

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2015		ADJUSTED ANNUAL TARGET: 30 June 2016	ACTUAL ACHIEVEMENT	YEAR UNDER REVIEW 2015 / 2016									ANNUAL BUDGET	OWNER	ANNUAL TARGET MET : YES / NO	PORTFOLIO OF EVIDENCE
						Q1				Q2		Q3										
						TARGET	ACTUAL			TARGET	ACTUAL	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure						
Strategic Objective #1 : To ensure that the company operations are compliant with all regulatory frameworks																						
S/O 1.1	2	Page134, Chapter 3.7.6	Enterprise Risk Management & Compliance	Comprehensive Risk register	Completed Risk Register by deadline	30-Nov-14	02-Oct-14	30-Nov-15	02-Oct-15	NA	NA	30-Nov-15	02-Oct-15	NA	NA	-	-	-	Operational	GM: Fin & HR	NOT ACHIEVED	Register and proof of compilation date
S/O 1.2	2	Page134, Chapter 3.7.6	Risk Management Policy	Risk Policy review	Reviewed Risk Management Policy by deadline	30-Oct-14	02-Oct-14	30-Oct-15	01-Oct-15	NA	NA	30-Oct-15	01-Oct-15	NA	NA	-	-	-	Operational	GM: Fin & HR	NOT ACHIEVED	Record of review and recommendation to Board with proof of date
S/O 1.3	2	Page134, Chapter 3.7.6	Internal Audit & Auditor General queries	AG & Internal Audit queries resolution	Percentage of AG / Internal Audit queries resolved per quarter	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Management Corrective Measures	ACHIEVED	-	Operational	GM: Fin & HR	ACHIEVED	Corrective actions summation
S/O 1.4	5	Page134, Chapter 3.7.6	In-year Annual Performance Plan Revision - 2013/2017 Tourism Strategy (adopted Oct 2013)	Annual Performance Plan / Organisational Scorecard revision	Revised scorecard by deadline	30-Nov-14	25-Nov-14	30-Nov-15	14-Jan-16	NA	NA	30-Nov-15	-	NA	14-Jan-16	Approved Strategy	ACHIEVED	-	Operational	GM: Fin & HR	ACHIEVED	Approved Performance Plan and proof of date
S/O 1.5	5	Page134, Chapter 3.7.6	Performance Management System (PMS)	Q1 & 3 verbal; Half-year and Annual performance appraisals	Periodic performance appraisals by deadline	Quarter specific: Annual by mid-August 2015	Quarter specific: Annual by Mid-August 2015	Quarter specific: Annual by mid-August 2016	6	NA	NA	2	2	2	4	13.01.2016 CEO (2) // GMF (2)	ACHIEVED	-	Operational	GM: Fin & HR	NOT ACHIEVED	Record of evaluations completed and proof of dates
S/O 1.6	5	Page134, Chapter 3.7.6	Stakeholder and Area Committees Participation via CEOs Forum	Needs extraction for 2015/2016 adjusted budget, 2016/2017 budget and annual PMS tools	Number of presentations to CEO Forums	2	3	2	1	NA	NA	1	1	NA	NA	-	-	-	Operational	GM: Fin & HR	NOT ACHIEVED	CEO Forum minutes and dates
S/O 1.7	5	Page134, Chapter 3.7.6	Annual PMS Tools– Public Accessibility	Annual PMS tools migration to entity's website	Website appearance of in-year review of annual performance plan by deadline	31-Jul-14	23-Jul-14	31-Jul-15	27-Jul-15	31-Jul-15	27-Jul-15	NA	NA	NA	NA	-	-	-	Operational	GM: Fin & HR	NOT ACHIEVED	Annual PMS tools submitted for uploading and proof of date
S/O 1.8	5	Page134, Chapter 3.7.6	IT and Communication Policy	Policy review	Policy Review by deadline	30-Nov-14	02-Oct-14	30-Nov-15	01-Oct-15	NA	NA	30-Nov-15	01-Oct-15	NA	NA	-	-	-	Operational	GM: Fin & HR	NOT ACHIEVED	Reviewed policy and proof of date
S/O 1.9	5	Page134, Chapter 3.7.6	Municipal Entity Website	Legislated SCM notices publication	Percentage potential notifications actually uploaded	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	See schedule	ACHIEVED	-	Operational	GM: Fin & HR	ACHIEVED	Instruction record to service provider
S/O 1.10	4	Page134, Chapter 3.7.6	S71 Financial Reporting	Monthly financial report production	Monthly reports by deadline	10 days after month end	10 days after month end	12	10	3	3	3	3	3	3	8.01 // 9.02 // 9.03	ACHIEVED	-	Operational	GM: Fin & HR	NOT ACHIEVED	Reports and proof of submission dates
S/O 1.11	4	Page134, Chapter 3.7.6	PMS Reporting	Quarterly performance report production	Quarterly reports by deadline	Quarter specific: Annual by 20 July	Quarter specific: Annual by 20 July	4	3	1	1	1	1	1	1	Mid Term report 14.01.2015	ACHIEVED	-	Operational	GM: Fin & HR	NOT ACHIEVED	Report submission and date
S/O 1.12	4	Page134, Chapter 3.7.6	Financial Planning	Mid-year adjusted budget review	S72 report produced by deadline	20-Jan-15	20-Jan-15	20-Jan-16	14-Jan-16	NA	NA	NA	NA	20-Jan-16	14-Jan-16	Mid Term Budget Adjustment 14.01.2015	ACHIEVED	-	Operational	GM: Fin & HR	NOT ACHIEVED	Mid-year budget review report and proof of submission date
S/O 1.13	4	Page134, Chapter 3.7.6	Budget Policy	Budget Policy review	Reviewed policy by deadline	31-May-15	02-Apr-15	31-May-16	-	NA	NA	NA	NA	NA	NA	-	-	-	Operational	GM: Fin & HR	ACHIEVED	Approved policy and proof of submission date
S/O 1.14	4	Page134, Chapter 3.7.6	Annual Financial Statements	Annual Financial Statements production	AFS adoption by deadline	31-Dec-14	27-Nov-14	31-Dec-15	04-Dec-15	NA	NA	31-Dec-15	04-Dec-15	NA	NA	-	-	-	Operational	GM: Fin & HR	NOT ACHIEVED	AFS adoption and proof of date
S/O 1.15	4	Page134, Chapter 3.7.6	Annual Financial Statements	Draft Annual Financial Statements and Annual Performance Report availability to the Auditor General	AFS and Annual PMS report by deadline	31-Aug-14	29-Aug-14	31-Aug-15	31-Aug-15	31-Aug-15	31-Aug-15	NA	NA	NA	NA	-	-	-	Operational	GM: Fin & HR	ACHIEVED	Submission and confirmation from the AG (SA)
S/O 1.16	4	Page134, Chapter 3.7.6	Audit Compliance	A-G Report	Unqualified Audit Opinion	Unqualified Audit Opinion	Unqualified and Clean Audit Opinion	Unqualified Audit Opinion	AG Audit report : CLEAN AUDIT	NA	NA	1	1	NA	NA	-	-	-	Operational	GM: Fin & HR	NOT ACHIEVED	Audit report from the AG (SA)

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										TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure				
S/O 1.17	4	Page134, Chapter 3.7.6	MFMA Compliance	Fruitless and wasteful expenditure	Maintain nil wasteful expenditure reported to Board	Nil	R 22	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	-	ACHIEVED	-	Operational	GM: Fin & HR	ACHIEVED	Board reports
S/O 1.18	4	Page134, Chapter 3.7.6	Budget Planning in terms of the MFMA	Draft 2015/2016 budget	Draft by deadline	25-Mar-15	05-Feb-15	25-Mar-16	14-Jan-16	NA	NA	NA	NA	25-Mar-16	14-Jan-16	Draft Budget Adopted	ACHIEVED	-	Operational	GM: Fin & HR	NOT ACHIEVED	Entity Budget submission to Ugu DM and proof of submission date
S/O 1.19	4	Page134, Chapter 3.7.6	Credit Control and Debt Collection Policy	Adopted reviewed Credit Control and Debt Collection policy by 31 May each year	Date of reviewed and approved policy	31-May-15	02-Apr-15	31-Mar-16	04-Feb-16	NA	NA	NA	NA	31-Mar-16	04-Feb-16	-	ACHIEVED	-	Operational	GM: Fin & HR	NOT ACHIEVED	Approved policy and date
S/O 1.20	4	Page134, Chapter 3.7.6	Supply Chain Management Policy	SCM Policy review	Reviewed SCM Policy by deadline	30-Jun-15	02-Apr-15	30-Jun-16	-	NA	NA	NA	NA	NA	NA	-	-	-	Operational	GM: Fin & HR	ACHIEVED	Approved policy and date
Strategic Objective #2 : To capacitate the Company in terms of personnel in accordance with the organisational organogram																						
S/O 2.0	2	Page134, Chapter 3.7.6	Recruitment	Appointments of personnel	Number of appointments made	2	6	1	3	NA	NA	1	1	NA	2	K. Khumalo 1.01.2016 //N. Radebe 1.03.2016	-	-	Operational	GM: Fin & HR	ACHIEVED	Signed Contracts
Strategic Objective #3 : Sustain and develop orations of district wide Visitor Information Centres (VIC's)																						
S/O 3.1	2	Page134, Chapter 3.7.6	Visitor Information Centres	VICs Operations	Number of VIC's maintained as operational	12	13	13	NA	NA	NA	NA	NA	NA	NA	-	-	-	Operational	GM: Fin & HR	ACHIEVED	Referral to payroll and operational spend
S/O 3.2	2	Page134, Chapter 3.7.6	New developmental VIC's at strategic geographic sites	New VIC's	Number of new VIC's (NA for 2015/2016)	1	2	NA	NA	NA	NA	NA	NA	NA	NA	-	-	-	Operational	GM: Fin & HR	ACHIEVED	NA 2015/2016
Strategic Objective #4: Provide staff development.																						
S/O 4.1	2	Page134, Chapter 3.7.6	Staff development	Short course attendance	Number of days	34	67	20	44	5	21	5	7	5	16	SCM Training / MFMA / Legislation / Events	ACHIEVED	-	R 70 143	GM: Fin & HR	ACHIEVED	Training registration documents
Strategic Objective # 5: To contribute to the growth in the District tourism economy through visitor volume griwth and the application of a Marketing Action Plan (MAP)																						
S/O5.1	3	Page134, Chapter 3.7.6	Application of marketing actions	Marketing Action Programme (MAP)	Review of 2013/2014 MAP	NA	NA	31-Mar-16	24-Mar-16	NA	NA	NA	NA	31-Mar-16	24-Mar-16	-	ACHIEVED	-				Board minutes NOTING the MAP, and proof od date of submission
S/O5.2	3	Page134, Chapter 3.7.6	South Coast brand & slogans consistency	Brand Manual for Ugu South Coast Tourism and including the South Coast Brand	2013/2014	NA	NA	NA														
S/O 5.3	3	Page134, Chapter 3.7.6	Brand application	Brand translation into tools	Percentage utilisation of selected marketing tools	80%	100%	80%	100%	80%	100%	80%	100%	80%	100%	See schedule	ACHIEVED	-	R 386 899	MKT & DEV PC // CEO	ACHIEVED	Record of selected tools using brand DNA
S/O 5.4	3	Page134, Chapter 3.7.6	Official tourism guide	Southern Explorer Route Guide	Number of editions per FY	2	2	1	NA	NA	NA	NA	NA	NA	NA	-	-	-	R 239 634	MKT PC // CEO	ACHIEVED	Southern Explorer Route Guide Publications
S/O 5.5	3	Page134, Chapter 3.7.6	Video / image library	Library development	Number of images	50	53	50	75	10	30	10	11	10	34	See schedule	ACHIEVED	-	R 10 000	MKT PC // CEO	ACHIEVED	Image portfolio with dates
S/O 5.6	3	Page134, Chapter 3.7.6	Information kiosks	Kiosk application	Installed kiosks by number	6	0	6	2	3	0	3	2	0	0	-	ACHIEVED		Operational	MKT PC // CEO	NOT ACHIEVED	Record of Installed kiosks
S/O 5.7	3	Page134, Chapter 3.7.6	Tourism Databases	Centralised database library	Library by deadline	30-Jun-15	30-Jun-15	30-Jun-16	-	NA	NA	NA	NA	NA	NA	Ongoing database coallation	-	-	Operational	MKT PC // CEO	ACHIEVED	Database portfolio with dates
S/O 5.8	3	Page134, Chapter 3.7.6	Publication distribution	Distribution agreement	Agreement by deadline	31-Dec-14	23-Dec-14	30-Jun-16	-	NA	NA	NA	NA	NA	NA	-	-	-	Operational	MKT PC // CEO	ACHIEVED	Final agreement and proof of date
S/O 5.9	3	Page134, Chapter 3.7.6	Free media exposure	Talking tourism / Tourism 360	Number of articles	42	84	45	108	10	48	10	42	10	18	See schedule	ACHIEVED	-	Operational	MKT PC // CEO	ACHIEVED	Physical Clippings / Extracts / Articles
S/O5.10	3	Page134, Chapter 3.7.6	Ad hoc media releases	Media releases	Number of media releases submitted	60	65	60	54	4	17	15	18	19	19	See schedule	ACHIEVED	-	Operational	MKT PC // CEO	NOT ACHIEVED	Copy of release with date / Emailed out to database
S/O 5.11	3	Page134, Chapter 3.7.6	Free TV exposure – generic and niche	TV	Number of broadcasts	4	6	4	11	1	3	1	6	1	2	Ombytsake / Lake Land	ACHIEVED	-	Operational	MKT PC // CEO	ACHIEVED	Confirmation / Notification schedule
S/O 5.12	3	Page134, Chapter 3.7.6	Radio exposure – generic and niche	Radio	Number of broadcasts	10	12	12	8	4	1	4	5	1	2	Consumer Watch / Metro FM	ACHIEVED	-	R 100 000	MKT PC // CEO	NOT ACHIEVED	Confirmation-Email communication / Notification schedule

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										TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure					
S/O 5.13	3	Page134, Chapter 3.7.6	Local community radio – multi lingual	Community radio	Number of campaigns broadcast	8	8	8	6	2	2	2	2	2	2	RSS / Ugu Youth	ACHIEVED	-	R 60 000	MKT PC // CEO	NOT ACHIEVED	Confirmation / Notification schedule	
S/O5.14	3	Page134, Chapter 3.7.6	Domestic market	Print and online media	Number of inserts	36	84	35	50	8	24	8	16	10	10	See schedule	ACHIEVED	-	R 1 821 821	MKT PC // CEO	ACHIEVED	Publication	
S/O 5.15	3	Page134, Chapter 3.7.6	Overseas market & International media exposure	Print and online media	Number of inserts	8	12	12	7	3	1	3	3	3	3	See schedule	ACHIEVED	-		MKT PC // CEO	NOT ACHIEVED	Publication	
S/O 5.16	3	Page134, Chapter 3.7.6	Billboard type or specific marketing tools	Use of bill boards and similar tools	Number of billboards utilised	6	7	6	11	0	4	2	4	2	3	DigiBoard /Whale deck / LE Trailer	ACHIEVED	-		MKT PC // CEO	ACHIEVED	Photograph and supplier confirmation of installation	
S/O 5.17	3	Page134, Chapter 3.7.6	Domestic market radio campaigns	Radio campaigns	Number of campaigns	2	2	2	0	NA	NA	NA	NA	NA	NA	-	-	-	link 5.12	MKT PC // CEO	NOT ACHIEVED	Confirmation / Notification schedule	
S/O5.18	3	Page134, Chapter 3.7.6	Tourism Consumer, Trade, Niche Mass Participation Events	Participation at events	Number of events	17	25	17	17	1	3	3	6	8	8	Das Boot / Beeld / meetings Africa //SC Mall/ Paddock Fishing/ Cascades Mall / Careers Expo / Scottburgh Mall	ACHIEVED	-	R 534 958	MKT PC // CEO	ACHIEVED	Participation report	
S/O5.19	3	Page134, Chapter 3.7.6	Film Prospectus	Sample Prospectus	Sample Prospectus by deadline	30-Jun-15	10-Jun-15	30-Jun-16	0	NA	NA	NA	NA	NA	NA	-	-	-	R 60 000	MKT PC // CEO	NOT ACHIEVED	Prospectus and proof of date of submission	
S/O5.20	3	Page134, Chapter 3.7.6	National / Regional Media	Trip facilitation	Number of trips	4	8	4	8	1	4	1	1	1	3	AA Traveller / On Route / Banana Boys	ACHIEVED	-	R 177 555	MKT PC // CEO	ACHIEVED	Participation report / Email correspondence	
S/O5.21	3	Page134, Chapter 3.7.6	International Media	Trip facilitation	Number of trips	2	4	2	4	NA	1	1	1	1	2	Estate Living (UK) / US Emabasy	ACHIEVED	-		MKT PC // CEO	ACHIEVED	Participation report / Email correspondence	
S/O5.22	3	Page134, Chapter 3.7.6	Tour Operators / Wholesalers	Trip facilitation	Number of trips	2	5	4	4	1	1	1	1	1	2	Bushbabies / TKZN Research	ACHIEVED	-		MKT PC // CEO	ACHIEVED	Participation report / Email correspondence	
S/O5.23	3	Page134, Chapter 3.7.6	Member Newsletters	Newsletters	Number of releases	10	10	4	3	1	1	1	1	1	1	Newsletter Q3	ACHIEVED	-	Operational	MKT PC // CEO	NOT ACHIEVED	Copy of Newsletter and Email instruction	
S/O5.24	3	Page134, Chapter 3.7.6	Member News flashes	News Flashes	Number of releases	12	56	20	49	1	19	7	20	6	10	See schedule	ACHIEVED	-	Operational	MKT PC // CEO	ACHIEVED	Copy of News flash and Email instruction	
S/O5.25	3	Page134, Chapter 3.7.6	Distribution of CEO letters to members	CEO communication	Number of releases	4	15	4	3	1	1	1	1	1	1	CEO letter to members	ACHIEVED	-	Operational	MKT PC // CEO	NOT ACHIEVED	Copy of CEO letter and Email instruction	
S/O5.26	3	Page134, Chapter 3.7.6	Distribution of Tourism Trade Newsletters	Tourism trade	Number of releases	4	4	4	3	1	1	1	1	1	1	Trade Newsletter	ACHIEVED	-	Operational	MKT PC // CEO	NOT ACHIEVED	Copy of Trade letter and Email instruction	
S/O5.27	3	Page134, Chapter 3.7.6	Sponsorships	Sponsorship Agreements	Number of sponsorship agreements	3	0	1	1	1	0	0	0	0	1	Cemair Contract	ACHIEVED	-	Operational	MKT PC // CEO	ACHIEVED	Physical document	
S/O5.28	3	Page134, Chapter 3.7.6	Summer Season Performance	Research Report	Report by deadline	31-Mar-15	02-Feb-15	31-Mar-16	07-Feb-16	NA	NA	NA	NA	31-Mar-16	07-Feb-16	Report	ACHIEVED	-	R 150 000	Dev PC // CEO	NOT ACHIEVED	Report tabled at Board and submission date	
S/O5.29	3	Page134, Chapter 3.7.6	Visitor Perception Study (Consumer Survey)	Research Report: Event performance - LED and Visitor Perception Study	Report by deadline	31 Dec 2014 and 30 June 2015	23 Dec 2014 and 19 June 2015	End Dec 2015 and End June 2016	29-Nov-15	NA	1	31-Dec-15	29-Nov-15	NA	NA	-	-	-		MKT & DEV PC // CEO	NOT ACHIEVED	Report tabled at Board and submission date	
S/O5.30	3	Page134, Chapter 3.7.6	Seasonal Status Quo Snapshots	Snapshot Reports	Number of snap shot reports	4	4	4	3	1	1	1	1	1	1	Summer Season Snapshot	ACHIEVED	-		Dev PC // CEO	NOT ACHIEVED	Snapshot reports	
S/O5.31	3	Page134, Chapter 3.7.6	Tourism product audit	Research Report	Report by deadline	30-Jun-15	0	30-Jun-16	0	NA	NA	NA	NA	NA	NA	-	-	-		Dev PC // CEO	NOT ACHIEVED	N/A	
S/O5.32	3	Page134, Chapter 3.7.6	Holistic South Coast LED Tourism Study	Completed study	Completed LED Study by deadline	NA	NA	30-Jun-16	0	NA	NA	NA	NA	NA	NA	-	-	-		N/A	NOT ACHIEVED	Completed LED study and date	
Strategic Objective #6: Utilise Events as a Conduit for Profiling the South Coast and Contribution to Visitor Growth Volume																							
S/O6.1	3	Page134, Chapter 3.7.6	In Season Events	Event support	Number of seasonal campaigns	4	4	4	3	1	1	1	1	1	1	Summer Closeout report	ACHIEVED	-	R 462 113	MKT PC // CEO	NOT ACHIEVED	Co-ordinator Closeout report	
S/O6.2	3	Page134, Chapter 3.7.6	Assistance to ad hoc events	Ad hoc events	Number of events supported	8	12	4	12	1	4	1	7	1	1	Pennington Food Festival	ACHIEVED	-	R 967 903	MKT & DEV PC // CEO	ACHIEVED	Closeout report	

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										TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure				
S/O6.3	3	Page134, Chapter 3.7.6	Internationally oriented events	Individual events support	Number of events	2	3	4	3	1	0	1	2	1	1	Lake Eland Enduro	ACHIEVED	-	R 625 100	MKT PC // CEO	NOT ACHIEVED	Closeout report
S/O6.4	3	Page134, Chapter 3.7.6	South African oriented events	Individual events support	Number of events	4	5	4	5	1	2	1	2	1	1	SC Open Tennis Tournament	ACHIEVED	-	R 610 000	MKT & DEV PC // CEO	ACHIEVED	Closeout report
S/O6.5	3	Page134, Chapter 3.7.6	Ugu district oriented events	Individual events support	Number of events	10	12	6	12	2	9	1	2	1	1	Paddock Fishing Competition	ACHIEVED	-	R 440 152	MKT & DEV PC // CEO	ACHIEVED	Area Committee minutes and / or Closeout report
S/O6.6	3	Page134, Chapter 3.7.6	Developmental events support	Ad hoc support	Number of events supported	10	15	10	9	1	3	1	1	4	5	Oneway Christmas Truck / Norweign Tourist Welcome / HCM Arts Culture Program / Ntolezi Mzani / Time Travel	ACHIEVED	-	R 293 437	Dev PC // CEO	NOT ACHIEVED	Closeout report
S/O6.7	3	Page134, Chapter 3.7.6	Event concept planning	Concept Descriptions Feasibility and Recommendation	Number of concepts by deadline	2 concepts by 2015-06-30	2 concepts by 2015-06-30	2 Concepts by 30 June 2016	29 December 2015 (1)	NA	NA	1	1	NA	NA	-	-	-	Operational	CEO	ACHIEVED	Concept and proof of date
Strategic Objective # 7: Establish and Sustain Stakeholder Communications																						
S/O 7.1	3	Page134, Chapter 3.7.6	Hosting of Board Meetings between DM and LM officials and the private sector	Board Meetings	Number of meetings	6	8	6	6	1	2	1	2	2	2	14.01 // 4.02.2016	ACHIEVED	-	Operational	CEO	ACHIEVED	Minutes
S/O 7.2	3	Page134, Chapter 3.7.6	AGM With UDM as sole shareholder	Board AGM	AGM by deadline	30-Apr-15	16-Apr-15	30-Apr-16	0	NA	NA	NA	NA	NA	NA	-	-	-	Operational	CEO	NOT ACHIEVED	Minutes and proof of date
S/O 7.3	3	Page134, Chapter 3.7.6	CEO / Area Committee Chairs Forum	Forum meetings	Number of meetings	6	6	6	4	1	1	2	2	1	1	9.02.2016	ACHIEVED	-	Operational	CEO	NOT ACHIEVED	Minutes
S/O 7.4	3	Page134, Chapter 3.7.6	Area Committee compliance	Collation of AGM records	Number of Area Committee record packs	10	10	10	0	NA	NA	NA	NA	NA	NA	On going 11	-	-	R 550 139	CEO	NOT ACHIEVED	Physical documents
S/O 7.5	3	Page134, Chapter 3.7.6	Area Committee Cluster Functions	Member engagements	Number of functions	6	13	6	8	3	2	3	6	NA	NA	-	-	-	Operational	CEO	ACHIEVED	Function record
S/O 7.6	3	Page134, Chapter 3.7.6	Operational management meetings	In-year monitoring of ops and prospects of referral to Board	Number of meetings	6	9	6	5	2	2	1	1	1	2	21.01 // 14.03	ACHIEVED	-	Operational	CEO	NOT ACHIEVED	Operation notes and presentations / minutes
S/O 7.7	3	Page134, Chapter 3.7.6	Ugu DM Development Agency Meetings	Inter entity cohesion	Number of meetings																	
S/O 7.8	3	Page134, Chapter 3.7.6	CEO Tourism Presentations To DM and LM Councils	Cohesion with political principals	Number of meetings	7	8	7	7	3	1	2	4	2	2	Umzumbie / Harding	ACHIEVED	-	Operational	CEO	ACHIEVED	DM & LM Agendas and presentations
S/O 7.9	3	Page134, Chapter 3.7.6	DM / LM officials engagement	Inter institutional cohesion	Number of engagements	38	49	28	48	7	14	7	20	7	14	See schedule	ACHIEVED	-	Operational	CEO	ACHIEVED	Contact record
S/O 7.10	3	Page134, Chapter 3.7.6	Provincial / DM / LM LED & IDP Forum meetings	Inter-sectoral cohesion	Number of meetings	8	17	8	27	2	9	2	10	2	8	See schedule	ACHIEVED	-	Operational	CEO	ACHIEVED	Minutes
S/O 7.11	3	Page134, Chapter 3.7.6	VIC Visitation	Head office / VIC ops cohesion	Number of visits	120	236	120	178	30	58	30	69	30	51	See schedule	ACHIEVED	-	Operational	Dev PC // CEO	ACHIEVED	Contact record
S/O 7.12	3	Page134, Chapter 3.7.6	New member prospects	Membership recruitment	Number of calls on prospective members	120	127	120	109	30	40	30	35	30	34	See schedule	ACHIEVED	-	Operational	Dev PC // CEO	NOT ACHIEVED	Call log
S/O 7.13	3	Page134, Chapter 3.7.6	Direct Calls to existing members	Member satisfaction and relations	Number of calls	150	152	150	103	30	32	30	31	30	40	See schedule	ACHIEVED	-	Operational	Dev PC // CEO	NOT ACHIEVED	Call log
S/O 7.14	3	Page134, Chapter 3.7.6	Recruitment of new members	Confirmation of New Paid Up Members	Number of new members	50	62	50	38	12	5	12	18	12	15	See schedule	ACHIEVED	-	Operational	Dev PC // CEO	NOT ACHIEVED	New members list
Strategic Objective #8 : Ensure Effective Awareness of Sociao-Economic Conditions through Tourism																						
S/O 8.1.1	3	Page134, Chapter 3.7.6	District wide programmes	District Tourism Awareness Programme (TAP)	2013/2014	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	-	-	-				N/A
S/O 8.1.2	3	Page134, Chapter 3.7.6	District wide programmes	TAP implementation	Number of TAP implementation reports by deadline 30 June	4	04-Jan-00	4	4	1	1	1	2	1	1	February Board report	ACHIEVED	-	Operational	Dev PC // CEO	ACHIEVED	Report and proof of submission date

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2015 ANNUAL TARGET	2015 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2016	ACTUAL ACHIEVEMENT	Q1		Q2		Q3				ANNUAL BUDGET	OWNER	ANNUAL TARGET MET : YES / NO	PORTFOLIO OF EVIDENCE	
										TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	Evidence	Achieved / Not Achieved					Corrective measure
S/O 8.2	3	Page134, Chapter 3.7.6	District wide programmes	Schools information Sessions	Number of school sessions in LMs	24	28	24	21	6	8	6	7	6	6	See schedule	ACHIEVED	-	R 126 900	Dev PC // CEO	NOT ACHIEVED	Record of Presentations / Principal sign-off
S/O8.3	3	Page134, Chapter 3.7.6	District wide programmes	Updated presentations to prospective tourism practitioners	Number of presentations	4	5	4	6	1	2	1	2	1	2	Tourism Awareness (Umuzi) // Kwandelu	ACHIEVED	-	R 71 130	Dev PC // CEO	ACHIEVED	Record of Presentations / Attendance registers
S/O 8.4	3	Page134, Chapter 3.7.6	District wide programmes	School and/or tertiary tours within the South Coast	Number of tours	6	6	6	5	2	2	2	2	0	1	Tvet Esayidi College	ACHIEVED	-	link 8.2	Dev PC // CEO	NOT ACHIEVED	Record of tours / Attendance registers
Strategic Objective #9: Capacitate People for Sustaining Livelihoods Through Tourism																						
S/O 9.1	6	Page134, Chapter 3.7.6	Emergent tourism practitioners	Mentorship and skills development	Number of training events	6	7	6	11	2	2	2	3	2	6	Int T Guide Day Celebration / Events Management (HCM/Umdoni/ezinq /Umsumbi/ Harding)	ACHIEVED	-	R 200 000	Dev PC // CEO	ACHIEVED	Record of Engagement
S/O 9.2	6	Page134, Chapter 3.7.6	Emergent businesses	Emerging enterprise participation at events - facilitation	Number of events	3	8	3	8	NA	5	1	2	1	1	Crefters at KZN Tennis	ACHIEVED	-		Dev PC // CEO	ACHIEVED	Record of promotion
S/O 9.3	6	Page134, Chapter 3.7.6	Graduates for the tourism sector	Mentorship / placement of graduates	Number of graduates listed for placement	35	61	75	58	15	21	15	11	15	26	CV's received	ACHIEVED	-	R 296 606	Dev PC // CEO	NOT ACHIEVED	Record of Mentorship/Placement capability
S/O 9.4	6	Page134, Chapter 3.7.6	Emergent businesses within Southern Explorer	Free advertising for emerging tourism practitioners	Number of adverts	40	47	20	0	NA	NA	NA	NA	NA	NA	-	-	-	R 238 424	Dev PC // CEO	NOT ACHIEVED	Record of Placement
S/O 9.5	6	Page134, Chapter 3.7.6	South Coast Tourism Empowerment Protocol	Adoption of Protocol	NA 2015/2016	NA	NA															
Strategic Objective #10: Ensure participation in tourism management and ownership of tourism products by local communities																						
S/O 10.1	5	Page134, Chapter 3.7.6	PDI representation on Ugu South Coast Tourism Area Committees	Appropriate reps identification	Number of PDI reps on area committees	11	11	11	11	11	11	NA	NA	NA	NA	-	-	Continuous participation in the AC meetings	Operational	Dev PC // CEO	ACHIEVED	Record of PDI representation on Area Committee in minutes
S/O 10.2	5	Page134, Chapter 3.7.6	Emergent products and services (mainly hinterland) within each LM	Feasibility/ viability template utilisation	Number of templates completed	12	12	12	9	3	3	3	3	3	3	Game Reserve & Tourist Centre (Merchison) / Dazela Guest House (Umtwalume / Curio Shop (Boboyi)	ACHIEVED	-	Operational	Dev PC // CEO	NOT ACHIEVED	Hard copies of template completed
Strategic Objective #11: Develop unique and sustainable tourism products and events																						
S/O 11.1	3	Page134, Chapter 3.7.6	Eco-Cultural / Activity Trails Network (hinterland and coastal) for the District	Concept Document formulation for stakeholder engagement	2013/2014	NA	NA	N/A	NA	NA	NA	NA	NA	NA	NA	-	-	-	-	N/A		
S/O 11.2	3	Page134, Chapter 3.7.6	Roll Out Phases for 11.1 above	Individual product support	Number of products	4	5	4	4	1	1	1	2	1	1	TAP Board reports	ACHIEVED	-	R 500 000	Dev PC // CEO	ACHIEVED	Quartely report on Product
S/O 11.3	3	Page134, Chapter 3.7.6	Product development	KwaXolo Caves	Number of progress reports to Board	4	6	4	4	1	1	1	2	1	1	TAP Board reports	ACHIEVED	-	R 400 000	Dev PC // CEO	ACHIEVED	Quarterly reports
S/O 11.4	3	Page134, Chapter 3.7.6	Product development	Ntelezi Msami Heritage Project	Number of progress reports to Board	4	4	4	4	1	1	1	2	1	1	TAP Board reports	ACHIEVED	-		Dev PC // CEO	ACHIEVED	Quarterly reports
S/O 11.5	3	Page134, Chapter 3.7.6	Product Development	Big 5 (Emaweni)	Completion by deadline	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	-	-	-		Dev PC // CEO	ACHIEVED	N/A
S/O 11.6	3	Page134, Chapter 3.7.6	Product Development	Big 5 (Emaweni) Project reports of project progression	Quarterly reports	3	4	Target removed												Target removed		Target removed
S/O 11.7	3	Page134, Chapter 3.7.6	Development Events	Responses to requests for support	Percentage of ad hoc requests that are supported that meet the criteria	80%	76%	80%	100%	80%	100%	80%	100%	80%	100%	Ugu FF / AFRiOdizisa / Norway Tourist Welcome / Red Desert Moon-declined	ACHIEVED	Budget restricted / YTD Achieved	R 60 000	Dev PC // CEO	ACHIEVED	Quarterly reports
Strategic Objective #12: Ensure that DM/LM coastal management / development projects are activated																						

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2015 ANNUAL TARGET	2015 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2016	ACTUAL ACHIEVEMENT	Q1		Q2		Q3					ANNUAL BUDGET	OWNER	ANNUAL TARGET MET : YES / NO	PORTFOLIO OF EVIDENCE
										TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure				
S/O 12.1	3	Page134, Chapter 3.7.6	Beach product development and upgrades	Oversight contribution to beach upgrades	CEO's collation of Annual status quo reports for 3 LMs with beaches by deadline	30-Jun-15	05-Jun-15	30-Jun-16	0	NA	NA	NA	NA	NA	NA	-	-	-	Operational	Dev PC // CEO	NOT ACHIEVED	Record of Status Quo Reports from DM/LMs and Communication with DM/LMs and other facilitating agencies
Strategic Objective #13 Create an enabling environment for tourism investment																						
S/O 13.1	3	Page134, Chapter 3.7.6	Partnership with Development Agency	Portfolio of Desired Tourism Investment Initiatives / Projects	2013/2014	Target removed																
S/O 13.2	3	Page134, Chapter 3.7.6	Partnership with Development Agency	Investment prospectus	As per number and prospectus date																	
S/O 13.3	3	Page134, Chapter 3.7.6	Partnership with Development Agency	Tourism sector support to Development Agency	Percentage of ad hoc requests for input that are met																	
Strategic Objective #14: Ensure that tourism support infrastructure is adequately provided and/or maintained																						
S/O 14.1	3	Page134, Chapter 3.7.6	Partnership with stakeholders	Tourism support infrastructure	Percentage of ad hoc requests for tourism support infrastructure that are taken to conclusion	80%	100%	80%	100%	80%	100%	80%	100%	80%	100%	See schedule	ACHIEVED	-	Operational	Dev PC // CEO	ACHIEVED	Record of requests and facilitation assistance