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SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 2: Performance Report incorporating
Mid-Year Performance Report
December 2024

*Approved by the Board on 16 January 2025, with Adjusted Budget revision
25 January 2025*

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

This report provides an overview of SCTIE's financial and strategic performance for the mid-year ending December 31, 2024, with a focus on key investments, financial health, marketing initiatives, Tourism initiatives and governance status, including the Auditor General's audit outcome. In Quarter 2 of 2025, SCTIE set 47 performance targets and achieved 81% (38 out of 47), reflecting strong operational performance. However, 19% (9 out of 47) of targets were not met, mainly due to cash flow constraints, which hindered the full execution of some initiatives. Moving forward, addressing these financial challenges is critical to ensuring the complete achievement of all targets and maintaining momentum in strategic initiatives.

The organisation has showed strong net income and cash inflows for 2024, although it faced challenges with liabilities, such as VAT adjustments and Auditor General payments mainly due to Ugu district inability to meet the binding SLA obligation in time. In the coming year, the focus will be on improving cash flow management and addressing outstanding liabilities to ensure long-term financial stability.

Significant investments were made on the KZN South Coast in 2024, including:

- A R550 million investment in Port Shepstone Mall;
- R1.2 billion pledged for the expansion of Natal Portland Cement; and
- R3.6 billion pledged for the real estate development of Umdoni point trading as P&G Construction

These investments reflect SCTIE's success in attracting strategic capital to the region, further driving economic growth and development. The entity's active participation in investment conferences bolstered regional partnerships and promoted investment opportunities. The "Now's the time to invest in the KZN South Coast!" campaign gained significant traction, while the Buy Local Initiative garnered extensive media attention, further strengthening the region's investment appeal.

The KZN South Coast maintained its premier status with the highest number of Blue Flag beaches in KwaZulu-Natal. Notable initiatives included the introduction of new tourism packages, trade and media familiarization trips, and events like the Summertime 2024 Launch and Love Summer Beach Programme. These efforts boosted intra-provincial tourism and helped solidify the region's status as a top tourist destination.

SCTIE's marketing and public relations efforts focused on online media, promoting outdoor experiences, MICE destinations, and festive events. These campaigns generated significant media exposure and reinforced the South Coast as an attractive destination for both leisure and business travellers.

SCTIE demonstrated strong corporate governance, earning an unqualified audit opinion from the Auditor General for the 2023/2024 fiscal year. The audit covered SCTIE's financial statements, annual performance report, and compliance with legislation and legal requirements for the year ending June 30, 2024. This reflects SCTIE's commitment to transparency, accountability, and sound financial management.

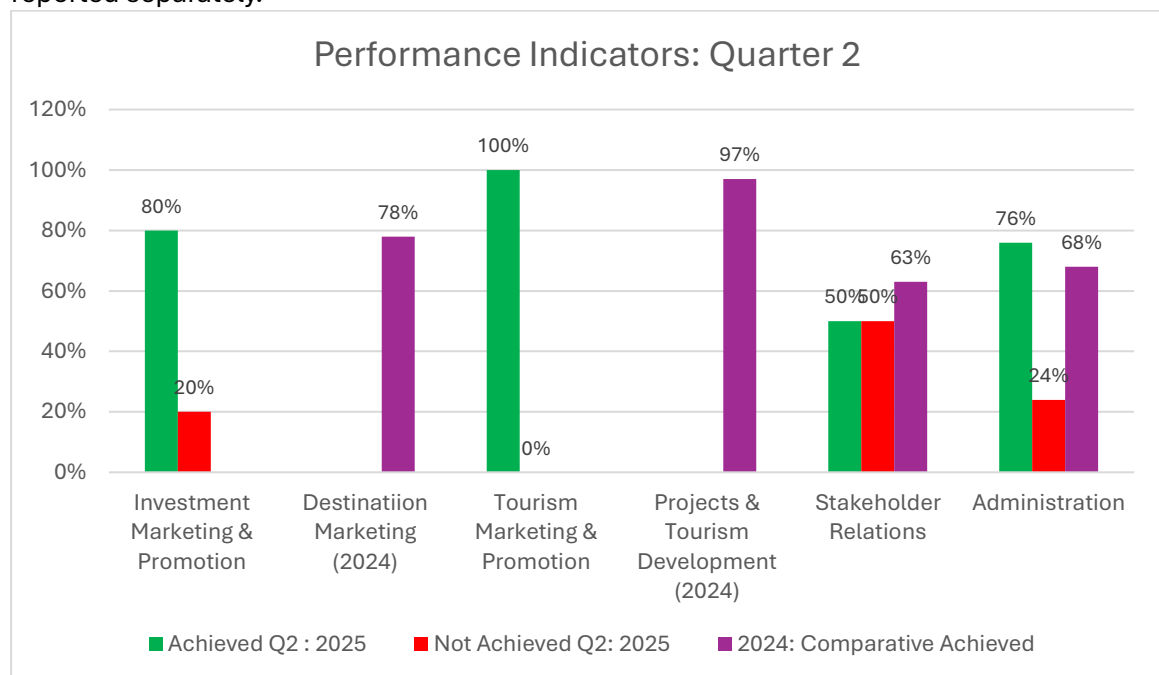
Significant strides have been made in areas such as strategic investments, financial health, tourism development, and corporate governance. Although cash flow constraints have impacted

some initiatives, the organization remains on course to achieve its long-term goals. By addressing these financial challenges and continuing to focus on investment growth and regional development, it will ensure its success as a major driver of economic growth on the KZN South Coast.

1.1. Performance scorecard: Quarter 2/2025

In terms of quarter 2 – 2025, SCTIE had 47 targets for the quarter of which we Achieved 81% (38/47) and did Not Achieved 19% (9/47).

Due to the realignment of the Annual Performance Scorecard, the 2024 figures have been reported separately.



The reasons for the non-achievements are primarily due to the cash flow constraints which we have experienced during quarter 2 – 2025 – however full details are included on the Performance Scorecard as annexed hereto.

1.2. Finance

1.2.1. Annual Grants 2025:

- i) **Umdoni** – Invoiced :R 2 452 000, which was paid in October. The shortfall of R72 710 , which will be invoiced in March after their adjustment budget is approved.
- ii) **Umzumba** – Invoiced: R 2 631 345.60 – paid in full.
- iii) **Umuziwabantu** – Invoiced: R1 701 898.80, which R1 000 000.00 was received. The balance of R R701 898.80, will be paid after the adjustment budget is approved.
- iv) **Ray Nkonyeni** – Have requested to release funding in line with the tranches of equitable share received. They have to date paid R3 133 245.15 (75%) and will be invoiced the final 25% in March 2025 – in the amount of R1 044 415.05.
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 or 2024 financial years, and owe the entity R43 975 055.25. This includes the amount of R18 415 023.60 (2025 – proforma invoice issued)

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.

Expenditure :

1. Only the very basic operational expenses have incurred along with a very basic costing for Investment Marketing activities R340 792 and Tourism Marketing activities R472 936. 16 305 and Developmental activities R15 755.
2. Staff salaries, Board fees and Audit committee expenses have been paid up to date to 31 December 2024.
3. The Auditor General budget for the audit was set at R967 092. We have to date been invoiced R542 368.75. We have request that the amount be paid over the next 6 months as wedo not have sufficient cash flow to be able to settle the account.
4. VAT:
During the Annual Audit, an adjustment was required by the Auditor General relating to the Ugu Grants for the 2023 and 2024 years. The transaction has effectively caused an adjustment to our vat return for June 2024 – whereby SCTIE now owe SARS the amount of R941 273 being the difference of the 2023:2024 grant write-off and impairment along with penalties that will be incurred of R94 127 and interest thereon to the date of payment. We are also not in the position to settle this.

1.2.1.1. Income Statement : 31 December 2024

	Final Budget 2025 - 16 May 2024	Actual : July 2024 - December 2024
<u>Income</u>		
Own Revenue	432 205.22	276 534.53
Grant Revenue raised	25 374 468.00	24 403 054.91
Gross Revenue	25 806 673.22	24 679 589.44
		0.00
<u>Expenditure</u>		
Board Salaries	1 314 934.46	377 412.55
Staff Salaries	8 653 209.98	2 975 815.24
Operational Costs	3 323 247.02	1 236 039.37
Investment Promotion, Marketing & Facilitation	6 034 708.84	340 792.60
Tourism Promotion, Marketing & Facilitation	6 036 012.93	472 936.69
Stakeholder Relations	150 000.00	16 211.74
Total expenditure for the Year	25 591 673.23	5 419 208.19
Net Surplus / (Loss)	215 000.00	19 260 381.25
Capital Expenditure	215 000.00	9 701.86
	25 806 673.23	5 428 910.05
	0.00	(19 250 679.39)

1.2.1.2. Balance Sheet as at 31 December 2024

Assets		
Non-Current Assets		
Fixed Assets	507 365	
Investment Property	9 406 111	
	9 913 477	
Current Assets		
Debtors	21 649 857	
Cash at Bank - Primary accounts	519 519	3 756 094.80
- Call account	3 236 327	
- Special Projects (URT & NSNP & OSS)	1 013	
Petty Cash	- 763	
Deposits	81 892	
Accrued income	1 070	
Prepaid expenses	19 479	
Vat - Receivable	-	
	25 508 392	
	Total Assets	35 421 869
		561 428
Liabilities		
SARS - VAT payable	3 219 240	
Staff Control	84 090	
Accruals	-	
Suppliers	R 544 015.86	
Provisions - Leave	401 191	
Provisions - Performance Bonuses	312 598	
Operating Lease liabilities	-	
Unallocated deposits	1 150	
Conditional Grant	55 500	
	Total Liabilities	4 617 786
Net Assets		30 804 083
Ordinary Shares	200	
Accumulated Surplus	11 543 501	
Surplus / (Loss): Current Year	19 260 381	
Total Net Assets		30 804 083

1.2.1.3. Financial ratios: 31 December 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		3 Month		
				Cash and cash eq	3 756 095		
				Unspent Conditional	55 500		
				Total Annual Operational Expenditure	12 981 573		
This calculation does not take into account - the large VAT payment which remains outstanding : R1 035 000 - June 2024 and R2 401 959 - 2025 (totalling R3 436 959)							
Current Ratio : 2:1							
Current Assets / Current Liabilities	Statement of Financial Position, Budget, IDP and AR	1.5 - 2:1		5.52			
			Current Assets	25 508 392			
			Current Liabilities	4 617 786			
Whilst accurate - this calculation is not reliable due to the long outstanding municipal grant debts relating to Ugu DM and Ray Nkonyeni							
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		98 days	19 days	
				Trade Creditors	544 016	87401.33	107 009
				General expenses	2 021 828		2 021 828
				This calculation is not accurate - due to the large AG account received in December - being in the amount of R524 407 (If divided over 6 months - payable at R87 401 per month)			
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%		62%		
				Employee/personnel related cost	2 975 815		
				Remuneration Councillors	377 413		
				Total Operating Expenditure	5 419 208		
This calculation is high due to the cash flow which we are trying to manage - Project funding has not been incurred due to the non-payment of the Ugu Grants							

1.2.1.4. Cash Flow estimates

Cash Flow	31.12.2024	25.01.2025	25.02.2025	25.03.2025	25.04.2025	25.05.2025	25.06.2025
Opening balance	3 756 094	3 562 026	1 552 541	5 055	-463 267	-1 036 741	-2 236 317
Ugu District Municipality - 2022/2023							
Ugu District Municipality - 2024/2025							
Ray Nkonyeni - 2022/2023							
Ray Nkonyeni - 2024/2025				1 044 415			
Umuziwabantu - 2024/2025	-				701 899		
Umdoni Municipality					71 150.00		
Umzumbe - Invoiced							
SAMWU settlement							
Membership							
Total Cash Receipts	0	0	0	1 044 415	773 049	0	0
Total In Bank	3 756 094	3 562 026	1 552 541	1 049 470	309 782	-1 036 741	-2 236 317
Expenditure							
Staff Salaries - (Gross salary) - 24 of Month							
- Junior staff - Full		16 685	16 685	16 685	16 685	16 685	16 685
- Officers		79 463	79 463	79 463	79 463	79 463	79 463
- Officer I2		58 181	58 181	58 181	58 181	58 181	58 181
- Coordinators:		117 003	117 003	117 003	117 003	117 003	117 003
- S57 - Managers		77 809	77 809	77 809	77 809	77 809	77 809
- S57 : A-CEO		-	-	-	-	-	-
- CEO - new appointment		83 333	83 333	83 333	83 333	83 333	83 333
- Manager : Investment & Development		-	-	77 809	77 809	77 809	77 809
Performance Bonuses - S57 (per AFS provision)		-	-	312 598	-	-	-
- Staff increases due 1.07.2024		-	-	-	-	-	-
- Company costs : Medical/Pension / SDL / UIF	194 068	194 068	194 068	194 068	194 068	194 068	194 068
Board fees -		39 844	39 844	79 688	39 844	39 844	79 688
Audit Committee	-	-	40 000	-	-	40 000	-
Operational expenses							
Critical Accounts							
- Telkom		9 650	9 650	9 650	9 650	9 650	9 650
- Rental		72 000	70 000	70 000	70 000	70 000	70 000
- Fuel		3 500	3 500	3 500	3 500	3 500	3 500
- Auditor general		87 333	87 333	87 333	87 333	87 333	87 333
- Agency - Critical updates - 31 of Month		-	-	-	-	-	-
- Insurance - Annual		-	-	-	-	-	-
- Insurance - Monthly - Directors		555	555	555	555	555	555
Ifafa (Eskom)		4 500	4 500	4 500	4 500	4 500	4 500
Ifafa (Rates)		1 500	1 500	1 500	1 500	1 500	1 500
Copy Machines Konica		3 500	3 500	3 500	3 500	3 500	3 500
Copy Machines Skillfull		3 000	3 000	3 000	3 000	3 000	3 000
VAT Payment on grant					136 228	9 280	-
VAT on AG adjustments		950 000					
- Vat due on the Ugu 2025 Grant invoiced							2 401 960
Operational costs - other							
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)		4 500	4 500	4 500	4 500	4 500	4 500
Ifafa (Rates)		1 500	1 500	1 500	1 500	1 500	1 500
Copy Machines Konica		3 500	3 500	3 500	3 500	3 500	3 500
Copy Machines Skillfull		3 000	3 000	3 000	3 000	3 000	3 000
Other operational expenditure							
Debit orders							
Diamatrix		738	738	738	738	738	738
Bidtrack		824	824	824	824	824	824
Destination Marketing : Investment & Tourism : Core		140 000	140 000	140 000	140 000	140 000	140 000
Marketing issues:							
Shows :							
- Meetings Africa		50 000					
- Indaba 12 -15 May 2025				75 000			
- Space					50 000		
- Accommodation					10 000		
- Advertising							
Brochures (Investment Brochure & Southern Explorer)			500 000		65 000	65 000	65 000
0							
Total Expenditure	194 068	2 009 486	1 547 486	1 512 737	1 346 523	1 199 575	3 592 099
Balance bank	3 562 026	1 552 541	5 055	-463 267	-1 036 741	-2 236 317	-5 828 415

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 1st 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 3rd 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: - No appointments made in Quarter 2.

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. Mid-Term review and Performance Adjustments

The Board approved the Annual Performance Plan (APP) for the 2024/25 financial year, in July 2024. In line with the approved APP, an annual budget was approved that would enable the achievement of the strategic objectives set out. The entity has continuously monitored the performance both against the APP as well as forecast financial milestones set out in the annual budget. This was done through quarterly reporting and monitoring and provision of remedial actions where deviations were identified.

This report, the Mid-year review seeks to do an assessment of what has been achieved or not achieved in the first six months of the financial year, the challenges encountered and the remedial actions where there has been non-achievement. This mid-year review, prepared in terms of Municipal Finance Management Act 56 of 2003 and Municipal Budget and Reporting Regulations, Government Gazette 32141, 17 April 2009 looks at the following major aspects:

- I. The performance assessment for the period 1 July 2022 to 31 December 2022;
- II. Budget Adjustment, informed by the performance assessment above.

Legal requirements

Section 88 of Local Government: Municipal Finance Management Act, No. 56 of 2003 dictates that:

The accounting officer of a municipal entity must by 20 January of each year -

- a) assess the performance of the entity during the first half of the financial year, taking into account -
 - I. the monthly statements referred to in section 87 for the first half of the financial year and the targets set in the service delivery, business plan or other agreement with the entity's parent municipality; and
 - II. the entity's annual report for the past year, and progress on resolving problems identified in the annual report; and
- b) submit a report on such assessment to -
 - I. the board of directors of the entity; and
 - II. the parent municipality of the entity.
- c) A report referred to in subsection b)(i) must be made public.

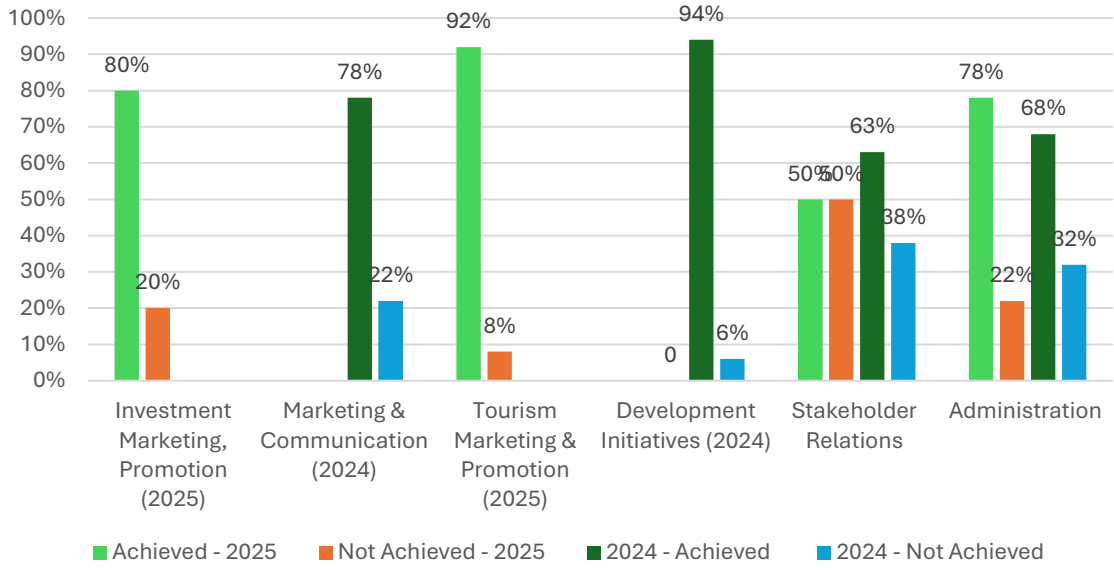
In view of the performance indicated above, the following amendments are proposed to the annual performance plan:

1.2.4.1. Year to date Performance

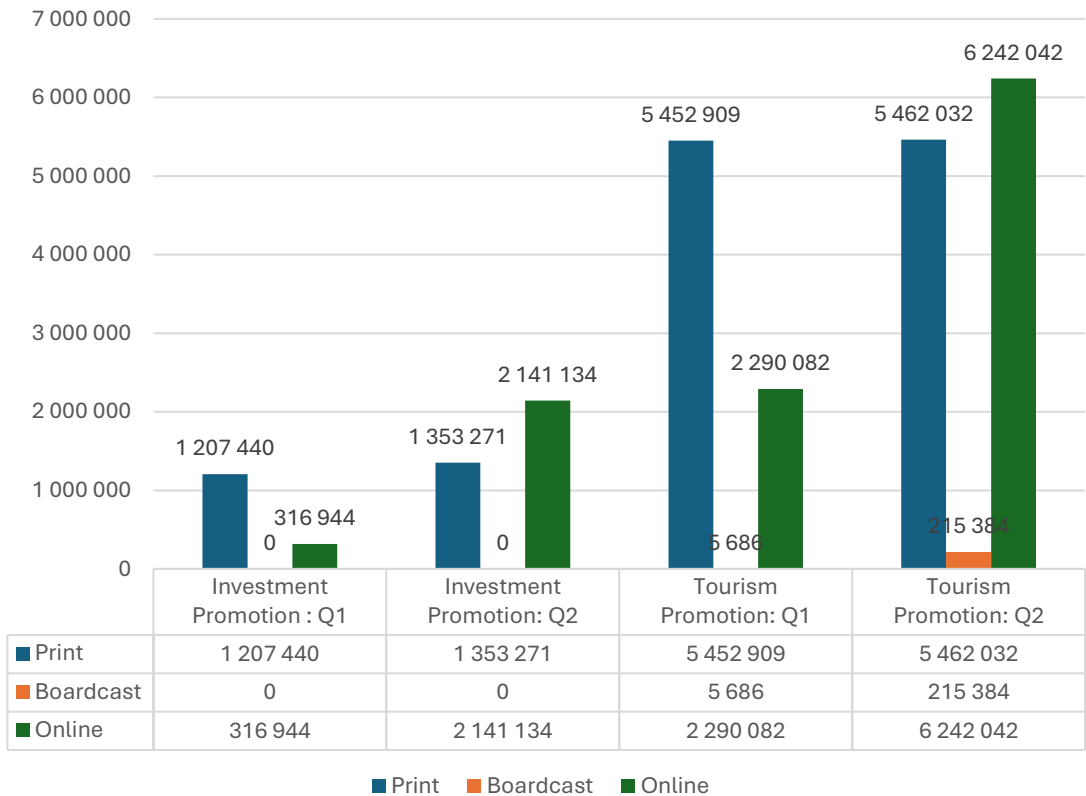
For overall performance at Mid-Year, SCTIE Achieved 80% (41/51) and did Not Achieved 20% (10/51), this in comparison to 2024 of Achieved 78% and Not Achieved 22%.

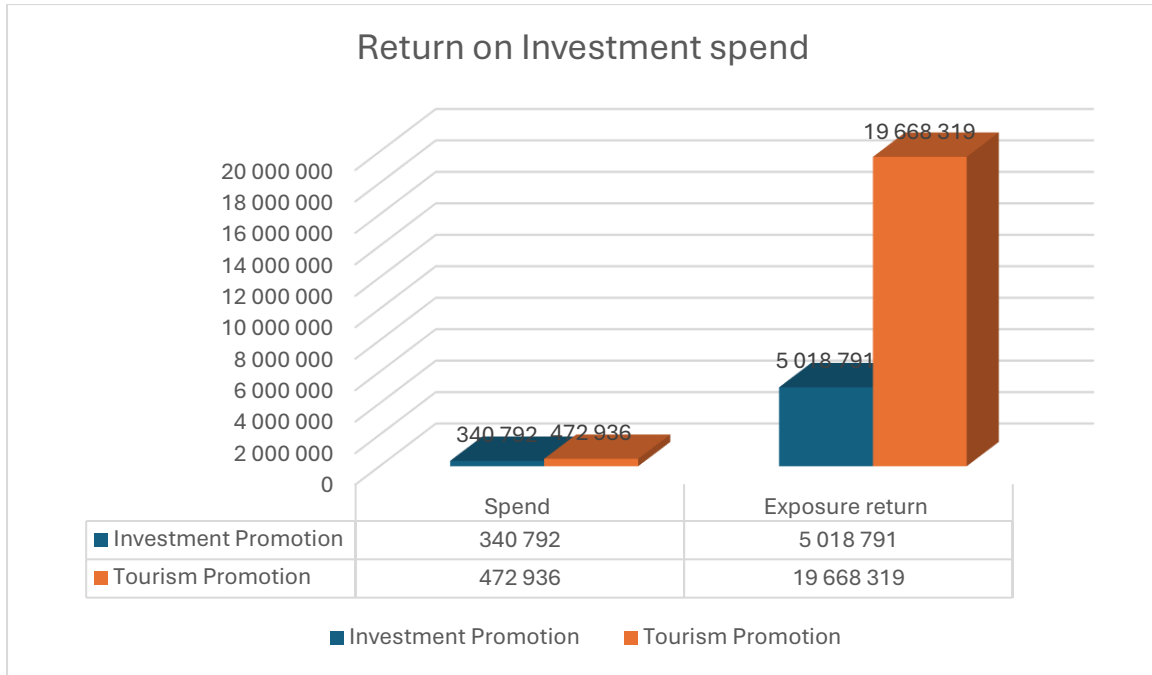
Due to the realignment of the Annual Performance Scorecard, the 2024 figures have been reported separately.

2025 - Mid-Year Performance



Average Value Equivalent for Marketing Exposure





In terms of overall Average Value Equivalent (AVE) media exposure the following has been achieved: Investment Promotion: R5 018 791 and Tourism Promotion R 19 668 319.00. These figures have been achieved based on a marketing spend : Investment of approximately R340 792 and Tourism R472 936.

The Return on Investment being calculated as follows: Investment Promotion: R1: R0.07 spend and Tourism Promotion: R1: R0.02 spend.

The adjusted Annual Performance Scorecard is attached as per Annexure A, to this report.

1.2.5. Mid-Term Adjustment Budget

The attached Mid-term Adjustment Budget 2024/2025 has been prepared by Management. Any savings in operational costs have been reallocated to Investment and Tourism programs in terms of the revised Annual Performance Plan 2025.

The Adjusted Annual Budget for Approval is R18 191 196.79, and is summarised as follows:

	A	B	C	D	E	
Account	Final Budget 2025 - 16 May 2024	Actual : July 2024 - December 2024	Estimates: January 2025 - June 2025	Revised Budget : 2025: Approved 16 January 2025	Variance	Percentage of Overall Budget
Income						
Own Revenue	432 205.22	276 534.53	153 258.26	429 792.79	(2 412.43)	2%
Grant Revenue	25 374 468.00	24 403 054.91	(6 641 650.91)	17 761 404.00	(7 613 064.00)	98%
Gross Income	25 806 673.22	24 679 589.44	(6 488 392.65)	18 191 196.79	(7 615 476.43)	
Expenditure						
Board Salaries	1 314 934.46	377 412.55	441 445.57	818 858.12	(496 076.34)	5%
Employee Salaries	8 653 209.98	2 975 815.24	3 971 478.40	6 947 293.64	(1 705 916.34)	38%
Operational Costs	3 323 247.02	1 236 039.37	1 752 485.41	2 988 524.78	(334 722.24)	16%
Investment Facilitation, Marketing & Promotion	6 034 709.20	340 792.60	3 485 662.17	3 826 454.77	(2 208 254.43)	21%
Tourism Facilitation, Marketing & Promotion	6 115 572.93	472 936.69	2 853 160.42	3 326 097.11	(2 789 475.81)	18%
Stakeholder Relations	150 000.00	16 211.74	153 054.78	169 266.52	19 266.52	1%
Capital Expenditure	215 000.00	9 701.86	105 000.00	114 701.86	(100 298.14)	1%
Total Expenditure	25 806 673.58	5 428 910.05	12 762 286.74	18 191 196.79	(7 615 476.79)	

The Full 2025 Adjusted Budget is attached to this report as Annexure B.

1.2.6. Investment Marketing, Promotion and Facilitation

Investment Themed Annual Campaign: ‘Now’s the Time to Invest’

This annual campaign is a strong call to action to encourage potential investors to act now and invest on the KZN South Coast. The overall aim is to create a single memorable message that is consistently shared across all communication platforms, for a consistent timeline, to all stakeholders.

Now’s the Time to Invest on KZN South Coast!

Investor optimism is at an all-time high on the KZN South Coast, driven by upgraded infrastructure, the highest number of blue flag beaches, a flourishing Port Shepstone Business Hub, and thriving sectors like agriculture, mining and beneficiation, maritime, logistics, and renewable energy. Existing investors are reaping outstanding returns, and with a skilled, cost-effective workforce, affordable coastal land, and low living costs, the region offers unparalleled growth potential.

Investment opportunities extend from the Eastern Seaboard to the hinterland tourism sites, tapping into limitless possibilities. Recent property developer investments, praised by President Cyril Ramaphosa, further highlight the region’s momentum.

With SCTIE’s One Stop Shop streamlining processes, reducing red tape, and supporting investors, now is the perfect time to invest on the KZN South Coast—where opportunity meets paradise!

Q2 Theme – “Now’s the Time to Invest”

- Buy Local
- Opportunities
- One Stop Shop

Hashtags: #investkznsouthcoast #sctie #nowsthetime!

Investment Awareness Campaign: #BuyLocal

Messaging:

The investment marketing campaign was centred around this quarter’s theme of **‘Now’s the time to invest in the KZN South Coast!’**. By highlighting the potential and success within our key investment sectors, we’re encouraging investors to act fast to maximise the benefits found here. The campaign features the region’s potential across agribusiness, the ocean economy, real estate, tourism, manufacturing and more.

Objectives:

- To **grow the district economy by an average of 2% annually** over a five-year period, as reflected in GDP-R target of **R40 769 billion** and a **positive trade balance by 2030**.
- To **grow and transform the economy of the district through investment and tourism attraction** resulting in GFCF share of GDP achieving at least **2% increase by 2030 and increased tourists**. (tourists for investment)
- 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 comprehensive service to **help investors establish and grow their businesses** in the region.

- Marketing and promotions to **create awareness** and **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
- Renewable energy/ Green economy
- Manufacturing
- Maritime/ Ocean economy
- Mining and beneficiation
- Logistics (airport and storage)
- Hinterland sites (KwaXolo Caves/ Umzumbe River Trails)
- Eastern Seaboard
- 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 the TMSA/ OJC JV generated from 19 September – 13 December 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 Q2 the TMSA/ OJC JV generated **115** free media exposure articles. Out of the 115 exposure instances, all the media exposure was positive.

- ❖ **Breakdown of Average Value Equivalent (AVE): R3 494 406.28**
- ❖ **Print: R 1 353 271.79**
- ❖ **Online: R 2 141 134.49**

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

1.2.7. Tourism Marketing, Promotion and Facilitation

Annual Tourism Campaign: ‘Now’s the time’ - to visit (tourism campaign)

This annual campaign is a strong call to action to encourage tourists and investors to visit the KZN South Coast.

Experience the beauty and diversity of South Africa's premier beach destination, boasting the highest number of Blue Flag beaches, a year-round subtropical climate, and an abundance of outdoor adventure experiences. From sun, sand and sea to MICE locations, authentic cultural excursions, and hinterland offerings, the KZN South Coast has something for everyone to uncover.

Q2 Summer Theme – ‘Embrace Summer’

Tourism Awareness Campaign

This quarter’s theme, ‘Embrace Summer’ has encouraged visitors to act quickly (Now’s the Time) on the many great tourism deals, abundant blue flag beaches, outdoor experiences, and unique attractions to visit the KZN South Coast.

Buy Local Campaign

The Buy Local campaign continues to attract new members and gain more support, particularly in the run-up to the festive season. Forming part of the Department of Trade, Industry and Competition’s (the dtic) Buy Back SA initiative, the Buy Local campaign has several member benefits, including:

- Exposure across all SCTIE marketing channels.
- Business support and networking opportunities.
- Valuable member credibility.
- Up-to-date information sharing.
- Free Buy Local membership until 30 June 2025

Hashtags: #visitkznsouthcoast #sctie #kznsouthcoastfamily #embracesummer #nowsthetime #sctie

Target Audience:

- Holiday makers, leisure travel, families, divers, anglers, adventure and nature lovers.
- ‘Holiday-makers’ 30-39 and 40-49, traveling with family or with a partner. Families seeking holiday getaways
- Adventure enthusiasts and nature lovers
- Water sports and beach activity lovers
- Local and international tourists looking for a unique blend of beach and inland experiences
- Eco-tourism and cultural experience seekers
- Visiting friends and relatives (VFR).

Marketing Objectives Included:

- To grow the economy by an average of 2% annually, as reflected in GDP-R targets of 2027: R36 926 billion and a positive trade balance.
- Position the KZN South Coast as a value for money, top family destination.
- Promote the destination as a premier beach destination with abundant outdoor adventure experiences both on land and in the water.
- Drive awareness about beaches being open with highest number of blue flag beaches in KZN.
- Expand the geographical footprint by profiling the tourism experiences in rural communities.
- Increase the number of visitors to the KZN South Coast and increase the length of their stay.
- Profile destination as an accessible, year-round destination with great subtropical weather.
- Showcase the rich cultural and heritage offerings.
- Improve tourism information services for tourists

The following marketing elements were harnessed to maximise marketing efforts:

- Social Media
- Advertising on digital platforms
- Public Relations
- Fam Trips
- App

The 324 exposure instances, was generated

The Q2 Tourism and Marketing AVE target for brand exposure is R 5 000 000

Achieved: Breakdown on Average Value Equivalent (AVE) R11 919 459.70

- **Print: R5 462 032.25**
- **Broadcast: R215 384.50**
- **Online: R6 242 042.97**

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



DR. VUSUMUZI SIBIYA
Chief Executive Officer
10 January 2025

2. Investment Marketing, Attraction and Facilitation programs

2.1. Press Releases

Coverage table:

PRESS RELEASES – INVESTMENT	EARNED (PR) MEDIA EXPOSURE
The campaign to Buy Local on the KZN South Coast speeds up towards the festive season	Stokvel Talk, SA Today, Tourism News Africa, Invest KZN South Coast – (11/11) My Durban, Marketing Spread, Rove SA, Rising Sun Newspapers – (12/11) Buy PE – (13/11) African Business Quarterly – (14/11) Tourism Update – (15/11) Rising Sun (Chatsworth), Rising Sun (Merebank), Media Update, South Coast Herald – (19/11) Rising Sun (North Coast) – (20/11) Rising Sun (Overport) – (21/11)
KZN South Coast development pledges towards local investment	My Pressportal, SA Today – (19/11) My PR, Buy PE, African Business Quarterly, Free Mail, Invest KZN South Coast – (20/11) My Durban, Marketing Spread, Tourism News Africa – (21/11) Moneyweb – (25/11) Rising Sun (Chatsworth), Rising Sun Merebank – (26/11) Rising Sun (North Coast), Everything Property – (27/11) Rising Sun (Overport) – (28/11)
Blue Flag beaches a huge boost for the property market on KZN South Coast	IOL, IOL Property, My PR, My Pressportal, Marketing Spread – (25/11)

	<p>Buy PR, Everything Property, Free-Mail, Rove SA – (26/11)</p> <p>Invest KZN South Coast – (27/11)</p> <p>Gauteng Online Magazine, South African Lifestyle Magazine – (29/11)</p>
<p>Female-founded beauty brands lead the way for investment growth on the KZN South Coast</p>	<p>In Bound – (26/11)</p> <p>My PR, My Pressportal, Marketing Spread, African Business Quarterly, Invest KZN South Coast – (27/11)</p> <p>Rising Sun (Chatsworth), Rising Sun (Overport) – (03/12)</p> <p>Rising Sun (North Coast) – (04/12)</p> <p>Rising Sun (Overport) – (05/12)</p>
<p>The KZN South Coast is a hub for top-quality macadamia nut export</p>	<p>Southern Africa’s Freight News, My PR, Maroela Media, My Pressportal, Marketing Spread, SA Today, Gauteng Online Lifestyle Magazine, Showbiz Scope – (09/12)</p> <p>Buy PE, Visit KZN South Coast, Free-Mail, Pro Agri Media, Rising Sun Newspapers – (10/12)</p> <p>Tourism News Africa – (11/12)</p>
<p>Lights, action, invest! Ugu International Film Festival (UGUIFF) puts investment opportunities on the global stage</p>	<p>MyPressportal, My PR, Marketing Spread – (12/12)</p>

2.2. Investment Trade & Media Fam Trips

1. UGU International Film Festival and Business Market

For the past 12 years, the KZN South Coast has played host to the Ugu International Film Festival (UGUIFF) which attracts local and international stakeholders from the film industry, with local talent given a platform to shine. Expanding the opportunities within this sector to

other industries, the 2024 UGUIFF strategy included a 'Film and Business Market' which further boosted local economic growth.

Zindela Pictures Group, organisers behind UGUIFF, partnered with South Coast Tourism and Investment Enterprise (SCTIE), the South Coast Chamber of Commerce, and Ray Nkonyeni Municipality to leverage the region's economic potential through this platform. This year saw local businesses exhibiting their products and services directly to end-users and potential buyers within the film industry. The event also featured educational workshop sessions with stars like Pallance Dladla, Sthembiso Mtshali, Masechaba Ndlovu, Luthuli Dlamini, Siyabonga Shibe and many more.

The KZN South Coast has previously attracted international documentary filmmakers year-round and has played host to several other notable features. Among these are The Longest Date reality TV series on SABC 3, Tarzan and the Lost City, Dhoom 2, Race, Blue Crush 2, and several Bollywood films and international documentaries.

All of this is alongside the annual Ugu International Film Festival which attracts global, business-minded producers and investors interested in creating high-concept films. Many local businesses benefitted from this investment-driven festival from 17 to 19 October 2024. Among them is Margate Hotel, which is set to host the event annually; Margate-based restaurant, Karambas, which fed the international guests; and Oasis Lodge which hosted the guests.

This year saw Zindela Pictures Group create a long-term partnership with a Russian AI and electric car production company, Duyunov Motors. This has unlocked significant investment potential for product placement opportunities, and even the potential for establishing a production centre in the region for electric vehicles. Furthermore, Senzo Zindela is now the international film producer working with biggest American companies like Lionsgate, Asian companies like KAO Tayarn known for legendary film titled Ong Bak. He is managing and representing well known faces like Simon Kook, Luthuli Dlamini, Peter Pham and many more. Some of his recent and ongoing international film projects are:

1. **Operation Crossbow** Action Thriller Starring and directed by Peter Pham
<https://m.youtube.com/watch?v=CrwHS-xCQ5w&pp=ygUeb3BlcmF0aW9ucyBjc m9zc2JvdvBwZXRiciBwaGFt>
2. **Paladin Resurrection** Action Thriller Starring and directed by Sohail Hayder
<https://drive.google.com/file/d/1DQkJIsXnSZpbAQkG8y-dXe5uOPStNKtn/view?usp=drivesdk>

With the assistance of Ray Nkonyeni Municipality, UGUIFF is also developing and growing the local film industry sector to attract investors to the region. Local talent is also being empowered and supported through workshops led by the municipality's Local Economic Development (LED) office. Community outreach has also ensured students at rural schools are provided with film career guidance, opening them to the many opportunities in the industry.

This comprehensive industry support has revealed the potential for local economic growth, as well as the extensive investment opportunities in the film industry, set to be further unlocked through the 13th Ugu International Film Festival.

2.3. Investment Trade Shows, Exhibitions and Conferences

1. Ray Nkonyeni Investment Conference

Government officials, business leaders, community advocates, and industry experts in sustainable development convened at the Estuary Hotel & Spa in Port Edward from 23 to 24 October to find a collaborative approach that drives investment in the region, and to facilitate partnerships to strengthen collaboration across industries and drive sustainable projects, as well as identify challenges and potential solutions to investment-related obstacles in our municipality.

The conference programme welcomed several speakers who shared their views around the theme 'Driving Sustainable Growth Through Strategic Investments in RNM'.

Speaking during her keynote address, RNM Mayor Cllr Zodwa Mzindle extended her heartfelt appreciation to all attendees as she outlined the strategic investment opportunities emerging against a rapidly changing global landscape.

"Our communities confront significant challenges, from economic disparities to environmental concerns, but we also stand on the brink of unprecedented opportunities," she said, highlighting the key sectors set to be unlocked. These include mining; tourism; the ocean economy; agriculture and agroprocessing; wholesale, retail and manufacturing; public infrastructure development; innovation, science and technology; as well as accessible and affordable finance.

Daliso Zulu, RNM Municipal HOD of Development Planning Services explained the area boasts unique advantages, among them its strategic geographic location, abundant natural resources, a growing population, and emerging sectors ripe for development. These will be leveraged by promoting public-private partnerships for improved infrastructure development, service delivery, and innovation; as well as promoting a dialogue on economic policy and reform to create a 'more business and investor-friendly environment'.

Sihle Zikalala, Deputy Minister of Public Works and Infrastructure addressed the audience on Day 2 during his keynote speech. He highlighted the recent upgrades, including that of Margate Airport and Marine Drive, with the Multi-Modal Port Shepstone Mall set to be officially opened. Zikalala also noted feasibility studies currently underway for the development of a Small Craft Harbour at Port Shepstone, the results of which should be available in March 2025.

RNM Investment Stakeholders Conference Resolutions

- Establish a Municipal Mining Platform
- Explore sites for an industrial park.
- Encourage regulatory and statutory compliance among tourism establishments
- Expand rural tourism offerings
- Revitalise international tourism events
- Develop a Small Craft Harbour,
- Establish maritime skills and boat-building programmes
- Explore emerging industries in agriculture
- Explore private sector-driven rail services through Transnet
- Explore the alternative energy sector
- Promote locally grown and made products

2. KwaZulu-Natal Investment Conference

The Conference

The KwaZulu-Natal Provincial Government and Trade & Investment KwaZulu-Natal (TIKZN) hosted an investment conference, themed, “Unlocking KZN’s Economic Potential: Driving Trade and Investment to Transform the Province’s Future” at Durban International Convention Centre on 11 – 12 November 2024.

Keynote address by KwaZulu-Natal Premier Thamsanqa Ntuli

On the opening day, KwaZulu-Natal Premier Thamsanqa Ntuli delivered a keynote address underscoring KZN’s commitment to economic development, trade, and investment growth toward 2030, aligned with the province’s broader strategic priorities.

Ntuli said that over the past decade, KZN has attracted significant investments in key sectors, notably through developments at the Durban and Richards Bay Ports, two of Africa’s largest and busiest maritime hubs. Enhanced container capacity, automation, and infrastructure upgrades have strengthened KZN’s position as a regional logistics powerhouse. Similarly, the Dube TradePort, adjacent to King Shaka International Airport, has drawn over R2 billion in investments, cementing its role in warehousing, logistics, and agriculture, including the Dube AgriZone, a major hub for export-focused agri-business.

Reflecting on the 2019 Provincial Trade and Investment Strategy, Premier Ntuli highlighted achievements and areas for intensified efforts. The strategy targeted R76 billion in new and expansionary investments by 2024, alongside the creation of approximately 68,000 jobs and an increase in KZN’s national export value to R1.28 trillion. While projections indicate these targets may not be fully met by the year’s end, the Premier emphasized the need to redouble efforts in investment initiatives.

Ntuli highlighted that Tourism also remains central to KZN’s economy, supported by new hospitality investments, including the reopening of the international Hilton Hotel and the Durban Beach promenade renewal. Noting KZN’s absence from many long-haul tourist packages, Ntuli stressed the importance of positioning KZN as a key destination for international tourism.

Recognising challenges, the Premier addressed issues in freight rail services and port bottlenecks, emphasizing that public-private partnerships could unlock efficiencies. He also called attention to KZN’s role in automotive manufacturing, underscoring opportunities in electric vehicle (EV) component production to tap into Africa’s growing EV market.

In his concluding remarks, Premier Ntuli emphasized the importance of resilient infrastructure, sustainable energy investments, and inclusive growth that extends to all municipalities, cities, and rural areas. He issued a call to action for deeper engagement with rural and municipal stakeholders, ensuring these areas are active participants and beneficiaries in KZN’s economic growth.

He said KwaZulu-Natal’s vision is clear: a balanced, resilient provincial economy that thrives through collective prosperity across all regions, setting a strong foundation for KZN as a gateway for African and global trade.

Investment Pledges

A major highlight of the conference were the investment pledges made by several companies, demonstrating investors' confidence in the province, 16 companies committed to investing a collective R75.8 billion during a two-day Investment Conference. Investment pledges included manufacturing, tourism, automotive, logistics and property development projects.

The Umdoni Point Coastal Forest Estate in Pennington joined other KZN businesses in pledging to invest a total of R75.8 billion over the next two years at the KwaZulu-Natal Investment Conference. Umdoni Point promised R3.6 billion for a property development on the South Coast. This significant commitment underscores the real estate investment potential that exists along the KZN South Coast, with developers anticipating a surge of interest in this over-50s lifestyle development.

The second pledge by the South Coast business was made by Natal Portland Cement (NPC), which is investing R1.2 billion to expand its plant based near Port Shepstone. NPC became a subsidiary of China's Huaxin Cement after taking over the assets from Intercement, with big plans for expansion of its cement manufacturing plant set to create hundreds of jobs in the area.

The Exhibition

The KZN Investment Conference included an exhibition, SCTIE was accommodated in the TIKZN pavilion to network with over 300 delegates and over 50 exhibitors, opening doors to new partnerships and business matchmaking opportunities that could elevate our enterprise. Our stand was well branded with SCTIE destination and Ugu district One Stop Shop logos to identify our booth at the pavilion.

Promotional Material:

- Brochures: Southern Explorer magazines and Investment brochures
- Business cards'
- Corporate video

2.4. Investment Quarterly Newsletter

One investment focused newsletter was prepared and sent out on 09 December 2024 to 941 members and key stakeholders. Q2 newsletter highlighted the KZN South Coast investment successes, and marketing developments.

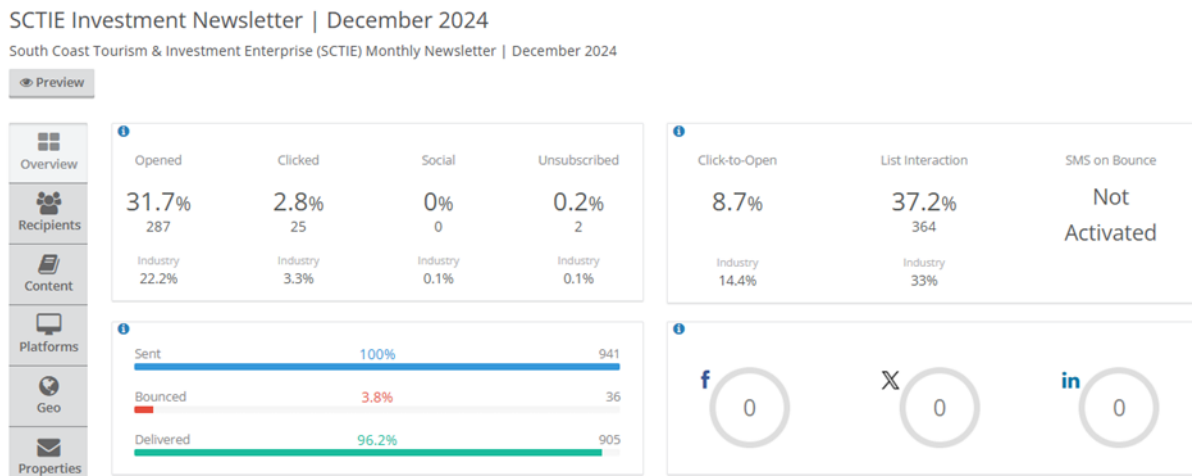
Link to view newsletter:

<https://www.investkznsouthcoast.co.za/newsletter-december-2024/>

Newsletter stats:

The newsletter stats show that there was a 96.2% delivery rate, 31.7% (287) of the mailing list have opened the newsletter so far, 2.8% (25) click throughs, 8.7% click-to-open and 37.2% (364) list interactions.

The report link is live and updates regularly, please see below screenshot of stats:



2.5. Digital Website and Social Media Platforms Advertising

1. Website Updates

The updates on the websites included:

Newsletters

In an increasingly interconnected world, our digital investment newsletter brings you closer to global opportunities, no matter where you are. By embracing digital platforms, we ensure that crucial investment insights, market trends, and expert analyses are at your fingertips, accessible with ease and speed. Our newsletter is designed to bridge the gap between local and international markets, offering you seamless communication and immediate access to the latest financial developments. Whether you're an international investor or someone looking to diversify your portfolio, our digital format provides you with the flexibility and convenience to stay informed and make timely investment decisions, no matter your location.

Press Releases

The effectiveness of SCTIE's digitised press releases is evident in its ability to significantly enhance the organisation's global investment appeal. By ensuring digital accessibility, optimising for search engines, and integrating seamlessly with social media, these press releases are easily discoverable by potential investors. The integration of high-quality visuals, engaging content, and real-time updates has allowed SCTIE to reach a broad, international audience, including global investors and key stakeholders. This strategic approach not only promotes investment opportunities but also serves as a direct communication channel, fostering trust and reinforcing SCTIE's credibility as a prime investment destination. The digitisation of press releases has greatly expanded SCTIE's digital footprint, effectively amplifying its visibility in the global investment community and demonstrating the substantial impact of this forward-thinking strategy.

2. Social Media Platforms Advertising

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
1.	08 October 2024	Catalytic Projects	KwaXolo Caves & Umzumbe River Trail	Video Advert		Facebook, & Instagram

The lush hinterland of the KZN South Coast, with its natural splendour and cultural gems, holds significant investment potential. Rural tourism meets the growing trend of authentic local experiences for foreign guests, while creating employment and a sustainable local economy.

Two rural tourism projects primed for investment include:

KwaXolo Caves Adventures

What is it? This is a unique adventure heritage tour that takes visitors into a series of caves adorned with San artwork dating back centuries. These are accessed using a Via Ferrata system with a guided tour of the caves and gorge views.

What are the investment opportunities? Investors could establish a lodge for overnight stays, extend the 1.06km zipline, establish transport to and from the site, or set up recreational activities such as quad biking, paintball, and more.

Umzumbe River Trails

What is it? The 71km Umzumbe River Trails is a guided hiking or biking trail through the hinterland, providing a nature-based adventure alongside authentic Zulu experiences in homestays along the way.

What are the investment opportunities? There is investment potential in establishing a lodge alongside the dam, supported by a feasibility study, as well as recreational activities to extend the lodge offerings.

Find out more about these and uncover further investment opportunities on the KZN South Coast at www.investkznsouthcoast.co.za. [#uncoverkznsouthcoast](#) [#sctie](#)

2.	09 October 2024	Catalytic Projects	Ifafa Industrial Park & Port Shepstone Intermodal Facility	Video		Facebook, Instagram & LinkedIn
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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.

1. Ifafa Industrial Park

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.

What is the investment potential? Light industrial business opportunities, with an option to create an industrial park using green design principles.

2. Port Shepstone Intermodal Facility

What is it? This R550m facility on Nelson Mandela Drive is a 3-storey development with underground

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
<p>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> <p>Find out more about these and uncover further investment opportunities on the KZN South Coast at www.investkznsouthcoast.co.za. #uncover #uncoverkznsouthcoast #uncoverpotential #kznsouthcoast</p>						
3.	14 October 2024	One Stop Shop		Image		Facebook, Instagram & LinkedIn
<p>Invest in the #kznsouthcoast #invest 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 https://www.investkznsouthcoast.co.za/one-stop-shop/ or email oss@sctie.co.za</p>						
4.	19 October 2024	Film Industry	Ugu International Film Festival	Images		Facebook & Instagram
<p>The 12th edition of the Ugu International Film Festival (UGUIFF) is here! Running until 20 October 2024 at Margate Hotel from 9:00 am, this event brings together industry professionals and film lovers. Don't miss educational workshop sessions with stars like Pallance Dladla, Sthembiso Mtshali, Masechaba Ndlovu, Luthuli Dlamini, and many more. Join us for an exciting opportunity to learn and engage! #uquiff2024 #ugufilmfestival #filmworkshops #southafricanfilm #filmmakers #actorstraining #zindelapictures</p>						
5.	21 October 2024	Manufacturing	Furniture & Textile	Video		Facebook & Instagram
<p>Uncover investment potential in KZN South Coast's manufacturing sector. South Coast Tourism & 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 & 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> <ul style="list-style-type: none"> • The Eastern Seaboard Development, a project that aims to strengthen economic linkages between provinces; and • The African Continental Free Trade Agreement (AfCFTA) that opens the region to the continental 						

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
market.						
To find out more about these and other investment opportunities, visit www.investkznsouthcoast.co.za #investkznsouthcoast #uncoverpotential						
6.	23 October 2024	Trade Shows & Conferences	Ray Nkonyeni Investment Conference – Day1	Images		Facebook & Instagram
The first day of RNM Investment Stakeholder Consultative Conference at the Estuary Hotel, in Port Edward brought together business and government leaders to highlight the local and regional investment potential, promote dialogue on economic policy and reform and encourage Public-Private Partnerships (PPPs) on the #kznsouthcoast . For more info, visit https://www.investkznsouthcoast.co.za #investkznsouthcoast .						
7.	24 October 2024	Trade Shows & Conferences	Ray Nkonyeni Investment Conference – Day 2	Images		Facebook & Instagram
The second day of RNM Investment Stakeholder Consultative Conference on the #kznsouthcoast , at the Estuary hotel, in Port Edward, brought together business and government leaders once again to highlight the local and region’s investment potential, promote dialogue on economic policy and reform and encourage Public-Private Partnerships (PPPs). In attendance, Keynote Speaker, Mr Sihle Zikalala, Deputy Minister of Public Works and Infrastructure and Mr Ravi Pillay (Former MEC for Economic Development, Tourism and Environmental Affairs). For more info, visit https://www.investkznsouthcoast.co.za						
8.	24 October 2024	Port Shepstone Business Hub	Port Shepstone Mall	Images		Facebook & Instagram
The highly anticipated Port Shepstone Mall officially opened its doors today, October 24, solidifying the #kznsouthcoast as a key business hub. This R550-million, three-storey development will significantly enhance investment opportunities in the region’s retail sector. Don’t miss out on exclusive giveaways, opening specials, and more. Look at this morning’s Grand Opening celebration. For more details on investment opportunities, visit KZN South Coast Tourism: www.sctie.co.za , Invest South Coast: www.investkznsouthcoast.co.za , or South Coast Tourism: www.visitkznsouthcoast.co.za . Alternatively, contact us via WhatsApp or at +27 (0) 39 682 7944. #portshepstonemall #kznsouthcoast #investkznsouthcoast #southcoastgrowth #openingspecials #retailhub						
9.	28 October 2024	Real Estate	Umdoni Point Coastal Forest Estate- Pennington	Video		Facebook & Instagram
This coastal gem is the ideal retirement property investment...						
The KZN South Coast holds massive value if you’re looking to invest in the property market. Well in line with the coastal semigration trend, the KZN South Coast has some unique features that set it apart. The region has...						
<ul style="list-style-type: none"> } A year-round subtropical climate and warm Indian Ocean. } Affordable property prices and great value for money. } Incredible natural assets including 2 world-class dive sites, Blue Flag beaches, and nature reserves. 						

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
<p>11 golf courses on the KZN South Coast. 1 The One Stop Shop to facilitate investment in the region.</p> <p>Where to invest for retirees?</p> <p>Several quality estates are being developed on the KZN South Coast, including Umdoni Point Coastal Forest Estate in Pennington. Located on Umdoni Point on a prime piece of coastal land, this over 50's estate extends 150 hectares from the ocean inland across the forest and grasslands, with spectacular sea views and access to Pennington Beach. More than 40 homes were constructed during Phase 1, with new sales launched in Phase 2.</p> <ul style="list-style-type: none"> 1 Secure coastal estate for retirees 1 Starting price of only R2.3m 1 2-, 3-, and 4-bedroom homes 1 70% conservancy land 1 Great on-site amenities <p>Find out more about these and uncover further investment opportunities on the KZN South Coast at www.investkznsouthcoast.co.za. #investkznsouthcoast #kznsouthcoast #sctie</p>						
10.	06 November 2024	Agribusiness	Ray Nkonyeni Youth Agripreneur Summit	Image		Facebook & Instagram
<p>The Ray Nkonyeni Youth Agripreneur Summit is happening on 7 November 2024 at Ugu Sports and Leisure Centre. This is a great opportunity to support and engage with young agripreneurs, industry leaders, and stakeholders. The event will feature keynote speeches and experts on cannabis farming, live agricultural technology demonstrations, interactive exhibitions, and workshops on sustainable farming and youth funding programmes. For more details, visit www.investkznsouthcoast.co.za</p>						
11.	08 November 2024	Port Shepstone Business Hub		Video		Facebook & Instagram
<p>Port Shepstone is the Future Business Hub of KZN's South Coast – Time to Invest! The KZN South Coast is fast becoming an investment hotspot, and Port Shepstone stands at its heart as the primary Business Hub. Strategically located, this coastal town connects seamlessly to the N2 highway, Durban Harbour, and King Shaka International Airport, providing prime access for businesses to national and international markets.</p> <p>Just 20 minutes away, the recently upgraded Margate Airport further supports regional business needs. With key resources like major banks, government departments, and the South African Revenue Service (SARS) in town, Port Shepstone has all essential business-supporting services readily available. It is also home to the One Stop Shop, established by South Coast Tourism & Investment Enterprise (SCTIE) and Trade and Investment KwaZulu-Natal (TIKZN). This simplifies the investment process, making it easier than ever to do business here.</p>						
12.	11 November 2024	Logistics	Margate Airport	Video		Facebook & Instagram
<p>Investment is taking off on the KZN South Coast! With an R11-million upgrade, Margate Airport now offers direct access to a top tourist and MICE destination. The upgrade, led by Ray Nkonyeni Municipality, EDTEA, and private partners, positions the airport as a prime investment hub. Now a Category 4 facility, Margate Airport is ready for development opportunities such as aviation schools, hangars, restaurants, shops, hotels, and car rental agencies. Access to the KZN South Coast has never</p>						

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
<p>been easier, with the N2 and King Shaka International Airport offering seamless travel. Now's the time to invest! For more info, visit https://www.investkznsouthcoast.co.za. #investkznsouthcoast #sctie #thetimeisnow</p>						
13.	11 November 2024	Trade Shows, Conferences & Exhibitions	KwaZulu-Natal Investment Conference	Images		Facebook & Instagram
<p>South Coast Tourism and Investment Enterprise (SCTIE) was at the KwaZulu-Natal Investment Conference at the Durban ICC today! Excited to connect, showcase, and discuss investment opportunities on the beautiful KZN South Coast. For more more info visit www.investkznsouthcoast.co.za</p>						
14.	21 November 2024	Real Estate	Injabulo Lifestyle Estate	Video		Facebook & Instagram
<p>Property investment boost on the KZN South Coast</p> <p>As people continue searching for that holiday lifestyle, semigration to coastal towns is driving property investments along KZN. On the KZN South Coast, affordable property rates, coupled with the many attractive attributes of the region, have seen a sudden property boost, with investors taking advantage of the massive potential of this real estate. One development gaining significant investor interest on the KZN South Coast is the 32-hectare Injabulo Lifestyle Estate in the beautiful town of Margate. The estate boasts an estimated investment value of R300m, largely from international investors.</p> <ul style="list-style-type: none"> - There will be 254 free-standing, full-title homes with private gardens and ocean views. - The estate has zoning for medical and educational facilities. - Property prices start from an incredible R995 500 for a 2-bedroom unit and R 1 192 500 for a 3-bedroom unit. Alongside the attractive price point, the KZN South Coast is enjoying investor interest for several key reasons: - The KZN South Coast has the highest number of Blue Flag beaches in the province. - There are a variety of hiking and biking trails nestled within coastal forests in the many nature reserves. - It's home to 3 Marine Protected Areas (MPAs), 2 world-class dive sites. - Affectionately known as 'The Golf Coast', there are 11 incredible golf courses found here. - It's easily accessible via the N2, with the newly revamped Margate Airport nearby. - Port Shepstone is the region's business hub with access to financial and government institutions, and the Ugu District's One Stop Shop facilitates business. <p>Injabulo Lifestyle Estate is just one of the many developments offering secure, quality estate living within this in-demand real estate destination. It's joined by eco-focused multi-million-rand developments Renishaw Coastal Precinct inclusive of Renishaw Hills, Serenity Hills, Bahari Bay, and the Umdoni Point Coastal Forest Estate – many of which are attracting international investors. Now's the time to invest in the KZN South Coast! For more info visit https://www.visitkznsouthcoast.co.za #visitkznsouthcoast #investkznsouthcoast</p>						
15.		Port Shepstone Business Hub		Video		Facebook & Instagram
<p>Port Shepstone is the Future Business Hub of KZN's South Coast – Time to Invest! The KZN South Coast is fast becoming an investment hotspot, and Port Shepstone stands at its heart as the primary Business Hub. Strategically located, this coastal town connects seamlessly to the N2 highway, Durban Harbour, and King Shaka International Airport, providing prime access for businesses to national and international markets.</p>						

No.	DATE	SECTOR	PRODUCTS	ADVERTS (IMAGES/VIDEO)	COPY	PLATFORMS
<p>Just 20 minutes away, the recently upgraded Margate Airport further supports regional business needs. With key resources like major banks, government departments, and the South African Revenue Service (SARS) in town, Port Shepstone has all essential business-supporting services readily available. It is also home to the One Stop Shop, established by South Coast Tourism & Investment Enterprise (SCTIE) and Trade and Investment KwaZulu-Natal (TIKZN). This simplifies the investment process, making it easier than ever to do business here.</p> <p>The new Intermodal Facility on Nelson Mandela Drive is a major addition to this Business Hub. This three-storey facility, featuring underground parking, public transport access, and retail spaces, brings even more potential for commercial and retail investment to the town's centre. With its exceptional location, amenities, and government support, Port Shepstone is primed for substantial growth and is an ideal site for new investment. Don't miss out on the chance to be part of this flourishing business environment on the KZN South Coast. Now's the time to invest in Port Shepstone! Visit www.investkznsouthcoast.co.za #investkznsouthcoast #portshepstone #businesshub</p>						

2.6. Investment Facilitation

Please refer to the Addendums to this report on the detailed report on Investment Facilitation.

3. Tourism Marketing, Promotion and Facilitation

3.1. Press Releases

PRESS RELEASES – TOURISM	EARNED (PR) MEDIA EXPOSURE
<p>South Coast Tourism and Investment Enterprise Welcomes Dynamic New CEO, Dr Sibiya, to Lead Investment and Tourism Growth</p>	<p>South Coast Fever, My ZA, My PR, My Pressportal, My Durban, Marketing Spread, SA Today, Gauteng Online Magazine, Showbiz Scope, Visit KZN South Coast, Rove SA, South African Lifestyle Magazine, Rising Sun Newspapers – (18/10) Sunday Times (Final), Business Times, Sunday Times (Early Edition), Business Times, Sunday Times (Third Edition), Business Times, Sunday Times (Second Edition), Business Times – (20/10) Rising Sun (Mid-South Coast), Rising Sun (Chatsworth), Rising Sun (Merebank), South Coast Herald – (22/10) Rising Sun (North Coast) – (23/10) Rising Sun (Overport) – (24/10)</p>
<p>Top 10 Must-Visit Rural Attractions on KZN South Coast</p>	<p>My Pressportal – (08/11) SA Today – (09/11) My Durban – (10/11) Good Things Guy, Visit KZN South Coast, Businesses South Africa, Rising Sun Newspapers, Travel South Africa – (11/11) The Vibe ZA, Rove SA – (12/11) Eyethu Ugu – (15/11) Rising Sun (Chatsworth), Rising Sun (Merebank), My PR, South Coast Info – (19/11) Rising Sun (North Coast) – (20/11) Rising Sun (Overport) – (21/11)</p>
<p>The KZN South Coast is ready to welcome holidaymakers for the festive season</p>	<p>George Herald, Knysna Plett Herald, Mossel Bay Advertiser, Oudtshoorn Courant, SA Today, Gauteng Online Magazine, Showbiz Scope, Tourism News Africa, Rove SA, South African Lifestyle Mag, South Cape Forum, Gaaff-Reinet Advertiser – (13/11) Travel South Africa, Visit KZN South Coast – (14/11) South Coast Fever – (15/11) Mother & Child – (18/11) Rising Sun (Chatsworth), Rising Sun (Merebank), South Coast Info – (19/11) Rising Sun (North Coast) – (20/11)</p>

	<p>Rising Sun (Overport), East Coast Radio – (21/11) Good Things Guy – (28/11) IOL – (30/11)</p>
<p>Your essential KZN South Coast summer event guide!</p>	<p>I Love ZA – (26/11) My PR, My Pressportal, SA Today, Visit KZN South Coast, Rove SA, InBound, My Durban – (27/11) Marketing Spread, Free Mail, Tourism News Africa – (28/11) Gauteng Online Lifestyle Magazine, South African Lifestyle Magazine – (29/11) Mzansi Life & Style – (02/12) Rising Sun (Chatsworth), Rising Sun (Merebank) – (10/12)</p>
<p>Important beach safety tips to follow when visiting the KZN South Coast this summer</p>	<p>My PR, Marketing Spread, SA Today, Rove SA, My Pressportal – (27/11) Getaway, IOL, Free Mail, Businesses South Africa – (28/11) South Coast Fever – (29/11) Sunday Tribune, South Coast Herald – (01/12)</p>
<p>Time to take it easy on the KZN South Coast with these ‘slow travel’ trend activities</p>	<p>IOL, My Pressportal, Free Mail, South African Lifestyle Magazine, My PR, Marketing Spread, SA Today, Buy PE, Gauteng Online Lifestyle Magazine – (29/11) Visit KZN South Coast – (01/12) Joburg Style, Travel South Africa, Tourism News Africa – (02/12)</p>
<p>Now's the time to secure your 2025 events on the KZN South Coast—your ultimate MICE destination!</p>	<p>My PR, My Durban, SA Today, Tourism News Africa, My Pressportal – (03/12) Free-Mail – (04/12) Visit KZN South Coast – (05/12)</p>
<p>Embrace summer at some of the best camping and caravan parks on the KZN South Coast!</p>	<p>My PR, My Pressportal, Marketing Spread, SA Today, Free-Mail – (06/12) My Durban, Buy PE – (07/12) Gauteng Online Lifestyle Magazine, Visit KZN South Coast – (08/12) IOL, Tourism News Africa – (09/12)</p>
<p>Enjoy a different view at The Upside-Down House</p>	<p>My PR, My Pressportal, Marketing Spread – (09/12) Visit KZN South Coast, Rising Sun Newspapers – (10/12) Tourism News Africa – (11/12) Rove SA, InBound – (12/12)</p>

3.2. Tourism Trade and Media Familiarisation Trips

One of the best ways to showcase our incredible tourism assets and packages to the media, tour operators and other stakeholders is by hosting fam trips. This quarter, we gave these tourism stakeholders an immersive experience at several KZN South Coast destinations.

South African Tourism (SAT) Tour Operator's Fam Trip

From 17 to 20 September, we hosted representatives from SAT and the Southern Africa Tourism Services Association (SATSA) and tour operators from Mpumalanga, North West, Gauteng and the Western Cape. They explored various KZN South Coast sites and enjoyed a speed marketing session at Pumula Beach Hotel where they engaged with our tourism product owners to create tour packages.

KZN South Coast Marathon Media Fam Trip

On 29 September 2024, the South Coast Marathon got underway from 6am with an incredible turnout. This event was hosted by South Coast Striders and Ray Nkonyeni Municipality, with South Coast Herald in attendance, while we assisted with marketing exposure.

World Tourism Day Celebration Media Fam Trip

On 27 September 2024, we celebrated World Tourism Day by inviting stakeholders to the successful Hibberdene Beach Clean-up which was attended by 1 KZN TV and South Coast Fever.

Blue Marlin All-inclusive Seascape Media Fam Trip

On 3 October 2024, it was the launch of Dream Hotels' newly revamped Blue Marlin Hotel on the KZN South Coast, with tour operators, social media influencers and other stakeholders in attendance.

South Coast Summer Season Media Fam Trip

From 15 to 16 November 2024, the KZN Tourism and Film Authority launched the summer season at Ramsgate Beach on the KZN South Coast with the MEC of Economic Development and Tourism Affairs and various media houses in attendance.

3.3. Event Support

There have been 3 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
Chilla Nathi Festival	30/11/24	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 December 2024.

3.5. Digital Websites & Social Media activities

1. Website

The SCTIE website continues to evolve as a central hub for regional tourism. Key updates include the expansion of the 'Specials & More' page, improvements to the 'Events Calendar', and enhanced user-friendly navigation for local, national, and international tourists. Upcoming features, such as a 'Digital Magazine & Brochure' will further enhance the visitor experience with offline usage. With over 100 updates and two dozen software enhancements, implemented this quarter, the website continues to provide seamless navigation and showcases a diverse range of listings, ensuring visitors can easily find and explore activities, accommodations, and attractions in the region.

2. Mobile APP: Explore KZN South Coast

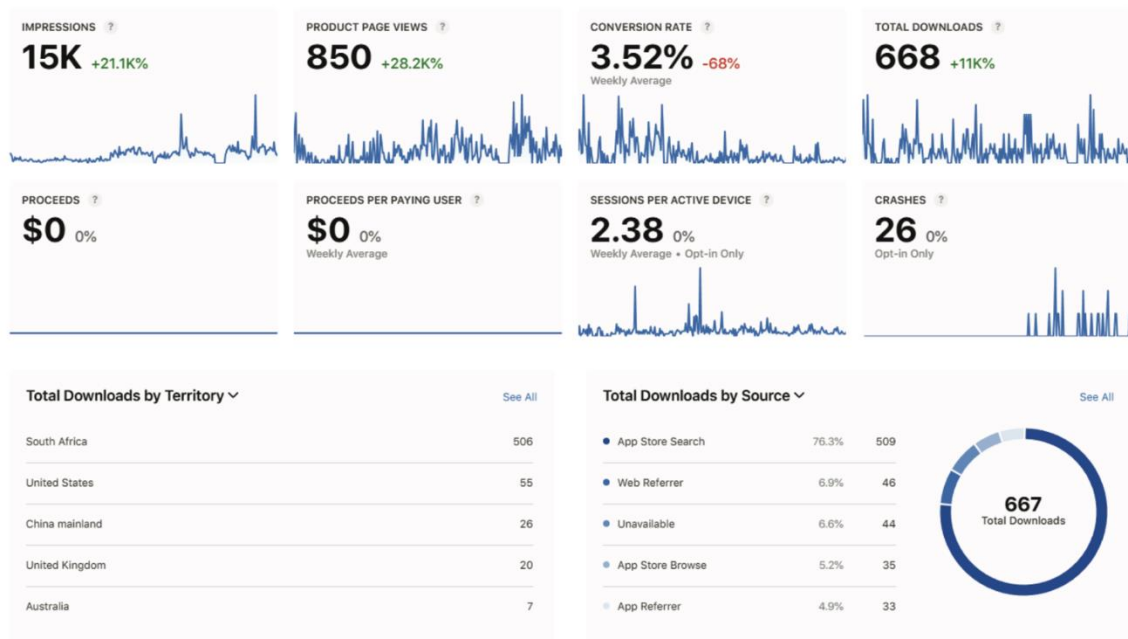
Our Blog remains a vital tool for sharing fresh and engaging content with our audience while attracting new visitors. Coupled with continuous updates to the 'Explore KZN South Coast' app, we've ensured both platforms are aligned and updated through an integrated CMS, which offers convenient features such as Google Maps integration, contact options for operators,

and real-time information on events and specials. With increasing downloads and usage on both iOS and Google Play stores, the app has revolutionised the way visitors explore the region, encouraging greater interest in local tourism.

APPLE STATS

The **668 total downloads** on Apple reflect a growth from **619 downloads** reported in June, indicating an **8% increase** in just a few months. This upward trend demonstrates sustained interest in the Explore KZN South Coast app and suggests the effectiveness of recent promotional efforts or updates that may have enhanced its appeal

Apple | Lifetime Analytics



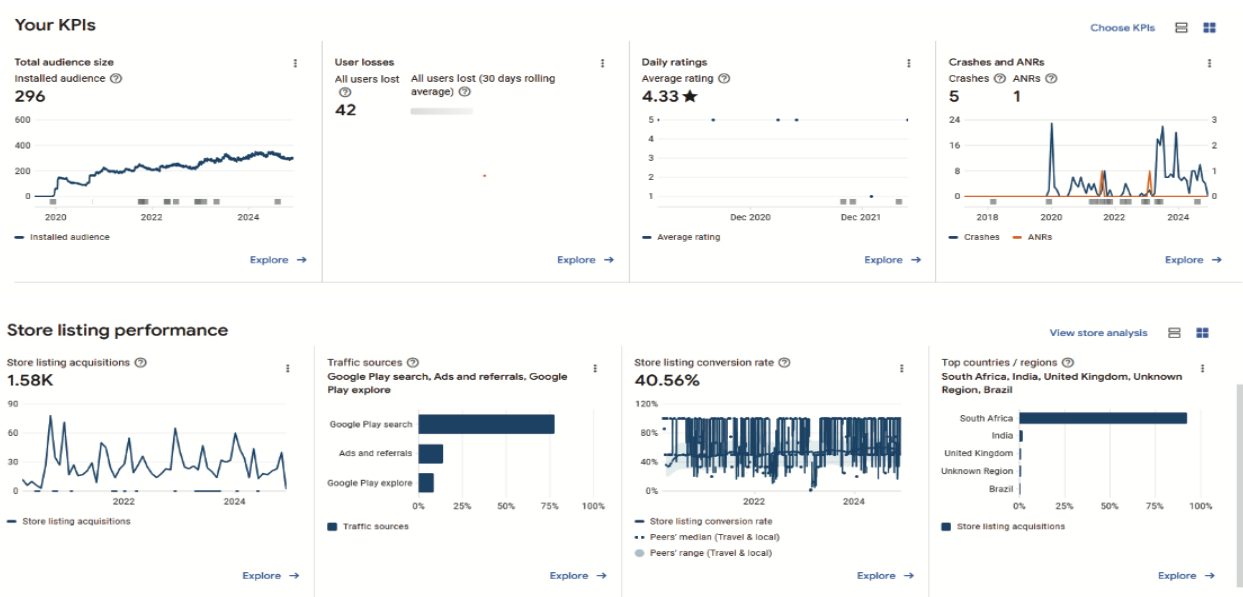
COMPARED TO THE PREVIOUS QUARTER, WHERE THERE IS EXPONENTIAL GROWTH.



ANDROID STAT

The current total of 296 downloads for the Android platform represents a decrease from 339 downloads reported in June, marking a 13% decline over the period. This reduction in downloads suggests a possible challenge in engaging or retaining interest among Android users. The decline could be attributed to several factors, such as reduced visibility in app stores, less effective marketing efforts targeting Android users, or competition from similar apps in the marketplace.

Android | All Time



Search Engine Optimisation (SEO)

Our enhanced SEO strategies continue to drive growth in website traffic and visibility. Using optimised content tailored to search algorithms and user intent, we've achieved improved organic rankings and online engagement. Looking ahead, we're preparing to launch new campaigns alongside our ongoing SEO initiatives to further expand our reach locally and globally. Additional backend updates and integration are currently in progress.

Social Media Performance:

Our data-driven social media strategy has been instrumental in driving awareness and engagement, delivering over 1 million impressions last quarter, growing our audience to more than 14,000 Facebook (Meta) followers, and driving significant cross-platform engagement. Daily updates focused on high-quality, relevant content has boosted interest in the KZN South Coast, reinforcing its status as a premier tourism destination. These metrics reflect the prominence of our platforms, but also the effectiveness of our campaigns in showcasing the KZN South Coast as a top-tier tourism destination.

META / FACEBOOK

Description	20 Sept 24 – 20 Oct 24	20 Oct 24 – 20 Nov 24	20 Nov 24 – 10 Dec 24
Followers	14 065	14116	14317
Net Follower Growth	633	55	200
Fans	9690	9696	9721
Net Page Likes	93	12	28
Published Posts	71	46	25
Impressions	332232	38897	101430
Engagement	25456	2622	6438
Post Link Clicks	19	21	21
Other post click links	22957	2137	5880
Engagement Rate (per impression)	7.6 %	6.7 %	6.3 %

TWITTER / X

Description	20 Sept 24 – 20 Oct 24	20 Oct 24 – 20 Nov 24	20 Nov 24 – 10 Dec 24
Page Likes / Fans	1059	1066	1051
Net Follow growth	8	7	1
Published Posts	12	14	7
Impressions	420	543	181
Engagement	10	8	2
Post Link Clicks	1	0	1
Engagement Rate	2.4 %	1.5 %	1.1 %

INSTAGRAM

Description	20 Sept 24 – 20 Oct 24	20 Oct 24 – 20 Nov 24	20 Nov 24 – 10 Dec 24
Page Likes / Fans	2693	2733	2748
Net Follow Growth	85	42	15
Published Posts	268	26	17
Impressions	21064	5909	2331
Organic Engagements	640	216	116
Engagement rate	3 %	3.7 %	5 %

LINKEDIN

Description	20 Sept 24 – 20 Oct 24	20 Oct 24 – 20 Nov 24	20 Nov 24 – 10 Dec 24
Followers	368	371	374
Net Follower Growth	4	4	3
Published Posts	16	27	19
Impressions	287	506	183
Engagements	13	35	54

Post Link Clicks	7	86	52
Engagement Rate (per impression)	4.5 %	6.9 %	29.5 %
Video Views	57	97	53

YOUTUBE

Description	20 Sept 24 – 20 Oct 24	20 Oct 24 – 20 Nov 24	20 Nov 24 – 10 Dec 24
Video Views	2715	467	<u>271</u>
Estimated Minutes Watched	1D 10 H 33m	6h 10m	3h 21m
Average View Duration	51s	50s	47s
Average View Percentage	62.2%	64.9%	62.9%
Engagements	8	15	7
Reactions	5	6	2
Likes	5	6	2
Dislikes	0	0	0
Comments	1	0	0
Shares	2	5	4
Subscribers Gained from video	0	4	1
Added to video playlist	0	1	2

1. 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. Dive in Adventure Tours
2. Hala Lisa Restaurant
3. Sapphire Views
4. Stay in KZN
5. Barista Cottages

4. Tourism Facilitation

4.1. SMME Development and Support

1. Rural Tourism Capacity Building Programme

South Coast Tourism and Investment Enterprise (SCTIE) in collaboration with the National Department of Tourism (NDT) and the Department of Economic Development, Tourism and

Environmental Affairs (EDTEA) conducted a Rural Tourism Capacity Building workshop for 60 tourism SMMEs at Margate Hotel on 05 November 2024. All four local municipalities were represented and some transported their SMMEs. That was the beginning of an implementation of a three-year programme with the aim to stimulate economic growth opportunities in rural area nodes that are having the potential of tourism growth and to promote awareness on environmental practices for sustainability.

The department developed the Rural Tourism Strategy with the aim of providing better coordination and packaging of tourism products. Various stakeholders such as COGTA, provincial departments, agencies, local and district municipalities, financial institutions and institutions of higher learning, will be involved in the planning and implementation of the programme.

2. SMME training on occupational health and safety norms for safe tourism operations

SCTIE in collaboration with NDT and EDTEA through the Tourism Sector Recovery Plan (TSRP) initiatives, coordinated a free SMME training on Norms and Standards for Safe Tourism Operations. The two-day session took place at Margate Hotel on the 06 and 07 November 2024 and it was on a first come first serve principle as the space was limited to 40 SMMEs. The programme was aimed to facilitate consensus on minimum universal practices which the sector overall will abide by. It was also a platform to charge tourism business operators with the responsibility to ensure compliance with health measures and interventions in their operations. Certificates for participants will be issued in due course.

3. Enterprise Supply Development Webinar

SCTIE together with local SMMEs participated in the virtual Enterprise Supply Development Webinar on the 05th December 2024, which was organised by South African Local Government Association (SALGA) in partnership with NDT. The webinar was aimed at addressing challenges faced by small businesses which included governance compliance issues, funding, access to market and growth. Various practitioners presented interventions that needed to be implemented to assist and develop businesses.

4. Tourism Business compliance workshop

SCTIE in partnership with EDTEA conducted a Tourism Business Compliance Workshop on the 20 November 2024. The session for 40 SMMEs took place at Port Shepstone Methodist Church hall. The necessity of the workshop came after it was noticed that most tourism businesses are operating without being compliant.

The workshop was an information sharing platform for businesses so they could see how far they were on the compliance ladder in order to make the necessary corrections. The following partner departments were invited for presentations:

- Department of Employment and Labour
- KZN Liquor Authority - liquor licensing
- Tourism Grading Council of SA
- Business Registration
- Town Planning – presented town planning and zoning

- Environmental Health

5. Tourism Business Inspection

SCTIE in partnership with EDTEA, conducted a blitz operation on tourism businesses around Port Shepstone on the 22 November 2024. The operation was aimed at informing, ensuring, enforcing legal operations and inspection of adherence to compliance guidelines by tourism businesses. Five tourism establishments were visited and none of them were registered with SCTIE and EDTEA. Ugu Disaster Management, RNM Law Enforcement, Ugu Environmental Health Services and Department of Employment and Labour were among the stakeholders that participated and each department checked own requirements for compliance.

6. Universal Access Workshop

SCTIE participated in the virtual SMME Universal Access Workshop, organised by EDTEA on the 05 December 2024. The purpose of the workshop was to address the importance of accessibility on tourism businesses.

Tourism operators were encouraged to consider different personal conditions of their guests when designing facilities. This included facilities such as entrance doors, bathrooms and other facilities that might limit access for guests.

7. 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.

SCTIE facilitated a craft market agreement between Ugu District crafters and the South Coaster Shop, located in Ramsgate. The shop sells locally produced hand-made products both online and physically to walk in visitors. The products include beaded bags, paper bags, grass hats, woodwork, beaded necklaces, earrings and more. Currently there are seven Ugu crafters that are benefiting from South Coaster Shop. There is still space for more products, for that reason SCTIE has encouraged more crafters to produce stock.

As part of the introduction, Umzambe, Umuziwabantu and Umdoni assisted their crafters by transporting and delivering products to the shop. Crafters will then replenish the stock on their own, going forward.

To date, SCTIE has signed vendor agreements with 18 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 Swop 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
18	The South Coaster Shop	Ramsgate

4.2. Youth Development and Support

Youth Programmes

	Programme	No. of Youth participating	Duration	Local Municipality	Monthly Stipend per learner	Total Monthly Stipends	Total Stipends - end of the programme
1	Assistant Chef Umuziwabantu Programme implemented by Tourism World Academy	20	3 months (July 2024 – September 2024)	Umuziwabantu	R 2 200,00	R 44 000,00	R 132 000,00
2	Assistant Chef Ray Nkonyeni Programme Implemented by Lungile Consultancy	20	3 months (September 2024 – 06 December 2024)	Ray Nkonyeni	R 2 200,00	R 44 000,00	R 132 000,00
3	National Certificate - Prof. Cookery	15 employed youth	12 months (September 2024 – September 2025. Five (5) days theory training per month)	Umdoni	N/A	N/A	N/A
4	FETC in Tourism Guiding	30	12 months (3 months theory training and 9 months work placement).	Umzumbe	R 3 500,00	R 105 000,00	R 1 260 000,00
5	Tourism Monitors	26	12 months (March 2024 – March 2025)	Ray Nkonyeni	R 4 600,00	R 119 600,00	R 1 435 200,00
6	Tourism Graduates Development Programme	5	24 months (September 2023 – September 2025)	All LMs	R 7 500,00	R 37 500,00	R 900 000,00
7	National Skills Fund – Implemented by Tourism World Academy	35x University Graduates	24 months (September 2024 – September 2026)	All LMs	R 6 000,00	R 210 000,00	R 5 040 000,00

		5x University of Technology Graduates	12 months (September 2024 – September 2025)		R 5 500,00	R 27 500,00	R 330 000,00
		16x TVET College Graduates	18 months (September 2024 – March 2026)		R 5 500,00	R 88 000,00	R 1 584 000,00
8	Esayidi TVET college – Inservice Training funded by the National Skills Fund	10	18 months November 2023 to 30 April 2025	Ray Nkonyeni	R 5 000,00	R 50 000,00	R 900 000,00
	Total	182 graduates				R 725 600,00	R 11 713 200,00

Youth Programmes Overview

- 1. Tourism Monitors:** Tourism World Academy was appointed by NDT to implement the Tourism Monitors Programme, through the Expanded Public Works Programme (EPWP) from March 2024 to March 2025. The programme enhances tourism safety awareness and it aims to train and mentor youth. The monitors are placed at different tourism attractions and sites where they are performing duties such as giving out information to visitors and reporting any unlawful activities to law enforcement. Out of 200 Tourism Monitors in KZN, 26 are in the Ray Nkonyeni municipal area. The Department issued uniform to monitors on the 27 August 2024, during their summative assessment which took place at SA Red Cross in Port Shepstone.

Professional Cookery Programme: Tourism World Academy was appointed by CATHSSETA to implement tourism and hospitality related trainings and SCTIE partnered to ensure that the programme runs successfully in the KZN South Coast. The professional cookery programme is assigned to Umdoni youth that are working in the hospitality industry. Most participants are self-employed with own catering businesses, working from home. Induction took place on the 19 August 2024 at Happy Wanderers Holiday Resort. The learners are receiving theory training at Umzinto Dining Hall once a week until the end of September 2025. There are no stipends paid, however the training is at no charge to learners.

- 2. Tour Guiding:** SCTIE allocated the tour guiding programme to Umzumbe area, as the local municipality is working on identifying new attractions and places of interest such as Mawuleni Nature Reserve, Msikazi Mountain and others. Induction for tourist guide learners took place on the 05 August 2024 at Umzumbe Council Chambers. The programme started with 30 unemployed learners, then 04 pulled out after finding greener pastures elsewhere. The remaining 26 learners attended a three months theory training at Umzumbe MPCC, Ward 17, thereafter SCTIE placed them at different sites between Umzumbe and Ray Nkonyeni for a period of 9 months work experience, ending in June 2025.
- 3. Assistant Chef Programme – Umuziwabantu:** This is a three months CATHSSETA project, implemented by Tourism World Academy in partnership with SCTIE. Induction for 20 learners took place at Umuziwabantu Municipality on the 21 June 2024.

Learners attended a one-month theory training and participated in two months practical training at different establishments until the end of September 2024. Umuziwabantu did not have enough host employers since the area has few tourism establishments, therefore SCTIE had to look for host employers in Ray Nkonyeni area as well.

- 4. Assistant Chef Programme – Ray Nkonyeni:** A three months CATHSSETA project, implemented by Lungile Mchunu Consultancy (LMC) in partnership with SCTIE. Twenty learners were enrolled on a two months theory training at Tolomane Mnyayiza Youth Development Centre in Boboyi, Ray Nkonyeni then SCTIE assisted with the sourcing of host employers for a one month workplace training. Successful learners will receive an NQF Level 2 certificate.
- 5. Lifeguard Training Programme:** The lifeguard training programme was funded by NDT and implemented by SAIMI in partnership with SCTIE and EDTEA. The programme ran from the 3rd October to the 25th October 2024 at the Margate Olympic Swimming Pool and Margate Hotel.
 - The recruitment was a joint effort from SCTIE, SAIMI, Lifesaving KwaZulu-Natal, Umdoni Municipality, Umzumbe Municipality and Ray Nkonyeni local municipality. The recruitment days on the 3rd and 04th October saw over 50 potential learners who participated in the pre-assessment test.
 - Twenty previously disadvantaged candidates were selected for the training, all below 35 years of age. Among those, fifteen were selected for the lifeguard training and 5 qualified for a first aid certificate due to their inability to attain the required swimming fitness and skills.
 - Workplace experience will be hosted at the Umtamvuna and Scottburgh Lifesaving Clubs.
- 6. 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. The programme is progressing well however there were some glitches experienced in November due to delayed October stipends.
- 7. Tourism and Hospitality Students Enhancement Workshop:** SCTIE in partnership with EDTEA hosted a TVET College Tourism & Hospitality Students Enhancement Workshop at Esayidi TVET College - Gamalakhe Campus on the 22 October 2024.

The programme prepared tourism and hospitality students for successful industry careers through building technical and soft skills, enhancing students' employability with up to date trends within the tourism industry and equipping them with resources available for entrepreneurs. The session was attended by some of the key tourism and SMME stakeholders such as NDT, CATHSSETA, SEDFA, NYDA and Department of Employment and Labour.

4.3. Tourism Product Support

1. KwaXolo Caves Adventures

The initially confirmed position where the phase 2 structure was to be constructed had to be changed due to big and hard rocks that were irremovable. After consultation, an agreement was reached to identify the most suitable site, only few metres away from where the building was going to be constructed.

The construction has begun and the foundation was reported to be at 95% towards completion on the 08 November 2025. The appointment of local labours as well as the appointment of the Safety Officer who would perform the duties of the OHS as per the agreement with the contractor, was accomplished. 14 local workers including youth and women have been employed. The overall project progress was confirmed to be at 11% as at the end of November 2024.

Signage

On 10 December 2024, the Department of Transport (DOT) confirmed via email that the directional tourism brown sign designs (sign face designs) that SCTIE supplied are all in order however, there was a request that the old KwaXolo Caves signs that were installed by SCTIE on D1095 which is the gravel road connecting KwaXolo Caves Adventures and the provincial roads (P732 and P284) to be removed since they were not approved by DOT, therefore they were erected illegally according to the department.

SCTIE installed the signs in 2021 after receiving an approval letter from Ray Nkonyeni Local Municipality who claimed that the road belonged to the municipality.

2. Upside Down House and the Notebook Hotel

As part of the compliance campaign, SCTIE is assisting the Upside-Down House in Melville and The Notebook Hotel in Umtentweni to apply for Business License and to be fully compliant.

Both places are new and they add value to the KZN South Coast with their own uniqueness. The Upside-Down House is designed to mimic the traditional Upside-Down House concept, with the roof on the ground and the foundations in the air while the Notebook Hotel is a stylish modern hotel offering a coffee shop with an outdoor seating area, conference room and a swimming pool. The hotel boasts a variety of accommodation options such as disability friendly rooms, pet friendly rooms, self-catering and bed & breakfast rooms. SCTIE's intervention enabled the Notebook Hotel to start operating before the 2024 December peak season since the establishment was ready to welcome guests.

4.4. Stakeholder Relations and Engagements

Ugu District Consultation Session and Ugu District Tourism Forum

EDTEA embarked on the consultative visits to district municipalities; local municipalities and the metropolitan municipality (Ethekwini) to better understand the tourism overview in each district. The meeting in the KZN South Coast took place on the 16 October 2024 at Port Shepstone Civic Centre. It was attended by SCTIE, Ugu District Municipality, Local

municipalities, area tourism chairpersons and representatives from other tourism structures. The aim of the consultation was as follows:

- EDTEA to identify challenges faced by municipalities
- Identify policy gaps in municipalities
- Co-ordinate policy guidelines
- Promote Intergovernmental Relations
- Assist municipalities and private business owners to establish and maintain Community Tourism Organizations (CTO)
- Ensure collaboration between the District Municipalities, the Local Municipalities, the CTOs & EDTEA in the development and promotion of tourism
- Provide support to the district and local council in enhancing tourism
- To provide guidance as to how the municipalities can be monitored.

It was noted that SCTIE in partnership with Ugu District Municipality needed to form a District Tourism Forum (DTF). The DTF will be made up of Area Tourism Committee Chairpersons, representatives from Private Sector such as Southern Explorer and B&B Network, SAPS, Department of Transport, Traditional Council, Community Policing Forum (CPF), Beach Managers and other participants.

The first meeting is planned to take place before the end of 2024/2025 financial year. SCTIE is in the process of organising an Annual General Meeting (AGM) where the area tourism committees and their chairpersons will be elected/renewed, thereafter, one Area Tourism Chairperson to be elected to participate in the Provincial Tourism Forum (PTF).

Other stakeholder engagements took place as follows:

1	Ugu District Priority Committee on rural safety and tourism	12 December 2024 Port Shepstone SAPS	Planning for tourism safety during the 2024 festive season
2	Local Government Peer Learning Session	13 and 14 November 2024 St Lucia	<p>The format of the workshop was a face-to-face interaction with practitioners and political head practitioners from various municipalities with objectives to:</p> <ul style="list-style-type: none"> • Create a platform where tourism local economic development share experiences, best practises, case studies, tourism development models or approaches • Create a platform for local government consultation on prevailing tourism policies and strategies • Strengthen and enhance technical capacity (skills, expertise and knowledge) of local government / LED practitioners.

			<ul style="list-style-type: none"> Identify and propose areas of government interventions, norms and standards Ensure alignment of municipal tourism plans with provincial and national plans Provision of technical support to municipalities and agencies
3	Proudly SA & SEDFA Business Forum:	04 December 2024 Wild Coast Sun	Theme: Unpacking the localisation of the SMMEs
4	Development of Umuziwabantu Local Municipality Spatial Development Framework (SDF)	27 November 2024 Umuziwabantu Council Chambers	As part of the process to developing the SDF and ensuring that there is a report with valuable input from all persons/ institutions operating within the local space, consultation with stakeholders is a vital component.
5	Consumer Education, Awareness and Community Engagement Workshop	12 December 2024 Esibanini Hall, Umzumbe	The workshop which was organised by EDTEA-Port Shepstone, was aimed at educating the community and local businesses about their protection rights as customers against retail shops and other outlets. In preparation for the peak season, SCTIE used the opportunity to educate the community about adhering to the rules set at beaches and other public areas. The communities were encouraged to keep the public areas clean at all times, no littering
6	Stakeholder Engagement and Information Sharing Session	15 October 2024 – Ezingoleni Taxi Rank 16 October 2024 - Hibberdene Taxi Rank	SCTIE, KZN Liquor Authority and other stakeholders, participated in a two-day information sharing session which was targeting local communities of Ray Nkonyeni Local Municipality to inform them about available government services. The event was organised by the Department of Government Communication and Information System. SCTIE uses such opportunities to drive the “sunny and safe” campaign
7	Courtesy visit to Margate Hotel	21 November 2024	SCTIE management paid a courtesy visit to Margate Hotel on the 21 November 2024 after it was reported that the historic Margate Hotel burnt down on Monday, 18 November 2024.
8	Umdoni LED Forum	Umzinto Dining Hall	
9	Ugu LED Forum	Virtual	



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SOUTH COAST TOURISM & INVESTMENT ENTERPRISE(SCTIE)

KZN South Coast Investment Prospectus (KZNSCIP)

Bi-Annually Investment Report

December 2024

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 Godwana (Board Member) • Mr HTH Sabela (Board Member) •



DOCUMENT PRESENTATION

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Prepared for: **SOUTH COAST TOURISM & INVESTMENT ENTERPRISES**
(SCTIE)



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SECTION 1. INTRODUCTION

The KZN South Coast Investment Prospect (KZNSCIP) is a key instrument in the planning and management of financial investment in the Ugu District Municipality. It presents the framework required to provide sustainable investment for all people, businesses and industries within the means of the district's economy and the capacity of the financial resources. The following figure presents an overview of the Ugu District's development indicators and access to basic services.

Figure 1 Ugu Development Indicators

	No. of HH with Access to Piped Water – 143 280 % Access – 83% % Backlog – 17%	Total Population – 773 402 FEMALES 407 001	MALES 366 401	
	No. of HH with Access to Sanitation – 121 556 % Access – 70.4% % Backlog – 29.6%	Total No. of HH – 172 628 Average HH Size – 5 (pp/HH)		
	No. of HH with Access to Electricity – 121 770 % Access – 70.5% % Backlog – 29.5%		Literacy Rate – 78% Matric – Above Matric –	
	% HH with access to refuse collection – 36.4% % HH own refuse dump / other – 60% % HH with no Access to any disposal – 3.6%		Unemployment (Official Definition) – 38.8% Unemployment (Expanded Definition) – 47.3%	
	% Indigent HH – 9.8%		Social Grants Recipients – No income – Minimum Wage – Above Minimum Wage –	

Based on the preceding figure, the District Municipality will invest its funds according to what is permitted by statute and regulation and for optimal possible returns. The investment of funds in various projects is done to ensure that the optimal amount of cash is always invested to ensure that the current triple challenges of the District Municipality (poverty, inequality and unemployment) are fully addressed.

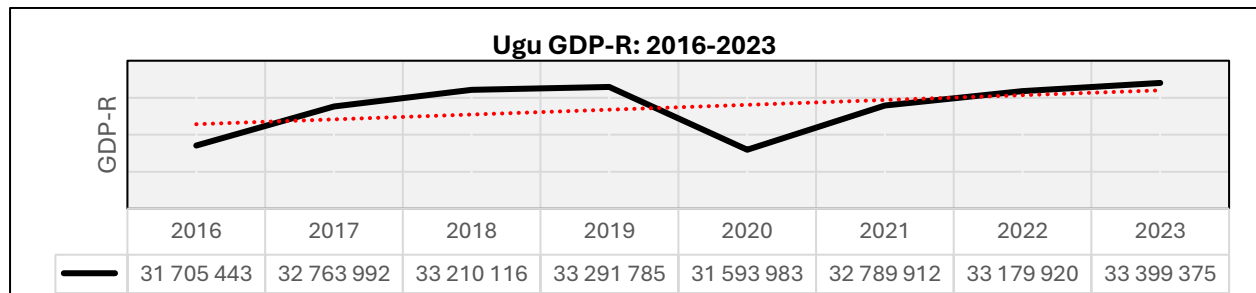
SECTION 2. UGU ECONOMIC GROWTH AND PERFORMANCE

The district municipality's economic prospects are no exception to several structural challenges that affected the national and provincial economies in 2022 and 2023. Following the robust rebound in 2021, real GDP-R weakened considerably across all districts and the metro in the province, with uMkhanyakude, iLembe and Ugu experiencing the greatest contractions in quarter one of 2023.

The substantial deterioration in economic activity was triggered by a combination of global uncertainties amid heightened geopolitical conflicts as well as local structural constraints, particularly the energy crisis and disruptions caused by disastrous flooding in 2022, and more recently end of 2023 and early 2024.

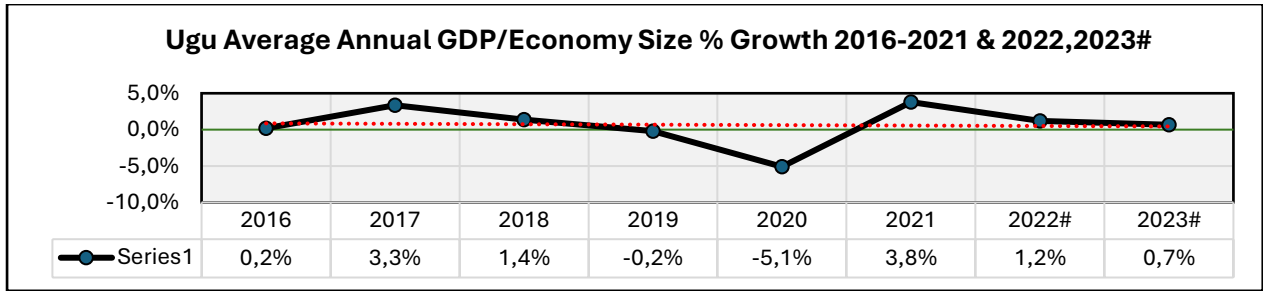
2.1 Gross Domestic Product (GDP)¹

The GDP-R (rand value) for the Ugu District is R33 399 billion, which is slightly higher than it was in 2019/pre Covid-Pandemic. Therefore, the district economy has recovered in terms of GDP-R-value, albeit only just, from the negative impacts of the covid pandemic. In addition, despite the July 2021 civil unrest, March 2022 floods and ongoing energy and water reliability challenges the GDP-R has increased slightly despite quarter-on-quarter instability.



StatsSA, & Estimated

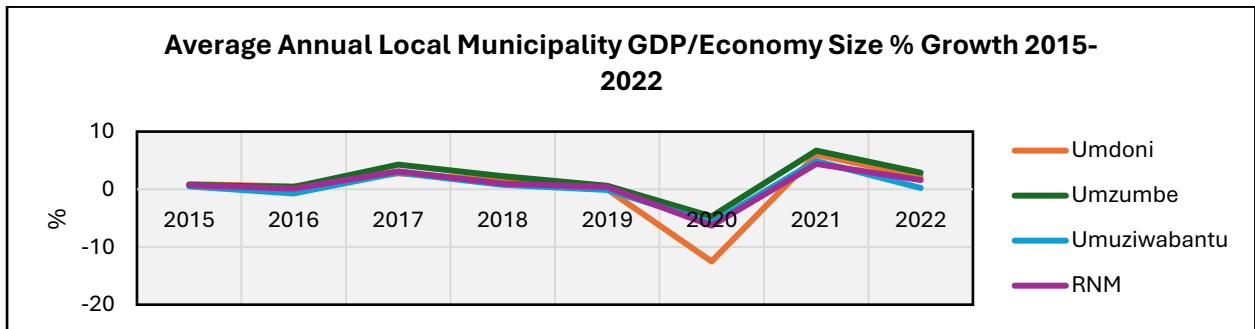
Before the Covid pandemic (2012-2019) the Ugu district economy grew at an average of 1.2% per annum: higher than KwaZulu-Natal's GDP growth rate of 0.8% for the same period.



StatsSA & Estimated

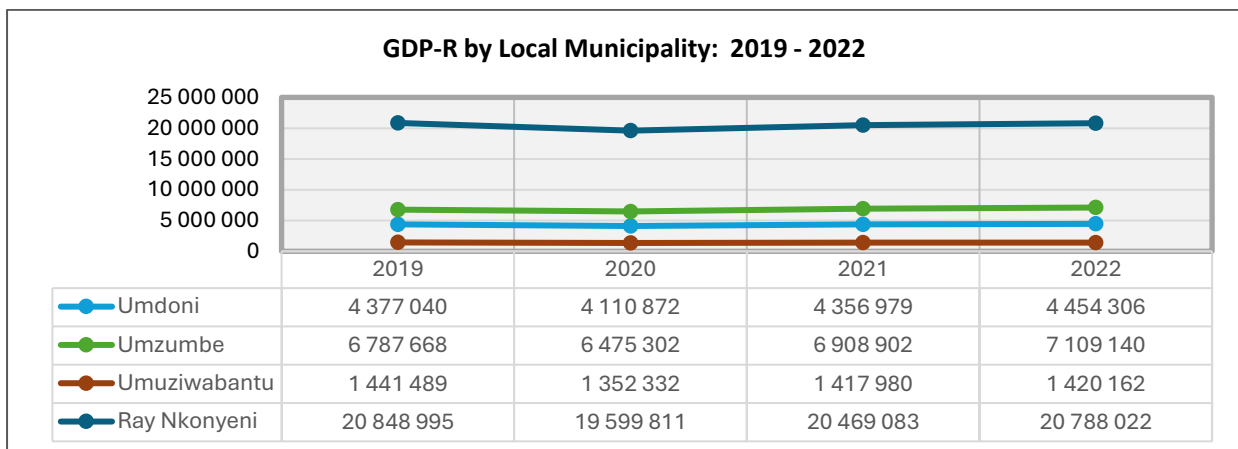
The slow/slight growth may be attributed to a number of factors, including but not limited to: the impact of the July 2021 unrest, March 2022 flooding in addition to the ongoing energy and water-related challenges constraining investment (new and expansion).

The local municipalities within the Ugu District have followed a similar trend to the district overall trend in terms of GDP % increase or decrease (growth and decline/shrinkage). Umdoni had the largest shrinkage whilst Umzumbe has made the quickest recovery and achieved the highest GDP % growth post-Covid.



StatsSA, 2021 & Estimated (Actual – April 2021-Dec 2021)

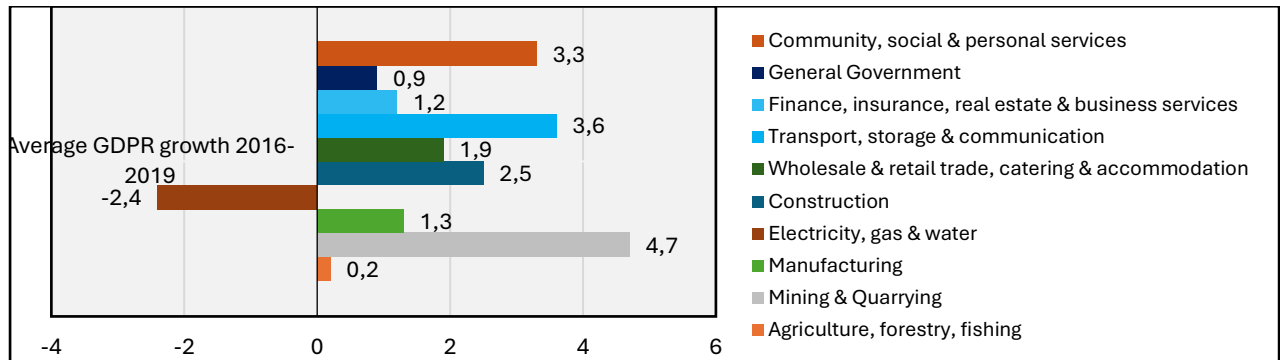
In terms of GDP-R value all the local municipalities by 2022 have recovered to pre-Covid GDP-R values, except Ray Nkonyeni which remains slightly lower in value.



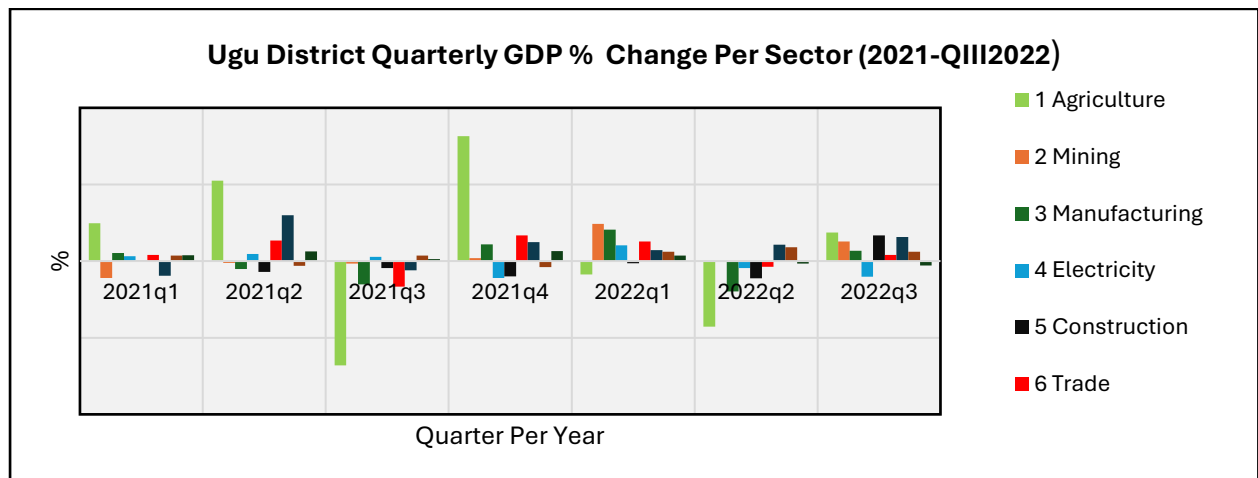
StatsSA & Estimated

2.2 Sectoral GDP Growth 2019– 2023 (QII)

For the period 2016-2019, prior to the outbreak of the pandemic:-all sectors in Ugu were exhibiting average GDP growth, except for the electricity, gas and water (utilities). The greatest average growth sectors in Ugu District pre-covid were: Mining and Quarrying, transport, storage and communication, community, social and personal services, construction and wholesale and retail trade, catering and accommodation, as illustrated in the following graph.



Quantec:2020 (National Treasury Municipal Socio-Economic Profiles)



Source: Stats SA

For the period 2021 until quarter III of 2022 the following sectors have shown growth in the most quarters:

- Trade: wholesale and retail, accommodation and catering (tourism);
- Transport, logistics and communications;
- Finance, real estate and business services;
- Community and Personal Services

Whilst the following sectors have shown the largest percentage growth over the same period:

- Agriculture, Forestry and Fisheries;

- Transport, logistics and communications;
- Mining and Quarrying; and
- Manufacturing.

Despite the inconsistent sectoral quarterly growth it is evident that from quarter III of 2022 all sectors have shown growth except the utilities sector (electricity and water) and community services. The greatest growth sectors in quarter III included:

- Agriculture, forestry and fisheries;
- Construction;
- Mining and Quarrying;
- Manufacturing;
- Transport, Logistics and Communication and
- Trade (wholesale and retail), catering and accommodation (Tourism) and
- Finance and Business Services.

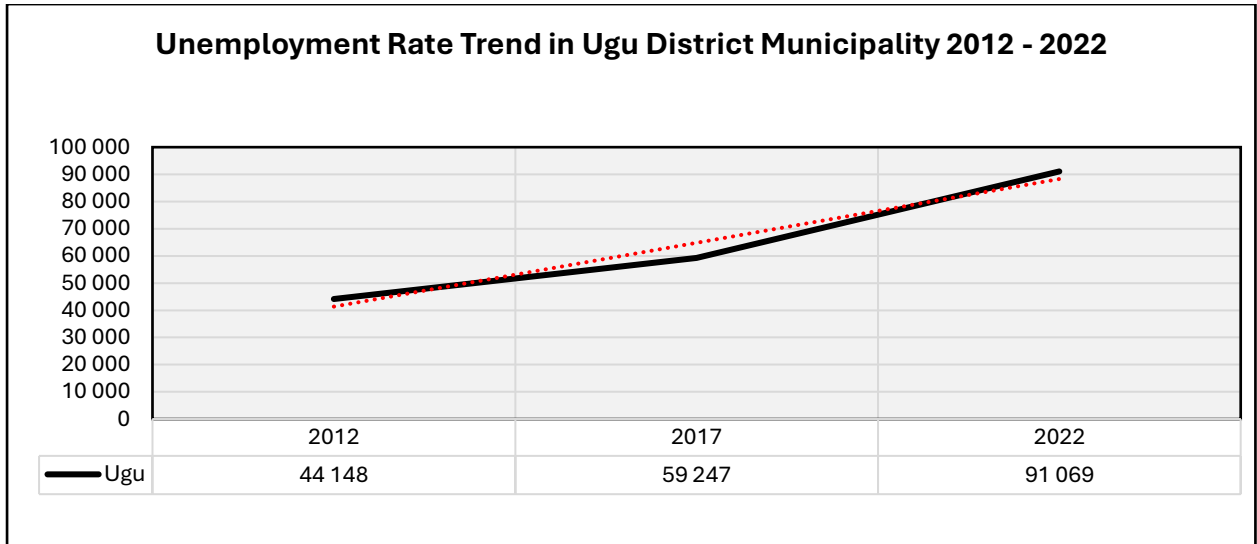
Post-2020 to date, provincially the greatest growth sectors are:

- Agriculture, forestry and fisheries,
- Transport, logistics and communication,
- Wholesale and retail trade, accommodation and catering (tourism) and
- Community and personal services.

A snapshot of Quarter II of 2023 the growth sectors were: agriculture, manufacturing, finance and community services.

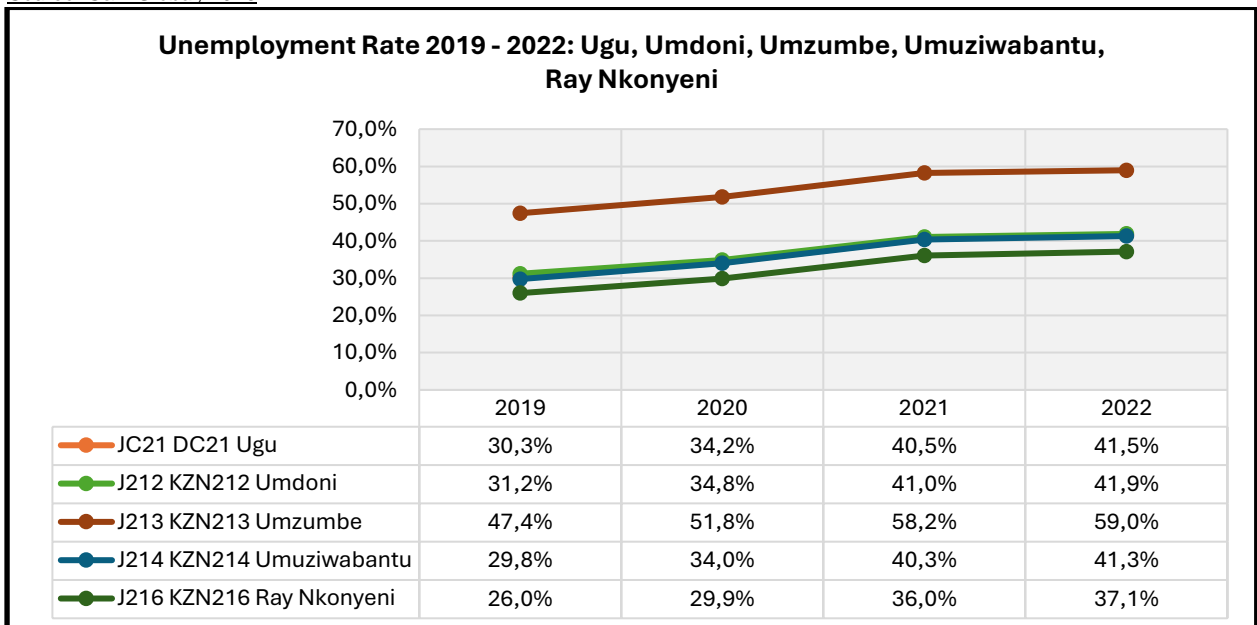
2.3 EMPLOYMENT

In the Ugu District and every Local Municipality in the district there has been an increase in the unemployment rate from 2019 to 2022. The Ugu District unemployment rate is higher than the provincial rate. Amongst the local municipalities Umzumbe has the highest unemployment followed by Umdoni and then Umuziwabantu.



Source: S&P Global, 2023

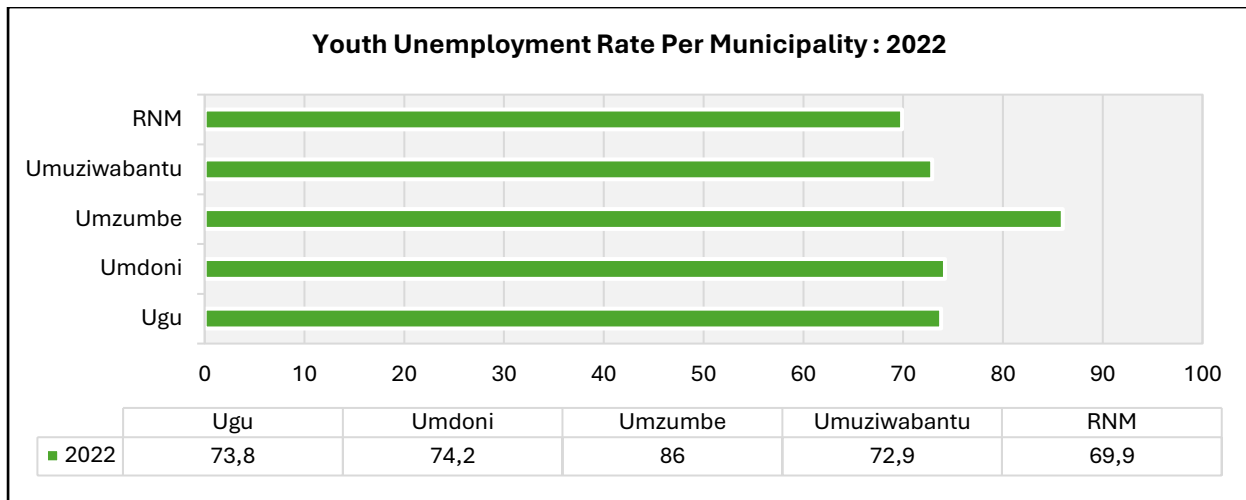
Source: S&P Global, 2023



Source: S&P Global

More than 60 percent of unemployed in KZN are young people between 15 and 34 years of age. In 2022, about 749 000 young people were unemployed. There is a rise in unemployment of youth over the ten year period of 2012-2022.

The Ugu District has a higher youth unemployment rate than the KZN province, a lower labour participation rate, and lower labour absorption capacity. Within the district Umzumbe has the highest youth unemployment rate, and lowest labour participation rate and labour absorption capacity.



Source: Stats SA & Estimated

Sectoral Employment

The sectors contribution to employment in Ugu District as at 2022 are:

- Community, social and personal services: 24.1%;
- Wholesale and Retail Trade, accommodation and catering (tourism): 23.2%;
- Finance, insurance, real estate and business services: 11.5%;
- Manufacturing: 9.4%
- Agriculture, forestry and fisheries: 8.2%, and
- Construction: 7.7%;
- Transport, storage and communication: 5.2% and
- Mining and Quarrying: 21.1%.

In **Umdoni** the greatest sectoral employers are:

- Community, Social and Personal Services;
- Wholesale and retail trade, catering and accommodation (tourism); and
- Agriculture, forestry and fisheries.

In **Umzumbe** the greatest sectoral employers are:

- Community, social and personal services;
- Wholesale and retail trade, catering and accommodation (tourism); and
- Finance, real estate, insurance and business services.

In **Umuziwabantu** the greatest sectoral employers are:

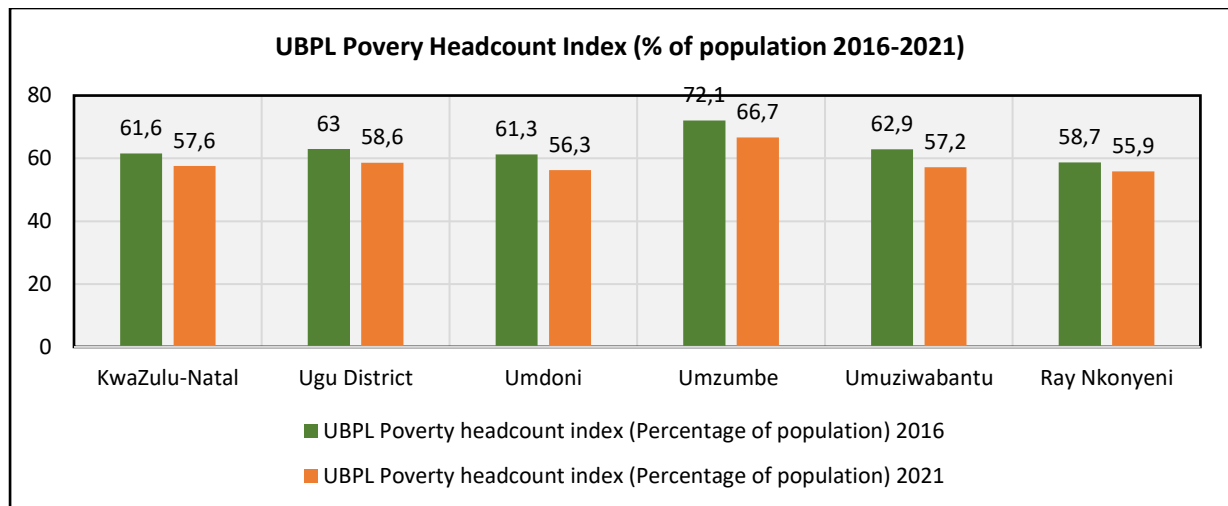
- Community, social and personal services;
- Wholesale and retail trade, catering and accommodation (tourism); and
- Agriculture, forestry and fisheries.

In **Ray Nkonyeni** the greatest sectoral employers are:

- Community, social and personal services;
- Wholesale and retail trade, catering and accommodation (tourism); and
- Finance, real estate, insurance and business services.

2.4 POVERTY

Between 2016 and 2021 there was a reduction in poverty (PHI) at provincial and district level, within all the municipalities according to the poverty headcount index. Despite this, however, it remains high with Umzumbe having the highest in the district followed by Umuziwabantu, Umdoni and then Ray Nkonyeni Municipality.



Source: Own calculations based on data from Quantec Research, EasyData (2022)

SECTION 3. BUILDING THE CASE FOR UGU INVESTMENT

Relooking at the definition of investment promotion and facilitation, **Investment promotion and facilitation** can be defined as:

Sourcing, promoting, communicating with and attracting potential investors in an attempt to influence them towards investing in your location; to facilitate and maintain new and existing investor relations; to influence the establishment of new investment; and the retention and expansion of existing business.

It can be seen that investment promotion and facilitation involves 3 main, interrelated areas of intervention. These include:

- a) Investor promotion;
- b) Investor facilitation; and
- c) Investor aftercare.

3.1 INVESTMENT PROMOTION

Investment promotion involves all the steps and activities undertaken to attract potential investors to the region. This will involve promoting the region to potential investors and communicating with them. In order to promote and effectively market a destination there are key preconditions that need to be in place. The key activities undertaken within this stage are:

- Identification of new opportunities and industries (trade agreements, policy etc.);
- Accessing, gathering and compiling of information;
- Formulating a business profile;
- Marketing and advertising (trade shows, visiting companies and making pitches);
- Image building (understanding and promoting a good investment climate – skills, low crime, cost of doing business, investor perceptions);
- Campaigning;
- Ensuring a favourable investment climate and business environment;
- Measuring success;
- Relationship building;
- Incentive packages;
- Land and project packaging;
- Arranging site visits;
- Alliances and networking;
- Training.

The following table gives an indication of the common promotional techniques of image building and of general investment.

3.2 INVESTMENT FACILITATION

Investment facilitation is the most basic and cost-effective activity supporting foreign investment promotion making a location more competitive. The aim of investment facilitation is to convert an investment inquiry into an actual investment. This entails supporting the investor while the project is established, providing information, advice, and guidance throughout the process, and keeping in touch to ensure that any problems can be identified early and addressed. Key activities include:

- Provide information and support in the regulatory environment
 - Expediting and obtaining applications and permits;
 - Legislation – labour laws and agreements, environmental law and regulations etc.;
 - Property rentals and purchases;
 - Import and exporting;
 - Customs clearance procedures.
- Business opening and operating support;
 - Opening and registering a business;
 - Service and utility connections;
 - Provision of advice and assistance, supporting documentation;
 - Property ownership issues;
 - Labour employment and related legal issues;
 - Human resource and labour costs;
 - Taxes;
 - Productivity/profit issues;
 - R&D and technical/support issues;
 - Logistics issues;
 - Transport linkages;
 - Environmental impact assessments;
 - Site location;
 - Obtaining work permits for foreign nationals or spouses;
 - Assistance in finding homes for transferred staff or schools for their children;
 - Assistance in identifying suppliers, customers and competitors;
 - Training support.
- Facilitating stakeholder engagement and business networking support;

- Information provision: Good facilitation can influence an investor's location choice. By providing fast, up-to-date, and accurate information about its location;
 - Maintain database and offer information and introductions to providers of local services such as banking, legal and accounting services, etc.;
 - Maintain database and offer information and introductions to local suppliers;
 - Trade relations and cooperation.
- Building relationships with investors;
- Planning and organizing site visits;
- Providing advice and assistance during the negotiation process;
- Steering the investor toward the investment decision;
- Land and project packaging;
 - Land acquisition.
- Package and promote all available investment incentives;
 - National, provincial and local.

3.3 INVESTOR AFTERCARE (BUILDING INVESTOR CONFIDENCE)

The main objective of investor servicing is to support new and existing investors that have already selected the location for investment or reinvestment. Investments can still be lost in the early stages therefore this stage is of critical importance. Investor aftercare therefore refers to the range of services undertaken to support existing investors, encouraging them to retain investment, undertake follow-on investment, and create greater linkages into the local economy².

Reasons for aftercare include improving low implementation rates, keeping existing investors from leaving, extracting benefits for development, gaining reinvestments, and diversifying the economy through support opportunities for other, higher value business activities. Client aftercare activities are aimed at:

- Understanding investors, their needs and perceptions;
- Building long-term, collaborative relationships with investors and addressing the needs of these investors;
- Helping remove obstacles and solve problems faced by investors in their start-up, operations or expansion phases;

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² Source: (World Bank Group. Sustainable Investment: A Guide to Investor Aftercare Projects. Extracted from <https://www.wbginvestmentclimate.org/advisory-services/investment-generation/investment-policy-and-promotion/upload/Client-Presentation-Aftercare-Project-Overview.pdf>)



- Helping investors meet and cooperate with officials, local suppliers, service providers, and other investors;
- Providing updated information to investors about doing business locally (for example, change in laws and regulations etc.).

Key activities undertaken in this phase include:

- Frequent visits to investors;
- Taking a pro-active, not reactive approach;
- Focusing on company growth and maximizing opportunities;
- Taking a coordinated, long-term view that involves all key players;
- Involving high-level client engagement;
- Assistance with export/trade promotion;
- Assistance with expansion of business;
 - Identification of suitable property locations, site options etc.
- Encouraging and supporting the development of new, upgraded, higher value added products and services of strategic value to the firms network;
- Policy advocacy activities (report on change of policy and regulations);
- Customer care service for day-to-day problems.

3.4 UGU PLEDGED INVESTMENTS

The KwaZulu-Natal Provincial Government and Trade & Investment KwaZulu-Natal hosted an investment conference in 2024, themed, “Unlocking KZN’s Economic Potential: Driving Trade and Investment to Transform the Province’s Future”

In a significant boost to the economy of KwaZulu-Natal, 16 companies committed to investing a collective R75.8 billion during the Investment Conference, promising the creation of approximately 68 000 jobs. Investment pledges included manufacturing, tourism, automotive and logistics to property development projects.

From the conference, the following investment commitments were recorded for Ugu District:

- The Umdoni Point Coastal Forest Estate trading as P&G Construction in Pennington joined other KZN businesses in pledging to invest a total of R70.8 billion over the next two years. This significant commitment underscores the real estate investment potential that exists along the KZN South Coast, with developers anticipating a surge of interest in this over-50s lifestyle development.



- The second pledge by the South Coast business was made by Natal Portland Cement (NPC), which is investing R1.2 billion to expand its plant based near Port Shepstone. NPC became a subsidiary of China's Huaxin Cement after taking over the assets from Intercement, with big plans for expansion of its cement manufacturing plant set to create hundreds of jobs in the area.



SECTION 4. ECONOMIC IMPACT OF THE UGU PLEDGED INVESTMENTS

Many socio-economic impacts will be recorded from the investment commitments pledged for the Ugu District including the following:

- The business Sales
- Gross Geographic Product (GGP)
- Employment creation
- Income generation
- Tax Contribution

4.1 Business Sales

Business sales refer to the value of all inter- and intra-sectoral business sales generated in the economy. This accounts for all direct, indirect and induced sales benefits. Business sales equates to turnover.

4.2 Gross Geographical Product (GGP)

GGP is the value of all final goods, and products produced during a one-year period within the boundaries of a specific area. The result of a potential increase in GGP would be an increase in new markets as well as in the number of goods and services bought from local businesses, which could lead to these businesses expanding and thus requiring additional people to be hired. These multiplier effects could lead to further growth of the economy.

4.3 Total Employment

Total employment reflects the number of additional jobs created by economic growth. This is the most popular measure of economic impact because it is easier to comprehend than large, abstract Rand figures.

4.4 Impact on Income

The Umdoni Point Coastal Forest Estate as well as Natal Portland Cement (NPC) investment will generate incomes for all people working in the area. The income boost in salaries and wages will result in poverty alleviation in the district.

4.5 Impact on tax/VAT

Tax is an important source of revenue for the South African government and it is used to fund public services and infrastructure development. In this regard, The Umdoni Point Coastal

Forest Estate as well as Natal Portland Cement (NPC) investment will generate various tax contribution such as VAT contribution boosting the economy of the district.

4.6 Major Sectors impact

From the preceding sections, the current major sectors of the district include the following:

- Trade: wholesale and retail, accommodation and catering (tourism);
- Transport, logistics and communications;
- Finance, real estate and business services;
- Community and Personal Services

However, with Forest Estate as well as Natal Portland Cement (NPC) upcoming investments, the district will experience a major economic shift from the preceding sectors to the following:

- Manufacturing sector (NPC Investment), and
- Real estate sector (Forest Estate investment)

4.7 Economic Multipliers

Umdoni Point Coastal Forest Estate trading as P&G Construction in Pennington (CAPEX R3.6 billion)

IMPACT OF THE CAPEX	Direct	Indirect	Induced	Total Production
IMPACT: PRODUCTION RAND	3 600 000 918	3 226 639 969	2 288 607 674	9 115 248 561
IMPACT: GDP RAND	2 059 339 954	1 845 763 501	1 309 172 562	5 214 276 018
IMPACT: INCOME RAND	129 187 947	115 789 721	82 127 924	327 105 592
IMPACT: EMPLOYMENT	1 690,2	1 514,9	1 074,5	4 279,5
IMPACT: VAT				430 517 685

Natal Portland Cement (NPC), which is investing (CAPEX R1.2 billion)

IMPACT OF THE CAPEX	Direct	Indirect	Induced	Total Production
IMPACT: PRODUCTION RAND	1 200 000 918	2 095 568 353	1 590 266 484	4 885 835 755
IMPACT: GDP RAND	342 980 989	598 950 088	454 525 976	1 396 457 053
IMPACT: INCOME RAND	163 611 347	285 715 634	216 821 368	666 148 349
IMPACT: EMPLOYMENT	1 670,6	2 917,3	2 213,9	6 801,8
IMPACT: VAT				143 505 968

5. Conclusion

While the KZN South Coast has faced substantial economic challenges (July 2021 Unrest: Social and economic disruption, March 2022 Flooding: Significant damage and economic impact and Ongoing Energy and Water-related Challenges), the strategic investments in infrastructure and development projects are poised to significantly enhance the region's economic landscape. These initiatives are expected to drive sustainable growth, create employment opportunities, and contribute to poverty alleviation and inequality reduction. The future outlook for the KZN South Coast is optimistic, with the potential for a more robust and resilient economy

Despite these challenges, recent investments signal a positive turnaround:

- I. Umdoni Point Coastal Forest Estate: Investment by P&G Construction in Pennington.***
- II. Natal Portland Cement (NPC) Project: Significant expansion plans.***

These investments are expected to boost the district's economy through increased business sales, gross geographic product (GGP), job creation, income generation, and tax contributions.

6. List of Appendices

- 6.1 KZN Investment Conference Report
- 6.2 Hibiscus Coast Marine Route Project Progress Report



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KwaZulu-Natal Investment Conference & Exhibition

Dates: 11th and 12th of November 2024

Venue: Durban's International Convention Centre

1. The Conference

The KwaZulu-Natal Provincial Government and Trade & Investment KwaZulu-Natal hosted an investment conference, themed, "Unlocking KZN's Economic Potential: Driving Trade and Investment to Transform the Province's Future" at Durban's International Convention Centre on 11 – 2 November 2024.

In a significant boost to the economy of KwaZulu-Natal, 16 companies committed to investing a collective R75.8 billion during a two-day Investment Conference, promising the creation of approximately 68 000 jobs in the province. Investment pledges included manufacturing, tourism, automotive and logistics to property development projects.

The Umdoni Point Coastal Forest Estate trading as P&G Construction in Pennington joined other KZN businesses in pledging to invest a total of R70.8 billion over the next two years at the KwaZulu-Natal Investment Conference in Durban. This significant commitment underscores the real estate investment potential that exists along the KZN South Coast, with developers anticipating a surge of interest in this over-50s lifestyle development.

The second pledge by the South Coast business was made by Natal Portland Cement (NPC), which is investing R1.2 billion to expand its plant based near Port Shepstone. NPC became a subsidiary of China's Huaxin Cement after taking over the assets from Intercement, with big plans for expansion of its cement manufacturing plant set to create hundreds of jobs in the area.

Here is a list of all the investment pledges from the KwaZulu-Natal Investment Conference

1. Westown Shongweni	R15 billion
2. Sappi Southern Africa	R10,8 billion
3. Sortor Investments	R10 billion
4. Devmco Group	R5,9 billion
5. Edison Property Group	R4,2 billion
6. P&G Construction	R3,6 billion
7. Toyota South Africa Motors	R2,7 billion
8. Collins Residential	R10 billion
9. Natal Portland Cement	R1,2 billion
10. Moolman Group	R1,5 billion
11. Insimbi Ridge	R1 billion



South Coast Tourism & Investment Enterprise SOC (RF)

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12. Richards Bay Minerals	R850 million
13. Defy Appliances	R500 million
14. Tinley Leisure	R2,3 billion
15. Edstan Group	R5,4 billion
16. Growthpoint	R800 million

Some of these projects are already underway, while others have yet to start.

2. The Exhibition

The KZN Investment Conference included an exhibition, SCTIE was accommodated in the TIKZN pavilion to network with over 600 delegates and over 50 exhibitors, opening doors to new partnerships and business matchmaking opportunities that could elevate our enterprise.

Our stand was well branded with SCTIE destination and Ugu district One Stop Shop logos to identify our booth at the pavilion.

Promotional Material:

- Brochures: Southern Explorer magazines and Investment brochures
- Business cards'
- Corporate video



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Kelly Smith (Umdoni Point Coastal Forestry Estate Manager) and Dr Vusumuzi Sibiya, CEO of South Coast Tourism and Investment Enterprise (SCTIE).

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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Reheema Accob (NPC) Vanessa Gounden, (SCTIE), Vusumuzi Sibiya (SCTIE)P & Nthabiseng Molefe (NPC)





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Umdoni Point Coastal Forest Estate in Pennington on the KZN South Coast.

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Interim Board Chair of TIKZN Khanyisani Ntuli, TIKZN eThekweni Municipality Deputy Mayor Zandile Myeni, Minister of Trade, Investment and Competition Parks Tau, KZN Premier Thami Ntuli, Economic Development, Tourism and Environmental Affairs (Edtea) MEC Musa Zondi, and CO-Chair of KZN Growth Coalition Moses Tembe at the opening of the KwaZulu-Natal Trade and Investment Conference at the Inkosi Albert Luthuli Durban ICC.

(Image credit: TIKZN)

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Dr Vusumuzi Sibiya, CEO of South Coast Tourism and Investment Enterprise (SCTIE) and Ndumiso Mlambo, TIKZN General Manager: KZN One Stop Shop.

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Sisanda Nongqunga (SCTIE Tourism Development & Investment Support Intern), Vanessa Gounden (SCTIE Coordinator: Tourism Marketing) and Zamaswazi Nkomo (SCTIE Marketing Officer).





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PROGRESS REPORT FOR HIBISCUS COAST MARINE ROUTE PROJECT



DR VUSUMUZI SIBIYA
CHIEF EXECUTIVE OFFICER(CEO)- SOUTH COAST TOURISM AND INVESTMENT ENTERPRISE(SCTIE)

PUBLISH DATE: 09 JANUARY 2025

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1 Executive Summary

This structured progress report provides a clear overview of the project's current status, accomplishments, challenges, and next steps.

2. Project Overview

The Hibiscus Coast Marine Route project aims to establish a modern marine transportation system that connects Durban to various coastal towns such as Ifafa, Hibberdene, Port Shepstone, and St. Michaels. The initiative will leverage hydrofoil and hovercraft technologies to enhance regional connectivity, unlock the tourism potential, and create sustainable economic hubs along the Hibiscus Coast.

Economic and Social Impact

This initiative aligns with Vision 2030 by aiming to drive socio-economic development in the region through the following impacts:

- **Boosting Tourism:** The project will transform the region into a premier international tourist destination, capitalizing on its natural beauty, cultural heritage, and adventure tourism.
- **Job Creation:** The development will generate both immediate construction employment and long-term opportunities in tourism, retail, transportation, and other service sectors, which will contribute to reducing the area's unemployment rate.
- **Entrepreneurship:** Local entrepreneurs will be empowered through new business opportunities in sectors such as hospitality, artisanal crafts, transportation services, and food production.
- **Infrastructure Modernization:** The introduction of eco-friendly transport solutions will reduce congestion while promoting green development along the coast, making the region more sustainable.

Commitment to Sustainability

Vision 2030 integrates a strong focus on environmental responsibility, ensuring the use of sustainable transport systems and development practices. The marine route

project will respect the natural environment, ensuring that the pristine beauty of the coastal areas is preserved for future generations.

4. Progress to Date

Key Milestones and Progress

4.1 Letter of Support:

A formal letter of support has been issued by the South Coast Tourism and Investment Enterprise (SCTIE) following the Municipal Council's resolution and the introductory meeting with the project investor, *Sparkling Water Holdings*. This signifies strong alignment and backing from local authorities. The basis for letter of support is grounded on several key principles and strategic considerations that align with regional development goals and Vision 2030. Below are the primary factors that form the basis for support:

4.1.1.1 Public-Private Partnerships, Government Funding, and Private Sector Investment:

The project is a strong example of a **public-private partnership (PPP)**, where the **Development Agency** and **local government** collaborate with the private sector investor, Sparkling Water Holdings, to jointly fund and develop this initiative. The backing of government funding alongside private sector investment ensures that the project is financially viable and sustainable in the long term. Public-sector support ensures that the project aligns with local and national development priorities, while private-sector involvement provides the necessary capital and expertise for its successful execution.

4.1.1.2 Revenue Generation from Tourism, Hydrofoil Ticket Sales, and Property Taxes:

The marine route will generate significant revenue streams through:

- **Tourism:** The enhanced connectivity will attract both domestic and international tourists, increasing foot traffic to coastal towns like Ifafa, Hibberdene, Port Shepstone, and St. Michaels, and boosting local tourism-related businesses.
- **Hydrofoil Ticket Sales:** The new transportation system, which features hydrofoils and hovercrafts, is expected to generate revenue directly through ticket sales, offering a modern and efficient alternative to current transport options along the coastline.
- **Property Taxes:** Increased tourism and improved infrastructure will raise property values in the region, generating additional income for local municipalities through property taxes.

4.1.1.3 Long-Term Sustainability through Eco-Tourism and Green Initiatives:

A core principle of Vision 2030 is **environmental sustainability**, and the Hibiscus Coast Marine Route project strongly supports this. The development of eco-friendly transport infrastructure, including **hydrofoils** and **hovercrafts**, offers a low-emission alternative to traditional transport, contributing to the overall reduction of the carbon footprint along the coastal region. Furthermore, the project will promote **eco-tourism**, capitalizing on the region's natural beauty and preserving the environment through sustainable development practices. This focus on sustainability aligns with both local and national green initiatives, ensuring that the project not only boosts the economy but also preserves the coastline for future generations.

4.1.1.4 Alignment with Eastern Seaboard Development Goals:

The Hibiscus Coast Marine Route project directly contributes to the broader development of South Africa's **Eastern Seaboard**. By improving connectivity between key coastal towns, the project supports the regional development agenda, which aims to boost economic activities, enhance infrastructure, and attract investment to the Eastern Seaboard. This area has been identified as a priority for both economic growth and social development, and the Hibiscus Marine Route aligns perfectly with these objectives, offering a sustainable transport system that connects various hubs along the coast.

4.2 Non-Disclosure Agreement (NDA):

A legally binding NDA has been signed between the South Coast Tourism and Investment Enterprise (SCTIE) and *Sparkling Water Pty Ltd*, ensuring the confidentiality of project details and intellectual property as work progresses.

4.3 Upcoming Meeting and Steering Committee:

A second meeting is scheduled to take place on the 22nd of January 2025.

The agenda will focus on the establishment of the project's Steering Committee. The meeting will finalize the terms of reference for the committee, as well as discuss the process for appointing its members.

5. Key Milestones Achieved

- Letter of Support Issued
 - NDA Signed
 - Second Stakeholder Meeting Scheduled
-

6. Challenges and Risks

The project is presently at the pre-planning phase, there is no material challenges that has been recorded thus far and no risks that has been identified to be mitigated. The risk register, scenario planning and monitoring tool will be considered in future phases in order to be able to address challenges and risks as they emerge.

7. Financial Update

The project is presently in the planning phase. At this stage, no funding has been secured, no expenditure has been incurred, and revenue projections have not yet been established.

8. Next Steps and Future Milestones

The roadmap for the immediate future.

- **Project Steering Committee Appointment:** Finalizing and appointing the members of the steering committee will be a priority in the next phase. This committee will oversee project execution and ensure alignment with Vision 2030 objectives.
 - **Feasibility and Design Studies:** Detailed feasibility studies, including environmental impact assessments and transportation designs, will follow once the steering committee is in place.
 - **Stakeholder Engagement:** Continued consultations with local communities, tourism agencies, and environmental groups will ensure that the project meets the needs of all stakeholders and adheres to sustainable development goals.
-

9. Conclusion

The Hibiscus Coast Marine Route project is progressing steadily and remains on track to contribute significantly to the region's economic development and environmental sustainability. The collaboration between the SCTIE, Sparkling Water Pty Ltd, and local stakeholders is a positive step forward for realizing the goals outlined in Vision 2030.

10. Appendices

- Municipal council resolutions.
- NDA signed documents.
- Letter of support

4.5. Annexure A: Annual Performance Scorecard 2025 - Adjusted

4.6. Annexure B: Annual Adjustment Budget- 2025

STRATEGIC OBJECTIVE: Goal 1: Investment Attraction: To market, promote, attract and facilitate investment																												
PROGRAM STRATEGIC OBJECTIVE	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL BUDGET:	ADJUSTED BUDGET	Q2: TARGET	Q2: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	MID YEAR : TARGET	MID YEAR : ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE		
To grow and transform the economy of the district through investment and tourism attraction resulting in GFCF share of GDP increasing at least 2% increase by 2030 and increased tourists.	Investment Governance, packaging, enabling & facilitation	1.1.1.1	District Investment Framework: Strategy, Plan, Institutional Arrangements & SOPs	To develop and get approved a district investment framework: strategy, plan, institutional arrangements and SOPs to guide how investments are dealt with in an inclusive, strategic and structured manner ensuring accountability and clear role and responsibility definition by end January 2025	Approved by Board and Council Resolutions of Support by date	Date of Approval	30 January 2025.	Date moved to 31 March 2025.	31 March 2025.	Operational	Operational	N/A	N/A	-				N/A	N/A	-				31 March 2025.	N/A	Board Resolution of Adoption by date		
		1.1.1.2		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	No Changes	R50 million	Operational	Operational	N/A	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	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	No Changes	2	Operational	Operational	1	1	ACHIEVED					1	1	ACHIEVED				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	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	No Changes	4	R65 500	R48 112	1	1	ACHIEVED					2	2	ACHIEVED				1	1	Quarterly report to the Board of Directors.	
	Investment Packaging & Facilitation	1.2.1.1	District Wide Catalytic Project Investment Packaging & Investment Facilitation	To package for investment Ugu Council Resolved district wide prioritised catalytic projects: - District-Wide Renewable Energy - District-Wide Broadband/Connectivity	Project Plans to package projects ready for investment facilitation - Developed, Approved by 31 March 2024	Approved 2 project plans by 30 January 2025	Approved 2 project plans by 30 January 2025	Approved 2 project plans by 30 January 2025	Approved 2 project plans by 30 January 2025	Approved 2 project plans by 30 January 2025	R807 383	R450 000	N/A	N/A	-				N/A	N/A	-				2	N/A	Board resolution for the 2 approved project plans	
		1.2.1.2		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	No Changes	R50 million	R166 667	R66 667	N/A	N/A	-					N/A	N/A	-				N/A	50 MILLION	Investor Statements of Commitment/Intent	
		1.2.2.1	Eastern Seaboard investment packaging	To package bankable investment products arising from Eastern Seaboard Programme Implementation	Number of Approved investment products packaged	Number	Two products packaged	No Changes	Two products packaged	Operational	Operational	N/A	N/A	-					N/A	N/A	-				N/A	2	2 packaged products presented to board	
		1.2.2.2	Eastern Seaboard investment facilitation	To facilitate investment in the abovementioned products arising from the Eastern Seaboard Programme Implementation	R-value of investment facilitated	R-value of investment	R20 million	No Changes	R20 million	Operational	Operational	N/A	N/A	-						N/A	N/A	-				N/A	R20million	Investor statement of intention Rand value
		1.2.3.1	Pre-2024 Strategy Projects	To develop & implement an approved project plan (to co-ordinate and lead in getting investment) for the following: - Ifala Project - Umzumbi River Trails	Approved Project Plans with Implementation timelines.	Number	2	No Changes	2	R530 000	R131 580	N/A	N/A	-						N/A	N/A	-				N/A	2	Board of Directors approved Project Plans.
		1.2.3.2		To review each project plan in line with the signed Service Level Agreements in place with Local Municipalities. eg: - KwaXolo Caves - John Mason Park Development - Murchison Mixed Use development - KwaNzimakwe Macadamia Nut Precinct Development - Hibberdene Mixed Use Development - Southbroom Beachfront Restaurant Precinct - St Michaels Entertainment Facility - Shelly Beach Ski-boat 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	Annual Target to be ADJUSTED	3	R269 128	R118 000	2	0	NOT ACHIEVED	Little to no information has been found on these old projects	None, target to be removed - Mid Year	N/A		3	0	NOT ACHIEVED	Little to no information has been found on these old projects	None, target to be removed - Mid Year	N/A		N/A	N/A	Board of Directors approved Project Plans.
Investment Marketing, Attraction and Promotion	1.3.1.1	Investment Campaigns	To expose and manage the brand of the South Coast to potential investors through print and online media throughout the year - through PR: - Port Shepstone Business Hub - Agriculture Value Add - Property Development - Manufacturing - Mining & Beneficiation - Maritime / Marine / Oceans Economy - Logistics (Airport / Storage) - Renewable Energy / Green Economy - Hinterland sites (KwaXolo Caves / URT) - Other opportunities arising including from eastern seaboard	Rand value of Brand Exposure in relation to the Marketing Budget	Rands	R7 200 000	No Changes	R7 200 000	R660 000	R485 627	1 500 000	3 494 406	ACHIEVED					3 000 000	5 018 791	ACHIEVED				2 100 000	2 100 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE) and the Advertising undertaken		
	1.3.1.2		To position the South Coast in the Investment sectors by communicating the diverse offerings, through Investor Campaigns	Quarterly report identify the Investor Friendly Awareness Activities undertaken by the Entity - Local advertising - Activations	Number	4	No Changes	4	R157 500	R157 280	1	1	ACHIEVED					2	2	ACHIEVED				1	1	Quarterly report to the Board of Directors.		
	1.3.1.3		To position the South Coast as a Destination of Choice within the KZN province with investment offerings	Quarterly newsletters and / or Mass Mailing communication distributed to all Stakeholders, focussing on Investment	Number	4	No Changes	4	R32 981	R8 000	1	1	ACHIEVED					2	2	ACHIEVED				1	1	Statistical report confirming the distribution of the Newsletters		
	1.3.2.1	Online Platforms	To effectively provide Information to potential investors the www.investkznouthcoast.co.za Investment Website	Investment website updated quarterly, with statistical analysis and trends	Quarterly reporting referencing Website updates	4	No Changes	4	R600 000	R478 877	1	1	ACHIEVED					2	2	ACHIEVED				1	1	Quarterly Investment Services website update report submitted by the Manager		
	1.3.3.1	Investment Marketing & Promotional Collateral	To develop and circulate a South Coast based Investment Brochure	Date of the South Coast Investment Brochures developed and circulated.	Date	30 June 2025.	Date moved to 31 March 2025.	31 March 2025.	R744 300	R482 000	N/A	N/A	-						N/A	N/A	-				31 March 2025.	N/A	Brochure produced by date.	
	1.3.3.2		To showcase diverse destination investment offerings on Collateral and promotional material production: - Promotional items - Videos - Images Library	Promotional Material and Collateral Produced for Investment attraction	% of budget	50%	No Changes	50%	R345 000	R195 000	N/A	N/A	-						N/A	N/A	-				25%	50%	Expenditure Report & Evidence of Materials	
	1.3.4.1	Sector specific trade shows, exhibitions and Conferences and Activations	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	No Changes	30-Jun-25	R450 000	R600 000	N/A	N/A	-						N/A	N/A	-				N/A	30-Jun-25	Report on the attendance and outcomes of and Conference held	

PROGRAM STRATEGIC OBJECTIVE	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL BUDGET:	ADJUSTED BUDGET	Q2: TARGET	Q2: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	MID YEAR : TARGET	MID YEAR : ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
		1.3.4.2		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	No Changes	4	R559 750	R322 020	1	2	ACHIEVED				1	2	ACHIEVED				1	2	Reports to the Board of Directors on the attendance and outcomes of the platform attended.
		1.3.4.3		To support Meetings, Incentives, Conferences and Events during the year	Quarterly report on the MICE supported.	Number	4	Project Objective and KPI: Output adjusted Number Quarterly reports : 2	2	R206 500	R190 000	1	0	NOT ACHIEVED	There is no MICE Consultant appointed due to cashflow restrictions	Should the Entity's financial position improve, this project will be achieved in Q4	30 June 2025.	2	0	NOT ACHIEVED	There is no MICE Consultant appointed due to cashflow restrictions	Should the Entity's financial position improve, this project will be achieved in Q4	30 June 2025.	N/A	N/A	Quarterly report submitted to the CEO on MICE supported and Bids generated when applicable
		1.3.5.1	Investment Trade & Media Fam Trips	To host sector specific Trade, potential Investors and Media on investment site visits	Familiarisation Trips hosted during the year	Number of trips hosted	4	No Changes	4	R240 000	R93 293	1	1	ACHIEVED				2	3	ACHIEVED				1	1	Fam Trip report as well as supporting evidence
										R5 834 709	R3 826 455															

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate to																												
PROGRAM STRATEGIC OBJECTIVE	PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS Requested:	MID YEAR ADJUSTMENT AGREED	ANNUAL PERFORMANCE TARGET	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL BUDGET	ADJUSTED BUDGET	Q2: TARGET	Q2: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	MID YEAR : TARGET	MID YEAR : ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
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.	Tourism Facilitation	2.1.1.1	Related Economic Intelligence Tourism Research	Obtaining KZN South Coast Data with regards to Seasonal footprint	Research findings	Report by Date			30 June 2025.	No Changes	30 June 2025.	R166 667	R66 667	N/A	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	To identify the KZN South Coast Target Market	Completed Research Report by date	Report by Date	20 March 2024.	20 March 2024.	30 June 2025.	No Changes	30 June 2025.	R166 667	R66 667	N/A	N/A	-				N/A	N/A	-				N/A	30-Jun-25	Report presented to the Board of Directors by date
	Tourism Product Development	2.2.1.1	Nodal development and support to extend the geographical spread for the following: - Umhloni - Umziwabantu - Ray Nkonyeni - Umzumbe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented			60% Achievement (cumulative)	No Changes	60% Achievement (cumulative)	R795 000	R263 343	20%	25%	ACHIEVED				20%	25%	ACHIEVED				40%	60%	Progress report to the CEO on the implementation plan.
		2.2.2.1	SMME Support	To provide support to SMME's to enable them to actively participate in the industry, preparing them to service the Domestic and International markets	Capacitate and facilitate opportunities for SMME's to be assisted through: - Being trained, - Graded (TGCSA) - Exposure to markets	Quarterly reports	No Changes		4	No Changes	4	R315 000	R160 000	1	1	ACHIEVED				2	2	ACHIEVED				1	1	Quarterly report on the support provided to the Board
2.2.3.1		Youth Exposure to working environment	To provide support to government departments in programs pertaining to the implementation of Youth Development	Report on the support provided to Youth	Number	No Changes		4	No Changes	4	Operational	Operational	1	1	ACHIEVED				2	2	ACHIEVED				1	1	Reports submitted by the Managers of the project	
Tourism Marketing, Attraction & Promotion	Brand exposure : Through Tourism Marketing Campaigns	2.3.1.1	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	No Changes	R23 000 000	R1 320 001	R950 784	5 000 000	11 919 460	ACHIEVED				10 000 000	19 668 319	ACHIEVED				6 500 000	6 500 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE)	
		2.3.1.2	To position the South Coast as the Destination of Choice in the tourism sector by communicating its diverse offerings e.g.: - Beach Destination - Golf - Marine activities (Diving / Fishing) - Adventure (Hiking / 4x4 / MTB) - Nature and Outdoor - Culture and Heritage - Raceway - MICE - Agri-Rural	Exposure through : - Published articles/inserts in the local newspapers and national publications or platforms. - Radio & TV	Quarterly Marketing Campaign report			4	No Changes	4	R1 070 000	R449 741	1	1	ACHIEVED				2	2	ACHIEVED				1	1	Quarterly campaign report, with evidence of published articles and inserts, radio and or TV exposure	
		2.3.1.3	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	No Changes	4	R32 981	R14 164	1	1	ACHIEVED				2	2	ACHIEVED				1	1	Statistical report confirming the distribution of the Newsletters	
	2.3.2.1	Brand Activations	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	No Changes	3	R120 000	R60 000	1	1	ACHIEVED				1	1	ACHIEVED				1	1	Beach & Hinterland event activation report submitted to the CEO	
	2.3.3.1	E-Marketing	To efficiently manage the Entity owned digital channels (website, social media and mobile app) and ensure information is updated	Quarterly Content (New and Maintenance) updated, including statistics and trends analysis	Quarterly report referencing updates			4	No Changes	4	R600 000	R239 438	1	1	ACHIEVED				2	2	ACHIEVED				1	1	Quarterly Digital Reports submitted to the CEO	
	2.3.4.1	Packaging	To participate/facilitate in marketing training workshops, to stimulate the development of tour packages to the South Coast.	Marketing workshops participated in during the year	Number of Workshops			1	No Changes	1	R155 731	R65 000	NA	N/A	-				1	1	ACHIEVED				NA	NA	Report on the Workshop held submitted by the Manager	
	2.3.4.2		To create and showcase diverse tour packages during the year	South Coast Tour Packages created to improve geographic spread for tourists	Number of tour packages created			4	No Changes	4	Operational	Operational	1	1	ACHIEVED				2	2	ACHIEVED				1	1	Tour packages developed	
	2.4.5.1	Tourism Promotional Material/Collateral	To showcase diverse destination tourism offerings on Collateral and promotional material	Promotional Material and Collateral Produced	% of budget			50% (cumulative)	No Changes	50% (cumulative)	R200 000	R50 000	N/A	N/A	-				N/A	N/A	-				25%	50%	Expenditure Report & Evidence of Materials	
	2.3.5.2		To provide updated and relevant information related to tourism, print and digital	SC Experience, Accommodation, Routes, Niche products produced	By Date			15 June 2025.	No Changes	15 June 2025.	R290 000	R244 909	N/A	N/A	-				N/A	N/A	-				N/A	15 June 2025.	Evidence of SC information produced and available by date	
	2.3.6.1	Tourism Trade Shows and Exhibitions	To participate in Exhibitions & Shows : e.g.: - SATSA Conf(Aug24) - SACCI (bc) - 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	Target reduced to 3 - Meetings Africa (Feb) - WTM Africa (April) - Tourism Indaba (May)	3	R723 527	R821 523	N/A	N/A	-				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.	1	1	Report on the Domestic Show / Exhibition participation submitted by the Manager	
2.3.6.2	Tourism Trade & Media Fam Trips	To host Tourism Trade and Media to experience the destination	Familiarisation Trips hosted during the year	Number of trips hosted			10	No Changes	10	R240 000	R73 861	2	5	ACHIEVED				4	7	ACHIEVED				3	3	Fam Trip report as well as supporting evidence		

R6 315 573 R3 326 097

STRATEGIC OBJECTIVE: Goal 3: Stakeholder Relations

PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL BUDGET	ADJUSTED BUDGET	Q2: TARGET	Q2: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	MID YEAR : TARGET	MID YEAR : ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
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	Stakeholder Management Strategy and Plan	Approved Stakeholder Management Strategy	Date	31 January 2025.	Date moved to 25 June 2025.	25 June 2025.	Operational	Operational	N/A	N/A	-				N/A	N/A	-	-	-	-	N/A	25 June 2025.	Approved Stakeholder Management Strategy by Board by date
	3.2	Membership	To encourage South Coast tourism businesses to be Compliant in terms of the EDTEA legislative requirements	Grow Membership Base	To encourage compliance with legislation, and grow membership base	To increase the paid Membership base	Number	160	Reduced annual Target - due to evince delivery challenges to businesses	100	Operational	Operational	90	15	NOT ACHIEVED	With the current organogram, there is no dedicated personnel to drive new membership and ensure the retention of members, which is compounded by lack of municipal service delivery.	Pending discussion at Strategic level	30 June 2025.	120	79	NOT ACHIEVED	With the current organogram, there is no dedicated personnel to drive new membership and ensure the retention of members, which is compounded by lack of municipal service delivery.	Pending discussion at Strategic level	30 June 2025.	10	11	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	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 - Traditional Councils - Business Chambers - Associations - Road Shows	Quarterly report on engagements undertaken with Organised Business	Number	4	No changes	4	150 000	169 267	1	1	ACHIEVED					2	2	ACHIEVED	-	-	-	1	1
											R150 000.00	R169 266.52															

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																															
PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL Budget	ANNUAL Budget Adjusted	Q2 TARGET	Q2 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	MID YEAR - TARGET	MID YEAR - ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q3 TARGET	Q4 TARGET	PORTFOLIO OF EVIDENCE					
Institutional Support and Financial Viability: To ensure SCTIE has the capacity and financial viability to deliver on its mandate, through systems and processes	Performance Management	To develop and adopt credible strategic and operational plans timeously aligned to government's planning cycle and prescripts.	5.1.1	Strategic Plan review	Reviewed Strategic Plan approved by Board by date	Date of Strategic Plan Approval	30 April 2025.	No changes	30 April 2025.	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	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.	No changes	31 May 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	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.	No changes	31 December 2024.	Operational	Operational	Operational	Operational	31 December 2024.	12 December 2024.	ACHIEVED	-	-	-	31 December 2024.	12 December 2024.	ACHIEVED	-	-	-	-	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.	No changes	20 January 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	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	No changes	4	Operational	Operational	Operational	Operational	1	1	ACHIEVED	-	-	-	2	2	ACHIEVED	-	-	-	1	1	Evidence of Submission to Ugu District Municipality			
			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.	No changes	31 October 2024.	Operational	Operational	31 October 2024.	25 October 2024.	ACHIEVED	-	-	-	31 October 2024.	25 October 2024.	ACHIEVED	-	-	-	-	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.	No changes	31 October 2024.	Operational	Operational	Operational	Operational	31 October 2024.	25 October 2024.	ACHIEVED	-	-	-	31 October 2024.	25 October 2024.	ACHIEVED	-	-	-	-	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	No changes	4	Operational	Operational	R256 328	R145 491	1	1	ACHIEVED	-	-	-	2	3	ACHIEVED	-	-	-	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	No changes	Unqualified Audit	Operational	Operational	R900 000	R840 950	Unqualified Audit Opinion	Unqualified Audit Opinion	ACHIEVED	-	-	-	Unqualified Audit Opinion	Unqualified Audit Opinion	ACHIEVED	-	-	-	-	NA	-	AG Management Report Duty Signed off and Tabled.		
5.2.8	Statutory Compliance	100% Statutory compliance for Board				Percentage Compliance of Board meeting	100%	No changes	100%	Operational	Operational	Operational	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	ACHIEVED	-	-	-	100%	100%	Board Minutes.			
5.2.9		Report confirming statutory compliance with CIPC				Report confirming statutory compliance with CIPC	100%	No changes	100%	Operational	Operational	Operational	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	ACHIEVED	-	-	-	100%	100%	Confirmation of changes effected to CoR 39.			
5.2.11		AGM with the Parent by date				AGM with the Parent by date	30 June 2025.	No changes	30 June 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	-	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 Board				Reviewed and updated Operational Policies Approved by Board	31 May 2025.	No changes	31 May 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	-	N/A	31 May 2025.	Resolution by the Board by date		
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.	No changes	31 May 2025.	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	-	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.	No changes	20 January 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	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.	No changes	31 January 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	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 March 2025.	No changes	23 March 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	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.	No changes	31 May 2025.	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	NA	NA	-	-	-	-	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.	No changes	30 October 2024.	Operational	Operational	Operational	Operational	Operational	30 October 2024.	-	NOT ACHIEVED	Delayed appointment of the CEO to lead the Funding Model review.	NONE - The CEO was appointed was made on 1 October 2024.	31 March 2025.	30 October 2024.	-	NOT ACHIEVED	Delayed appointment of the CEO to lead the Funding Model review.	NONE - The CEO was appointed was made on 1 October 2024.	31 March 2025.	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	No changes	12	Operational	Operational	Operational	Operational	Operational	3	3	ACHIEVED	-	-	-	6	6	ACHIEVED	-	-	-	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.	No changes	31 August 2024.	Operational	Operational	Operational	Operational	Operational	N/A	N/A	-	-	-	-	31 August 2024.	31 August 2024.	ACHIEVED	-	-	-	-	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.	No changes	31 December 2024.	Operational	Operational	Operational	Operational	Operational	31 December 2024.	12 December 2024.	ACHIEVED	-	-	-	31 December 2024.	12 December 2024.	ACHIEVED	-	-	-	-	N/A	N/A	Board Resolution of AFS Adoption.	
			5.3.11	Operational Expenditure	Operational expenditure spend to plan	Percentage spend	80%	No changes	80%	Operational	Operational	R2 166 919.02	R1 969 333.78	80%	74%	NOT ACHIEVED	Due to the limited grants funding having been received, only the very basic operational costs have been incurred. Additionally, the AG have only invoiced us 56% of the annual audit budget.	None, pending receipt of relevant invoices and strict management of expenditure.	25 June 2025.	80%	74%	NOT ACHIEVED	Due to the limited grants funding having been received, only the very basic operational costs have been incurred. Additionally, the AG have only invoiced us 56% of the annual audit budget.	None, pending receipt of relevant invoices and strict management of expenditure.	25 June 2025.	80%	80%	Quarterly calculation reports on operational spend			
			5.3.12		Staff salaries paid monthly by date	12 x Salary Payments by date	25th of the month	No changes	25th of the month	Operational	Operational	R8 653 209.88	R6 947 293.64	3x Monthly Payments by 25th	3x Monthly Payments by 25th	ACHIEVED	-	-	-	6X Monthly payments by 25th	6X Monthly payments by 25th	ACHIEVED	-	-	-	3x Monthly Payments by 25th	3x Monthly Payments by 25th	Salary Reports by date			
			5.3.13		Board salaries paid monthly by date	12 x Salary Payments by date	25th of the month	No changes	25th of the month	Operational	Operational	R1 314 934	R818 858	3x Monthly Payment by 25th	3x Monthly Payment by 25th	ACHIEVED	-	-	-	6X Monthly payments by 25th	3x Monthly Payment by 25th	NOT ACHIEVED	-	-	-	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%	No changes	50%	Operational	Operational	R215 000	R114 702	50%	9%	NOT ACHIEVED	Due to the severe cash flow challenges, only vital capital purchases have been purchased	None - Assets will only be purchased if funding is available	25 June 2025.	50%	9%	NOT ACHIEVED	Due to the severe cash flow challenges, only vital capital purchases have been purchased	None - Assets will only be purchased if funding is available	25 June 2025.	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%	No changes	Less than 1%	Operational	Operational	Operational	Operational	<1%	0.00%	ACHIEVED	-	-	-	<1%	0.00%	ACHIEVED	-	-	-	<1%	<1%	Board Reports and Minutes, and Register.						
5.3.16	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorised expenditure	Less than 1%	No changes	Less than 1%	Operational	Operational	Operational	Operational	<1%	Nil	ACHIEVED	-	-	-	<1%	0%	ACHIEVED	-	-	-	<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%	No changes	100%	Operational	Operational	R25 374 468	R17 761 404	100%	32%	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	25 June 2025.	100%	32%	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	25 June 2025.	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%	No changes	90%	Operational	Operational	R432 205	R429 793	70%	92%	ACHIEVED	-	-	-	70%	92%	ACHIEVED	-	-	-	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	R3 552 280.80	No changes	R3 552 280.80	Operational	Operational	Operational	Operational	1 666 667	1 281 108	NOT ACHIEVED	Whilst we have not quite met this target, having achieved 77% in the first half of the year is commendable. (R1 026410 - sponsorships and R254 698 revenue raised)	Management are in the process of applying for other funding for projects	25 June 2025.	1 666 667	1 281 108	NOT ACHIEVED	Whilst we have not quite met this target, having achieved 77% in the first half of the year is commendable. (R1 026410 - sponsorships and R254 698 revenue raised)	Management are in the process of applying for other funding for projects	25 June 2025.	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	No changes	400%	Operational	Operational	Operational	Operational	1	1	ACHIEVED	-	-	-	1	1	ACHIEVED	-	-	-	1	1	Quarterly Reports						
5.3.23	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	No changes	100%	Operational	Operational	Operational	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	ACHIEVED	-	-	-	100%	100%	Quarterly Reports						

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																											
PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL Budget	ANNUAL Budget Adjusted	Q2: TARGET	Q2 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	MID YEAR - TARGET	MID YEAR - ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE	
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%	No changes	100%	Operational	Operational	100%	76%	NOT ACHIEVED	The Board appointed the new CEO in October 2024. Due to difficult financial status of the entity- the organogram is being reassessed.	The newly appointed CEO will review the organisational structure and budget for a way forward on the vacant posts.	25 June 2025.	100%	76%	NOT ACHIEVED	The Board appointed the new CEO in October 2024. Due to difficult financial status of the entity- the organogram is being reassessed.	The newly appointed CEO will review the organisational structure and budget for a way forward on the vacant posts.	25 June 2025.	100%	100%	Quarterly Reports	
			5.4.2	Internships	To facilitate tertiary student internships during the year	Number of internships facilitated	6	Annual Target to be removed; Interns are part of our Facilitation programs	0	Operational	Operational	NA	NA	-	-	-	-	NA	NA	ACHIEVED	-	-	-	Annual Target removed at Mid Year	-	-	Confirmation letter of appointment to internship
			5.4.3	Staff Development	Plan Development by date	Date	30 December 2024.	No changes	30 December 2024.	R28 350	R32 750	30 December 2024.	13 December 2024.	ACHIEVED	-	-	-	-	30 December 2024.	13 December 2024.	ACHIEVED	-	-	-	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%	No changes	100%	Operational	Operational	N/A	N/A	-	-	-	-	-	100%	100%	ACHIEVED	-	-	-	N/A	N/A	Duly Signed Annual Performance Plans
			5.4.5		Implementation Individual Performance Management Systems (IPMS)	% Implementation of IPMS	100%	No changes	100%	Operational	Operational	100%	100%	ACHIEVED	-	-	-	-	100%	100%	ACHIEVED	-	-	-	100%	100%	Quarterly Performance Reports

	R39 341 415.04	R29 060 575.18
	Original 2025 Budget : Approved	Mid Terms
Municipal Grant Revenue	R25 274 488	R17 761 404
NSF Revenue		
Own Revenue	R432 205	R429 793
Total Revenue	R25 806 673	R18 191 197
Operations	R3 223 247	R2 988 525
Salaries	R6 653 210	R6 947 294
Board	R1 314 934	R816 858
Investment Attraction & Projects	R5 834 709	R3 826 455
Tourism Attraction & Projects	R6 315 673	R3 326 097
National Skills Fund	R0	R0
Stakeholder	R150 000	R169 267
Research (Included Invest & Tourism Attraction)		
Capital	R215 200	R114 702
Total Expenditure	R25 806 674	R18 191 197
Difference	R0	R0

	A	B	C	D	E	F	G	H	K	L	M	N
1												
2	South Coast Tourism & Investment Enterprise											
3	Mid Term Adjustment Budget - for Approval 16 January 2025											
4												
5												
6												
7												
8				A	B	C	D	E	F	MTREF - Outer Years Budgets		
9	Account	Item Description	Item Description	Final Budget 2025 - 16 May 2024	Actual : July 2024 - December 2024	Estimates: January 2025 - June 2025	Revised Budget : 2025: Approved 16 January 2025	Variance	150 Day Draft Budget: 2026	2027	2028	2029
10	Income											
11	Own Revenue											
12	D0001/IR01059/F0045/X049/R0393/001/F (Inter)	Bank Accounts	Interest Income	125 919.75	63 506.75	62 413.00	125 919.75	0.00	132 216	138 827	145 768	153 056
13	D0001/IR01077/F9184/X097/R1309/001/D (Lease)	Undeveloped Land	Lease Rentals - Ifafa Farm Elysium	218 400.00	129 554.74	88 845.26	218 400.00	0.00	229 320	240 786	252 825	265 467
14	D0001/IR01077/F9184/X097/R1318/001/D (Lease)	Undeveloped Land	Lease Rentals - John Mason Park	0.00		1 800.00	1 800.00	1 800.00	1 890	1 985	2 084	2 188
15	D0001/IR01531/F0039/X087/R0393/001/F (Comm)	Transaction Handling Fees	Commission on sales	1 785.47	137.39	200.00	337.39	(1 448.08)	354	372	391	410
16	D0001/IR01453/F0039/X087/R0393/001/M (Memt)	Membership Fees	Membership Fees raised	86 100.00	66 000.00	0.00	66 000.00	(20 100.00)	69 300	72 765	76 403	80 223
19	D0001/IR01420/F0045/X047/R0393/001/F (Insuranc)	Insurance Refund)		0.00	2 608.70	0.00	2 608.70	2 608.70	2 739			
20	D0001/IR01450/F0042/X046/R0393/001/F (Legal)	Fees/Fines, Penalties and Fc	Legal Fees	0.00	14 726.95	0.00	14 726.95	14 726.95	15 463			
23	Total			432 205.22	276 534.53	153 258.26	429 792.79	(2 412.43)	451 282.43	454 734.00	477 470.70	501 344.23
24	1355-27			0.00	0.00	0.00	0.00	0.00				
25	Grant Reveue											
26	D0001/IR06052/F9184/X046/R1309/001/F (Grant)	Parent Municipality	Grant Allocations - Umdoni Local Municipality	2 195 400.00	2 132 173.91	63 226.09	2 195 400.00	0.00	2 305 170	2 420 429	2 541 450	2 668 522
27	D0001/IR06052/F9184/X046/R1311/001/F (Grant)	Parent Municipality	Grant Allocation - Umzumbe Local Municipality	2 053 344.00	2 053 344.00	0.00	2 053 344.00	0.00	2 156 011	2 263 812	2 377 002	2 495 852
28	D0001/IR06052/F9184/X046/R1313/001/F (Grant)	Parent Municipality	Grant Allocation - Umuziwabantu	1 479 912.00	1 479 912.00	0.00	1 479 912.00	0.00	1 553 908	1 631 603	1 713 183	1 798 842
29	D0001/IR06052/F9184/X046/R1319/001/F (Grant)	Parent Municipality	Grant Allocation - Ray Nkonyeni Municipality	3 632 748.00	2 724 561.00	908 187.00	3 632 748.00	0.00	3 814 385	4 005 105	4 205 360	4 415 628
30	D0001/IR06052/F9184/X098/R0393/001/F (Grant)	Parent Municipality	Grant Allocation - Ugu District Municipality	16 013 064.00	16 013 064.00	(7 613 064.00)	8 400 000.00	(7 613 064.00)	16 813 717	17 654 403	18 537 123	19 463 979
31							0.00	0.00	0			
32	Total			25 374 468.00	24 403 054.91	(6 641 650.91)	17 761 404.00	(7 613 064.00)	26 643 191.40	27 975 350.97	29 374 118.52	30 842 824.44
34	Gross Profit			25 806 673.22	24 679 589.44	(6 488 392.65)	18 191 196.79	(7 615 476.43)	27 094 473.83	28 430 084.97	29 851 589.22	31 344 168.68
35				0.00	0.00	0.00	0.00		0	28 430 085	29 851 589	31344168.68
36												
37	Expenditure											
38	Board Salaries											
40	O0001/IE06286/F9184/X045/R0393/001/C (Empl)	Accommodation, Travel and	Empl : Entities - Board Membrs > Desig 581_Accom	0.00		5 000.00	5 000.00	5 000.00	5 250	5 513	5 788	6 078
41	O0001/IE06288/F9184/X045/R0393/001/C (Empl)	Accommodation, Travel and	Empl : Entities - Board Membrs > Desig 315_Accom	0.00		5 000.00	5 000.00	5 000.00	5 250	5 513	5 788	6 078
42	O0001/IE06290/F9184/X045/R0393/001/C (Empl)	Accommodation, Travel and	Empl : Entities - Board Membrs > Desig 619_Accom	0.00		5 000.00	5 000.00	5 000.00	5 250	5 513	5 788	6 078
43	O0001/IE06297/F9184/X045/R0393/001/C (Empl)	Accommodation, Travel and	Empl : Entities - Board Membrs > Desig 87_Accomrr	0.00		5 000.00	5 000.00	5 000.00	5 250	5 513	5 788	6 078
44	O0001/IE06302/F9184/X045/R0393/001/C (Empl)	Accommodation, Travel and	Empl : Entities - Board Membrs > Desig 49_Accomrr	0.00		5 000.00	5 000.00	5 000.00	5 250	5 513	5 788	6 078
53	O0001/IE07242/F9184/X045/R0393/001/C (Empl)	Entities - Board Membrs >Dr K Godlwana)		199 042.61	39 190.81	86 189.23	125 380.04	(73 662.57)	131 649	138 231	145 143	152 400
54	O0001/IE07244/F9184/X045/R0393/001/C (Empl)	Entities - Board Membrs > Mrs NV Masito)		281 212.26	50 870.72	103 233.28	154 104.00	(127 108.26)	161 809	169 900	178 395	187 314
55	O0001/IE07246/F9184/X045/R0393/001/C (Empl)	Entities - Board Membrs > Mr HTH Sabela)		211 632.28	78 629.52	41 695.52	120 325.04	(91 307.24)	126 341	132 658	139 291	146 256
57	O0001/IE07251/F9184/X045/R0393/001/C (Empl)	Entities - Board Membrs > Mr LG Yeni)		203 538.31	43 684.46	63 150.58	106 835.04	(96 703.27)	112 177	117 786	123 675	129 859
60	O0001/IE07258/F9184/X045/R0393/001/C (Empl)	Entities - Board Membrs > Mr. SC Dlomo)		419 509.00	165 037.04	122 176.96	287 214.00	(132 295.00)	301 575	316 653	332 486	349 110
64				1 314 934.46	377 412.55	441 445.57	818 858.12	(496 076.34)	859 801.03	902 791.08	947 930.63	995 327.16
65	Staff Salaries			0.00	0.00	0.00	0.00	-992 152.68		#REF!		
66	O0001/IE00036/F9184/X045/R0393/001/C (Empl)	Basic Salary and Wages	Staff - Salaries: CEO Office	192 115.86	126 431.83	61153	187 584.82	(4 531.03)	196 964	206 812	217 153	228 011
67	O0001/IE00036/F9184/X049/R0393/001/F (Empl)	Basic Salary and Wages	Staff - Salaries: Finance	1 496 188.35	907 620.52	562280	1 469 900.89	(26 287.46)	1 543 396	1 620 566	1 701 594	1 786 674
68	O0001/IE00036/F9184/X054/R0393/001/M (Empl)	Basic Salary and Wages	Staff - Salaries: Marketing	870 767.04	450 581.54	399649	850 230.08	(20 536.96)	892 742	937 379	984 248	1 033 460
69	O0001/IE00036/F9184/X087/R0394/001/F (Empl)	Basic Salary and Wages		0.00			0.00	0.00	0	0	0	0
70	O0001/IE00036/F9184/X098/R0393/001/D (Empl)	Basic Salary and Wages	Staff - Salaries: Development	793 845.93	300 197.39	548392	848 589.30	54 743.37	891 019	935 570	982 348	1 031 466
71	O0001/IE00036/F9184/X098/R0393/001/M (Empl)	Basic Salary and Wages	Staff - Salary DNU	0.00			0.00	0.00	0	0	0	0
72	O0001/IE00038/F9184/X045/R0393/001/C (Empl)	Bonuses	Staff - Annual Bonus: CEO Office	16 009.65	15 783.14		15 783.10	(226.55)	16 572	17 401	18 271	19 184
73	O0001/IE00038/F9184/X049/R0393/001/F (Empl)	Bonuses	Staff - Annual Bonus: Finance	124 682.36	106 206.09	16712	122 917.99	(1 764.37)	129 064	135 517	142 293	149 408
74	O0001/IE00038/F9184/X054/R0393/001/M (Empl)	Bonuses	Staff - Annual Bonus: Marketing	72 563.92	71 627.43		71 627.07	(936.85)	75 208	78 969	82 917	87 063
75	O0001/IE00038/F9184/X098/R0393/001/D (Empl)	Bonuses	Staff - Annual Bonus: Development	66 153.83	49 434.90	21964	71 399.02	5 245.19	74 969	78 717	82 653	86 786
76	O0001/IE00043/F9184/X045/R0393/001/C (Empl)	Medical	Municipal Running Cost/Medical/Parent Municipality/	39 833.04	9 117.20	10883	20 000.00	(19 833.04)	21 000	22 050	23 153	24 310
77	O0001/IE00043/F9184/X049/R0393/001/F (Empl)	Medical	Municipal Running Cost/Medical/Parent Municipality/	79 666.08	21 913.20	28087	50 000.08	(29 666.00)	52 500	55 125	57 881	60 775
78	O0001/IE00043/F9184/X054/R0393/001/M (Empl)	Medical	Municipal Running Cost/Medical/Parent Municipality/	119 499.14	36 667.82	43332	80 000.14	(39 499.00)	84 000	88 200	92 610	97 241
79	O0001/IE00043/F9184/X098/R0393/001/D (Empl)	Medical	Municipal Running Cost/Medical/Parent Municipality/	119 499.12	16 185.60	43815	60 000.12	(59 499.00)	63 000	66 150	69 458	72 931
80	O0001/IE00044/F9184/X045/R0393/001/C (Empl)	Pension	Staff - Pension: CEO Office	17 290.43	5 173.88	11709	16 882.63	(407.79)	17 727	18 613	19 544	20 521
81	O0001/IE00044/F9184/X049/R0393/001/F (Empl)	Pension	Staff - Pension: Finance	134 656.95	43 926.02	87555	131 481.08	(3 175.87)	138 055	144 958	152 206	159 816
82	O0001/IE00044/F9184/X054/R0393/001/M (Empl)	Pension	Staff - Pension: Marketing	78 369.03	11 596.36	64924	76 520.71	(1 848.33)	80 347	84 364	88 582	93 011
83	O0001/IE00044/F9184/X087/R0394/001/F (Empl)	Pension		0.00			0.00	0.00	0	0	0	0
84	O0001/IE00044/F9184/X098/R0393/001/D (Empl)	Pension	Staff - Pension: Development	71 446.13	20 001.96	56371	76 373.04	4 926.90	80 192	84 201	88 411	92 832
85	O0001/IE00045/F9184/X045/R0393/001/C (Empl)	Unemployment Insurance	Unemployment Insurance	2 652.49	1 053.12	1072	2 125.44	(527.05)	2 232	2 343	2 460	2 583
86	O0001/IE00045/F9184/X049/R0393/001/F (Empl)	Unemployment Insurance	Unemployment Insurance	18 489.16	6 541.24	4712	11 252.85	(7 236.31)	11 815	12 406	13 027	13 678
87	O0001/IE00045/F9184/X054/R0393/001/M (Empl)	Unemployment Insurance	Unemployment Insurance	12 059.86	3 178.88	3197	6 376.32	(5 683.54)	6 695	7 030	7 381	7 750
88	O0001/IE00045/F9184/X098/R0393/001/D (Empl)	Unemployment Insurance	Unemployment Insurance	11 030.74	2 125.44	4251	6 376.32	(4 654.42)	6 695	7 030	7 381	7 750
89	O0001/IE00119/F9184/X045/R0393/001/C (Empl)	Accommodation, Travel and	Incidental	0.00	7 646.72	32353	40 000.00	40 000.00	42 000	44 100	46 305	48 620
90	O0001/IE00119/F9184/X049/R0393/001/F (Empl)	Accommodation, Travel and	Incidental	0.00	1 922.05	10078	12 000.00	12 000.00	12 600	13 230	13 892	14 586
91	O0001/IE00119/F9184/X054/R0393/001/M (Empl)	Accommodation, Travel and	Incidental	0.00	5 164.32	836	6 000.00	6 000.00	6 300	6 615	6 946	7 293
92	O0001/IE00119/F9184/X098/R0393/001/D (Empl)	Accommodation, Travel and	Incidental	0.00	3 608.00	2392	6 000.00	6 000.00	6 300	6 615	6 946	7 293
93	O0001/IE00121/F9184/X045/R0393/001/C (Empl)	Cellular and Telephone	Staff - Cellular: CEO Office	0.00			0.00	0.00	0	0	0	0
94	O0001/IE00121/F9184/X049/R0393/001/F (Empl)	Cellular and Telephone	Staff - Cellular: Finance	3 177.81	1 604.72	1573	3 177.81	0.00	3 337	3 504	3 679	3 863
95	O0001/IE00121/F9184/X054/R0393/001/M (Empl)	Cellular and Telephone	Staff - Cellular: Marketing	19 066.86	9 628.30	9439	19 066.86	0.0				

	A	B	C	D	E	F	G	H	K	L	M	N
1												
2	South Coast Tourism & Investment Enterprise											
3	Mid Term Adjustment Budget - for Approval 16 January 2025											
4												
5												
6												
7												
8				A	B	C	D	E	F	MTREF - Outer Years Budgets		
9	Account	Item Description	Item Description	Final Budget 2025 - 16 May 2024	Actual : July 2024 - December 2024	Estimates: January 2025 - June 2025	Revised Budget : 2025: Approved 16 January 2025	Variance	150 Day Draft Budget: 2026	2027	2028	2029
106	O0001/IE01521/F9184/X054/R0393/001/M (Empl)	Housing Benefits	Municipal Running Cost/Housing Benefits/Parent Mu	6 226.19	3 069.00	3157	6 226.19	0.00	6 537	6 864	7 208	7 568
107	O0001/IE01521/F9184/X098/R0393/001/D (Empl)	Housing Benefits	Municipal Running Cost/Housing Benefits/Parent Mu	0.00			0.00	0.00	0	0	0	0
109	O0001/IE01530/F9184/X049/R0393/001/F (Empl)	Leave Pay	Municipal Running Cost/Leave Pay/Parent Municipal	0.00	1 152.00		1 152.00	1 152.00	1 210	1 270	1 334	1 400
112	O0001/IE01558/F9184/X045/R0393/001/C (Empl)	Cellular and Telephone	Municipal Running Cost/Cellular and Telephone/Par	25 972.30	0.00		0.00	(25 972.30)	0	0	0	0
114	O0001/IE03971/F9184/X049/R0393/001/F (Empl)	Structured	Municipal Running Cost/Structured/Parent Municipal	7 431.26	0.00	7431	7 431.26	0.00	7 803	8 193	8 603	9 033
115	O0001/IE03971/F9184/X054/R0393/001/M (Empl)	Structured	Municipal Running Cost/Structured/Parent Municipal	39 493.54	0.00	39494	39 493.54	0.00	41 468	43 542	45 719	48 005
116	O0001/IE03971/F9184/X098/R0393/001/D (Empl)	Structured	Municipal Running Cost/Structured/Parent Municipal	39 417.33	0.00	39417	39 417.33	0.00	41 388	43 458	45 630	47 912
118	O0001/IE06073/F9184/X098/R0393/001/D (Empl)	Basic Salary	Manager Development: Salary+ current pension	958 573.98	0.00	311237	311 236.68	(647 337.30)	326 799	343 138	360 295	378 310
119	O0001/IE06080/F9184/X045/R0393/001/C (Empl)	Basic Salary	Municipal Running Cost/Basic Salary/Parent Municipi	1 470 012.00	0.00	89384	89 384.00	(1 380 628.00)	93 853	98 546	103 473	108 647
120	O0001/IE06080/F9184/X049/R0393/001/F (Empl)	Basic Salary	Municipal Running Cost/Basic Salary/Parent Municipi	989 732.64	466 855.02	541363	1 008 218.04	18 485.40	1 058 629	1 111 560	1 167 138	1 225 495
123	O0001/IE06106/F9184/X045/R0393/001/C (Empl)	Bonuses	Municipal Running Cost/Bonuses/Parent Municipality	147 001.20	0.00	83938	83 938.40	(63 062.80)	88 135	92 542	97 169	102 028
124	O0001/IE06106/F9184/X049/R0393/001/F (Empl)	Bonuses	Municipal Running Cost/Bonuses/Parent Municipality	98 973.26	0.00	100822	100 821.80	1 848.54	105 863	111 156	116 714	122 550
127	O0001/IE06117/F9184/X098/R0393/001/D (Empl)	Bonuses	Municipal Running Cost/Bonuses/Parent Municipality	90 465.42	0.00	31124	31 123.67	(59 341.75)	32 680	34 314	36 030	37 831
132	O0001/IE06255/F9184/X098/R0393/001/D (Empl)	Unemployment Insurance	Municipal Running Cost/Unemployment Insurance/P	10 750.12	0.00	2125	2 125.44	(8 624.68)	2 232	2 343	2 460	2 583
135	O0001/IE06261/F9184/X049/R0393/001/F (Empl)	Unemployment Insurance	Municipal Running Cost/Unemployment Insurance/P	11 146.78	0.00	2125	2 125.44	(9 021.34)	2 232	2 343	2 460	2 583
138	O0001/IE06824/F9184/X049/R0393/001/F (Empl)	Cellular and Telephone	Municipal Running Cost/Cellular and Telephone/Par	25 972.30	12 921.54	13051	25 972.30	0.00	27 271	28 634	30 066	31 569
139	O0001/IE06827/F9184/X045/R0393/001/D (Empl)	Cellular and Telephone	Municipal Running Cost/Cellular and Telephone/Par	25 972.30	0.00	8744	8 743.58	(17 228.72)	9 181	9 640	10 122	10 628
142	O0001/IE00128/F9184/X045/R0393/001/C (Munic	Salary	Salary - CEO	0.00	249 999.99	500000	750 000.00	750 000.00	787 500	826 875	868 219	911 630
150	O0001/IE00109/F9184/X046/R0393/001/F	Leave Pay Provision		235 191.41		160800	160 799.90	(74 391.51)	168 840	177 282	186 146	195 453
151				8 573 649.98	2 975 815.24	3 971 478.40	6 947 293.64	(1 626 356.34)	7 294 658.32	7 659 391.24	8 042 360.80	8 444 478.84
152	Internship Program - Salaries											
155	O1305-1/IE00576/F9184/X087/R0394/001/D (Op	Learnerships and Internships	Interns: Basic stipend	0.00	79 560.00	0.00	0.00	0.00	(79 560.00)	0	0	0
157				79 560.00	0.00	0.00	0.00	(79 560.00)	0.00	0.00	0.00	0.00
158			Total Salaries & Wages	9 968 144.44	3 353 227.79	4 412 923.97	7 766 151.76	(2 201 992.68)	8 154 459.35	8 562 182.31	8 990 291.43	9 439 806.00
159	Operational Costs											
160	O0001/IE00833/F9184/X045/R0393/001/S (Contr	Audit Committee	Audit Committee fees	140 828.00	65 491.00	80 000.00	145 491.00	4 663.00	152 766	160 404	168 424	176 845
161	O0001/IE00833/F9184/X045/R0393/001/F (Contr	Accounting and Auditing	Professional fees	115 500.00	0.00	0.00	0.00	(115 500.00)	0	0	0	0
163	O0001/IE00567/F9184/X049/R0393/001/F (Op Cc	External Audit Fees	Municipal Running Cost/External Audit Fees/Parent	900 000.00	471 625.70	369 324.30	840 950.00	(59 050.00)	882 998	927 147	973 505	1 022 180
164	O0001/IE00516/F9184/X046/R0393/001/M (Bad D	Bad Debts Written Off	Municipal Running Cost/Bad Debts Written Off/Pare	10 000.00	2 000.00	17 000.00	19 000.00	9 000.00	19 950	20 948	21 995	23 095
165	O0001/IE00008/F9184/X046/R0393/001/F (Contr	Legal Advice and Litigation	Municipal Running Cost/Legal Advice and Litigation/	40 000.00	43 645.31	15 000.00	58 645.31	18 645.31	61 578	64 656	67 889	71 284
166	O0001/IE00632/F9184/X046/R0393/001/F (Contr	Catering Services	Municipal Running Cost/Catering Services/Parent M	63 425.21	2 515.84	60 909.37	63 425.21	0.00	66 596	69 926	73 423	77 094
167	O0001/IE00649/F9184/X046/R0393/001/F (Contr	Maintenance of Buildings an	Maintenance of Buildings	15 000.00	3 189.26	11 810.74	15 000.00	0.00	15 750	16 538	17 364	18 233
168	O0001/IE00650/F9184/X046/R0393/001/F (Contr	Maintenance of Equipment	Maintenance of Equipment	15 000.00	1 839.13	13 160.87	15 000.00	0.00	15 750	16 538	17 364	18 233
169	O0001/IE00663/F9184/X046/R0393/001/F (Contr	Safeguard and Security	Security services	25 706.04	7 955.70	17 750.30	25 706.00	(0.04)	26 991	28 341	29 758	31 246
170	O0001/IE00830/F9184/X046/R0393/001/F (Contr	Accounting and Auditing	Professional fees	10 000.00	0.00	33 475.00	33 475.00	23 475.00	35 149	36 906	38 751	40 689
172	O1558-3/IE00703/F9184/X046/R0394/001/F (Con	Transport Services	Transport Assets - Maint and Repairs/Transport Ser	45 000.00	12 126.06	12 873.94	25 000.00	(20 000.00)	26 250	27 563	28 941	30 388
173	O0001/IE00030/F9184/X047/R0393/001/F (Depn	Computer Software and App	Depreciation: Computer Software and Applications	13 766.00	1 799.61	3 200.39	5 000.00	(8 766.00)	5 250	5 513	5 788	6 078
174	O0001/IE00709/F9184/X047/R0393/001/F (Depn	Computer Equipment	Depreciation - Computer Equipment	74 383.00	23 692.60	24 307.40	48 000.00	(26 383.00)	50 400	52 920	55 566	58 344
175	O0001/IE00711/F9184/X047/R0393/001/F (Depn	Furniture and Office Equipm	Depreciation - Furniture	71 087.00	11 977.59	13 022.41	25 000.00	(46 087.00)	26 250	27 563	28 941	30 388
176	O0001/IE00723/F9184/X047/R0393/001/F (Depn	Transport Assets	Depreciation - Transport Assets	10 767.00	2 153.39	2 846.61	5 000.00	(5 767.00)	5 250	5 513	5 788	6 078
177	O0001/IE07599/F9184/X047/R0393/001/F (Depn	Distribution Layers	Depreciation - Signage	11 712.00	2 895.85	3 104.15	6 000.00	(5 712.00)	6 300	6 615	6 946	7 293
178	O0001/IE07632/F9184/X047/R0393/001/F (Depn	Training Centres	Depreciation - Containers	8 112.96	1 633.86	2 366.14	4 000.00	(4 112.96)	4 200	4 410	4 631	4 862
180	O0001/IE00534/F9184/X046/R0393/001/F (Inv Cc	Materials and Supplies	Cleaning Material	27 361.95	15 984.80	14 015.20	30 000.00	2 638.05	31 500	33 075	34 729	36 465
182	O0001/IE00545/F9184/X046/R0393/001/F (Op Le	Machinery and Equipment	Municipal Running Cost/Machinery and Equipment/F	52 500.00	18 969.95	21 030.05	40 000.00	(12 500.00)	42 000	44 100	46 305	48 620
183	O0001/IE00546/F9184/X046/R0393/001/F (Op Le	Other Assets	Op Lease : Other Assets	620 000.00	252 600.00	297 400.00	550 000.00	(70 000.00)	577 500	606 375	636 694	668 528
184	O0001/IE00059/F9184/X046/R0393/001/F (Op Cc	National	Municipal Running Cost/National/Parent Municipality	10 500.00	0.00	0.00	0.00	(10 500.00)	0	0	0	0
185	O0001/IE00060/F9184/X046/R0393/001/F (Op Cc	Accommodation	Municipal Running Cost/Accommodation/Parent Mur	10 500.00	9 113.04	5 886.96	15 000.00	4 500.00	15 750	16 538	17 364	18 233
186	O0001/IE00061/F9184/X046/R0393/001/F (Op Cc	Daily Allowance	Municipal Running Cost/Daily Allowance/Parent Mur	5 250.00	1 053.00	3 947.00	5 000.00	(250.00)	5 250	5 513	5 788	6 078
187	O0001/IE00143/F9184/X046/R0393/001/F (Op Cc	Car Rental	Municipal Running Cost/Car Rental/Parent Municipa	5 250.00	1 800.00	3 200.00	5 000.00	(250.00)	5 250	5 513	5 788	6 078
188	O0001/IE00144/F9184/X046/R0393/001/F (Op Cc	Own Transport	Municipal Running Cost/Own Transport/Parent Muni	5 250.00	0.00	5 000.00	5 000.00	(250.00)	5 250	5 513	5 788	6 078
189	O0001/IE00579/F9184/X046/R0393/001/F (Op Cc	Municipal Services	Municipal Running Cost/Municipal Services/Parent M	188 789.64	103 929.51	106 070.49	210 000.00	21 210.36	220 500	231 525	243 101	255 256
190	O0001/IE00583/F9184/X046/R0393/001/F (Op Cc	Printing, Publications and Bc	Municipal Running Cost/Printing, Publications and B	64 225.53	25 539.19	30 460.81	56 000.00	(8 225.53)	58 800	61 740	64 827	68 068
191	O0001/IE00584/F9184/X046/R0393/001/F (Op Cc	Professional Bodies, Membe	Municipal Running Cost/Professional Bodies, Membe	5 250.00	1 159.30	4 840.70	6 000.00	750.00	6 300	6 615	6 946	7 293
192	O0001/IE00595/F9184/X045/R0393/001/C (Op Cc	Skills Development Fund Le	Municipal Running Cost/Skills Development Fund Le	2 652.49	6 320.96	(3 720.12)	2 600.84	(51.65)	2 731	2 867	3 011	3 161
193	O0001/IE00595/F9184/X045/R0393/001/S (Op Cc	Skills Development Fund Le	Municipal Running Cost/Skills Development Fund Le	1 408.28	0.00	1 454.91	1 454.91	46.63	1 528	1 604	1 684	1 768
194	O0001/IE00595/F9184/X046/R0393/001/F (Op Cc	Skills Development Fund Le	Municipal Running Cost/Skills Development Fund Le	18 489.16	0.00	7 938.58	7 938.58	(10 550.58)	8 336	8 752	9 190	9 649
195	O0001/IE00595/F9184/X049/R0393/001/F (Op Cc	Skills Development Fund Le	Municipal Running Cost/Skills Development Fund Le	51 476.10	12 943.20	5 305.20	18 248.40	(33 227.70)	19 161	20 119	21 125	22 181
196	O0001/IE00595/F9184/X054/R0393/001/M (Op Cc	Skills Development Fund Le	Municipal Running Cost/Skills Development Fund Le	12 059.86	5 386.18	6 500.46	11 886.64	(173.22)	12 481	13 105	13 760	14 448
197	O0001/IE00595/F9184/X098/R0393/001/D (Op Cc	Skills Development Fund Le	Municipal Running Cost/Skills Development Fund Le	11 030.74	3 470.44	8 269.45	11 739.89	709.15	12 327	12 943	13 590	14 270
198	O0001/IE00607/F9184/X046/R0393/001/F (Op Cc	Wet Fuel	Municipal Running Cost/Wet Fuel/Parent Municipali	54 000.00	11 684.04	18 315.96	30 000.00	(24 000.00)	31 500	33 075	34 729	36 465
199	O0001/IE00609/F9184/X046/R0393/001/F (Op Cc	Workmen's Compensation F	Municipal Running Cost/Workmen's Compensation F	42 000.00	0.00	42 000.00	42 000.00	0.00				

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1												
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4												
5												
6												
7												
8				A	B	C	D	E	F	MTREF - Outer Years Budgets		
9	Account	Item Description	Item Description	Final Budget 2025 - 16 May 2024	Actual : July 2024 - December 2024	Estimates: January 2025 - June 2025	Revised Budget : 2025: Approved 16 January 2025	Variance	150 Day Draft Budget: 2026	2027	2028	2029
209	O0001/IE00805/F9184/X046/R0393/001/F (Op Co	Premiums	Municipal Running Cost/Premiums/Parent Municipali	43 970.96	37 450.65	6 519.35	43 970.00	(0.96)	46 169	48 477	50 901	53 446
210	O0001/IE00808/F9184/X046/R0393/001/F (Op Co	Motor Vehicle Licence and R	Municipal Running Cost/Motor Vehicle Licence and f	2 100.00	1 001.74	998.26	2 000.00	(100.00)	2 100	2 205	2 315	2 431
211	O1554-2/IE00793/F9184/X046/R0393/001/F (Op	Specialised Computer Serv	Computer Equipment- Maint and Repairs - Compute	55 000.00	6 456.52	18 543.48	25 000.00	(30 000.00)	26 250	27 563	28 941	30 388
215	O0001/IZ00091/F9184/X047/R0393/001/F (Losse	Losses	Municipal Running Cost/Losses/Parent Municipality/.	15 750.00	95.49	15 654.51	15 750.00	0.00	16 538	17 364	18 233	19 144
217	O0001/IZ00095/F9184/X047/R0393/001/F (Losse	Losses	Municipal Running Cost/Losses/Parent Municipality/.	10 500.00	0.00	10 500.00	10 500.00	0.00	11 025	11 576	12 155	12 763
219	O0001/IZ00097/F9184/X047/R0393/001/F (Losse	Losses	Municipal Running Cost/Losses/Parent Municipality/.	10 500.00	0.00	10 500.00	10 500.00	0.00	11 025	11 576	12 155	12 763
224	O0001/IE00840/F9184/X046/R0393/001/F (Contr	Human Resources	Municipal Running Cost- Staff Training	0.00	1 478.73	21.27	1 500.00	1 500.00	1 575	1 654	1 736	1 823
225	O0001/IE00059/F9184/X046/R0394/001/F (Op Co	National	Staff Training: Registration	15 750.00	0.00	15 750.00	15 750.00	0.00	16 538	17 364	18 233	19 144
226	O0001/IE00060/F9184/X046/R0394/001/F (Op Co	Accommodation	Staff Training - Accommodation	10 500.00	0.00	10 500.00	10 500.00	0.00	11 025	11 576	12 155	12 763
227	O0001/IE00061/F9184/X046/R0394/001/F (Op Co	Daily Allowance	Staff Training - Daily Allowance	2 100.00	0.00	5 000.00	5 000.00	2 900.00	5 250	5 513	5 788	6 078
228		Total Operational Expenditure		3 323 247.02	1 236 039.37	1 752 485.41	2 988 524.78	(334 722.24)	3 137 951.01	3 294 848.56	3 459 590.99	3 632 570.54
229				0.0000000	0.0000000	0.0000000	0.0000000	0.0000000				
230	Investment Facilitation, Marketing & promotion											
231	O1293-1/IE00645/F9184/X087/R1310/001/M (Cor	Graphic Designers	MICE Support - Graphic Designers	0.00			0.00	0.00	0	0	0	0
232	O1293-1/IE00677/F9184/X087/R1310/001/M (Cor	Catering Services	MICE Support - Catering Services	31 500.00	0.00	60000	60 000.00	28 500.00	63 000	66 150	69 458	72 930
233	O1293-1/IE00692/F9184/X087/R1310/001/M (Cor	Personnel and Labour	MICE Support - Entertainment	25 000.00	0.00	25000	25 000.00	0.00	26 250	27 563	28 941	30 388
234	O1293-1/IE00837/F9184/X087/R1310/001/M (Cor	Communications	MICE Support - Communications	25 000.00	0.00		0.00	(25 000.00)	0	0	0	0
235	O1293-1/IE00564/F9184/X087/R1310/001/M (Op	Entrance Fees	MICE Support - Entrance Fees	50 000.00	0.00	5000	5 000.00	(45 000.00)	5 250	5 513	5 788	6 078
237	O1355-32/IE00844/F9184/X087/R0394/001/M (Co	Project Management	Niche Markets - MICE - Bids	75 000.00	0.00	100000	100 000.00	25 000.00	105 000	110 250	115 763	121 551
238	O1355-21/IE00837/F9184/X087/R0394/001/M (Co	Communications	Thought leader - Copy writing/Communications/Pare	0.00			0.00	0.00	0	0	0	0
242	O1355-1/IE00837/F9184/X087/R0394/001/M (Cor	Communications	Tourism Projects-1 Brand exposure/Communication	588 382.00	120 661.44	300000	420 661.44	(167 720.56)	441 695	463 779	486 968	511 317
243	O1355-1/IE00844/F9184/X087/R0394/001/M (Cor	Project Management	Tourism Projects-1 Brand exposure/Project Manage	71 618.40	14 495.48	30000	44 495.48	(27 122.92)	46 720	49 056	51 509	54 085
244	O1355-41/IE00847/F9184/X087/R0394/001/M (Co	Research and Advisory	Brand Tracking - Image and Reputation Monitoring	0.00	10 469.69	10000	20 469.69	20 469.69	21 493	22 568	23 696	24 881
245	O1355-33/IE00677/F9184/X087/R0394/001/M (C	Catering Services	Investment Activations - Catering Services	25 200.00	279.80	12000	12 279.80	(12 920.20)	12 894	13 538	14 215	14 926
246	O1355-33/IE00060/F9184/X087/R0394/001/M (O	Accommodation	Investment Activations - Accommodation	18 900.00	0.00	18000	18 000.00	(900.00)	18 900	19 845	20 837	21 879
247	O1355-33/IE00564/F9184/X087/R0394/001/M (O	Entrance Fees	Investment Activations - Entrance Fees	75 600.00	0.00	110000	110 000.00	34 400.00	115 500	121 275	127 339	133 706
248	O1355-33/IE01581/F9184/X087/R0394/001/M (O	Air Transport	Investment Activations - Air Transport	25 200.00	0.00	12000	12 000.00	(13 200.00)	12 600	13 230	13 892	14 586
249	O1355-21/IE00143/F9184/X087/R0394/001/M (Op	Cost : Travel & Subs > Dor	Investment Activations - Car Hire	12 600.00	0.00	5000	5 000.00	(7 600.00)	5 250	5 513	5 788	6 078
250	O1355-21/IE00755/F9184/X087/R0394/001/M		Newsletters/Investment	32 981.00		8000	8 000.00	(24 981.00)	8 400	8 820	9 261	9 724
251	O1337-1/IE00844/F9184/X087/R0394/001/M (Cor	Project Management	Online Platforms/Project Management/Parent Munic	0.00	5 154.79		5 154.79	5 154.79	5 413	5 683	5 967	6 266
252	O1356-9/IE00645/F9184/X087/R0394/001/M (Cor	Graphic Designers	Niche Investment Promotion/Graphic Designers/Pare	31 500.00	0.00	72000	72 000.00	40 500.00	75 600	79 380	83 349	87 516
253	O1356-9/IE00753/F9184/X054/R0394/001/M (Op	Customer/Client Information	Niche Investment Promotion/Customer/Client Informa	200 000.00	0.00	400000	400 000.00	200 000.00	420 000	441 000	463 050	486 203
254	O1303-8/IE00584/F9184/X097/R0394/001/D (Op	Cost : Prof Bodies, Members	Investment Product Development -Membership prof	37 800.00	0.00	10000	10 000.00	(27 800.00)	10 500	11 025	11 576	12 155
255	O1355-39/IE00754/F9184/X087/R0394/001/M (O	Gifts and Promotional Items	Investment Promotional and Marketing material/Gifts	200 000.00	0.00	150000	150 000.00	(50 000.00)	157 500	165 375	173 644	182 326
256	O1355-40/IE00753/F9184/X087/R0394/001/M (O	Customer/Client Information	South Coast Investment Information Material/Custon	100 000.00	0.00		0.00	(100 000.00)	0	0	0	0
257	O1355-40/IE00656/F9184/X087/R0394/001/M (C	Photographer	South Coast Investment Information Material/Photog	45 000.00	0.00	45000	45 000.00	0.00	47 250	49 613	52 093	54 698
258	O1355-40/IE00628/F9184/X087/R0394/001/M (C	Audio-visual Services	South Coast Investment Information Material/Audio-v	0.00			0.00	0.00	0	0	0	0
259	O1303-7/IE00677/F9184/X097/R0393/001/M (Contr	: Out > Catering Services)	Investment Conference - OVN	800 000.00	0.00	600000	600 000.00	(200 000.00)	630 000	661 500	694 575	729 304
260	O1355-29/IE00059/F9184/X087/R0394/001/M (O	National	Investment Shows /National/Parent Municipality/Tou	150 000.00		50000	50 000.00	(100 000.00)	52 500	55 125	57 881	60 775
261	O1355-29/IE00060/F9184/X087/R0394/001/M (O	Accommodation	Investment Shows /Accommodation/Parent Municipi	52 500.00		52500	52 500.00	0.00	55 125	57 881	60 775	63 814
262	O1355-29/IE00061/F9184/X087/R0394/001/M (O	Daily Allowance	Investment Shows /Daily Allowance/Parent Municipa	15 750.00		15750	15 750.00	0.00	16 538	17 364	18 233	19 144
263	O1355-29/IE00143/F9184/X087/R0394/001/M (O	Car Rental	Investment Shows - Car Rental	21 000.00	2 087.83	18912	21 000.00	0.00	22 050	23 153	24 310	25 526
264	O1355-29/IE00144/F9184/X087/R0394/001/M (O	Own Transport	Investment Shows - Own Transport	10 500.00	0.00	10500	10 500.00	0.00	11 025	11 576	12 155	12 763
265	O1356-2/IE00564/F9184/X087/R0394/001/M (Op	Entrance Fees	Investment Shows /Entrance Fees/Parent Municipali	200 000.00	0.00	50000	50 000.00	(150 000.00)	52 500	55 125	57 881	60 775
266	O1355-29/IE00753/F9184/X087/R0394/001/M (Op	Cost : Adv, Publicity & Mkt	Investment Shows / Communication	60 000.00	3 907.50	60000	63 907.50	3 907.50	67 103	70 458	73 981	77 680
267	O1355-29/IE01581/F9184/X087/R0394/001/M (O	Air Transport	Investment Shows - Air Transport	50 000.00	8 362.12	50000	58 362.12	8 362.12	61 280	64 344	67 561	70 940
268	O1355-37/IE00632/F9184/X087/R0394/001/M (C	Catering Services	Investment Trade and Media Fam Trips/Catering Se	60 000.00	3 293.48	15000	18 293.48	(41 706.52)	19 208	20 169	21 177	22 236
269	O1355-37/IE00671/F9184/X087/R0394/001/M (C	Transportation	Investment Trade and Media Fam Trips/Transportati	100 000.00	0.00	15000	15 000.00	(85 000.00)	15 750	16 538	17 364	18 233
270	O1355-37/IE00564/F9184/X087/R0394/001/M (O	Entrance Fees	Investment Trade and Media Fam Trips/Entrance Fe	40 000.00	0.00	20000	20 000.00	(20 000.00)	21 000	22 050	23 153	24 310
271	O1355-37/IE00671/F9184/X087/R0394/001/M (Contr	: Contrac > Transportati	Investment - Accommodation	40 000.00	0.00	40000	40 000.00	0.00	42 000	44 100	46 305	48 620
272	O1337-1/IE00795/F9184/X087/R0394/001/C (Op	System Development	Online Platforms/System Development/Parent Munic	800 000.00	140 388.52	333333	473 721.85	(326 278.15)	497 408	522 278	548 392	575 812
279	O1303-7/IE00754/F09788/X098/R0393/001/D (Op	Cost : Adv, Publicity & Mktg > Gifts & Promotional Items)		40 000.00	0.00	45000	45 000.00	5 000.00	47 250	49 613	52 093	54 698
280	O1303-7/IE00792/F09788/X046/R0393/001/D (Op	Cost : External Comptr Service > Software Licences)		6 500.00	0.00	3000	3 000.00	(3 500.00)	3 150	3 308	3 473	3 647
281	O1303-7/IE00793/F09788/X046/R0393/001/D (Op	Cost : External Comptr Service > Specialised Computer Serv)		7 000.00	0.00		0.00	(7 000.00)	0	0	0	0
282	O1303-7/IE00778/F9184/X046/R0393/001/D (Op	Telephone, Fax, Telegraph and	One Stop Shop/Telephone, Fax, Telegraph and Tele	12 000.00	112.17		112.17	(11 887.83)	118	124	130	136
283	O1246-1/IE00844/F2820/X099/R0394/001/DD (Contr	: Con/Prof > Bus & Adv	Projects - Pending	1 076 511.13		450000	450 000.00	(626 511.13)	472 500	496 125	1 432 897	1 512 042
285	O1303-5/IE00844/F9184/X098/R1312/001/D (Cor	Project Management	Catalytic Project: URT/Project Management/Parent I	200 000.00	0.00	50000	50 000.00	(150 000.00)	52 500	55 125	57 881	60 775
286	O1303-6/IE00008/F9184/X097/R1700/001/D (Cor	Legal Advice and Litigation	Catalytic Project- Ifafa/Legal Advice and Litigation/P	100 000.00	0.00	50000	50 000.00	(50 000.00)	52 500	55 125	57 881	60 775
287	O1303-6/IE00579/F9184/X097/R1700/001/D (Op	Municipal Services	Catalytic Project- Ifafa/Municipal Services/Parent Mu	65 000.00	31 579.78		31 579.78	(33 420.22)	33 159	34 817	36 558	38 385
288	O1303-6/IE00753/F9184/X097/R1700/001/D (Op	Customer/Client Information	Catalytic Project- Ifafa/Customer/Client Information/F	15 000.00	0.00		0.00	(15 000.00)	0	0	0	0
289	O1303-6/IE00844/F9184/X097/R1700/001/D (Cor	Project Management	Catalytic Project- Ifafa - Project Management	150 000.00	0.00		0.00	(150 000.00)	0	0	0	0
292	O1303-8/IE00677/F9184/X097/R0394/001/D (Contr	: Out > Catering Services										

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9	Account	Item Description	Item Description	Final Budget 2025 - 16 May 2024	Actual : July 2024 - December 2024	Estimates: January 2025 - June 2025	Revised Budget : 2025: Approved 16 January 2025	Variance	150 Day Draft Budget: 2026	2027	2028	2029
300												
301	Tourism Facilitation, Marketing & Promotion											
305	O1354-1/IE00677/F9184/X098/R1310/001/D (Cor	Catering Services	Tourism Development Nodal - Umdoni - Catering Se	25 000.00	0.00	25000	25 000.00	0.00	26 250	27 563	28 941	30 388
306	O1354-1/IE00753/F9184/X087/R1310/001/D (Op	Customer/Client Information	Tourism Development Nodal - Umdoni - Awareness	15 000.00	0.00	15000	15 000.00	0.00	15 750	16 538	17 364	18 233
307	O1354-1/IE00840/F9184/X087/R1310/001/D (Cor	Human Resources	Tourism Development Nodal - Umdoni - Guide Train	60 000.00	0.00		0.00	(60 000.00)	0	0	0	0
309	O1354-1/IE00703/F9184/X087/R1310/001/D (Contr	: Out > Transport Services	Transport	15 000.00	0.00		0.00	(15 000.00)	0	0	0	0
310	O1354-1/IE00844/F9184/X087/R1310/001/D (Cor	Project Management	Tourism Development Nodal - Umdoni - Project Man	5 000.00	0.00		0.00	(5 000.00)	0	0	0	0
311	O1354-5/IE00578/F9184/X087/R1314/001/D (Op	Management Fee	Nodal Development-Umuziwabantu - Management F	60 000.00	0.00		0.00	(60 000.00)	0	0	0	0
313	O1354-5/IE00703/F9184/X087/R0394/001/D (Contr	: Out > Transport Services	Transport	15 000.00	0.00		0.00	(15 000.00)	0	0	0	0
316	O1354-5/IE00677/F9184/X087/R1314/001/D (Cor	Catering Services	Nodal Development-Umuziwabantu -Catering Servic	25 000.00	2 343.40	25000	27 343.40	2 343.40	28 711	30 146	31 653	33 236
317	O1354-5/IE00753/F9184/X087/R1314/001/D (Op	Customer/Client Information	Nodal Development-Umuziwabantu - Awareness	15 000.00	0.00	15000	15 000.00	0.00	15 750	16 538	17 364	18 233
318	O1354-5/IE00840/F9184/X087/R1314/001/D (Cor	Human Resources	Nodal Development-Umuziwabantu - Training	60 000.00	0.00		0.00	(60 000.00)	0	0	0	0
319	O1354-24/IE00594/F9184/X087/R1319/001/D (Op	Signage	Nodal Development: KwaXolo/Signage/Parent Munic	25 000.00	0.00	46000	46 000.00	21 000.00	48 300	50 715	53 251	55 913
321	O1354-24/IE00703/F9184/X087/R1319/001/D (Contr	: Out > Transport Service	Transport	15 000.00	0.00		0.00	(15 000.00)	0	0	0	0
322	O1354-24/IE00677/F9184/X087/R1319/001/D (Cd	Catering Services	Nodal Development: KwaXolo - Catering Services	15 000.00	0.00	25000	25 000.00	10 000.00	26 250	27 563	28 941	30 388
326	O1354-23/IE00703/F9184/X087/R1319/001/D (Contr	: Out > Transport Service	New	15 000.00	0.00		0.00	(15 000.00)	0	0	0	0
330	O1354-23/IE00677/F9184/X087/R1319/001/D (Cd	Catering Services	Nodal Development- Kwa Nzimakwe/Catering Servic	15 000.00	0.00		0.00	(15 000.00)	0	0	0	0
331	O1354-23/IE00753/F9184/X087/R1319/001/D (Op	Customer/Client Information	Nodal Development- Kwa Nzimakwe/Customer/Clier	15 000.00	0.00	15000	15 000.00	0.00	15 750	16 538	17 364	18 233
332	O1354-23/IE00756/F9184/X087/R1319/001/D (Op	Signs	Nodal Development- Kwa Nzimakwe/Signs/Parent M	25 000.00	0.00		0.00	(25 000.00)	0	0	0	0
333	O1354-27/IE00677/F9184/X087/R1319/001/D (Cd	Catering Services	Nodal Development - Nyandezulu/Catering Services	15 000.00	0.00	25000	25 000.00	10 000.00	26 250	27 563	28 941	30 388
344	O1354-27/IE00703/F9184/X087/R1319/001/D (Contr	: Out > Transport Service	Transport	15 000.00	0.00		0.00	(15 000.00)	0	0	0	0
345	O1354-27/IE00753/F9184/X087/R1319/001/D (Op	Customer/Client Information	Nodal Development - Nyandezulu/Customer/Client I	15 000.00	0.00	15000	15 000.00	0.00	15 750	16 538	17 364	18 233
346	O1354-28/IE00753/F9184/X087/R1319/001/D (Op	Customer/Client Information	Nodal Development - Gamalakhe - Customer/Client	65 000.00	0.00	15000	15 000.00	(50 000.00)	15 750	16 538	17 364	18 233
347	O1354-25/IE00677/F9184/X087/R1312/001/D (Cd	Catering Services	Nodal development: URT - Catering	40 000.00	0.00	25000	25 000.00	(15 000.00)	26 250	27 563	28 941	30 388
348	O1354-25/IE00753/F9184/X087/R1312/001/D (Op	Customer/Client Information	Nodal Development: Umzumbe River Trails/Custom	25 000.00	0.00		0.00	(25 000.00)	0	0	0	0
349	O1354-25/IE00756/F9184/X087/R1312/001/D (Op	Signs	Nodal Development: Umzumbe River Trails/Signs/P	65 000.00	0.00		0.00	(65 000.00)	0	0	0	0
350	O1354-25/IE00651/F9184/X087/R1312/001/D	New Account	Nodal Development: Umzumbe River Trails/ Trails M	65 000.00	0.00		0.00	(65 000.00)	0	0	0	0
351	O1354-26/IE00753/F9184/X087/R1312/001/D (Op	Customer/Client Information	Nodal Development - Ntelezi Msani - Awareness	45 000.00	0.00	15000	15 000.00	(30 000.00)	15 750	16 538	17 364	18 233
354	O1354-26/IE00756/F9184/X087/R1312/001/D (Op	Signs	Nodal Development - Ntelezi Msani /Signs/Parent M	25 000.00	0.00		0.00	(25 000.00)	0	0	0	0
355	O1355-28/IE00059/F9184/X087/R0394/001/D (Op	National	SMME and Business Support/National/Parent Munic	150 000.00	0.00	10000	10 000.00	(140 000.00)	10 500	11 025	11 576	12 155
356	O1355-28/IE00677/F9184/X087/R0394/001/D (Cd	Catering Services	SMME and Business Support/Catering Services/Par	75 000.00	0.00	25000	25 000.00	(50 000.00)	26 250	27 563	28 941	30 388
357	O1355-28/IE00753/F9184/X087/R0394/001/D (Op	Customer/Client Information	SMME and Business Support/Customer/Client Infor	25 000.00	0.00		0.00	(25 000.00)	0	0	0	0
358	O1357-6/IE00677/F9184/X087/R0394/001/D (Cor	Catering Services	SMME Support Guides association/Catering Service	120 000.00	0.00	15000	15 000.00	(105 000.00)	15 750	16 538	17 364	18 233
359	O1357-6/IE00754/F9184/X087/R0394/001/F (Op	Gifts and Promotional Items	SMME Support Guides association/Gifts and Promo	0.00	0.00	25000	25 000.00	25 000.00	26 250	27 563	28 941	30 388
360	O1357-11/IE00564/F9184/X087/R0394/001/D (Op	Entrance Fees	SMME Crafters - Access to markets/Entrance Fees/	40 000.00	0.00	25000	25 000.00	(15 000.00)	26 250	27 563	28 941	30 388
362	O1357-12/IE00677/F9184/X087/R0394/001/D (Cd	Catering Services	SMME Support - Agri Tourism /Catering Services	0.00	0.00	25000	25 000.00	25 000.00	26 250	27 563	28 941	30 388
363	O1357-12/IE00703/F9184/X087/R0394/001/D (Cd	Transport Services	SMME Support - Agri Tourism /Transport Services/F	0.00	0.00	10000	10 000.00	10 000.00	10 500	11 025	11 576	12 155
364	O1357-3/IE00576/F9184/X087/R0394/001/D (Op	Learnerships and Internships	Tourism Skills Development-SMME Grading/Learne	25 000.00	0.00	25000	25 000.00	0.00	26 250	27 563	28 941	30 388
367	O1356-7/IE00645/F9184/X087/R0394/001/M (Cor	Graphic Designers	Themed Marketing Campaigns -Graphic Designers	100 000.00	90 194.07	53800	143 994.07	43 994.07	151 194	158 753	166 691	175 026
368	O1356-7/IE00837/F9184/X087/R0394/001/M (Cor	Communications	Themed Marketing Campaigns - Copywriting	0.00	0.00		0.00	0.00	0	0	0	0
369	O1356-7/IE012465/F9184/X087/R0394/001/M (Cd	Printing Services	Themed Marketing Campaigns -Print	600 000.00	5 747.21	200000	205 747.21	(394 252.79)	216 035	226 836	238 178	250 087
372	O1356-7/IE00753/F9184/X087/R0394/001/M (Op	Customer/Client Information	Themed Marketing Campaigns- Press releases	25 000.00	0.00		0.00	(25 000.00)	0	0	0	0
373	O1356-7/IE00772/F9184/X087/R0394/001/M (Op	Radio and TV Transmissions	Themed Marketing Campaigns - Radio and TV Tran	125 000.00	0.00	100000	100 000.00	(25 000.00)	105 000	110 250	115 763	121 551
374	O1355-19/IE00837/F9184/X087/R0394/001/M (Cd	Communications	Newsletters/Communications/Parent Municipality/To	32 980.75	6 164.41	8000	14 164.41	(18 816.34)	14 873	15 616	16 397	17 217
375	O1356-1/IE00636/F9184/X087/R0394/001/M (Cor	Event Promoters	Event activation Programme/Event Promoters/Parer	120 000.00	0.00	60000	60 000.00	(60 000.00)	63 000	66 150	69 458	72 930
376	O1356-8/IE00677/F9184/X087/R0394/001/M (Cor	Catering Services	Packaging - Marketing workshops - Catering Service	29 730.52	0.00	15000	15 000.00	(14 730.52)	15 750	16 538	17 364	18 233
377	O1356-8/IE00564/F9184/X087/R0394/001/M (Op	Entrance Fees	Packaging - Marketing workshops Entrance Fees	63 000.00	0.00	25000	25 000.00	(38 000.00)	26 250	27 563	28 941	30 388
378	O1356-8/IE00753/F9184/X087/R0394/001/M (Op	Customer/Client Information	Packaging - Marketing workshops - Customer/Client	25 000.00	0.00	25000	25 000.00	(38 000.00)	26 250	27 563	28 941	30 388
379	O1356-3/IE00754/F9184/X087/R0394/001/M (Op	Gifts and Promotional Items	Promotional Items - Marketing/Gifts and Promotional	200 000.00	0.00	50000	50 000.00	(150 000.00)	52 500	55 125	57 881	60 775
380	O1355-38/IE00583/F9184/X087/R0394/001/M (Op	Printing, Publications and Bc	South Coast Information Material/Printing, Publicatio	200 000.00	48.68	199860	199 909.10	(90.90)	209 905	220 400	231 420	242 991
381	O1355-38/IE00656/F9184/X087/R0394/001/M (Cd	Photographer	South Coast Information Material/Photographer/Pare	45 000.00	0.00		0.00	(45 000.00)	0	0	0	0
382	O1355-38/IE00628/F9184/X087/R0394/001/M (Cd	Audio-visual Services	South Coast Information Material/Audio-visual Serv	45 000.00	0.00	45000	45 000.00	0.00	47 250	49 613	52 093	54 698
383	O1355-17/IE00632/F9184/X087/R0394/001/M (Cd	Catering Services	Tourism Projects-Tourism Trade Shows and Exhibi	0.00	0.00	25000	25 000.00	25 000.00	26 250	27 563	28 941	30 388
384	O1355-17/IE00637/F9184/X087/R0394/001/M (Cd	Exhibit Installations	Tourism Projects-Tourism Trade Shows and Exhibi	40 000.00	0.00	60000	60 000.00	20 000.00	63 000	66 150	69 458	72 930
385	O1355-17/IE00844/F9184/X087/R0394/001/M (Cd	Project Management	Tourism Projects-Tourism Trade Shows and Exhibi	84 272.53	0.00	185000	185 000.00	100 727.47	194 250	203 963	214 161	224 869
386	O1355-17/IE00059/F9184/X087/R0394/001/M (Op	National	Tourism Projects-Tourism Trade Shows and Exhibi	0.00	0.00	120000	120 000.00	120 000.00	126 000	132 300	138 915	145 861
387	O1355-17/IE00060/F9184/X087/R0394/001/M (Op	Accommodation	Tourism Projects-Tourism Trade Shows and Exhibi	50 000.00	0.00	25000	25 000.00	(25 000.00)	26 250	27 563	28 941	30 388
388	O1355-17/IE00143/F9184/X087/R0394/001/M (Op	Car Rental	Tourism Projects-Tourism Trade Shows and Exhibi	22 700.19	0.00	8000	8 000.00	(14 700.19)	8 400	8 820	9 261	9 724
389	O1355-17/IE00144/F9184/X087/R0394/001/M (Op	Own Transport	Tourism Projects-Tourism Trade Shows and Exhibi	18 496.80	0.00	8000	8 000.00	(10 496.80)	8 400	8 820	9 261	9 724
390	O1355-17/IE00564/F9184/X087/R0394/001/M (Op	Entrance Fees	Tourism Projects-Tourism Trade Shows and Exhibi	400 000.00	1 036.78	100000	101 036.78	(298 963.22)	106 089	111 393	116 963	122 811
391	O1355-17/IE00753/F9184/X087/R0394/001/M (Op	Customer/Client Information	Tourism Projects-Tourism Trade Shows and Exhibi	60 000.00	0.00	50000	50 000.00	(10 000.00)	52 500	55 125	57 881	60 775
392	O1355-17/IE00061/F9184/X087/R0393/001/M (Op	Cost : Travel & Subs > Dorr	Daily allowance	23 058.00	0.00	4500	4 500.00	(18 558.00)	4 725	4 961	5 209	5 470
393	O1355-17/IE01581/F9184/X087/R0394/001/M (Op	Air Transport	Tourism Projects-Tourism Trade Shows and Exhibi	25 000.00	9 986.09	25000	34 986.09	9 986.09	36 735	38 572	40 501	42 526

	A	B	C	D	E	F	G	H	K	L	M	N
1												
2	South Coast Tourism & Investment Enterprise											
3	Mid Term Adjustment Budget - for Approval 16 January 2025											
4												
5												
6												
7												
8				A	B	C	D	E	F	MTREF - Outer Years Budgets		
9	Account	Item Description	Item Description	Final Budget 2025 - 16 May 2024	Actual : July 2024 - December 2024	Estimates: January 2025 - June 2025	Revised Budget : 2025: Approved 16 January 2025	Variance	150 Day Draft Budget: 2026	2027	2028	2029
407	O1355-1/IE00844/F9184/X087/R0394/001/M (Cor	Project Management	Tourism Projects-1 Brand exposure/Project Manage	143 236.80	28 990.96	60000	88 990.96	(54 245.84)	93 441	98 113	103 018	108 169
408	O1355-41/IE00847/F9184/X087/R0394/001/M (Co	Research and Advisory	Brand Tracking - Image and Reputation Monitoring	0.00	10 469.69	10000	20 469.69	20 469.69	21 493	22 568	23 696	24 881
409	O1337-1/IE00844/F9184/X087/R0394/001/M (Cor	Project Management	Online Platforms/Project Management/Parent Munic	0.00	2 577.39		2 577.39	2 577.39	2 706	2 842	2 984	3 133
411	O1355-42/IE00847/F9184/X087/R0394/001/M (Co	Research and Advisory	Market Research/Research and Advisory/Parent Mu	333 333.33	0.00	133333	133 333.33	(200 000.00)	140 000	147 000	154 350	162 068
412	O1337-1/IE00795/F9184/X087/R0394/001/C (Op	System Development	Online Platforms/System Development/Parent Munic	400 000.00	70 194.26	166667	236 860.93	(163 139.07)	248 704	261 139	274 196	287 906
413	O1246-1/IE00576/F2820/X099/R0394/001/S (Op	NSF Training program		0.00			0.00	0.00	0	0	0	0
420	Tourism Facilitation, Marketing & Promotion - Total	Total Tourism		6 115 572.93	472 936.69	2 853 160.42	3 326 097.11	(2 789 475.81)	8 086 119.17	8 447 771.37	7 965 693.88	8 363 978.57
425	Stakeholder Relations											
428	O1357-5/IE00677/F9184/X087/R0394/001/M (Cor	Catering Services	Stakeholder engagements/Catering Services/Parent	25 000.00	500.00	148 054.42	148 554.42	123 554.42	155 982	163 781	171 970	180 569
429	O1232-6/IE00060/F9184/X087/R0394/001/C (Op	Accommodation	Government Relations- Participation platforms/Acco	25 000.00	15 711.74	5000	20 712.10	(4 287.90)	21 748	22 835	23 977	25 176
430	O1232-6/IE00061/F9184/X087/R0394/001/C (Op	Daily Allowance	Government Relations- Participation platforms - Dail	100 000.00	0.00		0.00	(100 000.00)	0	0	0	0
431		Total Stakeholder Relations Expenditure		150 000.00	16 211.74	153 054.78	169 266.52	19 266.52	177 729.85	186 616.34	195 947.16	205 744.51
432	Total Expenditure : Project based	Total Projects expenditure		12 300 282.12	829 941.03	6 491 877.37	7 321 818.40	(4 978 463.72)	15 681 626.52	16 423 054.09	17 251 706.79	18 121 792.13
433	Total expenditure for the Year	Total Expenditure		25 591 673.58	5 419 208.19	12 657 286.74	18 076 494.93	(7 515 178.65)	26 974 036.88	28 280 084.97	29 701 589.22	31 194 168.68
434	Net Surplus / (Loss)	Net Surplus for Capital Assets purchases		214 999.64	19 260 381.25	(19 145 679.39)	114 701.86	(100 297.78)	120 436.95	150 000.00	150 000.00	150 000.00
435												
436	Capital Exepnditure	Capital Expenditure :										
437	C0075-1/IA06173/F0002/X046/R0393/001/F	Computer acquisitions	Computer Equipment	150 000.00	953.00	70 000.00	70 953.00	(79 047.00)	74 501	100 000	100 000	100 000
440	C0076-1/IA06233/F0002/X046/R0393/001/F	Furniture & Fitting - Acquisiti	Furniture & Fittings	65 000.00	8 748.86	35 000.00	43 748.86	(21 251.14)	45 936	50 000	50 000	50 000
442				215 000.00	9 701.86	105 000.00	114 701.86	(100 298.14)	120 436.95	150 000.00	150 000.00	150 000.00
443												
444		Annual Budget 2024 / 2025		25 806 673.58	5 428 910.05	12 762 286.74	18 191 196.79	(7 615 476.79)	27 094 473.83	28 430 084.97	29 851 589.22	31 344 168.68
445		Net Surplus / (Loss)		0.36	(19 250 679.39)	19 250 679.39	0.00	(0.36)	0.00	0.00	0.00	0.00