

PORTFOLIO COMMITTEE :
ECONOMIC DEVELOPMENT & TOURISM

Chairperson :

Cllr E Gillion

Committee Members :

**Cllrs F Krige, L Ntsabo,
S Tebele & C Tafu-Nwonkwo**

PORTEFEULJEKOMITEE :
EKONOMIESE ONTWIKKELING & TOERISME

Voorsitter :

Rdl E Gillion

Komiteelede :

**Rdle F Krige, L Ntsabo,
S Tebele & C Tafu-Nwonkwo**

ECONOMIC DEVELOPMENT & TOURISM PORTFOLIO COMMITTEE
EKONOMIESE ONTWIKKELING & TOERISME PORTEFEULJEKOMITEE

21 November 2017

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 | 1 |
|-----------|--|----------|

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
21 November 2017
(Also the agenda for the Mayoral Committee Meeting: 29 November 2017)**

**1.
LOCAL ECONOMIC DEVELOPMENT AND TOURISM QUARTERLY REPORT**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

23 October 2017

1. Executive Summary

This report is to submit the Local Economic Development and Tourism activities in the months July – Sept 2017 for cognisance.

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 is impacted on by various forces that are both internal and external. The design and definition of programmes/ projects must be aimed at addressing the triple challenges of poverty, unemployment and inequality. Therefore LED in a 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 engagement and growth to improve the local GDP.

**AGENDA of the
Portfolio Committee: Economic Development & Tourism
21 November 2017
(Also the agenda for the Mayoral Committee Meeting: 29 November 2017)**

Discussion

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 and so bringing it closer, 25% of the District's poor people live in the Overstrand (MERO).

The deteriorating socio economic conditions must be addressed through pragmatic solutions and not only moral concerns. LED's focus should be concerned about rising levels of poverty which are largely driven by unemployment, where the unequal distribution of access among the population frustrates the economy's ability to absorb the marginalised into productive activity.

The municipality in its job creation initiatives such as EPWP, remunerates workers far beyond the minimum wage of R20 an hour [to be effective as from May 2018] agreed upon by labour, business and civil society.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: LED Report
Annexure B: Tourism Report

RECOMMENDATION:

that the 1st quarter report (July – Sept 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
21 November 2017
(Also the agenda for the Mayoral Committee Meeting: 29 November 2017)**

**1.
LOCAL ECONOMIC DEVELOPMENT AND TOURISM QUARTERLY REPORT**

9/1/2/2

S Madikane

(028) 313 8066

Corporate Head Office

23 October 2017

**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
21 NOVEMBER 2017, WHICH COMMITTEE SUPPORTED THE
RECOMMENDATION**

RESPONSIBLE OFFICIAL :

S MADIKANE

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY



1ST QUARTER REPORT

(July - September 2017)

Local Economic Development

Prepared by: Local Economic Development
Directorate for Economic Development and Tourism
Overstrand Municipality
23 October 2017

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

DIRECTORATE ECONOMIC DEVELOPMENT AND TOURISM (ED&T)

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 the number 1 and 2 enemies, respectively, as communities face a variety of hardships that are borne from the slow economic growth characterised by increasing joblessness. 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.

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.

Presentation and organization of the report

This report serves as the first and primary report in the 2017-2018 financial year, it lays the foundation for the three upcoming quarters and presents activities, events and functions executed in the first three months (July, August and September). The report aims to clearly present and demonstrate major functions and practices towards the implementation of the LED strategy for the financial year 2017/18.

2. ENTERPRISE DEVELOPMENT INITIATIVES (EDI).

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

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. Ensure that programmes and projects reach the desired target group with visible impact.

3. LED PROJECT SCOPE AND POTENTIAL

The Municipal Economic Review Overview (MERO) states that the majority of the poor (over 25%) in the District lives in the Overstrand. The programmes implemented with other stakeholders and spheres of government must seek to mitigate on the ripple effects that might trigger downwards to future generations. These wide range of initiatives, programme and projects are under implementation and some in the concept development phase developed in line with the mandate of a developmental local government.

- 3.1 **Building entrepreneurship communities** (support for business growth and development, registration and growth of the informal sector. Entrepreneurship is key to addressing unemployment...over 80 enterprises are supported Overstrand wide both in the formal and informal arena;
- 3.2 **Investment promotion** (a conscious move to attract investment through planned approaches such as destination marketing and ease of doing business. Planned incentives could go a long way in attracting investment); An **investment strategy** will be developed to outline this;
- 3.3 **Harbour Development** (the benefits that can be accessed for local entrepreneurs in the ocean's economy drive including empowerment deals and contribution to socio economic redress) The strategic relationship built with Public Works will assist in directing development in harbours according to the municipal strategic direction as outlined in the SDF;
- 3.4 **Support and growth of the informal sector** (Spatial planning and allocation including infrastructure support). Our approach is to support what works and assist in regulation rather than formalisation that comes with costs. The informal sector contributes significantly in the local economy as studies demonstrate;
- 3.5 **Participate in National and Provincial programmes** (to maximise opportunities for job creation, infrastructure development and funding of projects in partnership and in collaboration with other directorates)
- 3.6 **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)
- 3.7 **Agri-parks Project Implementation** (mobilization of Fisherfolk/ Cooperatives in the fishing industry and aligned businesses, Infrastructure and equipment support and participation in the District, Provincial and National structures Implementing Agri-parks, in particular the DJOC)
- 3.8 **Youth focused projects (in partnership with NYDA)** employment readiness programmes and enterprise development.
- 3.9 **Emerging Farmers Support Programme** (assist emerging farmers to access support and resources from other relevant spheres of government)
- 3.10 **Accessing livelihoods** (operate walk-in-centres for information and advice – business registration, access to finance, UIF and unemployment register, SARS, Road Accident Fund (RAF), Unemployment database etc.)

3.11 **Expanded Public Works Programme (EPWP)** and the **Community Works Programme (CWP)**. An employment focus programme and the reduction of poverty, recording and assist in the definition of work opportunities)

4. LED EVENTS, FUNCTIONS AND ACTIVITIES (July - September 2017)

Despite the LED project scope and potential presented above, the next section presents the major events, activities and functions executed from July-September 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 (Key Performance Areas).

4.1 SMME'S DEVELOPMENT AND SUPPORT

(a) Agriculture Entrepreneurship Training

The training was targeted to the Agriculture Cooperatives that were established in Kleinmond by the Kogelberg Small Projects Unit. The aim was to have the groups introduced on how to run Agri-business at a small or communal area. As part of the training LED invited SEDA to give a talk on marketing and other related topics, Community Works Programme was also invited in order register the members of the project with CWP.

Venue: Mthimkhulu Village (Kleinmond)

Date	No. of Participant	Stakeholders involved
11-14 July 2017	13	Department of Agriculture, SEDA & CWP

Table 1: Agri Entrepreneurship

(b) Small-Scale Piggery Training

The training was targeted to the growing small-scale piggery farmers in the Overstrand and attendance was from Hawston up to Franskraal. The environment allowed the farmers to interact and have commenced communications of getting themselves formally organized as a group to represent the small-scale farmers.

Venue: Gansbaai Library

Date	No. of Participant	Stakeholders involved
25 – 27 July 2017	19	Department of Agriculture & CWP

Table 2: Piggery Training

(c) Farmers day –Animal Branding & Information Session

The LED office and the Department of Agriculture in response to the growing number of pig farmers in the Overstrand Communities, organized an animal branding themed information day for the farmers which focused on importance of stock theft and animal branding delivered by the Department of Agriculture ,regulation of farming activities delivered by Overstrand Municipality Town Planning Department and the process of how land is bought for farmers by the Department of Rural Development and Land Reform.

Venue: Masakhane Community Hall

Date	Location	Stakeholders involved
23 August 2017	Gansbaai–Ward No.	Department of Agriculture, Department of Rural Development

Table 3: Farmers day (Information session)



Picture 1: Farmers day –Animal Branding & Information Session (Masakhane Community Hall)

(d) Access to Markets

The Buffeljagsbaai Community Cooperative Blinkwaters have again this year been awarded the opportunity to market and show case their Cooperative Produce in the Hermanus Wine Festival for free, this done through the request by the LED office. This year they have added on their products, Abalone Soup & Ginger beer which are great additions from their famous primary products which are Sourfig Jam and Alikrek

Venue: Curro Sports Grounds

Date	Name of the Entity	Stakeholders involved
25 – 27 July 2017	Blinkwaters Cooperative	Hermanus Wine Office

Table 4: Access to markets



Access to Markets event: (Curro Sports Ground)

4.2 STAKEHOLDER ENGAGEMENTS, PARTNERSHIPS & LINKAGES

(a) *Work-seeker database registration workshop*

The fight against unemployment became a habit for all South Africans (government agencies, local institutions, social institutions and the private sector). The Department of Labour in collaboration with SARS and LED are continuously playing a prominent role in reducing unemployment and alleviating poverty.

On the 21 July 2017 LED, Department of Labour and SARS conducted a massive recruitment for the possible job opportunities for the recently building shopping mall (Cape Whale Mall). Below is the quantitative and tabular interpretation of the workshop:

Venue: Zwelihle Community Hall

Target areas: Zwelihle and Mount Pleasant

Date	Turn around no.	No. of workseekers based on (target age 18-35)	No. workseekers (target age exceeded) 35	Stakeholders
21 July 2017	211	178	33	Department of Labour and SARS

Table 5: Work seeker Recruitment workshop

(b) *Siyakhula careers, employability and enterprise Program*

The LED's role in maintaining collaborative relationship with its partners is a amongst the ideal objective towards changing the socio economic landscape in the society.

LED (EDP) in partnership with Grootbos Foundation conducted an impactful programme: Siyakhula Careers, Employability and Enterprise Programme. LED's role was to mobilise

participants for a training and its success became real as there are currently some entrepreneurs who have already established their businesses according to visit conducted by LED and regular to track progress is underway.

Venue: Gansbaai

Date	No. of Participant	Stakeholders involved
27 - 29 July 2017	24	Grootbos Foundation

Table 6: Enterprise programme

(c) Career Counselling: interview skills workshop

Following a massive recruitment process hosted by the Department of Labour in partnership with LED, the interview skills/ career counselling was held on the 22 August 2017. The workshop was crucial for the interview skills development and the assessment of pre-job inclination: Below is a tabular summary of the workshop:

Venue: Zwelihle Community Hall

Date	Turn around no.	Facilitator	Time	Stakeholders
22 August 2017	79	Marietjie Beylefelt	10:00 – 14:00	Department of Labour

Table 7: Work seeker career counselling

4.3 JOB CREATION THROUGH EPWP

(a) Induction

EPWP remains a catalyst in job creation and streamlining unemployment and it's a continuing process. In July - August there were inductions conducted with recently employed persons, below is a tabular breakdown of all inductions:

Inductions on EPWP run projects (July 2017)

No	Project name	Number of persons inducted
1.	Fernkloof Marshalls	4
2.	After School Programme	8
3.	Solid waste	20
4.	Tourism Internship programme	3
5.	Streets, parks and solid waste	29
6.	Mountain Bike trails	4
7.	Administration Assistance (Community Services)	1

8.	Fire Project	8
9.	Law enforcement	10
Total number of inductions		87

*Table 8: Project based inductions**Inductions on EPWP run projects (July 2017)*

Project	Recruitment process	Induction session	Number of beneficiaries on project
Enterprise development	On going project No new participants. Previous financial years' participants continued on project	Led office	5 currently 1 left August 1 new to be recruited in Stanford area
Fire	On going project continued with previous financial years participants. Two new participants were recruited from unemployment database. They work as administrators at fire department.	Fire department	12 10 fire fighters 2 administrators
Tourism ambassadors	Not started yet.		
Community bike route	Recruited from the unemployment database	Gansbaai	4 General workers

*Table 9: Inductions***(b) EPWP new appointments**

- The 5th appointments on the Tourism internship project as indicated on the EPWP business plan were made on the 01 September 2017. These interns will be working in the Gansbaai Tourism Office and are advantageously residing in Ward 01 Masakhane.
- On the 20 September 2017, 6 new appointments were made and recruited from the unemployment database in Ward 5, Ward 6 and Ward 8. The project was funded and implemented by Community Services Directorate. The initial starting date of the project was scheduled for the 21 September and commenced on the 02 October 2017. Furthermore the project will continue running during seasonal period commencing in

November. The beneficiaries were mainly responsible for cleaning and maintaining the Onrus camping site.

- The 30 September 2017 one beneficiary was appointed as access controller in the White house and will be paid from EPWP funds. He will report directly to law enforcement. This beneficiary was part of the group from Chrysalis that the municipality (Protection services) normally provides internship for.

(c) Profiling EPWP Projects

No.	Project	Responsibility Partner
1.	The Mount Pleasant After School Project	Mr Gerhard Smit (Social Development Manager and Just Care NGO).
2.	Fernkloof Marshall Project	Tourism Department
3	Enterprise Development Project	LED Department

Table 10: Profiling

(d) Prospects

- The Provincial Co-ordinator for EPWP nominated and selected three of the Overstrand Municipality's EPWP projects as Best Practice which will be presented at the Western Cape Province and encourage other municipalities to implement similar projects with impact.
- The Fernkloof marshall project is one of the Overstrand Municipality's Pilot projects recognised as best practise with beneficiaries coming from Chrysalis academy (rehabilitation of young offenders). Trainings provided by Tourism department includes first aid, Site guiding and customer care service.
- Fernkloof that was once a hotspot for crime has now become a popular Hiking trail for domestic and international tourists. The project is implemented by Protection Services.

4.4 WALK IN STATISTICS

The provision of business consultative services has always been in high demand and as the attached stats will attest there is a growing interest amongst the walk-ins for company registration and business development and other pressing community needs (the formation of linkages with other spheres of government, stakeholders such as SARS, SEDA, SEFA, NYDA and others provides positive results in alleviating needs). Following is the quantitative data on walk-ins (July-September in a tabular and graphical format:

Services required	July	August	September	Total
Job opportunities seekers	50	35	64	139
Bursary Career Guidance	0	04	0	4
Internet (business plans, research and CV writing)	03	07	38	48
Contractor development	01	01	01	3
Business Assistance	0	16	16	32
Co-operative Registration	0	01	01	2
Company registration	0	03	01	4
Central Supplier Database	0	0	01	1
TOTAL WALK-INS	54	67	122	243

Table 11: Walk in stats (Jul-Sep)

Graphical Presentation of the Walk-In Statistics (Jul-Sep 2017)

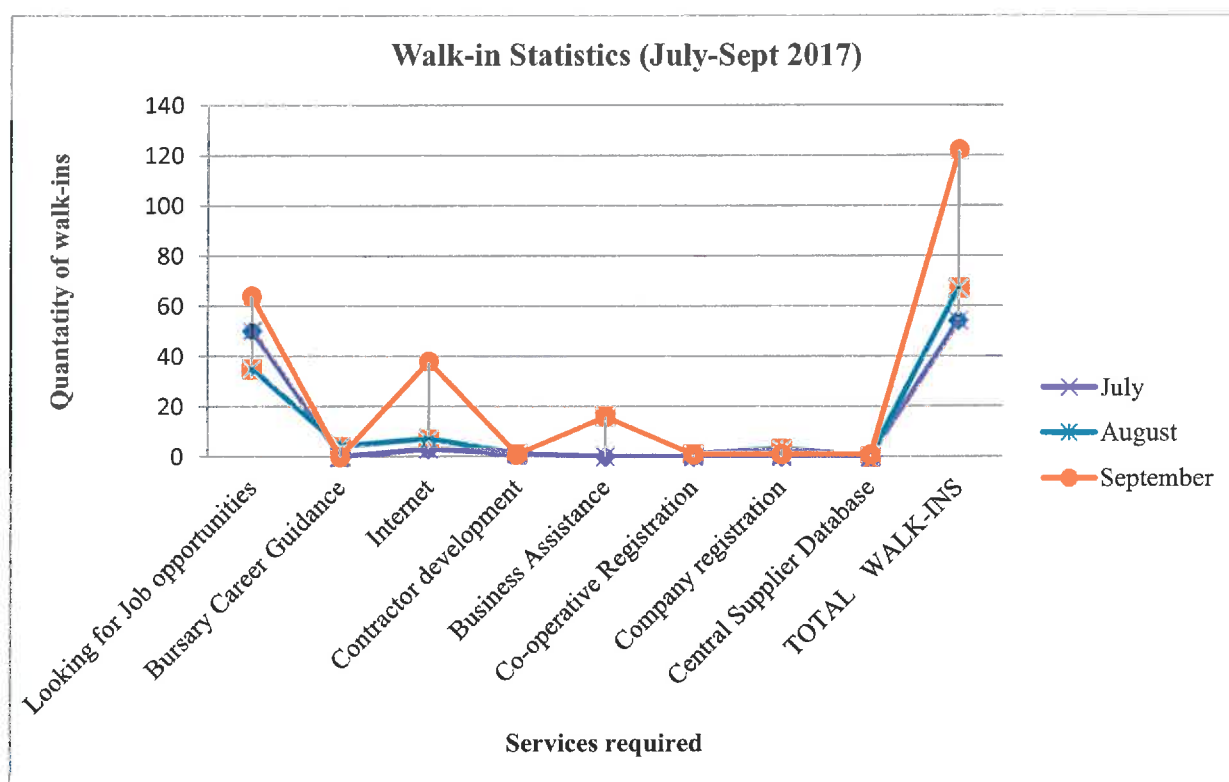


Figure 1: Graphical presentation of Walk-in Stats

Pie Chart: Walk in Statistics

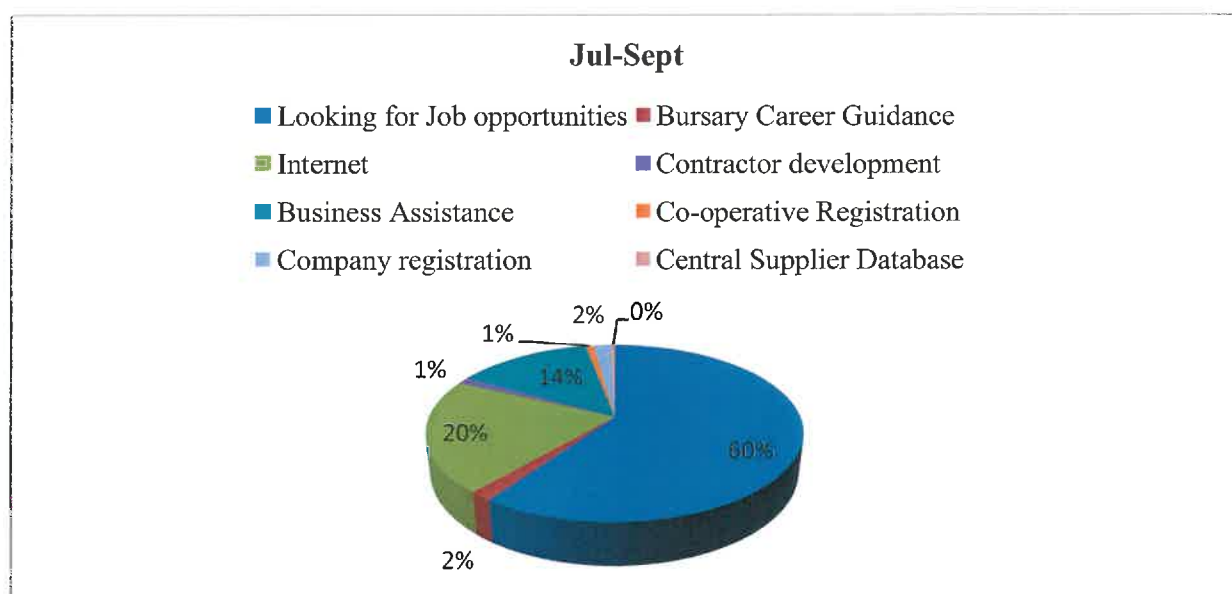


Figure 2: Pie Chart (Walk-ins)

The graphical illustrations above (Table1; figure 1 and 2) depicts the statistical trends in the LED walk centres (comprising satellite offices). The above presented stats portrays a three most predominant services (people looking for employment, business assistance and internet

usage) accounting about 94% of the walk ins. The walk in centres saw an increase in the employment demands in September which draws 45.3% hike, according to Administrators running these centres Seasonal work period had a slight impact, although application were not officially out.

5. AGRI-PARKS

The Agri-parks programme is implemented with the Department of Rural Development and Land Reform (DRDLR) and is District based. Potential financial support is in the region of over R100 million. Funding that is earmarked for Cooperative support in terms of working capital, infrastructure for Fisherfolk Support Units planned for Kleinmond and Hermanus on the availability of land. Land from both Harbours will be required to establish this infrastructure. The other support is focused on general infrastructure that supports the growth of disadvantaged communities with economic infrastructure and fill the gap of lack of complementary infrastructure. This support is on-going and is spread over a few years.

6. LOCAL ECONOMIC DEVELOPMENT AND SUPPLY CHAIN

Municipal budgets has the ability to contributing in changing people's lives and in turn assist the municipality in addressing pressing and priority socio-economic aspects that **address the triple challenges of unemployment, poverty and inequality**. Collaboration with all other Directorates is essential in complementing each other's work to achieve maximum benefit out of this.

The Emerging Contractor and Service Provider Development (provide training and support, mentoring and skills development) is aimed at providing opportunities for SMME's. Some opportunities presented through alienation of land and lease agreements on municipal property and new developments such as the upcoming mall.

7. INVESTMENT PROMOTION

The road towards addressing unemployment and other social ills can be achieved through attracting good investment. The Investor conference organised by the National Department of Public Works (DPW) provided a platform for the private sector to present creative and innovation developments that can make a positive impact to growth. Both Gansbaai and Hermanus harbours supported by the nearby slipways can potentially attract millions of

investment. The support and maintenance of existing local businesses should be maintained and supported to protect current jobs.

The following key focus areas and intention to support investment...

- Developing a world class visitor experience through **destination marketing**;
- Strengthening the focus on **ease of doing business** and remove the barriers
- Partner with the Private Sector;
- Maximise the potential of harbours and deal with dilapidated buildings;



Photo: Gansbaai Harbour

8. EASE OF DOING BUSINESS (RED TAPE REDUCTION)

Four areas were identified involving all Directorates as the initial areas of focus towards red tape reduction.

- Building Control integrating Town Planning (developing a portal for electronic submission of building plans and in the meantime reduce the approval time);
- Supply Chain (user department to proactively execute on orders to improve on municipal budget spend);
- Application for Informal Stalls (electronic submission of applications introduced);
- Business licence applications;

Going forward the municipality will identify other areas needing attention and introduce appropriate business engineering mechanisms.

9. CONCLUSIONS

The LED department's primary focus in the last three months (July – September) was centred on linkages given the massive rise of work seekers and SMME's identifying opportunities in the market place; 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 on-going EPWP projects and its growing prospects. Hence this report presented four sections. The implementation and facilitation of catalytic projects can ensure economic growth that is supportive of employment

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



TOURISM REPORT

**July - September
2017**

The third quarter of every year is marked with a number of festivals and campaigns. Stanford celebrated their heritage status and 160 years of country living while the Fernkloof Fynbos Festival hosted their 60th anniversary and the Whale Festival turned 26.

September is the highlight on the tourism calendar with the month dedicated to tourism and heritage. The Cape Whale Coast participated in both campaigns and aligned with SA Tourism's initiative #IDotourism and #WeDoTourism. The #IDotourism and #WeDoTourism campaign is a movement and call to action for all South Africans to play a role in tourism. During a period of economic pressure, tourism is one of the sectors that can bring growth and needs to be promoted. The Cape Whale Coast continues to market what is unique about our region and aims to instil a general patriotism and hospitality orientation in every resident. This initiative links to our local initiative launched 2 years ago in Hermanus – Ask Me I'm A Local. The campaign shared the objective of inclusivity and visitor engagement and is aimed at aligning our marketing and social media campaigns.

September also had numerous beach clean-up initiatives in which all the Cape Whale Coast beaches participated and cooperated with Whale Coast Conservation and Wildlife and Environment Society of South Africa (WESSA). This was in anticipation of the annual Blue Flag Beach Awards held in early October.

Links were strengthened with SA Tourism, South Africa Travel Services Association (SATSA) and the Western Cape Department of Economic Opportunities and Tourism during a number of meetings.

Cape Whale Coast Tourism and the four local tourism offices made a collective effort to nominate individuals and businesses for the Mayoral Awards held in September for their contribution to the community, tourism and the economy. Many of these were rewarded at the awards ceremony.



CAPE WHALE COAST TO BECOME 4TH AFRICAMPS DESTINATION

September saw the launch of Africamps on Stanford Hills wine estate. This is the fourth expansion of a custom designed boutique camping concept after developments at Swellendam, Oudtshoorn and Robertston. This popular new trend of "glamping" or glamorous camping provides accommodation and facilities that are more luxurious than those traditionally associated with camping. Glamping holidays are growing rapidly in popularity, especially among those who enjoy cycling, walking, nature watching and other outdoor pursuits. The Stanford site offers 5 stand-alone units that can sleep 6 people each and have already received bookings. The spacious tents are fully furnished with excellent kitchens, comfortable bedrooms and shower rooms.

DEVELOPMENT TOURISM

A quote from SA Nation Brand Forum 2017 "If you want to talk transformation, grow tourism, because it has an inclusive impact when it grows" emphasises the need for transformation and Cape Whale Coast Tourism is making this a priority. Shark Diving Unlimited received a Provincial Tourism Lilizela Award in September while Berene Damons was named the Top Processing Entrepreneur in the Western Cape on 10 August. Berene is making wine under the brand Tesselaarsdal Vineyards.

✓ Enterprise Development

Travelers want to be immersed in more local, indigenous cultural experiences and and seek off-the-beaten path destinations. The Cape Whale Coast is rich in heritage resources and is developing this to be more attractive and accessible to tourists. The number of markets have also increased as has their popularity. The Baardskeerdersbos Art Route and Hermanus First Friday Art Walks highlights the regions potential as an art rich destination.

The following engagements were actioned to develop and promote local businesses in areas with low tourism traffic.

- Completed a map of Hawston with places of interest
- Supporting Ubumnandi Music Festival in Zwelihle
- Presenting at Women in Tourism Expo in Zwelihle Community Hall
- Presented at Career Expo at Qhayiya Secondary School in Zwelihle
- Assisted Overstrand Whale Boxing Club with marketing and hosting of provincial event
- Assisted with cultural performance organised by Zwelihle Youth Café during Whale Festival



✓ **Training, Work & Investment Opportunities**

The following projects are supported for skills development training, investment facilitation, mentoring and job placements:

- Small Harbour & Coastal Properties Investment and Marketing Conference – 15 -17 August
- ABSA Business Accelerator Programme – business training to tourism product owners
- Customer Service Training (accredited) with CATHSSETA in Kleinmond & Hermanus
- Zwelihle Tourism Forum Meeting - 5 September
- Buddy Programme working with hotels, guest houses and restaurants
- Fernkloof Rangers – 3 rangers guiding walks and answering general tourism questions – were taken on 2 educational visits during September to improve knowledge and understanding of regional tourism offerings.
- WESSA Blue Flag Beach Stewards – 8 conservation stewards who are trained and mentored to handle general tourism queries and participate in conservation initiatives
- Tourism Training at Qhayiya Secondary for Tourism Students
- Internship to one student from Stellenbosch University's Department of Geography & Environmental Studies.
- Wesgro Regional Tourism Organisation Meeting in Arniston on 31 August
- Business Owners Meet and Greet at Harold Porter, Betty's Bay on 28 September

✓ **Events & Festivals**

Hermanus Fynarts 2017

This year's Hermanus Fynarts Festival saw an excess of ticket sales amounting to 7900. Strong emphasises on community participation. A total of 773 tickets were sponsored including transport to residents of Zwelihle, Hawston and Mount Pleasant to attend the various performances and demonstrations. Local choirs from Zwelihle were given a platform to perform at Lukhanyo Primary School. An audience in excess of 400 attended the concerts.

Kalfiefee 2017

The festival had 28 productions during week-end, ranging from acting, music and art exhibition. 12 Shows booked out fully, 3 Sandbaaisaal with 520 capacity. Day to day theatre attendance over last year 21% increase. Over 20 000 spectators attended the various shows. Jobs created amounted to 140 direct shows, venues and tents.

Hermanus Flower Festival 2017

The 2017 Hermanus Flower Festival was held from Friday 22nd to Monday 25th September, coinciding with the Heritage Day long weekend. It was held in the Fernkloof Nature Reserve gardens and was open to the public between 9am and 5pm each day. The theme for this year's Festival was "Celebrating 60 years of Fernkloof Nature Reserve" in support of the 60th

anniversary of the declaration of Fernkloof as a Nature Reserve in 1957. To coincide with the anniversary and celebration of the Nature Reserve, Hermanus Botanical Society launched a book entitled "Fernkloof Nature Reserve" covering information on the flora, fauna, geology and amenities available. A visit by primary school children from 5 different schools was organized for Friday 22nd September. The Schools invited were, Mount Pleasant Primary, Hawston Primary, Lukhanyo Primary and Zwelihle Primary. Temporary job opportunities created during the festival amounted to 16 while 200 voluntary workers were recruited to assist over the 3 day festival. Overall attendance amounted to 3074.

Hermanus Whale Festival 2017

Celebrating 26 years, this year's Hermanus Whale Festival drew more than 100 000 attendees over the 3 day festival.

During the Hermanus Whale Festival the following local entrepreneurs and businesses were assisted to market and sell their products.

- Blinkwater Cooperative – seafood products
- Mbalehle Creations – traditional African clothing
- Ezakwantu Handmade Products – beaded shoes and clothing
- Lamine Diop – leather products
- Three more food vendors were given the opportunity to sell potjiekos, snoek and braaied meat.

The Feedback received from the local entrepreneurs was positive at being given a platform to participate and showcase their products.

Local performers were given an opportunity to perform in the old harbour and on the Coke Truck Stage.

MEDIA VISITS & PROMOTIONS

To attract more visitors and make tourists spend more time and money in our region it is important to work with the media. A very successful media visit was hosted during July and articles illustrated what to do when visiting the Cape Whale Coast. This was complemented with radio interviews and participation on TravelChatSA. Three social media influencers visited the region and will be sharing their quality images with the tourism offices. They were: Kavitha Pillay who also works for Traveller24SA with a following of 130k, Andrew Tompson a freelancer for GetAway Magazine and Craig Howes a photo journalist.

The Overstrand again hosted Alan Winde, Western Cape Minister of Economic Opportunities at an evening event where he shared his vision of tourism in the province with the local audience. His message was to consider the unique elements of our destination and highlight these in all marketing efforts. Gansbaai launched their #GansbaaiInColour digital media campaign to run over a 12 month period.

The Cape Whale Coast is regularly featured on television, radio and in print media. This is valuable exposure to ensure that our region is foremost on the tourists mind when making travelling decisions. The Cape Whale Coast exhibited to the travel and tourism sector at Minister Alan Winde's office in Cape Town on 6 July for the monthly First Thursdays.

Television: KykNet Fiesta broadcasted the Kalfiefees. Ocean Geographic, a Chinese TV crew and National Geographic filmed Walker Bay, the whales and activities from 12 August to 10 September. 20 August saw a Carte Blanch broadcast dedicated to the shark cage diving industry in Gansbaai. Top Billing again produced an episode for SABC TV. This time on 10 August and they featured the whales and the Whale Crier.

Print Media: Mango in-flight magazine, Mzanzi Travel, Die Burger

Radio: Hashtag Radio, Classic FM

FESTIVALS & EVENTS

- Boekefees, Kleinmond, 4 – 7 July
- Stanford Does Bastille 14 – 17 July
- Hops at the Hills Craft Beer Festival 15 July
- Women's Day Fun Run Stanford 9 August
- Hermanus Wine & Food Festival 4, 5 August
- Spur Kogelberg Challenge 12 August
- Kalfiefees 9 – 13 August
- International Shark & Ray Symposium 9 – 12 September
- Fernkloof Flower Festival 22 – 24 September
- Gansbaai Funky Fynbos Festival 22 – 24 September
- Stanford's 160th Celebration 22 – 26 September
- Africamps launch 30 September
- Nissan TrailSeeker Series in Hemel-en-Aarde 30 September
- Hermanus Whale Festival 29, 30 September and 1 October

ONLINE MARKETING TOOLS

Twitter @whalecoastsa – Total Followers 3125

Facebook @whalewatchingsouthafrica – Total Page Likes 2926

Instagram @whalecoastsa – 1199 Follows

With these platforms we reach between 45000 and 55000 persons every month.

LOCAL TOURISM OFFICES

The new approach to Local Tourism Offices was introduced with Kleinmond and Hermanus reporting to the Cape Whale Coast office. The offices remain the central point of contact for visitors to the region and require well trained staff, current information and good management.

Engagements are aimed at implementing a strategic approach, reducing inefficiencies and collaborating for better results.

VISITOR FIGURES

Hermanus always experience a higher level of international visitors than the other towns in the Overstrand. These international tourists are mainly from the UK, Germany, Netherlands, Italy and Spain. One of the possible reasons for visiting is to make use of the Overstrand's water supplies and have local visitors have mentioned that their travel is purely to avoid the water restrictions of their municipalities, increasing weekend visits. We note many return visitors and an increase in demand for properties.

STATISTICS

The following charts the past 3 year's visitor numbers. We are mindful that visitors are navigating their way via smart phones and not necessarily visiting the offices for information.

2015 Blue, 2016 Red, 2017 Green

