

STRATEGIC OBJECTIVE: Goal 1: Investment Attraction: To market, promote, attract and facilitate investment

Ugu IDP REF	NAT. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22 May 2025	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE			
LED		To grow the district economy by an average of 2% annually over a five year period, as reflected in GDP-R target of R40 769 billion and a positive trade balance by 2030.	Goal 1	Investment	To grow and transform the economy of the district through investment and tourism attraction resulting in GFCF share of GDP-R achieving at least 2% increase by 2030 and increased tourists.	1.1.1	Investment Governance, packaging, enabling & facilitation	1.1.1.1	District Investment Framework: Strategy, Plan, Institutional Arrangements & SOPS	To develop and get approved a district investment framework: strategy, plan, institutional arrangements and SOPS to guide how investments are dealt with in an inclusive, strategic and structured manner ensuring accountability and clear role and responsibility definition by end March 2025	Approved by Board and Council Resolutions of Support by date	Date of Approval	Target removed: Completed	Operational	N/A	N/A	N/A	N/A	Board Resolution of Adoption by date			
								1.1.1.1.1		To develop the approved District Investment Strategy by date :	Approved by Board and Council Resolutions of Support by date : 30 June 2026	Date of Approval	30 June 2026.	R300 000				30 June 2026.	Board Resolution of Adoption by date			
								1.1.1.1.2		To develop the approved District Investment Implementation Plan by date :	Approved by Board and Council Resolutions of Support by date : 30 June 2026	Date of Approval	30 June 2026.					30 June 2026.	Board Resolution of Adoption by date			
								1.1.1.2.1		To drive the implementation of the district investment framework implementation to achieve planned outputs and outcomes of the framework as from 1 February 2025 onwards.	R-Value of Investment considered & R-Value of Investment secured for 2025-2026 year	R-Value Considered R-Value Secured	R50 million		Operational	N/A	R25 million	N/A	R25 million	Report submitted to the CEO with attached evidence (Investor Commitments/ Signed MOU and or Agreement)		
								1.1.1.3	Investment economic information	To consolidate existing business expansion and retention, and new business investment information bi-annually to feed into the state of the district economy report by due dates.	Bi-Annual Investment Information: investment queries, investment challenges, business retention, attraction, submitted to be included in State of the District Economy Report	Number of Investment Status Reports	2	Operational	N/A	1	N/A	1	Report compiled and submitted to the CEO.			
								1.1.1.4	One Stop Shop/Investor Support Service	To provide a single point of call for potential Investors and existing businesses wishing to invest further, to be "enabled" with ease to invest in the district	Number of reports on queries lodged (in-person & electronically) and related information (sector, outcome of assistance etc)	Number of Reports	4	R153 143	1	1	1	1	Quarterly report to the Board of Directors.			
								1.2.1	Investment Packaging & Facilitation	1.2.1.1	District Wide Catalytic Project Investment Packaging & Investment Facilitation	To package for investment Ugu Council Resolved district wide prioritised catalytic projects: - District-Wide Renewable Energy (Green Energy) - District-Wide Broadband/Connectivity	Project Plans to package projects ready for investment facilitation - Developed, Approved by 30 June 2026	Approved 2 project plans by 30 June 2026	Approved 2 project plans by 30 June 2026	R481 850	N/A	N/A	2	N/A	Board resolution for the 2 approved project plans	
										1.2.2	1.2.2.1	Eastern Seaboard investment packaging	To package bankable investment products arising from Eastern Seaboard Programme Implementation	Number of Approved investment products packaged	Number	Two products packaged	Operational	N/A	N/A	N/A	2	2 packaged products presented to board
											1.2.2.2	Eastern Seaboard investment facilitation	To facilitate investment in the abovementioned products arising from the Eastern Seaboard Programme Implementation	R-value of investment facilitated	R-value of Investment	R20 000 000	Operational	N/A	N/A	N/A	R20million	Investor statement of intention Rand value
										1.2.3		1.2.3.1	Pre-2024 Strategy Projects	To develop & implement an approved project plan (to co-ordinate and lead in getting investment) for the following: - Ifafa Project - Umzumbe River Trails	Approved Project Plans with Implementation timelines.	Number	2	R387 830	N/A	N/A	N/A	2
						1.2.3.2						To review each project plan in line with the signed Service Level Agreements in place with Local Municipalities. eg: - KwaXolo Caves - John Mason Park Development - Hibberdene Mixed Use Development	Report on each project with resolutions taken by the previous Board (prior 01.10.2023), with a revised implementation plan where required.	Number	3	R600 000	1	2	N/A	N/A	Board of Directors approved Project Plans.	
						1.2.4.1	2025 - 2026 Projects			To facilitate investment funding in line with the Local Municipal Project Plans :												
						NEW	1.2.4.1.1			- Umzumbe	- St. Faiths precinct development (Small towns)	R-value of investment facilitated	R-value of Investment	R20 000 000	NIL	NA	NA	NA	R20 000 000	Quarterly report submitted to the CEO reflecting the Rand - Value of investment facilitated		
							1.2.4.1.2			- Umzumbe	- Coffee farming (Report) - Mawuleni Nature Reserve (Report) - Mehlomnyama Mixed Use (Report) - Industrial Park development - Ugu Agri-Hub programme - Turton Beach development - Itshe lika Maria - Ntelezi Msani Heritage Centre - Isivivane seNkosi uShaka - Msikazi Mountain - Umzumbe Marine Tilapia incubator	Report on the progress of each project	Report	2	Operational	NA	NA	1	1	Progress report submitted to the CEO on each project within the Local Municipality		
							1.2.4.1.3			- RNM	- Techno-Hub - Lithium processing investment - NPC Cement manufacturers distribution centre	R-value of investment facilitated	R-value of Investment	R100 000 000	NIL	NA	50 million	na	50 million	Report submitted to the CEO reflecting the Rand - Value of investment facilitated		
							1.2.4.1.4			- RNM	- Small Craft Harbour (T1 & T2) - Margate Airport expansion - Beachfront Upgrades - KwaNzimakwe Multi-Trails - Gamalakhe Township Experience - KwaNdwalane / Nyandezulu Experience - Lime mining and waste processing and packaging investment - Agro-processing plant - Conference Centre - South Coast Film City concept - Post School Education Training programme - Macadamia Value Add, processing, packaging & distribution	Report on the progress of each project	Report	2	Operational	NA	1	NA	1	Progress report submitted to the CEO on each project within the Local Municipality		

Ugu IDP REF	NAT. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22 May 2025	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
								1.2.4.1.5	- Umuziwabantu	- LED Strategy reviewal - Currently none - pending reporting below	Approved LED Strategy for Umuziwabantu Municipality	Approved LED Strategy	Nil	R178 500	NA	NA	1	NA	Resolution of the Board submitted to Umuziwabantu LM
								1.2.4.1.6	- Umuziwabantu	- Wonderland - Worm Farming - Bee Farming - Industrial park development - Weza Hiking Trail - KwaFodo Village - Timber processing investment - Rural Horse racing	Report on the progress of each project	Report	1	Operational	NA	NA	1	NA	Progress report submitted to the CEO on each project within the Local Municipality
								1.2.4.1.7	- Umdoni	- Post school education & training programme : MUT	R-value of investment facilitated	R-value of Investment	20 000 000	Operational	NA	NA	NA	20 million	Report submitted to the CEO reflecting the Rand - Value of investment facilitated
								1.2.4.1.8	- Umdoni	- Beachfront development - Industrial Park (Park Rynie/ Umzinto/ Pennington/ Sizela) - Emalangen Experience - KwaKiko	Report on the progress of each project	Report	2	Operational	NA	1	NA	1	Progress report submitted to the CEO on each project within the Local Municipality
							Added 30.04 DL	Cross - Cutting Projects		- Revitalisation & development of the Railway line - N2 Road upgrade & N2 Mnafu Interchange - Industrial Development programme (ISA) - Hibiscus Marie Route - Circular Economy development and or support - Historical Route development - Sports events / Facilities (USLC)	Report on the progress of each project	Report	1	Operational	NA	NA	NA	1	Progress report submitted to the CEO on each of the cross-cutting projects within the District Municipality
						1.3.1	Investment Marketing, Attraction and Promotion	1.3.1.1	Investment Campaigns	To expose and manage the brand of the South Coast to potential Investors through print and online media throughout the year - through PR : - Port Shepstone Business Hub - Agriculture Value Add - Property Development - Manufacturing - Mining & Beneficiation - Maritime / Marine /Oceans Economy - Logistics (Airport / Storage) - Renewable Energy /Green Economy - Hinterland sites (KwaXolo Caves / URT) - Other opportunities arising including from	Rand value of Brand Exposure in relation to the Marketing Budget	Rands	R7 200 000	R1 059 420	1 500 000	1 500 000	2 100 000	2 100 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE) and the Advertising undertaken
								1.3.1.2		To position the South Coast in the Investment sectors by communicating the diverse offerings, through Investor Campaigns	Number of Investor Friendly Awareness and Activities undertaken to support Investment opportunities: - Advertising - PR - Activations	Number	60	R264 751	15	15	15	15	Quarterly Campaign report which would include the elements and advertising exposure received submitted to the CEO.
										Free and or paid for Radio and TV or Live-Streaming exposure generated through the Investment activities for the South Coast		Number	2		1		1		Confirmation schedule / Notification / Clip of exposure received submitted to the CEO
								1.3.1.3		To position the South Coast as a Destination of Choice within the KZN province with investment offerings	Quarterly newsletters and / or Mass Mailing communication distributed to all Stakeholders, focussing on Investment	Number	4	R16 000	1	1	1	1	Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communication circulated.
								1.3.1.4		To effectively formulate an Annual Investment Campaign Marketing Plan	Annual Investment Marketing Campaign	Number	1	R40 000					Annual Investment Marketing Campaign approved by the CEO.
						1.3.2		1.3.2.1	Online Platforms	To effectively provide Information to potential investors the www.investkznsouthcoast.co.za Investment Website	Investment website updated quarterly, with statistical analysis and trends	Quarterly reporting referencing Website updates	4	R420 000	1	1	1	1	Quarterly Investment Services website update report submitted by the Manager
								1.3.2.2		To effectively provide Information and engage with potential investors through SCTIE Social Media platforms	Number of Facebook posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
								1.3.2.3			Number of Instagram posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
								1.3.2.4			Number of X (Twitter) posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
								1.3.2.5			Number of LinkedIn posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
								1.3.2.6			Number of YouTube posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	8 posts and 8% growth		15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
						1.3.3		1.3.3.1	Investment Marketing & Promotional Collateral	To develop and circulate a South Coast based Investment Brochure	Date of the South Coast Investment Brochures developed and circulated.	Date	31 March 2026.	R300 000	N/A	N/A	31 March 2026.	N/A	Brochure produced by date.

Ugu IDP REF	NAT. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22 May 2025	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
								1.3.3.2		To showcase diverse destination investment offerings on Collateral and promotional material production: - Promotional items - Videos - Images Library	Promotional Material and Collateral Produced for Investment attraction	% of budget	50%	R150 000	N/A	N/A	25%	50%	Expenditure Report & Evidence of Materials
										- Videos		No. of Videos	2		N/A	1	N/A	1	Annual Video Portfolio
										- Images		No. of Images	50		N/A	25	N/A	25	Annual Image Portfolio
						1.3.4		1.3.4.1	Sector specific trade shows, exhibitions and Conferences and Activations	To host OR PARTICIPATE in a South Coast Investment Conference to market the investment opportunities <i>e.g. : Catalytic Projects and Growth Sectors</i>	Investor Conference	Number	1	R450 000	N/A	N/A	N/A	1	Report on the attendance and outcomes of Conference
								1.3.4.2		To participate in exhibitions, shows, conferences and other relevant activation platforms to market the investment opportunities <i>e.g.:</i> Africa Energy Indaba, (March) - Manufacturing Indaba, (July) - TIKZN Trade Delegations (November) - TIKZN Export Week, (Nov) - WTM Africa (April) - Buy Local Summit/ Expo (March)	Representation achieved in Sector Specific platforms	Number	5	R587 316	N/A	2	2	N/A	Attendance or Participation Report on the Sector Specific platform attended with relevant outcomes
								1.3.4.3		To support Meetings, Incentives, Conferences and Events during the year <i>e.g.:</i> - To incorporate the Beach & Hinterland brand activations - Sardine Festival - Ugu Maskandi Festival - Ugu Jazz Festival	Number of MICE events & activities supported during the year.	Number	4	R646 780	1	2	N/A	1	Closeout report OR Event Support Report on the MICE activity supported
						1.3.5		1.3.5.1	Investment Trade & Media Fam Trips	To host sector specific Trade, potential Investors and Media on investment site visits	Familiarisation Trips hosted during the year	Number of trips hosted	4	R215 000	1	1	1	1	Fam Trip report as well as supporting evidence

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate tourism																										
Ugu IDP	Nat. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22 May 2025	ADJUSTED BUDGET	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE						
LED		To grow the economy by an average of 2% annually, as reflected in GDP-R targets of 2027: R36 926 billion and a positive trade balance. And 2030: R40 769 billion and a positive trade balance	Goal 2	Tourism Attraction: To market, attract, promote, the South Coast to increase the number of Visitors, extend the geographical spread, improve quality of service and tourism information services to being a destination of choice in KZN for Tourists.	To implement destination management services that will put measures to attract more visitors to the South Coast, positioning it as a destination of choice and addressing the competitiveness of the destination.	2.1	Tourism Facilitation	2.1.1.1	Related Economic Intelligence - Tourism Research	Obtaining KZN South Coast Data with regards to Seasonal footprint: - Summer Months	Research findings reports	Number of reports	2	R75 000			N/A	1	N/A	1	Report presented to the CEO					
								2.1.1.2	Target Market Identification	To identify the KZN South Coast Target Market	Completed Research Report by date	Report by Date	30 June 2026.	R75 000			N/A	N/A	N/A	30 June 2026.	Report presented to the CEO					
									Tourism District Strategy	Tourism District Strategy	District Tourism Strategy approved by date	Date	30 June 2026.	R180 000			N/A	N/A	N/A	30 June 2026.	Board Resolution of Adoption by date					
						2.2	Tourism Product Development	2.2.1.1	Nodal development and support to extend the geographical spread for the following: - Umndoni - Umuziwabantu - Ray Nkonyeni - Umzumbe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R270 000												
								2.2.1.2	Nodal development and support to extend the geographical spread for the following: - Umndoni	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%				10%	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality					
								2.2.1.3	Nodal development and support to extend the geographical spread for the following: - Umzumbe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%				10%	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality					
								2.2.1.4	Nodal development and support to extend the geographical spread for the following: - Ray Nkonyeni	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%				10%	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality					
								2.2.1.5	Nodal development and support to extend the geographical spread for the following: - Umuziwabantu	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%				10%	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality					
								2.2.2.1	SMME Support	To provide support to SMME's to enable them to actively participate in the industry, preparing them to service the Domestic and International markets	Capacitate and facilitate opportunities for SMME's to be assisted through: - Being trained, - Graded (TGCSA) - Exposure to markets	Number of Activities undertaken	4	R139 500			1	1	1	1	Activity Report on the support provided to the SMME's submitted to the CEO					
								2.2.3.1	Youth Exposure to working environment	To provide support to government departments in programs pertaining to the implementation of Youth Development	Number of programs supported pertaining to youth development	Number	2	Operational			N/A	1	N/A	1	Report on the Youth Development Program supported submitted to the CEO					
								2.3	Tourism Marketing, Attraction & Promotion	2.3.1.1	Brand exposure : Through Tourism Marketing Campaigns	To expose and manage the Brand of the South Coast through : travel and tourism platforms highlighting the diversity of the destination through Tourism Marketing Campaigns & PR: - Quarterly Seasonal Campaigns	Rand value of Brand Exposure in relation to the Tourism Marketing Budget	Rands	R23 000 000	R2 129 315				5 000 000	5 000 000	6 500 000	6 500 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE)		
						2.3.1.2	To position the South Coast as the Destination of Choice in the tourism sector by communicating its diverse offerings e.g.: - Beach Destination - Golf - Marine activities (Diving / Fishing) - Adventure (Hiking / 4x4 / MTB) - Nature and Outdoor - Culture and Heritage - Raceway - MICE - Agri-Rural			Exposure through : - Published articles/inserts in the local newspapers and national publications or platforms.	Number	60	R890 520			15	15	15	15	Quarterly Campaign report which would include the elements and adverting exposure received submitted to the CEO.						
										Exposure through : Radio, TV or Live-Streaming platforms	Number	2				1	1	N/A	N/A	Confirmation schedule / Notification / Clip of exposure received submitted to the CEO						
						2.3.1.3	To position the South Coast as a leader within the province with tourism offerings			Quarterly newsletters and / or Mass Mailing communication distributed to all Stakeholders, focussing on Investment	Number of Newsletters distributed	4	R14 837			1	1	1	1	Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communication circulated.						

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate tourism																				
Ugu IDP	Nat. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22 May 2025	ADJUSTED BUDGET	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
								2.3.1.4		To effectively formulate an Annual Investment Campaign Marketing Plan	Annual Investment Marketing Campaign	Number	1	R40 000		1	N/A	N/A	N/A	Annual Tourism Marketing Campaign approved by the CEO.
								2.3.3.1	E-Marketing	To efficiently manage the Entity owned digital channels (website, social media and mobile app) and ensure information is updated	Quarterly Content (New and Maintenance) updated, including statistics and trends analysis	Quarterly report referencing updates	4	R15 464		1	1	1	1	Quarterly Digital Reports submitted to the CEO
										Number of Facebook posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth				15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
										Number of Instagram posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth				15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
										Number of X (Twitter) posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth				15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
										Number of LinkedIn posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth				15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
										Number of YouTube posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	8 posts and 8% growth				15 posts	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
								2.3.4.1	Packaging	To participate/facilitate in marketing training workshops, to stimulate the development of tour packages to the South Coast.	Marketing workshops participated in during the year	Number of Workshops	1	R68 088		1	NA	NA	NA	Report on the Workshop held submitted by the Manager
								2.3.4.2		To create and showcase diverse tour packages during the year	South Coast Tour Packages created to improve geographic spread for tourists	Number of tour packages created	4	Operational		1	1	1	1	Tour packages developed
								2.3.5.1	Tourism Promotional Material/Collateral	To showcase diverse destination tourism offerings on Collateral and promotional material	Promotional Material and Collateral Produced	% of budget	50% (cumulative)	R100 000		N/A	N/A	25%	50%	Expenditure Report & Evidence of Materials
								2.3.5.2		- Videos	Number of Videos produced		2			N/A	1	N/A	1	Annual Video Portfolio
								2.3.5.3		- Images	Number of Images		50			N/A	25	N/A	25	Annual Image Portfolio
								2.3.5.4		To provide updated and relevant information related to tourism, print and digital	SC Experience, Accommodation, Routes, Niche products produced.	By Date	15 June 2026.	R470 000		N/A	N/A	N/A	15 June 2026.	Evidence of SC Information produced and available by date
								2.3.6.1	Tourism Trade Shows and Exhibitions	To participate in Exhibitions & Shows : e.g.: - SATSA Conf(Aug - moved) - SACCI (Aug - moved) - SATSA Speed marketing (Aug - moved) - Meetings Africa, (Feb) - TME, (Feb) - WTM Africa (April) - Africa Tourism Indaba, (May)	Domestic exhibitions and trade shows as per annual plan/calendar participated	Number of exhibitions/trade shows as per plan.	8	R651 045		N/A	N/A	5	3	Report on the Domestic Show / Exhibition participation submitted by the Manager
								2.3.6.2	Tourism Trade & Media Fam Trips	To host Tourism Trade and Media to experience the destination	Familiarisation Trips hosted during the year	Number of trips hosted	10	R150 000		2	2	3	3	Fam Trip report as well as supporting evidence

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 3: Stakeholder Relations																		
Ugu IDP Ref	National KPA	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22.05.2025	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
LED 3.1, 3.2, 3.3	Good Governance & Public Participation	Goal 3	Stakeholder Management: To contribute in making the South Coast a warm and welcoming destination, by investing in improvement of good quality service, across the board	To put in place adequate systems and processes, to ensure stakeholder engagement and the enhancement of people in the South Coast, to be able to manage the economy and render quality services and ensure excellent stakeholder engagement	3.1	Stakeholder management	To strengthen stakeholder relationships	Stakeholder Relations Management	Stakeholder Management Strategy and Plan	Approved Stakeholder Management Strategy	Date	31 January 2026.	Operational	N/A	N/A	N/A	31 January 2026.	Approved Stakeholder Management Strategy by Board by date
					3.2	Membership	To encourage South Coast tourism businesses to be Compliant in terms of the EDTEA legislative requirements	Grow Membership Base	To encourage compliance with legislation, and grow membership base	To increase the paid Membership base	Number	140	Operational	40	60	20	20	Report on the number of fully paid up Members submitted
					3.2.1				To review the membership benefits and fee structure - Sector wide	Finalised Membership Benefits and fee structure guideline	Date	15 February 2026.	Operational	N/A	N/A	15 February 2026.	N/A	Membership benefits and fee structure guideline submitted to the CEO by date.
					3.3	Business Relations	To strengthen relations with organised business to ensure effective implementation of programs	Stakeholder relations	To ensure that Municipal Stakeholders, Organised Business and Communities are aware and contribute to the programs of the Entity: e.g.: - Municipalities, - PTIC - PTF - DDA - CEO Forum - District Tourism Forum - Area Committees - Traditional Councils - Business Chambers - Associations - Road Shows	Number of engagements undertaken with Organised Business & Government Departments	Number	40	358 703	10	10	10	10	Agenda/Attendance Register/ Minutes/Record/ Presentation in the meeting participated in to strengthen relations in Investment & Tourism activities

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability														
PROGRAM REF	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22.05.2025	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Goal 4	Institutional Support and Financial Viability: To ensure SCTIE has the capacity and financial viability to deliver on its mandate, through systems and processes	Performance Management	To develop and adopt credible strategic and operational plans timeously aligned to government's planning cycle and prescripts.	5.1.1	Strategic Plan review	Reviewed Strategic Plan approved by Board by date	Date of Strategic Plan Approval	30 April 2026.	Operational	N/A	N/A	N/A	30 April 2026.	Board Resolution of the Approval of the Strategic Plan.
				5.1.2	Annual Performance Plan	Annual Performance Plan approved by Board by date	Date of Operational Plan Approval	31 May 2026.	Operational	N/A	N/A	N/A	31 May 2026.	Board Resolution of Approval
				5.1.4		Annual Report for SCTIE adopted by Board 31 December	Date of Annual Report Adoption	31 December 2025.	Operational	N/A	31 December 2024.	N/A	0	Board Resolution of Adoption, submission to the Ugu District Municipality
				5.1.5		Mid-Year Performance Report adopted and submitted to the Ugu District Municipality by 20 January	Date of Mid-Year Report Adoption	20 January 2026.	Operational	N/A	N/A	20 January 2026.	N/A	Board Resolution of Adoption, submission to the Ugu District Municipality
				5.1.6		Quarterly Performance Review reports submitted to Ugu District by the 5th of the New Quarter	Number of reports	4	Operational	1	1	1	1	Evidence of Submission to Ugu District Municipality
				5.2.1	Risk Management and Fraud Prevention	Completed Risk Register and Fraud Prevention Plan by 31 October	Date	31 October 2025.	Operational	N/A	31 October 2025.	N/A	N/A	Risk Register and Fraud Risk Register submitted to the CEO by date
		5.2.2	Annual Audit Plan	Annual Audit Plan approved by 31 October	Date	31 October 2025.	Operational	N/A	31 October 2025.	N/A	N/A	Board Resolution of Adoption of Annual Audit Plan		
		5.2.3	Audit Committee	Number of Quarterly Audit Committee sittings.	Number per quarter	4	R145 491	1	1	1	1	Audit Committee Minutes		
		5.2.7	Auditor-General Management Report	Auditor-General Management Report and Audit Finding: SCTIE	AG Report Opinion	Unqualified Audit	R880 895	N/A	Unqualified Audit Opinion	N/A	N/A	AG Management Report Duly Signed off and Tabled.		
		5.2.8	Statutory Compliance	100% Statutory compliance for Board	Number of Board meetings held	6	Operational	2	2	1	1	Board Minutes.		
		5.2.9			Report confirming statutory compliance with CIPC	100%	Operational	100%	100%	100%	100%	Confirmation of changes effected to CoR 39.		
		5.2.11			AGM with the Parent by date	30 June 2026.	Operational	N/A	N/A	N/A	30 June 2026.	Agenda and Attendance Register for the AGM held, with Minutes from previous meeting held.		
		5.2.12			Reviewed and updated Operational Policies Approved by date	20 June 2026.	Operational	N/A	N/A	N/A	20 June 2026.	Resolution by the Board by date		
		5.3.1	Finance	To ensure good budgeting, financial management according to legislation	Budget Planning	Budget Related Policies approved by date	By date	31 May 2026.	Operational	N/A	N/A	N/A	31 May 2026.	Board Resolution Adopting Budget Policy
		5.3.2				S88: Mid Year Budget & Performance assessment report approved by date	By date	20 January 2026.	Operational	N/A	N/A	20 January 2026.	N/A	Board resolution for the approval of the S88 Mid Year Performance assessment report, and submitted to Ugu District Municipality
		5.3.4				First draft budget submitted to Ugu District Municipality 150 days before the start of the financial year	By Date	31 January 2026.	Operational	N/A	N/A	31 January 2026.	N/A	Evidence of first Draft Budget tabled, and Submission to Ugu DM.

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability														
PROGRAM REF	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22.05.2025	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
				5.3.5		Revised draft budget submitted to Ugu, 100 days before the start of the financial year	By date	23 March 2026.	Operational	N/A	N/A	23 March 2026.	N/A	Evidence of first Draft Budget tabled, and Submission to Ugu DM.
				5.3.6		Annual Budget approved by the Board 30 days before the start of the financial year	By Date	31 May 2026.	Operational	N/A	N/A	N/A	31 May 2026.	Board Resolution of Approval of Draft Budget & submission to Ugu
				5.3.7	Working towards 90% Grant Funding - 10% Own funding	Funding Model Review - - Own revenue generation - Sourcing of Project Funds	By Date	30 October 2026.	Operational	N/A	30 October 2026.	N/A	N/A	Board resolution adopting the new Funding Model proposed
				5.3.7	Financial In-Year Reporting	12 Monthly Reports compiled and submitted by deadline.	Number of Reports by deadline.	12	Operational	3	3	3	3	Reports with submission dates.
				5.3.8	Annual Financial Statements	Draft AFS submitted to AG by date	Draft AFS submitted to AG by Date	31 August 2025.	Operational	31 August 2025.	N/A	N/A	N/A	Draft AFS submitted to AG with acknowledgement of receipt.
				5.3.10		Adopted Annual Financial Statements by the Boards by date	Adopted AFS by date	31 December 2025.	Operational	N/A	31 December 2025.	N/A	N/A	Board Resolution of AFS Adoption.
				5.3.11	Operational Expenditure	Operational expenditure spend to plan	Percentage spend	80%	R2 210 146	80%	80%	80%	80%	Quarterly calculation reports on operational spend
				5.3.12		Staff salaries paid monthly by date	12 x Salary Payments by date	25th of the month	R8 850 319	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	Confirmation of changes effected to CoR 39.
				5.3.13		Board salaries paid monthly by date	12 x Salary Payments by date	25th of the month	R1 024 586	3x Monthly Payment by 25th	3x Monthly Payment by 25th	3x Monthly Payment by 25th	3x Monthly Payment by 25th	Salary Reports by date
				5.3.14	Capital Expenditure	% capital expenditure to plan.	% capital expenditure to plan.	50%	R894 000	0%	25%	30%	50%	Quarterly Reports.
				5.3.15	Fruitless & Wasteful Expenditure	Less than 1% Fruitless and Wasteful expenditure	Budget % spend fruitless and wasteful expenditure	Less than 1%	R4 190	<1%	<1%	<1%	<1%	Board Reports and Minutes, and Register.
				5.3.16	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorised expenditure	Less than 1%	Operational	<1%	<1%	<1%	<1%	Board Reports and Minutes, and Register.
				5.3.17	Grant Funding	% of Municipal Grant revenue collected as per the funding model	% of Municipal Grant funding collected	100%	R26 364 132	100%	100%	100%	100%	Quarterly reports on the grant funding received
				5.3.18	Received Revenue to Plan	90% revenue received as per Annual Revenue Budget	% revenue received to plan.	90%	R464 286	30%	70%	80%	90%	Quarterly Reports

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability															
PROGRAM REF	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22.05.2025	Q1: TARGET	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE	
				5.3.19	Revenue Generation	To raise own revenue or support funding through various avenues to reach a 90/10 split in relation to grant funding from participating municipalities, over a five (5) year period	Revenue generated or support received	R355 228.08	Operational	N/A	118 409	118 409	118 409	Report submitted to the CEO on the revenue and or support generated as a percentage of the Annual Grant budget received	
				5.3.20	Annual Procurement Plan	Development of an Annual Procurement Plan, with quarterly reports on expenditure	Quarterly Procurement report	4	Operational	1	1	1	1	Quarterly Reports	
				5.3.23	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	Operational	100%	100%	100%	100%	Quarterly Reports	
		Corporate Service & HR	To ensure HR matters are compliant and enable core functions to be performed.	5.4.1	Staffing	100% posts in structure filled.	% filled posts in structure	100%	Operational	100%	100%	100%	100%	Quarterly Reports	
				5.4.2	Internships	Appointment of Interns and or Graduates in SCTIE departments	Number of Interns / Graduates appointed	3	R139 230	N/A	3	N/A	N/A	N/A	Salary Reports by date
				5.4.3	Staff Development	Plan Development by date	Date	30 December 2025.	R165 000	N/A	30 December 2025.	N/A	N/A	N/A	Quarterly Reports
				5.4.4	Staff Performance	100% relevant staff with signed annual performance plans by date of 31 July	% Section 57 staff with signed annual plans by 31 July	100%	Operational	100%	N/A	N/A	N/A	N/A	Duly Signed Annual Performance Plans
				5.4.5		Implementation Individual Performance Management Systems (IPMS)	% Implementation of IPMS	100%	Operational	N/A	100%	100%	100%	100%	Quarterly Performance Reports
				5.4.6		Cascading of Individual Performance Management Systems (IPMS) - by dare	Date	15 December 2025.	Operational	N/A	15 December 2025.	N/A	N/A	N/A	Duly Signed Annual Performance Plans