

# SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 4: Performance Report  
30 June 2025

*Approved by the Board of Directors: 31 July 2025*

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# 1. Executive Summary

This executive summary presents a high-level overview of the South Coast Tourism and Investment Enterprise's (SCTIE) operational and financial performance for Quarter 4 of the 2024/2025 fiscal year, with specific reference to strategic investment outcomes, fiscal discipline, marketing and tourism development activities, and the governance environment—particularly intergovernmental dynamics involving Cooperative Governance and Traditional Affairs (COGTA).

## Performance Overview

For Quarter 4, SCTIE was tasked with delivering 54 performance targets. Of these:

- **81% (44 targets)** were successfully achieved,
- **19% (10 targets)** were not achieved.

The variance is attributable primarily to the **realignment of the Annual Performance Scorecard** and **cash flow constraints** during the reporting period. For clarity and consistency, comparative figures for FY2023/2024 are reported separately.

## Grant Funding Status: FY2024/2025

SCTIE's operations remain heavily reliant on grant contributions from local municipalities, guided by Service Level Agreements (SLAs). The status of contributions is as follows:

- ❖ **Umdoni Municipality:** Fully compliant with SLA; full payment received.
- ❖ **Umzumbe Municipality:** Fully compliant; full payment received.
- ❖ **Umuziwabantu Municipality:** Partial SLA compliance; outstanding balance of **R701,898.80**, due April 2025, will be carried into the new fiscal year.
- ❖ **Ray Nkonyeni Municipality:** Fully compliant; full payment received.
- ❖ **Ugu District Municipality:** Material non-compliance with SLA; only **R3.8 million** received against an adjusted grant invoice of **R9.66 million** submitted in May 2025. The cumulative outstanding balance stands at **R32,670,032**, rolled into FY2025/2026.

Additionally, a **2023 outstanding amount of R2 million** remains unpaid, contingent on Ugu's settlement of intergovernmental debt. This matter forms part of an ongoing **COGTA-led intervention**. A meeting held on 10 March 2025 with Ms. T. Dinga and COGTA officials revealed that the originally appointed dispute facilitator has been seconded elsewhere, and a replacement is pending.

## Expenditure Highlights

Operational expenditure for the quarter was tightly controlled due to liquidity constraints. Key allocations include:

### Investment and Tourism Development Costs:

- Travel Indaba (Durban ICC) and Investment Conference (Cutty Sark Hotel): **~R420,000**
- Ugu Jazz Festival sponsorship: **R1,000,000**, aligned with Ugu Council and Board resolutions; categorized under MICE (Meetings, Incentives, Conferences, Exhibitions) expenditure.

### Compensation and Governance Costs:

- Salaries for staff, board fees, and audit committee honoraria were fully paid up to **30 June 2025**.

### **Taxation and Compliance Liabilities**

SCTIE remains in a vulnerable tax position, with outstanding VAT obligations summarized as follows:

- **VAT Readjustment (Previously Reported):**
  - Liability to SARS: **R1,035,400**, excluding interest to date.
- **VAT on 2025 Annual Grant (Proforma Invoice):**
  - Additional liability: **R1,260,000**.
- **Total Outstanding VAT Liability:**
  - **R2,295,400**, which SCTIE is currently unable to settle due to significant cash flow limitations.

### **Tourism Highlights**

During Q4, South Coast Tourism and Investment Enterprise (SCTIE) actively supported tourism growth by creating platforms for SMMEs through initiatives like Africa's Travel Indaba, craft exhibitions, and capacity-building workshops. Youth development remained a priority with ongoing programmes including in-service training for tourism students, a professional cookery course, and tour guiding projects. SCTIE also made strides on the international stage, as its entry into the UN Tourism's Best Tourism Village competition was selected among South Africa's top 8. Infrastructure developments were evident in KwaXolo Caves Adventures, where SCTIE completed the manufacturing and installation of brown tourism signs in collaboration with relevant stakeholders.

In addition, SCTIE engaged in multiple strategic partnerships and community outreach efforts. These included youth awareness campaigns in KwaNzimakwe and KwaXolo, identifying recreational dam projects with EDTEA, and participating in the Media and Developmental Communication Networking Session to improve media-government relations. SCTIE also contributed to governance and policy development through meetings such as the Umdoni Area Tourism AGM and the KZN Tourism Master Plan committee session, focusing on marine tourism and heritage programmes. These activities illustrate SCTIE's multifaceted approach to growing tourism and strengthening regional collaboration.

### **Marketing Highlights**

The marketing efforts of SCTIE this quarter centered on attracting investment and strengthening stakeholder partnerships to highlight the KZN South Coast's economic potential. A highlight was being honored with the Best Functional District Development Agency in KZN award at the KZN COGTA Municipal Excellence Awards, affirming SCTIE's impact in promoting tourism and investment. Key engagements included participation in the SALGA Municipal Investment & Development Trade Show, where themes such as investor support and the evolving role of municipalities were explored.

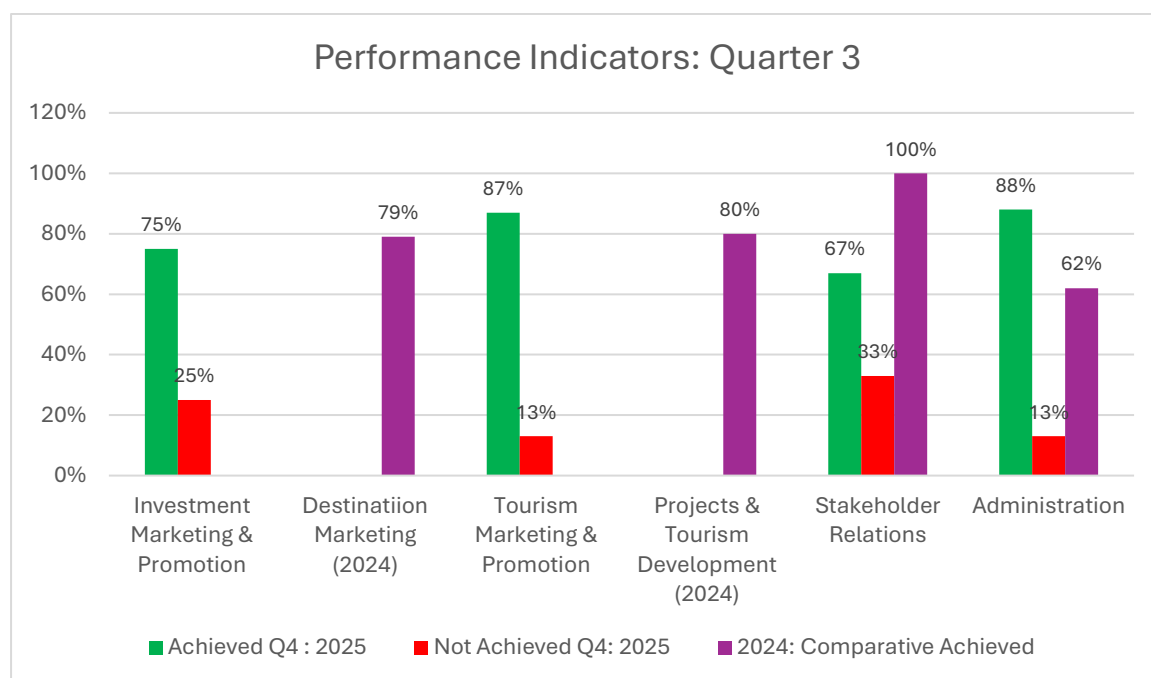
Collaboration continued with local government through the Umdoni Investment Seminar, reinforcing SCTIE's proactive approach to economic development. A significant milestone was the signing of a Memorandum of Understanding with developers of Renishaw Hills, Serenity Hills, and Umdoni Point Coastal Forest Estate. This agreement established a strategic partnership aimed at maximising the tourism and investment potential of these developments. SCTIE's forward-looking approach reflects a sustained commitment to regional growth, socio-economic upliftment, and inclusive transformation.

In conclusion, While SCTIE has demonstrated strong performance delivery despite fiscal adversity, the organization's sustainability remains contingent upon timely municipal grant disbursements, resolution of the Ugu District dispute, and urgent attention to SARS-related liabilities. Board-level support and continued intergovernmental facilitation via COGTA will be critical to stabilizing operations going into FY2025/2026.

## 1.1. Performance scorecard: Quarter 4/2025

In terms of quarter 4 – 2025, SCTIE had 54 targets for the quarter of which we Achieved 81% (44/54) and did Not Achieved 19% (10/54).

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 again consistently experienced during quarter– however full details are included on the Performance Scorecard as annexed hereto.

## 1.2. Finance

### 1.2.1. 2025 - Annual Grants status:

- i) **Umdoni** – The final R72 710 , was received in May 2025.
- ii) **Umzumbe** – Invoiced: R 2 631 345.60. Paid in full I August 2024.
- iii) **Umuziwabantu** – Invoiced: R1 701 898.80, which R1 000 000.00 was received. The balance of R R701 898.80, was expected in April 2025 however, has not been received. The outstanding balance will be carried forward into the new financial year.
- iv) **Ray Nkonyeni** – the final amount of R1 044 415.05 relating to the 2025 grant, was received on 30 June 2025.  
The outstanding 2023 portion of R2 000 000 will be paid once Ugu have settled their intergovernmental debt, and forms part of the COGTA Intervention support requested.

- v) **Ugu District Municipality** - has not been able to meet its grant commitment towards the 2025 financial year. A proforma invoice was submitted in May 2025 for the adjusted grant figure of R9 660 000.00. A total amount of R3 800 000 has been received from Ugu, which includes the R1 000 000 which was paid to the Ugu Jazz Festival as per the Council resolution.

The full outstanding balance being R32 670 032

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.

We were advised after additional follow-ups, that our facilitator had been seconded to another institution, and a new facilitator would need to be appointed.

#### **Expenditure :**

1. Only the very basic operational expenses have incurred along with a very basic costing for Investment Marketing activities and Developmental activities. With the procurement of space at the Travel Indaba held in Durban, a stand was also needed. This costing a total of approximately R320 000. SCTIE also supported the Ugu Jazz Festival in line with the Ugu Council and Board resolutions in June to the amount of R1 000 000, which was accommodated through the outstanding grant debt due by the municipality of R1 000 000.000, which has contributed largely to our MICE expenditure.
2. Staff salaries, Board fees and Audit committee expenses have been paid up to date to 30 June 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.  
Furthermore, SCTIE should also be paying the VAT to SARS on the 2025 Annual Grant invoice raised as a proforma in May, being R1 260 000.00, which we also, do not have the funds to pay.

### 1.2.1.1. Income Statement : 30 June 2025

<b>Revenue</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>Own Revenue</b>	459 690.95	429 793.00	29 897.95
<b>Municipal Grants</b>	17 761 404.00	17 761 404.00	0.00
<b>Gross Profit</b>	18 221 094.95	18 191 197.00	29 897.95
<b>Ependiture</b>			
<b>Board expenditure</b>	746 399.74	818 858.00	72 458.26
<b>Employee Costs</b>	5 784 779.76	6 947 292.00	1 162 512.24
<b>Operational Costs</b>	2 284 015.53	3 031 575.00	747 559.47
<b>Marketing Costs</b>	2 789 394.45	5 724 515.00	2 935 120.55
<b>Projects &amp; Development costs</b>	111 199.24	1 228 035.00	2 233 671.52
<b>Research costs</b>	3 000.00	200 000.00	197 000.00
<b>Stakeholder relations costs</b>	85 108.25	169 266.00	84 157.75
<b>Total Expenditure</b>	11 803 896.97	18 119 541.00	7 432 479.79
<b>Surplus / (Loss) to date</b>	6 417 197.98	71 656.00	- 7 402 581.84

We anticipate some minor changes to these figures for the overall annual figures, once the year end adjustments have been finalised.

### 1.2.1.2. Balance Sheet as at 30 June 2025

<b>Assets</b>		
<b>Non-Current Assets</b>		
Fixed Assets	466 500	
Investment Property	9 406 111	
	9 872 611	
<b>Current Assets</b>		
Debtors	35 371 450	10 319 249.02
less: Debt Impairment	- 25 052 201	
Cash at Bank - Primary accounts	1 095 797	1 104 361.03
- Call account	7 014	
- Special Projects ( OSS)	1 045	
Petty Cash	504	
Deposits	86 432	
Accrued income	2 143	
Prepaid expenses	-	
Vat - Receivable	552 424	
	12 064 609	
<b>Total Assets</b>	<b>21 937 220</b>	
	-	
<b>Liabilities</b>		
SARS - VAT payable	2 444 662	1 892 239
Staff Control	296 306	
Accruals	54 824	
Suppliers	410 089	
Provisions - Leave	401 191	
Provisions - Performance Bonuses	312 598	
Operating Lease liabilities	-	
Unallocated deposits	1 150	
Conditional Grant	55 500	
<b>Total Liabilities</b>	<b>3 976 321</b>	
<b>Net Assets</b>	<b>17 960 899</b>	
Ordinary Shares	200	
Accumulated Surplus	11 543 501	
Surplus / (Loss): Current Year	6 417 198	
<b>Total Net Assets</b>	<b>17 960 899</b>	

### 1.2.1.3. Financial ratios: 30 June 2025

<b>5.3.11.: Operational expenditure Spend</b>						
Annual Target :	80%					
Quarterly Target to date	75%					
Total Spend to Date		2 284 015.53				
Total Budget to date		3 031 575.00				
Percentage spend year to date :		75%				
<b>5.3.14: Capital Expenditure spend to plan</b>						
Annual Target	50%					
Quarter Target to date	9%					
		<b>Computers</b>	<b>Furniture &amp; Fittings</b>	<b>Vehicles</b>	<b>Total</b>	
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		70 953.00	43 748.86	0.00	114 701.86	
Percentage spend year to date :		1%	22%	0%	9%	
		Only the very basic capital purchases have been made: i) UPS ii) Data Projector iii) Vacume cleaner				
<b>5.3.15: Fruitless &amp; Wasteful expenditure</b>						
Target:	Less than 1% of Budget					
Fruitless & Wasteful exepnditure		18 788.20	This will increase once the revised VAT 201: June 2024 is submitted.			
Budget to date :		11 803 896.97	will increase to approximately R120 000.00			
Percentage F& W year to date		0.16%				

<b>5.3.8.1: Grant Funding Received</b>							
Annual Target	100% Revenue Received as per plan						
Quarterly Target	100% Revenue Received as per plan						
Grant Funding raised		17 761 404.00			<div>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.  This includes the now reduced contribution from Ugu DM.</div>		
Outstanding Debtors : per Age Analysis		9 010 346.78		10 361 899			
	Revenue received	8 751 057.22					
	Percentage received	49%					
<b>5.3.10.1: Operational Revenue Received</b>							
Annual Target	90% Revenue Received as per plan						
Quarterly Target	30% Revenue received						
Revenue Raised		459 690.95					
Outstanding Debtors : per Age Analysis		0.00		0			
	Revenue received	459 690.95					
	Percentage received	100%					
<b>5.3.12 : Annual Procurement Plan</b>							
Target:	100% SCM Implementation to Plan						
Actual Spend		2 988 701.94					
Annual Budget to Date		7 321 816.00					
	% SCM Implemented to date	41%					

Cash Coverage Ratio : 3 months					
Cash / Cost Coverage Ratio (Excl. Unspent Conditional Grants)	((Cash and Cash Equivalents - Unspent Conditional Grants - Overdraft) + Short Term Investment) / Monthly Fixed Operational Expenditure excluding (Depreciation, Amortisation, Provision for Bad Debts, Impairment and Loss on Disposal of Assets)	Statement of Financial Position, Statement of Financial Performance, Notes to the AFS, Budget, In year Reports and AR	1 - 3 Months		1 Month
				Cash and cash eq	1 104 361
				Unspent Condition	55 500
				Total Annual Operational Expenditure	18 119 541
This calcuation does not take into account - the large VAT payment which remains outstanding : R1 035 000 - June 2024 and R1 260 000 - 2025 (totalling R2 295 000)					
Current Ratio : 2:1					
Current Assets / Current Liabilities	Statement of Financial Position, Budget, IDP and AR	1.5 - 2:1		3.03	
			Current Assets	12 064 609	
			Current Liabilities	3 976 321	
Whilst accurate - this calculationis 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) × 365	Statement of Financial Performance, Notes to AFS, Budget, In-Year reports and AR	30 days		50 days
				Trade Creditors	410 191
				General expenses	2 988 702
<p>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 <b>R87 401 per month</b>)</p> <p>Further to this, an additional R358 194.96 invoice has also been received from the AG for which a 4 month payment plan has been requested at <b>R87 717.02 per month</b>.</p> <p><b>Further to this, with the non-adherence of Ugu to meet their grant commitments, SCTIE have not been able to settle suppliers that were due at the end of May and June 2025.</b></p> <p><b>With the receipt of the balance of the Ray Nkonyeni LM grant after close of business on 30 June, creditors and Sars PAYE was brought up to date on the 1 July 2025.</b></p>					
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%		124%
				Employee/personnel related cost	5 784 780
				Councillors Remuneration	746 400
				Total Operating Expenditure	5 272 717
<p>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</p>					

### 1.2.1.4. Cash Flow estimates

<b>Cash Flow : Estimate</b>	<b>Total outstanding for 30 June 2024</b>	<b>Invoiced: 1 July 2024</b>	<b>23.04.2025</b>	<b>25.05.2025</b>	<b>25.06.2025</b>	<b>Arrears / Unpaid May - June</b>
<b>Opening balance</b>			<b>1 265 288</b>	<b>597 028</b>	<b>268 917</b>	<b>1 152 287</b>
Ugu District Municipality - 2024/2025	25 060 032	18 415 024	500 000	500 000	550 000	
- Ugu Jazz Festival					1 000 000	
Ray Nkonyeni - 2022/2023	2 000 000				-	
Ray Nkonyeni - 2024/2025		4 177 660			1 044 415	
Umuziwabantu - 2024/2025		1 701 899				
Umdoni Municipality		2 524 710		72 710	-	
Umkumbe - Invoiced		2 361 346				
<b>Total Cash Receipts</b>	<b>46 653 634</b>	<b>29 180 638</b>	<b>500 000</b>	<b>572 710</b>	<b>2 594 415</b>	<b>0</b>
<b>Total In Bank</b>			<b>1 765 288</b>	<b>1 169 738</b>	<b>2 863 332</b>	<b>1 152 287</b>
<b>Expenditure</b>						
Staff Salaries - (Gross salary) - 24 of Month						
- Junior staff			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	
- CEO - new appointment			83 333	83 333	83 333	
Performance Bonuses - S57 (per AFS provision)						223 598
- Company costs : Medical/Pension / SDL / UIF			96 000	161 988		161 998
Board fees -			119 532	55 187	55 187	
Audit Committee			-	-		40 000
<b>Critical Accounts</b>						
- Office operations				16 000	5 000	
- Telkom			10 000	9 000		9 650
- Rental			83 000		80 000	-
- Fuel			3 600	3 500	3 500	
- Auditor general #1			87 401			174 803
- Auditor general #2			87 717			87 717
- Insurance - Monthly - Directors			555	555	555	
Ifafa (Eskom )			4 500	3 500		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
<b>VAT on AG adjustments</b>						1 050 000
<b>- Vat due on the Ugu 2025 Grant invoiced</b>						1 260 000
<b>Workmens Compensation Commission</b>						39 541
Stationary / Cleaning			4 200	4 200	4 200	4 200
Diamatrix			738	738	738	
Bidtrack			824	824	824	
<b>Destination Marketing : Investment &amp; Tourism : Core</b>			118 151		80 000	90 000
Marketing issues:						
Shows :						
- Indaba Stand				149 500		
- S&T				6 788		
<b>Ugu Jazz Festival</b>					1 000 000	
<b>Stakeholder Relations (Strat plan / Conference)</b>			58 000	35 000	35 000	
<b>Capital Requirements</b>			-	-		65 000
<b>0</b>						
<b>Total Expenditure</b>		<b>0</b>	<b>1 168 260</b>	<b>900 821</b>	<b>1 711 045</b>	<b>3 219 007</b>
<b>Balance bank</b>			<b>597 028</b>	<b>268 917</b>	<b>1 152 287</b>	<b>-2 066 720</b>

## 1.2.2. Tenders: Implementation NSF Award

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

Please note that the formal submission requesting reinstatement of the project is on-route for approval by the DG, DHET.

Communication was received on the 7<sup>th</sup> July 2025, advising that a formal submission has been done to the Director General, DHET for project reinstatement.

Further to this, management have requested a meeting to discuss this project further.

## 1.2.3. Human Resources

### 1.2.3.1. Appointments: - No appointments made in Quarter 4.

### 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.

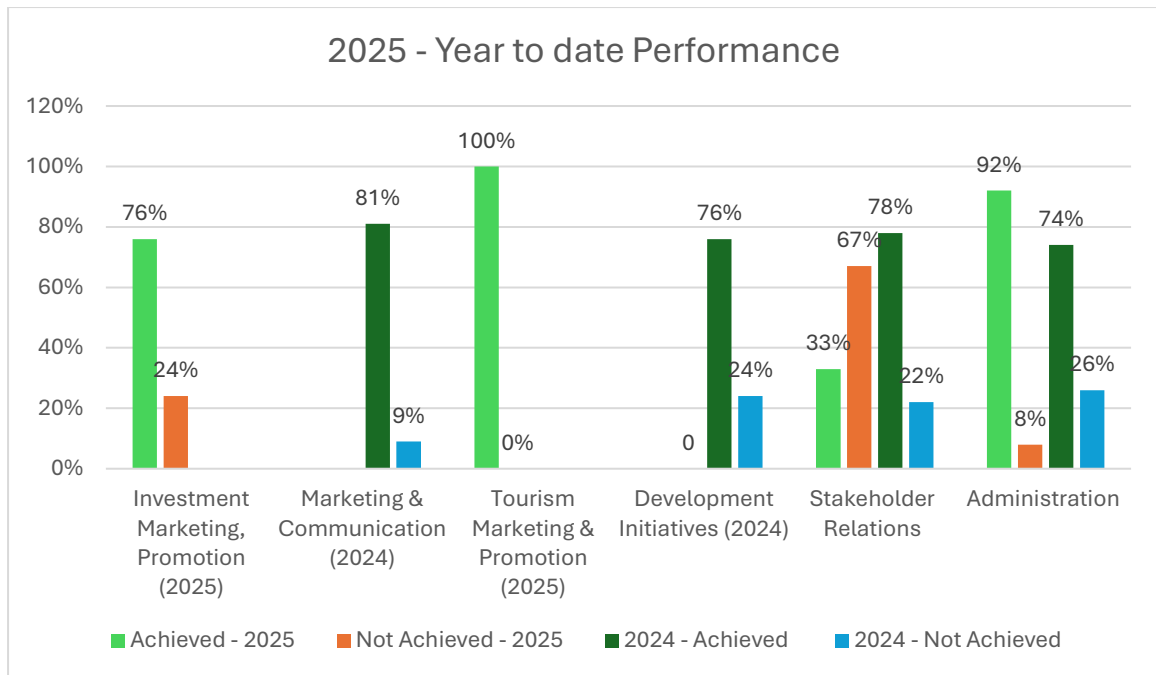
#### iv) **Manager: Investment Projects & Development.**

Post vacant since 7 June 2024.

### 1.2.3.3. Year to date Performance

For overall performance at the end of Quarter 4, SCTIE Achieved 86% (55/64) and did Not Achieved 14% (9/64), this in comparison to 2024 of Achieved 77% and Not Achieved 23%.

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



#### 1.2.4. 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.

##### **Q4 Theme – ‘Sardine Fever is Here’**

###### **Tourism Themed Campaign**

The Sardine Run is one of the world’s most spectacular ocean events, attracting adventure seekers, nature lovers and ocean enthusiasts to the KZN South Coast. This quarter, we leveraged the world-famous phenomenon to attract visitors by promoting our many ocean-based activities, local events and great venues on the KZN South Coast.

The ocean comes alive as the annual Sardine Run, the planet’s greatest biomass migration, sweeps across the KZN South Coast, creating a spectacle like no other! As shimmering schools of silver sardines pass close to the shoreline, they attract a variety of marine predators, from dolphins and sharks below to seabirds above, creating an ocean spectacle unlike any other.

This is the perfect time to visit the KZN South Coast and experience the Sardine Run through any number of ocean-based activities. Whether you're diving into the action snorkelling, scuba diving or freediving, going for that record catch deep-sea fishing; or simply witnessing nature's display from our Blue Flag beaches and viewing decks – there's a Sardine Run experience for you!

Book your trip now and experience this natural phenomenon first-hand. The adventure of a lifetime awaits on the KZN South Coast!

#### **Local Tourism Awareness Campaign: 'Sardine Fever is Here – Get Visitor Ready!'**

This campaign encourages South Coast Residents to embrace and celebrate this natural phenomenon while supporting local tourism businesses.

Encourage locals to explore ocean-based activities and experience the event first hand. Ocean Safety, promote fishing spots, fishing licences etc.

#### **Tourism Awareness Campaign Objectives:**

Encourage local businesses to promote the Sardine Run as a must-experience phenomenon to guests and visitors and build hype around the phenomenon.

Highlight ocean-based activities including scuba diving, shark cage diving, deep-sea fishing, surfing, snorkelling and boat tours. Also mention shore-based viewing and bird's eye view opportunities.

SCTIE to engage local businesses (accommodation, tour operators and restaurants) to offer sardine themed packages.

#### **Marketing Objectives Included:**

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

#### **The following marketing elements were harnessed to maximise marketing efforts:**

- Social Media
- Advertising for Q4 included digital adverts posted to SCTIE platforms Instagram, Meta, X and LinkedIn.
- Public Relations
- Fam Trips
- App

Due to budget constraints during Q4, advertising was mostly digital adverts and Safari Africa.

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

- Blue Flag and Tidal Pools
- Outdoor-Hiking-Adventure
- Sardine Run and Ocean Activities
- Fishing Spots
- ATI - Indaba Social Media
- Sardine Web Image 1920x600
- Safari Africa Collateral

During this quarter 156 free media exposure articles was generated.

A total of R5 380 317 (five million, three hundred and eighty thousand, three hundred and seventeen rand) worth of AVE media exposure.

AVE: R5 380 317

Print: R1 809 206

Broadcast: R105 929

Online: R3 465 182

## 2. Tourism Marketing, Promotion and Facilitation

### 2.1. Press Releases

PRESS RELEASES – TOURISM	EARNED (PR) MEDIA EXPOSURE
The KZN South Coast Has Sardine Fever! 7 Great Ways to Witness the Greatest Shoal on Earth	<p>IOL, The Star, Msn, MyPR, My Pressportal, Marketing Spread, South Africa Today, Visit KZN South Coast, Free-Mail, Witness– (09/04)</p> <p>IOL, My Durban, Rove SA, Rising Sun Newspapers – (10/04)</p> <p>Sunday Tribune, The Citizen (Network News) – (13/04)</p> <p>Rising Sun (Chatsworth) – (15/04)</p> <p>South Coast Herald – (21/04)</p> <p>South Coast Fever, South Coast Herald (Mid South Coast Edition) – (25/04)</p> <p>Rising Sun (Chatsworth), Rising Sun (Merebank) – (29/04)</p> <p>Rising Sun (North Coast) – (30/04)</p> <p>Rising Sun (Overport) – (01/05)</p>

	Tourism News Africa – (05/05)
10 Reasons Why the KZN South Coast is Being Considered a Top Film Destination	<p>Rising Sun (Chatsworth), Rising Sun (Merebank) – (13/05)</p> <p>Rising Sun (North Coast) – (14/05)</p> <p>Rising Sun (Overport) – (15/05)</p> <p>Rising Sun (North Coast), IOL, Free-Mail, Visit KZN South Coast, Msn, IOL Property, My PR, My Pressportal, My Durban – (16/04)</p> <p>Business Day (Final), Business Day (Late Final), Business Live, Marketing Spread – (17/04)</p> <p>Art Smart – (20/04)</p> <p>Tourism News Africa – (09/05)</p> <p>Rising Sun (Chatsworth) – (03/06)</p>
Experience an Authentic Cultural Adventure on the KZN South Coast with 6 Great Drives Out Tours	<p>My Pressportal, Joburg Style, South Africa Today, Visit KZN South Coast, Tourism News Africa – (06/05)</p> <p>Getaway, My PR, My Durban, Marketing Spread, DUrban TV, AFriVu – (07/05)</p> <p>Buy PR – (08/05)</p> <p>Rising Sun (Chatsworth), Rising Sun (Merebank) – (13/05)</p> <p>Rising Sun (North Coast) – (14/05)</p> <p>Rising Sun (Overport) – (15/05)</p> <p>Rising Sun (Chatsworth), Rising Sun (Merebank) – (03/06)</p> <p>Rising Sun (North Coast) – (04/05)</p> <p>Rising Sun (Overport) – (05/06)</p> <p>Tourism News Africa – (09/06)</p>
Don't Miss These Epic Sardine Run Events Taking Place on the KZN South Coast!	<p>Visit KZN South Coast – (03/06)</p> <p>My PR, My Pressportal, Marketing Spread, South Africa Today, African Safaris, Free-Mail – (04/06)</p>

	Sawubona, My Durban, Buy PE, Absolute Travel – (05/06)
The Sardine Run Action Has Arrived on the KZN South Coast – and Now's the Time to Visit!	My PR, My Pressportal, I Love ZA, South Africa Today, Buy PE, Visit KZN South Coast, Free-Mail – (06/06) My Durban – (07/06) Paarl Post, Standard & Breederivier Gazette, My Cape Town, Port Elizabeth Express, Novus Press Bulletin, Swartland Gazette – (08/06)

## 2.2. Tourism Trade and Media Familiarisation Trips

### **Event Name: Post Africa's Travel Indaba Fam Trip**

**Date: 19 – 21 May 2025**

South African Tourism (South Europe Hub), in collaboration with the KwaZulu-Natal Tourism & Film Authority and South Coast Tourism & Investment Enterprise, had the pleasure of hosting 12 delegates from Southern Europe on a post-Africa's Travel Indaba familiarization trip. The group, comprising media representatives and tour operators, spent two nights exploring the KZN South Coast to experience its diverse tourism offerings.

The familiarization trip aimed to strengthen destination awareness in the Southern European market and promote future travel trade opportunities. Highlights of the visit included an exhilarating shark diving experience in the Umdoni area, offering delegates a thrilling encounter with the region's rich marine life. The group also conducted site inspections at key tourism establishments, allowing them to assess the region's facilities and potential for inclusion in international travel packages.

A standout experience was the adventure-filled visit to Oribi Gorge, where delegates explored Wild5 Adventures and Lake Eland Game Reserve. These iconic attractions showcased the South Coast's stunning natural beauty and adrenaline-based activities.

The trip was a great success, with all delegates expressing enthusiasm and appreciation for the destination. It provided valuable exposure and is expected to result in increased tourism interest from the Southern European market.

### **Event Name: Botswana Airline Launch and Tour Operators Fam Trip**

**Date: 19 - 23 March 2025**

The KwaZulu-Natal Tourism and Film Authority, in partnership with Botswana Tourism, officially launched a direct Air Botswana flight route between Gaborone and King Shaka International Airport in Durban.

This milestone initiative is aimed at strengthening tourism and trade ties between the two regions while positioning the KwaZulu-Natal (KZN) South Coast as a premier tourism destination for the Botswana market.

As part of the launch activities, a group of key tour operators and strategic media representatives from Botswana were invited on a familiarization tour of the KZN South Coast. The purpose of the visit was to introduce them to the region's diverse tourism offerings and encourage the packaging and promotion of KZN travel experiences to Botswana-based travellers.

The tour included visits to several flagship attractions. At Oribi Gorge, the group explored Wild 5 Adventures and Lake Eland Game Reserve, participating in adrenaline-pumping activities while taking in the area's breathtaking scenery.

In Trafalgar, they visited Selsdon Park Estate, where they experienced the serenity of beach horse rides along the pristine coastline. The visit concluded with an exhilarating shark cage diving experience in Rocky Bay, which showcased the marine biodiversity and adventure potential of the region.

The tour effectively highlighted the South Coast's rich blend of nature, adventure, and coastal experiences. This initiative not only provided Botswana stakeholders with first-hand knowledge of the destination but also created new opportunities for cross-border collaboration in tourism.

**Event Name: Sho't Left Seat at the Table Dates**

**Date: 14 to 16 March 2025**

South African Tourism's Sho't Left Easter campaign hosted the vibrant Seat at The Table 2025 event at Premier Resort Cutty Sark in Scottburgh. Arriving via Shosholozu Meyl train on Friday, guests including media, influencers, public figures and musicians were warmly welcomed to the region.

The main event took place on Saturday, celebrating Easter with a showcase of local culture, cuisine and hospitality. Designed to inspire domestic travel, the event highlighted hidden gems and empowered local communities by promoting economic growth through tourism

### 2.3. Event Support

**During this quarter we support the following events:**

1. South Coast Children's Festival
2. Ocean Festival
3. Run4 Ramsgate
4. Ugu Jazz Festival
5. Easter Beach Activation

**South Coast Children Festival – 07 June 2025**

On 07 June 2025 SCTIE, in partnership with Lightness Productions and the Umdoni Tourism Area Committee, participated in the South Coast Children Festival held at the Blue Marlin Hotel in Scottburgh. The event brought together local families for a day of fun and entertainment, featuring kiddies' games, a kids' fashion show, family competitions, music, and a kids' beauty pageant.

Lightness Productions collaborated with East Coast Radio to enhance the event's reach and entertainment value, attracting a broader audience and creating a lively atmosphere. SCTIE supported the festival by exhibiting and promoting the South Coast as a family-friendly destination, while also distributing tourism information to attendees.

Marketing support was provided through SCTIE's digital platforms, including social media, the events calendar and the official website. The event was a success and aligned well with SCTIE's goals of community engagement and destination promotion.

### **Ocean Festival 07–08 June 2025**

SCTIE participated in the 2025 Ocean Festival in celebration of World Ocean Day. Held from 5–8 June, this third edition of the festival coincided with the arrival of the Sardine Run, drawing conservationists, athletes and ocean lovers to Scottburgh. While no bathing was allowed due to marine activity, the festival offered a dynamic programme including beach clean-ups, ocean sports clinics, film screenings and conservation presentations.

SCTIE supported the event through digital marketing efforts, promoting the festival via social media, a website banner and the SCTIE events calendar. This helped raise awareness about ocean conservation while driving foot traffic and tourism activity to the area. The Ocean Festival successfully engaged communities and visitors, emphasizing the importance of protecting marine ecosystems and showcasing the South Coast as a vibrant, eco-conscious destination.

### **Run4Ramsgate Campaign**

The Ramsgate Ratepayers and Residents Association hosted the **Run4Ramsgate** campaign, a global initiative encouraging participants to run 5KM and donate any amount to a Back-a-Buddy fund.

All proceeds from the campaign was dedicated to the improvement and beautification of Ramsgate Main Village. The event received overwhelming support from the local community, with residents showing up in numbers to take part and contribute to the cause.

SCTIE partnered with the organisers to enhance the campaign's reach and visibility. SCTIE provided marketing support through its digital platforms, including social media, the events calendar and a web banner featured on the official VisitKZNSouthCoast website. Additionally, SCTIE contributed on the ground by manning the halfway station during the event, further supporting community engagement. The initiative was a success, highlighting the power of local action and collaboration in driving positive change for tourism and community upliftment.

### **Easter Beach Activation – Easter Extravaganza 2025**

**Dates: 29 March – 05 April, 18 April – 21 April, 25 April – 28 April 2025**

Easter Extravaganza 2025 was the official Easter School Holiday Programme hosted One Way Productions. Despite fluctuating weather conditions and multiple long weekends throughout April, the programme delivered an action-packed schedule of sports, games, and family-friendly fun. Held daily from 07h30 to 14h00, with early starts when weather permitted, the event catered to individuals and families of all ages, offering prizes and interactive activities.

SCTIE provided key support by securing necessary beach permits from the Ray Nkonyeni Municipality (RNM) and offering marketing support through digital platforms including social media, the SCTIE website and events calendar. The event was also featured in an official press release to boost public engagement. The Easter Beach Activation reaffirmed the South Coast's appeal as a year-round holiday destination, and SCTIE now looks ahead to supporting the upcoming Sardine Festival 2025.

### **Re-Launch of the Ugu Jazz Festival**

Date: 28 June 2025

Venue: Ugu Sports and Leisure Centre

#### **Introduction**

The re-launch of the Ugu Jazz Festival was a major highlight on the South Coast events calendar, attracting visitors from across various provinces in South Africa. Events of this scale are critical in boosting domestic tourism, drawing crowds to the region and showcasing the South Coast as a vibrant destination.

The influx of festivalgoers provided a valuable economic boost to local businesses, including accommodation establishments, restaurants, vendors and transport services. By creating increased foot traffic and commercial activity, the festival played a key role in supporting the local economy and promoting job creation within the Ugu District.

#### **Pre-Event Build-Up**

A series of events were held in the lead-up to the festival:

- Fishing Competition – 22 June 2025
- Football Tournament (Mayor's Cup) – 22 June 2025
- Hiking & Worship Experience – 27 June 2025
- Boot Camp – 28 June 2025

#### **SCTIE Support**

- Funding: R1 million contribution
- Marketing Support: Digital platforms (social media, web banner, press release)
- Steering Committee: Active participation
- Branding: Outdoor branding at the event

#### **Attendance: SCTIE Representatives:**

- Vanessa Gounden (Marketing Coordinator)
- Buyi Cele (Executive Assistant)

#### **Board Members Present:**

- Mr. Sandile Dlomo (Chairperson)
- Mr. Sabela
- Mr. Yeni

#### **Issues Noted**

- Only 7 VIP tickets were received at the last minute, despite a prior agreement for 16 (10 for Board Members, 6 for Stakeholders).
- Board Members were not acknowledged during the event proceedings.

#### **Conclusion**

The re-launch was a significant event for the district. However, logistical and protocol-related issues, particularly around ticketing and board recognition, must be addressed in future events to ensure smoother stakeholder engagement.

### **3.4 TRADE SHOWS**

#### **World Travel Market (WTM) Africa Trade Show & Exhibition**

We attended the World Travel Market Africa in April, hosted by KwaZulu-Natal Tourism and Film Authority (KZN TAFA). This platform enabled engagement with media, domestic and international buyers, with particular interest noted in both tourism and investment opportunities. A key outcome was securing free editorial space in Safari Africa Publication, to be distributed at ITB Berlin.

#### **Africa's Travel Indaba (ATI) 2025 – SCTIE Participation Report**

##### **Overview:**

SCTIE had a strong and strategic presence at this year's Africa's Travel Indaba, showcasing the KZN South Coast as a competitive tourism destination through key partnerships, effective collaboration and targeted promotion.

##### **Stand & Participation:**

- Secured a 36m<sup>2</sup> exhibition stand.
- Partnered with San Lameer and Lake Eland Game Reserve as anchor exhibitors.
- Each product partner contributed R40,000 towards the stand.
- Beaver Creek Coffee Estate provided complimentary coffee, creating a warm and welcoming atmosphere for delegates.
- Additional support came from local tourism products who provided promotional materials.
- Wild 5 Adventures contributed a R10,000 cash donation.

##### **Total Funds Raised:**

- **R90,000** generated through partnerships and contributions.

##### **Engagement & Promotion:**

- Executed a fully booked meeting diary, ensuring maximum exposure and networking.
- Secured a live radio interview with the CEO on Vuma FM, amplifying destination awareness.
- Engaged with Eswatini tourism stakeholders on cross-border collaboration. Discussions were productive, with an MOU to be signed following site visits to both regions.

##### **Conclusion:**

SCTIE's presence at ATI 2025 was professionally executed, well-supported and highly impactful. The pilot partnership model proved successful and scalable, setting a strong precedent for future trade shows.

Newsletters

**Statistics**

Distribution 881  
Delivered: 876  
Opened: 265  
Bounced: 5

## SCTIE TOURISM NEWSLETTER | June 2025



Digital  
Websites &  
Social  
Media  
activities



**Dr Vusumuzi Sibiya**

CEO of South Coast  
Tourism & Investment Enterprise (SCTIE)

It has been another exciting quarter for the KZN South Coast, as we continue to expand our tourism offerings while celebrating the many natural assets of the Paradise of the Zulu Kingdom.

A key highlight was earning the Best Functional District Development Agency in KZN award at the recent KZN Cogta Municipal Excellence Awards in Durban. This prestigious award highlights our commitment to driving investment and promoting tourism throughout the district.

We also participated in Africa's Travel Indaba 2025 in Durban – the continent's premier tourism trade show. It was an honour to represent the KZN South Coast on this global stage, where we engaged with investors, travel professionals, and media, all eager to discover our coastline's unique experiences. Thanks to our dedicated team and partners, our stand stood out and left a lasting impression.

We also hosted an impactful strategic planning session, attended by relevant private and public stakeholders. Drawing on feedback and sharing ideas, this was an opportunity to ensure we're effectively meeting our mandate of driving the economy of the Ugu District by positioning it as a tourism and investment destination.

Looking ahead, all eyes are on the Sardine Run, the 'Greatest Shoal on Earth'. This spectacular natural event draws global attention while delivering a major boost to our local tourism economy. We're collaborating with tour operators, hospitality partners, and communities to create unforgettable visitor experiences.

Exciting activations include the Coastal Seafood Flavours Festival, part of the Department of Forestry, Fisheries and the Environments Fishing for Freedom campaign, our daily beachside Sardine Festival, and the Ocean Festival in Scottburgh – all helping attract visitors and showcase local talent.

At South Coast Tourism & Investment Enterprise, we remain committed to strategic marketing, strong partnerships, and unlocking the region's full tourism and investment potential. Together, we're ensuring the KZN South Coast remains a must-visit destination for travellers worldwide.

## 1. Website

## **Digital Update**

This quarter, we have ramped up our social media strategy to elevate the KZN South Coast's tourism profile. Through a steady stream of curated content on Facebook, Instagram and LinkedIn, we've showcased scenic attractions, promoted events and spotlighted investment opportunities. Engaging reels, short-form videos and vibrant posts have driven user interaction and community pride.

A major highlight was the launch of our updated regional promotional video, which gained wide traction across platforms and stakeholder networks. We've also embraced real-time storytelling, sharing live updates from events like Africa's Travel Indaba to engage partners, tourists and followers. These digital efforts have boosted visibility and strengthened the KZN South Coast's image as a dynamic destination for both leisure and business.

## **Visit KZN South Coast Website**

Our tourism website has undergone significant updates over the past three months to ensure seamless integration with the Explore KZN South Coast app. This real-time synchronisation delivers a consistent, responsive user experience, including updated specials and tourism listings.

Operator database entries are now refreshed weekly, ensuring accurate, relevant information for tourists, travel planners and potential visitors. These enhancements boost digital accessibility and reaffirm our commitment to offering a reliable, user-friendly platform for exploring the KZN South Coast.

## **2. Mobile APP: Explore KZN South Coast**

### **Explore KZN South Coast App**

Fully synced with the regional tourism website, our Explore KZN South Coast app offers real-time, user-friendly access to essential travel information. Visitors can book accommodation, discover dining spots and navigate the region with interactive tools like digital Visitor Information Centres, Google Maps, and a live events calendar

### **APPLE STATS**

Apple has 722 Total Downloads from 697 in our previous report in March 2025

### **ANDROID STAT**

Android:

Currently has 231 Total Downloads, down from 261 in our previous report in March 2025.

### **CURRENT APP UPDATE**

Each platform has introduced new policy requirements:

#### **The recent updates included:**

1. Updating API keys, app packages and build versions
2. Implementing backend enhancements
3. Aligning with updated platform policies

4. Due to increasingly stringent review processes on both platforms, there has been a delay.

**Social Media Performance:**

**META / FACEBOOK**

Description	10 March 2025 – 10 April 2025	11 April 2025 11 May 2025	12 May 2025 12 June 2025
Followers	14613	14618	15011
Net Follower Growth	95	5	393
Fans	9738	9729	9792
Net Page Likes	14	3	67
Published Posts	24	12	98
Impressions	48911	19532	234970
Engagement	5068	6	31878
Post Link Clicks	56	3	99
Other post click links	4496	228	29165
Engagement Rate (per impression)	10.4 %	1.8 %	13.6 %

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

**TWITTER / X**

Description	10 March 2025 – 10 April 2025	11 April 2025 11 May 2025	12 May 2025 12 June 2025
Page Likes / Fans	1105	1111	1116
Net Follow growth	2	6	5
Published Posts	18	7	16
Impressions	684	372	633
Engagement	37	15	82
Post Link Clicks	1	0	3
Engagement Rate	5.4 %	4 %	13 %

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

**INSTAGRAM**

Description	10 March 2025 – 10 April 2025	11 April 2025 11 May 2025	12 May 2025 12 June 2025
Page Likes / Fans	2830	2855	2902

Net Follow Growth	25	25	47
Published Posts	25	72	311
Impressions	6237	5687	21521
Organic Engagements	159	113	338
Engagement rate	2.5 %	2 %	1.6 %

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

#### LINKEDIN

Description	10 March 2025 – 10 April 2025	11 April 2025 11 May 2025	12 May 2025 12 June 2025
Followers	415	420	423
Net Follower Growth	12	6	5
Published Posts	23	9	19
Impressions	839	429	1116
Engagements	247	102	441
Post Link Clicks	225	92	420
Engagement Rate (per impression)	29.4 %	23.8 %	39.5 %
Video Views	74	44	81

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

## YOUTUBE

Description	10 March 2025 – 10 April 2025	11 April 2025 11 May 2025	12 May 2025 12 June 2025
Video Views	375	519	674
Estimated Minutes Watched	5h 20m	9h 6m	13h 4m
Average View Duration	52s	55s	58s
Average View Percentage	62.4%	63.9%	62.8%
Engagements	9	18	25
Reactions	8	10	10
Likes	8	9	9
Dislikes	0	1	1
Comments	0	0	0
Shares	0	4	10
Subscribers Gained from video	1	4	5
Added to video playlist	0	0	0

## Research

### Introduction

This report provides a summary of a snapshot survey conducted in June 2025, to determine the tourism Target Market of the KwaZulu-Natal South Coast.

The main objective for this survey was to gather some insights that will guide South Coast Tourism and Investment Enterprise (SCTIE), in their strategic planning for the upcoming campaigns and holiday seasons.

This survey is conducted to determine visitor satisfaction of tourists / visitors who have or wish to travel to the South Coast of KwaZulu-Natal (KZN).

The survey is also conducted to gather key insights into the behavioral trends of the tourists / visitors that visit the KZN South Coast.

The survey was completed by 131 tourism businesses in the KZN South Coast

### SCTIE Target Market Identification Survey – Key Findings Report

#### Overview:

The survey conducted by SCTIE identifies the primary target market for the South Coast region, focusing on visitor demographics, preferences, spending behaviour and marketing insights.

#### 1. Visitor Demographics:

- **Main Traveller Type:** Families
- **Preferred Accommodation:** Self-catering
- **Age Groups:**
  - 35–44 years (highest)
  - 45–54 years (second highest)
- **Income Level:** Middle-income travellers

#### 2. Geographic Source:

- **Domestic:**
  - KwaZulu-Natal (highest)
  - Gauteng (second highest)
- **International:**
  - Germany (highest)
  - United Kingdom (second highest)

#### 3. Travel Motivations:

- Beach and coastal attractions
- Family-friendly experiences
- Outdoor and adventure activities
- Business travel (MICE)

#### 4. Spending Patterns:

- **Average Spend:** R3,000–R5,000
- **Top Spending Areas:** Accommodation, food & beverage, outdoor activities

#### 5. Marketing Insights:

- **Information Sources:** Social media, word of mouth, online booking systems
- **Platform Preference:** Facebook

#### 6. Visitor Perceptions & Trends:

- Region seen as affordable but with limited luxury options
- Rising demand for:
  - Outdoor and adventure experiences
  - Eco-tourism
  - Remote working-friendly destinations

#### Conclusion:

The South Coast appeals primarily to middle-income family travellers, especially from KwaZulu-Natal and Germany, with growing interest in nature-based and flexible travel options. Targeted digital marketing, especially via Facebook, should continue to play a key role in promoting the region.

#### 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!

***Q4 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 Tools:**

- Digital
- PR
- Advertising (no advertising for Q4)
- Newsletter.

### **Q4 Advertising:**

During Q4 SCTIE focused on digital advertising platforms to maximise the exposure to domestic and international audiences. This targeted exposure ensures the messaging reaches audiences who are actively searching for key investment destinations.

SCTIE also ensured a strong focus on SME upskilling and job creation in the tourism sector, featuring the KZN South Coast's projects:

- KwaNzimakwe Experience
- KwaXolo Caves Adventures

- Ntelezi Msani Heritage Centre
- Ubumbano Agri Co-operative
- NPS Adventures

Key focus areas included:

- The ocean economy and its untapped potential.
- The Ugu District One Stop Shop – streamlining investor facilitation.
- The Buy Local Initiative – encouraging eligible products and businesses to become certified members.
- Strategic logistics assets, with a focus on Margate Airport, the N2, and the RNM roads infrastructure upgrade.

Advertising collateral was also disseminated for the Umdoni Investment Seminar.

#### **Brand Exposure:**

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 March – 30 June 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 Q4 the TMSA/ OJC JV generated **109** free media exposure articles.

Out of the **109** exposure instances, all the media exposure was positive.

The Q4 Investment AVE target for brand exposure is R2 100 000.

During Q4 the TMSA/ OJC JV was only commissioned to do half the number of press releases due to budget constraints. TMSA/ OJC JV generated **R2 941 755.00** (two million, nine hundred and forty-one thousand, seven hundred and fifty-five rand) worth of AVE media exposure, please see breakdown below.

- ❖ **Breakdown of Average Value Equivalent (AVE): R2 941 755**
- ❖ **Print:** R806 313.00
- ❖ **Online:** R2 094 446.00
- ❖ **Broadcast:** R40 996

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

### 3. Investment Marketing, Attraction and Facilitation programs

#### 3.1. Press Releases

##### Coverage table:

PRESS RELEASES – INVESTMENT	EARNED (PR) MEDIA EXPOSURE
SCTIE's Upskilling of Local SMEs Boosts Job Creation and the KZN South Coast's Tourism Offerings	My PR, South Africa Today, Free-Mail, Invest KZN South Coast – (30/04) Rising Sun (Chatsworth) – (06/05) Rising Sun (Chatsworth), Rising Sun (Merebank) – (13/05) Rising Sun (Overport) – (15/05) Rising Sun (North Coast) – (14/05) KZN Namuhla Community Newspaper (Online) – (22/05) KZN Namuhla Community Newspaper (Print) – (23/05) My Durban, Buy PE, Tourism News Africa – (02/05)
South Coast Tourism & Investment Enterprise shares 4 ways to grow tourism investment on KZN South Coast	Post, My PR, My Pressportal, My Durba, SA Today, Buy PE, Free-Mail, Invest KZN South Coast – (22/05) Marketing Spread, Gauteng Online Lifestyle Magazine, Showbiz Scope, Green Economy Media, Sandton Lifestyle Magazine, Post Express – (23/05)
National Government Backs Investment Resolutions Made to Boost Umdoni's Economic Potential	My PR, My Pressportal, My Durban, South Africa Today, Buy PE, Free-Mail, Invest KZN South Coast – (10/06) Eyethu Ugu – (13/06)

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### 3.2. Investment Trade & Media Fam Trips

#### **Umdoni Investment Conference Media Fam Trip**

**Date:** 04 & 05 June 2025

**Venue:** Premier Resort Cutty Sark

We organised 1KZN TV and Mid-South Coast Mail to attend the Umdoni Investment Conference on the 04th & 05th June 2025. This initiative reinforced our collaborative approach to unlocking local economic potential and ensuring the district is well-prepared to attract, facilitate, and sustain meaningful investment. These engagements reflect our unwavering commitment to driving inclusive economic growth and establishing the KZN South Coast as a thriving destination for both investors and visitors. We look forward to building on this momentum and invite stakeholders to join us in shaping a prosperous future for our region.

### 3.3. Investment Trade Shows, Exhibitions and Conferences

#### **1. South African Local Government Association (SALGA) Municipal Investment & Development Trade Show**

**Date:** 13 -14 March 2025

**Venue:** Radisson Blu Hotel, Umhlanga

We participated in the two-day Municipal Investment and Development Trade Show hosted by the South African Local Government Association (SALGA). The event showcases the investment opportunities across sectors like agriculture, finance, and tourism, while promoting capable local governance as a driver of economic growth.

SALGA Chairperson Cllr Xolani Dube stressed the importance of streamlining processes to attract and support investors, while CoGTA MEC Rev Thulasizwe Buthelezi highlighted the pivotal role municipalities play in local economic development by shifting from service providers to economic catalysts.

Delivering his keynote address at the event, the MEC for Cooperative Governance and Traditional Affairs (CoGTA), Rev. Thulasizwe Buthelezi, underscored the vital role of municipalities in driving economic progress. Municipalities are uniquely positioned to drive local economic development. Being closest to the people, they possess an intimate understanding of the challenges and opportunities within their respective jurisdictions. To fulfil this role effectively, municipalities must transition from mere service providers to active participants in shaping the economic landscape.

The second day commenced with a compelling presentation by Cllr Xolani Sotashe, who provided an in-depth analysis of the local government's posture on investment and development. His insights emphasized the strategic role municipalities play in fostering an environment conducive to sustainable economic growth.

Following this, discussions centred on the inclusivity of investment and development, with a particular focus on agriculture and the circular economy—key sectors driving long-term sustainability and job creation. The day's agenda also featured critical deliberations on financing municipal business and a comprehensive economic outlook, equipping stakeholders with the knowledge needed to navigate the evolving investment landscape in KwaZulu-Natal.

Through these engagements, Activating KZN continues to bridge the gap between local government and private investors, strengthening collaboration for economic resilience and growth. SALGA affirmed that KwaZulu-Natal is open for business, offering a thriving environment for investment and economic growth.

## **2. Umdoni Investment Conference**

**Date:** 04 - 05 June 2025

**Venue:** Premier Resort Cutty Sark

The Umdoni Investment Seminar, held from 4–5 June 2025, brought together government leaders, business stakeholders, development agencies, and community representatives to identify investment opportunities and build strategic partnerships in support of local economic development. The seminar was hosted by Umdoni Local Municipality in partnership with South Coast Tourism and Investment Enterprise (SCTIE). It was attended by key stakeholders from both the public and private sectors. Deputy Minister Zikalala delivered the keynote address on the final day, affirming the Department of Public Works and Infrastructure's commitment to supporting Umdoni's development priorities. The event featured panel discussions, project exhibitions, and engagements aimed at unlocking growth through infrastructure-led investment.

The seminar formed part of Umdoni Municipality's strategic push to implement its development plans aligned with the District Development Model (DDM), the National Development Plan (NDP), and KwaZulu-Natal's Provincial Growth and Development Strategy (PGDS). Key areas of focus included tourism, agriculture, manufacturing, small business development, and catalytic infrastructure projects such as road maintenance, sustainable human settlements, and harbour development. "The Department is ready to partner with municipalities like Umdoni that are clear in their vision and aligned with national priorities. Infrastructure is not just about bricks and mortar it's about jobs, inclusion, and dignity," said Zikalala.

Deputy Minister Sihle Zikalala gives a keynote address at the Umdoni Investment Seminar-You Tube Link: <https://youtu.be/3cnQKti2M6Y>

Mayor Cele-Luthuli welcomed the Deputy Minister's support and reiterated the municipality's readiness to work with all spheres of government and the private sector to realise its 2030 vision. "We are committed to building a prosperous Umdoni that leaves no one behind," said the mayor. "This seminar was not just about ideas, but about action and we are walking away with clear commitments, potential investors, and stronger partnerships." The municipality is expected to consolidate outcomes from the seminar into an investment implementation plan, with follow-up engagements planned in the coming months.

## **RESOLUTIONS FROM THE INVESTMENT SEMINAR**

### **Umdoni Local Municipality**

All parties concluded the event with clear-cut resolutions on how to create an investor-friendly environment, SCTIE among them. These include:

- Initiate Expression of Interest (EOI) for Umdoni Municipal Owned Properties
- Revise and Implement the Local Economic Development (LED) Strategy
- Prioritised Manufacturing and Industrial Sector Plan to enhance industrialisation in Umdoni & UGU
- Optimize Utilization of Zoned Land for Industrialization (Conduct a land audit to assess the availability and suitability of zoned land for industrial purposes)
- Fast-Track Development envelopes for the automotive sector
- Review land use scheme to fit the circumstance of industrial development (Ifafa properties, etc.)
- Umdoni committed to partner with private partners to revamp Scottburgh Beach super tubes.
- Develop a Public-Private Partnership (PPP) Strategy to nurture the relationships and SOPs for the PPPs
- Skills Development as a catalyst for investment attraction through a partnership with MUT for a Higher Learning Institution
- Will roll out an agricultural upliftment programme and afford the youth with opportunities
- An expression of interest from boxer to partner with Umdoni to develop commercial precinct along the rural corridors
- Accelerate development of social infrastructure for Higher Learning Institutions (Identify and allocate suitable land parcels for the establishment of MUT)
- Develop and implement an investment strategy and incentive policy (develop an incentive policy offering tax rebates, infrastructure support, and other benefits to attract investment)
- Allocate budget for special studies on certain key catalytic projects (identify priority projects with high potential impact and allocate budget for feasibility studies and environmental assessment through the panel of planners)

#### **South Coast Tourism and Investment Enterprise (SCTIE)**

- SCTIE is set to officially relaunch the OSS as a Special Purpose Vehicle (SPV) to drive investment promotion, facilitation, and aftercare services
- Assistance in packaging bankable projects (assistance on packaging projects to make them bankable for investment)
- Prioritization of High-Impact Sectors (to address socio-economic conditions by focusing on sectors with strong employment potential and economic impact)

- SCTIE to cascade the initiated transformative investment framework aimed at streamlining processes and reducing bureaucratic barriers across all municipalities (97 days investment process flow)
- Inclusion of private developers plans of Ugu, DOT and Eskom strategic plans

### **Developmental financial institutions**

- Ithala Financial Development Corporation and the Industrial Development Corporation (IDC) have pledged to engage with and provide guidance to traditional leadership and local SMME's.
- Their involvement is crucial in improving access to capital and fostering sustainable economic growth within local communities

### **Ugu District**

- The Ugu District Municipality has committed to addressing its aging infrastructure by prioritizing the replacement of outdated systems.
- Plans include:
  - ❖ Increasing water treatment capacities
  - ❖ Upgrading sanitation infrastructure to meet the growing demands of the population; and
  - ❖ To optimize water and sanitation service provision in the upcoming fiscal year, ensuring more reliable and efficient services for residents.
- Ugu district has committed to Improved customer care services to resolve water challenges timeously
- Ugu District is committed to provision of bulk water & sanitation for current & future developments.

### **Eskom**

- Eskom is actively developing strategies to meet the growing energy demands of expanding population, businesses and households.
- Bulk electricity project in currently InProgress to address inconsistency supply of energy.
- Eskom has chosen to redirect CAPEX and OPEX funding to address electricity theft within distribution and improve revenue retention and capital losses to business.
- KZN-RFM-1310-890902 Golf Course 22/11kV Substation is currently being refurbished into acceptable standard
- Commitment from private sector to participate in PPP

- Boxer is actively expanding its footprints and keen to establish new stores within Umdoni jurisdicted areas.
- Information sharing platforms amongst property developers within Umdoni
- Umdoni Point has massive development that is taking place in Pennington and future developmental plans.
- Renishaw coastal precinct has massive development that is taking place as well as future developmental plans
- Illovo sugar promotes and assists local small-scale farmers

#### **COGTA**

- Eastern seaboard development is not limited to coastal line areas, but it is also extended to rural areas.
- Promote Investment in the province.
- Coordinate job creation in the province.
- Reduce poverty.
- Ensure that Amakhosi are part of mainstream economic development.
- Promote role of traditional leadership in development because they are custodian of communal land.
- Promote tourism establishment in areas of the province.
- Performance of the municipalities.
- Reduce youth employment.

#### **TAROTEK SA, Agri, DFFE**

- Tarotek SA- committed to championing sustainable agri-business through indigenous underutilised crops (Amadumbe).
- Respectfully appeal to municipal councils, DDA and traditional leaders for their support and partnership in this initiative.
- Agriculture – pledged for various short crop production programmes, livestock farming and communal investment, yellow plant rehabilitation programme.
- DFFE will host coastal flavour sea food festival on 26 June 2025 at St Micheals beach.
- Aimed at boosting tourism (+20% occupancy increase), economic development (job creation & SMME development)

#### **SAPPI (enterprise, supplier development & khulisa)**

- SAPPI assist with sustainable growth for small and medium enterprises

- Partners with institutions with same objective (SEDFA, Ithala, EDTEA, etc)
- Sappi leases 40500 hectares of land for planting and conservation.
- Produces tons of pulp & paper and dissolved wood pulp.

### SCTIE Expenditure Report for Umdoni Investment Conference

SCTIE provided the following financial support for Umdoni Investment Conference.

SCTIE Expenditure Report for Umdoni Conference		
NO.	ITEMS	TOTAL AMNT INCL. VAT
1	<b>Venue:</b> (Lunch/Tea/PASystem)  Initial Quote: <b>R160 000</b> Negotiated Quote paid by Umdoni Municipality: <b>R127 500</b>  <b>The total discount was negotiated by SCTIE</b>	<b>R39 500,00</b> (Total Discount)
2	<b>Marketing &amp; Promotion</b>	
	Social Media Platforms	
	<b>1 KZN TV:</b> Free Advertising Value Equivalent (AVE) figures – this is what one would have spent for the broadcast and media exposure. SCTIE organised 1KZN TV to cover this event.	<b>R40 000,00</b>
3	<b>Marketing Promotional Collateral Material</b>	
	Lanyards with Swivel Clip	<b>R3 600,00</b>
	Zip Around Folder	<b>R59 000,00</b>
	Delivery Fee	<b>R295,00</b>
	Graphic Design & Layout of 4-Panel Vertical DL Q4 2025 Umdoni Investment Brochure.	<b>R6 468,00</b>
	Printing: Umdoni Municipality Umdoni Investment Brochure	<b>1,975.70</b>
4	<b>Marketing Promotional Collateral Material Sponsored by Renishaw Hills</b>	<b>R30 000,00</b>
	<b>Gifts Conference Delegates</b>	
	150 Notebooks	
	150 Pens	
	<b>Gifts for Guest Speakers</b>	

	20 Executive Folders	
	20 Insulated Water Bottles	
	20 Pens	
	20 Notebooks	
	20x A5 Diaries	
	<b>GRAND TOTAL</b>	<b>R178 863,00</b>

### 3.4. Investment Quarterly Newsletter

One investment focused newsletter was prepared and sent out on 04 June 2025 to SCTIE members and key stakeholders highlighting the marketing developments and material.

**Link to view newsletter:**

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

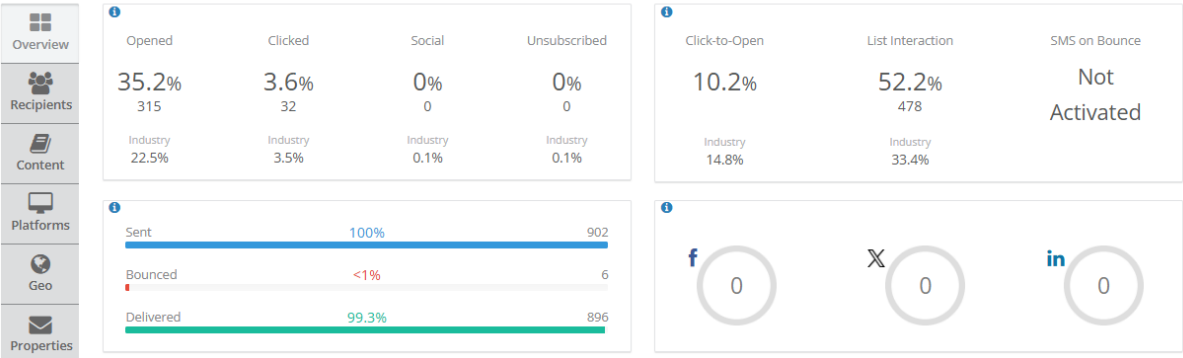
**Newsletter report link:**

<https://live.everlytic.net/public/messages/reports/1324782/NGr46T6ggLk9lyut>

**Newsletter stats:**

The report link is live and updates regularly, the newsletter stats show that there was a 99.3% delivery rate, 35.2% (315) of the mailing list have opened the newsletter so far, 3.6% (32) click throughs, 10.2% click-to-open and 52.2% (478) list interactions.

Please see below screenshot of stats:



Please see screenshot of the newsletter below:



3.5. MOU Between SCTIE and KZN South Coast Property Developers

**Historic Moment for KZN South Coast as SCTIE Signs MoU with Top KZN South Coast Property Developers**

**Date:** 18 June 2025

**Venue:** Renishaw Hills

High-quality property developments in coastal regions are in high demand, and the KZN South Coast is fast emerging as a key investment destination for everything from residential to light industrial property investments. To further support the growth of this key investment sector, South Coast Tourism & Investment Enterprise (SCTIE) signed a historic Memorandum of Understanding (MoU) on Tuesday (18 June 2025) with local property developers of Serenity Hills, Renishaw Coastal Precinct, and Umdoni Point Coastal Lifestyle Village.

“This signing is a momentous occasion that officially marks the strategic collaboration between ourselves and key developers within the KZN South Coast region, solidifying our joint commitment to maximise the touristic and investment potential of these estates,” commented Dr Vusumuzi Sibiya, CEO of SCTIE. “This collaboration will contribute meaningfully to our economic transformation agenda that seeks to uplift the KZN South Coast.”

Hosted at Renishaw Hills, a mature lifestyle village that forms the first phase of Renishaw Coastal Precinct in Scottburgh, the ceremony was attended by Dr Sibiya, Barto Van der Merwe (Managing Director of Renishaw Coastal Precinct), Paul Tedder (Developer of Umdoni Point Coastal Lifestyle Village), and Ayanda Masengemi (Associate Director of Serenity Hills) alongside media representatives.

“We’re proud to be part of this important partnership that will benefit both the stakeholders and the wider KZN South Coast,” said Barto Van der Merwe. “The Renishaw Coastal Precinct is rooted in community and sustainability, driving socio-economic upliftment while creating a sought-after lifestyle. We look forward to growing this vision with our partners and unlocking further investment in the region.”

Ayanda Msengeni added: “We have seen the positive impact that SCTIE has contributed to the development of Serenity Hills. There are things that we couldn’t have achieved without this support. We look forward to achieving more out of this unity of five years and beyond, as nothing can be achieved without these positive collaborations.”

Paul Tedder noted that they were honoured to be in such an enriching partnership: “Umdoni Point Coastal Lifestyle Village is proud to be part of this exciting collaboration as we move forward

together on an impactful journey. Together, we have already begun turning our shared vision into reality, and we are confident that, as a united team, we will continue to achieve great things over the next five years and beyond.”

### **Requirements Outlined in the MoU**

The Memorandum of Understanding (MoU), valid until 31 December 2029, commits the parties to working together to unlock the full potential of three key property developments, while promoting economic transformation and regional well-being.

- ❖ Under the MoU, both parties agree to:
- ❖ Foster cooperation and build a sustainable, integrated partnership.
- ❖ Collaborate to drive economic growth, job creation, and poverty alleviation by maximising development and tourism opportunities in the area; and
- ❖ Provide mutual support to achieve each party’s development goals.

As part of the agreement, SCTIE will help connect the developers with strategic partners, including private sector and government entities, that can add value to the project. SCTIE will also assist in securing necessary consents and approvals from all levels of government to fast-track development and position the area as development friendly.

In addition, SCTIE will promote and market the developer’s activities across suitable platforms to maximise exposure for the region. In return, they will receive regular updates on ongoing and upcoming projects, as well as supply marketing material when needed to support SCTIE’s promotional efforts.

### **SCTIE’s MoU Partners**

SCTIE is mandated with unlocking the full tourism and investment potential of this region, with property highlighted as a key investment sector. The three property developments are already showing significant interest.

Umdoni Point Coastal Forest Estate is a pristine over-50s lifestyle development alongside an indigenous coastal forest in the tranquil village of Pennington. More than 40 homes have already

been constructed within the secure estate during Phase 1, with new sales already launched in Phase 2. There will be 2-, 3-, and 4-bedroom homes in the eco-estate starting from R2.3 million constructed with bespoke designs.

Serenity Hills a 120-hectare eco-focused estate located in Margate, focused on sustainability and modern-luxury amenities across 600 beautifully appointed residential units across three neighbourhoods. This eco-haven offers residents secure living within an exquisite natural setting. Being a low-density estate, 70 hectares will remain private conservation, home to a variety of wildlife and birdlife, with a generous buffer between villas to ensure privacy. Serenity Hills includes a clubhouse, extensive hiking and biking trails, an on-site spa, award-winning restaurant, incredible views, and more.

Renishaw Coastal Precinct in Scottburgh is currently one of South Africa's largest coastal developments, spanning 1,300 hectares across the eThekweni and Umdoni municipalities. Driven by Renishaw Property Developments, a subsidiary of the JSE-listed Crookes Brothers Limited, this mixed-use precinct offers a secure, sustainable, and community-centric lifestyle that combines nature conservation with modern infrastructure. Renishaw Hills, the mature lifestyle estate, is the first development within the precinct, with further plans including a private school, hospital, recreational facilities, shopping centre, hotel, and light industrial zone – as well as high-density opportunities - all designed to stimulate local economic growth and job creation

### 3.6. Digital Website and Social Media Platforms Advertising

#### 1. Website Updates

## 4. Tourism Facilitation

### 4.1 SMME Development and Support

#### **Africa's Travel Indaba Exhibition**

The Small Enterprise Development and Finance Agency (SEDFA) created an opportunity for women owned tourism businesses to apply for exhibiting at Africa's Travel Indaba, 12-15 May 2025, with 12 May being the Business Opportunity Network Day (BONDay). SCTIE encouraged all eligible women owned businesses to apply. Sunny Rock Self-catering from the KZN South Coast was among the successful KwaZulu-Natal applicants.

SEDFA covered costs such as accommodation (Dinner, Bed and Breakfast), ground transport from exhibition venue to accommodation, exhibitor cards and furnished exhibition stands. Two KZN South Coast establishments namely, Dino Park and Monate Outdoors received the same support the previous year, 2024.

Another opportunity for SMMEs was the Market Access Support Programme from the National Department of Tourism (NDT). Unfortunately none of the KZN South Coast establishments succeeded due to not meeting the minimum requirements. SCTIE met with NDT during the Africa's Travel Indaba and showed interest for future similar programmes. NDT availed themselves to partner with SCTIE in the SMME training to prepare them for future funding opportunities and sustainability.

### **Inkundla Theatre Festival**

SCTIE participated in the 14<sup>th</sup> Edition Inkundla Theatre Festival preparatory meeting which took place at SCTIE boardroom on 12 May 2025. The event normally attracts a number of attendees mainly youth as it showcases a variety of artistic expressions including dance, comedy, South African storytelling and theoretical innovations. The main event took place at Uvongo Town Hall on 30 May 2025. SCTIE further created a platform for six crafters to exhibit and sell their products at the event.

### **Access to Market Capacity Building Workshop**

SCTIE participated in the Co-operatives Capacity Building Workshop which was organised by EDTEA Port Shepstone, aiming at skilling Ugu District cooperatives on how to market and sell their products. Event took place at Port Shepstone Civic Centre on the 28 May 2025. The participants included women, youth and people with disabilities.

## **4.2 Youth Support**

### **In-service Training for DUT Tourism Students**

On 30 April 2025, SCTIE received a request from the Durban University of Technology (DUT) to partner with the university in the in-service training programme for nine Ugu District eco-tourism final year students. SCTIE made arrangements with hospitality establishments to host and mentor the students for a period of six months between June and December 2025 as per the programme's requirements. The students are funded by the National Student Financial Aid Scheme (NSFAS) which provides them with a monthly stipend to cover basic needs during the programme. The in-service training is an essential component of the students' academic curriculum, designed to bridge the gap between theoretical knowledge and real-world application. The programme aligns with national strategies to promote work-integrated learning opportunities for young South Africans. The students will gain invaluable insights into community-based tourism practices, heritage conservation, visitor management and sustainable tourism development. Host employers are encouraged to employ some of the trainees after completing their work experience.

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

Programme	Local Municipality	Funder	Implementer in partnership with SCTIE	Number of Learners/ Interns	Stipend
Professional Cookery Programme	Umdoni	CATHSSETA	Tourism World Academy	12	No Stipend
Tour Guiding	Umzumbe	NDT	Tourism World Academy	30	R3500.00 per learner
National Skills Fund (NSF) Project	All local Municipalities in the Ugu District	NDT	Tourism World Academy	56	R5000 - 6000
Tourism Graduate Development Project	Ray Nkonyeni	EDTEA	EDTEA	5 Graduates  Umzumbe, Umdoni and Umuziwabantu are represented by one graduate each. Ray Nkonyeni has two	R7450.00

#### 4.3 Tourism Product Support

##### Best Tourism Village by UN Tourism Competition

As per SCTIE's mandate to attract and increase the number of tourists to the destination, extend tourist geographical spread across the district and to facilitate the availability of world class tourist services, SCTIE took the initiative of entering the Best Tourism Village (BTV) competition by UN Tourism, focusing on Port Edward – KwaNzimakwe Village.

The programme recognizes rural destinations that excel in preserving cultural and natural heritage, promoting sustainable tourism practices and fostering community well-being. By participating in this initiative, SCTIE showcased its unique offerings on a global platform, fostering trade, tourism, and cultural exchange while contributing to the broader national and African development goals.

In South Africa, only NDT as a member state, was allowed to apply directly to UN Tourism, therefore the department requested all the villages/districts from all the provinces to complete their application forms before the 04<sup>th</sup> April 2025. The department then scrutinised the applications and selected the top eight that were going to be submitted to UN Tourism. That was

a requirement by UN Tourism that each member state to submit not more than eight applications. NDT confirmed that SCTIE's BTV application was selected in the top 08 and was successfully submitted on the UN Tourism portal on 19 May 2025 which was a due date for submission to UN Tourism. The department further thanked the team for the efforts and patience throughout the process.

The results from UN Tourism will be out before the end of November 2025. Winners of the competition will receive significant benefits like international recognition, enhanced visibility, access to support and networking opportunities.

### **KwaXolo Caves Adventures**

SCTIE participated in the KwaXolo Caves site visit which was attended by KwaZulu-Natal Tourism and Film Authority (KZNTAFA) board members and officials on the 2<sup>nd</sup> of June 2025. That was followed by a Precinct Project Management Team Meeting which took place on the 13 June 2025. The project consists of a multi-purpose building that will incorporate a restaurant, coffee shop, visitor ablutions and storage areas.

The construction is estimated to have reached 70% towards completion, however the new date for handover is not yet confirmed due to further delays that were caused by the recent storms and the unavailability of some equipment. Despite ongoing construction, the site remains open to visitors, demonstrating the area's resilience and ongoing appeal.



### **Signage**

**Provincial Roads:** SCTIE facilitated the manufacturing and installation of the brown tourism signs for KwaXolo Caves Adventures. Eight signs were installed by the KwaZulu-Natal Department of Transport (DOT) on the 11 and 12 June 2025. The signs give directions on the provincial roads from both Southbroom and Ezingolweni routes. DOT's terms and conditions applied.

**District Road:** Six signs were installed on the district and local roads in 2020, as per the terms and conditions on the approval letter that was issued by Ray Nkonyeni Municipality.

**National Road:** Two sign installation on the National Road, R61 at the Southbroom traffic lights were approved and installed by SANRAL in 2022. One sign is giving direction for vehicles travelling from Margate side and the second one from Port Edward side.

The installation of signs on district, provincial and National roads concludes that SCTIE has completed the sign project for KwaXolo Caves Adventures, as per the agreement on the MOA between SCTIE and KwaXolo caves Adventures. All the above-mentioned signs are installed legally as the approval letters were issued by the relevant authorities.



### Community Outreach and Youth Awareness Programme

SCTIE participated in the Ray Nkonyeni Municipality Youth Office's Community outreach and youth awareness programme for KwaNzimakwe and KwaXolo communities. The event took place at Mphelelwa Community Hall on the 23 April 2025. This was aimed to actively involve the community in the process, promoting a sense of ownership, responsibility and to foster the preservation of cultural heritage.

### Recreational/Tourist Activity Dams

SCTIE partnered with EDTEA in the identification of prominent KZN South Coast recreational dams. The programme involves evaluating recreational needs that would enhance or build tourism potential.

Whilst keeping conservation issues in mind, the department as part of its tourism development mandate seeks to ensure that infrastructure, visitor needs and environmental sustainability aspects are considered for future developmental endeavours in as far as product diversification in the province is concerned. The identified dams will go through a funding selection process along with other dams from the province.

The site visits in the KZN South Coast took place on the 04<sup>th</sup> and 5<sup>th</sup> June as follows:

	Name of Dam	Area	Current tourism/recreational activity or potential
1	BBS Farm Dam	Southport Ray Nkonyeni	Fishing, picnics, bird watching. The dam is part of the existing KZN South Coast agri-tourism route. The name

			BBS farm comes from its three female founders/ co-owners who are Busisiwe, Bongi and Slindile
2	Lake Eland Game Reserve	Oribi Gorge Ray Nkonyeni	Open water swimming competitions, picnics, fishing
3	Harding Dam	Harding Umuziwabantu	Picnics and swimming
4	Tuckers Dam	Ifafa Umdoni	Tourism activities ended in 2012. The place used to host events, weddings, and it was one of the best spots for fishing, picnics, kids play area, restaurant and bar, canoeing, bird watching. The place is now dilapidated. The owner is in plans to re-open the business for tourism activities
5	EJ Smith Dam	Umzinto Umdoni	Fishing
6	Umhlabatshane Dam	At the starting point of Umzumbe River Trail	Fishing, picnics, canoeing

## 5. Stakeholder Relations and Engagements

### 5.1 Media and Developmental Communication Networking Session

SCTIE participated in the Media and Developmental Communication Networking Session which was conducted by the Government Communication and Information System (GCIS) in partnership with Gagasi FM. The event took place on the 11 April 2025 at Margate Hotel. The purpose of the session was to strengthen the relations between the media and government.

### 5.2 Area Tourism Committees

Following the Umdoni Area Tourism Annual General Meeting (AGM) held in March 2025, SCTIE conducted an Area Tourism Committee Meeting on 02 June 2025, where the Chairperson and the Vice Chair were elected by the Umdoni committee members. Advocate Brijraj from Umdoni Business Chamber, was re-elected as the Chairperson and Mr Paul De Beer from Seaside Escape Self-catering was re-elected as the Vice Chairperson.

The chairperson, in his absentia, the vice chair automatically forms part of the District Tourism Forum Meetings. SCTIE will conduct the Area Tourism Committee Annual General Meetings and the elections of chairpersons in other areas in Quarter 1 of 2025/2026. While the area committees are waiting for their AGMs, the regular quarterly meetings are continuing in some areas, such as the Ramsgate Committee that had theirs on the 06<sup>th</sup> June 2025.

### 5.3 KZN Tourism Master Plan, Implementation and Monitoring Committee Meeting

SCTIE participated in the quarterly KZN Tourism Master Plan, Implementation and Monitoring Committee Meeting which took place at KwaZulu-Natal Sharks Board, Umhlanga on the 16<sup>th</sup> May 2025. Among the discussed topics, the following matters were covered:

- Coastal and Marine Tourism Implementation Plan: Intake of new Projects for 2025-2026. SCTIE has already submitted a list of projects for a possible selection.
- Overview of KZN Heritage Programmes & Possible Areas of Collaboration with Local Government / Municipalities. SCTIE is working on developing the KZN South Coast Heritage route in partnership with KwaZulu-Natal Amafa, Department of Sport, Arts and Culture (DSAC) and other stakeholders.



**DR VUSUMUZI SIBIYA**  
**CHIEF EXECUTIVE OFFICER**

## QUARTER 4: Performance Scorecard