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SOUTH COAST TOURISM & INVESTMENT ENTERPRISE

Quarter 1: Performance Report
30 September 2026

Approved by the Board: 27 October 2026

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1. Executive Summary

This report presents SCTIE's performance for the first quarter of the 2026/27 financial year and accounts to the Board for the entity's achievements against its approved targets. It highlights the targets not achieved or at risk, and the matters requiring the Board's oversight and direction.

Performance Overview

SCTIE achieved all 55 of its quarterly targets; a performance rate of 100%, against 89% (51/57) in the comparative quarter of 2025/26. Performance improved across all four areas. Investment Facilitation, Marketing and Promotion; Tourism Facilitation, Marketing and Promotion; Stakeholder Relations; and Administration; each of which met 100% of its targets. The full performance scorecard is annexed to this report.

Financial Position

Grant funding of R11 511 959 was raised against a budget of R11 406 311 (101%), while own income of R147 802 fell short of its R311 904 budget. Expenditure of R3 547 670 was materially below the budgeted R6 930 290 — an underspend of R3 382 620 reflecting deferred project and marketing spend under cash-flow pressure — and a surplus of R8 112 091 was recorded against a budgeted R4 787 925.

FINANCIAL SUMMARY	ACTUAL (R)	BUDGET (R)	VARIANCE (R)
Grants raised	11 511 959	11 406 311	105 648
Own income	147 802	311 904	(164 102)
Total income	11 659 761	11 718 215	(58 455)
Total expenditure	3 547 670	6 930 290	3 382 620
Surplus to date	8 112 091	4 787 925	3 324 166

Uncollected municipal grant debt of approximately R48,9 million dominates the financial position: Ugu District Municipality owes R41 543 340 (2024: R13 411 429; 2025: R9 751 742; 2026: R9 751 742) and paid R3 390 000 during the year; Ray Nkonyeni Municipality owes R3 790 384, including a 2023 portion of R2 000 000 payable once Ugu has settled its intergovernmental debt; Umzumbe Municipality owes R2 435 190; and Umdoni Municipality R1 112 354. Umuziwabantu Municipality's balance is nil. Cash and cash equivalents are R1 330 208, total liabilities R4 440 782 (including SARS VAT payable of R3 040 494) and net assets R22 503 314.

Stakeholder Relations and Engagements

SCTIE completed the first major revision of its membership structure in many years, presenting the new 2026/27 framework to members on 8 July 2026. Eight Area Tourism Committees are

active, although the Umuziwabantu chairperson has resigned and no meetings have since taken place there. The District Tourism Forum met on 15 July 2026 and adopted its Terms of Reference, and SCTIE co-hosted the Provincial Municipal Tourism Information Sharing Session in Ramsgate on 20–21 August 2026.

Key Risks and Areas of Concern

- **Municipal grant debt and cash flow.** Approximately R48,9 million remains outstanding, dominated by Ugu District Municipality at R41 543 340. This constrains project and campaign delivery, execution of the approved budget, and payment of creditors within the 30 days required by the MFMA.
- **SARS exposure.** VAT payable of R3 040 494 remains outstanding, with further penalties and interest raised on the unpaid VAT201 for June. Early engagement on a payment plan is required.
- **Retraction of the NSF award.** A letter dated 6 July 2026, received on 31 July 2026, retracts the NSF approval of 6 February 2023, citing the change in the entity's legal identity, late appointment of a service provider, governance changes and programme obsolescence. This has material implications for the skills development programme and requires the Board's direction.
- **Audit readiness and outstanding matters.** The audit planning meeting with the Auditor General is outstanding, with an indicative fee of approximately R640 000 given verbally; the survey undertaken at the Ugu Maskandi Festival will be tabled at the next Board meeting; and the entity's digital platforms remain under interim internal management pending the service provider appointment.

Conclusion and Recommendation

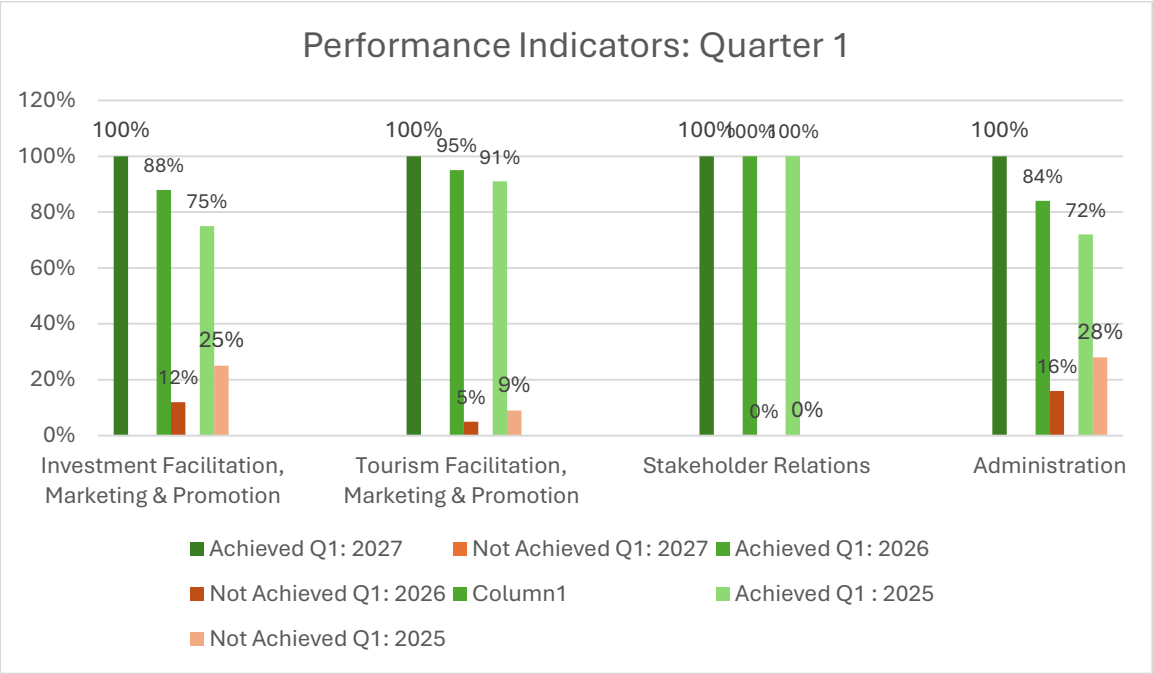
SCTIE delivered a strong operational quarter, meeting all 55 of its targets and exceeding both its investment and tourism brand exposure targets through earned media. The financial results reflect prudent spending under constrained cash flow rather than operational failure: a surplus of R8 112 091 was recorded, but essential project and marketing expenditure has been deferred because municipal grants were not received. Securing the outstanding municipal debt, resolving the VAT position and determining the entity's response to the retraction of the NSF award are the matters most material to delivery for the remainder of the year.

The Board is requested to note the Quarter 1 2026/27 performance report and to provide direction on the matters raised under Key Risks and Areas of Concern.

2. Performance Scorecard: Quarter 1/2027

In terms of quarter1 – 2027, SCTIE had a total of 55 targets for the quarter to attend to, which we managed to Achieve 100% (55/55)

In comparative to quarter 1 – 2026, SCTIE had 57 targets for the quarter of which we Achieved 89%(51/57) and did Not Achieved 11% (6/57).



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

2.1. Year to date Performance Scorecard achievements

3. Financial information to 30 September 2026

3.1.1. Income

Annual Grants 2026:

3.1.1.1.1. **Umdoni** – have paid R500 000, which relates to the 2026 grant. There is a balance of R72 157, which relates to 2026.

2027: We have invoiced 42% of their annual grant in the amount of R1 040 197.

The total outstanding balance at 30 September is R1 112 354.00

3.1.1.1.2. **Umzumbe** – have paid R861 346. The balance outstanding is R1 478 444.40, this being 63% of their annual commitment.

2027: We have invoiced 42% of their annual grant in the amount of R956 746.00**.**

The total outstanding balance at 30 September is R2 435 190.00

3.1.1.1.3. Umuziwabantu – settled their outstanding 2026 debt in July.

2027: Umuziwabantu requested we invoice them R820 000 in September – approximately 49% of their annual grant.

The total outstanding balance at 30 September is Nil.

3.1.1.1.4. **Ray Nkonyeni** – settled their 2026 grant balance in July in the amount of R1 717 976.

2027: We have invoiced 42% of their grant amount being R1 790 384.

The total outstanding balance at 30 September is R3 790 384.

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

3.1.1.1.5. Ugu District Municipality – Ugu have paid R3 390 000 to SCTIE this year.

Their current outstanding balances are:

2024 : R13 411 429

2025 : R 9 751 742

2026 : R 9 751 742 – 42% of the annual grant

The full balance outstanding as at 30 September 2026 is now R41 543 340

3.1.2. Expenditure

3.1.2.1. Basic operational expenses were incurred totalling R606 296.

3.1.2.2. Basic marketing expenditure of R613 798, of which a sponsorship contribution to the Ugu Maskandi Festival in the amount of R400 000, was made.

3.1.2.3. Investment and Development costs amounting to approximately R284 414 have been incurred, however not yet been paid.

3.1.2.4. Staff salaries and Board fees have been paid up to date to 30 September 2026.

3.1.2.5. There were a number of creditors which were not paid within 30 days, as required by the MFMA, during July. We are currently up to date with these.

3.1.2.6. We have yet to have the Audit Planning meeting with the Auditor General, however they have given a verbal indication that this year's fee will be approximately R640 000

3.1.3. Income statement summary: 30 September 2026

Income	**Actual**	**Budget**	**Variance**
Own Income	147 802	311 904	- 164 102
Grants Raised	11 511 959	11 406 311	105 648
Gross Profit	**11 659 761**	**11 718 215**	**- 58 455**
Expenditure			
Total Board Fees	108 831	236 226	127 395
Total Staff Costs	1 910 591	2 502 936	592 345
Total Operational Costs	606 296	755 901	149 605
Total Marketing Costs	613 798	2 590 824	1 977 026
Total Projects & development	284 414	649 778	365 364
Total Reasearch costs	-	151 875	151 875
Stakeholder relations costs	23 739	42 750	19 011
Total Expenditure to date	**3 547 670**	**6 930 290**	**3 382 620**
Surplus / (Loss) to date	**8 112 091**	**4 787 925**	**3 324 166**
Capital Budget			

3.1.4. Balance sheet as 30 September 2026

Assets		
Non-Current Assets		
Fixed Assets	369 121	
Investment Property	9 530 024	
	9 899 145	
Current Assets		
Debtors	48 935 058	15 626 437.57
less: Debt Impairment	- 33 308 621	
Cash at Bank - Primary accounts	260 367	1 330 207.64
- Call account	1 064 961	
- Special Projects (OSS)	748	
Petty Cash	4 132	
Deposits	87 684	
Accrued income	622	
Prepaid expenses	-	
Vat - Receivable		
	17 044 951	
Total Assets	26 944 096	
	418 159	
Liabilities		
SARS - VAT payable	3 040 494	
Staff Control	1	
Accruals	-	
Suppliers	259 311	
Provisions - Leave	906 992	
Provisions - Performance Bonuses	233 295	
Operating Lease liabilities	-	
Unallocated deposits	690	
Conditional Grant	-	
Total Liabilities	4 440 782	
Net Assets	22 503 314	
Ordinary Shares	200	
Accumulated Surplus	14 391 023	
Surplus / (Loss): Current Year	8 112 091	
Total Net Assets	22 503 314	

3.1.5. Financial Ratios: 30 September 2026

4.3.10.: Operational expenditure Spend

Annual Target : 80% : Q1= 15%	**15%**	2 139 702.22
Quarterly Target to date	**18%**	
Total Spend to Date		2 625 718.58
Total Annual Budget		14 264 681.49
Percentage spend year to date :		**18%**

4.3.13: Capital Expenditure spend to plan

Annual Target : 50% : Q1 = Nil	**Nil**				
Quarter Target to date actual	**11%**				
		Computers	**Furniture & Fittings**	**Vehicles**	**Total**
Total Spend		24 434.78	0.00	0.00	24 434.78
Total Capital Budget		80 000.00	45 000.00	785 000.00	910 000.00
: Year to date : according to plan.		20 000.00	11 250.00	196 250.00	227 500.00
Percentage spend year to date :		**122%**	**0%**	**0%**	**11%**
		Two new laptops were purchased			

4.3.14

Target:	**Less than 2% of Budget**		This F&W was brought about due to the late payments of the June accounts.
Fruitless & Wasteful exepnditure		145 504.68	Further penalties have been raised by SARS on the unpaid VAT201 for the June period, due to the unpaid Ugu Grant. Currently the amount of R122 716.36 (penalty) and R11527.97 (interest) has been raised.
Budget to date :		11 718 215.28	
Percentage F& W year to date		1.24%	

4.3.16: Grant Funding Raised

Annual Target	**100% Revenue Raised as per plan**			
Quarterly Target	**100% Revenue Raised as per plan**			
Grant Funding raised		11 511 959.16		The budget is Annualised and has brought about this large variance. SCTIE has invoiced all municipalities 42% of Equitable Share, which they are due to receive in July. Umuziwabantu then requested an updated invoice to R820 000 (which is approximatley 49.3% of the ES due.
Grant funding raised pe budget		11 406 311.28		
	Percentage raised	101%		

4.3.17: Operational Revenue Received

Annual Target 90% : Q1 = 30%	**30%**		
Quarterly Target Achieved	**71%**		
Revenue Raised		147801.59	
Outstanding Debtors : per Age Analysis		43 565.22	50 100.00
	Revenue received	104 236.37	
	Percentage received	71%	

4.3.19: Annual Procurement Plan - and spend in relation

Target:	**100% SCM Implementation to Plan**	
Actual Spend	921 951.11	
Annual Budget to Date	3 435 227.00	
% SCM Implemented to date	27%	

Cash Coverage Ratio : 3 months

Cash / Cost Coverage Ratio (Excl. Unspent Conditional Grants)	((Cash and Cash Equivalents - Unspent Conditional Grants - Overdraft) + Short Term Investment) / Monthly Fixed Operational Expenditure excluding (Depreciation, Amortisation, Provision for Bad Debts, Impairment and Loss on Disposal of Assets)	Statement of Financial Position, Statement of Financial Performance, Notes to the AFS, Budget, In year Reports and AR	1 - 3 Months		1 Month	
				Cash and cash eq	1 326 075	
				Unspent Conditiona	-	
				Total Annual Operational Expenditure	27 581 060	
	This calcualtion does not take into account - the large VAT payment which remains outstanding : R1 035 000 - June 2024, or the VAT on the June 2025 Ugu invoice - R1 271 966					

Current Ratio : 2:1

Current Assets / Current Liabilities	Statement of Financial Position, Budget, IDP and AR	1.5 - 2:1		3,84		
			Current Assets	17 044 951		
			Current Liabilities	4 440 782		
	Whilst accurate - this calculationis not reliable due to the long outstanding municipal grant debts relating to Ugu DM, Ray Nkonyeni and Umzumbe Municipalities.					

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		62 days		23 days
				Trade Creditors	257 931		87 750
				General expenses	1 528 247		1 380 264
	This calculation has been affected by an invoice reveived on the 30 Spetember in the amount of R170 181, for partial payment of the work done at the KwaXolo Cave project. By removing this amount, SCTIE has paid creditors within 23 days.						

Total Employment Costs : Total Operating costs 25% - 40%

Remuneration as % of Total Operating Expenditure	Remuneration (Employee Related Costs and Councillors' Remuneration) /Total Operating Expenditure x100	Statement of Financial Performance, Budget, IDP, In-Year reports and AR	25% - 40%		132%		29%
				Employee/personnel related cost	1 910 591		1 910 591
				Board Remuneration	108 831		108 831
				Total Operating Expenditure	1 528 247		6 930 290
				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

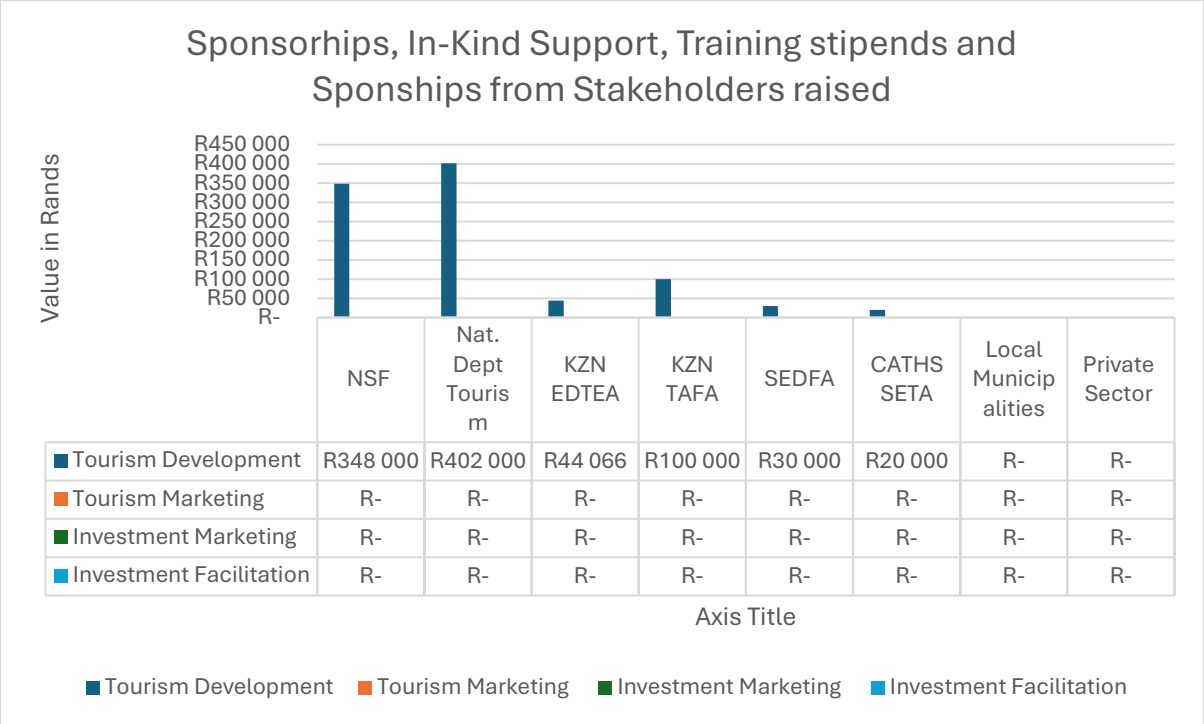
3.1.6. Cash Flow Estimates

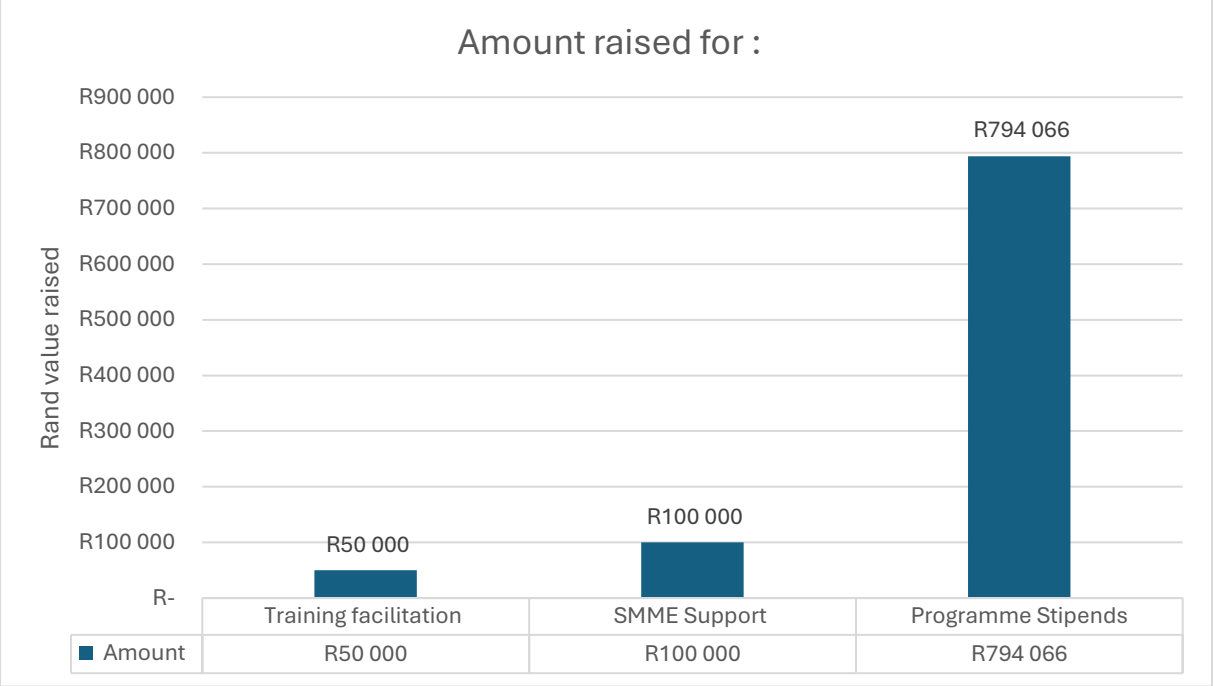
Cash Flow : Estimate	Total outstanding for 30 June 2026	Invoiced: 2026/2027	Still to pay:	2026/07/31	2026/08/31	2026/09/30	2026/10/31	2026/11/30	2026/12/31
Opening balance				**110 976**	**2 137 992**	**1 162 747**	**1 330 308**	**-1 355 244**	**-3 119 600**
Ugu District Municipality - 2023/2024/2025,	36 304 914		36 304 914	1390000	800 000				
Ugu District Municipality - 2026/2027		8 631 426	8 631 426			**500 000**			
Ugu - VAT Debt (2026)					-	700 000	700 000		
Ray Nkonyeni - 2022/2023	2 000 000		2 000 000						
Ray Nkonyeni - 2025/2026		1 790 384	1 790 384	1 717 976					
Umuziwabantu - 2026/2027	0	820 000	0	626 848		820 000			
Umdoni Municipality - 2025/2026	72 157	1 040 197	1 112 354	500 000					
Umzumbe - Municipality - 2025/2026	1 478 444	956 746	2 435 190						
Total Cash Receipts	39 855 515	13 238 753	52 274 268	4 234 824	927 000	2 145 000	825 000	215 000	125 000
Total In Bank				**4 345 800**	**3 064 992**	**3 307 747**	**2 155 308**	**-1 140 244**	**-2 994 600**
Expenditure									
Payments :									
VAT on AG adjustments - remains pending									
- Vat due on the Ugu 2026 Grant invoiced : Payment plan requested					124 000	700 000	700 000	-	-
- Vat due on the 2027 Grant invoiced - Local Municipalities							106 957	-	-
- Vat on Grant received				498 687					
- Other VAT					53 000				
Employee Costs :									
Salaries Nett				422 000	422 000	422 000	422 000	422 000	702 000
3rd Party payments				75 000	75 000	75 000	75 000	75 000	75 000
SARS - PAYE / SDL / UIF				200 000	200 000	200 000	200 000	200 000	265 000
Board fees				65 000	65 000	40 000	65 000	65 000	65 000
Audit Committee				-	46 000	-	46 000	-	-
Creditors (prior month)				700 000					
Basic Operational costs				142 120	172 120	75 000	182 911	182 911	182 911
Auditor General				65 000	225 000		50 000	50 000	200 000
VAT on AG adjustments - remains pending	890 000								
- Vat on Grant received									-
Investment Facilitation & Marketing costs :							185 000	185 000	
: KwaXolo Cave Zipline development					-		482 000	85 273	
: Umuziwabantu LED Strat					297 272		135 125	27 025	
: Ifafa Rezone & Subdivision					95 000	-			617 500
: District Investment Strategy									75 000
: One Stop Shop support						-	-		23 027
: Investment marketing campaigns						-	158 821	158 821	158 821
: Investment Newsletters						4 200			4 200
: Investment Social & Website					-	-	14 700	14 700	14 700
: Investment Brochure							100 000		
: Investment promotional collateral					24 000		315 000	139 250	
: Investment Conference									
: Investment Conferences/Exhibitions				40 000		-	85 000		
: MICE support						350 000	50 000		66 619
: FAM Trips					4 000	25 000		25 000	20 000
Tourism Facilitation & Marketing costs :									
: District Tourism Strategy									
: Research								78 750	
: Nodel support						25 773	25 773	25 773	25 773
: SMME suuprt						24 413	24 413		24 413
: Tourism Campaign marketing						-	-	-	-
: Tourism Newsletters						4 200			4 200
: Tourism Social, website & APP					15 000	-	-	-	-
: Packaging workshop									
: Tourism colatteral & material					24 000			108 000	
: Tourism Brochure									
: Tourism Exhibitions & Shows								60 000	
: FAM Trips					4 000	5 000		50 000	
Stakeholder costs :					26 853	26 853	26 853	26 853	26 853
Capital Requirements (Laptop replacements)					30 000		60 000		-
Capital Requirements (Furniture)									
Capital Requirements (Vehicle)									
Total Expenditure		0		2 207 808	1 902 246	1 977 439	3 510 552	1 979 356	2 551 017
Balance bank				**2 137 992**	**1 162 747**	**1 330 308**	**-1 355 244**	**-3 119 600**	**-5 545 617**

3.1.7. Sponsorship and in-kind support

The below graph represents sponsorships, in-kind support, stipends and funding raised through other departments and stakeholders for the District.

The total year to date, being R944 065.50





3.1.8. Tenders

3.1.8.1. 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. This tender was cancelled as the one bid received was Non-Responsive.

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.

- Recommendations have been submitted to the CEO for consideration

3.1.9. Update NSF Award

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

The project and the various challenges, which included, the

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

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

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

Numerous letters were sent between February and July to various role players to meet and unlock the challenges that NSF had with the reinstatement.

Communications were sent to:
14 November 2025 – MS Dunn – NSF: SDI KZN Region
10 February 2026 – Ms M Erra, NSF Acting CEO cc: DG: DHET: Mr Sishi
10 March 2026 – Mr Sishi, DG:DHET, cc: Officer of the Minister, cc: A-CEO, cc: SDI KZN Region
1 April 2026 – Mr Letsie, Chairman of Portfolio Committee (DHET), cc: Office of the Minister, cc: DG:DHET, cc: A-CEO NSF, cc: SDI KZN Region

On the 31st July 2026, we received a letter dated 6 July 2026, which is signed by the Director General, Dr Nkosinathi Sishi, advising of the retraction of the NSF approval letter dated 6 February 2023. Reasons for the retraction being:

i. The change in the legal identity of the entity;
ii. Failure to appoint a service provider within the specified timeframe of the original approval letter (6 February 2023);
iii. Changes in SCTIE governance structures;
iv. Obsolescence of certain programmes as approved in the original approval letter, due to certain SAQA legacy programmes having been phased out.

3.2. Corporate Service & Administration

3.2.1. Human Resources

Permanent Appointments: None

Graduates Appointed: None

3.2.2. SCTIE Office Accommodation

SCTIE has for some time been in discussion with Ugu District Municipality officials, to accommodate the entity at the Ugu Sports & Leisure Centre.

After a number of engagements and through the various meetings by the CEO and Ugu MANCO, it has been resolved that SCTIE will move into the USLC, by 1 December 2026.

Ugu DM is in the process of appointing a service provider, who will partition the ‘lounge area’ on the right hand side of the first floor, into sections to accommodate the SCTIE departments, in an ‘open plan’ layout style”

4. KPA1: Investment Facilitation, Marketing and Attraction

During Quarter 1, the Investments and Projects Department achieved 100% of its planned targets, reflecting strong operational performance on OSS service delivery. The quarter was characterised by increased investor and private business engagements and strengthened institutional partnerships aligned to district and provincial economic priorities.

The achieved targets focused on the effective delivery of One Stop Shop (OSS) services to investors and stakeholders. The Q1 register reflects participation from a range of stakeholders, including Ugu District Municipality, Umzumbe Local Municipality, EDTEA, DARD and SCTIE. These engagements are particularly evident in relation to the Farmers Empowerment Initiative.

The involvement of these institutions is important as it allows the OSS to operate as a facilitation and coordination platform rather than merely an information desk. The presence of officials from various government institutions among the recorded enquiries also creates an opportunity to improve intergovernmental coordination and ensure that business and agricultural support interventions are better aligned.

4.1. One Stop Shop (OSS)

The OSS recorded a total of 74 client enquiries during Q1. The enquiries demonstrate continued demand for facilitation services, particularly among small businesses, informal traders, emerging farmers and agricultural stakeholders.
Of the 74 recorded enquiries, 73 were categorised under red tape reduction, demonstrating that the majority of clients approached the OSS for assistance in navigating government programmes, accessing information and overcoming administrative barriers. The remaining enquiry related to a CIPC matter involving confirmation of a company deregistration process.

4.1.1. Small Business and Spaza Shop Support

A significant component of Q1 OSS activity involved the Spaza Shops Empowerment Programme. The register records 37 enquiries relating to spaza shops, tuck shops, trading enterprises and other small businesses seeking information and assistance regarding available funding and empowerment opportunities.

The enquiries included a number of spaza shop businesses and several other emerging enterprises. The primary requirement identified across these enquiries was information on funding opportunities and the requirements for accessing the Spaza Shops Empowerment Programme.

The high number of enquiries from this segment indicates that the OSS is increasingly being utilised as an access point for small and emerging businesses seeking to formalise and strengthen their operations. It also demonstrates the continued need for coordinated dissemination of information relating to government enterprise-development programmes.

4.1.2. Farmers Empowerment Initiative

The second major area of Q1 OSS activity was the Farmers Empowerment Initiative. The register records 36 enquiries from farmers, agricultural enterprises and institutional stakeholders seeking assistance or information under this initiative.

The clients included emerging agricultural enterprises, as well as existing agricultural stakeholders and officials from Umzumbe Local Municipality, Ugu District Municipality, the Department of Agriculture and Rural Development (DARD), and EDTEA.

The participation of both individual farmers and government/institutional stakeholders indicates that the OSS is also functioning as a coordination platform for agricultural empowerment initiatives. The enquiries provide an opportunity for SCTIE to strengthen linkages between emerging farmers and relevant agricultural support programmes, funding institutions and technical support services.

The register further records continued engagement with agricultural stakeholders in the latter part of the quarter, including farmers and representatives associated with DARD, Umzumbe Local Municipality, SCTIE and emerging agricultural enterprises.

4.1.3. CIPC and Business Regulatory Support

One enquiry during the quarter was specifically recorded as a CIPC-related matter. The client requested assistance with obtaining confirmation relating to the deregistration of a company.

This demonstrates the broader regulatory facilitation function of the OSS beyond funding and empowerment programmes.

Although this represents a small proportion of the Q1 workload, such enquiries remain relevant to SCTIE's mandate of reducing administrative barriers to doing business within the District.

4.2. Investment Marketing and Promotion

4.2.1. SCTIE Annual Campaign - 'Rediscover'

Investment Themed Annual Campaign: **Rediscover Unlimited Opportunities on the KZN South Coast.**

The **Rediscover Unlimited Opportunities** campaign positions the KZN South Coast as a destination of investment potential, innovation and inclusive economic growth. It invites investors, developers, entrepreneurs and strategic partners to look beyond the region's traditional strengths and discover emerging opportunities across tourism, property, agriculture, manufacturing, the ocean economy, renewable energy and strategic infrastructure.

The campaign communicates that the KZN South Coast is **more than a tourism destination, it is a place to invest, establish, grow and unlock opportunity.**

CAMPAIGN OBJECTIVE

To position the KZN South Coast as an attractive investment destination by showcasing existing and emerging investment opportunities, facilitating investor confidence and promoting the region's strategic assets.

Key objectives:

- Attract local and international investment.
- Promote SCTIE's investment facilitation role.
- Showcase catalytic investment projects.
- Create awareness of sector-specific opportunities.
- Promote investment-ready land and developments.
- Position the South Coast as a location for business growth.
- Encourage partnerships between government and the private sector.
- Promote inclusive economic development and job creation.

QUARTER 1 CAMPAIGN ROLL- OUT: REDISCOVER THE POTENTIAL
Theme: **The KZN South Coast: Open for Opportunity**
Focus:

- Regional investment profile
- Strategic advantages
- Investment facilitation
- Priority sectors
- Investment-ready opportunities

Campaign Message:

Rediscover Unlimited Opportunities.

Activities:

- Launch investment campaign.
- Release investment profile content.
- Investor-focused digital campaign.
- Investment opportunity videos.
- Media interviews.
- Investor newsletter.

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 12 June 2026 – 11 September 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. In Q1 the SCTIE generated **108** free media exposure articles.

Link to article:

The Q1 Investment AVE target for brand exposure is R1 500 000. SCTIE generated R3 406 292 of AVE media exposure, please see breakdown below.

AVE: R3 406 292

Print: R1 381 490

Online: R2 020 732

Broadcast: R 4 070,00

All the media coverage clippings are accessible online in the Newsclip Redbook, please see below link for 12 June 2026 – 11 September 2026 clippings:
https://www.redbook.co.za/share/book/71bb6038da396f148f1442a2e1403f53

Investment Marketing, Attraction and Facilitation programs

4.2.2. Press Release and Media Articles

Our quarter 1 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**
Former Mr. South Africa Returns to KZN – 22 June 2026	• Online | Invest KZN South Coast | Former Mr. South Africa Returns to KZN | AVE: R 20 349,00
KZN South Coast Invites Investors to Explore Ocean Economy Opportunities – 31 July 2026	• Online | Visit KZN South Coast | KZN South Coast Invites Anglers to Experience World-Class Fishing This Spring | AVE: R 47 360,00 • Online | Invest KZN South Coast | KZN South Coast Invites Investors to Explore Ocean Economy Opportunities | AVE: R 16 218,00 • Print | South Coast Fever | Explore South Coast's Ocean Economy | AVE: R 19 756,00 • Online | South Coast Herald | Explore South Coast's ocean economy | AVE: R 9 223,00

South Coast Tourism and Investment Enterprise (SCTIE) Participates in 4th Annual Southern African Conference on the AfCFTA – 31 July 2026	• Online | Southern Africa's Freight News | Cape Town urges action on AfCFTA to boost African trade | AVE: R 22 736,00 • Online | Safari Africa | South Coast Tourism and Investment Enterprise (SCTIE) Participates in 4th Annual Southern African Conference on the AfCFTA | AVE: R24 920,00 • Online | Invest KZN South Coast | South Coast Tourism and Investment Enterprise (SCTIE) Participates in 4th Annual Southern African Conference on the AfCFTA | AVE: R 16 286,00

South Coast Tourism and Investment Enterprise (SCTIE) Engages United States (U.S) Consulate on Investment, Tourism and Creative Industry Opportunities – 17 Aug 2026	• Online | Safari Africa | South Coast Tourism and Investment Enterprise (SCTIE) Engages United States (U.S) Consulate on Investment, Tourism and Creative Industry Opportunities | AVE: R 27 480,00 • Online | Invest KZN South Coast | South Coast Tourism and Investment Enterprise (SCTIE) Engages United States (U.S) Consulate on Investment, Tourism and Creative Industry Opportunities | AVE: R 17 357,00
South Coast Women Shine at Gagasi FM Shero Awards – 31 Aug 2026	• Online | Invest KZN South Coast | South Coast Women Shine at Gagasi FM Shero Awards | AVE: R 21 165,00 • Online | Safari Africa | South Coast Women Shine at Gagasi FM Shero Awards | AVE: R 35 720,00

4.2.3. Investment Trade & Media Fam Trips

PROJECT: INVESTMENT, TRADE AND MEDIA FAMILIARISATION TRIP REPORT

ITEM	DESCRIPTION
Event:	Engagement with the United States (U.S.) Consulate General Durban
Dates	13 August 2026
Venue	South Coast Tourism and Investment Enterprise (SCTIE) Boardroom
Attended by	**SCTIE Representatives:** • SCTIE CEO, Dr Vusumuzi Sibiya • General Manager for Finance, HR & Administration, Ms Deborah Ludick;and • Projects & Investment Coordinator, Mr Mongezi Magubane **Ugu District Municipality Representative:** • Manager for Economic Development, Mr Sihle Mbatha **U.S. Consulates:** • Public Affair Officer, Mr Doug Mann • Voices Specialist, Ms Chantal Boullle • Public Engagement, Mr Thula Ngcobo; U.S; and • Press & Media, Mr Skhumbuzo Majola

BACKGROUND

South Coast Tourism and Investment Enterprise (SCTIE) recently hosted a delegation from the U.S. Consulate General in Durban, led by Public Affairs Officer, Mr Doug Mann. The engagement forms part of SCTIE's mandate to position the KZN South Coast and Ugu District as a premier destination for tourism, investment, trade and sustainable economic development.

The meeting provided a platform to showcase investment opportunities within the district, strengthen bilateral relations, and explore areas of mutual interest including strategic minerals, tourism, and the creative economy.

SCTIE's STRATEGIC OBJECTIVES:

- To position the KZN South Coast and Ugu District as an attractive and credible investment destination.
- To showcase emerging economic opportunities in strategic minerals, tourism, and the creative industries.
- To promote responsible investment, beneficiation, and development of local value chains.
- To strengthen relations with the U.S. Consulate and explore partnerships for trade, investment, and skills development.
- To ensure economic development is aligned with environmental sustainability, legislative compliance, and inclusive growth.

KEY HIGHLIGHTS AND PROCEEDINGS

- **Investment in Strategic Minerals:** A key focus was the growing interest in strategic minerals, particularly lithium. It was noted that multiple prospecting applications have been lodged with the Department of Mineral Resources and Energy (DMRE), indicating significant potential for responsible investment.
- **Beneficiation and Local Value Chains:** Discussions emphasised the need for beneficiation to be anchored within the district, ensuring that economic value is retained locally. This includes supporting local businesses, skills development, manufacturing, and job creation within broader industrialisation efforts.
- **Environmental Sustainability and Compliance:** SCTIE stressed that any mining-related investment must comply fully with South Africa's environmental and mining legislation, with strong community engagement, environmental protection, and long-term sustainability as non-negotiable principles.

- **Creative Economy:** The delegation expressed keen interest in the film, arts, and creative industries. Discussions explored strengthening specialist capacity in finance and business operations, public image, marketing, branding, and visibility to enhance the sector's contribution to the local economy.

KEY OUTCOMES AND INSIGHTS

- **Investment Confidence:** The engagement positioned Ugu as a district open for responsible investment, with clear regulatory pathways through the DMRE.
- **Expanded Economic Focus:** The engagement broadened investment discussions beyond traditional sectors to include the high-potential creative and film industries.
- **Stakeholder Collaboration:** SCTIE reaffirmed its role as a facilitator connecting investors with government departments, municipalities, traditional authorities, communities, and local business networks.
- **Opportunity for Partnership:** Identified potential for future collaboration on skills development, capacity building, and market linkages for SMMEs in the creative and tourism sectors. Increased brand exposure for Lifestyle Developers and partners

CONCLUSION

The engagement with the U.S. Consulate General was a strategic and successful platform to advance SCTIE's investment promotion agenda. It highlighted the district's potential in both natural resources and the creative economy, while reinforcing the principle that all investment must be responsible, transparent, and beneficial to local communities.

SCTIE remains committed to facilitating investments that create long-term value, protect environmental assets, and drive inclusive and sustainable economic growth for the Ugu District. Follow-up engagements will be pursued to explore concrete collaboration.



SCTIE Projects & Investment Coordinator, Mr Mongezi Magubane; U.S. Consulate: Voices Specialist, Ms Chantal Boullle; U.S. Consulate: Public Engagement, Mr Thula Ngcobo; Ugu District Municipality Manager for Economic Development, Mr Sihle Mbatha; SCTIE CEO, Dr Vusumuzi Sibiya; U.S. Consulate: Public Affair Officer, Mr Doug Mann; SCTIE General Manager for Finance, HR & Administration, Ms Deborah Ludick; and U.S. Consulate: Press & Media, Mr Skhumbuzo Majola

4.2.4. Investment Quarterly Newsletter

One investment-focused newsletter was prepared and distributed on 17 September 2026 to SCTIE members and key stakeholders, highlighting SCTIE's marketing and investment promotion developments.

Performance Summary:
Recipients: 510
Opened: 309 (60.6% open rate)
Bounced: 5 (0.98% bounce rate)

The newsletter achieved an exceptional open rate of 60.6%, which is significantly high. This indicates strong stakeholder engagement and continued interest in SCTIE's investment

promotion activities. The low bounce rate of less than 1% further reflects a well-maintained and accurate distribution list.

Please see the screenshot of the of the newsletter below:



4.2.5. Investment Trade Shows & Exhibitions

PROJECT: INVESTMENT TRADE SHOWS & EXHIBITIONS

4.2.5.1. The 2nd International Special Economic Zones (SEZ) Infrastructure & Investment Conference

ITEM	DESCRIPTION
Event:	South Africa's 2nd International SEZ – Infrastructure & Investment Conference
Dates	16 – 17 July 2026
Venue	Durban International Convention Centre (ICC) & Durban Exhibition Centre
Represented by	Mr Mongezi Magubane, Projects & Investments

BACKGROUND

SCTIE attended South Africa's 2nd International SEZ – Infrastructure & Investment Conference aimed at repositioning SEZs as engines for industrialisation, export-led growth

and spatial economic development. The conference featured high-level networking, exhibitions, structured B2B engagements, export masterclasses, fireside chats, and strategic panel discussions culminating in a keynote address by Deputy President Paul Mashatile.

SCTIE's STRATEGIC OBJECTIVES:

- To understand national policy direction, global benchmarking trends and financing mechanisms for SEZs.
- To explore investment, infrastructure development and trade opportunities relevant to the KZN South Coast.
- To participate in B2B matchmaking with investors, infrastructure developers, SEZ operators and financiers.
- To gain practical insights on export readiness, international buyer requirements and mastering international exhibitions.

Theme

"Reigniting Industrialisation through World-Class SEZs"

KEY HIGHLIGHTS AND PROCEEDINGS ATTENDED

- **Day 1** – B2B Engagements, Export Masterclasses & Exhibition Tour: Export Readiness & Support for Emerging Exporters (the dtic), What International Buyers Actually Look for (DHL Express), From Local to International Trade, Beyond the Booth: Mastering International Exhibitions, and Anatomy of an Export Deal.
  Day 2 – Strategic Sessions:
- Panel: Why Invest in SEZ Now? – SA value proposition and investor perspective
- Panel: SEZs as Engines for Spatial Industrial Development
- Panel: Cross-Border Collaboration through Spatial Development & AfCFTA impact on SEZs (Facilitated by MEC Rev. Musa Zondi)
- Breakaways: Critical Considerations for Policymakers before investing in SEZs; PPPs as drivers for SEZ Infrastructure; Role of SEZs in Export and Trade Diversification
- Panel: Role of Finance Institutions in accelerating competitiveness of SEZs (DBSA, IDC, ABSA, SEDFA, SADC DFRC)
- Panel: Re-imagined SEZs: New role in Industrialising SA

KEY OUTCOMES AND INSIGHTS

- **Strategic Insight: Gained** clarity on how SEZs are being repositioned as multi-faceted industrial ecosystems including skills, logistics, human settlements,

innovation and sustainability – directly relevant to SCTIE's investment promotion approach.

- **Investment & Partnership Pipeline:** Established contacts with SEZ operators (Coega, Dube TradePort, ORTIA), DFIs (DBSA, IDC, ECIC), logistics players (Transnet, TNPA) and investors through B2B and networking sessions.
- **Export Development:** Acquired practical export strategies to support local manufacturers and SMMEs on the KZN South Coast to become export-ready and access SEZ infrastructure and incentives.
- **Positioning:** Promoted the KZN South Coast as an investment destination that can complement SEZs through agriculture, agro-processing, property, tourism and harbour development (Port Shepstone).

CONCLUSION

The conference provided valuable insights, meaningful networking and direct engagement with decision-makers across government, SOEs, SEZs and the private sector. It reaffirmed the importance of SEZs in reigniting industrialisation and the need for regions like the KZN South Coast to align local investment opportunities with SEZ value chains.



Deputy President Paul Mashatile addressing delegates at the 2nd Special Economic Zones (SEZ) International Conference, held at the Durban ICC from 16–17 July 2026



Delegates at the 2nd Special Economic Zones (SEZ) International Conference, held at the Durban ICC

4.2.5.2. The 4th Annual Southern African Conference on the African Continental Free Trade Area (AFCFTA)

ITEM	DESCRIPTION
Event:	4th Annual Southern African Conference on the African Continental Free Trade Area (AfCFTA)
Dates	30 – 31 July 2026
Venue	Cape Town International Convention Centre (CTICC), Cape Town
Represented by	Dr Vusumuzi Sibiya, Chief Executive Officer Mr Mongezi Magubane, Projects & Investments

BACKGROUND

SCTIE participated in the 4th Annual Southern African Conference on the AfCFTA, convened to bridge the gap between policy and practical implementation of the AfCFTA. The conference brought together policymakers, trade experts, academics, investors, business leaders and development practitioners from across the continent. A virtual keynote was delivered by Ms Cynthia Gnassingbé-Essonam, Director of Private Sector Engagement and Communications at the AfCFTA Secretariat.

SCTIE's STRATEGIC OBJECTIVES:

- To position the KZN South Coast as a competitive investment and trade destination within the African continental market.

- To engage with policymakers, investors, and development partners to identify partnership and collaboration opportunities.
- To align SCTIE's investment promotion and economic development agenda with national and continental trade integration strategies.

Theme

"Advancing Regional Integration and Trade Through AfCFTA Implementation"

KEY DISCUSSIONS AND PROCEEDINGS

- Strengthening regional value chains and promoting industrialisation.
- Facilitating investment and removing trade barriers
- Improving trade facilitation and logistics.
- Supporting inclusive participation of small businesses, women and youth entrepreneurs.
- Moving from policy commitments to practical implementation.

KEY OUTCOMES AND INSIGHTS

- **Knowledge & Strategic Alignment:** SCTIE obtained first-hand insights on AfCFTA implementation priorities, which will inform regional investment promotion strategies.
- **Visibility and Positioning:** SCTIE's presence reinforced its role as a key regional economic development agency committed to regional integration.
- **Networking and Stakeholder Engagement:** The CEO engaged with key stakeholders including AfCFTA Secretariat representatives, investors, academics and business leaders, opening channels for future collaboration.
- **Investment Opportunities:** The platform highlighted opportunities to attract intra-African investment into the KZN South Coast, particularly in trade, industrialisation, agriculture, and tourism value chains.
- **Commitment to Inclusive Growth:** The conference reaffirmed SCTIE's commitment to driving inclusive economic growth through partnerships that support SMMEs and emerging enterprises.

CONCLUSION

SCTIE's participation was strategic and aligned with its mandate to advance investment, facilitate trade, and promote sustainable economic development on the KZN South Coast. The engagements contribute to South Africa's broader economic development agenda and the successful implementation of the AfCFTA.

IMAGE:



The 4th Annual Southern African Conference on the AfCFTA

4.2.6. Investment Digital Platforms: Website & Social Media

4.2.6.1. Investment Website

www.investkznsouthcoast.co.za

Website Operations & Performance Report
www.investkznsouthcoast.co.za
Reporting period: 22 June - 14 September 2026

Digital Asset Management
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.

Analytics and Activity Monitoring

Website Traffic Performance

Google Search Performance (Search Console export: 22 June - 14 September 2026)

Metric	**Value**
Total Clicks	589
Total Impressions	69,428
Average CTR	0.85%
Average Position	~13.7

Key audience distribution:

Country	**Clicks**
South Africa	529
United Kingdom	10
Canada	7
India	6
United States	4

Device usage:

Device	**Clicks**
Mobile	392
Desktop	184
Tablet	13

Observations:

- South Africa accounted for approximately 91% of organic search clicks.
- Mobile devices generated approximately 65% of organic search clicks, highlighting the importance of responsive design and mobile optimisation.
- Search visibility remains strongest for investment, agriculture, property, and regional economic development content.

User Behaviour Analysis

Top-performing pages:

1. Macadamia Nut Farming in South Africa
2. Investment Boom for KZN South Coast with Plans for Port Shepstone Harbour
3. Best Places to Retire in KZN South Coast
4. Building vs Buying a House in South Africa
5. Sugar Cane and Macadamia Nut Farming

Technical Performance and System Health

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.

4.2.6.2. 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:

Project	Campaign/Objective	Platforms
Ocean Economy	Investor Targeting	Facebook, Instagram, Twitter, LinkedIn & YouTube
Ugu District One Stop Shop Services (OSS)	Brand Awareness	Facebook, Instagram, Twitter, LinkedIn & YouTube
Buy Local	Brand Awareness	Facebook, Instagram, Twitter, LinkedIn & YouTube
Update on Umdoni Point Coastal Forest Estate	Investor Targeting	Facebook, Instagram, Twitter, LinkedIn & YouTube
SMME Growth and Skills Development BBS Farm	BBS Farm	Facebook, Instagram, Twitter, LinkedIn & YouTube
AfCFTA Conference	Brand Awareness	Facebook, Instagram, Twitter & LinkedIn
SCTIE Engages U.S Consulate on Investment,Tourism and Creative Industry Opportunities	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Agriculture - Oatlands Mushrooms, KwaNositha	Investor Targeting	Facebook, Instagram, Twitter, LinkedIn & YouTube

Ubumbano Homestead	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Buy Local - Sky Drop Atmospheric Water-Ms Nomcebo Nzimakwe, winner at the 10th Annual Gagasi FM Shero Awards	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Buy Local - Eve's Lounge -Ms Eve Mseleku Nz,winner at the 10th Annual Gagasi FM Shero Awards	Brand Awareness	Facebook, Instagram, Twitter & LinkedIn
Buy Local - The South Coast Business Fair	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Progress in the KwaXolo Caves Adventures Expansion	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Manufacturing - Zurii Skin Care	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Renishaw Hills	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Serenity Hills Eco Estate	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn
Bahari Bay Eco Estate	Investor Targeting	Facebook, Instagram, Twitter & LinkedIn

4.2.7. Meetings, Incentives, Conferences and Events Support (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.

EVENTS SUPPORT

Topic

1. **BIG RUN MENTAL HEALTH AWARENESS 2026 – (DURBAN TO PORT EDWARD)**

Date: 20 – 24 JULY 2026

Background

As part of Men's Mental Health Month, SCTIE proudly supported the Big Run, which began in Durban to end in Port Edward over a period of 3 days. We warmly welcomed the runners at Oribi Toll Plaza as they continued their inspiring journey. Together, we raise awareness for men's mental health.

Strategic Objective

- Designed to create a supportive environment where open dialogue about mental health is
- encouraged.
- To ensure stigma is reduced, and individuals feel empowered to seek help.
- To raise a sharp focus on essential topics such as stress management, coping skills, and self-care practices.
- Providing participants with practical strategies to navigate life's challenges.

Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
SCTIE	R350.00	REFRESHMENTS FOR THE RUNNERS		

Gallery




EVENTS SUPPORT

Topic

1. **PLAY YOUR PART PROGRAMME "NATIONAL CLEAN UP CAMPAIGN"**

   Date: 09 SEPTEMBER 2026

Background

The initiative was organised by South Coast Tourism & Investment Enterprise (SCTIE) and Government Communication and Information System (GCIS). The "Love your Street" Programme was held in Port Edward focusing on environmental sustainability through a clean-up campaign, painting of dustbins and tree planting.

Strategic Objective

- To focus on environmental sustainability through clean-up campaign.
- Awareness to encourage the public in greening the environment and climate change.
- To educate the public about the importance of protecting and preserving the environment.
- The initiative was to encourage the communities to play their part in creating cleaner greener and healthier communities.

Gallery







EVENTS SUPPORT

Topic

1. **PINEAPPLE EXPRESS TRAIL RUN 2026**

   Date: 15 AUGUST 2026

Background

SCTIE partnered with B-Active Events on the Pineapple Express Trail Run, to help showcase the region to athletes, supporters, and visitors from across South Africa. The event presents a fantastic platform to promote local tourism, accommodation, restaurants, attractions, and the unique lifestyle that makes the South Coast such a special destination. Race starts: 30km – Ramsgate Beach/ 21km – Trafalgar Beach – 12km Glenmore Beach.

Strategic Objective

- To create an iconic annual event that not only delivers an unforgettable athlete experience.
- To generates meaningful tourism exposure and economic impact for the area.
- The Pineapple Express is proudly the only trail run of its kind along the shores of South Africa's East Coast, offering runners a chance to race along untouched beaches and experience the wild beauty of the KZN South Coast in a truly unique way.

Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
SCTIE	R8 500.00	Welcome pack bags & Refreshments for the Runners		

Gallery






EVENT SUPPORT

Topic

1. **RUN4RAMSGATE**

   Date: 11 June 2026

Background

The South Coast Tourism & Investment Enterprise partnered with the Ramsgate Ratepayers and Residents Association, for the second Run4Ramsgate Family Fun Run. The event formed part of the association ongoing fundraising effort to help maintain and improve the Ramsgate Village.

Strategic Objective

- Raise funds to maintain and improve the Ramsgate Village.
- Encourage the community to stay fit.
- Promote and maintain the marine ramble.
- Care for the Public space of Ramsgate.

Outcome



12 South Coast Herald News

Fitness and fun rule at fundraiser

Sugan Naidoo

The second Run4Ramsgate once again welcomed runners, walkers and supporters from across the South Coast, as well as holidaymakers, for a fantastic morning of fitness, fun and fundraising last Saturday.

Hosted by the Ramsgate Ratepayers' and Residents' Association (RRRA) at the Ramsgate Tidal Pool parking, the event formed part of the association's ongoing fundraising efforts to help maintain and improve the Ramsgate Village.

Registration opened at 8.30am, with the 5km run starting at 09.30. Just 21 minutes later, Ntokozo Gumbushe was the first runner home, followed by Alexander Southwood and Thabanga Molope. Victoria Forshaw was the first female finisher in an impressive 28 minutes, with Bianca Miller and Megan Wright close behind. The rain arrived just as the last runners were crossing the finish line, but that didn't dampen the atmosphere. Runners and spectators squeezed beneath the main gazebo for a rushed, but lively prize-giving, with prizes awarded to the first, second and third runners' home, the youngest boy and girl, lucky spot prize winners and even four-legged friends, all thanks to the generous prizes donated by Spar Ramsgate. The atmosphere was kept alive by local musician Ricky Zuma, who freely gave of his time and talent.

"Our sincere thanks also go to our wonderful volunteers, including the many marshals along the route. South Coast Tourism helped cover the halfway turning point, the Lions Club marshalled the Ski Boat Bay area. Whether you came to run, walk or enjoy the morning, you helped make Run4Ramsgate 2026 another wonderful community event while raising funds for the ongoing improvement of Ramsgate Village. Thanks to every sponsor, volunteer, participant and supporter who made the day possible. We look forward to welcoming you all back in 2027," said RRRA's committee member, Sarah Unsworth.

The James family enjoying the vibes (from left) Callan, Lyle, Cale and Che. INSET: Musician, Ricky Zuma provides some top tunes before the run.

Enjoying the fun run are (from left) Clare Gaze, Carla Steenkamp and Jason Chesworth.

Ilse Cloete and Andrew Crooks with Milo.

Sarah Unsworth from the Ramsgate Ratepayers' and Residents' Association.

Having fun are Jolene and Bradley

Gallery











Other Event Support

DATE	EVENT	DESCRIPTION	SUPPORT	LOCAL MUNICIPALITY	VENUE
10-11/07/2026	OppiKus	It is an annual Afrikaans Music Festival, that takes place in Uvongo, that brings the community together for a weekend full filled fun, Music artists, food vendors and kids zone, fun for everyone.	Social media support, website banner, events calendar	Ray Nkonyeni Municipality	Douglas Mitchell
11/07/2026	The Lake Eland Xtreme MTB	Epic scenery. Pure adventure. Adrenaline-fuelled series MTB Race and Trail Run.	Social media support, website banner, events calendar	Ray Nkonyeni Municipality	Lake Eland Game Reserve
11/07/2026	Run4Ramsgate	Run4Ramsgate Family Fun Run. The event formed part of the association ongoing fundraising effort to help maintain and improve the Ramsgate Village.	Social media support, website banner, events calendar and assisted at the actual event.	Ray Nkonyeni Municipality	Ramsgate Tidal pool
11/07/2026	KwaNyusa Maidens Ceremony	This is the annual cultural reed dance aimed at educating young girls about	Social media support	Umuziwabantu Municipality	KwaNyuswa

		early pregnancies, diseases, motivating them to preserve themselves, pursue their professional careers until they reach maturity stage to make good decisions. The event attracted local and neighbouring Community of Harding, Media, Traditional Leaders and Government departments which marked its significance within the area.			
18/07/2026	The Dune to Dirt	Event took place at TO Strand Holiday Resort, it had obstacle course race and beach running race.	Social media support, website banner and events calendar.	Ray Nkonyeni Municipality	T O Strand Holiday Resort
20 – 24 /07/026	Big Run 2026	As part of Men's Mental Health Month, SCTIE proudly supported the Big Run, which began in Durban and end in Port Edward over a period of 3 days. We warmly welcomed the runners at Oribi Toll Plaza as they continue their inspiring journey. Together, we raise awareness for men's mental health.	Social media support, website banner, sponsored refreshments for the Runners, SCTIE did a Meet & Greet with the runners at the Oribi Toll Plaza.	Ugu District Municipality	Durban to Port Edward
08/08/2026	Art in the Forest	Art by talented local artists, public was invited to join and explore what the locals of Ramsgate creates, and an opportunity to buy items.	Social media support	Ray Nkonyeni Municipality	Tanglewood Forest Ramsgate

15/08/2026	Pineapple Express Trail Run	This event takes runners and walkers on an adventure from Ramsgate, Trafalgar and Glenmore all the way to the finish at the beautiful Wild Coast Sun.	Social media support, website banner, Refreshments for the runners and promotional material. SCTIE	Ray Nkonyeni Municipality	Ramsgate to Port Edward
22-23/08/2026	Lake Eland Classic 2026	Lake Eland Classic 2026, consists of MTB and Run races, takes place over two epic days of adrenaline in the wild.	Social media support	Ray Nkonyeni Municipality	Lake Eland Game Reserve
28-29/08/2026	South Coast Business Fair	South Coast Annual Business Fair is an annual event, where fashion, exhibition, makeup masterclass, makeup competition, and speed sewing bee competition. Were community gather together connect, discover, support and celebrate local businesses, entrepreneurs and innovators from across the South Coast. From exciting products and services to valuable networking opportunities.	Social media support, website banner	Ray Nkonyeni Municipality	Ugu Sports and Leisure Centre
28-29/08/2026	Siyaya Emhlangeni Ugu District	The KZN Department of Sport, Arts and Culture - uGu District will be hosting the District Mini Reed Dance/Operation Siyay'emhlangeni which is a build-up event towards the main Royal Reed	Social media support	Umdoni Municipality	Kwa Dumisa Hall

		Dance which will take place at eMashobeni Royal Palace in Phongola on 11-13 September 2026. This year's event will be held in uMdoni LM under iNkosi Duma. maidens will be coming from all the four local municipalities. The event will be graced by the presence of Queen Mafu from oNdini Royal Palace and Queen Mawewe from eMashobeni Royal Palace. The expected number of maidens is 1500 upwards.			
02/09/2026	Early Morning Farmers Market Day	Events organised by the Department of Agriculture & Rural Development under the Umzumbe Municipality, farmer's and members of the community are invited to participate in selling & buying of agricultural produce during the Early Morning Farmers Market Day!	Social media support	Umzumbe Municipality	Turton Taxi Rank
09/09/2026	Play Your Part Cleanup	The "Love your Street" Programme focused on environmental sustainability through a clean-up campaign, painting of dustbins and tree planting. The initiative was organised by South Coast Tourism &	Social media support, SCTIE partnered with GCIS on this initiative	Ray Nkonyeni Municipality	Port Edward

		Investment Enterprise (SCTIE) and Government Communication and Information System (GCIS).			
19/09/2026	Mac Banana Family Fun Walk	5km Family Colour Walk in support of one of our local heroes, Kathy Moolman, who is suffering from cancer. Fund raising initiative.	Social media support	Ray Nkonyeni Municipality	Mac Banana
26/09/2026	Ugu Maskandi Festival 2026	Ugu Maskandi Festival Returns for a Landmark 6th Edition on the KZN South Coast. This year's festival promises another major celebration of Maskandi music, culture and local enterprise, with a strong focus on showcasing the talent and creativity of the Ugu District.	Financial support, web banner, newsletter, press lease and social media	Ray Nkonyeni Municipality	Ugu Sports and Leisure Centre

5. Tourism Marketing, Promotion and Facilitation

5.1. Tourism Facilitation

5.1.1. SMME Development and Support

5.1.1.1. Booking.com Hospitality Growth Programme (HGP) Networking Session

SCTIE supported five KZN South Coast SMMEs to participate in the Booking.com Hospitality Growth Programme (HGP) Networking Session, which was hosted by Fetola in Umhlanga on 23 July 2026. The event offered a valuable platform to connect with industry leaders, entrepreneurs, tourism organisations, and service providers dedicated to strengthening South Africa's hospitality sector.

Fetola is a small business development agency that works to nurture sustainable enterprises across Africa. The HGP is designed to support the growth and resilience of accommodation businesses through targeted business development, mentorship, and capacity-building.

5.1.1.2. Operational Excellence Masterclass

SCTIE partnered with Small Enterprise Development and Finance Agency, SEDFA to conduct an Operational Excellence Masterclass for 16 Tourism and Hospitality SMMEs, facilitated by Black Moses Operational Excellence Institute. The training was held on 11 and 12 August 2026 at SEDFA offices in Port Shepstone. The masterclass aimed to enhance operational skills, foster business growth, and professionalise local tourism services. Participants concluded the programme with a certificate hand-over during a graduation ceremony on 25 August 2026 at Feje Restaurant, a woman-owned SMME establishment.

5.1.1.3. KZNERA Electronic Liquor Management System Digital Rollout Campaign

SCTIE participated in the KwaZulu-Natal Economic Regulatory Authority (KZNERA) Electronic Liquor Management System (ELMS) Digital Rollout Campaign, held on 25 August 2026 at the Umzinto Town Hall and on 26 August at the Uvongo Town Hall.

The campaign provided liquor licence holders with hands-on assistance to register on the ELMS platform, as well as support to link their licences to the system. A significant number of licence holders took advantage of this opportunity, which contributed to an increase in ELMS registrations and successfully linked licences. The campaign was further strengthened through the participation of other stakeholders, such as Government Communications (GCIS) and the EDTEA Consumer Protection unit, which raised awareness and provided information about their respective departments and services. The positive response from licence holders and community members demonstrated the value of delivering digital services and government information directly to the public.

5.1.1.4. Business, Entrepreneurship and Cooperative Capacity Building workshop.

SCTIE participated in a Business, Entrepreneurship, and Cooperative Capacity Building Workshop hosted by GCIS at the Umzinto Town Hall in Umdoni on 24 June 2026. The session focused on strengthening business skills, encouraging local economic participation, and helping small businesses access financial and non-

financial support. Participants received practical information on identifying fraudulent data, consumer financial management, SMMEs, cooperative support programmes, business compliance, and strategies for building sustainable businesses. Additionally, the workshop provide. d a platform for local businesses and aspiring entrepreneurs to engage with government representatives, financial institutions, and development agencies.

5.1.1.5. Support to Crafters

SCTIE continues to create platforms for crafters to showcase and sell their products at local art and craft shops as well as at exhibitions. In partnership with the Department of Sport Arts and Culture, SCTIE facilitated an art and craft exhibition for 10 crafters at Southcoast Mall from 31 July to 02 August 2026.

Additionally, SCTIE facilitated market access for two crafters who partnered with the Flower Shop in Port Edward. These crafters, namely Thabede Arts and Crafts and Ithalente Lami, met with the shop owner on 19 August 2026 to complete formalities including product evaluations and the signing of vendor agreements.

5.1.1.6. Umzumbe Early Morning Farmers Market

On the 2nd of September 2026, SCTIE participated in the Early Morning Farmers Market which was organized by Umzumbe Local Municipality and the Department of Agriculture and Rural Development. The market was held at Emathulini Shopping Centre in Umzumbe.
The platform was created for local fresh-produce farmers to exhibit their goods and access their target market, supporting efforts to enhance their sales and monthly revenue. A total of 14 farmers participated at the event and it was reported that the event was a success as they made sales up to a total of R37 000.00 combined. It was proposed that the market should be organized on a monthly basis to accommodate other farmers as Umzumbe has many fresh produce SMMEs.

5.1.1.7. KZNTAFA Project Support Program.

To enhance the Great Drives Out Route, SCTIE physically assisted four local tourism SMMEs in completing and submitting applications for the Project Support Programme which was funded by KZNTAFA. The program served as one of the government's strategic interventions

towards business growth and development support, aiming to enhance tourism offerings, competitiveness and strengthening readiness for market within the sector.

Sontoh Beads from Mthwalume, Umzumbe, has confirmed receipt of the approval letter from KZNTAFA and a site visit has already been conducted by KZNTAFA. Umzumbe Municipality is in the process of approving the identified proposed site. As a local craft shop, Sontoh Beads will add significant value to the hinterland route, encouraging visitors to purchase locally made products and take-home authentic mementos of their experience. The funding consisted of several approved items as follows:

1. 1x 150 square metres (std) wooden wendy house
2. 1x small beadwork machine (loom) 1x5 (small)
3. 5x full mannequin (female and male)
4. 10x mannequin head and chest (female)
5. 1x foldable table
6. 1x point of sale system (installation)
7. 1x computer with cash till
8. 1x checkout counter
9. 1x conference chair
10. 1x tourism directional signage
11. 1x company stamp
12. 1x bracelet display stand
13. 20x 250g pack stock of beads (various colours)
14. 1x earrings display stand
15. Curio shop name design and printing
16. 1x laptop device

5.1.1.8. Online Business and Enterprise Development Training

SCTIE encouraged local tourist guides to apply for the specialised online business and enterprise development training funded by the National Department of Tourism for the 2026/2027 financial year. The department invited registered tourist guides from across South Africa to participate. The programme aims to equip freelance and aspiring tourist guide entrepreneurs with the practical skills and knowledge needed to establish and manage sustainable, legally compliant businesses and to develop diverse tourism offerings. Applications closed on 07 September 2026 and so far, only one local guide has confirmed submission of his application.

5.1.2. Youth Development

5.1.2.1. National Skills Fund: work Integrated Learning Programme for University Graduates

The Work Integrated Learning (WIL) programme for university graduates, which commenced in August 2024 with 35 graduates, concluded in August 2026 with 29 participants. The six graduates who dropped out did so after finding alternative employment opportunities. Funded by the National Skills Fund, the programme was implemented by Tourism World Academy alongside SCTIE. The graduates were placed across all four local municipal areas and received a monthly stipend of R6,000.00 each.

5.1.2.2. Tourism Monitors Programme

On 20 July 2026, SCTIE, in partnership with the Tourism World Academy, conducted an induction for 20 learners enrolled in the Tourism Monitors Programme. Funded by the National Department of Tourism through the Expanded Public Works Programme (EPWP), the initiative is implemented by the Tourism World Academy in partnership with SCTIE.

The learners are currently attending three months of theoretical training, which will end in October 2026. Thereafter, they will be deployed at key tourism sites in Ray Nkonyeni, Umzumbe, and Umdoni until the programme concludes in July 2027. This placement is intended to provide the Tourism Monitors with practical exposure and workplace experience while supporting tourism establishments and sites with visitor assistance, information provision, basic monitoring, and other relevant activities. Each learner earns a monthly stipend of R4,600.00.

5.1.2.3. Tourism Graduate Development Programme

EDTEA implemented the Tourism Graduate Development Programme as part of its contribution to skills development initiatives. By inviting unemployed graduates and students to participate, the programme provides them with valuable work experience and work-integrated learning, thereby increasing their employment opportunities.

- Duration: 24 months (September 2026 – August 2028)
- Monthly Stipend Interns: R7 860.25
- Monthly Stipend in-service: R6 312.25

The KZN South Coast has six participants (four interns and two in-service trainees) placed as follows:

Placement	Programme	No. of Graduates / students
Ramsgate Information Centre	Internship under SCTIE	2
Port Shepstone Maritime Museum	In-service, under SCTIE	1
Ezemvelo KZN Wildlife: Oribi Gorge Nature Reserve	Internship and In-service	2
Umuziwabantu Municipality	Internship	1
Total		**6**

5.1.3. Product Development

5.1.3.1. Identification of a new experience in Umdoni

Part of our mandate is to extend the tourist geographical spread across the destination; therefore, we strive to identify new places of interest throughout the district. Since we are in a Tourism Month/Heritage Month, SCTIE has identified Umzinto as a niche tourism offering promoting the Indian Culture. The educational experience includes a visit to various temples and monuments while learning a rich history about the Indian culture, dating back from the 1860s.

Umzinto is one of KwaZulu-Natal's most culturally significant historical hubs, holding a deep connection to South Africa's Indian heritage. The area has authentic blend of Indian architecture, multi-faith spiritual sites, and sensory spice-market trading.

The roots of Umzinto's local culture run exceptionally deep. Following the establishment of the early sugarcane mills in 1857, the first indentured Indian labourers arrived in the area in 1860. Over generations, these families transitioned from sugarcane workers to pioneering merchants, establishing Umzinto as a commercial and cultural heartland. Today, the town serves as a monument to resilience, where old-world architecture tells the story of early South African Indian life.

The statue at Umzinto Town Hall was unveiled on 13 May 2011 by the Honourable Maggie Govender (M.P.L) Former MEC for Human Settlements in KwaZulu-Natal, in commemoration of the 150th anniversary of the arrival of Indians in South Africa on 16 November 1860 and the legacy of their pioneer spirit. It provides an opportunity to recognise the important contribution of Indian community in the fields of labour, business, science, religion, arts and culture and the achievement and consolidation of our democracy.

5.1.3.2. Maidens Ceremony Cultural Event

As part of expanding the Great Drives Out route, SCTIE participated in the 2026 Maidens Ceremony, which took place at the KwaGasa Homestead in KwaNyuswa, Ray Nkonyeni—an area bordering the Umuziwabantu Local Municipality.
Hosted by the Madoda Gasa Cultural Foundation on 11 July 2026, the event was attended by approximately 300 maidens and 200 community members including stakeholders.

The Maidens Ceremony at KwaNyuswa is directly linked to the annual Reed Dance that takes place in Zululand every September. It serves as a foundational platform to prepare the maidens for the Reed Dance, while educating young girls about preventing early pregnancies and diseases, practicing self-preservation, and pursuing professional careers until they reach maturity to make informed life decisions.
To ensure the event's success, SCTIE provided comprehensive pre-event assistance, which included:

- Designing the invitation poster
- Listing the initiative in the official events calendar
- Connecting the event organizer with relevant stakeholders
- Managing media invitations and transportation
- Liaising with law enforcement to ensure a visible security presence

Future plans
SCTIE’s primary objective in attending the event was to explore ways to develop the KwaGasa Homestead into an authentic cultural village that could attract regular tourists. Through the cultural village visits, the annual maidens ceremony can become self-sustaining.

Beyond hosting this specific event, the KwaGasa Homestead already possesses sufficient facilities to attract daily visitors, features include:

- A traditional church
- A sacred area for maidens
- A cattle kraal and traditional huts
- A dedicated area for trainee sangomas (*amathwasa*)
- Livestock, including chickens and cattle
- A dedicated crafts and storytelling area
- Horse riding activities
- Onsite traditional dance performances by maidens, boys' groups, and sangomas
- Vegetable garden

SCTIE will ensure that the KwaGasa Homestead receives the necessary training and mentorship to become tourist ready.

5.1.3.3. Umuziwabantu Nodal Development

Nelson Mandela Day Celebration

As part of involving Umuziwabantu communities in the preservation of local attractions and ensuring that the Weza Hiking Trail and the surroundings are kept in good condition for both locals and tourists to enjoy, SCTIE facilitated an awareness initiative combined with the Nelson Mandela International Day commemoration at Mkhoba Primary School in Umuziwabantu, Harding, on the 24 July 2026.

This was a community outreach initiative which brought smiles, creativity and learning to Grade 1 learners as part of the 67 Minutes for Mandela campaign. Learners spent 67 minutes colouring a dedicated page from SCTIE's Sardine Run Colouring Book, introducing them to one of the KZN South Coast's most iconic natural attractions in a fun and interactive way. To support the activity, SCTIE provided each learner with colouring materials and special treats. The celebration was made even more memorable with a visit from Dino Park SA in Melville, whose entertaining dinosaur characters and gifts captivated the children and added extra excitement to the day's programme.

5.1.3.4. Update on Umzumbe River Trail

To date, no hikers have completed the entire 71km Umzumbe River Trail. Current interest is primarily focused on the KwaNdelu section, an easily accessible 14km stretch running from the Umzumbe River Bridge to the viewing deck in Mswilili.

Because of the rising number of inquiries, SCTIE is actively mentoring the local guide for the KwaNdelu area to help him gain experience. The organisation is involving him in hikes across other areas of the district, while also participating in the hikes that he leads himself. The most recent Umzumbe River Trail experience took place on 10 July 2026, when SCTIE successfully hosted a group of hikers from Cape Town.

5.1.4. Kwaxolo Caves Project

The KwaXolo Caves Project Management Team held its closeout meeting on 11 September 2026 at KwaXolo Caves Adventurers. The construction of the Multipurpose Building has reached practical completion, with only minor outstanding tasks remaining, such as the installation of electricity by Eskom. Funded by the KZN EDTEA and implemented by

KZNTAFA, the multi-purpose building features a restaurant, a coffee shop, visitor ablutions, and storage areas. The handover ceremony is planned to take place on the 20th of October 2026.

5.1.5. Research: 2027

A survey was undertaken at the Ugu Maskandi Festival however the results have yet to be finalised. This information will be submitted to the next Board meeting.

5.2. Tourism Marketing and Promotion

5.2.1. SCTIE Annual Campaign – 'Rediscover the South Coast"

Annual Marketing Campaign Roll-Out

Annual Campaign Message: Rediscover the KZN South Coast – Rediscover Experiences, Adventure, Culture and Connection.

The campaign encourages visitors, residents and the tourism trade to look at the KZN South Coast with fresh eyes. It positions the destination not only as a traditional beach holiday destination, but as a diverse year-round destination offering unforgettable experiences across nature, adventure, culture, heritage, food, events and rural tourism.

CAMPAIGN CONCEPT: REDISCOVER EXPERIENCES

Rediscover Experiences is about encouraging people to:

- Rediscover places they have not visited in years.
- Discover hidden gems and new tourism products.
- Experience the South Coast beyond its beaches.
- Reconnect with nature, culture and communities.
- Try something new, whether adventure, cuisine, heritage or rural experiences.
- Return to the KZN South Coast for a different experience each time.

Core Campaign Line:

The KZN South Coast you remember is only the beginning. Come and Rediscover Experiences.

2. CAMPAIGN PILLARS

The annual campaign can be broken into several experience categories.

Rediscover the Coast - Message: Rediscover the freedom, beauty and adventure of the KZN South Coast coastline.

Focus on:

- Beaches
- Blue Flag beaches
- Swimming and family holidays
- Snorkelling and diving
- Fishing
- Sardine Run
- Whale and dolphin viewing
- Coastal walks

Rediscover Nature Message: Step outside, breathe deeply and Rediscover Nature.

Focus on:

- Oribi Gorge
- Nature reserves
- Hiking
- Waterfalls
- Birdwatching
- Vulture Hide
- Scenic landscapes
- Eco-tourism

Rediscover Adventure Message: Rediscover your adventurous side.

Focus on:

- Gorge Swing
- KwaXolo Caves
- Quad Biking
- Ziplining
- Hiking

- Mountain biking
- Trail running
- Water adventures
- Extreme sports

Rediscover Rural Experiences Message: Go beyond the familiar and rediscover authentic experiences.

Focus on:

- Rural tourism
- Community tourism
- Homestays
- Agricultural experiences
- Local guides
- Township and village experiences
- Emerging tourism enterprises

Rediscover Culture & Heritage Message: Every community has a story. Rediscover the heritage of the KZN South Coast.

Focus on:

- Heritage sites
- Cultural centres
- Traditional food
- Local storytelling
- Indigenous music
- Maskandi
- Arts and crafts
- Historical sites

Rediscover Local Flavours Message: Rediscover the flavours that make the South Coast unique.

Focus on:

- Restaurants
- Coffee estates
- Seafood
- Local cuisine

- Farm-to-table experiences
- Food festivals
- Local producers

Rediscover Leisure Message: Slow down, reconnect and Rediscover leisure.

Focus on:

- Golf
- Wellness
- Spas
- Resorts
- Romantic escapes
- Family holidays
- Weekend getaways

3. TARGET MARKETS

- Primary Market
- Domestic travellers
- KwaZulu-Natal
- Gauteng
- Mpumalanga
- Free State
- Eastern Cape

4. Key Segments

- Families
- Couples
- Adventure travellers
- Nature lovers
- Culture and heritage travellers
- Golfers
- Anglers
- Business travellers
- Youth travellers
- School holiday market

- Weekend travellers

Quarter 1: REDISCOVER HERITAGE & CULTURE July – September

Focus:

- Tourism Month
- Heritage Month
- Cultural tourism
- Heritage attractions
- Maskandi
- Rural tourism
- Local food
- Community experiences

Campaign Message: Celebrate our stories, our people and our heritage. Rediscover Experiences

MARKETING ACTIVITIES

Digital Marketing

- Weekly Rediscover Experiences social media features.
- Short videos
- Website experience pages.
- Email marketing.

Suggested Hashtags

#RediscoverKZNSouthCoast
#RediscoverExperiences
#ExperienceTheSouthCoast
#KZNSouthCoast
#RediscoverAdventure
#RediscoverHeritage

6. MONTHLY CONTENT SERIES

Create a regular campaign feature:

Rediscover Experience of the Week
Each week highlights one experience, attraction or tourism product.

Examples:

- Rediscover the Gorge
- Rediscover the Beach
- Rediscover Local Flavours
- Rediscover Adventure
- Rediscover Heritage
- Rediscover Rural Tourism
- Rediscover Golf
- Rediscover Fishing

This creates a consistent content pipeline throughout the year.

7. KEY MARKETING OBJECTIVE

The campaign should aim to:

Increase awareness of the KZN South Coast as a diverse, year-round tourism destination by encouraging visitors and residents to rediscover established attractions while discovering new, authentic and emerging experiences across the region.

Campaign Positioning Statement

Rediscover the KZN South Coast is an invitation to see the destination differently. From golden beaches and spectacular natural landscapes to thrilling adventures, rich heritage, authentic rural experiences and unforgettable local flavours, the KZN South Coast offers something new to experience at every turn. Whether returning for another holiday or visiting for the first time, there is always more to discover.

LOCAL TOURISM AWARNESS CAMPAIGN:

Rediscover the KZN South Coast - Get Visitor Ready.

This campaign encourages South Coast Residents to embrace the Spring Season whilst also celebrating our Culture and Heritage and supporting local tourism businesses.
Encourage locals to explore outdoor activities.

Local Tourism Awareness Campaign

- **Messaging:**
  Rediscover Your South Coast - 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.
- **Experience, Explore, Enjoy Local - Be visitor ready:** Offer great service, local advice, warm hospitality and support local events and attractions.
- Together, we can rediscover 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
- Spring School Holiday build up - promoting specials
- Ugu Maskandi 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 package this quarter:

• Kids Fun Package for Spring

Packages play an important role, 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 Quarter one the Tourism target for Rand value of brand exposure was R4 000 000.00 AVE. SCTIE generated **R5 806 714** 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 12 June 2026 – 11 September 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. **206** free media exposure articles was generated.

AVE: R5 806 714
Print: R1 476 125
Broadcast: R38 086
Online: R4 292 503

5.2.2. Tourism Press Release and Media Articles

COVERAGE TABLE:

ARTICLES	EARNED (PR) MEDIA EXPOSURE
Experience the Sardine Run Magic on the KZN South Coast This Winter – 23 June 2026	• Online | South Coast Explore | South Coast Business Directory Sardine Run 2026 Begins with First Successful Net at Port Edward | AVE: R 30 400,00 • Online | TimeOut SA | It's official: The Sardine Run has arrived in KZN! | AVE: R 28 959,00 • Print | Rising Sun (Chatsworth) | Kzn South Coast Gears Up for the Iconic Sardine Run Season | AVE: R 48 728,00 • Print | Rising Sun (Merebank) | Kzn South Coast Gears Up For The Iconic Sardine Run Season | AVE: R 16 170,00 • Print | Rising Sun (North Coast) | Kzn South Coast Gears Up For The Iconic Sardine Run Season | AVE: R 49 934,00 • Online | Visit KZN South Coast | The Greatest Shoal on Earth Arrives on the KZN South Coast | AVE: R 41 920,00 • Print | Rising Sun (Overport) | Kzn South Coast Gears Up For The Iconic Sardine Run Season | AVE: R 20 524,00

	• Print | South Coast Herald | Sardines Are Here, More On The Way | AVE: R 10 048,00 • Online | Rising Sun Newspapers | The greatest shoal on earth arrives on the KZN South Coast | AVE: R 23 940,00 • Online | Hello Lifestyle | Unique Experiences on the KZN South Coast | AVE: R 25 774,00 • Online | Marketing Spread | New Era of coastal farm living unveiled on the KZN South Coast with the launch of Restilridge Farm Estate | AVE: R 47 082,00 • Print | The Witness | Kzn South Coast Braces For Sardine Season As The 'Greatest Shoal On Earth' Returns | AVE: R 5 292,00 • Online | Independent on Saturday | KZN tourism sector optimistic about bumper winter holiday season | AVE: R 26 312,00 • Online | Daily News (INL) | KZN tourism sector optimistic about bumper winter holiday season | AVE: R 34 086,00 • Online | Daily News (INL) | KZN winter tourism season set to generate R1.9 billion boost for the provincial economy | AVE: R 44 574,00 • Online | The Mercury | KZN tourism sector optimistic about bumper winter holiday season | AVE: R 26 312,00 • Online | IOL | KZN tourism sector optimistic about bumper winter holiday season | AVE: R 36 234,00 • Online | IOL | KZN winter tourism season set to generate R1.9 billion boost for the provincial economy | AVE: R 47 458,00 • Online | Sunday Tribune | KZN tourism sector optimistic about bumper winter holiday season | AVE: R 26 312,00 • Print | The Mercury | Kwazulu-Natal Tourism Sector Optimistic About Bumper Winter Holiday Season | AVE: R 12 375,00 • Online | Independent on Saturday | Sardine Run guide: The best KZN South Coast lookout spots and immersive experiences | AVE: R 23 496,00 • Print | Rising Sun (Merebank) | Adventure Awaits On The Kzn South Coast | AVE: R 20 124,00 • Online | Daily News (INL) | Sardine Run guide: The best KZN South Coast lookout spots and immersive experiences | AVE: R 30 438,00 • Online | The Mercury | Sardine Run guide: The best KZN South Coast lookout spots and immersive experiences | AVE: R 23 496,00 • Online | IOL | Sardine Run guide: The best KZN South Coast lookout spots and immersive experiences | AVE: R 32 330,00 • Online | IOL | KwaZulu-Natal anticipates a booming winter tourism season with 920,000 expected visitors | AVE: R 57 889,00
SCTIE Celebrates Nelson Mandela Day by Inspiring Young Learners at Mkhoba Primary School– 27 July 2026	• Online | Safari Africa | SCTIE Celebrates Nelson Mandela Day by Inspiring Young Learners at Mkhoba Primary School | AVE: R 23 680,00 • Online | Visit KZN South Coast | SCTIE Celebrates Nelson Mandela Day by Inspiring Young Learners at Mkhoba Primary School | AVE: R 39 040,00

	• Print | Rising Sun (North Coast) | South Coast Tourism And Investment Enterprise Inspires Grade One Pupils | AVE: R 55 834,00
KZN South Coast Invites Anglers to Experience World-Class Fishing This Spring – 29 July 2026	• Print | Rising Sun (Merebank) | Kzn South Coast Invites Anglers To Experience Worldclass Fishing This Spring | AVE: R 21 290,00 • Print | Rising Sun (Chatsworth) | Kzn South Coast Invites Anglers To Experience Worldclass Fishing This Spring | AVE: R 58 626,00 • Print | Rising Sun (North Coast) | Kzn South Coast Invites Anglers To Experience Worldclass Fishing This Spring | AVE: R 58 943,00 • Online | South Coast Herald | Popular South Coast fishing spots to cast a line | AVE: R 8 878,00 • Print | Rising Sun (Overport) | Kzn South Coast Invites Anglers To Experience Worldclass Fishing This Spring | AVE: R 24 055,00 • Broadcast | Lotus FM | Tourism and Fishing in the KZN South Coast | AVE: R 6 640,00 • Online | SABC News | KZN South Coast positions coastline as fishing, tourism destination | AVE: R 9 333,00 • Print | Rising Sun (Chatsworth) | South Coast Tourism And Investment Enterprise Inspires Grade One Pupils | AVE: R 55 073,00 • Print | Rising Sun (Chatsworth) | Kzn South Coast Invites Anglers To Experience World-Class Fishing This Spring | AVE: R 67 699,00 Print | Rising Sun (Merebank) | South Coast Tourism And Investment Enterprise Inspires Grade One Pupils | AVE: R 20 681,00 • Print | Rising Sun (Merebank) | Kzn South Coast Invites Anglers To Experience Worldclass Fishing This Spring | AVE: R 25 091,00 • Broadcast | 1 KZN TV | Industry Partnerships and Support | AVE: R 12 833,00 • Print | Rising Sun (North Coast) | Kzn South Coast Invites Anglers To Experience Worldclass Fishing This Spring | AVE: R 67 255,00 • Print | Rising Sun (Overport) | Kzn South Coast Invites Anglers To Experience World-Class Fishing This Spring | AVE: R 27 034,00
South Coast Tourism and Investment Enterprise in partnership with EDTEA Hosts Provincial Municipal Tourism Information Sharing Session – 25 August 2026	• Online | South Coast Herald | Tourism stakeholders meet in Ramsgate to strengthen sector | AVE: R 8 073,00 • Print | South Coast Fever | Coilab Strengthens Tourism Sector | AVE: R 22 944,00 • Print | Rising Sun (Merebank) | Positive Insights At Provincial Municipal Tourism Information Sharing Session | AVE: R 15 410,00 • Print | Rising Sun (Chatsworth) | Positive Insights At Provincial Municipal Tourism Information Sharing Session | AVE: R 48 982,00 • Print | Rising Sun (North Coast) | Positive Insights At Provincial Municipal Tourism Information Sharing Session | AVE: R 49 553,00

	• Print | Rising Sun (Overport) | Positive Insights At Provincial Municipal Tourism Information Sharing Session | AVE: R 19 586,00 • Online | Visit KZN South Coast | South Coast Tourism and Investment Enterprise in partnership with EDTEA Hosts Provincial Municipal Tourism Information
Spring Calls Adventurers to Discover the KZN South Coast's Great Outdoors – 31 August 2026	• Online | Visit KZN South Coast | Spring Calls Adventurers to Discover the KZN South Coast's Great Outdoors | AVE: R 34 360,00 • Online | Safari Africa | Discover the Living Heritage of the KZN South Coast This Heritage Month | AVE: R 24 040,00 • Online | Safari Africa | Spring Calls Adventurers to Discover the KZN South Coast's Great Outdoors | AVE: R 20 600,00 • Online | South Coast Herald | Discover the great outdoors on the KZN South Coast | AVE: R 8 809,00 • Online | Visit KZN South Coast | Discover the Living Heritage of the KZN South Coast This Heritage Month | AVE: R 37 160,00
Spring into Action with These Epic KZN South Coast Events – 01 September 2026	• Online | Magic828 Music Radio | What's on in KZN September 2026: Sjava, Shimza, food festivals and more | AVE: R 9 440,00 • Print | Weekly Gazette (Springfield) | Tourism Month Arrives With Kzn Tourist Numbers On The Rise | AVE: R 13 028,00 • Online | Visit KZN South Coast | Spring into Action with These Epic KZN South Coast Events | AVE: R 37 960,00
Discover the Living Heritage of the KZN South Coast This Heritage Month – 01 September 2026	• Online | Safari Africa | Discover the Living Heritage of the KZN South Coast This Heritage Month | AVE: R 24 040,00 • Online | Visit KZN South Coast | Discover the Living Heritage of the KZN South Coast This Heritage Month | AVE: R 37 160,00

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

1. Experience the Sardine Run Magic on the KZN South Coast This Winter – 23 June 2026
2. SCTIE Celebrates Nelson Mandela Day by Inspiring Young Learners at Mkhoba Primary School– 27 July 2026
3. KZN South Coast Invites Anglers to Experience World-Class Fishing This Spring – 29 July 2026
4. South Coast Tourism and Investment Enterprise in partnership with EDTEA Hosts Provincial Municipal Tourism Information Sharing Session – 25 August 2026
5. Spring Calls Adventurers to Discover the KZN South Coast's Great Outdoors – 31 August 2026
6. Spring into Action with These Epic KZN South Coast Events – 01 September 2026
7. Discover the Living Heritage of the KZN South Coast This Heritage Month – 01 September 2026

5.2.3. Tourism Trade & Media Fam Trips

ITEM	DESCRIPTION
Event:	Ugu Jazz Festival - Hosting of Mangaung Delegation & National Media Representatives
Date	27 June 2026
Delegates in Attendance	**SCTIE Representatives:** • SCTIE Coordinator - Ms Vanessa Gounden • SCTIE Marketing Officer - Ms Zama Nkomo **Mangaung Metro Municipality Delegates** • Ms Bonga Mncube • Ms Sindiswa Mthini • **National Media:** • Umusa Media - Ms Zethu Phoswa • Ilanga Newspaper - Mr Thokozani Ndlovu • News SA - Ms Phumzile Mkhungo & Mr T Ismail • BT News - Ms Thobeka Khumalo, and • Voice FM – Ms Norma Duma

Background

To position the South Coast as a premier tourism, lifestyle, MICE and investment destination, SCTIE hosted the Mangaung delegation and media representatives to showcase the KZN South Coast's variety of excellent offerings in terms of accommodation, scenery, activities, and food.

The FAM trip also significantly increased the visibility of the Ugu Jazz Festival and enhanced its credibility as a regional flagship event.

STRATEGIC OBJECTIVES

a) To position the South Coast as a premier tourism, lifestyle, MICE and investment destination
b) To build media relations and secure positive media coverage across print, broadcast, digital, and social media.
c) To showcase local tourism products and experiences to trade partners from Mangaung.
e) To increase awareness and credibility of the Ugu Jazz Festival

KEY OUTCOMES

a) **Positive Media Exposure:** The event generated extensive positive media coverage across print, broadcast, digital, and social media platforms through participating media houses.
b) **Enhanced Destination Visibility:** Successfully showcased the diversity of the KZN South Coast offering, positioning the hinterland as an authentic and attractive tourism destination.
c) **Stakeholder Relations Strengthened:** Fostered stronger relations between SCTIE, the Mangaung delegation, and key media stakeholders.
d) **Promotion of Ugu Jazz Festival:** Increased visibility and credibility of the Ugu Jazz Festival ahead of its staging.
e) **Support for Rural Tourism:** Created awareness and demand for rural, heritage-based experiences, aligning with responsible tourism principles.

CONCLUSION

The hosting of the Mangaung delegation and national media representatives was a strategic success. SCTIE advanced its mandate to drive inclusive tourism growth, geographic spread, and investment promotion. The initiative has laid a solid foundation for future inter-regional tourism collaboration with Mangaung and has boosted the profile of the Ugu Jazz Festival as a flagship regional event.

IMAGES:



Mangaung Delegates, Bonga Mncube and Sindiswa Mthini at Lake Eland Game Reserve

Topic

1. 1KZN TV PRODUCT INTERVIEWS MEDIA FAM TRIP

Date: 22 July 2026

Background

SCTIE partnered 1KZNTV and Umlando Creatives for a Tourism Month pre-shoot, showcasing the KZN South Coast's unique experiences. From the iconic Pont crossing to the rich flavours of Beaver Creek Coffee Estate, in preparation to share unforgettable stories and inspire more visitors to explore our destination this Tourism Month.

Strategic Objective

- Showcase the beauty of the South Coast.
- Inspire more visitors to explore our destination this Tourism Month.
- Promote local tourism businesses.
- Encourage South Africans to choose the South Coast as their preferred destination during the upcoming summer holidays.
- To educate aspiring tourism entrepreneurs by sharing knowledge, opportunities, and success stories from businesses operating within the tourism sector.

Outcome



The photoshoot was televised on the 1 September 2026, 1KZNTV.

Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
SCTIE 1KZN TV	R500.00	**Refreshments for Media**	**TV EXPOSURE**	-

Gallery






Topic

2. 1KZN TV PRODUCT INTERVIEWS MEDIA FAM TRIP

Date: 04 August 2026

Background

SCTIE partnered once again 1KZNTV and Umlando Creatives for a Tourism Month pre-shoot, showcasing the KZN South Coast's unique experiences. From the stunning Umthunzi Hotel, Silverstreams Lodge & Cottages and Lake Eland Game Reserve, in preparation to share unforgettable stories and inspire more visitors to explore our destination this Tourism Month.

Strategic Objective

- Showcase the beauty of the South Coast.
- Inspire more visitors to explore our destination this Tourism Month.
- Promote local tourism businesses.
- Encourage South Africans to choose the South Coast as their preferred destination during the upcoming summer holidays.
- To educate aspiring tourism entrepreneurs by sharing knowledge, opportunities and success stories from businesses operating within the tourism sector.

Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
SCTIE 1KZN TV	R500.00	**Refreshments for Media**	**TV EXPOSURE**	-








Topic

Provincial Municipal Tourism Information Sharing Session, Stakeholders Fam Trip

Date: 24 July 2026

Background

Provincial Municipal Tourism Information Sharing Session took delegates out to experience the KZN South Coast first-hand. The educational excursion included visits to the Vulture Hide at Oribi Gorge and Lake Eland, showcasing the region's unique natural attractions, conservation efforts and tourism experiences.

Strategic Objective

- It was a valuable opportunity to learn, connect and experience the destination beyond the boardroom.
- To educate the Stakeholders what the KZN South Coast has to offer.
- To provide a valuable platform for municipalities to exchange insights.

Opportunity to strengthen tourism growth and development across KwaZulu-Natal

Outcome



18 NEWS SOUTHCOAST FEVER 28 August, 2024

Collab strengthens tourism sector

VANISHA MOODLEY

Municipal tourism stakeholders recently came together for a day of knowledge-sharing, engagement and collaboration on the South Coast.

This was made possible by South Coast Tourism and Investment Enterprise (SCTIE) in partnership with the KZN Department of Economic Development, Tourism and Environmental Affairs.

Tourism through a Provincial Municipal Information Sharing Session at Bellevue Guest Lodge in Ramsgate last Thursday.

The conference focused on coordination and strengthening tourism governance, ensuring that municipalities are equipped with relevant information and support to advance tourism development within their respective areas.

Key points discussed were tourism best practices, governance, policy alignment, institutional and support mechanisms, funding opportunities, administrative and procedural matters, and tourism update reports.

It was also a platform to share experiences, insights into best practices, and opportunities to strengthen tourism planning, governance and implementation.

Delegates visited the Oribi Gorge Nature Reserve, Vulture Hide, and Lake Eland Game Reserve to experience the region's natural attractions and tourism products first-hand.

The excursion showed the importance of information knowledge in strengthening tourism promotion and encouraged delegates to gain a deeper understanding of the experiences and attractions available on the South Coast.

SCTIE CEO Dr Vusumuzi Sibiya said the information-sharing session provided an important platform for strengthening collaboration, sharing best practices and improving everyone's understanding of the systems that support tourism development.

"When tourism stakeholders understand and experience our destination, we are better positioned to promote them effectively and unlock opportunities for sustainable and inclusive economic growth," he said.

Furthermore, the programme highlighted the value of continued collaboration between provincial, municipal and tourism structures to strengthen the tourism sector, improve coordination and create opportunities for economic development.

Ugu District Municipality's Economic Development Manager, Sihle Mbatha.

South Coast Tourism and Investment Enterprise CEO Dr Vusumuzi Sibiya welcome delegates.

Out and about are (from left) Ayanda Zondi, Khabe Ntuli and Sthembile Bhengu.

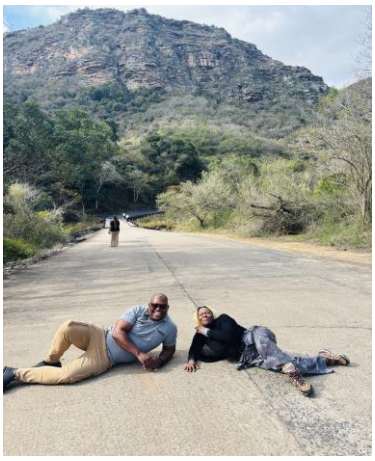
Delegates at Lake Eland Game Reserve.

Expenditure

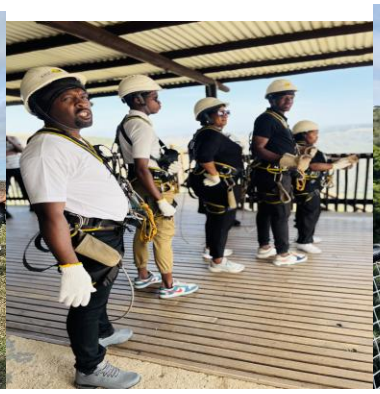
STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
SCTIE EDTEA	R18 000.00	Activities Venue Hire & Meals	 R40 000.00	

Gallery










Topic

1. **RNM PRESTIGE AWARDS FAM TRIP**

Date: 14 AUGUST 2026

Background

The Ray Nkonyeni Municipality proudly hosted the 2026 Ray Nkonyeni Municipality Prestige Awards on Friday, 14 August 2026 at the Ugu Sports and Leisure Centre at 17h00.

In their second year, these awards seek to recognise and celebrate exceptional individuals whose outstanding achievements have elevated the profile of the Ray Nkonyeni Municipal area both in South Africa and the world at large. The awards recognise excellence across a diverse range of sectors including sport, business, arts and culture, hospitality, science, technology and community development.

Strategic Objective

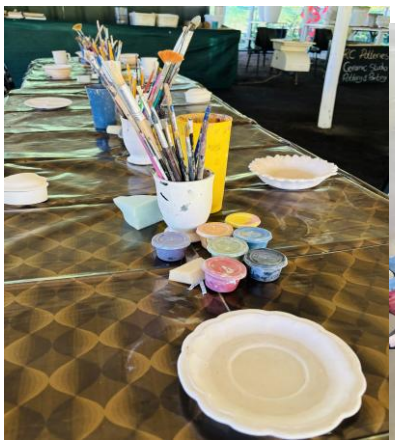
- This prestigious evening will brought together government leaders, business executives, community stakeholders, industry professionals and residents to honour local icons whose talent, dedication and commitment continue to inspire future generations.
- The awards demonstrate the municipality's commitment to recognising excellence and honouring individuals who represent resilience, innovation and service.
- Celebrating outstanding achievement, the municipality aims to encourage a culture of ambition, hard work and community pride while highlighting positive role models who continue to make a meaningful impact.

Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
RNM SCTIE	 R1600.00	Awards Ceremony Goody Bags	R1 000 000.00	 R6650.00

Gallery








Topic

1. **MANDELA DAY CELEBRATION AT MKHOBA PRIMARY SCHOOL**

   Date: 24 July 2026

Background

The South Coast Tourism and Investment Enterprise (SCTIE) commemorated Nelson Mandela Day by bringing smiles, creativity and learning to Grade 1 learners at Mkhoba Primary School in Umuziwabantu through a meaningful community outreach initiative.

As part of the 67 Minutes for Mandela campaign, learners spent 67 minutes colouring a dedicated page from SCTIE's Sardine Run Colouring Book, introducing them to one of the KZN South Coast's most iconic natural attractions in a fun and interactive way.

To support the activity, SCTIE provided each learner with colouring materials and special treats. The celebration was made even more memorable with a visit from Dino Park SA Melville Port Shepstone, whose entertaining dinosaur characters captivated the children and added excitement to the day's programme.

Strategic Objective

- The initiative reflects SCTIE's commitment to making a positive impact in local communities while encouraging environmental awareness, creativity and an appreciation for the region's unique tourism offerings from a young age.

- SCTIE serves as a reminder that meaningful change begins with simple acts of kindness.
- SCTIE continues to demonstrate its commitment to community development, education and promoting tourism while celebrating the values of compassion, service and hope that Nelson Mandela championed.

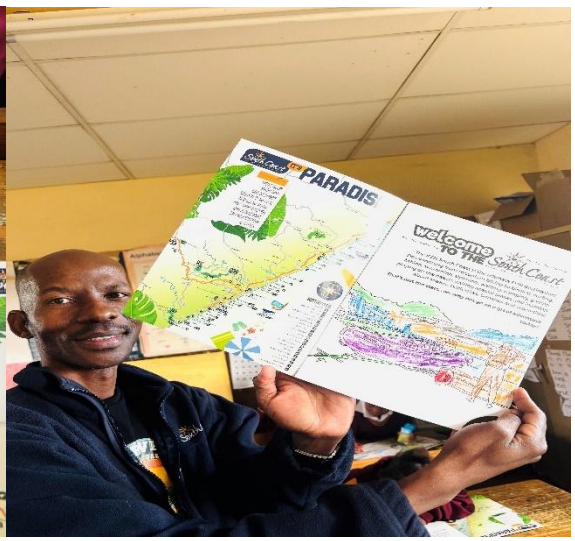
Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	STAKEHOLDER CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
SCTIE Dino Park SA	R1000.00	Refreshments for Media Gifts for the learners	R1500.00	R0

Gallery





Quarterly Tourism Newsletter

During this quarter we disseminated one newsletter in 17 September 2026.

TOURISM UPDATE: DESK OF THE CEO

September is a time to celebrate everything that makes the KZN South Coast truly exceptional. As we mark Tourism Month, Heritage Month and the arrival of spring, we invite South Africans and visitors from around the world to rediscover the Paradise of the Zulu Kingdom – a destination where spectacular beaches, rich heritage, vibrant culture, adventure and warm hospitality come together.

With Heritage Day, the launch of the Blue Flag beach season and an exciting events calendar leading into the October school holidays, there has never been a better time to experience the energy and diversity of our beautiful coastline.

This quarter, our theme is "Rediscover Unlimited Experiences", inviting visitors to look beyond the familiar and discover our magnificent beaches, scenic hinterland trails, cultural villages, outdoor adventures and hidden gems. The KZN South Coast offers unforgettable experiences for families, adventure seekers, nature lovers and cultural explorers alike.



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

In celebration of Tourism Month, SCTIE, in partnership with the Government Communication and Information System (GCIS), will host the Play Your Part – Love Your Street / Beach Clean-Up Campaign on 09 September 2026 in Port Edward. This important national campaign promotes tourism, environmental responsibility, waste management, education, community participation and the protection of our public spaces.

Throughout Tourism Month, we encourage our local tourism businesses, accommodation providers, tour operators, restaurants and retailers to get visitor-ready and showcase the very best of the KZN South Coast. Our communities are the heart of our destination, and every resident has a role to play as an ambassador in making visitors feel welcome.

Thank you to our members, partners and stakeholders who continue to make tourism the heartbeat of our economy. Together, let us make this Tourism Month our most impactful yet and continue showcasing the KZN South Coast as a destination of unlimited experiences and opportunity.

These are the stats following the newsletter:

Delivered to a database: 503
Sent to: 498
Bounced: 5
Opened: 287

5.2.4. Tourism Trade Shows, Exhibitions and Conferences

N/A this quarter

5.2.5. 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 is in process.

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.

5.2.5.1. Website Operations & Performance Report

www.visitkznsouthcoast.co.za
Reporting period: 22 June - 14 September 2026

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.

Domain registered through Domains.co.za.

- Domain remains active and in good standing.
- Domain renewal date: 13 June 2027.
- DNS services utilise four authoritative name servers.
- DNSSEC is currently not enabled.
- No domain registration issues identified during the reporting period.
- No domain registration issues identified during the reporting period.

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, destination, attraction, and accommodation-related search terms.
- Administrative access to website resources is managed through controlled user permissions and established governance practices.
- Administrative access to website resources is managed through controlled user permissions and established governance practices.

2. Analytics and Activity Monitoring

2.1 Website Traffic Performance

Google Search Performance (Search Console export: 22 June - 14 September 2026)

Metric	Value
Total Clicks	19,027
Total Impressions	1,580,603
Average CTR	1.20%
Average Position	~8.3

Key audience distribution:

Country	Clicks
South Africa	18,309
United Kingdom	160
United States	89
Germany	57
Australia	43

Device usage:

Device	Clicks
Mobile	14,932
Desktop	3,932
Tablet	163

Observations:

- South Africa accounted for approximately 96% of organic search clicks.
- Mobile devices generated approximately 76% of organic search clicks, reinforcing the importance of mobile-first optimisation.

International visibility continues across multiple regions, with the United Kingdom and United States among the leading international sources of search traffic.

2.2 User Behaviour Analysis

Top-performing pages:

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

Top-performing search terms:

Query	Clicks
oribi gorge	1,032
port edward	181
oribi gorge nature reserve	175

Observations:

- Nature-based attractions continue to generate the highest search demand, led by Oribi Gorge.
- Destination searches for Port Edward, Margate, and Oribi Gorge generate substantial impressions.
- Accommodation and activity-related searches also contribute meaningful organic traffic, supporting the site's role as a destination discovery platform.

2.3 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.

3.1 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.

3.2 System Performance Metrics

Mobile and Desktop Performance Assessments

- Website performance continues to support both mobile and desktop user access.
- Mobile devices generated approximately 76% of organic search clicks, reinforcing the importance of responsive design and mobile optimisation.
- The website remained accessible across a range of device types and screen sizes.

5.2.5.2. Website Operations & Performance Report

www.sctie.co.za

Reporting period: 22 June - 14 September 2026

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.

Domain is registered through Domains.co.za.

- Registration date: 28 June 2022.
- Domain expiry date if not upkept: 28 June 2027.
- Domain currently active and operational.
- DNSSEC not enabled.
- No registration compliance concerns identified.
- No registration compliance concerns identified.

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, property, destination, and regional search queries, supporting public awareness and stakeholder engagement.
- Administrative access to website resources is managed through controlled user permissions and established governance practices.
- Administrative access to website resources is managed through controlled user permissions and established governance practices.

2. Analytics and Activity Monitoring
2.1 Website Traffic Performance

Metric	Value
Total Clicks	1,008
Total Impressions	128,885
Average CTR	0.78%
Average Position	~12.7

Google Search Performance (Search Console export: 22 June - 14 September 2026)

Key audience distribution:

Country	Clicks
South Africa	937
United Kingdom	13
United States	10
Canada	5
Netherlands	5

Device usage:

Device	Clicks
Mobile	634
Desktop	361
Tablet	13

Observations:

- South Africa remains the primary audience, accounting for approximately 94% of organic search clicks.
- Mobile devices generated approximately 58% of organic search clicks.
- Search visibility continues to support awareness of investment opportunities, regional destinations, and organisational initiatives within the region.

2.2 User Behaviour Analysis

Top-performing pages:

1. Homepage
2. Start Investing in Property
3. Invest in Property on the KZN South Coast
4. Hibberdene KZN South Coast
5. Scottburgh KZN: Attractions, Places to Stay and Dining Options

Top-performing search terms:

Query	Clicks
sctie	85
south coast tourism and investment enterprise	58
south coast tourism	35

Observations:

- Branded searches continue to be a primary driver of website traffic.

- Property investment-related queries demonstrate strong search visibility, particularly around beginner investment topics.
- Regional destination queries such as Hibberdene and Scottburgh generate substantial impressions, indicating opportunities to improve click-through rates.

Recommendations and Forward Actions

Implement administrative activity logging within WordPress.

5.2.5.3. 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.

SOCIAL MEDIA

Q1. TOURISM MARKETING SOCIAL MEDIA SCHEDULE

SECTOR	INSTAGRAM	FACEBOOK	TWITTER	LINKEDIN	YOU TUBE

Events	* OppiKus * The Lake Eland Xtreme MTB * Run4Ramsgate * KwaNyusa Maidens Ceremony * The Dune to Dirt * Big Run 2026 * Art in the Forest * Pineapple Express Trail Run * Lake Eland Classic 2026 * South Coast Business Fair * Siyaya Emhlangeni Ugu District * Igno & Friends * Early Morning Farmers Market Day * Play Your Part Cleanup * Mac Banana Family Fun Walk * Ugu Maskandi Festival 2026	* OppiKus * The Lake Eland Xtreme MTB * Run4Ramsgate * KwaNyusa Maidens Ceremony * The Dune to Dirt * Big Run 2026 * Art in the Forest * Pineapple Express Trail Run * Lake Eland Classic 2026 * South Coast Business Fair * Siyaya Emhlangeni Ugu District * Igno & Friends * Early Morning Farmers Market Day * Play Your Part Cleanup * Mac Banana Family Fun Walk * Ugu Maskandi Festival 2026	* South Coast Business Fair * Ugu Maskandi Festival 2026 * Play Your Part Cleanup * Pineapple Express Trail Run * Big Run 2026	* South Coast Business Fair * Ugu Maskandi Festival 2026 * Play Your Part Cleanup * Pineapple Express Trail Run * Big Run 2026	* Ugu Maskandi Festival 2026 * Pineapple Express Trail Run
Whats On the KZN South Coast	*Generic	*Generic	*Generic	*Generic	*Generic
Tourism Month	* Play Your Part Cleanup	* Play Your Part Cleanup	* Play Your Part Cleanup	* Play Your Part Cleanup	
Stakeholder Engagement	*Provincial Municipal Tourism Information Sharing Session *District Tourism Forum *SCTIE Membership Engagement Session	*Provincial Municipal Tourism Information Sharing Session *District Tourism Forum	*Provincial Municipal Tourism Information Sharing Session *District Tourism Forum	*Provincial Municipal Tourism Information Sharing Session *District Tourism Forum	*Provincial Municipal Tourism Information Sharing Session *District Tourism Forum
Mandela Day	*Mandela Day Celebration at Mkhoba Primary School - Harding	*Mandela Day Celebration at Mkhoba Primary School - Harding	*Mandela Day Celebration at Mkhoba Primary School - Harding	*Mandela Day Celebration at Mkhoba Primary School - Harding	*Mandela Day Celebration at Mkhoba Primary School - Harding
Fam Trip	*Provincial Municipal Tourism Stakeholders Fam Trip *Umlando Creatives-1KZNTV	*Provincial Municipal Tourism Stakeholders Fam Trip *Umlando Creatives-1KZNTV	*Provincial Municipal Tourism Stakeholders Fam Trip *Umlando Creatives-1KZNTV	*Provincial Municipal Tourism Stakeholders Fam Trip *Umlando Creatives-1KZNTV	*Provincial Municipal Tourism Stakeholders Fam Trip
Tourism Month	* Play Your Part Cleanup	* Play Your Part Cleanup	* Play Your Part Cleanup	* Play Your Part Cleanup	

Activity	*Wild5 Adventures *Shark Cage Diving *Leopard Rock *Oribi Gorge Vulture Hide *The Pont Watersports *Ocean Activity *Lake Eland Game Reserve *Mac Banana *Shelly Beach Ski Boast Club *KwaXolo Caves Adventures	*Wild5 Adventures *Shark Cage Diving *Leopard Rock *Oribi Gorge Vulture Hide *The Pont Watersports *Ocean Activity *Lake Eland Game Reserve *Mac Banana *Shelly Beach Ski Boast Club *KwaXolo Caves Adventures	*Wild5 Adventures *Shark Cage Diving *Leopard Rock *Oribi Gorge Vulture Hide *The Pont Watersports *Ocean Activity *Lake Eland Game Reserve *Mac Banana *Shelly Beach Ski Boast Club *KwaXolo Caves Adventures	*Wild5 Adventures *Shark Cage Diving *Leopard Rock *Oribi Gorge Vulture Hide *The Pont Watersports *Ocean Activity *Lake Eland Game Reserve *Mac Banana *Shelly Beach Ski Boast Club *KwaXolo Caves Adventures	*Wild5 Adventures *The Pont Watersports *KwaXolo Caves Adventures *Ocean Activity
Accommodation	*The Pont *TO Strand *Silverstreams Cottages and Lodge *Umthunzi Hotel *San Lameer Villa's *Margate Sands	*The Pont *TO Strand *Silverstreams Cottages and Lodge *Umthunzi Hotel *San Lameer Villa's *Margate Sands	*TO Strand *Umthunzi Hotel *Silverstreams Cottages and Lodge	*TO Strand *Umthunzi Hotel *Silverstreams Cottages and Lodge	*Silverstreams Cottages and Lodge
Kids Activity	*Dino Park SA	*Dino Park SA			
Specials	*Generic	*Generic			
Great Drives Out	*Oribi Gorge Experience	*Oribi Gorge Experience	*Oribi Gorge Experience	*Oribi Gorge Experience	*Oribi Gorge Experience
Camping	*TO Strand	*TO Strand	*TO Strand	*TO Strand	
Heritage and Culture	*Maidens Ceremony - KwaNyuswa	*Maidens Ceremony - KwaNyuswa			

6. Stakeholder Relations and Engagements

6.1. 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.

6.2. Stakeholder Engagements

Topic

1. Membership Engagement Workshop held at Margate Hotel

Date: 08 July 2026

Background

SCTIE has introduced New Membership Structure 2026-2027, SCTIE shared its newly developed Membership Structure, designed to better serve our members and create greater value through enhanced benefits, engagement opportunities and industry support. The new structure reflects our commitment to strengthening tourism and investment across the KZN South Coast while ensuring our membership offering meets the evolving needs of our stakeholders, with the various membership categories, benefits and opportunities available.

Strategic Objective

. To introduced its new membership structure.

. To highlighting enhanced value, stronger collaboration, and exciting opportunities for members.

. To strengthening tourism and investment across the KZN South Coast while ensuring our membership offering meets the evolving needs of our stakeholders.

Encourage all businesses to register their business with

Expenditure

STAKEHOLDER	SCTIE RAND VALUE CONTRIBUTION	SCTIE CONTRIBUTION	STAKEHOLDER RAND VALUE CONTRIBUTION	COMPS: SCTIE
N/A	R4600.00	VENUE HIRE & REFRESHMENTS	R0	R0

Gallery





PAID UP MEMBERS DURING THIS QUARTER

Area	Business Name
Umkomaas	Aliwal Dive Centre
Umkomaas	Sea Fever Lodge
Clansthal	The Lazy Moose
Scottburgh	Barbet Lodge
Rocky Bay	Shrak Cage Diving
Scottburgh	Halfway Toyota
Scottburgh	Fit Trip
Kelso	Vulamanzi Cabins
Pennington	Eden Rock Ecol Estate
Pennington	Endless Summer Tours
Pennington	Milkwood Haven
Pennington	Ironwood
Pennington	Umdoni Park Trust -Golf Club & Nature Reserve
Pennington	River Valley Resort
Elysium	The Laughing Forest
Mthwalume	Eve's Eatery Cuisine (Eve's Lounge)
Mtwalume	Seaside Escapes
Hibberdene	Mirneva View
Umzumbe	Cycasia Lodge
Umzumbe	Mantis & Moon
Umzumbe	Umzumbe Chalets
Umzumbe	Pumula Beach Hotel
Pumula	Pumula Retreat
Melville	Dino Park SA

Anerley	Long Haul FM
Sunwich Port	Voetplaat Park / Untu Palms
Umtentweni	The Notebook Hotel
Umtentweni	Tweni Waterfront Guest Lodge
Umtentweni	Umthunzi Hotel& Conference
Port Shepstone	Bayside Marburg Taj Hotel
Port Shepstone	Hala Lisa Restaurant
Port Shepstone	John Sheekey Packaging
Port Shepstone	Malundi Excursions
Port Shepstone	South Coast Herald
Port Shepstone	Ugu Broadcasting Services
Oribi Gorge	Stay In KZN
Oribi Gorge	Wild5 Adventures
Ezinqoleni	Just In Time Productions
Oslo Beach	Admirals View
Oslo Beach	La Vue Bed & Breakfast
Oslo Beach	Mama Mia Holidays
Shelly Beach	C Freaks
Shelly Beach	Green Chillies Fine Dining
Shelly Beach	Happy Holiday Homes
Shelly Beach	Mama Mia
Shelly Beach	Resthaven
Shelly Beach	Shelly Ski Boat Club
Shelly Beach	South Coast Diving Co
Shelly Beach	Southern Shuttle
Uvongo	Airtrack Aviation
Uvongo	CAM Properties
Uvongo	Chelsea Place 7
Uvongo	Topanga 32
Uvongo	Topanga 56
Uvongo	Oasis Caravan Park
Uvongo	Van Heerden Letting
Margate	Margate Sands
Margate	River Valley Nature Reserve
Ramsgate	Fairhills Caravan Park & Camping
Ramsgate	Gradwell Letting
Ramsgate	The Waffle House
Southbroom	The Shores
Southbroom	Sunny Rock
Trafalgar	Mpenjati Coffee
Marina Beach	Marina Glen

San Lameer	San Lameer Villas
Port Edward	Sadhi Beach House
Glenmore	Secret Sands Glenmore Beach
Glenmore	The Merry Crab Beach Lodge
Glenmore	Mac Banana Adventures
Leisure Bay	TO Strand
Port Edward	Seaverge Chalets
Port Edward	Tuscany by the Sea

Courtesy Visits During this quarter:

DATE	NAME OF ESTABLISHMENT	PURPOSE
21/06/2026	Bahari Bay Eco Estate	Membership Recruitment
08/07/2026	Milkwood Haven	Membership Recruitment
28/07/2026	Umthunzi Hotel	Courtesy visit
08/07/2026	C Freaks	Membership Recruitment
12/08/2026	Just In Time Productions	Membership Recruitment
07/09/2026	Long Haul FM	Membership Recruitment

Potential Members to be Signed Up within the next quarter

ESTABLISHMENT
Pumula Surf Camp
Bahari Bay Eco Estate
Long Haul FM
The Farmers Lodge
C Freaks
Ramrod Fishing Charters
Collection Cab
RC Potteries
Rene Garden Services
BBC Travel
Barbet Lodge
Tuscany Lodge
Notebook Hotel
Ugu Youth Radio
Innovative Green Trading & Projects
Cam Properties
Coral Tree
The Spot Backpackers
Dolfin View
Villa Siesta
Mzimayi Lodge
Happy Wanderers
MacNicols Caravan Park
Rising Sun B&B
Pearly Shells

Singh Tours
Crocworld
Characters Garden Lodge
Joe & Maria Hideout

6.2.1. Area Tourism Committees

	Area Tourism Committee	Last Meeting Held / Area	Projects underway
01	Ezinqoleni	April 2026	Working on marketing initiatives to promote the Oribi Gorge area
02	Hibberdene & Port Shepstone	05 August 2026 Dino Park SA	The committee facilitates business to business networking initiatives and compiles available tourism services within Hibberdene, Port Shepstone and surrounding areas. It assisted with the erection of Hibberdene directional signage on the N2 Carriageway exit.
03	Margate	June 2026 Oasis Lodge	Working on a project to revive Together with other stakeholders, the committee is working on a project to revive Margate as a popular tourist destination.
04	Port Edward	21 August 2026 Estuary Hotel	Involved in coordinating seasonal events, campaigns, to promote tourism services and attract visitors.
05	Ramsgate	27 August 2026 Wild Café	Focuses on various seasonal events to promote Ramsgate as a tourism attraction. The committee is actively involved in training and mentoring the EDTEA's Tourism Graduate interns that are placed at Ramsgate Information Office.
06	Umdoni	31 August 2026 Sugar Beach Holiday Resort	The committee is currently focusing on tourism development initiatives such as the development of a heritage route in Umzinto.
07	Umzumbe	03 September 2026 Eve's Lounge	Assisting SCTIE in the development of tourism attractions in Umzumbe.
08	Umuziwabantu	Chairperson resigned due to relocation. No area committee meetings have taken place since	SCTIE continues to invite the committee members to local, district and provincial tourism engagements.

6.2.2. District Tourism Forum

SCTIE conducted a District Tourism Forum on 15 July 2026 held at the Ray Nkonyeni Municipality Council Chambers. The meeting was chaired by the Ugu District Municipality Executive Committee (Exco) member, Cllr Nomfundo Zwane-Dlamini. The meeting was

chaired by Cllr Nomfundo Zwane, a member of the Ugu District Municipality Executive Committee (Exco).

The primary purpose of the meeting was to adopt the District Tourism Forum's Terms of Reference and to receive updates from the KZN Department of Transport on provincial road projects within the district, especially the Umzimkulu Bridge project. SCTIE used the platform to present its quarterly report and outline future planned projects, while Area Committee Chairpersons provided updates from their respective regions. Facilitated by SCTIE, the District Tourism Forum is set to take place quarterly.

6.2.3. Other Stakeholder participation sessions

6.2.3.1. KwaZulu-Natal Provincial Municipal Information Session

SCTIE in partnership with EDTEA, hosted the Provincial Municipal Tourism Information Sharing Session at Bellevue in Ramsgate on 20 August 2026. The annual session which ended with a fam trip to Oribi Gorge on 21 August 2026, brought together government departments, municipalities, public entities and development agencies to share best practices, strengthen collaboration and advance tourism development across KwaZulu-Natal. It was hosted as part of EDTEA's rotational hosting approach, promoting participation across districts while showcasing KwaZulu-Natal's diverse tourism. Discussions focused on tourism governance, policy alignment, funding opportunities, sustainable tourism, destination marketing and municipal tourism initiatives, including the sharing of projects, successes, challenges and lessons learnt.

6.2.3.2. School Awareness Session

SCTIE participated in a school awareness session organized by the KZN Liquor Authority on 14 September 2026. The event took place at Umalusi Primary School within the Umzumbe Local Municipality. The purpose of the visit was to educate students on drug and alcohol abuse, fire control, illegal dumping, and proper behaviour in public areas. This included adhering to local bylaws, such as beach swimming safety precautions, in preparation for the upcoming summer season

6.2.3.3. Arbour Day Celebration

SCTIE, in partnership with EDTEA, RNM, and KZN Wildlife, held an Arbor Month commemoration at Nombuso High School in KwaNzimakwe on 01 September 2026. The objective of the event was to raise awareness and educate the community about the importance of protecting the environment. All attendees participated in planting indigenous trees.

6.2.3.4. Cleanup Campaign in Port Edward

SCTIE, in partnership with GCIS, coordinated the Port Edward Town cleanup on 09 September 2026, under the "Play Your Part" programme." The collaborative event was a huge success, featuring activities like dustbin painting and tree planting. Local stakeholders generously donated paint, trees, cleaning equipment, and refreshments. Key contributors included the Ray Nkonyeni Local Municipality Waste Management, SPAR Port Edward, Migamed Pharmacy, Wild Coast Sun, EDTEA, DFFE, Amos Hardware, the Department of Transport, Port Edward and Banners Rest Ratepayers Association (PEBRRA), the Port Edward Area Tourism Committee and SAPS.

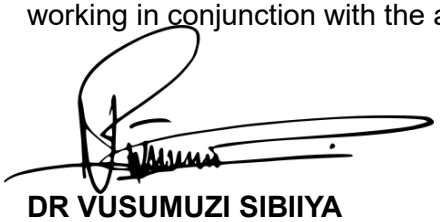
6.2.3.5. Wellness hike for the public sector employees

SCTIE collaborated with the Department of Sports, Arts and Culture to conduct a wellness hiking experience programme on 19 June 2026. Hosted by Ezemvelo KZN Wildlife at the Oribi Gorge Nature Reserve, the event aimed to provide outdoor activities for public sector employees to promote healthy living. It also featured wellness talks focusing on financial health and personal stress management. Approximately 50 employees participated in the hike, representing various departments including the Ugu District Municipality, Umzumbe Local Municipality, Department of Health, Ugu District Department of Education, South African Police Service, and the Department of Justice.

6.2.3.6. Feral Cat Management and Bird Conservation

The KZN South Coast is renowned as a birding paradise. The region offers a variety of habitats, ranging from coastal and wetland environments to forests and grasslands and boasts a unique population of over 380 bird species, including many that are rare. However, it was brought to our attention that feral cats residing along the coast are causing significant damage by killing thousands of birds every year. While some feeding stations have been constructed at several beaches, the Ray Nkonyeni Municipality has confirmed that these stations were erected illegally.

Some locals believe the feral cats cause no harm to the ecosystem, while other residents drop off kittens at these feeding stations, causing the feral cat population to grow as the kittens turn wild. To address this issue, SCTIE coordinated a meeting with the SPCA, Ray Nkonyeni Municipality Environmental Control, Ezemvelo KZN Wildlife, and concerned local residents on 03 July 2026. The matter has now been handed over to Ray Nkonyeni Law Enforcement, working in conjunction with the aforementioned units, including Ugu Environmental Health.



DR VUSUMUZI SIBIIYA
Chief Executive Officer

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

PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	BASELINE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET: 21 May 2026	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Goal 1	Investment	To grow and transform the economy of the district through investment and tourism attraction resulting in GFCF share of GDPR achieving at least 2% increase by 2030 and increased tourists.	1.1.1	Investment Governance, packaging , enabling & facilitation	1.1.1.1.1	District Investment Framework: Strategy, Plan, Institutional Arrangements & SOPS	To develop the approved District Investment Strategy and Implentation Plan by date :	Final District Investment Strategy - 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.)	30 June 2027.	R450 000	N/A	N/A	-	-	-	-	N/A	N/A	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		R50 million	Operational	N/A	N/A	-	-	-	-	R25 million	N/A	R25 million	Report submitted to the CEO with attached evidence (Investor Commitments/ Signed MOU and or Agreement)
					1.1.1.3	Investment economic information	To consolidate existing business expansion and retention, and new business investment information annually to feed into the state of the district economy report by due date.	Annual Investment Information: investment queries, investment challenges, business retention, attraction, submitted to be included in State of the District Economy Report		1	Operational	N/A	N/A	-	-	-	-	N/A	N/A	1	Report compiled and submitted to the CEO.
					1.1.1.4	One Stop Shop/Investor Support Service	To provide a single point of call for potential Investors and existing businesses wishing to invest further, to be "enabled" with ease to invest in the district.	Number of reports on queries lodged (in-person & electronically) and related information (sector, outcome of assistance etc)		4	R253 300	1	1	ACHIEVED	-	-	-	1	1	1	Report compiled and submitted to the CEO.
			1.2.1	Investment Packaging & Facilitation	1.2.1.1	District Wide Catalytic Project Investment Packaging & Investment Facilitation	To package for investment Ugu Council Resolved district wide prioritised catalytic projects: - District-Wide Renewable Energy (Green Energy) - District-Wide Broadband/Connectivity	To develop a consolidated status report pertaining to district capabilities on Renewable Energy and BroadBand connectivity by date 30 June 2026. Project Plans to package projects ready for investment facilitation - Developed, Approved by 30 June 2026.		Annual Target removed: Completed 30 June 2026.											
			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		Two products packaged	Operational	N/A	N/A	-	-	-	-	N/A	N/A	2	2 packaged products presented to board
					1.2.2.2	Eastern Seaboard investment facilitation	To facilitate investment in the abovementioned products arising from the Eastern Seaboard Programme Implementation	R-value of investment facilitated		R10 million	Operational	N/A	N/A	-	-	-	-	N/A	N/A	R10 million	Investor statement of intention Rand value
			1.2.3		1.2.3.1	Pre-2024 Strategy Projects	To develop & implement an approved project plan (to co-ordinate and lead in getting investment) for the following: - Ifafa Project - Umzumbe River Trails	Annual Target split 2026													
					1.2.3.1.1		To develop & implement an approved project plan (to co-ordinate and lead in getting investment) for the following: - Ifafa Project	Specialist studies and Draft application for the re-zoning & subdivision, by date	Project Plan with Implementation timelines and Specialist studies completed, by date 30 June 2026.	30 June 2027.	R430 000	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2027.	Specialist Studies & rezoning Draft application 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.		Annual Target removed: Compppleted 31 March 2026.										
					1.2.3.2		To review each project plan in line with the signed Service Level Agreements in place with Local Municipalities. eg: - Hibberdene Mixed Use Development	Source developer, through Expression of Interest by date		30 June 2027.	R70 000	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2027.	Appointment letter of the Developer by date.
					1.2.3.3.1		To draft a monitoring and evaluation report on the John Mason Park development to monitor project develeopment milestones	The monitoring and evelauation report on John Mason Park by date		30 June 2027.	Operational	N/A	N/A	-	-	-	-		N/A	30 June 2027.	John Mason Park Market monitoring and evalvation report by date submitted to the CEO.
					1.2.3.3.2		Completion of phase 2 of KwaXolo Caves Tourism Site	Project Completion Certificate issued by date	Completion of phase 2 of KwaXolo Caves Tourism Site by 30 June 2026	30 December 2026.	R90 000	N/A	N/A	-	-	-	-	30 December 2026.	N/A	NA	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) - Umhlabashane Dam - Marine Tilapia incubator	R-value of investment facilitated		R20 000 000	Operational	NA	NA	-	-	-	-	NA	NA	R20 000 000	Quarterly report submitted to the CEO reflecting the Rand - Value of investment facilitiated
					1.2.4.1.2	- Umzumbe Municipality	Provide a progress report on the SLA projects under Umzumbe Municipality: - Coffee farming (Report) - Mawuleni Nature Reserve (Report) - Mehlomnyama Mixed Use (Report) - Industrial Park development - Ugu Agri-Hub programme - Turton Beach development - Itshe likaMaria - Ntelezi Msani Heritage Centre - Isivivane seNkosi uShaka - Msikazi Mountain	Report on the progress of each project		1	Operational	NA	NA	-	-	-	-	1	N/A	N/A	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		R100 000 000	Operational	NA	NA	-	-	-	-	50 million	N/A	50 million	Report submitted to the CEO reflecting the Rand - Value of investment facilitiated

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					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 - Lime mining and waste processing and packaging investment - Agro-processing plant - South Coast Film City concept -Post School Education Training programme - Macadamia Value Add, processing, packaging & distribution	Report on the progress of each project		2	Operational	NA	NA	-	-	-	-	1	N/A	1	Progress report submitted to the CEO on each project within the Local Municipality
					1.2.4.1.5	- Umuziwabantu Municipality	To facilitate investment funding in line with the Local Municipal Project Plans : - LED Strategy reviewal - Currently none - pending reporting below	Draft LED Strategy for Umuziwabantu Municipality, by 30 June 2026.		Nil	R0	NA	NA	-	-	-	-	31 December 2026.	N/A	N/A	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 - Industrial park development - Weza Hiking Trail - KwaFodo Village - Timber processing investment - Rural Horse racing	Report on the progress of each project		1	Operational	NA	NA	-	-	-	-	NA	1	NA	Progress report submitted to the CEO on each project within the Local Municipality
					1.2.4.1.7	- Umdoni Municipality	Progress report on the establishment of a MUT Campus in Umdoni.	R-value of investment facilitated		R20 000 000	Operational	NA	NA	-	-	-	-	NA	NA	20 million	Report submitted to the CEO reflecting the progress on the establishment of a MUT Campus in Umdoni.
					1.2.4.1.8	- Umdoni Municipality	Provide a progress report on the SLA projects under Umdoni Municipality: - Beachfront development - Industrial Park (Park Rynie/ Umzinto/ Pennington/ Sizela) - Emalangeni Experience - KwaKiko	Report on the progress of each project		1	Operational	NA	NA	-	-	-	-	1	NA	N/A	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 projeccts. - N2 Road upgrade & N2 Mnafu Interchange - Inductrial Development porgramme (ISA) - Circular Economy development and or support - Historical Route development - Sports events / Facilicities (USLC)	Report on the progress of each project		1	Operational	NA	NA	-	-	-	-	NA	NA	1	Progress report submitted to the CEO on each of the cross-cutting projects within the Disctrict 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		R6 000 000	R884 441	1 500 000	3 406 292	ACHIEVED	-	-	-	1 500 000	1 500 000	1 500 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE) and the Advertising undertaken
					1.3.1.2		To position the South Coast in the Investment sectors by communicating the diverse offerings, through Investor Campaigns	Number of Investor Friendly Awareness and Activities undertaken to support Investment opportunities: - Advertising - PR - Activations		60	R701 755	15	108	ACHIEVED	-	-	-	15	15	15	Quarterly Campaign report which would include the elements and adverting exposure received submitted to the CEO.
					1.3.1.2.1			Free and or paid for Radio and TV or Live-Streaming exposure generated through the Investment activities for the South Coast		2	Operational	NA	1	ACHIEVED	-	-	-	1	N/A	1	Confirmation schedule / Notification / Clip of exposure received submitted to the CEO
					1.3.1.3		To position the South Coast as a Destination of Choice within the KZN province with investment offerings	Quarterly newsletters and / or Mass Mailing communication distributed to all Stakeholders, focussing on Investment		4	R13 199	1	1	ACHIEVED	-	-	-	1	1	1	Statistical report confirming the distribution of the Newsletters, or evidence of the Mass Mailing Communictaion cirulated.
					1.3.1.4		To effectively formulate an Annual Investment Marketing Campaign Plan	Annual Investment Marketing Campaign Plan		2	Operational	1	1	ACHIEVED	-	-	-	N/A	N/A	1	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		4		1	1	ACHIEVED	-	-	-	1	1	1	Quarterly Investment Services website update report submitted by the Manager
					1.3.2.1.1		To effectively provide Information and engage with potential investors through SCTIE Social Media platforms	Number of Facebook posts		60		15	15	ACHIEVED	-	-	-	15	15	15	Statistical report confirming the number of posts.
					1.3.2.1.2			Number of Instgram posts		60	R16 800	15	15	ACHIEVED	-	-	-	15	15	15	Statistical report confirming the number of posts.
					1.3.2.1.3			Number of X (Twitter)		60		15	15	ACHIEVED	-	-	-	15	15	15	Statistical report confirming the number of posts.

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					1.3.2.1.4			Number of LinkdIn posts		60		15	15	ACHIEVED	-	-	-	15	15	15	Statistical report confirming the number of posts.
					1.3.2.1.5			Number of YouTube posts		20		5	9	ACHIEVED	-	-	-	5	5	5	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.		15 June 2027.	R52 500	N/A	N/A	-	-	-	-	N/A	N/A	15 June 2027.	Brochure produced by date.
					1.3.3.2		To showcase diverse destination investment offerings on Collateral and promotional material production: - Promotional items	Promotional Material and Collateral Produced for Investment attraction		50%	R147 000	N/A	N/A	-	-	-	-	N/A	25%	50%	Expenditure Report & Evidence of Materials
							- Videos			1		N/A	N/A	-	-	-	-	N/A	N/A	1	Annual Video Portfolio
							- Images			50		N/A	N/A	-	-	-	-	25	N/A	25	Annual Image Portfolio
			1.3.4		1.3.4.1	Sector specific trade shows, exhibitions and Conferences and Activations	To host or participate in a South Coast Investment Conference to market the investment opportunities e.g.: Catalytic Projects and Growth Sectors	Investor Conference		1	R315 000	N/A	N/A	-	-	-	-	N/A	N/A	1	Agenda, Programme and participation report
					1.3.4.2		To participate in exhibitions, shows, conferences and other relevant activation platforms to market the investment opportunities e.g.: - Manufacturing Indaba, (July) - TIKZN Trade Delegations (November) - TIKZN Export Week, (Nov) - Africa Energy Indaba, (March) - Buy Local Summit/ Expo (March) - WTM Africa (April) - and or / Municipal Investment Shows	Representation achieved in Sector Specific platforms		6	R1 024 990	1	2	ACHIEVED	-	-	-	2	2	1	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 Events - Ugu Maskandi Festival - Ugu Jazz Festival - Golf - Heritage & Cultural Parade (African Renaissance)	Number of MICE events & activities supported during the year.		4	R1 370 823	1	1	ACHIEVED	-	-	-	2	N/A	1	Closeout report OR Event Support Report on the MICE activity supported
			1.3.5		1.3.5.1	Investment Trade & Media Fam Trips	To host sector specific Trade, potential Investors and Media on investment site visits	Familiarisation Trips hosted during the year		4	R267 488	1	1	ACHIEVED	-	-	-	1	1	1	Fam Trip report as well as supporting evidence

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate tourism

PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Goal 2	**Tourism Attraction: To market, attract, promote, the South Coast to increase the number of Visitors, extend the geographical spread, improve quality of service and tourism information services to being a destination of choice in KZN for Tourists.**	**To implement destination management services that will put measures to attract more visitors to the South Coast, positioning it as a destination of choice and addressing the competitiveness of the destination.**	**2.1**	**Tourism Facilitation**	2.1.1.1	Related Economic Intelligence - **Tourism Research**	Obtaining KZN South Coast Data with regards to Seasonal footprint: - Summer - Winter	Research findings reports	Number of reports	2	R0	N/A	N/A	-	-	-	-	1	N/A	1	Report presented to the CEO
					2.1.1.2	Target Market Identification	To identify the KZN South Coast Target Market	Completed Research Report by date	Report by Date	30 June 2027.	R0	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2027.	Report presented to the CEO
					2.1.1.3	Tourism District Strategy	Tourism District Strategy	District Tourism Strategy approved by date	Date	30 June 2027.	R157 500	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2027.	Board Resolution of Adoption by date
			2.2	**Tourism Product Development**	2.2.1.1	**Nodal development** and support to extend the geographical spread for the following: - Umdoni - Umuziwabantu - Ray Nkonyeni - Umzumbe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	Annual Target split										
					2.2.1.2	Nodal development and support to extend the geographical spread for the following: - Umdoni	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R478 750	10%	10%	ACHIEVED	-	-	-	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality
					2.2.1.3	Nodal development and support to extend the geographical spread for the following: - Umzumbe	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R42 000	10%	10%	ACHIEVED	-	-	-	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality
					2.2.1.4	Nodal development and support to extend the geographical spread for the following: - Ray Nkonyeni	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R89 250	10%	10%	ACHIEVED	-	-	-	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality
					2.2.1.5	Nodal development and support to extend the geographical spread for the following: - Umuziwabantu	Active implementation of the development programs which support Nodal development	Implementation of the Nodal Development Program	Percentage of program developed implemented	60% Achievement (accumulative)	R57 750	10%	10%	ACHIEVED	-	-	-	20%	40%	60%	Quarterly progress report submitted to the CEO on Nodal development within the Local Municipality
					2.2.2.1	SMME Support	To provide support to SMME's to enable them to actively participate in the industry, preparing them to service the Domestic and International markets	Capacitate and facilitate opportunities for SMME's to be assisted through: - Being trained, - Graded (TGCSA) - Exposure to markets	Number of Activities undertaken	16	R130 725	4	7	ACHIEVED	-	-	-	4	4	4	**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	4	Operational	1	3	ACHIEVED	-	-	-	1	1	1	**Report on each of the Youth Development Program supported sumbitted to the CEO**
			2.3	**Tourism Marketing, Attraction & Promotion**	2.3.1.1	Brand exposure : Through Tourism Marketing Campaigns	To expose and manage the Brand of the South Coast through : travel and tourism platforms highlighting the diversity of the destination through Tourism Marketing Campaigns & PR: - **Quarterly Seasonal Campaigns**	Rand value of Brand Exposure in relation to the Tourism Marketing Budget	Rands	R14 000 000	R2 183 280	3 500 000	5 806 714	ACHIEVED	-	-	-	3 500 000	3 500 000	3 500 000	Quarterly Brand Tracking Report reflective of the Advertising Value Equivalent (AVE)
					2.3.1.2		To position the South Coast as the Destination of Choice in the tourism sector by communicating its diverse offerings e.g.: - Beach Destination - Golf - Marine activities (Diving / Fishing) - Adventure (Hiking / 4x4 / MTB) - Nature and Outdoor - Culture and Heritage - Raceway - MICE - Agri-Rural	Exposure through : - Published articles/inserts in the local newspapers and national publications or platforms.	Number	240	R0	60	206	ACHIEVED	-	-	-	60	60	60	**Quarterly Campaign report which would include the elements and adverting exposure received submitted to the CEO.**
					2.3.1.2.2			Exposure through : Radio, TV or Live-Streaming platforms	Number	2	R0	N/A	8	ACHIEVED	-	-	-	1	1	N/A	**Confirmation schedule / Notification / Clip of exposure received submitted to the CEO**
					2.3.1.3		To position the South Coast as a leader within the province with tourism offerings	Quarterly newsletters and / or Mass Mailing communication distributed to all Stakeholders, focussing on Investment	Number of Newsletters distributed	4	R219 006	1	1	ACHIEVED	-	-	-	1	1	1	Statistical report confirming the distribution of the Newsletters, **or evidence of the Mass Mailing Communictaion cirulated.**

STRATEGIC OBJECTIVE: Goal 2: Tourism Attraction: To market, promote, attract and facilitate tourism

PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
					2.3.1.4		To effectively formulate an Annual Tourism Marketing Campaign Plan	Annual Investment Marketing Campaign	Number	2	Operational	1	1	ACHIEVED	-	-	-	N/A	N/A	1	Annual Tourism Marketing Campaign approved by the CEO.
					2.3.3.1	**E-Marketing**	To efficiently manage the Entity owned digitals channels (website, social media and mobile app) and ensure information is updated	Quarterly Content (New and Maintenance) updated, including statistics and trends analysis	Quarterly report referencing updates	4	R0	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly Digital Reports submitted to the CEO
					2.3.3.1.1			Number of Facebook posts	Number and Percentage	60		15	15	ACHIEVED	-	-	-	15	15	15	**Statistical report confirming the posts and the growth of the platform**
					2.3.3.1.2			Number of Instgram posts	Number and Percentage	60		15	15	ACHIEVED	-	-	-	15	15	15	**Statistical report confirming the posts and the growth of the platform**
					2.3.3.1.3			Number of X (Twitter) posts	Number and Percentage	60		15	15	ACHIEVED	-	-	-	15	15	15	**Statistical report confirming the posts and the growth of the platform**
					2.3.3.1.4			Number of LinkdIn posts	Number and Percentage	60		15	15	ACHIEVED	-	-	-	15	15	15	**Statistical report confirming the posts and the growth of the platform**
					2.3.3.1.5			Number of YouTube posts	Number and Percentage	40		10	12	ACHIEVED	-	-	-	10	10	10	**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	R354 233	N/A	N/A	-	-	-	-	NA	N/A	1	Report on the Workshop held submitted by the Manager
					2.3.4.2		To create and showcase diverse tour packages during the year	South Coast Tour Packages created to improve geographic spread for tourists	Number of tour packages created	4	Operational	1	1	ACHIEVED	-	-	-	1	1	1	Tour packages developed
					2.3.5.1	Tourism Promotional Material/Collateral	To showcase diverse destination tourism offerings on Collateral and promotional material	Promotional Material and Collateral Produced	% of budget	50% (cumulative)	R26 250	N/A	N/A	-	-	-	-	N/A	25%	50%	Expenditure Report & Evidence of Materials
					2.3.5.2		- Videos	South Coast videos produced to showcase the destination tourism offerings	Number of Videos produced	1	R366 000	N/A	N/A	-	-	-	-	N/A	N/A	1	Annual Video Portfolio
					2.3.5.3		- Images	South Coast images sourced to showcase the destination tourism offerings	Number of Images	50		N/A	N/A	-	-	-	-	25	N/A	25	Annual Image Portfolio
					2.3.5.4		To provide updated and relevant information related to tourism, print and digital	SC Experience, Accommodation , Routes, Niche products produced.	By Date	15 June 2027.	R0	N/A	N/A	-	-	-	-	N/A	N/A	15 June 2027.	Evidence of SC Information produced and available by date
					2.3.6.1	Tourism Trade Shows and Exhibitions	To participate in Exhibitions & Shows : e.g.: - TIKZN Conf (Nov) - Meetings Africa, (Feb) - WTM Africa (April) - Africa Tourism Indaba, (May)	Domestic exhibitions and trade shows as per annual plan/calendar participated	Number of exhibitions/trade shows as per plan.	4	R699 284	N/A	N/A	-	-	-	-	1	1	2	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	8	R146 874	2	7	ACHIEVED	-	-	-	2	2	2	Fam Trip report as well as supporting evidence

STRATEGIC OBJECTIVE: Goal 3: Stakeholder Relations

PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET	Q1: TARGET	Q1: ACTUAL	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Goal 3	**Stakeholder Management: To contribute in making the South Coast a warm and welcoming destination, by investing in improvement of good quality service, across the board**	**To put in place adequate systems and processes, to ensure stakeholder engagement and the enhancement of people in the South Coast, to be able to manage the economy and render quality services and ensure excellent stakeholder engagement**	**3.1**	**Stakeholder mana**	To strengthen stakeholder realtionships	Stakeholder Relations Management	Stakeholder Management Strategy and Plan	Approved Stakeholder Management Strategy	Date	Annual Target Completed 30 June 2026.											Stakeholder Management Strategy submitted to the CEO by date
			3.2	**Membership**	To encourage South Coast tourism businesses to be Compliant in terms of the EDTEA legislative requirements	Grow Membership Base	To encourage compliance with legislation, and grow membership base	To increase the paid Membership base	Number	140	Operational	70	72	ACHIEVED	-	-	-	50	20	0	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 2026 - Reviewed annually by date	Date	14 May 2027.	Operational	N/A	N/A	-	-	-	-	N/A	N/A	14 May 2027.	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 are aware and contribute to the programs of the Entity: e.g.: - Municipalities, - PTIC - PTF - KZN Peer learning - DDA - District Tourism Forum - Area Committees - Tradional Councils - Business Chambers - Associations - Road Shows	Number of engagements undertaken with Organised Business & Government Departments	Number	40	25 000	10	18	ACHIEVED	-	-	-	10	10	10	Agenda/Attendance Register/ Minutes/Record/ Presentation in the meeting partcipated in to strengthen relations in Investment & Tourism activities

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability

PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET: 21.05.2026	Q1: TARGET	Q1 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
Goal 4	**Instutional Support and Financial Viability: To ensure SCTIE has the capacity and financial viability to deliver on its mandate, through systems and processes**	To put in place adequate systems and processes , to ensure that the entity has the capacity and financial viability, to deliver on its mandate.	**4.1**	**Performance Management**	To develop and adopt credible strategic and operational plans timeously aligned to government's planning cycle and prescripts.	**4.1.1**	**Strategic Plan review**	Reviewed Strategic Plan approved by Board by date	Date of Strategic Plan Approval	31 May 2027.	Operational	N/A	N/A	-	-	-	-	N/A	N/A	31 May 2027.	Board Resolution of the Approval of the Strategic Plan.
						4.1.2	**Annual Performance Plan**	Annual Performance Plan approved by Board by date	Date of Operational Plan Approval	31 May 2027.	Operational	N/A	N/A	-	-	-	-	N/A	N/A	31 May 2027.	Board Resolution of Approval
						4.1.3		Annual Report for SCTIE adopted by Board 31 December	Date of Annual Report Adoption	31 December 2026.	Operational	N/A	N/A	-	-	-	-	31 December 2026.	N/A	0	Board Resolution of Adoption, submission to the Ugu District Municipality
						4.1.4		Mid-Year Performance Report adopted and submitted to the Ugu District Municipality by 20 January	Date of Mid-Year Report Adoption	20 January 2027.	Operational	N/A	N/A	-	-	-	-	N/A	20 January 2027.	N/A	Board Resolution of Adoption, submission to the Ugu District Municipality
						4.1.5		Quarterly Performance Review reports submitted to Ugu District by the 5 working days of the new quarter	Number of reports	4	Operational	1	1	ACHIEVED	-	-	-	1	1	1	Evidence of Submission to Ugu District Municipality
			4.2	**Governance**	To ensure good governance through statutory compliance and policy framework	**4.2.1**	**Risk Management and Fraud Prevention**	Completed Risk Register and Fraud Prevention Plan by 31 October	Date	31 October 2026.	Operational	N/A	N/A	-	-	-	-	31 October 2026.	N/A	N/A	Risk Register and Fraud Risk Register submitted to the CEO by date
						4.2.2	**Annual Audit Plan**	Annual Audit Plan approved by 31 October	Date	31 October 2026.	Operational	N/A	N/A	-	-	-	-	31 October 2026.	N/A	N/A	Board Resolution of Adoption of Annual Audit Plan
						4.2.3	**Audit Committee**	Number of Quarterly Audit Committee sittings.	Number per quarter	4	R152 766	1	2	ACHIEVED	-	-	-	1	1	1	Audit Committee Minutes
						4.2.4	**Auditor-General Management Report**	Auditor-General Management Report and Audit Finding: SCTIE	AG Report Opinion	Unqualified Audit	R635 250	N/A	N/A	-	-	-	-	Unqualified Audit Opinion	N/A	N/A	AG Management Report Duly Signed off and Tabled.
						4.2.5	**Statutory Compliance**	100% Statutory compliance for Board	Number of Board meetings held	6	Operational	2	2	ACHIEVED	-	-	-	2	1	1	Board Minutes.
						4.2.6			Report confirming statutory compliance with CIPC	100%	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	100%	Confirmation of changes effected to CoR 39.
						4.2.7			AGM with the Parent by date	30 June 2027.	Operational	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2027.	Agenda and Attendance Register for the AGM held, with Minutes from previous meeting held.
						4.2.8			Reviewed and updated Operational Policies Approved by date	30 June 2027.	Operational	N/A	N/A	-	-	-	-	N/A	N/A	30 June 2027.	Resolution by the Board by date
			4.3	**Finance**	To ensure good budgeting, financial management according to legislation	**4.3.1**	**Budget Planning**	Budget Related Policies approved by date	By date	31 May 2027.	Operational	N/A	N/A	-	-	-	-	N/A	N/A	31 May 2027.	Board Resolution Adopting Budget Policy
						4.3.2		S88: Mid Year Budget & Performance assessment report approved by date	By date	20 January 2027.	Operational	N/A	N/A	-	-	-	-	N/A	20 January 2027.	N/A	Board resolution for the approval of the S88 Mid Year Performance assessment report, and submitted to Ugu District Municipality
						4.3.3		First draft budget submitted to Ugu District Municipality 150 days before the start of the financial year	By Date	31 January 2027.	Operational	N/A	N/A	-	-	-	-	N/A	31 January 2027.	N/A	Evidence of first Draft Budget tabled, and Submission to Ugu DM.
						4.3.4		Revised draft budget submitted to Ugu, 100 days before the start of the financial year	By date	23 March 2027.	Operational	N/A	N/A	-	-	-	-	N/A	23 March 2027.	N/A	Evidence of first Draft Budget tabled, and Submission to Ugu DM.
						4.3.5		Annual Budget approved by the Board 30 days before the start of the financial year	By Date	31 May 2027.	Operational	N/A	N/A	-	-	-	-	N/A	N/A	31 May 2027.	Board Resolution of Approval of Draft Budget & submission to Ugu
						4.3.6	**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.											
						4.3.7	**Financial In-Year Reporting**	12 Monthly Reports compiled and submitted by deadline.	Number of Reports by deadline.	12	Operational	3	3	ACHIEVED	-	-	-	3	3	3	Reports with submission dates.
						4.3.8	**Annual Financial Statements**	Draft AFS submitted to AG by date	Draft AFS submitted to AG by Date	31 August 2026.	Operational	31 August 2026.	31 August 2026.	ACHIEVED	-	-	-	N/A	N/A	N/A	Draft AFS submitted to AG with acknowledgement of receipt.
						4.3.9		Adopted Annual Financial Statements by the Boards by date	Adopted AFS by date	31 December 2026.	Operational	N/A	N/A	-	-	-	-	31 December 2026.	N/A	N/A	Board Resolution of AFS Adoption.
						4.3.10	**Operational Expenditure**	Operational expenditure spend to plan	Percentage spend	80%	R2 065 444	15%	18%	ACHIEVED	-	-	-	40%	60%	80%	Quarterly calcualtion reports on operational spend
						4.3.11		Staff salaries paid monthly by date	12 x Salary Payments by date	25th of the month	R10 296 160	3x Monthly Payments by 25th	3x Monthly Payments by 25th	ACHIEVED	-	-	-	3x Monthly Payments by 25th	3x Monthly Payments by 25th	3x Monthly Payments by 25th	Confirmation of changes effected to CoR 39.
						4.3.12		Board salaries paid monthly by date	12 x Salary Payments by date	25th of the month	R944 926	3x Monthly Payment by 25th	3x Monthly Payment by 25th	ACHIEVED	-	-	-	3x Monthly Payment by 25th	3x Monthly Payment by 25th	3x Monthly Payment by 25th	Salary Reports by date

STRATEGIC OBJECTIVE: Goal 4: Institutional Support & Financial Viability

PROGRAM REF	PROGRAM	PROGRAM STRATEGIC OBJECTIVE	PROJECT REF	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET: 21.05.2026	Q1: TARGET	Q1 ACHIEVEMENT	ACHIEVED / NOT ACHIEVED	CHALLENGES	MEASURES TO CORRECT	REVISED TIMELINE	Q2: TARGET	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
						4.3.13	**Capital Expenditure**	% capital expenditure to plan.	% capital expenditure to plan.	50%	R45 000	N/A	11%	ACHIEVED	-	-	-	25%	30%	50%	Quarterly Reports.
						4.3.14	**Fruitless & Wasteful Expenditure**	Less than 2% Fruitless and Wasteful expenditure	Budget % spend fruitless and wasteful expenditure	Less than 2%	R150 000	<2%	1.24%	ACHIEVED	-	-	-	<2%	<2%	<2%	Board Reports and Minutes, and Register.
						4.3.15	**Unauthorised Expenditure**	Less than 1% unauthorised expenditure	Budget % spend unauthorthorised expenditure	Less than 1%	Operational	<1%	Nil	ACHIEVED	-	-	-	<1%	<1%	<1%	Board Reports and Minutes, and Register.
						4.3.16	**Grant Funding**	% of Municipal Grant revenue invoiced	100% of Municipal Grant funding invoiced as per plan	100%	R27 157 884	100%	101%	ACHIEVED	-	-	-	100%	100%	100%	Quarterly reports on the grant funding received
						4.3.17	**Received Revenue to Plan**	90% revenue received as per Annual Revenue Budget	% revenue received to plan.	90%	R1 247 614	30%	87%	ACHIEVED	-	-	-	70%	80%	90%	Quarterly Reports
						4.3.18	**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 (2027 - 4%	Revenue generated or support received	R715 374.24	Operational	N/A	N/A	-	-	-	-	118 409	118 409	118 409	Report submitted to the CEO on the revenue and or support generated as a percentage of the Annual Grant budget received
						4.3.19	**Annual Procurement Plan**	Development of an Annual Procurement Plan, with quarterly reports on expenditure	Quarterly Procurement report	4	Operational	1	1	ACHIEVED	-	-	-	1	1	1	Quarterly Reports
						4.3.20	**Asset Register**	100% compliant Asset Register implementation	% Compliance	100%	Operational	100%	100%	ACHIEVED	-	-	-	100%	100%	100%	Quarterly Reports
			4.4	**Corporate Service & HR**	To ensure HR matters are compliant and enable core functions to be performed.	**4.4.1**	**Staffing**	% posts in structure filled.	% filled posts in structure	90%	Operational	100%	100%	ACHIEVED	-	-	-	100%	90%	90%	Quarterly Reports
						4.4.2	**Internships**	Appointment of Interns and or Graduates in SCTIE departments	Number of Interns / Graduates appointed	3		N/A	N/A	-	-	-	-	3	N/A	N/A	Salary Reports by date
						4.4.3	**Staff Development**	Plan Development by date	Date	30 December 2026.	R1 133	N/A	N/A	-	-	-	-	30 December 2026.	N/A	N/A	Quarterly Reports
						4.4.4	**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%	ACHIEVED	-	-	-	N/A	N/A	N/A	Duly Signed Annual Performance Plans
						4.4.5		Implementation Individual Performance Management Systems (IPMS)	% Implementation of IPMS: S57	100%	Operational	N/A	N/A	-	-	-	-	100%	100%	100%	Quarterly Performance Reports
						4.4.6		Cascading of Individual Performance Management Systems (IPMS) - by date (2026) and Annual Implementation (2027)	% Implementation of IPMS: Permanent staff	100%	Operational	N/A	Signed IPMS agreements by all Co-odinators (100%)	ACHIEVED	-	-	-	100%	100%	100%	Duly Signed Annual Performance Plans