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SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 4: Performance Report
30 June 2026

Approved by the Board: 23 July 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) •



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1. Executive Summary

The South Coast Tourism & Investment Enterprise (SCTIE) closed the 2025/26 financial year with strong operational delivery but under acute financial strain. The organisation achieved 88% of its 93 Quarter 4 targets (up from 81% in Q4 2024/25) and 93% of its 108 annual targets year-to-date (up from 87% the prior year). However, an outstanding balance of R36.3 million owed by Ugu District Municipality, escalating creditor pressure, and uncertainty around 2027 funding allocations mean operational success is running ahead of fiscal sustainability.

Key Achievements:

- a. Performance delivery
 - Q4 achievement: 82/93 targets met (88%); YTD achievement: 100/108 (93%), both up year-on-year.
- b. Investment facilitation & project packaging
 - R800 million in investment confirmed through the Eastern Seaboard Development (ESD) pipeline, with a wider R21.6 billion package positioned for Development Finance Institution (DFI) consideration.
 - Steady advancement on Small Craft Harbour, Margate Airport, the South Coast Film City Precinct, the N2/Mnafa Interchange, the Hibiscus Marine Route, and the Industrial Development Programme (ISA).
- c. Investment & Tourism Marketing and digital growth
 - "Unlock More Growth" and "Unlock More" campaigns generated in excess of R6 million in combined earned media exposure.
 - Trade Shows successfully attended
 - World Travel Market: Cape Town 13 – 15 April 2026
 - Africa's Travel Indaba: Durban: 12 – 14 May 2026
 - A number of events were supported during the quarter, but highlighted:
 - Umzumbe Maskandi Festival: 16 June 2026
 - Ugu Jazz Festival: 25 – 27 June 2026
 - Website engagement reached 13,030 users, with a 160% traffic surge between February and March 2026; social-media following expanded across Instagram, Facebook, LinkedIn and YouTube.
- d. Income leveraged
 - R1,180,750 in sponsorships and value-in-kind secured in Q4; R6,011,330 year-to-date.

Critical Challenges:

- a. Liquidity & going-concern risk
 - R36,304,194.05 still outstanding from Ugu District Municipality at 30 June 2026, the single largest threat to operational continuity.
 - Outstanding municipal grants across all five partner municipalities exceed R39 million, with Umdoni (22% unpaid), Umuziwabantu (37% unpaid), Ray Nkonyeni (40% unpaid) and Umzumbe (63% unpaid) lagging most.
- b. Revenue & cost pressure to date:
 - Expenditure was restricted to "very basic" operational and marketing costs; salaries and board fees paid up to date but only by reprioritising limited cash inflows.
 - Only basic marketing spend to date (R2.34 million, of which R869 656 was toward Ugu Jazz Festival) and limited project/development spend (R202,501) achieved in Q4.
 - No budget allocation yet confirmed from Ugu District Municipality for the 2027 financial year despite Council approval of the draft, actual cash flow remains uncertain.

c. Governance & HR

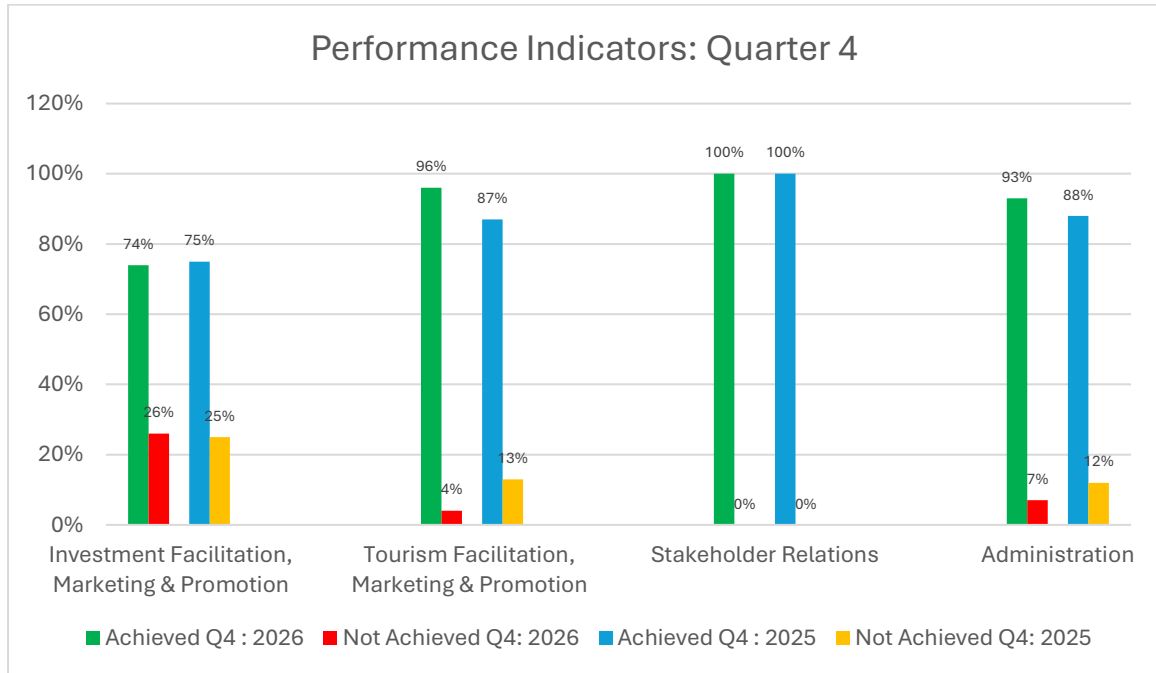
- Annual Strategy review sessions held with Stakeholders on the 17 April 2026, followed with municipal IDP Roadshow presentations, and approved by the Board in May.
- Annual General Meeting successfully held with the Parent Municipality on the 23 June 2026, with the Deputy Mayor, Cllr. D. Nciki and Municipal Manager, Mr V. Mazibuko and all Non-Executive Directors and Director present.
- Ongoing CCMA matter (reinstatement claim) carried over to arbitration; case postponed twice due to procedural non-compliance, prolonging management distraction.
- New Performance Agreements (IPAs) only concluded by the deadline of 30 June 2026, leaving limited carry-through into the new financial year.

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 4/2026

In terms of quarter 4 – 2026, SCTIE had a total of 93 targets for the quarter to attend to, which we managed to Achieve 88% (82/93) and did not achieve 12% (11/93)

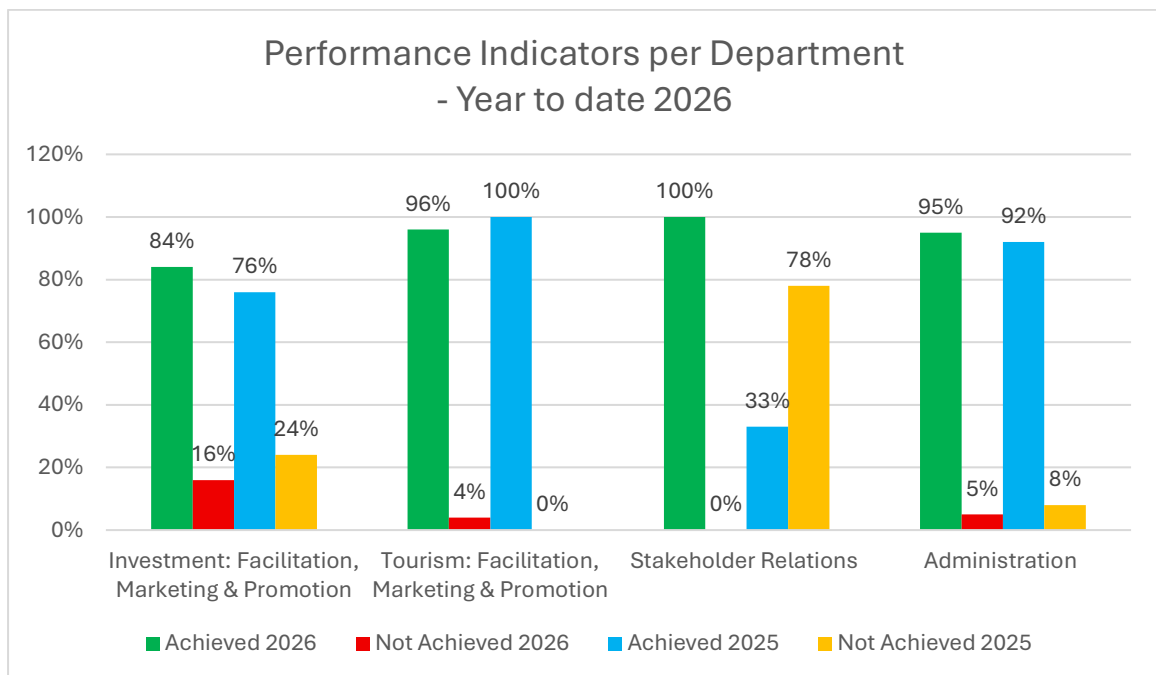
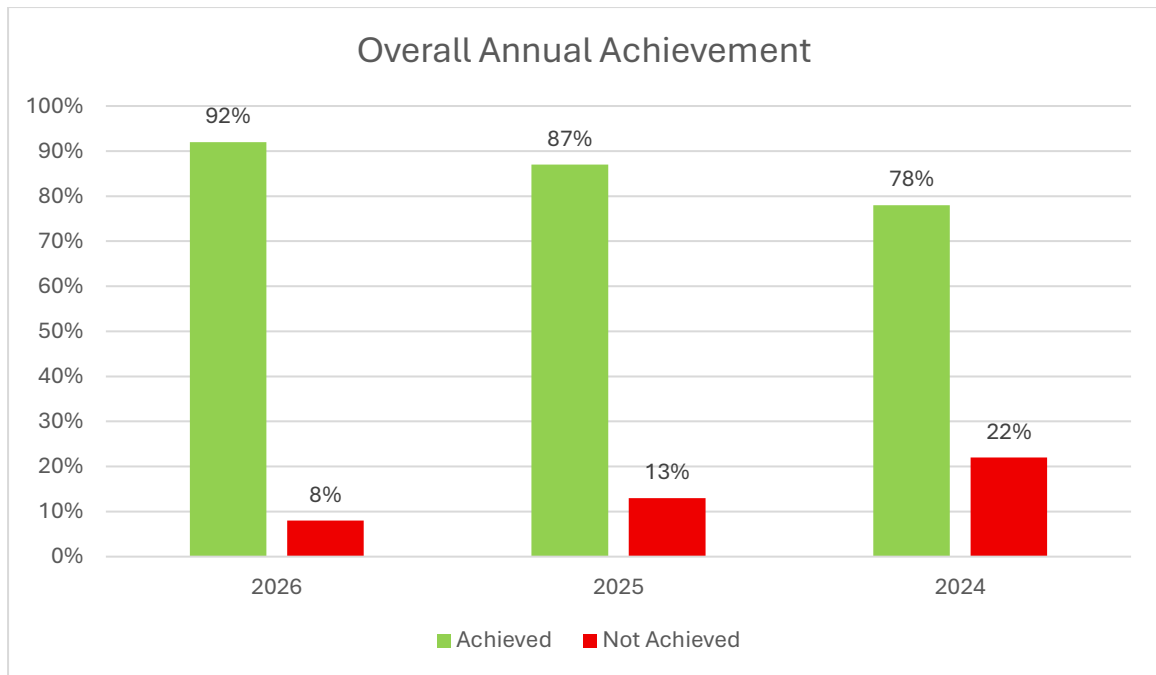
In comparative to quarter 4 – 2025, SCTIE had 54 targets for the quarter of which we Achieved 81% (44/54) and did Not Achieve 19% (10/54).



1.2. Year to date Performance Scorecard achievements

In terms of the year-to-date performance, SCTIE had a total of 108 targets for the year to attend to, which we managed to Achieve 93% (100/108) and did not achieve 7% (8/108)

In comparative to 2025 year, SCTIE had 77 targets for the quarter of which we Achieved 87% (67/77) and did Not Achieve 13% (10/77).



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 paid R1 950 000. **The balance due is R572 157.00, this being 22% of their annual commitment.**
- ii) **Umzumbe** – have paid R861 346. **The balance outstanding is R1 478 444.40, this being 63% of their annual commitment.**
- iii) **Umuziwabantu** – have paid R1 070 000. **The balance of the annual grant, being R626 848.00, this being 37% of their annual commitment.**
- iv) **Ray Nkonyeni** – have paid R2 538 494. **The balance of the annual grant, the balance being R1 717 976.49, being 40% of their annual commitment.**
- v) **Ugu District Municipality – the Approved Adjusted Annual grant for 2026 is R9 751 742.40. This has been invoiced.**
 - a. April: The amount of R650 000 was paid to the entity during the month.
 - b. May: The amount of R1 250 000, was received for the month.
 - c. Of this, R750 000 has been paid too the Ugu Jazz Festival event organisers: Cool Sounds. The balance was used to pay salaries.
 - d. No invoice has been issued to Ugu for the Jazz Festival, as this will impact on the flow of VAT output.
 - e. June: The amount of R850 000, was received for the month.
Of this, R200 000 has been paid to the Ugu Jazz Festival event organisers: Cool Sounds. The balance was used to pay the net salaries, and third-party payments (excluding SARS: PAYE)

The full balance outstanding from Ugu DM at 30 June 2026 is now R36 304 194.05

2.1.2. Sponsorships and Value in Kind received

2.1.2.1. Total for Quarter 4: R1 180 750.00

Department	Tourism Development	Tourism Marketing	Investment Marketing	Investment Facilitation
NSF	R 558 000.00			
KZN EDTEA	R 10 000.00			R -
Private Sector	R 3 000.00		R 800.00	
Nat. Dept Tourisr	R 189 000.00			
CATHSETA	R -			
Local Municipalities				
KZN TAFA	R 99 950.00	R 70 000.00		
Small Business D	R 250 000.00			
Totals	R 1 109 950.00	R 70 000.00	R 800.00	R -
R 1 180 750.00	R 1 109 950.00	R 70 000.00	R 800.00	
	94.00%	5.93%	0.07%	0.00%

2.1.2.2. Year to date Sponsorships and Value in Kind received: R6 011 330.00

Department	Tourism Development	Tourism Marketing	Investment Marketing	Investment Facilitation
NSF	R 3 152 000.00			
KZN EDTEA	R 193 000.00	R 100 000.00		R 23 600.00
Private Sector	R 182 000.00	R 764 230.00	R 4 800.00	
Nat. Dept Tourism	R 762 000.00			
CATHSETA	R 45 000.00			
Local Municipalities		R 116 000.00		
KZN TAFA	R 99 950.00	R 318 750.00		
Small Business Dev	R 250 000.00			
Totals	R 4 683 950.00	R 1 298 980.00	R 4 800.00	R 23 600.00
	R -	R -	R -	
R 6 011 330.00	77.92%	21.61%	0.08%	0.39%

Expenditure :

1. Only the very basic operational expenses were incurred along with a very basic costing for Marketing activities R2 339 336 – which includes R826 086 – excl. vat for the Ugu Jazz Festival and Projects / Developmental activities R202 501.
2. Staff salaries and Board fees have been paid up to date to 30 June 2026.
3. There are a number of creditors which have yet to be paid – in excess of 60 days – please see the Suppliers Age Analysis, with total outstanding creditors being R865 000.

This will be a material audit finding on Compliance, in terms section 99(2)(b) of the MFMA – Reasonable steps were not taken to ensure that money owed by the municipal entity was always paid within 30 days.

2.1.3. Income Statement: 30 June 2026

Income	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Own Income	387 772	1 449 123	- 1 061 351
Grants Raised	17 884 356	17 884 356	0
Gross Profit	18 272 128	19 333 479	- 1 061 351
Expenditure			
Total Board Fees	652 233	843 858	191 625
Total Staff Costs	7 194 249	8 094 175	899 926
Total Operational Costs	2 465 758	2 962 205	496 447
Total Marketing Costs	2 339 336	5 082 936	2 743 600
Total Projects & development	202 501	1 606 306	1 403 805
Total Reasearch costs	-	300 000	300 000
Stakeholder relations costs	92 045	150 000	57 955
Total Expenditure to date	12 946 121	19 039 480	6 093 359
Surplus / (Loss) to date	5 326 007	293 999	5 032 008

2.1.4. Balance Sheet as at 30 June 2026

Assets		
Non-Current Assets		
Fixed Assets	465 560	
Investment Property	9 406 111	
	9 871 671	
Current Assets		
Debtors	42 748 841	12 297 947.93
less: Debt Impairment	- 30 450 893	
Cash at Bank - Primary accounts	102 283	110 976.56
- Call account	7 444	
- Special Projects (OSS)	737	
Petty Cash	512	
Deposits	85 221	
Accrued income	622	
Prepaid expenses	20 939	
Vat - Receivable	266 993	
	12 782 700	
Total Assets	22 654 371	
	-	
Liabilities		
SARS - VAT payable	2 942 373	2 675 380
Staff Control	292 287	
Accruals	-	
Suppliers	865 235	
Provisions - Leave	589 936	-
Provisions - Performance Bonuses	233 295	
Operating Lease liabilities	-	
Unallocated deposits	-	
Conditional Grant	-	
Total Liabilities	4 923 127	
Net Assets	17 731 244	
Ordinary Shares	200	
Accumulated Surplus	12 405 036	
Surplus / (Loss): Current Year	5 326 007	
Total Net Assets	17 731 244	
	-	

2.1.5. Financial ratios: 30 June 2026

5.3.10.: Operational expenditure Spend						
Annual Target : 80% : Q4= 80%	80%	9 520 190.40				
Quarterly Target to date	87%					
Total Spend to Date		10 312 239.75				
Total Budget to date		11 900 238.00				
Percentage spend year to date :		87%				
5.3.13: Capital Expenditure spend to plan						
Annual Target	50%					
Quarter Target to date	49%					
		Computers	Furniture & Fittings	Vehicles	Total	
Total Spend		74 521.73	69 228.86	0.00	143 750.59	
Total Capital Budget		154 000.00	140 000.00	0.00	294 000.00	
: Year to date : according to plan.		154 000.00	140 000.00	0.00	294 000.00	
Percentage spend year to date :		48%	0%	0%	49%	
		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 furthiture was done in February , and the vacuum cleaner replaced in May				

5.3.14: Fruitless & Wasteful expenditure

Target:	Less than 2% of Budget
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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.

Fruitless & Wasteful exepnditure	182 481.17
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Budget to date :	19 333 479.01
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Percentage F& W year to date	0.9439%
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A payment plan has been entered into with SARS to pay the vat off - final payment due June 2026.

5.3.16: Grant Funding Raised

Annual Target	100% Revenue Raised as per plan
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Quarterly Target	100% Revenue Raised as per plan
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Grant Funding raised		17 884 356.02
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Grant funding raised pe budget	17 884 356.01
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Percentage raised	100%
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Quarterly Target	100% Revenue Received as per plan
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2026 - Unpaid grants raised: (Incl. VAT)

Umdoni	572 157.00
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Umzumbe LM	1 478 444.40
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Umuziwabantu LM	626 848.00
-----------------	------------

Grant Funding raised	17 884 356.02
----------------------	---------------

14 147 177	Ray Nkonyeni LM	1 717 976.49
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Outstanding Debtors : per Age Analysis	12 301 893.30
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Revenue received	5 582 462.72
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Percentage received	31%
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14 147 177.29

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5.3.17: Operational Revenue Received

Annual Target	90% Revenue Received as per plan
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Quarterly Target	90% Revenue received
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Revenue Raised		387 772.28
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Outstanding Debtors : per Age Analysis	36 832.47	42 357
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Revenue received	350 939.81
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Percentage received	91%
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5.3.19: Annual Procurement Plan					
Target:		100% SCM Implementation to Plan			
Actual Spend			5 099 639.03		
Annual Budget to Date			10 101 447.00		
		% SCM Implemented to date	50%		
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	110 465
				Unspent Conditional Grants	-
				Total Annual Operational Expenditure	23 617 140
		This calculation does not take into account - the large VAT payment which remains outstanding : R1 035 000 - June 2024, or the VAT on proforma invoices for unpaid municipal grants relating to the 2026 financial year			
Current Ratio : 2:1					
Current Assets / Current Liabilities	Statement of Financial Position, Budget, IDP and AR	1.5 - 2:1		2.50	
			Current Assets	12 297 948	
			Current Liabilities	4 923 127	
		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		60 days		
				Trade Creditors	865 235		
				General expenses	5 243 390		
	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. The largest creditor which is over due is the Auditor General.						
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%		154%		41%
				Employee/person nel related cost	7 194 249		7 194 249
				Board Remuneration	652 233		652 233
				Total Operating Expenditure	5 099 639		19 333 479
				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

2.1.6. Cash Flow estimates

Cash Flow : Estimate	Total outstanding for 30 June 2025	Invoiced: 2025/2026	Still to pay:	30.06.2026	31.07.2026
Opening balance				147 505	110 000
Ugu District Municipality - 2024/2025	32 070 032	9 751 742	36 304 914	250 000	
- Ugu Jazz Festival				600 000	
Ray Nkonyeni - 2022/2023	2 000 000				
Ray Nkonyeni - 2025/2026		4 256 472	1 717 976		
Umuziwabantu - 2025/2026		1 696 848	626 848	200 000	
Umdoni Municipality - 2025/2026		2 522 157	572 157		
Umzumbe - Municipality - 2025/2026		2 339 790	1 478 444		
Total Cash Receipts	34 070 032	20 567 009	40 700 339	1 050 000	
Total In Bank				1 197 505	
Expenditure					
Payments :					
Staff Salaries - (Gross salary) - 24 of Month					
- Junior staff				69 228	69 228
- Officers				97 144	97 144
- Officer I2				-	-
- Coordinators:				133 699	133 699
- S57 - Managers				81 184	81 184
- S57 : CEO				106 081	106 081
- Backpay					
Bonuses				202 540	-
- Company costs : Medical/Pension / SDL / UIF				242 903	240 000
Board fees -				80 000	60 000
Audit Committee				25 000	25 000
Creditors - 30 June 2026				-	853 000
Critical Accounts					
- Telkom				-	
- Rental				-	
- Auditor general #1				-	480 000
- Agency					
- Insurance - Monthly -				555	55
Ifafa (Eskom)					4 500
Ifafa (Rates)					1 542
Copy Machines Konica				3 500	3 500
Copy Machines Skillfull					3 000
VAT on AG adjustments - remains pending					
- Vat due on the Ugu 2026 Grant invoiced					1 271 966
- Vat due on the 2026 Grant invoiced - Local Municipalities				9 800	498 687
Operational costs - other				29 500	
Stationary / Cleaning				4 000	2 000
Diamatrix				738	738
Bidtrack				824	824
- Advertisng				-	
Project costs *(KwaXolo)					340 000
Ugu Jazz *					50 000
Other Investment projects ***					1 000 000
*** Indaba					
Total Expenditure		0		1 087 505	5 322 147
Balance bank				110 000	-5 322 147

2.1.7. Tenders:

2.1.7.1. Current tenders advertised:

- i) **SCTIE 04/2026:** Request for proposal of the provision of Office Accommodation for SCTIE for a 12-month period – with the possibility of extending for a further 6 months.
- ii) **SCTIE 05/2026:** Invitation for accredited service providers to be appointed a digital specialist for a digital marketing, website and APP management services for SCTIE for a 36 month period.
 - Non-Compulsory briefing sessions were held on the 7 May 2025, virtually for both tenders.
 - Both tenders closed on the 29 May 2026 at 10h00
 - The BEC has met and made recommendations to the BAC.
 - The BAC will meet on the 10 July 2026 to deliberate the recommendations.

2.1.7.2. Panel appointments confirmed

- iii) **SCTIE 03/2026:** Panel of Consultants responsible for the identification, packaging, and sourcing of funding for skills programme and the implementation of accredited training services for South Coast Tourism & Investment for a period of 36 months

The following services providers were successfully appointed:

- i. Uphiwekonke Holdings
- ii. Nanga Development
- iii. Ubucubu Home Industries
- iv. Manbet Mntambo JV
- v. Sonani Trading and Communication

2.1.7.3. Implementation NSF Award

There has been no further feedback from NSF on the reinstatement of this project.

2.2. 2027 Draft Budget approval

On the 28 May 2026, the draft budget for 2027 was presented in the Ugu District Council meeting held in Ray Nkonyeni Council Chambers, where the CEO, Chairman of the Board and GM: Finance, CS & Admin were present.

At this meeting, the SCTIE budget was approved by Council, along with the revised Strategy, as approved by the Board on the 26 May 2026.

2.3. Human Resources

2.3.1. Permanent Appointments: None

2.3.2. Graduate Appointments: None

2.3.3. Job Grading and Cascading of Performance

The new Individual Performance Agreements will be concluded by 30 June 2026.

2.3.4. Internal Disciplinary processes: Summary

At the last Board meeting, the Board were advised that one CCMA referral had the email address of SCTIE Co-ordinator HR incorrect and the matter was postponed.

On the 13 May 2026, under Mediation, the applicant stated that she required reinstatement. SCTIE responded that the demand of reinstatement would not be considered due to the ongoing misconduct, workplace disruption, final written warning in place and reputational concerns arising from external media engagement by the applicant.

On the 6 July 2026, the applicant arrived at the CCMA with an attorney as representative, for the Arbitration hearing. It was agreed that the appointment of the attorney had not been correctly applied for in terms of CCMA Rule 25. The case was again postponed for the application to be done.

3. Investment Facilitation, Marketing and Attraction

During Quarter 4 of the 2025/2026 financial year, the Investments and Projects Department sustained strong operational performance across investment facilitation, project packaging, OSS service delivery, and investment marketing. The quarter was characterised by the consolidation of the Eastern Seaboard Development (ESD) project pipeline, the completion of a portfolio of strategic studies, and meaningful advancement of several catalytic and cross-cutting projects aligned to district, provincial, and national economic priorities.

Key outputs for the quarter included the production of the Ugu District State of the Economy Q4 Report, the finalisation of five (5) strategic studies, the confirmation of R800 million in investment facilitated through the ESD pipeline (with a wider R21.6 billion package currently positioned for development finance institution consideration), and continued progress on the Service Level Agreement (SLA) projects with the Local Municipalities.

The Department also advanced several cross-cutting strategic projects, maintained active engagement with the Municipal Infrastructure Support Agent (MISA), Infrastructure South Africa (ISA), and sector departments, and continued to support the investment pipeline through ongoing investor coordination and OSS operations. These interventions collectively contributed to strengthening the district's investment conversion potential, improving intergovernmental coordination, and laying the foundation for accelerated delivery in the 2026/2027 financial year.

3.1. Investment Facilitation

Investment facilitation during the quarter focused on the consolidation of the Eastern Seaboard Development pipeline, the deepening of relationships with development finance institutions (DFIs), and the production of credible economic intelligence to inform investor engagement. A defining feature of the quarter was the formalisation of an R21.6 billion project package submitted to DFIs under the MISA-facilitated Eastern Seaboard Development programme

3.1.1. Eastern Seaboard Development (ESD) Investment Facilitation

Working through the Municipal Infrastructure Support Agent (MISA) and the appointed transaction advisor, Lindon Consulting Corporation (Pty) Ltd, the Department continued to coordinate the preparation and packaging of catalytic infrastructure projects across the Eastern Seaboard Region. To date, the following projects have been prepared, and funding requests have been submitted to various DFIs:

Project	District	Investment Value
uMzimkulu Bulk Water Scheme	Harry Gwala	R6.0 billion
Ntabankulu Bulk Water Scheme	Alfred Nzo	R11.0 billion
Margate Airport City	Ugu	R800 million
Port St Johns Waterfront + Small Craft Harbour	OR Tambo	R750 million
Bizana Market Square	Alfred Nzo	R50 million
Grain Handling Facility	Harry Gwala	R45 million
Agro-processing Industrial Park	Alfred Nzo	R970 million
Hybrid (Solar + Wind) Renewable Energy	OR Tambo	R2.0 billion

The Margate Airport City project (R800 million) is the Ugu District Municipality's flagship catalytic intervention in the current ESD pipeline. The confirmation of this pipeline represents a material investment facilitation outcome for the quarter and positions Ugu to access blended finance from DFIs and strategic private sector partners in the period ahead.

3.1.2. Economic Intelligence

A key intelligence deliverable for the quarter was the production of the Ugu District's State of the Economy. The report frames the district economy as stable at the macro level but stagnant at the structural level, and identifies a 64% concentration of employment across government, agriculture, and retail. Key strategic implications highlighted for the investment facilitation agenda include:

- Aggressively pursue investment in manufacturing, agro-processing, tourism services, and the digital economy.
- Reduce the 64% sectoral concentration towards a more diversified tradable-sector base.
- Reverse the decline in agriculture, forestry, and animal production through value-chain investment.
- Build a youth employment pipeline aligned to sectors outside retail.
- Unlock export capacity through anchor products in nuts, sub-tropical fruit, processed wood, and tourism services.
- Capture a disproportionate share of the SONA-aligned national infrastructure pipeline (water, logistics, business support, and grid expansion).

The report's findings directly inform the Department's prioritisation of investment opportunities and the packaging approach for the 2026/2027 financial year.

3.1.3. Completion of Strategic Studies

During the quarter, the Department finalised a portfolio of five (5) strategic studies that were commissioned to support evidence-based planning, sector development, and infrastructure readiness across the district:

- Umuziwabantu LED Strategy: Inception Report and Economic Situational Analysis
- SCTIE Stakeholder Engagement Strategy
- Broadband Connectivity Status Quo Report
- Ugu District Renewable Energy Situational Readiness Assessment

The completion of these studies strengthens the evidence base for investment decision-making, supports the finalisation of the LED Strategy, the Broadband Connectivity Master Plan, and the Renewable Energy Programme, and positions the Department to integrate the findings into the upcoming planning cycle

3.2. Investment Project Packaging

The quarter saw significant progress in project packaging, positioning, and advancement of catalytic, SLA-aligned, and cross-cutting projects. Projects were advanced through feasibility assessments, business planning, funding applications, and active engagement with national-level structures, including Infrastructure South Africa (ISA), the National Department of Public Works, SANRAL, and the KwaZulu-Natal Tourism and Film Authority. Under the existing SLAs with the Local Municipalities, the following projects were advanced:

3.2.1. Small Craft Harbour Development

The National Department of Public Works has completed the feasibility study and the spatial economic development analysis for the harbour. A Project Steering Committee (PSC) has been formally constituted to oversee and coordinate the next phase of the project, with the PSC meeting on a bimonthly basis. The PSC Terms of Reference and the first draft of the stakeholder mapping have been adopted, providing a clear governance and stakeholder-engagement foundation. The project continues to attract substantial interest from investors regarding the construction and operation phases and remains a key anchor for the Eastern Seaboard Development Region.

3.2.2. Margate Airport

Margate Airport has been identified as a catalytic project under the Eastern Seaboard Regional Development. The project was packaged and submitted for funding consideration at Infrastructure South Africa (ISA), and the application has progressed to Bid Window 2 for Project Preparation, confirming national-level recognition of its strategic importance for regional tourism and logistics. Building on this momentum, the project has attracted concrete interest from private investors as well as from the KwaZulu-Natal Department of Economic Development, Tourism and Environmental Affairs (EDTEA). The project team is now embarking on conducting further studies to advance the project into the next phase of preparation and to consolidate investor engagement.

3.2.3. South Coast Film City Precinct

The project is in the planning and conceptual development phase. Work is underway to explore suitable professional teams for design, costing, and environmental impact studies. The project was recently presented to the KwaZulu-Natal Tourism and Film Authority's Tourism & Film Development Committee, where it received endorsement from the Authority. The Authority is currently considering whether budget provisions can be made for the project from the next financial year. In the interim, the developer is implementing short-term activation activities, including training programmes, smaller scale performances, and collaboration with local producers and creative talent.

3.2.4. N2 Road Upgrade and N2 Mnafu Interchange

Progress has been made in advancing the N2 Mnafu Interchange project through project preparation and stakeholder engagements. A funding application has been lodged with Infrastructure South Africa (ISA) to support further project development. In addition, SANRAL has approved the proposed off-ramp associated with the interchange development. To strengthen the project's readiness, Ugu District Municipality has completed several technical studies including a Traffic Impact Assessment (TIA), feasibility study, cartography investigations, and preliminary engineering designs. Engagements with SANRAL have also

resulted in an agreement that the municipality will be reimbursed for qualifying project preparation costs incurred during the planning phase.

3.2.5. Industrial Development Programme (ISA)

The Industrial Development Programme continues to progress through the Infrastructure South Africa funding process. A funding application was submitted to ISA and has successfully advanced to the second bid window. Current efforts are focused on responding to ISA requirements and strengthening the project's readiness for the next stage of evaluation and consideration.

3.2.6. Hibiscus Marine Route

Limited progress has been recorded on the Hibiscus Marine Route project during the reporting period. To date, the concept has been presented to EDTEA and eThekweni Metropolitan Municipality to obtain strategic support and endorsement. Engagements with key stakeholders remain ongoing with the objective of establishing institutional partnerships and identifying opportunities for collaboration that can support the future implementation of the route.

3.2.7. Circular Economy Development and Support

Preliminary engagements have been undertaken with the National Productivity Commission (NPC) and various property and real estate developers regarding the establishment of a construction-focused circular economy programme within the district. The discussions have focused on identifying opportunities for material recovery, recycling, and reuse within the construction sector, while also exploring potential partnerships that can support the development of circular economy initiatives. Further stakeholder engagements and feasibility assessments will be undertaken to determine the most suitable implementation model for the

3.2.8. Historical Route Development

Progress has been made in profiling and packaging rural and hinterland tourism assets across the district as part of the Historical Route Development initiative. The packaged tourism products formed part of the "Great Drives Out" tourism offering, which was officially launched at Africa's Travel Indaba. The initiative seeks to increase the visibility of rural tourism attractions while encouraging visitor movement beyond the traditional coastal tourism market. Further work will focus on product development, stakeholder coordination, and investment attraction to strengthen the identified tourism routes and experiences.

3.2.9. Sports Events and Facilities Development (USLC)

The Ugu Sports and Leisure Centre (USLC) continues to attract interest from strategic sporting institutions seeking to utilise the facility for athlete development and academy programmes. Engagements are currently underway with AmaZulu FC and the KwaZulu-Natal Sharks Academy. The Shark's Academy has expressed interest in utilising the facility as a base for its

Southern KwaZulu-Natal Academy programme, while AmaZulu FC has indicated interest in using the facility for its Women's Team and Youth Development Academy. Should these engagements be successfully concluded, the partnerships have the potential to increase utilisation of the facility, strengthen sports development pathways within the district, and contribute towards sports tourism and associated economic activity.

3.3. One Stop Shop (OSS)

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 4, 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.

3.4. Investment Marketing, Promotion and Facilitation

SCTIE Annual Campaign – ‘Unlock More!’

Investment Themed Annual Campaign: ‘Unlock More Growth’

The KZN South Coast offers vast investment potential across thriving sectors — including tourism, real estate, agribusiness, renewable energy, logistics, manufacturing, the maritime economy, and mining. With affordable land, a year-round subtropical climate, and an exceptional quality of life, the KZN South Coast invites investors to unlock more value, more lifestyle, and more future-forward opportunities.

Q4 Theme – “Unlock More Growth”

- Buy Local
- Opportunities
- One Stop Shop

Hashtags: #unlockmore #unlockmoregrowth

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

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

Objectives:

- 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**.

Q4 Investment Talking Points :

- Catalytic projects

- Tourism sector
- Agriculture value add
- Property development
- Renewable energy/ Green economy
- Maritime/ Marine/ Ocean economy
- Logistics (airport and storage)
- Hinterland sites (KwaXolo Caves/ Umzumbe River Trails)
- Eastern Seaboard Projects
- One Stop Shop
- Buy Local

Marketing Tools:

Advertising for Q4 campaign #unlockmore included:

- Public Relations: seven press releases were issued highlighting ocean economy, agriculture, property development and tourism sector.
- Digital Advertising: digital adverts were posted to SCTIE platforms - Instagram, Meta, X, LinkedIn, and You Tube.
- Q4 Investment Newsletter was issued.
- Trade Shows & Exhibitions
- Investment Brochure was updated with new information.
- Investment Trade and Media Familiarization Trip focusing on property development.

During Q4 SCTIE focused on digital advertising platforms to maximise the exposure to domestic and international audiences.

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 18 March 2026 – 12 June 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' media exposure instances. This quarter, SCTIE generated **95** free media exposure articles.

The Q4 Investment AVE target for brand exposure is R1 500 000. SCTIE generated R2 644 163 of AVE media exposure, please see breakdown below.

AVE: R2 644 163

Print: R1 411 366

Online: R1 190 447

All the media coverage clippings are accessible online in the Newsclip Redbook, please see below link for 18 March 2026 – 12 June 2026 clippings:

<https://www.redbook.co.za/share/book/2b4a1ee2561d47692991b7e4e205cb2c>

3.4.1. Press Releases and Media Articles

Our quarter 4 press releases highlighted the KZN South Coast investment potential on property development, ocean economy and agriculture sectors.

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

PRESS RELEASES – INVESTMENT	EARNED (PR) MEDIA EXPOSURE
Tourism Positioned as a Catalyst for Inclusive Growth on the KZN South Coast – 28 April 2026	Invest KZN South Coast - 21 May 2026
DUT Honours KZN South Coast Tourism CEO for Academic and Leadership Excellence – 05 May 2026	Safari Africa - 18 May 2026 South Coast Herald - 14 May 2026 South Coast Fever - 8 May 2026 Invest KZN South Coast – 05 May 2026
Public-Private Partnerships Fast-Track Investment on the KZN South Coast – 07 May 2026	Invest KZN South Coast – 07 May 2026
KZN South Coast Strengthens Investment Pipeline with Bankable Tourism Projects – 11 May 2026	Invest KZN South Coast – 11 May 2026
Unlocking the KZN South Coast Ocean Economy – 20 May 2026	Invest KZN South Coast – 20 May 2026
KZN South Coast Builds Future-Ready Workforce to Power Tourism Growth – 22 May 2026	The Witness - 25 May 2026 Invest KZN South Coast – 22 May 2026
Unlocking the South Coast's ocean economy	South Coast Fever - 29 May

Great drive out' to focus on rural tourism on KZN South Coast	South Coast Herald - 24 May 2026
Rural focus for 'Great Drive Out'	South Coast Fever - 22 May 2026
SCTIE CEO TV Interview	Main News @ 19:00 - 1 KZN TV 18 May 2026 19:07
Africa's Travel Indaba delivers major boost for KZN tourism and economy	IOL - 19 May 2026
Africa's Travel Indaba delivers major boost for KZN tourism and economy	Business Report - 19 May 2026
Women and youth entrepreneurs shaping the future of tourism on the KZN South Coast	Rising Sun (Overport) - 23 Apr 2026

3.4.2. Investment Trade & Media Fam Trips

ITEM	DESCRIPTION
Event:	Serenity Hills & Bahari Bay Media Fam Trip
Date	11 June 2026

PARTICIPANTS	ORGANISATION & DESIGNATION
Mr Khanyiso Seyisi	Government Communication and Information System (GCIS): Assistant Director
Mr Amon Nhlumayo	Times of Ugu Newspaper: Journalist
Mrs Vanessa Gounden	SCTIE: Marketing Coordinator
Ms Zamaswazi Nkomo	SCTIE: Marketing Officer
Mr Phakamani Mbili	SCTIE: Development Intern
Ms Noxolo Khomo	SCTIE: OSS Administrator/Intern
Mr Ayanda Masengeni	Serenity Hills: Associate Director
Mr Gawie Venter	Bahari Bay: Gawie Venter, Developer
Mr Ntando Lurwengu	Bahari Bay: Head of Sales & Public Relations
Mr Luan van Niekerk	JL van Niekerk Attorneys Incorporated
Ms Vanessa Cook	Bahari Bay: Sales Marketing Manager

BACKGROUND

Real estate on the KZN South Coast holds major potential for keen investors looking for a quality coastal property at unbeatable value for money. This is fast being realised as local and international buyers are investing in several catalytic property developments in the region. We visited the two key lower KZN South Coast's property developments.

PROJECTS VISITED

1. Serenity Hills

The first project we visited was the R800m Serenity Hills eco-estate in Margate. This 120-hectare eco-estate used to be a recreational camp and was converted into property development due to the demand for properties in the area. The planning started in 2019, and all the compliance documents to start with the construction was obtained in 2023. This project was divided into 6 phases. Phase 1 has 69 plots and 57 homes that are complete and has residents that have become a fully established community. There are six remaining free-standing home plots. Buyers can choose from a variety of vacant stands in different sizes, from 400m² to 1200m² with prices starting at R250,000 to R 1,155,000. These remaining sites are suited to those who have been watching Serenity Hills evolve, waiting not for urgency, but for certainty.

When this project started, Serenity Hills had plots and plan option where residents bought houses based on the plan that was provided. This concept was changed last year due to high demand from residents that preferred to design homes that reflect their personal touch. This concept which allows residents to have houses of their choice has resulted to more job opportunities being created to benefit local communities.

Serenity Hills is currently planning for phase 2 which will have over 122 units. This will be a mix of retirement homes, apartments and their famous forest pods. Phase 2 will cater for youth from Durban and Johannesburg.

The estate promotes a slower, more balanced lifestyle one centred around connection to nature, outdoor activity, and family life. Residents are encouraged to engage with the environment through hiking, gardening, riverside experiences and outdoor leisure activities that foster both mental restoration and community interaction. The estate is home to some 250 bird species, and 49 butterfly species.

2. Bahari Bay

The 100-hectare Bahari Bay eco-estate in Shelly Beach consists of plots starting at R470 000 or a plot-and-plan option starts from R2.6 million.

This coastal development represents over R2 billion in long-term property value, offers secure, and nature-integrated living for homeowners and investors. The estate has over 500 stands with 111 plot sales in the current phase.

Bahari Bay residents can enjoy outdoor pursuits including scenic walking trails, hiking trails, and a specially curated mountain biking trail. Additionally, Bahari Bay features seven

picturesque catch-and-release dams and direct private beach access - making it an idyllic retreat for residents seeking tranquillity amidst nature.

SCTIE's STRATEGIC OBJECTIVES:

- To promote these projects to potential investors and unlock their economic investment potential.
- Build partnerships
- Unlock opportunities that stimulate economic activity
- Unlock real commitments and real projects that improve the lives of our people
- Support local businesses that create employment opportunities and improve the quality of life of residents.

KEY OUTCOMES AND INSIGHTS/WAY FORWARD

- Collaborate to drive economic growth, job creation, and poverty alleviation by maximising development and tourism opportunities in the area;
- Provide mutual support to achieve each party's development goals;
- Offer marketing support for two developments through press releases, social media platforms and website;
- Investment technical advisory services; and
- Advice and assist with plans to improve the Margate airport infrastructure projects to accommodate larger aircrafts.

CONCLUSION

As the subtropical climate, natural beauty, and affordable property prices continue to attract investors to the KZN South Coast, estate developments are being constructed to provide secure, holistic living options. SCTIE will continue to engage with the developers of these two gems on the KZN South Coast. We look forward to unlocking further investment in the region.

3.4.3. Investment Trade Shows, Exhibitions & Conferences

Please see Africa's Travel Indaba 2026 and World Tourism Market (WTM) Africa 2026 reports under the tourism trade shows, exhibitions and conferences.

3.4.4. Quarterly Investment Newsletter

One investment focused newsletter was prepared and sent out on 17 June 2026 to SCTIE members and key stakeholders highlighting the SCTIE's marketing developments.

Newsletter stats:

Recipients: 444

Opened: 62

Bounced: 43

Please see screenshot of newsletter below:



South Coast
KZN South Coast

FOR INVESTMENT

WWW.INVESTKZNSOUTHCOAST.CO.ZA

CEO'S WELCOME MESSAGE



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

This quarter has been marked by significant milestones that continue to reinforce the KZN South Coast's position as a destination for investment, tourism growth and economic development.

Among the highlights was the recognition of SCTIE Chief Executive Officer, Dr Vusumuzi Sibiya, by the Durban University of Technology as its Alumnus of the Month for April 2026. The accolade acknowledged his achievements, transformative leadership and contribution to regional economic development. It also underscored the importance of lifelong learning and the role that education plays in equipping leaders with the knowledge and insight needed to drive meaningful change within communities and industries.

Building on this spirit of growth and progress, SCTIE hosted its Strategic Review Session on 17 April 2026 at The Estuary Hotel & Spa. The session brought together a wide range of stakeholders, including representatives from local and district government, industry bodies, state entities and community structures, to reflect on achievements, assess current priorities and collectively shape the way forward.

The engagement demonstrated the strong partnerships that continue to support the region's development agenda. It also reaffirmed a shared commitment to strengthening collaboration, unlocking investment opportunities and driving sustainable tourism growth across the district. Through ongoing cooperation between the public and private sectors, the KZN South Coast is steadily building a resilient and competitive economy that delivers benefits for local communities.

Looking ahead, the region remains well-positioned to attract new investment. A number of catalytic projects are creating exciting opportunities across beachfront developments, adventure tourism nodes and eco-tourism assets, while the SCTIE One Stop Shop continues to provide support and guidance to investors seeking to establish and expand their operations in the district.

As momentum continues to build, SCTIE remains focused on creating an enabling environment that encourages investment, stimulates economic growth and unlocks opportunities for future generations.

Together with our stakeholders, we are shaping a prosperous future for the KZN South Coast.

3.4.5. Branding & Marketing Collateral

During Q4, SCTIE obtained some marketing collateral to maintain a consistent and professional brand presence within the company and enhance employees' morale. The items are used for corporate events, trade shows & exhibitions, events sponsorships, and trade and media familiarization trips gifts, making them a flexible and effective marketing strategy. The expenditure report for Q4 marketing collateral is as follows

NO.	ITEM NAME	SPECIFICATIONS	QUANTITY
1.	Great Drives Out (GDO) T-shirts	White Crew neck T-shirt,	300
2.	Great Drives Out (GDO) Caps	Unisex Dri-Fit Club Metal Peak Caps Black	50
3.	Great Drives Out (GDO) Brochure	Great Drives Out A4 Folded DL Brochure	200
4.	Cricket Hat - Navy	Cricket Hat - Navy South Coast Logo embroidered	100
5.	Drawstring Bags	Symphony Drawstring Bag - Navy Branding: 4 colour South Coast official boxed Logo - print	500

3.4.6. Meetings, Incentives, Conferences and Events (MICE)

Supporting events is a key component of growing tourism, enhancing destination awareness and contributing to local economic development. Events draw visitors to the region, elevate the profile of the destination and create valuable economic opportunities for local businesses and communities. By strategically supporting events, SCTIE promotes the diverse experiences available on the KZN South Coast, drives visitor demand and fosters strong partnerships with industry stakeholders.

These are the following events that SCTIE offered marketing support to during the quarter:

Name of Event	Date of Event	Type of Event	Venue	SCTIE Support
Ugu Jazz Festival	25 - 27 June 2026	Jazz	Ugu Sports and Leisure Centre	Marketing support through all SCTIE'S digital platforms. Accommodation Specials

Umzumbe Maskandi Festival	16 June 2026	Cultural Music Event	Esibanini Sports Ground	Digital Marketing support through SCTIE's owned platforms
South Coast Children's Festival	06 June 2026	Kiddies Festival of various entertainment	Marlin Hotel Scottburgh	Digital Marketing support through SCTIE's owned platforms
2026 North Side Wine Festival	30 May 2026	Wine Tasting	Jaxx Restaurant Umtentweni	Digital Marketing support through SCTIE's owned platforms
Dino Park Kids Market Day	30 May 2026	Kiddies Activities at Dino Park	Dino Park	Digital Marketing support through SCTIE's owned platforms
Dezzi Raceway Street to Strip Night Drag	30 May 2026	Drag Racing Event	Dezzi Raceway, Oslo Beach	Digital Marketing support through SCTIE's owned platforms
Leatherback Rum Surfski Challenge	03 May 2026	Surfing Event	Scottburgh Main Beach	Digital Marketing support through SCTIE's owned platforms
South Coast Plant & Garden Fair	30 May 2026	Garden Fair	St John's Lutheran Church, Shelly Beach	Digital Marketing support through SCTIE's owned platforms

Now in its second of three years, the Ugu Jazz Festival was the only event with received funding from the entity, this brought about through a SCM process undertaken by the Parent Municipality.

The 2026 Ugu Jazz Festival from June 25 to 27 at Ugu Sports & Leisure Centre was organised by Mr Siyabonga Msomi from Coolsounds Trading. This was attended by Ugu District Municipality Mayor, Cllr Sikhumbuzo Mqadi and KwaZulu-Natal MEC for Sport, Arts and Culture Hon. Mntomuhle Khawula, Ray Nkonyeni Municipality Mayor, Cllr PZ Mzindle, Ugu District Municipality Municipal Manager, Mr Vela Mazibuko, SCTIE Board members, SCTIE CEO, and SCTIE Staff.

The programme began on June 25 with the exclusive Offramp Experience Gala Dinner and Comedy Experience, featuring live music, comedy and networking opportunities. Guests were entertained by musicians such as Ntokozo Ngongoma, Mondli Ngcobo and Zawadi Yamungu, alongside comedians Simphiwe Shembe, Simunye Churchboy, Mondli Mzizi and Nonto R.

On June 26, the "Worship Experience" was headlined by gospel artists - including Mpumi Mtsweni, Pastor Benjamin Dube, Ntokozo Mkhize which were joined by prominent pastors and faith leaders.

The festival concluded on 27 June with the flagship jazz showcase, hosted inside a transparent dome marquee. Audiences were treated to performances by Don Laka, Siphokazi Maraqana, Ernie Smith, Fanie Dick, Naledi Aphiwe, Mngobi Yazo, Mawelele, Danya, Bongani Nkwanyana and DJ Muntu Jikeleza.

The programme also featured local talent, including Olefied Khetha, DJ 101, Tender Mavundla and DJ Mshediz, among others.

Tickets were sold at Spar, Pick n Pay, Boxer and Ticketpro from R250 for the Gala Dinner and Comedy Experience, from R200 for the Worship Experience, and from R250 for the Ugu Jazz Festival.

3.4.7. Investment Digital Platforms: Website & Social Media

3.4.7.1. Investment Website

www.investkznsouthcoast.co.za

1. Digital Asset Management

1.1 Website Content Governance

- Website content is regularly reviewed to ensure information remains accurate, relevant, and aligned with organisational objectives. Routine content updates and maintenance activities were undertaken during the reporting period to support content quality and user experience.
- Digital media assets, including images, documents, and promotional materials, were actively managed to maintain consistency with branding and communication standards. Ongoing content lifecycle management practices were applied to identify, update, or archive outdated information, ensuring the continued reliability and professionalism of the websites.

1.2 Brand and Digital Presence Management

- Website content and digital assets continue to align with investment promotion, economic development, and stakeholder engagement objectives.
- Content quality and consistency are maintained through ongoing review and management of published information and digital resources.
- The website maintains visibility across investment, property, business, and regional development-related search topics.
- Administrative access to website resources is managed through controlled user permissions and established governance practices.

1.3 Analytics and Activity Monitoring

1.3.1 Website Traffic Performance

Google Search Performance (Last 28 Days: May - June)

Metric	Value
Total Clicks	205
Total Impressions	28,470
Average CTR	0.72%
Average Position	~10.0

1.3.2 Key audience distribution:

Country	Clicks
South Africa	183
France	3
Germany	2
Netherlands	2
Zimbabwe	2

1.3.3 Device usage:

Device	Clicks
Mobile	141
Desktop	62
Tablet	2

1.3.4 Observations:

- South Africa remains the primary audience, accounting for approximately 89% of organic search traffic.
- Mobile devices generated the majority of website visits, reinforcing the importance of mobile-first optimisation.
- Search visibility remains strongest for investment, property, agriculture, and regional economic development content.

1.4 User Behaviour Analysis

1.4.1 Top-performing pages:

- Macadamia Nut Farming in South Africa
- Investment Boom for KZN South Coast with Plans for Port Shepstone Harbour
- Best Places to Retire in KZN South Coast
- Building vs Buying a House in South Africa
- Homepage

1.4.2 Top-performing search terms:

Query	Clicks
port shepstone harbour	3
macadamia nut farm	1
macadamia nuts farming	1

1.4.3 Observations:

- Agriculture and agribusiness-related content generated the highest levels of user engagement.
- Property investment and retirement-focused articles continue to attract organic search traffic.
- Investment and economic development content remains a key driver of website visibility and audience engagement.

1.5 Administrative Activity Log

Content Management Activities

- Routine content reviews and updates undertaken to ensure information accuracy and relevance.
- Investment, property, and regional development content monitored and maintained as part of ongoing website governance activities.
- Media assets and published content reviewed to support content quality and user experience.

Software, Plugin and Platform Updates

- Routine WordPress core, theme, and plugin maintenance activities were undertaken as required.
- Ongoing platform maintenance supports website stability, security, and operational reliability.

Vulnerability Management Activities

- Routine platform maintenance and update reviews conducted to reduce exposure to known vulnerabilities.
- Security best practices continue to be applied through regular monitoring and maintenance activities.

Challenges and Risk Assessment

Operational Challenges

- Ongoing requirement for content maintenance and tourism information accuracy.
- Increasing demand for mobile optimisation due to predominantly mobile visitor traffic.

Recommendations and Forward Actions

- Implement uptime monitoring and reporting.
- Enable enhanced Google Analytics 4 reporting through Site Kit.
- Review DNSSEC implementation feasibility.

- Conduct quarterly content audits.
- Establish formal backup verification procedures.
- Implement administrative activity logging within WordPress.

3.4.7.2. Social Media Performance and Update

We have intensified our focus on showcasing successful local businesses across various sectors and highlight existing investment opportunities on the KZN South Coast. This refined content strategy has strengthened our brand awareness efforts and enhanced our ability to attract potential local and, and global investors as part of our digital marketing efforts. Our social media campaign included the following posts:

SECTOR	PROJECT	CAPTION	PLATFORMS
Agriculture, Manufacturing, Property, Ocean Economy & Logistics	5 Reasons to Invest in KZN South Coast	From manufacturing and property to the ocean economy, agriculture, and tourism development—our region is bursting with investment opportunities. Discover the 5 top reasons to invest now and unlock unmatched potential. With strategic locations, a skilled workforce, and supportive infrastructure, the KZN South Coast is primed for growth. Don't miss your chance to be part of this thriving region. Get in touch to explore more! #InvestKZNSouthCoast #InvestmentOpportunities #unlockmore#unlockmoregrowth#KZNSouthCoast	Facebook, Instagram, Twitter, LinkedIn & YouTube
Agriculture	Oyster Mushrooms	From thriving macadamia farms and timber milling to oyster mushrooms, coffee, bananas, and fresh produce—the KZN South Coast is ripe with opportunity. With rich soil, a booming agro-processing sector, and global demand soaring, there's never been a better time to plant the seeds of success. Invest now and grow with us!	Facebook, Instagram, Twitter, LinkedIn & YouTube
Property Development	Injabulo Lifestyle Estate	Injabulo Lifestyle Estate is one of the many developments offering secure, quality estate living within this in-demand real estate destination.	Facebook, Instagram, Twitter, LinkedIn & YouTube
Property Development	Umdoni Property Development.	This coastal gem is the ideal retirement property investment... Umdoni Point Coastal Forest Estate in Pennington. Located on Umdoni Point on a prime piece of coastal land, this over 50's estate	Facebook, Instagram, Twitter, LinkedIn & YouTube

		extends 150 hectares from the ocean inland across the forest and grasslands, with spectacular sea views and access to Pennington Beach. * Secure coastal estate for retirees * Starting price of only R2.3m * 2-, 3-, and 4-bedroom homes * 70% conservancy land * Great on-site amenities Find out more about these and uncover further investment opportunities on the KZN South Coast at www.investkznsouthcoast.co.za.	
Tourism Sector	Umzumbe River Trail & KwaXolo Caves	The lush hinterland of the KZN South Coast, with its natural splendour and cultural gems, holds significant investment potential. Rural tourism meets the growing trend of authentic local experiences for foreign guests, while creating employment and a sustainable local economy.	Facebook, Instagram, Twitter, LinkedIn & YouTube
Ugu District One Stop Shop	Unlocking Growth on KZN South Coast Services offered by OSS	The One Stop Shop has what you need! The Ugu District One Stop Shop is an investor-friendly presidential initiative that provides investors with services to fast-track projects and reduce red tape when establishing and running a business. The services include: . Company Registrations: Streamlined registration process through the Companies and Intellectual Property Commission (CIPC), making it easier for businesses to formalise operations. . Environmental Impact Assessment (EIA) Applications: Guidance through the Department of Economic Development, Tourism and Environmental Affairs (EDTEA) and the Department of Trade and Industry (the DTIC) for businesses needing to comply with environmental regulations. . Tourism Grading: Support for obtaining tourism grading through the Tourism Grading Council of South Africa, enhancing business visibility and credibility in the tourism sector. . Food Safety & Security (FSSA): Assistance with compliance and certifications through the Food Safety Agency, ensuring adherence to health and safety regulations in the food industry.	Facebook, Instagram, Twitter, LinkedIn & YouTube

		. Funding Assistance: Facilitation of access to financial support and business development funding through various funding institutions. To find out more about these and more investment opportunities, get in touch with SCTIE, the KZN South Coast's One-Stop Shop for investment. Contact SCTIE on 039 682 7944, email oss@sctie.co.za or visit www.investkznsouthcoast.co.za.	
Buy Local Initiative	Encourage eligible products to become members	This initiative encourages communities and stakeholders to support local businesses, encourage job creation, and thereby grow existing investments.	Facebook, Instagram, Twitter, LinkedIn & YouTube
Tourism Sector	KwaXolo Caves Development Phase 2	The current KwaXolo Caves Adventures expansion exemplifies a forward-thinking, community-centered model of rural development. By investing in KwaXolo, stakeholders can be part of a landmark project that promotes heritage preservation, socio-economic upliftment, and sustainable tourism. The construction includes a multi-purpose building that will incorporate a restaurant, coffee shop, visitor ablutions, and storage areas. The site remains open to visitors during the construction. #economicgrowth #investkznsouthcoast #kznsouthcoast #unlockmoregrowth	
Buy Local Initiative	Buy Local Initiative	Support Local. Thrive Local Local businesses are the heart of our community—and they need your support! By choosing homegrown products and services, you're not just making a purchase; you're investing in local jobs, families, and the future of the KZN South Coast.	Facebook, Instagram, Twitter, LinkedIn & YouTube
Property Development	Umdoni Property Development.	Designed for comfort, privacy, and security, these homes offer more than just a place to live. They offer a lifestyle surrounded by nature, premium amenities, and a growing community in the heart of Pennington. From sport and wellness facilities to dining experiences and sustainable living features, everything you need is right here. Starting from R2.9 million. Book a tour to experience the estate for yourself.	Facebook, Instagram, Twitter, LinkedIn & YouTube

		For enquiries & tour bookings: +27 71 459 1878 +27 64 476 8022 info@umdonipoint.co.za Visit our website: umdonipoint.co.za #propertydevelopment #investment #investkznsouthcoast #umdonipoint #kznsouthcoast	
Ugu District One Stop Shop	Unlocking Growth on KZN South Coast	The Ugu District One Stop Shop achieves its goals through strong collaborations. We have formed partnerships with government departments and entities with the insight and mandate to improve the ease of doing business with existing and new investors in Ugu District. This is possible through programmes and initiatives that will reduce red tape. Business support services assist with: • Funding applications • Visa applications • Tourism grading • EIA applications • CIPC eServices • Food safety • Investment facilitation and aftercare ...and more, all under one roof!	Facebook, Instagram, Twitter, LinkedIn & YouTube
Property Development	Bahari Bay	"Your weekends just found a new destination. Bahari Bay is open on weekends — come explore."	Facebook, Instagram, Twitter, LinkedIn & YouTube

4. Tourism Marketing, Promotion and Facilitation

4.1. Tourism Facilitation

4.1.1. Research: 2026 Easter Holiday Research results

The Easter 2026 season delivered strong results for the KwaZulu-Natal South Coast tourism sector, with nearly 50% of accommodation establishments achieving occupancy levels between 76% and 100%. Most tourism businesses reported performance that was either on par with or better than Easter 2025. Beach and ocean experiences remained the top visitor

attraction, contributing positively to the local economy and reinforcing the destination's popularity.

The primary objective of the survey was to obtain a clearer understanding of destination occupancy levels, visitor flows and overall travel activity experienced during the Easter season, which remains one of the region's most significant tourism periods.

The information gathered is intended to support evidence-based decision-making and to strengthen collaboration among tourism stakeholders in order to drive continued growth and resilience within the local tourism economy.



Introduction

South Coast Tourism & Investment Enterprise (SCTIE) conducted a post-Easter holiday survey to evaluate tourism performance across the KwaZulu-Natal South Coast following the recent peak holiday period. The primary objective of the survey was to obtain a clearer understanding of destination occupancy levels, visitor flows and overall travel activity experienced during the Easter season, which remains one of the region's most significant tourism periods.

The survey further sought to identify key visitor markets, including both domestic and international travellers, and to examine prevailing booking behaviours, travel preferences and length of stay patterns. In addition, the study aimed to capture insights from tourism stakeholders regarding trading conditions, demand fluctuations and operational experiences during the holiday period.

The findings presented in this report will assist SCTIE and its partners in assessing the overall performance of the destination, benchmarking seasonal trends, and identifying areas of strength as well as opportunities for improvement. These insights will also play a critical role in informing future marketing strategies, product development initiatives and targeted interventions aimed at enhancing the competitiveness and sustainability of the KwaZulu-Natal South Coast as a preferred tourism destination.

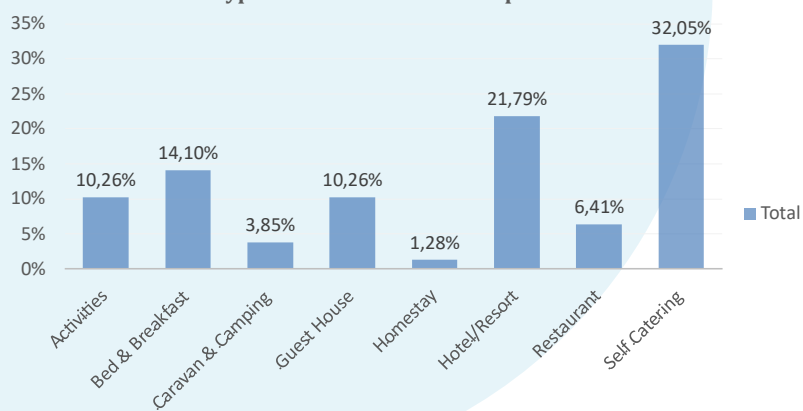
The information gathered is intended to support evidence-based decision-making and to strengthen collaboration among tourism stakeholders in order to drive continued growth and resilience within the local tourism economy.





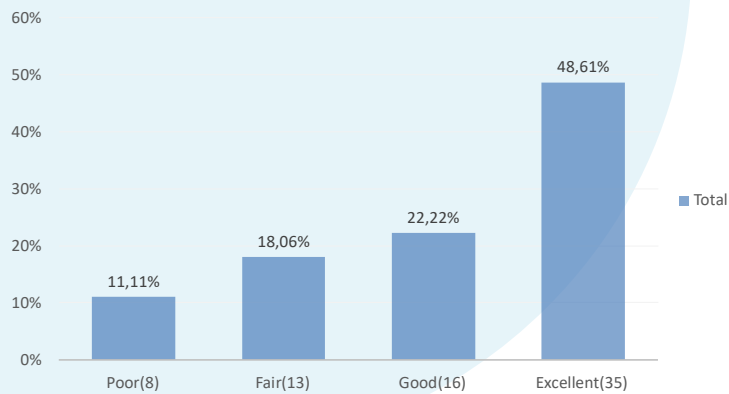
1. Responses

Types of Establishments Responded



2. Occupancy for Accommodation Facilities

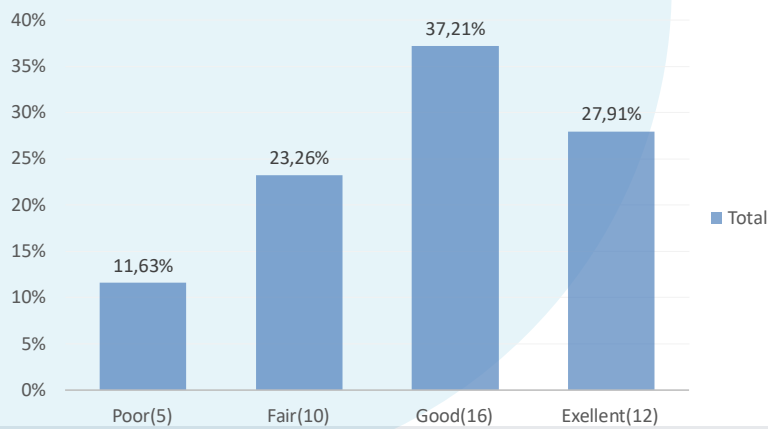
Average occupancy rate (%) over the Easter period





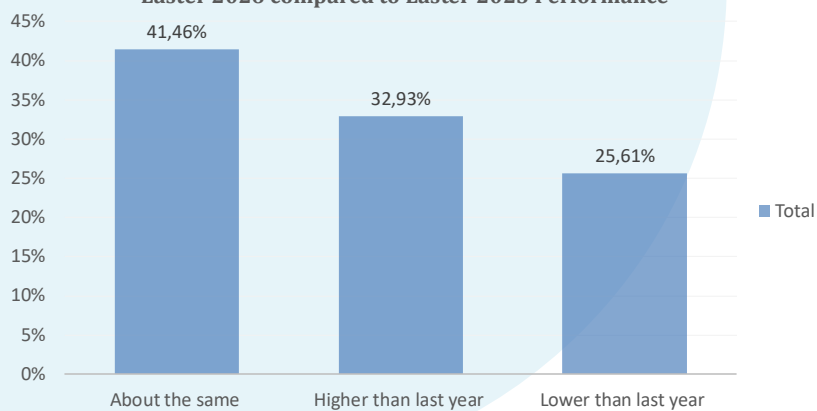
3. Occupancy for Restaurants & Activities

Daily footprint during the Easter period



4. Year-on-year comparison

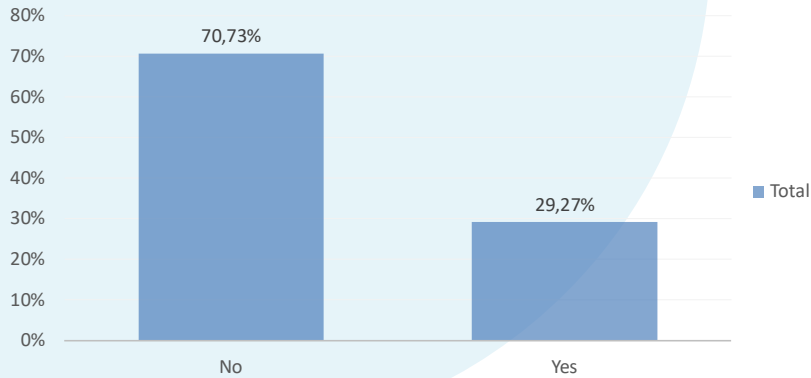
Easter 2026 compared to Easter 2025 Performance





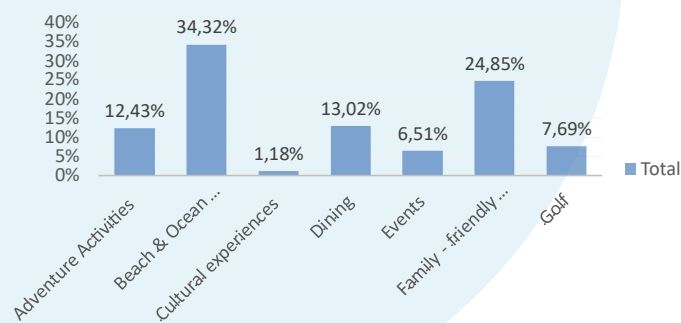
5. Year-on-year comparison

Increase in day visits
compared to last year



6. Visitor Interests

Main Attractions



7. Challenges

	Challenges	Responses	Total
1.	Water Supply Issues	Water issues; water outages; municipal water supply problems; no water; water and electricity supply problems.	20
2.	Electricity / Power Outages	Electricity issues; electricity outages; Eskom outages; unplanned power outages; cable theft affecting power supply.	13
3.	Road Infrastructure & Access	Road conditions; R61 incomplete; poor road conditions; potholes; road markings/signage; access problems; R102 disaster; bad infrastructure affecting visitors.	10
4.	Fuel / Petrol Costs	High fuel prices; fuel increase; petrol prices; increased travel costs reducing visitor numbers.	08
5.	uMzimkhulu Bridge Closure / Access Issues	uMzimkhulu bridge closure; bridge to Port Shepstone; bridge disaster; access disruptions caused by bridge closure.	06
6.	General Infrastructure Failures	Poor infrastructure on the South Coast; uncut verges; municipal damage not repaired; infrastructure negatively affecting tourism.	04



8. Challenges Continued

	Challenge Category	Responses	Total
7.	Low Bookings / Visitor Numbers	Too quiet; cancellations; last-minute bookings; insufficient occupancy; visitors choosing other destinations.	05
8.	Government / Municipal Performance	Government corruption; non-performance of tourism department; red tape; local government issues.	04
9.	No Challenges Reported	Did not experience challenges.	04
10.	Safety / Security Concerns	Public drinking and indecency; abandoned building posing security risk.	02
11.	Economic Conditions	Economy; broader economic challenges.	01
12.	Seasonality / Timing Factors	Easter holiday timing affecting comparison with previous years.	01
13.	Capacity Constraints	Demand exceeded available accommodation space	01



4.1.2. SMME Development and Support

4.1.2.1. Africa's Travel Indaba Participation

South Coast Tourism and Investment Enterprise (SCTIE) participated in the 2026 Africa's Travel Indaba which took place at the Durban International Convention Centre (Durban ICC) from 12 to 14 May 2026. The trade show attracted approximately 9 810 visitors, including more than 1 200 exhibitors from 22 African countries and 1 000 buyers representing 44 countries.

This year's theme was "Unlimited Africa: Growing Africa through the Tourism Economy," This strategic platform reinforced the critical importance of stronger participation from across the African continent to fully unlock Africa's tourism potential. The trade show exists to provide the ideal platform for African tourism exhibitors to showcase their offerings to international and local buyers, destination marketing companies and leisure tourism services partners. It is the most formidable platform on the continent to meet face-to-face with the most influential buyers in the world, and to gain access to Africa's excellence and its endless possibilities. These are the business opportunities and quality connections that will shape Africa's tomorrow.

a) Sponsorship from KwaZulu-Natal Tourism and Film Authority

SCTIE applied for the Africa's Travel Indaba exhibition space for local SMMEs to exhibit under KZN Tourism and Film Authority (KZN TAFA) stand. The primary goal was to promote the KZN South Coast Great Drives Out Route and for SMMEs to connect with tour operators, create packages and learn more about the industry.

KZN TAFA granted the space which was later turned into a destination usage since we did not have our own separate stand due to financial challenges. Two SCTIE personnel manned the stand (exhibition desk) with the main focus on the great drives out route while promoting the destination at large. The stand was placed along with other KZN Routes that were also exhibiting under the same support. Our stand consisted of a desk, two chairs for exhibitors, two chairs for visitors and a storage area. We showcased the destination using the newly designed Great Drives Out brochure, Southern Explorer Route Guide, individual SMME brochures and online platforms.

b) Sponsorship from KZN EDTEA

In order for the SMMEs to physically participate in the Africa's Travel Indaba, SCTIE requested another sponsorship from EDTEA to provide 10 entry badges. SMMEs got the opportunity to participate in some of the pre-scheduled SCTIE's meetings which were confirmed through Indaba Online Diary, weeks before the show. Furthermore, the SMMEs were allowed to display their brochures on the SCTIE stand.

Africa's Travel Indaba gave our local SMMEs a vital platform to showcase authentic local offerings to global buyers. The show connects small businesses with international markets, paving the way for lucrative bookings, partnerships, and investments without the massive costs typically required for global marketing.

c) Sponsorship from SCTIE

SCTIE supported the SMMEs by offering lunch and free daily transport from Port Shepstone.

Local SMMEs that participated in the 2026 Africa's Travel Indaba were as follows:

- 3 Tourists Guides - Ugu District
- Sunny Rock Self Catering - Ray Nkonyeni
- Ntelezi Msani Heritage Centre - Umzumbe
- KwaXolo Caves Adventures - Ray Nkonyeni
- Collection Cab - Tour Operator - Ray Nkonyeni
- Ohlwini Garden Lodge – Emalangeni Experience - Umdoni
- Dazela Guest House - Umzumbe

The opportunity was also given to other SMMEs such as KwaNzimakwe and Umuziwabantu tourism operators, however they were not available to attend due to other commitments.



4.1.2.2. Support to Umuziwabantu SMMEs

SCTIE provides continuous training and growth assistance to SMMEs. By adopting a measured, phased approach, SCTIE ensures that rural homestays are fully prepared for guests before integrating into global booking platforms.

Following the previous training for Nyandezulu Homestays, SCTIE trained two more homestay hosts in Umuziwabantu on 15 June 2026. This gradual rollout strategy stems from key lessons learned from Nyandezulu, where hosts were quickly overwhelmed by a massive surge in inquiries and confirmed reservations from online platforms, forcing them to block out most of their December bookings.

To prevent burnout and ensure excellent service delivery, SCTIE facilitated the Umuziwabantu training focusing on Housekeeping and Customer service. Hosts will only be registered on online marketing platforms in the new financial year, once SCTIE has confirmed they are fully ready. To prepare for the Summer Holidays, the host will be introduced to the online marketing platforms and advised taking few bookings at a time and that will make them ready for the peak season.

4.1.2.3. SMME Funding Opportunities

a) Approved funding for Sunny Rock Self-Catering

SCTIE assisted Sunny Rock Self Catering in South broom to apply for sponsorship in the Tourism Products and Experiences Enhancement Programme which is a funding from KZN TAFA. Sunny Rock secured a grant funding of R99 950,00 to renovate its exterior walls. Following a quotation and supplier selection process, an Enterprise Development Tri-Partite Agreement was signed on 19 March 2026 by KZN TAFA, Sunny Rock, and the appointed service provider. The funding will be paid directly to the supplier, with renovations commencing soon.

Sunny Rock Self-Catering is a 100% black woman-owned establishment, featuring 4 units that sleep up to 21 guests.



Sunny Rock Self Catering before renovations



b) Approved Funding for NPS Adventures

The development of SMMEs in the Great Drives Out strengthens the route and creates more jobs for locals. Therefore, SCTIE continuously encourages SMMEs to apply for the available funding opportunities. Through SCTIE initiative, the NPS adventures from KwaQwabe, rural area under iNkosi Gumede in Umzumbe, successfully received funding from the Department of Small Business Development (DSBD) under the Business Infrastructure Support Programme (BISP) which is the Asset Assist Funding Program for the 2025/2026 financial year. BISP aims to support SMMEs with Business enabling machinery, equipment, tools, technology, energy support and Infrastructure (newly built or refurbished) while enabling market access.

NPS Adventures was approved for the acquisition of 15 canvas camping tents and 2 quad bikes to the amount of R250 000.00. This valuable injection will directly drive the next major phase of the business' growth which is the development of a fully equipped campsite. The two new quad bikes will perfectly complement the existing four bikes that keep the business running.

This expansion directly enhances the tourism footprint of the Umzumbe River Trail, specifically along Day 5 of the route, which runs from KwaNdelu to KwaQwabe and part of KwaMadlala. With the new camping facilities, hikers trekking the trail now have a flexible accommodation option, as they can choose to book either a local homestay or a camping experience. Furthermore, NPS Adventures has hosted a number of guests from outside the KZN South Coast, including international visitors.



c) Other funding opportunities

SCTIE disseminated the following funding opportunities to SMMEs and encouraged them to apply.

1. **Mandarin Language and Night Sky Training Programme:** The National Department of Tourism opened the call for South African Tourist Guides to enter the Mandarin Language and Astro- Tourism/ Night Sky training programmes. These are international markets opportunities that are in line with tourist guiding services. The programme is aimed at providing Tourist Guides with Mandarin Language literacy to enhance visitor experiences and to better serve the needs of the Chinese market. Additionally, to capacitate them with essential knowledge and practical skills required to provide diverse tourism offerings. The programme was open to all registered Tourist Guides who are employed and those that work as freelancers. Successful candidates will attend the online training for a period of 5 weeks on Monday to Friday basis for Mandarin skills and up to 3 months for Night Sky skills.
2. **Presidential Employment Stimulus programme:** The National Department of Sport, Arts and Culture introduced the Presidential Employment Stimulus programme for eligible enterprises and organisations to apply. This is an annual programme aligned with the department's initiatives to create job opportunities and promote economic activities within communities through arts and cultural projects.
3. **Township and Rural Entrepreneurship Programme:** SEDFA introduced the Township and Entrepreneurship Programme (TREP) for eligible SMMEs to apply. The

funding was aimed at supporting the existence and continuity of emerging enterprises such as Clothing & Textile, Bakeries & Confectionaries, Shisanyama, Restaurants, Automotive, Personal Care and Artisans. The programme is a combination of a 50% grant and 50% loan for qualifying businesses, which is expected to be payable on monthly basis.

4. **Enterprise and Supplier Development Support Programme:** Transnet in partnership with 22 on Sloane organization, introduced the Enterprise and Supplier Development support programme for eligible SMMEs to apply. The programme was aimed at supporting emerging enterprises and suppliers through various categories. The support was directed to grow business and boost chances of jobs creation opportunities in Maritime Development, Cleaning, Construction, Supplier Quality Management, Spill Cleaning and Environment Services, Export Development and Plumbing.

4.1.3. Support to Crafters

Following the craft skills audit that was held at Crocworld Conservation Centre on 31 October 2025 by SCTIE in collaboration with Croc World, the programme continued to support local crafters by granting a craft exhibition space for 3 crafters during the busy Easter period from 03 to 06 April 2026. The space was offered by Croc World free of charge as a way of giving back to the community while other exhibitors paid R250.00 a day. The approach aligns with both SCTIE and Croc World mandate to empower local, rural, and previously disadvantaged communities.

4.1.4. Youth Development

SCTIE, in partnership with national, provincial, and local stakeholders, is monitoring youth programmes taking place on the KZN South Coast. These programmes equip local youth with practical skills to integrate into the regional tourism economy. The following youth programmes are currently underway:

Youth Programmes				
	Programme	Number of participants	Programme Duration	Comments
1	National Skills Fund: Work Integrated Learning (WIL) programme for University Graduates	31	August 2024 – August 2026 (2 years)	▪ Funded by the National Skills Fund, Implemented by Tourism World Academy in partnership with SCTIE. ▪ The programme started with 35 graduates. Four of them dropped out due to finding greener pastures, therefore 31 graduates are continuing with the programme. ▪ Stipend: R 6000.00 per graduate per month

2	Tourism Graduate Development Programme	6	September 2026 to September 2028 (2 years)	▪ EDTEA's programme in partnership with SCTIE. ▪ Interviews took place on 27 and 28 May 2026, held at Port Shepstone Library ▪ We are now in a process of signing the Service Level Agreement (SLA) with EDTEA ▪ Monthly Stipend - Inservice: R6312.25 per person ▪ Monthly Stipend - Interns: 7860.25 per person
3	Tourism Monitors Programme	15	December 2025 – June 2027	▪ Tourism World Academy has been appointed by NDT to implement the Tourism Monitors Programme in the KZN south Coast for a period of 12 months which entails 3 months of theory training and 9 months placements at local tourism sites/Establishments. ▪ Over the last seven months since December 2025, NDT recruited and implemented online training for tourism monitors in various nodes ▪ At the end of training, learners will obtain National Certificates in General Security Practices (SAQA ID : 58577 NQF Level 3) ▪ Tourism Monitors applied via SA Youth.mobi. ▪ Stipend per learner: R 4 600.00 per month.
4	Learn and Earn Youth Placement Programme	12	12 Months July 2026 – July 2027	▪ NDT in collaboration with YES 4 YOUTH is implementing the Learn and Earn Youth Placement Programme (LEYPP) across the country. ▪ The programme is a 12-month Work Integrated Learning (WIL) initiative aimed at providing unemployed youth, particularly Tourism and Hospitality Management students from TVET Colleges, with quality workplace experience within the tourism industry to enable them to complete their qualifications. ▪ The programme is being implemented for the first time, and KwaZulu-Natal is among the provinces where it will be rolled out during the 2026/27 financial year. The Department of Tourism has already published an advertisement, and interested candidates have submitted applications in line with the requirements of the programme. A total of 132 candidates from various

				TVET Colleges across the province responded by submitting their applications with representations from all districts in the province. Twelve applicants have been confirmed for Ugu District. ▪ Stipend: To be confirmed.
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4.1.5. Product Development

4.1.5.1. KZN South Coast Great Drives Out



Great Drives Out Route takes visitors beyond the well-trodden tourist paths, offering a glimpse into the untamed beauty and welcoming spirit of our region's hinterland. This initiative is designed to encourage responsible and authentic heritage explorations in scenic environments, fostering meaningful connections between diverse communities. The route is incredibly scenic, covering hills, forests and rivers. Key places of interest in the Great Grives Out Route include:

1. Agri Tourism
2. Emalangen Experience
3. Gamalakhe Township Experience
4. Isivivane seNkosi uShaka
5. KwaNdwane Experience – Madakane Adventure
6. KwaNdwane Experience – Nyandezulu Experience
7. KwaNzimakwe Cultural Experience
8. KwaNzimakwe Multi Trails including 4x4 trail

9. KwaXolo Caves Adventures
10. Ntelezi Msani Heritage Centre
11. Oribi Gorge
12. Religious Tourism
13. Umzumbe River Trail
14. Weza Hiking Trail

Craft shops, homestays and traditional restaurants are also included on the routes. More places of interest will be featured in the Great Drives Out in the new financial year, following site visits by SCTIE. Itshe LikaMaria in Umzumbe is among the natural attractions to be included.

To give more exposure on the Great Drives Out Route, SCTIE designed a Great Drives Out Logo and brochure for the Africa's Travel Indaba and beyond, with the aim to attract visitors and spread the geographical tourist footprint. The logo features our hinterland experience which boasts Culture, Nature, Heritage and Adventure. This draws from the existing and operational specialised hinterland routes and prime attractions.

4.1.5.2. Best Tourism Villages by UN Tourism 2026

The World Tourism Organization (UN Tourism) invited Member States to submit applications for the Best Tourism Villages 2026 edition, through their National Tourism Administrations before 09 June 2026. SCTIE grabbed the opportunity and sent the application showcasing Port Edward including KwaNzimakwe. The applications were not directly open for individuals, but they had to be presented via a Member State, therefore all applications from South Africa had to be submitted to the National Department of Tourism as a UN Member State. Each Member State was allowed to only submit a maximum of eight applications, and our application was among the selected ones to go through to UN Tourism.

As a leading international organisation in the field, UN Tourism drives global economic growth, inclusive development, and environmental sustainability. Additionally, it provides leadership to the sector by advancing global policies and knowledge. With the vision of making tourism a positive force for transformation, rural development and community wellbeing, the Best Tourism Villages initiative, part of the Tourism for Rural Development Programme by UN Tourism, seeks to advance the role of tourism in valuing and safeguarding rural villages along with their associated landscapes, knowledge systems, biological and cultural diversity, local values and activities.

The Best Tourism Villages by UN Tourism aims to recognize those villages with cultural and natural assets, that preserve and promote community-based values, are committed to sustainability and to make tourism a driver of positive transformation, rural development and community well-being. Applications will be evaluated by an external Advisory Board of global experts, based on criteria covering the following nine areas of evaluation:

1. Cultural and Natural Resources
2. Promotion and Conservation of Cultural Resources
3. Economic Sustainability
4. Social Sustainability
5. Environmental Sustainability
6. Tourism Development and Value Chain Integration
7. Governance and Prioritization of Tourism
8. Infrastructure and Connectivity
9. Health, Safety and Security

Although we applied in 2025, we only managed to pass the national selection. Unfortunately, none of the African countries were successful in the final selection by UN Tourism. The final decision on whether evaluated applications are recognized as Best Tourism Villages or included in the Upgrade Programme lies with the UN Tourism Secretary-General, following the evaluation by the Advisory Board.

The Villages recognized as Best Tourism Villages by UN Tourism will receive a diploma and a trophy as recognition.

- The Best Tourism Villages by UN Tourism will be allowed to use the initiative logo and communicate the recognition in all its communication materials and activities in line with the Guidelines on the conditions of use of the logo.
- The Best Tourism Villages by UN Tourism will become members of the Best Tourism Villages Network.
- Villages recognized as Best Tourism Villages by UN Tourism will benefit from the visibility and international recognition as an outstanding example of a destination that promotes and conserves its associated landscapes, knowledge systems, biological and cultural diversity, local values and activities (agriculture, forestry, livestock, fisheries), including their gastronomy and has a clear commitment to sustainability in all its aspects – economic, social and environmental with the fundamental aim of making tourism one of the drivers of rural development and community well-being.

- UN Tourism reserves the right to request any document and/or perform any activity deemed relevant to ensure the village complies with the areas of evaluation after its recognition as a Best Tourism Village.
- No financial compensation will be given in connection with the recognition.

4.1.5.3. KwaXolo Caves Adventures Progress Report

As of 12 June 2026, the KwaXolo Project was reported at 99,59% towards completion with few snags that still needed to be addressed.

On 15 June 2026, the Joint Building Contracts Committee (JBCC) issued a Certificate of Practical Completion in terms of clause 19.3.3 or clause 20.2.1 of the Principal Building Agreement Edition 6.2 © May 2018. The certificate was issued subject to the Client's formal acknowledgment and acceptance of the outstanding minor items that were identified which do not materially impair the intended use of the Works, and to be completed in accordance with the agreed programme and contractual obligations.

SCTIE is continuously conducting the awareness campaign for communities as the number of tourists visiting hinterland is expected to grow because of such developments as KwaXolo Caves Adventures.



4.1.6. Marketing Training Workshop

SCTIE Report: CiMSO Live KZN Workshop

Event: CiMSO Live KZN Workshop

Venue: TO Strand Holiday Resort

Date: 19 May 2026

Background

We attended the CiMSO Live KZN Workshop hosted at TO Strand Holiday Resort. The workshop brought together tourism and hospitality stakeholders to engage on emerging trends, technology solutions and operational systems impacting the tourism industry.

Stakeholders in attendance included Lake Eland Game Reserve, San Lameer Resort Hotel & Spa, TO Strand Holiday Resort and Key Software Systems.

Objectives of the Workshop

- To provide tourism stakeholders with updates on CiMSO's strategic direction, new products and future developments within the tourism technology sector.
- To create a platform for networking and collaboration among tourism establishments and industry partners in KwaZulu-Natal.
- To educate stakeholders on critical hospitality systems and the importance of cybersecurity within the tourism and hospitality industry.
- To explore emerging technologies and digital innovations shaping the future of tourism operations, guest experiences and destination management.
- To encourage tourism businesses to adopt technology-driven solutions that improve efficiency, customer service and data management.

Key Topics Covered

- CiMSO Strategic Update
- New products and services
- Future plans and industry outlook
- Critical Hospitality Systems
- Cybersecurity awareness and risk management
- Emerging technologies influencing the hospitality and tourism sector

Outcomes of the Workshop

- Stakeholders gained valuable insight into new technological developments and digital systems relevant to the tourism industry.

- Increased awareness was created around cybersecurity threats and the importance of protecting tourism business systems and customer information.
- The workshop strengthened relationships between tourism stakeholders and technology partners.
- Participants were encouraged to explore innovative digital solutions to improve operational efficiency and visitor experiences.
- The session highlighted the importance of collaboration and continuous adaptation within the evolving tourism and hospitality environment.

4.2. Marketing, Promotion and Attraction

Annual Campaign

The KZN South Coast is fast becoming a destination where visitors and investors alike can unlock more adventure, more growth and more opportunity.

Renowned for boasting the highest number of Blue Flag beaches, alongside ongoing infrastructure upgrades and impactful community initiatives such as Keep Scottburgh Beautiful and Tidy Towns, the region continues to build strong momentum. Growing investment and national recognition are further elevating the South Coast's position as a destination on the rise.

Beyond its leisure appeal, the KZN South Coast is also gaining traction as an emerging MICE (Meetings, Incentives, Conferences and Exhibitions) destination, offering unique venues set against breathtaking coastal and hinterland backdrops. With its natural beauty, expanding attractions and a pipeline of new developments, there has never been a better time to experience all that the region has to offer.

Whether for unforgettable adventures, strategic business events or scalable investment opportunities, the KZN South Coast invites you to unlock more adventure, more growth and 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.

Quarter 4 Theme

Sardine Fever is Here!

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

This is the perfect time to visit the KZN South Coast and experience the Sardine Run through any number of ocean-based activities. Whether you're diving into the action snorkelling, scuba diving or freediving going for that record catch deep-sea fishing or simply witnessing nature's

display from our Blue Flag beaches and viewing decks there's a Sardine Run experience for you.

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

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

#SardineRun
#KZNSouthCoast
#SardineSeason
#GreatShoal
#OceanAdventure
#WinterOnTheCoast
#ShoalSeason

OBJECTIVES:

- **Encourage local businesses to promote the Sardine Run** as a must-experience phenomenon to guests and visitors and build hype around the phenomenon.
- **Highlight ocean-based activities** including scuba diving, shark cage diving, deep-sea fishing, surfing, snorkelling and boat tours. Also mention shore-based viewing and bird's eye view opportunities.
- **SCTIE to engage local businesses** (accommodation, tour operators and restaurants) to offer sardine themed packages.

LOCAL TOURISM AWARENESS CAMPAIGN:

Sardine Fever is Here – Get Visitor Ready.

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

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

Local Tourism Awareness Campaign

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

Advertising:

Due to cash flow constraints, SCTIE was unable to fully implement the planned advertising campaign during the period under review.

We were able to do themed digital adverts on our owned social media platforms:

Focus:

- Events
- Winter School Holiday build up - promoting specials
- Ugu Jazz Festival
- Sardine Festival
- Press Releases
- Media Fam Trips
- Websites
- Social Media
- Explore KZN South Coast App
- Packages

KZN South Coast Packages

To enhance destination marketing and improve visitor planning, SCTIE developed the following themed travel packages during the quarter:

- Agritourism Package
- Beach and Bush Package
- Mission Tourism Package
- Oribi Gorge Experience Package
- Sardine Run Package
- South Coast Golf Tours Package
- Great Drives Out Package

These packages play an important role in packaging the KZN South Coast's diverse tourism offerings into market-ready experiences that appeal to a wide range of traveller interests. They encourage longer stays, increase visitor spending across multiple tourism products and showcase both established attractions and hidden gems across the region.

The packages are available on our tourism website, providing visitors, tour operators and travel planners with easy access to curated itineraries and experiences that highlight the very best of the KZN South Coast.

During Q4 the SCTIE generated **R8 632 188.00** worth of free media exposure articles, please see breakdown below.

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

Please see below for the earned (unpaid) **TOURISM** media coverage and brand exposure for South Coast Tourism and Investment Enterprise (SCTIE) generated from 18 March 2026– 12 June 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. During this quarter the we were able to generated **292** free media exposure articles.

AVE: R8 632 188

- **Print:** R2 538 535
- **Broadcast:** R52 925
- **Online:** R6 040 728

4.2.1. Tourism Press Releases and Media Articles

COVERAGE TABLE:

ARTICLES	EARNED (PR) MEDIA EXPOSURE
Discover Spiritual Heritage This Easter on the KZN South Coast – 27 March 2026	Visit KZN South Coast – 30 Mar 2026 Safari Africa - 30 Mar 2026
Egg-citing Easter on the KZN South Coast! – 30 March 2026	Visit KZN South Coast – (30/03)
SCTIE Hosts Strategic Review Session to Strengthen Regional Growth – 29 April 2026	Visit KZN South Coast - 29 April 2026 Rising Sun Newspapers - 20 May 2026
Adventure Awaits on the KZN South Coast – 06 May 2026	Visit KZN South Coast – 16 March 2026 Rising Sun (Merebank) - 26 May 2026 Rising Sun (Chatsworth) - 26 May 2026 Rising Sun (North Coast) - 27 May 2026 Rising Sun (Overport) - 28 May 2026
KZN South Coast Invites Travellers to Explore its Great Drives Out Routes – 22 May 2026	Visit KZN South Coast – 22 May 2026
KZN South Coast Gears Up for a Spectacular Winter Holiday and Sardine Run Events Season – 26 May 2026	Visit KZN South Coast – 26 May 2026 South Coast Herald - 29 May 2026 South Coast Herald - 8 Jun 2026
The Greatest Shoal on Earth Arrives on the KZN South Coast – 15 June 2026	Visit KZN South Coast – 15 June 2026 South Coast Herald - 18 Jun 2026

List of all press releases sent during the period of this report include:

1. Press Release - Discover Spiritual Heritage This Easter on the KZN South Coast – 27 March 2026
2. Press Release: Celebrate an Egg-citing Easter on the KZN South Coast! – 30 March 2026
3. Press Release - SCTIE Hosts Strategic Review Session to Strengthen Regional Growth – 29 April 2026
4. Press Release - Adventure Awaits on the KZN South Coast – 06 May 2026
5. Press Release - KZN South Coast Invites Travellers to Explore its Great Drives Out Routes – 22 May 2026
6. Press Release - KZN South Coast Gears Up for a Spectacular Winter Holiday and Sardine Run Events Season – 26 May 2026
7. The Greatest Shoal on Earth Arrives on the KZN South Coast – 15 June 2026

4.2.2. Tourism Trade & Media Fam Trips

Topic

1. UMZUMBE MASKANDI FESTIVAL MEDIA FAM TRIP
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Date: 9th April 2026

Background

On the 9th April 2026, South Coast Tourism and Investment Enterprise (SCTIE) attended the official Media Launch of the Umzumbe Maskandi Festival which was held at Eve's Lounge in Mthwalume.

Event Details

The festival took place on the 16th of June 2026 at Esibanini Sports Ground in Mthwalume area under Umzumbe Municipality. This is a cultural music event that attracted the local community and visitors. It created a platform for professional musicians to showcase and provide entertainment while on the other hand promoting local talents. It was the first edition of its kind held at a local municipality, and it carried potential to grow and become an annual event.

Stakeholders

The organiser, Ms Amanda Mseleku and her team engaged with various stakeholders who contributed towards the success of the event.

Umzumbe Local Municipality, SCTIE, Media, Accommodation Establishments, SAPS and Private Security Agencies, Transport Associations and local emerging Artists.



Topic

2. KZN TOURISM & FILM AUTHORITY FILM LOCATIONS FAM TRIP

Date: 17 – 19 June 2026

Background

We partnered with the KZN Tourism & Film Authority to position the KZN South Coast as a film location. We set out to explore various locations within all the local municipalities to find possible locations that will assist KZNTAFA to build their gallery of locations.

Strategic Objective

- Support and increase film activity in KZN South Coast
- Listing the KZN South Coast on the International Film and Production Database.
- Gain more knowledge in providing efficiently to productions interested in filming within the district
- List the Districts Location on the KZN Tourism & Film Authority online database.

Outcome

The scouting tour was a huge success and very educational to all, as we gained more knowledge on how the Film industry operates and how locations are chosen to be best suited for a production. A location should be in its purest natural form and not made up

Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
KZN TOURISM & FILM AUTHORITY	R0	ACCOMMODATION, TRANSPORT AND MEALS	R50 000.00	R0

Gallery



4.2.3. Quarterly Tourism Newsletter

During this quarter we disseminated one newsletter in June 2026.



These are the stats following the newsletter:

Delivered to a database: 448

Sent to: 448

Bounced: 156

Opened: 145

CEO'S WELCOME MESSAGE



This quarter has been marked by significant milestones that continue to reinforce the KZN South Coast's position as a destination for investment, tourism growth and economic development.

Among the highlights was the recognition of South Coast Tourism and Investment Enterprise's Chief Executive Officer, Dr Vusumuzi Sibiya, by the Durban University of Technology as its Alumnus of the Month for April 2026. The accolade acknowledged his achievements, transformative leadership and contribution to regional economic development. It also underscored the importance of lifelong learning and the role that education plays in equipping leaders with the knowledge and insight needed to

4.2.4. Tourism Trade Shows, Exhibitions and Conferences

SUBJECT	WTM
DATE	13-15 April 2026

SCTIE DELEGATES	DESIGNATION
Dr V. Sibiya	CEO
Mrs Vanessa Gounden	Coordinator: Marketing
Ms Thabi Msomi	Client Services

Background

WTM Africa 2026 took place from April 13-15 2026, at the Cape Town International Convention Centre (CTICC). It was set to be a significant event for the travel and tourism industry. The event featured 6000 travel industry professionals, 70 sessions, 781 Exhibitors, 266 Hosted Buyers and 131 Speakers. It aimed to connect travel professionals with new suppliers, experiences, insights and opportunities, making it a premier back-to-back exhibition for inbound and outbound African travel and tourism markets.

Purpose

WTM Africa embarked on a journey to uncover untapped potential, honour the continent's rich heritage and drive sustainable growth for both inbound and outbound tourism and it enabled us to showcase the KZN South Coast products and services through industry network, global reach and regional focus, WTM Africa creates personal and business opportunities providing quality contacts.

Strategic Objectives

- To market the KZN South Coast as a premier holiday destination.
- Meet industry players.
- Establish new contacts
- Conclude business deals
- Networking

SCTIE Participation

We were very proud to be one of the 781 exhibitors at WTM Africa 2026 to showcase the KZN South Coast as a premier holiday destination with the most blue flag beaches in the province, two world-class dive sites and 11 golf courses, to over 266 hosted buyers from 66 different countries and with over 30 **Online Diary Matchmaking** confirmed business meetings over the three days of exhibition. SCTIE successfully engaged with hosted buyers as follows:

No	Company Representative	Company Name	Designation	Country	Outcome
1	Mr Ruihan Wu	Shanghai Ever Bright Town Int' Travel Agency Co. Ltd.	Director	China	Looking for tailored -made safaris, incentive travel, and MICE services.
2	Ugochi Mercy Chibuko	Grandbay Travels and Tours Ltd	Ceo	Nigeria	Golf packages
3	Mbaraka Charles Mbawa	The Africa Safaris	Managing Director	Tanzania	Tour packages, tour operators for DMC
4	Soli	Sophie Gast	Owner	Cape Town	Is a service provider, that offers Branding for businesses
5	Lineo Dee Mzobe	Sinapis Travel	Director	South Africa	Conference venues and SC tour packages
6	Anwarali Dhalla	Portavia Travel Limited	Managing Director	Tanzania	Tour packages with adventure activities
7	Akosua Osei	Travelzone LTD	CEO	Ghana	Golf tours packages
8	Jennefer Mokoto	Resto Travel	Managing Director	South Africa	Tour packages
9	Immaculate Ogbonna	Tifa Travel & Travel Tours Limited	Office Manager	Nigeria	Tour packages and romantic gateways
10	Phumlani Zimane	Mercure SA	Sales & Marketing Manager	South Africa	Travel Agent offers government rates for accommodation flights and car hire
11	Ogboman	Saviano	CEO	Nigeria	Tour packages
12	Klemen Vousek	Vivatreking	Director	Slovenia	Tour packages of the SC
13	Tsepo Matlou	Tsela Tours and Adventure	COO	Lesotho	Tour operators already booked at the Blue Marlin looking for activities in and around the SC
14	Ms Boago Elsie Mosweu	Yebo Travel and tours	Safari Designer	Botswana	Tour operator, looking for adventure activities
15	Elizabeth Gichuhi	Adept Destination Management Company	Founder & Managing Director	Kenya	Mice
16	Funmilayo Olaitan	Rella Travels and Tours Ltd	CEO	Nigeria	Group tours, adventure activities
17	Duoseke Oladirin	Vontrip Travels & Tours Ltd	Founder/CEO	Nigeria	Golf packages, conference venues

18	Esther Abimbola Agbi	E. N .T. Travel and Tours Ltd	MD/CEO	Nigeria	Tour packages and romantic gateways
19	Ebrahim Essack	Travel Hyper	Owner	South Africa	Tour operators, packages and SC offerings
20	Frook Saib	Waver Coaches Travel & Tours	CEO	Durban	Luxury transport services based in Durban.
21	Patricia de Sovzia	Brazilliance Spa	Founder	Cape Town	Boutiques hotels on the SC, who can collab for international target market.
22	Bonolo Mthombeni	Wanderlust Travel SA	Director	South Africa	Packages of the SC offerings.
23	Vivian Kobe	Viba Explore Tours	Managing Director	Kenya	Maskadi Festival more information about this event
24	CHINONSO AKUDINOB	Travels & Tours Limited	CEO	Nigeria	SC offerings interested in creating packages
25	Charity Amos	Siyahamba Tours & Safaris	Managing Director	Botswana	Golf tours
26	Don Lillian Katusime	BUSUNGA TOURS AND TRAVEL Ltd	Director	Uganda	Adventures activities packages
27	Hannah Snyman	Southern Sky Adventures	Science Programs Coordinator	South Africa	Ocean safari tours and diving tours
28	Nametso Phiri	Twenty3 Travel & Tours	Travel Manager	Botswana	Tour packages
29	Ruth Chebokra	Traveldecker Ltd	Nigeria	Nigeria	Conference venues
30	Grath Solomons	Bloukrans Bungy	Director	South Africa	Marketing partnership Placing their billboard at Lake Eland Game Reserve in in exchange to the same at their own site

KEY OUTCOMES AND INSIGHTS

- Brand Exposure and Market Penetration
- Networking and Collaboration Opportunities
- New Relationships

CONCLUSION

WTM Africa delivers the leading global events for the travel industry, to bring the benefits and opportunities of our global industry expertise to travel professionals in this region. SCTIE exhibiting at WTM Africa 2026 has positioned the destination in the global market as a well-established coastal holiday site for families.



SUBJECT	Africa's Travel Indaba (ATI) 2026
DATE	12 – 14 May 2026
VENUE	Inkosi Albert Luthuli Convention Centre, Durban

SCTIE DELEGATES	DESIGNATION
Dr Vusumuzi Sibiya	CEO
Mr Maxwell Mhlongo	Coordinator: Development
Mrs V. Gounden	Coordinator: Marketing
Ms Zama Nkomo	Marketing Officer
Ms Thabi Msomi	Client Services Officer

BACKGROUND

Africa's Travel Indaba (ATI) trade show is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. It showcases the widest variety of Africa's best tourism products and attracts international buyers and media from across the world.

ATI 2026 recorded one of the strongest line-ups in its history with the attendance of 22 African countries exhibiting, 16 African tourism boards represented, 1225 exhibitors, and buyers from 44 countries. One of the show's highlights was the official opening by President Cyril Ramaphosa, positioning tourism as one of Africa's most powerful development tools. He highlighted South Africa's tourism recovery, noting that the country welcomed 10.5 million international visitors in 2025.

SCTIE's participation aimed to:

- To position the KZN South Coast as a leading tourism and investment destination.

- To engage with hosted buyers, tourism trade partners, media and investors
- To create business opportunities and attract more visitors and investors to the region.
- The platform was also used to officially launch the KZN South Coast Great Drives Out Route, a scenic self-drive tourism route that highlights the area's beaches, adventure activities, nature, culture, rural tourism experiences and local attractions across the district.

Conference Theme

This year's Africa's Travel Indaba theme, "Unlimited Africa: Growing Africa's Tourism Economy", was a declaration that Africa's diversity and economic potential are limitless when we work together." The discussions included:

- Digital innovation and the world's growing use of digital tourism tools, including AI-powered travel assistant currently being tested for North American travellers
- Social Media and Technology
- Culture and Content as Drivers of Global Tourism Demand, and
- Sustainable Hospitality in Practice

SCTIE PARTICIPATION

The two-day exhibition was a success for SCTIE. With culture remaining one of the South Africa's strongest tourism assets, the focus for us at ATI 2026 was our KZN South Coast Great Drives Out (GDO) initiative, our rural tourism offerings such as KwaXolo Caves Adventures, KwaNzimakwe Multi Trails, KwaNdwane Experience, Religious Tourism Route, Gamalakhe Township Experience, Oribi Gorge Adventure, Weza Hiking Trail, Umzumbe River Trail, Agri-Tourism Route, Red Desert Nature Reserve in Port Edward, and Culture and Heritage Routes. These sites allow travellers to experience our natural scenic beauty, authentic culture and heritage and adventurous activities.

ATI also allowed us to connect with international and national buyers who showed interest in the KZN South Coast experiences such as our two world-class dive sites, and 11 golf courses, outdoor adventure and authentic cultural experiences. We also promoted our investment opportunities extending into real estate, the ocean economy, agribusiness, logistics, manufacturing, and mining sectors.

REPORT ON B2B/MATCHMAKING MEETINGS HELD

ATI's structured matchmaking system helped us pre-scheduled meetings with qualified and target buyers that are aligned with the KZN South Coast product offerings.

SCTIE successfully coordinated and held over 21 business meetings:

Name & Surname	Designation	Business	Country	Nature of enquiry and/ discussion	Way forward / Post event interventions
Mr Ivan Barbieri	Assistant Destination Manager Africa	Viaggigiovani.it	Italy	This company focuses on group travel and is strong in tailor made trips to Africa and Asia. Mr Barbieri was looking for packages	Mr Barbieri will take this forward & share our packages with groups in Italy.
Mrs Debora Melaniny	Operation Director	ATMADJA Platinum Indah Wisata Tours & Travel	Indonesia	Mrs Melaniny was interested in MICE.	ATMADJA Platinum Indah Wisata Tours was happy with the information provided and will keep in touch for possible collaborations.
Mr Guilherme Aguilar	Operations Manager	Goya Travel	Brazil	The focus for Goya Travel was tour packages for groups and individuals, leisure and corporate.	Goya Travel will share our tour packages with their groups and individuals.
Lyu Xiayu Shenzhen	Manager	Shenzhen Wanzhong International Travel Service Co., LTD	China	Looking for KZN itineraries, and hosting opportunities	Will discuss our packages with her groups and get back to us.
Vinay Arora	Director	ATG Holidays	India	ATG Holidays Specialises on personalized travel experiences.	Mr Arora was interested in travel experiences such as golf, diving and adventure. He will go through our packages and get back to us.
Ms Angel Nyakio	Manager	Kendirita Tours and Travel	Kenya	Specialising in African safaris.	Mr Nyakio was interested in GDO experiences.
Ms Thelma Yunus	CEO / Founder	Fay Holidays Sdn Bhd	Malaysia	Looking for KZN images and videos, and KZN itineraries.	Ms Yunus will take this forward & share our packages with groups in Malaysia.
Vincent Maingi	Director	Africa Visa Travel	Kenya	Deals with Corporate travel, group travel, school groups, pilgrimages, MICE, and other organised group travel.	Mr Maingi was looking for collaboration for groups.
Mr Justay Mulamata	Founder	Holiday Vacation Zambia	Zambia	They offer Safari packages, holiday packages, scheduled flights, and MICE.	To share our packages with groups from Zambia.

Mr Gian Maria	Manager	Russo Afromine Tour	Italy	Offering group tours and looking for collaboration opportunities.	Mr Maria showed interest in our unique cultural experiences.
Ms Glenda Van den	CEO / MD / Chairperson / President	Breen Joker Tourism	Belgium	Looking for KZN itineraries and hosting opportunities	Will use the provided information and will contact us for tours.
Mrs Suzanna Vreeland	Director	MBS Travel Co.	USA	Offering curated itineraries, reliable logistics, and personalized support for leisure and adventure travellers worldwide. Looking for tour packages, accommodation, and activities	Will use the provided information.
Mr Parth Sindhi Mr.	Director	Columbus Tours & Travels	India	curate personalized, high-value itineraries for the Indian market and are actively expanding our Africa portfolio with a focus on experiential and premium travel.	Showed interest to our adventure tour package.
Mr Terry van der Walt	Journalist	Independent Media	South Africa	An independent media group that covers all aspects of our news.	To send us proposals for adverts.
Clement Maziya	Founder	Ziya Ziya Tours	Kingdom of Eswatini	Reconnecting with us regarding the proposed MOU between SCTIE and Eswatini Tourism Authority.	To profile cross-border tourism and investment opportunities, SCTIE & Eswatini aim to expand the East3Route, a tripartite economic and tourism development initiative featuring KwaZulu Natal, Mozambique and Swaziland. Eswatini Tourism Authority CEO and SCTIE CEO previously agreed that a strategic partnership will be formed by signing a Memorandum of Understanding (MOU). We reconnected with Mr Maziya to

					discuss future plans.
Mlondi Jwara	Radio Personality	Jolivet KZN FM	South Africa	Both online and community radio station that uplift things that happening in the community, society and worldwide.	To share a proposal.
Ngimphiwe Thamsanqa Ngcobo		Hikeobics Pty Ltd	South Africa	Looking for Adventure / Experiences	Interested in GDO package.
Naomi Kamata	Manager	JTB/ON BOARD	Japan	Looking for tour packages, accommodation, and activities	To share our packages with groups from Japan
Ms Pretty Magolego	Director	Pretty Travel & Tours	South Africa	Curated holiday packages, corporate travel management	To share our packages with groups.
Ms Jenny Du Preez	Owner	Azalea Promotions	South Africa	What Where When is a KwaZulu-Natal tourism and lifestyle magazine showcasing local events, attractions, and experiences.	To share a proposal with SCTIE with regards to Sardine Run events.

KEY OUTCOMES AND INSIGHTS

- **Brand Visibility:** This platform enabled us to enhance our brand visibility and showcase the widest variety of KZN South Coast's best tourism products and investment opportunities to attracts buyers, investors and media from across the world.
- **Indaba was highly successful and was a great platform to revive the KZN South Coast Great Drives Out (GDO):** The two-day exhibition was a success for SCTIE.
- **Created meaningful connections:** Tourism Indaba also allowed us to connect with international and national buyers who showed interest in the KZN South Coast offerings.
- **Partnership Strengthening:** SCTIE reinforced working relations with different stakeholders.

CONCLUSION

We are very grateful to KZN Tourism and Film Authority for the opportunity to collaborate with the Southern Explorer Route Guide to exhibit under the KZN Tourism and Film Authority stand at this years' event. This event allowed us to increase awareness of the KZN South Coast, generate business leads, promote local tourism products and investment opportunities.

Images:



4.2.5. Familiarisation Trips

SCTIE recently facilitated two familiarization (fam) trips to boost local tourism networks and promote "buy local" campaigns. These initiatives empower local businesses to confidently market hinterland experiences, thereby driving visitor traffic and strengthening the regional economy.

The first fam trip, held on 23 April 2026, brought 12 representatives from the Ezinqoleni Area Tourism Committee and local businesses to KwaXolo Caves Adventures. Attendees included representatives from the Lake Eland Game Reserve, Oribi Gorge Nature Reserve, Silver Streams, and Halalisa Restaurant and Shisanyama.

A second trip took place on 21 May 2026, where 12 members from the Umdoni, Port Shepstone and Umzumbe Area Tourism Committees visited the Ntelezi Msani Heritage Centre. Participants represented several local establishments, including Croc World, Blue Marlin Hotel, Sugar Beach Resort which is only 13km away from Ntelezi Msani Heritage Centre and Seaside Escapes which is only 10km away.

4.2.6. Digital Website, APP and Social Media Activities

During this quarter, SCTIE's digital platform the official websites was managed internally. This interim arrangement ensured the continued updating of content, publication of news and promotional material, monitoring of website functionality and maintenance of the organisation's digital presence.

The internal management of digital platforms was necessary while the appointment of a service provider through the Digital Marketing Tender process remains pending.

Despite resource constraints, the platforms continued to serve as key communication and marketing tools, supporting destination promotion, stakeholder engagement and the dissemination of tourism and investment-related information.

www.visitkznsouthcoast.co.za

Digital Asset Management

Website Content

- Website content is regularly reviewed to ensure information remains accurate, relevant and aligned with organisational objectives. Routine content updates and maintenance activities were undertaken during the reporting period to support content quality and user experience.
- Digital media assets, including images, documents and promotional materials, were actively managed to maintain consistency with branding and communication standards. Ongoing content lifecycle management practices were applied to identify, update, or archive outdated information, ensuring the continued reliability and professionalism of the websites.

Brand and Digital Presence Management

- Website content and digital assets continue to align with the Visit KZN South Coast brand identity and tourism promotion objectives.
- Content consistency and quality assurance activities were undertaken to ensure information remains accurate, engaging, and relevant to visitors.
- The website maintains a strong digital presence through organic search visibility across key tourism and destination-related search terms.
- Administrative access to website resources is managed through controlled user permissions and established governance practices.

Analytics and Activity Monitoring

Website Traffic Performance

Google Search Performance (Last 3 Months: April - June)

Metric	Value
Total Clicks	25,439
Total Impressions	1,931,782
Average CTR	1.32%
Average Position	~7.2

Key audience distribution:

Country	Clicks
---------	--------

South Africa	23,233
Turkey	1,298
United Kingdom	206
United States	93
Australia	77

Device usage:

Device	Clicks
Mobile	20,344
Desktop	4,789
Tablet	306

Observations:

- Mobile users account for approximately 80% of organic search traffic.
- International visibility continues across multiple regions.

User Behaviour Analysis

Top-performing pages:

1. Oribi Gorge destination page
2. Homepage
3. "20 Things To Do On The KZN South Coast for Under R150"
4. Activities for Kids article
5. Camping and Caravan category page

Top-performing search terms:

Query	Clicks
oribi gorge	1,672
oribi gorge nature reserve	196
mphenjati nature reserve	174

Observations:

- Nature-based attractions continue to generate the highest search demand.
- Informational tourism content performs strongly.
- Destination-specific pages attract the majority of organic traffic.

Administrative Activity Log

Content Management Activities

- Routine content reviews and updates were undertaken to ensure tourism information remains accurate, relevant, and aligned with destination marketing objectives.
- Media assets, promotional content, and published website information were monitored and maintained as part of ongoing website governance activities.

- Content updates were performed where required to support visitor engagement and information accuracy.

Security-Related Events and Monitoring Outcomes

- No significant security incidents were reported during the reporting period.
- Routine website monitoring and maintenance activities were undertaken to support platform stability and security.

Website Availability and Uptime

Downtime Incidents and Resolutions

- No major downtime incidents were reported during the reporting period.

Hosting Platform Performance Review

- Hosting environment remained operational and supported ongoing website availability.
- No significant hosting-related issues were identified during routine website management activities.
- Website services remained accessible to users throughout the reporting period.

System Performance Metrics

Mobile and Desktop Performance Assessments

- Website performance continues to support both mobile and desktop user access.
- Mobile devices generated approximately 80% of website traffic, reinforcing the importance of responsive design and mobile optimisation.
- The website remained accessible across a range of device types and screen sizes.

Recommendations and Forward Actions

1. Implement uptime monitoring and reporting.
2. Enable enhanced Google Analytics 4 reporting through Site Kit.
3. Review DNSSEC implementation feasibility.
4. Conduct quarterly content audits.
5. Establish formal backup verification procedures.
6. Implement administrative activity logging within WordPress.

Digital Asset Management

Website Content

- Website content is regularly reviewed to ensure information remains accurate, relevant, and aligned with organisational objectives. Routine content updates and maintenance activities were undertaken during the reporting period to support content quality and user experience.
- Digital media assets, including images, documents, and promotional materials, were actively managed to maintain consistency with branding and communication standards. Ongoing content lifecycle management practices were applied to identify, update, or archive outdated information, ensuring the continued reliability and professionalism of the websites.

Brand and Digital Presence Management

- Website content and digital assets continue to align with organisational branding, communication objectives, and stakeholder information requirements.
- Content consistency and quality assurance activities were undertaken to maintain a professional and reliable digital presence.
- The website remains visible through branded and organisational search queries, supporting public awareness and stakeholder engagement.
- Administrative access to website resources is managed through controlled user permissions and established governance practices.

Analytics and Activity Monitoring

Website Traffic Performance

Metric	Value
Total Clicks	352
Total Impressions	40,858
Average CTR	0.86%
Average Position	~17.7

Google Search Performance (Last 3 Months: April - June)

Key audience distribution:

Country	Clicks
South Africa	332
United States	5
India	3
United Kingdom	2
Other Countries	10

Device usage:

Device	Clicks
Mobile	201
Desktop	151

Observations:

- South Africa remains the primary audience, accounting for over 94% of organic search traffic.
- Mobile devices generated the majority of website visits.
- Search visibility continues to support awareness of investment opportunities and organisational initiatives within the region.

User Behaviour Analysis

Top-performing pages:

1. Start Investing in Property
2. Homepage
3. South Coast Tourism & Investment Enterprise Overview
4. Investment Opportunities Content Pages
5. Regional Development Information Pages

Top-performing search terms:

Query	Clicks
sctie	44
south coast tourism and investment enterprise	14
start investing in property	10

Observations:

- Branded searches continue to be a primary driver of website traffic.
- Property investment-related content demonstrates strong engagement and search visibility.
- Organisational and regional development content remains an important source of user interest and information discovery.

Administrative Activity Log

Content management activities:

- Routine content reviews and updates undertaken to ensure information accuracy and relevance.
- Media assets and published content monitored and maintained as part of ongoing website governance activities

Security-related events and monitoring outcomes:

- No significant security incidents reported during the reporting period.
- Routine monitoring and maintenance activities undertaken.

Website Availability and Uptime

Downtime incidents and resolutions:

- No major downtime incidents were reported during the reporting period.

Hosting platform performance review:

- Hosting environment remained operational and supported ongoing website availability.
- No significant hosting-related issues were identified during routine website management activities.

System Performance Metrics**Mobile and desktop performance assessments:**

- Website performance continues to support both mobile and desktop user access.
- Mobile traffic remains the dominant access channel across monitored websites.

Vulnerability Management Activities

- Ongoing platform maintenance and update reviews were conducted to reduce exposure to known vulnerabilities.
- Security best practices continue to be applied through routine monitoring, maintenance, and system administration activities.
- No critical vulnerabilities requiring immediate remediation were identified during the reporting period.

Recommendations and Forward Actions

1. Implement uptime monitoring and reporting.
2. Enable enhanced Google Analytics 4 reporting through Site Kit.
3. Review DNSSEC implementation feasibility.
4. Conduct quarterly content audits.
5. Establish formal backup verification procedures.
6. Implement administrative activity logging within WordPress.

4.2.7. Mobile Application Performance**Explore KZN South Coast App**

We are excited to highlight the enhanced Explore KZN South Coast mobile app, a comprehensive digital platform that now integrates seamlessly with our tourism and investment resources. The app not only showcases the region's exceptional visitor experiences but also provides valuable insights into investment opportunities and an extensive directory of local businesses.

With convenient access to accommodation establishments, restaurants, attractions, services and key economic sectors, users can explore potential partnerships, identify franchising

opportunities and learn more about industries such as maritime, real estate, renewable energy, manufacturing, agriculture and tourism.

Available on both the Google Play Store and Apple App Store, the app serves as a gateway to discovering the KZN South Coast's tourism and investment potential. Users can also access the platform through our website and connect with opportunities across the region from anywhere, at any time.

4.2.8. Social Media

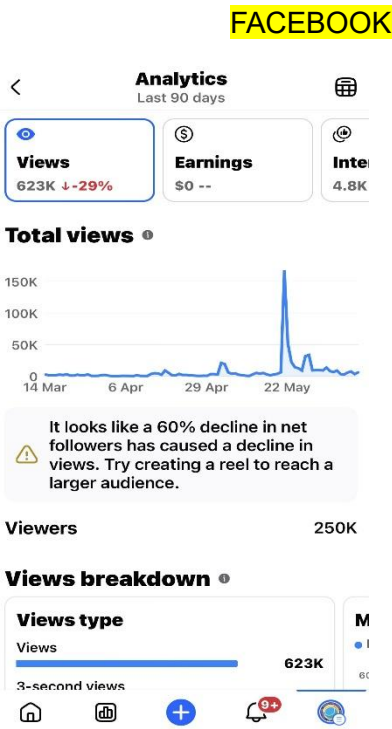
TOURISM MARKETING SOCIAL MEDIA SCHEDULE

SECTOR	INSTAGRAM	FACEBOOK	TWITTER	LINKEDIN	YOU TUBE
Events	* Umzumbe Maskandi Festival * The SC Plant & Garden Fair * Leatherback Rum Surfski Challenge * uVukile Gospel Festival * Ugu Jazz Festival 2026 * South Coast Children's Festival 2026 * Wine Tasting Day at Clearwater Farm * RUN-4-RAMSGATE * Dezzi Raceway Street to Strip Night Drags * Dino Park Kids Market Day * 2026 North Side Wine Festival * 2026 Pineapple Express Trail Run	* Umzumbe Maskandi Festival * The SC Plant & Garden Fair * Leatherback Rum Surfski Challenge * uVukile Gospel Festival * Ugu Jazz Festival 2026 * South Coast Children's Festival 2026 * Wine Tasting Day at Clearwater Farm * RUN-4-RAMSGATE * Dezzi Raceway Street to Strip Night Drags * Dino Park Kids Market Day * 2026 North Side Wine Festival * 2026 Pineapple Express Trail Run * Remax Charity Golf Day * Extreme MTB Race * Regen Waves Retreat	* Umzumbe Maskandi Festival * Wine Tasting Day at Clearwater Farm * Dino Park Kids Market Day * RUN-4-RAMSGATE * Dezzi Raceway Street to Strip Night Drags	* uVukile Gospel Festival * South Coast Children's Festival 2026 * RUN-4-RAMSGATE * Ugu Jazz Festival 2026	* Ugu Jazz Festival 2026 * South Coast Children's Festival 2026 * Dezzi Raceway Street to Strip Night Drags * Dino Park Kids Market Day

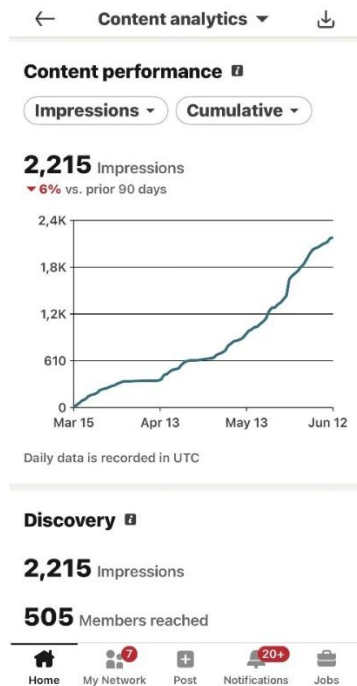
	* Remax Charity Golf Day * Extreme MTB Race * Regen Waves Retreat				
Accommodation	*The Estuary Hotel & Spa *Secret Sands Glenmore Beach *The Notebook Hotel	*The Estuary Hotel & Spa *Secret Sands Glenmore Beach *The Notebook Hotel	*The Notebook Hotel	*The Notebook Hotel	
Sardine Run	*Uncover the action on the KZN South Coast *South Coasters gear up for Sardine Run	*Uncover the action on the KZN South Coast *South Coasters gear up for Sardine Run	*The Sardine Run is almost here	*The Sardine Run is almost here	*South Coasters gear up for Sardine Run
Fishing Charters	*Sensational Deep Sea Charter	*Sensational Deep Sea Charter	*Sensational Deep Sea Charter		*Sensational Deep Sea Charter
Wedding Venue	*Laughing Forest Wedding Venue	*Laughing Forest Wedding Venue	*Laughing Forest Wedding Venue		
Trade Show	*Africa's Travel Indaba 2026 * WTM Africa 2026	*Africa's Travel Indaba 2026 * WTM Africa 2026	*Africa's Travel Indaba 2026 * WTM Africa 2026	*Africa's Travel Indaba 2026 * WTM Africa 2026	
Restaurant	*Hala Lisa	*Hala Lisa	*Hala Lisa	*Hala Lisa	*Hala Lisa
Stakeholder Engagement	*EDTEA Tourism Master Plan Review Consultation Session *SCTIE Strategic Review Session *CiMSO Software Seminar *Eastern Seaboard Development Workshop * Local Government	*EDTEA Tourism Master Plan Review Consultation Session *SCTIE Strategic Review Session *CiMSO Software Seminar *Eastern Seaboard Development Workshop * Local Government Thursday programme	*Eastern Seaboard Development Workshop *EDTEA Tourism Master Plan Review Consultation Session *SCTIE Strategic Review Session *CiMSO Software Seminar	*Eastern Seaboard Development Workshop *EDTEA Tourism Master Plan Review Consultation Session *SCTIE Strategic Review Session *CiMSO Software Seminar	*SCTIE Strategic Review Session * Local Government Thursday programme

	Thursday programme		* Local Government Thursday programme	* Local Government Thursday programme	
Kids Activity	*Umzumbe Surf Camp	*Umzumbe Surf Camp	*Umzumbe Surf Camp		*Umzumbe Surf Camp *Dino Park
Specials	*Generic *Ugu Jazz Festival Accommodation	*Generic *Ugu Jazz Festival Accommodation	*Ugu Jazz Festival Accommodation		*Ugu Jazz Festival Accommodation
Activity	*Experience Oribi Gorge *Unlock diverse outdoor adventures on the KZN South Coast this winter!	*Experience Oribi Gorge *Unlock diverse outdoor adventures on the KZN South Coast this winter!	*Experience Oribi Gorge *Unlock diverse outdoor adventures on the KZN South Coast this winter!	*Experience Oribi Gorge *Unlock diverse outdoor adventures on the KZN South Coast this winter!	*Experience Oribi Gorge *Unlock diverse outdoor adventures on the KZN South Coast this winter!
Recognition	*The Durban University of Technology has recognised Dr Vusumuzi Sibiya, CEO.	*The Durban University of Technology has recognised Dr Vusumuzi Sibiya, CEO.	*The Durban University of Technology has recognised Dr Vusumuzi Sibiya, CEO.	*The Durban University of Technology has recognised Dr Vusumuzi Sibiya, CEO.	

Q4. SOCIAL MEDIA PERFORMANCE



LINKEDIN



YOUTUBE



5. Stakeholder Relations and Engagements

5.1. Membership

Membership Drive

As part of our commitment to enhancing the value we deliver to our members, we've has undertaken a comprehensive review and restructuring of its membership programme.

This marks the first major revision of our membership structure in many years and introduces a range of enhanced benefits, opportunities and support mechanisms designed to better serve our members and align with current industry needs.

To ensure that all members are fully informed and have the opportunity to engage with the new framework, SCTIE will be hosting a Membership Workshop ahead of the new financial year. During this session, we will present the revised membership structure, outline the associated benefits.

SCTIE'S New Membership Structure

1. INVESTMENT MEMBERSHIP

Target: Investors, developers, strategic partners

Tier 1: Investment Partner

Rate: R690.00

Positioning:

Premium, high-level access to investment opportunities and decision-makers in the Ugu District.

Key Benefits:

- Direct access to investment-ready project pipeline
- Participation in closed investment roundtables & forums
- Profiling in investment brochures.
- One-on-one facilitation with municipalities & regulatory bodies
- Inclusion in national & international investment shows (e.g., Indaba, WTM Africa)
- Priority introductions to public-private partnership (PPP) opportunities
- Branding on SCTIE investment platforms & presentations
- Quarterly investment insights reports & market intelligence
- Opportunity to co-package and promote catalytic projects

Tier 2: Strategic Investment Partner

Target: Established investors, property developers, tourism investors, financial institutions and medium-to-large businesses.

Benefits:

All Tier 1 benefits PLUS:

- Inclusion in investment promotion campaigns
- Profiling in SCTIE investment brochures and presentations
- Priority access to investment leads and opportunities
- Participation in investment roundtables and stakeholder engagements
- Introductions to municipalities and key sector stakeholders
- Invitations to trade and investment missions
- Social media and digital profiling opportunities
- Access to market intelligence and sector reports

Rate: R1380.00 (excluding Vat)

Tier 3: Premier Investment Partner

Target: Large-scale investors, catalytic project developers, corporations, strategic partners and major industry players.

Benefits:

All Tier 2 benefits PLUS:

- Dedicated investment facilitation support
- Premium branding across SCTIE investment platforms
- Featured profiling in national and international investment marketing
- Participation in high-level government and investor engagements
- Opportunity to co-host investment events and forums
- Priority inclusion in international trade shows and exhibitions
- Strategic partnership opportunities with SCTIE
- Exclusive networking opportunities with decision-makers and investors
- Input into regional investment and economic development discussions

Rate: R5000.00 (excluding Vat)

2. TOURISM MEMBERSHIP

Tier 1: Basic Membership

Target: Small businesses, start-ups, community tourism products

Rate: R690.00

Positioning: Entry-level visibility and inclusion

Benefits:

- Listing on SCTIE website & tourism database
- Access to SCTIE newsletters and industry updates
- Invitation to training workshops & capacity-building sessions
- Opportunity to participate in local events & activations
- Use of SCTIE proud member logo
- Inclusion in visitor information services & referrals

Tier 2: Growth Membership

Target: Established SMMEs, mid-sized tourism businesses (Accommodation establishments with more than 10 rooms)

Rate: R1380.00 (excluding vat)

Positioning: Enhanced marketing exposure and trade access

Benefits:

All Basic benefits:

- Listing on SCTIE website & tourism database
- Access to SCTIE newsletters and industry updates
- Invitation to training workshops & capacity-building sessions
- Opportunity to participate in local events & activations
- Use of SCTIE proud member logo
- Inclusion in visitor information services & referrals

PLUS

- Featured placement on SCTIE website
- Inclusion in domestic marketing campaigns
- Access to trade opportunities (speed marketing, buyer engagements)
- Participation in selected trade shows (shared platform) such as Africa's Travel Indaba
- Social media promotion (scheduled posts)
- Access to media hosting opportunities
- Quarterly performance insights (visitor trends, campaign feedback)
- Discounted rates for SCTIE events and exhibitions

Tier 3: Premium Membership

Target: Large tourism operators, hotels, attractions, key industry players (Accommodation establishments with more than 10 rooms)

Rate: R2760.00 (excluding vat)

Positioning: Maximum exposure, priority access and strategic collaboration

Benefits:

All Growth benefits PLUS:

- Priority inclusion in international marketing campaigns
- Dedicated feature in PR campaigns & media releases

- Inclusion in international trade shows (e.g., World Travel Market Africa, Africa's Travel Indaba)
- Opportunity to host media & trade familiarisation trips
- Co-branding opportunities with SCTIE campaigns
- Speaking opportunities at SCTIE events & industry platforms
- Access to strategic marketing insights & reports
- Priority listing and top-tier visibility across platforms
- Invitation to exclusive networking sessions with key stakeholders
- Input into regional tourism strategy discussions

Optional Add-Ons (Across All Tiers)

- To create additional revenue streams:
- Paid advertising (website banners, newsletters)
- Sponsored social media campaigns
- Event sponsorship packages

PAID UP MEMBERS DURING THIS QUARTER

Area	Business Name
Umkomaas	Sea Fever Lodge
Umtentweni	Umdlalo Lodge Boutique Hotel & Venue
Shelly Beach	Adventure Travel
Margate	Isibaya Lifestyle KZN

Courtesy Visits During this quarter:

DATE	NAME OF ESTABLISHMENT	PURPOSE
22/04/2026	The Beach Palace	Site Inspection
22/04/2026	Bellevue Guest Lodge	Site Inspection
22/04/2026	The Waffle House	Courtesy visit
29/05/2026	Adventure Travel - Travel Agency	Courtesy visit
03/06/2026	Ekasi Meals – Mobile Kitchen	Membership Recruitment
19/06/2026	Skhumba Crafts	Courtesy visit
19/06/2026	The Pont Water Sports	Membership Recruitment
19/06/2026	Tuscany by the Sea	Membership Recruitment
19/06/2026	Msenti Academy	Courtesy visit
19/06/2026	KwaXolo Caves Adventures	Courtesy visit
19/06/2026	Nojani Lifestyle	Membership Recruitment

Potential Members to be Signed Up within the next quarter

ESTABLISHMENT
Secret Sands Glenmore Beach – Self Catering Accommodation
Pumula Retreat – Self Catering Accommodation
Adventure Travel – Travel Agency
Milkwood Haven – Self Catering Accommodation
Ekasi Meals - Mobile Kitchen
Cosy Nest - Bed and Breakfast
Bellevue Guest House – Self Catering Accommodation and Conference Venue

5.2. Area Tourism Committees

The Area Tourism Committees progressed with their engagements from April to June 2026 as follows:

Area Tourism Committees			
No.	Area Tourism Committee	Date of last meeting	Plans and Main Topics in Discussion
01	Port Edward	15 April 2026	Focusing on seasonal events to promote the area
02	Ezinqoleni	23 April 2026	Marketing initiatives to promote the Oribi Gorge area and surroundings.
03	Hibberdene & Port Shepstone	21 May 2026	- Signage - Business to business networking - Compiling of available SCTIE members and non-members between Hibberdene and Port Shepstone
04	Umdoni	21 May 2026	- Stakeholder engagements - Community tourism development - Promoting local events
05	Umzumbe	21 May 2026	Profiling of new tourism products and youth development programmes, in partnership with SCTIE and Umzumbe Local Municipality.
06	Margate	09 June 2026	Working on a project to revive Margate as a popular tourist destination
07	Ramsgate	11 June 2026	The committee facilitates various seasonal events throughout the year to promote Ramsgate
08	Umuziwabantu	-	Chairperson Relocated. Committee to be renewed

5.3. Other Stakeholder participation sessions

5.3.1. Freedom Month Activations and Tourism Awareness Campaign

SCTIE participated in the two Freedom Month Activations which were organised by the Department of Government Communications and Information System (GCIS). The first one took place on 09 April 2026 at Umzinto Taxi Rank and the second one on 16 April 2026 at the Emalangeneni Thusong Centre in Umdoni.

The purpose of the sessions was to inform and educate the community about available government services. Tourism Awareness on illegal dumping, youth support initiatives, starting own tourism businesses, art and craft were part of the programme. The initiative brought together key stakeholders including IEC, Department of Health, EDTEA, Eskom, Ugu Disaster and Fire Services.

Another tourism awareness programme which included waste management collection training, took place on 06 May 2026 at Mavundla Community Hall in Gamalakhe. The session was organised by the Art and Climate Change Organization with the aim to provide and highlighting tourism links between waste management and climate change programmes.

5.3.2. KwaZulu-Natal Tourism Master Plan Review Consultation Session

SCTIE participated in the Provincial Tourism Master Plan Workshop which was conducted by EDTEA at COGTA Offices in Mayville, Durban on 19 May 2026. The workshop served as an important platform for stakeholders to provide valuable inputs, insights and recommendations on the draft Tourism Master Plan that will guide and strengthen the tourism sector in KwaZulu-Natal over the next five to ten years.

Discussions focused on reviewing progress accomplished since the implementation of the previous Tourism Master Plan, identifying emerging opportunities within the sector, and aligning the revised strategy with current provincial, national and global tourism trends. The consultative process seeks to ensure that the revised Tourism Master Plan remains inclusive, practical and responsive to the needs of communities and industry stakeholders across the province.

5.3.3. Mechanic Workshop Infrastructure Handover

As a stakeholder in support of local economic development initiatives, SCTIE attended the official hand over of a newly constructed mechanic workshop facility to Umdoni local mechanics, issued by EDTEA in partnership with Umdoni Local Municipality.

The objectives of the project were to:

- Provide a functional workshop facility for local mechanics.
- Support small and informal automotive repair businesses.
- Promote skills development and job creation.
- Enhance local economic development initiatives.
- Improve working conditions and productivity for beneficiaries.

The handover was led by representatives from EDTEA together with the Mayor of Umdoni Local Municipality. The event included the distribution of new toolkits to beneficiaries to support their work. Speeches and engagements highlighted the importance of infrastructure and equipment provision in empowering local entrepreneurs and strengthening township and rural economies.

A handwritten signature in black ink, featuring a large, stylized 'V' and 'S' that are interconnected. The signature is written on a white background.

DR VUSUMUZI SIBIYA
Chief Executive Officer

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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	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																			
		1.1.1.1.1		To develop the approved District Investment Strategy and Implementation 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	30 June 2026.	-	NOT ACHIEVED	Financial constraints this FY. Service provider appointment not concluded. Budget reprioritised to higher priority targets.	Secure budget allocation in 2026/2027 FY; conclude service provider appointment.	30 June 2027.	-	NOT ACHIEVED	Financial constraints this FY. Service provider appointment not concluded. Budget reprioritised to higher priority targets.	Secure budget allocation in 2026/2027 FY; conclude service provider appointment.	30 June 2027.	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	R0	NOT ACHIEVED	None - Target achieved Q2	None	N/A	R3.6 billion	ACHIEVED				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				2	ACHIEVED				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	1	1	ACHIEVED				4	ACHIEVED				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	30 June 2026.	19 June 2026.	ACHIEVED				19 June 2026.	ACHIEVED				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	1	N/A	N/A	2	1	NOT ACHIEVED	None - Target achieved Q2	None	N/A	2	ACHIEVED				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	R20 000 000	R800 000 000	ACHIEVED				800 000 000	ACHIEVED				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	30 June 2026.	-	NOT ACHIEVED	Financial constraints this FY. Service provider appointment not concluded. Cashflow reprioritised to higher priority targets.	Secure budget allocation in 2026/2027 FY; conclude service provider appointment.	30 June 2027.	-	NOT ACHIEVED	Financial constraints this FY. Service provider appointment not concluded. Cashflow reprioritised to higher priority targets.	Secure budget allocation in 2026/2027 FY; conclude service provider appointment.	30 June 2027.	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.	N/A	N/A	-				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	N/A	N/A	-				3	ACHIEVED				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	N/A	N/A	30 June 2026.	-	NOT ACHIEVED	Study reassigned to Daku Group and integrated into their project implementation plan. Scope revised to Transactional Advisory services.	Daku Group to conduct study under revised scope.	Remove from APP	-	NOT ACHIEVED	Study reassigned to Daku Group and integrated into their project implementation plan. Scope revised to Transactional Advisory services.	Daku Group to conduct study under revised scope.	Remove from APP	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	N/A	N/A	30 June 2026.	-	NOT ACHIEVED	Delays in SCM processes; financial constraints of the appointed service provider; knowledge management issues.	Resolve SCM delays; address financial and knowledge management gaps.	31 December 2027.	-	NOT ACHIEVED	Delays in SCM processes; financial constraints of the appointed service provider; knowledge management issues.	Resolve SCM delays; address financial and knowledge management gaps.	31 December 2027.	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	R20 000 000	R0	NOT ACHIEVED	Land ownership issues by Umzumbe Local Municipality stagnating engagements with developers/investors.	Engage Umzumbe LM to resolve land ownership challenges.	Removed from APP until resolved	R0	NOT ACHIEVED	Land ownership issues by Umzumbe Local Municipality stagnating engagements with developers/investors.	Engage Umzumbe LM to resolve land ownership challenges.	Removed from APP until resolved	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) - Mhlonmyama Mixed Use (Report) - Industrial Park development - Ugu Agri-Hub programme - Turton Beach development - Itshe likaMaria - Ntelezi Msani Heritage Centre - Isivivane seNkosi uShaka - Mskazi Mountain - Umzumbe Marine Tilapia incubator	Report on the progress of each project	Report	2	Operational	NA	NA	NA	NA	1	1	1	1	ACHIEVED				2	ACHIEVED					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	0	NOT ACHIEVED	None - Target achieved Q2	None	N/A	3.6 billion	ACHIEVED					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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	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					2	ACHIEVED				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	30 June 2026.	19 June 2026.	ACHIEVED					19 June 2026.	ACHIEVED				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	NA	NA	-					1	ACHIEVED				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	20 million	0	NOT ACHIEVED	Budget allocations from MUT and the Department of Higher Education not made; project halted.	Continue background engagements with stakeholders pending budget allocation.	Removed from APP until budget allocated		0	NOT ACHIEVED	Budget allocations from MUT and the Department of Higher Education not made; project halted.	Continue background engagements with stakeholders pending budget allocation.	Removed from APP until budget allocated	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	1	1	ACHIEVED					3	ACHIEVED				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 - Inductrial Development porgramme (ISA) - Hibiscus Marie Route - Circular Economy development and or support - Historical Route development - Sports events / Facilities (USLC)	Report on the progress of each project	Report	1	Operational	NA	NA	NA	NA	NA	N/A	1	1	ACHIEVED					1	ACHIEVED				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	1 500 000	2 644 163	ACHIEVED					9 326 891	ACHIEVED				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	15	95	ACHIEVED					286	ACHIEVED				Quarterly Campaign report which would include the elements and adverteng 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	1	ACHIEVED					5	ACHIEVED				Confirmation schedule / Notification / Clup 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	1	1	ACHIEVED					4	ACHIEVED				Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communicaiton ciulated.	
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	N/A	N/A	N/A	-					1	ACHIEVED				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	R245 000	1	1	1	1	1	1	1	1	ACHIEVED					4	ACHIEVED				Quarterly Investment Services website update report submitted by the Manager
1.3.2.1.1			To effectively provide Information and engage with potential investors through SCTIE Social Media platforms	Number of Facebook posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60	15		45	15	16	15	20	15	15	ACHIEVED					96	ACHIEVED				Statistical report confirming the number of posts.	
1.3.2.1.2				Number of Instgram posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60	15		256	15	50	15	17	15	15	ACHIEVED					338	ACHIEVED				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	15	15	ACHIEVED					66	ACHIEVED				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	15	15	ACHIEVED					76	ACHIEVED				Statistical report confirming the number of posts.	

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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	PORTFOLIO OF EVIDENCE
		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	2	9	ACHIEVED				48	ACHIEVED				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	15 June 2026.	10 June 2026.	ACHIEVED				10 June 2026.	ACHIEVED				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%	50%	94%	ACHIEVED				94%	ACHIEVED				Expenditure Report & Evidence of Materials
				- Videos		No. of Videos	2		N/A	N/A	1	5	N/A	N/A	1	1	ACHIEVED				6	ACHIEVED				Annual Video Portfolio
				- Images		No. of Images	50		N/A	N/A	25	41	N/A	N/A	25	30	ACHIEVED				71	ACHIEVED				Annual Image Portfolio
1.3.4		1.3.4.1	Sector specific trade shows, exhibitions and Conferences and Activations	To host or participate in a South Coast Investment Conference to market the investment opportunities e.g.: Catalytic Projects and Growth Sectors	Investor Conference	Number	-		Annual Target removed at Mid-Year																	
		1.3.4.2		To participate in exhibitions, shows, conferences and other relevant activation platforms to market the investment opportunities e.g.: Africa Energy Indaba, (March) - Manufacturing Indaba, (July) - TIKZN Trade Delegations (November) - TIKZN Export Week, (Nov) - WTM Africa (April) - Buy Local Summit/ Expo (March) - Municipal Investment Shows	Representation achieved in Sector Specific platforms	Number	4	R180 000	N/A	2	2	2	1	1	1	2	ACHIEVED				7	ACHIEVED				Attendance or Participation Report on the Sector Specific platform attended with relevant outcomes
		1.3.4.3		To support Meetings, Incentives, Conferences and Events during the year e.g.: - To incorporate the Beach & Hinterland brand activations - Sardine Festival - Ugu Maskandi Festival - Ugu Jazz Festival - Golf - Heritage & Cultural Parade (African Renaissance)	Number of MICE events & activities supported during the year.	Number	4	R1 213 600	1	2	2	2	N/A	N/A	1	1	ACHIEVED				5	ACHIEVED				Closeout report OR Event Support Report on the MICE activity supported
1.3.5		1.3.5.1	Investment Trade & Media Fam Trips	To host sector specific Trade, potential Investors and Media on investment site visits	Familiarisation Trips hosted during the year	Number of trips hosted	4	R22 000	1	1	1	1	1	1	1	1	ACHIEVED				4	ACHIEVED				Fam Trip report as well as supporting evidence

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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	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	1	1	ACHIEVED				3	ACHIEVED				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	30 June 2026.	5 June 2026.	ACHIEVED				5 June 2026.	ACHIEVED				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	30 June 2026.	-	NOT ACHIEVED	Provincial Tourism Master Plan not yet completed. Financial constraints this FY. Budget reprioritised to higher priority targets.	Secure budget allocation in 2026/2027 FY. Conclude service provider appointment once the Provincial Master Plan completed.	30 June 2027.	-	NOT ACHIEVED	Provincial Tourism Master Plan not yet completed. Financial constraints this FY. Budget reprioritised to higher priority targets.	Secure budget allocation in 2026/2027 FY. Conclude service provider appointment once the Provincial Master Plan completed.	30 June 2027.	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 - Umzumbe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented																				
	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%	R20 000	10%	10%	20%	20%	40%	40%	60%	60%	ACHIEVED				60%	ACHIEVED				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: - Umzumbe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60%	R22 000	10%	10.0%	20%	20%	40%	40%	60%	60%	ACHIEVED				60%	ACHIEVED				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%	R101 833	10%	10.0%	20%	20%	40%	40%	60%	60%	ACHIEVED				60%	ACHIEVED				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%	R22 500	10%	10.0%	20%	20%	40%	40%	60%	60%	ACHIEVED				60%	ACHIEVED				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	1	3	ACHIEVED				19	ACHIEVED				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	4	ACHIEVED				13	ACHIEVED				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	4 000 000	8 632 188	ACHIEVED				18 802 350	ACHIEVED				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	Exposure through : - Published articles/inserts in the local newspapers and national publications or platforms.	Number	60	R230 000	15	165	15	129	15	116	15	292	ACHIEVED				586	ACHIEVED				Quarterly Campaign report which would include the elements and advertising exposure received submitted to the CEO.
	2.3.1.2.2		- Marine activities (Diving / Fishing) - Adventure (Hiking / 4x4 / MTB) - Nature and Outdoor - Culture and Heritage - Raceway - MICE - Agri-Rural	Exposure through : Radio, TV or Live-Streaming platforms	Number	2	Nil	1	3	1	2	N/A	1	N/A	N/A	-				6	ACHIEVED				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	1	1	ACHIEVED				4	ACHIEVED				Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communication circulated.
	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	N/A	N/A	-				1	ACHIEVED				Annual Tourism Marketing Campaign approved by the CEO.
	2.3.3.1	E-Marketing	To efficiently manage the Entity owned digital channels (website, social media and mobile app) and ensure information is updated	Quarterly Content (New and Maintenance) updated, including statistics and trends analysis	Quarterly report referencing updates	4		1	1	1	1	1	1	1	1	ACHIEVED				4	ACHIEVED				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	15	15	ACHIEVED				408	ACHIEVED				Statistical report confirming the posts and the growth of the platform

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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	PORTFOLIO OF EVIDENCE
	2.3.3.1.2			Number of Instagram posts with an overall annual growth in followers based on June 2025 figures of 8%	Number and Percentage	60	R490 000	15	386	15	201	15	18	15	15	ACHIEVED				620	ACHIEVED				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	15	15	ACHIEVED				156	ACHIEVED				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	15	15	ACHIEVED				158	ACHIEVED				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	7	15	ACHIEVED				53	ACHIEVED				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	1	1	ACHIEVED				1	ACHIEVED	
	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	1	5	ACHIEVED				8	ACHIEVED				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	R1	R312 000	N/A	N/A	N/A	N/A	25%	40%	50%	51%	ACHIEVED				51%	ACHIEVED				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	1	ACHIEVED				9	ACHIEVED				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	27	ACHIEVED				77	ACHIEVED				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	15 June 2026.	21 May 2026.	ACHIEVED				21 May 2026.	ACHIEVED		
	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	3	3	ACHIEVED				6	ACHIEVED				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	2	3	ACHIEVED				19	ACHIEVED				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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	PORTFOLIO OF EVIDENCE
3.1	Stakeholder mana	To strengthen stakeholder relationships	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	30 June 2026.	19 June 2026.	ACHIEVED				19 June 2026.	ACHIEVED				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	2	4	ACHIEVED				114	ACHIEVED				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	14 May 2026.	13 May 2026.	ACHIEVED				14 May 2026.	ACHIEVED				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	10	19	ACHIEVED				68	ACHIEVED				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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	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	31 May 2026.	Operational	N/A	N/A	N/A	N/A	N/A	N/A	31 May 2026.	26 May 2026.	ACHIEVED	-	-	-	26 May 2026.	ACHIEVED				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	31 May 2026.	26 May 2026.	ACHIEVED	-	-	-	26 May 2026.	ACHIEVED				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	N/A	N/A	-	-	-	-	11 December 2025.	ACHIEVED				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.	N/A	N/A	-	-	-	-	15 January 2026.	ACHIEVED				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	1	1	ACHIEVED	-	-	-	4	ACHIEVED				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	N/A	N/A	ACHIEVED	-	-	-	14 October 2025.	ACHIEVED				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	N/A	N/A	ACHIEVED	-	-	-	30 October 2025.	ACHIEVED				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	1	1	ACHIEVED	-	-	-	5	ACHIEVED				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	N/A	N/A	ACHIEVED	-	-	-	Unqualified Audit Opinion	ACHIEVED				AG Management Report Duly Signed off and Tabled.
		5.2.5	Statutory Compliance	100% Statutory compliance for Board	Number of Board meetings held	6	Operational	2	2	2	2	1	1	1	3	ACHIEVED	-	-	-	8	ACHIEVED				Board Minutes.
		5.2.6			Report confirming statutory compliance with CIPC	100%	Operational	100%	100%	100%	100%	100%	100%	100%	100%	ACHIEVED	-	-	-	100%	ACHIEVED				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	30 June 2026.	23 June 2026.	ACHIEVED	-	-	-	23 June 2026.	ACHIEVED				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	20 June 2026.	26 May 2026.	ACHIEVED	-	-	-	26 May 2026.	ACHIEVED				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	31 May 2026.	26 May 2026.	ACHIEVED	-	-	-	26 May 2026.	ACHIEVED				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.	N/A	N/A	-	-	-	-	15 January 2026.	ACHIEVED				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.	N/A	N/A	-	-	-	-	19 January 2026.	ACHIEVED				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.	N/A	N/A	-	-	-	-	12 March 2026.	ACHIEVED				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	31 May 2026.	26 May 2026.	ACHIEVED	-	-	-	26 May 2026.	ACHIEVED				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	3	3	ACHIEVED	-	-	-	12	ACHIEVED				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	N/A	N/A	-	-	-	-	31 August 2025.	ACHIEVED				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	N/A	N/A	-	-	-	-	11 December 2025.	ACHIEVED				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%	80%	87%	ACHIEVED	-	-	-	87%	ACHIEVED				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	3x Monthly Payments by 25th	3x Monthly Payments by 25th	ACHIEVED	-	-	-	12x Monthly Payments by 25th	ACHIEVED				Confirmation of changes effected to CoR 39.
		5.3.12		Board salaries paid monthly by date	12 x Salary Payments by date	25th of the month	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	3x Monthly Payment by 25th	3x Monthly Payment by 25th	ACHIEVED	-	-	-	12x Monthly Payments by 25th	ACHIEVED				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%	50%	53%	ACHIEVED	-	-	-	53%	ACHIEVED				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%	<2%	1.0%	ACHIEVED	-	-	-	1.0%	ACHIEVED				Board Reports and Minutes, and Register.

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	Q4: TARGET	Q4: ACHIEVED	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	ANNUAL ACHIEVEMENT	Achieved / Not Achieved	Challenges	Corrective Measures	Revised date	PORTFOLIO OF EVIDENCE	
		5.3.15	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorised expenditure	Less than 1%	Operational	<1%	Nil	<1%	0%	<1%	0%	<1%	0%	ACHIEVED	-	-	-	0%	ACHIEVED				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%	100%	100%	ACHIEVED	-	-	-	100%	ACHIEVED				Quarterly reports on the grant funding invoiced	
		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%	90%	91%	ACHIEVED	-	-	-	91%	ACHIEVED				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	1 834 508	118 409	1 936 613	118 409	1 393 022	118 409	1 234 960	ACHIEVED	-	-	-	6 399 102	ACHIEVED				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	1	1	ACHIEVED	-	-	-	4	ACHIEVED				Quarterly Reports	
		5.3.20	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	Operational	100%	100%	100%	100%	100%	100%	100%	100%	ACHIEVED	-	-	-	100%	ACHIEVED				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%	90%	100%	ACHIEVED	-	-	-	100%	ACHIEVED				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	N/A	N/A	-	-	-	-	6	ACHIEVED				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	N/A	N/A	-	-	-	-	23 December 2025.	ACHIEVED				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	N/A	N/A	-	-	-	-	100%	ACHIEVED				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%	100%	100%	ACHIEVED	-	-	-	-	100%	ACHIEVED				Quarterly Performance Reports
		5.4.6		Cascading of Individual Performance Management Systems (IPMS) - by date	Date	30 June 2026.	Operational	N/A	N/A	N/A	-	N/A	N/A	30 June 2026.		NOT ACHIEVED	- To be confirmed	-	-		NOT ACHIEVED	- To be confirmed				Duly Signed Annual Performance Plans