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SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 3: Performance Report
31 March 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

The overall performance Overview

In Quarter 3 of 2025, SCTIE set 49 targets across its operational, developmental, and promotional programmes. A total of 84% (41 targets) were successfully achieved, while 16% (8 targets) were not achieved, primarily due to persistent cash flow constraints experienced during both Quarter 2 and Quarter 3. The performance results for 2024 have been reported separately, following the realignment of the Annual Performance Scorecard. Notably, during the 2025 Municipal Excellence Awards, SCTIE was recognised as one of the Best Functioning District Development Agencies (DDAs). This award reflects the agency's commitment to its strategic vision and operational effectiveness, despite a constrained fiscal environment.

Financial performance highlights

(i) Municipal funding Metrix 2025

The Municipal financing received during the period under review across all SCTIE shareholders (Municipal partners) were mixed:

- Umdoni: R2.45M paid in October; R72K shortfall invoiced and expected in April 2025.
- Umzumbe: Full payment of R2.63M received.
- Umuziwabantu: Partial payment of R1M received; remaining R701K expected post budget finalization.
- Ray Nkonyeni: 75% of funding (R3.13M) paid; R1.04M invoiced in March and expected in April.
- Ugu District Municipality: Significant arrears of R43.97M across 2023–2025. Only R1.25M received to date in small instalments. An inter-governmental dispute has been lodged with COGTA, with no conclusive feedback received as of March 2025.

(ii) Expenditure to date and financial obligations

Only basic operational costs and minimal developmental marketing (R1.2M) were incurred. Salaries and Board/Audit committee fees are up to date as of 31 March 2025.

VAT Liability: Due to audit adjustments related to Ugu grants, SCTIE owes SARS R941K including penalties and interest, which it is currently unable to settle.

Detailed financials (Income Statement, Balance Sheet, Ratios, and Cash Flow Estimates) are included in the annexure.

(iii) Concurrent feedback on NSF Tender implementation

Engagements continued with the department regarding the paused **NSF Award**. As of April 2025, **provisional internal approval** has been communicated pending a final assessment and possible site reassessment. A final decision on reinstatement is still awaited.

Corporate Service Affairs

There were no new appointments made in Q3 due to budget constraints and pending the strategic planning review outcome. All Key vacancies remain unfilled, including the Manager: Investment Projects & Development and several coordinators, limiting operational capacity. Lastly, the overall performance to date is consistent with prior year (79% achievement in 2025 vs 83% in 2024).

Tourism and Investment Marketing and Promotion

During the period under review(Q3), campaign theme, **“Getaway”**, aimed to position the KZN South Coast as a top destination for family holidays, Meetings, Incentives, Conferences& Events(MICE) and romantic getaways.

The main campaigns were:

- Annual Campaign: **“Now’s the Time to Visit”**
- Buy Local: Promoted award-winning fashion labels and local craftsmanship.
- Media Coverage: Generated 157 pieces of free exposure, with **AVE value** of R4.92 million (Print: R2.13M; Online: R2.78M and Broadcast: R8.9K).

Marketing tools included social media, PR, newsletters, and the updated KZN South Coast App were employed fully. Under the flagship **“Now’s the Time to Invest”** campaign, SCTIE actively promoted the region's investment potential covering all sectors of regional GDP. These were further augmented by the development of draft KZN South Coast Investment Framework and copy righted District Wide Investment Directory.

A major focus was on promoting the **One Stop Shop** (OSS) model while preparing the relaunch as a key business support facility. A total of 58 media exposure articles were published (all positive), with an equivalent earned AVE of R4.92 million.

The **Buy Local Investment Campaign** targeted local businesses to sign up as members and benefit from exposure, networking, and brand credibility. Collateral and promotional tools are pending budget availability.

In conclusion, despite ongoing financial constraints and delayed municipal funding, SCTIE continues to demonstrate resilience and strong delivery across core areas. Both the tourism and investment marketing campaigns delivered significant brand visibility and economic messaging at minimal cost.

To ensure continued progress and stability, key priorities for the coming quarter include:

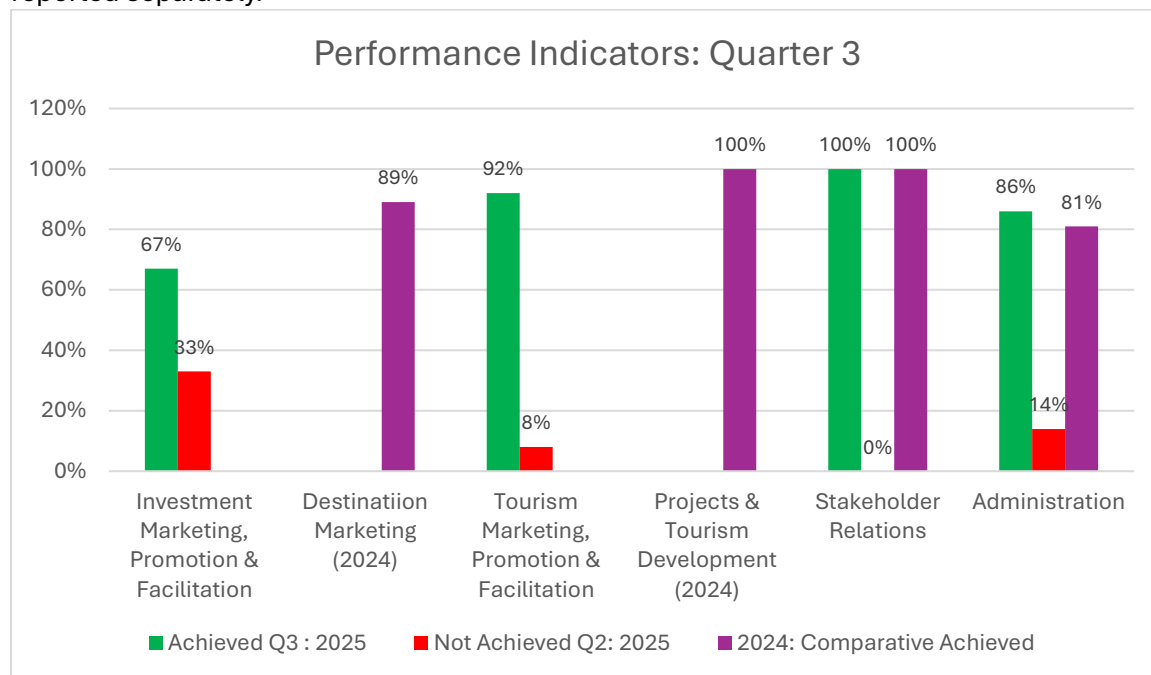
- Resolution on inadequate adherence to Service Level Agreement (Municipal financing)
- VAT liability management and to prevent future fruitless expenditure
- Implementation of the NSF Programme upon finalisation
- Filling of key strategic vacancies

The KZN South Coast remains well-positioned for long-term investment and tourism growth, with SCTIE playing a pivotal role in unlocking the region’s economic potential.

1.1. Performance scorecard: Quarter 3/2025

In terms of quarter 3 – 2025, SCTIE had 49 targets for the quarter of which we Achieved 84% (41/49) and did Not Achieved 16% (8/49).

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 consistently experienced during quarter 2 and quarter 3 / 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 , was invoiced in March 2025, and we look forward to this being paid in April 2025.
- ii) **Umzumbe** – 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, is expected in April 2025 now that the Adjustment Budget has been finalised.
- iv) **Ray Nkonyeni** – Requested to release funding in line with the tranches of equitable share received. They have to date paid R3 133 245.15 (75%) and the final invoice was submitted in March 2025 – in the amount of R1 044 415.05. We look forward to receiving this in April 2025.

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

- v) **Ugu District Municipality** - has not been able to meet its grant commitment towards the 2023 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.

On the 10 March 2025, a meeting was held with Ms T Dinga, and other senior COGTA officials, appointed to facilitate the Inter-Governmental Dispute which we lodged with COGTA in July 2024. Whilst communication has been sent relating to further feedback, we have yet to have heard from COGTA.

Expenditure :

1. Only the very basic operational expenses have incurred along with a very basic costing for Investment Marketing activities R1 202 377 and Developmental activities R99 562.
2. Staff salaries, Board fees and Audit committee expenses have been paid up to date to 31 March 2025.
3. 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 March 2025

| Income | Actual | Budget | Variance |
|--------------------------------------------|-------------------|-------------------|------------------|
| Own Income | 357 995 | 322 335 | 35 660 |
| Grant Revenue raised | 25 374 468 | 17 761 404 | 7 613 064 |
| Gross Profit | 25 732 463 | 18 083 739 | 7 648 724 |
| Expenditure | | | |
| Board fees | 518 658 | 614 160 | 95 502 |
| Staff costs | 4 354 826 | 5 210 478 | 855 653 |
| Operational Costs | 1 886 647 | 2 273 688 | 387 041 |
| Investment & Tourism Marketing & Promotion | 1 202 377 | 4 308 414 | 3 106 037 |
| Projects & Tourism Development | 99 562 | 920 997 | 821 435 |
| Research costs | 3 000 | 150 003 | 147 003 |
| Stakeholder relations costs | 37 325 | 126 954 | 89 629 |
| Total Expenditure | 8 102 395 | 13 604 694 | 5 502 299 |
| Net Surplus / (Loss) | 17 630 068 | 4 479 045 | 2 146 425 |

1.2.1.2. Balance Sheet as at 31 March 2025

| | | |
|----------------------------------|-------------------|---------------|
| Assets | | |
| Non-Current Assets | | |
| Fixed Assets | 486 755 | |
| Investment Property | 9 406 111 | |
| | <u>9 892 866</u> | |
| Current Assets | | |
| Debtors | 47 809 190 | 22 756 988.67 |
| less: Debt Impairment | - 25 052 201 | |
| Cash at Bank - Primary accounts | 115 708 | 1 096 236.21 |
| - Call account | 979 278 | |
| - Special Projects (OSS) | 1 029 | |
| Petty Cash | 222 | |
| Deposits | 81 892 | |
| Accrued income | - | |
| Prepaid expenses | - | |
| Vat - Receivable | 273 807 | |
| | <u>24 208 924</u> | |
| Total Assets | <u>34 101 790</u> | |
| | - | |
| Liabilities | | |
| SARS - VAT payable | 3 576 783 | 3 302 976 |
| Staff Control | 84 092 | |
| Accruals | - | |
| Suppliers | R 496 705.88 | |
| Provisions - Leave | 401 191 | |
| Provisions - Performance Bonuses | 312 598 | |
| Operating Lease liabilities | - | |
| Unallocated deposits | 1 150 | |
| Conditional Grant | 55 500 | |
| Total Liabilities | <u>4 928 021</u> | |
| | | |
| | | |
| Net Assets | <u>29 173 769</u> | |
| | | |
| Ordinary Shares | 200 | |
| Accumulated Surplus | 11 543 501 | |
| Surplus / (Loss): Current Year | 17 630 068 | |
| Total Net Assets | <u>29 173 769</u> | |

1.2.1.3. Financial ratios: 31 March 2025

| 5.3.11.: Operational expenditure Spend | | | | | |
|-----------------------------------------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------|--------------|
| Annual Target : | | 80% | | | |
| Quarterly Target to date | | 83% | | | |
| Total Spend to Date | | 1 886 647.43 | | | |
| Total Budget to date | | 2 273 688.00 | | | |
| Percentage spend year to date : | | 83% | | | |
| 5.3.14: Capital Expenditure spend to plan | | | | | |
| Annual Target | | 50% | | | |
| Quarter Target to date | | 12% | | | |
| | | Computers | Furniture & Fittings | Vehicles | Total |
| Total Spend | | 956.52 | 9 617.56 | 0.00 | 10 574.08 |
| Total Capital Budget | | 70 953.00 | 43 748.86 | 0.00 | 114 701.86 |
| : Year to date | | 53 214.75 | 32 811.65 | 0.00 | 86 026.40 |
| Percentage spend year to date : | | 2% | 29% | 0% | 12% |
| | | Only the very basic capital purchases have been made: i) UPS ii) Data Projector iii) Vacume cleaner | | | |
| 5.3.15: Fruitless & Wasteful expenditure | | | | | |
| Target: | Less than 1% of Budget | | | | |
| Fruitless & Wasteful exepnditure | | 7 848.06 | This will increase once the revised VAT 201: June 2024 is submitt | | |
| Budget to date : | | 13 574 694.00 | will increase to approximately R100 000.00 | | |
| Percentage F& W year to date | | 0.06% | | | |

| 5.3.8.1: Grant Funding Received | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|------------|--|
| Annual Target | 100% Revenue Received as per plan | | |
| Quarterly Target | 100% Revenue Received as per plan | | |
| Grant Funding raised | 17 761 404.00 | | |
| Outstanding Debtors : per Age Analysis | 16 536 658.00 | 19 017 157 | |
| Revenue received | 1 224 746.00 | | |
| Percentage received | 7% | | |
| <div style="border: 1px solid black; padding: 5px;"> <p>At a meeting on the 16 January 2025, Ugu undertook to release R1m in Jan'25 and a further R3m in March. This commitment has not been met.</p> </div> | | | |
| 5.3.10.1: Operational Revenue Received | | | |
| Annual Target | 90% Revenue Received as per plan | | |
| Quarterly Target | 30% Revenue received | | |
| Revenue Raised | 357 995.19 | | |
| Outstanding Debtors : per Age Analysis | 13 140.00 | 15 111 | |
| Revenue received | 344 855.19 | | |
| Percentage received | 96% | | |
| 5.3.12 : Annual Procurement Plan | | | |
| Target: | 100% SCM Implementation to Plan | | |
| Actual Spend | 3 228 911.80 | | |
| Annual Budget to Date | 7 780 056.00 | | |
| % SCM Implemented to date | 42% | | |

| 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% | Employee/personnel related cost | 151% | 43% | 27% |
| | | | | | 4 354 826 | 5 210 478 | 5 210 478 |
| | | | | Councillors Remuneration | 518 658 | 614 160 | 614 160 |
| | | | | Total Operating Expenditure | 3 228 912 | 13 574 694 | 21 974 694 |
| 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 | | | | | : Adjustment Budget to date | : Original Budget | |

Current Ratio : 2:1

| | | | | |
|--------------------------------------|-----------------------------------------------------|-----------|---------------------|------------|
| Current Assets / Current Liabilities | Statement of Financial Position, Budget, IDP and AR | 1.5 - 2:1 | | 4.91 |
| | | | Current Assets | 24 208 924 |
| | | | Current Liabilities | 4 928 021 |

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 | 85 days | 21 days | | |
| | | | | Trade Creditors | 739 995 | 159039 | 178 647 |
| | | | | General expenses | 3 163 280 | | 3 163 280 |

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). Further to this, an additional R358 194.96 invoice has also been received from the AG for which a 5 month payment plan has been requested at R71 638.99 per month.

1.2.1.4. Cash Flow estimates

| Cash Flow | Due Date | Total | Invoiced: 1 | | | |
|--------------------------------------------------------------|------------------|-------------------|-------------------|-----------------|-------------------|-------------------|
| | | outstanding 30 | July 2024 | 7.04.2025 | 25.05.2025 | 25.06.2025 |
| | | June 2024 | | | | |
| Opening balance | | | | 911 162 | -662 171 | -1 308 092 |
| Ugu District Municipality - 2024/2025 | | | 18 415 024 | | | |
| Ray Nkonyeni - 2022/2023 | | 2 000 000 | | | | - |
| Ray Nkonyeni - 2024/2025 | | | 4 177 660 | | 1 044 415 | |
| Umuziwabantu - 2024/2025 | | | 1 701 899 | | 701 899 | |
| Umdoni Municipality | | | 2 524 710 | | 72 710 | |
| Umzumbe - Invoiced | | | 2 361 346 | | | |
| Total Cash Receipts | 0 | 21 593 602 | 29 180 638 | 0 | 1 819 024 | 0 |
| Total In Bank | | | | 911 162 | 1 156 853 | -1 308 092 |
| Expenditure | | | | | | |
| Staff Salaries - (Gross salary) - 24 of Month | | | | | | |
| - Junior staff - Full | | | | 17 519 | 17 519 | 17 519 |
| - Officers | | | | 83 437 | 83 437 | 83 437 |
| - Officer I2 | | | | 61 090 | 61 090 | 61 090 |
| - Coordinators: | | | | 122 853 | 122 853 | 122 853 |
| - S57 - Managers | | | | 77 809 | 77 809 | 77 809 |
| - S57 : A-CEO | | | | - | - | - |
| - CEO - new appointment | | | | 83 333 | 83 333 | 83 333 |
| - Manager : Investment & Development | | | | 77 809 | 77 809 | 77 809 |
| Performance Bonuses - S57 (per AFS provision) | | | | | 223 598 | - |
| - Company costs : Medical/Pension / SDL / UIF | | | | 96 000 | 96 000 | 96 000 |
| Board fees - | | 850 000 | | 119 532 | 39 844 | 79 688 |
| Audit Committee | | | | - | 40 000 | - |
| Critical Accounts | | | | | | |
| - Telkom | | | | 9 650 | 9 650 | 9 650 |
| - Rental | | | | 80 000 | 80 000 | 80 000 |
| - Fuel | | | | 3 500 | 3 500 | 3 500 |
| - Auditor general #1 | | 524 409 | | 87 333 | 87 333 | 87 333 |
| - Auditor general #2 | | 350 868 | | 87 500 | 87 500 | 87 500 |
| - Insurance - Monthly - Directors | | | | 555 | 555 | 555 |
| Ifafa (Eskom) | | | | 4 500 | 4 500 | 4 500 |
| Ifafa (Rates) | | | | 1 500 | 1 500 | 1 500 |
| Copy Machines Konica | | | | 3 500 | 3 500 | 3 500 |
| Copy Machines Skillfull | | | | 3 000 | 3 000 | 3 000 |
| VAT Payment on grant | | | | - | 9 280 | - |
| VAT on AG adjustments | | | | | 1 040 000 | |
| - Vat due on the Ugu 2025 Grant invoiced | | | | | | 1 260 000 |
| Stationary | | | | 2 000 | 2 000 | 2 000 |
| Cleaning & Refreshments | | | | 2 200 | 2 200 | 2 200 |
| Diamatrix | | | | 738 | 738 | 738 |
| Bidtrack | | | | 824 | 824 | 824 |
| Destination Marketing : Investment & Tourism : Co | 4 763 463 | | | 118 151 | 118 151 | 129 463 |
| Marketing issues: | | | | | | |
| Shows : | | | | | | |
| - Indaba 12 -15 May 2025 | | | | 150 000 | | |
| - Space | | | | 134 000 | 17 420 | |
| - Accommodation & S&T | | | | 45 000 | | |
| Investment Brochure / Directory | | | | 40 000 | | |
| Stakeholder Relations (Strat plan / Conference) | 150 000 | | | 60 000 | - | - |
| Capital Requirements | 215 000 | | | - | 70 000 | - |
| Balance bank | | | | -662 171 | -1 308 092 | -3 683 893 |

1.2.2. Tenders: Implementation NSF Award

There have been several engagements with the department during this quarter.

Communication was received on the 10 April 2025, advising that internal discussions had taken place, and that provisional approval to move forward has been received. Their Initiation Department will have to do final assessment on the programs received, and a possible site reassessment may be done.

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 3.

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.

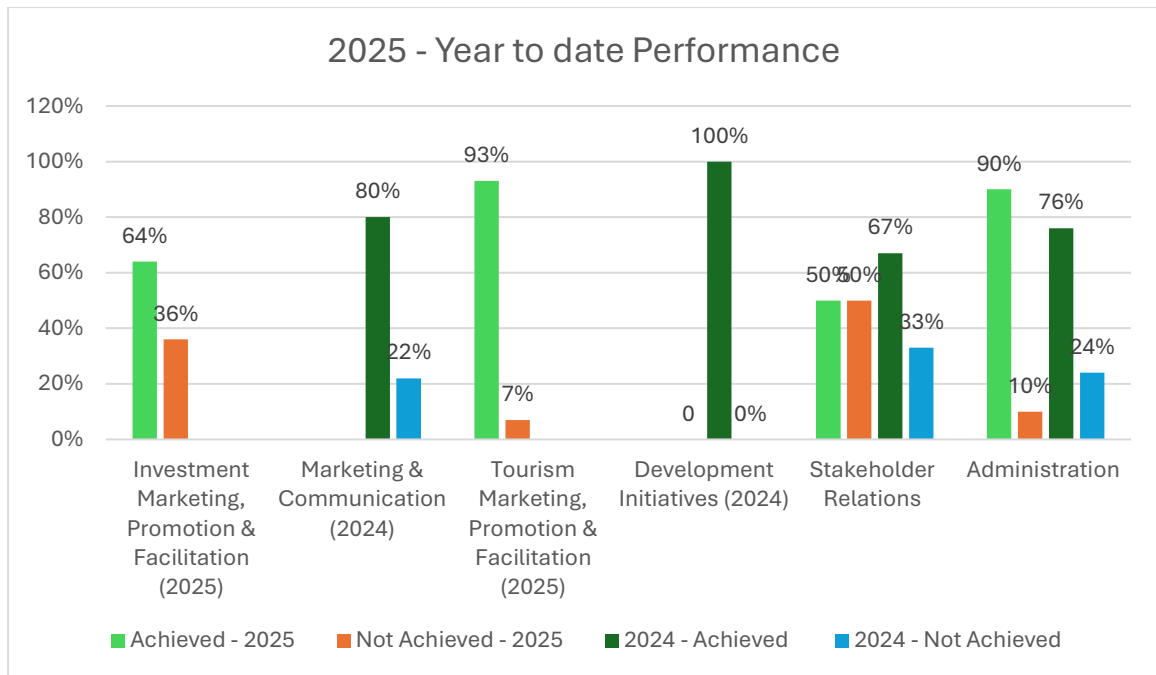
iv) **Manager: Investment Projects & Development.**

Post vacant since 7 June 2024.

1.2.3.3. Year to date Performance

For overall performance at the end of Quarter 3, SCTIE Achieved 83% (50/60) and did Not Achieved 17% (10/60), this in comparison to 2024 of Achieved 83% and Not Achieved 17%.

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



1.2.4. 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 in 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 in KZN South Coast!

Investor optimism is at an all-time high on the KZN South Coast, driven by upgraded infrastructure, 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 in the KZN South Coast—where opportunity meets paradise!

Local businesses and potential investors on the KZN South Coast are encouraged to visit the One Stop Shop (OSS) for business support.

Through the OSS awareness campaign, the following messaging was shared:

1. Now's the Time to discover the many support services offered by the SCTIE OSS for KZN South Coast investors and businesses.

2. The One Stop Shop in Port Shepstone is ready to support potential investors and business owners. Now's the time to find out how!

Q3 Theme – “Now's the Time to Invest”

- Buy Local
- Opportunities
- One Stop Shop

Hashtags: #nowisthetime #nowisthetimetoinvest

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

Investment Awareness Campaign

Local businesses and potential investors on the KZN South Coast are encouraged to visit the One Stop Shop (OSS) for business support.

Through the OSS awareness campaign, the following messaging was shared:

1. Now's the Time to discover the many support services offered by the SCTIE OSS for KZN South Coast investors and businesses.
2. The One Stop Shop in Port Shepstone is ready to support potential investors and business owners. Now's the time to find out how!

Buy Local Campaign Overview

Target Audience: KZN South Coast Residents and Consumers, Business Owners & Tourism Operators.

Aim: Continue to grow awareness about campaign and benefits to local economy. Profile local businesses and build membership database with call to action.

Messaging: Call to action for eligible businesses to sign up as Buy Local members and benefit from marketing efforts, networking opportunities and business listings.

Encourage residents and consumers to buy local and support local products.

Marketing Collateral:

- Why Buy Local Infographic
- Downloadable brochure listing of Buy Local products – to be prepared (budget dependent)
- Printed flyers – to be prepared (budget dependent)
- Membership form outlining criteria and member benefits
- Elevator pitch for SCTIE team
- Digital badges for online use
- Printed stickers for shop fronts (budget dependent)

Marketing Tools:

- Digital
- PR
- Advertising (no advertising for Q3)
- Newsletter.

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 13 December 2024 – 13 March 2025. 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 Q3 the TMSA/ OJC JV generated **58** free media exposure articles.

Out of the **58** exposure instances, all the media exposure was positive.

During Q3 the TMSA/ OJC JV was only commissioned to do half the number of press releases due to budget constraints, therefore the AVE target of R2 100 000 was not achieved. During Q3 the TMSA/ OJC JV generated **R 1 354 958** (one million three hundred and fifty-four thousand, nine hundred and fifty-eight rand) worth of AVE media exposure, please see breakdown below.

Breakdown of Average Value Equivalent (AVE): R 1 354 958

- ❖ **Print: R 651 512**
- ❖ **Online: R 703 446**

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

1.2.5. Tourism Marketing, Promotion and Facilitation

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.

Q3 Summer Theme – ‘Getaway’

Tourism Awareness Campaign

This quarter’s theme, **‘Getaway’** focused on the KZN South Coast being an ideal ‘Getaway’ for MICE tourism, Valentine’s Day and the Easter holidays.

Buy Local Campaign

The Buy Local campaign continues to welcome new Buy Local members every quarter, with a special focus on Buy Local members from the fashion industry who were profiled this quarter. Sistas Fellas, Sthesh Fashion Boutique, and Deon Zuider are local, award-winning labels which are demonstrating the international demand for expert craftsmanship, and the vast investment potential in the region's fashion industry.

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:

- Marketing exposure across SCTIE offline and digital marketing tools such as website, mobile app, and social media.
- Relevant information sharing about what is available for various sectors.
- Member credibility through listing on SCTIE platforms, and a badge to use on marketing collateral.
- Campaign-based business support and business-to-business networking.

Hashtags: #nowisthetime #nowisthetimetovisit

Target Audience: *Holiday makers, leisure travel, families, 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** – please see social media report for details, all platforms have experienced exponential organic growth with new followers and an increase in online engagement.
- **Advertising** – please see advertising report for details of the advertising campaigns which tied in with *‘Now is the Time’* and *‘Getaway’*. Advertising for Q3 included digital adverts posted to SCTIE platforms Instagram, Meta, X and LinkedIn. The Easter Getaway-related content posted on these platforms highlighted the South Coast’s family outings, restaurants, Blue Flag beaches, and outdoor cultural excursions such as The Mission Tourism Route, Great Drives Out, and The Wellness Way.
- **Public Relations** – please see PR report for details; press releases included highlighting the Blue Flag Beaches, family outings, restaurants, outdoor adventure, Easter getaway related content, the upcoming sardine run and MICE. R4 923 422 worth of free exposure (not paid advertising, this was exposure from newsworthy press releases issued to key media nationally) that was generated across print, broadcast and online platforms.
- **Fam Trips** – Two Media Fam Trips were held during Q3.
- **App** – this has been updated and refined to include the most current content about attractions on the KZN South Coast.

A total of **157** free media exposure articles was generated during this period total of **R4 923 422** (four million nine hundred and twenty-three thousand, four hundred and twenty-two rand) **worth of AVE media exposure.**

AVE: R4 923 422

- **Print:** R2 136 443
- **Broadcast:** R8 946
- **Online:** R2 778 033

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

2. Investment Marketing, Attraction and Facilitation programs

2.1. Press Releases

| PRESS RELEASES – INVESTMENT | EARNED (PR) MEDIA EXPOSURE |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| KZN South Coast’s fashion labels making an impact on the global stage | My PR, Pressportal, Joburg Style, I Love ZA, SA Today, Invest KZN South Coast – (25/02) My Durban – (26/02) Gauteng Online Lifestyle Magazine, Showbiz Scope, South African Lifestyle Mag – (27/02) Eyethu Ugu – (28/02) Rising Sun (Chatsworth), Merebank – (04/03) Rising Sun (North Coast) – (05/03) Rising Sun (Overport) – (06/03) |
| Growth of mushroom farm on the KZN South Coast shows now’s the time to invest in agriculture | My ZA, My PR, My Pressportal, SA Today, Buy PE, Main News, Free-Mail, Invest KZN South Africa – (28/02) Moneyweb, Full View, Main News, Economy 24, Pro Agri Media, Tech Weekly – (02/03) Green Economy Media, My Durban – (03/03) Tourism News Africa – (05/03) The Citizen – (06/03) |
| R8-million expansion of KwaXolo Caves Adventures highlights tourism investment potential on KZN South Coast | My Pressportal, SA Today, My PR, Invest KZN South Coast, Rove SA, Joburg Style, African Business Quarterly, Marketing Spread – (13/03) |
| KZN South Coast Gears Up for the G20 A Business Tourism Perspective | South Coast Herald - 4 Mar 2025 https://www.citizen.co.za/south-coast-herald/south-coast-fever/2025/03/04/g20-summit-to-benefit- South Coast |

| | |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Port Shepstone Intermodal Facility increases accessibility and retail opportunities for this business.</p> | <p>Port Shepstone’s growth continues with Checkers FreshX development Everything Property - 11 Mar 2025 - Admin https://everythingproperty.co.za/dev-port-shepstones-growth-continues-with-checkers-freshx-development</p> |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

2.2. Investment Trade & Media Fam Trips

1. Renishaw Hills and Umdoni Point Coastal Forest Estate Media Fam Trip

Date: 18 February 2025

Local members of the media and the Maverick International Crew joined SCTIE CEO for the video shoot and interview at two of the key property developments on the KZN South Coast; Renishaw Hills (within the 1 300ha Renishaw Coastal Precinct) and Umdoni Point Coastal Forest Estate.

At Renishaw Hills, Dr. Sibiyi met with managing director Barto van der Merwe, who spoke about the economic development on the South Coast and what Renishaw Hills has to offer to potential investors.

“Renishaw Hills has played a major role in boosting the local economy. As part of the larger Renishaw Coastal Precinct in Scottburgh, the development has already seen significant investment, with R500m spent in the initial six phases and an estimated R1b planned in total for this, the first development within the greater Renishaw Coastal Precinct,” explained Van der Merwe. “This has led to increased property values, job creation and economic activity in the region, benefiting both businesses and communities.” Van der Merwe also mentioned how the development aligns well with the South Coast’s long-term vision for balanced economic and environmental growth.

“By integrating residential, commercial and industrial spaces with conservation areas, Renishaw Hills supports sustainable development while driving investment. This approach ensures that economic benefits are long-lasting and environmentally responsible, in line with regional planning objectives.”

Mr van der Merwe also commented on the South Africa’s G20 Summit means and pointed out that the country is in a strong position to attract global investment. “This international focus on economic growth, sustainability, and inclusivity could bring increased interest in projects like Renishaw Hills, and the greater Precinct, which align with these priorities. The presidency also offers an opportunity to showcase South Africa’s potential as an investment destination, which may further benefit the region,” said van der Merwe.

Renishaw Hills has received recognition from key government figures, including President Cyril Ramaphosa, highlighting its importance as a significant investment in South Africa’s economy.

Thereafter, Sibiya headed to Umdoni Point Coastal Forest Estate to chat with the estate developer, Paul Tedder, who stated that besides the stunning sea and forest views, the South Coast offers huge value for money.

“Over 800 homes will be built, a frail care centre with opportunities for medical staff, and a shopping centre with an array of shops and services. The current amenities division employs many individuals from surrounding areas, supports small local businesses and introduces upmarket living at an affordable price – the homes within Umdoni Point have a higher resale value – higher amount of sales contributions, more foot traffic in the area and infrastructure upgrades,” he explained.

Besides the various up and running amenities, they have walks through lush forest, with bird spotting and whale watching, and wildlife with four kinds of antelope on the property. It is a conservation area promoting the protection of natural forests with diverse fauna and flora.

“Our approach aligns with the region’s strategy to balance development with environmental conservation, making the South Coast a prime destination for investment and tourism,” said Tedder.

Coverage from the Media Fam Trip:

- *South Coast Herald (Mid South Coast Edition) – 28 February 2025*

South Coast Herald, Mid South Coast Edition, 28 February 2025



The SCTIE's Dr Vusumuzi Sibiya (left) with Renishaw Hills managing director Barto van der Merwe.



Umdoni Point Coastal Forest Estate developer Paul Tedder (left) with Dr Vusumuzi Sibiya.

Tourism CEO explores mid-South Coast

South Coast Tourism and Investment Enterprise (SCTIE) CEO Dr Vusumuzi Sibiya visited Renishaw Hills and Umdoni Point Coastal Estate last week.

At Renishaw Hills, Sibiya met with managing director Barto van der Merwe, who spoke about the economic development on the South Coast and what Renishaw Hills has to offer to potential investors.

"Renishaw Hills has played a major role in boosting the local economy. As part of the larger Renishaw Coastal Precinct in Scottburgh, the development has already seen significant investment, with R500m spent in the initial six phases and an estimated R1b planned in total for this, the first development within the greater Renishaw Coastal Precinct," explained

Van der Merwe. "This has led to increased property values, job creation and economic activity in the region, benefiting both businesses and communities."

Van der Merwe also mentioned how the development aligns well with the South Coast's long-term vision for balanced economic and environmental growth.

"By integrating residential, commercial and industrial spaces with conservation areas, Renishaw Hills supports sustainable development while driving investment. This approach ensures that economic benefits are long-lasting and environmentally responsible, in line with regional planning objectives."

Renishaw Hills has received recognition from key government figures, including

President Cyril Ramaphosa, highlighting its importance as a significant investment in South Africa's economy. The precinct has also recently been included in the Presidential Eastern Seaboard Initiative, aiming to expedite approvals and remove red tape.

Thereafter, Sibiya headed to Umdoni Point Coastal Forest Estate to chat with the estate developer, Paul Tedder, who stated that besides the stunning sea and forest views, the South Coast offers huge value for money at the moment.

"Over 800 homes will be built, a frail care centre with opportunities for medical staff, and a shopping centre with an array of shops and services. The current amenities division employs many individuals from surrounding

areas, supports small local businesses and introduces upmarket living at an affordable price – the homes within Umdoni Point have a higher resale value - higher amount of sales contributions, more foot traffic in the area and infrastructure upgrades,"

he explained. Besides the various up and running amenities, they have walks through lush forest, with bird spotting and whale watching, and wildlife with four kinds of antelope on the property. It is a conservation area promoting the protection of natural forests with diverse fauna and flora.

"Our approach aligns with the region's strategy to balance development with environmental conservation, making the South Coast a prime destination for investment and tourism," said Tedder.

2.3. Investment Trade Shows, Exhibitions and Conferences

Meetings Africa Trade Show & Exhibition

From 24 to 26 February, SCTIE attended Meetings Africa 2025 themed 'Africa's Success Built on Quality Connections' at the Sandton Convention Centre. Meetings Africa is owned by South African Tourism, with the specific objective of creating a market access platform for African

Business Events Products. The 19th edition was a productive, inspiring and rewarding platform which welcomed 410 exhibitors and over 300 buyers from 27 African countries.

SCTIE maximised their exposure by scheduling various meetings prior to the trade show via the Meetings Africa Business Matchmaking programme - a method to identify and connect companies and buyers with common business interests. This was a unique opportunity to meet incredible people, gain valuable insights into tourism industry, and discover opportunities for collaboration and investment.

With the KZN South Coast an increasingly popular MICE (meetings, incentives, conferences, and events) destination, the Meetings Africa Trade Show & Exhibition was a great platform to showcase this aspect while attracting business and investment to the KZN South Coast. This year's event also touched on the G20 Summit, being hosted in South Africa for the first time this year. This is a rare and powerful opportunity for the local and regional investment as well as the tourism industry.



Zamaswazi Nkomo (SCTIE Marketing Officer), Vanessa Gounden (SCTIE Coordinator: Tourism Marketing) engaging with buyers from India and Tanzania

Coverage from Meetings Africa Trade Show & Exhibition

- *South Coast Fever – 28 February 2025*

Planned G20 Summit to benefit South Coast

NTANDOVENKOSI DLAMINI

South Coast Tourism and Investment Enterprise (SCTIE) said it is ready to welcome high-profile delegations, investors and corporate travellers as South Africa prepares to host the G20 Summit in November.

The CEO of SCTIE, Dr Vusumuzi Sibiya, said this while attending a two-day trade show, Meetings Africa 2025, at the Sandton Convention Centre in Johannesburg on Monday this week.

Sibiya said the South Coast is positioning itself as a key player in business tourism.

He said with world-class venues, stunning coastal and hinterland locations and growing infrastructure, the region is primed to leverage the economic and tourism benefits of the G20 Summit.

Speaking of the Meetings Africa 2025, Sibiya said the event featured 410 exhibitors, 26 African countries, over 300 hosted buyers, and 113 small, micro and medium enterprises (SMMEs).

He added that the event provided a vital platform for promoting the South Coast's unique business tourism offerings to a global audience.

"The G20 Summit presents an incredible opportunity for the KZN South Coast to showcase its world-class business tourism offerings. With our established MICE (Meetings, Incentives, Conferences and Exhibitions) facilities, unique team-building experiences and ongoing infrastructure development through the



Vanessa Gounden (left) of the South Coast Tourism and Investment Enterprise (left) and Nombuso Ngubane of the KwaZulu-Natal Sharks Board at the Meetings Africa event.

Eastern Seaboard initiative, we are ready to host and attract major business events," he said.

He added that the region's diverse portfolio of conference venues, from beachfront resorts to exclusive hinterland retreats, makes the area an attractive destination for high-level meetings and networking events.

Additionally, said Sibiya, the South Coast's proximity to key economic hubs and transport routes ensures accessibility for international and national business travellers.

He said the SCTIE's participation in Meetings Africa underscored its commitment to enhancing the region's business tourism appeal.

He explained that the event served as a prime opportunity to connect with global buyers and event planners, positioning the South Coast as a premier destination for corporate retreats, incentive travel and investment opportunities. "With infrastructure upgrades, sustainable tourism practices, and a strategic focus on business travel, the South Coast is not just a leisure destination; it is a dynamic hub for economic growth. The G20 will catalyse future large-scale business events and investments in the region. As the global spotlight turns to South Africa, the South Coast remains committed to job creation and inclusive growth, positioning itself as a premier destination for business and investment," he said.



Zama Nkomo represents South Coast Tourism and Investment Enterprise in Johannesburg. INSET: The CEO of South Coast Tourism and Investment Enterprise, Dr Vusumuzi Sibiya.

2.4. Investment Quarterly Newsletter

One investment focused newsletter was prepared and sent out on 17 March 2025 to SCTIE members and key stakeholders highlighting the marketing developments and material.

Link to view newsletter:

<https://www.investkznsouthcoast.co.za/newsletter-march-2025/>

Newsletter report link:

<https://live.everlytic.net/public/messages/reports/1315307/uXZwBPMTWB3rYZeT>

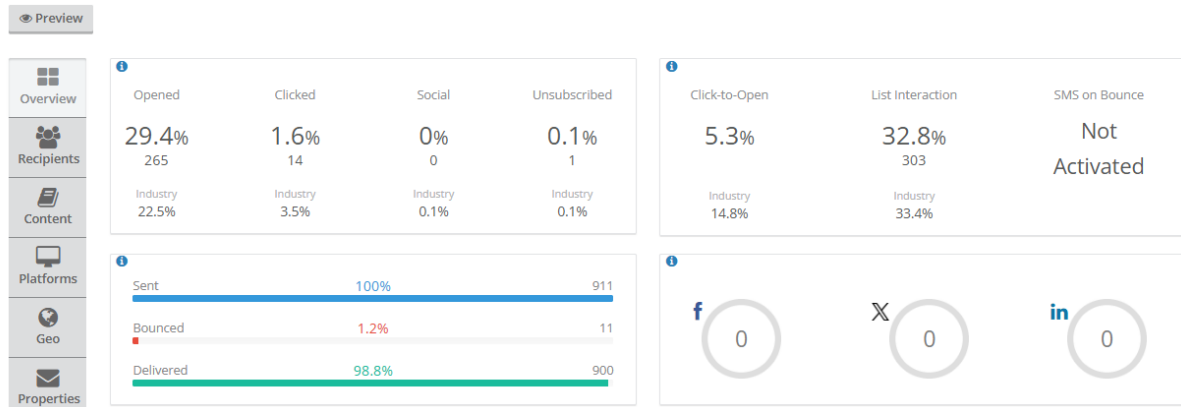
Newsletter stats:

The report link is live and updates regularly, the newsletter stats show that there was a 98.8% delivery rate, 29.4% (265) of the mailing list have opened the newsletter so far, 1.6% (14) click throughs, 5.3% click-to-open and 32.8% (303) list interactions.

Please see below screenshot of stats:

SCTIE Investment Newsletter | March 2025

South Coast Tourism & Investment Enterprise (SCTIE) Monthly Newsletter | March 2025



Please see screenshot of newsletter below:

SCTIE INVESTMENT NEWSLETTER | March 2025



It has been another productive quarter on the KZN South Coast as we continue to engage with local businesses and further explore the many ways we can collaborate on unlocking the region's vast investment potential. One area of significant focus has been property development, which is changing the face of the entire KZN South Coast.

I took the time to meet with the two local developers behind the impressive Renishaw Coastal Precinct and Umdoni Point Coastal Forest Estate. It was inspiring to hear how they have committed to increasing investment to the region, boosting local job creation, and positioning the KZN South Coast as a key real estate capital.

The scale of these developments is impressive, and the attention they are garnering – both domestically and from abroad – is indicative of the high demand for affordable coastal properties with high return on investment. Umdoni Point Coastal Forest Estate in Pennington has completed Phase 1, with Phase 2 currently underway. This will see more than 800 homes built in this estate where 72% has been retained for a conservation area.

A similar sentiment echoes across the 1,300-hectare Renishaw Coastal Precinct in Scottburgh, where some 80% will be retained for conservation use. Phase 1 of the development consists of Renishaw Hills – the first of five interconnected nodes that will make up this impressive precinct. Deals have already been finalised for the construction of a petrol station and convenience centre, as well as an upmarket shopping centre. Negotiations are also underway to build a church, school, hotel, and recreational facilities that will boost the profile of the region.

These are just two of the developments currently being constructed in our region, with the likes of Injabulo Lifestyle Estate, Serenity Hills, and Bahari Bay also attracting significant investment. We also welcome the construction of a new Checkers store in Port Shepstone. These developments will undoubtedly be further supported by government's ambitious plans to ramp up infrastructure through public-private partnerships, with new legislation supporting such collaborations and breaking red-tape barriers.

2.5. The Newly Developed KZN South Coast Investment Directory

The KZN South Coast Investment Directory is a comprehensive tool that has been developed to showcase the destination's investment opportunities to potential investors. The document has been created as an easy reference in identifying the investment projects throughout the KZN South Coast with concise projects descriptions, information on locations, status, ownership, investment value and job statistics.

From the coast through to the hinterland, the KZN South Coast has a wealth of untapped investment potential waiting for investors who are looking to branch out into the district and uncover opportunities. SCTIE is committed to identifying and unlocking the region's full investment potential by engaging with local and international role players to attract and assist investors.

Link to the Digital KZN South Coast Investment Directory:

<https://www.investkznsouthcoast.co.za/investment-directory/>



2.6. Digital Website and Social Media Platforms Advertising

1. Website Updates

The updates on the websites included:

- **Newsletter**

The Q3 investment newsletter has been uploaded to the website.

To access the latest version visit: <https://www.investkznsouthcoast.co.za/newsletter-march-2025/>

- **Investment Press Releases**

Enhancing SCTIE's Global Investment Reach Through Digitised Press Releases

SCTIE's digital agency has prioritised digitising all press releases which has become a powerful tool in helping to strengthen its global investment appeal. By prioritising **digital accessibility, SEO optimisation, and seamless social media integration**, these releases ensure high visibility among existing, as well as potential local and international investors and key stakeholders.

With **engaging content, high-quality visuals, and real-time updates**, the press releases, in this format, delivers impactful messaging that enhances credibility and trust. This streamlined approach not only promotes investment opportunities, but also fosters direct engagement, reinforcing SCTIE's position as a premier investment destination.

By embracing a **dynamic, data-driven communication strategy**, SCTIE continues to expand its digital footprint, maximising its reach within the global investment landscape and ensuring long-term influence in an evolving market.

3. Tourism Marketing, Promotion and Facilitation

3.1. Press Releases

| PRESS RELEASES – TOURISM | EARNED (PR) MEDIA EXPOSURE |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Celebrate the month of love with these epic KZN South Coast outdoor adventures | My PR, My Pressportal, My Durban, Marketing Spread, SA Today, Rove SA – (11/02) Buy PE, Visit KZN South Coast – (12/02) Tourism News Africa – (13/02) Spice4Life, African Safaris – (14/02) Purley Local – (24/02) |
| 7 reasons why the KZN South Coast is the perfect Easter getaway | My PR, My Pressportal, SA Today, Gauteng Online Lifestyle Magazine, Absolute Woman, Showbiz Scope, Visit KZN South Coast, Free-Mail, South African Lifestyle Mag – (19/02) Buy PE – (20/02) My Durban, Rove SA, In Bound – (21/02) Sawubona – (24/02) Rising Sun (Chatsworth), Rising Sun (Merebank) – (25/02) Rising Sun (North Coast), African Safaris, Tourism News Africa – (26/02) Rising Sun (Overport) – (27/02) Mother & Child – (01/03) Rising Sun Weekly – (05/03) |
| 8 unique team-building getaways to try on the KZN South Coast | Spice4Life, My ZA, My PR, My Pressportal, Marketing Spread, SA Today, Buy PE, Visit KZN South Coast, Free-Mail – (24/02) My Durban, Travel South Africa, South Coast Info, Margate Information, Activities South Africa, Rove SA, In Bound – (25/02) Tourism News Africa – (06/03) |

| | |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The countdown has begun! 5 reasons not to miss the Sardine Run on the KZN South Coast</p> | <p>Main News – (02/03) Business Tech, Visit KZN South Coast, Joburg Etc – (03/03) My ZA, My PR, My Pressportal, Marketing Spread, SA Today, Gauteng Online Lifestyle Magazine, Free-Mail, South African Lifestyle Mag, Rising Sun Newspapers, Absolute Travel – (04/03) Getaway, Tabloid Newspapers, My Durban – (05/03) Rove SA – (06/03) South Coast Herald (Mid South Coast Edition), African Safaris – (07/03) Rising Sun (Chatsworth), Rising Sun (Merebank) – (11/03) Rising Sun (North Coast) – (12/03)</p> |
| <p>Don't miss out on any of the KZN South Coast's Easter getaway specials and events!</p> | <p>Visit KZN South Coast – (10/03) My PR, My Pressportal, SA Today, Free-Mail (11/03) My Durban, Rove SA – (12/03)</p> |

3.2. Tourism Trade and Media Familiarisation Trips

SABC 3 Media Hosting

Date: 20 to 22 December 2024

In partnership with the KwaZulu-Natal Tourism and Film Authority (KZNTAFA), we hosted a media fam trip for SABC, showcasing the diverse tourism attractions and experiences available on the KZN South Coast. The SABC team visited Mac Banana, Ramsgate Beach, San Lameer and The Pont Holiday and Water Sports Resort. This resulted in valuable coverage on SABC 3, highlighting the KZN South Coast's appeal just ahead of the peak holiday season.

Meetings Africa Post Media and Buyers Fam Tip

Date: 27-28 February 2025

SCTIE, KwaZulu Natal Tourism Film & Authority and South African Tourism proudly hosted international buyers from Meetings Africa. They explored the stunning KZN South Coast, experiencing top attractions and conducting site inspections of key venues. This visit showcased our region's incredible Mice offerings, reinforcing its appeal as a premier business and events destination. They visited Blue Marlin All-Inclusive Seascape, San Lameer Hotel and The Gorge Private Game Spa.

South African Tourism – Sho't Left Campaign Seat at the Table

Date: 14- 16 March 2025

South African Tourism Sho't left, hosted the Seat At the Table 2025 event on the KZN South Coast, at Premier Resort Cutty Sark in Scottburgh, they arrived on Friday the 14th afternoon, in Durban by Shosholozza Meyl train, they were then shuttled to the KZN South Coast where the crew was warmly welcomed. Media houses were invited, influencers from all over South Africa, Public Figures and as well as well-known musicians.

The Saturday was the main event where everyone was treated for an unforgettable Easter Celebration as part of Shot Left Easter Campaign hosting. The event was designed to highlight the vibrant spirit of domestic travel during one of SA most cherished holidays. Offering families and friends a chance to explore hidden gems across the country and local communities to showcase their unique cultural heritage and culinary delights contributing to economic growth and community development.

3.3. Event Support

As always, we encourage families and friends to join us for events on the KZN South Coast and have continued to update our digital Events Guide with all local happenings. We encourage our tourism establishments to share any promotional events with us so that we can advertise them extensively through our Events Guide, press releases and social media platforms. We have updated the Events Guide ahead of Easter to boost members' bookings and promote any Easter specials.

3.4. Newsletters

One newsletter was issued to the approximately 700 subscribers in our Tourism Database in March 2025.

3.5. Digital Websites & Social Media activities

1. Website

JV Digital executed comprehensive back-end updates on the SCTIE website by routinely updating essential plugins to their latest versions. Plugins were tested for: compatibility with existing configurations and swiftly resolving conflicts through alternative solutions to minimise downtime. Performance monitoring was rigorously conducted post-update to ensure efficient operation of interactive elements.

Regular system audits were also carried out, including the optimisation of server configurations, updating of the CMS core, and fine-tuning of database performance to support high user volumes and complex interactions, thereby ensuring the website remains a dynamic, secure, and engaging digital platform for locals, tourists and potential investors alike.

To ensure our tourism website remains accessible and user-friendly, we've implemented numerous technical enhancements. These improvements have resulted in a 100% uptime, ensuring tourists reliably access features such as operator engagement, detailed listings and integrated Google Maps for seamless navigation. These tools facilitate bookings, purchases, accommodation reservations and dining options. The website's intuitive design is synchronised with the 'Explore KZN South Coast' app, which receives regular updates to provide a consistent and user-friendly experience across both web and mobile platforms.

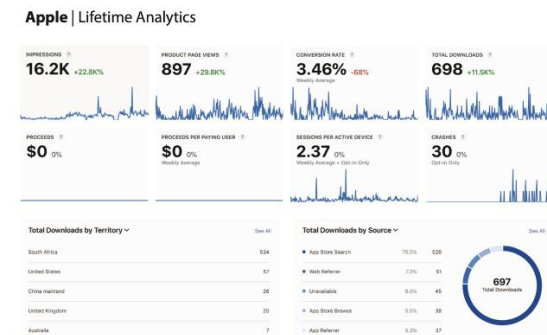
2. Mobile APP: Explore KZN South Coast

The 'Explore KZN South Coast' app syncs seamlessly with our tourism website, delivering real-time updates and accurate, user-friendly information. Visitors can book accommodation, find dining options and navigate the region with ease. This happens due to features like interactive Visitor Information Centres, Google Maps integration and an updated Events Guide. The app also serves as a valuable tool for investors, showcasing successful local businesses and enabling direct communication with owners to explore opportunities. Combining leisure and investment functionalities, the app provides up-to-date, accessible and detailed information for all users.

APPLE STATS

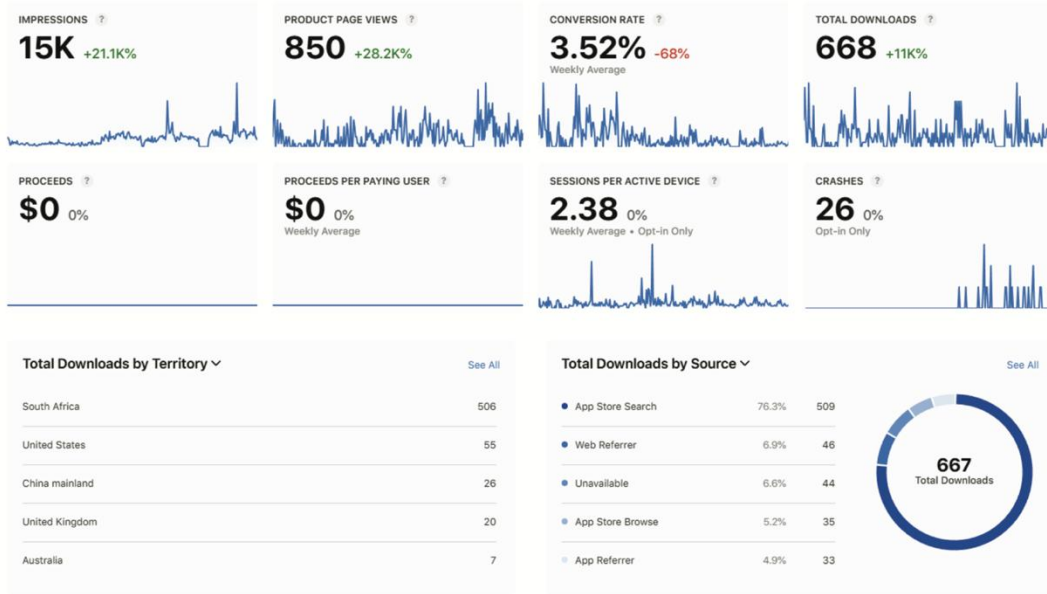
Apple App Update Summary

Total Downloads: The Apple app has reached **697** downloads, an increase from **668** in the previous report (December 2024).



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

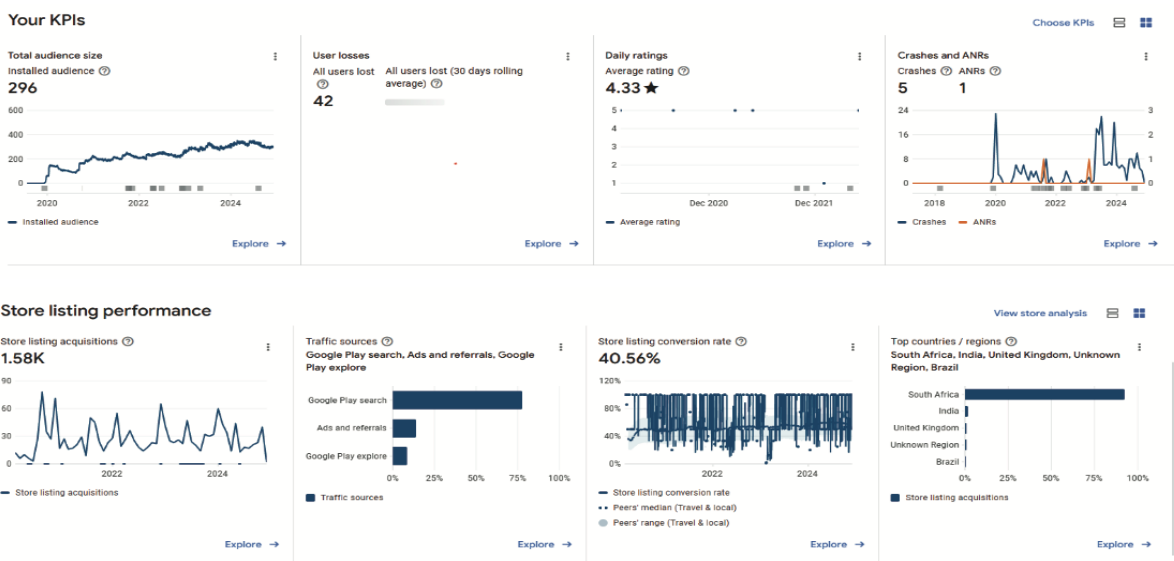
Apple | Lifetime Analytics



ANDROID STAT

Over the past 90 days, the Android application has accumulated a total of 261 downloads. This represents a decline compared to the 296 downloads recorded in our previous report from December 2024. The decrease in downloads may indicate shifting user engagement patterns, market trends or competitive factors influencing app performance.

Android | All Time



Social Media Performance:

META / FACEBOOK

| Description | 10 Dec 2024 – 10 Jan 2025 | 10 Jan 2025 – 10 Feb 2025 | 10 Feb 2024 – 10 March 2025 |
|----------------------------------|---------------------------|---------------------------|-----------------------------|
| Followers | 14402 | 14412 | 14545 |
| Net Follower Growth | 98 | 8 | 132 |
| Fans | 9731 | 9724 | 9736 |
| Net Page Likes | 20 | -3 | 16 |
| Published Posts | 20 | 17 | 36 |
| Impressions | 101995 | 9490 | 63403 |
| Engagement | 10009 | 196 | 4556 |
| Post Link Clicks | 178 | 3 | 74 |
| Other post click links | 9329 | 148 | 3826 |
| Engagement Rate (per impression) | 9.8 % | 2.1% | 7.2 % |

Due to restructuring at SCTIE, content posts were affected in January and February 2025.

TWITTER / X

| Description | 10 Dec 2024 – 10 Jan 2025 | 10 Jan 2025 – 10 Feb 2025 | 10 Feb 2024 – 10 March 2025 |
|-------------------|---------------------------|---------------------------|-----------------------------|
| Page Likes / Fans | 1087 | 1096 | 1102 |
| Net Follow growth | 10 | 9 | 7 |
| Published Posts | 11 | - | 26 |
| Impressions | 671 | 78 | 368 |
| Engagement | 27 | 0 | 27 |
| Post Link Clicks | 5 | 0 | 2 |
| Engagement Rate | 4 % | 0 % | 7.3 % |

Due to restructuring at SCTIE, content posts were affected in January and February 2025.

INSTAGRAM

| Description | 10 Dec 2024 – 10 Jan 2025 | 10 Jan 2025 – 10 Feb 2025 | 10 Feb 2024 – 10 March 2025 |
|---------------------|---------------------------|---------------------------|-----------------------------|
| Page Likes / Fans | 2787 | 2796 | 2805 |
| Net Follow Growth | 38 | 10 | 9 |
| Published Posts | 12 | 1 | 29 |
| Impressions | 4843 | 781 | 3056 |
| Organic Engagements | 159 | 25 | 110 |
| Engagement rate | 3.3 % | 3.2 % | 3.6 % |

Due to restructuring at SCTIE, content posts were affected in January and February 2025.

LINKEDIN

| Description | 10 Dec 2024 – 10 Jan 2025 | 10 Jan 2025 – 10 Feb 2025 | 10 Feb 2024 – 10 March 2025 |
|---------------------|---------------------------|---------------------------|-----------------------------|
| Followers | 396 | 401 | 405 |
| Net Follower Growth | 22 | 9 | 4 |
| Published Posts | 13 | 1 | 29 |

| | | | |
|----------------------------------|--------|-------|--------|
| Impressions | 357 | 74 | 215 |
| Engagements | 71 | 3 | 38 |
| Post Link Clicks | 64 | 4 | 31 |
| Engagement Rate (per impression) | 19.9 % | 4.1 % | 17.7 % |
| Video Views | 155 | 29 | 20 |

Due to restructuring at SCTIE, content posts were affected in January and February 2025.

YOUTUBE

| Description | 10 Dec 2024 – 10 Jan 2025 | 10 Jan 2025 – 10 Feb 2025 | 10 Feb 2024 – 10 March 2025 |
|-------------------------------|---------------------------|---------------------------|-----------------------------|
| Video Views | 625 | 401 | <u>317</u> |
| Estimated Minutes Watched | 7h 33m | 5h 4m | 3h 33m |
| Average View Duration | 45s | 47s | 42s |
| Average View Percentage | 62.2% | 60.8% | 55.8% |
| Engagements | 18 | 12 | 2 |
| Reactions | 8 | 7 | 2 |
| Likes | 9 | 7 | 2 |
| Dislikes | -1 | 0 | 0 |
| Comments | 0 | 0 | 0 |
| Shares | 6 | 2 | 0 |
| Subscribers Gained from video | 4 | 3 | 0 |
| Added to video playlist | 2 | 0 | 0 |

Research

We received great feedback from 200 tourism establishments that responded to our SCTIE Summer Occupancy Survey for November & December 2024. The results, which were released on 27 January 2025, were based on email responses to our questionnaire to gain insight into the region's performance during this peak tourism period.

- **Strong Occupancy Rates:** 66.5% of establishments had 70%+ occupancy, with 20% fully booked and 17% reaching 90-99%.
- **Guest Trends:** 53.5% reported week-long stays, and families (77.5%) were the largest visitor group.
- **Top Amenities & Attractions:** Free Wi-Fi (43.5%), pools (35%), and parking (29%) were in demand, while beaches (74.5%) and outdoor adventures (50.5%) were top draws.
- **Key Challenges:** The economy (31.5%), road conditions (31%), and water shortages (29%) impacted occupancy.

4. Tourism Facilitation

4.1. SMME Development and Support

Occupational Health and Safety Norms for Safe Tourism Operations

The forty tourism SMMEs who participated in the occupational health and safety training, received their certificates on the 30 March 2025. The free training was conducted by SCTIE in collaboration with NDT and EDTEA through the Tourism Sector Recovery Plan (TSRP) initiatives. 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.

Financial Management and Business Ownership Compliance Workshop

On 13 March 2025, SCTIE in partnership with Small Enterprise Development and Finance Agency (SEDFA) organized a financial management and business ownership compliance workshop for 20 SMMEs, held both virtually and physically at SEDFA offices in Port Shepstone. The training was aimed at providing money management skills to business owners to improve their business administration and generation of revenue.

Tourism Grading Programme

During the month of February 2025, Tourism Grading Council of South Africa (TGCSA) activated a one-month free grading opportunity for eligible tourism businesses to apply. With South Africa, preparing to host the G20 Summit in November 2025, TGCSA identified a need to uplift the standards of accommodation establishments. This initiative seeks to encourage businesses to apply for the star grading to be among the listed quality assured establishments in the country. SCTIE disseminated the information to local tourism businesses.

SMMEs Funding Opportunity

SCTIE encouraged local SMMEs to apply for the Women Advancement Fund during the month of January 2025. The funding was introduced by the KZN Office of the Premier for eligible women owned businesses and it was aimed at boosting the emerging and existing businesses in order to continue operating and improve employment opportunities.

Tourist Guides Association

SCTIE assisted the KZN South Coast Tourist Guides Association in the submission of annual reports to the Department of Social Development. All registered Non-Profit Organisations (NPOs) are required to submit their annual reports as part of keeping the NPO functional.

4.2. Youth Support

Tourism Monitors

The Tourism Monitors Programme in the Ugu District ran successfully from March 2024 to 17 March 2025. The programme was funded by the National Department of Tourism and implemented by Tourism World Academy in partnership with SCTIE, under the auspices of the Expanded Public Works Programme. It started with 27 learners and ended with 25. The

training involved mentorship and deployment of unemployed youth in identified tourism attractions and sites. The objectives of the programme included enhancing tourism safety awareness, upskilling of unemployed youth and reducing tourist vulnerabilities.

The key performance areas included but not limited to:

- patrolling within the identified attractions and sites;
- guarding of tourist buses and vehicles;
- raise tourism awareness and provide information to tourists;
- alert the South African Police Services (SAPS) of suspicious crime incidents (ears-and eyes of SAPS);
- report any crime incidents to SAPS or other relevant enforcement agencies;
- attend to crimes likely to affect tourists (i.e.) car hijacking, motor vehicles theft, robbery and burglary;
- assist in tourist victim support (tourist in distress); and
- Provide basic tourism information about local attractions.

Food and Beverage Quality Assurers Programme

Youth that participated in the 2023/2024 Food and Beverage Quality Assurers Programme, obtained their accredited certificates during their graduation ceremony which was held at Protea Elangeni Hotel in Durban on the 25 February 2025. The programme started with 25 learners and 18 of them completed the training. Fourteen (14) of the learners received employment mostly from the businesses who were giving them work experience during the training (host employers).

Assistant Chef Skills Programme – Ray Nkonyeni

The three months Assistant Chef programme in Ray Nkonyeni which was funded by CATHSSETA ended in December 2024. The project was implemented by Lungile Mchunu Consultancy (LMC) in partnership with SCTIE and EDTEA. Twenty learners were enrolled on a two months theory training at Tolomane Mnyayiza Youth Development Centre in Boboyi, Ray Nkonyeni then SCTIE assisted with sourcing of host employers for a one-month workplace training. The programme started with 20 learners and there were only two drop outs. The 18 successful learners will receive NQF Level 2 certificates in due course. At the end of the programme, one of the learners received a one-year renewable contract at the Grove Restaurant in Margate.

Other youth programmes that are still running in the KZN South Coast are as follows:

| Programme | Local Municipality | Funder | Implementer in partnership with SCTIE | Duration | No. of Interns | Stipend |
|--------------------------------|---------------------------|---------------|----------------------------------------------|-----------------|-----------------------|----------------------|
| Professional Cookery Programme | Umdoni | CATHSSETA | Tourism World Academy | 12 Months | 12 | No Stipend |
| Tour Guiding | Umzumbe | NDT | Tourism World Academy | 12 Months | 30 | R3500.00 per learner |

| | | | | | | |
|--------------------------------------|--------------------------------------------------------------------------------------------------|-------|-----------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------|--------------|
| National Skills Fund (NSF) Project | All 4 local Municipalities in the Ugu District | NDT | Tourism World Academy | 12 – 24 Months | 56 | R5000 - 6000 |
| Tourism Graduate Development Project | Ray Nkonyeni (Area where the programme is taking place. Graduates are from all four LMs). | EDTEA | EDTEA | 24 Months | 5 Graduates One graduate per local municipality (Umzumbe, Umdoni and Umuziwabantu. Two graduates are from Ray Nkonyeni | R7450.00 |

4.3. Tourism Product Support

Ntelezi Msani Heritage Centre

SCTIE applied for six tourism brown signs for Ntelezi Msani Heritage Centre to be installed on the provincial roads from the N2, Mthwalume offramp. The application was sent to the department in 2022. On 20 March 2025, SCTIE received an approval for only two signs that are closest to the facility. According to the department, they are only authorised to approve signs that are on the nearest routed roads, depending on the uniqueness of the tourism attraction.

The installation of Ntelezi Msani signage is part of SCTIE'S responsibilities as per the MOA signed between Ntelezi Msani Heritage Centre Foundation and SCTIE. SCTIE has already installed the signs on the local (Dingimbiza) and national (N2) roads.

KwaNdwalane Experience

On the 18 March 2025, SCTIE in partnership with SA Red Cross South Africa, conducted an onsite health and safety training for Kwa-Ndwalane experience SMMEs. The purpose of the training was to upskill the guides on safety guidelines when hosting visitors, given the nature of this adventure experience which is a hiking trail over the cliffs, forest and a waterfall.

KwaXolo Caves Adventures

The phase 2 of the project is in progress. It involves the construction of a multi-purpose building that will incorporate a restaurant, coffee shop, visitor ablutions and storage areas. Additional amenities under development include a guardroom, communal braai area, picnic sites, children's play area, water and sewer systems. Despite ongoing construction, the site remains open to visitors, demonstrating the area's resilience and ongoing appeal.

The constructor confirmed that completed work was at 40% (154 of 255 days) on the 14 March 2025. The project is behind schedule due to recent weather conditions, therefore the site handover had to be moved from March to May 2025.

The onsite labour was confirmed on the 14 March 2025, as follows:

| Category | Number of local labourers |
|----------------------------|---------------------------|
| Males below 35 years old | 4 |
| Males above 35 years old | 2 |
| Females below 35 years old | 6 |
| Females above 35 years old | 3 |
| CLO | 1 |
| Safety Officer | 1 |
| Total | 17 |

KwaXolo Caves Signage

The Department of Transport approved the installation of KwaXolo Caves signage on the provincial roads, P284, P732 and D1095. Seven tourism brown signs to be installed before the end of 2024/2025 financial year. SCTIE is in the process of manufacturing the signs.

5. Stakeholder Relations and Engagements

Area Tourism Committee Annual General Meeting

SCTIE is in the process of conducting the Area Tourism Committee Annual General Meetings at different parts of the South Coast from Scottburgh to Port Edward and inland. The purpose of the meetings is to renew Area Tourism Committees and to give annual report to stakeholders and local businesses. The first Area Tourism Committee AGM was held at Happy Wanderers Beach Resort in Umdoni on the 20 March 2025 and it was attended by 20 local tourism businesses. The rest of the areas will be covered in due course. The exercise is a progress towards forming the District Tourism Forum which will be participated by different stakeholders including investors.

KZN Tourism Master Plan, Implementation and Monitoring Committee Meeting

On 27 and 28 March 2025, SCTIE in partnership with EDTEA, hosted the provincial quarterly Tourism Master Plan Implementation and Monitoring Committee Meeting Umdoni. The first day of the meeting started with site visits to nearby Umdoni and Umzumbe tourism attractions and projects. The second day was a formal meeting at Sugar Beach Holiday Resort, with relevant stakeholders discussing tourism plans and providing progress reports of the existing and planned future projects. The Sugar Beach Management offered the venue free of charge as a support to tourism.



DR VUSUMUZI SIBIYA
Chief Executive Officer

| STRATEGIC OBJECTIVE: Goal 1: Investment Attraction: To market, promote, attract and facilitate investment | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------------------------------|-----------------|----------------|------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-------------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------|---------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| PROJECT | SUB-PROJECT REF. | SUB-PROJECT | PROJECT OBJECTIVE | ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT | UNIT OF MEASURE | ADJUSTED ANNUAL TARGET | ADJUSTED BUDGET | Q3: TARGET | Q3: ACTUAL | ACHIEVED / NOT ACHIEVED | CHALLENGES | MEASURES TO CORRECT | REVISED TIMELINE | Q3: TARGET Year to Date | Q3: ACTUAL Year to Date | ACHIEVED / NOT ACHIEVED | CHALLENGES | MEASURES TO CORRECT | REVISED TIMELINE | Q4: TARGET | PORTFOLIO OF EVIDENCE | | |
| Investment Governance, packaging, enabling & facilitation | 1.1.1.1 | District Investment Framework: Strategy, Plan, Institutional Arrangements & SOPS | To develop and get approved a district investment framework: strategy, plan, institutional arrangements and SOPS to guide how investments are dealt with in an inclusive, strategic and structured manner ensuring accountability and clear role and responsibility definition by end March 2025 | Approved by Board and Council Resolutions of Support by date | Date of Approval | 31 March 2025. | Operational | 31 March 2025. | - | NOT ACHIEVED | Timing issue- This draft will be presented to the Board on the 24 April 2025. | None | 15 June 2025. | 31 March 2025. | - | NOT ACHIEVED | Timing issue- This draft will be presented to the Board on the 24 April 2025. | None | 15 June 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 | Operational | N/A | N/A | - | - | - | - | N/A | N/A | - | - | - | - | R50 million | Report submitted to the Board with attached evidence (Meeting Resolutions, Investor Commitment to invest) | | |
| | 1.1.1.3 | Investment economic information | To consolidate existing business expansion and retention, and new business investment information bi-annually to feed into the state of the district economy report by due dates. | Bi-Annual Investment Information: investment queries, investment challenges, business retention, attraction, submitted to be included in State of the District Economy Report | Number of Investment Status Reports | 2 | Operational | N/A | N/A | - | - | - | - | 1 | 1 | ACHIEVED | - | - | - | - | 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 | R48 112 | 1 | 1 | ACHIEVED | - | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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 31 March 2025. | R450 000 | 2 | 0 | NOT ACHIEVED | Timing issue- There are 6 projects which have been submitted to ISA for funding support which will be presented to the Board on the 24 April 2025. | None | 15. June 2025 | 2 | 0 | NOT ACHIEVED | Timing issue- There are 6 projects which have been submitted to ISA for funding support which will be presented to the Board on the 24 April 2025. | None | 15. June 2025 | 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 | R66 667 | 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 | Operational | 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 | Operational | 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: - Ifafa Project - Umzumbe River Trails | Approved Project Plans with Implementation timelines. | Number | 2 | R131 580 | 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 Restuarant Precinct - St Micheals 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 | 3 | R118 000 | N/A | N/A | - | - | - | - | - | 3 | 0 | NOT ACHIEVED | With the delay with the appointment of the CEO, the review of these projects plans has been slow. | None | 15 June 2025. | 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 | R485 627 | 2 100 000 | 1 354 958 | NOT ACHIEVED | Due to cash flow challenges caused by the non-payment of the Ugu DM Grant, SCTIE had to reduce to scope with the Marketing Agency for Q3 & Q4. This re-negotiation took time, and we did not achieve the Q3 target. | Continued appeal for the release of grant funding from the Ugu District Municipality to negate further challenges. The Year to Date target has been met. | 15 June 2025. | R5 100 000 | R6 373 749 | ACHIEVED | - | - | - | - | - | 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 | R157 280 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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 | R8 000 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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 | R478 877 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 1 | Quarterly Investment Services website update report submitted by the Manager | |

| PROJECT | SUB-PROJECT REF. | SUB-PROJECT | PROJECT OBJECTIVE | ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT | UNIT OF MEASURE | ADJUSTED ANNUAL TARGET | ADJUSTED BUDGET | Q3: TARGET | Q3: ACTUAL | ACHIEVED / NOT ACHIEVED | CHALLENGES | MEASURES TO CORRECT | REVISED TIMELINE | Q3: TARGET Year to Date | Q3: ACTUAL Year to Date | ACHIEVED / NOT ACHIEVED | CHALLENGES | MEASURES TO CORRECT | REVISED TIMELINE | Q4: TARGET | PORTFOLIO OF EVIDENCE |
|---------|------------------|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------|------------------------|-----------------|----------------|----------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------|-------------------------|-------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|------------------|------------|--------------------------------------------------------------------------------------------|
| | 1.3.3.1 | Investment Marketing & Promotional Collateral | To develop and circulate a South Coast based Investment Brochure | Date of the South Coast Investment Brochures developed and circulated. | Date | 31 March 2025. | R482 000 | 31 March 2025. | 12 March 2025. | ACHIEVED | - | - | - | 31 March 2025. | 12 March 2025. | ACHIEVED | - | - | - | 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% | R195 000 | 25% | 23% | NOT ACHIEVED | Due to cash flow challenges, very little promotional collateral has been procured, pending further spend for Indaba in Q4 | None, pending the receipt of our grant funding, in particular from Ugu DM. | 15 June 2025. | 25% | 23% | NOT ACHIEVED | Due to cash flow challenges, very little promotional collateral has been procured, pending further spend for Indaba in Q4 | None, pending the receipt of our grant funding, in particular from Ugu DM. | 15 June 2025. | 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 | R600 000 | N/A | N/A | - | - | - | - | N/A | N/A | - | - | - | - | 30-Jun-25 | Report on the attendance and outcomes of and Conference held |
| | 1.3.4.2 | | 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 | R322 020 | 1 | 1 | ACHIEVED | - | - | - | 2 | 3 | ACHIEVED | - | - | - | 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 | 2 | R190 000 | N/A | 1 | ACHIEVED | - | - | - | 2 | 1 | NOT ACHIEVED | Due to the cashflow challenges, this target was amended at Mid Year, to include support provided. | Continued appeal for the release of grant funding from the Ugu District Municipality to negate further challenges. | 15 June 2025. | 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 | R93 293 | 1 | 1 | ACHIEVED | - | - | - | 3 | 4 | ACHIEVED | - | - | - | 1 | Fam Trip report as well as supporting evidence |

SCTIE Annual Performance Scorecard - 2025 - Quarter 3 reporting final

| STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------------------------------|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|--------------------------------|-----------------|------------|------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------|----------------------|-------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|--------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| PROJECT | SUB-PROJECT REF | SUB-PROJECT | SUB-PROJECT OBJECTIVE | ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT | UNIT OF MEASURE | ADJUSTED ANNUAL TARGET | ADJUSTED BUDGET | Q3: TARGET | Q3: ACTUAL | ACHIEVED / NOT ACHIEVED | CHALLENGES | MEASURES TO CORRECT | REVISED TIMELINE | Q3 :Cumulative Tageret | Q3: Achieved to date | Achieved / Not Achieved | Challenges | Corrective Measures | Revised date | Q4: TARGET | PORTFOLIO OF EVIDENCE | |
| 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. | R66 667 | N/A | 30 January 2025. | ACHIEVED | - | - | - | N/A | 30 January 2025. | ACHIEVED | - | - | - | 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 | 30 June 2025. | R66 667 | 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: - Umdoni - Umuziwabantu - Ray Nkonyeni - Umzumbe | Active implementation of the development programs which support Nodal development | Implementation of the Nodal Development Program | Percentage of program developed implemented | 60% Achievement (accumulative) | R263 343 | 40% | 50% | ACHIEVED | - | - | - | 40% | 50% | ACHIEVED | - | - | - | 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 | 4 | R160 000 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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 | 4 | Operational | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 1 | Reports submitted by the Managers of the project |
| Tourism Marketing, Attraction & Promotion | 2.3.1.1 | Brand exposure : Through Tourism Marketing Campaigns | To expose and manage the Brand of the South Coast through : travel and tourism platforms highlighting the diversity of the destination through Tourism Marketing Campaigns & PR: - Quarterly Seasonal Campaigns | Rand value of Brand Exposure in relation to the Tourism Marketing Budget | Rands | R23 000 000 | R950 784 | 6 500 000 | 4 923 422 | NOT ACHIEVED | Due to cash flow challenges caused by the non-payment of the Ugu DM Grant, SCTIE had to reduce to scope with the Marketing Agency for Q3 & Q4. This re-negotiation took time, and we did not achieve the Q3 target. | Continued appeal for the release of grant funding from the Ugu District Municipality to negate further challenges. The Year to Date target has been met. | 15 June 2025. | 16 500 000 | 24 591 741 | ACHIEVED | - | - | - | - | 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 | R449 741 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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 | R14 164 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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 | R60 000 | 1 | 1 | ACHIEVED | - | - | - | 2 | 2 | ACHIEVED | - | - | - | - | 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 | R239 438 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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 four packages to the South Coast. | Marketing workshops participated in during the year | Number of Workshops | 1 | R65 000 | NA | NA | - | - | - | - | 1 | 1 | ACHIEVED | - | - | - | - | NA | Report on the Workshop held submitted by the Manager |
| | 2.3.4.2 | | To create and showcase diverse tour packages during the year | South Coast Tour Packages created to improve geographic spread for tourists | Number of tour packages created | 4 | Operational | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 1 | Tour packages developed |
| | 2.3.5.1 | Tourism Promotional Material/Collateral | To showcase diverse destination tourism offerings on Collateral and promotional material | Promotional Material and Collateral Produced | % of budget | 50% (cumulative) | R50 000 | 25% | 81% | ACHIEVED | - | - | - | 25% | 81% | ACHIEVED | - | - | - | - | 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. | R244 909 | N/A | N/A | - | - | - | - | N/A | N/A | - | - | - | - | - | 15 June 2025. | Evidence of SC Information produced and available by date |
| | 2.3.5.3 | Tourism Trade Shows and Exhibitions | To participate in Exhibitions & Shows - e.g.: - SATSA Conf(Aug24) - SACCI tbc) - Meetings Africa, (Feb 25) - TME, (Feb 25) - WTM Africa (April 25) - Africa Tourism Indaba, (May 25) - SATSA Speed marketing (Aug24) - Rand Show (April 25) | Domestic exhibitions and trade shows as per annual plan/calendar participated | Number of exhibitions/trade shows as per plan. | 3 | R621 523 | 1 | 1 | ACHIEVED | - | - | - | 2 | 1 | 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), WTM Africa (9 - 11 April 2025),Rand Show (April 2025) & Africa Tourism Indaba (May 2025) | - | 30 June 2025. | 1 | Report on the Domestic Show / Exhibition participation submitted by the Manager |
| 2.3.5.4 | 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 | R73 861 | 3 | 3 | ACHIEVED | - | - | - | 7 | 10 | ACHIEVED | - | - | - | - | 3 | Fam Trip report as well as supporting evidence | |

SCTIE Annual Performance Scorecard - 2025 - Quarter 3 reporting final

STRATEGIC OBJECTIVE: Goal 3: Stakeholder Relations

| PROJECT REF | PROJECT | PROJECT OBJECTIVE | SUB-PROJECT | SUB-PROJECT OBJECTIVE | ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT | UNIT OF MEASURE | ADJUSTED ANNUAL TARGET | ADJUSTED BUDGET | Q3: TARGET | Q3: ACTUAL | ACHIEVED / NOT ACHIEVED | CHALLENGES | MEASURES TO CORRECT | REVISED TIMELINE | Q3 :Cumulative Target | Q3: Achieved to date | Achieved / Not Achieved | Challenges | Corrective Measures | Revised date | Q4: TARGET | PORTFOLIO OF EVIDENCE |
|-------------|--------------------|------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------|------------------------|-----------------|------------|------------|-------------------------|------------|---------------------|------------------|-----------------------|----------------------|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------|---------------|------------------------------------------------------------------------------------------------------------------|
| 3.1 | Stakeholder mana | To strengthen stakeholder relationships | Stakeholder Relations Management | Stakeholder Management Strategy and Plan | Approved Stakeholder Management Strategy | Date | 25 June 2025. | Operational | N/A | NA | - | - | - | - | N/A | NA | - | - | - | - | 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 | 100 | Operational | 0 | 13 | ACHIEVED | - | - | - | 100 | 92 | 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 | 15 June 2025. | 0 | 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 | 169 267 | 1 | 1 | ACHIEVED | - | - | - | 3 | 3 | ACHIEVED | - | - | - | 1 | Quarterly report on the engagements participated in to strengthen relations in Investment and Tourism activities |

| STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------|------------------------|------------------------|-----------------------------|-----------------------------|-------------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|--------------|-----------------------|----------------------------|----------------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|--------------|------------|-----------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| PROJECT | PROJECT OBJECTIVE | SUB-PROJECT REF. | SUB-PROJECT | ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT | UNIT OF MEASURE | ADJUSTED ANNUAL TARGET | ANNUAL Budget Adjusted | Q3: TARGET | ACTUAL: Q3 | Achieved / Not Achieved | Challenges | Corrective Measures | Revised Date | Q3 :Cumulative Target | Q3: Achieved to date | Achieved / Not Achieved | Challenges | Corrective Measures | Revised date | Q4: TARGET | PORTFOLIO OF EVIDENCE | | | |
| Performance Management | To develop and adopt credible strategic and operational plans timeously aligned to government's planning cycle and prescripts. | 5.1.1 | Strategic Plan review | Reviewed Strategic Plan approved by Board by date | Date of Strategic Plan Approval | 30 April 2025. | Operational | N/A | N/A | - | - | - | - | N/A | N/A | N/A | - | - | - | - | 30 April 2025. | Board Resolution of the Approval of the Strategic Plan. | | |
| | | 5.1.2 | Annual Performance Plan | Annual Performance Plan approved by Board by date | Date of Operational Plan Approval | 31 May 2025. | Operational | N/A | N/A | - | - | - | - | - | N/A | N/A | N/A | - | - | - | - | 31 May 2025. | Board Resolution of Approval | |
| | | 5.1.4 | | Annual Report for SCTIE adopted by Board | Date of Annual Report Adoption | 31 December 2024. | Operational | N/A | N/A | - | - | - | - | - | 31 December 2024. | 12 December 2024. | ACHIEVED | - | - | - | - | 0 | Board Resolution of Adoption, submission to the Ugu District Municipality | |
| | | 5.1.5 | | Mid-Year Performance Report adopted and submitted to the Ugu District Municipality by 20 January | Date of Mid-Year Report Adoption | 20 January 2025. | Operational | 20 January 2025. | 16 January 2025. | ACHIEVED | - | - | - | - | 20 January 2025. | 16 January 2025. | ACHIEVED | - | - | - | - | N/A | Board Resolution of Adoption, submission to the Ugu District Municipality | |
| | | 5.1.6 | | Quarterly Performance Review reports submitted to Ugu District by the 5th of the New Quarter | Number of reports | 4 | Operational | 1 | 1 | ACHIEVED | - | - | - | - | 3 | 3 | ACHIEVED | - | - | - | - | 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. | Operational | N/A | N/A | - | - | - | - | 31 October 2024. | 25 October 2024. | ACHIEVED | - | - | - | - | N/A | Risk Register and Fraud Risk Register submitted to the CEO by date | | |
| | | 5.2.2 | Annual Audit Plan | Annual Audit Plan approved by 31 October | Date | 31 October 2024. | Operational | N/A | N/A | - | - | - | - | 31 October 2024. | 25 October 2024. | ACHIEVED | - | - | - | - | N/A | Board Resolution of Adoption of Annual Audit Plan | | |
| | | 5.2.3 | Audit Committee | Number of Quarterly Audit Committee sittings. | Number per quarter | 4 | R145 491 | 1 | 1 | ACHIEVED | - | - | - | - | 3 | 4 | ACHIEVED | - | - | - | - | 1 | Audit Committee Minutes | |
| | | 5.2.7 | Auditor-General Management Report | Auditor-General Management Report and Audit Finding: SCTIE | AG Report Opinion | Unqualified Audit | R840 950 | NA | NA | - | - | - | - | - | Unqualified Audit Opinion | Unqualified Audit Opinion | ACHIEVED | - | - | - | - | - | - | AG Management Report Duly Signed off and Tabled. |
| | | 5.2.8 | Statutory Compliance | 100% Statutory compliance for Board | Percentage Compliance of Board meeting | 100% | Operational | 100% | 100% | ACHIEVED | - | - | - | - | 100% | 100% | ACHIEVED | - | - | - | - | 100% | Board Minutes. | |
| | | Report confirming statutory compliance with CIPC | | | 100% | Operational | 100% | 100% | ACHIEVED | - | - | - | - | 100% | 100% | ACHIEVED | - | - | - | - | 100% | Confirmation of changes effected to CoR 39. | | |
| | | 5.2.11 | | AGM with the Parent by date | 30 June 2025. | Operational | N/A | N/A | - | - | - | - | - | - | N/A | NA | - | - | - | - | - | - | 30 June 2024. | Agenda and Attendance Register for the AGM held, with Minutes from previous meeting held. |
| | | 5.2.12 | | Reviewed and updated Operational Policies Approved by date | 31 May 2025. | Operational | N/A | N/A | - | - | - | - | - | - | N/A | NA | - | - | - | - | - | - | 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. | Operational | N/A | N/A | - | - | - | - | N/A | NA | - | - | - | - | - | 31 May 2025. | Board Resolution Adopting Budget Policy | | |
| | | 5.3.2 | | S88: Mid Year Budget & Performance assessment report approved by date | By date | 20 January 2025. | Operational | 20 January 2025. | 16 January 2025. | ACHIEVED | - | - | - | - | 20 January 2025. | 16 January 2025. | ACHIEVED | - | - | - | - | - | Board resolution for the approval of the S88 Mid Year Performance assessment report, and submitted to Ugu District Municipality | |
| | | 5.3.4 | | First draft budget submitted to Ugu District Municipality 150 days before the start of the financial year | By Date | 31 January 2025. | Operational | 31 January 2025. | 16 January 2025. | ACHIEVED | - | - | - | - | 31 January 2025. | 22 January 2025. | ACHIEVED | - | - | - | - | - | 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. | Operational | 23 March 2025. | 20 March 2025. | ACHIEVED | - | - | - | - | 23 March 2025. | 20 March 2025. | ACHIEVED | - | - | - | - | - | - | Evidence of first Draft Budget tabled, and Submission to Ugu DM. |
| | | 5.3.6 | | Annual Budget approved by the Board 30 days before the start of the financial year | By Date | 31 May 2025. | Operational | N/A | N/A | - | - | - | - | - | N/A | N/A | - | - | - | - | - | - | 31 May 2025. | Board Resolution of Approval of Draft Budget & submission to Ugu |
| | | 5.3.7 | Working towards 50% Grant Funding - 50% Own funding | Funding Model Review - Own revenue generation - Sourcing of Project Funds | By Date | 30 October 2024. | Operational | N/A | N/A | - | - | - | - | - | - | N/A | N/A | N/A | - | - | - | - | N/A | Board resolution adopting the new Funding Model proposed |
| | | 5.3.7 | Financial In-Year Reporting | 12 Monthly Reports compiled and submitted by deadline. | Number of Reports by deadline. | 12 | Operational | 3 | 3 | ACHIEVED | - | - | - | - | 9 | 9 | ACHIEVED | - | - | - | - | 3 | Reports with submission dates. | |
| | | 5.3.8 | Annual Financial Statements | Draft AFS submitted to AG by date | Draft AFS submitted to AG by Date | 31 August 2024. | Operational | N/A | N/A | - | - | - | - | - | - | 31 August 2024. | 31 August 2024. | ACHIEVED | - | - | - | - | N/A | Draft AFS submitted to AG with acknowledgement of receipt. |
| | | 5.3.10 | | Adopted Annual Financial Statements by the Boards by date | Adopted AFS by date | 31 December 2024. | Operational | N/A | N/A | - | - | - | - | - | - | 31 December 2024. | 12 December 2024. | ACHIEVED | - | - | - | - | N/A | Board Resolution of AFS Adoption. |
| | | 5.3.11 | Operational Expenditure | Operational expenditure spend to plan | Percentage spend | 80% | R1 969 333.78 | 80% | 83% | ACHIEVED | - | - | - | - | 80% | 83% | ACHIEVED | - | - | - | - | 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 | R6 947 293.64 | 3x Monthly Payments by 25th | 3x Monthly Payments by 25th | ACHIEVED | - | - | - | - | 9x Monthly Payment by 25th | 9x Monthly Payment by 25th | ACHIEVED | - | - | - | - | 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 | R818 858 | 3x Monthly Payment by 25th | 3x Monthly Payment by 25th | ACHIEVED | - | - | - | - | 9x Monthly Payment by 25th | 9x Monthly Payment by 25th | ACHIEVED | - | - | - | - | 3x Monthly Payment by 25th | Salary Reports by date | |
| | | 5.3.14 | Capital Expenditure | % capital expenditure to plan. | % capital expenditure to plan. | 50% | R114 702 | 50% | 12% | NOT ACHIEVED | Only the very essential Capital Assets have been purchased due to non-payment of municipal grants | This target will not be achieved due to the non-payment of grants. | N/A | 50% | 12% | NOT ACHIEVED | Only the very essential Capital Assets have been purchased due to non-payment of municipal grants | This target will not be achieved due to the non-payment of grants. | N/A | 50% | Quarterly Reports. | | | |

| STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------------------------------------------|-------------------|------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------------------|-----------------------------|------------|-------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------|
| PROJECT | PROJECT OBJECTIVE | SUB-PROJECT REF. | SUB-PROJECT | ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT | UNIT OF MEASURE | ADJUSTED ANNUAL TARGET | ANNUAL Budget Adjusted | Q3: TARGET | ACTUAL: Q3 | Achieved / Not Achieved | Challenges | Corrective Measures | Revised Date | Q3 :Cumulative Target | Q3: Achieved to date | Achieved / Not Achieved | Challenges | Corrective Measures | Revised date | Q4: TARGET | PORTFOLIO OF EVIDENCE | |
| | | 5.3.15 | Fruitless & Wasteful Expenditure | Less than 1% Fruitless and Wasteful expenditure | Budget % spend fruitless and wasteful expenditure | Less than 1% | Operational | <1% | 0.06% | ACHIEVED | - | - | - | <1% | <1% | ACHIEVED | - | - | - | <1% | Board Reports and Minutes, and Register. | |
| | | 5.3.16 | Unauthorised Expenditure | Less than 1% unauthorised expenditure | Budget % spend unauthorised expenditure | Less than 1% | Operational | <1% | 0% | ACHIEVED | - | - | - | <1% | 0% | ACHIEVED | - | - | - | <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% | R17 761 404 | 100% | 7% | NOT ACHIEVED | Municipalities, and in particular Ugu District Municipality - do not adhere 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% | 7% | NOT ACHIEVED | Municipalities, and in particular Ugu District Municipality - do not adhere 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% | 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% | R429 793 | 80% | 96.00% | ACHIEVED | - | - | - | 80% | 96% | ACHIEVED | - | - | - | 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 | Operational | 1 666 667 | 2 673 855 | ACHIEVED | - | - | - | 16666667% | NA | ACHIEVED | - | - | - | 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 | 400% | Operational | 1 | 1 | ACHIEVED | - | - | - | 1 | 1 | ACHIEVED | - | - | - | 1 | Quarterly Reports | |
| | | 5.3.22 | BBBEE Reporting | 100% compliant implementation | % Compliance | Target removed for the year | | | | | | | | | | | | | | | | |
| | | 5.3.23 | Asset Register | 100% compliant Asset Register implementation | % Compliance | 100% | Operational | 100% | 100% | ACHIEVED | - | - | - | 100% | 100% | ACHIEVED | - | - | - | 100% | Quarterly Reports | |
| | | Corporate Service & HR | To ensure HR matters are compliant and enable core functions to be performed. | 5.4.1 | Staffing | 100% posts in structure filled. | % filled posts in structure | 100% | Operational | 100% | 78% | NOT ACHIEVED | Due to the non-payment of the Ugu DM Grant, it would be irresponsible for SCTIE to advertise and appoint personnel with the uncertainty of receiving its grants. | Pending the finalisation of the new Strategy and organogram, and the receipt of funding to afford the posts | 15 June 2025. | 100% | 78% | NOT ACHIEVED | Due to the non-payment of the Ugu DM Grant, it would be irresponsible for SCTIE to advertise and appoint personnel with the uncertainty of receiving its grants. | Pending the finalisation of the new Strategy and organogram, and the receipt of funding to afford the posts | 15 June 2025. | 100% |
| 5.4.3 | Staff Development | | | Plan Development by date | Date | 30 December 2024. | R32 750 | N/A | N/A | - | - | - | - | 30 December 2024. | 13 December 2024. | ACHIEVED | - | - | - | 100% | Quarterly Reports | |
| 5.4.4 | Staff Performance | | | 100% relevant staff with signed annual performance plans by date of 31 July | % staff with signed annual plans by 31 July | 100% | Operational | N/A | N/A | - | - | - | - | 100% | 100% | ACHIEVED | - | - | - | N/A | Duly Signed Annual Performance Plans | |
| 5.4.5 | | | | Implementation Individual Performance Management Systems (IPMS) | % Implementation of IPMS | 100% | Operational | 100% | 100% | ACHIEVED | - | - | - | 100% | 100% | ACHIEVED | - | - | - | 100% | Quarterly Performance Reports | |