme (GTIP) open for applications open until 28 Feb 2025.
- 4 Sep SMME Digital Marketing Skill Training by Department of Communication on 30 Sep 2024.
- 7 Sep Hermanus Whale Festival Programme distributed on various WhatsApp groups.
- 7 Sep The Jobs Fund webinar on "Impact Sourcing- empowering our youth to transition from education to work", 10 Sep 2024.
- 17 Sep H2A Visa Jobs Fair hosted by Western Cape Department of Agriculture on 30 Sep 2024.
- 26 Sep National Heritage Council Funding opportunity extended to 30 Sep 2024.
- 28 Sep Find out how to become a Tourist Guide.
- 30 Sep Chrysalis Academy male applications open from 1 – 31 Oct 2024.

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