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SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 4: Performance Report
June 2024

Deborah Ludick: Acting Chief Executive Officer

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South Coast Tourism & Investment Enterprise SOC (RF) • Company Registration Number: 2016/158 371/30 • Vat Number: 408 027 3974

Board of Directors

- Mr SC Dlomo (Board Chairperson) • Ms NV Masito (Deputy Chairperson) •
- Mr LG Yeni (Board Member) • Dr KH Godlwana (Board Member) • Mr HTH Sabela (Board Member) •



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1. Executive Summary

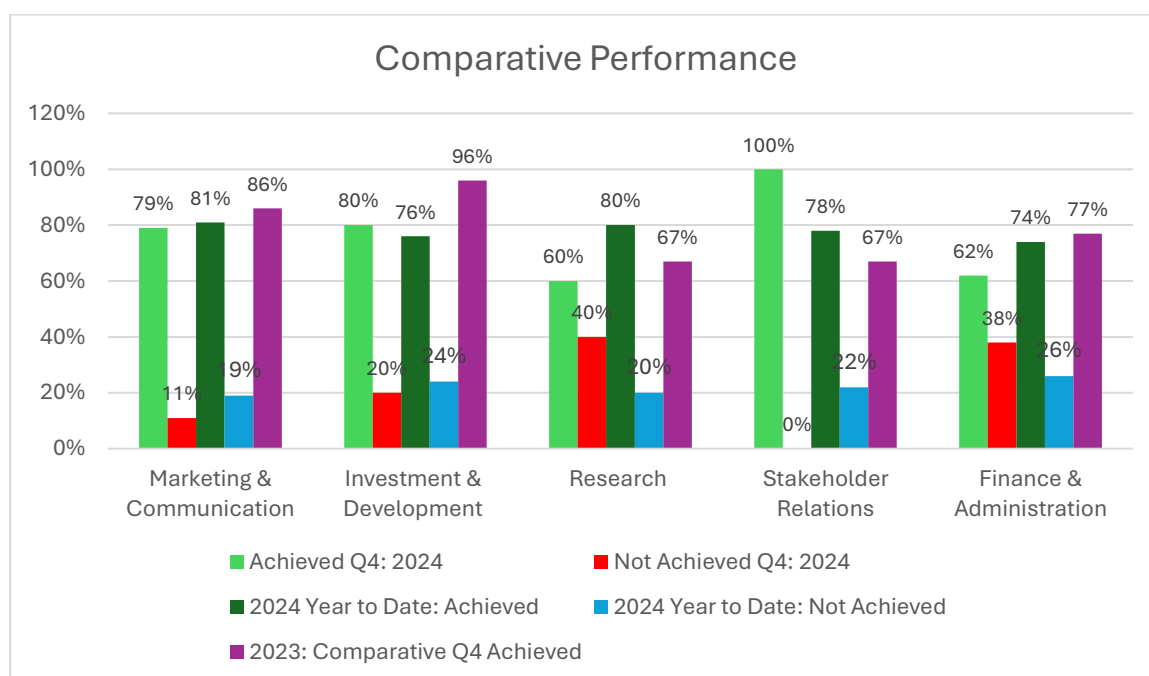
The purpose of quarterly performance reporting is to enable management to report to the Board of Directors on the achievements for the fourth quarter of 2024. Additionally, it highlights areas where targets were either not achieved or may not be achieved during the year, which would hamper the service delivery of the entity. It provides accountability between the administration and the Board and oversight by the Board.

The concern raised in the Quarter 3 report, relating to the non-payment of grants became a harsh reality, and you will see that a number of the Key Performance Indicators (KPI's) targets have not been met, due to Insufficient Cash Flow. We have managed to find alternative and creative ways to achieve a number of the KPI's however, this does not necessarily mean that the impact of the KPI is achieved as intended. In areas where targets have not been met, these have been reported on as non-achievements.

The Marketing Agency contract was suspended at the end of May to contain costs and manage the minimal cash resources that we had.

1.1. Performance scorecard: Quarter 4 and Year-to-Date 2024

In terms of quarter 4 – 2024, SCTIE had 125 targets for the quarter of which we Achieved 75% (94/125) and did Not Achieved 25% (31/125). In terms of the year-to-date percentages, we have Achieved 77% and 23% Not Achieved.



The reasons for the non-achievements are all due to having no cash flow to implement the KPI's.

Please refer to the Annual Performance Scorecard for the detailed information on the Achieved and Not Achieved targets.

1.1.1. Destination Marketing

Ahead of each quarter the internal marketing teams prepare a marketing brief for the PR and Ad agency. The brief is based on:

- Theme ideas for the quarter
- Suggested Platforms for marketing and advertising
- Suggested Digital Adverts for the quarter based on the approved theme.
- Guidance on each Sub Project and expectations for each quarter.

1.1.1.1. Tourism : Quarter Q3 Theme – “Ocean Sunrises and Hinterland Adventures Await”

This quarterly themed campaign “**Ocean Sunrises and Hinterland Adventures Await**” highlights the KZN South Coast’s abundant sea and land-based adventures in the lead up to winter.

Emphasis was placed on the imminent sardine run, fishing, diving, hiking, birding, agri-tourism, great drives out, hinterland adventure experiences and July holidays.

There was a continuation towards the strong focus on the KZN South Coast being home to the highest number of Blue Flag Beaches in KZN.

Hashtags: #uncover #uncoverkznsouthcoast #uncoveradventure #kznsouthcoast

Target Audience: *Holiday makers, leisure travel, families, divers, anglers, adventure and nature lovers.*

- Pre-and-post covid stats: largely non-white, female, holidaymakers (paid accommodation).
- Families and family groups.
- Some Visiting Friends and Relatives (VFR) with an interest in paid accommodation.
- Beaches are the primary reason for visiting as well as adventure activities and nature

The Q4 seasonal campaign focused on the messaging of “**Ocean Sunrises, Hinterland Adventures Await and Uncover.**”

Marketing Objectives Included:

- Position the destination as a **premier beach destination** with **abundant outdoor adventure experiences** both on land and in the water.
- Drive awareness about **beaches being open** with highest number of blue flag beaches in KZN.

- Expand the **geographical footprint** by profiling the tourism **experiences in rural communities**.
- **Increase the number of visitors** to the KZN South Coast and **increase the length of their stay**.
- Profile destination as an accessible, year-round destination with **great subtropical weather**.
- **Showcase the rich cultural and heritage** offerings.
- Position the KZN South Coast as a **value for money**, top **family destination**.

The following marketing elements were harnessed to maximise marketing efforts:

- **Social Media**
- **Advertising**
- **Public Relations** press releases included highlighting the Blue Flag Beaches, outdoor adventure, beaches, agri tourism, beaches, sardine run, pet friendly establishments, wedding venues and golf. The 14 press releases issued, generated 210 free media articles across print, broadcast and online platforms.

Breakdown of Average Value Equivalent (AVE) R 8 967 927.37

Print: R 5 917 404.91

Broadcast: R 69 690.67

Online: R 2 980 831.79

- **Fam Trips** – 8 Media Fam Trip was held during
- **Research** – stats where unavailable from TKZN at the time of this report
- **VIC Portal** – continued to be updated with fresh content, updated listings, events and other relevant tourism info (updating came to a stop as of the 31 May 2024, when the Agency’s contract was put on hold due to cash flow challenges)
- **App** – this has been updated and refined to include the most current content about attractions on the KZN South Coast.

DIGITAL ADVERTISING FOR Q4 TOURISM THEMED CAMPAIGN INCLUDED THE FOLLOWING POSTS:

- Family Outings
- Sardine Run
- Multi Trails

SCTIE Q4 Advertising on hold due to budget constraints:

- Video Advert – Social Media Platforms: Facebook, Instagram, LinkedIn
- Seafood Restaurants
- Adventure
- Accommodation
- Selfie Frame

1.1.1.2. Investment: Quarter 4 Theme – “Uncover”

This quarterly themed campaign **Uncover** speaking to revealing the hidden strengths, beauty and potential in the area, and reinforces tourists and investors to rediscovering the KZN South Coast.

Investment Marketing Objectives:

- Proactively position the KZN South Coast as an **appealing investment destination** with unlimited opportunities waiting to be uncovered.
- **Diversify and grow the economy of the district** through targeted, strategic investment.
- Proactively **identify, facilitate, package and market** investment opportunities.
- Provide a confidential service to **help investors establish and grow their businesses** in the region.
- Marketing and promotions to **stimulate demand**.
- Encourage support for local businesses with the **Buy Local campaign**.

The following marketing elements were harnessed to maximise marketing efforts:

- **Social media**
- **Advertising** - digital adverts posted to SCTIE platforms only, due to budget challenges
- **Public Relations** –press releases included highlighting the success of the KZN South Coast clothing manufacturing, which has room for further investment; 20 Reasons to invest on the KZN South Coast; BEPESA highlights the potential of the KZN South Coast as a BPO (Business Process Outsourcing) and GBS (Global Process Outsourcing) investment destination; and Bahari Bay set to bring the ‘essence of the North Coast’ to the KZN South Coast.
 - **These press releases generated 65 free media articles for the investment opportunities.**
Breakdown of Average Value Equivalent (AVE): R2 240 035.74
 - ❖ **Print: R1 115 767.87**
 - ❖ **Online: R1 079 947.87**
- **Fam Trips** – key media were invited to participate in the Kurudi Africa Media Tour and the Manufacturing Media Tour.
- **OSS Portal** – continued to be updated with fresh content, updated listings, events and other relevant tourism info.
- **Investor Newsletter – Not achieved due to financial crisis..**

Hashtags: #uncover #uncoverkznsouthcoast #uncoverpotential #kznsouthcoast

Investment Awareness Campaign: #BuyLocal

Investment Talking Points were:

- Catalytic projects
- Tourism sector
- Agribusiness

- Property development
- Port Shepstone business hub
- Renewable energy
- Manufacturing
- One Stop Shop
- Buy Local

1.1.2. Investment and Development Projects

1.1.2.1. Catalytic Projects

There has been very little relating to the SCTIE catalytic projects done in quarter 4, with the Manager: Investment Projects and Development being on maternity leave, and with the extreme financial challenges that we have.

Ifafa Property

After the project site visit in March, an item was prepared for the Board for a way forward relating to the Ifafa Property. This item has been deferred and will be re-presented to the Board in July for a resolution. In summary the Board would need to consider one of three options:

- i) Sell the property
- ii) Advertise an Expression of Interest for an investor to lease the property
- iii) Continue with the Ifafa Industrial Park concept, as owners of the property.

Hibberdene Mixed Use

A lease has been received from ray Nkonyeni on the 4th July. This is in its final review process. Whilst we were not able to get the lease signed by the end of June 2024, there has been some positive movement to bring the matter to a close.

1.1.2.2. Tourism Development

Tourism Development has relied heavily facilitation, on programs other governmental departments and stakeholders. Further to this, officials are actively involved with the communities identifying new experiences which can be marketed, or opportunities which capitalised on and turned into businesses.

The launch of the Emalangeni Route, a scenic rural ware near Pennington was successful, and was published in several media platforms including Getaway magazine, TravelNews, iAfrica and IOL and many more. This exposure has really assisted and given hope to these businesses that seldom do their own marketing with constrained budgets, other than on their own social media platforms. In preparation for the launch, in-house Customer Service training session was undertaken which included housekeeping and marketing skills was done with businesses on the route, coordinated by SCTIE and the Blue Marlin Hotel.

Customer Service Training was also facilitated in Umuziwabantu through ANEW Ingeli Hotel wfor four Weza and Ikhwezi SMMEs. Tourism Awareness and customer service training has been done through various stakeholders this quarter.

We have been actively engaging with local municipalities and communities, sourcing interns for a number of Internship programs, being undertaken by National Department of Tourism (NDT), EDTEA and Tourism World. The value of the stipends paid / and or payable to the participants of this is approximately R3 768 000.00 – this excludes the actual training costs. SCTIE have facilitated the training venues for the formal training sessions.

1.1.2.3. Funding Applications

The funding application done to EDTEA: for SCTIE Developmental Programs - R3 710 000.00 as reported in quarter 3, was unfortunately not successful. On discussion with Mr Mpondi at Edtea who received the application, he advised that any unspent funding which related to their 2024 financial year end, was re-directed to the Margate Flooding Disaster in April.

1.1.3. Stakeholder Relations

SCTIE were contacted by recently appointed officials of the US Consulate in Durban. They requested an introductory meeting which would include the SC Chamber of Commerce. We co-ordinated this session. In attendance was SCTIE director Mr Sabela, along with Ugu GM:EDES, Ms Rankin, and Mr Dick Basday – Chairman of South Coast Chamber of Commerce. It has been recommended that a “Breakfast session” of sorts will be co-ordinated to introduce US Consulate General and their funding opportunities to other stakeholders for future business.

The CEO Area Chairs Forum was held. The matters for attention from this session were :

- I. Scottburgh: Season adequate. Issue of the cutting / vandalism of one of the big palm trees on the beach noted. Municipality dealing with the safe removal thereof
- II. Port Shepstone: Acknowledged the importance of ‘Tidy Towns’ that are working hard to keep the towns tidy; highlighted the importance of events to attract visitors – suggesting that biking fraternity be contacted as they are always looking for a ‘out-ride’; and that the Oatlands dumpsite is almost fill to capacity and requires attention.
- III. Ezingolweni / Oribi: Relying heavily on day visitors; however, businesses are finding it difficult to remain open. Area looking to host ‘group tourism activities and events’
- IV. Shelly Beach:- Not present
- V. Margate: A plea is the clean-up require after the flooding in April along with the repairs to the various sewage pumps to stop the flow of sewage onto the Margate Beach which remains closed. Occupancy has not been good, and there are a number of businesses that have remained closed post the April storms.
- VI. Ramsgate: Has been very quiet and the road repairs whilst necessary, have negatively impacted a number of the businesses. They were hoping for a better season.

1.1.4. Research

With no budget available for our own research, there have been no surveys done, We look forward to receiving the Ugu Economic Report once finalised.

1.1.5. Finance

In May, with insufficient grant funds being released, SCTIE was not able to meet its financial obligation to its employees or its creditors.

On the 24 May, Ugu released R400 000, which was not sufficient to cover the May salary bill. All employees received 50% of May salaries in 25 May. The 'junior staff' received the balance of May on 28 May, and there were no creditors payments done. The little balance was retained looking forward to the June obligations.

Letters were issued to our creditors, requesting leniency until 15 July when Ugu had committed to pay us. A meeting was held with the Marketing Agency and the contract was put on hold for the months of June and July.

A special meeting was held with COGTA on 30 May for their intervention on the matter, however to date, has not been able to unlock the challenges.

In June, with no improvement, other than receiving a small VAT refund, the 'junior staff' received their salaries, others were again only paid 50%, and the senior management received nothing.

On the 1st July, after the Board taking the required resolution, an overdraft was granted by Standard Bank SA, in the amount of R1 400 000.00. This was to be repaid R1 000 000 on 5 July and R400 000 on 12 July.

The snapshot is the summation of Income Statement and Balance Sheet as at 30 June 2024, which reflects a loss year to date of R4 637 070.42, prior to any year-end adjustments being done.

1.1.5.1. Income Statement : 30 June 2024

Income Statement: 30 June 2024			
	Actual	Budget	Variance
Income			
Own revenue	400 388.13	417 711.00	-17 322.87
Grant revenue	9 132 982.99	32 446 054.00	-23 313 071.01
Total Revenue	9 533 371.12	32 863 765.00	-23 330 393.88
Ependiture			
Staff & Board fees	8 356 309.45	9 721 717.00	1 365 407.55
Operational Costs	2 685 138.54	3 584 003.00	898 864.46
Marketing Costs	2 880 109.51	14 714 662.00	11 834 552.49
Projects & Development Costs	229 395.10	4 460 684.00	4 231 288.90
Research costs	8 400.00	108 400.00	100 000.00
Stakeholder relations costs	11 088.95	39 740.00	28 651.05
Total Expenditure to date	14 170 441.55	32 629 206.00	18 458 764.45
Surplus / (Loss) to date	- 4 637 070.43	234 559.00	4 871 629.43

It is again noted that no invoices have been issued to Ugu District Municipality for their 2024 annual grant, as SCTIE are not able to pay the VAT on the invoices.

A provision for an impairment on their grant will have to be done in the Annual Financial Statements, as this is outstanding from the 2022/2023 financial year.

The following remains outstanding relating to the municipal grant funding:

Municipal Debtors				
	2022 / 2023 Grant		2024 Grant	
8003 (RAY NKONYENI LOCAL MUNICIPALITY)	2 000 000.00			2000000.00
8000 (UGU DISTRICT MUNICIPALITY)	19 593 602.09			19593602.09
9993 (uMUZIWABANTU MUNICIPALITY)			258 203.90	258203.90
	21 593 602.09	0.00	258 203.90	21 851 805.99
	180 Days	120 Days	90 Days	Balance

1.1.5.2. Balance Sheet as at 30 June 2024

Statement of Financial Position: 30 June 2024	
Assets	
Non-Current Assets	
Fixed Assets	485 323
Investment Property	9 406 111
	9 891 434
Current Assets	
Debtors	21 850 261
Cash at Bank - Primary accounts	32 418
- Call account	2 953
- Special Projects (OSS)	1 154
Petty Cash	1 639
Deposits	77 169
Accrued income	44 546
Prepaid expenses	23 691
Vat - Receivable (net)	36 413
	22 070 244
	Total Assets
	31 961 678
Liabilities	
SARS - VAT payable (net)	-
Staff Control	379 329
Accruals	4 520
Suppliers	525 436
Provisions - Leave	519 815
Provisions - Performance Bonuses	382 974
Operating Lease liabilities	-
Unallocated deposits	1 150
Conditional Grant	55 500
	Total Liabilities
	1 868 723
Net Assets	30 092 955
Ordinary Shares	200
Accumulated Surplus	34 729 826
Surplus / (Loss): Current Year	- 4 637 070
Total Net Assets	30 092 955

1.1.5.3. Financial ratios:

5.3.15.1 : Cash Coverage Ratio : 3 months					
Cash / Cost Coverage Ratio (Excl. Unspent Conditional Grants)	((Cash and Cash Equivalents - Unspent Conditional Grants - Overdraft) + Short Term Investment) / Monthly Fixed Operational Expenditure excluding (Depreciation, Amortisation, Provision for Bad Debts, Impairment and Loss on Disposal of Assets)	Statement of Financial Position, Statement of Financial Performance, Notes to the AFS, Budget, In year Reports and AR	1 - 3 Months		0 Month
				Cash and cash eq	38 164
				Unspent Condition	55 500
				Total Annual Operational Expenditure	32 629 206
5.3.15.2 : Current Ratio : 2:1					
Current Assets / Current Liabilities	Statement of Financial Position, Budget, IDP and AR	1.5 - 2:1		11.81	
			Current Assets	22 070 244	
			Current Liabilities	1 868 723	
5.3.15.3 : Creditors paid : 30 days					
Creditors Payment Period (Trade Creditors)	Trade Creditors Outstanding / Credit Purchases (Operating and Capital) x 365	Statement of Financial Performance, Notes to AFS, Budget, In-Year reports and AR	30 days		34 days
				Trade Creditors	526 238
				Contracted Services	3 128 994
				General expenses	2 512 683
5.3.15.4 : Total Employment Costs : Total Operating costs 25% - 40%					
Remuneration as % of Total Operating Expenditure	Remuneration (Employee Related Costs and Councillors' Remuneration) / Total Operating Expenditure x100	Statement of Financial Performance, Budget, IDP, In-Year reports and AR	25% - 40%		59%
				Employee/person nel related cost	7 699 169
				Councillors Remuneration	657 141
				Total Operating Expenditure	14 170 442

1.1.6. Tenders

At the date of finalising this report, the BEC had met and had the presentations required as part of the functionality scoring of the bidders, for the National Skills Fund Skills Training program tender. The BAC should meet within the next week to enable them to review the recommendations as proposed by the BEC.

1.1.7. Human Resources

1.1.7.1. Current vacancies:

i) **Chief Executive Officer**

The CEO interview process which had been set for 20 February 2024, after the shortlisting process had taken place.

Interviews have taken place, and we are finalising the qualification vetting and security clearances required. It is envisaged that this should be finalised by 13 July 2024.

The position remains being filled in an Acting capacity by Ms Ludick (the Manager: Finance, CS & Administration), to 31 August 2024.

The position Manager: Finance, CS & Administration is being filled in an Acting capacity by Ms Singh (Co-ordinator: Finance & HR)

ii) **Coordinator – Investment Marketing**

Post not filled (advertised x2 during 2022/2023 – No funding to support an appointment.

iii) **Coordinator – Projects**

Post on hold.

i) **Investment Support Officer**

Post vacant 1.4.2024 - reporting to Manager: Investment Projects & Development.

ii) **Manager: Investment Projects & Development.**

Whist on three months paid April – June and one unpaid July, Ms N Hlongwane resigned on 7 June 2024.

1.1.8. Conclusion

The final quarter of 2024 has been extremely difficult, brought about due to the non-payment of grants, compounded by the fact that the senior management team, are spread very thinly.

Staff have remained committed to ensuring that we achieve as best we possibly can, without funding, and ultimately to achieve 75% of KPI's is noteworthy. Again, I can only commend the team on this, especially whilst not having received full salaries in May and June.

Without the relationships that we have built up over the years with other departments and the private sector, and the commitment of the staff, we would have not been able to achieve at all.

The new Strategy was approved by the Board in May and the final Annual Performance Plan will be approved by the 28 July, we can only hope, that the municipalities adhere to the terms of the approved funding model, releasing our annual grants in full, within 7 days of receiving their Equitable Share.

Whilst this is the end of the Executive Summary of the Quarter 4 report, I encourage the reader to continue reading to see the details of the activities undertaken in the quarter.



DEBORAH LUDICK
Acting Chief Executive Officer

2. Marketing & Communications:

2.1. Tourism Marketing

2.1.1. Press Releases:

The following table includes the Tourism press releases for the quarter:

PRESS RELEASES – TOURISM	EARNED (PR) MEDIA EXPOSURE
KZN South Coast hosts first-ever Kurudi Afrika Cultural Experience	Visit KZN South Coast – (19/04) Rising Sun (Chatsworth) – (23/04) Rising Sun (North Coast) – (24/05) Rising Sun (Overport) – (25/04) Travel South Africa, KwaZulu Natal Info – (08/06)
Surf & Turf Adventures Await on KZN South Coast	MyPressPortal, South Africa Today – (23/04) Visit KZN South Coast – (25/04) South Coast Info, KwaZulu Natal Info – (08/06)
Tie the knot at one of the KZN South Coast's stunning wedding venues	Visit KZN South Coast – (07/05) Rising Sun (Chatsworth) – (21/05) Rising Sun (North Coast) – (22/05) South Coast Info, KwaZulu Natal Info – (08/06)
Uncover the best tail-wagging adventures at these KZN South Coast pet-friendly venues	MyPressPortal , South Africa Today, Visit KZN South Coast – (09/05) Rising Sun (Chatsworth), Rising Sun (Merebank) – (14/05) Rising Sun (North Coast) – (15/05) Rising Sun (Overport) – (16/05) IOL – (17/05) Rising Sun (Merebank) – (21/05) Rising Sun (Overport) – (23/05) Rising Sun (Merebank) – (28/05) Rising Sun (Overport) – (30/05) Inflight – (01/06) Travel South Africa, South Coast Info, KwaZulu Natal Info – (08/06)
Diverse eateries that you have to try on the KZN South Coast	MyPressPortal, Sawubona, South Africa Today, Visit KZN South Coast – (21/05) The Citizen – (27/05) Travel South Africa, South Coast Info, KwaZulu Natal Info, Seaside Breakaways – (08/06)
New rural tourism experience launched on the KZN South Coast	South Coast Fever – (10/05) MyPressPortal – (21/05) Visit KZN South Coast – (24/05) Sunday Tribune – (26/05) S3 Expresso – (06/06) South Coast Info – (08/06)
KZN South Coast prepares to host major golfing tournament in September	MyPressPortal – (22/05) Visit KZN South Coast – (24/05)

	<p>Rising Sun (Chatsworth), Rising Sun (Merebank), Rising Sun Newspapers – (28/05) Rising Sun (North Coast) – (29/05) Rising Sun (Overport) – (30/05) South Coast Fever – (31/05) Joburg Style – (01/06) Rising Sun (Merebank) – (04/06) Rising Sun (Overport) – (06/06) South Coast Info, KwaZulu Natal Info – (08/06)</p>
<p>The Sardine Run is heading for the KZN South Coast: Here’s what you need to know!</p>	<p>IOL, MyPressPortal, Nomad Africa – (24/05) Absolute Woman – (26/05) The Witness, Sawubona – (27/05) Visit KZN South Coast – (30/05) Rising Sun (Chatsworth), Rising Sun (Merebank) – (04/06) Rising Sun (North Coast) – (05/06) Rising Sun (Overport) – (06/06)</p>
<p>6 ways the KZN South Coast is leading the way in 2024 travel trends</p>	<p>MyPressPortal, South Africa Today – (27/05) Businesses South Africa – (28/05) Visit KZN South Coast – (30/05) Rising Sun (Chatsworth), Rising Sun (Merebank) – (11/06) Rising Sun (North Coast) – (12/06) South Coast Info, KwaZulu Natal Info – (08/06)</p>
<p>Don’t miss any of the Sardine Festival 2024 action on the KZN South Coast!</p>	<p>Visit KZN South Coast – (03/06) Rising Sun (Chatsworth), Rising Sun (Merebank) – (11/06) Rising Sun (North Coast) – (12/06)</p>
<p>KZN South Coast hosts first-ever Kurudi Afrika Cultural Experience</p>	<p>Visit KZN South Coast – (19/04) Rising Sun (Chatsworth) – (23/04) Rising Sun (North Coast) – (24/05) Rising Sun (Overport) – (25/04) Travel South Africa, KwaZulu Natal Info – (08/06)</p>
<p>Surf & Turf Adventures Await on KZN South Coast</p>	<p>MyPressPortal, South Africa Today – (23/04) Visit KZN South Coast – (25/04) South Coast Info, KwaZulu Natal Info – (08/06)</p>
<p>Tie the knot at one of the KZN South Coast’s stunning wedding venues</p>	<p>Visit KZN South Coast – (07/05) Rising Sun (Chatsworth) – (21/05) Rising Sun (North Coast) – (22/05) South Coast Info, KwaZulu Natal Info – (08/06)</p>

<p>Uncover the best tail-wagging adventures at these KZN South Coast pet-friendly venues</p>	<p>MyPressPortal , South Africa Today, Visit KZN South Coast – (09/05) Rising Sun (Chatsworth), Rising Sun (Merebank) – (14/05) Rising Sun (North Coast) – (15/05) Rising Sun (Overport) – (16/05) IOL – (17/05) Rising Sun (Merebank) – (21/05) Rising Sun (Overport) – (23/05) Rising Sun (Merebank) – (28/05) Rising Sun (Overport) – (30/05) Inflight – (01/06) Travel South Africa, South Coast Info, KwaZulu Natal Info – (08/06)</p>
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2.1.2. Niche Marketing

During this quarter the following niche markets gained exposure through various press releases and social media adverts:

- MICE – Meetings, Incentives, Conferences and Events
- Golf
- Rural/Agri Tourism
- Adventure Experiences

2.1.3. Packaging

Tour packages play a crucial role in attracting tourism by offering convenient, curated experiences that appeal to a wide range of travellers. The versatility of an online presence is vital for promoting these packages, as it enhances visibility, engages potential tourists, and builds brand awareness. A robust digital strategy ensures that tour offerings are easily accessible, informative, and appealing, driving bookings and fostering a strong connection with the target audience.

Therefore, it is imperative the website provide info such as the SCTIE package below.

Link to package: <https://www.visitkznsouthcoast.co.za/tour-packages/>

Name: Emalangen Adventure experience

The tour included the Umdoni Country Club who offers a wide range of activities for the family which includes, hiking, the historical Botha House, putt-putt a restaurant. The tour continued to the Dog House (Basset Brewery) our very own distiller of craft beer and gin on the South Coast. We also visited Busy Corner a Shisanyama and Peeri's Bed and Breakfast.

Target audience: domestic and international tourists seeking an exciting adventure and cultural experience.

2.1.4 Tourism Trade Shows and Exhibitions

Africa's Travel Indaba:

Africa's Travel Indaba is one of the continent's largest travel trade shows, attracting a diverse range of tourism stakeholders including tour operators, travel agents, media, and government representatives. The event provides a platform for showcasing destinations, networking, and discussing trends in the tourism industry.

Due to financial constraints, we partnered with Southern Explorer and participated under the Tourism KZN stand. While this arrangement limited our ability to manage our own meeting schedule, it allowed us to leverage their presence and benefit from collective networking opportunities.

Outcomes:

Networking: Our team engaged with numerous stakeholders, including tour operators interested in promoting South Coast destinations. We had managed to have a few meetings from the stand with tour operators and media partners,

Brand Exposure: Despite not having our standalone presence, our destinations and offerings on the South Coast garnered attention through shared promotional materials and interactions.

Stakeholder Engagement: We strengthened relationships with existing partners and initiated discussions with potential collaborators, laying the groundwork for future partnerships and collaborations.

Pre and Post Indaba Tours: Working closely with TKZN, we successfully hosted one pre- and one post Indaba Fam Trip. Delegates were from West Africa and India.

Challenges:

Meeting Scheduling: Lack of direct access to meeting schedules under our own name made it challenging to optimize our participation fully.

Visibility: Limited visibility compared to standalone exhibitors may have impacted our brand recognition to some extent.

Conclusion:

In conclusion, despite the challenges posed by our partnership arrangement, our participation in Africa's Travel Indaba was highly beneficial. We successfully networked with industry players, showcased South Coast tourism offerings, and laid the foundation for future partnerships. Moving forward, we aim to address financial constraints to enable more direct and impactful participation in similar events.

Recommendations:

Financial Planning: Allocate resources in advance to ensure independent participation in future events.

Strategic Alliances: Continue exploring partnerships with entities like Southern Explorer for collaborative participation where necessary.

Follow-Up: Maintain momentum by following up with contacts made at the event to capitalize on networking opportunities.

By implementing these recommendations, South Coast Tourism and Investment Enterprise can enhance its presence and maximize benefits from future participation in tourism trade shows and events.

2.1.5 Brand Activations

Beach Activations: The purpose of the beach activations is to enhance the visitor experience whilst visiting our beautiful beaches during school holidays. The activities are very family orientated, which includes beach soccer, volleyball etc, and it depends on the audience of the day.

Due to cash flow restrictions, we are unable to support a seasonal programme financially. We are currently working with a service provider that has managed to secure sponsorship through external sources. In return SCTIE assists the service provider with applying for beach approvals from the local municipalities.

With the serious flooding and infrastructure damage to Margate in April, it has been difficult to secure sponsors on the other beaches.

2.1.6 Thought Leader

SCTIE is recognised as a thought leader in the investment and tourism fields. This the credibility stems from newsworthy articles used in reputable mainstream media publications. The CEO and Acting CEO are positioned as thought-leaders and profiled in the media extensively as SCTIE spokespersons across numerous media platforms, out of the **213** media clippings all of them include SCTIE and almost all of them include a comment from Phelisa Mangcu (CEO) or Deborah Ludick (Acting CEO) positioning them as an authority by sharing insightful content and comments relating to the investment and tourism sectors. Thought leadership enables SCTIE to gain credibility for the destination (KZN South Coast) to support the broader marketing goals of attracting investors and visitors to the region.

2.1.7 Tourism Media Fam Trips

SCTIE hosted local media on the KZN South Coast to showcase our diverse tourism products and generate positive exposure.

During this quarter we hosted 7 media fam tips:

- Kurudi Afrika Event
- Emalangeneni Route Launch
- Pre & Post Indaba Fam Trips with delegates from West Africa
- Pre & Post Indaba Fam Trips with Delegates from India
- Oribi Experience

2.1.7.1 Kurudi Afrika Media Fam

DATE: 23 – 24 March 2024

Kurudi Afrika Cultural Experience at Ntelezi Msani Heritage Centre, attracts locals and visitors. This culturally unique event was an addition to the Easter school holidays. This event was hosted by Ntelezi Msani Heritage Centre in Mthwalume. The event ran over four days in March, the programme commemorated the 1906 Bhambatha Rebellion which saw the Zulu rising against the cruel colonial poll tax – a pivotal moment in the country’s history.

SCTIE hosted media to experience the event which started with site visits to Investment site at Renishaw Hills and Serenity Hills, which we gained the exposure on Ilanga Newspaper and other social media platforms. The fourth day welcomed artists who performed live music around the triple theme of “humanity, respect, and dignity” with the event culminating in a massive commemoration of the Bhambatha Rebellion with 2000 – 3000 people in attendance, which included 20 cultural groups and traditional healers.

2.1.7.2 Emalangeni Fam Trip

Date: 02 May 2024

The Emalangeni Experience was launched in May, with the intention to extend the geographical footprint into the hinterland, as a rural tourism experience. Emalangeni is a scenic rural area near Pennington in Umdoni which is home to beautiful accommodation sites and exquisite views. SCTIE hosted a local influencer (Juhi Maharaj – a TikTok influencer with 31.2k followers) and local media (SC Fever and the Rising Sun) along with two local tour guides, on this trip. This trip and route received some very good coverage in the local media.

2.1.7.3 Pre & Post Indaba Fam Trips with delegates from West Africa - Wildlife and Adventure Trip

Date: 10 – 12 May 2024

In collaboration with Tourism KZN and SAT, SCTIE hosted 40 West African delegates for Pre and Post Travel Indaba Fam Trips. The delegates experienced thrilling adventures including the Zip Line at Lake Eland, a visit to Beaver Creek Coffee Farm, and Beach Horse rides at Selsdon Park and more. These activities showcased the diverse attractions of the South Coast, highlighting its appeal for adventure tourism and cultural exploration. This was fully paid for by TKZN and SAT. The only cost to SCTIE was the staff 'overtime' where applicable. Ms. Inga Kabane from RNM also participated on the first day.

2.1.7.4 Pre & Post Indaba Fam Trips with Delegates from India

The recent visit by 20 delegates from India, organized by Tourism KZN and SCTIE, marks a promising step towards bolstering tourism on the South Coast. The delegates' interest in ocean-based activities, particularly shark cage diving, highlights the region's potential to attract adventure-seeking tourists from international markets like India.

Hosting these delegates on a media familiarisation trip offered invaluable exposure for the South Coast. Their positive experiences and coverage will serve as compelling testimonials for potential tourists back in India, fostering greater interest in visiting the region. Additionally, their insights into the preferences and expectations of Indian tourists can inform tailored marketing strategies to effectively target this demographic. Furthermore, building partnerships with international tour operators like the delegates from India can lead to increased collaboration and promotion of South Coast tourism packages in the Indian market. This not only expands the reach of the region's tourism offerings but also diversifies its visitor base.

Overall, the visit of the Indian delegates represents a significant opportunity for SCTIE to enhance its global visibility, attract more international visitors, and ultimately drive economic growth for the region. The familiarisation trip was fully paid for by SAT and TKZN.

2.1.7.5 Oribi Gorge Adventure Experience for Tour Guides

Date: 13 June 2024

This educational familiarization tour, was exclusively for emerging South Coast Tour Operators. This was a great platform for the tour operators to familiarize themselves with Oribi Gorge area, to build relationships with product owners, and more importantly to obtain knowledge and information which they will utilise to create family/team building/couples/pupils/learners packages .The three tour operators from Gamalakhe Township, KwaNdwalane and Umuziwabantu visited the Wild 5 Extreme Adventures, Leopard Rock Coffee Shop, Oribi Gorge Guest Farm and Lake Eland Game Reserve where they had an opportunity to experience the zipline.

The tour operators were very thankful for the tour. Reflecting on the most thrilling, popular and adventurous activities on the South Coast, Melusi Mzekandaba, a tour operator from Umuziwabantu said: “The Oribi Gorge Adventure Experience was a truly enjoyable trip! One of the best experiences in Africa - thanks SCTIE for hosting us”. By permitting these professionals to gain first-hand experience with Oribi Gorge products, they will better understand and share the benefits of the area’s offerings with their clients.

2.1.8 Event support

Due to cash flow restrictions were unable to offer marketing support to any event, however marketing support has continued.

2.1.8.1 South African Women’s Masters

This year, from 4 to 6 September, San Lameer Estate welcomes the country’s top golfing stars vying for the top title at the relaunched South African Women’s Masters.

Jenny Havenga of Lifestyle Golf said bringing the tournament home to the KZN South Coast was significant as the region was known as the ‘Home of Women’s Golf’, having hosted the SA Women’s Open from 2012 to 2017, and the SA Women’s Masters from 2018 to 2020. Sponsored by Ray Nkonyeni Municipality, the Master’s drove domestic and international tourism, and Investment to the KZN South Coast.

“Relaunching this event on the lower KZN South Coast is exciting and the sponsors and promoters are committed to hosting this as an annual event to showcase what the region has to offer in terms of property investment opportunities. It has a year-round subtropical climate, the province’s highest number of Blue Flag beaches, great golf courses, and so much natural beauty,” said Havenga.

Golfers and spectators will get to enjoy the 18-hole championship golf course of San Lameer Estate – the country’s first golfing estate – which is set within a 200-hectare nature conservancy, landscaped with 620 luxury villas offering world-class accommodation. The tournament format will include a pre-tournament pro-am on Day 1, followed by the 2-day pro tournament.

SCTIE compiled a dedicated golf focused press release titled ***‘KZN South Coast prepares to host major golfing tournament in September’***. We also provided marketing support via our digital platforms.

2.1.9 Promotional material and Marketing Collateral

Due to cash flow restrictions, we were unable to procure any promotional items

2.2. Investment Marketing

2.2.1 Press Releases:

The following table includes the Investment press releases for the quarter:

PRESS RELEASES – INVESTMENT	EARNED (PR) MEDIA EXPOSURE
Successful KZN South Coast clothing manufacturer shows investment potential	Invest KZN South Coast – (07/05) Rising Sun (Chatsworth), Rising Sun (Merebank) – (14/05) Rising Sun (North Coast) – (15/05) Rising Sun (Overport) – (16/05) Rising Sun (Merebank) – (21/05) Rising Sun (Overport) – (23/05) 1 KZN TV – (28/05)
20 Reasons to Invest in KZN South Coast	Invest KZN South Coast – (07/05) Businesses South Africa – (30/05) Rising Sun (Chatsworth) – (04/06) Rising Sun (North Coast) – (05/06) Rising Sun Newspapers – (07/06) South Coast Info, KwaZulu Natal Info, SA Property Info – (08/06)
BPESA highlights the potential of the KZN South Coast as a BPO and GBS investment destination	Businesses South Africa – (30/05) MyPressPortal, South Africa Today – (31/05) Businesses South Africa – (30/05) Gauteng Online Lifestyle Magazine, South African Lifestyle Mag – (04/06)
Bahari Bay architect set to bring the ‘essence of the North Coast’ to the KZN South Coast	MyPressPortal, South Africa Today – (31/05) Invest KZN South Coast – (03/06) Gauteng Online Lifestyle Magazine, Everything Property, South African Lifestyle Mag – (04/06) MyDurban – (06/06)

2.2.2 Niche Marketing

Press releases profiling the South Coast as a destination with diverse investment opportunities focusing on property development, manufacturing, logistics and renewable energy sectors were compiled and disseminated to media during Q4.

Press release titles:

- Bahari Bay architect set to bring the ‘essence of the North Coast’ to the KZN South Coast
- Successful KZN South Coast clothing manufacturer shows investment potential
- 20 Reasons to Invest in KZN South Coast.
- Successful KZN South Coast clothing manufacturer shows investment potential
- 20 Reasons to Invest in KZN South Coast
- BPESA highlights the potential of the KZN South Coast as a BPO (Business Processing Outsourcing) and GBS (Global Business Services) investment destination
- In addition to public relations, numerous social media posts included Port Shepstone.

2.2.3 Investment Trade & Media Fam Trip

Kurudi Africa Media Tour: 23 – 24 March 2024

This media tour was part of the programme for the inaugural Kurudi Afrika Cultural Experience held at Ntelezi Msani Heritage Centre. SCTIE hosted two members of the media from Durban, Thando Zungu from Ilanga Newspaper and Sandy Nene, a blogger and freelance writer, to showcase Serenity Hills eco-estate in Margate and Renishaw Hills in Scottburgh. The media tour covered a briefing session and site tour at the two projects.

The second day was filled with a lot of excitement as media joined the main Kurudi Afrika event which had artists who performed live music around the triple theme of ‘humanity, respect, and dignity’. There were about 2000 to 3000 people in attendance, including 20 cultural groups and traditional healers.

SCTIE Manufacturing Media Tour: 23 May 2024

South Coast Herald ,1KZN TV and assistant Director from Government Communication and Information System(GCIS) enjoyed a media tour showcasing the

KZN South Coasts opportunities in rural tourism and the manufacturing sector. Media visited KwaXolo Caves Adventures, S'khumba Craft, Out Of Wood Furniture Manufacturers and ended the tour off at the new eatery in Umtentweni - the Feje Restaurant & Bar. Highlights from the media tour were covered on news bulletin on DSTV Channel 261 on the 25th of May at 19h00.

2.2.4 Mall Activations

Shelly Centre and South Coast Mall Activations

To position the KZN South Coast as tourist and investor friendly destination, SCTIE held two mall activations in Q4. The first activation was held at Shelly Centre on the 07th of June 2024. The activation took place at the centre court, between entrance 1 and 2, near Woolworths and the banks.

SCTIE also participated in the South Coast Mall Father's Day Expo on Saturday, 15 June 2024 from 9 to 2.00pm, in the parking area near Engen garage. The expo happened during the winter school holidays to reach more shoppers. We shared our exhibition space with two local crafters to give them a platform to showcase and sell their beadwork.

Our promotional materials for both activations included the new Southern Explorer route guide magazine and Investment brochures.

There is no doubt that mall activations are well received by both locals and visitors and are important to increase the entity's brand awareness and promote the KZN South Coast as a tourist and investor friendly destination. Should our cash flow improves, we would like to host mall activations in other provinces.

2.2.5 High Quality Marketing Video Footage

One Stop Shop Video

Our 3 minutes video highlights the purpose of One Stop Shop office, services offered by our One Stop Shop office, and catalytic projects. The video will be used primarily on digital platforms in promoting the services offered by the One Stop Shop office.

2.2.6 Invest Website Google Analytics

The SCTIE investment website has demonstrated a steady growth trajectory between two recent quarters. Comparing Dec 2023 - Feb 2024 to Mar - May 2024, key statistics reveal:

- Visitor Increase: From **1,885 to 2,392** visitors, indicating a **27% growth**.
- Organic Search Traffic: A significant rise from **1,358 to 1,766**, reflecting a **30%** improvement.
- Consistency in User Engagement: Pages per user and visit duration have remained stable at 1.5 pages and 1.5 minutes, respectively.
- These metrics confirm the effectiveness of our Search Engine Optimization (SEO) strategies and suggest a continuing positive trend in audience engagement and website visibility.

2.3. Digital Marketing

2.3.1. Website– www.visitkznsouthcoast.co.za

Throughout this quarter, the digital team has diligently executed around 120 + updates across various aspects of our digital presence, with a primary focus on enhancing the destination website. These updates span special offers, press releases, blog content, general advertising, research materials, SEO content, and general website enhancements. Committed to sustaining tourism interest, fostering corporate brand awareness, and promoting investment opportunities, we continuously apply our expertise daily across all digital platforms. This proactive approach has successfully boosted website traffic, enhanced audience engagement, and stimulated regional tourism interest.

2.3.2. Mobile APP – Explore KZN South Coast

Explore KZN South Coast– the ultimate travel experiences app!

The integration of the destination website's CMS with the Explore KZN South Coast App enables real-time sharing of event information through a daily-updated Events Calendar. This feature provides users with current event details at no additional cost, including dates, locations, and organiser contact updates. The app allows users to discover hidden gems and explore curated local attractions, events, and unique experiences tailored to their preferences. This personalized approach enhances user experiences and increases brand awareness for SCTIE. Additionally, the app's intuitive navigation features provide step-by-step directions, ensuring users can confidently explore unfamiliar areas.

ANDROID STAT

Android: Analytics and reports on the app for the last 90 days.

Currently has **337** total Downloads, down from **339** in our previous report.

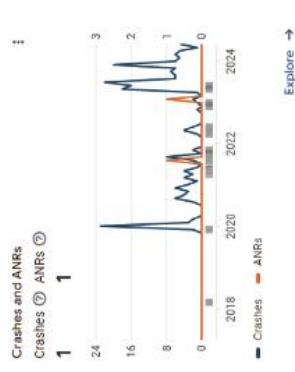
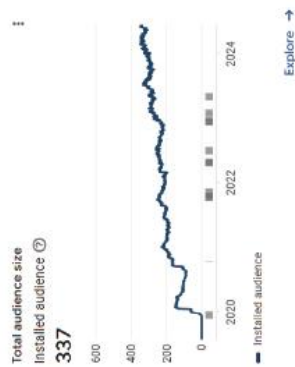
OVERVIEW OF KEY METRICS SUCH AS:

- Total audience size: The total number of users who have installed the app on their Android devices.
- User loss: The number of users who have uninstalled the app or stopped using it on their Android devices.
- Daily ratings: The average rating that users have given the app on the Google Play Store.
- Crashes and ANRs: The number of times the app has crashed or caused the device to become unresponsive (ANR stands for "Application Not Responding").
- Store listing acquisitions: The number of users who have discovered the app through the Google Play Store and installed it on their devices.
- Traffic sources: The sources that have driven users to the app's listing on the Google Play Store.
- Store listing conversion rate: The percentage of users who have installed the app after viewing its listing on the Google Play Store

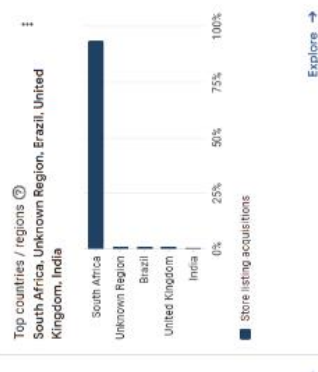
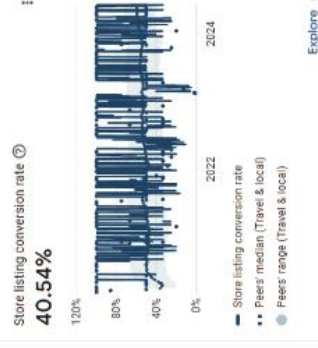
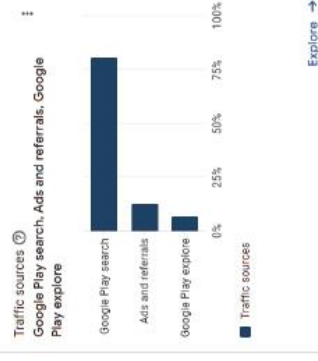
- Top countries/regions: The countries or regions where the app has the most users.

Android | All Time

Your KPIs



Store listing performance



APPLE STATS

APPLE:

Apple has **619** Total Downloads which is an **increase** since the last quarter - 577 downloads. This indicates that the app has gained **42 new users** since December 2023.

It's important to note that these statistics only reflect users who have allowed the app to gather their data, so the true results for Apple's analytics may be higher. This means that the actual number of users and the percentage of growth may be higher than the numbers reported here.

OVERVIEW OF KEY METRICS SUCH AS:

- Store impressions: The number of times the app's listing has been viewed on the App Store.
- Product page views: The number of times users have viewed the app's product page on the App Store.
- Conversion rate: The percentage of users who have installed the app after viewing its listing or product page on the App Store.
- Total downloads: The total number of times the app has been downloaded from the App Store.
- Sessions per active device: The average number of times the app has been used on each active device.
- Crashes: The number of times the app has crashed on Apple devices.
- Total downloads by territory: The number of times the app has been downloaded in each country or region.

APP UPDATES AND CHANGES:

Since the last major update there have been no changes to the app front end or backend system.

OVERVIEW - APPLE

1. The app has experienced 100 % uptime. This means uninterrupted app services and continuous user access.
2. The app also did not require any technical assistance, during the additional user downloads or page interactions.

OVERVIEW - ANDRIOD

1. The app has experienced 100% uptime. This means uninterrupted app services and continuous user access.
2. The app also did not require any technical assistance, during the additional user downloads or page interactions.

RECOMMENDATIONS

There have been minimal marketing efforts from SCTIE since the last report and recommendations, to push awareness of the app. Due to budget restrictions, all advertising was put on hold.

The current marketing strategy is working, and we will continue with these efforts.

1. Additional efforts to boost Social Media posts – call to action – download app.
2. A PR release - call to action – download app.
3. Adverts - call to action – download app.
4. Push Notifications - call to action – download app.
5. Internal mailer - call to action – download app.

APP UPDATES AND SCHEDULED MAINTENANCE

Presently, there are no updates required. If anything changes, an update will be reflected in our next report.

Apple | 05 March - 12 June 2024



2.3.3. Social Media

2 META / FACEBOOK

Description	7 March 2024 – 7 April 2024	7 April 2024 -7 May 2024	7 May 2024 – 11 June 2024
Page Likes / Fans	11137	11369	11972
Net Follower Growth	0	236	604
Fans	9228	9290	9379
Net Page Likes	66	66	100
Published Posts	112	18	138
Impressions	203489	140463	618331
Engagement	6957	9275	128166
Post Link Clicks	51	35	15
Engagement Rate (per impression)	3.4 %	6.6 %	20.7 %

- I. Over the course of three months, from March 7th to June 11th, the social media metrics for the SCTIE Meta / Facebook account or profile has shown significant or exponential growth.
- II. The number of likes initially started at 11,137 in March, increased in April to 11,369, and then surged to 11,972 by the end of May to June. However, the most striking growth factor comes from the impression's metric, which skyrocketed from 203,489.
- III. Engagements also experienced exponential growth during this period, rising from 6,957 in March to 9,275 in April, and then surging to an impressive 128,166 by June. This data demonstrates a remarkable trend of exponential growth in the social media presence, indicating a significant increase in reach and engagement over the three-month period.

TWITTER / X

Description	7 March 2024 – 7 April 2024	7 April 2024 -7 May 2024	7 May 2024 – 11 June 2024
Page Likes / Fans	1014	1012	1031
Net Follow growth	3	-2	18
Published Posts	25	16	26
Impressions	1166	855	1638
Engagement	50	57	328
Post Link Clicks	0	2	4
Engagement Rate	4.3 %	6.7 %	20 %

INSTAGRAM

Description	7 March 2024 – 7 April 2024	7 April 2024 -7 May 2024	7 May 2024 – 11 June 2024
Page Likes / Fans	2444	2457	2479
Net Follow Growth	4	14	23
Published Posts	33	16	28
Impressions	4361	2081	3079
Engagements	175	87	119
Audience Growth	4 %	4.2 %	3.9%

LINKEDIN

Description	7 March 2024 – 7 April 2024	7 April 2024 -7 May 2024	7 May 2024 – 11 June 2024
Followers	346	350	3352
Net Follower Growth	5	4	2
Published Posts	31	19	35
Impressions	970	643	748
Engagements	124	61	60
Post Link Clicks	81	46	29
Engagement Rate (per impression)	12.8%	9.5%	8 %
Video Views	87	49	82

YOUTUBE

Description	7 March 2024 – 7 April 2024	7 April 2024 -7 May 2024	7 May 2024 – 11 June 2024
Video Views	313	324	<u>378</u>
Estimated Minutes Watched	6h 3m	6h 20m	5h 46m
Average View Duration	1h 4s	1m 8s	54s
Average View Percentage	65%	59.9%	58.9%
Engagements	9	11	10
Reactions	-2	2	3
Likes	-1	2	2
Dislikes	-1	0	1
Comments	0	0	0
Shares	7	7	4
Subscribers Gained from video	4	0	3
Added to video playlist	0	0	1

- **NOTE: Due to budget constraints, no budget was allocated for BOOSTING. The above upward trend across the platforms are completely ORGANIC.**

Search Engine Optimisation (SEO)

The search engine optimization (SEO) overview for www.visitkznsouthcoast.co.za highlights several key metrics. The website has a score of 30 for organic search traffic, attracting 32,000 visitors. It boasts over 2,900 backlinks and is referred by 899 domains. The majority of searches, accounting for 31,100, come from a 97% South African audience, with a total of 4,200 keyword searches. Between July 2022 and April 2024, there was an organic traffic increase to 33,400 visitors. The main competitor is www.kzn-southcoast.com, with close competition from tikzn.co.za and zulu.org.za. This data indicates strong local interest and effective SEO strategies, positioning the site well among its competitors.

Domain Overview: visitkznsouthcoast.co.za

Export to

Worldwide US UK DE Desktop Jun 12, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score **30**

Semrush Domain Rank 2.3M ↑

Organic Search Traffic **32K** -4.1% [View details](#)

Keywords 6.2K ↑

Paid Search Traffic **2.9K**
The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

[Go to Position Tracking](#)

Backlinks **2.9K**

Referring Domains 899

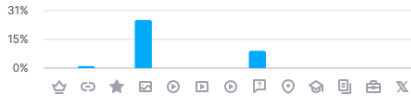
Organic Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	32K	6.2K
ZA	97%	31.1K	4.2K
UK	1.2%	388	303
US	<0.1%	234	479
Other	<0.1%	271	1.2K

Compare

SERP features US



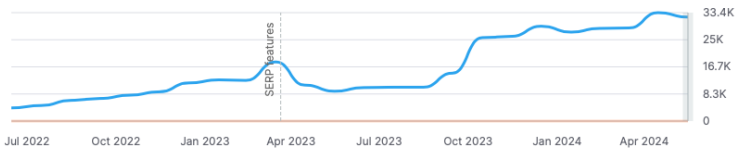
[View full report](#)

1M 6M 1Y 2Y All time

Export

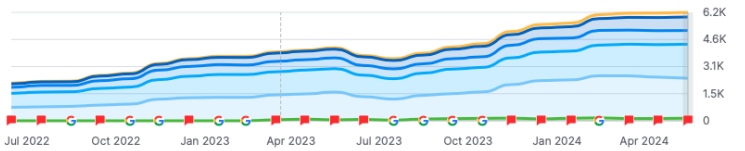
Organic Traffic 32,035/month

Organic Traffic Paid Traffic [Notes](#)



Organic Keywords 6,154

Top 3 4-10 11-20 21-50 51-100 SERP Features

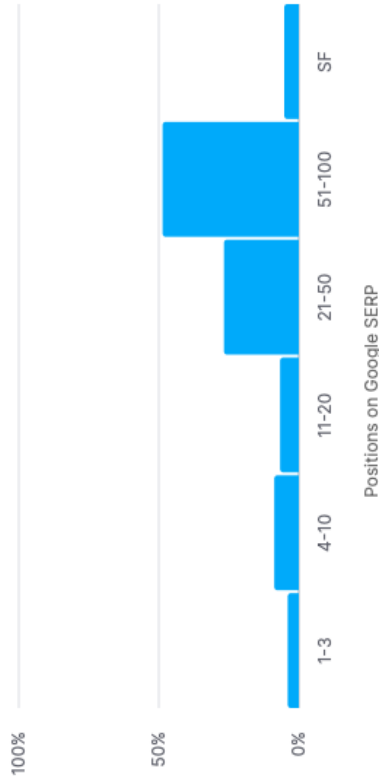


Top Organic Keywords 454

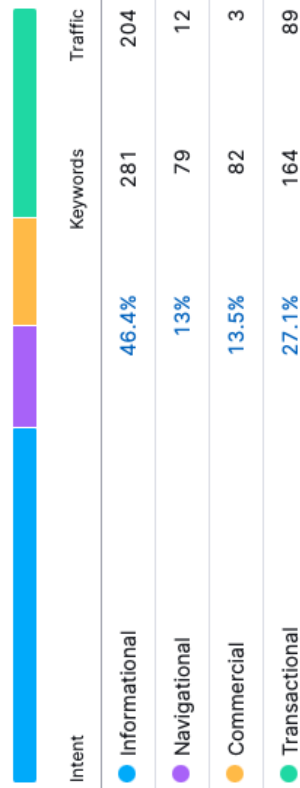
Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic %
sezela >>	I	3	720	0	25.21
oribi gorge >>	I T	2	320	1.22	17.94
port edward >>	N	10	2.4K	0	5.12
margate south africa >>	I	2	110	0	2.99
southbroom >>	I	3	90	0	2.99

[View details](#)

Organic Position Distribution



Keywords by Intent

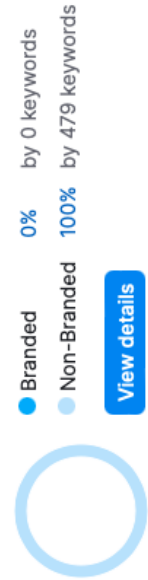


[View details](#)

Branded Traffic Trend

We have no data to show.

Branded vs. Non-Branded Traffic



[View details](#)

2.3.4. Invest Website Google Analytics

From the last quarter, Sept to Nov, the visitors have only increased slightly. They were sitting at 1 644 and the site received 1 885 visitors to the site for Dec 2023, Jan and Feb 2024. This might not be a big increase but still shows the website is steadily

Backlinks Worldwide All time

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Home - Invest KZN South Coast https://www.investkznsouthcoast.co.za/	Buy Local https://www.visitkznsouthcoast.co.za/	follow
Home - Invest KZN South Coast https://www.investkznsouthcoast.co.za/	VISIT KZN SOUTH COAST https://www.visitkznsouthcoast.co.za/	follow
Umzumbe - Wikipedia https://en.wikipedia.org/wiki/Umzumbe	"Umzumbe" https://www.visitkznsouthcoast.co.za/destinations/regions/...	nofollow
South Coast (KwaZulu-Natal) - Wikipedia https://en.wikipedia.org/wiki/South_Coast_(KwaZulu-Natal)	"Home" https://www.visitkznsouthcoast.co.za/	nofollow
South Coast (KwaZulu-Natal) - Wikipedia https://en.wikipedia.org/wiki/South_Coast_(KwaZulu-Natal)	"Agri Tours South Coast, Kwazulu-Natal" https://www.visitkznsouthcoast.co.za/agri-tours/	nofollow

[View details](#)

Follow vs Nofollow

Follow links

Nofollow links

2.41K

446

[View details](#)

Backlink Types

Text	<div style="width: 52%; height: 10px; background: linear-gradient(to right, purple, lightpurple);"></div>	52%	1.4K
Image	<div style="width: 48%; height: 10px; background: linear-gradient(to right, purple, lightpurple);"></div>	48%	1.3K
Form	<div style="width: 0%; height: 10px; background: linear-gradient(to right, purple, lightpurple);"></div>	0%	0
Frame	<div style="width: 0%; height: 10px; background: linear-gradient(to right, purple, lightpurple);"></div>	0%	0

[View full report](#)

Top Anchors Export

Anchor	Domains	Backlinks
<EmptyAnchor>	14	298
visitkznsouthcoast.co.za	87	187
www.visitkznsouthcoast.co.za	37	132
kwazulu-natal south coast	3	132
leopard rock coffee shop & lookout chalets - visit kzn ...	58	104

[View details](#)

Referring Domains Export

Root Domain	Country/IP	Backlinks
motherandchild.co.za	🇿🇦 129.232.149	318
africansafarisint.co.za	🇿🇦 102.130.123	179
sctie.co.za	🇿🇦 41.222.34.1	89
vanheerdenletting.co.za	🇿🇦 5.77.55.60	80
aptoide.com	🇮🇪 54.72.135.1	66

[View details](#)

Indexed Pages Export

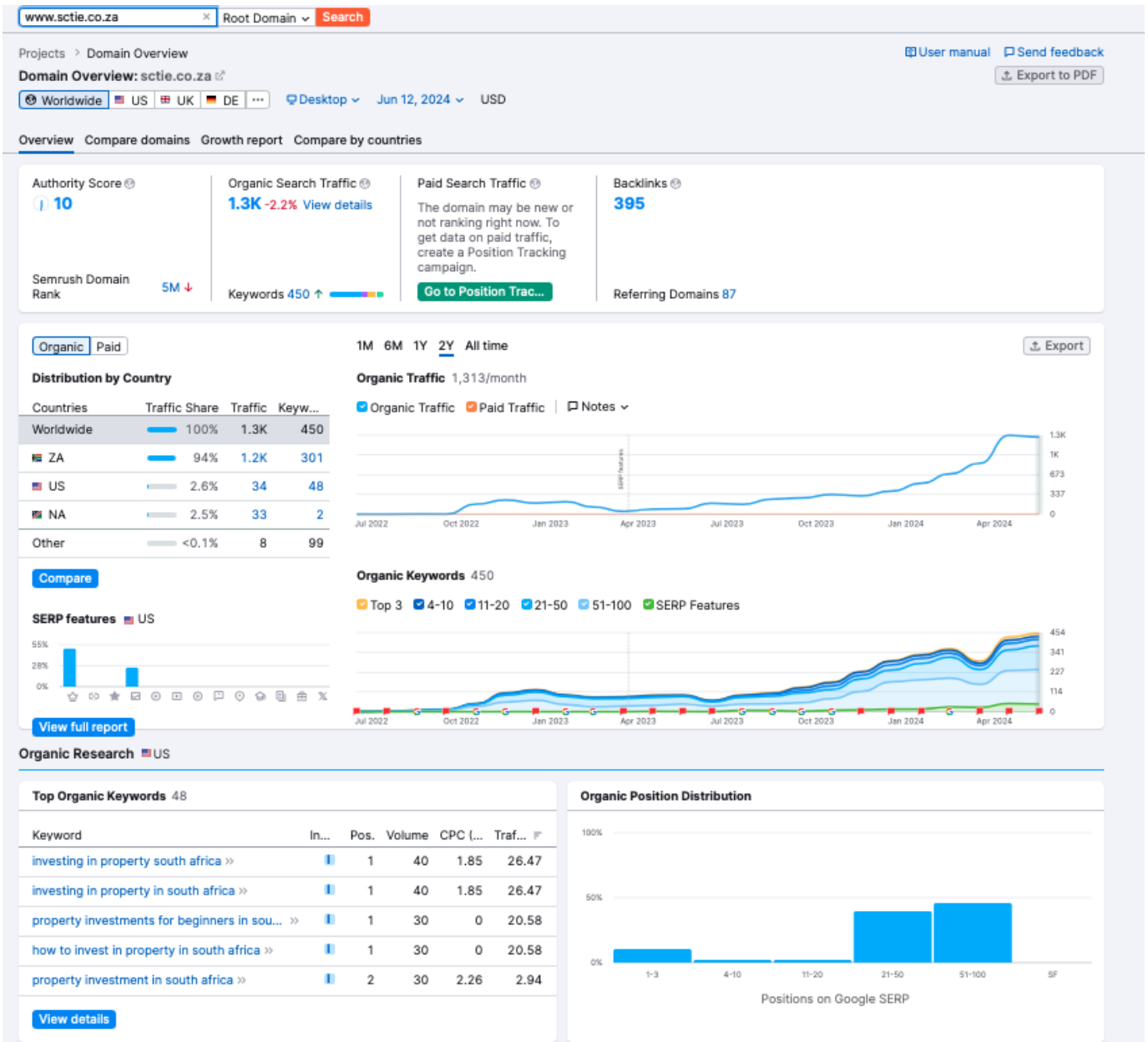
Title & URL	Domains	Backlinks
KZN South Coast, South Africa: The Ultimate Tourism Guide https://www.visitkznsouthcoast.co.za/	64	366
- http://visitkznsouthcoast.co.za/	55	112
- http://www.visitkznsouthcoast.co.za/	37	113
- https://www.visitkznsouthcoast.co.za/destinations/regions/scottburgh-surrounds/umzumbe/umzumbe/	33	46
- https://visitkznsouthcoast.co.za/	24	25

[View details](#)

40 | Page

SEARCH ENGINE OPTIMIZATION

The SEO report for SCTIE.co.za shows that the website 1.3 thousand organic search traffic and 395 backlinks. From July 2023 to April 2024, the site's ranking has increased consistently, indicating a positive upward trend. The top organic keywords include phrases like "investing property" and "the KZN South Coast." One of the current referring page titles is "Tourism KZN South Coast."



Keywords by Intent

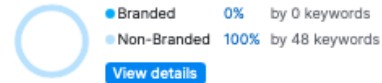
Intent	Keywords	Traffic
Informational	78%	39
Navigational	4%	2
Commercial	12%	6
Transactional	6%	3

[View details](#)

Branded Traffic Trend

We have no data to show.

Branded vs. Non-Branded Traffic



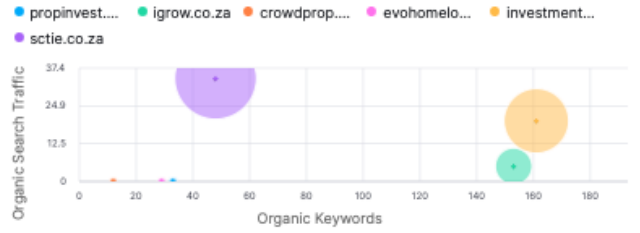
[View details](#)

Main Organic Competitors 50

Competitor	Com. Key...	SE Keyw...
propinvest.co.za	6	33
igrow.co.za	6	153
crowdprop.co.za	2	12
evohomeloans.co.za	1	29
investmentnetwork.co.za	2	161

[View details](#)

Competitive Positioning Map



Advertising Research ■ US

Top Paid Keywords



Nothing found
Try changing your filters.

Paid Position Distribution



Nothing found
Try changing your filters.

Main Paid Competitors

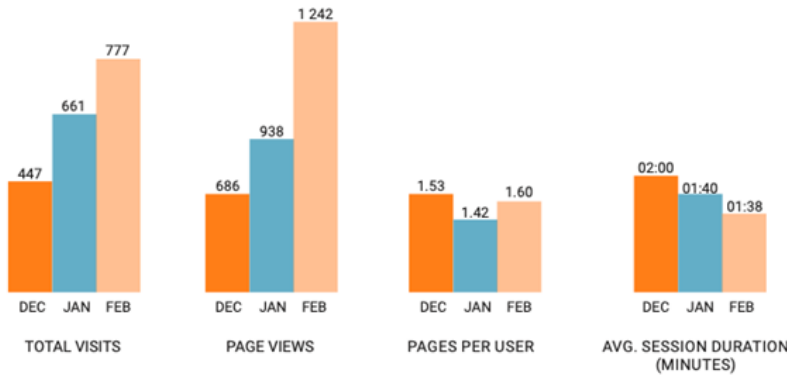


Nothing found
Try changing your filters.

Competitive Positioning Map



Nothing found
Try changing your filters.



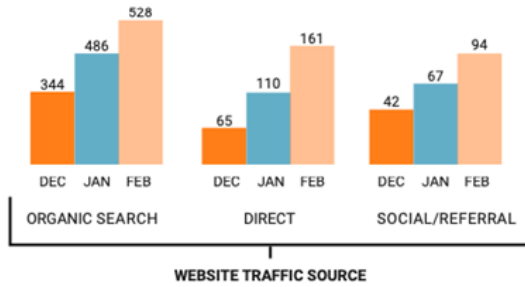
ORGANIC SEARCH
Visitors find the website to standard searching. Not paid ads

DIRECT
Visitors type in the actual url and land on the website

SOCIAL/REFERRAL
Visitors landing on the website through social links and other website links

PAGE PER USER
Standard is 2 pages per user

AVG. SESSION DURATION
For a good average session duration, the industry standard is **2 - 3 minutes**. Two minutes might not seem like much time, but it's enough time for users to read content and interact with your website.



3. Development

3.1. Tourism Products

3.1.1. Emalangeni Experience

In preparation for the launch of Emalangeni Experience, SCTIE organised a customer service training including housekeeping and marketing skills for all the SMMEs that are part of the route. Training took place on the 30th April 2024 at Blue Marlin Hotel. The hotel's general manager addressed the SMMEs and coached them on how to manage their businesses by ensuring that they exceed their customers/guests expectations. The general manager shared some tips on how to attract more people. The session ended with a tour of the hotel which included both public and private areas such as the kitchen, laundry, guestrooms, restaurant, reception and others.

SCTIE launched the Emalangeni route on the 2 May 2024, extending the region's rural tourism footprint and unique experiences. The local media representatives enjoyed a first-hand experience of the route.

Emalangeni is a scenic rural area near Pennington in Umdoni which is home to beautiful accommodation establishments. By establishing this route, we are connecting the popular tourist town of Pennington with this rural setting, opening up Emalangeni to a new market. The route gives visitors a more authentic experience of the region through cultural engagements, while supporting entrepreneurs and local job creations. The experience includes a tour of the historic Botha House in Pennington, a hike to Umdoni Park Nature Reserve, Nkomba Nature Reserve, Basset Breweries, Umdoni Country Club, forest walks and other local activities. Buzy corner Shisanyama is a cherry on top and it completes the experience.

The launch was published by several media platforms such as Getaway Magazine, Travelnews, iAfrica, Marketing Spread, SA People, IOL and many more. The exposure gave hope to local establishments, especially SMMEs since they seldom market their businesses through national and international media. The SMMEs normally rely mostly on social networks for advertising their businesses.

3.1.2. KwaNdwalane (Nyandezulu & Madakane)

SCTIE attended a Traditional Council meeting Kwandwalane on the 10 April 2024. The purpose of the meeting was to update iNkosi and izinduna on the work that SCTIE has done in the area, such as launching the Madakane experience, training local SMMEs, creating exhibition platforms for local crafters, assisting local SMMEs with funding applications from other stakeholders, community awareness programmes, mentorship programmes and other supports that SCTIE is continually giving to the communities.

3.1.3. Community Awareness

SCTIE participated in the Freedom Day Celebration which took place on the 27 April 2024 at TB Molefe Stadium in Gamalakhe – Ray Nkonyeni. The event was hosted by the Department of Sport, Arts and Culture (DSAC) under a theme "30 Years of Democracy, Partnership, and Growth." The event was attended by approximately 2000 people from outside KZN as well as local communities. Most locals were from the surrounding areas such as Gamalakhe, KwaNzimakwe, KwaXolo, KwaNdwalane, and other parts of the KZN South Coast.

At the event, SCTIE played a role of driving a community awareness and welcoming visitors to the destination, giving information about local attractions and assisting individuals that had interest in opening tourism businesses. SCTIE was exhibiting from a 3x3 metre exhibition stand which was offered in the courtesy of DSAC.

3.2. SMME Training & Support

3.2.1. Homestay Training

It was mentioned in Q3 that Tourism KwaZulu-Natal (TKZN) in partnership with SCTIE, Airbnb Africa Academy and Africa Ignite, conducted a capacity building training for KwaNzimakwe, KwaXolo and Nyandezulu homestay hosts and other small tourism entrepreneurs in 2021. SCTIE has taken another step by revisiting the establishments in April and May 2024, to assist them with further training on the Airbnb website and other marketing platforms. Most establishments needed to update their information in the Airbnb system, such as updating photos, updating rates, profiles, renewing passwords, offering specials, changing banking details, updating descriptions, confirming check-in and check-out times, etc.

SCTIE advised the homestays to offer the best service to guests at all times. SCTIE allowed the homestay hosts to call the entity anytime whenever they are unsure how to deal with an enquiry. Homestay hosts were further advised not to over promise and underdeliver.

Airbnb website / APP is one of the platforms that make it easier to manage bookings as the system markets, handle bookings and payments on behalf of the host. The system also makes it easy to respond to enquiries and it gives feedback and stats on how the business is doing. SCTIE will continue to work closely with the homestays as some of them are still not comfortable to operate the system on their own.

3.2.2. Educational Tour for SMMEs

SCTIE conducted a media fam trip which took place in the Oribi Gorge area on the 13 June 2024. Apart from marketing the destination, this was an educational tour for three selected tourist guides and tour operators to:

- Experience the area
- Create packages
- Establish relationships with the experienced adventure operators
- Develop rural and townships areas through mentorship

The guides and tour operators that participated in the tour were as follows:

- | | |
|-------------------------------|-------------------------------------|
| 1. Monate Outdoors | Gamalakhe Township |
| 2. Phola Park | KwaNdwalalane Experience – Madakane |
| 3. Blaq Currant Tour Operator | Weza and Harding (Umuziwabantu) |

3.2.3. Ntelezi Msani Heritage Centre directional signage

As part of extending the tourist geographical spread across the destination and supporting the development of new experiences in rural communities, SCTIE applied for two brown tourism facility signs that would direct traffic to Ntelezi Msani Heritage Centre from the National Road N2, Mthwalume offramp, Umzumbe.

The South African National Roads Agency SCO Limited (SANRAL) approved the application on 23 November 2023, then the manufacturing process took place. The signs were installed in June 2024, right in time for the Sardine Season. First sign is

directing traffic from Durban side (North) and the second from Port Shepstone Side (South).

SCTIE is still working on getting the approval letters to install the signs on provincial roads leading to Ntelezi Msani Heritage Centre (Sipofu Road, Cowey Road and R102). The challenge at the moment is to get the Intersection Layout Drawings in DWG formats as required by the Department of Transport before they issue the approval letter.

Due to financial constraints, we are unable to get and submit those drawings to the department. SCTIE has tried a number of stakeholders to partner and assist with the payments of the drawings. Most stakeholders are facing similar financial challenges at the moment.



Tourism Brown sign on National road (N2)

3.2.4. Customer Service Training

SCTIE organised a customer service and housekeeping training for four Weza and Ikhwezi SMMEs on the 02 May 2024. ANEW Ingeli Hotel management offered training

free of charge as a support and uplifting local emerging businesses. The session covered the following topics:

- Handling of enquiries and bookings
- Handling of complaints
- Transparency on services available for guests
- Product knowledge on services being offered
- Monitoring of visitor experience
- Safety measures in place within the premises such as first aid, emergency numbers, assembly areas and other safety tips.

3.2.5. Umuziwabantu Great Drives Out

SCTIE reviewed the Umuziwabantu Great Drives Out (GDO) on 4 June 2024. It is with regret that the Umuziwabantu GDO is no longer recommendable for tourist as the road is massively damaged with many deep and unavoidable potholes in most parts of the route.

SCTIE developed the GDOs with the aim to expand the geographical footprint of tourists across the region and to support the development of new experiences in rural communities. Most visitors that experience the GDOs do self-drives and they are encouraged to support local businesses along the way. Some of them use the services of local tourist guides for various reasons such as learning more about the area.

Umuziwabantu Great Drives Out was one of the first and a favourite when identified few years ago. It is on the tarred provincial road, P258, off N2 between Ezingolweni and Harding. The Umuziwabantu GDO consists of many places of interest to see and experience, such as the magnificent views of the area with a horizon from afar and into the Eastern Cape. It boasts beautiful landscapes, plateaus and Ingeli Mountain views. Visitors can also enjoy a warm welcome from Mthimude tourist guide who gives educational tours around the small claim traditional Court. The SMME Centre along the route also benefits from the GDO as visitors are encouraged to support locals. The Centre consists of Traditional clothing, Crafts and African Cuisine sit down and Take-

away Restaurants, utilising organically locally grown vegetables. There are also licensed taverns and other shops along the way.

SCTIE is exploring other parts of Umuziwabantu for another GDO in the area. The Department of Transport confirmed that P258 is one of the roads that are in plans to be upgraded in the region. This GDO cannot be promoted as a tourism route, until the road is fixed. Visitors will be encouraged to use the national road, N2 to get to Weza Hiking Trail and other local attractions, instead of travelling via the Umuziwabantu GDO.

Other places of interest that unfortunately cannot be promoted for are Port Shepstone Beach Front area - due to vandalism and Port Shepstone Maritime Museum due to roof damaged in November 2023, which is yet to be repaired – and remains closed.

During the review of the Umuziwabantu GDO, SCTIE discovered a beautiful accommodation establishment that is not registered under tourism. The establishment, situated in Harding Centre has approximately 20 guest rooms, however it needs some attention as there are number of maintenance and expectations that need to be met before it can be recommended for tourism. The establishment is already welcoming bookings regardless of their readiness.

The management and staff need some assistance and guidance from SCTIE and other stakeholders as they are new in the business, with no tourism experience.

3.2.6. Umzumbe River Trail

The KZN Department of Economic Development Tourism and Environmental Affairs (EDTEA) has resumed the Umzumbe River Trail project which aims at controlling / removing invasive alien species along the trail and the surrounding areas. Operations started on 1 May 2024 and it is expected to be completed on 31 March 2025.

Clearing and management of alien plants in this project, includes socio-economic and environmental benefits. The project will create approximately 140 job opportunities for the most disadvantaged members of the community along the trail and surrounding areas. The project aims to do invasive alien plant clearing operations in wards: 1, 2, 3, 4, 5, 12, & 13. However, only four wards have been implemented so far. The project has already created work opportunities for local communities as follows:

Wards	Traditional Council	Number of people employed
1	KwaCele	20
2	Mabheleni	20
12	Nhlangwini	20
13	KwaNdelu	20

EDTEA is currently in the process of project planning for wards 3,4 and 5. A collective number of sixty participants are expected to be employed in these 3 wards as soon as the approval is received from EDTEA’s Head of Department.

Training of the beneficiaries on alien plant management and on other scarce skills will be prioritised and this will assist beneficiaries particularly when they exit the programme. Proposed training will include; Alien plant management, Herbicide Applicator, Incident Investigation, Health and Safety level 1 and level 2, First Aid level 1 and 2, and Chain Saw Operator. The anticipated EDTEA’s budget approval for uMzumbe River Trail Project is R 2 300 000.00 for the department’s financial 2024/25, however the provision of training will be dependent on availability of funds from EDTEA.

3.2.7. Tour Operators’ Skills Development Programme

3.2.7.1. KZN EDTEA Emerging tour Operators Skills development progress report

The Tour Operators Skills Development Programme that was sponsored by SATSA in partnership with EDTEA ended in May 2024. Eight participants were from the KZN South Coast. The tour operators were issued with access cards to enter and participate at Africa’s Travel Indaba that took place at Durban International Convention Centre (ICC) between 14 and 16 May 2024. The tour operators got opportunities to connect with other tour operators and destinations to create tourism packages. SCTIE encouraged the tour operators to create tour packages that will include the KZN South Coast. A meeting with the tour operators and tourist guides is due to take place early in the new financial year.

3.2.7.2. KZN South Coast Tourist Guides participating at Africa's Travel Indaba

EDTEA in partnership with SCTIE, created another platform for selected KwaXolo Caves Adventures and Umzumbe River Trail guides to participate at Africa's Travel Indaba. The guides started with an educational tour from Port Shepstone to Durban where they spent the whole day on the 13 May 2024, visiting places of interest around Durban. They spent the 14,15 and 16 May at Africa's Travel Indaba where they got opportunities to connect with tour operators and other buyers. EDTEA covered all the costs, such as the transport to and from Durban, meals, accommodation, and access cards to indaba.

3.2.7.3. Registration of the Tourist Guides Association

SCTIE and the Tourist Guide Association executive members applied for the association to be a Non-Profit Organisation. The Department of Social Development received the amended application form in January 2023 and the name "South Coast Tourist Guides Association" was entered into the register on 18 August 2023. SCTIE received the certificate on the 5 April 2024. The certificate handover was due to take place at the tourist guide Annual General Meeting which was planned for the 10th May 2024. However, that had to be postponed until further notice, due to SCTIE's financial challenges. A new date in 2024/2025 is yet to be confirmed. The association is now able to open a bank account, register with SARS and complete other necessities as a Non-Profit Organisation. Once the members are able to run the association on their own, SCTIE and EDTEA will only be there to assist and offer guidance where necessary.

3.2.7.4. Tourism Monitors Programme

Tourism World Academy was appointed by the National Department of Tourism to implement the Tourism Monitors Programme, through the expanded Public Works Programme (EPWP). This aims at training, mentoring and deployment of youth in identified tourism attractions and sites, to enhance tourism safety awareness. Out of 200 Tourism Monitors in KZN, 27 have been allocated in the Ray Nkonyeni Local

Municipality. SCTIE assisted in the recruitment process including sourcing a free venue for interviews at Port Shepstone Library.

The first three months training took place at the Port Shepstone Methodist Church from March to 18 June 2024. It entailed the theory training component i.e., National Certificate in General Security Practices (SAQA ID : 58577). SCTIE also assisted in sourcing a reasonable central venue for training as learners were coming from different traditional councils.

The 9 months practicals commenced on the 18 June 2024 at different tourism sites, mainly beaches. The purpose of placing the monitors at different sites is to give out information to visitors, ensure safety by assisting law enforcement such as SAPS, Department of Community Safety, Community Policing Forum, Department of Home Affairs and others. The monitors are receiving R4600.00 stipend each per month until March 2025. They are currently placed at the following tourism sites.

- Southport Beach
- St Michael's Beach
- Uvongo Beach
- Lucien Beach
- Margate Beach
- Oribi Gorge Nature Reserve
- Lake Eland Game Reserve
- Spillers Waterfront / Spillers Wharf

3.2.7.5. Support to Crafters

SCTIE continuously develops platforms and business connections for SMMEs such as those between crafters and shop owners. SCTIE undertakes the liaison/facilitation role between crafters and the shop owners/management. Currently there are no participating shops in Umzumbe and Umuziwabantu, however the crafters from those areas are benefiting from the shops that are located in other municipal areas.

The number of shops that signed vendor agreement with SCTIE has decreased from twenty to sixteen. Kapenta Bay Hotel, Hoity Toity Craft, Carousel Holiday Resort and Peacock Feather Boutique closed down due to economic challenges. The existing shops that are still displaying crafts products through SCTIE, are as follows:

	Establishment	Area
1	Sugar Beach Resort	Elysium
2	Pure Venom Curio Shop	Izotsha
3	Deon Zuider Fashion Boutique	Margate
4	Mac Valley Farm Stall	Orbi Gorge
5	Wild Curio Shop at Wild5 Adventures	Oribi Gorge
6	Surf Boyz Shop	Port Shepstone
7	Owlsome Arts & Craft	Scottburgh
8	Country Friends Arts, Crafts & Gift Shop	Scottburgh
9	All Sorts Beach Shop	Scottburgh Beach Front
10	Riverbend Crocodile Farm Curio Shop	Southbroom
11	Southport Swop Shop	Southport
12	Bucks Farm Stall	Trafalgar
13	Klossiegat Gifts Shop	Uvongo
14	The Southbroom Refillery	Southbroom
15	The Egyptian Gift Shop	Oribi Plaza- Port Shepstone
16	The Smoker's Dream	Shelly Beach

3.2.7.6. Craft Exhibitions

SCTIE in partnership with the Department of Sport, Arts and Culture created a platform for crafters during the Freedom Day Celebration event at TB Molefe Stadium in Gamalakhe on the 27th April 2024. The event was attended by approximately 2000 people from all over the province of KwaZulu-Natal. Each crafter was allocated a 3x3 meter exhibition space.

The Father's Day Expo which was held at Southcoast Mall in Shelly Beach on the 15 June 2024, was also utilized for exposure for our dcrafters. SCTIE shared the space with two crafters who also exhibited and showcased their products.

Three crafters from Umzumbe and two from Ray Nkonyeni exhibited at the flea market which took place at Hillbillion Hotel on 01 June 2024. SCTIE provided chairs, tables and a Gazebo for the crafters.

3.2.8. Youth programmes

3.2.8.1. CATHSSETA Discretionary Grants

Tourism World Academy has recently been appointed by CATHSSETA to implement tourism and hospitality related training. In partnership with SCTIE, the following programmes are underway:

	Program	No. Youth participating	Duration	LM	Monthly Stipend	Stipend
1	Assistant Chef 21.06.2024	20 X R2 200pm	1 month Theory and two months work experience	Umuziwabantu	R2 200.00 per month	R528 000
2	National Certificate - Prof. Cookery Date: tbc	15 Employed youth	12 Month Theory (5 theory training per month)	Umdoni	N/A	
3	FETC in Tourism Guiding Date: tbc	30 x R3 500pm	12 months (3 months theory training and 9 months work placement).	Umzumbe	R3500.00 per month	R1 260 000
	Total	65			Total	1 788 000.00

The benefits of the programme are as follows:

1. Training at no cost to the learner and employer.
2. Upskilling of unemployed and employed individuals in the tourism and hospitality industry.
3. Providing employers additional skilled persons to be recruited at their establishments.

Tourism World Academy is responsible for the following:

1. Providing CATHSSETA accredited training
2. Payment of stipends for unemployed learner
3. Assessment and Certification.

3.2.8.2. Work Integrated Learning (WIL) Programme for Unemployed Graduates

Tourism World Academy has recently been appointed by the Department of Higher Education and Training to implement the above Project on behalf of the National Skills Fund (NSF). Work Integrated Learning (WIL) and the placement of graduates is a critical component of the Department of Higher Education and Training's skills trajectory in terms of empowering and developing youth through the National Skills Fund Projects. The total stipend contribution for the above allocation is R5 520 000,00. SCTIE is coordination the recruitment of graduates and facilitating the sourcing host employers. The programme is available in the following categories:

1. Tourism Management
2. Hospitality Management
3. Cultural and Heritage Tourism
4. Business Management and Administration
5. Human Resources Development
6. Nature Conservation
7. Marketing Management
8. Sports Management

SCTIE is working with Umdoni, Umzumbe and Umuziwabantu to recruit graduates and to source host employers and obtaining training venues. Tourism World Academy will be responsible for payment of stipends to the graduates.

3.2.8.3. Hospitality Youth Programme – Food and Beverage Training Programme

The Hospitality Youth Program, Food and Beverage Programme, ended in February 2024. This was a programme by the National Department of Tourism (NDT) implemented in partnership with SCTIE and the Tourism World Academy, focused on skills for front-of-house departments such as restaurants and bars. The programme started with 25 youth, 21 of them completed the programme. The experience gained, assisted most of the youth to obtain permanent and casual jobs. To date there are 6 permanent and 9 jobs created through this programme. The Hospitality Youth Programme also gave opportunities for business ideas.

KZN youth including the 21 youth that completed the programme attend a graduation ceremony which took place during the Africa’s Travel Indaba at Durban ICC on the 15 May 2024. The ceremony was attended by Department of Tourism, Tourism World Academy, CATHSSETA, FEDHASA KZN, SCTIE, Host employers and other stakeholders. The Deputy Minister of Tourism, Mr Fish Mahlalela gave a key note address and awarded the certificates to the graduates.

Another Hospitality Youth Programme, Food and Safety Quality Assurers Programme is ending on 30 June 2024. Closeout report to follow in Q1 of 2024/2025.

	Program	No. Youth participating	Duration	Local Municipality	Monthly Stipend	Total Stipend
2	Hospitality Youth Program:F&B Date: 1.03.2023-28.02.2024	25 X R3300pm	12 months		R3300.00 pm	R990 000
3	Food Safety Quality Assurers Date: 3.07.23 – 30.06.2024	25 X R3300pm	12 months		R3300.00 pm	R990 000
	Total	50	Total stipends			R1980 000

3.2.8.4. Spar Supplier Development Programme

SCTIE introduced the Spar Supplier Development Programme to the KZN South Coast Agri-tourism businesses as part of the initiative to integrate agriculture into tourism.

The programme is the initiative from Spar which aims to assist and develop emerging suppliers, manufacturers and deliveries with food safety compliance skills which meet the standard of the industry.

SCTIE entered Ubumbano Agric Co-op into the programme and the business is receiving mentorship and development from Spar Group. On 07 March 2024, Ubumbano participated in the workshop which included food safety knowledge, labelling and packaging. The aim of the workshop was to equip the emerging businesses with food safety skills. Ubumbano Agri Co-op was recognized with an Entry Level 1 Certificate and they are ready to start supplying Spar Group.

3.2.8.5. Operations Vula Fund

As reported in Q4 of 2022/2023 board report that SCTIE assisted SMMEs who were struggling to apply for Operations Vula Fund on their own, one of the SMMEs, Stand & Shine (Pty) Ltd operating from Umzumbe, was approved and issued with a R46 346.29 voucher on the 11 April 2024. EDTEA will purchase all the stock on behalf of the successful applicants.

The Operation Vula Fund is a funding scheme initiated by EDTEA with the aim of ensuring that adequate support towards the establishment and promotion of sustainable emerging enterprises which includes SMMEs and Co-operatives.

3.2.8.6. Grant in Aid & Funding Application

The Department of Sport, Arts and Culture opened a funding and non-financial support for small businesses within the sector. SCTIE disseminated information to businesses and encouraged them to apply via online portal, before the closing date which was in April 2024. SCTIE further assisted the SMMEs that were unable to apply on their own. On submitting the application, the system issued an automatic acknowledgement receipt. Successful businesses will be notified before the end of July 2024.

3.2.8.7. Applications to exhibit at Africa’s Travel Indaba

The Small Enterprise Development Agency (Seda) created an opportunity for women owned tourism businesses to apply for exhibiting at Africa’s Travel Indaba, 13-16 May 2024, with 13 May being the Business Opportunity Network Day (BONDay). SCTIE forwarded the information to local tourism businesses and encouraged all eligible women owned businesses to apply. Dino Park and Monate Outdoors from the KZN South Coast were among the successful KwaZulu-Natal applicants.

Seda covered travelling costs, accommodation (Dinner, Bed and Breakfast), ground transport from exhibition venue to accommodation, access exhibition cards and furnished exhibition stands.

3.2.8.8. Southern Explorer Developmental Adverts

The Southern Explorer Association sponsored seven developmental adverts in the recently printed magazine, Silver Jubilee 2024 (Edition 25). The support was for establishments that have never received any sponsorship from Southern Explorer. SCTIE supplied images and descriptions of each product and ensured that all four municipal areas within the Ugu District were covered, list as follows:

	Name of Business	Area	Municipal Area	Southern Explorer Tour No.
1	Buzy Corner Shisanyama	Emalangeni	Umdoni	Tour 1
2	Ohlwini Lodges	Emalangeni	Umdoni	Tour 1
3	NPS Adventures	KwaQwabe	Umzumbe	Tour 2
4	Madakane Outdoor Experience	Murchison	Ray Nkonyeni	Tour 2
5	Forest House B&B	Harding	Umuziwabantu	Tour 3
6	Blaq Currant Tour Operator	Harding	Umuziwabantu	Tour 3
7	Monate Outdoor Activities	Gamalakhe	Ray Nkonyeni	Tour 4

3.2.8.9. Basic Quality Verification Programme

The Basic Quality Verification Programme (BQV) programme, implemented by Tourism Grading Council of South Africa (TGCSA), focuses specifically on support for Homestays and other emerging tourism products in Villages, Towns and Small Dorpies (VTSD). The programme provides a structured development programme to enable tourism accommodation products who do not meet the core requirements of grading, to access trade with the support of the tourism sector and provide access to funding opportunities within the sector. This will ensure that the tourism accommodation products develop their offering to meet core requirements for formal grading over a period of time. The Programme allows products to participate in the BQV programme for a maximum duration of two (2) years, after which they would be encouraged to apply for a full star grading assessment.

The BQV programme was piloted in Eastern Cape between 01 October 2020 and 31 October 2021. The programme successfully rolled out in KwaZulu-Natal on the 01 November 2022, concluding on 30 November 2023.

The project rolled-out to KwaZulu-Natal province with 29 graduates trained to facilitate the assessment of the products, four of the graduates were from the KZN South Coast, from each local municipality.

A total of 210 products were enrolled and assessed for the province of KwaZulu-Natal. 11 establishments from the KZN South Coast met the BQV criteria and TGCSA recognized them with certificates during the Africa's Travel Indaba. The certificate handover event took place on the second day of Indaba which was the 15 May 2024 at Durban International Convention Centre. SCTIE transported some of the SMMEs that did not have transport to and from Durban.

The eleven qualified KZN South Coast Establishments are as follows:

1	Dazela Guest House	Mthwalume	Umzumbe
2	Devine Destiny Guest House	Mthwalume	Umzumbe
3	Hlophe's Place Guest House	Mthwalume	Umzumbe
4	Cebisa Homestay	KwaXolo	Ray Nkonyeni
5	Ncane Homestay	KwaXolo	Ray Nkonyeni
6	Olilis Lodge	Gamalakhe	Ray Nkonyeni
7	Rocks and Aloes	Gamalakhe	Ray Nkonyeni
8	Reemaros Self Catering	Margate	Ray Nkonyeni
9	Flight Inn B&B	Margate	Ray Nkonyeni
10	Mount Nebo Arena	KwaMbotho	Umuziwabantu
11	Executive Guest House	Harding	Umuziwabantu

4. Stakeholder Relationship Management

4.1. Quarter 4 participation

6.1.1 The Board

Date	Description
22 April 2024	Q3 reporting
30 April 2024	Q3 reporting - continued
7 June 2024	Strat Plan discussion (Ex-Officio input)
21 June 2024	SCTIE AGM - 2024

6.1.2 Entity Committees

Date	Description
19 April 2024	Audit Committee -Q3
13 June 2024	CEO Shortlisting
19 June 2024	CEO / Area Chair Forum

6.1.3 Parent Municipality

Date	Description
17 April 2024	Ugu EXCO
23 April 2024	Ugu Council – Budget Approval
28 March 2024	Ugu Council meeting : Draft Budget 2025

6.1.4 Local Municipalities

Date	Description
	-

6.1.5 Other Stakeholders or projects

Date	Meeting	Agenda
7 April 2024	TIKZN / OSS / RNM / Bahari	EIA Challenges (Golf Driving Range)
23 May 2024	US Consulate	Basic Introduction
24 May 2024	Southern Explorer Association	Wrap up of SEA – 2024 Financial matters Way forward - 2025
30 May 2024	Cogta	Intervention – Financial

6.2 Quarter 1/2025 planning

6.2.1 The Board

The Board have meet on the following dates for:

Date	Description
18 July 2024	Quarter 4 -2024 reporting
31 July 2024	Cogta Board Training Workshop / Charter Review / Funding discussion
27 August 2024	Special Board: AFS & Draft Annual Report approval
tbc	Financial Viability session

6.2.2 Entity Committees

Date	Description
19 July 2024	Audit Committee – Q4
Tbc	Audit Committee – AFS & Annual Report

6.2.3 Parent Municipality

Date	Description
-	-

6.2.4 Local Municipalities

Date	Description
	-

6.2.5 Other Stakeholders or projects

Date	Meeting	Agenda
	Idwala	The Human Resource Manager, Mr Zuke was engaged, requesting for a meet and greet with the current board. In the meeting the other burning matter is the handover plans and possibilities of funding the outstanding activities.
	US Consulate	Introduction to the South Coast – in conjunction with SC Business Chamber (possibly a Breakfast session)

7 Annual Performance Scorecard – Quarter 4 and Year to date 2024

- See pages 1 - 11 of the Scorecard

8 Quarter 4 : Focusing on:

8.1 Marketing:

8.1.1 Theme – Tourism

Objective:

To promote the South Coast as a prime destination for springtime travel and investment opportunities, aligning with World Tourism Day and Month themes.

Target Audience:

Domestic tourists seeking coastal getaways.
International travellers interested in unique cultural experiences.
Potential investors in tourism and hospitality sectors.

Key Message:

Discover the Vibrant South Coast: “*Your Spring Adventure Awaits!*”

Campaign Elements:

Digital and Social Media Campaign: Engaging visuals and stories highlighting springtime attractions, local culture, and investment opportunities.

Content Marketing: Blog posts, articles, and videos showcasing seasonal activities, local businesses, and investment success stories.

World Tourism Day and Month Theme Integration:

Incorporate themes such as sustainability, digital transformation, and inclusive tourism in campaign messaging and activities.

Hashtags:

#SpringOnSouthCoast
#Unkzncoversouthcoast
#InvestInSouthCoast
#UncoverSpringAdventure
#uncover

Outcome:

Increase in visitor numbers, heightened engagement on digital platforms, and heightened investor interest in the South Coast region.

Measurement:

Website traffic
Social media engagement (likes, shares, comments)
Research

8.1.2 Investment Marketing

The Investment awareness campaign messaging will include:

1. Uncover potential! To create a more resilient economy, now is the time to Buy Local and to encourage visitors to support this dynamic KZN South Coast initiative too!
2. Uncover potential! Buy local to support these KZN South Coast businesses (business profiles).
3. Uncover potential! The One Stop Shop in Port Shepstone has launched and is ready to support potential investors.

8.2 Investment & Development

8.2.1 Catalytic Projects

Finalise John Mason Park lease with Ray Nkonyeni Municipality
Ifafa Property : Property valuation

8.2.2 Tourism Development

1. Product Development

- i) Participate in the Alien plant removal along the Umzumbe River Trail and surrounding areas. EDTEA Project.
- ii) Inspection of Umzumbe River Trail infrastructure, such as the viewing decks, directional signs and information boards.
- iii) Follow-up on the provincial road directional signage application for KwaXolo Caves Adventures and Ntelezi Msani Heritage Centre
- iv) KwaXolo Caves site visit. Introducing the new ready facilities to SCTIE Marketing department.
- v) Identification of new places of interest / Attractions

2. SMME Development:

- i) Preparing SMMEs for the Speed Marketing Session. SMMEs to be selected from all four local municipalities
- ii) Planning of the Occupational Health and Safety (OHS) workshop, in partnership NDT and EDTEA
- iii) Create platforms for crafters to showcase and sell their products
- iv) Monitoring the progress with the existing shops for crafters.
- v) Organising a Tourist guide association meeting. Election of a new committee and issuing of the NPO Certificate
- vi) Encourage SMMEs to register with SCTIE and EDTEA.

3. Youth Development

- i) Participation in facilitating the implementation of the new youth programmes ie. sourcing of host employers, organising venues for training, participating in inductions, etc.

New programmes to be implemented in Q1 are as follows:

- a) Professional Cookery Programme
 - b) Tour Guiding Programme
 - c) National Skills Fund Work Integrated Learning (WIL) Project
- ii) Assisting in monitoring the existing youth programmes, which are:
 - a) EDTEA's Tourism Graduate Development programme
 - b) Assistant Chefs Programme
 - c) Tourism Monitors Programme
 - d) Food and Beverage Quality Assures Programme (Obtain closeout report from Tourism World Academy)

4. Stakeholder Relations

- i) Community Awareness
- ii) Attend to meetings with LEDs and other stakeholders
- iii) Renew CTO registration with EDTEA. SCTIE certificate is expiring in October 2024

9 Addendums to the Report

9.1 Handover Report – Ms Hlongwane

9.2 USCDA Public Protector matter

9.3 COGTA Intervention support request