

SWELLENDAM MUNICIPALITY

LOCAL ECONOMIC DEVELOPMENT STRATEGY

2008 - 2011

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1. GLOSSARY OF ACRONYMS

ASGISA	Accelerated and Shared Growth Initiative of South Africa
B& B	Bed and Breakfast
BEE	Black Economic Empowerment
CBO	Community Based Organisation
DTI	Department of Trade and Industry
DEAT	Department of Environmental Affairs and Tourism
PDC	Previously Disadvantaged Community
IDP	Integrated Development Plan
LED	Local Economic Development
MEDS	Micro-Economic Development Strategy
NGO	Non-Governmental Organisation
PDF	Provincial Development Forum
PGDS	Provincial Growth and Development Strategy
PPP	Public-Private Partnership
PSDF	Provincial Spatial Development Framework
SALGA	South African Local Government Association
SDF	Spatial Development Framework
SME	Small and Medium Enterprises
SMME	Small Medium and Micro Enterprises
ODM	Overberg District Municipality
DEAT	Department of Environmental Affairs and Tourism
CTRU	Cape Town Routes Unlimited
RDP	Reconstruction and Development Programme
GEAR	Growth, Employment and Redistribution
ODGDS	Overberg District Growth and Development Strategy
SETA	Sector Education Training Authority
SEDA	Small Enterprise development Agency

2. INTRODUCTION

This document provides a summary of Swellendam Municipality's Economic Development Strategy for the period 2008 - 2011. Central to the Strategy are the following key imperatives:

- To improve, develop and maintain the local economy
- To ensure and accelerate long term economic growth

In adopting LED as a strategy, Swellendam Municipality is encouraging people and stakeholders at all levels to participate in local economic decision making which explores creativity and builds entrepreneurship at all levels of society. Given the challenges that are faced with job creation and poverty eradication, this Strategy builds a platform for bringing all on board in working towards solutions.

The Strategy is based upon a 2001 analysis of the economic trends, characteristics and priorities of the local economy. It is further also based on inputs from the community, the Swellendam IDP, the ODGDS and the PGDS. The need to take advantage of new economic opportunities and to address the developmental needs of the greater Swellendam area is also addressed in the Strategy.

3. DEFINING LED

LED is a locally driven process of joint planning where government, business and the community work collectively to stimulate, transform and enhance the economy and create job opportunities. LED is an approach that includes the total of the individual and collective contributions that can build on opportunities and/or address economic development constraints. The aim is to enhance the area and the community's ability to adapt and to cope with changing economic conditions.

Local Government's mandate arises out of a legislative commitment to developmental local government and the progressive realisation of socio-economic rights as defined in the Constitution. This mandate has been further elaborated in the Local Government White Paper and various other pieces of local government legislation such as the Systems Act, Policies such as "Breaking New Ground" and the economic targets laid out in ASGISA and the Presidential Programme of Action.

4. NATIONAL, PROVINCIAL AND DISTRICT CONTEXT

4.1 National

Resulting from the RDP Programme and the GEAR Strategy, Government further expanded its economic strategy in the ASGISA. This initiative contains a series of strategies to accelerate growth and ensure that it is balanced and sustainable. Nationally, government infrastructure investment will be increased to R320 billion and a large part of these resources will be used to stimulate increased economic activity in order to achieve the targeted 6% national growth. The Swellendam LED Strategy takes the nationally identified economic thrusts and targets into account.

4.2 Provincial

The Western Cape economy falls into the middle range of the nine provinces, constituting 14% of the GDP. The economy is broad based and diversified: the service sector accounts for more than two thirds of the regional economy, manufacturing makes up 20% and the agriculture and construction sectors are somewhat larger than the national averages.

Although it lacks significant mineral resources and its water supply is under threat, the Western Cape has a stable, diversified natural resource base which led to a well developed tourism industry. The rise in unemployment remains a problem and the bulk of new jobs created accrue to skilled (grade 12 or higher qualification) persons.

Swellendam is well placed within the province in terms of a number of the sectors identified as priorities in the MEDS, such as tourism, SMME's and agriculture. Other important sectors in the area are human resource development and crafts. The Swellendam LED Strategy is linked and aligned with the economic thrusts defined by the Province in the PGDS.

4.3 District

The Overberg district is mainly rural in character. Almost 70% of households live under the breadline, 35% of people are not economically active, unemployment is rising, 39% of adults are functionally illiterate and only 7,8% have some tertiary qualification. Key economic sectors driving the economy are tourism, agriculture, trade, services and financial sectors. The mission of the ODM is to create, preserve and further develop the area through sustainable and balanced utilisation and development of human and natural resources to the benefit and wealth of all inhabitants and for the promotion of economic growth and development, promotion of the region's diversity, preservation of the rural character and effective crime prevention. The key priorities are the provision of basic services, human capital development, environmental management, tourism and job creation.

The Swellendam LED Strategy is also linked and aligned with the economic thrusts and goals defined by the District in the Overberg Growth and Development Strategy.

5. LOCAL CONTEXT

Current data is outdated and does not reflect the true picture of the economy. This Strategy is therefore based on 2001 data with qualitative information suggesting trends since 2001 drawn from key economic role players. Swellendam Municipality is the second largest municipality within the Overberg District in terms of geographical area. Towns such as Swellendam, Barrydale, Suurbraak, Malagas, Buffeljagsrivier, Stormsvlei and Infanta fall under the Swellendam Municipality. The Municipality has been classified as a category 'B' or local municipality with low capacity that shares municipal executive and legislative authority with the Overberg District Municipality. Tourism is a major driver of economic activity in the area which is also known as the 'Golden Gateway' to the famous Garden Route. The area is characterised by stunning mountain ranges, a large rolling inland plateau, beautiful coast line, rivers and nature reserves.

Swellendam has been identified as a regional growth and development centre by the Western Cape Province and will therefore be a primary focus for development spending in the future.

5.1 Demographic Profile

The projected population for the Swellendam Local Municipality for 2006 is 30 180 people or 12.98% of the total Overberg District population. Between 2001 and 2006 the population of Swellendam grew at an average annual rate of 2.2% and the population growth rate is expected to slow down to 0.8% per annum between 2006 and 2010, i.e. by 2010, Swellendam is projected have a population of 31 124 people. The population of Swellendam as at 2006 is predominantly Coloured (57%) with Whites constituting the second largest proportion at 23% and Africans at 20%.

5.2 Economic Profile

5.2.1 Economic growth

From 1995 to 2004 the Municipality recorded the second highest economic growth rate in the District, at 3.2% per annum. In terms of sectoral contribution in 2004, the largest sectors were Agriculture (22.6%), Wholesale & Retail Trade/Catering & Accommodation (20.4%) and Manufacturing (12.6%). The fastest growing sectors were the Wholesale & Retail Trade/ Catering & Accommodation (8.1%) and Electricity & Water at 5.4%.

5.2.1 Skills and Education

The level of poor literacy is confirmed by the results from the 2001 Census, which indicates that 9% of the population in Swellendam had no schooling. In addition, 46% did not attain secondary schooling. Only 7.6% of the population attained higher education. Swellendam has 29.9% of the 77 schools in the Overberg District, however the illiteracy rate of 35% is worrying. The big agricultural sector in Swellendam is one of the major reasons for low skills in the Municipality. A low proportion is considered skilled (32.2%) and the proportion of highly skilled individuals is on par with the Provincial average of 13.1%.

5.2.2 Poverty and Inequality

Swellendam have pockets of extreme poverty. Patterns of poverty and inequality have been reinforced by economic trends that have impacted harshly on semi-skilled and unskilled workers, most of whom are black. This includes the seasonal nature of agricultural, tourism and domestic work. The economic opportunities for the poor have been undermined by the lack of connectivity between residential areas and economic hubs (between towns), poor levels of social cohesion, gender inequality and alcohol abuse. The unemployment rate is also on the rise in Swellendam, increasing from 9.3% in 1996 to 15.9% in 2001. High unemployment in Swellendam can be attributed to the low industrial base in the Municipality coupled with the seasonal nature of employment in the agricultural sector.

5.3 Overview of Sectors

5.3.1 Tourism

With its natural resource heritage and relatively mild climate, Swellendam is a popular tourist destination and is the gateway to the Garden Route. The bulk of holiday makers and tourists come from the Western Cape Province, followed by international visitors and lastly visitors from the rest of South Africa. Key challenges in the sector include the lack of public transport infrastructure, the inadequate upkeep of trails and paths, the current capacity – both human and financial – of the tourism bureaus, the racial profile of the industry, signage and the lack of available data and statistics both in supply and demand side.

Related interventions required to support the industry include:

- The development of economic data collection capacity in conjunction with the District and Province through the offices of “Die Plek Plan” Office and Economic Development Unit
- The creation of institutional capacity to drive marketing and tourism
- The development of a public bus or other service that could transport people between towns
- The development of local crafts, local cuisine and the creative industry along with markets to showcase the products
- The training of appropriately skilled and qualified staff to service the industry with a

particular focus on service excellence

5.3.2 Construction

This is a slow growing sector which grew at an average annual growth rate of 0.2% between 1995 and 2004. Civil engineering works and electrical contracting dominate this sector, whereas residential construction is minimal.

5.3.3 Agriculture

This is one of the largest sectors at 20.6% but I recorded slow growth, averaging 2.8% between 2000 and 2004. This growth is despite the fact that the sector experienced a general decline. Mixed farming activities – the rearing of animals and crop production – dominates agricultural activities in Swellendam and there is notable production of fruits and nuts.

5.3.4 Community, Social & Other Personal Services

This sector declined annually by 1.8% between the period 1995 and 2004.

5.3.5 Wholesale & Retail Trade

The Wholesale & Retail Trade/ Catering & Accommodation sector is one of the largest sectors at 22.6% and recorded the highest economic growth, averaging 8.1% between 1995 and 2004.

5.3.6 Manufacturing

This sector comprises 2.6% of the economy. The Food, Beverages & Tobacco Manufacturing sector, which represents value-added downstream agro-processing of agricultural products (milk, canning, distilling of wine, beer and spirits), is well represented in Swellendam, contributing about 35.2% of total manufacturing output. The manufacturing sector is not well diversified, as there is strong evidence of the reliance on agriculture, forestry & fishing sector.

5.3.7 Accommodation

Catering and Accommodation is one of the largest sectors at 22.6% and predictably one of the largest employers at 12.7%.

5.3.8 Mining

Mining is non-existent in the Municipality.

5.3.9 Transport

The major challenge in the transport sector is the lack of public transport. Public transport between towns is poor to non-existent. Consequently many workers and residents hitch hike between towns.

For residents needing to access government services (medical, social services, etc) there is no public transport available to ferry them to the surrounding towns and facilities

5.4 Employment and Unemployment

Unemployment in the Municipality was 15.9% in 2001, however, job creation is not keeping pace with growth in the labour force. Abject poverty is relatively low in Swellendam, with 5.3% of households registering no income in 2001. A striking feature of employment in Swellendam is the seasonal nature of tourism, agricultural and domestic work. In addition, construction work is less available in the winter months due to rainy days. From an employment perspective the data suggests that the most important sectors are the Trade and Catering/Accommodation and Services sectors. Unemployment is particularly marked among the youth and those with incomplete secondary education. In addition, the Municipality has the second lowest level of educational attainment in the workforce, with 73.2% of the labour force having less than completed secondary education. Furthermore 5.3% (although low in comparison with the District) of households in the Municipality are without income.

5.5 Revenue Base

The Municipality has a low revenue base and this coupled with slow economic growth and high unemployment, which renders residents less able to pay for municipal services, poses a major risk to further growth in own revenue. Electricity and water charges and property rates will continue to be the major sources of income for the Municipality.

6. STRATEGIC APPROACH

This Strategy is a multi-stakeholder area-wide Strategy that will need to be collectively owned and driven.

6.1. Vision

A robust and inclusive local economy addressing local needs and exploiting local opportunities, real potential and competitive advantages. This vision is in line with the vision defined in the Swellendam IDP, namely "Shared Prosperity through Co-operative Participation".

6.2. Goals

To have a local economy that is strong, inclusive and sustainable. To have a local economy that supports the growth and development of local employment, income and assets, overcoming constraints and competition to capitalise on opportunities. A local economy that will:

- Increase economic growth
- Sustain the natural resource base for future generations
- Broaden participation in the economy
- Reduce unemployment
- Reduce poverty
- Build the human capital of the residents of Swellendam, especially the poor, in line with the changing needs of the economy

7. STRATEGIC THEMES

To ensure the economic growth of the area it is essential to focus on the strategic sectors and to implement strategies and programmes to facilitate economic growth. The strategic interventions contained in this Strategy are based on inputs from communities, the Swellendam IDP, the ODGDS and the PGDS. The Strategy is structured around four central themes identified to act as mechanisms that will give a true account of the direction in which the Municipality is headed. Set out hereunder are the objectives and strategies that have been identified to guide the process and enable the Municipality to implement specific measures, programmes and projects:

7.1 TOURISM DEVELOPMENT

Tourism is a priority sector across the Municipality. The area has a fantastic coast line, mountains, rivers, nature reserves and is the gateway to the Garden Route. Tourism is currently one of the largest sectors in Swellendam.

The focus within the sector is to grow the market by increasing the length of time people spend in the area, expanding the tourism products available, enhance the quality of tourism information and visitor service and finally increasing the number and type of visitors.

The Tourism Development objectives and sub objectives are as follows:

7.1.1 Tourism Marketing: To market the greater Swellendam area as a quality visitor destination

- Enhance the quality of the Tourism Website to include online bookings and enhanced user interaction
- Establish an integrated tourism, heritage, arts and culture signage programme
- Develop a strong brand for Swellendam in the tourism market
- Production of a tourist map and visitor guide
- Develop joint marketing initiatives between private sector partners

7.1.2 Visitor Servicing: To provide a quality visitor information service

- Provide a quality information assistance programme across the tourism information centre network
- Provide a tailored training programme to improve the quality of customer service
- Promote Swellendam as a tourist destination at local, provincial and national level

7.1.3 Product Development: To develop the tourism product across the area

- Development of a pilot start-up initiative for the development/establishment of quality/compliant B&B's in the previously disadvantaged communities
- Develop a series of feasibility studies for large scale capital investment projects such as:
 - Cable Car
 - Cultural Centre
 - Fairs
 - Public Transport (Bus or other service)
- Establish new Tourism Association involving all stakeholders
- Establish a potential for retail sales in local Information Centres

7.2 ENTERPRISE AND BUSINESS

This intervention is aimed at the development of the enterprise and business services by encouraging innovation, providing support to emerging entrepreneurs, promotion of business and investment initiatives, etc in order to stimulate new enterprise activity and to promote and assist the development of new business. This will bring much needed knowledge, improvement to internal business systems, job creation and an opportunity and skills base.

Strategic objectives and sub objectives are as follows:

7.2.1 Enterprise Promotion: To develop and encourage an enterprise culture

- To provide an annual award for the best business idea from Grade 12 learners on a competitive basis
- To create a Junior Chamber of Commerce to encourage entrepreneurial activity

7.2.2 Business and Investment Promotion: To develop local business and encourage investment

- To develop a one to one mentoring programme between established entrepreneurs and emerging entrepreneurs
- To produce a feasibility study to investigate the potential/viability of establishing an Enterprise Centre in the “Old Jail” complex so as to provide assisted workspace for emerging entrepreneurs
- To engage with WESGRO to promote the greater Swellendam as a premier location for investment
- To provide support to various SMME's with:
 - Drawing up of business plans
 - Drawing up of funding applications
 - Applicable skills training and skills transfer
- To assist with funding and funding applications for the purchase of a community brick making machines

7.3 SKILLS AND EDUCATION

The Skills and Education sector was identified as a priority sector. Interventions previously identified included establishing further education and training centres, the expansion of the work being done with schools and learners to broaden their horizons, the development of a database of learners linked to job centres where people could be linked to employment opportunities and the development of a database of volunteers willing to assist with business mentorship or skills based training. A related intervention required to ensure the success of the sector is transport, especially public transport that is accessible and affordable for learners, new entrants to the market, jobseekers and emerging entrepreneurs.

Strategic objectives and sub objectives are as follows:

7.3.1 Increased Employability: To increase employability of local community to facilitate employment

- To increase employability in the local community through training and skills development such as: ABET, Trades Training, obtainment of driver's licences and capacity building through sports ,arts, culture
- To provide a Tourism Training training programme for:
 - Guides
 - Front of House/Customer Services
 - Chef/Catering

- Housekeeping
- Hospitality Management
- To establish a student exchange programme between Swellendam and Lisburn and the provision of a small bursary to facilitate the exchange
- To draw up a funding application to secure external funding for the undertaking of a comprehensive skills audit throughout the whole area
- To draw up funding bids for a series of trades training such as bricklaying, carpentry, etc
- To draw up a funding bid to obtain funding to assist unemployed youth to obtain driver's licences to facilitate their entry into the job market
- To establish a permanent film/production school where all learners in the area can follow short courses on film making
- To conduct a series of workshops and short training courses in basic business skills
- To draw up a funding bid for an investigation into the possibility of establishing a tertiary training facility

7.4 INFRASTRUCTURE

Nationally government has increased its investment in infrastructure as a strategy to accelerate growth. This provides an opportunity for Swellendam, whose current capacity in respect of water, electricity and waste is nearing capacity. Of particular concern is access to water and waste services. In addition transport connectivity is inadequate.

Hard infrastructure also has huge potential for creating jobs, directly and indirectly. While the jobs may be of short term duration, they nevertheless inject much needed cash into poor and isolated communities who suffer from low skills levels and insufficient investment. Sustained strategic intervention will ensure best quality services which are driven by community needs so as to ensure optimal social and economic growth and development.

Strategic objectives and sub objectives are as follows:

7.4.1 Infrastructure Development: To develop the infrastructural capacity of Swellendam to support economic growth

- To ensure an enabling infrastructure base
- To develop business and industrial sites to meet demand
- To develop informal trading areas at strategic spots across the area
- To initiate a study for the possible provision of a bus or other public transport connectivity between towns
- To undertake an audit of hard infrastructure across Swellendam

8. STRATEGY IMPLEMENTATION

The implementation of this Strategy requires a new approach and a commitment to placing economic development at the heart of the municipal programme. The Strategy is based on the premise of developmental local government and requires that the role of economic development as a driver of all municipal programmes needs to be recognised.

The Strategy also requires cooperation between the Municipality, the District, the Province and surrounding municipal areas. These networks will be an important resource for maximising the impact of investments. In addition, similar networks into the private and non-profit sectors are needed.

Also fundamental to the success of the Strategy is the securing of funds - from within the municipal budget but in most cases from external sources.

TOURISM ACTION PLAN

1. TOURISM MARKETING: TO MARKET THE GREATER SWELLENDAM AREA AS A QUALITY VISITOR DESTINATION

PROJECT NAME	DESCRIPTION	TIMESCALE	DELIVERY	KEY OUTPUTS	INDICATIVE COST AND FUNDING SOURCE
Redesign Website	Enhance the quality of Tourism Website to include online bookings and enhanced user interaction	Jan 2008 - Jan 2009	<ul style="list-style-type: none"> • Municipality • CTRU • ODM • Tourism Association 	<ul style="list-style-type: none"> • New online booking facility • Increased profile for tourism business • Increased visitor numbers and local visitor spend 	(R40 000) Municipality: R30 000 ODM: t b c
Tourism Signage	Integrated signage programme involving new N2 Tourism Signage and Heritage, Arts and Culture Signage at appropriate location across the area.	Jul 2008 – Jun 2010	<ul style="list-style-type: none"> • Municipality • CTRU • DEAT • Public Works 	<ul style="list-style-type: none"> • Heritage, Arts and Culture Signage Trail • Increased profile for tourism product and tourism businesses • Increased visitor numbers and local visitor spend • Increased employment opportunities 	(R200 000) Municipality: R20 000 DEAT: t b c
Brand Development	Develop a strong brand for Swellendam in the tourism market	Jan 2008 – Jun 2011	<ul style="list-style-type: none"> • Municipality • CTRU • Tourism Association 	<ul style="list-style-type: none"> • Increased market profile for tourism sector • Increased visitor numbers and local visitor spend • Increased employment opportunities 	(R50 000) Municipality: R20 000 ODM: t b c
Tourism Literature	Production of tourist map and visitor guide	Jul 2008 – Oct 2008	<ul style="list-style-type: none"> • Municipality • ODM • DEAT 	<ul style="list-style-type: none"> • Increased market profile for tourism sector • Increased visitor numbers and local visitor spend • Increased employment opportunities 	(R50 000) Municipality: R20 000 ODM: t b c
Joint Marketing	Develop two joint marketing initiatives between private sector partners	Jan 2008 – Jun 2011	<ul style="list-style-type: none"> • Municipality • Tourism Association • Private Sector 	<ul style="list-style-type: none"> • Creation of two new tourist packages • Increased co-operation within tourism sector • Enhanced tourism products New market profile for tourism sector • Increased visitor numbers and local visitor spend • Increased employment opportunities 	(R40 000) Municipality: R5 000 Tourism Private Sector : t b c Province: t b c

(TOURISM ACTION PLAN CONTINUES)

2. VISITOR SERVICING: TO PROVIDE A QUALITY VISITOR INFORMATION SERVICE

PROJECT NAME	DESCRIPTION	TIMESCALE	DELIVERY	KEY OUTPUTS	INDICATIVE COST AND FUNDING SOURCE
Visitor Servicing	Provision of a quality programme of information assistance across the Tourist Information Centre Network	Jan 2008 – Jun 2011	<ul style="list-style-type: none"> • Municipality • Tourism Association • CTRU 	<ul style="list-style-type: none"> • Increased visitor nights • Increased bed nights • Increased visitor spend 	(R70 000/a) Municipality: R20 000/a Tourism Association: t b c
Enhancement of Staff Capacity	Provision of a tailored training programme for appropriate staff members to improve the quality of customer service	Jan 2008 – Jan 2011	<ul style="list-style-type: none"> • Municipality • ODM • CTRU 	<ul style="list-style-type: none"> • Improved customer service • Improved knowledge and skills of officials 	(R60 000/a) Municipality: R10 000/a Province: t b c
Develop Tourism Outreach Programme	Promotion of Swellendam as tourist destination at local, provincial and national level	Jan 2008 Jun 2011	<ul style="list-style-type: none"> • Municipality • Tourism Association • ODM • CTRU 	<ul style="list-style-type: none"> • Increased awareness and promotion of Swellendam as a tourist destination • Increased visitor numbers, visitor bed nights and visitor spending 	(R50 000) Municipality: R10 000/a ODM: t b c CTRU: t b c

(TOURISM ACTION PLAN CONTINUES)

3. PRODUCT DEVELOPMENT: TO DEVELOP THE TOURISM PRODUCT ACROSS THE SWELLENDAM AREA

PROJECT NAME	DESCRIPTION	TIMESCALE	DELIVERY	KEY OUTPUTS	INDICATIVE COSTS AND FUNDING SOURCE
B&B Start-up Initiative for PDC's	Development of a Pilot start-up initiative for the development/establishment of quality/compliant B&B's in the PDC's	2008 – 2011	<ul style="list-style-type: none"> • Municipality • Private Sector • DTI 	<ul style="list-style-type: none"> • Capital investment for conversion • Business skills training • Capacity building • Increased number of jobs • Increased visitor numbers and visitor spend 	(R500 000) Red Door: R20 000 DTI: t b c
Feasibility Study	Develop a series of feasibility studies for large scale capital investment products such as: -Cable Car -Cultural Centre -Fairs -Public Transport (Taxi's)	2008-2011	<ul style="list-style-type: none"> • Municipality • DEAT • ODM • DTI • Stakeholders (Local) 	<ul style="list-style-type: none"> • Development of feasibility studies • Drawing up of Business Plans • Preparation of Funding Applications 	(R300 000) ODM: t b c Province: t b c
Tourism Association	Establish a new Tourist Association involving the all local stake holders	2009	<ul style="list-style-type: none"> • Municipality • CTRU • Tourism Stakeholders 	<ul style="list-style-type: none"> • Improved co-ordination of tourism marketing • New joint marketing opportunities • Enhanced co-operation within the sector • Enhanced visitor experience • Increased visitors, bed nights and visitor spend 	(R50 000) Municipality: R10 000 CTRU: t b c
Retail Sales	Establish a potential for retail sales in local Information Centres	2011	<ul style="list-style-type: none"> • Municipality • Tourism Association • Arts & Crafts Sector 	<ul style="list-style-type: none"> • Enhanced visitor experience • New distribution outlets for local product owners • Cost reduction in municipal budget 	(R10 000) Municipality:R5 000 Private Sector: t b c

ENTERPRISE AND BUSINESS ACTION PLAN

1. ENTERPRISE PROMOTION: TO DEVELOP AND ENCOURAGE AN ENTERPRISE CULTURE

PROJECT NAME	DESCRIPTION	TIMESCALE	DELIVERY	KEY OUTPUTS	INDICATIVE COST AND FUNDING SOURCE
Mayor's Award	To provide an annual award for the best business idea from Grade 12 learners on a competitive basis	Jan 2009 – Jun 2011	<ul style="list-style-type: none"> • Municipality • Schools • Department of Education 	<ul style="list-style-type: none"> • Creation of an Annual Award • Increased awareness of enterprise potential in school leavers 	(R5 000/a) Municipality: R5 000/a
Junior Chamber of Commerce	Creation of a Jnr Chamber of Commerce to encourage entrepreneurial activity	Jan 2008 – Jun 2011	<ul style="list-style-type: none"> • Totally Free • Municipality • Chamber of Commerce • Red Door 	<ul style="list-style-type: none"> • Provision of moral, training and financial support to young entrepreneurs • Establishment of educated, informed and financially independent small business sector • Provision of a representative platform to young entrepreneurs in the region 	(R460 000) Funding via Red Door

(ENTERPRISE AND BUSINESS ACTION PLAN CONTINUES)

2. BUSINESS AND INVESTMENT PROMOTION: TO DEVELOP LOCAL BUSSINESS AND ENCOURAGE INVESTMENT

PROJECT NAME	DESCRIPTION	TIMESCALE	DELIVERY	KEY OUTPUTS	INDICATIVE COST AND FUNDING SOURCE
Business to Business Mentoring Programme	To develop a one to one mentoring programme between established entrepreneurs and emerging entrepreneurs	Jun 2009 – Jun 2011	<ul style="list-style-type: none"> • Municipality • Local Business Network • Private Sector • Chamber of Commerce 	<ul style="list-style-type: none"> • To establish a Mentoring Partnership by year 3 • Creation of learnerships 	(R100 000) Province: t b c Private Sector: t b c
Feasibility of Enterprise Centre	To produce a feasibility study to investigate the potential/viability of establishing an Enterprise Centre in the "Old Jail" complex so as to provide assisted workspace for emerging entrepreneurs	2009 -2011	<ul style="list-style-type: none"> • Municipality • Red Door • DEDT • Dept of Correction Services 	<ul style="list-style-type: none"> • To create a Feasibility Study 	(R50 000) Funding via Red Door
Investment Promotion	To engage with WESGRO to promote the greater Swellendam as a premier location for investment	2008	<ul style="list-style-type: none"> • Municipality • WESGRO 	<ul style="list-style-type: none"> • Promotion of the greater Swellendam as investment location 	(R5 000) Municipality: R5 000
SMME Support	To provide support to the following SMME's: <ul style="list-style-type: none"> • Morgenzon Art Gallery • Belleveu Farm Project • Vegetable Garden Projects in Swellendam, Suurbraak and Barrydale • Organic Vegetable Farm (Barrydale) 	2008 – 2011	<ul style="list-style-type: none"> • Municipality • Red Door • SETA • SEDA 	To provide support with: <ul style="list-style-type: none"> • Drawing up of business plans • Drawing up of funding applications • Applicable skills training and skills transfer 	(R50 000) Municipality: R5 000 Red Door: R10 000 SETA: t b c SEDA: t b c
Brick Making Initiative	To assist a community brick making initiative to purchase a brick making machine	2008	<ul style="list-style-type: none"> • Municipality • SEDA 	To assist with funding and funding applications for the purchase of a brick making machine	(R80 000) SEDA: t b c

SKILLS AND EDUCATION ACTION PLAN

1. INCREASED EMPLOYABILITY: TO ENCREASE EMPLOYABILITY OF LOCAL COMMUNITY TO FACILITATE EMPLOYMENT

PROJECT NAME	DESCRIPTION	TIMESCALE	DELIVERY	KEY OUTPUTS	INDICATIVE COST AND FUNDING SOURCE
Increase of Employability Initiative	To increase employability in the local community through training and skills development such as: ABET ,Trades Training, obtainment of driver's licences and capacity building through sports ,arts, culture	2008-2011	<ul style="list-style-type: none"> • Municipality • ABET • SETA • SEDA • Traffic Department 	<ul style="list-style-type: none"> • Skills development through ABET Training/Trades Training/obtaining of drivers' licences • Capacity building in terms of sports, arts, culture 	(R200 000/a) ABET: t b c SETA: t b c Province: t b c
Tourism Training Programme	To provide a Tourism Training training programme for: -Guides -Front of house/Customer Services -Chef/Catering -Housekeeping -Hospitality Management	2008- 2011	<ul style="list-style-type: none"> • Municipality • CTRU • Private Sector • SETA 	<ul style="list-style-type: none"> • Training of six tourism guides • Hospitality training for 10 young adults • Create new jobs • Skills development and capacity building 	(R100 000/a) SETA Dept of Parks/Nature Conservation Private Sector t b c
Swellendam/Lisburn Student Exchange Programme	To establish a student exchange programme between Swellendam and Lisburn and the provision of a small bursary to facilitate exchange	2009-2011	<ul style="list-style-type: none"> • Municipality • Lisburn Institute for Higher Education • Local High Schools • Department of Education 	<ul style="list-style-type: none"> • To send two students to Lisburn per annum and vice versa 	External Funding: t b c

Funding Bid for a Comprehensive Skills Audit	To draw up a funding application to secure external funding for the undertaking of a comprehensive skills audit throughout the whole area	2008	<ul style="list-style-type: none"> • Municipality 	<ul style="list-style-type: none"> • Compilation of funding bid for submission to external funders 	Accommodated under normal running costs of Council
Funding Bid for Trades Training	To draw up funding bids for a series of trades training such as bricklaying, carpentry, etc	2008	<ul style="list-style-type: none"> • Municipality 	<ul style="list-style-type: none"> • Compilation of funding bids for submission to external funders 	Accommodated under normal running costs of Council
Funding Bid for Obtainment of Driver's Licences	To draw up a funding bid to obtain funding to assist unemployed youth to obtain driver's licences to facilitate their entry into the job market	2008	<ul style="list-style-type: none"> • Municipality 	<ul style="list-style-type: none"> • Compilation of funding bids for submission to external funders 	Accommodated under normal running costs of Council
Heuningbos Film Project	To establish a permanent film/production school where learners can follow short courses on film making	2008 - 2011	<ul style="list-style-type: none"> • Heuningbos Film School • Red Door • SABC • Municipality 	<ul style="list-style-type: none"> • Establishment of a permanent film/production school • Capacity building • Skills development 	(R410 000) Funding via Red Door SABC: t b c
Basic Business Skills Training Programme in Partnership with Red Door	To conduct a series of workshops and short training courses in basic business skills	2009 - 2011	<ul style="list-style-type: none"> • Municipality • Red Door 	<ul style="list-style-type: none"> • Training of 15 young emerging entrepreneurs per annum to facilitate their entry into the market • Capacity building • Enhanced understanding • Enhanced sustainability of new businesses • Job creation 	(R50 000/a) Municipality: R15 000/a Red Door: R35 000/a
Funding Bid: Investigation into the Establishment of a Tertiary Training Facility	To draw up a funding application for external funding for the undertaking of a comprehensive skills audit throughout the area	2008	Municipality	Compilation of funding bids for submission to external funders	Accommodated under normal running costs of Council

INFRASTRUCTURE ACTION PLAN

1. Infrastructure Development: To develop the infrastructural capacity of Swellendam to support economic growth

PROJECT NAME	DESCRIPTION	TIMESCALE	DELIVERY	KEY OUTPUTS	INDICATIVE COST AND FUNDING SOURCE
Water, Energy and Basic Services	To ensure an enabling infrastructure base	2008 - 2011	Municipality	To ensure basic service capacity to meet the demands of growth	(R20 million) Municipality: As per IDP
Business Sites	To develop business and industrial sites to meet demand	2008	Municipality	To develop business and industrial sites to meet the demands of growth	(R300 000) Municipality (Professional Fees)
Informal Trading Areas	To develop informal trading areas at strategic spots across the area	2009 - 2011	<ul style="list-style-type: none"> • Municipality • DEDT 	<ul style="list-style-type: none"> • To develop informal trading areas across the area • Establishment of new outlet points • Stimulation of craft sector • Income generation 	(R800 000) Province: t b c SEDA: t b c
Public Transport Service: Initial Study	To initiate an initial study for the possible establishment of bus or another public transport connectivity between towns	2008 -2010	<ul style="list-style-type: none"> • Municipality • Province 	<ul style="list-style-type: none"> • To initiate a study for the possible establishment of a public transport system • Increased mobility and connectivity 	(R150 000) Municipality: R5 000 Province: R145 000
Infrastructure Backlog Review	To conduct a Infrastructure backlog review	2008 -2009	<ul style="list-style-type: none"> • Municipality • Dept of Public Works 	<ul style="list-style-type: none"> • To undertake an audit of hard infrastructure across Swellendam 	(R200 000) Province: t b c