

OVERBERG DISTRICT MUNICIPALITY

UPDATED ECONOMIC RECOVERY PLAN (June 2021)



KAAP AGULHAS MUNISIPALITEIT
CAPE AGULHAS MUNICIPALITY
U MASIPALA WASECAPE AGULHAS



OBJECTIVES

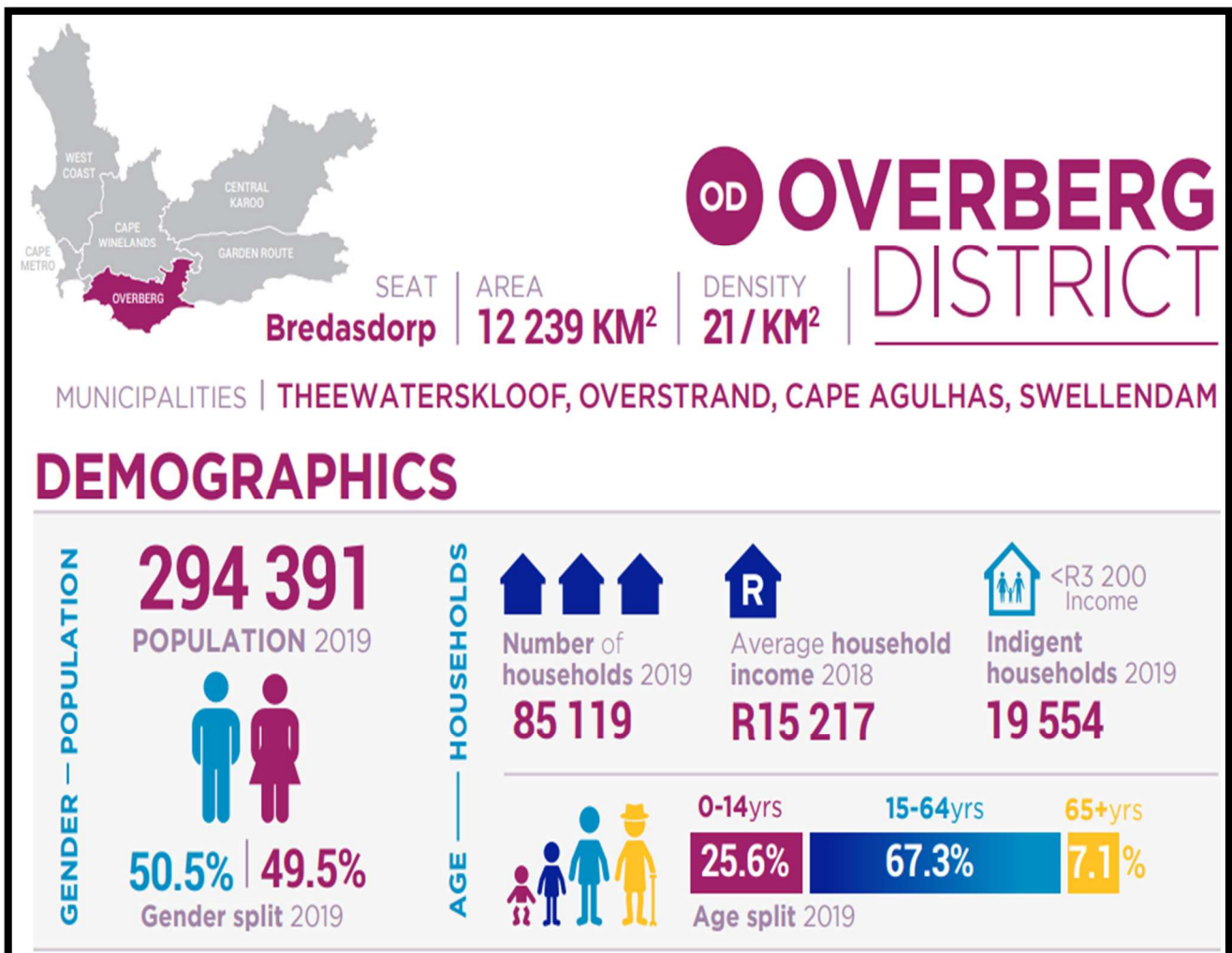
To integrate the Economic Recovery Plan into the District JDMA1 Plan to encourage implementation of the Plan in consideration of the available Eco-system as analysed by the District.

ECONOMIC PERFORMANCE

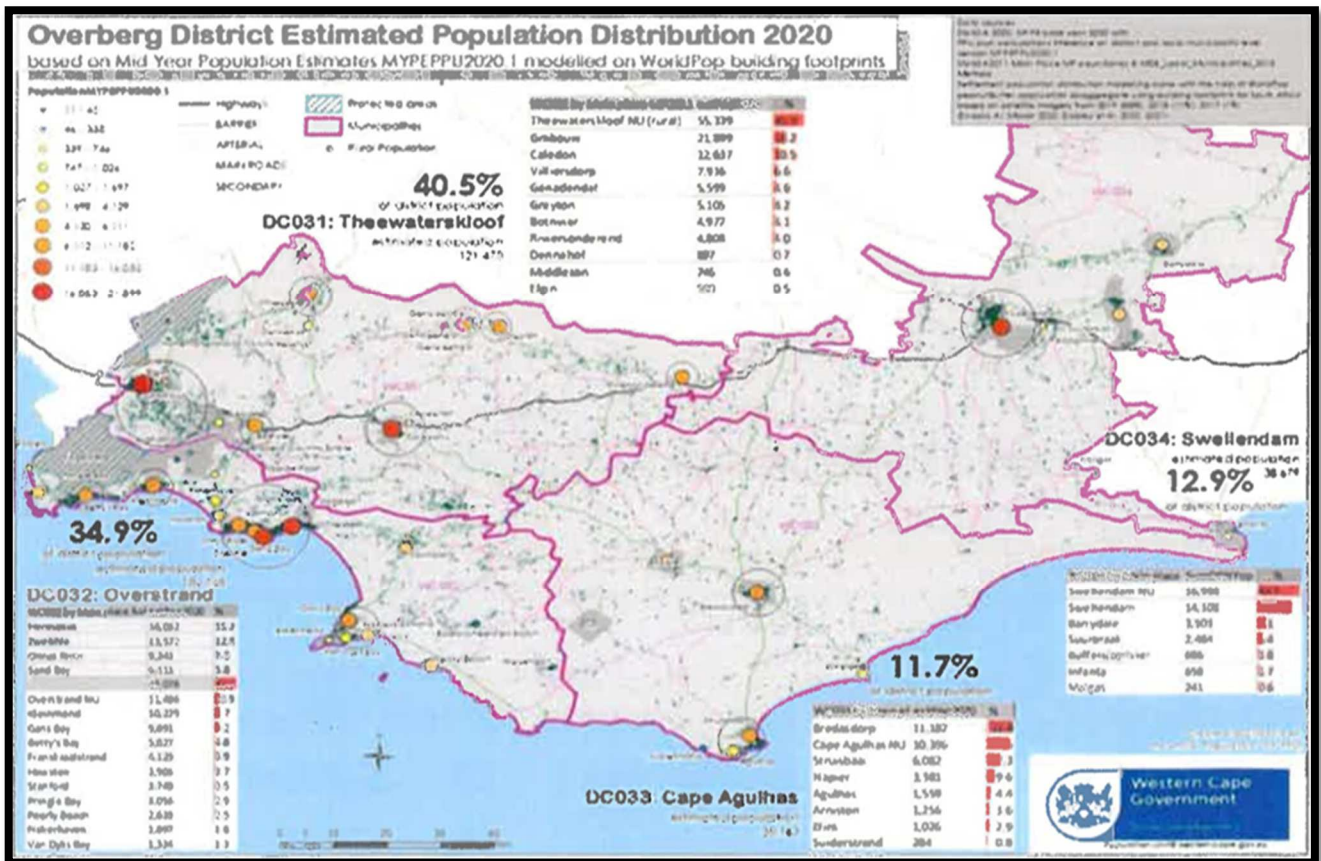
According to the MERO 2020 the Overberg District will be negatively impacted in line with the negative impact on the national economy estimated at 6.4%. Most sectors are expected to contract severely because of lockdown restrictions, which limited businesses activities.

The OD is a popular tourism destination, and restrictions on the domestic and international travel will have significant negative impact on local businesses. The expected contraction of 14.3 % of the manufacturing sector will also have a negative impact on the economy. Not only was this sector negatively influenced by Covid-19 to some extent, the continued load-shedding in 2020 also remains a challenge.

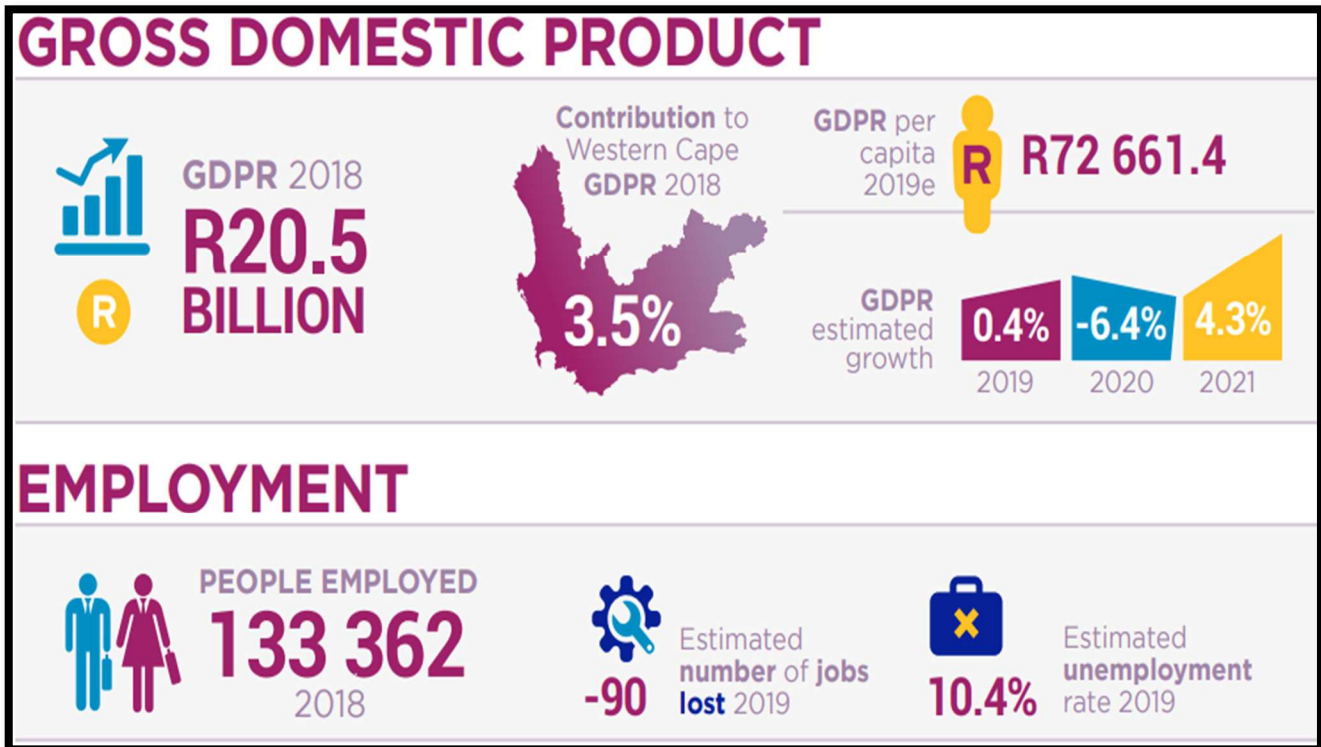
THE DISTRICT SOCIO-ECONOMIC PROFILE



POPULATION DISTRIBUTION



- The map depicts growing node in the District according to mid-term population estimates.



- Estimated jobs lost due to pandemic exceed the estimated number in 2019 over 1000 jobs for the District

GDPR FORECAST PER SECTOR, Overberg District, 2020 – 2021 (%)⁹

SECTOR	2019e	2020f	2021f
PS Primary Sector			
Agriculture, forestry & fishing	-9.1%	12.4%	-8.8%
Mining & quarrying	-3.2%	-23.0%	15.3%
SS Secondary Sector			
Manufacturing	1.2%	-14.3%	12.8%
Electricity, gas & water	-2.3%	-8.4%	-1.6%
Construction	-3.2%	-17.6%	13.6%
TS Tertiary Sector			
Wholesale & retail trade, catering & accommodation	0.8%	-17.6%	15.1%
Transport, storage & communication	0.9%	-14.2%	13.0%
Finance, insurance, real estate & business services	4.2%	-0.2%	-0.4%
General government	1.1%	1.7%	-3.7%
Community, social & personal services	1.2%	1.0%	-1.1%
Total Overberg District	0.4%	-6.4%	4.3%

Source: Urban-Econ based on SARB, Statistics SA & BFAP, 2020 (e denotes estimate, f denotes forecast)

- GDPR Growth / forecast per sector in the District indicates a negative impact from 2020

UNEMPLOYMENT PROFILE, Overberg District, 2018 (%)

MUNICIPALITY	Unemployment rate (%) 2018	2019	Labour force participation rate (%) 2018	2019	Labour absorption rate (employment-to-population ratio) (%) 2018	2019
Theewaterskloof	8.1	↑	76.0	↓	69.9	↓
Overstrand	13.9	↑	77.2	↓	66.5	↓
Cape Agulhas	7.3	↑	77.1	↓	71.5	↓
Swellendam	6.0	↑	73.7	↓	69.3	↓
Overberg District	9.4	↑	76.2	↓	69.0	↓
Western Cape	18.0	↑	68.5	↓	56.2	↓

Unemployed persons, according to the official Statistics South Africa definition, are those (aged 15 to 64 years) who:

- Were not employed in the reference week; and
- Actively looked for work or tried to start a business in the four weeks preceding the survey interview; and
- Were available for work, i.e. would have been able to start work or a business in the reference week; or
- Had not actively looked for work in the past four weeks, but had a job or business to start at a definite date in the future and were available.

Labour force participation rate is the proportion of the working-age population that is either employed or unemployed.

Employment-to-population ratio (labour absorption rate) is the proportion of the working-age population that is employed.

Source: Quantec Research, 2020

INTEGRATION OF THE ECONOMIC RECOVERY PLAN INTO THE JDMA 1PLAN

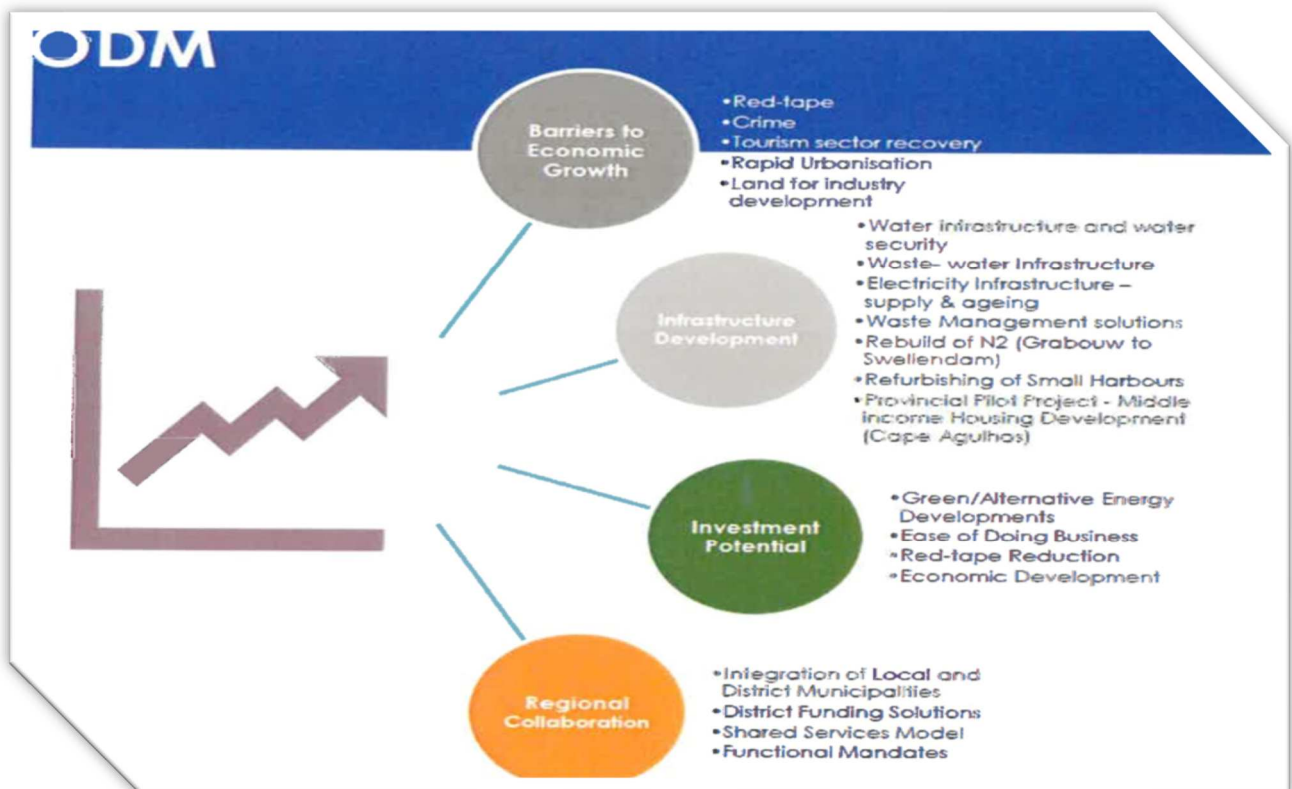
RATIONALE

The rationale of this model is utilizing the existing legal framework and implementation machinery, which includes the Intergovernmental Relations (IGR) Framework Act providing the Minister and department responsible for cooperative governance to provide a framework for coordinating and aligning development priorities and objectives between the three spheres of government.



By crowding in public, private and not-for profit investments to a district locality, in an all-inclusive manner as directed by joint district implementation plans. The content of the plans must elaborate on key transformational processes required to achieve long-term strategic goals and the desired future in each district. The idea of one plan requires a more sharpened way of doing things by civil servants in their endeavour to address the decapitating triple challenges of Poverty, Unemployment, and Inequality.

The sector departments will determine infrastructure investment requirements and ensure long-term infrastructure adequacy to sport integrated human settlements economic activity and provision basic services, community, social services and aligned with Provincial Strategic goals of Jobs, Safety, and well-being of the people within the district.



- Summary input as presented by the District Municipal manager SIME intergovernmental consultations

DESIRED DISTRICT OUTCOME

A District with capacity to deliver:

- Strengthen accountability of District municipalities including senior management to achieve economic outcomes.
- Stabilise political administrative interface.
- Institutionalise structures that can add value to the desired outcomes i.e.
- JDMA, Economic and Tourism Cluster,

A social compact for fair & sustainable choices & trade-offs:

- Retain and expand Social Security measures.
- Promoting active citizenry to strengthen development, democracy, and accountability.
- Encouraging strong leadership throughout society to work together to solve problems.
- Programme towards building a more inclusive workplace.
- Strengthening partnerships with business, civil society, and trade unions to a greater commitment to promote inclusive growth and address the barriers that constrain it.

Tourism Support:

- Launching an investment and market entry facilitation programme to stimulate capital investment.
- Cooperation with neighbour destinations, towards a regional value proposition.
- Develop market access tool for distribution, link to the green economy initiatives.

A Nation that is food secure:

- Link agro-production and agro-processing clusters to consolidated buying/group programme to meet food requirements for additional social relief.
- Ensure more support for emerging and small-scale farmers.
- Reconfigure agro processing incentive with DTIC.
- Identify strategic markets in Africa, Asia Europe with DTIC.
- Secure market agreements for institutional markets.

A Green economy that guarantees the security of energy, food & water:

- Waste recycling, beneficiation, and the transition to a circular economy.
- Develop market access tool for distribution, local beneficiation and export potential of ash, gypsum, slag, and biomass.

WORK OPPORTUNITIES (JOBS)

The private sector has an important role to play in creating work opportunities but can also at large depend on the ability of the municipalities too:

- Deal decisively with internal processes that hinders ease of doing business.
- Maintain high levels of service delivery to increase competitiveness. (see competitive advantage)
- Effective Public Employment Programme (PEP) such as EPWP
- Skills development initiative to increase employability of local citizens.
- Supporting entrepreneurship and the informal sector.

INSTITUTIONAL ENABLERS

DEDAT put together an eco-system report which suggest a seamless approach providing support to SMME and Economic Growth in the District in support of recovery. This section of the Plan will integrate the recommendations as outlined in the report.

INSTITUTION	ROLE
<p>Private Sector (formal and informal)</p>	<p>The private sector is a critical stakeholder for economic recovery and a major stakeholder in any economic plan and is mainly composed of local businesses. It is therefore important for local, provincial and national governments to work closely with the private sector as a partner to contribute towards economic growth and improve the state of the economy.</p> <p>It is the roles of all spheres of government to create an enabling environment for businesses to grow during and post COVID 19 towards economic recovery. It is significant for the private sector to participate in the economic recovery plan process to craft its path and align with government's strategies.</p> <p>Participate in a process to determine new job opportunities, job losses and those retained</p>
<p>Provincial and National Government</p>	<p>Provide support and development initiatives that the municipalities and its communities can benefit from the strategies to improve local economies. This ranges from overall business support and development services with agencies such the Small Enterprise Development Agency (SEDA) and Small Enterprise Finance Agency (SEFA), includes the Department of Small Business Development (DSBD), similar functions that the Department of Trade Industry and Competition (DTI) and the Western Cape Department of Economic Development and Tourism (DEDAT) also provide. To engage sector specific institutions such as the CASSIDRA, Wesgro and Western Cape Department of Agriculture including all other relevant bodies. These institutions are critical enablers to make available resources to municipalities and the private sector to ensure economic survival.</p>
<p>Local Municipality</p>	<p>The local municipality is the chief implementing agent and promoter of its economic development and recovery plan within its boundary. Is critical in the creation of an enabling environment and eradicate red tape on a local grass root level. To provide basic services, including economic infrastructure and implement pro-business by laws and regulations that will encourage economic activities, job creation and retention, as well as skills development and training.</p>
<p>Overberg District Municipality</p>	<p>Provide support and coordination platform to local municipalities and promote the local and the district recovery plans, as well as enable local municipalities to effectively implement key interventions to improve the regional economy. Monitoring of LED strategy in so far as it supports the district economic cluster working group). The district is a vital enabler to champion the initiatives local, national and</p>

	provincial levels and ensure cooperation and participation in socio-economic development.
DCF-TECH AND DCF	A strategic collaboration of Municipal Managers and Executive Mayors of the District and supported by the Premier's Co-ordinating Forum to give both administrative and political support in the successful implementation of the plan, across municipalities. Provide support and ensure accountability, including finance and human resource allocation.

MUNICIPAL PROGRESS ON PROJECTS

1. CAPE AGULHAS MUNICIPALITY (CAM)

Spinning-and-Weaving project	CAM have formed a partnership with the VLV (Verenigde Vroue Landbou-unie) in terms whereof unemployed persons are being trained in spinning-and-weaving. This project entails the processing of sheep skin into products through traditional methods
Hydroponics	The above is a system that entails the cultivation of crops with minimum water sources with the help of tunnels. CAM is working together with a company called Two Oceans that provides training to community members to become self-sufficient and to enhance food security
Street Markets	CAM established street market committees within the greater Cape Agulhas, with the purpose of establishing street markets in each town. Funding was made available to assist them with the purchasing of tools and other appliances to manufacture products which are being sold on the open market.
Container Hub	Proposals were submitted by CAM to prospective funders, with the view of establishing container hubs, to put at the disposal of upcoming entrepreneurs to conduct their business from. CAM is leasing 18 units to deserving upcoming entrepreneurs
Hot-agter-Klip	CAM's LED/Tourism Division is in the process of finalizing development proposals to establish community projects on the above site to enhance our tourism economy. The primary goal is to create more jobs through tourism development.
Lebombo Kamp	The municipality is currently busy with a project that will see the establishment of an incubator piggery project on one of our facilities. This also involves the submission of proposals to the Department of Agriculture to assist these emerging farmers.
Struisbaai Industrial Project	Council has committed itself to put 4 prime industrial erven at the disposal of SMME's in order to create more jobs. We are currently in the process of conducting talks with local community organisations, the ward committee and other role players to gain input from the community level, as well as to prioritise demands and needs.

Community Gardens	Household	Funding proposals were submitted to various institutions to assist communities to establish food gardens to enhance food security. This involves the provision of seedlings and other starter packs.
Grobbelaar Hall		The municipality is in the process of converting this facility into a multi-purpose centre, primarily with the view of accommodating small community projects such as textile manufacturing.

INFRASTRUCTURE DEVELOPMENT

Community Market		The municipality is busy with the development of a community market as part of our efforts to provide protected facilities to the benefit of entrepreneurs.
Sponsoring-a-Shelf		As part of efforts to find suitable markets for the products of upcoming entrepreneurs, agreements have been reached with local retailers to sell products on behalf of the said entrepreneurs.
Physically challenge Artisans		The LED/ Tourism department is working closely with the local association of physically challenged artisans in terms of the provision of training programmes, and the exploration of markets to which they can sell their products to.
Emerging Farmers		The municipality is working towards the acquisition of funding to assist emerging farmers to make them more marketable, and to put them into a position to run live- stock programmes in a sustainable manner.
Cape Agulhas School of Skills		CAM is assisting the above school with the acquisition of resources to enable them to provide much needed training to learners in agricultural disciplines. This school primarily function as a place of learning for mentally challenged learners. Our goal is to properly equip them with the necessary resources so that learners could be able to sustain themselves with their acquired skills.

2. OVERSTRAND MUNICIPALITY

A. Key Factors Under Consideration:

i) Funding of Projects

The need to source funding to deploy in the delivery of crucial projects aimed at stimulating economic growth remains critical. Consequently, measures must be taken to access funding through both the Internal as well as External funding vehicles. The economic recovery strategy is a clarion call to the government funding agencies to come to the fore such as SEDA, NYDA and SEFA. The national departments, DTI and SBDD also form critical allies in ensuring that government funding is directed where there's potential for maximum impact.

ii) Municipal Environment (Internal Process) - Protocol

Understanding of due Policies and Procedures which govern the way in which municipalities carry out their mandates is going to be bedrock of the Economic Recovery Plan in the Overstrand. The participation of the director of Economic Development, Social Development and Tourism in the highest echelons of the Overstrand Municipality, primarily in the EMT (Executive Management Team and TMT (Top Management Team) presents us with an opportunity to ensure that ERP always receives due attention.

iii) Collaborative Partnerships

The African adage states, 'If you want to go fast you must go alone but if you want to go far go with others.' The Overberg SMME Support Ecosystem will be relied upon for guidance in determining key role players in the Overberg and the basket of services at their disposal which must be accessed to advance the ERP.

OVERSTRAND MUNICIPALITY

STRATEGIES	DESCRIPTION	ACTIVITIES
INTELiVEST Communications Desk	The roll out of the proposed activities will be communicated positively throughout, in building hope and lasting relationships throughout.	<ul style="list-style-type: none"> • Stories of hope • Profiling of local businesses. • Amplifying Municipal work (infrastructure projects completed; tenders awarded and capital budget implementation). • Positive stories from the community. • Life and best practices in the townships, including life. • Invite other spheres of government in implementation of the plan • Partner with GCIS
Tourism: Communication	Up to date and relevant information highlighting economic opportunities in the region. Leveraging of GCIS to provide credible data	<ul style="list-style-type: none"> • KFM Best of the Cape Competition • September Tourism/Heritage Month digital campaign • Updated annual and monthly district events calendar

	<p>Sharing Overberg stories circulate news, highlight regional products, and ensure audiences are reached nationally and internationally.</p>	<ul style="list-style-type: none"> • Social Media & Website updates
<p>Mayoral/ Executive business visits</p> <p>Implementation Vehicle for Key projects identified during Mayoral visits</p>	<p>Towards a business retention approach to encourage local business to thrive and the creation of a conducive environment for ease of doing business.</p> <p>Strategic collaboration with the Mayoral Office to ensure that issues pertaining Red Tape are attended to.</p> <p>Delivery vehicle for potential projects identified in the engagements between the municipal leadership and members of community including the private sectors</p>	<ul style="list-style-type: none"> • Itinerary for business visits. • Dialogues with key product owners (tourism etc.). • No of issues affecting local businesses resolved.
<p>Destination Connect</p>	<p>To create a unified market strategy for the region with one brand.</p> <p>Overberg Filming</p> <p>Overberg Destination Marketing</p>	<ul style="list-style-type: none"> • Improve signage. • Revamp Cape Country unified tourism marketing • Regional database with service providers: Accommodation, hospitality, environmental control officer, permitting, public liability • Updated website with filming contact details • Social Media update highlighting locations, resources • Filming booklet with Overberg locations • Measuring economic impact of film tourism • Filming Workshop 24 August <p>Branding: Kfm Campaign: Best of Cape – use categories: coffee, craft beer, wine, best family restaurant</p> <p>Agri Tourism routes mapped, and products highlighted</p> <p>Updated Overberg Events Calendar</p>

	Influencer Marketing	Inviting CEOS from South African Travel & Tour businesses to the region to showcase product quality and variety
Emerging Farmer support LED Emerging Farmer Support Unit	Equip farmers with skills and equipment Sourcing land for Farmers through collaboration with government departments such as, Department of Agriculture and Department of Land Reforms and Rural Development Provide technical guidance and business consultation to the emerging farmers to assist them gain a better understanding of the art of farming	<ul style="list-style-type: none"> • Identify all new and existing small farmers. • Link with support agencies and stakeholders. • Source funding Community gardens project • Mobilize community to drive garden projects • Involve key stakeholders to the garden projects on time • Legitimize and support the pig projects • Organize trainings and workshops for animal production through Department of Agriculture and NSPCA • Organize and formalize pig farmers in the Die Kopp Stanford project
Community Gardens Project	The continuation of the community gardens project launched in 2020, this project has a great potential for job creation, skills development, and food security.	
One Household One Garden Project	The advancement of the project launched by the Department of Agriculture and our effort to provide seedlings to household and organizations for gardening.	
Small Scale Piggery Projects	The two existing pig projects in Hermanus and Stanford	
SMME support	Provide support to SMME's	<ul style="list-style-type: none"> • Establishment of SMME support programme. • Mobilize enterprise development support agencies and stakeholders.

Siyakhula Enterprise Programme	The 7th edition of the programme since 2015, it is a partnership between LED Overstrand Municipality with the Grootbos Foundation.	<ul style="list-style-type: none"> • Facilitate access to rescue packages and other relevant support • ICT infrastructure support and expanding internet connectivity. Fibre rolls out to improve connectivity • Link to the THUSONG centres in terms of connectivity xpanding the link with DSD.
Business Incubation	Collaborative partners: Grootbos Foundation, Siyakha, NYDA,SEFA, SEDA and SBDD.	<ul style="list-style-type: none"> • Allocate appropriate funding to the Siyakhula Entrepreneurship Programme
MentorshipProgramme	Introduction of the incubation programme, targeting available buildings and convert to incubation centres. Providing support structure to ensure that survive and thrive Collaborative	<ul style="list-style-type: none"> • Finalize plans for the earmarked incubation Centre in Zwelihle • Identify other potential building to be converted to incubation centres • Finalize a conceptual document for the mentorship operations • Organize and establish a tracking system with NYDA
Track and Trace NYDA Trained Youth Grant Applicants	Partnerships: Productivity SA (PSA) The idea is to provide mentorship support to all the recently funded entrepreneurs, with specific reference to the Grootbos 40 that's recently funded in June and the TREP beneficiaries, as well as other avenues.	
The Opportunity Gator Campaign	The aim is to track and trace young entrepreneurs who once received training from NYDA and applied and never received feedback. Secondly to assist those who are yet to apply and process the information. This will mean establishing a well-structured system to ensure this process meets the objectives.	

<p>Tourism SMME Development</p>	<p>The aim is to find and share opportunities with young people, through a massive launch of the information sharing repository. The Gator is a gateway to opportunities with proper review and evaluation of the impact made, by measuring several opportunities shared with the number of youths successfully accessed those opportunities. This will be linked with the implementation of the Youth Desk.)</p> <p>Access to market</p> <p>Product development</p> <p>Marketing support</p> <p>Capacity Building</p>	<p>Collaboration between small businesses, tourism offices, markets, market stalls</p> <p>Partnership with Cape Craft Design Institute to ensure products are on trend and tailored to specific target markets in promotional material development, social media training, sharing stories</p> <p>Partnership with NDT through hosting of workshops, Department of Culture & Art opportunities for performing arts, Cape Craft & Design Institute online sessions to improve style and quality of products</p>
<p>Informal sector development</p> <p>Informal Trading Associations</p> <p>LED Estate Management in Support of SMMEs</p> <p>Community Markets</p>	<p>Support informal sector and promote informal economy linkages with the formal economy.</p> <p>Resume the establishment of more representative bodies, integrated to the internal task teams looking informal trading regulatory and development matters.</p> <p>Provision of infrastructure out of which to trade for the SMMEs’.</p> <p>Lusitania Fish Market Hawston Community Market Mount Pleasant Market Gansbaai/ Masakhane Market</p>	<ul style="list-style-type: none"> • Audit informal trading sector in the Overberg. • Mobilize and formalise the sector to measure the size and locate the relevant players. • Partner in infrastructure development and other investment opportunities. • Provide support programmes to informal traders and emerging contractor/service provider. • Establish informal trading associations and support the existing structures representing informal traders.

Trep Programme	<p>Collaborate with Mthimkhulu on their weekend market</p> <p>Establish a Monitoring and evaluation body to intensify communication and track progress to feed off Informal Trading Bodies or associations.</p>	
<p>Job creation Unit</p> <p>Business Rescue Programme</p>	<p>Effective implementation of Public Employment Programmes in partnership with other spheres of government and promote creation of job opportunities by the private sector.</p> <p>Prevention of Job Loss due to Business Closures</p> <p>In Collaboration with Productivity SA</p>	<ul style="list-style-type: none"> • Assess the number of jobs created per specific area of opportunity. • Type of jobs created and who benefited from them. • Matching skills needs and those available in the local workforce. • Facilitate creation of jobs through the implementation of capital projects and intensify EPWP and CWP gains. • Partner with companies for the establishment of a job placement centre to be able to quickly identify and fill jobs where there is a need. • Explore national and provincial programmes on job incentive scheme that can be partnered with the private sector.
<p>BOOST ECONOMIC ACTIVITY</p> <p>Identify and take advantage of value chains.</p> <p>Capitalize on the popularity of the Lagoon in Kleinmond, the Blue status and create and economic hub</p> <p>Create an Economic hub and a Social Hub</p> <p>Complete the construction phase of the Business Hub, open it up to the SMMEs to start trading.</p> <p>Create of the socio-economic hub and a social hub</p> <p>Build gym facility, social hub for the youth, games indoor centre.</p> <p>Empowerment of Cooperatives involved with recycling and identification of economic opportunities for the SMMEs at the Transfer Station.</p>		<ul style="list-style-type: none"> • Focus on the economic multiplier each intervention can deliver. • Local spending to increase the demand of goods and services and nudge the economy • Develop a District database • Create a platform to share request for quotations and tenders. • Assess business opportunities / gaps in the district.

• Kleinmond Area	Beautification Project of the Entrance of Kleinmond Taxi Rank Rehabilitation	
• Hawston	Development of the Business Hub Refurbishment of Taxi Rank Extension of the Thusong Centre	
• Mount Pleasant	Recycling Project Development of the Selv-Bou Stoer	
• Zwelihle	Taxi Rank Rehabilitation Informal Trading Centre	
• Stanford	Build and Abattoir	
• Gansbaai	Infrastructure Development	
Contractor Development Program	The initiative was launched March 2020 to emerging contractors and was welcomed, also introduced to the relevant budget holders in November 2020. Due to Covid 19 and the speed of projects targeted the initiative will be tested on the Rehabilitation and reseal of roads project in the second quarter 2021.	
Emerging Contractor Skills Assessment and Audit	Given the feedback gathered from trainings conducted in the previous financial year, through course evaluations and facilitator experiences, emerging contractors lack basic literacy and numeracy skills. Hence proposing a skills audit to understand the magnitude and the extent of the educational gap to launch relevant programmes to close the gap.	
NHBRC/ Human Settlements Training Programme for General Builders	The programme was launched in March 2019, and focuses on technical elements of building, Theory, health, and safety. The next phase in 2021-2022 will escalated to Financial management for non-financial managers and Project management in 2022-2023 if plans remain intact. Capacity building assist Emerging Contract understand the art of Tendering and nuts and bolts of servicing a tender contract.	
Ease of Doing Business and Reduction of Red Tape	Identify areas and issues prohibiting ease of doing business	<ul style="list-style-type: none"> Engage the Department of Small Business and DEDAT Red Tape Units to assist in: - setting up systems, Identify ease of doing elements and scorecard and assist with implementation
TOURISM		
Overberg Filming	<ul style="list-style-type: none"> Regional database with service providers: Accommodation, hospitality, environmental control officer, permitting, public liability Updated website with contact details Social Media: Facebook updates highlighting locations, resources 	

	<ul style="list-style-type: none"> • Filming booklet with Overberg locations • Measuring economic impact of film tourism 				
SMME Development	<ul style="list-style-type: none"> • Access to markets for small businesses via: tourism offices, markets, market stalls • Product development in partnership with Cape Craft Design Institute to ensure products are on trend and tailored to specific target markets • Marketing support in promotional material development, social media training, sharing stories • 				
Destination Connect					
	<table border="1"> <tr> <td>Agri Tourism Route linking Overberg towns</td> <td> <ul style="list-style-type: none"> • Mapping agri tourism products • Success stories sharing of entrepreneurs and products • </td> </tr> <tr> <td>Influencer Marketing</td> <td> <ul style="list-style-type: none"> • Inviting CEOs from South Africa Travel & Tour businesses to the region to showcase variety • Leveraging the visit for marketing purposes and linking with these CEOs networks • Sharing posts on different platforms • Updating CURRENT NEWS on websites to curate information </td> </tr> </table>	Agri Tourism Route linking Overberg towns	<ul style="list-style-type: none"> • Mapping agri tourism products • Success stories sharing of entrepreneurs and products • 	Influencer Marketing	<ul style="list-style-type: none"> • Inviting CEOs from South Africa Travel & Tour businesses to the region to showcase variety • Leveraging the visit for marketing purposes and linking with these CEOs networks • Sharing posts on different platforms • Updating CURRENT NEWS on websites to curate information
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3. THEEWATERSKLOOF MUNICIPALITY

Business Support & Retention

Projects	Project Objectives	Project Activities
Cut red tape	TWK to reduce bureaucracy and long processes for existing businesses and potential businesses.	<ul style="list-style-type: none"> ○ Allow online applications for more services and functions ○ Improve turnaround time for responding to applications

Agricultural Development

Projects	Project Objective	Project Activities
Emerging farmer support	To equip farmers with skills and equipment to contribute towards commercial agriculture.	<ul style="list-style-type: none"> ○ Provide training for emerging farmers ○ Avail land ○ Encourage sustainable agricultural practices ○ Establish a support programme for emerging farmers

Tourism Expansion

Projects	Project Objective	Project Activities
Branding & Product Development	To create a unified market strategy for the Theewaterskloof area.	<ul style="list-style-type: none"> ○ Improve signage ○ Revamp Cape Country unified tourism information service (marketing each node or town individually)
Maximise events tourism	Attract more events	<ul style="list-style-type: none"> ○ Develop events strategy with complementary measures for easier applications and streamlined municipal support
Support Local Tourism Organisation	To act as a link between businesses and municipality.	<ul style="list-style-type: none"> ○ TWK to assist existing LTOs and encourage establishment of further LTOs in other areas ○ Align with post covid-19 requirements ○ Forge stronger links with Overberg tourism
Agri-Tourism	To grow the touring of agricultural areas in TWK	<ul style="list-style-type: none"> ○ Get farms to develop and better their tourism offerings ○ Municipality to make liquor licenses applications easy for wine farms so that they can offer more tourism products such as wine tasting
Town Beautification	Enhance the aesthetic of the Theewaterskloof area to attract more tourists and to market the area.	<ul style="list-style-type: none"> ○ Enforcement of by-Laws to keep the towns clean ○ Clean-up signage

- o Erect selfie point infrastructure in conjunction with private partners

Enterprise Support

Projects	Project Objective	Project Activities
SMME Support	Provide support to SMMEs in the Municipal area to ensure their growth and sustainability.	<ul style="list-style-type: none"> o Procurement from local suppliers by the municipality o Create procurement targets for local businesses within the municipality o Encourage BBBEE compliance and enterprise development initiatives
Informal sector-Development and Training	Support informal sector and promote informal-formal economy linkages.	<ul style="list-style-type: none"> o Facilitate Information and training sessions (skills development) through partners such as SEDA o Upgrading & utilisation of designated trading facilities o Simplify informal trading permit obtainment process o Establish partnerships with private sector to provide, mentoring services, learnerships, etc/
Relationship Building	Establish & facilitate a good working relationship between TWK LM& business sector	<ul style="list-style-type: none"> o Municipality to facilitate the establishment of an LED Forum o Trust Building o Private Public Partnerships
Utilisation of procurement process to improve market share of smme's	Utilisation of municipal capital budget as enabler to grow the market share of smme's in the local municipal area.	<ul style="list-style-type: none"> o Assessing municipal spending over the past three years to determine tender strategies per commodity o Council approved conditions to broaden the scope of smme's o Develop, implement and monitor Councils Preferential Procurement Policy o Quarterly reporting to Council on the Preferential Procurement Policy

JOB CREATION THROUGH EXPANDED PUBLIC WORKS PROGRAMME

Projects	Project Objective	Project Activities
EPWP Grant funded and Municipal Funded Projects	To provide short-term employment opportunities to unemployed, to empower them through skills development and training to enter the formal job market.	<ul style="list-style-type: none"> o Identification of projects o Recruitment and placement of unemployed persons on the projects o Provision of skills development and training to upskill persons. o Exiting from programme to formal employment opportunities.

4. SWELLENDAM MUNICIPALITY

Enabling Private Sector Investment – Ease Of Doing Business

- Possible business development and residential opportunities to create jobs and revenue
 - Establish cycling trials and Events to invest in the Tourism Industry
 - N2 Road maintenance – SANRAL Project
1. Railton Housing Extension (376 erven)
 2. Panorama Development (10 erven)
 3. De Akker Development (± 6ha)
 4. Industrial Development (± 24 ha)
 5. Railton Business Hub
 6. Container Park (SMME's)
 7. Transnet Property (11ha)

Boosting Private Sector Investment

The Municipality scheduled meetings with all the business sector groups to discuss the municipal procurement process opportunities and challenges in terms of industrial residential and commercial development

- Submitted infrastructure business plans to sector departments
- Submitted the Container Park Project proposal of Railton and Smitsville to local government
- Bulk Infrastructure Contribution policy
- Infrastructure MIG Projects - R 39m
- Support SMME's with a survey to conduct skills assessment for training and development purposes
- Created opportunities for engagements with SMME's and DEDAT in terms of COVID-19 Relief
- SMME Supply Chain Open Day on the 20 May 2021. The businesses had the opportunity to capacitate themselves/business.

Funds and Support

- New Tourism publication – Winter and Summer Edition
- New Tourism website – linked to the Municipal website
- New Tourism Social Media service provider
- Subdivision and release of land in the Swellendam Industrial Area
- Subdivision of land in Railton Business hub for commercial development and residential infill
- Conceptual development of a Container Park – Railton and Smitsville
- Release of municipal land for residential / industrial and commercial development

- SMME support service provided
- Conducted 3 Survey's:
 - *Container Hub,*
 - *Swellendam Area Business Data Base and*
 - *Swellendam*
- Area Technical School which was very well coordinated and participation.
- Provided capacity and support to SMME during COVID-19
- Introduced SMME's to Government and Private funding and opportunities
- Established Swellendam Small Business Municipal Database
- Capacitating Local Business (Business Plan, Registration with SARS and other formal structures depending on the sector group, etc.)
- Assistance with TERS support to businesses and employees
- Swellendam municipality 20 DEDAT interns in various capacities, including support in LED/SMME and general support.
- 20 May 2021 Swellendam Supply Chain Open Day
- Distribution of 175 PPE's donated by SALGA to the local SMME's

Enable Resource Security - ENERGY

- Electricity – removal of 50kwh free units (excluding indigent)
- Electricity expansion – INEP grant received and implemented– approved and in process
- Investigating alternate sources of supply

Enable Resource Security WATER

- Installation of 13 additional Jo-Jo Water Tanks
- Water – network maintenance – Tender to upgrade Bakenskop PRV zone- upgrade Berg Street primary water supply line
- Install security fence on 2 reservoirs in Railton
- Upgrade of the Hermitage Main Pump Station which supply the raw water to the Waterworks of Swellendam
- Suurbraak- various upgrades of to the water supply system – which is still in progress
- Progressive maintenance on water pumps

Attempts have been made to proactively improve infrastructure through the following:

- Strategic planning and compiling of a wish list- the prioritisation is out of our hands

- Application for WSIG funding
- Application for funding by WCPA, refer to Bulk meter funding and Funding of the Berg Street water main upgrade (Bakenskop PRV zone)

JOB CREATION THROUGH EXPANDED PUBLIC WORKS PROGRAMME
EPWP Grant Funded:

Project Name	Profile Id	Sector	Budget	Spending	Planned WO's	WO's Created	Planned FTE's	FTE's Created
Administrative Support	6808	Social	R105 600	R286 629	12	11	12	6.5
Parks and Public Open Spaces	6809	EAC	R264 000	R240 750	30	28	30	9.3
Covid-19 Hygiene Project	6810	EAC	R396 000	R408 200	30	65	30	17.1
Alien Vegetation Clearing	6811	EAC	R158 400	R90 300	18	11	18	3.6
Cleaning of Storm Water Channels	6812	EAC	R132 000	R113 700	16	8	16	4.5
Cleaning of Informal Settlement	6813	EAC	R132 000	R115 700	16	16	16	4.4
Routine Waste Removal	6814	EAC	R132 000	R124 400	16	13	16	5.4
Waste Management	6815	EAC	R88 000	R264 400	40	54	7	10.9
Maintenance of Municipal Buildings	6816	Infra	R79 200	R68 200	9	10	9	3.0
Road & Storm Water Maintenance	6817	Infra	R264 000	R136 000	30	17	30	5.9
	6818	Infra	R52 800	R31 500	7	3	7	1.2

Water Network Maintenance								
TOTAL: (11 Projects)			R1 804 000	R1 879 779	224	236	191	71.8

JOB CREATION THROUGH EXPANDED PUBLIC WORKS PROGRAMME

Own/MIG Funded Projects:

Project Name	Profile Id	Sector	Budget	Spending	Planned WO's	WO's Created	Planned FTE's	FTE's Created
Narysec Waste Water Phase 2	87822	EAC	R100 000	R204 167	8	9		7.8
Law Enforcement Officer Phase 2	88157	Social	R219 000	R193 600	5	6		5.4
Swellendam Trials	8382	EAC	R150 000	R19 300	5	5		0.8
Fibre Optic Network	8432	INFRA	R500 000	R405 720	100	98		9.7
Suurbraak Upgrading of Bulk Water Infrastructure, Phase 2		INFRA	R5 292 650		15			
Smitsville Upgrading of gravel roads & storm water	8597	INFRA	R6 000 000	R35 260	15	6		0.8
Electrification of 87 Barrydale Houses		INFRA	R2 000 000		15			
LGSETA WILL Students	76465	Social	R180 000	R152 590	10	10		6.4

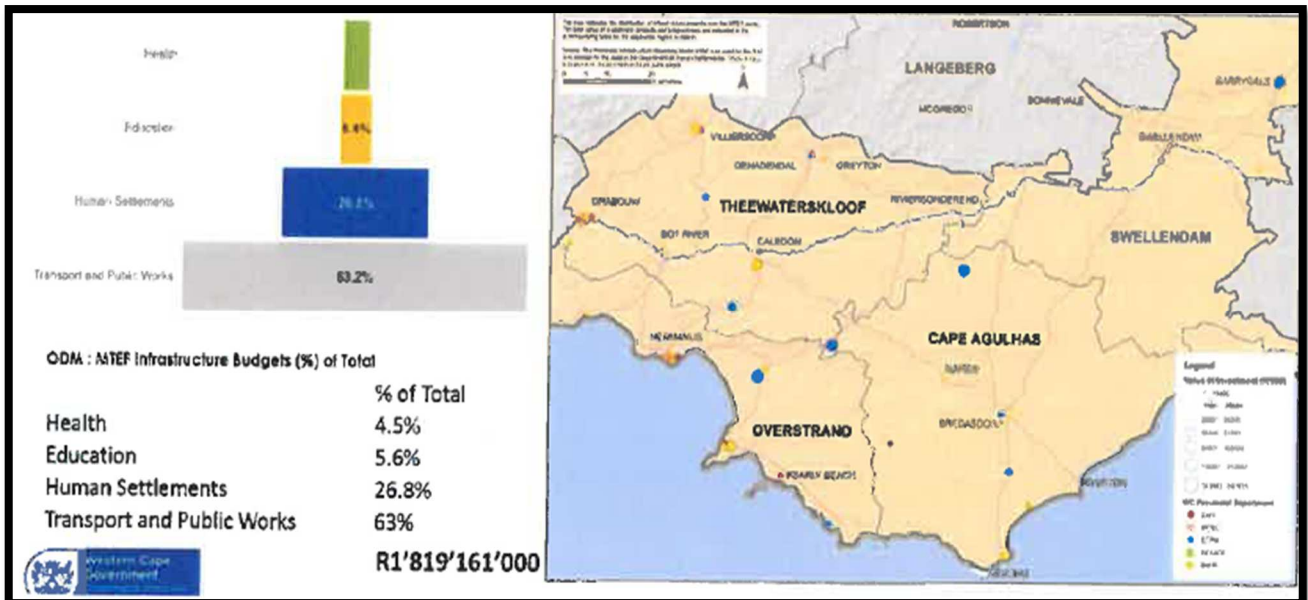
Swellendam Library		INFRA	R12 000 000		10			
TOTAL: (projects)			R26 441 650	R1 010 637	148	134		30.9

COMMUNICATION TO BOOST CONFIDENCE

- SMME and Tourism campaigns,
- COVID-19 Economic Impact Survey incl. COVID-19 Safety awareness.
- Completion of the Mountain Biking Trails
- New Tourism Publication
- New Tourism Website
- New Tourism Social Media
- 3 major cycling events confirming at least 2000 to 3000 visitors
- Regular COVID-19 circulars in circulation

Distribution of relevant webinars, economic communications and information to municipalities continue, for both municipal capacity building and distribution to local businesses, like the provincial tourism safety initiatives planned and currently underway.

PROVINCIAL BUDGET ALLOCATION (MTEF)



Budget allocation to be monitored on a yearly basis and implementation monitored in terms of its value add to infrastructure that enhances competitiveness of the municipality. Local municipalities to provide capital budgets MTEF to monitor over the allocated budgets and their impact in the District.

ACTIONED AND REPORTING ON PRIORITIES

In line with outlined JDMA projects the inclusion of LED facilitators is recommended in ensuring that the implementation of the projects add value in ensuring there is a balance between growth and development and addressing the challenging socio-economic conditions.

ACTIONED PRIORITIES?

- Executive Mayor, Franken
 - ❖ RESOURCE MOBILISATION – rethink
 - ❖ ECONOMIC ENABLERS?
 - ❖ SKILLS
 - ❖ INVESTMENTS & PUBLIC SECTOR INFRASTRUCTURE
- Municipal Manager, Beretti
 - ❖ RESULTS-DRIVEN ECONOMIC RECOVERY
 - ❖ DIVERSITY
 - ❖ INCLUSIVITY

JOBS

for all

SAFETY

• for communities

WELL-BEING

• for people

Short Term

Hope – what are we doing right?

Destination Development

Business retention

Product and Brand Development

Events

Value Chains

Emerging & SMME Sector

Long Term

Tourism

Eco-Tourism

Growth Potential

innovation

/ɪneɪˈveɪʃ(ə)n/

Learn to pronounce

noun

- Services are delivered to the people of the Western Cape in an accessible, innovative and citizen-centric way

CREATION OF A CONDUCTIVE ENVIRONMENT WITHIN A MUNICIPAL SPACE

STRATEGIES	DESCRIPTION	ACTIVITIES
Communication	The roll out of the proposed activities will be communicated positively throughout, in building hope and lasting relationships throughout.	<ul style="list-style-type: none"> Stories of hope Profiling of local businesses; Amplifying Municipal work (infrastructure projects completed; tenders awarded and capital budget implementation); Positive stories from the community; Life and best practices in the townships including life; Invite other spheres of government in implementation of the plan Partner with GCIS
Destination Connect	No Boundary approach to tourism ensuring a coordinated and seamless exploration of the District with a view of increasing the number of bed nights spent in the region.	<ul style="list-style-type: none"> Promote and develop a Culinary Restaurant Route of the Overberg. (offer packages that are not time specific); Compile events and festivals calendar; Profile Home of stars and celebrities as ambassadors; What to do (places to visit); Route development in partnership with private Sector; Agro-tourism routes – agro-tourism establishments and expansion;
Mayoral/ Executive's business visits	Towards a business retention approach to encourage local business to thrive and the creation of a conducive environment for ease of doing business.	<ul style="list-style-type: none"> Itinerary for business visits; Dialogues with key product owners (tourism etc.); No of issues affecting local businesses resolved; Catalogue private sector concerns,
Branding and product development	To create a unified market strategy for the region with one brand.	<ul style="list-style-type: none"> Improve signage; Revamp cape country unified tourism information service (marketing each node or town individually).
Maximize events hosting for tourism development	Attract more sustainable events	<ul style="list-style-type: none"> Develop events strategy with complementary measures for easier

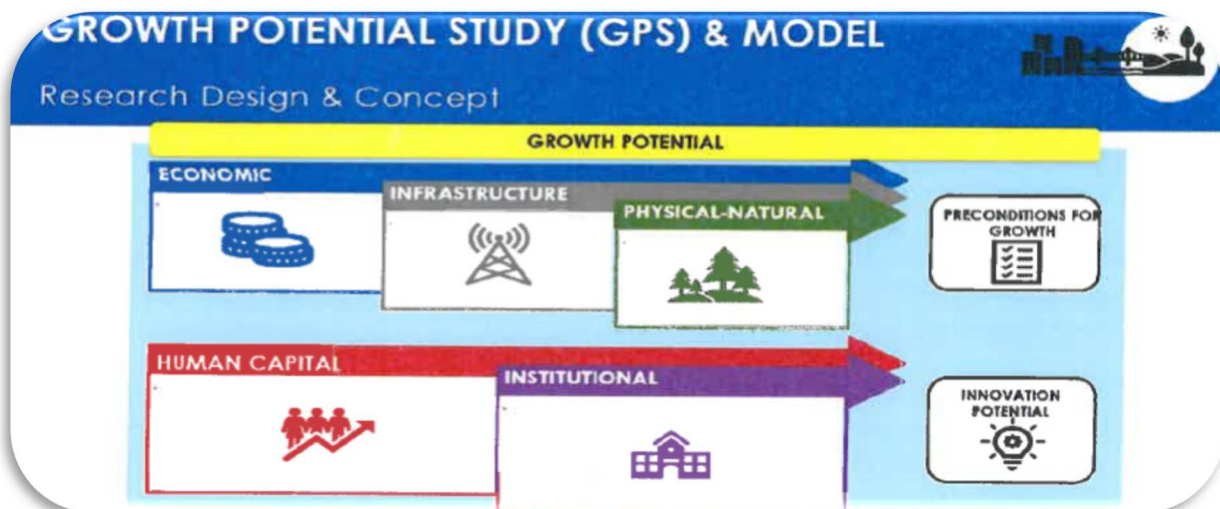
		applications and streamlined municipal support.
Support Local Tourism Organizations	To act as a link between businesses and municipality and alignment with health protocols.	<ul style="list-style-type: none"> • The Overberg Region will assist existing LTO's and encourage establishment of further VIC's in other areas; • Align with post COVID 19 requirements; • Develop marketing and PR tools to attract visitors;
Emerging Farmer support	Equip farmers with skills and equipment	<ul style="list-style-type: none"> • Identify all new and existing small farmers; • Link with support agencies and stakeholders;
SMME support	Provide support to SMME's	<ul style="list-style-type: none"> • Establishment of SMME support programme; • Mobilise enterprise development support agencies and stakeholders; • Facilitate access to rescue packages and other relevant support • ICT infrastructure support and expanding internet connectivity. Fiber rolls out to improve connectivity • Link to the THUSONG centers in terms of connectivity • expanding the link with DSD.
Informal sector development	Support informal sector and promote informal economy linkages with the formal economy.	<ul style="list-style-type: none"> • Audit informal trading sector in the Overberg; • Mobilize and formalise the sector to measure the size and locate the relevant players; • Partner in infrastructure development and other investment opportunities; • Provide support programmes to informal traders and emerging contractor/service provider; • Establish informal trading associations and support the existing structures representing informal traders;
Job creation	Effective implementation of Public Employment Programmes in partnership with other spheres of government and promote creation of job opportunities by the private sector.	<ul style="list-style-type: none"> • Assess the number of jobs created per specific area of opportunity; • Type of jobs created and who benefited from them; • Matching skills need and those available in the local workforce; • Facilitate creation of jobs through the implementation of capital projects and intensify EPWP and CWP gains; • Partner with companies for the establishment of a job placement center

		<p>to be able to quickly identify and fill jobs where there is a need;</p> <ul style="list-style-type: none"> • Explore national and provincial programmes on job incentive scheme that can be partnered with the private sector.
Boost Economic Activity	Identify and take advantage of value chains.	<ul style="list-style-type: none"> • Focus on the economic multiplier each intervention can deliver; • Local spend to increase the demand of goods and services and nudge the economy
Collaborate on SCM/LED business and enterprise development	Procure goods and services within the District as much as possible	<ul style="list-style-type: none"> • Develop a District database; • Create a platform to share request for quotations and tenders; • Assess business opportunities / gaps in the district;
Ease of Doing Business and Reduction of Red Tape	Identify areas and issues prohibiting ease of doing business	<ul style="list-style-type: none"> • Engage the Department of Small Business and DEDAT Red Tape Units to assist in: - setting up systems, - Identify ease of doing elements and scorecard and assist with implementation

CONCLUSION

The approach to recovery is not only based on the listed number of projects but more to do with reimagining economic development to deal with the way we view and improve on our practices and actions.

The recommendation initially made regarding the integration of these plans into a 1plan as directed by the circular from COGTA makes good sense in ensuring that value is earned in the presentation of such projects.



- *The road to recovery must be illustrated or established within the identified framework that can lead the District into better position when it comes to competition*

REFERENCES

1. Municipal Economic Review and Overview 2020 (MERO)
2. Department of Environment and Planning (DEAP) Presentation by Helena Jacobs
3. Circulars 1 on the submission of Economic Recovery Plans
4. Circular 2 on the integration of Economic Recovery Plans into the JDMA IPLAN
5. District Economic Recovery Plan (October 2020)