



**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 : 23 SEPTEMBER / SEPTEMBER 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

16 September 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, 23 SEPTEMBER 2025** at **10:00** to consider the items set out in the attached agenda.

DR D O'NEILL
MUNICIPAL MANAGER

16 September 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, 23 SEPTEMBER 2025** om **10:00** vir oorweging van die items op die meegaande agenda.

DR D O'NEILL
MUNISIPALE BESTUURDER

16 Septemba 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, 23 SEPTEMBER 2025** ngeye-**10:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

DR D O'NEILL
UMPHATHI KAMASIPALA

AGENDA/...

OVERSTRAND MUNICIPALITY

MAYORAL COMMITTEE MEETING

23 September 2025

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No items were received for this portfolio

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No items were received for this portfolio

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- 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, 26 August 2025 at 10:00**

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

**5.
TOURISM MONTHLY REPORT: AUGUST 2025****R Louw** **Divisional Manager: Strategic Support Services**
8 September 2025**(028) 313 8071**

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 August 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 August 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 August 2025 **be noted**.

RESPONSIBLE OFFICIAL :**R LOUW****TARGET DATE FOR IMPLEMENTATION :****29 SEPTEMBER 2025**



Summary:

The month of August was marked by a successful and active whale watching season in the Overstrand. Great weather and fully booked boat tours were the norm. Numerous whale sightings included 13 adult and 3 calf Humpback and Southern Right whales in Gansbaai, while the area between Sandbaai and Walker Bay Reserve saw 20-25 adult and calf Southern Right whales. Land-based viewing was also excellent as reported by visitors to the Hermanus office with great sightings from the Old Harbour to Sievers Point. The Hermanus Whale Crier continues to be a major attraction for international visitors.

Hermanus saw tourists from Saudi Arabia, the Netherlands, and China. In contrast, Kleinmond attracted a higher number of visitors from Germany, the United Kingdom, and the USA.

Event organisers are busy preparing for several key September festivals, including the Chelsea Flowers in Stanford (September 10-24, 2025) and the Fernkloof Flower Show in Hermanus (September 26-28, 2025). Lots of excitement around the upcoming Hermanus Whale Festival, which will take place from October 3-5, 2025. The information offices have received numerous telephonic and walk in inquiries regarding this event.

With several G20 events scheduled for the Overstrand region, it is set to become a "buzz" of activity within the wider Overberg district.

Highlights:

- 6th Space Economy Leaders Meeting (SELM) as part of G20 South Africa at Arabella Hotel Golf & Spa in Kleinmond from 1 – 3 September where Overstrand Tourism participated as an exhibitor.
- Swallow Park Hermanus cleanup and future upgrades with various stakeholders on 27th August.
- 2nd Year Tourism Students from the University of the Western Cape visited Hermanus on 28th August.
- Tourism participated in various career & skills expo's in the month of August ensuring that community and learners receive information on opportunities and careers within the industry.

- Fair Trade event hosted by White Shark projects on the 7th of August.
- Danger Point Lighthouse was opened to the public on 16 & 17 August
- Launched of the Sharktown International Film in Gansbaai to be previewed in December.
- The first ever Flavours of the Coast event took place on 29th & 30th of August.
- Nia Nell live performance at Great White House, Gansbaai

New Business Alert!

- Landskein Wines Stanford (previously known as Sir Robert Stanford Estate)
- Akkerbos Accommodation – Wortelgat Road, Stanford
- Vlokkies Biltong, Hermanus
- Perron 25 Coffee Shop – Teekamer relocated and opened on Kleinmond main road.



Left to Right: Swallow Park Cleanup, Hermanus



Nia Nell Live in Gansbaai

1. DESTINATION MARKETING

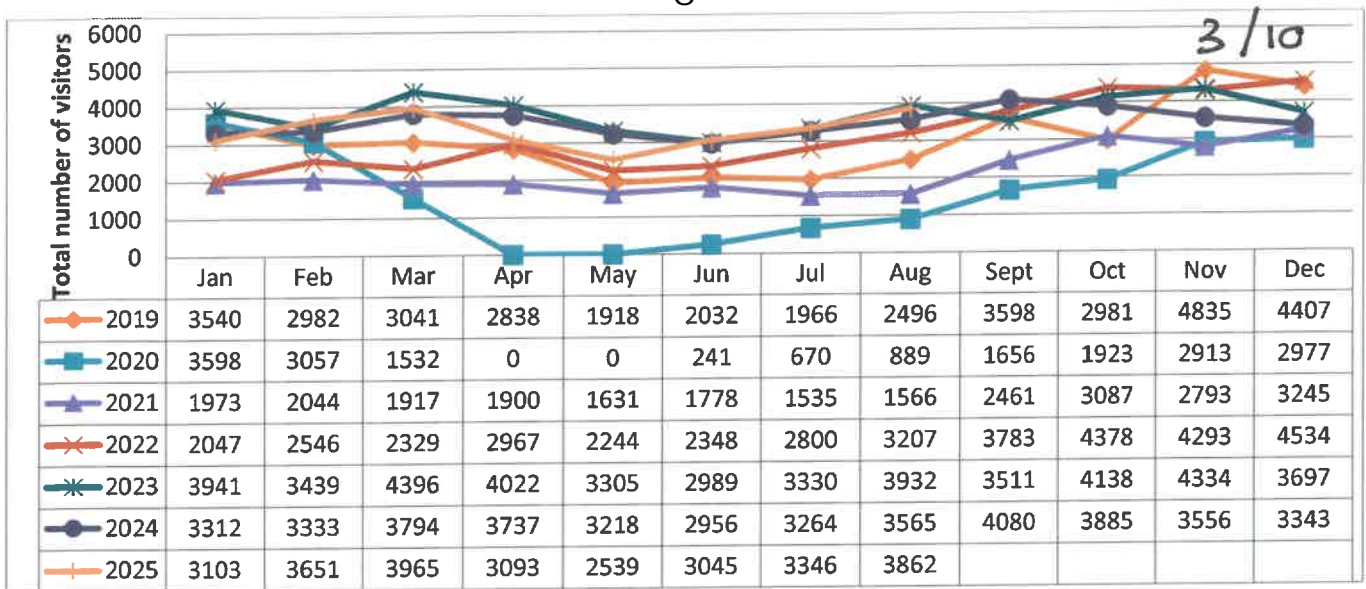
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

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	August 2025	August 2024
Kleinmond	665	606
Hermanus	1883	1118
Stanford	597	823
Gansbaai	717	1018
GRAND TOTAL	3862	3565

Table 1: Statistics - August 2025 vs August 2024

Visitor walk-in numbers **increased by 8.33%** from 3565 in August 2024 to 3862 in August 2025 (Table 1).

Town	International	Local
Kleinmond	18	647
Hermanus	1116	767
Stanford	17	580
Gansbaai	62	655
Total	1213	2649

Table 2: International vs Local Visitors for August 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: August 2025

Visitor inquiries during August focused primarily on whale watching, kayaking and wineries 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 August 2025

Attractions	2025	2024
African Penguin and Seabird Sanctuary	2126	1770
Danger Point Lighthouse	48	0
Shark Cage Diving (All vendors)	2490	2150
Whale Boat Tours (Marine Dynamics)	2730	2218
Leisure Fishing Boats (Kleinbaai Harbour)	43	11
Klipgat Caves	1506	1418
Harold Porter National Botanical Garden	3108	2384
Kogelberg Nature Reserve	997	688

Table 3: Key attraction statistics, August 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:

Heritage Commemoration – Old Harbour Museum

- Date & Time: Wednesday, 24 September 2025, from 10:00 to 14:00
- Venue: Lemm's Corner, with potential expansion to the Whale House Museum and Old Harbour.
- Collaboration: An initiative between Overstrand Tourism and The Whale Museum.
- Key Features: The event will include a kids' station with arts and crafts, face painting, talks/workshops, and a gazebo for the Friends of the Old Harbour Museum.
- Support Required:
 - Entertainment: Coordinate local performers. The Volmoed Youth Drumming Circle and Spairo Art Foundation (Gumboots performance) are confirmed, with Hawston Cadets pending.
 - Marketing: Market the event on all Overstrand Tourism social media platforms to ensure broad public awareness.

Hermanus Whale Festival 2025

- Dates: October 3-5, 2025
- Role: Overstrand Tourism will be promoting and marketing the festival's events. There are also discussions about having a stand at the event to increase exposure for Overstrand as a preferred holiday destination.

Stanford in Bloom / Chelsea Flowers

- Dates: September 10-24, 2025
- Details: This event recreates South Africa's gold-winning flower exhibit from the RHS Chelsea Flower Show in London. Overstrand Tourism will support the event by marketing it to attract visitors and leverage the resulting exposure.



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

1.3 Tourism Engagements

The following tourism stakeholder engagements took place:

05 August	Sharktown International Film Launch preview,Gansbaai
07 August	Fair Trade tourism event attended by various stakeholders,gansbaai
09 August	Nainel womens day event was a fundraise by APPS,Gansbaai
16/17 August	Danger Point Lighthouse open to public
20 August	Meeting to discuss possibility of NYOU Wave Fest 2027 in Kleinmond
21 August	Career Expo at Gansbaai Academia High School community hall
26 August	Meeting with Old Harbour,Whale Museum relating to Heritage Day Event
30 August	Career & Skills Expo at Zwelihle hall, Department of Arts and Culture
31 August	Market stall holders meeting,Gansbaai



Fair Trade Tourism Event right: Frieda Lloyd (ODM Tourism Manager), Catherine Nyquist (Panthera Africa Sanctuary MD), Patricia Menge (Gansbaai Tourism), Elnora Gillion (Overstrand Deputy Executive Mayor), Grace Stead (Fair Trade Tourism National General Manager), Jessica Smith MD of White Shark Projects).

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.





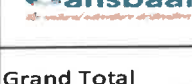
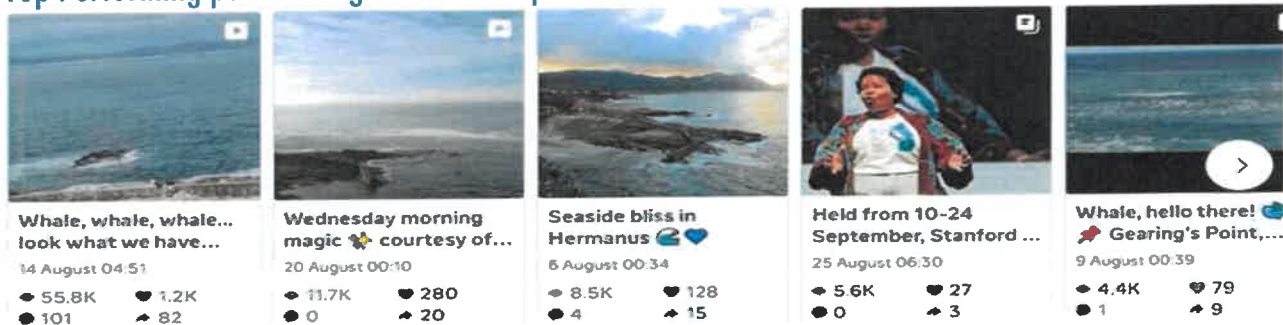
Social Media Stats Aug 2024 vs Aug 2025												
Year	Facebook		%	Instagram		%	Instagram Posts		%	Twitter		%
	2024	2025		2024	2025		2024	2025		2024	2025	
	13 644	14 666	6%	3 609	3 848	6%	1 103	1 134	2%	4 879	4 888	0%
	10 408	11 027	5%	2 072	2 198	5%	669	751	10%	1 786	1 779	0%
	19 887	25 292	21%	10.1K	11.5K	12%	994	1020	2%	6 168	6 125	0%
	9 014	9 681	6%	3 522	4 254	17%	1 891	2 101	9%	3 533	3 528	0%
	12 827	13 368	4%	2 562	2 798	8%	824	900	8%	3 662	3 597	-1%
Grand Total	65 780	74 034		21 865	24 598		5 481	5 906		20 028	19 917	

Table 4: Overstrand Tourism Social Media presence – August 2025

As per Table 4 above, there was a **9.99% increase** (from 113,154 followers to 124,455) in tourism's social media presence for all the tourism offices across the Overstrand for August 2025.

Top Performing post for August 2025 - Cape Whale Coast



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

Media Publications and Online Platforms:

- o Titan Travel UK: The UK-based travel company that named South Africa the world's top wine tourism destination for 2025.
- o CNN Inside Africa: The television program that featured Stanford in a segment about the "Stanford in Bloom / Chelsea Flowers 2025" event.
- o Winemag Reports: The platform that ranked Springfontein's Terroir Selection Pinotage 2022 among its "Top 6."
- o Terroir Awards: The competition that crowned Springfontein's Single Vineyard Jonathan's Ridge 2019 as a "National Winner."
- o TimeOut Online platform: Published an article titled "Where to watch whales near Cape Town."
- o Inside Guide: Featured "The 10 Best Whale-Watching Escapes in the Cape."
- o Good Things Guy: Reported on the heartwarming penguin release.
- o Travel Ideas: Featured an article on Hermanus.

- YouTube: A video titled "Exploring Pringle Bay: Cape Town's Hidden Coastal Gem" was uploaded by "Midlife Travel Tales."

Locations Featured:

The entire region is highlighted as a top wine tourism destination.

- Stanford Wine Route: One of the five wine routes.
 - Stanford: Specifically mentioned in the context of the "Stanford in Bloom / Chelsea Flowers 2025" event.
- Hermanus Wine Route (Hemel-en-Aarde Wines Hermanus): One of the five wine routes.

Whale Watching Spots:

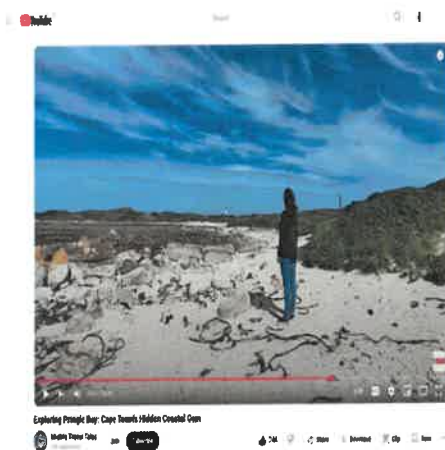
- Hermanus: Called the "whale-watching capital."
- Clarence Drive: A scenic drive known for whale sightings.
- De Kelders: Noted as a prime location for whale watching.
- Gansbaai: A coastal town featured for whale watching.
- Romansbaai: An estate mentioned as a whale-watching escape.

Penguin Conservation:

- Stony Point, Betty's Bay: The location for the SANCCOB penguin release.

Other Coastal Towns:

- Pringle Bay: Described as a "hidden coastal gem."



In a heartwarming "full-circle" moment, nine African penguins, rescued and rehabilitated by SANCCOB, were released back into the wild, marking a significant victory for marine conservation.

Clarence Drive



The stretch of tar linking Gordon's Bay to Pringle Bay and Betty's Bay is justifiably one of the most scenic in the Cape – and on our list of the Best Day Trips from Cape Town – but it's also a prime spot for whale-watching. With plenty of lay-bys for you to safely pull over, standing high above the waters of False Bay offers the ideal vantage point for spotting whales (and pods of dolphins, if you're lucky). While you won't get the front row sightings of Hermanus, the panoramic views make it worth the drive.

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.

- o Total Events in August 2025: 249
- o Total Events in August 2024: 264
- o 5.68% decrease in events.



Electric Vehicles on display at Hermanus High School on August 9th, 2025



18th Trail Series Super League held in Kleinmond on 17 Aug

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:
 - o This program is funded by the National Skills Fund.
 - o It's an 18- to 24-month program for graduates, offering a stipend.
 - o 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 November 2025.
- Career Expo Participation:
 - Overstrand Tourism participated at a career's expo at Gansbaai Accademia on 21 August 2025
 - Overstrand Tourism participated in a career & skills expo in Zwelihle on August 30th, 2025.
 - Most inquiries at these events were focused on career opportunities in the tourism sector.
- University of The Western Cape – Tourism Educational
 - 32 Tourism 2nd year students visited Hermanus and did a tour with the Whale Crier. Brief overview on Tourism & Whale watching. The information was well received by those in attendance.



Left to Right: Career Expo, Gansbaai

UWC Students with Whale Crier

Career Expo, Zwelihle

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.
- Volmoed Drumming Circle at Hermanus Tourism: Hermanus Tourism is also featuring a product display of drums from the Volmoed drumming circle, an initiative of the Volmoed Trust.
- Two stalls at Market Square, Old Harbour Hermanus provides platform for arts/crafters to sell their products.

Opportunities shared through platforms:

- 6 Aug Department of Cultural Affairs (DCAS) in collaboration with Overstrand Municipality and the Community Arts Centres Network Women's Month celebration on 30 Aug.
- 13 Aug SMMEs encouraged to register for access to funding, training, and opportunities
- 13 Aug Authenticity & the international Art Market workshop for Overstrand artists and artists-owned galleries 16 Sept.
- 21 Aug NEF Women's month webinar invitation 28 Aug.

- 22 Aug Iwisa Competition increased reach to both Eastern Cape and the Western Cape. Total Grant Funding allocation has been increased to R100 000. Closing date 31 Aug.
- 26 Aug Mandarin Language Training opportunity for Tourist Guides by Department of Tourism. Closing date 12 Sept

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