

PORTFOLIO COMMITTEE :
ECONOMIC DEVELOPMENT & TOURISM

Chairperson :

Cllr E Gillion

Committee Members :

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

PORTEFEULJEKOMITEE :
EKONOMIESE ONTWIKKELING & TOERISME

Voorsitter :

Rdl E Gillion

Komiteelede :

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

ECONOMIC DEVELOPMENT & TOURISM PORTFOLIO COMMITTEE
EKONOMIESE ONTWIKKELING & TOERISME PORTEFEULJEKOMITEE

20 February 2018

I N D E X

ITEM

PAGE
NUMBER

OPENING

APPLICATIONS FOR LEAVE OF ABSENCE

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

- | | | |
|-----------|---|----------|
| 1. | LOCAL ECONOMIC DEVELOPMENT AND TOURISM QUARTERLY
REPORT (OCT-DEC 2017) | 1 |
|-----------|---|----------|

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
20 February 2018
(Also the agenda for the Mayoral Committee Meeting: 28 February 2018)**

**1.
LOCAL ECONOMIC DEVELOPMENT AND TOURISM QUARTERLY REPORT (OCT-
DEC 2017)**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

23 January 2018

1. Executive Summary

The report is to inform Council about the Local Economic Development and Tourism activities in the months Oct to Dec 2017.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic Development and Tourism

3. Compliance with Strategic Priorities

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

4. Delegated Authority

Executive Mayor

5. Legal Requirements

LED Framework
Local Government White Paper

6. Background/Discussion/Evaluation/Conclusion

Background

Local economic development in local government must support the developmental mandate that seeks to change and better the lives of the previously disadvantaged communities whilst supporting private sector initiatives and growth to improve the local Gross Domestic Product.

This report is a reflection of what is outlined in the Socio-economic profile (SEP-LG) report and the programmes executed should address these challenges. Notable, the estimated decrease in unemployment (23%-19%) indicates the result of efforts in both the public and the private sector to create job opportunities.

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
20 February 2018
(Also the agenda for the Mayoral Committee Meeting: 28 February 2018)**

Whilst the debates on unemployment statistics continue to be a focus, so are statistics on the level of poverty which has an impact on the essentials of a dignified life. The National Income Dynamics study shows that 29% of the population is trapped in severe poverty. Bringing it closer 25% of the Overberg District's poor people lives in the Overstrand as per The Municipal Economic Review and Outlook, 2017.

7. Financial Implications

N/A

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: LED Report
Annexure B: Tourism Report
Annexure C CWP Report

RECOMMENDATION:

that the 2nd quarter report (Oct to Dec 2017) of the Directorate: Local Economic Development, **be noted**.

RESPONSIBLE OFFICIAL :

S MADIKANE

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY

**AGENDA of the
Portfolio Committee : Economic Development & Tourism
20 February 2018
(Also the agenda for the Mayoral Committee Meeting: 28 February 2018)**

**1.
LOCAL ECONOMIC DEVELOPMENT AND TOURISM QUARTERLY REPORT
(OCT-DEC 2017)**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

23 January 2018

**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
20 FEBRUARY 2018, WHICH COMMITTEE SUPPORTED THE
RECOMMENDATION**

RESPONSIBLE OFFICIAL :

S MADIKANE

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY



2nd QUARTER REPORT

(October – December 2017)

Local Economic Development

Prepared by: Local Economic Development

Directorate for Economic Development and Tourism
Overstrand Municipality

*Critical to the impact of executing LED mandate, is the need to ensure effective
information dissemination at all times.*

DIRECTORATE ECONOMIC DEVELOPMENT AND TOURISM

1. INTRODUCTION

The changing socio-economic environment requires a more hands on approach and practical activities that are geared at changing people's lives for the better. Poverty and unemployment are becoming our number 1 and 2 enemies respectively as communities face a variety of constraints that are borne from the slow economic growth constituted by unemployment, illiteracy, inequality and lack of inclusivity. The need to be more people centric cannot be ignored any longer as people look for livelihoods and better living conditions to improve their lives.

Local Economic Development (LED) gives local government, the private sector, and the Non-Profit Organisations the opportunity to collaborate in finding ways of dealing with challenging socio economic issues and build a sustainable economy. It aims to create jobs by growing the economy as well alleviate poverty.

The South African Local Government system was purposefully designed the closest sphere to the populace and carries a constitutional mandate to undertake a developmental approach during policy implementation. Therefore through LED, Overstrand Municipality can meet the basic needs of the people by establishing an environment that will create jobs and alleviate poverty in a sustainable manner.

This report will discuss the impact of LED in Enterprise Development Project (EDP); the impact of job creation through EPWP projects and seasonal opportunities. It presents activities and practices executed in the past three months (October, November and November). This report will focus on LED's three best practices:

- (a) The impact of Enterprise Development Project (EDP) in the communities.
 - In the second quarter alone approximately thirty (30) SMME's were supported ranging from sewing, spaza shops, catering, beauty etc.
 - Approximately seventeen (17) Emerging Contractors have been assisted vis-a-vis a target of servicing more than 30 in 2017/18 financial year.
- (b) The impact of job creation projects through EPWP projects and seasonal opportunities.
 - 494 seasonal work opportunities were created and secured.
- (c) The impact of walk-in centres, stakeholder engagements and linkages established
 - 435 people walked in LED centres with 72% persons looking for jobs.
 - Twelve linkages established from major government entities, agencies and the departments.

2. ENTERPRISE DEVELOPMENT INITIATIVES

Enterprise Development Initiative (EDI) is an outreach programme driven by community based cadres (titled as Economic Development Practitioners [EDP's]) who are capacitated to respond to community needs, become a link to the municipality and communities wherein they assist with information that helps decision making for sustainable and viable community initiatives.

We have 6 EDP's operating from 6 areas

Area	Name	Designated areas	Reporting offices
Kleimond	Lukhona Nguxe	Kleimond	Kleimond Tourism offices
Hawston	Eli Gillion	Hawston	Thusong Centre
Stanford	Nonzuzo Matyakalana	Stanford	Municipality (Stanford)
Zwelihle	Asiphe Sigcau	Zwelihle South & East	Zwelihle Library
Zwelihle/Mount Pleasant	Zandile Mphike	Zwelihle North/ Mount Pleasant	Zwelihle Library
Gansbaai	Jessica Stevens	Masakhane, Blompark and Pearly Beach	Gansbaai Municipality

The programme is making a huge impact on the communities and the attention it has drawn from the community has shown major acknowledgements. Businesses in these communities are:

- Linked with major stakeholders whom can provide support in partnership with LED (for example one of our major partners SEDA, SEFA, NYDA, DoL, CIDB etc)
- Assisted and supported to run their businesses on the daily basis, from assistance with filling sophisticated applications (funding, non financial support etc.)
- Identification of business opportunities and access to those opportunities

It is an empowerment and development initiative whose objective is to support and empower Small Medium & Micro Enterprises (SMME's) through visible, hands on engagements in a deliverable manner by working with local NGO's and other spheres of Government. It furthermore ensures that programmes and projects reach the desired target group with visible impact.

3. LED PROJECT SCOPE AND POTENTIAL

LED consist of wide range of initiatives, programme and projects under implementation and some in the concept development phase in line with the mandate and Municipal policies and regulations. Our Methodology is designed from three approaches:

(a) COMMUNITY BASED PROJECTS

- **Building Entrepreneurship Communities:** support for business growth and development, registration and growth of the informal sector, planning and the creation of creative and proactive projects approved by the Municipality.
- **Investment promotion** for policy to promote investment it would be required to consider Small Harbour Developments initiatives. It is conducive to Small Scale Farmers and the FPSU's must be prioritised.
- **Harbour Development:** the benefits that can be accessed for local entrepreneurs in the oceans economy drive including empowerment deals and contribution to socio economic redress.
- **Support and growth of the informal sector:** Spatial planning and allocation including infrastructure support.

(b) INNOVATIVE PROJECTS

- **Supply Chain and Economic Development:** follow up on development agreements, informing specifications and ensuring implementation thereof, research on best practices and link with CIDB, National and Provincial Treasury on directives.
- **Agri-parks Project Implementation:** mobilization of Fisherfolk/Cooperative in the fishing industry and aligned businesses, Infrastructure and equipment support and participation in the District, Provincial and National structures Implementing Agri-parks)
- **Youth focused projects:** opening up more spaces and creating a conducive environment for the youth has been generalised in many instances. This project prioritises youth development in collaboration with relevant youth centric stakeholders
- **Emerging Farmers Support Programme:** assist emerging farmers to access support and resources from other relevant spheres of government.
- **Expanded Public Works Programme (EPWP)** and the Community Works Programme (CWP): An employment focused programme and the reduction of poverty, recording and assist in the definition of work opportunities)

(c) SKILLS DEVELOPMENT

- **Capacity Building Initiatives** assisting and improving emerging entrepreneurs skills and capabilities through (trainings, workshops and information sessions)
- **Collaborative partnerships oriented trainings** partnering with key stakeholders who holds large budgets and shares the common interests.

4. KEY ACTIVITIES (OCTOBER - DECEMBER 2017)

The next section presents the major events, activities and functions executed from October - December 2017. These events are purposefully reported in this format for two reasons (a) to

match these events with LED's implementation plan for the current financial year (2017/18) (b) to align the activities with the Municipality's performance management expectations (SDBIP Key Performance Areas).

4.1 SMME'S DEVELOPMENT AND SUPPORT

(a) Enterprise and emerging contractor development

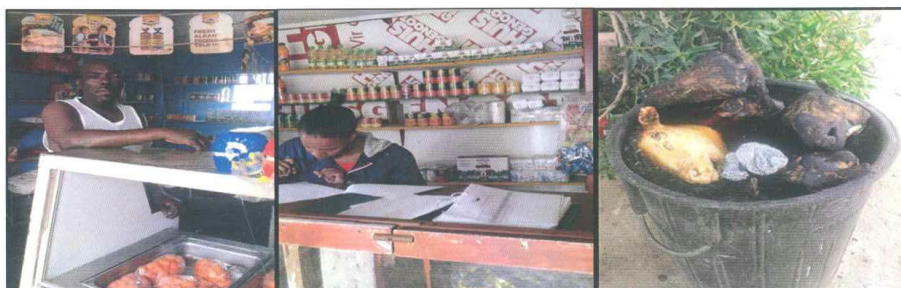
A hands-on technique was deployed by closely working with SMME's and contractors to track progress from the previous epochs, close monitoring of progress and close engagements with the ownership of these ventures.

LED is active in all 4 administrative areas in the Overstrand and a group of 6 enterprise developers are actively assisting SMME's and emerging contractors.

LED has been working with 30 Enterprises in the second quarter from different industries in SMME stream.

No. of enterprises supported	Industries/ Sectors	Nature of support
30	Graphic designing, Catering, spaza shops, beauty,	Hands on consultations, linkages with relevant stakeholders etc.

Table 1: Small enterprises assisted



Spaza shops and street vendors in Masakhane (Gansbaai

Prospects:

- Mop and Vacuum Cleaning Services has been drastically taking a large market share in the private home cleaning service. With only 6 months in business Mop and Vacuum services more than 30 private home owners in the northern to the southern

6/11

suburbs of Hermanus. Isaac has recently purchased 2 vehicles (Mercedes Vito and a Polo Vivo Hatchback) for business purposes. Mop & Vacuum employed more than 10 cleaners since its inception



Left: Isaac show casing his pamphlets; right: show casing his newly branded van.

- Hawston Public Protection currently in contract with KFC parking services is beginning a contract for guarding and patrolling the Hawston Primary School building and grounds. Arthur Henn the owner has recently purchased new public protection/ security suits to formalise and create an easy identification of his security guards.



Left: Hawston Public Protections security guards in uniform | Right: security guards on duty

- TDV Decking and Fixing (Theo De Villiers) got a contact for putting a gate around the kiddies pool and tiling the camping grounds bathrooms. Theo is a dedicated and hardworking contractor with considerable expertise in construction and carpentry.

4.2 STAKEHOLDER ENGAGEMENTS, PARTNERSHIPS & LINKAGES

(a) *Linkages established*

No	Person linked	Linked with	Description	Date
1.	Hawston Public Protection	Aribu	Exposure to multiple databases	28.12. 2017
2	Mop & Vacuum Cleaning Service	Department of Labour	UIF application	11.12.2017
3	ELM Limited	National Youth Development Agency	Funding application	06.12.2017
4	Inaro Maintenance & Cleaning Services	CIDB	Grading enquiries	17.11.2017
5	Uhazana Project Management	SARS	Taxation clearance	03.11.2017
6	Ezakwantu Hand Made Products	Emerging Leaders South Africa	Funding support (Environmental Conservation)	26.10.2017
7	Setloboko Security Services	Department of Labour	Supplier Database	25.10.2017
8	Ewe Construction Services	CIDB	Payments enquiries	11.10.2017
9	Sweetness Rwekana	Department Social Development	Crèches support and funding	19.10.2017
10	N. Nyembezi	Department of Social Development	Crèches funding	19.10.2017
11	Siyahlamba Laundry	Department of Social Development	Creches funding	19.10.2017
12	Overberg Group	Land Bank, DRDLR	Funding opportunities	19.10.2017

(b) *Stakeholder engagements*

LED is continuously prioritising relevant partnerships with a wide range of stakeholders with common interest and purpose for SMME/ Emerging contractor development. A significant partnership is a work in progress with the (University of the Western Cape) Centre for Entrepreneurship and Innovation (CEI) and the Business Innovation Centre. On the 15

8/11

November 2017 two LED officials were invited to play an observatory role in a training for 30 SMME's in Grabouw facilitated by the Centre for Entrepreneurship and Innovation (CIE).

Following are the key stakeholders we are currently interacting with:

- Department of Labour (UIF applications and Coida system) correspondence
- Department of Social Development (for a small number of socially oriented venture like Crèches)
- CIDB (one of the most prospective partners in development of emerging contractors)
- Department of Agriculture Forests and Fisheries (for agricultural based initiatives)
- Department of Rural Development and Land Reform (for land based and the implementation of the Agri- Parks programme)

4.3 EXPANDED PUBLIC WORKS PROGRAMME

The Municipality creates work opportunities in three sectors, namely Infrastructure, Environment & Culture and 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.

4.3.1 Jobs Created through EPWP

Project Name	Project Description	Duration	Number of WO created
IG/EPWP Tourism Ambassadors Project	Assist with Festivals, Events and Special Projects	01 Oct 2017 - 30 Jun 2018	4
EPWP Seasonal Workers	Cleaning public pools, beaches and caravan parks. Monitor of beaches and Traffic assistance	01 Dec 2017 - 15 Jan 2018	482
Maintenance of Parks, Streets and Stormwater	Cleaning of parks and stormwater	01 Dec 2017 - 28 Feb 2017	8
TOTAL WORK OPPORTUNITES CREATED			494

9/11

4.3.2 EPWP – Skills Development

Type of Training/Workshop	Date
Educational to Botrivier attractions & wine farms	23 October 2017
Liquor License Workshop, Stanford	26 October 2017
Social Media Training, Hermanus	23 November 2017
Educational to Creation Wines, Hermanus	23 November 2017
Social Media Training	5 December 2017
Customer Service	23 October 2017
Liquor License Training in Stanford	26 October 2017

4.3.3 EPWP Success Stories

The Programme (EPWP) continues to make the intended impact giving beneficiaries opportunities to better their lives by advancing to other permanent job opportunities. Though faced with tracking and monitoring shortcomings, some of the beneficiaries ventured in the following field of work as permanent employees

EPWP PROJECT	NUMBER OF BENEFICIARIES	ORGANISATION
EPWP Traffic Assistant Project	2	Overstrand Municipality
IG/EPWP Project Management and Admin Assistant Project	1	Skills Fusion

4.4 WALK IN STATISTICS

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

Table 3: Walk in frequency table (Oct-Dec 2017)

Services required	Total
Looking for Job opportunities	315

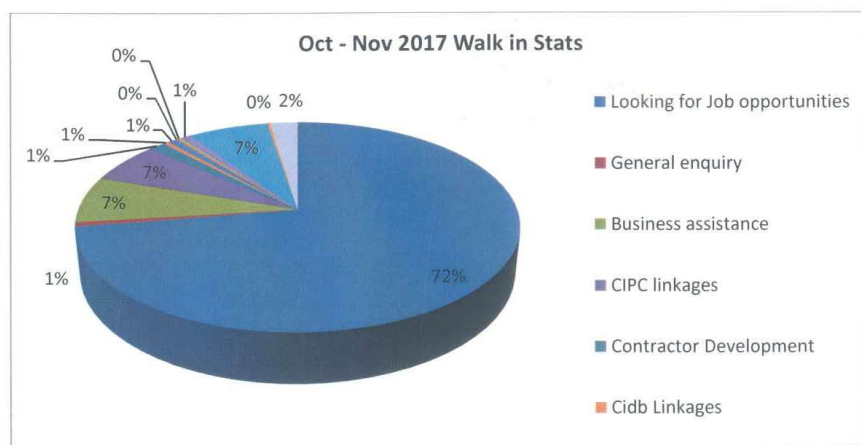
10/11

General enquiry	03
Business assistance	31
CIPC linkages	28
Contractor Development	06
Cidb Linkages	02
Social Development Linkages	03
Department of Rural Development & land Reform	01
NPO linkages	01
Municipal Supply Chain database	04
Internet search	30
New co-operatives	01
Bursary Guidance	10
Total walk-ins	435

The trends depicted in the frequency portray a massive hike of people looking for jobs, which indicate the start of the season. This follows a new approach where seasonal preparations begin early October.

Graphical Interpretation

Figure 2: Pie Chart presentation



Analytics

11/11

The graphical illustrations above (Table 4; figure 1 and 2) depicts the statistical trends in the LED walk centres (comprising satellite offices). The above presented stats portrays 4 most predominant services (people looking for employment, business assistance, CIPC linkages and internet usage) accounting about more than 80 of the total stats. The walk in centres saw an increase in the employment demands in all three months which due to seasonal work opportunities.

5. CONCLUSIONS

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. Given 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.

The LED department's primary focus in the last three months (October, November and December) was centred on employment opportunities given the massive rise of work seekers due to seasonal opportunities; access to markets and access to relevant disciplines with the view to ensure optimal realization of the potential characteristics of the farmers and contractors. Also much effort and cognisance was given on the EPWP projects and its growing prospects. Hence this report presented three sections. In the first section an overview of the primary Initiative implemented by LED (Enterprise Development Initiative [EDI]) was provided. The second section outlined a list projects portrayed as the LED project scope and marking the potential of these projects. The third section was the core of this report, it presented and accounted for all activities, events and functions executed in this quarter

Annexure B 1/10



TOURISM REPORT

Oct - Dec 2017

The final quarter of 2017 was marked by the peak holiday season when the Overstrand traditionally doubles its occupancy. During this period the focus is on local tourists with overseas visitors mostly returning home for a White Christmas. A highlight for this quarter was the opening of the Whale Coast Mall on 30 November. Another positive was that the whales remained in our waters for an extended season. Despite the fact that the whale season officially closed at the end of November there are still whale sightings. Notably not Southern Rights but rather Brydes Whales. During December alone the Overstrand hosted about 70 events with additional smaller promotions and special offerings attracting visitors.

TRAFFIC COUNT

The highest traffic count was recorded on 29 December 2017 with 6772 vehicles entering Hermanus and 6288 leaving.

15 December – 4836 with highest incoming traffic between 4 and 6pm.

16 December – 4823 with highest incoming traffic between 12 and 4pm.

23 December – 4462 with highest incoming traffic between 1 and 4pm.

27 December – 3838 with highest incoming traffic between 12 and 2pm.

These figures represent automated counts between 10:00 and 18:00.

BUSINESS FEEDBACK

The feedback from business has been varied and although it remained a busy season there was a sense that visitor numbers are lower in town centers with a better spread within the region. Visitors are not staying as long as in the past. There is agreement that the season started later and it was only after 15 December that the holiday rush transpired. Visitors seemed to stay either for Christmas or New Year and not both as in past years. Having said this there is no longer the pre-season dip in visitor numbers experienced in previous years. The past two years have been busy throughout for restaurants, accommodation and activities. Dips in May, June and July will be addressed with marketing efforts. Some businesses initially felt nervous about the slow trade in December but when it got busy it was almost too much to handle. There have been reports about stock outages at some restaurants – mainly at two places at the Whale Coast Mall where restaurants had no trade history to rely on. It was also felt that visitors made return journeys to the Cape Whale Coast during the season. This could be due to the firm water restrictions in Cape Town.

ARRIVALS

Airports Company South Africa (Acsa) at Cape Town International Airport registered 127 309 international arrivals for December 2017 - an 11.5% increase compared to December 2016. These visitors mostly make their way to the Overstrand on day trips or short stays of 1 or 2 nights. Domestic arrivals by air dipped slightly by 2.2% to 389 324. The view is that this could be because many

B 4/10

domestic tourists travelled to the province by land. The increase number of Gauteng registered vehicles at our beaches supports this opinion.

CHALLENGES

Poaching remains a problem and there is a perception with the public that nothing is being done about this. A letter was published in a national newspaper and distributed via social media about the increase in visible poaching from Gansbaai to Pearly Beach. Poachers are threatening the public and also going to sea amongst sunbathers and swimmers. At the Kleinbaai tidal pool poachers are chasing visitors away.

The banning of fireworks was well received by the public.

RESTAURANTS

Some restaurants felt the season's trade was down while others are optimistic. One restaurant reported a 7% increase in seasonal trade while others recognised the effect of the recession and thought that they did well regardless. Restaurants that were open were generally fully booked for Christmas and New Year sittings. Numerous visits Stanford showed a vigorous trade at a coffee shop positioned at the entrance to town. On 1 January a bus of German visitors stopped in Stanford and it seemed as if they were going to empty the small village of all refreshments. A universal observation regarding Gansbaai was that the restaurants served good food but the service was appalling. Restaurants that did well were establishments that made efforts with their business and offered specials.

ACCOMMODATION

Hermanus reported a 95% occupancy rate. Only the more expensive establishments had availability over Christmas and New Year. There were not as many accommodation scams as in the past. Kleinmond did well but visitors stayed mostly with family and friends.

In Gansbaai established accommodation businesses reported an occupancy between 65 and 80%.

Occupancy at Gansbaai Caravan Park, Strandskloof, Uilenkraalsmond and Die Damme was at 90% for the period 15 December 2017 till 12 January 2018. There seems to be a tendency for more and more South Africans to spend their holidays in the rural coastal region due to the water restrictions in Cape Town and the neatness and service delivery of the Overstrand make us an attractive destination. Law enforcement was visible and the ban on fireworks well received.

ACTIVITIES

The Cape Whale Coast had a full calendar during the festive season and it felt that attendance to the different activities were well spread. Everyone could get a slice of the pie. The number of events as well as the calibre of events presented increased. Things to do with kids remain popular and the Cape Whale Coast promoted regional activities before and during the season.

BEACHES & CAMP SITES

Four Cape Whale Coast Blue Flag beaches opened for the season. A pilot period for Castle Beach was introduced from 15 December 2017 to 15 January 2018.

B 3/10

Grotto beach experienced its busiest days on 16, 24, 25 and 31 December. Although the amount of visitors seems to be less than the previous year people were enjoying the sunny weather and made use of the umbrellas and loungers to rent. There were fewer incidents on the beach and this could be attributed to more visibly policing. The Blue Flag Beach Stewards interacted with the beach goers and reported that the single most represented group was those from Johannesburg and surrounds. The Blue Flag Beach Stewards counted 256 cars on the 29th. These were from Gauteng, Cape Town, Hermanus and Northern Suburbs of Cape Town.

In line with national holiday trends visitors have bucked the budget and camping at Overstrand camping resorts did well with a 90% occupancy rate. This represents a collective of 10000 people.

Hawston camp site recorded 56 buses arriving in December. The Hawston Swimming Pool had 8778 visitors while there were 4784 day campers from 1 till 31 December. A diving business in the Hermanus New Harbour had an increase in clientele but activities were hampered by bad weather days.

NATURE RESERVES

In Fernkloof Nature Reserve the hikes remain popular and although not everyone wrote in the visitor book there were 106 group entries. The majority of visitors came from Cape Town and Germany. Comments were made about the reassurance of the Fernkloof Rangers on guard and available to accompany hikers.

WINERIES

A new winery opened in Hemel-en-Aarde on the Hermanus Wine Route. This provided a much needed extra stop for the Hermanus Wine Hoppers who enjoyed a good season. While some wineries felt that their numbers were down they were quick to mention that the value of sales was up. Wineries generally experienced a good season with Hermanus, Stanford and Gansbaai wineries hosting events that were all well received. Another winery at the entrance of Hermanus added more product to their tasting facility including an expanded restaurant.

WEATHER

The Cape Whale Coast generally experienced good weather in mornings with windier afternoons – very typical of the Cape South Coast at this time of year. Mornings worked well for activities while experiences had to be cancelled for many afternoon bookings.

INCIDENTS

Emergency telephone numbers and pamphlets stating “We Welcome We Care” were printed and distributed during Welcome Campaigns in all the towns as well as emailed to accommodation establishments. Meetings were attended with SAPS, ADT and HPP to ensure that tourists could be assisted when suffering the inconvenience, injury or loss of a robbery or attack. Two people were swept off the rocks at Kwaiwater and this made National News with the video of the incident illustrating the dangers of being too close to the waves going viral on social media.

A number of incidents of crime occurred and these were generally handled well by the police and law enforcement.

HANGKLIP-KLEINMOND

B 4/10

Despite visitor numbers being down accommodation bookings through the Kleinmond Tourism office increased. Harold Porter reported increased attendance of their annual Carols by Candlelight. The office commission increase with R4000 during December due to assistance with bookings. Kogelberg reported a 23% increase in walk-in visitors while the accommodation had a 58% increase.

HERMANUS

The main office at the Station Building did not receive as many visitors as the kiosk at the Old Harbour. Pop-up info centres need to be considered for future high trade periods. The same applies to Kleinmond and Gansbaai.

STANFORD

Positive feedback with no major changes to previous years. Retail reported a decrease in spend. There were more than 50 activities hosted in Stanford and surrounds during December alone. One coffee shop recorded a bumper season. Another 2 product owners reported a marked increase just above 20%.

GANSBAAI

Some Gansbaai shops ran out of bread on a few occasions. Retailers felt that visitors are buying cheaper products although they still shopped vigorously. There are reports of shops increasing prices during the festive period with 35 - 55% on staple products. Gansbaai and surrounds offered a full schedule in the post-Christmas period. Gansbaai reported a decrease in vandalism and crime for this season. Shark cage diving trips decreased due to the absence of shark sightings. The boat operators continued with eco-trips and visitors did not feel disappointed. There were bronze whalers to make up for the missing Great Whites.

SUSTAINABLE TOURISM

Beach clean-up initiatives continued and the Cape Whale Coast beaches participated and cooperated with Whale Coast Conservation and Wildlife and Environment Society of South Africa (WESSA). The Blue Flag beaches were launched early in December and Castle Beach in Pearly Beach was nominated to join the pilot Blue Flag Beach listing.

Grootbos, Panthera Africa and Marine Dynamics received international recognition for their conservation practices at different ceremonies overseas.

DEVELOPMENT TOURISM

- **Ubumnandi Spring Festivity 2017**

The second year this festival was hosted in Zwelihle.

Local DJ and young entrepreneur Siyabulela Notwala established Master Blaq Entertainment with the purpose of developing the entertainment industry within Zwelihle. More than 40 jobs are created and 5 opportunities given to local vendors to sell products at the events.

Cape Whale Coast support provided:

- Accredited customer service training
- Social media training
- Liquor licence training
- Educational on tourism products within Overstrand
- Marketing event on CWC website and social media platforms

B 5/10

- Financial support
- **Hawston Sea Festival**
Cape Whale Coast support provided:
 - Financial Support
 - Liquor licence training
 - Programme Development
 - Marketing event on website and social media platforms
- **Overstrand Whale Boxing Club**
Cape Whale Coast support provided to Mzi Dumise:
 - Financial Support
 - Product/Programme Development
 - Marketing event on CWC website and social media platforms
- **Thoza Tour**
Cape Whale Coast support provided to Overstrand tour operator Thozamile Stuurman:
 - Product Development
 - Educational to benchmark tours
 - Tour with tourism delegates from Theewaterskloof Municipality to showcase best practice
- **Tourism Ambassadors**
 This project aims to support Overstrand tourism businesses. To date they've liaised with over 60 SMMEs to establish a Tourism Database. This database will be used to make market linkages and offer skills development training. Training provided includes:
 - Customer Service Training
 - Social Media Training
 - Liquor licence Training
 - Educational on Tourism Products
- **ABSA Accelerator Programme aimed at SMMEs**
 The objective of the programme was to allow business owners/managers to review growth strategy, budgeting, sales and cash flow management. These skills enable improved use of financial statements to make informed business decisions. Other areas covered were Compliance and Human Resources.
 Four 5 day sessions were held over 4 months.
 SMMEs who participated in this programme:
 1. Emmanuel Salon – Debbie Kerwel
 2. Empolweni African Cuisine – Mpumelelo Sobantu
 3. Gilberts Catering
 4. Local entrepreneur – Clinton Myile

B 6/10

5. Local entrepreneur – Mhlanbabeni Sithonga
6. Local entrepreneur – Rampati Matlosa
7. On the Edge Restaurant – Lucretia Jordaan
8. Throneroom Living – Margaret Motsoene
9. Zwelihle Youth Café – Fikiswa Gxamesi & William Ntebe

- **Cape Craft & Design Institute - Workshop**

Cape Craft Design Institute held workshops in the region identifying opportunities and inviting crafters to upload products to a trade website. This platform is free of charge and provides the necessary linkages to existing and emerging crafters to develop and grow their businesses.

SMMEs who participated include:

1. Bamboesina
2. Bushbaby Mosaics
3. Corinnede Haas Ceramics
4. Maid Marion Made
5. Milkwood Embroidery
6. Throneroom Living
7. Useful Pretty Things

- **Fernkloof Rangers**

Cape Whale Coast Tourism facilitated training to equip the Fernkloof Rangers with tour guiding and communication skills. The following training was offered:

- Customer Service Training
- Social Media Training
- Educational on Tourism Products

- **National Youth Chefs Training Programme**

Applications for the National Youth Chefs Programme closed on 31st August 2017. 28 Applications were received of which 17 were successful. Of the 17 selected learners 15 took up the learnership.

The 1 year programme provides learners with the opportunity to receive training at a top national Chef's School while earning an income. Theoretical training is provided by Warwick Chef's School once a week while practical training is provided by local tourism businesses including Arabella Hotel & Spa, The Marine, Creation, Candi's Kitchen en Pear Tree.

B 7/10

Cape Whale Coast facilitated the recruitment process. Also collaborated with Warwick Chef School to monitoring and evaluate progress. Trainee chefs have finished the first quarter and wrote exams.

- **Tourism Buddy Programme**

The National Department of Tourism's Tourism Buddy Programme was aimed at training youth in the hospitality sector.

Cape Whale Coast facilitated the programme with the implementing agent, sourced learners from the LED database for the unemployed, made the linkage with host employers and provided a venue for plenary sessions.

This 1 year programme was concluded in November 2017.

15 learners from the Overstrand will graduate in 2018 and seems excited to embark on their new journey in Tourism.

- Logo development of Zwelihle Tourism.
- Business Expo with enterprises exhibiting and presentations made.
- Roadshows with public participation in four Overstrand towns.
- Blue Flag beach stewards appointed and trained.
- Discussions with On the Edge Restaurant and Cape Nature at Stony Point, Betty's Bay regarding service levels.
- Strategic meetings with Overstrand and Local Tourism Offices to restructure tourism.

MEDIA VISITS & PROMOTIONS

Media continues to visit the area and there has been a number of journalists and bloggers reporting on the attractions of our area. Some of the exposure receive included:

- **Television:** Top Billing promoted the region with an episode for SABC TV. This time Chef Bridgette Baardman of Mosaic was featured.
- **Print Media:** Get Away Magazine, Weg, Die Burger
- **Radio:** Caledon FM, Good Hope interviews on Hemel-en-Aarde Wine
- **CapeTown Etc:** Participated in 12 Days of Christmas promotion
- **TravelChatSA:** Weekly online travel tweet-up
- During the welcome campaigns in each town gift bags were handed out with the following products designed, sourced and distributed:
 - Cape Whale Coast draw string bag
 - Hand sanitiser with water awareness message sourced from WC government
 - Spray on sun block
 - Lip balm & hand cream

B 8/10

- Safety cards – designed and distributed bookmark with emergency, security and information numbers
- Notebook with pen

FESTIVALS & EVENTS

There are some annual events that felt their numbers might not have grown in terms of visitors received but that they did have the best-ever event due to other factors such as sales or improved holiday atmosphere. One such event is the Stanford Street Festival.

- Tribal Echo Benefit Concert, Kleinmond 9 December
- Lomond Trail Run, 16 December - 300 participants.
- Stanford's Street Festival 17 December
- The Summer of Touch touch-rugby series hosted on 19 December at Kleinmond and 21 December at Onrus beach. Both good weather days with many participants.
- Pearly Beach Affaire, 20 December
- Penguin March Kleinbaai, 21 December – 100 participants
- Jesse Clegg, Sumaridge, 29 December – 750 participants. This was the 3rd annual performance of Jesse Clegg and the event's attendance has doubled every year.
- Danger Point Half Marathon, 30 December
- Special market nights: Wednesday evenings at Hermanus Cricket Club.
- SummerRun Hermanus 30 December – 2000 participants
- Trans Agulhas Boat Race - More than 2000 spectators watched contestants at the 4th stage at Uilkraalsmond, Gansbaai on 31 December.
- On New Year's Day 700 people visited a themed garden in 7th Avenue, De Kelders.
- Welcome Campaigns, Switching on of Festive Lights and Christmas markets in all towns

ONLINE MARKETING TOOLS

Twitter @whalecoastsa – Total Followers 3273

Facebook @whalewatchingsouthafrica – Total Page Likes 3282

Instagram @whalecoastsa – 1252 Follows

With these platforms we reach between 50000 and 75000 persons every month.

LOCAL TOURISM OFFICES

Hangklip-Kleinmond held their AGM which was chaired and managed by Frieda Lloyd in the absence of a chairperson.

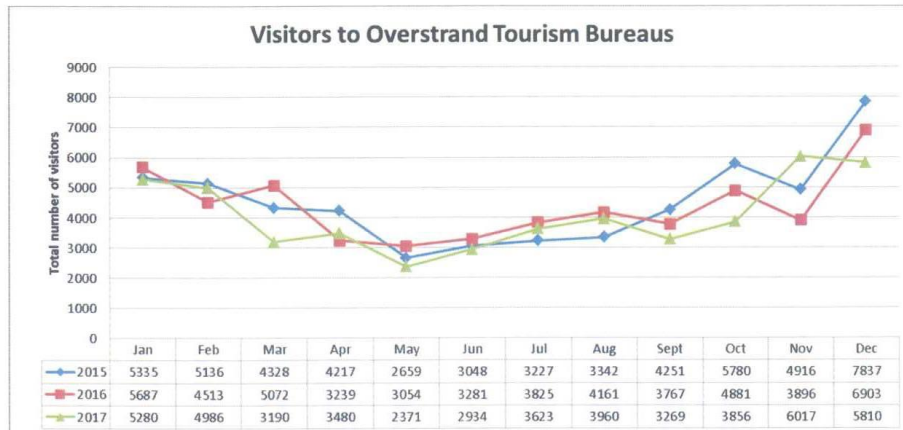
B 9/10

VISITOR FIGURES

Again there was a component of visitors who see the Cape Whale Coast as a short-distance local destination with the prospect of taking a bath and doing laundry high on their agenda. Property prices remain buoyant as the schools continued with good pass rates and the Overberg District attained the highest pass rate in the Western Cape and within the Top 10 in South Africa.

TOURISM OFFICE WALK-INS

Visitor numbers only increased in November. For other months the trend is downwards.



Race2Stanford - Mini Iron
Man Triathlon 18 Nov

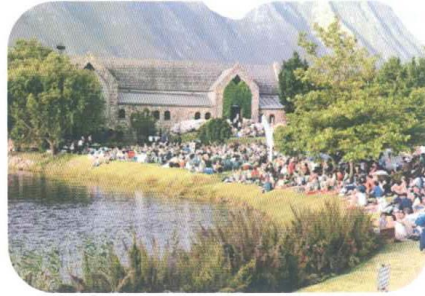


SummerRun 30 Dec with
2000 participants

B 10/10



Ubumnandi Summer
Picnic, Zwelihle, 16 Dec



Jesse Clegg at
Sumaridge, Hemel-en-
Aarde on 29 Dec with
750 attendees
