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SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 3: Performance Report
31 March 2026

Approved by the Board:: 30 April 2026

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 3/2026	3
1.2. Quarter 3 and Year to date Performance Scorecard	4
2. Finance, Corporate Services & Administration	5
2.1. Finance	5
2.1.1. Annual Grants 2026:.....	5
2.1.2. Income Statement: 31 March 2026	6
2.1.3. Balance Sheet as at 31 March 2026	7
2.1.4. Financial ratios: 31 March 2026	8
2.1.5. Cash Flow estimates	12
2.1.6. Tenders:.....	13
2.1.7. Current tenders advertised:.....	13
2.1.8. Implementation NSF Award	13
2.2. 2027 Draft Budget status	14
2.3. Human Resources.....	15
2.3.1. Permanent Appointments:.....	15
2.3.2. Graduate Appointments:	15
2.3.3. Job Grading and Cascading of Performance	15
2.3.4. Internal Disciplinary processes: Summary	15
3. Investment Facilitation	15
3.1. Investment Project Packaging	16
3.1.1. One Stop Shop	17
3.2. Investment Marketing, Promotion and Facilitation	17
3.2.1. Investment Press Release	20
3.2.2. Investment Trade & Media Fam Trips	21
3.2.3. Investment Trade Shows, Exhibitions & Conferences	24
3.2.3.1. Meeting Africa 2026	24
3.2.4. Quarterly Investment Newsletter.....	24
3.2.5. Investment Digital Platforms: Website & Social Media	25
3.2.5.1. Investment Website	25
3.2.5.2. Social Media Performance and Update.....	27
4. Tourism Facilitation, Marketing and Promotion	28
4.1. Research: KZN South Coast Summer Pre-Season Occupancy Survey	28
4.2. SMME Development and Support	35
4.2.1. Tourism Grading Support Programme	35
4.2.2. Women in Tourism (WIT) structure for the KwaZulu-Natal (KZN) Chapter.....	36
4.2.3. Tourist Guide Association	37

4.2.4.	Umzumbe Culture and Creative Industries Summit	37
4.2.5.	Funding Programmes for SMMEs.....	38
4.2.6.	Outreach Programme	38
4.2.7.	Product Development	39
4.2.7.1.	Amahlongwa Hiking Experience and Tourism Awareness	39
4.2.7.2.	New places of interest Identification in Umuziwabantu.....	39
4.2.7.3.	Umzumbe River Trail Familiarisation Trip.....	40
4.2.7.4.	Skills Development for Umzumbe Tourist Guides.....	40
4.2.7.5.	Croc World Tourist Guide Training	41
4.2.7.6.	KwaXolo Caves Adventures.....	41
4.3.	Tourism Marketing and Attraction.....	42
4.3.1.	Tourism Shows and Exhibitions	45
4.3.2.	Press Releases	45
4.3.3.	Tourism Trade & Media Fam Trips	46
4.3.4.	Tourism Events Support.....	47
4.3.5.	Quarterly Tourism Newsletter.....	50
4.3.6.	Tourism Trade Shows, Exhibitions and Conferences	50
4.3.6.1.	Meetings Africa	51
4.3.7.	Digital Website, APP and Social Media Activities	55
4.3.7.1.	Website.....	55
4.3.7.2.	Mobile Application Performance:.....	58
4.3.7.3.	Social Media Performance.....	61
4.4.	Stakeholder Relations and Engagements.....	62
4.4.1.	Membership.....	62
4.4.2.	Stakeholder Relations and Engagements	64
4.4.2.1.	KwaZulu-Natal Local Government Tourism Peer Learning Network Session ...	64
4.4.2.2.	Ugu District Priority Committee Meeting on Rural Safety and Tourism	65
4.4.2.3.	Tourism Area Committees	65
4.4.2.4.	Activation Programme.....	65

1. Executive Summary

The South Coast Tourism & Investment Enterprise (SCTIE) demonstrated exceptional operational performance in Quarter 3 2026, achieving 100% of its 62 strategic targets. However, the organization continues to face significant financial constraints that threaten sustainability and future planning.

Key Achievements:

- Investment Facilitation: Extensive project packaging including the Umzumbe Marine Tilapia Incubator, with a fully operational One Stop Shop for business support.
- Marketing Impact: "Unlock More Growth" and "Unlock More" campaigns generated over R6 million in combined earned media exposure.
- Digital Engagement: Remarkable growth with 13,030 website users and 160% increases in website traffic between February and March 2026.
- Tourism Development: Product enhancement initiatives (Umzumbe River Trail, KwaXolo Caves) and SMME development programs with skills training for tourist guides.

Critical Challenges:

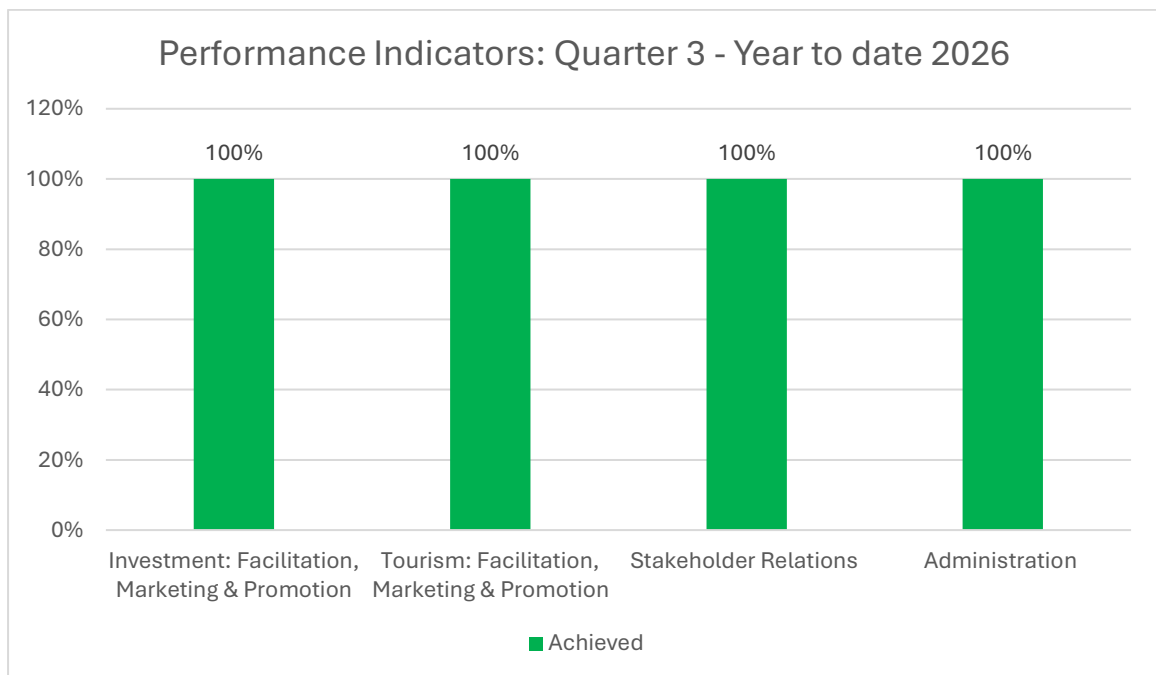
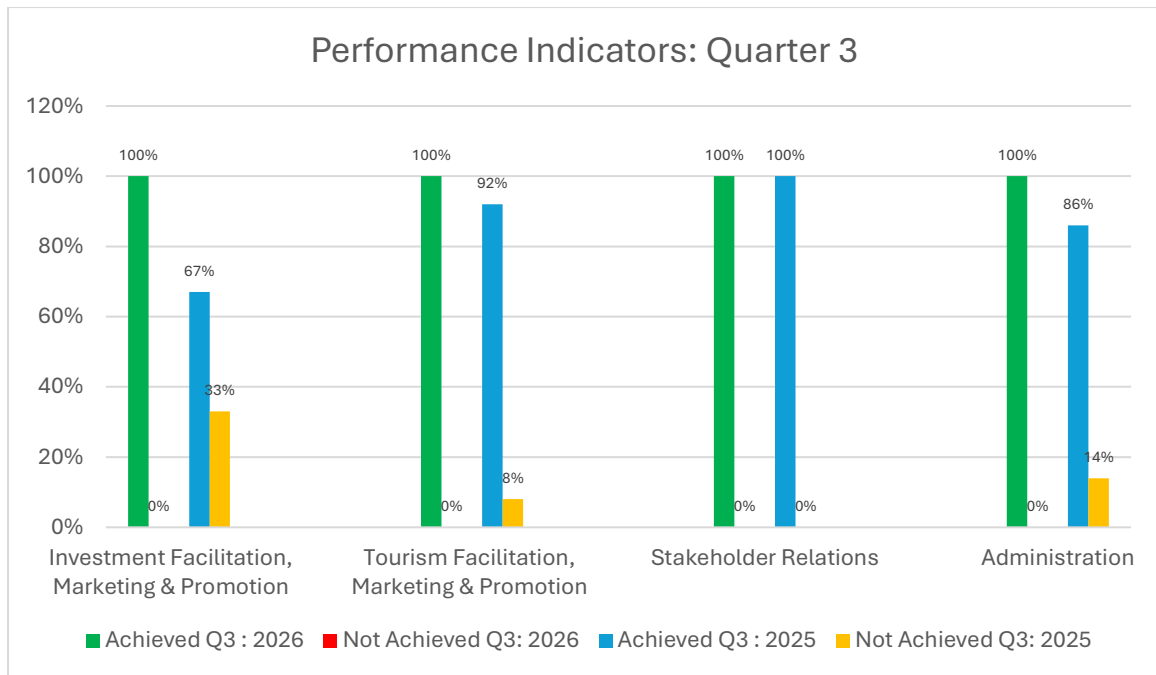
- Outstanding municipal grants exceeding R39 million remain unpaid.
- No budget allocation confirmed from Ugu District Municipality for the 2027 financial year.
- Severe financial constraints limiting operational expansion and strategic initiatives.

While SCTIE has delivered strong operational results and maintained stakeholder engagement, the unresolved financial issues pose significant risks to organizational sustainability and require urgent intervention from funding partners.

1.1. Performance Scorecard: Quarter 3/2026

In terms of quarter 3 – 2026, SCTIE had a total of 62 targets for the quarter to attend to, which we managed to Achieve 100% (62/62)

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



1.2. Quarter 3 and Year to date Performance Scorecard

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

2. Finance, Corporate Services & Administration

2.1. Finance

2.1.1. Annual Grants 2026:

All municipal grants have now been invoiced in full for the balance of the financial year.

- i) **Umdoni** – have been invoiced and have paid R1 500 000.00. They have requested an invoice for R450 000 in March – which was paid on 1 April. The balance of R472 157, has also been invoiced.
- ii) **Umzumbe** – Invoiced: R 2 340 807.30, and paid R500 000. Umzumbe requested an invoice in the amount of R361 345.60, which they settled on 7 April. The balance of the grant has also been invoiced in the amount of R1 478 444.40 and is due.
- iii) **Umuziwabantu** – requested they be invoiced re-invoiced in the amount of R870 000, which was paid. The balance of R826 848 has been invoiced in March.
- iv) **Ray Nkonyeni** – have been invoiced and have paid R2 538 494 000. The balance of the annual grant to be invoiced in 2 additional instalments as equitable share is paid, being
 - a. 33% (balance) - R 655 246. 47 – was due in December and
 - b. 25% - R 1 063 340.73 has been invoiced in 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 Adjusted Annual grant** for 2026 is R9 751 742.40. This has been invoiced, and marked as a proforma invoice.

- a. The 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.
- b. The R500 000 received in October paid the second vat instalment and October salaries.
- c. The R125 000 received in November was short by R 1 430, which SCTIE has paid.
- d. The R300 000 received on 30 December was used to the fourth vat instalment and the balance towards a portion of third-party payments relating to salary costs.
- e. The R536 000 received on 23 January was used to pay salaries. The additional amount of R130 000 received was used to pay the vat instalment due on 30 January 2026.
- f. The amount of R475 000 was received in February which the entity utilised for salaries. No funding was received for the outstanding VAT liability – R126 430.
- g. The amount of R450 000.00 which was utilised for nett salaries. The payment for the 3rd party costs was not received.
The VAT instalment was received for the March payment as well as the arrears amount for February.

The full balance outstanding as at 31 March 2026 is now R39 054 914.05

Expenditure :

- 1. Only the very basic operational expenses have incurred along with a very basic costing for Marketing activities R 1 199 975 and Projects / Developmental activities R116 400.

2. Staff salaries and Board fees have ben paid up to date to 31 March 2026.

2.1.2. Income Statement: 31 March 2026

Income	Actual	Budget	Variance
Own Income	333 914.87	1 336 843.00	1 002 928.13
Grants Raised	17 884 356.02	17 884 356.01	0.01
Gross Income	18 218 270.89	19 221 199.01	1 002 928.14
Expenditure			
Board costs	437 494.93	632 880.00	195 385.07
Employee costs	5 098 245.22	6 070 617.00	972 371.78
Operational costs	1 916 384.71	2 221 668.00	305 283.29
Investment & Tourism Marketing costs	1 199 957.08	3 812 202.00	2 612 244.92
Total Projects & develeopment	116 400.28	1 204 749.00	1 089 402.68
Research costs	-	225 000.00	225 000.00
Stakeholder relations costs	68 025.35	112 500.00	44 474.65
Total Expenditure	8 836 507.57	14 279 616.00	5 444 162.39
Surplus / (Loss) to date	9 381 763.32	4 941 583.01	- 4 441 234.25

2.1.3. Balance Sheet as at 31 March 2026

Assets			
Non-Current Assets			
Fixed Assets	494 062		
Investment Property	9 406 111		
	9 900 174		
Current Assets			
Debtors	46 471 365	16 020 472.09	
less: Debt Impairment	- 30 450 893		
Cash at Bank - Primary accounts	178 833		
- Call account	5 948	185 769.33	
- Special Projects (OSS)	727		
Petty Cash	261		
Deposits	83 806		
Accrued income	2 651		
Prepaid expenses	20 939		
Vat - Receivable	63 273		
	16 376 911		
Total Assets	26 277 084		
	-		
Liabilities			
SARS - VAT payable	3 152 502	3 089 229	
Staff Control	167 346		
Accruals	-		
Suppliers	386 279		
Provisions - Leave	589 936	-	
Provisions - Performance Bonuses	192 871		
Operating Lease liabilities	-		
Unallocated deposits	1 150		
Conditional Grant	-		
Total Liabilities	4 490 085		
Net Assets	21 787 000		
Ordinary Shares	200		
Accumulated Surplus	12 405 036		
Surplus / (Loss): Current Year	9 381 763		
Total Net Assets	21 787 000		

2.1.4. Financial ratios: 31 March 2026

5.3.10.: Operational expenditure Spend						
Annual Target : 80% : Q3= 60%	60%	1 333 000.80				
Quarterly Target to date	86%					
Total Spend to Date		1 916 384.71				
Total Budget to date		2 221 668.00				
Percentage spend year to date :		86%				
5.3.13: Capital Expenditure spend to plan					147000	
Annual Target	50%					
Quarter Target to date	97%					
		Computers	Furniture & Fittings	Vehicles	Total	
Total Spend		74 521.73	68 186.25	0.00	142 707.98	
Total Capital Budget		154 000.00	140 000.00	0.00	294 000.00	
: Year to date : according to plan.		77 000.00	70 000.00	0.00	147 000.00	
Percentage spend year to date :		97%	0%	0%	97%	
		Only the very basic capital purchases have been made: The entity has replaced 5 computers during Quarter 1, which were necessary for operational reasons. Furthermore the replacement of damaged office furniture was done in February				

5.3.14: Fruitless & Wasteful expenditure						
Target:	Less than 2% of Budget		A large penalty as well as interest has been raised by SARS on the June Vat 201 - This due to the non-availability of funds - Grant not received from Ugu DM. A payment plan has been entered into with SARS to pay the vat off - final payment due June 2026.			
Fruitless & Wasteful exepnditure		170 734.52				
Budget to date :		14 279 616.00				
	Percentage F& W year to date	1.1957%				
5.3.16: Grant Funding Raised						
Annual Target	100% Revenue Raised as per plan					
Quarterly Target	100% Revenue Raised as per plan					
Grant Funding raised		17 884 356.02				
Grant funding raised pe budget		17 884 356.01				
	Percentage raised	100%				
Quarterly Target	100% Revenue Received as per plan			2026 - Unpaid grants raised: (Incl. VAT)		
				Umzumbe LM	1 839 790.00	
Grant Funding raised		17 884 356.02		Umuziwabantu LM	826 848.00	
Outstanding Debtors : per Age Analysis		13 181 316.43	15 158 514	Ray Nkonyeni LM	1 717 976.49	
	Revenue received	4 703 039.59		Ugu DM	9 751 742.40	
	Percentage received	26%			14 136 356.89	
5.3.17: Operational Revenue Received						
Annual Target	90% Revenue Received as per plan					
Quarterly Target	70% Revenue received					
Revenue Raised		333 914.87				
Outstanding Debtors : per Age Analysis		8 417.39	9 680			
	Revenue received	325 497.48				
	Percentage received	97%				

5.3.19: Annual Procurement Plan					
Target:		100% SCM Implementation to Plan			
Actual Spend			3 300 767.42		
Annual Budget to Date			7 576 119.00		
		% SCM Implemented to date	44%		
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		0 Month
				Cash and cash equivalents	185 508
				Unspent Conditional Grants	-
				Total Annual Operational Expenditure	17 712 828
		This calculation does not take into account - the large VAT payment which remains outstanding : R1 035 000 - June 2024 and R126 460 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		3.57	
			Current Assets	16 020 472	
			Current Liabilities	4 490 085	
		Whilst accurate - this calculation is not reliable due to the long outstanding municipal grant debts relating to Ugu DM and Ray Nkonyeni. SCTIE has also invoiced the full 2026 grant due by the Ugu District Municipality			

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		41 days		
				Trade Creditors	386 279		
				General expenses	3 443 475		
		This is over the 30 day threshold set through the MFMA however due to the non receipt of our grant funding we are not able to settle all accounts within 30 days					
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%		168%		39%
				Employee/person nel related cost	5 098 245		5 098 245
				Board Remuneration	437 495		437 495
				Total Operating Expenditure	3 300 767		14 279 616
				Taxation Expense	-		
		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					As a % - Budget to date

2.1.5. Cash Flow estimates

Cash Flow : Estimate	Total outstanding for 30 June 2025	Invoiced: 2025/2026	Still to be invoiced	31.03.2026	30.04.2026	31.05.2026	30.06.2026
Opening balance				890 001	185 467	-2 289 824	-5 293 011
Ugu District Municipality - 2022/2023	19 593 602						
Ugu District Municipality - 2024/2025	32 070 032	19 503 485		450 000			
- Ugu Jazz Festival							
Ray Nkonyeni - 2022/2023	2 000 000						
Ray Nkonyeni - 2025/2026		4 256 472	-				
Umuziwabantu - 2025/2026		1 696 848					
Umdoni Municipality - 2025/2026		2 522 157	-	450 000			
Umzumbe - Municipality - 2025/2026		2 339 790					
Ugu VAT				250 800	125 000	125 000	125 000
Total Cash Receipts	34 070 032	30 318 752	0	1 150 800	125 000	125 000	125 000
Total In Bank				2 040 801	310 467	-2 164 824	-5 168 011
Expenditure							
Payments :							
Staff Salaries - (Gross salary) - 24 of Month							
- Junior staff				69 228	69 228	69 228	69 228
- Officers				97 144	97 144	97 144	97 144
- Officer I2				-	-	-	-
- Coordinators:				133 699	133 699	133 699	133 699
- S57 - Managers				81 184	81 184	81 184	81 184
- S57 : CEO				106 081	106 081	106 081	106 081
Bonuses						192 871	
- Company costs : Medical/Pension / SDL / UIF				145 472	145 472	145 472	145 472
Board fees -				60 000	60 000	60 000	60 000
Audit Committee				25 000			25 000
Creditors reditors				200 801	386 279	200 000	200 000
Critical Accounts							
- Telkom				9 650	9 650	9 650	9 650
- Rental				67 510	67 510	67 510	67 510
- Fuel				-	-	-	-
- Auditor general #1				241 000	120 000	120 000	120 000
- Agency				56 667	56 667	56 667	56 667
- 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				3 500	3 500	3 500	3 500
Copy Machines Skillfull				3 000	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				65 000	98 478	39 783	39 783
Operational costs - other				185 000	185 000	185 000	185 000
Stationary / Cleaning				2 000	2 000	2 000	2 000
Diamatrix				738	738	738	738
Bidtrack				824	824	824	824
- Advertisng					100 000	100 000	100 000
Project costs *(KwaXolo)					120 000	140 000	340 000
Ugu Jazz *						500 000	500 000
Other Investment projects ***				168 000	500 000	500 000	500 000
*** Indaba					120 000	180 000	
Capital Requirements (Furniture replacement)						-	
Total Expenditure		0		1 855 334	2 600 290	3 128 187	2 980 316
Balance bank				185 467	-2 289 824	-5 293 011	-8 148 327

2.1.6. Tenders:

2.1.7. Current tenders advertised:

- i) **ii) SCTIE 03/2026:** 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
 - The BEC has met and made recommendations to the BAC.
 - The BAC will meet on the 12 January 2026 to deliberate the recommendations.

2.1.8. 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.

Quarter 2 update:

On the 12 December after additional follow-ups, email communication from Ms Dunn was received which has advised that confirmation had been received from the NSF Head Office for Due Diligence to be conducted with UGU South Coast (SCTIE) and third parties in the new year. The logistics, content and structure will be arranged in January, on their return to the office.

Our appointed service provider has been notified of this update.

Quarter 3 Update:

On the 30th January 2026, an email was received from Ms Dunn, which referred:

“Please be advised that an update has been received from the NSF Head Office regarding the reinstatement of the South Coast Tourism and Enterprise Investment (SCTIE) Project.

Due to the expiry of the original Approval Letter and the extended delay in contracting, as well as changes within the NSF project contracting environment, it has been requested that the SCTIE Approval Letter be reverted to the NSF Initiation and NSF Legal Directorates to allow for formal support of the continuation of the Due Diligence processes, taking the protracted expiry into consideration.

As such, please be advised that the arrangement for Due Diligence on third parties is hereby pended, subject to the support of the NSF Initiation and NSF Legal Directorates for the reinstatement of Due Diligence processes.

You will be informed of the outcome of such processes in due course.

Any inconvenience as a result of the above is sincerely regretted. “

Following on from this communication, SCTIE has written and requested meetings with the following departments and officials to try to unlock the challenges, however have yet to receive any positive confirmation:

- i. 20 February 2026: NSF: Acting CEO : Ms Melissa Erra
- ii. 10 March 2026: DHET : Director-General: Dr Sishi
- iii. 1 April 2026: DHET: Chairman of the Portfolio Committee: Mr Walter Letsie.

2.2. 2027 Draft Budget status

On the 26 March 2026, the draft budget for 2027 was presented in the Ugu District Council meeting held in Umdoni , where the CEO and Chairman of the Board were present.

It is important to note, that whilst SCTIE has not received any formal communication from the Parent municipality, that in the presentation of the ir draft budget to their Finance Portfolio Committee and EXCO, that no budget has currently been provided for SCTIE in the 2027 financial year.

Ugu have offered technical support.

This is a serious challenge as it will negatively impact SCTIE operations in the new year, and is being dealt with by the Chief Executive Officer.

2.3. Human Resources

2.3.1. Permanent Appointments:

SCTIE – Co-Ordinator : Project Management

On the 1 February 2026, Mr Tsepang Magubane was appointed Co-ordinator: PMU

2.3.2. Graduate Appointments:

SCTIE has always had either Interns requiring work experience (practical training) as part of their formal studies or Graduates, requiring an opportunity to bridge the gap between the formal studies and the real-world application of their studies, in terms of work experience. These methods also benefit the entity in terms of being a cost effective method in our currently challenging financial environment, by providing a young, educated professional support to departments, bringing new ideas and innovative in a competitive fast changing environment. During March SCTIE interviewed 11 graduates and finally appointed 3, into a 12-month program. These students are placed in:

- i. Marketing: ICT, Web and design,
- ii. And two in Corporate Services, being Reception and Admin/ OSS support

2.3.3. Job Grading and Cascading of Performance

It is envisioned that all Individual Performance Agreements will be concluded by 31 May 2026.

2.3.4. Internal Disciplinary processes: Summary

The Board were sensitised in February that management were dealing with two employees which had been suspended due to internal disciplinary charges brought about through misconduct.

In summation, after following the process of formal disciplinary enquiries, both employees were summarily dismissed.

Both employees referred their cases to the CCMA.

On the 8 April 2026, the date of the one CCMA Con/Arb hearing, the employee withdrew her case. This matter is now closed.

The second case had been set down for 18 March; however the CCMA had the email address for our HR official incorrect. The employee advised the CCMA Commissioner of this, and the matter was deferred. We have yet to receive the new date.

3. Investment Facilitation

Investment facilitation during the quarter focused on targeted sector engagements, investor coordination, and participation in strategic platforms aimed at unlocking both project-level and sector-wide investment opportunities.

A key highlight was participation in the Petroleum Business Seminar hosted at the Estuary Hotel, which brought together public sector stakeholders, development finance institutions, and major private sector players within the energy value chain. This engagement facilitated direct interaction with industry leaders such as Sasol and Astron Energy, as well as development finance institutions including Ithala Development Finance Corporation.

The seminar recorded approximately 68 participants, creating a critical platform for:

- Investment dialogue within the petroleum and energy sector
- Engagement between SMMEs and large industry players
- Exploration of financing opportunities through DFIs

Beyond this, the Department facilitated ongoing investor engagements linked to catalytic projects under SLA municipalities, including emerging opportunities in green hydrogen, tourism infrastructure, agro-processing, and aquaculture. These engagements continue to play a key role in aligning investor interest with project readiness, thereby strengthening the district's investment conversion potential.

3.1. Investment Project Packaging

The quarter was defined by significant progress in project packaging and strategic investment profiling, particularly through participation in the Eastern Seaboard Development (ESD) Investment Profiling Summit held in Mthatha. This platform enabled the Department to position a portfolio of catalytic projects within a broader provincial and national investment pipeline, significantly enhancing their visibility, credibility, and potential for funding mobilisation.

A strong focus was placed on tourism and heritage-based projects, including:

- Mawuleni Nature Reserve Tourism Development, positioned as a flagship eco-tourism and conservation investment
- Itshe likaMaria, profiled as a heritage tourism asset with strong cultural significance
- Ntelezi Msani Heritage Centre, positioned as a catalytic cultural infrastructure project integrating tourism, heritage, and community development

These projects collectively contribute to tourism diversification, shifting the district's offering beyond coastal tourism toward inland, cultural, and nature-based experiences.

In parallel, the Department advanced high-impact economic and agro-processing initiatives, most notably:

- The Ugu Agri-Hub Programme (Coffee Value Chain Initiative), which has successfully mobilised 87 hectares of land across 37 households, supported by strategic partnerships and structured toward a fully integrated production-to-market value chain

Critically, the quarter also saw the strategic positioning of the:

- Umzumbe Marine Tilapia Incubator, which was profiled at the ESD Summit under the ocean economy and aquaculture sectors. The incubator represents a catalytic blue economy intervention, aimed at:
 - a. Supporting small-scale producers through technical and production support
 - b. Strengthening food security and enterprise development
 - c. Integrating local producers into formal aquaculture value chains

The project has demonstrated growing investment traction, including:

- Engagement with traditional leadership structures within KwaZulu-Natal
- Exposure to international stakeholders through global investment platforms involving institutions such as the United Nations and African Union

This positions the incubator as a high-potential investment opportunity capable of attracting blended finance and strategic partnerships, while anchoring the district within the emerging blue economy.

In addition, the completion of the Umzumbe River Trails Conceptual Analysis further expands the tourism pipeline by introducing a scalable eco-tourism product aligned with global trends in adventure and nature-based tourism.

Collectively, these initiatives reflect a mature project packaging approach, where projects are not only developed but actively positioned within investment platforms to enhance bankability and unlock funding opportunities.

3.1.1. One Stop Shop

The OSS continued to function as a centralised investment facilitation and business support platform, providing a single point of entry for both SMMEs and investors, while fulfilling its APP requirement for reporting on queries logged.

During Quarter 3, a total of 68 OSS engagements and enquiries were recorded, all of which were captured, categorised, and reported in line with performance requirements. A key contributor to this performance was the Petroleum Business Seminar, which expanded OSS reach through 68 participants, enabling direct engagement between businesses, DFIs, and major industry players.

The OSS facilitated interactions between local enterprises and institutions such as Ithala, Ingonyama Trust, Department of Mineral Resources and Energy, as well as large private sector stakeholders including Sasol and Astron Energy, reflecting a growing shift toward integrated, multi-stakeholder investment facilitation.

From an operational perspective:

- Approximately 88% of enquiries were CIPC-related, focusing on company registration and BIZPortal support
- A high-resolution rate of approximately 97% was achieved
- The platform serviced both new and existing clients, indicating sustained utilisation and continued outreach effectiveness

Importantly, the nature of engagements during the quarter reflects an evolution of the OSS beyond compliance support, with increased participation in sector-based engagements and investment platforms.

This positions the OSS as a hybrid facilitation mechanism, supporting both:

- Enterprise formalisation and SMME development, and
- Higher-value investment engagement and coordination, particularly in sectors such as energy and the ocean economy.

3.2. Investment Marketing, Promotion and Facilitation

SCTIE Annual Campaign – ‘Unlock More!’

Investment Themed Annual Campaign: ‘Unlock More Growth’

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.

Q3 Theme – “Unlock More Growth”

- Buy Local
- Opportunities
- One Stop Shop

Hashtags: #unlockmore #unlockmoregrowth

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

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
- Agriculture value add
- Property development
- Manufacturing
- Hinterland sites (KwaXolo Caves/ Umzumbe River Trails)
- One Stop Shop
- Buy Local

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

Through the Buy Local Campaign, the following key messages were 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.
- **Support Local. Buy Local. Grow Local.**
KZN South Coast residents and consumers were 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.

Marketing Tools:

- Digital
- PR
- Advertising

Brand Exposure:

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

Please see below for the free (earned) **Investment** media coverage and brand exposure for South Coast Tourism and Investment Enterprise (SCTIE) generated from 16 December 2025 – 18 March 2026. The list of media coverage below includes the Advertising Value Equivalent (AVE) figures – this is Rand for Rand what one would have spent to appear in these publications, online platforms and print media, had these been 'paid for' media exposure instances. In Q3 the SCTIE generated **76** free media exposure articles.

During Q3, SCTIE generated R2 127 080 of AVE media exposure, please see breakdown below.

AVE: R2 127 080

Print: R708 447

Online: R1 418 633

All the media coverage clippings are accessible online in the Newsclip Redbook, please see below link for 16 December 2025 – 18 March 2026 clippings:

<https://www.redbook.co.za/share/book/30041600ef310843a4f47750d34153db>

3.2.1. Investment Press Release

Our quarter 3 press releases highlighted the KZN South Coast investment potential on property development, manufacturing and agriculture sectors.

Media coverage table and a list of all press releases sent during the period of this report include:

Press Releases and Media Articles	Earned (PR) Media Exposure
SCTIE Champions Investment Models that Drive SMME Growth and Skills Development (26 January 2026)	Invest KZN South Coast – 02 February 2026
Government Land Positioned as a Catalyst for Private Sector Investment on the South Coast (05 February 2026)	Safari Africa – 10 February 2026 Invest KZN South Coast – 12 February 2026
Small Tourism Businesses Driving Inclusive Economic Growth on the KZN South Coast (12 February 2026)	Invest KZN South Coast – 15 February 2026
SCTIE Profiles Inspiring Buy Local Brands Driving Innovation on the KZN South Coast (09 March 2026)	Invest KZN South Coast – 09 March 2026
Properties in a popular coastal area in South Africa get a major boost	Daily Investor - 22 Mar 2026
SCTIE Profiles Inspiring Buy Local Brands Driving Innovation on the KZN South Coast	Safari Africa - 20 Mar 2026
Top Affordable Travel Destinations for 2026: High-Value Trips for Smart Travellers	Adventure Lifestyle Magazine - 10 Feb 2026
The Beach Café @ Impithi – Coastal Flavours and Community Spirit on Pennington Beach	South Coast Explore - 8 Feb 2026
KZN South Coast set for property growth surge to 2030	Real Estate Investor Magazine - 10 Feb 2026
South Coast Business Directory 'Stop the Strangle': a spotlight on ghost fishing and marine entanglement	South Coast Explore - 2 Feb 2026
South Coast Business Directory Whale Watching Holidays in South Africa 2026	South Coast Explore - 28 Jan 2026

Trading traffic for tides: Coastal semigration fuels South Africa's seaside property boom	News24 - 27 Jan 2026 Suthentira Govender
Short-Term Rentals Transition from Seasonal Surge to Long-Term Investment Focus	Daily Mirror - 3 Jan 2026
KZN South Coast: An Emerging Hotspot for Semigration – Pam Golding Properties	Daily Argus - 1 Jan 2026
Short-term rentals move from seasonal 'gold rush' to long-term property play	Moneyweb - 3 Jan 2026
Fedhasa reassures holidaymakers that South Coast tourism activities operational after storm	The Mercury - 24 Dec 2025
Skynews (Cemair)	Skynews (Cemair) - 1 Jan 2026
Tourism secures seven strategic partnerships	South Coast Herald - 9 Jan 2026
KZN records bumper festive season figures, despite Durban beach closures	News24 - 10 Jan 2026 - Anelisa Kubheka

3.2.2. Investment Trade & Media Fam Trips

ITEM	DESCRIPTION
Event:	Umzumbe River Trail Media Fam Trip
Dates	06 February 2026

BACKGROUND

Hiking trails are an incredibly popular tourism attraction, Umzumbe River Trail is a guided hiking or biking trail through the hinterland offering participants a nature-based adventure alongside authentic Zulu experiences in homestays along the way.

South Coast Tourism and Investment Enterprise (SCTIE) recently hosted key tourism and government stakeholders on an experiential visit to the fourth leg of the Umzumbe River Trail, highlighting the potential of hinterland tourism experiences on the KZN South Coast. The engagement formed part of ongoing efforts to showcase authentic rural tourism products while strengthening collaboration among partners involved in destination development.

The hosted experience covered approximately 10km along the scenic Umzumbe River, giving participants a first-hand look at the trail's natural beauty, community involvement and cultural storytelling opportunities. Stakeholders who participated in the adventure included representatives from KZN EDTEA, Msinsi Holdings, Umzumbe Municipality, SA Red Cross Society-Port Shepstone, NPS Adventures and GCIS.

The full Umzumbe River Trail spans approximately 71km and offers multi-day hiking and biking options guided by knowledgeable local Tourist guides. Along the route, guests learn about the area's geology, flora and fauna, as well as traditional medicinal plant knowledge rooted in Zulu heritage.

The trail traverses landscapes inhabited by six Zulu clans the (e)Nhlanguini, (e)Mabheleni, KwaCele, KwaNdelu, KwaQwabe and KwaMadlala, creating opportunities for authentic cultural encounters. Visitors can explore local points of interest and refreshment stops while experiencing traditional homestays that provide insight into community life and customs.

SCTIE's STRATEGIC OBJECTIVES:

- To promote this asset which benefits both tourists and hosts.
- Rural tourism is a necessary solution to our growing youth unemployment,
- Rural tourism has the potential to retain local culture and traditions,
- To enhance our tourism offering for global tourists, while supporting local communities.
- To promote the trail to potential investors.

FUTURE INVESTMENT OPPORTUNITIES

One notable investment opportunity is the establishment of a lodge alongside the dam which has been supported by a feasibility report issued by Umzumbe Town Planning. Potential also exists to develop recreational activities around the dam that extend the lodge offerings.

KEY OUTCOMES AND INSIGHTS

The event generated positive media coverage across print, digital, and social media platforms.

Please see the list of some of the media exposure below:

CONTRIBUTION	Advertising Value Equivalent (AVE)
Visit KZN South Coast - 10 Feb 2026 https://www.visitkznsouthcoast.co.za/stakeholders-experience	R 37 440
Stakeholders Experience Fourth Leg of the Umzumbe River Trail, Showcasing KZN South Coast Hinterland Tourism	
Safari Africa - 10 Feb 2026 https://www.safari-africa1.co.za/stakeholders-experience-fourth-leg-of-the-umzumbe-river-trail-sh...	R 25 320
Stakeholders Experience Fourth Leg of the Umzumbe River Trail, Showcasing KZN South Coast Hinterland Tourism	

South Coast Herald - 13 Feb 2026	R 35 903
Hikers enjoy scenic Umzumbe River trail	
South Coast Herald - 15 Feb 2026 https://www.citizen.co.za/south-coast-herald/news-headlines/local-news/2026/02/15/hikers-enjoy-sc...	R 8 303
Hikers enjoy scenic Umzumbe River trail	
Rising Sun (Chatsworth) - 24 Feb 2026	R 52 535
Stakeholders experience fourth leg of the Umzumbe River Trail, showcasing KZN South Coast hinterland tourism	
Rising Sun (North Coast) - 25 Feb 2026	R 53 043
Stakeholders experience fourth leg of the Umzumbe River Trail, showcasing KZN South Coast hinterland tourism	
Rising Sun (Overport) - 26 Feb 2026	R 20 966
Stakeholders experience fourth leg of the Umzumbe River Trail, showcasing KZN South Coast hinterland tourism	
TOTAL	R233 510

Photo taken: Along Umzumbe River
Date: Thursday, February 14, 2026
Page: 8



The engagement formed part of ongoing efforts to showcase authentic rural tourism products while strengthening collaboration among partners involved in destination development.

Stakeholders experience fourth leg of the Umzumbe River Trail, showcasing KZN South Coast hinterland tourism

South Coast Tourism and Investment Enterprise (SCTIE) recently hosted key tourism and government stakeholders on an experiential visit to the fourth leg of the Umzumbe River Trail, highlighting the potential of hinterland tourism experiences on the KZN South Coast. The engagement formed part of ongoing efforts to showcase authentic rural tourism products while strengthening collaboration among partners involved in destination development. The hosted experience covered approximately 10km along the scenic Umzumbe River, giving participants a first-hand look at the trail's natural beauty, community involvement and cultural storytelling opportunities. Stakeholders who participated in the adventure included representatives from KZN EDTEA, Msinsi Holdings, Umzumbe Municipality, SA Red Cross Society-Port Shepstone, NPS Adventures and GCIS. "Hiking continues to grow in popularity across South Africa, with more than 1, 000 registered trails offering immersive outdoor experiences," said SCTIE CEO, Dr Vusumuzi Sibiya. Dr Sibiya explained that experiences such as the Umzumbe River Trail demonstrate the KZN South Coast's ability to offer visitors meaningful hinterland excursions that combine nature, culture and community engagement, while contributing to sustainable rural tourism development. The full Umzumbe River Trail spans approximately 71km and offers multi-day hiking and biking options guided by knowledgeable local Tourist guides. Along the route, guests learn about the area's geology, flora and fauna, as well as traditional medicinal plant knowledge rooted in Zulu heritage. The trail traverses landscapes inhabited by six Zulu clans the (e)Nhlanguwini, (e)Mabheleni, KwaCele, KwaNdelu, KwaQwabe and KwaMadlala, creating opportunities for authentic cultural encounters. Visitors can explore local points of interest and refreshment stops while experiencing traditional homestays that provide insight into community life and customs. Drumming, music, dance, and storytelling form part of the cultural immersion, giving visitors a deeper understanding of local history dating back to the era of iNkosi uShaka. The stakeholder visit highlighted the importance of collaborative partnerships in promoting inclusive tourism growth and unlocking the economic potential of the KZN South Coast's hinterland offerings. Further investment potential exists in the establishment of a lodge at the starting point of the trail alongside the Umhlabatshane Dam, which has been supported by a feasibility report issued by Umzumbe Municipality Town Planning, and the development of recreational activities around the dam for overnight guests, day visitors, corporate team building, and school excursions. Unlock adventure on the KZN South Coast! Visit www.visitkznsouthcoast.co.za for more information.

CONCLUSION

The drive to develop rural tourism assets is a global move, as inclusive tourism economies are beneficial for both tourists and hosts. Through rural tourism, outlying communities are included in mainstream economies, tourists are afforded more authentic, nature-based

experiences, and conservation becomes a central tenet. This unique tourism asset has great rural tourism investment opportunities.

SCTIE will continue to engage with local communities, and traditional leaders to develop our rural tourism assets and uncover areas of further potential going forward.

3.2.3. Investment Trade Shows, Exhibitions & Conferences

3.2.3.1. Meeting Africa 2026

Please see Meetings Africa 2026 report under tourism trade shows, exhibitions and conferences.

3.2.4. Quarterly Investment Newsletter

One investment focused newsletter was prepared and sent out on 18 March 2026 to SCTIE members and key stakeholders highlighting the marketing developments and material.

Newsletter stats:

Recipients: 564

Opened: 262

Bounced: 43

Please see screenshot of newsletter below:



CEO'S WELCOME MESSAGE



Dr Vusumuzi Sibiya
CEO of South Coast
Tourism and Investment Enterprise (SCTIE)

South Coast Tourism & Investment Enterprise (SCTIE) is proud to announce that it secured the number one spot for Best Functional District Development Agency at the KZN COGTA Municipal Excellence Awards held at the Durban International Convention Centre on Thursday, 12 March 2026. This prestigious recognition reflects SCTIE's ongoing commitment to positioning the Ugu District Municipality as a competitive investment and tourism destination.

The achievement is a testament to the collective effort and collaboration between government, the private sector, and tourism stakeholders who continue to work together to drive sustainable economic development across the district. SCTIE extends its sincere appreciation to Ugu District Municipality, the local municipalities within the district, the SCTIE Board, staff members, and industry stakeholders for their continued support and shared commitment to achieving the organisation's strategic goals.

Adding to the positive momentum, the recent festive season delivered encouraging results for the region despite a notably compressed peak period that effectively lasted just two high-traffic weeks instead of the traditional extended festive holiday window. During this time, several destinations recorded strong visitor activity, with the KwaZulu-Natal South Coast emerging as a standout performer. The region achieved an impressive 25–30% increase in tourism activity compared to the previous festive season, signalling renewed traveller confidence and sustained demand for the destination's diverse experiences.

Building on this progress, SCTIE continues to strengthen its internal capacity to deliver on key tourism and investment initiatives. The organisation is therefore pleased to welcome Mr Mongezi Magubane, who joined the team last month as Coordinator: Project Management Unit (PMU). In this role, Mr Magubane will oversee coordination with external partners and facilitate seamless collaboration among stakeholders involved in various development projects.

He will also play an important role in defining project scope, driving implementation progress, and introducing process improvements that enhance efficiency and delivery across the entity. His appointment further strengthens SCTIE's ability to advance strategic projects that support tourism growth, infrastructure development, and investment attraction across the district.

3.2.5. Investment Digital Platforms: Website & Social Media

3.2.5.1. Investment Website

Performance Summary for Invest KZN South Coast Website

The SCTIE Corporate and Investment websites contributed more targeted engagement, serving stakeholders, partners, and potential investors through organisational updates, press releases, and economic development content.

Overall, the data reflects a stable and well-managed digital ecosystem with strong upward momentum. The significant growth observed highlights the effectiveness of ongoing content

updates and platform management, while also indicating clear opportunities to further enhance performance through structured content planning, digital marketing initiatives, and expanded audience targeting.

Website Performance

Platform	Month	Users	Sessions	Page Views	Key Role
SCTIE Investment Website	Feb 2026	180	197	247	Organisational communication and stakeholder updates
SCTIE Investment Website	Mar 2026	610	705	896	Organisational communication and stakeholder updates

Growth Insight (Month-on-Month Growth (Feb → March))

Platform	Users Growth	Sessions Growth	Page Views Growth
Investment	+239%	+258%	+263%

User Behaviour (Engagement, Duration, Bounce Rate)

Platform	Average Session Duration	Engagement Rate / Bounce Rate
SCTIE Investment Website	45 seconds	40%

The Investment website demonstrates moderate engagement, with an average session duration of **45 seconds** and a bounce rate of **40%**, reflecting targeted user intent where visitors are seeking specific information related to investment opportunities.

Traffic Sources (Organic, Direct, Social, Referral)

Platform	Organic Search	Direct Traffic	Social media	Referral Traffic
SCTIE Investment Website	44.1%	45.6%	0.4%	6.1%

The Investment website demonstrates a **balanced distribution between organic (44.1%) and direct traffic (45.6%)**, reflecting both search-driven discovery and targeted access by

users seeking investment-related information. Referral traffic (6.1%) is also notable, indicating that external platforms and linkages are contributing to traffic generation.

The investment website serves more specialised functions and attracts more targeted audiences, including stakeholders, investors, and partners.

The investment platform recorded notable increases, indicating improved visibility and engagement across stakeholder-focused content. The substantial growth observed during March highlights the impact of consistent content updates and improved platform activity. These metrics confirm that SCTIE's digital platforms are gaining traction and provide a strong foundation for further growth through strategic content and marketing initiatives.

3.2.5.2. Social Media Performance and Update

To build consistent visibility and engagement that highlights the region's diverse offerings, we have significantly expanded our social media publishing efforts, delivering more investment focused professional adverts across our platforms. This content spans a wide range of sectors and topics, including buy local campaign, and different sectors such as agriculture, manufacturing, real estate and ocean economy opportunities.

SECTOR	PROJECT	MESSAGING	TYPE OF ADVERT	PLATFORMS
Agriculture & Manufacturing	Buy Local	Buy Local Update to encourage support of the campaign and to motivate eligible businesses to sign up.	Images & Videos	Facebook, Instagram, Twitter, LinkedIn & YouTube
Agriculture	SMME Growth & Skills Development	SCTIE Champions Investment Models that Drive SMME Growth and Skills Development.	Images	Facebook, Instagram, Twitter & LinkedIn
Rural Tourism	Umzumbe River Trail	Umzumbe River Trail investment opportunities	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube
Rural Tourism	KwaXolo Caves	Progress in the KwaXolo Caves Adventures Expansion	Images	Facebook, Instagram, Twitter & LinkedIn
Property Development	Injabulo	Property investment boost on the KZN South Coast	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube
Logistics	Margate Airport	Margate Airport enhances investor accessibility to the KZN South Coast.	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube
Property Development	Serenity Hills	Serenity Hills eco-focused estate near Margate offers secure living for all ages in a tranquil coastal setting.	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube
Property Development	Serenity Hills	Your last chance to secure a position in Serenity Hills.	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube

	SME Potential	Local SMEs on the KZN South Coast are transforming the region's economy – and the impact is real.	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube
Ocean Economy	Shelly Beach Ski Boat Club	The KZN South Coast offers strategic access to maritime	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube
Tourism Sector	MICE	Our great conference facilities are just one MICE drawcard on the KZN South Coast.	Video	Facebook, Instagram, Twitter, LinkedIn & YouTube

4. Tourism Facilitation, Marketing and Promotion

4.1. Research: KZN South Coast Summer Pre-Season Occupancy Survey

We undertook a post-summer occupancy survey to assess anticipated accommodation performance after the Summer Season. The survey provides insights into booking trends, industry sentiment and projected occupancy levels to support informed planning and decision-making.

This report provides a summary of a snapshot survey conducted after (post) the 2025 Summer period, which fell from December 2025 to January 2026, to determine the tourism performance of the KwaZulu-Natal South Coast, known throughout this report as the KZN South Coast.

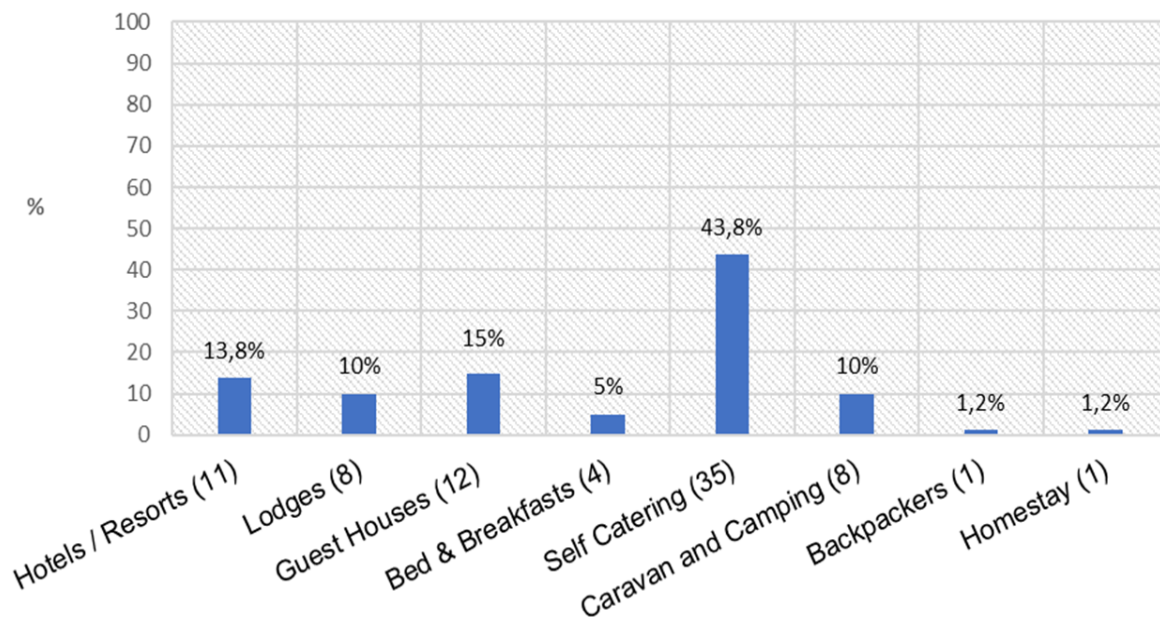
This survey was based on the views of tourism accommodation establishments in this destination.

Tourism performance data is a critical variable that determines the sustainability and competitiveness of a tourism destination. Such information provides insights regarding the performance of a destination and acts as an aid for investment and development decisions.

The main objective of this survey was to:

- Gather insights that will guide the KZN South Coast Tourism and Investment Enterprise (SCTIE) in its strategic planning for future marketing efforts for the summer period.
- In addition, to understand any arising or potential challenges that may hinder operators in securing high occupancy, on and off-peak.
- This allows SCTIE to assist where possible, with its marketing efforts on and offline, to encourage visitors further to choose the KZN South Coast as their preferred destination.

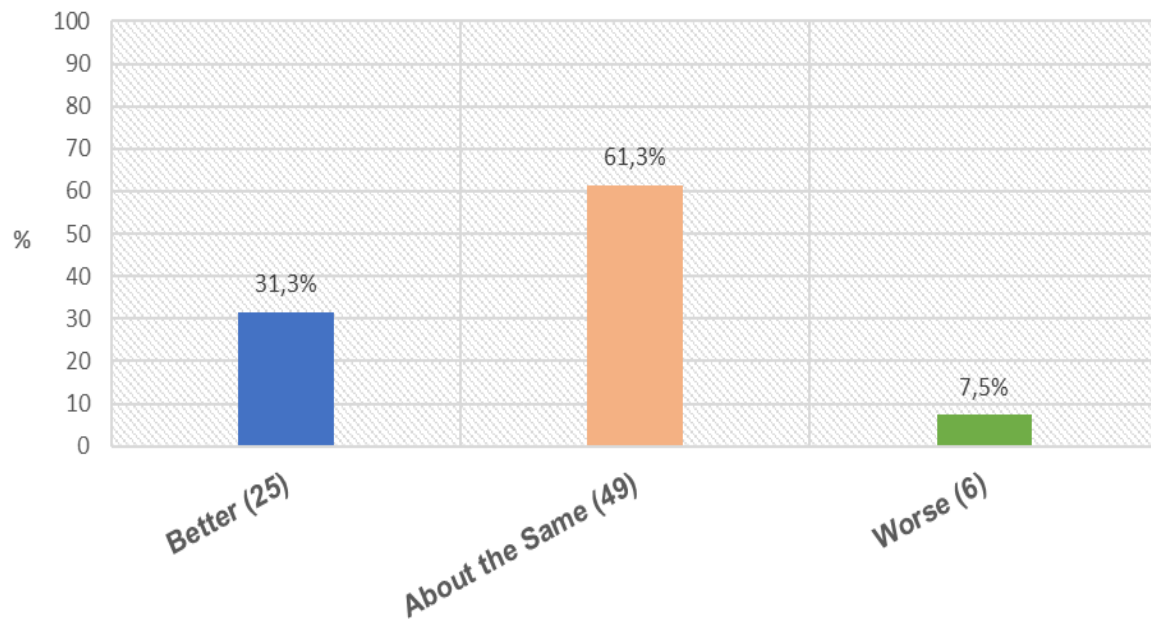
Types of Establishments responded



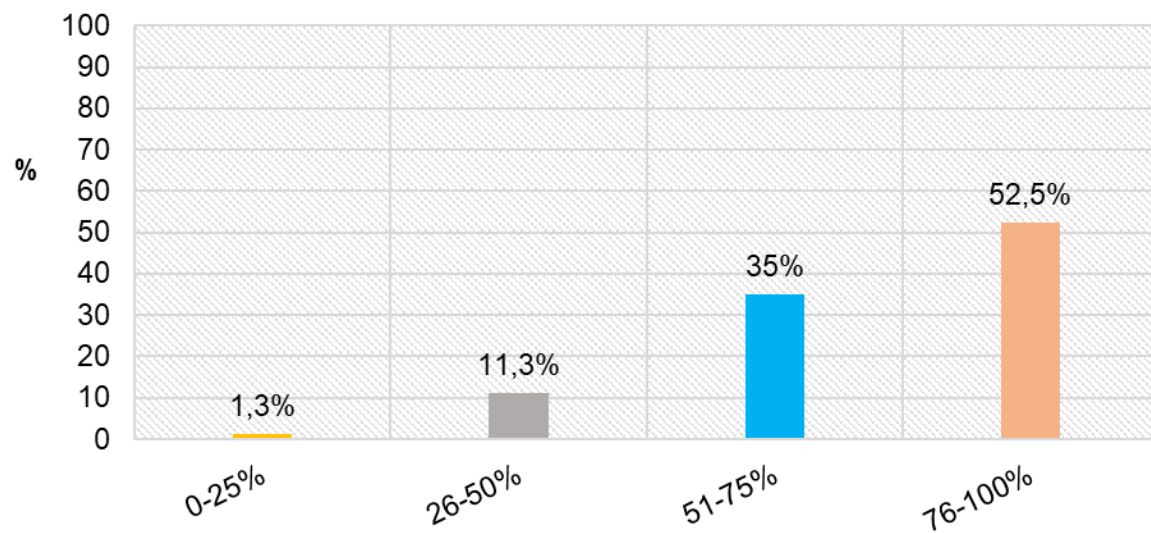
Overall business performance during the summer season



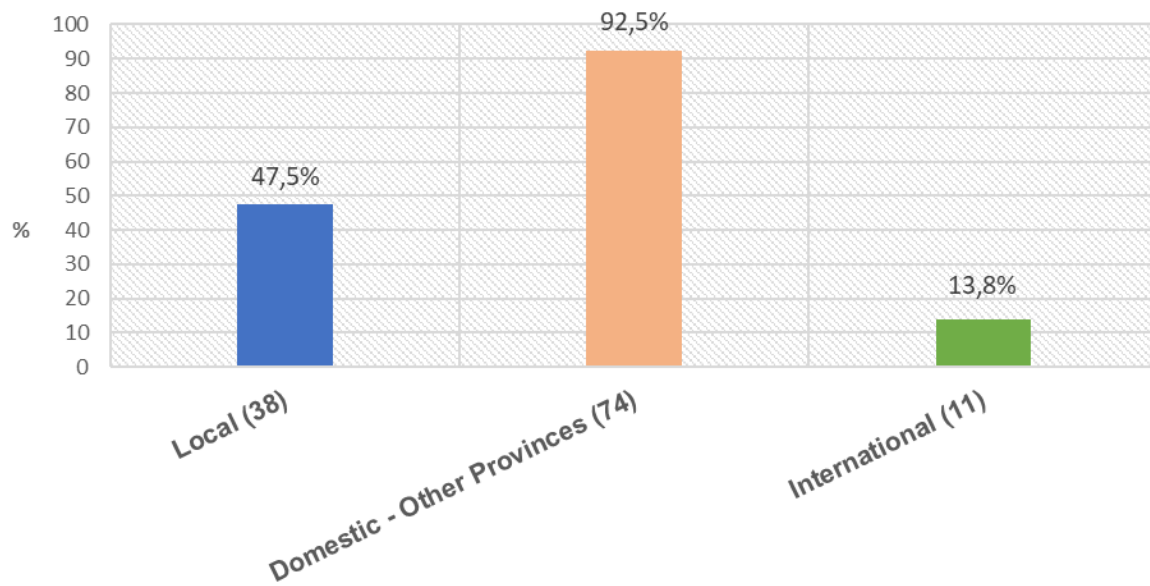
Business performance compared to the previous summer season



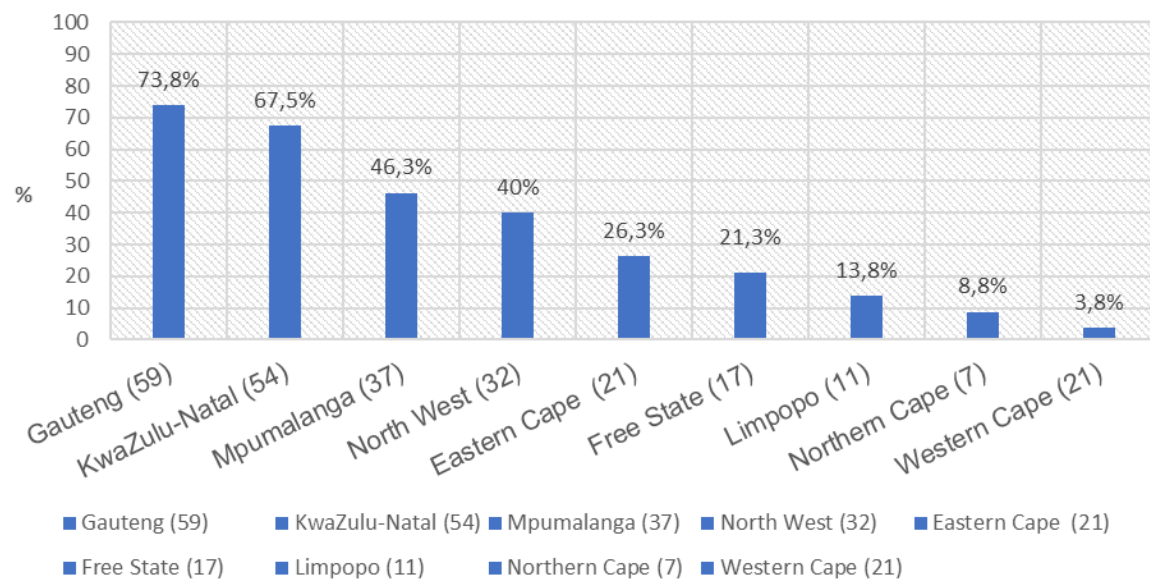
Approximate average occupancy level during peak season.

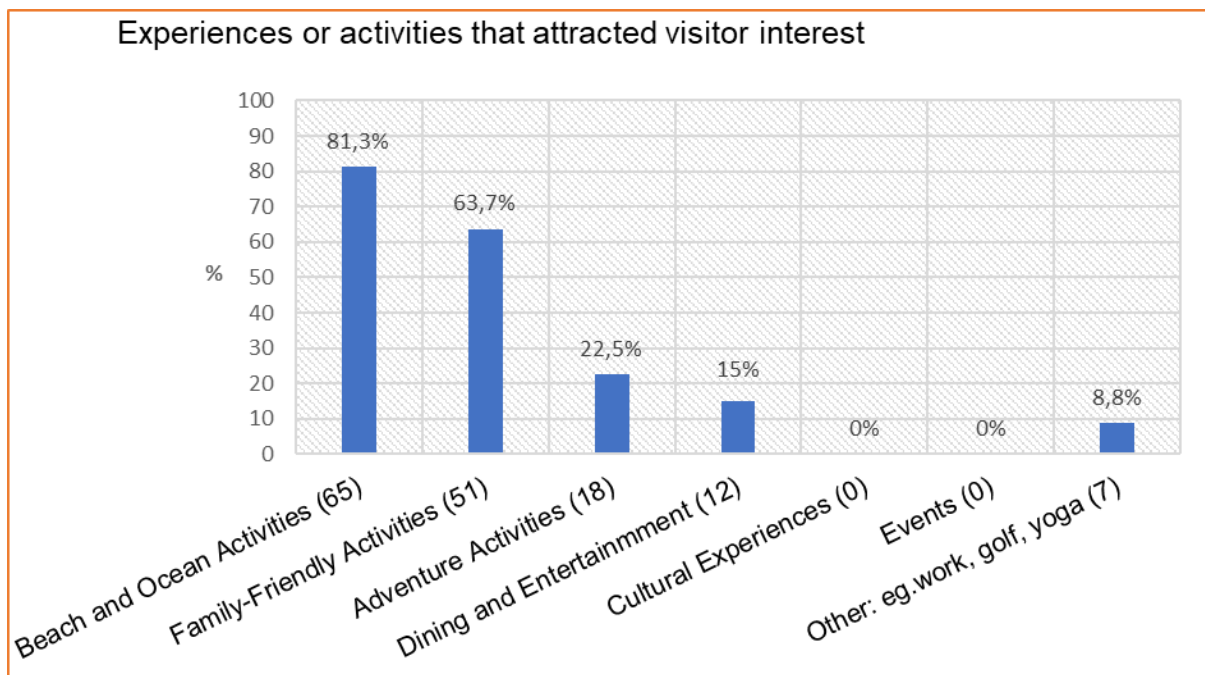
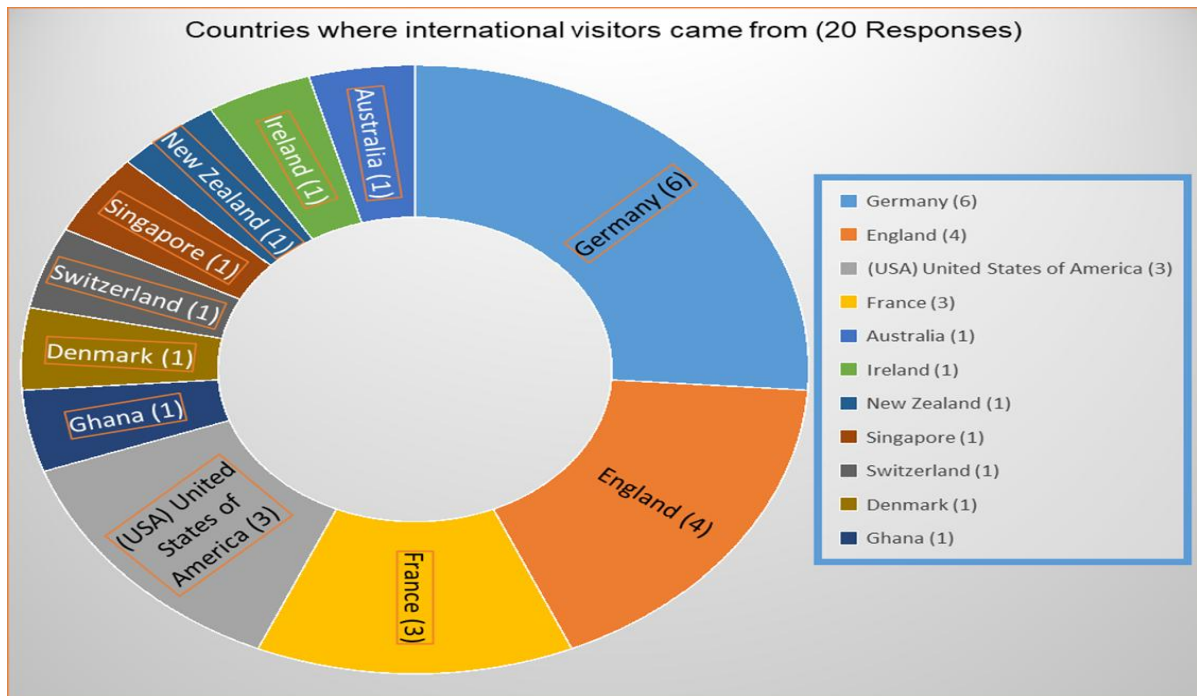


Visitor markets served by businesses during summer

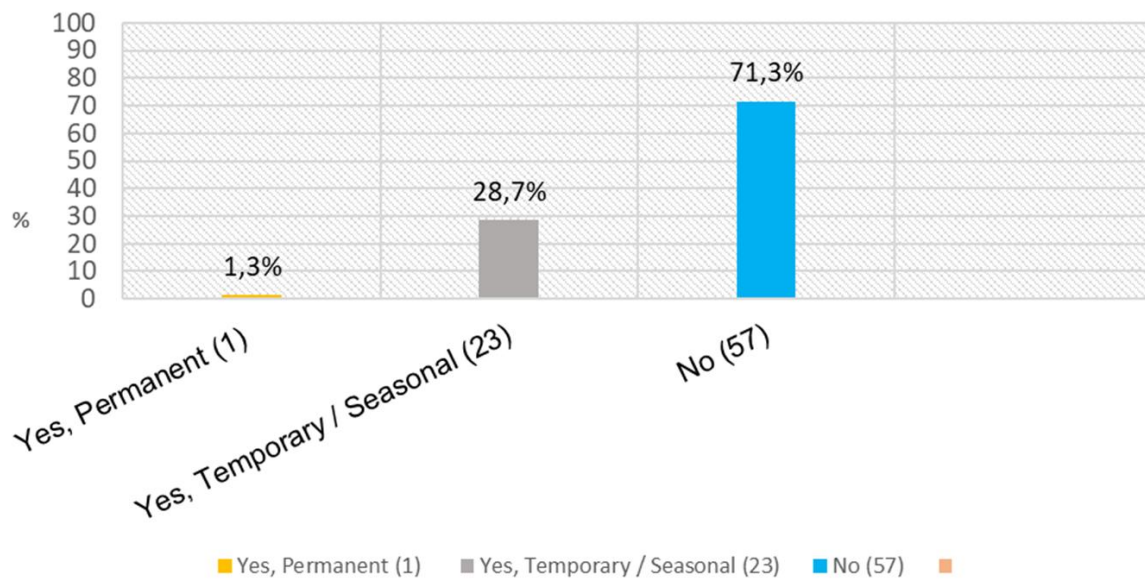


Provinces where non-locals travel from





Additional jobs created during the Summer Season



Challenges

	Challenges	Responses
1	Water Shortages (Hibberdene, Umzumbe-Pumula and Gamalakhe	14
2	Low water pressure, bad road conditions in the towns	1
3	Power Outages	4
4	Roads are in bad condition	2
5	Bad road to Happy Wanderers Holiday Resort, which the Municipality does not maintain.	1
6	The bad state of the roads in general. Unfriendly locals who got irritated by the holiday people	1
7	Past history of poor infrastructure - roads, lack of water, poor policing, etc.	1
8	Umzimkulu Bridge closure, bad roads and water issues	1
9	The road works at the Umzimkulu Bridge	1
10	Perception of poor service delivery -	1
11	We had a beautiful December honestly no complaints	1



Challenges Continued

	Challenges	Responses
12	Road Infrastructure - Road P345	1
13	Length of stay - much less this last season	1
14	Water shortages and lack of water trucks, the roads and hedges needs to be trimmed - Umzumbe-Pumula	1
15	Infrastructure challenges	1
16	Floods	1
17	Rain	1
18	The economy	1
19	Finding customers	1
20	Economy	1
21	The Municipal challenges such as Collection of black bags, Power and water outages	1
22	Ecoli in the lagoons and a 3-day Eskom outage.	1
23	Poor signal of Wifi at Palm Grove in Uvongo	1



Recommendations

	Recommendations
1	Positive aggressive marketing to get visitors here instead of north coast/cape
2	Our Elysium Beach really needs a lifeguard during the festive season
3	Maintain our road
4	Ugu needs to improve on their infrastructure, to ensure that over the festive season the infrastructure can handle the volumes
5	Regular services i.e refuse collection, water and power
6	More advertising / Social media exposure / more special rates deals
7	Fill potholes and improve road conditions
8	The roads should be fixed , as they are in horrible condition
9	No power outages during the day
10	Water tanks need to be more available and roads need to be maintained as well as the hedges
11	Better planning from local municipality relating to infrastructural work during season that impacts the movement of clients.



Recommendations Continued

	Recommendations
12	Improve the state of Margate
13	Infrastructure upgrades are due. the municipality workers need to stop going on strike and littering
14	Better road maintenance and more signage
15	Improve infrastructure and policing.
16	Improve infrastructure viz. roads, water supply etc.
17	Interactive session to engage the participants an encourage active learning
18	Water situation needs to be sorted
19	Maintain Roads
20	More Marketing for the South Coast
21	Improving the swimming facilities behind oribi plaza, all keeping all the beaches in good standard



Recommendations Continued

	Recommendations
22	Water issues
23	The current condition of Road P345 - Oribi Gorge Road is a cause for concern, urgent intervention is needed due to the significant threat it poses to the safety of road users.
24	More to attract visitors to our areas.
25	Additional rooms required
26	More police visibility at the beach during boxing day and new years day
27	Quality control of the water in the beach lagoons.
28	Better marketing of tourism in the south coast
29	The condition of the roads need to be improved, police visibility needs to be ramped up at the beaches during the busier days
30	To improve my establishment, I need to put more Airconditioners because of the heat and humidity
31	More social media influencing
32	Resolve water issues, finish fixing the bridge
33	Resolve water issues



4.2. SMME Development and Support

4.2.1. Tourism Grading Support Programme

The Department of Tourism in collaboration with Tourism Grading Council of South Africa (TGCSA) relaunched the Tourism Grading Support Programme (TGSP) to encourage wider participation in the tourism grading system and to reduce the cost burden of grading on small tourism enterprises. The programme also aims to stimulate 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.

The programme is administered by the Tourism Grading Council of South Africa 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.

South Coast Tourism and Investment Enterprise (SCTIE) encouraged all KZN South Coast eligible tourism establishments to apply. According to Tourism Grading Council of South Africa, the KZN South Coast has a total of 47 graded establishment to date, 07 of them were graded/renewed between January and February 2026.

4.2.2. Women in Tourism (WIT) structure for the KwaZulu-Natal (KZN) Chapter

SCTIE nominated Ms Nonhlanhla Mbuseni to represent the KZN South Coast in the re-establishment of Women in Tourism Structure for the KwaZulu-Natal (KZN) Chapter, in line with government priorities on gender equality, women empowerment and inclusive economic participation. Ms Mbuseni is the chairperson of Umtamvuna/Port Edward Area Tourism Committee and a tourism SMME under travel services.

In this regard, EDTEA engaged district municipalities to nominate at least one woman to support and participate in the re-establishment of the WIT structure within the province. This process is aligned with the National Development Plan (NDP) 2030, the National Tourism Sector Strategy (NTSS), and the Gender Mainstreaming Framework, which collectively emphasise the empowerment of women and equitable participation in the economy. The Women in Tourism Chapter initiative is driven by the National Department of Tourism and implemented at provincial level, in accordance with the Tourism Act, 2014 (Act No. 3 of 2014).

For women in tourism within KwaZulu-Natal to fully benefit from the programmes and initiatives implemented by the Department of Tourism, it is critical that a functional, representative, and inclusive Provincial WIT structure is in place. Such a structure will also contribute towards the implementation of government's Economic Reconstruction and Recovery Plan (ERRP) by promoting women-led participation in the tourism value chain.

The committee will be reporting to EDTEA who will oversee matters relating to Women in Tourism, including development of an annual implementation action plan and ensuring alignment with national Women in Tourism initiatives.

The Women in Tourism Chapter aims to advance women's economic empowerment and entrepreneurship within the tourism sector and the key objectives include:

- Promoting women's participation in leadership and decision-making roles
- Facilitating skills development, mentorship, and capacity building
- Improving access to information, markets and funding opportunities
- Supporting the implementation of national WIT strategies at the provincial level
- Strengthening collaboration among government, private sector, and civil society stakeholders

It is against this background that Ms Mbuseni was invited to form part of a technical working team that will be tasked with developing a revitalisation plan for the Provincial WIT structure,

ensuring inclusivity of women across all tourism subsectors and geographic areas within the province. Meeting took place in Ballito on 26 February 2026 where the executive members of the committee were elected. SCTIE facilitated and sponsored transport for Ms Mbuyiseni to attend the meeting.

4.2.3. Tourist Guide Association

SCTIE dedicated the 03rd of March 2026 to Ugu District tourist guides. The day started with an Annual General meeting for the KZN South Coast Tourist Guide Association and later was a handover certificate ceremony for the newly trained local guides.

Seven executive members were elected for the new financial year 2026/2027 as follows:

	Name	Surname	Position
1	Mr Martin	Visser	Chairperson
2	Ms Ntombikhona	Hlongwane	Deputy Chairperson
3	Mr Qaphela	Mavundla	Treasurer
4	Ms Thobile	Ncwane	Secretary
5	Ms Nokukhanya	Shange	Deputy Secretary
6	Ms Patricia	De Carvalho	Executive Member
7	Mr Qiniso	Mkhize	Executive Member

The executive committee is balanced with women, youth and people with disabilities. SCTIE CEO, Dr Vusumuzi Sibiyi thanked the outgoing executive committee members for the work they did during their term which included registering the association as a Non-Profit Organisation and encouraged the new committee members to take the association to another level while ensuring that visitors to the region receive the quality service and have the best experience that creates unforgettable memories.

KZN EDTEA encouraged all the guides to keep their membership active in order to operate legally. SCTIE sponsored branded T-Shirts to all registered guides as a way of ensuring that they are visible and well representable during their tours. The Rural and Township Tourism experience is championed by the guides in the association, ensuring that the code of conducts including the rules of their constitution are adhered to.

4.2.4. Umzumbe Culture and Creative Industries Summit

SCTIE participated in the Umzumbe Culture and Creative Industries Summit (CCI) which was facilitated by Umzumbe Local Municipality in partnership with Cultural & Creative Industries Federation of South Africa (CCIFSA)

The meeting took place at Gobhela Primary School, Umzumbe on the 10 and 11 March 2026. SCTIE was invited to present on a strategy of supporting festivals, tourism & cultural events as market platforms for Culture and Creative Industries.

The Umzumbe CCI Summit was designed as a strategic platform to empower local creatives, foster economic growth, and promote the cultural heritage of the KwaZulu-Natal region. Organized by the Umzumbe Municipality, the summit brought together artists, filmmakers, musicians, designers and performers to engage with stakeholders on building sustainable

careers within the Orange Economy.

4.2.5. Funding Programmes for SMMEs

SCTIE ensures that tourism SMMEs are kept informed with tourism trends including funding opportunities, with the aim of businesses to grow and create employment. SCTIE offered assistance to SMMEs that were not able to apply on their own due to different challenges such as internet connections and some did not have computers.

The assistance included a SCTIE personnel assisting with the completion of the forms, since most SMMEs needed more clarity on what was needed in the application forms.

Most SMMEs do not meet the standard requirements and that make them automatically disqualified. SCTIE is making arrangements with funders and other stakeholders to attend the SMME workshops and emphasize the importance of compliance. SCTIE encouraged the SMMEs to apply for the following recently advertised funding opportunities:

1. **Mzansi Golden Economy (MGE):** Department of Sport, Arts and Culture (DSAC) announced the opening of Mzansi Golden Economy (MGE) grant funding applications to the cultural and creative industries and heritage/tourism ventures, applications opened from 05 December 2025 until 30 January 2026. The programme was launched with a mandate to increase economic growth and to create jobs in the country.
2. **Ray Nkonyeni Municipality Funding Support Programme:** Ray Nkonyeni Municipality invited SMMEs and Co-operatives operating within the municipal area to apply for the 2026/2027 SMME & Co-operatives Entrepreneurship Support Programme. The initiative formed part of the Municipality's commitment to supporting local economic development, strengthening small businesses and empowering local entrepreneurs.
3. **Africa's Travel Indaba (ATI) 2026:** The Department of Tourism through the Market Access Support Programme (MASP) called on dynamic, innovative and diverse small tourism enterprises to join the Hidden Gems Pavillion at Africa's at Travel Indaba (ATI) which will take place from 11 to 14 May 2026 at Durban ICC. The Hidden Gems Pavillion is dedicated platform for small and emerging tourism enterprises to connect with global buyers, showcasing unique offering and put South Africa's vibrant tourism landscape in the spotlight. Applications closed on 16 January 2026.
4. **World Travel Market (WTM) Africa 2026:** The department of Tourism, through the Domestic Market Access Support Programme (DMASP), created another platform for tourism SMMEs to apply for the WTM participation which will take place in Cape Town from 13 to 15 April 2026.

4.2.6. Outreach Programme

SCTIE participated in the Department of Employment and Labour integrated service delivery outreach at the Ugu Sports and Leisure Centre on 06 March 2026.

The programme was led by the Employment and Labour Deputy Minister, Mr Jomo Sibiya, where he emphasised the importance of stronger collaboration with local businesses, compliance with labour legislation and improved access to government services for both employers and workers across the Ugu District Municipality. Furthermore, the programme was aimed at raising awareness designed to support businesses, job seekers and workers.

The programme was twofold where business breakfast was held to identify solutions that would support the department's mandate to co-ordinate the creation of employment and the second session featured an integration of services and career / jobs fair where various stakeholders exhibited information and potential opportunities available within their respective sectors and space of operations.

SCTIE occupied a 3x3 metre exhibition stand where the communities received assistance and information on starting own tourism businesses, funding opportunities, youth programmes and careers in the tourism sector. SCTIE used the platform to market the KZN South Coast and encouraged communities to experience the local products and be tourism ambassadors in the region.

4.2.7. Product Development

4.2.7.1. Amahlongwa Hiking Experience and Tourism Awareness

SCTIE conducted a meeting with Nkosi Cele from Umdoni, to further discuss the development of Amahlongwa Hiking Trail. iNkosi reported that the area is no longer available for tourism purposes since it is now reserved for mining. The meeting with iNkosi, izinduna and Amahlongwa youth took place on 28 January 2026 at KwaCele Traditional Council, following a second site visit which took place on 16 January 2026. INkosi informed us that there are a number of beautiful places in the area that would be ideal for tourism purposes and he availed himself to show us in the near future. The meeting was part of the ongoing community awareness campaign to ensure that communities are welcoming visitors and taking care of their areas by not littering and to avoid any illegal activities that could chase tourists away.

4.2.7.2. New places of interest Identification in Umuziwabantu

SCTIE in collaboration with Umuziwabantu local Municipality identified new places of interest and events that can be experienced by visitors in the area. The Engagement to strategize on potential tourism and investment initiatives within the municipal area, took place on 04 February 2026 at SCTIE boardroom.

Currently Umuziwabantu has limited activities for tourists and the new products will boost tourism and create job opportunities.

- a) **Ingeli Winter Wonderland:** SCTIE to promote the new experience to attract visitors. Umuziwabantu has a unique climatic condition especially in winter. The area normally gets to Zero-degree Celsius (0°C) in winter between July and Early September. For that reason, the area experiences hard snow which indicates and promote its uniqueness of natural and environmental heritage.

- b) **Horse Racing:** The horse racing ground is located in a rural area at KwaJali, under iNkosi Jali. It is a grassless racetrack on a flat hill with great views of the area.

SCTIE met with the chairperson of the Umuziwabantu Horse Racing Association on the 30th January 2026. The purpose of the meeting was to start a working relationship with the horse organisers, kwaJali Traditional Council and Umuziwabantu Municipality in order to list the rural horse racing annual event in the tourism calendar to attract visitors and local tourism businesses. SCTIE is working closely with the organisers, guiding them on compliance matters such as law enforcement involvement, ambulance, public liability insurance as required in the application for event risk categorization in terms of section 6(3) of the Safety at Sports and Recreational Events Act, to ensure that the next event (date to be confirmed) runs smoothly.

The passion for horses is witnessed in the area as some households own horses and use them as the mode of transport and that would be interesting for tourists to see. SCTIE witnessed such when visited the area in January.

4.2.7.3. Umzumbe River Trail Familiarisation Trip

On 06 February 2026, SCTIE hosted key tourism stakeholders on the Umzumbe River Trail hiking, showcasing the KZN South Coast hinterland. The experiential visit took place at KwaNdelu, a stretch of 10km hiking which is the fourth leg of the 71km Umzumbe River Trail. The visit consisted of key stakeholders that play huge roles in the development of the trail and those were potential funders, tourist guides, tour operators, Umzumbe area tourism committee, first aiders, KwaNdelu traditional council and media. That included KZN EDTEA, Msinsi Holdings, Umzumbe Local Municipality, SA Red Cross Society-Port Shepstone, NPS Adventures, Government Communication and Information System (GCIS) and South Coast Herald. The engagement formed part of the ongoing efforts to showcase authentic rural tourism products while strengthening collaboration among partners involved in destination development and promoting inclusive tourism growth while unlocking the economic potential of the KZN South Coast's hinterland offerings.

The entire Umzumbe River Trail spans approximately 71km and offers multi-day hiking and biking options guided by knowledgeable local Tourist guides. Along the route, visitors learn about the area's geology, flora and fauna, as well as traditional medicinal plant knowledge rooted in Zulu heritage. The trail traverses landscapes inhabited by six Zulu clans the Nhangwini, Mabheleni, KwaCele, KwaNdelu, KwaQwabe and KwaMadlala, creating opportunities for authentic cultural encounters.

4.2.7.4. Skills Development for Umzumbe Tourist Guides

SCTIE organised a certificate handover ceremony for twenty-two Umzumbe youth who completed a tour guide training which was funded by the National Department of Tourism, implemented by Tourism World Academy in partnership with SCTIE and Umzumbe Local Municipality. The event took place during the Tourist Guide Association Annual General Meeting on 03 March 2026 at Port Shepstone Civic Centre. The purpose of combining the two meetings was to introduce the new guides to the association and connect them with the experienced local guides to start working partnerships.

The training of Umzumbe guides derived from the newly discovered Umzumbe tourist attractions which are still under development. The guides will ensure that visitors to these

tourism nodes are well looked after. Msikazi Mountain, Itshe likaMaria, Mawuleni Nature Reserve and other local places of interest will be enjoyed by visitors and that will make Umzumbe a must visit destination for tourists.

4.2.7.5. Croc World Tourist Guide Training

From 19 January to 18 March 2026, SCTIE in partnership with EDTEA and Tourism World Academy facilitated the training of Tourist Guides who are working at the Crocworld Conservation Centre without relevant guiding skills. The training was funded by EDTEA, implemented by Tourism World Academy and Croc World provided venue and meals.

The training which was requested by SCTIE, was conducted to capacitate and professionalize employees to improve the level of service while meeting business regulations compliance. A total of eleven (11) trainees successfully completed the Tourist Guiding skills NQF Level 2 of Nature Site Guide Certificate with an accreditation by CATHSSETA. It also included level 1 First Aid training. With these qualifications in place, the guides will now be able to register with EDTEA and receive tourist guide badges.

4.2.7.6. KwaXolo Caves Adventures

SCTIE participated in the KwaXolo Caves Precinct Project Management Team Meeting for phase two, which is the construction of a restaurant, ablutions coffee shop and storage.

The meeting took place at KwaXolo Caves Adventures on 13 February 2026. The day started with a site visit to monitor the progress of the project. It was noted that there had been limited overall progress due to some challenges. The project remains at 95% towards completion, with several critical items still outstanding, such as the following:

- Installation of sanitary fittings. Some progress has been made, with pipework installed and trenches covered. Accessories not installed, flush-masters not installed
- Completion of ceiling works (delayed by aluminium subcontractor) in the office and café area but in other areas where the contractor can work is still moving glacially slow.
- Final paintworks: Paintworks have progressed steadily since the last inspection.
- Tiling works: Edge tiling currently being done in the café area because of aluminium frame installation
- Installation of lightning conductor on the roof.
- Installation of shopfronts in the office and café area.
- Installation of Joinery works / fixed furniture
- Removal and replacement of damaged glass on shopfronts.
- Beading around shopfront glazing.
- Window perimeter gaps remain unsealed; these must be filled before paintwork can be finalized.
- Remedial works on roof trusses appear incomplete and require proper finishing.
- Landscaping works have commenced, indicating progress on external works.
- Glazing works are progressing slowly, which is slowing down the overall progress of finishing trades.



SCTIE contributed in the sustainability plan framework for KwaXolo Caves Adventurers. The document helped to determine how the project will function once completed. SCTIE plays a big role in marketing the destination, featuring all KZN South Coast places of interest including KwaXolo Caves Adventures. SCTIE's commitment to upskill tourist guides and complete the zipline project including other improvements made by SCTIE such as the installation of signage on national and provincial roads, will add value to the steadiness of KwaXolo Caves.

4.3. Tourism Marketing and Attraction

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're 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're 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.

This quarter, SCTIE spotlights the KZN South Coast as a compelling destination for business tourism, team building and Valentine's experiences. The campaign positions

the region as an ideal place to meet, connect, collaborate and celebrate, offering a unique blend of professional facilities, inspiring natural settings and romantic coastal experiences that drive visitor spend, repeat visitation and investment interest.

HASHTAGS:

#KZNSouthCoast

#MeetOnTheSouthCoast

#ValentinesGetaway

#RomanticCoast

Quarter 3 Themed Campaign:

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.

Campaign Objectives

- Position the KZN South Coast as a competitive business tourism and MICE destination
- Promote team-building experiences that support corporate wellness, productivity and collaboration
- Capitalise on the Valentine's period to drive leisure travel and short-stay bookings
- Increase awareness of venues, accommodation and service providers supporting business and romantic travel
- Support local SMMEs and tourism products through increased bookings and exposure

Key Messages

- The KZN South Coast offers work-life balance in one destination
- Host meetings, conferences and incentives in scenic, stress-free coastal environments
- Strengthen teams through adventure, wellness and nature-based team-building experiences
- Celebrate love with romantic getaways, beach dining, spa escapes and memorable experiences
- A destination that delivers value, accessibility, and authentic experiences for business and leisure travellers

Target Audience

- Corporate companies and organisations
- Government departments and public sector entities
- Conference, meeting and event planners
- HR managers and team-building coordinators
- Couples and domestic leisure travellers (Valentine's market)
- Travel trade and tour operators
- Local and national businesses seeking off-site venues

Awareness (Business Tourism, Team Building & Valentine's Campaign)

- Tourism is everyone's business when visitors feel welcomed and supported, they stay longer, spend more and return, benefiting the entire South Coast economy.
- As a local business owner or resident, you are a vital part of creating meaningful connections that position the South Coast as a destination of choice for business travel, team building and romantic getaways.
- **Be visitor ready:** deliver excellent service, share local knowledge, show warm hospitality and support conferences, events, team-building activities and Valentine's experiences.
- This season is an opportunity to showcase how the South Coast seamlessly blends business with leisure from professional venues and outdoor team experiences to romantic dining, coastal escapes, culture, heritage, golf, marine and hinterland adventures.
- By working together, we can connect people, collaborate as a destination and celebrate shared success driving more visitors, stronger businesses and sustainable growth for our region.

Advertising:

Due to cash flow constraints, SCTIE was unable to fully implement the planned advertising campaign during the period under review. However, through strategic networking and strengthened stakeholder relationships, we successfully secured two radio interview opportunities for the CEO on Vuma FM and Lotus FM. These engagements provided valuable platforms to promote the destination, highlight key initiatives and maintain media visibility despite the limited advertising budget.

Additionally, we were able to do themed **digital adverts** on our owned social media platforms:

Focus:

- Valentines Promotion
- Business Tourism (MICE)
- Easter Season

- Press Releases
- Media Fam Trips
- Websites

- Social Media
- Explore KZN South Coast App

TOURISM earned (unpaid) media coverage and brand exposure for South Coast Tourism and Investment Enterprise (SCTIE) generated from 16 December 2025 – 18 March 2026. The list of media coverage below includes the Advertising Value Equivalent (AVE) figures – this is Rand for Rand what one would have spent to appear in these publications, online platforms and broadcast media, had these been 'paid for'

(advertising) media exposure instances. In Q3 the SCTIE generated **116** free media exposure articles.

AVE: R4 040 693

Print: R984 290

Broadcast: 6 120

Online: R3 050 283

4.3.1. Tourism Shows and Exhibitions

4.3.2. Press Releases

COVERAGE TABLE:

Press Releases and Media Articles	EARNED (PR) MEDIA EXPOSURE
Top 7 Romantic Venues on the KZN South Coast to Celebrate the Month of Love	Visit KZN South Coast – 03 Feb 2026 Safari Africa – 04 Feb
Why the KZN South Coast is Emerging as a Premier MICE Destination	Visit KZN South Coast – (14 Feb 2026 Rising Sun (Merebank) - 24 Feb 2026 Rising Sun (Chatsworth) - 24 Feb 2026 Rising Sun (North Coast) - 25 Feb 2026 Rising Sun (Overport) - 26 Feb 2026
Stakeholders Experience Fourth Leg of the Umzumbe River Trail, Showcasing KZN South Coast Hinterland Tourism	Visit KZN South Coast – (24/02) Rising Sun (Merebank) - 24 Feb 2026 Rising Sun (Merebank) - 24 Feb 2026 Rising Sun (Chatsworth) - 24 Feb 2026 Rising Sun (North Coast) - 25 Feb 2026 Rising Sun (Overport) - 26 Feb 2026
Women and Youth Entrepreneurs Shaping the Future of Tourism on the KZN South Coast	Visit KZN South Coast - 12 Mar 2026
Hop Into the Outdoors - Celebrate Easter with Family Camping Adventures on the KZN South Coast	Visit KZN South Coast – 16 March 2026

Sun, Sea & So Much More: 7 Reasons to Escape to the KZN South Coast This Easter	Visit KZN South Coast – 10 March 2026
Small Tourism Businesses Driving Inclusive Economic Growth on the KZN South Coast	Visit KZN South Coast - 13 Feb 2026
KZN South Coast embraces the rise of slow travel through authentic local experiences	Visit KZN South Coast - 17 March 2026
Reason to visit South Coast	What, Where & When - 1 Dec 2025
KZN records bumper festive season figures, despite Durban beach closures	News24 - 10 Jan 2026
South Coast Business Directory How to Choose the Perfect Self-Catering Accommodation	South Coast Explore - 19 Jan 2026
6 Great Drive Out Tours for an authentic KZN cultural experience	Sawubona - 26 Jan 2026

4.3.3. Tourism Trade & Media Fam Trips

We continue to host familiarisation (fam) trips that provide media, industry partners and key stakeholders with first-hand experiences of the diverse tourism offerings along the KZN South Coast. These engagements play a vital role in destination marketing, stakeholder collaboration and economic development.

Post Meetings Africa Fam Trip

Date: 26 – 27 February 2026

The Durban KwaZulu-Natal Convention Bureau, in partnership with SCTIE hosted the Meetings Africa 2026 post-tour experience, which allowed hosted buyers and delegates to explore the destination's offerings after the successful trade show and exhibition which kicked off from the 23rd to the 25th of February at the Sandton Convention Centre.

Objective:

- To profile KZN South Coast as tourism destination.
- To encourage Tour Operators to package and sell the KZN offerings.
- To educate tour operators on how to better package and sell KZN South Coast.

Outcome:



4.3.4. Tourism Events Support

Supporting events is a key pillar to stimulate tourism, drive destination marketing and support local economic development. Events attract visitors, increase destination visibility, and generate direct and indirect economic benefits. Through strategic support, SCTIE leverages events to showcase the KZN South Coast's offerings, encourage travel, and strengthen stakeholder partnerships.

1. 2nd Annual Red & White Party

Date: 14-Feb-26

Venue: Blue Marlin Hotel

Brief Description: The Annual Red & White Party is hosted at the Blue Marlin Hotel, which brings a night of love and music and creates unforgettable memories on valentine day.

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure and strengthen the South Coast's positioning as a sports tourism destination.

2. Mid-Summer Madness

Date: 31-Jan-26

Venue: Level 10 Margate

Brief Description: This event is for the night life lovers which draws artists from the Western Cape bringing the ultimate vibes

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure and strengthen the South Coast's positioning as a sports tourism destination.

3. Family Colour Walk

Date: 14-Feb-26

Venue: Mac Banana

Brief Description: Family Fun Walk, brings families and community for absolute fun.

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure and strengthen the South Coast's positioning as a sports tourism destination.

4. Kayla Osborn Culinary School

Date: 31-Jan-26

Venue: Umdoni Point Sports & Leisure

Brief Description: Cooking is your passion and you are looking to fast track your career in Hospitality this is the place for you.

SCTIE Assistance: SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure and strengthen the South Coast's positioning as a sports tourism destination.

5. KZN Super Sprint Series 26

Date: 07-Mar-26

Venue: Dezzi Raceway

Brief Description: Experience real motorsport action on the South Coast.

SCTIE Assistance: SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure, and strengthen the South Coast's positioning as a sports tourism destination.

6. The Pont Fishing Tournament

Date: 28 February - 1 March 2026

Venue: The Pont Port Edward

Brief Description: Anglers and big catches fishing competition

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure, and strengthen the South Coast's positioning as a sports tourism destination.

7. Associate Club Championships

Date: 15-Mar-26

Venue: Southbroom Golf Club

Brief Description: A fantastic weekend of golf, friendly competition, and camaraderie on the beautiful fairways of Southbroom Golf Club. Separate tournaments and trophies for Full and Associate Members.

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure, and strengthen the South Coast's positioning as a sports tourism destination.

8. 3rd Annual Souls Meets Jazz

Date: 28-Feb-26

Venue: Isibaya Lifestyle

Brief Description: Annual Soul Meets Jazz Experience, featuring the iconic STIMELA (The People's Band) alongside other Maestros, Jazz legends and music collectors.

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure and strengthen the South Coast's positioning as a sports tourism destination.

9. Back To The Moon Jazz

Date: 31-Jan-26

Venue: Kwa-Maveshe Community Hall

Brief Description: Jazz Season for the Jazz Clubs on the South Coast where they get to share the stage.

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure, and strengthen the South Coast's positioning as a sports tourism destination.

10. Jazz, Soul & RnB

Date: 14-Feb-26

Venue: Qina-Bout Community Hall

Brief Description: Brings Jazz Lovers, from all over to enjoy the evening filled with unpredictable rhythms.

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure and strengthen the South Coast's positioning as a sports tourism destination.

11. Whales National Golf Tournament

Date: 08 – 11 March 2026

Venue: Selborn Golf Estate

Brief Description: amateur golf tournament in the world, this prestigious event attracts over 400 golfers from around the globe.

SCTIE Assistance:

SCTIE provided marketing support through social media promotion to boost participation, enhance destination exposure, and strengthen the South Coast's positioning as a sports tourism destination.

4.3.5. Quarterly Tourism Newsletter

During this quarter we disseminated one newsletter in March 2026.



These are the stats following the newsletter:

Delivered to a database:

Sent to: 526

Bounced: 39

Opened: 362

4.3.6. Tourism Trade Shows, Exhibitions and Conferences

SUBJECT:	Meetings Africa
DATE:	23-25 February 2026

SCTIE DELEGATES	DESIGNATION
Dr V. Sibiyi	CEO
Mrs V. Gounden	Marketing Coordinator
Ms Z. Nkomo	Marketing Officer

BACKGROUND

4.3.6.1. Meetings Africa

Meetings Africa took place from 23 to 25 February 2026 (Business Opportunity Networking Day, 23 February). This trade show is the Africa's leading business events trade show, owned by South African Tourism (SA Tourism) through the South African National Convention Bureau.

Purpose

The event offers an unparalleled opportunity to engage with Africa's business events community, and it enabled us to showcase the KZN South Coast products and services to international and local buyers, African associations, and corporate planners. This was the most formidable platform to connect face-to-face with the world's most influential stakeholders – and to be part of Africa's growth journey into the next 20 years.

Strategic Objectives

- To market the KZN South Coast as an ideal MICE destination.
- Meet industry players.
- Establish new contacts
- Conclude business deals

Conference Theme

This annual business and high-profile platform allowed us to connect, collaborate and form partnerships with global stakeholders under the theme: ***'20 Years of Connecting Africa to the World'***.

The minister of tourism, Honourable Patricia de Lille said: "Tourism is a vital driver of economic growth. Business events are central to this growth story. The Meetings Incentive Conferences and Exhibitions (MICE) sector is a high value driver of economic impact. It stimulates demand across accommodation, transport, catering, creative industries, and small enterprises. It brings decision makers, investors, and innovators into our cities. It drives geographic spread and supports job creation across provinces."

No	Company Representative	Company Name	Designation	Country	Participation Category	Outcome
1	Andrew Kitema	African Adventure Specialists	Owner / Partner / Associate	Kenya	International Hosted Buyer	Looking for tailored -made safaris, incentive travel, and MICE services.

2	Johnson Uankhide	Almates Travels and tours Ltd	CEO / MD / Chairpers on / President	Nigeria	International Hosted Buyer	Obtaining knowledge and information on MICE destinations
3	Ravinder Pal Singh	Amatra Travel and Leisure Pvt Ltd	CEO / MD / Chairpers on / President	India	International Hosted Buyer	Exploring destinations with a core focus on MICE, and Luxury Travel.
4	Calvin Jodisi	Asenti Africa events	Owner / Partner / Associate	Kenya	International Hosted Buyer	Looking for conference venues and good accommodation.
5	Olabisi Olukotun	Bl-Adroit Tours and Travels	CEO / MD / Chairpers on / President	Nigeria	International Hosted Buyer	MICE Tour Packages
6	Fredrick Odero	Bontel Adventures Limited	CEO / MD / Chairpers on / President	Kenya	International Hosted Buyer	MICE Tour Packages
7	Natali Kurash	Belarusian Chamber of Commerce and Industry	CEO / MD / Chairpers on / President	Belarus	International Hosted Buyer	Exploring new MICE destinations.
8	Juliana Flaibam Braga	JFB Events	CEO / MD / Chairpers on / President	Brazil	International Hosted Buyer	Looking for accommodation and experiences.
9	Kien Fui Wong	LT Travel & Tours (M) Sdn Bhd	Team Leader	Malaysia	International Hosted Buyer	MICE Tour Packages.
10	Evonne Cannon	Mokka Travel	Owner / Partner / Associate	USA	International Hosted Buyer	Tailored itineraries, and unique cultural experiences, MICE-ready destination.
11	Abigail Lematam Bach	Nkishon Tours and Travel	CEO / MD / Chairpers on / President	Kenya	International Hosted Buyer	Seeking incentive trips
12	Selemani Hamisi Ngeni	Noureen Travel	CEO / MD / Chairpers on / President	Tanzania	International Hosted Buyer	Obtaining knowledge on MICE destinations and small meetings to congresses

13	Quinta Anyango Omondi	Novustell Africa	CEO / MD / Chairperson / President	Kenya	International Hosted Buyer	Specialize in customized itineraries that match your interests, budget, and travel style. Both domestic and international. Looking for tour packages.
14	Brenda Odhiambo	Redpoll Travel Ltd	Owner / Partner / Associate	Kenya	International Hosted Buyer	Looking for conferences, meetings and incentives, Hotel bookings, and beach weddings venues
15	Tajudeen Balogun	Touchdown Travels	Senior Management	Nigeria	International Hosted Buyer	Looking for MICE destinations.
16	Brenda Ramokopelwa	Transdisciplinary Agora for future Discussiona	CEO / MD / Chairperson / President	South Africa	Local Hosted Buyer	They specialize in both leisure and business travel. Looking for new experiences
17	Kebalatetse Kebalatetse	Travel Sense Africa	Owner / Partner / Associate	Botswana	International Hosted Buyer	They create memorable business and leisure journeys. Obtaining knowledge and information.
18	Wada Kate Pabalinga	Travel Waves	Junior travel consultant	Botswana	International Hosted Buyer	They coordinate travel experiences across Botswana, South Africa, and international destinations. Looking for information and tour packages.
19	PETER BOGECHO	Zakale Expeditions Limited	CEO / MD / Chairperson / President	Kenya	International Hosted Buyer	They bring global scientists and technocrats together to discuss advancement in these fields. Looking for conference venues.
20	Yaprak Gurda	Tum Dunya Turizm	Senior Management	Turkey	International Hosted Buyer	Looking for conference venues
21	Shaniel Singh	Cemair (Pty) Ltd	Chief Commercial Officer	South Africa	Exhibitor	Resolved to have future formal collaboration (MOU) with SCTIE.

KEY OUTCOMES AND INSIGHTS

- **Brand Exposure and Market Penetration:** Exhibiting at Meetings Africa 2026 offered SCTIE an opportunity for brand exposure, which contributes significantly to the entity's growth and economic development of the district.
- **Networking and Collaboration Opportunities:** One of greatest things was the networks, and the relationship that we built, which in years to come will result into big businesses. Each meeting represented a connection, possibility and progress.
- **New Relationships:** We had meetings with hosted international buyers, and professional conference organisers that attended the show to explore and obtain knowledge and information about destinations that our outside of Johannesburg to create packages for corporate clients, leisure travels, team building, golf tours, etc.

CONCLUSION

Meetings Africa remains the continent's flagship business events trade show, which drawing hosted buyers, association decision-makers, and exhibitors from across Africa and international markets.

Exhibiting at Meetings Africa 2026 offered SCTIE a platform to enhance brand visibility, helping us expand our footprint in the global dynamic markets, and position the KwaZulu-Natal (KZN) South Coast as an ideal Meetings, Incentives, Conferences and Exhibitions (MICE) destination, offering a unique blend of modern venues, breathtaking natural beauty, rich cultural heritage, world-class golf courses, pristine Blue Flag beaches and diverse adventure and eco-tourism experiences

Expenditure

No.	Items	Amount
1.	Exhibition Stand (Sponsored by KZN Tourism & Film)	R0
2.	Accommodation for 3 SCTIE Representatives	R15 674
3.	Return Flights	R13 758
4.	Car Hire	R2329.60
	TOTAL	R31 761.60

Media Coverage:

International buyers explore South Coast tourism offerings

FUNDISWA MZOBE

The Durban Convention Bureau, in partnership with South Coast Tourism and Investment Enterprise (SCTIE) hosted the Meetings Africa 2026 post-tour experience.

This allowed hosted international buyers to explore the destination's offerings after the successful trade show and exhibition, from February 23 to 25 at the Sandton Convention Centre.

CEO of SCTIE Vusumuzi Sibiyi said it was an honour to host seven international buyers representing India, Kenya, Nigeria and Zimbabwe on February 27, to experience the incredible natural beauty, including site inspections at some of top conference venues.

"They also got to explore a range of our adventure and teambuilding activities such as the thrilling zipline tour, breathtaking views on the 80m spectacular suspension bridge and guided game drive. Meetings Africa is Africa's leading business events trade show, owned by South African Tourism (SA Tourism) through the South African National Convention Bureau. We were proud to be one of the 425 exhibiting companies at Meetings Africa 2026 to showcase the KZN South Coast Meetings Incentive Conferences and Exhibitions (MICE) sector to over 300 hosted buyers." Sibiyi added that this annual business



At the Meetings Africa Trade Show and Exhibitions at the Sandton Convention Centre are (back, from left) SCTIE marketing officer Zama Nkomo and marketing coordinator Vanessa Gounden, with CEO Vusumuzi Sibiyi and Umdoni Municipality GM Sfiso Nxele in front.

and high-profile platform allowed them to connect, collaborate and form partnerships with global stakeholders under the theme: '20 Years of Connecting Africa to the World'. The minister of tourism, Patricia de Lille said that tourism is a vital driver of economic growth.

"Business events are central to this growth story. The MICE sector is a sign value driver of economic impact. It stimulates demand across accommodation, transport, catering, creative industries, and small enterprises. It brings decision makers, investors, and innovators into

our cities. It drives geographic spread and supports job creation across provinces."

Sibiyi concluded that the KZN South Coast is rapidly emerging as a premier meetings, incentives, conferences and exhibitions destination, offering a unique blend of modern venues, breath taking natural beauty, and rich cultural heritage.

He added that with world-class golf courses, pristine Blue Flag beaches and diverse adventure and eco-tourism experiences, the region is an ideal location for business events and corporate retreats.

South Coast Tourism & Investment Enterprise (SCTIE Marketing Officer, Zama Nkomo; SCTIE Marketing Coordinator, Vanessa Gounden; SCTIE CEO, Dr Vusumuzi Sibiyi; and Umdoni Municipality GM for Planning & Development, Sfiso Nxele, at Meetings Africa Trade Show & Exhibitions held at the Sandton Convention Centre

4.3.7. Digital Website, APP and Social Media Activities

4.3.7.1. Website

During this quarter (January to March 2026), ASAP Managed successfully established and managed a structured digital asset management environment for the South Coast Tourism and Investment Enterprise (SCTIE). The focus during this period was on onboarding, system stabilisation and the consistent delivery of content and maintenance activities across all digital platforms.

As the quarter progressed, emphasis shifted from foundational setup to active content management and performance monitoring, supported by the integration of analytics tools to assess user behaviour and platform effectiveness.

Key Achievements

- Successful onboarding and stabilisation of all digital platforms, with no major downtime recorded;

- Consistent uploading of tourism events, accommodation specials, press releases and business listings;
- Establishment of a comprehensive Portfolio of Evidence (POE), ensuring audit readiness and transparency;
- Achievement of **13,030 total users across platforms**, with a **+150% increase in traffic between February and March**;
- Strengthened content presence across platforms, contributing to improved visibility and engagement;
- Implementation of system monitoring, backups, and security protocols to ensure platform reliability.

Performance Summary Across All Platforms:

During this quarter (February–March 2026), SCTIE’s digital platforms collectively recorded strong and measurable user activity across all key performance indicators, including users, sessions, and page views.

Across the three websites:

- A total of **13,030 users** were recorded during the quarter, representing significant growth of approximately **160% between February and March**.
- Total sessions reached **14,707**, indicating sustained user interaction and repeat visits across platforms.
- Page views totalled **22,381**, reflecting increased content consumption and deeper user engagement.

The Visit KZN South Coast website remained the primary driver of traffic, accounting for the majority of user activity. This performance is directly supported by consistent content updates, including tourism events, accommodation specials, and destination-focused promotional material.

The SCTIE Corporate and Investment websites contributed more targeted engagement, serving stakeholders, partners, and potential investors through organisational updates, press release and economic development content.

Overall, the data reflects a stable and well-managed digital ecosystem with strong upward momentum. The significant growth observed highlights the effectiveness of ongoing content updates and platform management, while also indicating clear opportunities to further enhance performance through structured content planning, digital marketing initiatives, and expanded audience targeting.

Platform	Month	Users	Sessions	Page Views	Key Role
Visit KZN South Coast	Jan 2026	No data	No data	No data	Tourism promotion and visitor engagement

Platform	Month	Users	Sessions	Page Views	Key Role
	Feb 2026	3,000	3,277	5,071	
	Mar 2026	7,900	8,933	14,076	
Subtotal		10,900	12,210	19,147	
SCTIE Corporate Website	Jan 2026	No data	No data	No data	Organisational communication and stakeholder updates
	Feb 2026	434	492	679	
	Mar 2026	906	1,103	1,412	
Subtotal		1,340	1,595	2,091	

Growth Insight (Month-on-Month Growth (Feb → March))

Platform	Users Growth	Sessions Growth	Page Views Growth
Visit KZN	+163%	+173%	+177%
SCTIE	+109%	+124%	+108%

User Behaviour (Engagement, Duration, Bounce Rate)

User behaviour metrics provide insight into how effectively SCTIE's digital platforms capture user interest and encourage continued interaction.

User Behaviour Overview

Platform	Average Session Duration	Engagement Rate / Bounce Rate
Visit KZN South Coast	38 seconds	46%
SCTIE Corporate Website	54 seconds	37%

Traffic Sources (Organic, Direct, Social, Referral)

Traffic source analysis provides insight into how users discover and access SCTIE's digital platforms, highlighting the effectiveness of search visibility, brand recognition, and external channels.

Traffic Source Breakdown by Platform

Platform	Organic Search	Direct Traffic	Social Media	Referral Traffic
Visit KZN South Coast	61.2%	30.7%	0.3%	0.5%

Platform	Organic Search	Direct Traffic	Social Media	Referral Traffic
SCTIE Corporate Website	34.2%	51.7%	6.9%	3.0%

Analysis

The Visit KZN South Coast website is primarily driven by **organic search traffic (61.2%)**, indicating strong visibility on search engines for tourism-related queries. This reflects the effectiveness of content such as events, destinations, and accommodation listings in attracting users who are actively searching for travel information.

Direct traffic (30.7%) also contributes significantly, suggesting a level of brand recognition and repeat visits from users familiar with the platform.

In contrast, the SCTIE Corporate website shows a **dominant direct traffic share (51.7%)**, indicating that users are intentionally accessing the platform, likely for specific organisational or stakeholder-related information. Social media contributes a moderate share (6.9%), suggesting some level of external engagement.

4.3.7.2. Mobile Application Performance:

Overview of the performance, usage and ongoing development of the Visit KZN South Coast mobile application during Quarter 1 (January to March 2026).

The mobile application forms part of SCTIE's broader digital ecosystem, aimed at enhancing accessibility to tourism information and providing users with a convenient, on-the-go platform to explore events, destinations and offerings within the South Coast region.

During the reporting period, the focus was on ensuring the stability, functionality and content alignment of the application with the main website platforms.

App Usage Overview

During this quarter, the mobile application recorded ongoing user activity, with users accessing tourism-related content, particularly events and destination information. The app was released on 2 February 2026.

- Total Users / Downloads: **102**
- Impressions: 7090

While usage levels remain moderate, this is consistent with the current stage of the application, which has not yet been supported by a dedicated promotional campaign.

The application continues to serve as a complementary channel to the website platforms, providing additional accessibility for mobile users.

Conclusion

During this period (January to March 2026) marked a successful transition into a structured and stable digital asset management environment for the South Coast Tourism and Investment Enterprise (SCTIE).

During this period, ASAP Managed Services established a solid operational foundation through system onboarding, platform stabilisation and the consistent execution of content and maintenance activities across all digital platforms. The implementation of regular updates, stakeholder-driven content, and technical monitoring ensured that the platforms remained functional, secure and relevant to users.

The analysis of digital performance indicates that SCTIE's platforms are effectively supporting baseline visibility and user engagement, particularly through tourism-related content such as events and accommodation specials. At the same time, the findings highlight clear opportunities to enhance impact through more structured content planning, targeted digital marketing, and deeper use of analytics.

Importantly, the digital ecosystem is now well-positioned to evolve beyond operational management into a more strategic and performance-driven model. With the right integration of content strategy, marketing initiatives and data-driven decision-making, SCTIE's digital platforms have the potential to significantly strengthen tourism promotion, stakeholder engagement and regional visibility.

ASAP Managed Services remains committed to supporting SCTIE in this next phase of growth, ensuring that its digital platforms continue to develop as high-value assets that contribute meaningfully to the organisation's strategic objectives.

TOURISM MARKETING SOCIAL MEDIA SCHEDULE

SECTOR	INSTAGRAM	FACEBOOK	TWITTER	LINKEDIN	YOU TUBE
Events	. Lake Eland MTB Race . Red & White Party 2026 . Tuna Bonanza . Ugu Maskandi Festival . Family Colour Walk . Back to the Moon Jazz Club . The Pont Fishing Tournament . The Bunduz Groove Experience . Mid Summer Madness . Scottburgh 5KM Colour Walk . Soul Jazz Experience . Umdoni Park Gold Day . Dino Park SA Easter Egg Hunt . Open day @ Kayla Ann Restaurant . Whales National Golf Tournament	. Lake Eland MTB Race . Red & White Party 2026 . Tuna Bonanza . Ugu Maskandi Festival . Family Colour Walk . Back to the Moon Jazz Club . The Pont Fishing Tournament . The Bunduz Groove Experience . Mid Summer Madness . Scottburgh 5KM Colour Walk . Soul Jazz Experience . Umdoni Park Gold Day . Dino Park SA Easter Egg Hunt	. Lake Eland MTB Race . Red & White Party 2026 . Tuna Bonanza . Ugu Maskandi Festival . Family Colour Walk . Back to the Moon Jazz Club . The Pont Fishing Tournament . The Bunduz Groove Experience . Mid Summer Madness . Scottburgh 5KM Colour Walk . Soul Jazz Experience . Umdoni Park Gold Day . Dino Park SA Easter Egg Hunt	. Lake Eland MTB Race . Red & White Party 2026 . Tuna Bonanza . Ugu Maskandi Festival . Family Colour Walk . Back to the Moon Jazz Club . The Pont Fishing Tournament . The Bunduz Groove Experience . Mid Summer Madness . Scottburgh 5KM Colour Walk . Soul Jazz Experience . Umdoni Park Gold Day	. Red & White Party 2026 . Dino Park SA Easter Egg Hunt . Whales National Golf Tournament

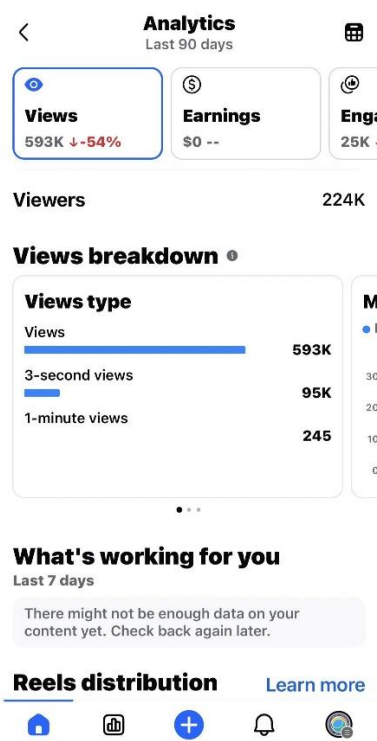
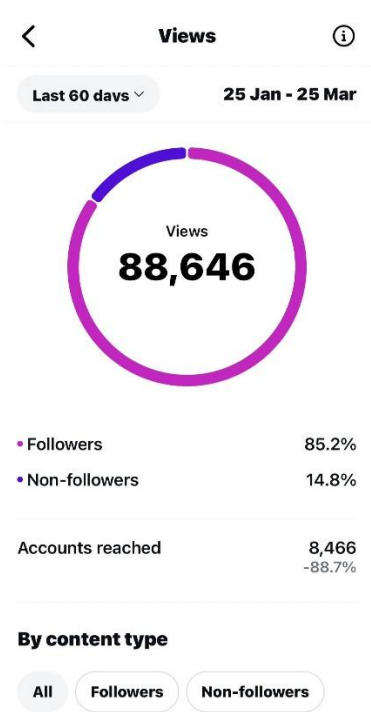
	.Umzumbe Maskandi Festival . Southbroom Club Championships	. Open day @ Kayla Ann Restaurant . Whales National Golf Tournament .Umzumbe Maskandi Festival . Southbroom Club Championships	. Open day @ Kayla Ann Restaurant . Whales National Golf Tournament .Umzumbe Maskandi Festival . Southbroom Club Championships	. Dino Park SA Easter Egg Hunt . Open day @ Kayla Ann Restaurant . Whales National Golf Tournament .Umzumbe Maskandi Festival . Southbroom Club Championships	
Valentines Day Specials	Generic	Generic	Generic	Generic	Generic
Accommodation	. Pumula Beach Hotel . Premier Resort Cutty Sark . Umdlalo Lodge . TO Strand Holiday Resort . Silverstreams Lodge & Cottages . The Beach Palace	. Pumula Beach Hotel . Premier Resort Cutty Sark . Umdlalo Lodge . TO Strand Holiday Resort . Silverstreams Lodge & Cottages . The Beach Palace	. Pumula Beach Hotel . Premier Resort Cutty Sark . Umdlalo Lodge . TO Strand Holiday Resort . Silverstreams Lodge & Cottages . The Beach Palace	. Pumula Beach Hotel . Premier Resort Cutty Sark . Umdlalo Lodge . TO Strand Holiday Resort . Silverstreams Lodge & Cottages . The Beach Palace	. TO Strand Holiday Resort . Premier Resort Cutty Sark
Adventure Activities	. Wild5 Adventures . South Coast Diving Co. . NPS Adventures	. Wild5 Adventures . South Coast Diving Co. . NPS Adventures	. Wild5 Adventures . South Coast Diving Co. . NPS Adventures	. Wild5 Adventures . South Coast Diving Co. . NPS Adventures	. Wild5 Adventures . South Coast Diving Co. . NPS Adventures
Whats On KZN South Coast	Generic	Generic	Generic	Generic	Generic
Raceway	Dezzi Raceway	Dezzi Raceway	Dezzi Raceway	Dezzi Raceway	Dezzi Raceway
Restaurants	Isibaya Restaurant	Isibaya Restaurant	Isibaya Restaurant	Isibaya Restaurant	
Trade Show	Meetings Africa 2026	Meetings Africa 2026	Meetings Africa 2026	Meetings Africa 2026	
Team Building Venues	. KwaXolo Caves . Wild5 Adventures	. KwaXolo Caves . Wild5 Adventures	. KwaXolo Caves . Wild5 Adventures	. KwaXolo Caves . Wild5 Adventures	
Mice	. San Lammer Hotel . The Estuary Hotel . Umthunzi Hotel	. San Lammer Hotel	. San Lammer Hotel	. San Lammer Hotel	

	. Premier Hotel Cutty Sark	. The Estuary Hotel . Umthunzi Hotel . Premier Hotel Cutty Sark	. The Estuary Hotel . Umthunzi Hotel . Premier Hotel Cutty Sark	. The Estuary Hotel . Umthunzi Hotel . Premier Hotel Cutty Sark	
Hiking Route	Umzumbe River Trail	Umzumbe River Trail	Umzumbe River Trail	Umzumbe River Trail	Umzumbe River Trail
Travel Agency	Amazing Travel & Tours	Amazing Travel & Tours	Amazing Travel & Tours	Amazing Travel & Tours	
Fam Trip	Post Meetings Africa Fam Trip	Post Meetings Africa Fam Trip	Post Meetings Africa Fam Trip	Post Meetings Africa Fam Trip	

4.3.7.3. Social Media Performance

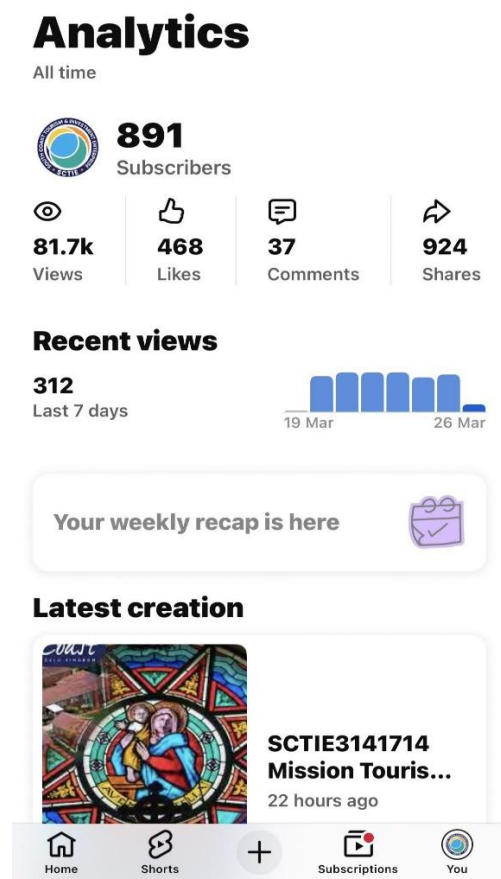
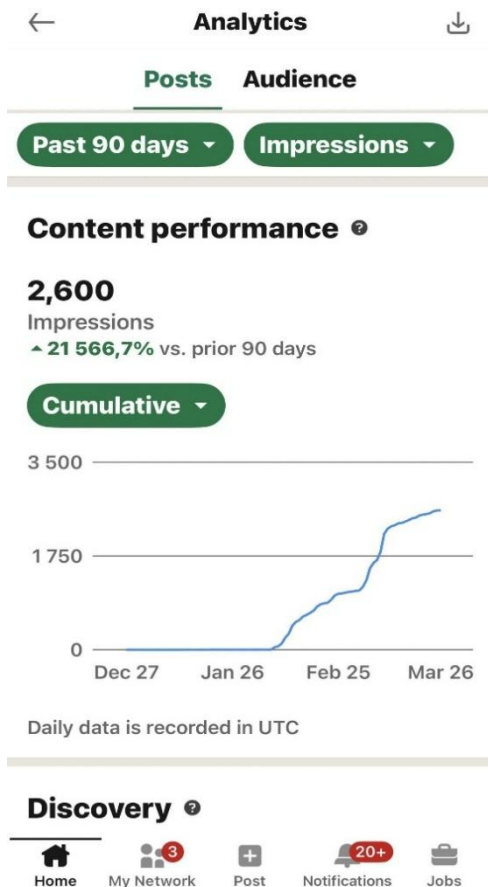
INSTAGRAM

FACEBOOK



LINKEDIN

YOUTUBE



4.4. Stakeholder Relations and Engagements

4.4.1. Membership

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

Area	Business Name
Clansthal	The Lazy Moose Lodge & Events
Pennington	Umdoni Park Trust -Golf Club & Nature Reserve
Umzumbe	NPS Adventures
Southport	Dieu Donnee River Lodge
Southport	The BeachHouse
Sea Park	Honeywood
Port Shepstone	Hala Lisa Restaurant
Shelly Beach	22 Mystique
Shelly Beach	Shelly Beach Ski Boat Club
Uvongo	Driftsands Sea View
Uvongo	Oasis Caravan Park
Margate	The Homestead Margate

Margate	Dieu Del-Amor
Ramsgate	Fairhills Caravan Park
Ramsgate	The Beach Palace
Ramsgate	The Waffle House
KwaXolo	KwaXolo Caves Adventures
Southbroom	Sunny Rock
Southbroom	Southbroom Pro Shop
Trafalgar	Days at Sea
Munster & Glenmore	Mac Banana Estate & Adventures
Palm Beach	Sadhi Beach House
Port Edward	Amazing Travel & Tour Agency

Total Members paid up for this quarter: 23

New Members signed up during quarter : 07

Courtesy Visits During this quarter:

DATE	NAME OF ESTABLISHMENT	PURPOSE	FEEDBACK
05/02/2026	Shelly Beach Ski Boat Club	Membership Recruitment	Potential Member
11/02/2026	Tweni Waterfront Guest House	Membership Courtesy Visit	
11/02/2026	Umdlalo Lodge	Membership Courtesy Visit	
11/02/2026	Umthunzi Hotel	Membership Courtesy Visit	
11/02/2026	Port Shepstone Country Club	Membership Courtesy Visit	
11/02/2026	The Notebook Hotel	Membership Courtesy Visit	
11/02/2026	23 Ambleside Retreat	Membership Courtesy Visit	Road infrastructure affecting her bookings
11/02/2026	Feje Restaurant	Membership Recruitment	
11/02/2026	Lombok B&B / Lodge	Membership Recruitment	Potential Member
13/02/2026	The Estuary Hotel & Spa	Membership Courtesy Visit	
13/02/2026	Dwengu Guest House	Membership Recruitment	
13/02/2026	Resthaven	Membership Courtesy Visit	
13/02/2026	South Coast Diving Co.	Membership Courtesy Visit	
13/03/2026	La Vue	Membership Courtesy Visit	
13/03/2026	Oasis Holiday Resort	Membership Courtesy Visit	
13/03/2026	Van Heerden Letting	Membership Courtesy Visit	Requested Southern Explorers

13/03/2026	Margate Hotel	Membership Courtesy Visit	
13/03/2026	Margate Sands	Membership Courtesy Visit	
13/03/2026	Gradwell Letting	Membership Courtesy Visit	
13/03/2026	The Beach Palace	Membership Courtesy Visit	
25/03/2025	Zamakhesa Travel Consultant	Membership Recruitment	Potential Member

4.4.2. Stakeholder Relations and Engagements

4.4.2.1. KwaZulu-Natal Local Government Tourism Peer Learning Network Session

SCTIE participated in the KwaZulu-Natal Local Government Tourism Peer Learning Network Session which was hosted by KZN EDTEA in collaboration with the KZN COGTA and SALGA on 26 and 27 February 2026. The meeting took place at Empangeni under uMhlathuze Local Municipality.

The network session brought together more than 150 local government officials, tourism practitioners, councillors, and traditional leadership representatives from municipalities across KwaZulu-Natal. It formed part of a collaborative development initiative aimed at strengthening tourism and Local Economic Development (LED) through knowledge sharing, capacity building, and collaboration among stakeholders.

The primary objective of the session was to provide a platform for participants to share experiences on tourism best practices, case studies, and tourism development models that support sustainable tourism growth within local communities. The engagement also focused on strengthening the technical capacity of municipal tourism and LED practitioners, aligning municipal tourism plans with provincial and national tourism strategies and identifying areas that require government intervention, norms, standards and guidelines.

SCTIE was given an opportunity to present and share knowledge on the following topics:

- Successful municipal tourism initiatives
- Destination management at local level
- Partnerships with private sector and communities
- Opportunities for collaboration between traditional authorities, local government and the private sector
- Overview of KwaXolo Caves Tourism Development initiative (case study) peer learning – community beneficiation

Other topics discussed include access to development funding programmes to unlock tourism and local economic development, infrastructure and investment, policy mandates and the role of development agencies. Furthermore, SCTIE used the platform to market the KZN South Coast by distributing the Southern Explorer Route Guide and using digital platforms.

4.4.2.2. Ugu District Priority Committee Meeting on Rural Safety and Tourism

SCTIE participated in the quarterly Ugu District Priority Committee Meeting on Rural Safety and Tourism, held at Port Shepstone SAPS on 05 March 2026. The aim of the meeting was to give feedback from the 2025/2026 Festive season and to discuss future tourism events that require involvement of Law enforcement.

4.4.2.3. Tourism Area Committees

The Area Tourism Committees are still active and SCTIE facilitated the quarterly meetings between January and March 2026 as follows:

	Area Tourism Committee	Date	Meeting Venue
1	Margate	22 January 2026	Oasis Lodge
2	Port Edward	29 January 2026	Beaver Creek Coffee Farm
3	Hibberdene & Port Shepstone	02 February 2026	Dino Park SA
4	Umdoni	04 February 2026	Cutty Sark Hotel
5	Ramsgate	11 March 2026	Art Café
6	Umzumbe	Meeting scheduled for 16 March 2026, postponed until next quarter	N/A
7	Ezingoleni	Meeting planned for next quarter	N/A
8	Umuziwabantu	Committee to elect the chairperson	N/A

4.4.2.4. Activation Programme

SCTIE participated in the Pre-State of the Nation Address (Pre-SONA) Taxi Rank activation programme which took place at Harding Taxi Rank in Umuziwabantu on 30 January 2026. The event was hosted by the Government Communication and Information System (GCIS), aimed at ensuring that communities are well informed about key government programmes, priorities and services ahead of the SONA.

The SCTIE branded exhibition stand welcomed communities and assisted with enquiries such as career development, how to start a tourism business, funding opportunities, places to visit, how to market a tourism business and many more. SCTIE encouraged community members to look after their area and keep it welcoming for visitors at all times.



DR VUSUMUZI SIBIYA
Chief Executive Officer
31 March 2026

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

PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET - 2026	ADJUSTED BUDGET: January 2026	Q1: TARGET	Q1: ACTUAL	Q2: TARGET	Q2: ACTUAL	Q3: TARGET	Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	Year to date Q3: TARGET	Year to date Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q4: TARGET	PORTFOLIO OF EVIDENCE
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	31 March 2025.	Operational	Target removed: Completed: 2025														
		1.1.1.1.1		To develop the approved District Investment Strategy and Implmentation Plan by date :	Status Quo Analysis Approved - Investment Strategy by 30 June 2026, (Approved Final Approved by Board Resolutions of Support by date : 31 October 2026.)	Date of Approval	30 June 2026.	R300 000	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Status Quo Analysis completed 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	Operational	N/A	N/A	R25 million	R3.6 billion	N/A	N/A	-	R25 million	R3.6 billion	ACHIEVED	-	-	-	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	Operational	N/A	N/A	1	1	N/A	N/A	-	1	1	ACHIEVED				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	R54 393	1	1	1	1	1	1	ACHIEVED	3	3	ACHIEVED				1	Report compiled and submitted to the CEO.
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	To develop a consolidated status report pertaining to district capabilities on Renewable Energy and BroadBand connectivity by date 30 June 2026. Project Plans to package projects ready for investment facilitation - Developed, Approved by 30 June 2027.	Status reports by date	30 June 2026.	Operational	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Status reports by date submitted to the CEO
1.2.2		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	2	Operational	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	2	2 packaged products presented to board
		1.2.2.2	Eastern Seaboard investment facilitation	To facilitate investment in the abovementioned products arising from the Eastern Seaboard Programme Implementation	R-value of investment facilitated	R-value of Investment	R20 000 000	Operational	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	R20million	Investor statement of intention Rand value
1.2.3		1.2.3.1.1	Pre-2024 Strategy Projects	To develop & implement an approved project plan (to co-ordinate and lead in getting investment) for the following: - Ifafa Project	Project Plan with Implementation timelines and Specialist studies completed, by date 30 June 2026.	Date	30 June 2026.	R710 580					N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Specialist Studies completed by date.
		1.2.3.1.2		To develop & implement an approved project plan (to co-ordinate and lead in getting investment) for the following: - Umzumbe River Trails	Conceptual analysis report on the development of Umzumbe River Trails, by date - 31 March 2026.	Date	31 March 2026.	Operational					31 March 2026.	2 March 2026.	ACHIEVED	31 March 2026.	2 March 2026.	ACHIEVED					Report submitted to the CEO.
		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	Operational	1	0	2	3	N/A	N/A	-	3	3	ACHIEVED				N/A	Uppdated reports submitted to the CEO.
		1.2.3.3.1		John Mason Park Market Study Assessment	Completed John Mason Park Market Study Assessment by 30 June 2026	Date	30 June 2026.	R250 000					N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	John Mason Park Market Study Assessment completed by date
		1.2.3.3.2		Completion of phase 2 of KwaXolo Caves Tourism Site by 30 June 2026	Project Completion Certificate issued by date	Date	30 June 2026.	R480 000					N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Project Completion Certificate by date
		1.2.4.1	2025 - 2026 Projects	To facilitate investment funding in line with the Local Municipal Project Plans :	To facilitate investment funding in line with the Local Municipal Project Plans :																		
		1.2.4.1.1	- Umzumbe Municipality	To facilitate investment funding in line with the Local Municipal Project Plans : - St. Faiths precinct development (Small towns)	R-value of investment facilitated	R-value of Investment	R20 000 000	Operational	NA	NA	NA	NA	NA	N/A	-	NA	N/A	-	-	-	-	R20 000 000	Quarterly report submitted to the CEO reflecting the Rand - Value of investment facilitated
		1.2.4.1.2	- Umzumbe Municipality	Provide a progress report on the SLA projects under 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	Operational	NA	NA	NA	NA	1	1	ACHIEVED	1	1	ACHIEVED				1	Progress report submitted to the CEO on each project within the Local Municipality
		1.2.4.1.3	- Ray Nkonyeni Municipality	To facilitate investment funding in line with the Local Municipal Project Plans : - Techno-Hub - Lithium processing investment - NPC Cement manufacturers distribution centre	R-value of investment facilitated	R-value of Investment	R100 000 000	Operational	NA	NA	50 million	3.6 billion	N/A	N/A	-	50 million	3.6 billion	ACHIEVED				50 million	Report submitted to the CEO reflecting the Rand - Value of investment facilitated

PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET - 2026	ADJUSTED BUDGET: January 2026	Q1: TARGET	Q1: ACTUAL	Q2: TARGET	Q2: ACTUAL	Q3: TARGET	Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	Year to date Q3: TARGET	Year to date Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q4: TARGET	PORTFOLIO OF EVIDENCE	
		1.2.4.1.4	- Ray Nkonyeni Municipality	Provide a progress report on the SLA projects under 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 &	Report on the progress of each project	Report	2	Operational	NA	NA	1	1	N/A	N/A	-	1	1	ACHIEVED				1	Progress report submitted to the CEO on each project within the Local Municipality	
		1.2.4.1.5	- Umuziwabantu Municipality	To facilitate investment funding in line with the Local Municipal Project Plans : - LED Strategy reviewal - Currently none - pending reporting below	Draft LED Strategy for Umuziwabantu Municipality, by 30 June 2026.	Draft LED Strategy	30 June 2026.	R300 000	NA	NA	NA	NA	N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Draft LED Strategy submitted to the CEO, by date	
		1.2.4.1.6	- Umuziwabantu Municipality	Provide a progress report on the SLA projects under 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	Operational	NA	NA	NA	NA	1	1	ACHIEVED	1	1	ACHIEVED				NA	Progress report submitted to the CEO on each project within the Local Municipality	
		1.2.4.1.7	- Umdoni Municipality	Progress report on the establishment of a MUT Campus in Umdoni.	R-value of investment facilitated	R-value of Investment	R20 000 000	Operational	NA	NA	NA	NA	NA	N/A	-	N/A	N/A	-	-	-	-	20 million	Report submitted to the CEO reflecting the progress on the establishment of a MUT Campus in Umdoni.	
		1.2.4.1.8	- Umdoni Municipality	Provide a progress report on the SLA projects under Umdoni Municipality: - Beachfront development - Industrial Park (Park Rynie/ Umzinto/ Pennington/ Sizela) - Emalangeni Experience - KwaKiko	Report on the progress of each project	Report	2	Operational	NA	NA	1	1	NA	1	ACHIEVED	1	2	ACHIEVED				1	Progress report submitted to the CEO on each project within the Local Municipality	
		1.2.4.1.9	Cross - Cutting Projects	Provide a progress report on identified projects in the SCTIE Multi-Year Strategy, on cross-cutting projects. - N2 Road upgrade & N2 Mnafu Interchange - Industrial Development programme (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	Operational	NA	NA	NA	NA	NA	N/A	-	N/A	N/A	-	-	-	-	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	R6 000 000	R283 000	1 500 000	2 994 630	1 500 000	1 561 018	1 500 000	2 127 080	ACHIEVED	4 500 000	6 682 728	ACHIEVED				1 500 000	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	R71 063	15	83	15	61	15	47	ACHIEVED	45	191	ACHIEVED				15	Quarterly Campaign report which would include the elements and advertng 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	Nil	1	3	NA	1	N/A	N/A	-	1	4	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	R16 000	1	1	1	1	1	1	ACHIEVED	3	3	ACHIEVED				1	Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communicaiton cirulated.
		1.3.1.4			To effectively formulate an Annual Investment Marketing Campaign Plan	Annual Investment Marketing Campaign Plan	Number	1	R40 000	1	1	N/A	N/A	N/A	N/A	-	1	1	ACHIEVED				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	1	1	1	1	ACHIEVED	3	3	ACHIEVED				1	Quarterly Investment Services website update report submitted by the Manager

PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET - 2026	ADJUSTED BUDGET: January 2026	Q1: TARGET	Q1: ACTUAL	Q2: TARGET	Q2: ACTUAL	Q3: TARGET	Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	Year to date Q3: TARGET	Year to date Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q4: TARGET	PORTFOLIO OF EVIDENCE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		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	R245 000	15	45	15	16	15	20	ACHIEVED	45	81	ACHIEVED				15	Statistical report confirming the number of posts.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		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		15	256	15	50	15	17	ACHIEVED	45	323	ACHIEVED				15	Statistical report confirming the number of posts.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		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		15	17	15	18	15	16	ACHIEVED	45	51	ACHIEVED				15	Statistical report confirming the number of posts.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		1.3.2.1.4			Number of LinkedIn posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60		15	25	15	21	15	15	ACHIEVED	45	61	ACHIEVED				15	Statistical report confirming the number of posts.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		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	34		15	6	15	20	2	13	ACHIEVED	32	39	ACHIEVED				2	Statistical report confirming the number of posts.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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	15 June 2026.	R0	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	15 June 2026.	Brochure produced by date.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		1.3.3.2		To showcase diverse destination investment offerings on Collateral and promotional material production:	Promotional Material and Collateral Produced for Investment attraction	% of budget	50%	R117 500	N/A	N/A	N/A	N/A	25%	43%	ACHIEVED	25%	43%	ACHIEVED				50%	Expenditure Report & Evidence of Materials																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		- Videos				No. of Videos	2		N/A	N/A	1	5	N/A	N/A	-	1	5	ACHIEVED				1	Annual Video 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	-		Annual Target removed at Mid-Year																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market																						
PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ADJUSTED BUDGET	Q1: TARGET	Q1: ACTUAL	Q2: TARGET	Q2: ACTUAL	Q3: TARGET	Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	Q3 :Cumulative Taget	Q3: Achieved to date	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	Q4: TARGET	PORTFOLIO OF EVIDENCE
Tourism Facilitation	2.1.1.1	Related Economic Intelligence Tourism Research	Obtaining KZN South Coast Data with regards to Seasonal footprint: - Summer - Winter	Research findings reports	Number of reports	2	Operational	N/A	N/A	1	1	N/A	1	ACHIEVED	1	2	ACHIEVED	-	-	-	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.	Operational	N/A	N/A	N/A	N/A	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	N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Board Resolution of Adoption by date
Tourism Product Development	2.2.1.1	Nodal development and support to extend the geographical spread for the following: - Umdoni - Umuziwabantu - Ray Nkonyeni - Umzombe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)																
	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% Achievement (accumulative)	R20 000	10%	10%	20%	20%	40%	40%	ACHIEVED	40%	40%	ACHIEVED	-	-	-	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: - Umzombe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R22 000	10%	10.0%	20%	20%	40%	40%	ACHIEVED	40%	40%	ACHIEVED	-	-	-	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% Achievement (accumulative)	R101 833	10%	10.0%	20%	20%	40%	40%	ACHIEVED	40%	40%	ACHIEVED	-	-	-	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% Achievement (accumulative)	R22 500	10%	10.0%	20%	20%	40%	40%	ACHIEVED	40%	40%	ACHIEVED	-	-	-	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	R25 000	1	5	1	5	1	6	ACHIEVED	3	16	ACHIEVED	-	-	-	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	1	3	N/A	N/A	-	1	9	ACHIEVED	-	-	-	1	Report on the Youth Development Program supported submitted to the CEO
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	R18 000 000	R373 736	5 000 000	5 619 092	5 000 000	4 551 070	4 000 000	4 040 693	ACHIEVED	14 000 000.00	14 210 855.00	ACHIEVED	-	-	-	4 000 000	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	R230 000	15	165	15	129	15	116	ACHIEVED	45	410	ACHIEVED	-	-	-	15	Quarterly Campaign report which would include the elements and adverting exposure received submitted to the CEO.
	2.3.1.2.2			Exposure through : Radio, TV or Live-Streaming platforms	Number	2	Nil	1	3	1	2	N/A	1	ACHIEVED	2	6	ACHIEVED	-	-	-	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	R20 000	1	1	1	1	1	1	ACHIEVED	3	3	ACHIEVED	-	-	-	1	Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communicaiton cirulated.

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market																						
PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ADJUSTED BUDGET	Q1: TARGET	Q1: ACTUAL	Q2: TARGET	Q2: ACTUAL	Q3: TARGET	Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	Q3 :Cumulative Taget	Q3: Achieved to date	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	Q4: TARGET	PORTFOLIO OF EVIDENCE
	2.3.1.4		To effectively formulate an Annual Tourism Marketing Campaign Plan	Annual Investment Marketing Campaign	Number	1	R40 000	1	1	N/A	N/A	N/A	N/A	-	1	1	ACHIEVED	-	-	-	N/A	Annual Tourism Marketing Campaign approved by the CEO.
	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	R490 000	1	1	1	1	1	1	ACHIEVED	3	3	ACHIEVED	-	-	-	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		15	90	15	273	15	30	ACHIEVED	45	393	ACHIEVED	-	-	-	15	Statistical report confirming the posts and the growth of the platform
	2.3.3.1.2			Number of Instgram posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60		15	386	15	201	15	18	ACHIEVED	45	605	ACHIEVED	-	-	-	15	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		15	17	15	98	15	26	ACHIEVED	45	141	ACHIEVED	-	-	-	15	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		15	24	15	101	15	18	ACHIEVED	45	143	ACHIEVED	-	-	-	15	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	40		15	12	10	15	8	11	ACHIEVED	33	38	ACHIEVED	-	-	-	7	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	R20 000	N/A	N/A	NA	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	1	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	1	1	1	1	ACHIEVED	3	3	ACHIEVED	-	-	-	1	Tour packages developed
	2.3.5.1	Tourism Promotional Material/Collateral	To showcase diverse destination tourism offerings on Collateral and promotional material	Promotional Material and Collateral Produced	% of budget	50% (cumulative)	R312 000	N/A	N/A	N/A	N/A	25%	40%	ACHIEVED	25%	40%	ACHIEVED	-	-	-	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	8	N/A	N/A	-	1	8	ACHIEVED	-	-	-	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	50	N/A	N/A	-	25	50	ACHIEVED	-	-	-	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.	R0	N/A	N/A	N/A	N/A	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.	5	R737 036	N/A	1	N/A	N/A	2	2	ACHIEVED	2	3	ACHIEVED	-	-	-	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	R12 000	2	5	2	9	2	2	ACHIEVED	6	16	ACHIEVED	-	-	-	2	Fam Trip report as well as supporting evidence

STRATEGIC OBJECTIVE: Goal 3: Stakeholder Relations																							
PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ADJUSTED BUDGET	Q1: TARGET	Q1: ACTUAL	Q2: TARGET	Q2: ACTUAL	Q3: TARGET	Q3: ACTUAL	ACHIEVED / NOT ACHIEVED	Q3 :Cumulative Taget	Q3: Achieved to date	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	Q4: TARGET	PORTFOLIO OF EVIDENCE
3.1	Stakeholder mana	To strengthen stakeholder realtionships	Stakeholder Relations Management	Stakeholder Management Strategy and Plan	Approved Stakeholder Management Strategy	Date	30 June 2026.	Operational	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Stakeholder Management Strategy submitted to the CEO 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	105	Operational	40	70	60	15	3	25	ACHIEVED	103	110	ACHIEVED				2	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	14 May 2026.	Operational	N/A	N/A	N/A	N/A	N/A	N/A	-	N/A	N/A	-	-	-	-	14 May 2026.	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 - District Tourism Forum - Area Committees - Tradional Councils - Business Chambers - Associations - Road Shows	Number of engagements undertaken with Organised Business & Government Departments	Number	40	155 000	10	17	10	16	10	16	ACHIEVED	30	49	ACHIEVED				10	Agenda/Attendance Register/ Minutes/Record/ Presentation in the meeting participated in to strengthen relations in Investment & Tourism activities

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																						
PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ANNUAL Budget Adjusted	Q1: TARGET	Q1 ACHIEVEMENT	Q2: TARGET	Q2 ACHIEVEMENT	Q3: TARGET	ACTUAL: Q3	Achieved / Not Achieved	Q3 :Cumulative Target	Q3: Achieved to date	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	Q4: TARGET	PORTFOLIO OF EVIDENCE
Performance Management	To develop and adopt credible strategic and operational plans timeously aligned to government's planning cycle and prescripts.	5.1.1	Strategic Plan review	Reviewed Strategic Plan approved by Board by date	Date of Strategic Plan Approval	30 April 2026.	Operational	N/A	N/A	N/A	N/A	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.	Operational	N/A	N/A	N/A	N/A	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.	Operational	N/A	N/A	31 December 2025.	11 December 2025.	N/A	N/A	-	31 December 2025.	11 December 2025.	ACHIEVED	-	-	-	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.	Operational	N/A	N/A	N/A	N/A	20 January 2026.	15 January 2026.	ACHIEVED	20 January 2026.	15 January 2026.	ACHIEVED	-	-	-	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 5 working days of the new quarter	Number of reports	4	Operational	1	1	1	1	1	1	ACHIEVED	3	3	ACHIEVED	-	-	-	1	Evidence of Submission to Ugu District Municipality
Governance	To ensure good governance through statutory compliance and policy framework	5.2.1	Risk Management and Fraud Prevention	Completed Risk Register and Fraud Prevention Plan by 31 October	Date	31 October 2025.	Operational	N/A	N/A	31 October 2025.	14 October 2025.	N/A	N/A	-	31 October 2025.	14 October 2025.	ACHIEVED	-	-	-	N/A	Risk Register and Fraud Risk Register submitted to the CEO by date
		5.2.2	Annual Audit Plan	Annual Audit Plan approved by 31 October	Date	31 October 2025.	Operational	N/A	N/A	31 October 2025.	30 October 2025.	N/A	N/A	-	31 October 2025.	30 October 2025.	ACHIEVED	-	-	-	N/A	Board Resolution of Adoption of Annual Audit Plan
		5.2.3	Audit Committee	Number of Quarterly Audit Committee sittings.	Number per quarter	4	R145 491	1	2	1	1	1	1	ACHIEVED	3	4	ACHIEVED	-	-	-	1	Audit Committee Minutes
		5.2.4	Auditor-General Management Report	Auditor-General Management Report and Audit Finding: SCTIE	AG Report Opinion	Unqualified Audit	R605 000	N/A	N/A	Unqualified Audit Opinion	Unqualified Audit Opinion	N/A	N/A	-	Unqualified Audit Opinion	Unqualified Audit Opinion	ACHIEVED	-	-	-	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	600%	Operational	2	2	2	2	1	1	ACHIEVED	5	5	ACHIEVED	-	-	-	1	Board Minutes.
		5.2.6			Report confirming statutory compliance with CIPC	100%	Operational	100%	100%	100%	100%	100%	100%	ACHIEVED	100%	100%	ACHIEVED	-	-	-	100%	Confirmation of changes effected to CoR 39.
		5.2.7			AGM with the Parent by date	30 June 2026.	Operational	N/A	N/A	N/A	N/A	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.	Operational	N/A	N/A	N/A	N/A	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.	Operational	N/A	N/A	N/A	N/A	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.	Operational	N/A	N/A	N/A	N/A	20 January 2026.	15 January 2026.	ACHIEVED	20 January 2026.	15 January 2026.	ACHIEVED	-	-	-	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.	Operational	N/A	N/A	N/A	N/A	31 January 2026.	19 January 2026.	ACHIEVED	31 January 2026.	19 January 2026.	ACHIEVED	-	-	-	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.	Operational	N/A	N/A	N/A	N/A	23 March 2026.	12 March 2026.	ACHIEVED	23 March 2026.	12 March 2026.	ACHIEVED	-	-	-	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.	Operational	N/A	N/A	N/A	N/A	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	Annual Target removed - Completed May 2025.																
		5.3.7	Financial In-Year Reporting	12 Monthly Reports compiled and submitted by deadline.	Number of Reports by deadline.	12	Operational	3	3	3	3	3	3	ACHIEVED	9	9	ACHIEVED	-	-	-	3	Reports with submission dates.
		5.3.8	Annual Financial Statements	Draft AFS submitted to AG by date	Draft AFS submitted to AG by Date	31 August 2025.	Operational	31 August 2025.	31 August 2025.	N/A	N/A	N/A	N/A	-	31 August 2025.	31 August 2025.	ACHIEVED	-	-	-	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.	Operational	N/A	N/A	31 December 2025.	11 December 2025.	N/A	N/A	-	31 December 2025.	11 December 2025.	ACHIEVED	-	-	-	N/A	Board Resolution of AFS Adoption.
		5.3.10	Operational Expenditure	Operational expenditure spend to plan	Percentage spend	80%	R2 305 633.67	80%	50%	80%	59%	60%	86%	ACHIEVED	60%	86%	ACHIEVED				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	R8 094 177.52	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	ACHIEVED	9x Monthly Payments by 25th	9x Monthly Payments by 25th	ACHIEVED	-	-	-	3x Monthly Payments by 25th	Confirmation of changes effected to CoR 39.

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability																						
PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ANNUAL Budget Adjusted	Q1: TARGET	Q1 ACHIEVEMENT	Q2: TARGET	Q2 ACHIEVEMENT	Q3: TARGET	ACTUAL: Q3	Achieved / Not Achieved	Q3 :Cumulative Taget	Q3: Achieved to date	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	Q4: TARGET	PORTFOLIO OF EVIDENCE
		5.3.12		Board salaries paid monthly by date	12 x Salary Payments by date	25th of the month	R843 858	3x Monthly Payment by 25th	3x Monthly Payment by 25th	3x Monthly Payment by 25th	3x Monthly Payments by 25th	3x Monthly Payment by 25th	3x Monthly Payments by 25th	ACHIEVED	9x Monthly Payments by 25th	9x Monthly Payments by 25th	ACHIEVED	-	-	-	3x Monthly Payment by 25th	Salary Reports by date
		5.3.13	Capital Expenditure	% capital expenditure to plan.	% capital expenditure to plan.	50%	R294 000	N/A	33%	25%	77%	30%	97%	ACHIEVED	30%	97%	ACHIEVED				50%	Quarterly Reports.
		5.3.14	Fruitless & Wasteful Expenditure	Less than 1% Fruitless and Wasteful expenditure	Budget % spend fruitless and wasteful expenditure	Less than 2%	Operational	<1%	0.0090%	<1%	1.17%	<2%	1.20%	ACHIEVED	<2%	1%	ACHIEVED				<2%	Board Reports and Minutes, and Register.
		5.3.15	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorithorised expenditure	Less than 1%	Operational	<1%	Nil	<1%	0%	<1%	0%	ACHIEVED	<1%	0%	ACHIEVED	-	-	-	<1%	Board Reports and Minutes, and Register.
		5.3.16	Grant Funding	% of Municipal Grant revenue invoiced	100% of Municipal Grant funding invoiced as per plan	100%	R17 884 356	100%	45%	100%	13%	100%	100%	ACHIEVED	100%	100%	ACHIEVED	-	-	-	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%	R1 449 124	30%	76%	70%	94%	80%	100.00%	ACHIEVED	80%	100%	ACHIEVED				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	R357 687	Operational	N/A	N/A	118 409	302 860	118 409	1 609 515	ACHIEVED	118 409	1 609 515	ACHIEVED				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	Operational	1	1	1	1	1	1	ACHIEVED	3	3	ACHIEVED				1	Quarterly Reports
		5.3.20	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	Operational	100%	100%	100%	100%	100%	100%	ACHIEVED	100%	100%	ACHIEVED	-	-	-	100%	Quarterly Reports
Corporate Service & HR	To ensure HR matters are compliant and enable core functions to be performed.	5.4.1	Staffing	% posts in structure filled.	% filled posts in structure	90%	Operational	100%	88%	100%	88%	90%	93%	ACHIEVED	90%	93%	ACHIEVED	-	-	-	90%	Quarterly Reports
		5.4.2	Internships	Appointment of Interns and or Graduates in SCTIE departments	Number of Interns / Graduates appointed	3	Included in Employee costs	N/A	2	3	0	N/A	3	ACHIEVED	3	6	ACHIEVED	-	-	-	N/A	Salary Reports by date
		5.4.3	Staff Development	Plan Development by date	Date	30 December 2025.	R1 079	N/A	N/A	30 December 2025.	23 December 2025.	N/A	N/A	-	30 December 2025.	23 December 2025.	ACHIEVED	-	-	-	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%	Operational	100%	100%	N/A	N/A	N/A	N/A	-	100%	100%	ACHIEVED	-	-	-	N/A	Duly Signed Annual Performance Plans
		5.4.5		Implementation Individual Performance Management Systems (IPMS)	% Implementation of IPMS	100%	Operational	N/A	N/A	100%	100%	100%	100%	ACHIEVED	100%	100%	ACHIEVED	-	-	-	100%	Quarterly Performance Reports
		5.4.6		Cascading of Individual Performance Management Systems (IPMS) - by dare	Date	30 June 2026.	Operational	N/A	N/A	N/A	-	N/A	N/A	-	N/A	N/A	-	-	-	-	30 June 2026.	Duly Signed Annual Performance Plans