



**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 : 28 OCTOBER / OKTOBER / OKTOBHA 2025**  
**VENUE / PLEK / INDAWO : BANQUETING HALL / BANKETSAAL**  
**CIVIC CENTRE / BURGERSENTRUM / IZIKO LOLUNTU**  
**HERMANUS**  
**TIME / TYD / IXESHA : 10:00**

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

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**21 October 2025**

**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 **TUESDAY, 28 OCTOBER 2025** at **10:00** to consider the items set out in the attached agenda.

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

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**21 Oktober 2025**

**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 **DINSDAG, 28 OKTOBER 2025** om **10:00** vir oorweging van die items op die meegaande agenda.

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

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**21 Oktobha 2025**

**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 NGOLWESIBINI UMHLA, 28 OKTOBHA 2025** ngeye-**10:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

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

**AGENDA/...**

# OVERSTRAND MUNICIPALITY

## MAYORAL COMMITTEE MEETING

28 October 2025

## I N D E X

	<u>PAGE NUMBER</u>
1. OPENING	
2. APPLICATIONS FOR LEAVE OF ABSENCE	
3. CONFIRMATION OF MINUTES	
4. STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE EXECUTIVE MAYOR/DEPUTY EXECUTIVE MAYOR	
5. TOURISM MONTHLY REPORT: SEPTEMBER 2025	1
 <b>PLANNING &amp; DEVELOPMENT PORTFOLIO:</b>	
1. TOWN & SPATIAL PLANNING REPORT WITH REGARD TO APPLICATIONS CONSIDERED IN TERMS OF DELEGATED AUTHORITY: JULY – SEPTEMBER 2025	1
2. ERF 2416 BETTY'S BAY: RENEWAL OF LEASE OF MUNICIPAL PROPERTY TO BETTY'S BAY RATEPAYERS' ASSOCIATION	221
 <b>INFRASTRUCTURE SERVICES PORTFOLIO:</b>	
1. EXEMPTION OF BENEFICIARIES FROM ERF CONNECTION FEES AND MONTHLY BILL FOR FLISP HOUSING PROJECTS IN THE OVERSTRAND AREA	1
 <b>COMMUNITY SERVICES PORTFOLIO:</b>	
No items were received for this portfolio	

**PAGE  
NUMBER**

**MUNICIPAL PUBLIC SAFETY PORTFOLIO:**

1.	MONTHLY MONITORING REPORT FOR THE PERIOD: 01 – 31 JULY, AND 01 – 31 AUGUST 2025: DIRECTORATE: MUNICIPAL PUBLIC SAFETY	1
2.	FIRE, RESCUE & DISASTER MANAGEMENT 2025 – 2026 FIRE SEASON PLAN	52
3.	FIRE, RESCUE & DISASTER MANAGEMENT 2025 – 2026 FESTIVE SEASON PLAN	104
4.	REVIEW OF THE DISASTER MANAGEMENT POLICY	127
5.	WRITING OFF OF ACCOUNT FOR FIRE SERVICES RENDERED ( <i>TO BE DEALT WITH IN COMMITTEE</i> )	147

**CORPORATE SERVICES PORTFOLIO:**

1.	FRAUD AND RISK MANAGEMENT STRATEGY	1
2.	FRAUD AND RISK MANAGEMENT POLICY	27
3.	COMBINED ASSURANCE POLICY FRAMEWORK	57
4.	BUSINESS CONTINUITY PLAN	72

**FINANCIAL SERVICES PORTFOLIO:**

1.	MONTHLY REPORT TO COUNCIL ON THE SUPPLY CHAIN MANAGEMENT (SCM) POLICY FOR SEPTEMBER 2025	1
2.	SUPPLY CHAIN MANAGEMENT IMPLEMENTATION REPORT – 2024/2025: 1 <sup>st</sup> QUARTER: 01 JULY 2025 TO 30 SEPTEMBER 2025	45
3.	QUARTERLY BANK ACCOUNT WITHDRAWALS IN TERMS OF SECTION 11(4) OF THE MFMA FOR THE QUARTER ENDED SEPTEMBER 2025	131
4.	BUDGET REPORT AND SERVICE DELIVERY AND BUDGET IMPLEMENTATION PLAN (SDBIP) FOR THE QUARTER ENDED SEPTEMBER 2025	134
5.	OVERTIME REPORT FOR SEPTEMBER 2025	211

- 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 Tuesday, 23 September 2025 at 10:00**
  
- 4. STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE EXECUTIVE MAYOR / DEPUTY EXECUTIVE MAYOR**

**5.  
TOURISM MONTHLY REPORT: SEPTEMBER 2025****R Louw**                      **Divisional Manager: Strategic Support Services**  
**13 October 2025****(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 2025.

**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 2025.

**Discussion**

Visitor Information Centre's 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 2025 **be noted**.

**RESPONSIBLE OFFICIAL :****R LOUW****TARGET DATE FOR IMPLEMENTATION :****30 OCTOBER 2025**



## Overstrand Tourism Report September 2025

### Summary:

The month of September and early October showcased the Overstrand regions strengths and elevated our profile when it comes to hosting global and national events, proving that we are far more than just your typical tourist destination.

The high-attendance festivals ensured maximum visibility and economic activity. It highlighted healthy levels of local and business engagements and predominate success when it comes to media exposure and regionally activities.

When compared to the previous season the favourable weather, strong whale sightings and a wide range of inclusive community events and festivals established the Overstrand as the preferred tourist destination for the season.

### TOURISM REFLECTION: HERMANUS WHALE FESTIVAL 2025

*(\* Note - While the Whale Festival will be formally included in the October 2025 report, we felt it was important to reflect on it now, while the experience is still fresh in our mind).*

The 32nd Hermanus Whale Festival was an exceptional success, achieving high visitor numbers, significant economic activity, and strong positive branding. The core product and atmosphere exceeded expectations, though logistical issues surrounding large crowds remain the primary area for improvement.

### 1. Key Successes ("What Worked")

#### Product and Visitor Experience (Whale Activity)

The festival's primary attraction was an undeniable success. As in previous years, the core draw of the festival—the opportunity for world-class, land-based viewing of Southern Right Whales—was a highlight. Social media posts showcased whale breaches and sightings confirmed this sentiment. All boat operating companies were fully booked on the Saturday, confirming peak visitor engagement.

#### Branding and Environmental Focus

The festival successfully leveraged its unique positioning as the world's only Eco-Marine Festival.

This unique status was reinforced and solidified by the participation of Eco Talks, Cleanup initiatives, and numerous Eco Marine Tent stakeholders, maintaining a strong, positive theme on social media.

### Economic Activity and Local Business Impact

Waterfront restaurants were fully packed and notably Debonair Pizza reported over 900 orders on the Saturday alone and this sentiment were noticeable at Checkers, Clicks, Woolworths and numerous other businesses in town. The reported success suggests a continuation of the massive economic activity (food stalls selling out, major increases in restaurant sales) seen in previous strong years (2019, 2022).

High Attendance: Visitor numbers are estimated to be between 75 000 – 100 000 over the three days, confirming a massive success and consistency with peak figures from 2019 and 2022.

## 2. Key Areas for Improvement ("What Can Be Improved")

### Logistics around parking

The main issues raised on social media involved parking and other associated issues, particularly concerning businesses around the Old Harbour area. This is an overall challenge when hosting such big festivals and despite the concerns attendees willingly walked down to the Old Harbour and businesses around the harbour still got significant feet.

### Kiddies Entertainment

The section setup for kiddies' entertainment was a huge hit however the space was limited, and organisers should consider allocating a bigger space as entertainment for children. A suggestion would be to create a small kiddies entertainment village where you have the entertainment, treasure hunts and movies in one specific location which keeps everything contained and will ease parents minds not having to walk up and down.

### Eco Marine Tent

Improve the physical design (layout, lighting) of the Eco Marine Tent to make the space more aesthetically appealing and visitor-friendly for stakeholders and exhibits. Possible suggestion could be moving them to another location with a flat, hard surface for exhibition stalls setup and move kids' village to the grass area.

### Cleanup Campaigns

Include more cleanup campaigns in the future linked with an activity.

## 3. Overall Vibe and Future Demand

The general atmosphere was highly positive, signalling strong future potential.

Future Bookings: Tourism is already receiving enquiries on available accommodation from individuals intending to attend the 2026 festival, indicating strong momentum and positive word-of-mouth.

Some Positive Feedback from attendees:


Hermanus Tourism Bureau's post

X

- Margo Robb Hotelling**  
 Nikki Nicole Calder Kent outing for Sunday 🌞  
Ad · Like · Reply
- Carol Heydenrych**  
 Stunning 🌞  
Ad · Like · Reply
- Maryne Johann**  
 🌈🌈🌈 Thank you Hermanus... Safe home 🏡👍👍  
Ad · Like · Reply
- Carmie Schutters**  
 IN GANSBAAI!  
Ad · Like · Reply
- Suzanne Jones**  
 See you on Saturday Xr  
Ad · Like · Reply
- Elaie Van Der Merwe**  
 Thanks for a awesome day. Ela se toere always great. Made new friends lekker company. Loved the Pierwood band  
Ad · Like · Reply
- Makiese Plouffe Pollock**  
 Dankie vir n awesome dagge dit was baie lekker  
Ad · Like · Reply
- Marc Mpaty**  
 Beautiful & safety place all over the country 🌞🌞🌞🌞  
Ad · Like · Reply
- Willem Niebr**  
 Not sure if anyone noticed but the old harbour restaurants were packed. Not one empty table on Saturday. Great to see that they also benefited from the whale festival. Well done to all  
Ad · Like · Reply

Hermanus Whale Festival's post

X



More: Gancille · Original audio

27 · 4 comments · 1 share

Like · Comment · Share

Most relevant ▾

- Shaheema Allie**  
 There was not one whale on Saturday 4 October...  
Ad · Like · Reply
- Jessica Nienhuys**  
 Jurnyma Gwendoline Adams  
Ad · Like · Reply
- Juliet Droadt**  
 Mark Cochrane  
Ad · Like · Reply
- Globbie Reunion** *Follow*  
 Thank you for your message and congratulations on organising this remarkable festival. We were delighted to participate this year and discover the public's interest in whales. A special shout-out to the teams at Marine Dynamics Whale Tours for the good time spent together and for future collaborations. See you soon!  
 Violaine Globbie  
Ad · Like · Reply · Edited

Clarke Jordaan · Hermanus Whale Lookout


...

5 October at 13:54 · Hermanus · 📍  
 Hermanus whale Festival Weekend Was Amazing 🌞  
 Our First But definitely not our last! 🌞  
 #hermanus #adventure #travelling #whalefestival #hermanuswhalefestival



Dyer Island Conservation Trust's post

X



6

5 comments · 26 shares

Like · Comment · Share

Most relevant ▾

- Dyer Island Conservation Trust** @followers  
Ad · Like · Reply
- Wanda Van Dyk**  
 Love the photo!!  
Ad · Like · Reply · ❤️
- Robyn Illy**  
 Looks amazing. Sorry I missed it. 🌞  
Ad · Like · Reply · ❤️
- Stephanie Louw**  
 Huge congratulations to **Jeanette Du Toit** and everyone who organised this festival!!  
Ad · Like · Reply · ❤️
- Dyer Island Conservation Trust**  
 Stephanie Louw and so say all of us. It was an incredible festival!! We had so many people visiting us and curious to learn more about marine life etc.  
Ad · Like · Reply
- Algoe Bay Conservation**  
 It looks so cool  
Ad · Like · Reply

## Hermanus Whale Festival's post

X



Chip n Dip Struisbaai  
6 October at 17:40

What an unforgettable weekend at the [Hermanus Whale Festival!](#) 🌊🐋

These photos capture just a few moments, but they can't quite show all the fun, laughter, and amazing energy we experienced!

We loved meeting so many new people, reconnecting with familiar faces, and supporting other incredible traders along the way. 🙌💖

A massive thank you to everyone who stopped by our Chip n Dip Struisbaai trailer, your support means the world to us!

And a big shout-out to the Hermanus Whale Festival team for the opportunity and for organising such a fantastic, well-run event. 🙌

Until next year, Hermanus! 🌊🐋

Jeanette Du Toit, Sheridan Goliath and 31 others

2 comments · 1 share

Like

Comment

Share

Most relevant



Rolinda Labuschagne

Eventually somebody who appreciate all The effort

20 · Like · Reply



Cobus Du Plessis

100 percent in support of this statement. The best run and organized event in the Western Cape. A pleasure to visit Hermanus and with only smiling faces, happy place. Well done Jeanette and team and everyone who made it an enjoyable day.

20 · Like · Reply

## Hermanus Whale Festival's post

X



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20 · Like · Reply

## September Highlights:

- The 32<sup>nd</sup> successful Hermanus Whale Festival held between 3-5 October. Town was jam packed and restaurants buzzing with activity. Over 85 000 people in attendance.
- The South African Minister of Tourism, Patricia de Lille, visited Hermanus for a Clean Cities Campaign on a 6 September Saturday in September 2025. She attended the campaign on behalf of Deputy President Paul Mashatile, highlighting the Overstrand Municipality's successful waste management efforts and its clean environment, which is popular with tourists – SABC News featured Hermanus, Whales & Cleanup.
- The 6th Space Economy Leaders Meeting (SELM) as part of G20 South Africa was held at Arabella Hotel Golf & Spa in Kleinmond from 1 – 3 September. Overstrand Tourism exhibited at the conference for the first two days welcoming visitors from all around the world.
- Brand new Avalanche bicycles donated by 6th Space Economy Leaders (SELM6) as part of G20 South Africa to Kleinmond Cycling Club & Bike Park on the 3rd of September.
- The 11th G20 Parliamentary Speakers' Summit (P20) also took place at Arabella Hotel in Kleinmond from 1 to 3 October 2025. In the lead-up to the Summit, the 2nd P20 Meeting of Women Parliamentarians and the P20 Young Parliamentarians Conference were also held at the Arabella Hotel from 29 to 30 September 2025.
- Incredible South African (ISA) Miniature Coñvention held at The Grail Centre in Kleinmond from 8 – 12 Sept, celebrating its 15 years of existence with an open night held on 11 Sep inviting the public to view the miniature masterpieces on display.
- Cape Nature celebrated 11 years of free access giving visitors free access to selected parks from 20 – 26 Sept including Stony Point, Kogelberg & Walker Bay Nature Reserve in Overstrand
- Laerskool Kleinmond Primary School celebrated 100 years in September.

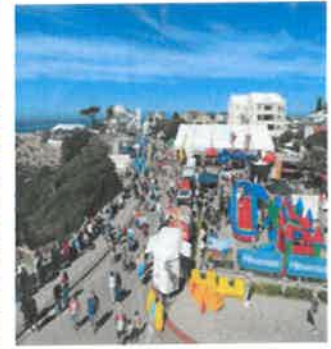
- Kleinmond Community Sports & Culture Weekend 26 - 28 Sept 2025 on Kleinmond Rugby Field
- Biz News Conference, 10-11 September 2025.
- Chelsea Flowers in Stanford replica of the South Africa Gold Medal at RHS Chelsea Flower Show (London) 10–24 September 2025. Tickets sold was 19 500.
- The Winelands Philharmonic Orchestra brought The Grand Garden Gala to Stanford joined by the kids from the Creative Skills Factory for a special Stanford in Bloom concert on Saturday, 13th of September in the NG Church. They played to a full house and keen to do it again next year. Guests' 500+
- Fernkloof Flower Show from 26 – 28 September 2025.



Brand new Avalanche bicycles donated by 6th Space Economy Leaders (SELM6) as part of G20 South Africa to Kleinmond Cycling Club & Bike Park on the 3rd of September.



The Winelands Philharmonic Orchestra brought The Grand Garden Gala to Stanford joined by the kids from the Creative Skills Factory for a special Stanford in Bloom concert on Saturday, 13th of September in the NG Church.



Hermanus Whale Festival 2025

### *New Business Alert!*

- New shop: Grand opening of 'The Shop' at Birkenhead Brewery on 6 September, Stanford.
- New Accommodation Establishment: Kuierhuis at 38 Queen Victoria Street, Stanford.

## 1. DESTINATION MARKETING

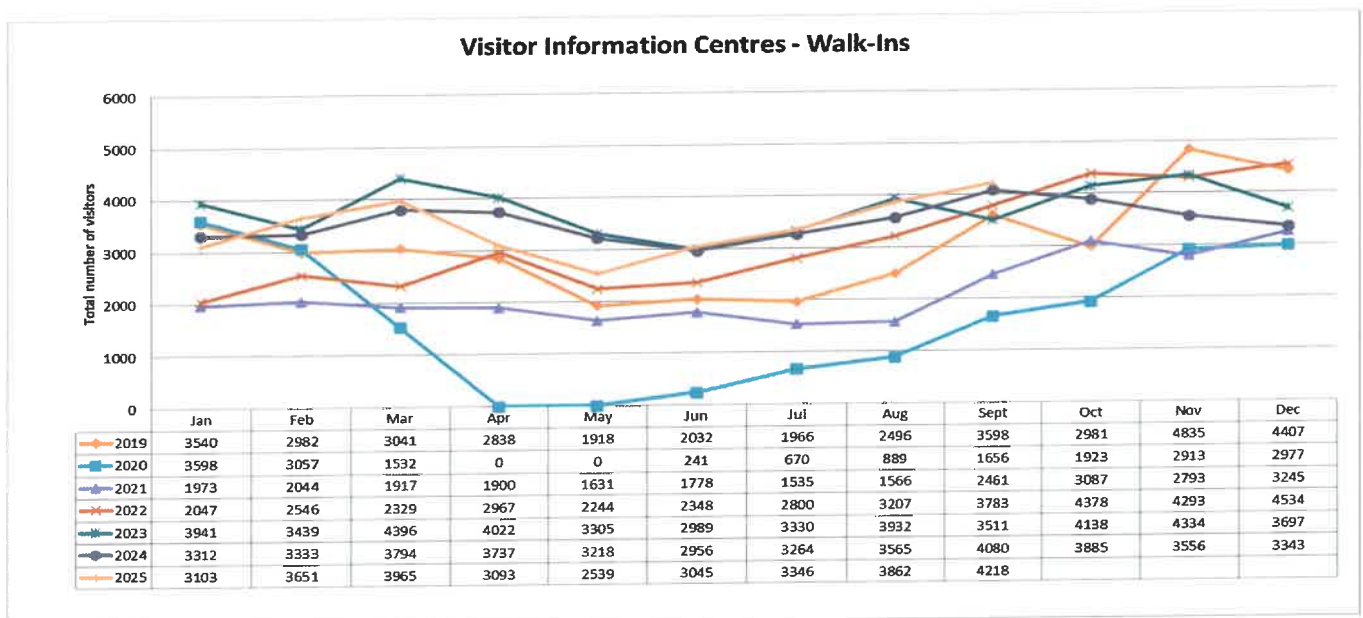
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

## 1.1 VISITOR INFORMATION CENTRES (VIC's)

The Overstrand's Visitor Information Centres provide support to ODM, WESGRO, SATSA, LED, RTLC, NDT, and other stakeholders by compiling and distributing information as requested and facilitating communication with members. Walk-in visitors to the Visitor Information Centres (VICs) primarily requested directional assistance, maps, and information on activities and attractions in the Overstrand.

The four Overstrand Tourism VICs are open Monday to Saturday, providing information on activities, accommodation, and travel routes. The Western Cape remains the primary domestic source market, with the Overstrand particularly popular among local travellers due to its proximity to Cape Town and the Cape Town International Airport.

### Statistics: Walk-In Visitors - Visitor Information Centres



Town	September 2025	September 2024
Kleinmond	624	589
Hermanus	1579	1484
Stanford	1386	1260
Gansbaai	629	747
<b>GRAND TOTAL</b>	<b>4218</b>	<b>4080</b>

Table 1: Statistics - September 2025 vs September 2024

Visitor walk-in numbers **increased by 3.38%** from 4080 in September 2024 to 4218 in September 2025 (Table 1).

Town	International	Local
Kleinmond	18	606
Hermanus	961	618
Stanford	28	1358
Gansbaai	37	592
<b>Total</b>	<b>1044</b>	<b>3174</b>

Table 2: International vs Local Visitors for September 2025

- ✓ Local event organisers frequently use the notice boards at the Visitor Information Centres to display their events, effectively using the centres as an additional marketing tool.
- ✓ Accommodation and activity establishments regularly collect brochures, maps, and weekly tourism diaries from the VICs for distribution to their guests.
- ✓ The offices also serve as a central pick-up point for tour operators and guides collecting their clients.

### Key Visitor Inquiries: September 2025

Visitor inquiries during September focused primarily on whale watching, events & festivals and outdoor activities in the Overstrand.

The continued demand for printed brochures, maps, and directional information highlights the need for resources for visitors who may not have access to or prefer digital information.

### Key Attraction Stats for September 2025

Attractions	2025	2024
African Penguin and Seabird Sanctuary	2465	1970
Danger Point Lighthouse	156	292
Shark Cage Diving (All vendors)	2404	2796
Whale Boat Tours (Marine Dynamics)	2829	2191
Leisure Fishing Boats (Kleinbaai Harbour)	51	18
Klipgat Caves	1919	2017
Harold Porter National Botanical Garden	4993	3930
Kogelberg Nature Reserve	1835	1171
Stony Point	5709	12294

Table 3: Key attraction statistics, September 2025

## 1.2 Strategic Collaborations

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:

Collaboration	Strategic Goal	Outcome
Responsible Travel UK (Journalist Interview)	Target UK Market: Leverage the UK as a top source market and align with the trend of responsible/eco-tourism.	The interview with the Hermanus Whale Crier provides a unique, human-interest angle that highlights the area's world-exclusive land-based whale watching and commitment to responsible tourism.
German Publication – Sud Afrika	Target German Market: Utilise Germany, a top source market, to position Hermanus and surrounds as a preferred whale season destination.	Tourism provided content and statistics for the article, ensuring accurate and compelling destination information reached a high-value audience. This is an efficient way to market the region internationally.
Hermanus Whale Festival (3-5 Oct 2025)	Promote the region globally recognised eco-tourism products and drive mass tourism activity.	The event was an outstanding success, with Overstrand Tourism's promotional role on various social platforms. The festival

Collaboration	Strategic Goal	Outcome
		confirmed its status as a major annual drawcard.
Stanford in Bloom / Chelsea Flowers (10-24 Sept 2025)	Position the heritage town of Stanford as a high-end cultural and horticultural tourism destination by leveraging the international accolades of the RHS Chelsea Gold Medal.	The event was a success, generating marketing exposure for Stanford. Tourism's support in marketing this event, diversifying the regions tourism offering beyond the coast.
Kenros Tours	Collaboration with Cape Town tour operators to promote domestic/regional tourism and encourage repeat visits.	Two tours hosting 40-60 participants provided a direct, high-quality, and interactive experience with the Whale Crier on the Cliff Path. This strategy aims to convert local participants into enthusiastic "ambassadors" who share their positive experiences.
Heritage Commemoration – Old Harbour Museum (24 Sept 2025)	Celebrate local heritage, engage the community on Heritage Day, and explore the viability of a new annual event.	Despite poor weather (rain), the event was successfully hosted, and the performers' commitment was excellent. The primary challenge was low attendance due to rain, but the core objective—proving its potential as an annual community event—was achieved. Future efforts should focus on contingency planning for weather.
Project Selfie Frame - Gansbaai	Erect 3 selfie frames in Kleinbaai Harbour and Stanford Cove to enhance visitor experience in collaboration with private stakeholders.	Applications to the Property Administration Department at the Municipality are in process.



Kenros Tours participants walking the Cliff Path with Hermanus Whale Crier



Heritage Celebration in collaboration with the Old Harbour Museum, Hermanus

### 1.3 Tourism Engagements

The following tourism stakeholder engagements took place:

- 1 & 3 September 6th Space Economy Leaders Meeting (SELM) as part of G20 South Africa at Arabella Hotel Golf & Spa.

5 September	Waste Management & Tourism School Recycle Awareness Campaign. Hosted by Waste Management to Gansbaai Primary School by Story Team from Hermanus.
10-14 September	Groeneweide Art Expo. Art Expo by a number of artists held at Die Hangkas. Approx. 50 to 70 daily
11 September	Nampo Cape Exhibition, 10 – 13 September. Overstrand Tourism staff attended and assisted in mananing stand on the day.
12 September	Cape Winelands / Overberg RTLC Meeting, MS Teams.
13 September	Collab with Kenros Tours & Whale Crier cliff path tour with 55 people.
20 September	The Big Cleanup. Collaboration with Craig Mitchell from Waste Management and the community. Opened Recycle Plant to the public for a tour. 12 Cleanups took place across the greater Gansbaai area.
20 & 21 September	Danger Point Lighthouse open to public. Good attendance and also included visitors from Switzerland, New Zealand and Germany. 148 attendees.
23 September	Marine Evening hosted by Marine Dynamics.
24 September	Heritage Day Celebration Event in collaboration with Old Harbour Museum, Hermanus.
24 September	Heritage Day Event Stall. Gansbaai Tourism participated with some relevant Gansbaai historical images, tourism related information, curios (old stock) on sale, Gansbaai related books to view.
24 September	Arbour day tree planting ceremony in Gansbaai.
27 September	Collab with Kenros Tours & Whale Crier cliff path tour with 60 people.



The Big Cleanup, 20 September - Collaboration with OM Waste Management (Recycle Plant Tour) and the community (12 Cleanups), Gansbaai.



NAMPO Expo 2025 from 10 to 13 September 2025 in Bredasdorp

## 1.4 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.





Social Media Stats Sept 2024 vs Sept 2025												
Year	Facebook		%	Instagram		%	Instagram Posts		%	Twitter		%
	2024	2025		2024	2025		2024	2025		2024	2025	
	13 818	15 015	7%	3 645	3 859	5%	1 105	1 137	2%	4 912	4 887	0%
	10 435	11 041	5%	2 078	2 211	6%	678	760	10%	1 798	1 775	-1%
	20 872	26 288	20%	10.2K	11.6K	12%	995	1020	2%	6 183	6 114	-1%
	9 225	10 004	7%	3 693	4 472	17%	1 929	2 181	11%	3 543	3 530	0%
	12 843	13 708	6%	2 578	2 821	8%	830	935	11%	3 660	3 602	-1%
<b>Grand Total</b>	<b>67 193</b>	<b>76 056</b>		<b>22 194</b>	<b>24 963</b>		<b>5 537</b>	<b>6 033</b>		<b>20 096</b>	<b>19 908</b>	

Table 4: Overstrand Tourism Social Media presence – September 2025

As per Table 4 above, there was a **10.36% increase** (from 115,020 followers to 126,940) in tourism's social media presence for all the tourism offices across the Overstrand for September 2025.

Top Performing post for September 2025 - Cape Whale Coast



1.5 Media Engagements / Media Features / Print , Radio Creative and Management

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
Time Out	Where to watch whales near Cape Town (Hermanus, Clarence Drive, De Kelders)	Online Article
Inside Guide	The 10 Best Whale Watching Escapes in the Cape (Hermanus, Gansbaai)	Online Article
Good Things Guy	9 African Penguins Return to Their Ocean Home in Heartwarming SANCCOB Release (Stony Point, Betty's Bay)	Online Article
Global Features	What Makes Gansbaai Truly Special: Whales, Sharks, and Warm Hearts	Online Article
Travel Ideas	General feature on Hermanus	Online Article
SABC News	Coverage on Hermanus Whales & Clean City Campaign	TV/Online News Coverage
KFM Radio	Coverage on the Hermanus Whale Festival	Radio Coverage

Print Media & Local Articles:

Publication/Platform	Feature / Article Topic	Link / Nature
Hermanus Times	Article on the Hermanus Whale Crier	Local Newspaper Article
Die Tuinier Tydskrif	Feature on Chelsea Flowers in Stanford	Magazine Feature
Agri News	Feature on Chelsea Flowers in Stanford	News Feature

Publication/Platform	Feature / Article Topic	Link / Nature
The Newspaper	Online feature on Stanford in Bloom festival	Online Newspaper Feature

## 1.6 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.

Visitor Information Centres (VICs) serve as a key resource for sporting event organisers, including schools, assisting with accommodation bookings and other logistical needs.

Events are crucial catalysts for local economic growth and job creation.

A weekly and monthly events calendar are distributed to accommodation providers, restaurants, and activity operators.

The annual events calendar has been continuously updated and circulated to assist tourism stakeholders in their planning.

- Total Events in September 2025: 267
- Total Events in September 2024: 306
- 12.75% decrease in events which is a total decrease of 39 events. Even though there's been a decrease in events the quality and standard of events hosted has increased.

### Some Events:

#### Fernkloof Flower Show 26 – 28 September 2025



#### Chelsea Flowers / Stanford in Bloom 10 – 24 September 2025



## Kleinmond Community Sports & Culture Weekend 26 - 28 Sept 2025 on Kleinmond Rugby Field

The event kicked off with netball on Friday evening with local teams participating against each other. On Saturday 27 Sept the day started with an early marsh from Kleinmond Community Hall to the Harbour led by Kleinmond Art & Culture Hub's marching band together with the rugby teams. Thereafter the local rugby teams participating entertained the crowd until later the afternoon. On Sunday 28 Sept a church service was held ending the day with a special afternoon of togetherness for the communities senior citizens.



## 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.

- Work Integrated Learning Programme:
  - This program is funded by the National Skills Fund.
  - It's an 18- to 24-month program for graduates, offering a stipend.
  - The program is facilitated by The Tourism & Business Institute of Southern Africa.
  - There are 22 students and 11 host employers participating in a cycle that is set to be completed in October 2025.
- Tourism Monitors Call for Hosts:
  - A call was circulated for interested parties in the Western Cape to express their interest in hosting Tourism Monitors. These monitors would be stationed at various attractions during the 2025/2026 period.

### 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.

## SMME Support and Product Display Initiatives:

- Curio Corner SMME Economic Development Program: The Stanford Tourism Office is actively supporting local Small, Medium, and Micro-Enterprises (SMMEs) through its "Curio Corner" program, dedicating space for them to display and sell their products.
- Mardee Design at Hermanus Tourism: Mardee Design has been allocated space at Hermanus Tourism, enabling them to showcase and create their crafts.
- Two stalls at Market Square, Old Harbour Hermanus provides platform for arts/crafters to sell their products.

## Opportunities shared through platforms:

- |         |  |
|---------|--|
| 15 Sept | Youth Invitation from 18 – 35 yrs. Overstrand Municipality's Socio-Economic Services (Youth Desk) visiting Overhills Hall in Kleinmond on 23 Sept. |
| 17 Sept | Heritage Day Celebration 24 Sept at Lemm's Corner, Hermanus Old Harbour  |
| 23 Sept | Recruitment for the Unemployed Youth for the Food & Beverage Learnership Programme in Western Cape by Department of Tourism.                       |
| 23 Sept | Recruitment for the Tourism Graduate Programme in Western Cape by Department of Tourism.   |
| 26 Sept | Green economy support coming to Hermanus on 9 Oct. Free help desk in support of energy and water resilience for businesses in the Western Cape.    |
| 29 Sept | Seasonal Vacancies available at Overstrand Municipality. Applications closed 10 Oct.   |
| 30 Sept | Get tech-savvy for free. Free computer literacy training will be offered across Overstrand in November.  |
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