

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2016		ANNUAL TARGET 30 June 2017	ACTUAL ACHIEVEMENT (Year to Date)	YEAR UNDER REVIEW 2016/ 2017										Mid Year Targets Summarised 2016 / 2017					OWNER	PORTFOLIO OF EVIDENCE		
						2016 ANNUAL TARGET	2016 ACTUAL ACHIEVEMENT			Q1					Q2					MID YEAR TARGETS	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measures // Comments				
							TARGET			ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments										
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-15	02-Oct-15	30-Nov-16	06-Oct-16	NA	NA	-	-	-	30-Nov-16	06-Oct-16	Risk Register submitted to Board	ACHIEVED	-	30-Nov-16	06-Oct-16	Risk Register submitted to Board	ACHIEVED	-	-	GM: Fin & HR	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-15	01-Oct-15	30-Oct-16	06-Oct-16	NA	NA	-	-	-	30-Oct-16	06-Oct-16	Board approved Risk Management Policy	ACHIEVED	-	30-Oct-16	06-Oct-16	Board approved Risk Management Policy	ACHIEVED	-	-	GM: Fin & HR	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%	No queries	ACHIEVED	-	100%	100%	Management Corrective Measures	ACHIEVED	-	100%	100%	Management Corrective Measures	ACHIEVED	-	-	GM: Fin & HR	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-15	14-Jan-16	30-Nov-16	-	NA	NA	-	-	Letters sent to Mayors for meeting	30-Nov-16	-	-	NOT ACHIEVED	Strategic session to take place in January 2017 for new 5 year Strategy	30-Nov-16	-	-	NOT ACHIEVED	Strategic session to take place in January 2017 for new 5 year Strategy	-	GM: Fin & HR	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 end January 2016	Quarter specific: Annual by end January 2016	Quarter specific: Annual by 30 January 2017	Q2: 2 reviews done 19 October 2016	NA	NA	Q4 (2016) only reviewed in December / January	-	-	2	2	Verbal performance reviews completed :19.10.2016	ACHIEVED	-	2	2	Verbal performance reviews completed :19.10.2016	ACHIEVED	-	-	GM: Fin & HR	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 2016/2017 adjusted budget, 2017/2018 budget and annual PMS tools	Number of presentations to CEO Forums	2	3	2	1	NA	NA	-	-	-	1	1	13.12.2016	ACHIEVED	-	1	1	13.12.2016	ACHIEVED	-	-	GM: Fin & HR	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-15	27-Jul-15	31-Jul-16	29-Jul-16	31-Jul-16	29-Jul-16	Email instructions	ACHIEVED	-	NA	NA	-	-	-	31-Jul-16	29-Jul-16	Email instructions	N/A ACHIEVED	-	-	GM: Fin & HR	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-15	01-Oct-15	30-Nov-16	06-Oct-16	NA	NA	-	-	-	30-Nov-16	06-Oct-16	Board Approved IT & Communication Policy	ACHIEVED	-	30-Nov-16	06-Oct-16	Board Approved IT & Communication Policy	ACHIEVED	-	-	GM: Fin & HR	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%	see schedule	ACHIEVED	-	100%	100%	See schedule	ACHIEVED	-	100%	100%	See schedule	ACHIEVED	-	-	GM: Fin & HR	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	12-Jan-00	12	12	6	3	3	6.07 // 11.08 // 7.09	ACHIEVED	-	3	3	11.10 // 8.11 // 7.12	ACHIEVED	-	6	6	Completed reports	ACHIEVED	-	-	GM: Fin & HR	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	4	4	4	2	1	1	6 July 2016 - Q4 PMS report submission	ACHIEVED	-	1	1	Q1 PMS report submission: 5.10.2016	ACHIEVED	-	2	2	Completed reports	ACHIEVED	-	-	GM: Fin & HR	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-16	14-Jan-16	20-Jan-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	-	GM: Fin & HR	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-16	07-Apr-16	31-May-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	-	GM: Fin & HR	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-15	04-Dec-15	31-Dec-16	09-Dec-16	NA	NA	-	-	-	31-Dec-16	09-Dec-16	AFS and Annual Report adopted by Board	ACHIEVED	-	31-Dec-16	09-Dec-16	AFS and Annual Report adopted by Board	ACHIEVED	-	-	GM: Fin & HR	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-15	31-Aug-15	31-Aug-16	31-Aug-16	31-Aug-16	31-Aug-16	Draft Annual report & AFS - Letter receipt AG	ACHIEVED	-	NA	NA	-	-	-	31-Aug-16	31-Aug-16	Draft Annual report & AFS - Letter receipt AG	ACHIEVED	-	-	GM: Fin & HR	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	AG Audit report : CLEAN AUDIT	Unqualified Audit Opinion	AG Audit report : CLEAN AUDIT	NA	NA	-	-	-	1	1	AG Audit report : CLEAN AUDIT	ACHIEVED	-	1	1	AG Audit report : CLEAN AUDIT	ACHIEVED	-	-	GM: Fin & HR	Audit report from the AG (SA)	
S/O 1.17	4	Page134, Chapter 3.7.6	MFMA Compliance	Fruitless and wasteful expenditure	Controlled Fruitless & Wasteful expenditure as a % of Total Expenditue reported to Board	<1%	<1%	< 1%	Nil	Nil	Nil	-	ACHIEVED	-	Nil	Nil	-	ACHIEVED	-	Nil	Nil	See schedule	ACHIEVED	-	-	GM: Fin & HR	Board reports, with Register if fruitless & wasteful expenditure - with calculations	
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-16	14-Jan-16	25-Mar-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	-	GM: Fin & HR	Entity Budget submission to Ugu DM and proof of submission date	

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										TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure //	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure //	Comments							
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-Mar-16	04-Feb-16	31-Mar-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	-	NA	NA	-	-	-	GM: Fin & HR	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-16	07-Apr-16	30-Jun-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	-	NA	NA	-	-	-	GM: Fin & HR	Approved policy and date
S/O 1.21 (NEW)	4	Page134, Chapter 3.7.6	Treasury Compliance	MSCOA implementation	MSCOA ready for implementation by deadline			30-Jun-17	NA	NA	NA	on-going annual target to 30.06.2016	-	-	NA	NA	Ongoing - IDP submitted 30 November 2016	-	-	-	NA	NA	Ongoing - IDP submitted 30 November 2016	-	-	GM: Fin & HR	Approved MSCOA 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	1	3	0	NA	NA	NA	-	-	-	NA	NA	-	-	-	-	NA	NA	-	-	-	GM: Fin & HR	Signed Contracts
Strategic Objective #3 : Sustain and develop operations 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	13	13	13	NA	NA	NA	on-going annual target 13 including WCS	ACHIEVED	-	NA	NA	-	-	-	-	NA	NA	-	-	-	GM: Fin & HR	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)	NA	NA	NA	NA	NA	NA	-	-	-	NA	NA	-	-	-	-	NA	NA	-	-	-	GM: Fin & HR	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	20	70	20	14	5	12	mSCOA // INFO	ACHIEVED	-	5	2	See schedule	NOT ACHIEVED	Year to date target met	-	10	14	See schedule	ACHIEVED	-	GM: Fin & HR	Training registration documents
Strategic Objective # 5: To contribute to the growth in the District tourism economy through visitor volume growth 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	31-Mar-16	24-Mar-16	NA	NA	NA	NA	-	-	-	NA	NA	-	-	-	-	NA	NA	-	-	-		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%	see schedule	ACHIEVED	-	80%	100%	See schedule	ACHIEVED	-	-	80%	100%	See schedule	ACHIEVED	-	MKT & DEV PC // CEO	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	1	1	1	NA	NA	NA	-	-	-	NA	NA	-	-	Publication due Q4.	-	NA	NA	-	-	Publication due Q4.	MKT PC // CEO	Southern Explorer Route Guide Publications
S/O 5.5	3	Page134, Chapter 3.7.6	Video / image library	Library development	Number of images	50	105	50	42	10	10	Photos & Videos	ACHIEVED	-	10	32	Photos & Videos	ACHIEVED	-	-	20	42	Photos & Videos	ACHIEVED	-	MKT PC // CEO	Image portfolio with dates
S/O 5.6	3	Page134, Chapter 3.7.6	Information kiosks	Kiosk application	Installed kiosks by number	6	6	6	0	0	0	-	ACHIEVED	Service provider appointed. Pending installations - Quarter 2	3	0	-	NOT ACHIEVED	Twent / Southport / Hibberdene to be installed by 30 January 2017	-	3	0	-	NOT ACHIEVED	Twent / Southport / Hibberdene to be installed by 30 January 2017	MKT PC // CEO	Record of Installed kiosks
S/O 5.7	3	Page134, Chapter 3.7.6	Tourism Databases	Centralised database library	Library by deadline	30-Jun-16	10-Jun-16	30-Jun-17	NA	NA	NA	Ongoing database collation YTD 4	-	-	NA	NA	Ongoing database collation	-	-	-	NA	NA	-	-	Ongoing database collation	MKT PC // CEO	Database portfolio with dates
S/O 5.8	3	Page134, Chapter 3.7.6	Publication distribution	Distribution agreement	Agreement by deadline	30-Jun-16	22-Jun-16	30-Jun-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	-	NA	NA	-	-	Due in Q4 on receipt of publication	MKT PC // CEO	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	45	132	45	90	10	42	see schedule	ACHIEVED	-	10	48	See schedule	ACHIEVED	-	-	20	90	See schedule	ACHIEVED	Target to be reviewed;	MKT PC // CEO	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	78	64	34	8	18	see schedule	ACHIEVED	-	15	16	See schedule	ACHIEVED	-	-	23	34	See schedule	ACHIEVED	-	MKT PC // CEO	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	13	8	7	2	3	DSTV - Ignition (Wild Coast Drift) // DSTV - Ignition/Drive // SuperSport 1 - SuperGolf (Jnr Challenge)	ACHIEVED	-	2	4	KZN Dezire Drag // Ignition // UguFF // eNCA //	ACHIEVED	-	-	4	7	See schedule	ACHIEVED	-	MKT PC // CEO	Confirmation / Notification schedule
S/O 5.12	3	Page134, Chapter 3.7.6	Radio exposure – generic and niche	Radio	Number of broadcasts	12	12	12	6	4	4	Mix FM // Metro FM (2) // Ukhozi FM	ACHIEVED	-	4	2	Radio Jakananda // SAPA	NOT ACHIEVED	-	-	8	6	See schedule	NOT ACHIEVED	-	MKT PC // CEO	Confirmation-Email communication / Notification schedule
S/O 5.13	3	Page134, Chapter 3.7.6	Local community radio – multi lingual	Community radio	Number of campaigns broadcast	8	8	12	5	3	2	RSS / UGU Youth	NOT ACHIEVED	Looking for additional local station that is registered on CSD	3	3	RSS / Ugu Youth (2)	ACHIEVED	-	-	6	5	See schedule	NOT ACHIEVED	Looking for additional local station that is registered on CSD, or Target will be reduced in Review.	MKT PC // CEO	Confirmation / Notification schedule
S/O5.14	3	Page134, Chapter 3.7.6	Domestic market	Print and online media	Number of inserts	35	71	37	28	10	12	see schedule	ACHIEVED	-	8	16	See schedule	ACHIEVED	-	-	18	28	See schedule	ACHIEVED	-	MKT PC // CEO	Publication
S/O 5.15	3	Page134, Chapter 3.7.6	Overseas market & International media exposure	Print and online media	Number of inserts	12	12	13	8	3	2	Equinox / Intrepid	NOT ACHIEVED	Pending receipt of ABTA publication	3	6	See schedule	ACHIEVED	-	-	6	8	See schedule	ACHIEVED	-	MKT PC // CEO	Publication

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										TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments								
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	15	8	4	2	2	DigBoard / MTB Billboard	ACHIEVED	-	2	2	Sroom Mixed Classic / PMB Street Ads	ACHIEVED	-	4	4	See schedule	ACHIEVED	-	MKT PC // CEO	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	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	MKT PC // CEO	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	22	17	7	1	4	Lions Show / Getaway Show / KZN Travel / MEC Tourism Month launch	ACHIEVED	-	3	3	Sets / Mayors Road Block / Margate Air Show	ACHIEVED	-	4	7	See schedule	ACHIEVED	-	MKT PC // CEO	Participation report	
S/O5.19	3	Page134, Chapter 3.7.6	Film Prospectus	Sample Prospectus	Sample Prospectus by deadline	30-Jun-16	23-Jun-16	30-Jun-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	MKT PC // CEO	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	11	8	9	2	6	Mix FM (Lions Show) // Daily Sun (Maidens) // SAT Fam Trip (Genetics) // Metro FM (Adventure - Estns) // Daily Sun & EstekuHalezi (Amakhosha Arts) // MEC Launch	ACHIEVED	-	2	3	Local Media Fam Trip / Gas Magazine (Dzize) // ECR	ACHIEVED	-	4	9	See schedule	ACHIEVED	-	MKT PC // CEO	Participation report / Email correspondence	
S/O5.21	3	Page134, Chapter 3.7.6	International Media	Trip facilitation	Number of trips	2	4	2	3	NA	2	DIFF // Ghanaian Trips	ACHIEVED	-	1	1	Explore SA	ACHIEVED	-	1	3	See schedule	ACHIEVED	-	MKT PC // CEO	Participation report / Email correspondence	
S/O5.22	3	Page134, Chapter 3.7.6	Tour Operators / Wholesalers	Trip facilitation	Number of trips	4	5	4	3	1	2	Cemair // SAT Operators	ACHIEVED	-	1	1	Great Escapes	ACHIEVED	-	2	3	See schedule	ACHIEVED	-	MKT PC // CEO	Participation report / Email correspondence	
S/O5.23	3	Page134, Chapter 3.7.6	Member Newsletters	Newsletters	Number of releases	4	4	4	2	1	1	Newsletter Q1	ACHIEVED	-	1	1	Newsletter Q2	ACHIEVED	-	2	2	Newsletters	ACHIEVED	-	MKT PC // CEO	Copy of Newsletter and Email instruction	
S/O5.24	3	Page134, Chapter 3.7.6	Member News flashes	News Flashes	Number of releases	20	55	20	17	5	6	see schedule	ACHIEVED	-	5	11	See schedule	ACHIEVED	-	10	17	See schedule	ACHIEVED	-	MKT PC // CEO	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	5	4	3	1	1	CEO Letter to members	ACHIEVED	-	1	2	CEO Letter to Members (Oct & Dec)	ACHIEVED	-	2	3	CEO letters	ACHIEVED	-	MKT PC // CEO	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	2	1	1	Trade newsletter	ACHIEVED	-	1	1	Trade Newsletter	ACHIEVED	-	2	2	Trade Newsletters	ACHIEVED	-	MKT PC // CEO	Copy of Trade letter and Email instruction	
S/O5.27	3	Page134, Chapter 3.7.6	Sponsorships	Sponsorship Agreements	Number of sponsorship agreements	1	1	1	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	MKT PC // CEO	Physical document	
S/O5.28	3	Page134, Chapter 3.7.6	Summer Season Performance	Research Report	Report by deadline	31-Mar-16	07-Feb-16	31-Mar-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	Dev PC // CEO	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	End Dec 2015 and End June 2016	29 Nov 2015 and 28 June 2016	End Dec 2016 and End June 2017	09-Dec-16	NA	NA	-	-	-	31-Dec-16	09-Dec-16	Portuguese Festival	ACHIEVED	-	31-Dec-16	09-Dec-16	Portuguese VRS	ACHIEVED	-	MKT & DEV PC // CEO	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	2	1	1	Winter Holiday Snapshot	ACHIEVED	-	1	1	Spring report	ACHIEVED	-	2	2	2 Snapshot reports	ACHIEVED	-	Dev PC // CEO	Snapshot reports	
S/O5.31	3	Page134, Chapter 3.7.6	Tourism product audit	Research Report	Report by deadline	30-Jun-16	19-May-16	NA	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	Dev PC // CEO	N/A	
S/O5.32	3	Page134, Chapter 3.7.6	Holistic South Coast LED Tourism Study	Completed study	Completed LED Study by deadline	30-Jun-16	20-Apr-16	NA	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	N/A	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	2	1	1	Winter Closeout (Sardine)	ACHIEVED	-	1	1	Spring Closeout	ACHIEVED	-	2	2	Reports	ACHIEVED	-	MKT PC // CEO	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	4	14	4	2	1	1	Sardine Festival	ACHIEVED	-	1	1	SB Mixed Classic	ACHIEVED	-	2	2	See schedule	ACHIEVED	-	MKT & DEV PC // CEO	Closeout report	
S/O6.3	3	Page134, Chapter 3.7.6	Internationally oriented events	Individual events support	Number of events	4	5	4	4	1	1	Junior Africa Golf Challenge (UK, Kenya & Mauritius)	ACHIEVED	-	1	3	Race the Wild Coast //Tamil Association // Matat to Port	ACHIEVED	-	2	4	See schedule	ACHIEVED	-	MKT PC // CEO	Closeout report	
S/O6.4	3	Page134, Chapter 3.7.6	South African oriented events	Individual events support	Number of events	4	6	6	4	1	1	SCT Grom Surfing Competition	ACHIEVED	-	2	3	Lake Eland Mile // MTB Series // Summer Heat	ACHIEVED	-	3	4	See schedule	ACHIEVED	-	MKT & DEV PC // CEO	Closeout report	
S/O6.5	3	Page134, Chapter 3.7.6	Ugu district oriented events	Individual events support	Number of events	6	15	6	3	2	2	Maidens Ceremony // Umuzwabantu Show	ACHIEVED	Pending receipt of the Umuzwabantu Show Closeout report	1	1	Turton Beach Music Festival	ACHIEVED	-	3	3	See schedule	ACHIEVED	-	MKT & DEV PC // CEO	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	12	10	9	3	6	Inkundla Theatre / Amakhosha Arts / UFT / Time Travel Southwast / Mt Nebo // Umtsalume Maskandi Fest.	ACHIEVED	-	2	3	ISO Alfred County / Kids & Teens Tropical Nights/ Orchids	ACHIEVED	-	5	9	See schedule	ACHIEVED	-	Dev PC // CEO	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 30 June 2016	29 December 2015 (1) and 13 June 2016 (2)	2 Concepts by 30 June 2017	1 : 9 December 2016	NA	NA	-	-	-	1 : 31 December 2016	1 : 9 December 2016	SC Bike Festival: 9.12.2016	NOT ACHIEVED	-	1 : 31 December 2016	1 : 9 December 2016	SC Bike Festival: 9.12.2016	ACHIEVED	-	CEO	Concept and proof of date	
Strategic Objective # 7: Establish and Sustain Stakeholder Communications																											

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2016 ANNUAL TARGET	2016 ACTUAL ACHIEVEMENT	ANNUAL TARGET 30 June 2017	ACTUAL ACHIEVEMENT (Year to Date)	Q1					Q2					MID YEAR TARGETS	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measures // Comments	OWNER	PORTFOLIO OF EVIDENCE
										TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments							
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	9	6	4	1	1	26.08.2016	ACHIEVED	-	1	3	6.10.16 / 13.10.2016 / 9.12.2016	ACHIEVED	-	2	4	Minutes	ACHIEVED	-	CEO	Minutes
S/O 7.2	3	Page134, Chapter 3.7.6	AGM With UDM as sole shareholder	Board AGM	AGM by deadline	30-Apr-16	26-Apr-16	30-Apr-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	CEO	Agenda and prior year minutes
S/O 7.3	3	Page134, Chapter 3.7.6	CEO / Area Committee Chairs Forum	Forum meetings	Number of meetings	6	6	6	3	1	1	30.08.2016	ACHIEVED	-	2	2	11.10.16 // 13.12.2016	ACHIEVED	-	3	3	Minutes	ACHIEVED	-	CEO	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	11	10	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	CEO	Physical documents
S/O 7.5	3	Page134, Chapter 3.7.6	Area Committee Cluster Functions	Member engagements	Number of functions	6	11	6	3	3	1	28.09 (Hibb & Umzumbi)	NOT ACHIEVED	Taking place in October	3	2	Margate / Shelly Beach	NOT ACHIEVED	Postponed to Q3 - in conjunction with AGM's	6	3	See schedule	NOT ACHIEVED	Postponed to Q3 - in conjunction with AGM's	CEO	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	6	6	3	2	2	12.08 // 29.09	ACHIEVED	-	1	1	5.12.2016	ACHIEVED	-	3	3	Minutes	ACHIEVED	-	CEO	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	7	7	2	3	1	25.07 (Ray Nkonyeni)	NOT ACHIEVED	Scheduling in Oct/Nov due to new council appointments	2	1	Umdoni Council	NOT ACHIEVED	Umzumbi postponed: Rescheduling for Q3	5	2	RNM & Umdoni presentations done	NOT ACHIEVED	Pending Council confirmation for Umuziwabantu & Umzumbi. Target will also be reduced due to Amalgamation of LM's	CEO	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	28	70	28	31	7	18	see schedule	ACHIEVED	-	7	13	See schedule	ACHIEVED	-	14	31	See schedule	ACHIEVED	-	CEO	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	35	8	11	2	4	see schedule	ACHIEVED	-	2	7	See schedule	ACHIEVED	-	4	11	See schedule	ACHIEVED	-	CEO	Attendance register / Contact record
S/O 7.11	3	Page134, Chapter 3.7.6	VIC Visitation	Head office / VIC ops cohesion	Number of visits	120	229	120	137	30	64	see schedule	ACHIEVED	-	30	73	See schedule	ACHIEVED	-	60	137	See schedule	ACHIEVED	-	Dev PC // CEO	Contact record
S/O 7.12	3	Page134, Chapter 3.7.6	New member prospects	Membership recruitment	Number of calls on prospective members	120	143	120	63	30	31	see schedule	ACHIEVED	-	30	32	See schedule	ACHIEVED	-	60	63	See schedule	ACHIEVED	-	Dev PC // CEO	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	165	150	94	30	35	see schedule	ACHIEVED	-	30	59	See schedule	ACHIEVED	-	60	94	See schedule	ACHIEVED	-	Dev PC // CEO	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	50	50	20	12	12	see schedule	ACHIEVED	-	12	8	See schedule	NOT ACHIEVED	-	24	20	See schedule	NOT ACHIEVED	This area to be focussed on in Q3 and Q4	Dev PC // CEO	New members list
Strategic Objective #8 : Ensure Effective Awareness of Socio-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	6	4	3	1	1	Board report 26.08.2016	ACHIEVED	-	1	2	Board Oct / Dec reports	ACHIEVED	-	2	3	TAP reports to Board	ACHIEVED	-	Dev PC // CEO	Report and proof of submission date
S/O 8.2	3	Page134, Chapter 3.7.6	District wide programmes	Schools information Sessions	Number of school sessions in LMs	24	27	24	12	6	6	see schedule	ACHIEVED	-	6	6	See schedule	ACHIEVED	-	12	12	See schedule	ACHIEVED	-	Dev PC // CEO	Record of Presentations / Principal sign-off
S/O 8.3	3	Page134, Chapter 3.7.6	District wide programmes	Updated presentations to prospective tourism practitioners	Number of presentations	4	9	6	5	1	2	KwaMadlala Tribal Court / Wooyane Sports Centre	ACHIEVED	-	2	3	Umuziwabantu & Umdoni Tourism Awareness // Umzumbi Time Travel	ACHIEVED		3	5	See schedule	ACHIEVED	-	Dev PC // CEO	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	9	6	5	2	3	Oribi Gorge Tours (6 schools) Qhinga HS / Buhlebethu HS / Shokolethu HS / Qhaka HS / Zutheliso HS / Zithokozise HS	ACHIEVED	-	2	2	11 Schools participated	ACHIEVED	-	4	5	See schedule	ACHIEVED	-	Dev PC // CEO	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	14	6	8	2	3	Basic Business Skills - SEDA / BBEE Training workshop / 2 Guides on Russian Training	ACHIEVED	-	2	5	Zanele & Siba (Women in Tourism) // Marketing Skills Training (Harding & Umdoni) // Senzo Talland // Sunny & Safe - Wesse	ACHIEVED	-	4	8	See schedule	ACHIEVED	-	Dev PC // CEO	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	15	3	13	NA	11	see schedule	ACHIEVED	-	1	2	Misenti Cultural Group (Blue Flag Launch) / Crafters @ SC Orchid	ACHIEVED	-	1	13	See schedule	ACHIEVED	-	Dev PC // CEO	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	75	97	75	40	15	24	CV's received	ACHIEVED	-	15	16	CV's received	ACHIEVED	-	30	40	CV received	ACHIEVED	-	Dev PC // CEO	Record of Mentorship/Placement capability

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2016 ANNUAL TARGET	2016 ACTUAL ACHIEVEMENT	ANNUAL TARGET 30 June 2017	ACTUAL ACHIEVEMENT (Year to Date)	Q1					Q2					MID YEAR TARGETS	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measures // Comments	OWNER	PORTFOLIO OF EVIDENCE	
										TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments	TARGET	ACTUAL	Evidence	Achieved / Not Achieved	Corrective measure // Comments								
S/O 9.4	6	Page134, Chapter 3.7.6	Emergent businesses within Southern Explorer	Free advertising for emerging tourism practitioners	Number of adverts	20	21	20	NA	NA	NA	-	-	NA	NA	-	-	working on new lists - currently 20	NA	NA	-	-	working on new lists - currently 20	Dev PC // CEO	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	NA 2017																			
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	9	11	9	see schedule	NOT ACHIEVED	Encouraging PDI participation on Area Committees	NA	NA	-	-	Continuous participation in the AC meetings - currently 8	11	9	See schedule	NOT ACHIEVED	Continuous participation in the AC meetings - currently 8	Dev PC // CEO	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	8	3	4	Gobhela Arts & Craft Centre / Mandawee Shisanyama / Adventure Sports / Murchison Bottlestore & Bar	ACHIEVED	-	3	4	Amahlongwe Business Centre // Mansfield 888 and Security / Joshua 24 Meet // Ollis Lodge & Function Palace	ACHIEVED	-	6	8	See schedule	ACHIEVED	-	Dev PC // CEO	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	N/A	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	6	4	3	1	1	Board report 26.08.2016	ACHIEVED	-	1	2	TAP Board reports	ACHIEVED	-	2	3	TAP reports to Board	ACHIEVED	-	Dev PC // CEO	Quarterly 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	3	1	1	Board report 26.08.2016	ACHIEVED	-	1	2	TAP Board reports	ACHIEVED	-	2	3	TAP reports to Board	ACHIEVED	-	Dev PC // CEO	Quarterly reports	
S/O 11.4	3	Page134, Chapter 3.7.6	Product development	Ntelezi Msani Heritage Project	Number of progress reports to Board	4	6	4	3	1	1	Board report 26.08.2016	ACHIEVED	-	1	2	TAP Board reports	ACHIEVED	-	2	3	TAP reports to Board	ACHIEVED	-	Dev PC // CEO	Quarterly reports	
S/O 11.5	3	Page134, Chapter 3.7.6	Product Development	Big 5 (Emaweni)	Completed	NA	NA		0	N/A																	
S/O 11.6	3	Page134, Chapter 3.7.6	Product Development	New Projects Identified	Quarterly reports	NA	NA	NEW DEVELOPMENT PROJECTS :: ie: Hlanganani Park ... TBA	1	1	1	Board report 26.08.2016	ACHIEVED	Great Drives Out - Nyandazule	NA	NA	-	-	Refurbishment: Margate Whale Deck approved Dec 2016.	1	1	Board report 26.08.2016	N/A ACHIEVED	Great Drives Out - Nyandazule	Dev PC // CEO	Quarterly reports	
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%	94%	80%	94%	80%	1	see schedule	ACHIEVED	-	80%	89%	See schedule	ACHIEVED	-	80%	94%	See schedule	ACHIEVED	-	Dev PC // CEO	Quarterly reports	
Strategic Objective #12: Ensure that DM/LM coastal management / development projects are activated																											
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-16	15-Jun-16	30-Jun-17	NA	NA	NA	-	-	-	NA	NA	-	-	-	NA	NA	-	-	-	Dev PC // CEO	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%	see schedule	ACHIEVED	-	80%	100%	See schedule	ACHIEVED	-	80%	100%	See schedule	ACHIEVED	-	Dev PC // CEO	Record of requests and facilitation assistance	