



South Coast Tourism & Investment Enterprise SOC (RF)

Address 16 Bisset Street, Port Shepstone,
4240, KwaZulu-Natal, South Africa

Phone +27 39 682 7944

Facsimile +27 39 682 1034

Email info@sctie.co.za

WWW.SCTIE.CO.ZA

WWW.INVESTKZNSOUTHCOAST.CO.ZA



WWW.VISITKZNSOUTHCOAST.CO.ZA

SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 1/2026: Performance Report
30 September 2025

Approved by the Board: 29 October 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) •



Contents

1. Executive Summary	3
1.1. Performance scorecard: Quarter 1/2026.....	4
1.2. Finance	4
1.2.1. Annual Grants 2026:	4
1.2.1.1. Income Statement: 30 September 2025	5
1.2.1.2. Balance Sheet as at 30 September 2025	6
1.2.1.3. Financial ratios: 30 September 2025	7
1.2.1.4. Cash Flow estimates	11
1.2.2. Tenders:	12
1.2.3. Current tenders advertised:.....	12
1.2.4. Implementation NSF Award.....	12
1.2.5. Human Resources	13
1.2.5.1. Permanent Appointments: None	13
1.2.5.2. Current vacancies:.....	13
1.2.5.3. Organised Labour	13
1.2.6. Investment Marketing, Promotion and Facilitation.....	14
1.2.7. Tourism Marketing, Promotion and Facilitation.....	16
2. Investment Facilitation, Marketing and Attraction	18
2.1 Investment Facilitation	18
2.1.1. Investment Facilitation.....	19
2.1.2. Business Empowerment and Outreach	20
2.1.3. Tourism Investment Support.....	20
2.2 Press Releases	20
2.3 Investment Trade & Media Fam Trips.....	22
2.4 Investment Trade Shows, Exhibitions & Conferences.....	23
2.5 Quarterly Investment Newsletter.....	25
2.6 Digital Website	26
2.7 Tourism Facilitation	27
2.7.1 SMME Development and Support.....	27
2.7.2 Youth Programmes	29
3. Tourism Facilitation, Marketing and Attraction	31
3.1 Tourism Press Releases	31
3.2 Tourism Trade & Media Fam Trips.....	32
3.3 Tourism Events Support	34
3.4 Tourism Trade Shows, Exhibitions and Conferences	40
3.5 Quarterly Tourism Newsletter.....	40
3.6 Digital Website, APP and Social Media Activities	40

4	Stakeholder Relations and Engagements	45
4.1	Membership	45
4.2	Area Tourism Committees	45
4.3	District Tourism Forum	46
4.4	KwaXolo Caves Project.....	46
5	Annual Performance Scorecard 2025/2026 – Quarter 1.....	47

1. Executive Summary

The purpose of quarterly performance reporting is to enable management to report to the Board of Directors on the achievements for the first quarter of 2025. It highlights areas where targets were either not achieved or may not be achieved during the year, which would hamper the service delivery of the entity. It provides accountability between the administration and the Board and oversight by the Board.

During Quarter 1 of 2025/2026 (July – September 2025), the SCTIE continued to deliver against its mandate despite significant cash-flow pressures. The entity achieved 87% (51 of 57) of its targets, reflecting steady operational performance and improved efficiency compared to 79% in the same period last year.

All local municipalities were issued with their respective annual grant invoices. Umdoni and Ray Nkonyeni Local Municipalities have made partial payments, while Umzumbe and Umuziwabantu are still outstanding. Engagements with the parent municipality continue through the intergovernmental dispute facilitation process led by COGTA to resolve delays in grant transfers.

Operationally, SCTIE continued to deliver on its tourism and investment promotion mandate. Key highlights include the implementation of major marketing campaigns, active investment facilitation through the One Stop Shop, and strong stakeholder partnerships that supported local SMMEs, youth programmes, and regional events. The organisation also maintained visibility through public relations, media exposure, and strategic collaborations across the district.

Governance and leadership remain sound. The audit process for the previous financial year is progressing, and the appointment of Dr. Vusumuzi Sibiya as Chief Executive Officer, effective 1 October 2024, has strengthened organisational direction and oversight.

Looking ahead, SCTIE will focus on improving cash flow stability, deepening municipal and private sector partnerships, and continuing to position the KZN South Coast as a preferred destination for tourism and investment.

Despite ongoing financial cash flow challenges, the team has continued to demonstrate remarkable resilience and commitment in the first quarter. The release of funding from some of the local municipalities as reported in the financial section of this report, went a long way to enable us to pay operational costs, but has left very little for us to you on Marketing and Projects.

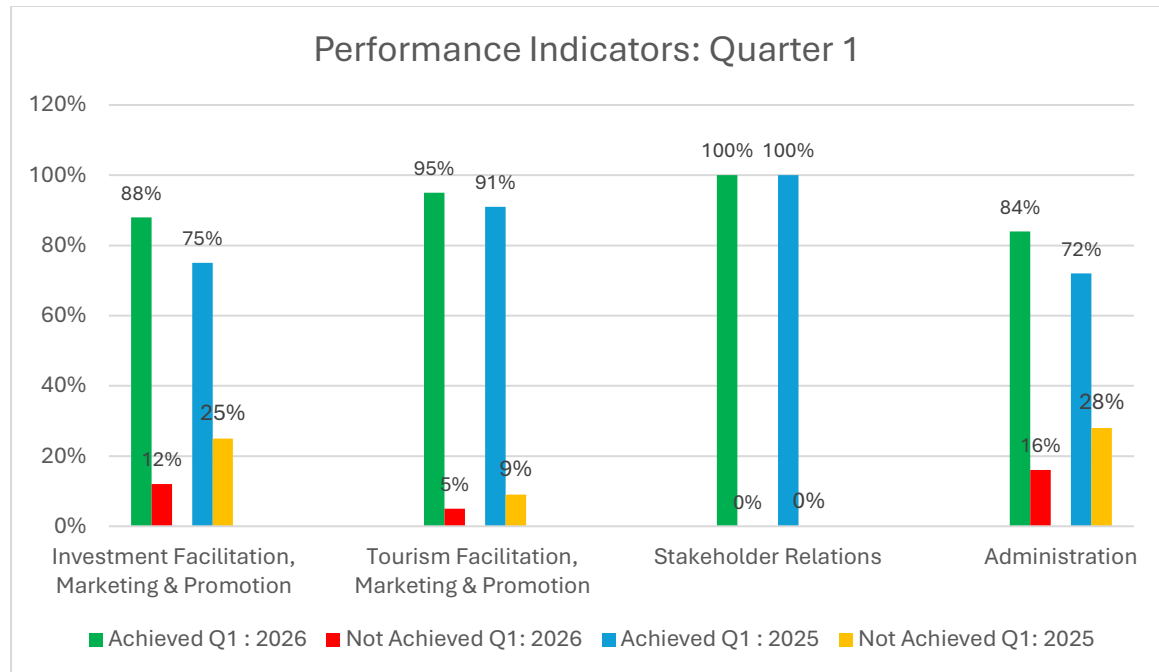
While financial constraints persist, this quarter's performance highlights the team's dedication, adaptability, and ability to deliver under pressure.

In terms of the Annual Audit, the Auditor – General South Africa, is currently conducting our annual audit, with the expected Audit Reports to be finalised by the end of November 2025.

1.1. Performance scorecard: Quarter 1/2026

In terms of quarter 1 – 2026, SCTIE had a total of 57 targets for the quarter to attend to, which we managed to Achieve 89% (51/57) and did Not Achieve 11% (6/57).

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



The reasons for the non-achievements are primarily due to the cash flow constraints brought about by the non-receipt of grant payments, which we have experienced during quarter 1 – 2026.

The comprehensive Annual Performance Scorecard detailing the Achieved and Non-Achieved targets is annexed at the end of this report.

1.2. Finance

1.2.1. Annual Grants 2026:

- i) **Umdoni** – have been invoiced and have paid R1 500 000.00. They have requested the balance to be invoiced in March 2026 after the adjustment budget has been approved. The amount being R1 023 253.59.
- ii) **Umzumbe** – Invoiced: R 2 340 807.30, however they have not yet paid.
- iii) **Umuziwabantu** – Invoiced: R1 697 585.76, however they have not yet paid.
- iv) **Ray Nkonyeni** – have been invoiced and have paid R1 788 494.00. The balance of the annual grant to be invoiced in 2 additional instalments as equitable share is paid, being
 - a. 33% - R 1 405 246.47 – December and
 - b. 25% - R 1 064 580.66 - March 2026The outstanding 2023 portion of R2 000 000 will be paid once Ugu have settled their intergovernmental debt.
- v) **Ugu District Municipality** – the Approved Annual grant for 2026 is R 19 511 964.58. This has not yet been invoiced.

R600 000.00 which was received at the end of September 2025, was used to settle the first instalment of the vat payment plan (R126 430), and then the balance towards salaries.

The full balance outstanding as at 30 September 2025 *would be* R51 582 286.00

A meeting was held with COGTA on the 10 March 2025 to discuss the challenges we are facing in relation to this unpaid grant, and their intervention through the Intergovernmental Dispute process. A facilitator has been appointed to review the matter.

Expenditure :

1. Only the very basic operational expenses have incurred along with a very basic costing for Marketing activities R 559 640 and Projects / Developmental activities R22 722.
2. Staff salaries and Board fees have been paid up to date to 30 September 2025.

1.2.1.1. Income Statement: 30 September 2025

<u>Revenue</u>	Actual	Budget	Variance
Own Revenue	86 508	116 070	-30 432
Municipal Grants raised	6 371 207	6 591 033	-219 826
Gross Profit	6 457 715	6 707 103	-250 257
<u>Expenditure</u>			
Board expenditure	140 356	256 146	115 790
Employee Costs	1 551 392	2 247 045	695 653
Operational Costs	472 188	947 397	475 209
Marketing Costs	559 640	2 220 009	1 660 369
Projects & Development costs	22 722	610 824	592 909
Research costs	0	112 500	112 500
Stakeholder relations costs	31 416	89 676	58 260
Total Expenditure	2 777 713	6 483 597	3 710 691
Surplus / (Loss) year to date	3 680 002	223 506	-3 960 948

1.2.1.2. Balance Sheet as at 30 September 2025

Assets		
Non-Current Assets		
Fixed Assets	462 615	
Investment Property	9 406 111	
	9 868 727	
Current Assets		
Debtors	38 131 509	7 680 615.76
less: Debt Impairment	- 30 450 893	
Cash at Bank - Primary accounts	962 535	1 970 114.72
- Call account	1 007 059	
- Special Projects (OSS)	1 061	
Petty Cash	- 540	
Deposits	83 806	
Accrued income	2 651	
Prepaid expenses	20 939	
Vat - Receivable	548 520	
	10 306 646	
Total Assets	20 175 373	
	-	
Liabilities		
SARS - VAT payable	2 869 764	2 321 245
Staff Control	9 166	
Accruals	157 877	
Suppliers	269 369	
Provisions - Leave	589 936	-
Provisions - Performance Bonuses	192 871	
Operating Lease liabilities	-	
Unallocated deposits	1 150	
Conditional Grant	-	
Total Liabilities	4 090 134	
Net Assets	16 085 238	
Ordinary Shares	200	
Accumulated Surplus	12 405 036	
Surplus / (Loss): Current Year	3 680 002	
Total Net Assets	16 085 238	

1.2.1.3. Financial ratios: 30 September 2025

5.3.10.: Operational expenditure Spend					
Annual Target :	80%	757917.6			
Quarterly Target to date	50%				
Total Spend to Date		472 187.72			
Total Budget to date		947 397.00			
Percentage spend year to date :		50%			
5.3.13: Capital Expenditure spend to plan					
Annual Target	50%				
Quarter Target to date	33%				
		Computers	Furniture & Fittings	Vehicles	Total
Total Spend		74 521.73	0.00	0.00	74 521.73
Total Capital Budget		154 000.00	40 000.00	700 000.00	894 000.00
: Year to date		38 500.00	10 000.00	175 000.00	223 500.00
Percentage spend year to date :		194%	0%	0%	33%
		Only the very basic capital purchases have been made: The entity has replaced 5 computers during Quarter 1, which were necessary for operational reasons			

5.3.14: Fruitless & Wasteful expenditure					
Target:	Less than 1% of Budget				
Fruitless & Wasteful expenditure		624.65		Pending the processing of the penalties and interest on the June Vat 201 - return which will be approximately :	
Budget to date :		6 483 597.00			
	Percentage F& W year to date	0.0096%			
5.3.16: Grant Funding Received					
Annual Target	100% Revenue Received as per plan				
Quarterly Target	100% Revenue Received as per plan				
				Pending the receipt of the Umuziwabantu and Umzumbe grants as raised.	
Grant Funding raised		6 371 207.46			
Outstanding Debtors : per Age Analysis		3 511 646.14	4 038 393		
	Revenue received	2 859 561.32			
	Percentage received	45%			

5.3.17: Operational Revenue Received						
Annual Target		90% Revenue Received as per plan				
Quarterly Target		30% Revenue received				
Revenue Raised			86 507.89		Due to the lack of cash on hand, our Interest received is far lower than expected.	
Outstanding Debtors : per Age Analysis			20 500.00	23 575		
		Revenue received	66 007.89			
		Percentage received	76%			
5.3.20 : Annual Procurement Plan						
Target:		100% SCM Implementation to Plan				
Actual Spend			1 085 965.56			
Annual Budget to Date			3 033 009.00			
		% SCM Implemented to date	36%			
Cash Coverage Ratio : 3 months						
Cash / Cost Coverage Ratio (Excl. Unspent Conditional Grants)	((Cash and Cash Equivalents - Unspent Conditional Grants - Overdraft) + Short Term Investment) / Monthly Fixed Operational Expenditure excluding (Depreciation, Amortisation, Provision for Bad Debts, Impairment and Loss on Disposal of Assets)	Statement of Financial Position, Statement of Financial Performance, Notes to the AFS, Budget, In year Reports and AR	1 - 3 Months		2 Months	
				Cash and cash equivalents	1 970 654	
				Unspent Conditional Grants	-	
				Total Annual Operational Expenditure	13 704 924	
		This calculation does not take into account - the large VAT payment which remains outstanding : R1 035 000 - June 2024 and R1 250 000 per month relating to 2025 grant				

Current Ratio : 2:1					
Current Assets / Current Liabilities	Statement of Financial Position, Budget, IDP and AR	1.5 - 2:1		1.88	
			Current Assets	7 680 616	
			Current Liabilities	4 090 134	
	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) × 365	Financial Performance, Notes to AFS, Budget, In-Year reports and AR	30 days		91 days
				Trade Creditors	269 369
				General expenses	1 085 966
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%		156%
				Employee/person nel related cost	1 551 392
				Councillors Remuneration	140 356
				Total Operating Expenditure	1 085 966
	This calcualtion is high due to the cash flow which we are trying to manage - Project funding has not been incurred due to the non-payment of the Ugu Grants				

1.2.1.4. Cash Flow estimates

Cash Flow : Estimate	Total outstanding for 30 June 2025	Invoiced: 2025/2026	Still to be invoiced	25.09.2025	25.10.2025	25.11.2025	15.12.2025
Opening balance				1 590 000	1 699 570	567 449	-475 523
Ugu District Municipality - 2024/2025	32 070 032		19 503 485	475 000			
- Ugu Jazz Festival							
Ray Nkonyeni - 2022/2023	2 000 000						
Ray Nkonyeni - 2025/2026		1 788 496	2 467 976	1 788 494			
Umuziwabantu - 2025/2026		1 697 586					
Umdoni Municipality - 2025/2026		1 500 000	1 022 157				
Umzumbhe - Municipality - 2025/2026		2 340 807					
Ugu VAT				125 000	125 000	125 000	125 000
Membership				2 000			
Total Cash Receipts	34 070 032	7 326 889	22 993 618	2 390 494	125 000	125 000	125 000
Total In Bank				3 980 494	1 824 570	692 449	-350 523
Expenditure							
Staff Salaries - (Gross salary) - 24 of Month							
- Junior staff				15 890	16 685	16 685	16 685
- Officers				75 679	79 463	79 463	79 463
- Officer I2				55 410	58 181	58 181	58 181
- Coordinators:				111 432	117 003	117 003	117 003
- S57 - Managers				77 809	81 700	81 700	81 700
- S57 : CEO				83 333	87 500	87 500	87 500
- Manager : Investment & Development							-
Bonuses				93 371			284 899
- Staff increases due 1.07.2025					46 421		
- Company costs : Medical/Pension / SDL / UIF				32 648	32 648	32 648	32 648
Board fees -				60 000	60 000	18 000	40 000
Audit Committee				40 000			25 000
Creditors reditors				269 000			
Critical Accounts							
- Office operations				25 000			
- Telkom				9 650	9 650	9 650	9 650
- Rental				67 510	67 510	67 510	67 510
- Fuel				3 000	3 000	3 000	3 000
- Auditor general #1				25 000	60 000	60 000	100 000
- Agency				225 131	208 461	107 732	89 498
- Insurance - Annual					-	-	-
- Insurance - Monthly - Directors				555	555	555	555
				811	811	811	811
Ifafa (Eskom)				4 500	4 500	4 500	4 500
Ifafa (Rates)				1 542	1 542	1 542	1 542
Copy Machines Konica				6 254	3 500	3 500	3 500
Copy Machines Skillfull				6 088	3 000	3 000	3 000
VAT on AG adjustments - remains pending							
- Vat due on the Ugu 2025 Grant invoiced - Per payment plan agreed with SARS				126 430	126 430	126 430	126 430
- Vat due on the 2026 Grant invoiced & received				416 118			
Operational costs - other				259 501	185 000	185 000	185 000
Stationary / Cleaning				2 000	2 000	2 000	2 000
Debit orders							-
Diamatrix				738	738	738	738
Bidtrack				824	824	824	824
- Advertisng						100 000	100 000
Promotional Items				100 000			
Capital Requirements				85 700			
Total Expenditure		0		2 280 924	1 257 121	1 167 971	1 521 636
Balance bank				1 699 570	567 449	-475 523	-1 872 159

1.2.2. Tenders:

1.2.3. Current tenders advertised:

- i) **SCTIE 01/2026:** Bidders to serve on a panel of consultants responsible for the mobilisation, transaction advisory, turn-key implementation and town planning (development) for South Coast Tourism & Investment Enterprise for a 36-month period.
 - ii) **SCTIE 02/2026:** Bidders to serve in a panel of consultants responsible for the identification, packaging and sourcing of funding for skills programmes & the implementation of accredited training services for South Coast Tourism & Investment Enterprise for a 36-month period.
- Compulsory briefing sessions were held on the 8th October 2025, virtually for both tenders.
 - Both tenders close on the 24 October 2025 at 12h00

1.2.4. Implementation NSF Award

On the 27 August 2025, a meeting was held in the Durban NSF Offices situated in the eThekweni TVET College at 10h00. The aim of the meeting was to introduce SCTIE management to the NSF Regional Director, Mr Masipa and Ms Dunn who oversees this and other KZN projects.

The project and the various challenges, which included, the

- Name change from USCDA to SCTIE
- The SCM Processes undertaken (x2)
- The objection to the award which was dealt with
- The final appointment of the Service Provider (SP) -Blue Elevator / The Crimson Co – JV in October 2024.
- The relevance to the courses in the initial award
- The accreditation of the SP – and the 2 apprenticeships which accreditation is not in place – with the changes in the unit standards of: Fitter & Turner and Welding Application.

Mr Masipa and his team undertook to intervene on our behalf, and to actively pursue the reinstatement of our award. Feedback after end of September would be on a weekly basis.

On the 17 October 2025, management were informed that an advocate that is part of the legal vetting of the reinstatement process has requested that the service provider appointed along with their relevant sub-contractors are vetted. This forms part of the initial initiation process which had been done previously when USCDA had initially applied for the funding. It is anticipated that pending the availability of the initiation team, that this process be undertaken between 27 October and 8 November 2025. This has been communicated with our service provider who has advised that they will ensure that they are available.

1.2.5. Human Resources

1.2.5.1. Permanent Appointments: None

SCTIE - Graduate Programme

Mr Tsepang Mongezi Magubane: Assisting in the Investment programmes and reports to the Chief Executive Officer.

Ugu Graduate Program

Mr Mphaka Mbili: Assisting in the Tourism Development programme and reports to the Co-ordinator: Tourism Development.

1.2.5.2. 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 30.06.2024 – reporting to the Chief Executive Officer

1.2.5.3. Organised Labour

In July and August 2024, SCTIE received membership forms from NEHAWU (National Education, Health and Allied Workers' Union). This union prominent trade union in SA representing workers primarily in the public sector, including those in education, healthcare, and social services.

On the 31 October 2024, the Introductory meeting was held. At this meeting, management confirmed that we had received and noted the subscription of the SCTIE employees to NEHAWU and that union fees had been deducted and paid over for the months of September and October. Management then raised their concerns to the uniqueness of SCTIE, being a Municipal Entity at Local Government level, whereas it appeared that NEHAWU functioned in the Provincial and National spheres of government.

It was on this basis that SCTIE requested support from the COGTA legal department, as to whether NEHAWU would be able to adequately represent the employees or whether an alternative union may be more beneficial.

On the 25 August 2025, a union representative arrived for a meeting with the staff. Management was not aware of the meeting. After a brief meeting with some of the staff, a short while later SCTIE received a CCMA referral notice, which related to denial of Organisational Rights. The matter was set for the 16 September 2025.

On the 15 September 2025, after receiving several staff resignations from the union, a meeting was requested by Mr Sandile Ntanzu – Regional Organiser NEHAWU to discuss their withdrawal of the matter.

The case was withdrawn, and subsequently all staff have resigned from the union.

1.2.6. Investment Marketing, Promotion and Facilitation

SCTIE Annual Campaign – ‘Unlock More!’

Investment Themed Annual Campaign: ‘Unlock More Growth’

Investor confidence is soaring on the KZN South Coast, powered by upgraded infrastructure and a rapidly expanding Port Shepstone Business Hub. The region is brimming with high-potential opportunities across key growth sectors, including agriculture, property development, manufacturing, mining and beneficiation, maritime and the oceans economy, logistics (airport and storage solutions), and renewable energy within the green economy.

Q1 Theme – “Unlock More Growth”

- Buy Local
- Opportunities
- One Stop Shop

Hashtags: #unlockmore #unlockmoregrowth

Investment Awareness Campaign: Buy Local. Support Local. Unlock More Growth.

Local businesses, tourism operators, and residents on the KZN South Coast are encouraged to get involved in the Buy Local movement — supporting local products, services, and businesses to drive economic growth in the region.

Through the Buy Local Campaign, the following key messages will be shared:

- **Unlock More Local – Join the Movement!**
Now’s the time to discover the benefits of supporting local. Buying local boosts the KZN South Coast economy, supports job creation, and strengthens our communities.
- **Business Owners – Become a Buy Local Member!**
- Eligible businesses are invited to sign up for the SCTIE Buy Local membership, gaining access to marketing exposure, networking opportunities, and a spot in our regional business directory. Now’s the time to grow your business with local support!
- **Support Local. Buy Local. Grow Local.**
- KZN South Coast residents and consumers are encouraged to choose local — whether it’s shopping, dining, services, or experiences. Every purchase keeps money circulating in the local economy.

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**.
- 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 One Stop Shop 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
- Agriculture value add
- Property development
- Port Shepstone business hub
- Renewable energy/ Green economy
- Manufacturing
- Maritime/ Marine/ Ocean economy
- Mining and beneficiation
- Logistics (airport and storage)
- Hinterland sites (KwaXolo Caves/ Umzumbe River Trails)
- Eastern Seaboard Projects
- One Stop Shop
- Buy Local

Investment Awareness Campaign: Buy Local. Support Local. Unlock More Growth.

TARGET AUDIENCE: Potential and existing local investors/ local business owners and KZN South Coast residents.

Through the Buy Local Campaign, the following key messages will be shared:

- **Unlock More Local – Join the Movement!**
Now's the time to discover the benefits of supporting local. Buying local boosts the KZN South Coast economy, supports job creation, and strengthens our communities.
- **Business Owners – Become a Buy Local Member!**
Eligible businesses are invited to sign up for the SCTIE Buy Local membership, gaining access to marketing exposure, networking opportunities, and a spot in our regional business directory. Now's the time to grow your business with local support!
- **Support Local. Buy Local. Grow Local.**
KZN South Coast residents and consumers are encouraged to choose local — whether it's shopping, dining, services, or experiences. Every purchase keeps money circulating in the local economy.

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

Brand Exposure:

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

In Q1 we generated **83** free media exposure articles, and generated R2 994 630 (two million nine hundred and ninety-four thousand, six hundred and thirty rand) worth of AVE(Average Value Equivalent) media exposure, please see breakdown below.

AVE: R2 994 630

Print: R773 745

Broadcast: R40 996

Online: R2 179 889

All the media coverage clippings are accessible online in the Newsclip Redbook, please see below link for 13 June – 01 October 2025 clippings and refer to Annexure E:<https://www.redbook.co.za/share/book/1205d876f613aa1a22c737390199ea0a>

1.2.7. Tourism Marketing, Promotion and Facilitation

Annual Tourism Campaign:

Optimism is back in South Africa and the KZN South Coast is leading the way as a destination where you can unlock more, more adventure, more growth and more opportunity. From the highest number of Blue Flag beaches and exciting infrastructure upgrades to vibrant community initiatives like Keep Scottburgh Beautiful and Tidy Towns, this region is thriving. Significant investments and national recognition are putting the spotlight on the South Coast's rising potential.

With breath-taking natural assets, new attractions, and a wave of fresh developments, there has never been a better time to unlock more. Whether you are seeking unforgettable adventures or scalable investment opportunities, the KZN South Coast delivers. It is time to unlock more adventure, unlock more growth, and unlock a future filled with possibility.

Unlock More on the KZN South Coast. Whether you are seeking thrilling adventures, relaxing escapes, or game-changing investment opportunities, everything you've imagined, and more is waiting here. Unlock more growth, unlock more adventure, more success, and more of the life you deserve.

Q1 Theme –Your Spring Escape to Paradise

Spring is the perfect time to unlock more adventure and escape to the KZN South Coast a paradise where breath-taking beaches, lush coastal forests, and endless activities await.

Home to the highest number of Blue Flag beaches in KwaZulu-Natal, the coastline offers pristine stretches for swimming, surfing, and soaking up the spring sunshine.

Beyond the beach, visitors can tee off at world-class golf courses with spectacular ocean views, or dive beneath the waves to explore vibrant reefs, or embark on deep-sea fishing adventures. For those seeking adrenaline, the region boasts thrilling hiking trails, 4x4 routes, and mountain biking adventures through magnificent coastal forests and hinterland.

Immerse yourself in the KZN South Coast's rich culture and heritage, explore vibrant agri-rural experiences, or witness the high-octane action at the local raceway. Whether you're planning a family holiday, a romantic retreat, an outdoor adventure, or a memorable MICE event in an unforgettable setting, the KZN South Coast offers the ultimate spring escape in paradise

Spring Into Tourism – Get Visitor Ready!

Campaign Objectives:

- Encourage local tourism businesses, accommodation providers, tour operators, restaurants, and retailers to get visitor ready for Tourism Month in September.
- Inspire KZN South Coast locals and residents to become warm, friendly ambassadors, showcasing the very best of the destination.
- Increase footfall, bed nights and visitor spend across the region by enhancing the visitor experience.
- Highlight the wide variety of experiences on offer – from beach days, hiking, diving, golfing, cultural experiences, markets, and nature escapes, to the vibrant local hospitality.
- Drive community participation in supporting tourism as a key driver for the local economy and job creation.

Key Messages:

- Tourism benefits everyone when visitors feel welcome, they stay longer, spend more, and return.
- As a local business owner or resident, you play a crucial role in making the South Coast the destination of choice.
- Be visitor ready: Offer great service, local advice, warm hospitality, and support local events and attractions.
- Spring is the perfect time to welcome visitors showcase our beaches, outdoor adventures, marine activities, golf courses, culture, heritage, and hinterland experiences.
- Together, we can unlock more for our region — more visitors, more business, more growth.

Let us roll out the welcome mat this Tourism Month, become a proud ambassador for the KZN South Coast and help grow our tourism economy!

Local Awareness

Spring into Tourism – Get Visitor Ready!

Messaging: Tourism benefits everyone – when visitors feel welcome, they stay longer, spend more, and return.

- As a local business owner or resident, you play a crucial role in making the South Coast the destination of choice.
- Be visitor ready: Offer great service, local advice, warm hospitality, and support local events and attractions.
- Spring is the perfect time to welcome visitors – showcase our beaches, outdoor adventures, marine activities, golf courses, culture, heritage, and hinterland experiences.
- Together, we can unlock more for our region – more visitors, more spend, more growth.

Local Advertising: South Coast Herald and South Coast Fever (Seafood Festival Quarter page adverts)

Radio: Ugu Youth Radio (Seafood Festival)

The following marketing elements were harnessed to maximise marketing efforts:

- Social Media
- Advertising for Q1 included digital adverts posted to SCTIE platforms Instagram, Meta, X and LinkedIn.
- Public Relations

- Fam Trips
- App

Digital Advertising for Q1 – Tourism Themed Campaign included in the following posts:

- Outdoor Adventure
- Caravan and Camping
- Women in Tourism

During this quarter **165** free media exposure articles was generated. A total of R5 619 092 (five million six hundred and nineteen thousand and ninety-two rand) **worth of AVE media exposure was generated**

AVE: R5 619 092

Print: R1 520 476

Broadcast: R83 285

Online: R5 619 092

2. Investment Facilitation, Marketing and Attraction

2.1 Investment Facilitation

The South Coast Tourism and Investment Enterprise (SCTIE) through its One Stop Shop (OSS) office continues to facilitate and streamline investment-related support across the Ugu District. The OSS serves as a coordination hub for both local and external investors, providing access to government services, regulatory guidance, and linkages with relevant partners to unlock investment opportunities.

Summary of impacts:

Category	Interventions	Outcome
Export facilitation	1 project	Enhanced market linkages for agribusinesses
Business registration and compliance	5 entrepreneurs assisted	Improved business formalisation
Investor leads facilitated	2 major projects	Potential USD 17 million investment pipeline
Empowerment & awareness events	3 events	>200 participants reached
Partnerships & coordination	4 government entities engaged	Strengthened investment facilitation ecosystem

A total of 21 new cases were logged in Q1, with 15 resolved (71%) and 6 unresolved (29%). The OSS continues to provide technical support, business registration assistance, and red tape reduction interventions in partnership with CIPC, TIKZN, TGCSA, DTIC, and other government departments.

Category	No. of Queries (Q1)	Share (%)	Examples
Business Registration & Compliance (CIPC-related)	13	62%	New codes, name changes, amendments, annual returns
Investment Promotion / Potential Investors	3	14%	O2 Medi medical oxygen plant; TIKZN trade facilitation; kykNET exposure
Trade Facilitation & Red Tape Reduction	3	14%	Dube TradePort, Provincial Red Tape Reduction
Tourism Investment Support	1	5%	TGCSA grading request (Lindi Moabi)
Visa & Immigration Support	1	5%	Business visa guidance (VFS Global)

2.1.1. Investment Facilitation

a. Export and Trade Facilitation

- TIKZN Export Opportunity in Kuwait (June 2025):
The OSS assisted Trade and Investment KwaZulu-Natal (TIKZN) in identifying small to medium enterprises within the South Coast that could export fruit and vegetables to Kuwait. This support enhanced the visibility of local agribusinesses and promoted export readiness.

b. Business Formalisation and Compliance

- CIPC Support (July 2025):
Throughout July, the OSS assisted several entrepreneurs with:
 - Company name changes and new registrations
 - Business code applications and password resets

This assistance promotes business compliance and readiness for investment participation.

c. Investor Relations and Prospect Development

- Ontbytsake TV Programme (July 2025):
Engagement with the Project Manager for the *Ontbytsake* breakfast show on kykNET, explored collaboration to profile the South Coast as an investment and tourism destination. The enquiry was referred to the CEO's office for strategic alignment.
- O2 Medi (Pty) Ltd – Medical Oxygen Plant (August 2025):
The OSS facilitated discussions with O2 Medi, a potential investor seeking to develop a renewable energy-powered medical oxygen plant in KwaZulu-Natal.
 - Estimated Investment: USD 17 million
 - Projected Employment: ±500 jobs (health and industrial sectors)
 - Status: Initial consultations held; further site exploration underway.

d. Investor Support Services and Coordination

- TIKZN Partnership (August 2025):
OSS provided TIKZN with an updated list of LED Managers across all four local municipalities in Ugu District to strengthen coordination in investment facilitation and pipeline management.
- VFS Global (August 2025):
Assistance was rendered to Ms Silindela Sithole, a local furniture manufacturer from Umzumbe Municipality, in seeking guidance for a business visa application to attend a trade conference in Shanghai, China. OSS coordinated with TIKZN and the Chinese Embassy for guidance.

2.1.2. Business Empowerment and Outreach

a. Women in Business Empowerment Seminar (August 2025)

SCTIE participated in the KZN Economic Regulatory Authority (KZNERA) Women Empowerment Seminar at Ebukhosini Lifestyle, Umzumbe.

The OSS showcased available services including:

- Business registration and funding access
- Tourism enterprise support

The engagement generated significant interest from female entrepreneurs.

b. Umdoni Disability Business Seminar and Tourism Awareness (August 2025)

OSS participated in the Umdoni Municipality seminar to empower persons with disabilities through entrepreneurship and tourism opportunities.

Key interventions included:

- Information dissemination on funding and registration
 - Encouragement for participation in the tourism value chain
- Stakeholders present included SEDFA, EDTEA, Umdoni Disability Organisation, and local councillors.

c. KZN Economic Council Roadshow – Ugu District (September 2025)

OSS participated in the KZN Economic Council Roadshow, which highlighted Public-Private Partnership (PPP) models in rural development and investment attraction within the Ugu District.

The OSS showcased its facilitation services, distributed informational materials, and captured new investor leads through a registration drive.

2.1.3. Tourism Investment Support

The OSS facilitated multiple engagements with the Tourism Grading Council of South Africa (TGCSA) to assist local establishments seeking grading and market visibility.

- **Beneficiaries:** Admirals View B&B
- **Outcome:** Enquiries successfully referred and processed by TGCSA representatives.

2.2 Press Releases

Our quarter 1 press releases highlighted the KZN South Coast investment potential on property development, agribusiness and manufacturing.

Coverage table:

PRESS RELEASES – INVESTMENT	EARNED (PR) MEDIA EXPOSURE
Historic Moment for KZN South Coast as SCTIE Signs MoU with Top Property Developers	1KZNTV, Invest KZN South Coast – (19/06) Marketing Spread, South Africa Today, My Pressportal – (20/06)

	My PR – (21/06) My Durban, Buy PE – (22/06) Tourism News Africa – (23/06) Rising Sun (Mid South Coast) – (24/06) Rising Sun (Chatsworth), Rising Sun (Merebank) – (08/07) Rising Sun (North Coast) – (09/07) Rising Sun (Overport) – (10/07) South Coast Fever – (22/08)
Community Garden and Micro-Farming Initiatives Cultivate Growth and Opportunity on the KZN South Coast	My PR, My Pressportal, Marketing Spread, South Africa Today, Buy PE – (04/08) Daily Star, Economy24, Daily Mirror, My Durban – (05/08) Good Things Guy – (07/08) South Coast Herald (Mid South Coast Edition) – (08/08) Rising Sun (Chatsworth), Rising Sun (Merebank) – (19/08) Rising Sun (North Coast) – (20/08) Rising Sun (Overport) – (21/08) Green Economy Media – (22/08)
Prestigious Golf Competition Highlights KZN South Coast's Growing Investment Potential	Invest KZN South Coast, My PR, South Africa Today, Buy PE, Free-Mail, My Pressportal – (19/09) My PR, My Durban, Gauteng Online Lifestyle Magazine, South African Lifestyle Magazine, Post Express – (20/09) Jozi Gist – (22/09) Marketing Spread – (23/09) South Coast Fever – (26/09) Tourism News Africa – (30/09)

KZN MEC Backs Coffee Sector with Ugu District Social Compact to Drive Growth on the South Coast	South Coast Fever – (19/09) The Bulrushes, My PR, My Pressportal, My Durban, South Africa Today, Buy PE, Visit KZN South Coast, Free-Mail – (23/09) IOL, The Mercury, Daily Star, Restaurants, Economy24, Daily Mirror (24/09) Jozi Gist, Marketing Spread – (25/09) HM (Hospitality Market Place) – (29/09) Gauteng Online Lifestyle Magazine, Sandton Lifestyle Magazine, South African Lifestyle Mag, Post Express, Rising Sun Newspapers, Showbiz Scope – (30/09) Tourism News Africa – (01/10)
---	---

2.3 Investment Trade & Media Fam Trips

SCTIE Signs MoU with Top Property Developers

Date: 18 June 2025

Venue: Renishaw Hills

SCTIE marked a significant milestone on 18 June 2025 in signing a historic Memorandum of Understanding (MoU) with leading property developers of Serenity Hills, Renishaw Coastal Precinct, and Umdoni Point Coastal Lifestyle Village. This strategic partnership aims to unlock the full investment and tourism potential of these key developments while driving economic growth, job creation, and regional transformation.

Hosted at Renishaw Hills in Scottburgh, the signing connected SCTIE with the developers, cementing a long-term commitment to collaboration. The MoU, valid until 31 December 2029, outlines a framework for cooperation, support, and joint promotion to maximise development opportunities across the region.

The members of the media were formally invited to cover this significant event. Those were Nhlanhla Ndovela from 1KZN TV and Slindile Mgozi from the Rising Sun Newspaper.

Expenditure

No.	Items	Estimated Value of Complimentary
1.	Catering Services: Complimentary by Renishaw Hills	R5000.00
	TOTAL	R5000.00

2.4 Investment Trade Shows, Exhibitions & Conferences

1. Manufacturing Indaba 2025

Date: 15 to 16 Julu 2025

Venue: Sandton Convention Centre, Johannesburg

The Annual Manufacturing Indaba has shown impressive growth year on year and has proved its value in catalysing business connections and helping manufacturers to innovate and grow their potential. The event is designed specifically for private & public company representatives to hear from industry experts as they unpack challenges and find solutions for growth across the manufacturing sectors and explore regional trade into Africa.

Strategic Objectives:

- The conference and exhibition offer opportunities to hear about the latest technologies and practices, including robotics, additive manufacturing, energy efficiency, cybersecurity, industrial automation, innovation, productivity, and more.
- The event provides endless opportunities to meet fellow delegates and share knowledge and ideas.
- To meet and engage with this year's high-level speakers, exhibitors, sponsors and delegates on a one-on-one basis at the event.

Outcome & Feedback

The Manufacturing Indaba was very well organised with easy registration. SCTIE enjoyed the insightful presentations about the manufacturing industry as well as visiting all the exhibitor stands, which provided wonderful networking opportunities.

The Conference brought together industry experts, policymakers, and business leaders to explore Africa's manufacturing evolution, localisation strategies, and industrial growth opportunities. The Seminars provided valuable content and key insights into the latest manufacturing trends, and solutions that can help us grow our manufacturing sector.

Expenditure

No.	Items	Amount
1.	Access for Delegate (free)	R0
2.	Return Flight Bookings	R2899.64
3.	Car Hire	R2677.00
4.	Accommodation	R5604.00
	TOTAL	R11 180.00

2. Tourism Investment Forum Africa (TIFA)

Date: 27 to 29 August 2025

Venue: Thembela Venue, Richards Bay

The City of uMhlathuze (Richards Bay), located in KwaZulu-Natal, South Africa, successfully hosted the 3rd edition of the Tourism Investment Forum Africa (TIFA) from 27th to 29th August 2025. This premier event brought together a high-level network of investors, developers, policymakers, and public sector leaders to explore and unlock tourism-related investment opportunities across the African continent.

TIFA 2025 was a platform for advancing regional economic development by connecting destinations with capital. Grounded in the principle of “a global platform for local action,” the Forum was designed to drive investment, showcase high-impact tourism projects, and facilitate meaningful partnerships between public and private sector stakeholders. We participated in this marketing opportunity by taking up an exhibition space and attended the conference seminars as delegates.

Strategic Objectives:

- Showcase the KZN South Coast tourism and investment projects to a targeted audience of international and domestic investors.
- Attract direct investment into local precincts, thereby supporting economic growth, job creation, and sustainable development.
- To gain visibility, establish business linkages, and access new markets.
- Position our locality as a competitive investment destination within South Africa and the broader African tourism economy.

Outcome & Feedback

TIFA 2025 offered a compelling programme that included:

- A two-day conference focusing on investment opportunities in priority sectors such as tourism, hospitality, infrastructure, real estate (commercial and residential), technology, and utilities.
- Project showcases of investment-ready developments within the City of uMhlathuze and the surrounding regions, including mixed-use precincts and tourism corridors.
- Site visits to catalytic projects, providing prospective investors with a first-hand view of development potential and municipal readiness.

The Richards Bay Industrial Development Zone (RBIDZ) Special Economic Zone proudly hosted and facilitated day one of the Tourism Investment Forum Africa (TIFA) 2025, welcoming local and international delegates to experience the region’s investment-ready infrastructure and thriving industrial landscape. The event was supported by the Tourism KwaZulu- Natal and Film Commission, with uMhlathuze Local Municipality being the host City.

Day one programme, led by RBIDZ included site visits to key industrial estates within the Special Economic Zone (SEZ) including Phase 1A and Phase 1F, where delegates were given a first-hand view of catalytic infrastructure developments as well as multi-billion-rand operational projects that are shaping the region’s economic trajectory.

Among the highlights were guided tours for Nyanza Light Metals, a TiO₂ manufacturing project and Wilmar Processing Plant, a major oil refinery- both showcasing successful industrial investment and job creation in action. These sites visit served to demonstrate the SEZ’s role as a key enabler of economic transformation and industrial growth in the region.

As the RBIDZ remains at the forefront of driving industrial development and attracting foreign direct investment, the hosting of TIFA further solidifies its reputation as a catalyst for inclusive economic development and a prime location for investment.

The Premier of KwaZulu-Natal- Hon. Thami Ntuli officially opened the Tourism Investment Forum Africa (TIFA) 2025 Conference on the 27th of August 2025 - sending a clear and confident message to global investors that KZN is open for business.

He also outlined the provincial government's initiatives to support small and emerging businesses, improve investor confidence by ensuring a safer province and promote trade partnerships and support across key sectors including green energy.

In his keynote address, the Premier welcomed delegates from across Africa and around the world, lauding Richards Bay's rising prominence as an economic hub and the ideal host city for this year's TIFA Conference.

Premier Ntuli underscored the province's strategic location, world-class infrastructure and business-friendly environment as pillars for growth and investment, also commending the role of the RBIDZ Special Economic Zone in attracting strategic investments across key sectors and driving industrialisation.

TIFA 2025 sparked high-impact investment leads and strengthened cross-border trade partnerships- solidifying KwaZulu-Natal as central player in Africa's economic growth story.

We look forward to the continued participation in future editions of TIFA as we work together to drive investment and foster a more sustainable and responsible tourism industry in Africa.

Expenditure

No.	Items	Amount
1.	Stand Booking	R10,925.00
2.	Accommodation	R18095.00
3.	50x Printed Business Cards - full colour on both sides	R650.00
4.	S&T	R4878.00
	TOTAL	R34 548,00

2.5 Quarterly Investment Newsletter

One investment focused newsletter was prepared and sent out on 06 October 2025 to SCTIE members and key stakeholders highlighting the marketing developments and material.

Link to view newsletter:

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

Newsletter report link:

<https://live.everlytic.net/public/messages/reports/1344108/toAihTcm7nsCtlqz>

Newsletter stats:

Distribution 884

Delivered: 879

Opened: 314

Bounced: 5

Please see screenshot of newsletter below:



As we reflect on a productive quarter, I am proud to share some of the milestones that continue to position the KZN South Coast as a premier destination for investment.

In early June, the Umdoni Investment Seminar brought together government, business, and community stakeholders to explore investment opportunities. This collaborative platform highlighted Umdoni's vision to become the 'Jewel of the KZN South Coast' by 2030, while reinforcing the importance of partnerships in driving sustainable economic growth and investor confidence.

Shortly thereafter, we celebrated a historic moment with the signing of a Memorandum of Understanding alongside Serenity Hills, Renishaw Coastal Precinct, and Umdoni Point Coastal Lifestyle Village. This agreement reflects our joint commitment to fostering property development that unlocks investment potential and creates socio-economic impact across the region.

In commemoration of Women's Month, we took the opportunity to celebrate the KZN South Coast's women shaping the tourism and business sectors. These inspiring leaders remind us that inclusive growth is the foundation of a resilient and thriving economy.

Looking ahead, the KZN South Coast is more ready than ever for investment. With upgraded infrastructure, a skilled workforce, and the support of the SCTIE One Stop Shop, we are creating an enabling environment that welcomes both domestic and international investors.

Take a moment to explore the opportunities highlighted in this newsletter and join us in building a future of sustainable growth and innovation on the KZN South Coast.

2.6 Digital Website

Invest KZN South Coast Website

Total Visits & Page Views

This quarter saw a slight decrease in average monthly visits, dropping from 518 to 497. Page views also declined from 950 to 759, suggesting a dip in overall user activity and content interaction.

User Engagement

User engagement metrics show a modest downward trend. Pages per user decreased from 1.84 to 1.53, and the average time spent per user slightly dipped from 1 minute 16 seconds to 1 minute 15 seconds. While the change is small, it indicates that users are browsing fewer pages and spending slightly less time on the site.

Traffic sources

Organic search traffic improved, increasing from an average of 267 to 320 visits per month—indicating stronger visibility in search engines. Direct traffic also rose from 143 to 174. However, social media traffic declined from 109 to 84, which may reflect reduced activity or lower engagement on social platforms.

Insights & Recommendations

Despite a slight drop in visits and engagement, the increase in organic and direct traffic is a positive sign of growing reach and brand recognition. The decline in social traffic and overall interaction suggests a need to re-engage users more effectively. Focusing on improving content relevance, enhancing the user experience, and reinvigorating social media strategies can help drive both traffic and deeper engagement moving forward.

The results for the investment website this quarter indicate a small decline in visits, page views, and engagement levels. However, the increase in both organic and direct traffic is a positive indicator of improved search visibility and brand recognition. To strengthen overall performance, attention will be given to re-energising social media-driven traffic and refined investment content relevant to encourage deeper user interaction, in addition to current efforts.

2.7 Tourism Facilitation

2.7.1 SMME Development and Support

1. Women in Business Seminar 2025

As part of celebrating women's month, South Coast Tourism and Investment Enterprise (SCTIE) participated in the Women Empowerment Seminar which took place at Ebukhosini Lifestyle – Umzumbi on 21 August 2025. The programme aimed to garner valuable information from industry partners and stakeholders to assist women with entrepreneurial opportunities. Participants comprised of different business owners such as restaurants, shisanyama, taverns, crafters and many more. The programme aligned with South African theme for 2025: "Women Empowering Women"

The objectives of the day were as follows:

- To grow and diversify women businesses through community-based tourism
- To create an enabling environment for women to learn and motivate each other
- To promote and support women in the industry
- To discuss challenges and opportunities for growth purposes.

2. Umdoni Disability Business Seminar

SCTIE participated in the Umdoni Disability Business Seminar which was organised by Umdoni Local Municipality on the 28 August 2025. The event took place at Umzinto Town Hall and it was attended by 83 delegates including stakeholders. The programme was aimed at uplifting business owners that were living with different disabilities within Umdoni, as follows:

- To empower disabled citizens with business development programmes
- To provide information on access to funding
- Access to market opportunities
- Business registrations
- Tourism awareness

3. Tourism Grading Support Programme

The Department of Tourism (NDT) and Tourism Grading Council of South Africa (TGCSA) announced the renewal and availability of the Tourism Grading Support Programme which aims to encourage the growth and transformation of graded establishments. The programme is administered by TGCSA on behalf of NDT. Establishments may receive an 80% discount on TGCSA grading fees, terms and conditions apply. Tourism Marketing Levy South Africa (TOMSA) members qualify for a further 10% discount, resulting in an enormous 90% discount.

The programme was introduced to encourage wider participation in the tourism grading system and to reduce the cost burden of grading on small tourism enterprises. It stimulates an increase in conformity to quality standards in tourism which in turn will enhance the overall visitor experience and improve South Africa's competitiveness as a tourism destination. SCTIE encouraged all KZN South Coast eligible tourism businesses to apply.

4. Mandarin Language Training Opportunity for Tourist Guides

NDT invited applications from registered tourist guides operating across the country, to apply for the Foreign Language Training Programme that the Department will be funding for the 2025/2026 financial year. The main objective of the training is to equip existing tourist guides with Mandarin language skills to enhance visitor experiences and better serve the needs of the Chinese market. SCTIE disseminated the information to local tourist guides and encouraged them to apply.

5. Ugu District Social Compact Roadshow

The 12th September 2025 marked the official launch of the Ugu Social Compact. The day began at the scenic Beaver Creek Coffee Farm in Port Edward, graced by KwaZulu-Natal MEC for EDTEA, Rev. Musa Zondi and other dignitaries. The visit strengthened a collective commitment to revive coffee farming in the region, encouraging smallholder farmers to plant coffee trees and participate in the value chain. The celebrations later moved to the Ugu Sports & Leisure Centre, where the community from all four local municipalities joined in this milestone initiative. The Ugu Sports and Leisure Centre came alive as the MEC led the official signing of the Ugu District Social Compact under the banner of the KZN Economic Council Roadshow.

This milestone event brought together all district social partners government, business, labour, and civil society, to commit to a unified plan of action that aligns with the Provincial Reconstruction and Transformation Plan. The signing marked more than a ceremonial moment; it signalled a collective pledge to revitalise the district's economy, create sustainable jobs, and build stronger partnerships across every sector of society.

SCTIE in partnership with COGTA, coordinated the participation and transportation of emerging Umzumbe Coffee farmers to the event. The emerging coffee growers will later enter a mentorship programme with Beaver Creek Coffee Farm. SCTIE created another platform for SMMEs to exhibit at the roadshow. Exhibitors included women, youth and people with disabilities from various tourism offerings such as food and beverage establishments, adventure, crafters, educational and fun activities, details as follows:

	Name of Business	Category
1	Dino Park	Kids Activities
2	Hala Lisa Restaurant and Shisanyama	Food and Beverage
3	Intana Yamagugu	Crafter
4	KwaXolo Caves Adventures	Adventure
5	Ncayiya Trading	Crafter

6	Ndovie's Creations	Traditional Fashion Design
7	Nominated Disability Association	Crafters
8	NPS Adventures	Adventure
9	Nqubele Holdings	Beadwork
10	Sibunonko Crafters	Crafters

2.7.2 Youth Programmes

1. Tourism Monitors Programme

On 21 July 2025, SCTIE organized a certificate hand-over ceremony for 25 Tourism Monitors who completed their 2024/2025 programme which ran for a year between March 2024 and March 2025. The programme was funded by NDT and implemented by SCTIE in partnership with Tourism World Academy. During the training period, tourism Monitors were deployed at major tourist sites including KZN South Coast beaches, to enhance safety and provide information to tourists.

2. Assistant Chef Programme

On 04 September 2025, SCTIE handed over 20 certificates to Umuziwabantu Youth that completed the Assistant Chef Programme. Learners spent one month theory training and two months practicals at selected host employers. At the end of the programme, two learners received employment from their host employers while five decided to group together to start a catering business, due to limited employment opportunities. SCTIE is assisting with the process of registering their business including other compliance matters.

3. Coastal Flavours Seafood Festival

The Coastal Flavours Seafood Festival was held at St Michael's Beach on the 26 July 2025. The festival celebrated the deep-rooted fishing heritage of KZN South Coast while promoting regional seafood excellence. This inaugural edition in the KZN South Coast is one of two such festivals taking place, the other being Saldanha Bay in the Western Cape.

SCTIE contributed in the event by marketing the event and organizing 20 tourism students from Esayidi TVET College Gamalakhe Campus to be marshals at the event. Each student received R200.00 stipend and a certificate of participation, issued by SCTIE.

Festival activities included:

- Seafood cooking demonstrations
- Seafood cookout with celebrity chefs
- Seafood market & artisanal stalls
- Restaurant showcase & tasting experiences
- Junior cookout competition
- Family fun walk, beach sports & outdoor activities
- Live music & entertainment

4. Youth Career Exhibition and Awareness Programme

On 26 June 2025, SCTIE in partnership with Ray Nkonyeni Municipality Sukuma Sakhe Ward 27 and the Department of Employment and Labour, conducted a career exhibition at KwaNositha Community Hall near Gamalakhe. The programme aimed at informing, empowering and

developing high school learners, unemployed and underemployed youth with the following development:

- Career guidance
- Professional skill development
- Networking and strengthened partnerships
- Increased student engagement and retention
- Talent acquisition

5. Work Integrated Learning (WIL) Project

The Work Integrated Learning (WIL) Project which commenced in September 2024, is progressing well in the Ugu District. The programme was implemented after the Department of Higher Education and Training appointed Tourism World Academy in partnership with SCTIE, to run the Project on behalf of the National Skills Fund (NSF). The project enables young people to complete their qualifications and to gain practical work experience that would improve their employability. This WIL project is not limited to tourism but it includes other qualifications such as business management, human resources development and others.

The graduates in the programme were categorised per institution level namely: University, University of Technology and TVET Colleges.

The university of Technology graduates completed their programme on 30 August 2025, TVET College graduates are finishing in May 2026 and the University graduates in August 2026, details as follows:

Graduates	No. of Graduates	Monthly Stipend per Learner	Programme duration
University Graduates	35	R6000.00	24 Months Sept 2024 – August 2026
University of Technology Graduates	05	R5 500.00	12 Months Sept 2024 – 30 August 2025 (programme ended)
TVET College Graduates	16	R5 500.00	18 Months Sept 2024 – May 2026

6. Tourism Graduate Development Programme Closing Ceremony

In a bid to promote transformation within the tourism sector, the MEC for EDTEA, Reverend Musa Zondi hosted a graduation ceremony for the participants of the KZN Tourism Graduate Development Programme (TGDP) for the 2023-2025 intake. The graduation ceremony took place in Zululand District on the 14 August 2025. SCTIE offered transport to 5 graduates that were mentored by the entity during the programme.

The programme was aimed at providing workplace experience to graduates and in-service trainees and it was offered in collaboration with different municipalities, public entities and development agencies. The graduates were encouraged to take advantage of departmental programmes and to pursue entrepreneurship in order to strengthen the rural and township economy.

3. Tourism Facilitation, Marketing and Attraction

3.1 Tourism Press Releases

PRESS RELEASES – TOURISM	EARNED (PR) MEDIA EXPOSURE
Pennington Makes it to the Finals in 2025 kykNET Kwêla Dorp van die Jaar competition	My PR, My Pressportal, My Durban, Marketing Spread, South Africa Today, Visit KZN South Coast – (07/07) Star/ Saturday Star, IOL, Sunday Tribune, Tourism News Africa – (08/07) South Coast Herald (Mid-South Coast Edition), South Coast Herald online – (11/07) Sunday Tribune – (13/07)
Don't Miss the First-Ever Coastal Seafood Flavours Festival on the KZN South Coast	Spice4Life, My PR, My Pressportal, My Durban, Buy PE, South Africa Today, Visit KZN South Coast, Free-Mail – (18/07) Jozi Gist – (19/07) Marketing Spread – (20/07) Independent on Saturday, Daily News (INL), IOL, Durban TV, Restaurants, In Bound – (21/07) Daily News, Rising Sun Newspapers – (22/07) Future Flex ZA, Msn, The South Africa, SA People News, South Coast Herald – (24/07) Fishing Industry News, Hello Lifestyle – (25/07) The Citizen, South Coast Herald – (09/08)
Powerful Women Leaders are Boosting Tourism on the KZN South Coast	My Durban, Buy PR, My Pressportal, Free-Mail, Visit KZN South Coast – (11/09) Business Link, My PR, South Africa Today – (12/09) Rising Sun (Merebank) – (30/09)
Uncover More on the KZN South Coast This Tourism Month with Some Epic Adventures	Visit KZN South Coast, Free-Mail, My PR, My Pressportal, My Durban, Marketing Spread – (15/09) South Coast Sun, The Citizen, Msn, South Africa Today, Buy PE, South Africa Info, Businesses South Africa – (16/09) Rising Sun Newspapers – (19/09) Rising Sun (Chatsworth), Rising Sun (Merebank) – (23/09) Rising Sun (North Coast) – (24/09) Tourism News Africa, Rising Sun (Overport) – (25/09) Showbiz Scope, Sandton Lifestyle Magazine, Gauteng Online Lifestyle Magazine – (30/09)
7 Reasons the KZN South Coast is Your Ultimate Summer Beach Destination	My PR, My Durban, South Africa Today, Buy PE, Visit KZN South Coast, Free-Mail – (16/09) Home, Food & Travel, Marketing Spread – (17/09) Rising Sun (Merebank) – (30/09)

What's Happening on the KZN South Coast? Don't Miss These Epic Upcoming Events!	My PR, My Durban, I Love ZA , Buy PE, Free-Mail – (18/09) South Africa Today, Visit KZN South Coast, 041 Online – (19/09) Gauteng Online Lifestyle Magazine, South African Lifestyle Magazine, Post Express – (21/09) Tourism News Africa – (26/09) Rising Sun (Merebank) – (30/09)
Don't Miss Your Chance to Enter the 2025 South Coast Marathon!	Visit KZN South Coast, Free-Mail, Buy PE, South Africa Today, My Pressportal, My PR, My Durban – (19/09) Tourism News Africa – (23/09) Marketing Spread – (25/09) South Coast Herald (Mid-South Coast Edition) – (26/09)

3.2 Tourism Trade & Media Fam Trips

1.KwaZulu-Natal Tourism & Film Authority Information Officer's Educational Fam Trip Date: 15 – 19 July 2025

Background

Tourism and Film Information Officers embarked on product familiarization of the South Coast of KwaZulu-Natal. The purpose of that product familiarization trip was to learn more about what the South Coast of KZN has got to offer as tourist experiences.

Strategic Objective

- . To learn more what the KZN South Coast has to offer.
- . To profile KZN South Coast as tourism destination.
- . To encourage visitors to explore the KZN South Coast.
- . To engage with the product owners and build relationship.

Outcome

The educational exploration was successful and very informative they have seen new products which they did not experience previously.

Expenditure

Stakeholder	SCTIE Rand Value Contribution	Stakeholder Contribution	Stakeholder Rand Value Contribution	Comps: SCTIE
TAFa	R0	Accommodation, Flights, Shuttle and meals	R40 000.00	R0

2.Ugu District Social Compact Launch Roadshow Media Fam Trip Date: 12 September 2025

Background

On 12 September 2025, the official Launch of the Ugu District Social Compact (PPP), the day began at the scenic Beaver Creek Coffee Farm in Port Edward, graced by the MEC Rev Musa Zondi and other dignitaries. The celebrations later moved to the Ugu Sports & Leisure Centre where the community joined in this milestone initiative. Together, we're building stronger partnerships for growth and development on the KZN South Coast.

Strategic Objective

- Unlock employment opportunities, drive inclusive economic growth, integrate rural communities into formal value chains, support local enterprise development and agri-preneurship.
- Facilitate land access for smallholder farming, mobilise community participation, ensure culturally relevant and community-driven development.

Outcome



Expenditure

Stakeholder	SCTIE Value Contribution	Stakeholder Contribution	Stakeholder Rand Value Contribution	Comps: SCTIE
EDTEA COGTA Ugu District Municipality Beaver Creek Coffee Farm	R1 437.50	Event Sponsorship	R100 000.00	R5000.00

3.Ray Nkonyeni Municipality Prestige Awards Media Fam Trip

Date: 22 August 2025

Background

We hosted the Ray Nkonyeni Municipality Prestige Award winners to a special familiarisation trip to Lake Eland Game Reserve, one of SCTIE Great Drives Out route, Oribi Gorge. Offering a glimpse into the untamed beauty and welcoming spirit of our region hinterland. The journey was amazing in transporting our awardees o sponsored vehicles from halfway Toyota Shelly Beach and Haval Shelly Beach show casing their sleek new rides.

Strategic Objective

- To experience what on the backyard of the KZN South Coast.
- To recognize local excellence
- The awards was about legacy pride and collective celebration

Outcome

The fam trip and the awards ceremony was a huge success, it was an evening prepared with elegance held at the Ugu Sports & Leisure Centre.

Expenditure

Stakeholder	SCTIE Rand Value Contribution	Stakeholder Contribution	Stakeholder Rand Value Contribution	Comps: SCTIE
Ray Nkonyeni Municipality	R0	Lunch	R6 000. 00	R9 600.00

4.South Coast Marathon Media Fam Trip Date: 28 September 2025

Background

The South Coast Marathon took center stage at Ugu Sports & Leisure Centre, attracting over 1200 runners from South Africa. As a comrade's qualifier the energy was high and the spirit of endurance even higher. The number of participants had increased compared to the previous years. The race was one hour delay at the start due to traffic from the previous day event at the same location.

Strategic Objective

- Boost travelling through sport.
- To encourage Sport Tourism growth in our destination.
- To drive the economic growth and development in the area.

Outcome

The event was exceptional, it drew majority of runners out of our district, which is a huge draw card for our destination, the participants that came from other countries and town had booked accommodation in the area, it has created local economic growth.

Expenditure

Stakeholder	SCTIE Rand Value Contribution	Stakeholder Contribution	Stakeholder Rand Contribution	Comps: SCTIE
Ray Nkonyeni Municipality	R0	Event Sponsorship	R400 000.00	R0

3.3 Tourism Events Support

During this quarter we support the following events:

1. Coastal Flavours Seafood Festival 26 July 2025
2. Site Inspection for KZN South Coast Conference Venues

3. Ugu Maskandi Festival

PROJECT: COASTAL FLAVOURS SEAFOOD FESTIVAL

Coastal Flavours Seafood Festival

Date: 26 July 2025

Venue: St Michael's Beach

Background

There is no better place than winter on the KZN South Coast – with the warm days, Blue Flag beaches, and Sardine Run action. And, this year, visitors and food lovers celebrated the inaugural Coastal Flavours Seafood Festival that was held at St Michael's Beach on Saturday, 26 July 2025. This vibrant festival of local cuisine, cultural heritage, and ocean-side entertainment was proudly endorsed by the **Department of Forestry, Fisheries, and the Environment (DFFE)**.

SCTIE and Ray Nkonyeni Municipality were part of the Seafood Festival Steering Committee. SCTIE's collaboration towards this event included:

- Sourcing of the venue,
- Sourcing of local chefs,
- Arranging 20 Esayidi TVET College, Gamalakhe Campus students to work as marshals at the event,
- Arranging local media to attend the event, and
- Providing marketing drive to promote the event by issuing a press release, sharing the advert on digital platforms, placing adverts on South Coast Herald and South Coast Fever, and booking pre-recorded adverts on Ugu Youth Radio.

The Coastal Flavours Seafood Festival celebrates the deep-rooted fishing heritage of this region in support of the Department of Forestry, Fisheries and the Environment's 'Fishing for Freedom' campaign. It is designed to immerse visitors in South Africa's vibrant marine culinary culture while promoting regional seafood excellence, this inaugural edition in the KZN South Coast was one of two such festivals taking place – the other being Saldanha Bay in the Western Cape.

Strategic Objectives:

Boost Tourism:

- To attract domestic and international visitors during sardine run season
- To extend average length of stay for visitors on the South Coast

Economic Development:

- To create additional revenue streams for small-scale fishers, restaurateurs, artisans, and hoteliers

Promote Sustainable Seafood Consumption:

- To educate attendees on nutritional benefits of sardines, oysters, and other seafood
- To encourage year-round patronage of local fisheries and seafood eateries

Showcase KZN Coastal Heritage:

- To showcase cultural performances, storytelling, and traditional cuisine
- To foster a sense of place and pride among residents

Economic and Tourism Benefits

- **Revenue Generation:** Direct spend on accommodation, food/drink, activities, and local crafts and indirect benefits through increased demand for transport, guided tours, and media coverage
- **Job Creation & SME Support: Temporary employment:** Event setup, security, catering, logistics.
- Long-term boost: training local chefs in seafood preparation; upskilling hospitality staff.
- **Seasonal Extension:** Transition from traditional “off-peak” winter tourism into a high-demand window. Potential to establish an annual tradition, attracting repeat visits each July

Outcome of the Event

The Coastal Flavours Seafood Festival Launched with Gastronomy Workshop empowering young chefs

Headlining the festivities was a Gastronomy Workshop powered by the Department of Tourism, aimed at empowering and elevating KwaZulu-Natal’s next generation of culinary talent. Led by acclaimed chefs; Kayla Osborn (Kayla-Ann’s Restaurant), Lungi Nhlanhla (Lungi’s Corner), Thamsanqa Dlamini (Chef Thami Kitchen Studio), and Ndumiso Mncwabe, renowned liquid chef from Bars Equipped — the session trained about 200 young chefs on both the art and business of food.

The workshop, hosted at Kayla-Ann's Restaurant, covered essential topics such as monetising culinary services, brand development, and culinary innovation, reflecting the festival’s commitment to professional development and sustainable economic growth within the food industry.

Festival Director Phindile Zulu said:

“The Coastal Flavours Seafood Festival is more than a food event; it’s a celebration of the South Coast’s cultural richness, culinary talent, and ocean heritage. From empowering young chefs to showcasing coastal cuisine, we’re building something that strengthens local tourism and community pride.”

After the workshop, the main festival kicked off at St Michael’s Beach with a full day of family-friendly activities and coastal experiences, including:

- Seafood Cookouts with Celebrity Chefs
- Seafood Market & Artisanal Stalls
- Tasting Experiences & a Three-Course Seafood Brunch
- Junior Cookout Competition & Kiddies Play Area
- Live Music & Entertainment
- Family Fun Run & Outdoor Activities

We are delighted to expand our tourism offerings with this exciting new festival that celebrates the flavours, natural wonder, and people of the KZN South Coast. We hope that this family-friendly event has unlocked the incredible potential of our seafood tourism, while introducing visitors to all the natural assets and outdoor adventure the KZN South Coast has to offer.

SCTIE Expenditure Report

SCTIE provided the following financial support for Coastal Flavours Seafood Festival

NO.	ITEMS	TOTAL AMNT INCL. VAT
1.	Local Newspaper Adverts South Coast Herald & South Coast Fever	R7360.00
2.	Local Radio Adverts Ugu Youth Radio station:12 x pre-recorded adverts	R8000.00
3.	Marshals 20 x students from ESayidi TVET College – Gamalakhe Campus	R4000.00
	GRAND TOTAL	R19 360,00

PROJECT: SITE INSPECTION FOR KZN SOUTH COAST CONFERENCE VENUES

Date: 28 - 29 July 2025

Background

We had a great pleasure of hosting the team from Durban-KwaZulu-Natal Convention Bureau on the 28th and 29th July for the site inspections at some of the KZN South Coast hotels with conference venue facilities.

Durban-KwaZulu-Natal Convention Bureau is a government entity with the mandate to promote the destination for business events purposes. They offer a variety of services to ease the burden of navigating a new location, and the pressure of hosting business events. Services offered include bid proposal submissions; hosting of site inspections; raising the hosting fee; coordination of strategic partners and stakeholders, and technical support in the hosting of the convention.

The team from Durban-KwaZulu-Natal Convention Bureau needed to do site inspections around KwaZulu-Natal to obtain more information and knowledge on the region's venues. We had to arrange the site inspections to some of our conference venues. These included visits to Blue Marlin Hotel, Premier Resort Cutty Sark Hotel, Selborne Park Golf Estate, Hotel & Spa, Pumula Beach Hotel, Umthunzi Hotel & Conference, San Lameer Resort Hotel and Spa and The Estuary Country Hotel.

Objectives

- ✓ To collaborate with the Durban-KwaZulu-Natal Convention Bureau to attract and host business events on the KZN South Coast.
- ✓ To showcase the KZN South Coast as an ideal location for business events and corporate retreats.
- ✓ To promote the meeting or business tourism services of the KZN South Coast

Outcome

There are many good reasons to host your business events along the KZN South Coast. It boasts several affordable venues that can easily accommodate a variety of different types and sizes of conferences. It also brings a host of other benefits, ranging from accessibility, affordability, and excellent support services. Added advantages are the destination's location with its breathtaking views and an assortment of activities to choose from. With its outstanding range of venues, accommodation, and alluring spots, the KZN South Coast is an ideal destination for meetings, events, and conferences.

PROJECT: UGU MASKANDI FESTIVAL 2025

Background

The Ugu Maskandi Festival 2025 was hosted on 27 September at the Ugu Sports and Leisure Centre. This annual cultural celebration has become one of the flagship events on the KZN South Coast calendar, drawing thousands of attendees from within KwaZulu-Natal, other provinces and beyond. The festival showcased traditional Maskandi music, dance and cultural expressions, positioning the region as a hub for heritage tourism. The event took place during Tourism and Heritage Month, aligning with national efforts to celebrate South Africa's diverse culture.

Strategic Objectives

- To preserve, promote and showcase Maskandi as a vital part of KZN's cultural heritage.
- To position the KZN South Coast as a premier destination for cultural and entertainment tourism.
- To provide a platform for local artists, musicians and cultural groups to gain exposure and grow their audiences.
- To stimulate local economic activity through increased visitor, spend in accommodation, transport, retail, and food services.
- To contribute towards social cohesion by bringing communities together to celebrate shared cultural traditions.

Economic and Tourism Benefits

The Ugu Maskandi Festival contributed significantly to the local economy through visitor spend, job creation and the promotion of local businesses. Informal traders, food vendors, accommodation establishments, and transport providers benefited directly from the influx of festival-goers. The event attracted cultural tourists from other provinces, extending their stays to experience additional attractions on the KZN South Coast. This not only boosted domestic tourism but also enhanced the region's reputation as a diverse tourism destination offering more than sun and sea.

Outcome of Event

The 2025 festival was a resounding success, with strong attendance of around 20 000 people which exceeded the expectations. Audience engagement remained high throughout the performances, with the music and atmosphere keeping attendees entertained into the early hours of the morning. Media coverage and social media traction amplified the reach of the festival, further promoting the destination. Importantly, the event strengthened cultural pride, supported the creative industries and reinforced partnerships between event organisers, government, and tourism stakeholders. Building on this success, the Ugu Maskandi Festival has cemented its status as a major cultural event in the province.

SCTIE CONTRIBUTION TO THE EVENT:**Marketing Support:**

Social Media Posts on SCTIE Platforms
SCTIE Digital Events Calendar
KZNTAFA Calendar of Events

Financial Contribution

The initial request for funding was R550 000.00, due to SCTIE's cash flow restrictions we were unable to support the event to that sum, however we were able to make provision of R100 000.00

Provision to SCTIE

Complimentary Access to the Event for SCTIE Board of Directors and Staff

**COASTAL CLEAN-UP, CELEBRATING WORLD TOURISM DAY 2025
26 September 2025****Background:**

In celebration of the World Tourism Day 2025 on 27 September, we joined hands with Umdoni Municipality members and Umdoni Municipality Mayor, Cllr Mbali Cele-Luthuli for a beach cleanup today. The initiative was warmly welcomed by local businesses and community. This gave us the opportunity to show our shared commitment to a cleaner and sustainable KZN South Coast.

Strategic Objective:

Love the South Coast, Keep it clean.

- initiative aimed to restore the natural beauty of one of the region's most cherished coastal assets while promoting sustainable tourism and civil pride.
- Keeping our shores pristine
- Let us make a visible difference, together.
- Be the reason the South Coast stays beautiful.

Outcome:

The event was a successful cleanup of Scottburgh beach, in a vibrant show of community spirit and environmental stewardship. The collaboration immensely contributed towards the success of the cleanup program.

Expenditure:

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
UMDONI MUNICIPALITY EDTEA DEPARTMENT OF FORESTRY, FISHERIES & ENVIRONMENT	R24 500.00	R0.	R0.	R0.



3.4 Tourism Trade Shows, Exhibitions and Conferences

We attended the TIFA Conference, its reported under investment

3.5 Quarterly Tourism Newsletter

During this quarter we disseminated one newsletter at the beginning of October.

These are the stats following the newsletter:

Delivered to a database of	873
Sent to	893
Bounced	20
Opened	242

3.6 Digital Website, APP and Social Media Activities

Visit KZN South Coast Website

This website was maintained with 100% uptime this quarter, with ongoing seamless functionality, booking options and consistently appealing features. This has ensured that the platform remains reliable, accessible, and aligned with best practices in digital tourism marketing, while continuing to position the KZN South Coast as a premier tourism destination. New features were introduced that allowed us to extend coverage of tourism initiatives monthly. A key development has been the launch of the “[Thought Leader Article](#)”, authored by our CEO, Dr Vusumuzi Sibiyi. Through this platform, we can provide authoritative insights and highlight the ongoing efforts shaping the region’s tourism sector. Combined with regular updates across accommodation, dining, our online events calendar and attractions, the articles strengthen our ability to deliver fresh, high-value content that engages both visitors and stakeholders.

Uploads to Website

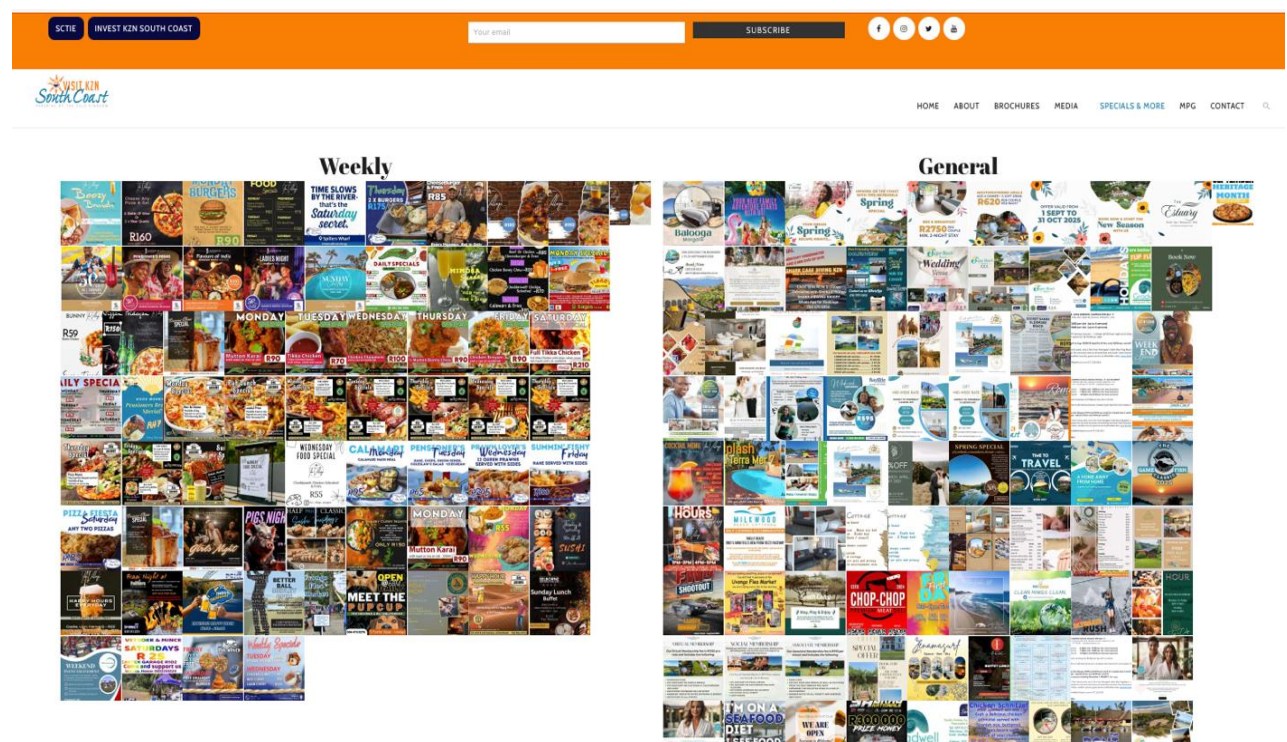
This quarter, we continued to maintain a consistent schedule of content updates across SCTIE's digital platforms, to ensure relevance, accuracy and audience engagement.

Key updates included:

1. Weekly Specials - Curated offers across dining, accommodation, activities, and entertainment were uploaded regularly, providing both locals and visitors with fresh reasons to engage with the region. These time-sensitive updates stimulate interest, encourage repeat visits, and highlight the variety of experiences available on the KZN South Coast.
2. Events Calendar - The digital calendar was continuously updated to reflect upcoming festivals, business gatherings, and community events, ensuring stakeholders and visitors could easily plan their participation.

3. Blog and Press Releases - A steady stream of editorial content and official updates was published, reinforcing the KZN South Coast's profile as a dynamic tourism and investment hub, while providing authoritative insights to media and partners.
4. Tourism Website - Core information was reviewed and refined, with structural and functional updates implemented to streamline user journeys and improve access to tourism offerings.
5. Investment Website - Content and technical updates were made to maintain its role as a central resource for showcasing opportunities, investor information and promotional material, ensuring it remains aligned with SCTIE's strategic objectives.

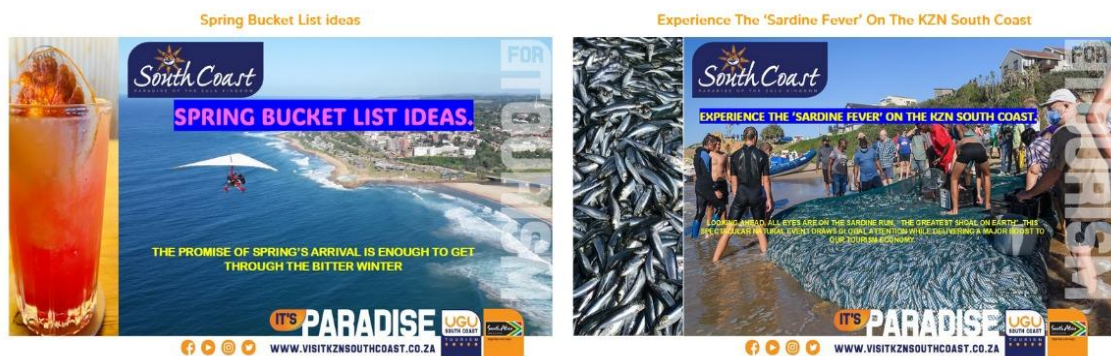
Specials and More



Tour Packages and Digital Access

Tour packages remain an essential promotional tool, offering curated itineraries that simplify decision-making, increase visitor satisfaction, and encourage longer stays with greater spend. They also highlight the KZN South Coast's diverse attractions, while providing visibility for local operators.

This quarter, we continued the digitisation process and updated the tour packages on the website, ensuring information remains current, user-friendly and accessible at all times. This approach supports real-time updates, streamlines information delivery and enhances the overall user experience, reinforcing SCTIE's position as a competitive and digitally accessible destination.



CEO Thought Leader Blog

This quarter, we strengthened Dr Vusumuzi Sibiya's digital footprint even further, as a 'Thought Leader' in the tourism sector, through the addition of new, strategically developed content. These updates assist with SEO performance on the tourism website, helping to improve search visibility and helping to drive greater traffic to and from local and international audiences.

By positioning Dr Sibiya as a credible voice in tourism development, the content has:

- highlighted SCTIE's achievements,
- showcased the region's diverse offerings,
- reinforced the organisation's reputation as a driver of positive change,
- Brand reinforcement, Strengthens the South Coast's image as a vibrant, innovative, and visitor-friendly destination.
-

The rollout of updated blogs, imagery, and online features has been well received when promoted through social media platforms, deepening engagement with residents, stakeholders and potential visitors, while contributing to a stronger and more accessible tourism brand presence online.

Mobile APP: Explore KZN South Coast Your Ultimate Travel Companion



We are thrilled to showcase the brilliance of the ['Explore KZN South Coast'](#) app, now enhanced with the latest updates and seamlessly connected with our tourism

website, to give travellers the ultimate coastal experience. With direct access to hundreds of accommodation providers, restaurants, activities and services, visitors can plan and book their summer festive season getaway with ease anytime, anywhere, even on the go. Packed with an interactive Visitor Information Centre (VIC), Google Maps integration and an events calendar, the mobile app makes discovering the KZN South Coast effortless and exciting.

The integration of the Explore KZN South Coast app with the website's CMS has enhanced user engagement by providing real-time updates via a dynamic Events Calendar. Visitors can easily access event details, attractions, and personalised recommendations, improve their travel experience, and reflect SCTIE's commitment to innovative, user-focused digital solutions.

Analytics and Reports on the APP for the last 90 days

Android:

Currently has **212** Total Downloads, down from **231** in our previous report in June 2025.

Apple:

Apple has **754** Total Downloads from **722** in our previous report in June 2025. This is an increase.

Overview and on Key metrics such as:

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

Social Media Performance and Update:

We have significantly expanded our social media publishing efforts, delivering up to 20 professional posts per day, across our platforms and 'Boosting' them in this quarter. This content spans a wide range of themes and topics, including tourism experiences, MICE and teambuilding opportunities, individual events, operator promotions, general blogs, and thought-leadership articles. By combining professional static creative design with multimedia content, we have built consistent visibility and engagement that not only highlights the region's diverse offerings but, also positions the KZN South Coast as a dynamic, must-visit destination.

Meta/Facebook

Description	12 June 2025 – 12 July 2025	13 July 2025 12 August 2025	13 August 2025 30 September 2025
Followers	15039	15076	15769
Net Follower Growth	61	37	683
Fans	9807	9833	10207
Net Page Likes	26	25	378
Published Posts	9	21	105
Impressions	50396	45304	375957
Engagement	2307	879	26275
Post Link Clicks	22	61	186
Other post click links	1921	592	20466
Engagement Rate (per impression)	4.6 %	1.9 %	7 %

X (Twitter)

Description	12 June 2025 – 12 July 2025	13 July 2025 12 August 2025	13 August 2025 30 September 2025
Page Likes / Fans	1121	1124	1127
Net Follow growth	5	3	4
Published Posts	8	4	22
Impressions	450	199	412
Engagement	52	16	8
Post Link Clicks	1	3	1
Engagement Rate	11.6 %	8 %	1.9 %

Instagram

Description	12 June 2025 – 12 July 2025	13 July 2025 12 August 2025	13 August 2025 30 September 2025
Followers	2937	2975	3041
Net Follow Growth	29	38	69
Published Posts	73	110	459
Views	11240	14829	61458
Organic Engagements	96	139	542
Engagement rate (per view)	0.9%	0.9 %	0.9 %

LinkedIn

Description	12 June 2025 – 12 July 2025	13 July 2025 12 August 2025	13 August 2025 30 September 2025
Followers	427	443	440
Net Follower Growth	4	6	7
Published Posts	10	11	28
Impressions	641	449	436
Engagements	101	27	67
Post Link Clicks	93	19	55
Engagement Rate (per impression)	15.8 %	6 %	15.4 %
Video Views	60	4	344

Youtube

Description	12 June 2025 – 12 July 2025	13 July 2025 12 August 2025	13 August 2025 30 September 2025
Video Views	315	830	1174
Estimated Minutes Watched	5h 50m	13h 36m	16h 23m
Average View Duration	3s	3s	6s
Average View Percentage	3.4%	3.3 %	6.8 %
Engagements	450	21	18
Reactions	7	11	9
Likes	7	11	9
Dislikes	0	0	0
Comments	0	0	2
Shares	441	5	2
Subscribers Gained from video	2	5	5
Added to video playlist (From audience)	0	0	0

This quarter, only a minimal budget was allocated for paid 'Boosting', which was implemented on 29 September 2025, shortly before the close of this reporting period. As a result, the full impact and data-driven insights of this activity will only become measurable and will be reflected in the next quarterly report.

4 Stakeholder Relations and Engagements

4.1 Membership

These are the following New Members that were signed up during this quarter

Area	Business Name
Pennington	Eden Rock Luxury Villas
Umzumbe	Eve's Eatery Cuisine
Hibberdene	Hibberdene Beach Flea Market
Shelly Beach	South Coast Diving Co
Port Edward	The Estuary Hotel

4.2 Area Tourism Committees

SCTIE successfully conducted Annual General Meetings (AGMs) for area tourism committees throughout the Ugu District. The purpose of the engagements was to elect the new committee members for 2025/2026 financial year. The area committees are in a process of electing their chairpersons who will ensure that the committees are fully functional and represented in the Ugu District Tourism Forum.

At the AGMs, SCTIE further used the platform to drive the SCTIE membership as most tourism establishments are not registered with the entity and the province (EDTEA). Meetings took place as follows:

No.	Area Tourism Committee	Venue	AGM Date
01	Umdoni	Happy Wanderers Holiday Resort	20 February 2025
02	Ezingoleni	Hala Lisa Restaurant and Shisanyama	10 September 2025
03	Hibberdene & Port Shepstone	The Notebook Hotel	03 September 2025
04	Margate & Ramsgate	Margate Hotel	04 September 2025
05	Port Edward / Umtamvuna	Premier Hotel Edwardian	09 September 2025
06	Umzumbe	Ntelezi Msani Heritage Centre	11 September 2025
07	Umuziwabantu	Harding Country Club	05 September 2025

4.3 District Tourism Forum

SCTIE in partnership with EDTEA introduced the District Tourism Forum (DTF) to Area Tourism Chairpersons and local municipalities on the 19 August 2025. The overarching purpose of establishing the DTF is to coordinate tourism activities within various district and local municipalities. The DTF shall discuss issues at a district municipality level and recommend matters that need provincial attention to the Provincial Tourism Forum (PTF) and Provincial Tourism Committee (PTC).

The DTF shall consist of the Mayor of the District Municipality who shall also chair the meetings, the Chairperson of the District Municipality Tourism Portfolio Committee, directors/ Managers responsible for tourism in the district and local municipalities, area tourism chairpersons and other stakeholders. That will ensure a balanced participation from both public and private sector to enhance Private - Public Partnership (PPP). The District Tourism Forum meetings shall take place before quarterly meetings of the PTF and PTC.

Objectives and responsibilities of the DTF

- Coordinate all tourism related activities within a particular district municipality.
- Assisting the district council in integrating provincial tourism objectives into district plans and priorities;
- Interpreting, understanding and driving implementation of local tourism policy;
- Inform district budgetary process for the effective implementation and growth of tourism in line with the provincial objectives;
- Ensure collaboration of all local stakeholders in creation of tourism institutional capacity, in both public and private sector, and dedicated and skilled human resources to perform tourism functions;
- Ensure collaboration of all stakeholders in the provision and maintenance of tourist services, sites and attractions and public services;
- Advising local council on provision of local infrastructure, including signage;
- Advising local council on creation and co-ordination of tourism experience routes across its district and beyond municipal boundaries;
- Ensure effective marketing and promote specific local attractions
- Ensuring provision of tourism support to entrepreneurs and investors.

4.4. KwaXolo Caves Project

SCTIE participated in the quarterly KwaXolo Caves Precinct Project Management Team Meeting which took place on the 28 August 2025. The meeting was attended by different stakeholders

including EDTEA, TAFE and Ray Nkonyeni Local Municipality. The contractor reported to have completed 70% of the activities and the preparations to commence with roofing, were in place

5 Annual Performance Scorecard 2025/2026 – Quarter 1

See attached Annexure of the full Annual Performance Scorecard for Quarter 1/2026.

A handwritten signature in black ink, featuring a large, stylized initial 'V' followed by a series of horizontal strokes.

DR. VUSUMUZI SIBIYA
Chief Executive Officer

STRATEGIC OBJECTIVE: Goal 1: Investment Attraction: To market, promote, attract and facilitate investment

NAT. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET DRAFT	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE	
LED	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.	Goal 1	Investment	To grow and transform the economy of the district through investment and tourism attraction resulting in GFCF share of GDP/R achieving at least 2% increase by 2030 and increased tourists.	1.1.1	Investment Governance, packaging , enabling & facilitation	1.1.1.1	District Investment Framework: Strategy, Plan, Institutional Arrangements & SOPS	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	Target removed: Completed	Target removed: Completed: 2025										
							1.1.1.1.1	To develop the approved District Investment Strategy by date :	Approved by Board and Council Resolutions of Support by date : 30 June 2026	Date of Approval	30 June 2026.	N/A	N/A	-					30 June 2026.	Board Resolution of Adoption by date			
							1.1.1.1.2	To develop the approved District Investment Implementation Plan by date :	Approved by Board and Council Resolutions of Support by date : 30 June 2026	Date of Approval	30 June 2026.	N/A	N/A	-					30 June 2026.	Board Resolution of Adoption by date			
							1.1.1.2.1	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 2025-2026 year	R-Value Considered R-Value Secured	R50 million	N/A	N/A	-				R25 million	N/A	R25 million	Report submitted to the CEO with attached evidence (Investor Commitments/ Signed MOU and or Agreement)		
							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	N/A	N/A	-				1	N/A	1	Report compiled and submitted to the CEO.	
							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	1	1	ACHIEVED				1	1	1	Quarterly report to the Board of Directors.	
					1.2.1	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 (Green Energy) - District-Wide Broadband/Connectivity	Project Plans to package projects ready for investment facilitation - Developed, Approved by 30 June 2026	Approved 2 project plans by 30 June 2026	Approved 2 project plans by 30 June 2026	N/A	N/A	-				N/A	2	N/A	Board resolution for the 2 approved project plans	
							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	N/A	N/A	-				N/A	N/A	2	2 packaged products presented to board	
					1.2.2		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 000 000	N/A	N/A	-				N/A	N/A	R20million	Investor statement of intention Rand value	
					1.2.3		1.2.3.1	Pre-2024 Strategy Projects	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	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 - Hibberdene Mixed Use 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	1	0	NOT ACHIEVED	Timing issue - The Board will only meet on the 23 October 2025.	None.	31 October 2025.	2	N/A	N/A	Board of Directors approved Project Plans.	
					1.2.4.1		2025 - 2026 Projects	To facilitate investment funding in line with the Local Municipal Project Plans :															
					1.2.4.1.1		- Umzumbe Municipality	- St. Faiths precinct development (Small towns)	R-value of investment facilitated	R-value of Investment	R20 000 000	NA	NA	-				NA	NA	R20 000 000	Quarterly report submitted to the CEO reflecting the Rand - Value of investment facilitated		
					1.2.4.1.2		- Umzumbe Municipality	- Coffee farming (Report) - Mawuleni Nature Reserve (Report) - Mehlomnyama Mixed Use (Report) - Industrial Park development - Ugu Agri-Hub programme - Turton Beach development - Itshe likaMaria - Ntelezi Msani Heritage Centre - Isivivane seNkosi uShaka - Msikazi Mountain - Umzumbe Marine Tilapia incubator	Report on the progress of each project	Report	2	NA	NA	-				NA	1	1	Progress report submitted to the CEO on each project within the Local Municipality		
					1.2.4.1.3		- Ray Nkonyeni Municipality	- Techno-Hub - Lithium processing investment - NPC Cement manufacturers distribution centre	R-value of investment facilitated	R-value of Investment	R100 000 000	NA	NA	-				50 million	na	50 million	Report submitted to the CEO reflecting the Rand - Value of investment facilitated		
					1.2.4.1.4		- Ray Nkonyeni Municipality	- Small Craft Harbour (T1 & T2) - Margate Airport expansion - Beachfront Upgrades - KwaNzimakwe Multi-Trails - Gamalakhe Township Experience - KwaNdwalane / Nyandezulu Experience - Lime mining and waste processing and packaging investment - Agro-processing plant - Conference Centre - South Coast Film City concept -Post School Education Training programme - Macadamia Value Add, processing, packaging & distribution	Report on the progress of each project	Report	2	NA	NA	-				1	NA	1	Progress report submitted to the CEO on each project within the Local Municipality		
					1.2.4.1.5		- Umuziwabantu Municipality	- LED Strategy reviewal - Currently none - pending reporting below	Approved LED Strategy for Umuziwabantu Municipality	Approved LED Strategy	Nil	NA	NA	-				NA	1	NA	Resolution of the Board submitted to Umuziwabantu LM		

NAT. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET DRAFT	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE		
							1.2.4.1.6	- Umuziwabantu Municipality	- Wonderland - Worm Farming - Bee Farming - Industrial park development - Weza Hiking Trail - KwaFodo Village - Timber processing investment - Rural Horse racing	Report on the progress of each project	Report	1	NA	NA	-			NA	NA			Progress report submitted to the CEO on each project within the Local Municipality		
							1.2.4.1.7	- Umdoni Municipality	- Post school educaion & training programme : MUT	R-value of investment facilitated	R-value of Investment	20 000 000	NA	NA	-				NA	NA	20 million	Report submitted to the CEO reflecting the Rand - Value of investment facilitated		
							1.2.4.1.8	- Umdoni Municipality	- Beachfront development - Industrial Park (Park Rynie/ Umzinto/ Pennington/ Sizela) - Emalangeni Experience - KwaKiko	Report on the progress of each project	Report	2	NA	NA	-				1	NA	1	Progress report submitted to the CEO on each project within the Local Municipality		
							1.2.4.1.9	Cross - Cutting Projects	- Revitalisation & development of the Railway line - N2 Road upgrade & N2 Mnafu Interchange - Inductrial Development porgramme (ISA) - Hibiscus Marie Route - Circular Economy development and or support - Historical Route development - Sports events / Facilities (USLC)	Report on the progress of each project	Report	1	NA	NA	-				NA	NA	1	Progress report submitted to the CEO on each of the cross-cutting projects within the District Municipality		
					1.3.1	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	1 500 000	2 994 630	ACHIEVED					1 500 000	2 100 000	2 100 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE) and the Advertising undertaken	
							1.3.1.2		To position the South Coast in the Investment sectors by communicating the diverse offerings, through Investor Campaigns	Number of Investor Friendly Awareness and Activities undertaken to support Investment opportunities: - Advertising - PR - Activations	Number	60	15	83	ACHIEVED				15	15	15	Quarterly Campaign report which would include the elements and adverting exposure received submitted to the CEO.		
							1.3.1.2.1			Free and or paid for Radio and TV or Live-Streaming exposure generated through the Investment activities for the South Coast	Number	2	1	3	ACHIEVED					1		Confirmation schedule / Notification / Clip of exposure received submitted to the CEO		
							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	1	1	ACHIEVED				1	1	1	Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communicaiton circulated.		
							1.3.1.4		To effectively formulate an Annual Investment Marketing Campaign Plan	Annual Investment Marketing Campaign Plan	Number	1	1	1	ACHIEVED					N/A	N/A	N/A	Annual Investment Marketing Campaign plan approved by the CEO.	
					1.3.2		1.3.2.1	Online Platforms	To effectively provide information to potential investors the www.investkznsouthcoast.co.za Investment Website	Investment website updated quarterly, with statistical analysis and trends	Quarterly reporting referencing Website updates	4	1	1	ACHIEVED						1	1	1	Quarterly Investment Services website update report submitted by the Manager
							1.3.2.1.1		To effectively provide information and engage with potential investors through SCTIE Social Media platforms	Number of Facebook posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth	15 posts	45 posts	ACHIEVED						15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
							1.3.2.1.2			Number of Instagram posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth	15 posts	256 posts	ACHIEVED						15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
							1.3.2.1.3			Number of X (Twitter) posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth	15 posts	17 posts	ACHIEVED						15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
							1.3.2.1.4			Number of Linkdln posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth	15 posts	25 psots	ACHIEVED						15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
					1.3.2.1.5				Number of YouTube posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	8 posts and 8% growth	15 posts	6	NOT ACHIEVED	Due to a delay caused by non-receipt of grants, SCTIE had to negotiate a new Addendum with the Agency, which has caused the Non-Achievement of the target.	None - After extensive negotiations, the Addendum was finalised in September.	15 December 2025.	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform			
					1.3.3		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 2026.	N/A	N/A	-					N/A	31 March 2026.	N/A	Brochure produced by date.	

NAT. KPA	DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET DRAFT	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
							1.3.3.2		To showcase diverse destination investment offerings on Collateral and promotional material production: - Promotional items	Promotional Material and Collateral Produced for Investment attraction	% of budget	50%	N/A	N/A	ACHIEVED				N/A	25%	50%	Expenditure Report & Evidence of Materials
							- Videos		No. of Videos		2	N/A	N/A	-				1	N/A	1	Annual Video Portfolio	
							- Images		No. of Images		50	N/A	N/A	-				25	N/A	25	Annual Image Portfolio	
					1.3.4		1.3.4.1	Sector specific trade shows, exhibitions and Conferences and Activations	To host OR PARTICIPATE in a South Coast Investment Conference to market the investment opportunities e.g.: Catalytic Projects and Growth Sectors	Investor Conference	Number	1	N/A	N/A	-				N/A	N/A	1	Report on the attendance and outcomes of Conference
							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, (March) - Manufacturing Indaba, (July) - TIKZN Trade Delegations (November) - TIKZN Export Week, (Nov) - WTM Africa (April) - Buy Local Summit/ Expo (March)	Representation achieved in Sector Specific platforms	Number	5	N/A	2	ACHIEVED				2	2	N/A	Attendance or Participation Report on the Sector Specific platform attended with relevant outcomes
							1.3.4.3		To support Meetings, Incentives, Conferences and Events during the year e.g.: - To incorporate the Beach & Hinterland brand activations - Sardine Festival - Ugu Maskandi Festival - Ugu Jazz Festival - Golf	Number of MICE events & activities supported during the year.	Number	4	1	2	ACHIEVED				2	N/A	1	Closeout report OR Event Support Report on the MICE activity supported
							1.3.5		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	1	1	ACHIEVED				1	1

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate tourism																									
DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22 May 2025	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE			
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. And 2030: R40 769 billion and a positive trade balance	Goal 2	Tourism Attraction: To market, attract, promote, the South Coast to increase the number of Visitors, extend the geographical spread, improve quality of service and tourism information services to being a destination of choice in KZN for Tourists.	To implement destination management services that will put measures to attract more visitors to the South Coast, positioning it as a destination of choice and addressing the competitiveness of the destination.	2.1	Tourism Facilitation	2.1.1.1	Related Economic Intelligence - Tourism Research	Obtaining KZN South Coast Data with regards to Seasonal footprint: - Summer - Winter	Research findings reports	Number of reports	2	R75 000	N/A	N/A	-				1	N/A	1	Report presented to the CEO			
						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 2026.	R75 000	N/A	N/A	-				N/A	N/A	30 June 2026.	Report presented to the CEO			
						2.1.1.3	Tourism District Strategy	Tourism District Strategy	District Tourism Strategy approved by date	Date	30 June 2026.	R180 000	N/A	N/A	-				N/A	N/A	30 June 2026.	Board Resolution of Adoption by date			
				2.2	Tourism Product Development	2.2.1.1	Nodal development and support to extend the geographical spread for the following: - Umdoni - Umuziwabantu - Ray Nkonyeni - Umzumbhe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R270 000													
						2.2.1.2	Nodal development and support to extend the geographical spread for the following: - Umdoni	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%		10%	10%	ACHIEVED				20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality			
						2.2.1.3	Nodal development and support to extend the geographical spread for the following: - Umzumbhe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%		10%	10.0%	ACHIEVED				20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality			
						2.2.1.4	Nodal development and support to extend the geographical spread for the following: - Ray Nkonyeni	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%		10%	10.0%	ACHIEVED				20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality			
						2.2.1.5	Nodal development and support to extend the geographical spread for the following: - Umuziwabantu	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%		10%	10.0%	ACHIEVED				20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality			
						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	Number of Activities undertaken	4	R139 500	1	5	ACHIEVED				1	1	1	Activity Report on the support provided to the SMME's submitted to the CEO			
						2.2.3.1	Youth Exposure to working environment	To provide support to government departments in programs pertaining to the implementation of Youth Development	Number of programs supported pertaining to youth development	Number	2	Operational	N/A	6	ACHIEVED				1	N/A	1	Report on the Youth Development Program supported submitted to the CEO			
						2.3	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	R2 129 315	5 000 000	5 619 092	ACHIEVED				5 000 000	6 500 000	6 500 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE)	
								2.3.1.2	To position the South Coast as the Destination of Choice in the tourism sector by communicating its diverse offerings e.g.: - Beach Destination - Golf - Marine activities (Diving / Fishing) - Adventure (Hiking / 4x4 / MTB) - Nature and Outdoor - Culture and Heritage - Raceway - MICE - Agri-Rural	Exposure through : - Published articles/inserts in the local newspapers and national publications or platforms.	Number	60	R890 520	15	165	ACHIEVED				15	15	15	Quarterly Campaign report which would include the elements and adverting exposures received submitted to the CEO.		
								2.3.1.2.2		Exposure through : Radio, TV or Live-Streaming platforms	Number	2		1	3	ACHIEVED				1	N/A	N/A	Confirmation schedule / Notification / Clip of exposure received submitted to the CEO		
								2.3.1.3		To position the South Coast as a leader within the province with tourism offerings	Quarterly newsletters and / or Mass Mailing communication distributed to all Stakeholders, focussing on Investment	Number of Newsletters distributed	4	R14 837	1	1	ACHIEVED				1	1	1	Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing of the Municipaitaion circulated.	
								2.3.1.4		To effectively formulate an Annual Tourism Marketing Campaign Plan	Annual Investment Marketing Campaign	Number	1	R40 000	1	1	ACHIEVED				N/A	N/A	N/A	Annual Tourism Marketing Campaign approved by the CEO.	

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate tourism																						
DISTRICT STRATEGIC OBJECTIVE	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22 May 2025	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
						2.3.3.1	E-Marketing	To efficiently manage the Entity owned digitals channels (website, social media and mobile app) and ensure information is updated	Quarterly Content (New and Maintenance) updated, including statistics and trends analysis	Quarterly report referencing updates	4	R15 464	1	1	ACHIEVED				1	1	1	Quarterly Digital Reports submitted to the CEO
						2.3.3.1.1			Number of Facebook posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	90 posts	ACHIEVED				15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
						2.3.3.1.2			Number of Instagram posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	386 posts	ACHIEVED				15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
						2.3.3.1.3			Number of X (Twitter) posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	17 posts	ACHIEVED				15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
						2.3.3.1.4			Number of LinkedIn posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60 posts and 8% growth		15 posts	24 posts	ACHIEVED				15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
						2.3.3.1.5			Number of YouTube posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	8 posts and 8% growth		15 posts	12 posts	NOT ACHIEVED	Due to a delay caused by non-receipt of grants, SCTIE had to negotiate a new Addendum with the Agency, which has caused the Non-Achievement of the target.	None - After extensive negotiations, the Addendum was finalised in September.	15 December 2025.	15 posts / 3%	15 posts / 5%	15 posts / 8%	Statistical report confirming the posts and the growth of the platform
						2.3.4.1	Packaging	To participate/facilitate in marketing training workshops, to stimulate the development of tour packages to the South Coast.	Marketing workshops participated in during the year	Number of Workshops	1	R68 088	N/A	N/A	-				NA	1	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				1	1	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)	R100 000	N/A	N/A	-				N/A	25%	50%	Expenditure Report & Evidence of Materials
						2.3.5.2		- Videos	South Coast videos produced to showcase the destination tourism offerings	Number of Videos produced	2		N/A	N/A	-				1	N/A	1	Annual Video Portfolio
						2.3.5.3		- Images	South Coast images sourced to showcase the destination tourism offerings	Number of Images	50		N/A	N/A	-				25	N/A	25	Annual Image Portfolio
						2.3.5.4		To provide updated and relevant information related to tourism, print and digital	SC Experience, Accommodation , Routes, Niche products-produced.	By Date	15 June 2026.	R470 000	N/A	N/A	-				N/A	N/A	15 June 2026.	Evidence of SC Information produced and available by date
						2.3.6.1	Tourism Trade Shows and Exhibitions	To participate in Exhibitions & Shows : e.g.: - SATSA Conf(Aug - moved) - SACCI (Aug - moved) - SATSA Speed marketing (Aug - moved) - Meetings Africa, (Feb) - TME, (Feb) - WTM Africa (April) - Africa Tourism Indaba, (May) - Rand Show (April)	Domestic exhibitions and trade shows as per annual plan/calendar participated	Number of exhibitions/trade shows as per plan.	8	R651 045	N/A	1	ACHIEVED				N/A	5	3	Report on the Domestic Show / Exhibition participation submitted by the Manager
						2.3.6.2	Tourism Trade & Media Fam Trips	To host Tourism Trade and Media to experience the destination	Familiarisation Trips hosted during the year	Number of trips hosted	10	R150 000	2	5	ACHIEVED				2	3	3	Fam Trip report as well as supporting evidence

STRATEGIC OBJECTIVE: Goal 3: Stakeholder Relations																							
Ugu IDP Ref	National KPA	PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ANNUAL BUDGET: DRAFT 22.05.2025	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
LED 3.1, 3.2, 3.3	Good Governance & Public Participation	Goal 3	Stakeholder Management: To contribute in making the South Coast a warm and welcoming destination, by investing in improvement of good quality service, across the board	To put in place adequate systems and processes, to ensure stakeholder engagement and the enhancement of people in the South Coast, to be able to manage the economy and render quality services and ensure excellent stakeholder engagement	3.1	Stakeholder mana	To strengthen stakeholder reationships	Stakeholder Relations Management	Stakeholder Management Strategy and Plan	Approved Stakeholder Management Strategy	Date	31 January 2026.	Operational	N/A	N/A	-				N/A	N/A	31 January 2026.	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	140	Operational	40	70	ACHIEVED				60	20	20	Report on the number of fully paid up Members submitted
					3.2.1				To review the membership benefits and fee structure - Sector wide	Finalised Membership Benefits and fee structure guideline	Date	15 February 2026.	Operational	N/A	N/A	-				N/A	15 February 2026.	N/A	Membership benefits and fee structure guideline submitted to the CEO by date.
					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 - District Tourism Forum - Area Committees - Tradional Councils - Business Chambers - Associations - Road Shows	Number of engagements undertaken with Organised Business & Government Departments	Number	40	358 703	10	17	ACHIEVED				10	10	10	Agenda/Attendance Register/ Minutes/Record/ Presentation in the meeting participated in to strengthen relations in Investment & Tourism activities

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																								
PROGRAM REF	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL BUDGET: DRAFT 22.05.2025	Q1: TARGET	Q1 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE			
Goal 4	Institutional Support and Financial Viability: To ensure SCTIE has the capacity and financial viability to deliver on its mandate, through systems and processes	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 2026.	No changes	30 April 2026.	Operational	N/A	N/A	-				N/A	N/A	30 April 2026.	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 2026.	No changes	31 May 2026.	Operational	N/A	N/A	-				N/A	N/A	31 May 2026.	Board Resolution of Approval			
				5.1.3		Annual Report for SCTIE adopted by Board 31 December	Date of Annual Report Adoption	31 December 2025.	No changes	31 December 2025.	Operational	N/A	N/A	-				31 December 2024.	N/A	0	Board Resolution of Adoption, submission to the Ugu District Municipality			
				5.1.4		Mid-Year Performance Report adopted and submitted to the Ugu District Municipality by 20 January	Date of Mid-Year Report Adoption	20 January 2026.	No changes	20 January 2026.	Operational	N/A	N/A	-				N/A	20 January 2026.	N/A	Board Resolution of Adoption, submission to the Ugu District Municipality			
				5.1.5		Quarterly Performance Review reports submitted to Ugu District by the 5th of the New Quarter	Number of reports	4	No changes	4	Operational	1	1	ACHIEVED				1	1	1	Evidence of Submission to Ugu District Municipality			
		Governance	To ensure good governance through statutory compliance and policy framework	5.2.1	Risk Management and Fraud Prevention	Completed Risk Register and Fraud Prevention Plan by 31 October	Date	31 October 2025.	No changes	31 October 2025.	Operational	N/A	N/A	-						31 October 2025.	N/A	N/A	Risk Register and Fraud Risk Register submitted to the CEO by date	
				5.2.2	Annual Audit Plan	Annual Audit Plan approved by 31 October	Date	31 October 2025.	No changes	31 October 2025.	Operational	N/A	N/A	-						31 October 2025.	N/A	N/A	Board Resolution of Adoption of Annual Audit Plan	
				5.2.3	Audit Committee	Number of Quarterly Audit Committee sittings.	Number per quarter	4	No changes	4	R145 491	1	2	ACHIEVED						1	1	1	Audit Committee Minutes	
				5.2.4	Auditor-General Management Report	Auditor-General Management Report and Audit Finding: SCTIE	AG Report Opinion	Unqualified Audit	No changes	Unqualified Audit	R880 895	N/A	N/A	-						Unqualified Audit Opinion	N/A	N/A	AG Management Report Duly Signed off and Tabled.	
				5.2.5	Statutory Compliance	100% Statutory compliance for Board	Number of Board meetings held	6	No changes	600%	Operational	2	2	ACHIEVED							2	1	1	Board Minutes.
				5.2.6			Report confirming statutory compliance with CIPC	100%	No changes	100%	Operational	100%	100%	ACHIEVED						100%	100%	100%	Confirmation of changes effected to CoR 39.	
				5.2.7			AGM with the Parent by date	30 June 2026.	No changes	30 June 2026.	Operational	N/A	N/A	-						N/A	N/A	30 June 2026.	Agenda and Attendance Register for the AGM held, with Minutes from previous meeting held.	
				5.2.8			Reviewed and updated Operational Policies Approved by date	20 June 2026.	No changes	20 June 2026.	Operational	N/A	N/A	-						N/A	N/A	20 June 2026.	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 2026.	No changes	31 May 2026.	Operational	N/A	N/A	-						N/A	N/A	31 May 2026.	Board Resolution Adopting Budget Policy	
				5.3.2		S88: Mid Year Budget & Performance assessment report approved by date	By date	20 January 2026.	No changes	20 January 2026.	Operational	N/A	N/A	-						N/A	20 January 2026.	N/A	Board resolution for the approval of the S88 Mid Year Performance assessment report, and submitted to Ugu District Municipality	
				5.3.3		First draft budget submitted to Ugu District Municipality 150 days before the start of the financial year	By Date	31 January 2026.	No changes	31 January 2026.	Operational	N/A	N/A	-						N/A	31 January 2026.	N/A	Evidence of first Draft Budget tabled, and Submission to Ugu DM.	
				5.3.4		Revised draft budget submitted to Ugu, 100 days before the start of the financial year	By date	23 March 2026.	No changes	23 March 2026.	Operational	N/A	N/A	-						N/A	23 March 2026.	N/A	Evidence of first Draft Budget tabled, and Submission to Ugu DM.	
				5.3.5		Annual Budget approved by the Board 30 days before the start of the financial year	By Date	31 May 2026.	No changes	31 May 2026.	Operational	N/A	N/A	-						N/A	N/A	31 May 2026.	Board Resolution of Approval of Draft Budget & submission to Ugu	
				5.3.6	Working towards 90% Grant Funding - 10% Own funding	Funding Model Review - - Own revenue generation - Sourcing of Project Funds	By Date	30 October 2026.	No changes	30 October 2026.	Operational	N/A	N/A	-							30 October 2026.	N/A	N/A	Board resolution adopting the new Funding Model proposed
				5.3.7	Financial In-Year Reporting	12 Monthly Reports compiled and submitted by deadline.	Number of Reports by deadline.	12	No changes	12	Operational	3	3	ACHIEVED							3	3	3	Reports with submission dates.
				5.3.8	Annual Financial Statements	Draft AFS submitted to AG by date	Draft AFS submitted to AG by Date	31 August 2025.	No changes	31 August 2025.	Operational	31 August 2025.	31 August 2025.	ACHIEVED							N/A	N/A	N/A	Draft AFS submitted to AG with acknowledgement of receipt.
				5.3.9		Adopted Annual Financial Statements by the Boards by date	Adopted AFS by date	31 December 2025.	No changes	31 December 2025.	Operational	N/A	N/A	-							31 December 2025.	N/A	N/A	Board Resolution of AFS Adoption.
				5.3.10	Operational Expenditure	Operational expenditure spend to plan	Percentage spend	80%	Annual increment to 80% - Q1 (15% - only salaries & AC fees etc..)	80%	R2 210 146	80%	50%	NOT ACHIEVED	Whilst this target is not achieved, there is operational expenditure which has been budgetted for, which has to date not been incurred. E.g: Auditor General fees	None - this expenditure will only be incurred if and when necessary.	31 December 2025.	80%	80%	80%	Quarterly calculation reports on operational spend			
				5.3.11		Staff salaries paid monthly by date	12 x Salary Payments by date	25th of the month	No changes	25th of the month	R8 850 319	3x Monthly Payments by 25th	3x Monthly Payments by 25th	ACHIEVED						3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	Confirmation of changes effected to CoR 39.	
				5.3.12		Board salaries paid monthly by date	12 x Salary Payments by date	25th of the month	No changes	25th of the month	R1 024 586	3x Monthly Payment by 25th	3x Monthly Payment by 25th	ACHIEVED						3x Monthly Payment by 25th	3x Monthly Payment by 25th	3x Monthly Payment by 25th	Salary Reports by date	
				5.3.13	Capital Expenditure	% capital expenditure to plan.	% capital expenditure to plan.	50%	No changes	50%	R894 000	N/A	33%	ACHIEVED	Due to the poor state of laptops, procurement for these was done in Q1.	None - these were required for operational functions.	N/A	25%	30%	50%	Quarterly Reports.			
				5.3.14	Fruitless & Wasteful Expenditure	Less than 1% Fruitless and Wasteful expenditure	Budget % spend fruitless and wasteful expenditure	Less than 1%	No changes	Less than 1%	R4 190	<1%	0.0090%	ACHIEVED							<1%	<1%	<1%	Board Reports and Minutes, and Register.

SCTIE Annual Performance Scorecard : 2025/2026

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																						
PROGRAM REF	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET - DRAFT	ADJUSTED ANNUAL TARGET - Details	ADJUSTED ANNUAL TARGET	ANNUAL BUDGET: DRAFT 22.05.2025	Q1: TARGET	Q1 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE	
				5.3.15	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorised expenditure	Less than 1%	No changes	Less than 1%	Operational	<1%	Nil	ACHIEVED				<1%	<1%	<1%	Board Reports and Minutes, and Register.	
				5.3.16	Grant Funding	% of Municipal Grant revenue collected as per the funding model	% of Municipal Grant funding collected	100%	Grants invoiced - (not received) As per SLA -	100%	R26 364 132	100%	45%	NOT ACHIEVED	Invoices for both Umuziwabantu and Umzumbe Local Municipalities have been issued, however payment has yet to be received.	None - SLA are in place however they have not been adhered to. Pending the involvement of the CEO and or the Board.	15 December 2025.	100%	100%	100%	Quarterly reports on the grant funding received	
				5.3.17	Received Revenue to Plan	90% revenue received as per Annual Revenue Budget	% revenue received to plan.	90%	No changes	90%	R464 286	30%	76%	ACHIEVED				70%	80%	90%	Quarterly Reports	
				5.3.18	Revenue Generation	To raise own revenue or support funding through various avenues to reach a 90/10 split in relation to grant funding from participating municipalities, over a five (5) year period	Revenue generated or support received	R355 228.08	No changes	R355 228.08	Operational	N/A	N/A	-				118 409	118 409	118 409	Report submitted to the CEO on the revenue and or support generated as a percentage of the Annual Grant budget received	
				5.3.19	Annual Procurement Plan	Development of an Annual Procurement Plan, with quarterly reports on expenditure	Quarterly Procurement report	4	No changes	4	Operational	1	1	ACHIEVED				1	1	1	Quarterly Reports	
				5.3.20	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	No changes	100%	Operational	100%	100%	ACHIEVED				100%	100%	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%	No changes	100%	Operational	100%	88%	NOT ACHIEVED	Due to financial instability, management have not advertised 2 critical posts: 1. Co-ordinator : PMU and 2. Investment Marketing Officer.	The Co-ordinator PMU will be advertised in Q2, however the Investment Marketing Officer role may be filled by a graduate in the short term.	31 December 2025.	100%	100%	100%	Quarterly Reports	
				5.4.2	Internships	Appointment of Interns and or Graduates in SCTIE departments	Number of Interns / Graduates appointed	3			R139 230	N/A	2	ACHIEVED				3	N/A	N/A	Salary Reports by date	
				5.4.3	Staff Development	Plan Development by date	Date	30 December 2025.	No changes	30 December 2025.	R165 000	N/A	N/A	-				30 December 2025.	N/A	N/A	Quarterly Reports	
				5.4.4	Staff Performance	100% relevant staff with signed annual performance plans by date of 31 July	% Section 57 staff with signed annual plans by 31 July	100%	No changes	100%	Operational	100%	100%	ACHIEVED				N/A	N/A	N/A	Duly Signed Annual Performance Plans	
				5.4.5			Implementation Individual Performance Management Systems (IPMS)	% Implementation of IPMS	100%	No changes	100%	Operational	N/A	N/A	-				100%	100%	100%	Quarterly Performance Reports
				5.4.6			Cascading of Individual Performance Management Systems (IPMS) - by dare	Date	15 December 2025.			Operational	N/A	N/A	-				15 December 2025.	N/A	N/A	Duly Signed Annual Performance Plans

SCTIE -
Quarter 1 PMS and Year to date - 30.09.2025

Quarterly summation

	Targets for the Quarter 1	Achieved	Not Achieved	% Achieved	%Not Achieved
Investment Marketing, Promotion and Facilitation	17	15	2	88%	12%
Tourism Marketing, Promotion and Facilitation	19	18	1	95%	5%
Stakeholder Relations	2	2	0	100%	0%
Administration	19	16	3	84%	16%
	57	51	6	89%	11%