



South Coast Tourism & Investment Enterprise SOC (RF)

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# SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 1: Performance Report  
September 2024

Deborah Ludick: Manager: Finance, HR & Admin

Deborah@sctie.co.za

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 first quarter of 2025. 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.

Despite ongoing financial cash flow challenges, the team has continued to demonstrate remarkable resilience and commitment in the first quarter. Whilst the parent municipality released a total of R1 250 000.00, this was used to cover the overdraft which we secured 1 July to cover the outstanding employee salaries and creditors payments which were overdue as at 30 June 2024.

The release of funding from some of the local municipalities as reported in the financial section of this report, went a long way to enable us to pay operational costs, but has left very little for us to you on Marketing and Projects. We therefore extended the suspension of the Marketing, Advertising, Public Relations and Digital services contract to the end of September 2024. Even with this challenge, through the continued we have been able to achieve 75% and 91% of our Marketing, Promotion and Facilitation, targets for the first quarter.

Management has also explored alternative funding options and strengthened partnerships with stakeholders to mitigate financial shortfalls. By optimizing available resources, we maintained momentum in destination marketing, stakeholder engagement, and small business development.

While financial constraints persist, this quarter's performance highlights the team's dedication, adaptability, and ability to deliver under pressure.

An addendum to this report, is an item which has been submitted to the Ugu Mayor, which pertains to a Reduced Mandate which will need to be considered should the parent municipality not be in a position to release the 2025 Annual Grant, which was approved in their 2025 Annual Budget.

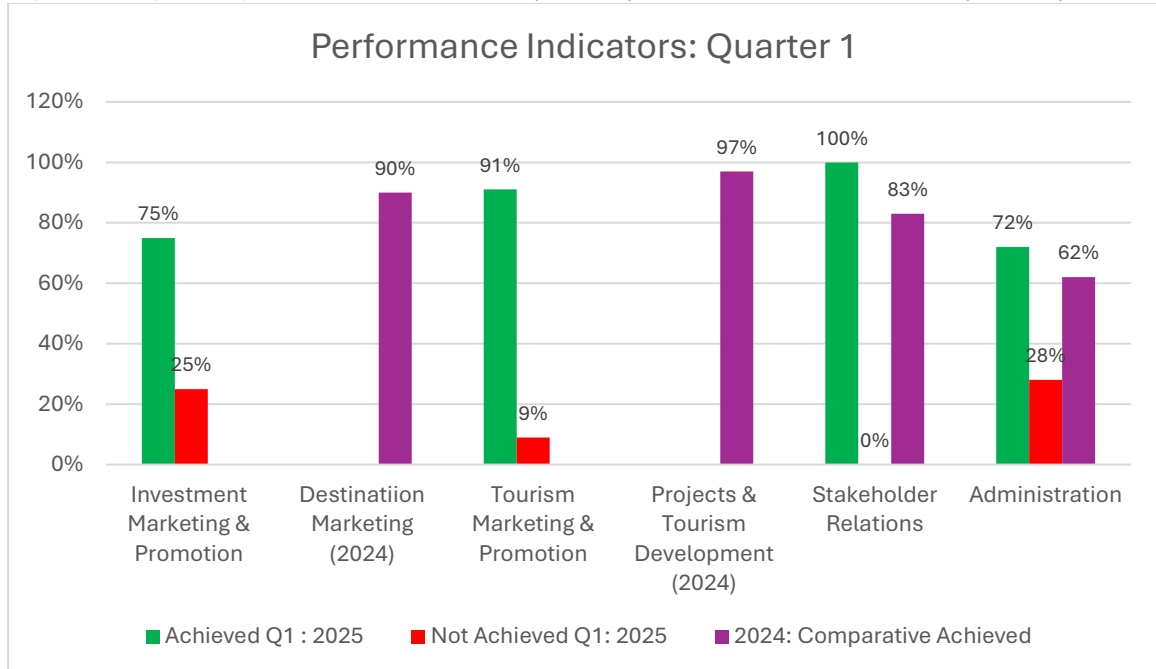
A key development during this quarter was finalising the recruitment of a new Chief Executive Officer, who takes up office on the 1 October 2024. We look forward to the strong leadership and guidance of Dr VI Sibiya, to the organization through these challenging times.

In terms of the Annual Audit, the Auditor – General South Africa, appointed BDO South Africa as their service provider to perform our 2024 Audit. This is currently underway with the expected Audit Reports to be finalised by the end of November 2024.

## 1.1. Performance scorecard: Quarter 1/2025

In terms of quarter 1 – 2025- overall, SCTIE had 39 targets for the quarter of which we Achieved 79% (31/39) and did Not Achieved 25% (8/39).

Due to the realignment of the Annual Performance Scorecard, the 2024 figures have been reported separately. SCTIE Achieved 84% (87/103) and did Not Achieve 16% (16/103)



The reasons for the non-achievements are primarily due to the cash flow constraints which we have experienced during quarter 1 – 2025

## 1.2. Finance

### 1.2.1. Annual Grants 2025:

- i) **Umdoni** – Invoiced :R 2 452 000. This being R72 710 short, which will be invoiced in March after their adjustment budget is approved. The full amount was received on the 18 October 2024.
- ii) **Umzumbe** – Invoiced: R 2 631 345.60 – paid in full.
- iii) **Umuziwabantu** – Invoiced: R1 701 898.80 – paid R1 00 000.00 balance due R701 898.80
- iv) **Ray Nkonyeni** – Invoiced R4 177 660.20 in July. They have subsequently (in October) advised that they want to be invoiced in 3 instalments as equitable share is paid, being
  - a. 42% - R 1 754 617.28 – October
  - b. 33% - R 1 378 627.87 – December and
  - c. 25% - R 1 044 415.05 – March 2025

The outstanding 2023 portion of R2 000 000 will be paid once Ugu have settled their intergovernmental debt.

- v) **Ugu District Municipality** - has not been able to meet its grant commitment towards the 2023 financial year – and still owed R19 593 602.09 as at 30 June 2024. An amount of R 1 000 000.00 was received on 5 July 2024 – to cover the short-term overdraft facility

granted 1 July, which enabled us to cover unpaid salaries and creditors for the months of May and June 2024. An additional R250 000.00 was received on the 8 August 2024, which left the balance at R18 343 602.09 for the 2023 financial year.

We have invoiced Ugu DM R18 415 023.60 for the new financial year, with a total due as 30 September 2024, in the amount of R36 758 625.69.

#### **Expenditure :**

1. Only the very basic operational expenses have incurred along with a very basic costing for Marketing activities R 16 305 and Developmental activities R15 755.
2. Staff salaries have been paid up to date to 30 September 2024.
3. Board fees and Audit Committee fees have been provided for. It is the intention to settle July and August fees by 25 October, and the balance to be caught up and paid in November.

#### **1.2.1.1. Income Statement : 30 June 2024**

<b>Income</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
Own revenue	112 147.78	108 051.00	4 096.78
Grant revenue (Invoiced to date)	25 311 241.91	6 343 617.00	18 967 624.91
<b>Total Revenue</b>	<b>25 423 389.69</b>	<b>6 451 668.00</b>	<b>18 971 721.69</b>
<b>Expenditure</b>			
Board fees	194 998.61	328 734.00	133 735.39
Employee costs	1 267 871.36	1 279 350.00	11 478.64
Operational Costs	323 555.95	683 835.00	360 279.05
Marketing Costs	16 305.30	399 999.00	383 693.70
Projects & Development Costs	15 755.78	16 746.22	504.82
Research costs	-	-	-
Stakeholder relations costs	-	-	-
<b>Total Expenditure to date</b>	<b>1 818 487.00</b>	<b>2 708 664.22</b>	<b>889 691.60</b>
<b>Surplus / (Loss) to date</b>	<b>23 604 902.69</b>	<b>3 743 003.78</b>	<b>-19 861 413.29</b>

### 1.2.1.2. Balance Sheet as at 30 September 2024

<b>Assets</b>		
<b>Non-Current Assets</b>		
Fixed Assets	520 688	
Investment Property	9 406 111	
	9 926 800	
<b>Current Assets</b>		
Debtors	28 845 724	
Cash at Bank - Primary accounts	1 033 661	2 043 530.91
- Call account	1 008 586	
- Special Projects ( URT & NSNP & OSS)	1 174	
Petty Cash	111	
Deposits	81 892	
Accrued income	1 070	
Prepaid expenses	19 479	
Vat - Receivable	2 578 337	
	33 570 033	
<b>Total Assets</b>	<b>43 496 833</b>	
	-	
<b>Liabilities</b>		
SARS - VAT payable	3 583 661	
Staff Control	195 307	
Accruals	-	
Suppliers	R 22 329.53	
Provisions - Leave	401 191	
Provisions - Performance Bonuses	382 974	
Operating Lease liabilities	-	
Unallocated deposits	1 150	
Conditional Grant	55 500	
<b>Total Liabilities</b>	<b>4 642 113</b>	
<b>Net Assets</b>	<b>38 854 719</b>	
Ordinary Shares	200	
Accumulated Surplus	15 249 617	
Surplus / (Loss): Current Year	23 604 903	
<b>Total Net Assets</b>	<b>38 854 719</b>	

### 1.2.1.3. Financial ratios: 30 September 2024

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		2 Month
				Cash and cash eq	2 043 531
				Unspent Condition	55 500
				Total Annual Operational Expenditure	13 493 316
Current Ratio : 2:1					
Current Assets / Current Liabilities	Statement of Financial Position, Budget, IDP and AR	1.5 - 2:1		7.23	
			Current Assets	33 570 033	
			Current Liabilities	4 642 113	
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		23 days
				Trade Creditors	22 330
				Contracted Services	16 244
				General expenses	331 536
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%		80%
				Employee/person nel related cost	1 267 871
				Councillors Remuneration	194 999
				Total Operating Expenditure	1 818 487

**It is to be noted that with the inclusion of the Umdoni grant, which was received on the 18 October 2024, the amount in terms of cash coverage changes as follows:**

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		4 Month
				Cash and cash eq	4 495 531
				Unspent Condition	55 500
				Total Annual Operational Expenditure	13 493 316

### 1.2.1.4. Cash Flow estimates

<b>Cash Flow</b>	<b>Total outstanding 30 June 2024</b>	<b>Invoiced: 1 July 2024</b>	<b>24.08.2024</b>	<b>25.09.2024</b>	<b>25.10.2024</b>	<b>25.11.2024</b>	<b>15.12.2024</b>	<b>25.01.2025</b>
<b>Opening balance</b>			<b>21 028</b>	<b>2 646 561</b>	<b>2 010 712</b>	<b>3 361 098</b>	<b>1 965 704</b>	<b>240 135</b>
Ugu District Municipality - 2022/2023	19 593 602							
Ugu District Municipality - 2024/2025		18 415 024						
Ray Nkonyeni - 2022/2023	2 000 000							
Ray Nkonyeni - 2024/2025 * revised October		4 177 660						
Umuziwabantu - 2024/2025	258 204	1 701 899	1 000 000					
Umdoni Municipality		2 524 710			2 452 000			
Umkumbe - Invoiced		2 361 346	2 631 346					
<b>SAMWU settlement</b>				65 000				
<b>Membership</b>			7 000	30 375				
<b>Total Cash Receipts</b>	<b>21 851 806</b>	<b>29 180 638</b>	<b>3 638 346</b>	<b>95 375</b>	<b>2 452 000</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total In Bank</b>			<b>3 659 374</b>	<b>2 741 936</b>	<b>4 462 712</b>	<b>3 361 098</b>	<b>1 965 704</b>	<b>240 135</b>
<b>Expenditure</b>								
Staff Salaries - (Gross salary) - 24 of Month								
- Junior staff - Full			15 890	15 890	15 890	15 890	15 890	15 890
- Officers			75 679	75 679	75 679	75 679	75 679	75 679
- Officer I2			55 410	55 410	55 410	55 410	55 410	55 410
- Coordinators:			78 721	111 432	111 432	111 432	111 432	111 432
- S57 - Managers			69 965	77 809	77 809	77 809	77 809	77 809
- S57 : A-CEO			122 501	-	-	-	-	-
- CEO - new appointment					83 333	83 333	83 333	83 333
- Manager : Investment & Development						-	-	77 000
Staff Bonuses - December							250 000	
- Staff increases due 1.07.2024			17 740	20 173	20 173	20 173	20 173	20 173
- Company costs : Medical/Pension / SDL / UIF			32 648	32 648	32 648	32 648	32 648	32 648
Board fees -	850 000		-	-	160 000	86 250	86 250	86 250
Audit Committee				-	65 000	-	40 000	-
Operational expenses								
<b>Critical Accounts</b>								
- Telkom			9 650	9 650	9 650	9 650	9 650	9 650
- Rental			67 510	67 510	67 510	67 510	67 510	67 510
- Fuel			750	2 500	2 500	2 500	2 500	2 500
- Auditor general			5 295	-	10 000	110 000	470 000	249 705
- Agency - Critical updates - 31 of Month			15 729	15 000				
- Insurance - Annual			39 739	-	-	-	-	-
- Insurance - Monthly - Directors			555	555	555	555	555	555
Lexis Nexis			811	811				
Ifafa (Eskom )			13 561	4 500	4 500	4 500	4 500	4 500
Ifafa (Rates )			2 848	1 500	1 500	1 500	1 500	1 500
Copy Machines Konica			6 254	3 500	3 500	3 500	3 500	3 500
Copy Machines Skillfull			6 088	3 000	3 000	3 000	3 000	3 000
VAT Payment on grant			343 219	216 095	3 962	319 826	-	-
<b>Operational costs - other</b>								
Stationary			2 000	2 000	2 000	2 000	2 000	2 000
Cleaning & Refreshments			1 500	1 500	1 500	1 500	1 500	1 500
Ifafa (Eskom)			13 561	4 500	4 500	4 500	4 500	4 500
Ifafa (Rates )			2 848	1 500	1 500	1 500	1 500	1 500
Copy Machines Konica			6 254	3 500	3 500	3 500	3 500	3 500
Copy Machines Skillfull			6 088	3 000	3 000	3 000	3 000	3 000
Diamatrix				738	738	738	738	738
Bidtrack				824	824	824	824	824
<b>Destination Marketing : Investment &amp; Tourism : Core</b>				-	280 000	280 000	280 000	280 000
<b>Destination Marketing : Investment &amp; Tourism : Unfunded</b>				-	-	-	-	-
<b>Destination Projects : Investment &amp; Tourism : Unfunded</b>				-	-	-	-	-
<b>Stakeholder Relations</b>				-	-	16 667	16 667	16 667
<b>Capital Requirements</b>				-	-	-	-	-
<b>0</b>								
<b>Total Expenditure</b>		<b>0</b>	<b>1 012 813</b>	<b>731 224</b>	<b>1 101 613</b>	<b>1 395 395</b>	<b>1 725 568</b>	<b>1 292 273</b>
<b>Balance bank</b>			<b>2 646 561</b>	<b>2 010 712</b>	<b>3 361 098</b>	<b>1 965 704</b>	<b>240 135</b>	<b>-1 052 138</b>



## 1.2.2. Tenders: Implementation NSF Award

On the last day of the 14 days' notice required in advertising the Intention to Award, SCTIE received an Objection to Award the tender.

In terms of the entity SCM policy, the accounting officer is required to appoint an independent and impartial person, not directly involved in the SCM process, to deal with objections, complaints or queries.

A written request was sent to RMN and to UGU DM, to support the entity with this individual.

On the 1<sup>st</sup> October, the CEO issued the appointment letter to the Ugu DM official proposed by A-MM, with a special request that the review be done within 48 hours, due to the urgency of the matter.

The review was completed, and on the 3<sup>rd</sup> October 2024, written response to the objecting party was done, advising that they had been fairly disqualified.

The award was then done, to the preferred bidder – Blue Elevator / The Crimson Co JV, on the following conditions:

- i) The reinstatement of the Award to SCTIE by the NSF.
- ii) The service provider is subject to having been successfully vetted and approved by the NSF.

We have had a meeting with the bidder, who are in the process of finalising a Project Implementation Plan and Revised Budget / Cash Flow, with the start date of the program being 1 November 2024.

We have communicated with the NSF, that our SCM process has been finalised, and we await confirmation from them confirming whether the Award will be re-instated or not.

## 1.2.3. Human Resources

### 1.2.3.1. Appointments:

#### 1.2.3.1.1. Manager: Finance, HR and Administration

On the 1 July 2024, Ms Ludick was appointed as Manager Finance, HR & Administration. A 5-year Fixed Term Contract was signed by the Chairman of the Board, for the period 1 July 2024 to 30 June 2029.

An Annual Performance Agreement was also signed for the 2024/2025 financial year.

Ms Ludick was also the Acting CEO for the period July and August 2024, and whilst Acting CEO, the position Manager: Finance, HR & Admin, was filled in an Acting role by Ms. Sheroma Singh.

### 1.2.3.1.2. Chief Executive Officer

On the 1 October 2024, Dr Vusumuzi Sibiya took office as Chief Executive Officer. A 5-year, Fixed Term Contract was signed by the Chairman of the Board, for the period 1 October 2024 to 30 September 2029.

This contract will also include an Annual Performance Agreement, which is in the process of being finalised.

### 1.2.3.2. Current vacancies:

**i) Coordinator – Investment Marketing**

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

**ii) Coordinator – Projects**

Post on hold.

**iii) Investment Support Officer**

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

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

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

## 1.2.4. Investment Marketing, Promotion and Facilitation

**Investment Themed Marketing Campaign: ‘Uncover Potential’**

**Hashtags:** #uncover #uncoverkznsouthcoast #uncoverpotential #kznsouthcoast

**Investment Awareness Campaign:** #BuyLocal

**Messaging:**

Invest in the future on the KZN South Coast, with the huge potential for growth in sectors such as tourism, real estate, agribusiness, renewable energy, logistics and transport, manufacturing, maritime sector and mining. The affordable land, subtropical climate, and quality of life make the KZN South Coast one of South Africa's most attractive investment destinations.

**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**.

**Investment Talking Points:**

- Catalytic projects
- Tourism sector
- Agribusiness

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

Brand Exposure Report with evidence of free exposure instances – Newsclip Media Monitoring Report.

Please see below for the free (earned) **Investment** media coverage and brand exposure for South Coast Tourism and Investment Enterprise (SCTIE) that we generated from 13 June – 19 September 2024. The list of media coverage below includes the Advertising Value Equivalent (AVE) figures – this is Rand for Rand what one would have spent to appear in these publications, online platforms and broadcast media, had these been ‘paid for’ media exposure instances. In Q1, SCTIE generated **40** free media exposure articles.

Out of the 40 exposure instances, all the media exposure was positive.

The Q1 Investment AVE target for brand exposure is **R1 500 000**.

**Breakdown of Average Value Equivalent (AVE): R1 524 385**

❖ **Print: R 1 207 440.38**

❖ **Online: R 316 944.53**

Section 2 of this report details the Investment Marketing, Promotion and Facilitation activities which were undertaken for the quarter.

### 1.2.5. Tourism Marketing, Promotion and Facilitation

**Tourism Themed Marketing Campaign:** Uncover the Vibrant South Coast: Your Spring Adventure Awaits!"

**Hashtags:** #SpringOnSouthCoast #Unkzncoversouthcoast #Uncoverspringadventure #uncover

**Message:**

Uncover the Vibrant South Coast: Your Spring Adventure Awaits!"

**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.

### Campaign Elements:

- **Digital and Social Media Campaign:** Engaging visuals and stories highlighting springtime attractions, local culture, and investment opportunities.
- **Content Marketing:** Press Releases and videos showcasing seasonal activities, local businesses

The 128 exposure instances, all the media exposure was positive.

**The Q1 Tourism Marketing AVE target for brand exposure is R5 000 000**

**Achieved : Breakdown on Average Value Equivalent (AVE) R7 748 859,00**

- ❖ **Print: R 5 452 909.00**
- ❖ **Broadcast R 5 868.00**
- ❖ **Online: R 2 290 082**

### Niche Markets

- Coastal Beaches:
- Promote family-friendly beaches, blue flag beaches, beach picnics and relaxation spots.
- Highlight safety measures and cleanliness initiatives (e.g., beach cleanups).
- Showcase events or competitions held on beaches (volleyball, sandcastle building, etc.)

### Water Sports & Activities:

Promote snorkelling, surfing, jet skiing, deep-sea fishing and paddleboarding.

Feature South Coast's top spots for these activities, including accessible facilities

### River Activities:

- Market river kayaking, canoeing and tubing on scenic river routes (Namely, Umzimkulu River and Umtamvuna)
- Highlight the biodiversity found along river trails, encouraging eco-friendly tours.

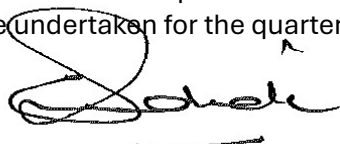
### Hinterland Experiences:

**KwaNdwane, Gamalakhe Township Tour and KwaNzimakwe Cultural Tours:** Promote unique cultural experience

**Hiking Trails:** Feature popular trails for all levels of hikers, focusing on scenery, local wildlife and historical significance.

**Adventure Experiences:** Market activities such as ziplining, mountain biking, bird watching and scenic beach & hinterland horseback rides

Section 3 of this report details the Tourism Marketing, Promotion and Facilitation activities which were undertaken for the quarter.



**DEBORAH LUDICK**  
Manager: Finance, HR & Administration

## 2. Investment Marketing, Attraction and Facilitation programs

### 2.1. Press Releases

PRESS RELEASES – INVESTMENT	EARNED (PR) MEDIA EXPOSURE
Injabulo Lifestyle Estate Introduces Affordable Luxury with R750,000 Freehold Homes – 20 August 2024	Invest KZN South Coast   19 Aug 2024 Everything Property   21 Aug 2024 Marketing Spread - 9 Sep 2024
Celebrating the KZN South Coast Remarkable Women Entrepreneurs in Agribusiness – 13 September 2024	SA Profile Magazine - 18 Sep 2024 Media Xpose- 27 Sep 2024 Invest KZN South Coast - 27 Sep 2024
Marine Drive Rehabilitation Reaches 50% Milestone -19 September 2024	Invest KZN South Coast - 22 Sep 2024 The Citizen - 2 Oct 2024 South Coast Herald - 2 Oct 2024

### 2.2. Investment Trade & Media Fam Trips

#### 1. Renishaw Coastal Precinct Media Briefing & Ribbon Cutting: 07 August 2024

On the morning of 7 August 2024, South Coast Tourism and Investment Enterprise (SCTIE) and stakeholders including Trade & Investment KwaZulu-Natal (TIKZN), Crookes Brothers Limited, Cubisol Group, Hampsons and members of the media – such as SABC News, Mail & Guardian, South Coast Herald Newspaper, and Rising Sun Community Newspaper gathered at the Scottburgh-based site to celebrate milestone developments and showcase how they will drive community growth and unity.

Considered one of the country's biggest developments underway, the first of the precinct's five interconnected nodes has already seen the successful development of Renishaw Hills, a mature lifestyle village with around 350 residents and R400m in sales, where property values have surged by 60% since 2016. The first six phases have already been constructed and are occupied, with only 7 of the 210 remaining.

Once fully developed, Renishaw Hills will have more than 500 units. The significant investment made to the area through Renishaw Hills was also recognised by President Cyril Ramaphosa at the 5th SA Investment Conference last year.

#### Infrastructure investment

"The finalisation of further deals within Renishaw Coastal Precinct indicates that we're showing value for investors, and realising our vision for the economic revival of the KZN Mid-

South Coast that aligns with the President's call to increase infrastructure investment in South Africa," comments Barto van der Merwe, MD of Renishaw Coastal Precinct.

"We consciously chose to work with local businesses because we want to supplement and enhance the existing structures to attract even further interest in the region. We don't want to be in direct competition but are rather taking a holistic approach, working together to build the KZN Mid-South Coast. This means more job opportunities for residents and more customers for local businesses."

Van der Merwe explains that it is a well-known fact that there are capacity constraints within the municipal grid in the area. While Renishaw Property Developments work closely with both the Umdoni and eThekweni municipalities, the drive is for the Renishaw Coastal Precinct to be self-reliant with respect to the provision of water and sanitation, as well as refuse removal. Renishaw Property Developments is currently in the process of installing bulk services before the registration of any separate sub-divisions.

## **Growth drivers at Renishaw Coastal Precinct**

### **Shopping centre**

Two deals have been already finalised with local businesses. The first is for the construction of an upmarket shopping centre, roughly 10 000m<sup>2</sup>, backed by Cubisol Property Fund, with mixed-use zoning allowing for potential apartment blocks. This is the precinct's first commercial development, and with the local Scottburgh Mall one of Cubisol's assets, the company understands the local market and recognises the potential for its future growth.

"Cubisol has a good sense of the region's history and a strong understanding of the retail potential in the area through its current shopping centre," said Andre von Bulow from the Cubisol Group, which owns developments around South Africa. "When we saw the plans, we immediately recognised the positive impact of the Renishaw mixed-use initiative and are excited to be a part of the ongoing expansion and growth of the node. The site is magnificent, with stunning views, and we envisage an upmarket convenience shopping centre which will complement the existing retail offerings in the area."

### **Petrol filling station**

The second deal is for a petrol filling station, convenience store, and fast-food drive-through located at the main Renishaw entrance circle on Dududu Road. This will be developed by well-known local business owners, Hampsons, which started and still runs the first petrol station in Scottburgh.

Owner, Gareth Hampson, explained: "We see the area as certainly very dynamic, upcoming and progressive and we are sure there are going to be some fantastic things happening in the future. We've got full faith in Barto and his team at Renishaw Property Developments, as well as the backing of Crookes Brothers Limited – there was never any hesitation from our side."

The location and zoning of both these sites were carefully considered. Found at the entrance to the precinct just off one of the main arterial routes in and out of Scottburgh, they are easily accessible to travellers and local communities. Furthermore, they are located only about 100m from the N2 Interchange, a full diamond intersection that allows one to get on and off the N2 north and south, giving both developments great exposure to the N2.

## **Potential developments for Renishaw Coastal Precinct**

### **A church**

Developers are currently in negotiations around the establishment of a new church which will provide spiritual support and a sense of community, enhancing the area's appeal and fostering a more vibrant, cohesive neighbourhood alongside retail and convenience amenities.

### **A school**

Developers are also in advanced discussions that will see the area welcome a new school. Starting with Early Childhood Development and building up to high school, this will significantly influence the area and impact potential property buyers' decisions when considering Renishaw Coastal Precinct.

### **Padel courts**

A further two investors are currently bidding on an opportunity to develop two Padel courts within Node 1. If successful, these in-demand recreational facilities will be ready for use within the next six months.

### **A hotel**

Node 4, located close to the well-known Crocworld Conservation Centre, has been earmarked for Leisure developments with all forms of holiday accommodation. There is already an international hotel group showing strong interest in establishing a hotel in this space.

### **More investment opportunities await**

The spark has been lit for further developmental opportunities within the precinct, among them two further residential developments in Nodes 1F both of which have zoning approval for around 30 and 150 residential units respectively. The opportunities that exist range from free-standing erfs to medium-density developments, like Renishaw Hills, as well as high-density opportunities ideal for more affordable housing.

Renishaw Coastal Precinct is the only development dedicating 20% of its land to development, with 80% set aside for conservation, making a model of modern sustainable living. There are already 40km of trails on the farm being used by bikers, runners, hikers, and birdwatchers – with plans for more in future.

There is also zoning for a light industrial node alongside the N2. Node 3G also includes sites that will accommodate office space ideally suited to the business process outsourcing (BPO) sector. South Africa, and KZN in particular, is one of the globe's fastest-growing BPO hubs contributing to economic growth. Developers have cited the nearby Amandawe community – set to benefit from the precinct's 142-hectare land donation and 10% stake in the development company – as prime candidates for such white-collar employment. Targeting the youth who are supported by ongoing training and career advancement opportunities, the BPO sector holds massive potential for bridging the wealth gap.

The Department of Trade Industry and Competition (DTIC), through Thami Klassen the Director of Regional Industrial Development, has included Renishaw Coastal Precinct into the Eastern Seaboard Initiative and set up a steering committee to aid with the removal of

governmental red tape. This will further promote investment into the region, with a total anticipated spend of around R15 billion upon completion, creating thousands of jobs in the area.

The DTIC has further committed to the establishment and management of a hub where community members can register their trade skills. Through this hub, contractors and sub-contractors can easily access local these skills, ensuring maximum use of local workers to fill construction and other job opportunities, further driving the local economy.

Renishaw Coastal Precinct is backed by Renishaw Property Developments, a subsidiary of the JSE-listed Crookes Brothers Limited, and its property development partner, Crocker Properties. Developers are committed to continuing the legacy established by Crookes Brothers Limited in the region which is one of community upliftment, inclusivity, and sustainability.

## **2. The 2024 Lifestyle Property Developers SA Women's Masters: 06 September 2024**

The 2024 Lifestyle Property Developers SA Women's Masters concluded in dramatic fashion at the magnificent San Lameer Golf Estate from September 4th to 6th, delivering an unforgettable spectacle on the South Coast of KwaZulu-Natal. After a three-year hiatus, the tournament's return brought top-tier professional women's golf back to the region, reaffirming its reputation as the "Home of Women's Golf."

The tournament was a great success, not only for the players but also for the promotion of the South Coast as a premier destination for both tourism and investment. With SuperSport covering the event, the spotlight shone brightly on the stunning San Lameer Golf Estate and the surrounding area, which continues to attract golfers and tourists alike with its idyllic setting, warm climate, and pristine beaches.

The Lifestyle Property Developers sponsorship brought a fresh energy to the event, with property investment opportunities in the 5-star Ekubo Coastal Estate situated in Leisure Bay. Golf and Property development creating tourism and investment on the Lower South Coast of KZN.

The event organiser, Jenny Havenga said : "This event symbolizes the power of sport to bring together not just players, but communities, dreams, and opportunities. The return of the Lifestyle Property Developers SA Women's Masters is not just a victory for golf, but a beacon for tourism and investment on the South Coast of KZN."

Relaunching this event on the lower KZN South Coast was 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.

We were honoured to have the Deputy Mayor of Ray Nkonyeni Municipality Cllr. Sbusiso Shange open the event, emphasizing the incredible value that golf brings to our beautiful region, and boosting tourism and investment. Cllr. Shange: "We are deeply grateful to Lifestyle Golf and Lifestyle Property Developers for their unwavering commitment to driving tourism



and investment in KwaZulu-Natal. Jenny, your work is not just transforming landscapes but also lives, and we are honoured to have you leading this charge”

After this very successful event, Vanessa & Zama were contacted by Lifestyle Golf and Lifestyle Property Developers regarding a concept proposal pertaining bringing international exposure and investment to KZN South Coast via a six-week golf tour to showcase our golf courses and property investment opportunities.

## 2.3. Mall Activations

### 1. Shelly Centre and South Coast Mall Activations

To position the KZN South Coast as tourist and investor friendly destination, SCTIE in collaboration with Ray Nkonyeni Municipality and South Coast Striders held two mall activations in Q1. The first activation was held at South Coast Mall on the 30th of August 2024, and the second activation was held at Shelly Centre on the 13th of September 2024.

Both activations were a great success. Our promotional materials for both activations included our tourism and investment videos, the Southern Explorer route guide magazines and investment brochures.

## 2.4. Investment Quarterly Newsletter

The SCTIE investment newsletter was prepared and sent out on 26 September 2024 to over 574 members and key stakeholders to keep them up to date with our programs and initiatives.

## 2.5. Digital Website and Advertising

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
1.	18 June 2024	Manufacturing (Furniture & Textile)	Shiva Clothing, and Out of Wood	Video Advert		Facebook, & Instagram
<p>Uncover investment potential in KZN South Coast’s manufacturing sector. rism &amp; South Coast Tou Investment Enterprise (SCTIE) have identified manufacturing as a key growth sector on the KZN South Coast, with several sub-sectors primed for investment!</p> <p>Furniture Manufacturing: There are quality crafted furniture products throughout the KZN South Coast. Out of Wood, which sources timber locally from Surejoy Industries, is an example of the potential in this sub-sector. SCTIE has identified a gap in the value chain for transporting these handcrafted goods to the Gauteng market and beyond.</p> <p>Textile Manufacturing: Opportunity exists in cut, make, and trim (CMT) manufacturing to support the local fashion industry. Cengemajita Fashion &amp; Entertainment is one emerging CMT manufacturer, with school uniform manufacture a focus. Investors could further this capacity, with potential for a mall-based retail outlet.</p> <p>The KZN South Coast’s regional manufacturing sector is supported by:</p>						

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
<ul style="list-style-type: none"> <li>• The Eastern Seaboard Development, a project that aims to strengthen economic linkages between provinces; and</li> <li>• The African Continental Free Trade Agreement (AfCFTA) that opens the region to the continental market.</li> </ul> <p>To find out more about these and other investment opportunities, visit <a href="http://www.investkznsouthcoast.co.za">www.investkznsouthcoast.co.za</a></p>						
2.	25 July 2024	<b>Property Development</b>	Bahari Bay	Image		Facebook, Instagram & LinkedIn
<p>Bahari Bay features seven picturesque catch-and-release dams and direct private beach access - making it an idyllic retreat for residents seeking tranquillity amidst nature. Plots start at R470 000 or a plot-and-plan option starts from R2.6 million.</p> <p>Book your site visit today!</p>						
3.	31 July 2024	<b>Port Shepstone Business Hub</b>		Image		Facebook, Instagram & LinkedIn
<p>The Port Shepstone Intermodal Facility will increase accessibility to this key financial destination while opening investment opportunities in the retail sector.</p>						
4.	31 July	<b>Agribusiness</b>	BBS Farm	Image		Facebook & Instagram
<p>Buying local encourages local job creation and strengthens local economy.</p>						
5.	01 August 2024	<b>Port Shepstone Business Hub</b>	Port Shepstone Intermodal Facility	Image		Facebook, Instagram & LinkedIn
<p>The Port Shepstone Intermodal Facility will increase accessibility to this key financial destination while opening investment opportunities in the retail sector. <a href="#">#investkznsouthcoast</a> <a href="#">#uncoverpotential</a></p>						
6.	10 September 2024	<b>Catalytic Projects</b>	Ifafa & Port Shepstone Intermodal Facility	Image		Facebook & Instagram
<p>Investment opportunities uncovered on the KZN South Coast! Its prime location, affordable land, and support through the new One Stop Shop make the KZN South Coast a prime investment destination. Working with local stakeholders, South Coast Tourism Investment and Enterprise (SCTIE) has uncovered 2 catalytic projects boasting considerable investment potential.</p> <p><b>1. Ifafa Industrial Park</b></p> <p>What is it? This is a R50m Greenfield project earmarked for development on SCTIE-owned land. The 91.4ha farmland is located along the N2 freeway in Umdoni Local Municipality.</p> <p>What is the investment potential? Light industrial business opportunities, with an option to create an industrial park using green design principles.</p> <p><b>2. Port Shepstone Intermodal Facility</b></p> <p>What is it? This R550m facility on Nelson Mandela Drive is a 3-storey development with underground parking in the heart of Port Shepstone, the KZN South Coast's business hub.</p> <p>What is the investment potential? R70m has been set aside for public transport, while the remainder goes towards the retail aspect. There is provision for just under 24 000m2 for retail space, public facilities, and informal traders.</p>						

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
Find out more about these and uncover further investment opportunities on the KZN South Coast at <a href="http://www.investkznsouthcoast.co.za">www.investkznsouthcoast.co.za</a> . <a href="#">#uncover</a> <a href="#">#uncoverkznsouthcoast</a> <a href="#">#uncoverpotential</a> <a href="#">#kznsouthcoast</a>						
7.	07 August 2024	<b>Property Development</b>	Renishaw Coastal Precinct.	Image		Facebook & Instagram
Plans are in place to develop Renishaw Coastal Precinct. SCTIE had the pleasure of being part of Renishaw's media launch, which took place this morning. <a href="#">#investkznsouthcoast</a> <a href="#">#uncoverpotential</a>						
8.	12 August 2024	<b>OSS</b>	One Stop Shop	Image		Facebook & Instagram
Invest in the <a href="#">#kznsouthcoast</a> <a href="#">#invest</a> in South Africa! SCTIE is working with several partners, including, the EDTEA, CIPC, ITHALA, Tourism Grading Council of South Africa (TGCSA), BPESA & more, who are extending their services for the One-Stop-Shop (OSS). The office is currently in operation virtually and physically. How does the SCTIE One-Stop Shop help you? We're here to help improve the efficiency of doing business on the KZN South Coast by reducing government red tape & connecting you directly with the right people. We're also able to assist with accessing available government grant, (where possible), information and services. To find out more or get in touch, visit <a href="https://www.investkznsouthcoast.co.za/one-stop-shop/">https://www.investkznsouthcoast.co.za/one-stop-shop/</a> or email <a href="mailto:oss@sctie.co.za">oss@sctie.co.za</a> .						
9.	13 August 2024	<b>Logistics</b>	Margate Airport	Image		Facebook & Instagram
The Margate Airport enhances inter-provincial leisure travel, offering seamless access to the KZN South Coast. At SCTIE, we are proud to promote this valuable tourist asset to help grow our beautiful region and encourage more investment. With opportunities in aviation schools, hangars, restaurants, hotels, and car hire services, the <a href="#">#kznsouthcoast</a> is primed for growth. <a href="#">#investkznsouthcoast</a> <a href="#">#uncoverpotential</a>						
10.	05 September 2024	<b>Golf &amp; Property Development</b>	Lifestyle Property Developer's	Image		Facebook & Instagram
<p>🌟 Exciting News 🌟</p> <p>The "Lifestyle Property Developer's SA Women's Masters" has officially relaunched at the stunning San Lameer Estate! 🏏 🏠 We were honored to have the Deputy Mayor of Ray Nkonyeni Municipality Cole GS Shange open the event, emphasizing the incredible value that golf brings to our beautiful region, boosting tourism and investment. 🌟 🏆 This prestigious tournament promises to showcase top talent while highlighting the South Coast as a premier golfing destination.</p> <p>05 - 06 September 2024 Please join us!!!!</p> <p>Let's celebrate this fantastic occasion and support women in sports! 🎉</p>						
11.	Tues, 06 Aug 2024	<b>Buy Local Campaign</b>	Encourage Eligible Buy Local Products to join Membership	Image		Facebook & Instagram
To become a Buy Local member or find out more, visit our website at <a href="http://www.investkznsouthcoast.co.za">www.investkznsouthcoast.co.za</a>						
12.	Wed, 04 Sep 2024	<b>Property &amp; Golf</b>	The South African Women's Masters			Facebook & Instagram
Today we welcome the relaunch of the South African Women's Masters on The Golf Coast. We look forward to welcoming the country's top golfers while encouraging spectators to take advantage of the great tourism offerings found throughout the KZN South Coast!"						

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
13.	Thurs, 05 Sep 2024	<b>Property &amp; Golf</b>	The South African Women's Masters			Facebook & Instagram
This year has been incredible with top new developments on the South Coast. .... Estate in Port Edward is one of them. This is an exciting new development which offers ..... free standing homes with secure kids' play parks, a restaurant, day clinic, walking & biking trails, laundry, gym, and retail stores. The ... hectares development has an estimated investment value of..... Million (Content to be updated)						
14.	Sat, 07 Sep 2024	<b>Property &amp; Golf</b>	The South African Women's Masters	Image		Facebook & Instagram
The Lifestyle Property Developer's SA Women's Masters wrapped up in style at San Lameer! 🏆 Catch all the exciting moments from this premier women's golf event on SuperSport. A fantastic showcase of talent and an unforgettable boost for golf and tourism on the KZN South Coast!						
15.	Monday, 16 Sep 2024	<b>One Stop Shop</b>	Advert reminder on OSS services	Image		Facebook & Instagram
Invest in the <a href="#">#kznsouthcoast</a> <a href="#">#invest</a> in South Africa! SCTIE is working with several partners, including, the EDTEA, CIPC, ITHALA, Tourism Grading Council of South Africa (TGCSA), BPESA & more, who are extending their services for the One-Stop-Shop (OSS). The office is currently in operation virtually and physically. How does the SCTIE One-Stop Shop help you? We're here to help improve the efficiency of doing business on the KZN South Coast by reducing government red tape & connecting you directly with the right people. We're also able to assist with accessing available government grant, (where possible), information and services. To find out more or get in touch, visit <a href="https://www.investkznsouthcoast.co.za/one-stop-shop/">https://www.investkznsouthcoast.co.za/one-stop-shop/</a> or email <a href="mailto:oss@sctie.co.za">oss@sctie.co.za</a>						

## 2.6. Investment Facilitation

### 2.6.1. Training : Youth Support

#### 1. National Skills Fund (NSF): Work Integrated Learning Project

Tourism World Academy was appointed by the Department of Higher Education and Training to implement the Work Integrated Learning (WIL) Project on behalf of the National Skills Fund (NSF). The project enables young people to complete their qualifications and to gain practical work experience that would improve their employability. This WIL project is not limited to tourism but it includes other qualifications such as business management, human resources development and others.

SCTIE in partnership with Tourism World Academy and local municipalities, coordinated the recruitment of graduates and facilitated the sourcing of host employers between June and August 2024. The Graduates from Umdoni, Umzumbe and Ray Nkonyeni, attended their

induction on the 02 August 2024 at Umzumbe MPCC, Ward 17, while Umuziwabantu had theirs on 05 August 2024 at Umuziwabantu Municipality.

Ugu district has 56 graduates that are placed at different host employers for a period of 12 to 24 months, starting from September 2024, as follows:

Graduates	No. of Graduates	Monthly Stipend per Learner	Programme duration
University Graduates	35	R6000.00	24 Months R5 040 000
University of Technology Graduates	05	R5 500.00	12 Months R330 000
TVET College Graduates	16	R5 500.00	18 Months R1 584 000

## 2.6.2. Investment Projects – updates

### 1. John Mason Park

We have received confirmation on 5 October 2024, that the project managers, DAKU – have received the approval of the Concept of the Level Crossing Bridge which has been a hinderance to the project moving forward has been received from Transnet.

Meeting with interested parties will be taking place on the 24 October 2024.

### 2. Hibberdene Mixed Use

A meeting will be held with RNM to better understand the Transfer of Asset will take place, whereafter a discussion with the developer will take place to discuss and introduce the project to the CEO and put a timeline in place for the signing of the long-term lease.

### 3. KwaXolo Cave Project

The KwaXolo Phase 1b concept consolidates the restaurant, coffee shop, ablutions and storage into one development for cost effectiveness purposes and to reduce the environmental footprint and impact of a sprawled development. The position of the building will be on the elevated slope overlooking the gorge and the proposed future amphitheatre, therefore it will be an additional seating during live shows.




KwaXolo Caves Precinct Project Management Team		
1	Funder	KZN EDTEA
2	Implementing Agent	KZN Tourism and Film Authority (TAFA)
3	Principal Agent	690 Signature Group
4	Main Contractor	Amachege JV Mavico Trading 89
5	Beneficiaries	KwaXolo Community Trust
6	KwaXolo Caves Operator	KXC Adventures PTY LTD
7	Member-	SCTIE

	Investment and Tourism	
8	Member – Local Municipality	Ray Nkonyeni Local Municipality
9	Member – District Municipality	Ugu District Municipality
10	Member – Local Businesses	Local Business Forum

The recent KwaXolo Caves Precinct Project Management Team Meeting took place at KwaXolo Traditional Council on the 23 August 2024. The highlight of the meeting was the introduction of the appointed main contractor that will undertake the construction and the implementation of the project including time frames of milestones. The main contractor indicated that subcontracting process and the appointment of the Community Liaison Officer (CLO) were put on hold following the disputes that were received. Relevant structures were in communication to resolve the issues as soon as possible, however regardless the challenges, the project is expected to be completed around March 2025.

#### 4. Umzumbe River Trails

South Coast Tourism and Investment Enterprise (SCTIE) reviewed Umzumbe River Trail (URT) on the 20 August 2024 and the findings were as follows:

End of phase 1	November 2021	Current Status	September 2024
	74 circular concrete directional stones, 600mm in diameter were placed at strategic positions on the route.	-	Some concrete directional stones have shifted positions due to recent floods.
	30 hiking signs on timber poles were installed along the trail for route identification	-	Most hiking signs have been removed and some are damaged while some are pointing at opposite directions.
	06 information signs were installed at the start of each day's hike.	-	The information sign at the first day of the trail is missing. The rest of the signs which are placed at other areas, are still in good conditions.





frame installed at Umhlabatshane Dam

01 selfie



The writing "Umzumbe River Trail Authentically Zulu" attached to the top of the selfie frame, is damaged with some letters missing.

Some parts of the frame have scraped off paint.

- Three footprint URT logos at the right-hand side of the frame, have come off
- Stakeholder logos at the bottom of the frame are partially burnt due to veld fires



03 viewing platforms (decks) along the route were installed, 10m<sup>2</sup> each in size.

- First deck requires vanishing. We have noticed that it is mainly used by locals as a picnic spot and a venue for small parties.
- Second deck is completely burnt beyond repairs. This was due to winter veld fires, according to Nhlanguwini traditional council.
- Third deck at KwaNdelu is still in good condition.



Remains of the second deck in Nhlanguwini - KwaFodo

### Marketing and Community Awareness Programme

Since phase 1 of the Umzumbe River Trail was completed in November 2021, the following activities took place as follows:

- In partnership with EDTEA - Tourist guide training, homestay hosts development and controlling of invasive alien plants.

- Ugu South Coast Tourism (USCT) launched Umzumbe River Trail on the 4th May 2022 at Durban ICC, during the Africa's Travel Indaba. As a result of the launch, the trail received extensive media coverage.
- Umzumbe River Trail has been advertised in a number of magazines, newspapers, online media, television, radios, social media, SCTIE website and other platforms.
- SCTIE is continuously driving the community awareness programme, using different platforms such as physical meetings with communities including traditional councils, local newspapers, social media and local radio stations.
- More than 10 groups of hikers including school groups have experienced some parts of the trail, mainly the first day which is 8.4km. At the moment there are no records of hikers that have completed the entire 71km from Mhlabatshane Dam to Sea Park.

### **Recommendations**

Since Umzumbe River Trail is a guided hike, we recommend that no replacements should take place until the third phase is completed. The guides are familiar with the route and they can lead the way regardless of the missing directional signs. The third phase consists of the construction of 5 intermediate site camps which include accommodation, ablutions and kitchen facilities, therefore each camp management would then be responsible to look after their portion of the trail, assisted by tourist guides and traditional councils.



### 3. Tourism Marketing, Promotion and Facilitation

#### 3.1. Press Releases

Tourism Disseminated Press Releases	Earned (PR) Media Exposure
Beach safety tips to follow on your KZN South Coast breakaway	Rising Sun (Overport) - 15 Aug 2024
12 Hidden gems on the KZN South Coast	Purely Local - 21 Aug 2024 <a href="https://purelylocal.co.za/explore/12-hidden-gems-on-the-kzn-south-coast/">https://purelylocal.co.za/explore/12-hidden-gems-on-the-kzn-south-coast/</a>
KZN South Coast extends its rural tourism with launch of the KwaNdwane Adventure Experience	Rising Sun Weekly - 4 Sep 2024
Celebrate Heritage Month with 9 Must-Visit Cultural & Heritage Experiences on the KZN South Coast	Safari Africa - 18 Sep 2024 <a href="https://www.safari-africa1.co.za/celebrate-heritage-month-with-9-must-visit-cultural-heritage-exp...">https://www.safari-africa1.co.za/celebrate-heritage-month-with-9-must-visit-cultural-heritage-exp...</a>
Breakthrough win for 'masterful' Kelsey	South Coast Herald - 19 Sep 2024 <a href="https://www.citizen.co.za/south-coast-herald/sports-news/local-sports/2024/09/19/breakthrough-win...">https://www.citizen.co.za/south-coast-herald/sports-news/local-sports/2024/09/19/breakthrough-win...</a>
Celebrate Heritage Month with 9 Must-Visit Cultural & Heritage Experiences on the KZN South Coast	Rove SA - 19 Sep 2024 - <a href="https://rovesa.co.za/activities-and-adventure/celebrate-heritage-month-with-9-must-visit-cultural...">https://rovesa.co.za/activities-and-adventure/celebrate-heritage-month-with-9-must-visit-cultural...</a>
Indigenous Games return to coast	South Coast Fever - 20 Sep

#### 3.2. Tourism Trade and Media Familiarisation Trips

##### 1. 101 THINGS TO DO

**Date:** 27-28 June 2024

**Description:** (SCTIE) in collaboration with Wild Coast Sun launched the "101 Things to Do" initiative. Media, influencers and bloggers were invited to explore the offerings, emphasizing the connection between Wild Coast Sun and SCTIE in promoting the region's diverse attractions.

**Media Attended:** eNCA, Citizen, Media 24, Sunday Times, City Press, ECR, Ilanga, Isolezwe, Lotus Fm, Sunday Tribune, South Coast Herald, Pondoland Times, Sun International, Wild Coast Sun, SAT Shot Left SuperSport

**Exposure Received:** Newspaper, TV and Radio exposure

**SCTIE Cost or Assistance offered:** Coordinated the tour by assisting Wild Coast Sun by creating the itinerary and in providing the necessary information to be used in the 101 Things to Do booklet and also to ensure South Coast offering were accurately captured.

**Comps Rec:** Beaver Creek, Lake Eland, Wild5 Adventures, Red Desert

**Value:** R32 990,00

## **2. SOUTH AFRICAN WOMEN'S OPEN**

**Date:** 06 September 2024

**Description:** The South Africa Women's Open is a prestigious professional golf tournament held annually, attracting top female golfers from around the world. Part of the Sunshine Ladies Tour, this event takes place at various iconic courses across South Africa, offering players a challenging and picturesque setting to showcase their talents. With a rich history and growing international recognition, the tournament promotes women's golf and serves as an inspiration to young female athletes. Beyond the competition, the South Africa Women's Open also contributes to tourism and investment, spotlighting South Africa's scenic beauty and sports excellence.

**Media Attended:** SuperSport

**Exposure Received:** SuperSport

**SCTIE Cost - Nil**

**The following support was given to this event;**

- Social Media Posts on SCTIE platforms
- Listed the event on the digital event Calendar
- Assisted by facilitating an invitation to the RNM officials to attend the Gala Dinner.
- SCTIE was given three spots to play in the Pro-Am
- SCTIE facilitated an interview for the Deputy Mayor of RNM on SuperSport
- SCTIE will later engage Lifestyle Property Development on potential investment opportunities at Eukbo Lifestyle Estate

**Comps Rec/Value:** R 50 000.00

## **3. SOUTH AFRICAN TOURISM AND SATSA TOUR OPERATOR FAM TRIP**

**Date:** 17-20 September 2024

**Description:** The SAT/SATSA media familiarization trip brought key buyers to the KZN South Coast, offering them firsthand experiences of the region's diverse tourism products. Buyers came in from Cape Town, Limpopo and Gauteng. The trip showcased a range of activities, attractions, accommodation and conference venues enhancing buyer understanding of the destination and fostering potential business collaborations, boosting the region's tourism profile.

**Attendees:** SAT, SATSA, 14 Tour Operators, 1 Production official from Camlife.

**SCTIE Cost/Assistance Offered:** SCTIE managed the full facilitation of the media fam trip. We assisted with accommodation options, activity selection for the buyers and served as a link between the products the buyers and SAT

**Value of Trip:** R150 000.00 fully paid by SAT

### 3.3. Event Support

There have been 9 events which have been supported during the first quarter – whilst we have not had funding to offer these events, we have been able to support through press releases and digital advertising on our profiles.

Event	Date	Description	Area/ Location	SCTIE Support
SA Women's Masters	05-06/09/24	Women Golf tournament in SA Lifestyle Golf Lifestyle Property Developers	San Lameer	*Digital Advertising *Social Media *Created a link between RNM and the Lifestyle Property Developer. * Created a link between Potential Investors and Lifestyle Property Developers
South Coast Marathon	22/09/24		Ugu Sports & Leisure Centre	* SCTIE offered Marketing support and guidance. * Found a service provider that assisted the event with rebranding of the event. * Social Media * Website Banner Advert * Press Release * Event Calendar * Shelly Centre and South Coast Mall Activations
KZN Indigenous Games	27-28/09/24	Traditional games that unite communities and keep our history alive	Ugu Sports & Leisure Centre	*Social Media *Event Calendar *Press Release *Attended Meetings
Ugu Maskandi Festival	28/09/24	A vibrant festival celebrates the traditional Maskandi music.	Ugu Sports & Leisure Centre	*Mention in a Press release *Social Media Posts *Event Calendar *Web Banner
South Coast Cycle Tour	29/09/24	The race is a good prep for Amashova, and to grow	St Michaels Beach	*Social Media *Event Calendar *Web Banner

		cycling in KZN.		
Ugu International Film Festival	17 - 19/24		Port Shepstone Civic Centre	*Social Media *Event Calendar *Mention in Press Release
Chilla Nathi Festival	30/09/24	Ultimate outdoor experience, local vendors, live music and family fun activities	St Michaels Beach	*Web Banner *Social Media *Mention in Press Release
Umlando Creatives for the Next Billionaire RNM Awards	04/12/24			*Attended Concept Meeting
Ekhaya Cultural Experience	15/12/25		Kasified Gamalakhe Township	*Social Meeting *Event Calendar

### 3.4. Newsletters

One news letter was issued to the approximately 700 subscribers in our Tourism Database in September 2024.

### 3.5. Digital Websites & Social Media activities

#### 1. Website

We prioritised updating essential plugins that directly impacted site performance, such as caching, SEO optimisation, security plugins, routine back-end maintenance and general plugin updates on the SCTIE WordPress platform.

By keeping these components current, we were able to enhance the site's overall functionality, improve loading times, and strengthen its defence against vulnerabilities. Additionally, for more complex or custom plugins, we ensured that the new updates were configured correctly and aligned with the custom code or specific configurations in place. Sometime updates cause conflict with website content and when this occurs, we quickly resolve by looking for alternative's versions or options.

This careful management of plugin updates minimised the risk of conflicts, downtime, or broken features, allowing the SCTIE website to operate smoothly and efficiently without disruptions to the user experience. Our meticulous process ensured that the platform remained robust, functional, and adaptable to future updates.

**These uploads were performed during the suspension period.**

1. Specials and more
2. Calendar
3. Blog Press releases

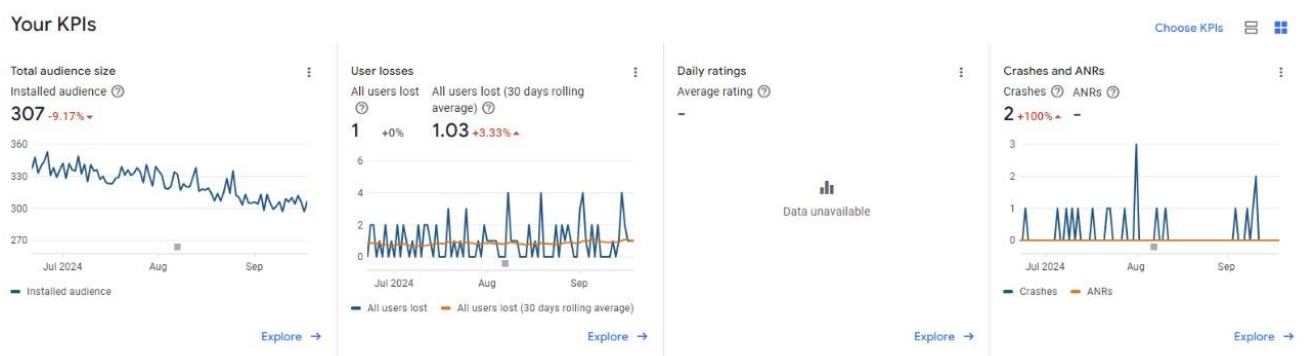
4. Tourism website
5. Investment Website

## 2. Mobile APP: Explore KZN South Coast

The integration of the destination website's CMS with the Explore KZN South Coast app has greatly improved user engagement by allowing real-time updates of event information via a regularly refreshed Events Calendar. This feature gives users free access to up-to-the-minute details, including event dates, locations, and organiser contact information.

Through the app, users can uncover hidden gems and discover local attractions, events, and unique experiences tailored to their preferences. This personalised functionality not only enhances their overall experience but also strengthens brand recognition for SCTIE. The app's user-friendly navigation provides clear directions, enabling users to explore unfamiliar areas with confidence. This integration highlights SCTIE's dedication to offering valuable digital tools that enrich tourism experiences on the KZN South Coast.

### ANDROID STAT



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

Currently has 337 total Downloads, up from 307 in our previous report, with a decrease of 30 users.

### 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 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.

## APPLE STATS

Apple has 644 Total Downloads which is an increase since the last quarter from 619



downloads. This indicates that the app has gained 25 new users.

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

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

### OVERVIEW - ANDRIOD

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

### Social Media Performance:

### **META / FACEBOOK**

Description	1 July 2024 – 31 July 2024	1 Aug – 30 Aug 2024	1 Sept – 20 Sept 2024
Page Likes / Fans	12110	12823	13462
Net Follower Growth	38	713	639
Fans	9414	9482	9596
Net Page Likes	14	74	113
Published Posts	17	83	110
Impressions	34997	308 855	253480
Engagement	503	16484	7134
Post Link Clicks	3	29	23
Engagement Rate (per impression)	1.4 %	5.3 %	2.8 %

From the 18th July to mid-September, the platforms experienced phenomenal exponential growth, whilst being managed by the internal SCTIE team. While July saw modest growth, the deliberate and focused interventions in August led to a dramatic surge in engagement, follower growth, and overall impressions. This upward trajectory continued into early September, with strong engagement and content reach. The results highlight the significant difference made by the SCTIE team, confirming that the efforts played a pivotal role in driving this impressive performance online.

### **TWITTER / X**

Description	1 July 2024 – 31 July 2024	1 Aug – 30 Aug 2024	1 Sept – 20 Sept 2024
Page Likes / Fans	1044	1050	1051
Net Follow growth	12	6	1
Published Posts	13	13	7
Impressions	573	575	181
Engagement	18	18	2
Post Link Clicks	1	0	1
Engagement Rate	3.1 %	3.1 %	1.1 %

### **INSTAGRAM**

Description	1 July 2024 – 31 July 2024	1 Aug – 30 Aug 2024	1 Sept – 20 Sept 2024
Page Likes / Fans	2539	2568	2611
Net Follow Growth	25	29	43
Published Posts	83	92	243
Impressions	4912	6699	10844

Organic Engagements	223	328	289
Audience Growth	4.9 %	4.9 %	2.7%

### LINKEDIN

Description	1 July 2024 – 31 July 2024	1 Aug – 30 Aug 2024	1 Sept – 20 Sept 2024
Followers	360	363	364
Net Follower Growth	6	3	1
Published Posts	17	16	10
Impressions	880	576	184
Engagements	62	47	8
Post Link Clicks	54	32	17
Engagement Rate (per impression)	7%	8.2%	4.3 %
Video Views	215	119	36

### YOUTUBE


Description	1 July 2024 – 31 July 2024	1 Aug – 30 Aug 2024	1 Sept – 20 Sept 2024
Video Views	314	298	<u>251</u>
Estimated Minutes Watched	5h 5m	5h 9m	4h 43m
Average View Duration	57s	1m 1s	1m 5s
Average View Percentage	65.1%	68.4%	68.4%
Engagements	8	8	6
Reactions	3	3	-1
Likes	3	3	-1
Dislikes	0	0	0
Comments	0	0	0
Shares	7	4	6
Subscribers Gained from video	2	1	0
Added to video playlist	0	0	0

### Social Media Posts

No.	SUGGESTED DATE	SECTOR	PRODUCTS TO BE HIGHLIGHTED	IMAGE	COPY	PLATFORMS
1.	18 July 2024	<b>Outdoor Activities</b>	Ocean Safari	SCTIE		Facebook & Instagram



No.	SUGGESTED DATE	SECTOR	PRODUCTS TO BE HIGHLIGHTED	IMAGE	COPY	PLATFORMS
Dolphin's Dance #uncoverkznsouthcoast #uncoveradventure #kznsouthcoast						
2.	18 July 2024	<b>Outdoor Activities</b>	<b>Gorge Swing</b>	SCTIE		Instagram & Facebook
Fun Fact: Don't blink, or you might just miss adrenaline rush & incredible views @wild5adventures						
3.	23 July 2024	<b>Adventure</b>	Beach Horse Rides	SCTIE		Instagram
Selsdon Park Estate Beach Horse Rides, whether you seek a thrilling ride or leisurely stroll along the shore, the horses are ready to take you on an unforgettable journey..  #visitkznsouthcoast #uncoveradventure #uncoverkznsouthcoast						
4.	24 July 2024	<b>Glamping Accommodation</b>	Kingfisher Lakeside Retreat	SCTIE		Instagram
Are you really glamping if you're not at Kingfisher Lakeside Retreat!!!!  #visitkznsouthcoast #uncoveradventure #springonsouthcoast						
5.	13 August	<b>Event</b>	South Coast Marathon	Y		Instagram
South Coast Marathon 2024 is almost here, and SCTIE can't wait to cheer on every runner. Let's do this! 🏃🏃 #visitkznsouthcoast #uncoveradventure #uncoverkznsouthcoast						
6.	15 August 2021	<b>Culture</b>	Ntelezi Msani	SCTIE		Instagram
Visitors to the Ntelezi Msani Heritage Centre can enjoy a truly authentic local experience that's gives wonderful insight into the souls of the Paradise of the Zulu Kingdom.  #visitkznsouthcoast #uncoverkznsouthcoast #workhardplayhard						
7.	16 August 2024	<b>New-product Attraction</b>	Upside Down House	SCTIE		Instagram
We are delighted to announce an extraordinary new attraction on the KZN South Coast - the Upside Down House in Melville. This unique structure is set to become a must visit destination for both locals and tourists. Located in the charming village of Melville the Upside Down House is easily accessible and offers a fun filled outing for the entire family. For more information..... 📞 067 455 9112 📧 Monica@upsidedownhouse.co.za #visitkznsouthcoast #uncoverkznsouthcoast #uncoveradventure						

No.	SUGGESTED DATE	SECTOR	PRODUCTS TO BE HIGHLIGHTED	IMAGE	COPY	PLATFORMS
8.	19 August 2024	<b>Accommodation</b>	TO STRAND	Y		Instagram
TO Strand "incredible family holiday spot. Beautiful camping site with great ablution facilities. The most gorgeous beach and lagoon."						
9.	20 August	<b>Accommodation</b>	The Beach Palace	SCTIE		Instagram
Discover a hidden gem in Ramsgate. The Beach Palace offers comfortable accommodation, breathtaking views of the Indian Ocean, and easy access to the golden sands of Ramsgate Beach.  #visitkznsouthcoast #explorekznsouthcoast #uncoverkznsouthcoast						
10.	21 August 2024	<b>SCTIE Members Interaction</b>	Travel Week Registration	Y SHOT LEFT		Instagram
Dear South Coast Tourism & Investment Enterprise Partners, Take advantage of this opportunity to showcase your Shot'Left special deals! Register and upload your offers by 26 August to be part of the Great South African Sale.  <a href="https://profile.shotleft.co.za/general/home">https://profile.shotleft.co.za/general/home</a> .						
11.	23 AUGUST	<b>EVENT</b>	SCCT 2024	Y		INSTAGRAM FACEBOOK
South Coast Cycle Tour  Cyclists will be thrilled to participate in the annual South Coast Cycle Tour, an event that combines challenging routes with breathtaking coastal views. The tour caters to cyclists of all skills level and is a highlight for both local and visiting enthusiasts. The cycle starts off with a 90KM and 45KM route.  Where: St Michaels Beach When : 29 September 2024 Time : 04h30 to Midday						
12.	30 AUGUST	<b>EVENT</b>	4 <sup>th</sup> Annual Ugu Maskandi Festival	Y		INSTAGRAM FACEBOOK
This vibrant festival celebrates the traditional Maskandi music, a genre deeply rooted in Zulu culture. The Ugu Maskandi Festival is a lively gathering that attracts music lovers from all walks of life, offering a unique cultural experience on the South Coast.						

No.	SUGGESTED DATE	SECTOR	PRODUCTS TO BE HIGHLIGHTED	IMAGE	COPY	PLATFORMS
13.	29 August	<b>New Product</b>	Upside-Down House	SCTIE		INSTAGRAM FACEBOOK
<p>This quirky attraction is a mind-bending experience where everything is, quite literally, upside down. It's a visual treat for kids, offering plenty of photo opportunities and a chance to experience the world from a different perspective.</p> <p>📍 : Upside Down House, Melville Port Shepstone</p>						
14.	30 August	<b>Event</b>	Chilla Nathi	Y		INSTAGRAM / FACEBOOK
<p>Chilla Nathi Festival is on!!!</p> <p>Ultimate outdoor experience, local vendors, live music and family fun activities....</p>						
15.	30 August	<b>ACTIVATION</b>	South Coast Marathon	SCTIE		INSTAGRAM FACEBOOK
<p>Join us at South Coast Mall today for the South Coast Marathon activation!</p> <p>Register now and be part of the race. 🏃🏃 🏆 Let's get moving!</p> <p><a href="#">#uncover</a> the South Coast, where stunning beaches, vibrant culture, and thrilling adventures await. From pristine golf courses and rich heritage sites to world-class diving and family-friendly attractions, it's the ultimate holiday destination for relaxation and excitement. Come experience the beauty and warmth of the KZN South Coast!</p>						
16.	02 September	<b>Game Reserve</b>	Lake Eland Game Reserve – wild life	SCTIE		INSTAGRAM FACEBOOK
<p>KZN South Coast, you beauty Pure Magic</p>						
17.	03 September	<b>Accommodation Hotel</b>	The Gorge Private Game Spa	SCTIE		INSTAGRAM FACEBOOK
<p>Looking for an escape from the city, and then this is the perfect stay for you nestled in Oribi Gorge Kzn South Coast.</p>						

No.	SUGGESTED DATE	SECTOR	PRODUCTS TO BE HIGHLIGHTED	IMAGE	COPY	PLATFORMS
18.	03 September	<b>Event</b>	Film/Business Market 2024	Y		INSTAGRAM FACEBOOK
<p>Ugu International Film Festival: Date: 17 October 2024 Venue: Ster Kinekor Shelly Centre South Africa Time: 6 PM - Late</p> <p>Film and Business Market: Date: 18 - 19 October 2024 Venue: Port Shepstone Civic Centre Ugu Sports &amp; Leisure Centre</p> <p>More information: <a href="http://www.uguiff.co.za">www.uguiff.co.za</a> / <a href="mailto:admin@uguiff.co.za">admin@uguiff.co.za</a></p> <p>#visitkznsouthcoast #explorekznsouthcoast #uncoverkznsouthcoast #filmmaking</p>						
19.	05 September	<b>Event</b>	SA WOMEN'S MASTERS Launch	SCTIE		INSTAGRAM FACEBOOK
<p>🎉 Exciting News 🎉</p> <p>The "Lifestyle Property Developer's SA Women's Masters" has officially relaunched at the stunning San Lameer Estate! 🏆 We were honoured to have the Deputy Mayor of Ray Nkonyeni Municipality Cole GS Shange open the event, emphasizing the incredible value that golf brings to our beautiful region, boosting tourism and investment. 🌿🏌️ This prestigious tournament promises to showcase top talent while highlighting the South Coast as a premier golfing destination.</p> <p>05 - 06 September 2024 Please join us!!!! Let's celebrate this fantastic occasion and support women in sports! 🙌</p>						
20.	06 September	<b>ATTRACTION</b>	The Upside Down House	SCTIE		INSTAGRAM FACEBOOK
<p>Get ready for a mind bending experience! SCTIE is thrilled to introduce The Upside Down House in Melville, Port Shepstone. Enjoy breathtaking sea views from a whole new perspective - literally!</p> <p>Don't miss this unique coastal attraction. For more info, 📞 067 455 9112 📧 <a href="mailto:monica@upsidedownhouse.co.za">monica@upsidedownhouse.co.za</a></p>						
21.	06 September	<b>Event</b>	The Lifestyle Property Developer's SA Women's Masters Tournament	Y		INSTAGRAM FACEBOOK
<p>Tee-off for the final round of the Lifestyle Property Developers SA Women's Masters 2024 🏌️🔥</p>						

No.	SUGGESTED DATE	SECTOR	PRODUCTS TO BE HIGHLIGHTED	IMAGE	COPY	PLATFORMS
22.	07 September	<b>EVENT</b>	The Lifestyle Property Developer's SA Women's Masters wrapped up	Y		INSTAGRAM FACEBOOK
<p>The Lifestyle Property Developer's SA Women's Masters wrapped up in style at San Lameer! 🏆 Catch all the exciting moments from this premier women's golf event on SuperSport. A fantastic showcase of talent and an unforgettable boost for golf and tourism on the KZN South Coast!</p>						
23.	09 September 2024	<b>EVENT</b>	Kurudi Africa Schools Arts Festival 2024	YES		Instagram & Facebook
<p>Kurudi Afrika Schools Art Festival 2024</p> <p>Performing Arts Schools Competition Programme. The programme's participants consists of Primary, Secondary and High Schools. The schools will participate in this School Arts Festival through a School tailored Competition in six Performing Arts Disciplines, namely Dance, Theatre, Music, Poetry, Comedy and Puppetry.</p> <p>📍 Ntelezi Msani Heritage Centre  📞 060 473 3712 / 078 510 8336  ✉ Howardmsomi5@gmail.com</p>						
24.	13 September	<b>Mall Activation</b>	South Coast Marathon 2024	SCTIE		Instagram & Facebook
<p>Join us at Shelly Centre today for the South Coast Marathon activation!!!!</p> <p>Let's get moving 🏃🏃🏃🏃🏃🏃🏃🏃🏃</p>						
25.	16 September	<b>New Member</b>	Silverstreams Lodge & Cottages in Oribi Gorge	YES		
<p>📍 Silverstreams Lodge &amp; Cottages</p> <p>Nestled in the KZN South Coast, Oribi Gorge.</p> <p>The Lodge and cottages are fully equipped to provide you with the comfort you need for a relaxing gateway!!!</p> <p>✓ Tranquil Escape</p>						

No.	SUGGESTED DATE	SECTOR	PRODUCTS TO BE HIGHLIGHTED	IMAGE	COPY	PLATFORMS
26.	17 September	<b>Fam Trip</b>	South African Tourism and SATSA Tour Operators Fam Trip	SCTIE		Facebook & Instagram
South Coast Tourism and Investment Enterprise is excited to welcome South African Tourism, SATSA and hosted Tour Operators for a speed marketing session on the 18 September 2024! Buyers will enjoy 3 days of exploring the beauty and offerings of the KZN South Coast. 🌊🌿						
27.	18 September	<b>SAT, SATSA &amp; SCTIE Speed Marketing Session</b>	South African Tourism, SATSA & SCTIE Speed Marketing Session	SCTIE		Instagram & Facebook
Day 2 of the SAT & SATSA Speed Marketing Session is underway at Pumula Beach Hotel! Our South Coast product owners are engaging with national buyers to showcase the best of the KZN South Coast. Exciting opportunities ahead for tourism growth! 🌊🌿						
28.	19 September	<b>Fam Trip</b>	South African Tourism and SATSA Tour Operators Fam Trip Oribi Experience	SCTIE		Instagram & Facebook
Day 3 of our hosted buyers fam trip was an absolute thrill! The group had an unforgettable adventure at Oribi Gorge trying out some adrenaline-pumping activities like the Gorge swing, quad biking, wild slide, game viewing and suspension bridge! It was an exciting day filled with breathtaking views and unforgettable moments.						

## 4. Tourism Facilitation

### 4.1. SMME Development and Support

#### 1. How to market your business – SMME Training

On the 21 August 2024, SCTIE in partnership with South African Tourism (SAT), conducted a virtual “marketing your business” training for KZN South Coast Tourism SMMEs. The session was done in preparation for the speed marketing which was planned to take place the following month.

**40 SMMEs** were invited and SCTIE had the boardroom available for those who were unable to participate from their businesses due to internet challenges. The programme skilled SMMEs with marketing techniques such as getting straight to the point when marketing the business,

be concise, make an impact, be specific and only share pertinent information about the business since buyers have limited time. The facilitator demonstrated some examples on how to market the tourism businesses.

## 2. 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.

To date, SCTIE has signed vendor agreements with 17 shops as follows:

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

## 3. Craft Exhibitions

SCTIE in partnership with San Lameer Country Club created a platform for three local crafters to showcase and sell their products at the SA Women's Golf Competition which ran from 4 to 6 September 2024. Some crafters solely depend on such platforms as their source of income.

## 4.2. Tourism Product support

### 1. Upside Down House Melville

SCTIE went on a site visit to “Upside Down House Melville” on the 14 August 2024. The purpose of the visit was to assist with compliant matters and to check the suitability of the place to be included in the KZN South Coast places of interest.

The house is designed to mimic the traditional Upside Down House concept, with the roof on the ground and the foundations in the air. The Inside of the house consists of the furniture, fixtures and decor, arranged upside down to maintain the illusion.

The Upside Down House serves as an artistic space which offers educational value by prompting discussions about art, architecture, and perception. It entertains visitors of all ages by challenging their senses and encouraging them to interact with the environment in unconventional ways. There is a restaurant and curio shop onsite and the kids area is under construction. SCTIE linked the owners of Upside Down House Melville with Ray Nkonyeni’s Business Intelligence & Business Regulations, for business registration.

## 5. Stakeholder Relations and Engagements

### 1. Esayidi TVET College Breakfast Indaba

SCTIE participated in the 2024 Breakfast Indaba which was hosted by Esayidi TVET College – Gamalakhe Campus on the 19 September 2024. The purpose of the event was to foster collaboration and partnership opportunities between the college and local businesses and to pave a way for students when they reach a stage to look for host employers who could partake in youth projects such as internship programmes. SCTIE assisted the college by recommending and introducing some of the potential tourism businesses for the programme.

### 2. Umuziwabantu Youth Engagement Session

SCTIE participated in the Youth Engagement Session which was hosted by Umuziwabantu Local Municipality at Harding Sport Field on the 29 June 2024.

The event was attended by the Honourable Mayor Cllr L.S. Zungu who gave a platform to SCTIE and other stakeholders to address youth on programmes such as starting businesses, internship programmes, mentorship programmes, job opportunities and any other assistance available in different sectors.



### **3. Cleanup Campaign – Oslo Beach**

SCTIE received a request from Oslo Beach tourism businesses and Creston College to intervene in the illegal activity that is currently taking place in the Oslo Beach area, mainly at the corner of Hillside Crescent and Marine drive, which is a route for Esayidi TVET College – Oslo Beach Campus students and children from Creston College. The area has become a hot spot for drug abuse, public drinking and littering. Other concerns include vandalism, broken water pipes and damaged pavements.

Besides this mostly affecting the school kids who have to witness this on daily basis, it hugely affects tourism as well as it is an entrance to Dezzi South Coast Raceway which is the home to one of SA's top and most scenic raceways. The new petrol station- Astron Energy, Oslo Beach Lodge, Hillbillion Hotel are also located in the area. Marine drive is the busiest local road and it is a scenic road for tourists, therefore any unacceptable activity taking place along that road disturbs the entire South Coast.

To resolve the issue, SCTIE engaged Ray Nkonyeni Local Municipality (RNM) Waste Management and it did not take the municipality a long time to remove the litter which made the area look more presentable. A meeting with stakeholders including RNM waste management and law enforcement, took place on the 19 September 2024 at Creston College. The purpose of the meeting was to find ways to work together in ensuring that the area becomes safe, tidy and marketable.

### **4. Tourism Stakeholder: Speed Marketing Session**

On 18 September 2024, the South Coast hosted a successful SAT Speed Marketing session at Pamula Beach Hotel, bringing together buyers from Cape Town, Gauteng, and Limpopo. This strategic event attracted over 20 product owners from the South Coast, providing a platform for showcasing the region's diverse offerings. The products included hospitality services, adventure tourism, and cultural experiences, allowing for fruitful business-to-business engagements.

The buyers had the opportunity to experience some of the South Coast's renowned attractions, enhancing their knowledge of the destination's unique offerings. This post-event familiarization allowed for firsthand appreciation of the region's diverse tourist experiences, helping to solidify business relationships and encourage future collaboration.

The event proved to be an excellent opportunity to connect key tourism players with national buyers, promoting the KZN South Coast as a prime tourism destination for domestic and international travellers.

## **5. Membership Report**

We are thrilled to welcome the newest members to our growing community! As the region's key tourism and investment authority, we are dedicated to promoting local businesses, driving economic growth and showcasing the incredible potential of the KZN South Coast. Each new member adds to the collective strength of our organization, allowing us to create more opportunities for collaboration, innovation and success.

### **New Members:**

1. Port Shepstone Country Club
2. Resthaven Holiday Resort – Shelly Beach
3. Wild Waves – Shelly Beach
4. Lazy Mousse - Scottburgh

## **6. Annual Performance Scorecard 2024/2025 – Quarter 1**

- See Scorecard pages 1 - 7

STRATEGIC OBJECTIVE: Goal 1: Investment Attraction: To market, promote, attract and facilitate investment																						
PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	DEPARTMENT OWNER	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET:	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Goal 1	Investment	To grow and transform the economy of the district through investment and tourism attraction resulting in GFCF share of GDPGR achieving at least 2% increase by 2030 and increased tourists.	1.1.1	Investment Governance, packaging , enabling & facilitation	1.1.1.1	District Investment Framework: Strategy, Plan, Institutional Arrangements & SOPS	CEO	To develop and get approved a district investment framework: strategy, plan, institutional arrangements and SOPS to guide how investments are dealt with in an inclusive, strategic and structured manner ensuring accountability and clear role and responsibility definition by end January 2025	Approved by Board and Council Resolutions of Support by 30 January 2025.	Date of Approval	30 January 2025.	Operational	N/A	N/A	-	-	-	-	30 January 2025.	N/A	N/A	Board Resolution of Adoption by date
					1.1.1.2		CEO	To drive the implementation of the district investment framework implementation to achieve planned outputs and outcomes of the framework as from 1 February 2025 onwards.	R-Value of Investment considered & R-Value of Investment secured for 2024-2025 year	R-Value Considered R-Value Secured	R50 million	Operational	N/A	N/A	-	-	-	-	N/A	N/A	R50 million	Report submitted to the Board with attached evidence (Meeting Resolutions, Investor Commitment to invest)
					1.1.1.3	Investment economic information	CEO	To consolidate existing business expansion and retention, and new business investment information bi-annually to feed into the state of the district economy report by due dates.	Bi-Annual Investment Information: investment queries, investment challenges, business retention, attraction, submitted to be included in State of the District Economy Report	Number of Investment Status Reports	2	Operational	N/A	N/A	-	-	-	-	1	N/A	1	Report submitted to the Board and onward submission to state of the district report.
					1.1.1.4	One Stop Shop/Investor Support Service	Manager: Investment & Development	To provide a single point of call for potential Investors and existing businesses wishing to invest further, to be "enabled" with ease to invest in the district.	Number of reports on queries lodged (in-person & electronically) and related information (sector, outcome of assistance etc)	Number of Reports	4	R65 500	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly report to the Board of Directors.
			1.2.1		1.2.1.1	District Wide Catalytic Project Investment Packaging & Investment Facilitation	Manager: Investment & Development	To package for investment Ugu Council Resolved district wide prioritised catalytic projects: - District-Wide Renewable Energy - District-Wide Broadband/Connectivity	Project Plans to package projects ready for investment facilitation - Developed, Approved by 30 January 2025.	Approved 2 project plans by 30 January 2025	Approved 2 project plans by 30 January 2025	R807 383	N/A	N/A	-	-	-	-	N/A	2	N/A	Board resolution for the 2 approved project plans
					1.2.1.2		Manager: Investment & Development	To facilitate investment for Ugu Council Resolved district-wide prioritised catalytic projects.	R-Value of Investment secured in the catalytic projects.	R-Value	R50 million	R166 667	N/A	N/A	-	-	-	-	N/A	N/A	50 MILLION	Investor Statements of Commitment/Intent
			1.2.2	Investment Packaging & Facilitation	1.2.2.1	Eastern Seaboard investment packaging	Manager: Investment & Development	To package bankable investment products arising from Eastern Seaboard Programme Implementation	Number of Approved investment products packaged	Number	Two products packaged	Operational	N/A	N/A	-	-	-	-	N/A	N/A	2	2 packaged products presented to board
					1.2.2.2	Eastern Seaboard investment facilitation	CEO	To facilitate investment in the abovementioned products arising from the Eastern Seaboard Programme Implementation	R-value of investment facilitated	R-value of Investment	R20 million	Operational	N/A	N/A	-	-	-	-	N/A	N/A	R20million	Investor statement of intention Rand value
			1.2.3		1.2.3.1	Pre-2024 Strategy Projects	CEO	To develop & implement an approved project plan (to co-ordinate and lead in getting investment) for the following: - Ifafa Project - Umzumbe River Trails	Approved Project Plans with Implementation timelines.	Number	2	R530 000	N/A	N/A	-	-	-	-	N/A	N/A	2	Board of Directors approved Project Plans.
					1.2.3.2		CEO	To review each project plan in line with the signed Service Level Agreements in place with Local Municipalities. eg: - KwaXolo Caves - John Mason Park Development - Murchison Mixed Use development - KwaNzimakwe Macadamia Nut Precint Development - Hibberdene Mixed Use Development - Southbroom Beachfront Restuarant Precinct - St Micheals Entertainment Facility - Shelly Beach Ski-hoat Re-development	Report on each project with resolutions taken by the previous Board (prior 01.10.2023), with a revised implementation plan where required.	Number	8	R269 128	1	0	NOT ACHIEVED	Timing - the Board meeting is scheduled for 17 October 2024.	None	31 December 2024.	2	2	3	Board of Directors approved Project Plans.
			1.3.1	Investment Marketing, Attraction and Promotion	1.3.1.1	Investment Campaigns	Manager: Investment Markerting	To expose and manage the brand of the South Coast to potential Investors through print and online media throughout the year - through PR : - Port Shepstone Business Hub - Agriculture Value Add - Property Development - Manufacturing - Mining & Beneficiation - Maritime / Marine /Oceans Economy - Logistics (Airport / Storage) - Renewable Energy /Green Economy - Hinterland sites (KwaXolo Caves / URT) - Other opportunities arising including from eastern seaboard	Rand value of Brand Exposure in relation to the Marketing Budget	Rands	R7 200 000	R660 000	1 500 000	1 524 385	ACHIEVED	-	-	-	1 500 000	2 100 000	2 100 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE) and the Advertising undertaken
					1.3.1.2		Manager: Investment Markerting	To position the South Coast in the Investment sectors by communicating the diverse offerings, through Investor Campaigns	Quarterly report identify the Investor Friendly Awareness Activities undertaken by the Entity - Local advertising - Activations	Number	4	R157 500	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly report to the Board of Directors.
					1.3.1.3		Manager: Investment Markerting	To position the South Coast as a Destination of Choice within the KZN province with investment offerings	Quarterly newsletters and / or Mass Mailing communication distributed to all Stakeholders, focussing on Investment	Number	4	R32 981	1	1	ACHIEVED	-	-	-	1	1	1	Statistical report confirming the distribution of the Newsletters
			1.3.2		1.3.2.1	Online Platforms	Manager: Investment Markerting	To effectively provide Information to potential investors the www.investkznsouthcoast.co.za Investment Website	Investment website updated quarterly, with statistical analysis and trends	Quarterly reporting referencing Website updates	4	R600 000	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly Investment Services website update report submitted by the Manager

PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	DEPARTMENT OWNER	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET:	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
			1.3.3		1.3.3.1	Investment Marketing & Promotional Collateral	Manager: Investment Markerting	To develop and circulate a South Coast based Investment Brochure	Date of the South Coast Investment Brochures developed and circulated.	Date	1	R744 300	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2025.	Brochure produced by date.
					1.3.3.2		Manager: Investment Markerting	To showcase diverse destination investment offerings on Collateral and promotional material production: - Promotional items - Videos - Images Library	Promotional Material and Collateral Produced for Investment attraction	% of budget	50%	R345 000	N/A	N/A	-	-	-	-	N/A	25%	50%	Expenditure Report & Evidence of Materials
			1.3.4		1.3.4.1	Sector specific trade shows, exhibitions and Conferences and Activations	Manager: Investment Markerting	To host a South Coast Investment Conference to market the investment opportunities e.g.: Catalytic Projects and Growth Sectors	Investor Conference	Date	30-Jun-25	R450 000	N/A	N/A	-	-	-	-	N/A	N/A	30-Jun-25	Report on the attendance and outcomes of and Conference held
					1.3.4.2		Manager: Investment Markerting	To participate in exhibitions, shows, conferences and other relevant activation platforms to market the investment opportunities e.g.: Africa Energy Indaba, (Feb 24) - Manufacturing Indaba, - TIKZN Trade Delegations - BEPESA GBS Conference - TIKZN Export Week, (Nov 24) - WTM Africa (April 24) - Buy Local Summit/ Expo - BRICS Conference - Africa Travel Indaba (May25)	Representation achieved in Sector Specific platforms	Number	4	R559 750	N/A	N/A	-	-	-	-	1	1	2	Reports to the Board of Directors on the attendance and outcomes of the platform attended.
					1.3.4.3		Manager: Investment Marketing	To generate MICE Leads, submit bids to host Meetings, Incentives, Conferences & Events during the year	Quarterly report on the MICE Leads and / or Bids generated, with full details of the event	Number	4	R206 500	1	0	NOT ACHIEVED	The MICE Consultant could not be appointed due to cash flow restrictions	Should the entity's financial situation improves, this project will be achieved in Q4	30 June 2025.	1	1	1	Quarterly report submitted to the CEO on the MICE Leads and Bids generated
					1.3.5		1.3.5.1	Investment Trade & Media Fam Trips	Investment Marketing Manager	To host sector specific Trade, potential Investors and Media on investment site visits	Familiarisation Trips hosted during the year	Number of trips hosted	4	R240 000	1	2	ACHIEVED	-	-	-	1	1
										Total Budget		R5 834 709										

SCTIE Annual Performance Scorecard - 2025 - Quarter 1 reporting

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate tourism																					
PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF	SUB-PROJECT	DEPARTMENT OWNER	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Tourism Attraction: To market, attract, promote, the South Coast to increase the number of Visitors, extend the geographical spread, improve quality of service and tourism information services to being a destination of choice in KZN for Tourists.	To implement destination management services that will put measures to attract more visitors to the South Coast, positioning it as a destination of choice and addressing the competitiveness of the destination.	2.1	Tourism Facilitation	2.1.1.1	Related Economic Intelligence - Tourism Research	CEO	Obtaining KZN South Coast Data with regards to Seasonal footprint	Research findings	Report by Date	30 June 2025.	R166 667	N/A	N/A	-	-	-	-	N/A	N/A	30-Jun-25	Report presented to the Board of Directors by date
				2.1.1.2	Target Market Identification	CEO	To identify the KZN South Coast Target Market	Completed Research Report by date	Report by Date	30 June 2025.	R166 667	N/A	N/A	-	-	-	-	N/A	N/A	30-Jun-25	Report presented to the Board of Directors by date
		2.2	Tourism Product Development	2.2.1.1	Nodal development and support to extend the geographical spread for the following: - Umdoni - Umuziwabantu - Ray Nkonyeni - Umzumbe	Manager: Investment & Development	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R795 000	10%	12.5%	ACHIEVED	-	-	-	-	40%	60%	Progress report to the CEO on the implementation plan.
				2.2.2.1	SMME Support	Manager: Investment & Development	To provide support to SMME's to enable them to actively participate in the industry, preparing them to service the Domestic and International markets	Capacitate and facilitate opportunities for SMME's to be assisted through: - Being trained, - Graded (TGCSA) - Exposure to markets	Quarterly reports	4	R315 000	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly report on the support provided to the Board
				2.2.3.1	Youth Exposure to working environment	Manager: Investment & Development	To provide support to government departments in programs pertaining to the implementation of Youth Development	Report on the support provided to Youth	Number	4	Operational	1	1	ACHIEVED	-	-	-	1	1	1	Reports submitted by the Managers of the project
		2.3	Tourism Marketing, Attraction & Promotion	2.3.1.1	Brand exposure : Through Tourism Marketing Campaigns	Destination Marketing Manager	To expose and manage the Brand of the South Coast through : travel and tourism platforms highlighting the diversity of the destination through Tourism Marketing Campaigns & PR: - Quarterly Seasonal Campaigns	Rand value of Brand Exposure in relation to the Tourism Marketing Budget	Rands	R23 000 000	R1 320 001	5 000 000	7 748 859	ACHIEVED	-	-	-	8 803 740	6 500 000	6 500 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE)
				2.3.1.2		Destination Marketing Manager	To position the South Coast as the Destination of Choice in the tourism sector by communicating its diverse offerings e.g.: - Beach Destination - Golf - Marine activities (Diving / Fishing) - Adventure (Hiking / 4x4 / MTB ) - Nature and Outdoor - Culture and Heritage - Raceway - MICE - Agri-Rural	Exposure through : - Published articles/inserts in the local newspapers and national publications or platforms. - Radio & TV	Quarterly Marketing Campaign report	4	R1 070 000	1	1	ACHIEVED	-	-	-	6	1	1	Quarterly campaign report, with evidence of published articles and inserts, radio and or TV exposure
				2.3.1.3		Destination Marketing Manager	To position the South Coast as a leader within the province with tourism offerings	Quarterly newsletters or Mass Mailing communication distributed to all Stakeholders, focussing on Tourism	Number of Newsletters distributed	4	R32 981	1	1	ACHIEVED	-	-	-	1	1	1	Statistical report confirming the distribution of the Newsletters
				2.3.2.1	Brand Activations	Destination Marketing Manager	To stage seasonal beach and hinterland activations and campaigns to promote South Coast offerings and experiences during the year	Beach and Hinterland activations staged during the year	Number of Activations	3	R120 000	0	0	-	-	-	-	1	1	1	Beach & Hinterland event activation report submitted to the CEO
				2.3.3.1	E-Marketing	Destination Marketing Manager	To efficiently manage the Entity owned digitals channels (website, social media and mobile app) and ensure information is updated	Quarterly Content (New and Maintenance) updated, including statistics and trends analysis	Quarterly report referencing updates	4	R600 000	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly Digital Reports submitted to the CEO
				2.3.4.1	Packaging	Destination Marketing Manager	To participate/facilitate in marketing training workshops, to stimulate the development of tour packages to the South Coast.	Marketing workshops participated in during the year	Number of Workshops	1	R155 731	1	1	ACHIEVED	-	-	-	1	NA	NA	Report on the Workshop held submitted by the Manager
				2.3.4.2		Destination Marketing Manager	To create and showcase diverse tour packages during the year	South Coast Tour Packages created to improve geographic spread for tourists	Number of tour packages created	4	Operational	1	1	ACHIEVED	-	-	-	1	1	1	Tour packages developed
				2.3.4.1	Tourism Promotional Material/Collateral	Destination Marketing Manager	To showcase diverse destination tourism offerings on Collateral and promotional material	Promotional Material and Collateral Produced	% of budget	50% (cumulative)	R200 000	N/A	N/A	-	-	-	-	N/A	25%	50%	Expenditure Report & Evidence of Materials
				2.3.4.2		Destination Marketing Manager	To provide updated and relevant information related to tourism, print and digital	SC Experience, Accommodation , Routes, Niche products produced	By Date	15 June 2025.	R290 000	N/A	N/A	-	-	-	-	N/A	N/A	15 June 2025.	Evidence of SC Information produced and available by date
				2.3.5.1	Tourism Trade Shows and Exhibitions	Destination Marketing Manager	To participate in Exhibitions & Shows : e.g.: - SATSA Conf( Aug24) - SACCI tbc) - Meetings Africa, (Feb 25) - TME, (Feb 25) - WTM Africa (April 25) - Africa Tourism Indaba, (May 25) - SATSA Speed marketing (Aug24) - Rand Show (April 25)	Domestic exhibitions and trade shows as per annual plan/calendar participated	Number of exhibitions/trade shows as per plan.	6	R723 527	1	0	NOT ACHIEVED	SCTIE could not participate in the SATSA conference that was held in August due to cash flow limitations.	Should the entity's financial situation improves, we will participate in the following Trade Shows & Exhibitions: Meetings Africa (Feb 2025), TME (Feb 2025), WTM Africa (9 - 11 April 2025),Rand Show (April 2025)& Africa Tourism Indaba (May 2025)	30 June 2025.	0	2	3	Report on the Domestic Show / Exhibition participation submitted by the Manager
		2.3.5.2	Tourism Trade & Media Fam Trips	Destination Marketing Manager	To host Tourism Trade and Media to experience the destination	Familiarisation Trips hosted during the year	Number of trips hosted	10	R240 000	2	2	ACHIEVED	-	-	-	3	3	3	Fam Trip report as well as supporting evidence		
Total Budget :											R6 315 573										

STRATEGIC OBJECTIVE: Goal 3: Stakeholder Relations																						
PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT	Owner	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Goal 3	Stakeholder Management: To contribute in making the South Coast a warm and welcoming destination, by investing in improvement of good quality service, across the board	To put in place adequate systems and processes, to ensure stakeholder engagement and the enhancement of people in the South Coast, to be able to manage the economy and render quality services and ensure excellent stakeholder engagement	3.1	Stakeholder mana	To strengthen stakeholder relationships	Stakeholder Relations Management	CEO	Stakeholder Management Strategy and Plan	Approved Stakeholder Management Strategy	Date	31 January 2025.	Operational	N/A	N/A	-	-	-	-	N/A	31 January 2025.	N/A	Approved Stakeholder Management Strategy by Board by date
			3.2	Membership	To encourage South Coast tourism businesses to be Compliant in terms of the EDTEA legislative requirements	Grow Membership Base	CEO	To encourage compliance with legislation, and grow membership base	To increase the paid Membership base	Number	160	Operational	30	64	ACHIEVED	-	-	-	90	30	10	Report on the number of fully paid up Members submitted
			3.3	Business Relations	To strengthen relations with organised business to ensure effective implementation of programs	Stakeholder relations	CEO	To ensure that Municipal Stakeholders, Organised Business and Communities are aware and contribute to the programs of the Entity: e.g.: - Municipalities, - PTIC - PTF - DDA - CEO Forum - Area Committees - Tradional Councils - Business Chambers - Associations - Road Shows	Quarterly report on engagements undertaken with Organised Business	Number	4	150 000	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly report on the engagements participated in to strengthen relations in Investment and Tourism activities
Total Budget												R150 000.00										

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STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																											
PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL Budget	ANNUAL Budget	Q1: TARGET	Q1 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE					
Goal 4	Institutional Support and Financial Viability: To ensure SCTIE has the capacity and financial viability to deliver on its mandate, through systems and processes	To put in place adequate systems and processes , to ensure that the entity has the capacity and financial viability, to deliver on its mandate.	5.1	Performance Management	To develop and adopt credible strategic and operational plans timeously aligned to government's planning cycle and prescripts.	5.1.1	Strategic Plan review	Reviewed Strategic Plan approved by Board by date	Date of Strategic Plan Approval	30 April 2025.	Operational	Operational	N/A	N/A	-	-	-	-	N/A	N/A	30 April 2025.	Board Resolution of the Approval of the Strategic Plan.					
						5.1.2	Annual Performance Plan	Annual Performance Plan approved by Board by date	Date of Operational Plan Approval	31 May 2025.	Operational	Operational	N/A	N/A	-	-	-	-	N/A	N/A	31 May 2025.	Board Resolution of Approval					
						5.1.4		Annual Report for SCTIE adopted by Board 31 December	Date of Annual Report Adoption	31 December 2024.	Operational	Operational	N/A	N/A	-	-	-	-	31 December 2024.	N/A	0	Board Resolution of Adoption, submission to the Ugu District Municipality					
						5.1.5		Mid-Year Performance Report adopted and submitted to the Ugu District Municipality by 20 January	Date of Mid-Year Report Adoption	20 January 2025.	Operational	Operational	N/A	N/A	-	-	-	-	N/A	20 January 2025.	N/A	Board Resolution of Adoption, submission to the Ugu District Municipality					
						5.1.6		Quarterly Performance Review reports submitted to Ugu District by the 5th of the New Quarter	Number of reports	4	Operational	Operational	1	1	ACHIEVED	-	-	-	1	1	1	Evidence of Submission to Ugu District Municipality					
			5.2	Governance	To ensure good governance through statutory compliance and policy framework	5.2.1	Risk Management and Fraud Prevention	Completed Risk Register and Fraud Prevention Plan by 31 October	Date	31 October 2024.	Operational	Operational	N/A	N/A	-	-	-	-	-	-	31 October 2024.	N/A	N/A	Risk Register and Fraud Risk Register submitted to the CEO by date			
						5.2.2	Annual Audit Plan	Annual Audit Plan approved by 31 October	Date	31 October 2024.	Operational	Operational	N/A	N/A	-	-	-	-	-	-	31 October 2024.	N/A	N/A	Board Resolution of Adoption of Annual Audit Plan			
						5.2.3	Audit Committee	Number of Quarterly Audit Committee sittings.	Number per quarter	4	R256 328	R256 328	1	2	ACHIEVED	-	-	-	1	1	1	Audit Committee Minutes					
						5.2.7	Auditor-General Management Report	Auditor-General Management Report and Audit Finding: SCTIE	AG Report Opinion	Unqualified Audit	R900 000	R900 000	N/A	N/A	-	-	-	-	Unqualified Audit Opinion	NA	-	AG Management Report Duly Signed off and Tabled.					
						5.2.8	Statutory Compliance	100% Statutory compliance for Board	Percentage Compliance of Board meeting	100%	Operational	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	100%	Board Minutes.					
						5.2.9			Report confirming statutory compliance with CIPC	100%	Operational	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	100%	Confirmation of changes effected to CoR 39.					
						5.2.11			AGM with the Parent by date	30 June 2025.	Operational	Operational	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2024.	Agenda and Attendance Register for the AGM held, with Minutes from previous meeting held					
						5.2.12			Reviewed and updated Operational Policies Approved by date	31 May 2025.	Operational	Operational	N/A	N/A	-	-	-	-	N/A	N/A	31 May 2025.	Resolution by the Board by date					
						5.3	Finance	To ensure good budgeting, financial management according to legislation	5.3.1	Budget Planning	Budget Related Policies approved by date	By date	31 May 2025.	Operational	Operational	N/A	N/A	-	-	-	-	-	-	N/A	N/A	31 May 2025.	Board Resolution Adopting Budget Policy
									5.3.2		S88: Mid Year Budget & Performance assessment report approved by date	By date	20 January 2025.	Operational	Operational	N/A	N/A	-	-	-	-	N/A	20 January 2025.	-	Board resolution for the approval of the S88 Mid Year Performance assessment report, and submitted to Ugu District Municipality		
			5.3.4	First draft budget submitted to Ugu District Municipality 150 days before the start of the financial year	By Date				31 January 2025.		Operational	Operational	N/A	N/A	-	-	-	-	N/A	31 January 2025.	-	Evidence of first Draft Budget tabled, and Submission to Ugu DM.					
			5.3.5	Revised draft budget submitted to Ugu, 100 days before the start of the financial year	By date				23 Match 2025.		Operational	Operational	N/A	N/A	-	-	-	-	N/A	23 March 2025.	-	Evidence of first Draft Budget tabled, and Submission to Ugu DM.					
			5.3.6	Annual Budget approved by the Board 30 days before the start of the financial year	By Date				31 May 2025.		Operational	Operational	N/A	N/A	-	-	-	-	N/A	N/A	31 May 2025.	Board Resolution of Approval of Draft Budget & submission to Ugu					
			5.3.7	Working towards 50% Grant Funding - 50% Own funding	Funding Model Review - Own revenue generation - Sourcing of Project Funds				By Date	30 October 2024.		Operational	N/A	N/A	-	-	-	-	30 October 2024.	N/A	N/A	Board resolution adopting the new Funding Model proposed					
			5.3.7	Financial In-Year Reporting	12 Monthly Reports compiled and submitted by deadline.				Number of Reports by deadline.	12	Operational	Operational	3	3	ACHIEVED	-	-	-	3	3	3	Reports with submission dates.					
			5.3.8	Annual Financial Statements	Draft AFS submitted to AG by date				Draft AFS submitted to AG by Date	31 August 2024.	Operational	Operational	31 August 2024.	31 August 2024.	ACHIEVED	-	-	-	N/A	N/A	N/A	Draft AFS submitted to AG with acknowledgement of receipt.					
			5.3.10		Adopted Annual Financial Statements by the Boards by date				Adopted AFS by date	31 December 2024.	Operational	Operational	N/A	N/A	-	-	-	-	31 December 2024.	N/A	N/A	Board Resolution of AFS Adoption.					
				Operational Expenditure	Operational expenditure spend to plan				Percentage spend	80%	R2 166 919.02	R2 166 919.02	80%	47%	NOT ACHIEVED	Due to the limited grants funding having been received, only the very basic operational costs have been incurred. Additionally, invoicing from AG have yet to be received.	None, pending receipt of relevant invoices and strict management of expenditure.	30 June 2025.	80%	80%	80%	Quarterly calculation reports on operational spend					
					Staff salaries paid monthly by date				12 x Salary Payments by date	25th of the month	R8 653 209.98	R8 653 209.98	3x Monthly Payments by 25th	3x Monthly Payments by 25th	ACHIEVED	-	-	-	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	Salary Reports by date					
			5.3.12		Board salaries paid monthly by date				12 x Salary Payments by date	25th of the month	R1 314 934	R1 314 934	3x Monthly Payment by 25th	0	NOT ACHIEVED	Due to the limited amount of grant funding received, Board the Chair has halted Board salary payments.	Once grants have been received, payments will be processed. Provisions have been made	31 December 2024.	3x Monthly Payment by 25th	3x Monthly Payment by 25th	3x Monthly Payment by 25th	Salary Reports by date					
			5.3.14	Capital Expenditure	% capital expenditure to plan.	% capital expenditure to plan.	50%	R215 000	R215 000	50%	2%	NOT ACHIEVED	Due to the severe cash flow challenges, only vital cpaital purchases have been bought.	None - Assets will only be purchased if funding is available	30 June 2024.	50%	50%	50%	Quarterly Reports.								
			5.3.15	Fruitless & Wasteful Expenditure	Less than 1% Fruitless and Wasteful expenditure	Budget % spend fruitless and wasteful expenditure	Less than 1%	Operational	Operational	<1%	0.02%	ACHIEVED	-	-	-	<1%	<1%	<1%	Board Reports and Minutes, and Register.								

SCTIE Annual Performance Scorecard - 2025 - Quarter 1 reporting

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																									
PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL Budget	ANNUAL Budget	Q1: TARGET	Q1 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE			
						5.3.16	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorithorised expenditure	Less than 1%	Operational	Operational	<1%	Nil	ACHIEVED	-	-	-	<1%	<1%	<1%	Board Reports and Minutes, and Register.			
						5.3.17	Grant Funding	% of Municipal Grant revenue collected as per the funding model	% of Municipal Grant funding collected	100%	R25 374 468	R25 374 468	100%	12%	NOT ACHIEVED	Municipalities not adhering to the payment terms in the signed SLA's.	SLA are in place with all Municipalities - however they fail to release funding timeously. Continuous engagements from Management & the Board to release funding	31 December 2023.	100%	100%	100%	Quarterly reports on the grant funding received			
						5.3.18	Received Revenue to Plan	90% revenue received as per Annual Revenue Budget	% revenue received to plan.	90%	R432 205	R432 205	30%	76%	ACHIEVED	-	-	-	70%	80%	90%	Quarterly Reports			
						5.3.19	Revenue Generation	To raise own revenue or support funding through various avenues to reach a 50/50 split in relation to grant funding from participating municipalities, over a five (5) year period	Revenue generated or support received	R5 074 893.60	Operational	Operational	N/A	N/A	-	-	-	-	1 666 667	1 666 667	1 666 667	Report submitted to the CEO on the revenue and or support generated as a percentage of the Annual Grant budget received			
						5.3.20	Annual Procurement Plan	Development of an Annual Procurement Plan, with quarterly reports on expenditure	Quarterly Procurement report	4	Operational	Operational	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly Reports			
						5.3.23	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	Operational	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	100%	Quarterly Reports			
			5.4	Corporate Service & HR	To ensure HR matters are compliant and enable core functions to be performed.	5.4.1	Staffing	100% posts in structure filled.	% filled posts in structure	100%	Operational	Operational	100%	72%	NOT ACHIEVED	The entity has not filled posts due to the financial status which we face. Further, the appointment of the new CEO will take place 1 October 2024	The newly appointed CEO will review the organisational structure and budget for a way forward on the vacant posts.	31 December 2024.	100%	100%	100%	Quarterly Reports			
						5.4.2	Internships	To facilitate tertiary student internships during the year	Number of internships facilitated	6	Operational	Operational	NA	NA	-	-	-	-	NA	N/A	6	Confirmation letter of appointment to Internship			
						5.4.3	Staff Development	Plan Development by date	Date	30 December 2024.	R28 350	R28 350	N/A	N/A	-	-	-	-	30 December 2024.	N/A	100%	Quarterly Reports			
						5.4.4	Staff Performance	100% relevant staff with signed annual performance plans by date of 31 July	% staff with signed annual plans by 31 July	100%	Operational	Operational	100%	100%	ACHIEVED	-	-	-	N/A	N/A	N/A	Duly Signed Annual Performance Plans			
						5.4.5		Implementation Individual Performance Management Systems (IPMS)	% Implementation of IPMS	100%	Operational	Operational	N/A	N/A	N/A	-	-	-	100%	100%	100%	Quarterly Performance Reports			

	Combined		Approved		Difference:	
	R25 374 468	R25 374 468	R32 180 279	R32 180 279	-R6 805 811	
Municipal Grant Revenu.			R40 598 655	R40 598 655	-R40 598 655	
NSF Reveue			R620 209	R620 209	-R188 004	
Own Revenue	R432 205	R432 205				
Total Revenue	R25 806 673	R25 806 673	R73 399 143	R73 399 143	-R47 592 470	
Operations	R3 323 247	R3 323 247	R3 444 363	R3 444 363	R121 116	3323247
Salaries & Interns	R8 653 210	R8 653 210	R8 491 614	R8 491 614	-R161 596	R8 653 210
Board	R1 314 934	R1 314 934	R641 700	R641 700	-R673 234	1314934
Investment Attraction &	R5 834 709	R5 834 709	R15 134 661	R15 134 661	R9 299 952	R6 168 042.00
Tourism Attraction & Pr	R6 315 573	R6 315 573	R4 082 717	R4 082 717	-R2 232 856	R6 132 239.00
Natioinal Skills Fund	R0	R0	R39 949 088	R39 949 088	R39 949 088	R0
Stakeholder	R150 000	R150 000	R300 000	R300 000	R150 000	0
Research (Included Inv	#REF!	#REF!	R250 000	R250 000	#REF!	#REF!
Capital	R215 000	R215 000	R1 105 000	R1 105 000	R890 000	215000
Total Expenditure	#REF!	#REF!	R73 399 143	R73 399 143	#REF!	25806672
Difference	#REF!	R25 806 673	R0	R0		
NSF surplus	#REF!	#REF!				