

UGU SOUTH COAST TOURISM (PTY) LTD

2015/2016 QUARTER 4 Year to Date PERFORMANCE REPORT

4 July 2016



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1 Purpose of the Report

The purpose of this report is to provide the Fourth Quarter – Year to Date Performance Report (July 2015 to June 2016) for the 2015 /2016 financial year in terms of Performance Management System (PMS) and Service Delivery and Budget Implementation Plan (SDBIP). Furthermore it aims at identifying the challenges that were faced by the organisation in implementing the pre- determined objectives and targets and the planned corrective actions thereof to address them.

2 Performance Management Process

Ugu – South Coast Tourism has a 5 year Tourism Strategy, which reflects the KPA's, objectives, indicators and targets as well as an Annual Plan, which reflects the sections (departments) annual KPA's, objectives, indicators and targets.

2.1 Methodology

The Departmental Heads report on monthly to the CEO, on how targets are being actioned. By doing this, the CEO can ensure that all targets are being monitored, and in instances where action is lagging, that focus can be directed to enable targets can be met.

In instances where targets are not met, the challenges and corrective measures for unachieved targets is put in place.

On quarterly bases Departmental Head submit information and Portfolio of Evidence to the Finance department, to enable the consolidated quarterly reports to be compiled.

The quarterly report is submitted to Ugu District Municipality's Internal Audit audits the report, along with the portfolio of evidence. A final report from Internal Audit is tabled for the Performance Audit Committee to review, as well as the Board of Directors. The by the Board of Directors evaluation of the Performance Report is aimed at determining to what extent the performance targets and KPI's are positively impacting on the objectives of the entity. Recommendations are then formulated around corrective actions in this regard, if necessary.

At the end of each quarter, a quarterly review session is held by Ugu District Municipality which includes the Extended MANCO, the PMS champions and EXCO. UguSCT is invited to present its' quarterly report at this time.

2.2 Organizational Performance – Summary and Analysis

This section gives an analysis of the organizational performance as it emerged in the quarterly reports presented at the quarterly review sessions. The main issues this section focuses on is the percentage achievement of set KPI's and targets, the challenges encountered, proposed corrective actions and amendments made to the SDBIP.

3 Achievement per KPA

Ugu South Coast Tourism has managed to achieve 100% of the KPI's set for the 2015/2016 year.

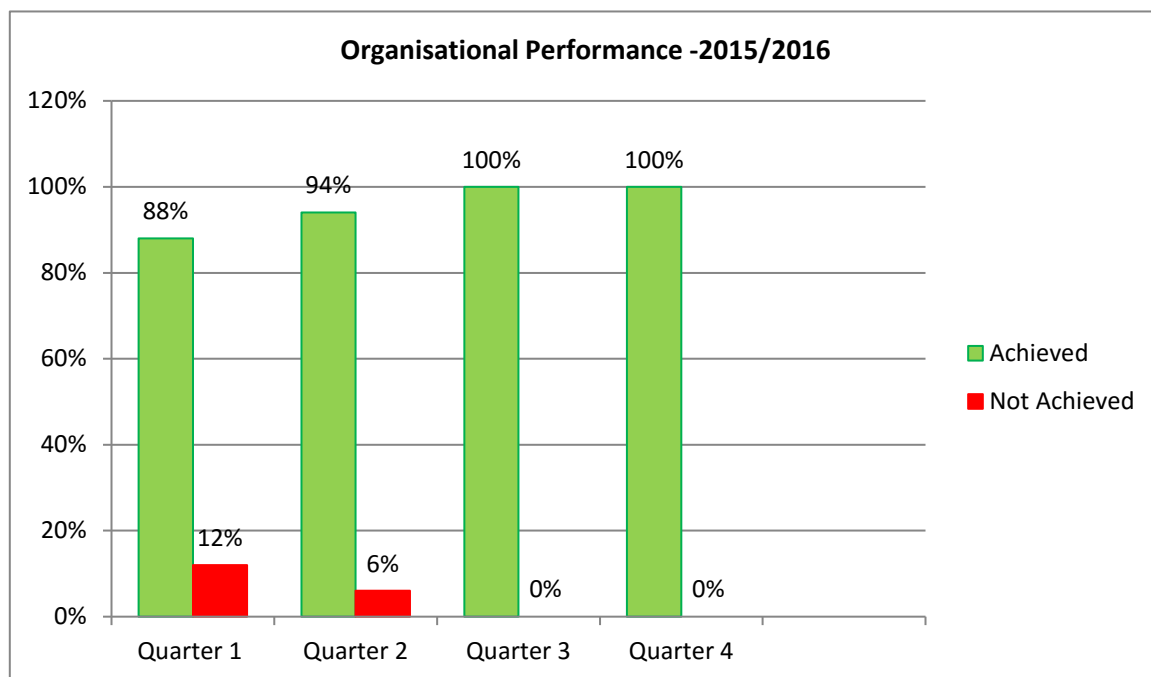
Municipal Institutional Development and Transformation, Local Economic Development, Municipal Financial Viability and Management, Good Governance and Public Participation and Community and Social Development Services have all met 100% of the quarter's targets.

Table 1: Achievement per KPA: For the Year to Date

	Key Performance Area (KPA)	Number of KPI'S	Achieved KPI'S	Unachieved KPI's	% Achieved	% Not achieved
2.	Municipal Institutional Development and Transformation	6	6	0	100%	nil
3.	Local Economic Development	61	61	0	100%	nil
4.	Municipal Financial Viability and Management	11	11	0	100%	nil
5.	Good Governance and Public Participation	8	8	0	100%	nil
6.	Community and Social Development Services	4	4	0	100%	nil
	Total KPI's- Overall	90	90	0	100%	nil

Source: Quarterly Reviews reports, 2015 / 2016

Figure 2: Statistical Organisational Performance



Source: 2015/2016: Quarter 4: Year to date Performance Report

3.1 Municipal Transformation and Institutional Development (KPA 2)

The Municipal Transformation and Institutional Development KPA achieved 100% of the fourth quarter target, and year to date.

3.2 Local Economic Development (KPA 3)

Local Economic Development KPA, which includes the bulk of marketing and events support has achieved 100% of the fourth quarter targets, and year to date.

3.3 Financial Viability and Management (KPA 4)

Municipal Financial Viability and Management KPA the entity achieved 100% of the fourth quarter target, and year to date.

3.4 Good Governance and Public Participation (KPA 5)

Good Governance and Public Participation the entity achieved 100% of the fourth quarter target, and year to date.

3.5 Community and Social Development Services (KPA 6)

In terms of Community and Social Development Services the entity achieved 100% of the fourth quarter target, and year to date.

4 Conclusion

This report was compiled to illustrate the performance of the municipal entity for the fourth quarter inclusive of Year to Date figures from the 2015/2016 financial year. As much as the municipal entity had managed to achieve 100% of targets to the end of quarter 3, management remained focused on ensuring that targets in the fourth quarter receive the utmost attention to ensure that the annual targets were met, and in other instances we have exceeded the Annual Targets which were set, however have remained within the approved budget.

For information purposes, management have attached an Annexure A and Annexure B, for the reader to review some of the Development and Marketing initiatives which we have been involved in this quarter.

A handwritten signature in black ink, appearing to read 'Justin Mackrory', with a stylized, cursive script.

JUSTIN MACKRORY

Chief Executive Officer

5 July 2016

5 ANNEXURE A: DEVELOPMENT REPORT

5.1 Events Supported

5.1.1 Africa Bike Week 2016 28 April – 01 May 2016

South Coast Tourism arranged with Africa Bike Week organising team, to have an exhibition space for Ugu District crafters where they would showcase and sell their products during the event. We had a total of 12 crafters per day, ie. two crafters per municipal area. South Coast Tourism paid each crafter R80.00 stipend per day. At the end of the event eight crafters had made sales between R 1000.00 and R1500.00, four crafters made less than R500.00.

South Coast Tourism added value to the Africa Bike Week by inviting Mthwalume Brass Band to perform at the event. The band played on the 30th April 2016. They started at the Margate Hotel parking lot and marched along Harley Davidson Street to the front of Margate VIC where they played for the duration of their time, then marched back followed by the crowd. Their show was approximately one hour.

South Coast Tourism paid Mthwalume Brass Band R9 000.00 for their performance.



We are hoping to see the local talent growing as it has been announced recently that the South African Broadcasting Corporation (SABC) will start playing 90% local music across its 18 radio stations.



It was also very exciting to find out that Bikers also stayed at Mfihlo Guest House in Bhomela, situated in the rural areas of Hibiscus Coast Municipality. Mfihlo Guest House was fully booked from 27 April to 01 May 2016 and the guests were 100% bikers. Many bookings had to be turned away during that period because of space limitation.

5.1.2 Isivivane Senkosi uShaka Event



Ugu South Coast Tourism attended Isivivane senkosi Ushaka event which took place on the 7th of May 2016 at kwaQoloqolo, Umzumbe.

This event was a twofold, the first session was a time travel setting where amabutho in their traditional regalia remembered the time when King Shaka camped in Qoloqolo, created Isivivane, a heap of stones made up by amabutho. That camping place was named Mthwalume as it is popularly known today. Among the amabutho were different characters namely, King Shaka, Manyundela, Ngomane, Isangoma and other characters who were travelling with King Shaka to Pondoland. The aim of this annual event is to attract researchers and tourists to the area, in order to create business opportunities for local communities. South Coast Tourism was only invited to attend the event, no financial support was requested.

5.2 Tourists Safety in Urban and Rural Areas

South Coast Tourism is presented in the Ugu Cluster Priority Committee Meetings, focusing on Rural Safety and Tourism. Such meetings take place every first Tuesday of the month. This is when we get feedback about reported tourism cases and also get an opportunity to report any issues that need SAPS involvement. Urgent matters are reported as they happen, via emails, phone calls or visits to the police stations. We also use this platform to inform SAPS about events that are taking place in the region. Our events calendar helps SAPS to plan their patrolling and visibility in order to limit crime. The community and holiday makers appreciated SAPS availability during December Holidays.

The Committee asked to be notified every time Swedish students come to stay in the rural areas during their student exchange programs.

5.3 Updates on Emerging Businesses

The number of accommodation establishments is increasing in the rural areas. At the moment we have 8 operating establishments and 3 upcoming, as follows

Name of Establishment	Municipal Area	Update
Dazela Guest House	Mthwalume Umzumbe	Building is 95 % complete. Expected to start operating before December 2016
Emthini Holiday Resort	Mthwalume Umzumbe	Already operating, process of joining South Coast Tourism
Mazubane Accommodation	Bhomela Hibiscus Coast	Ready to start operating. Process of registering with SCT

We have encouraged all the rural establishments to register with EDTEA in order to benefit from EDTEA and TKZN programs. South Coast Tourism has offered an opportunity to these businesses to participate in the SA Host Training, which will be done before the end of June 2016, fully paid by South Coast Tourism. We have identified the following emerging businesses and rural activities:- .

Horse Riding	Mr Gumede, kwaQwabe, Umzumbe
Bike Hiring	Mr Ntaka, Bhomela, HCM
Coffee Shop / Tea Garden	Mr Simelane, Umzumbe
Shebeens and Taverns	SCT to check their status and safety measures. SCT to Liaise with KZN Liquor Authority
Bakeries	One from KwaMadlala, HCM and one in Gobhela, Umzumbe
Shisanyama	Gamalakhe
Crafts Market	Vernon Mjoka, kwaMgayi, uMzumbe

Full report will be done once all necessary arrangements are in place
South Coast Tourism will ensure that these businesses get the necessary training in order to deliver the best service to visitors.

Eight Ugu District rural accommodation establishments have been invited by South Coast Tourism to attend the SA Host Training before the end of June 2016.

5.4 Operating Space for SMMEs



Singatha Incubator situated at Oslo Beach Port Shepstone has offered four free spaces to tourism entrepreneurs to use for a period of three years, Mondays to Fridays. Each space consists of an open office with computer access to internet, telephone and a boardroom.

Singatha also assists by linking SMMEs with funders and also offers different trainings such as Finance, Business Management, graphic designs, etc.

Offices have been allocated to the following emerging businesses:-

	Contact Person	Name of Business	Type of Business
1	Nkos'khona Shezi	Sgananda Media	Events / Marketing
2	Musa Xolo	South Coast Tour Bus / Events	Travel Services – Rural and Urban Tours
3	Andy Mazibuko	Maendo Production	Marketing / Music Producer
4	Still vacant		

5.5 Sponsorship



South Coast Tourism has sponsored African Music Drums to Msenti Cultural Group to the value of R17 500.00. The old ones had been used for a period of three years and they could only be played by two people at a time. The new drums are of very good quality and they are consisting of Djembe Drums, Bongo Drums and Shakers. They can be played by seven people.

The drums will benefit the group as follows:-

- Increase the standard of performance
- More performances and bookings
- Grow standard of the organisation
- Keep away from social ills
- Job opportunities



Further sponsorship requests were received for the following events

1	South Coast Got Talent	Approved R6 000.00	Scottburgh Mall - Umdoni
2	Career Guidance Festival	Approved R2 500.00	Umzinto Town Hall – Vulamehlo
3	Maidens Ceremony	Approved R60 000.00	KwaNyuswa Ezingoloni
4	Ezingoloni Women's Festival	Pending	Ezingoloni Community Park Ezingoloni
5	Mount Nebo Traditional Festival	Approved: R20 000	Umuziwabantu

Ugu – South Coast Tourism: Quarter 4 including year to date: PMS Report

5.6 Training

5.6.1 Schools



5.6.2 School Sessions

Letter below from Thembezulu High School

	KWA-ZULU NATAL DEPARTMENT OF EDUCATION & CULTURE THEMBUZULU SECONDARY SCHOOL P.O.BOX 11275 UMZINTO 4200 DISTRICT : UGU CIRCUIT : SCOTTBURGH WARD : BRAEMER : 0611662879 sethavu@yahoo.com
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TO WHOM IT MAY CONCERN:

This letter serves to confirm visit of South Coast Tourism to the overhead cited school, which was on 12 April 2016. This team was headed by Mhlongo Maxwell. There were so many things they have shared with our learners, educational matters, motivation, inspiring visit such that I have wished that they come back when we can have more time, where we can also organize for all learners to attend their presentation.

The educators as well who were there were also overwhelmed. I would like to have a working relationship with South Coast Tourism even with other educational aspects which might benefit our Educators, Learners, Community as well as Stakeholders.

This school is located in the deep rural area of Umgayi, ward 8, Umzumbe Municipality, it is under resourced with very little motivational background since most of the parents are illiterate, depend on government grant for survival, hence you can see how important it is to acquire people who can talk and inspire our learners to prioritise education irrespective of your background. Which was well spelt by these guys

On behalf of SMT, GORVENING BODY, LEARNERS, EDUCATORS, thank you very much for your contribution. Looking forward to hear again from you soon.

Yours

Dlamini R. N. (PRINCIPAL)

List of schools visited by South Coast Tourism in April 2016

08 April 2016	Maristella Primary School	Oshabeni	Hibiscus Coast
08 April 2016	Duduzile Secondary School	Oshabeni	Hibiscus Coast
12 April 2016	Thembuzulu High School	KwaMgayi	Umzumbe

5.6.3 Educational Schools Tours

Every quarter South Coast Tourism organises educational school tours within Ugu District Municipality. The recent tours took place in Ramsgate area as follows:-

05 May 2016	Mbonwa High School	KwaMachi	Umuziwabantu
05 May 2016	Mbusi High School	KwaMachi	Umuziwabantu
11 May 2016	Mngomeni High School	Nyavini	Umzumbe
11 May 2016	Ntabalukhozi High School	St Faiths	Umzumbe

5.6.4 Tourism entrepreneurship Careers Expo (TECE)

EDTEA in partnership with EtheKwini Metro through Durban Tourism, organised a Tourism Entrepreneurship Careers Expo which took place at Durban Exhibition Centre on the 12th and 13th April 2016. South Coast Tourism arranged a trip for two schools to participate in this careers expo. Sihle High School from Umdoni Municipality and Mncindo High School from Vulamehlo both attended on the 13th of April.

5.6.5 Tourism Indaba

South Coast Tourism also made arrangements for 10 tourism students from Esayidi TVET College: Gamalakhe Campus to attend Tourism Indaba on the 09 May 2016.

Students got opportunity to experience and collect information available in the travel and tourism industry under one roof.

5.7 Umdoni Information Sharing Day

South Coast Tourism was among the organisations and businesses who presented at the Umdoni Information Sharing event which took place on the 13th of May 2016 at Umzinto Town Hall. The purpose of this initiative was to provide information to emerging businesses that would assist them to grow their businesses. Funding organisations and different banks were also presented that day. The attendance was between 500 and 700 people who had interests in different kinds of businesses.

5.8 IDP & LED Meetings attended

	Meeting	Date	Venue
1	Ugu IDP Rep Forum	20 April 2016	Ugu Sports and Leisure Centre
2	Umzumbe IDP Rep Forum	22 April 2016	St Michaels Sands Hotel
3	Ugu IDP Rep Forum	11 May 2016	Ugu Sports and Leisure Centre
4	Ugu LED Forum	18 May 2016	Ugu Main Boardroom
5	Umdoni IDP Forum	20 May 2016	Scottburgh Town Hall

5.9 Product Development

5.9.1 KwaXolo Caves

KwaXolo Development Trust and Beneficiaries are still having unresolved issues pertaining the operation and ownership of the project. They have been requested to meet as soon as possible in order to move forward with the project plans.

5.9.2 Multi Trails Network

South Coast Tourism together with SCDA are on the process of presenting the Multi Trails Project to amakhosi and traditional councils. So far the following places have been covered:

	Date visited	Comments
Inkosi Qwabe	04 May 2016	Nkosi Qwabe supported the idea and invited us to the next tribal council meeting for the benefit of all members
Inkosi Hlongwa	10 May 2016	Presented to inkosi and traditional council. All showed great interest
Inkosi Madlala	17 May 2016	Nkosi Madlala requested the presentation to be done again to the traditional council on the 07 th May. Meeting will be at KwaMadlala Tribal Authority

6 Annexure B: Marketing

6.1 Local Community Radio Stations

Radio Sunny South – live talk shows twice a month

Ugu Youth Radio – live talk shows twice a month

6.2 Branding and Promotional Items, Billboards etc.

Branding:

New Look for Indaba stand:



Billboards: The Dezzi Billboards have been complete





Goody bags and merchandise handed out:

- Hibiscus Photographic Conference to take place in June
- Southern Explorers – Dezzi took some Explorers to NAMPO – Agricultural Show in the Free State.
- Joburg2c and Sani2c - chill zones
- Goody Bags for the Media and Idols Judges recently held at the Wild Coast Sun





6.3 Press Releases, Newsletters/ Newsflash/ CEO Letters/ Free Publicity

Press Releases:

- Over whelming 60% increase in participation at the second Hibiscus Coast Annual Challenge.
- Over 50 000 visitors attend the 2016 Africa Bike Week, Margate KZN, South Coast.
- South Africa's top acoustic musicians to set the scene at the inaugural Red Desert Moon Festival.
- 7th King of the Sea on the KZN South Coast offers over R250 000 worth of prizes

Newsflash:

- Free Registration, updated programme and Road Closure Notification ABW x2
- Important Marketing Opportunity – Lilizela, Comrades, Amazwe
- Exciting New MTB Trail and Fun Run Event at San Lameer, KZN South Coast x2
- Red Desert Moon
- Making History on the KZN South Coast – couple run 900kms alone the length of KZN
- Super Drift Drivers climb on the Dezzi South Coast Raceway roller coaster

Members Newsletter:

Member's newsletter was released in June

Trade Newsletter:

Trade Newsletter was released in June

CEO's Letters:

Report April 2016

Free Publicity:

- Tourism 360 – Out there – 31 March 2016
- Tourism 360 – Getting our Value Right – 07 April 2016
- Tourism 360 - South Coast Sunny and Safe Campaign – 14 April 2016
- Tourism 360 - Feel Good Story – 21 April 2016
- Tourism 360 - Tyres and Takkies – 28 April 2016
- Tourism 360 - Tourism Economic Indicators – 19 May 2016
- 5 Star Durban – Issue 6 – Free Full Page Advert
- WWW – Events and Sardine Festival April May 2016

Editorial (and photos, new artwork submitted)**New artwork and campaigns**

- Khuluma Winger on the Umtamvuna area
- Wild Side was published (contributed in March)
- Content written for Travel Ideas Magazine
- CemAir SAFTAs, calendar (what's on)
- Top Business on CemAir 3rd year patronage (Gayle)
- Highlife –Sardine Season plus photos, events
- Mercury for Bike Week Sunday 1st May
- Sawubona
- Amazwe Directory
- Trail Mag on Phindi and Kevin Gule story
- Trail Mag - San Lameer MTB (print and online)

Radio:

- Received exposure through ECR, as sponsors of the Quattro Event King of the Sea Event
- Phindi and Kevin Gule – online exposure
- ECR – Maidens Ceremony advertising
- ECR – Sardine Season advertising
- Radio Jacaranda – Sardine Season

Kiosks:

The following kiosks have been fully installed:

- Port Edward – Mac Banana
- Ramsgate – Whale Deck
- Margate – Next to Larry's
- St Michaels - Beach
- Scottburgh
- Pennington – approaching the beach



Pennington



Mac Banana

6.4 Website:

Google Analytics report attached at the end of Marketing Report for April and May.

Social Media

Facebook up to 2033 followers. Website updates include calendar, press, images. We have also requested for GW Soft to manage our databases, to handle bounce backs etc.

6.5 Meetings:

- Indaba
- Win a wedding 2017
- TKZN Office Launch
- HCM Marathon Meeting
- Royal Show Briefing
- UGU Sport and Recreation Indaba 2016
- Women in Tourism Function
- Gagasi with Idols
- Thobeka Dlomo from Power FM Radio – possible collaborations

6.6 Photo Library/ Video Footage:

- Three videos donated by Nathan Pellow - Jarman from outdoor visual to UGUSCT for Shows and presentations
- ABW Photos
- Hibiscus Coast Marathon

6.7 Patrons

Unsuccessful in signing up patrons within the last two months

6.8 Brand Application:

- Decals made for Dezzi's motor cars
- Sani2C and Jhb2C
- New Indaba stand
- Southern Explorers
- New Sardine season logo to TKZN, Sharks Board, WWW
- Hibiscus Coast Challenge logo on flyer
- Ingeli Sky Run Logo on Flyer
- KZN Film Commission – Fam Trip Invitation to the South Coast
- Inkundla Theatre Festival – logo on poster

6.9 Databases:

Indaba

6.10 Trade Consumer/Mass Participation - Shows

- **Cape Getaway**

The Tourism Team (Vanessa Gounden, Richard Doyisa and Skhumuzo Madlala) attended this consumer show, which took place from the 01 -03 April 2016, at Lourensford Estate, Somerset West – Cape Town.

Friday turned out to be extremely quiet, due to harsh weather conditions. Saturday was exceptionally busy. We took 1500 Explorers. The Southern Explorer is no strange Magazine to the Cape Town Market.

On Our Fascia Board we labelled the stand name as: Ugu South Coast Tourism. It was amazing to hear the different pronunciation's. This caused a lot of confusion.

In future, I would like to suggest that we name it: South Coast Tourism – Kwa-Zulu Natal.

Comments from Visitors:

- Lots had second homes on the South Coast, Seapark, Port Edward, St Michaels, Scottburgh.
- Lots of complaints about Scottburgh Beachfront – very dirty.
- One visitor said they visited TO Strand in December 2015 and thoroughly enjoyed it, they planned to visit in 2016 again, BUT will not due to the price that has doubled.
- People were looking for specials and packages.
- Keen on adventure activity.
- Where are the sardines....

Meetings:

- Travel Ideas Magazine
- Intrepid Explorer
- AA Traveller – Jason Hill



Tourism Indaba

Indaba took place from the 07-09 May at the Durban Exhibition Centre, head office staff as well as supervisors from the VIC offices attended.

Marketing meetings held Saturday 7th May 2016 – Nikki Tilley and Vanessa Gounden

- 1) **Megan Alves – African Chapter.** Based in JHB. Tour Operator. Will do Trade Fam trip end May/ early June. She wants to have South Coast packages up and running by no later than end June. In addition, they are Fair Trade in Tourism reps and will offer a free workshop/ talk to members and the public on what it means from a triple bottom line point of view and the marketing opportunities. This is in line with other measures we are introducing such as the event application forms and environmental considerations.
- 2) **David Townsend- Equinox Magazine.** Updates with regards to trends and editorial opportunities as well as online and calendar opportunities. He will assist us in partnering up with patron/ campaign partners.
- 3) **Sandy - Explore SA Magazine –** discussed a 12 month (quarterly) campaign – Win with South Coast. To include USCT logo on front cover of each. Accumulates to major prize. Can bring in Trappers trading as they are not existing advertisers to add value to the prizes. Answers to questions will be on our website – specific competition page to be set up. Entries will have certain subject lines so we can ascertain which copy receives the most response (editorial/ prize value etc) – discussed approximate R54000 spend over 12 months for R200 000 value plus editorial and increased online presence and promotion of competition. SA and international footprint and distribution at international trade shows. Also to submit our latest Calendar for what's on and press releases to editor.

- 4) **Sarah Longbottom – Associate Partner Digital -Bell Pottinger** - runs all PR for SAT UK (outsourced by SAT) – excellent contact and very keen to assist in promoting South Coast. Add to media list, send calendar and social media links.

- 5) **Aneshree and Debbie Damant (Africa Trade Relations SAT)** – will come down in August / September for Speed Marketing workshops with **Liesel Krune** (they will pay for and host 10 tour operators on their account – and our members get opportunity to market directly to them).
Plus, August confirmed – packaging workshops and preparing for Commonwealth – good host programme with Aneshree. Tie this in with SAACI and FTTSA presentations.

- 6) **Jen Stern- independent journalist and consultant to Estate Living magazine.** Discussed pillars of content going forward for estate magazines plus possible content for her Road Tripping type coffee table book. There are 400 000 online readers with Estate Living so we must reconsider this opportunity. Possible fam trip September/ October.

- 7) **Nathan** – Filmographer – for USCT series of online videos showcasing the Niche markets. Discussed concepts and campaign ideas and how he will manage the Facebook marketing of the content in addition to our resources. To be costed out and filmed over a duration of approximately 6 months. Also discussed possibility of cross province ie Eastern Cape and cost sharing. Approved in principle by both parties as follows.

- 8) **Susan Wilson (Trade Manager) – ECPTA** – proposed MOU between USCT and themselves – to collaborate with milestones on exhibitions, print and digital plus other marketing material (filming), packaging and itineraries, and tours as well as fam trip for staff and stakeholders. On approval by board, aim to conduct first fam trip and media roadshow for MOU signing end July/ early August.

- 9) **Velile Ndlumbini- Imonti Tours** – based in EC. Very keen to extend trips into Oribi/ Ingeli areas plus coastal. Currently fully booked with USA students and groups as well as very busy with German visitors. Japanese business is also taking off. Will incorporate him into the MOU/ Fam trip end July/ August.

- 10) **Lakin – Business and Arts South Africa** – very keen to hear about our developmental programmes and wants to be added to media database plus to send her event calendar and newsletters. Need to investigate further with Development.

- 11) **Cheryl Pinter -Second Chance-** Mzansi Travel Media – new proposal will follow from her for new financial year.

- 12) Jason Hill – Safika Media – AA traveller** – offered excellent discounts and guarantees of editorial plus online, depending on final budget. For consideration in new financial year planning.
- 13) Linda Donogh** – Encounter SA – magazine been through hard times. Touching base on way forward for new financial year consideration. Feel like it may have lost its footing in the market.
- 14) Tessa Responsible Traveller / WWW / established blogger** – discussed increased editorial and visibility in www. Also discussed Fam trip with USCT and ECPT.
- 15) Durban TV** – have offered highly discounted services for Silence of the Sharks and World Ocean Day campaign plus need to identify other events in Scottburgh area where they can assist. Their footprint is growing steadily and is a tourism and positive business platform.
- 16) WAYN** – Where are you now digital platform now in its 6th year. Endorsed by SA Tourism. Over 4million active users. Will send through updated proposal (50% less given budget restraints) which will also guarantee us 50 000 new followers on FB within 12 months, LSM breakdowns etc. Monthly campaign, relevant content across various platforms. Excellent opportunity.
- 17) TKZN – Bongani Marketing General Manager** – regarding Sardine Season and budget cuts. Also going forward to look at their strategy in more detail and how existing budget can be used towards campaigns such as this since apparently all budgets cut and no allowance for Sardine 2016.
- 18) Sharks Board – Ntiski and Nombuso** – discussed Sardine flyer and Mercury newspaper insert. All talks about budget cuts again. TBC. Have sent them new logo. Their new outreach/ schools person will start within the next few weeks and they are excited about the Sardine Schools art programme but again depends on new person and resources. No commitment despite our first meetings taking place in December 2015.
- 19) Joanna Hayes (PR for Blue Marlin, Ingeli, Oyster Box)** now involved with **Botswana Tourism**. Need to pick up with her after Indaba to discuss SADC collaboration.

20) Michele van Niekerk - The Entertainer is an incentive based marketing platform (print and mobile) with a promise to drive new and loyal customers to businesses. Through the book and App, we offer incentives for dining, leisure and entertainment across Durban, Cape Town, Johannesburg & Pretoria. The Entertainer builds powerful word of mouth for your brand, attracts (new) customers, drives sustainable revenue and creates upsell opportunities. They have over 300 000 followers on Facebook and are positioned in various countries in the world. Could be excellent opportunity for members. Follow up meeting to take place.

21) Durban Tourism – Met with Marketing Manager to discuss possible collaborations.

6.11 Familiarization Trips

- International Golf Journalist

6.12 Events

Sponsored Events: Includes financial contribution, branding, presence and overall support



Whilst TKZN has reverted back with a zero budget response, other sponsors are being approached. These may only materialise in 2017 however there is a lot of interest from various corporates to get involved with various aspects of the campaigns.

Sardine Season Events

Wozani Africa Beach Programme June/July
Quattro King of the Sea
The South Coast Wedding Festival
The Port Edward Fishing Competition
South Coast Hibiscus Bowls
Mallards Mercury Shelly beach Ski Boat Festival
Teddy Bears Picnic – Umdoni
Sardine Run 3 Day Golf
South Coast Tennis Tournament
Durban TV to capture underwater footage

Advertising (Sardine Budget Allocation)

Rock Surf and Deep
Go Fish Magazine
WWW Magazine – KZN Official Magazine
Cemair Magazine
BA High Life
Sardine Run Flyers
Mercury Supplement
Africa Travel Chanel – video – online
News clip

Local Newspapers to advert the event calendar

- Rising Sun
- Mid-South Coast Mail
- Herald
- Fever

Ugu – South Coast Tourism: Quarter 4 including year to date: PMS Report

- Kokstad Advertisers

Promotional Items (annual budget)

Bags (200)
 Scarves (200)
 Caps (300)
 Drawstring Bags (500)
 T Shirts (300)
 Colouring Books (5000)
 Beach Balls
 Car Visors (200)

Radio Campaign (annual budget)

Jacaranda

Report back:

- ***Easter Beach Programme by – Wozani Africa***

Visitor numbers remained consistent with past Easter seasons – even though the economy is in a slump, visitors still flocked to the KZN South Coast villages over the Easter Weekend period. Wozani Africa managed to secure a Margate Easter weekend festival with very little lead time due to HCM non approval of beach events.

The sponsors that participated have indicated a willingness to continue with their roll outs going forward.

New event partners that were secured “Sugar Bay Children Holidays” participated in 4 beach days and added a new dimension of family fun to our program.

Coca Cola production budget increased allowing great event activations to take place such as the “Beach Warrior Games” that were supported with big prize injections. The large scale egg hunts as well as the interactive egg decorating zones were well received by the public.

Favourable weather allowed Easter Weekend daylight events to proceed without any glitches.

Excellent SAP and HCM Protection services presence at our events allowing guests to feel safe and secure.

Beachfront areas were all kept very clean and free of litter with the help of our production crew that ran “litter busting” competitions at certain times of the day.

As a part of our ongoing events we continue to educate and talk about litter and the environment with beach goers.

Over the July season we will be handing out litter bags to visiting schools and running more clean up campaigns.

THE BAD

Striking Wimpy staffers resulted in major noise factors as guests arrived on Margate Beach. Our sound engineers elevated the volume on sound to help drown out the drumming and loud whistle blowing.

THE UGLY

EASTER SEASON KEY EVENTS CANCELLED DUE TO HCM NON APPROVAL OF PROGRAM

As a result of the HCM Beach Committee not approving the tourism Easter Program we are faced with the following challenges:

8 days of high profile events for Margate have had to cancel leaving an already crippled local economy without any form of free entertainment over the school holidays – some of these events attract up to 15 000 people per day

We have traditionally enjoyed over a million rand's worth of free radio airtime– over the Easter period marketing the destination. This was lost as well as meaningful print and online media exposure

We have traditionally employed close on 100 local people to work on Margate Beach over this 8-day period – these jobs were lost

Production and Ad agency crews that traditionally produced these events no longer spent bed nights or their rand's into our local economy over this time period

Press and media had gone out, people had booked their accommodation and were expecting these events to take place?

It is crucial that once we have secured an event partner we are able to roll out these events in good time, making sure that all aspects around the Event Management Safety Act are taken into account. It was for this reason that we made application for all four season going forward in 2016 – **none of these seasons were even put into the committee packs.**

- **Sani2c**

Close Out Report on the Chill Zone Area

Ugu South Coast Tourism assisted Sani2c by setting up a “chill zone” area around the swimming pool on the Scottburgh main beach for the three finish days, namely The Trail finishing on the 12th May, The Adventure finishing on the 13th May & The Race finishing on the 14th May & luckily the weather held its own for the three days allowing the race finished to soak up the sun on the Beach & relax on the bean bags set out for them while enjoying a cold beverage & something to eat. Thanks to the Scottburgh Beach Bar for providing the bar & meal services. Scottburgh Tourism staff member Lorna Thomson was on hand to chat to all the riders & spectators while handing out Southern Explorers. Giving them all the information they required on our beautiful slice of paradise that is the South Coast. We hope this promotion will keep these cyclists & their families coming back for more.



- **Joburg2c**

Ugu South Coast Tourism were offered the opportunity free of charge to have a stand at the Chill Zone area at the Joburg2c event. UGUSCT staff were at the event to interact with the riders & their families to tell them about our area & hand out Southern Explorers. The weather put a damper on the finish & most riders left fairly early after prize giving.

In 2017 Three Black Dresses will be offering Game On (the company that manage the international riders) packages to offer their clients for a post-race holiday's

