						YEAR UNDER REVIEW 2018 / 2019								
									Progress, Challenges & Remedial					
S/O #	**PROGRAMME**	**PROJECT**	**KPI**	**ANNUAL TARGET 30 June 2019**	**ACTUAL ACHIEVEMENT**	**TARGET**	**ACTUAL**	**Evidence**	**Achieved / Not Achieved**	**Blockages / Challenges**	**Measures to improve Performance**	**Revised timeframes to achieve**	**PORTFOLIO OF EVIDENCE**	**INTERNAL AUDIT COMMENTS**
S/O 1.3	Internal Audit & Auditor General queries	AG & Internal Audit queries resolution	Percentage of AG / Internal Audit queries resolved per quarter	100%	100%	100%	100%	Corrective actions summation	**ACHIEVED**	-	-	-	Corrective actions summation submissions to Audit Committee	√
S/O 1.7	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-18	31-Jul-18	31-Jul-18	31-Jul-18	-	**ACHIEVED**	-	-	-	Annual PMS tools submitted for uploading and proof of date	√
S/O 1.9	Municipal Entity Website	Legislated SCM notices publication	Percentage potential notifications actually uploaded to website	100%	100%	100%	100%	None to upload	**ACHIEVED**	-	-	-	Instruction record to service provider & evidence of upload	√
S/O 1.10	S87 Financial Reporting	Monthly financial report production	Number of Monthly reports by deadline	12	3	3	3	-	**ACHIEVED**	-	-	-	Reports and proof of submission dates to Parent and Treasury	√
S/O 1.11	PMS Reporting	Quarterly performance report production	Quarterly reports by deadline	4	1	1	1	-	**ACHIEVED**	-	-	-	Report submission to Parent and date	√
S/O 1.15	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-18	30-Aug-18	31-Aug-18	30-Aug-18	-	**ACHIEVED**	-	-	-	Submission and confirmation from the AG (SA)	√
S/O 1.17	MFMA Compliance	Fruitless and wasteful expenditure	Controlled Fruitless & Wasteful expenditure as a % of Total Expenditure reported to Board	< 1%	0.0%	< 1%	0	-	**ACHIEVED**	-	-	-	Board reports, with Register if fruitless & wasteful expenditure - with calculations	√
S/O 1.22	Expenditure Management	Expenditure Management: Op. Task	Percentage of annual Op. Task expenditure spent	90%	0%	15%	22%	-	**ACHIEVED**	-	-	-	Quarterly calculation report	√

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									Achieved / Not Achieved	Blockages / Challenges	Measures to improve Performance	Revised timeframes to achieve		
S/O 1.23	Expenditure Management	Expenditure Management: Capital	Percentage of annual capital expenditure spent	90%	0%	15%	44%	-	**ACHIEVED**	-	-	-	Quarterly calculation report	**√**
S/O 1.24	Revenue Management	Revenue Management : Grant income	Percentage of Grant Revenue received	100%	0%	25%	9%	-	**NOT ACHIEVED**	Neither Ugu DM or Umzumbe LM have paid their grants	Continued engagement with the 2 municipalities to release funds	31-Dec-18	Quarterly calculation report	**NOT ACHIEVED**
S/O 1.25	Revenue Management	Revenue Management : Other revenue	Percentage of Other revenue received	95%	0%	25%	64%	-	**ACHIEVED**	-	-	-	Quarterly calculation report	**√**
S/O 1.26	Expenditure Management	Expenditure Management: Board fees paid	Board fees paid on 25th of each month	12 monthly payments	9 Monthly payments	3 monthly payments	3 monthly payments	-	**ACHIEVED**	-	-	-	Salary reports	**√**
S/O 1.27	Expenditure Management	Expenditure Management: S57 Salaries paid	S57 Salaries paid on 25th of each month	12 monthly payments	9 Monthly payments	3 monthly payments	3 monthly payments	-	**ACHIEVED**	-	-	-	Salary reports	**√**
S/O 1.28	Expenditure Management	Expenditure Management: Staff Salaries paid	Staff Salaries paid by 25th of each month	12 monthly payments	9 Monthly payments	3 monthly payments	3 monthly payments	-	**ACHIEVED**	-	-	-	Salary reports	**√**
S/O 2.0	Recruitment	Appointments of personnel	Number of appointments made	1	0	1	1	CEO Appointment	**ACHIEVED**	-	-	-	Signed Contracts	**√**
S/O 3.1	Visitor Information Centres	VICs Operations	Vsitor Information Centres maintained (6)	6	1	1	1	-	**ACHIEVED**	-	-	-	Monthly VIC Office reports summarised and tabled to Board	**√**
S/O 4.1	Staff development	Short course attendance	Number of training courses	7	0	2	0	-	**NOT ACHIEVED**	Insufficient advance planning and cancellation causing the training to be delayed	Advance planning to ensure training effectively completed	31-Dec-18	Training registration documents	**NOT ACHIEVED**

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									Achieved / Not Achieved	Blockages / Challenges	Measures to improve Performance	Revised timeframes to achieve		
S/O 5.3	Brand application	Branded Collateral	% Annual Budget spent	100%	0%	25%	35%	-	**ACHIEVED**	-	-	-	Quarterly calculation report	**√**
S/O 5.5	Visual library	Image library development	Number of images	100	43	25	43	-	**ACHIEVED**	-	-	-	Annual image portfolio	**√**
S/O 5.6	Visual library	Video library development	Number of videos	20	2	5	2	-	**NOT ACHIEVED**	Lack of brief for RFQ delayed the procurement	Supply brief and procure	31-Oct-18	Annual video portfolio	**NOT ACHIEVED**
S/O 5.9	Free media editorial	Free media editorial	Free media exposure through channels	40	89	10	89	-	**ACHIEVED**	-	-	-	Evidence of exposure received	**√**
S/O5.10	Free media editorial	Free media produced	Press releases produced internally for various channels	40	10	10	10	-	**ACHIEVED**	-	-	-	Copy of release with date / Emailed out to relevant database(s)	**√**
S/O 5.11	Free and paid TV / Video and or Live streaming exposure – generic and niche	TV and or Video livestreaming	Number of broadcasts	8	8	2	8	-	**ACHIEVED**	-	-	-	Confirmation / Notification schedule	**√**
S/O 5.12	Free and Paid Radio exposure – generic and niche	Radio coverage	Record of Broadcast	12	1	3	1	SABC Radio	**NOT ACHIEVED**	Booking schedule incomplete	Signed schedule with new dates	05-Oct-18	Confirmation-Email communication / Notification schedule	**NOT ACHIEVED**
S/O 5.13	Local community radio – multi lingual	Community radio coverage	Local community radio broadcasts per year	24	0	6	0	-	**NOT ACHIEVED**	Negotiation regarding the renewal of the Contract and rates	Fast Track the contract renewal	31-Dec-18	Confirmation / Notification schedule	**NOT ACHIEVED**
S/O5.14	Domestic market : Application of a Strategic Advertising Campaign	Print and online media	Number of inserts or activations	24	15	6	15	-	**ACHIEVED**	-	-	-	Publication/ Electronic insert or activation	**√**

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									Achieved / Not Achieved	Blockages / Challenges	Measures to improve Performance	Revised timeframes to achieve		
S/O 5.15	Overseas market & International media exposure	Print and online media	Number of inserts or activations	8	7	2	7	-	**ACHIEVED**	-	-	-	Publication/ Electronic insert	**√**
S/O 5.16	Billboard type or specific marketing tools	Use of bill boards and similar tools	Number of billboards utilised	6	3	1	3		**ACHIEVED**	-	-	-	Photograph and supplier confirmation of installation	**√**
S/O 5.17	Marketing Campaigns	Annual Strategic Seasonal Campaigns	Number of annual seasonal campaigns	2	1	1	1		**ACHIEVED**	-	-	-	Campaign report	**√**
S/O5.18	Marketing Campaigns	Niche Marketing Campaigns	Number of niche marketing campaigns	8	2	2	2		**ACHIEVED**	-	-	-	Campaign report	**√**
S/O5.19	Tourism Consumer, Trade, Niche Mass Participation Events	Participation at events	Number of events	17	8	4	8	SWF/ Christmas / Lions / KZN Travel / RBAF / SB Golf / Conv Golf / LSC Bowls	**ACHIEVED**	-	-	-	Participation report	**√**
S/O5.20	Media Familiarisation Trips	Trips facilitation for Local & International Media	Number of trips	10	4	2	4	Vodacom July / Maidens Ceremony / KZN Film / SABC Radio	**ACHIEVED**	-	-	-	Participation report / Email correspondence	**√**
S/O5.21	Tour Operators / Wholesalers Familiarisation Trips	Trip facilitation	Number of trips	4	1	1	1	Vodacom July	**ACHIEVED**	-	-	-	Participation report / Email correspondence	**√**
S/O5.22	Staff Familiarisation Trips	Destination awareness for tourism staff	Number of trips	2	2	1	2	Vodacom July / SABC	**ACHIEVED**	-	-	-	Trip itinerary and participation register	**√**
S/O5.23	Newsletters	Members newsletters	Newsletters released with dates	4	1	1	1		**ACHIEVED**	-	-	-	Copy of Newsletter and Email instruction	**√**

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S/O5.24	Newsletters	Members & Industry News Flashes	Number of news flashes	20	5	5	5		**ACHIEVED**	-	-	-	Copy of News flash and Email instruction	**√**
S/O5.25	Newsletters	CEO Report to members	Number of CEO reports released with dates	6	1	1	1		**ACHIEVED**	-	-	-	Copy of CEO Report & Email instruction	**√**
S/O 5.26	Newsletters	Tourism trade newsletters distributed	Number of Trade Newsletters released with dates	4	1	1	1		**ACHIEVED**	-	-	-	Copy of Trade letter and Email instruction	**√**
S/O 5.27	Distribution of Newsletters	Consumer Newsletters	Number of Consumer Newsletters	4	1	1	1		**ACHIEVED**	-	-	-	Copy of Newsletter and Email instruction	**√**
S/O5.31	Seasonal Status Quo Snapshots	Snapshot Reports	Reports by deadlines	4	1	1	1	-	**ACHIEVED**	-	-	-	Snapshot reports	**√**
S/O 5.35	Website **(Backlog 2018)**	Website Content	New optimised content	66	10	22	10	-	**NOT ACHIEVED**	Lack of planning	Improved PMS montoring	15-Oct-18	Articles with dates	**NOT ACHIEVED**
S/O 5.37	Social Media marketing	Social media content	Quarterly social media content calendar	4	1	1	1	-	**ACHIEVED**	-	-	-	Quarterly social media content calendars / reports with dates	**√**
S/O 5.38	Search Engine Optimisation	Search Engine Optimisation onsite & offsite	Number of primary keywords to optimise for (SEO)	300	100	75	100	-	**ACHIEVED**	-	-	-	Primary keyword list for optimisation	**√**
S/O6.1	In Season Events	Seasonal Beach Event support	Number of holiday beach activations	4	1	1	1		**ACHIEVED**	-	-	-	Co-ordinator Closeout report	**√**

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									Achieved / Not Achieved	Blockages / Challenges	Measures to improve Performance	Revised timeframes to achieve		
S/O6.2	Internationally oriented events	Individual events support	Number of events	4	2	1	2	SCBF / Junior Africa Challenge	**ACHIEVED**	-	-	-	Closeout report	**√**
S/O6.3	South African oriented events	Individual events support	Number of events	12	3	3	3	Shelly Fishing Festival / WFO Umzumbe Enduro / LSC Bowls	**ACHIEVED**	-	-	-	Closeout report	**√**
S/O6.4	Ugu District Tourism oriented events	Individual events support	Number of events	8	4	1	4		**ACHIEVED**	-	-	-	Closeout report	**√**
S/O6.5	Developmental events support	Ad hoc support	Number of events supported	12	3	3	3	Maidens / Lions / Ingeli	**ACHIEVED**	-	-	-	Closeout report	**√**
S/O 7.1	Hosting of Board Meetings between DM and LM officials and the private sector	Board Meetings	Number of meetings	6	1	1	1	Minutes 30.08.2018	**ACHIEVED**	-	-	-	Minutes	**√**
S/O 7.3	CEO / Area Committee Chairs Forum	Forum meetings	Number of meetings	6	1	1	1	Minutes 04.09.2018	**ACHIEVED**	-	-	-	Minutes	**√**
S/O 7.5	Area Committee Cluster Functions	Member engagements	Number of functions	6	2	2	2	Ezinqoleni & Port Shepstone	**ACHIEVED**	-	-	-	Function record	**√**
S/O 7.6	Op. Task management meetings	In-year monitoring of operations through operational meetings with staff	Number of meetings	6	2	2	2	-	**ACHIEVED**	-	-	-	Operation notes and presentations / minutes	**√**
S/O 7.7	CEO Tourism Presentations To DM and LM Councils	Cohesion with political principals	Number of meetings	5	2	3	2	Umzumbe / Umdoni	**NOT ACHIEVED**	Umuziwanbantu presentation postponed	Reschedule presentation to Council	31-Dec-18	DM & LM Agendas and presentations	**NOT ACHIEVED**

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S/O 7.8	DM / LM / USCDA officials engagement	Inter institutional cohesion	Number of engagements	38	12	10	12	-	**ACHIEVED**	-	-	-	Contact record	√
S/O 7.9	Provincial / DM / LM LED & IDP Forum meetings	Inter-sectoral cohesion	Number of meetings	25	10	6	10	-	**ACHIEVED**	-	-	-	Attendance register / Contact record	√
S/O 7.10	VIC Visitation	Head office / VIC ops cohesion	Number of visits	175	55	44	55	-	**ACHIEVED**	-	-	-	Contact record	√
S/O 7.11	New member prospects	Membership recruitment	Number of calls on prospective members	150	35	38	35	-	**NOT ACHIEVED**	Poor planing and time management	Focused advanced meetings to be set up	31-Dec-18	Call log	**NOT ACHIEVED**
S/O 7.12	Direct Calls to existing members	Member satisfaction and relations	Number of calls	175	44	44	44	-	**ACHIEVED**	-	-	-	Call log	√
S/O 7.13	Recruitment of new members	Confirmation of New Paid Up Members	Number of new members	100	4	30	4	-	**NOT ACHIEVED**	Difficult economic times for businesses, seeing membership as a luxuary rather than a necessity	Additional benefits and parterships with TGCSA to encourage businesses to become members	30-Jun-18	New members list	**NOT ACHIEVED**
S/O 8.2	District wide programmes	Schools information Sessions	Number of school sessions in LMs	28	7	7	7	-	**ACHIEVED**	-	-	-	Record of Presentations / Principal sign-off	√
S/O 8.3	District wide programmes	School and/or tertiary tours within the South Coast	Number of tours	12	3	3	3	-	**ACHIEVED**	-	-	-	Record of tours / Attendance registers	√

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									Achieved / Not Achieved	Blockages / Challenges	Measures to improve Performance	Revised timeframes to achieve		
S/O 8.4	District wide programmes	Updated presentations to prospective tourism practitioners	Number of presentations	10	2	2	2	-	**ACHIEVED**	-	-	-	Record of Presentations / Attendance registers	**√**
S/O 9.1	Emergent tourism practitioners	Mentorship and skills development	Number of training events	16	1	4	1	-	**NOT ACHIEVED**	Lack of planning	Shifting of focus to other SMME training programmes	31-Dec-18	Record of Engagement	**NOT ACHIEVED**
S/O 9.2	Emergent businesses	Emerging enterprise participation at events - facilitation	Number of events	24	12	6	12	-	**ACHIEVED**	-	-	-	Record of promotion	**√**
S/O 10.2	Emergent products and services (mainly hinterland) within each LM	Feasibility/ viability template utilisation	Number of templates completed	16	2	4	2	-	**NOT ACHIEVED**	Lack of understanding of the strategic objective	Different approach to be developed	31-Dec-18	Hard copies of template completed	**NOT ACHIEVED**
S/O 10.4	Emerging product support	Mentorship of Emerging Tourism Businesses by membership	Number of Emerging Tourism Businesses in Mentorship	5	0	1	0	-	**NOT ACHIEVED**	Lack of Cooperation and understanding	Relook at the approach towards mentorship programme participation	31-Mar-19	Mentorship progress report to Board	**NOT ACHIEVED**
S/O 11.1	Product development	Umzumbe River Trails	Number of project progress reports to Board	4	1	1	1	-	**ACHIEVED**	-	-	-	Project progress report to Board	**√**
S/O 11.2	Product development	KwaXolo Caves	Number of project progress reports to Board	4	1	1	1	-	**ACHIEVED**	-	-	-	Project progress report to Board	**√**
S/O 11.3	Product development	Ntelezi Msani Heritage Project	Number of progress reports to Board	4	1	1	1	-	**ACHIEVED**	-	-	-	Project progress report to Board	**√**
S/O 11.4.1	Product development	Implementation Plan: Kwa Nzimakwe Development Plan	Number of progress reports to Board	4	0	1	0	-	**NOT ACHIEVED**	Lack of understanding of the strategic objective	Activate Action Plan	31-Mar-19	Project progress report to Board	**NOT ACHIEVED**

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S/O 11.5.1	Product development	Implementation Plan: Nyandezulu Development Plan	Number of progress reports to Board	4	0	1	0	-	**NOT ACHIEVED**	Lack of understanding of the strategic objective	Activate Action Plan	31-Mar-19	Project progress report to Board	**NOT ACHIEVED**
S/O 11.6.1	Product development	Implementation Plan: Oribi/Paddock/Ezinq corridor Development Plan	Number of progress reports to Board	4	0	1		-	**NOT ACHIEVED**	Lack of understanding of the strategic objective	Activate Action Plan	31-Mar-19	Project progress report to Board	**NOT ACHIEVED**
S/O 11.7.1	Product development	Implementation Plan: Gamalakhe	Number of progress reports to Board	4	0	1		-	**NOT ACHIEVED**	Lack of understanding of the strategic objective	Activate Action Plan	31-Mar-19	Project progress report to Board	**NOT ACHIEVED**
S/O 11.9	Product Audit	Product Audit Umzumbe	Product Audit by date	30-Sep-18		30-Sep-18		-	**NOT ACHIEVED**	Lack of understanding of the strategic objective	Action a Tourism Development Plan: Umzumbe	31-Mar-19	Product audit report and date	**NOT ACHIEVED**
S/O 13.1	Institutional partnerships	Maintain & publicise portfolio of investment	Portfolio of prospective investment opportunities referred to relevant stakeholder	4	1	1	1		**ACHIEVED**	-	-	-	Record of portfolio of investment maintained and publicised	**√**
S/O 14.1	Partnership with stakeholders	Tourism support infrastructure	Percentage of ad hoc requests for tourism support infrastructure that are taken to conclusion	80%	100%	80%	100%		**ACHIEVED**	-	-	-	Record of requests and facilitation assistance	**√**

END OF REPORT