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# UGU SOUTH COAST TOURISM (PTY) LTD

**2009/003419/07**

## DRAFT ANNUAL REPORT

(Approved by the Board: 10 December 2020)

July 2019 - June 2020

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## 1. Foreword by the Chairperson

The past year has been an important and difficult one for our country and the tourism industry. We are living through a difficult time as the Covid-19 outbreak has left no one untouched. The virus is not only claiming human lives but has brought the world to a standstill with unparalleled and unforeseen impact in our economies, communities and our livelihoods and there are growing risks of a global recession and a massive loss of jobs. According to the IMF the economic impact of the COVID-19 pandemic on emerging market economies far exceeds that of the global financial crisis.

The tourism sector, like no other economic activity with social impact, is based on interaction amongst people. As such, the outbreak of the pandemic presents the tourism sector with a major and evolving challenge. While it is too early to make a full assessment of the likely impact of COVID-19 on tourism, it is clear that millions of jobs within the sector are at risk of being lost. Small and medium sized enterprises (which make up around 80% of the tourism sector) are expected to be particularly impacted by the COVID-19 outbreak. This will certainly affect millions of livelihoods across the world, including vulnerable communities who rely on tourism as a vehicle to create jobs.

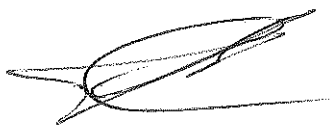
Throughout this financial year the USCT Board has been most concerned about the entity's sustainability as funding from the Parent Municipality is under strain. By the end of the financial year the entity had not received funds from the district municipality. As USCT is registered for VAT on invoice basis, the delays to honour the grant payments by municipalities resulted in cashflow challenges. This impacted negatively on the delivery of the Annual Performance Plan. In order to deliver on some aspects of the business plan, the entity leveraged mainly on partnerships and focused publicity.

Despite these challenges we are determined to continue working towards growing tourism in our region. As tourism is the economic lifeline for many small to medium sized businesses in the KZN South Coast and accounts for hundreds of jobs, more than ever before as the entity we are forced to adapt to the new normal as we have to keep pace with the times. The Low Touch Economy has become the new normal in business operations. It has been reported that businesses that survive the Covid-19

pandemic will be those that rely on business models tailored to this new normal. To mitigate health risks, businesses are forced to adapt to strict policies, including low-touch interactions, limited gatherings, travel restrictions, including the shifts in consumer behaviour.

Our objective going forward is to work towards the recovery of tourism in our region in order to ensure that tourism businesses continue operating and those that had closed can open again. As the entity we have to respond to the current financial conditions while delivering on our business objectives by implementing austerity measures to reduce operational costs. Our plan is to restructure entity, market the destination cost effectively and focus our messaging to emphasize the widespread diversity of our destination offerings smartly using digital channels.

It has been a distinct pleasure to chair the Board of Directors over the past year. The programs presented by the entity have benefited considerably from the guidance, advice and influence of board members. I am proud to work with such a dedicated Board as we continue to oversee the work of Management towards meeting key objectives. I would also like to take this time to thank the Management team for the hard work during this difficult financial time, finding ways for the entity to deliver on its objectives and working around the clock to assist tourism businesses in accessing multiple Covid-19 business resources.

A handwritten signature in black ink, appearing to read 'EJ Crutchfield', with a stylized flourish at the end.

**EJ CRUTCHFIELD**  
**Board Chairperson**

## 2. Overview by the Chief Executive Officer

Ugu South Coast Tourism (USCT) is an entity of Ugu District Municipality with the mandate to grow tourism in the region. Guided by economic development objectives; USCT positions the KZN South Coast as a tourist destination of choice to potential visitors. Through operating the Marketing & Communications, Tourism Development and Finance & HR functions; our key priority areas are to:

1. Attract and **increase the number of tourists** to the destination
2. Support the development of innovative and unique tourism products in order to extend the **geographical spread** of tourists across the destination – thus encourage transformation and attract potential investments
3. Ensure the availability of **visitor information infrastructure**
4. Ensure the availability of **world class tourist services**

During the 2019/20 financial year; USCT remained focused on positioning the *Paradise of the Zulu Kingdom* as an accessible, year-round, leisure and an emerging business destination of choice, with diverse experiences, in the tourism market.

USCT leveraged on strategic partnerships with different government and private sector stakeholders in the tourism industry to effectively deliver on the scorecard. In addition to participating in the marketing and communication platforms; USCT also joined forces with provincial and national stakeholders to:

- Educate the tourism trade about the KZN South Coast and encouraged them to include the destination in their itineraries as a place to visit and experience.
- Improve tourism trade's knowledge and understating of the KZN South Coast as a destination with diverse experiences
- Expose tourism media to the KZN South Coast product offerings to create positive rapport.
- Create top of mind awareness of KZN South Coast offerings as an all year-round destination of choice in South Africa.

To showcase the diversity of the destination USCT launched new and fresh digital platforms that are representative of the destination. The destination website [www.visitkznsouthcoast.co.za](http://www.visitkznsouthcoast.co.za) demonstrates a diverse destination as it covers the different offerings of the KZN South Coast. In December 2019 we also welcomed the launch of the of our free 'Explore KZN South Coast' App, available from Google Play and Apple stores. The App uses geo location and GPS so visitors can find their preferred tourism product or sites within KZN South Coast.

USCT remained dedicated to tourism product development and SMME support. To enhance the destination's tourism competitiveness and diversify the product offering, developmental efforts were undertaken to:

- Develop new experiences in order to promote rural tourism development
- Create awareness about tourism in rural communities
- Encourage transformation by assisting emerging entrepreneurs

Our *Great Drives Out* routes are an expansion of the geographical footprint to promote diverse experiences focusing on rural and Agri-tourism development. The introduction of KwaNzimakwe Multi-Trails and KwaXolo Caves proved positive and was well-received by tourism trade.

The KZN South Coast was also well-represented at the Lilizela Tourism Awards, taking four wins and a finalist for the regional awards, as well as two finalists and a winner - The Gorge Private Game Lodge & Spa in the Five-star Lodge Category - at nationals. These awards are an opportunity to showcase to national and international trade audiences the quality of products that are available in the KZN South Coast.

Furthermore, it is unfortunate to report that due to lack of funds as municipalities continued not to sign the SLAs and pay the necessary grants, USCT could not fully deliver on the scorecard. The inability to fully deliver to the scorecard affected the overall objective of driving tourism growth in the KZN South Coast. In addition to a number of targets that could not be met, USCT could not deliver on key targets that would help strengthen the position of the destination in the market due to lack of funds. The entity could not implement the programs to;

- facilitate the grading of establishments by the Tourism Grading Council of South Africa. The objective of grading is to ensure that the establishments visited by tourists offer excellent client service, thus improve the destination's service offerings and make it attractive. Participation in platforms such as the Lilizela Awards (where applicable), is subject to grading. Service excellence is stated in the National Tourism Sector Strategy as one of the strategic thrusts for tourism growth in South Africa. The overall objective of service excellence is to create a service-oriented culture to ensure that the destination provides visitors with a world class experience.
- to generate leads for business tourism. Focusing on the niche markets such as business tourism is aimed at addressing the seasonality, length of stay and tourist spend. It is widely recognized that major Meetings, Incentives, Conferences and Events (MICE) contribute significantly towards increasing tourist traffic and driving economic development in a region. As a result, bidding and hosting such events have become an integral component of the overall tourism growth strategies of many towns and cities globally. As USCT aims to attract business (MICE) tourists to the destination; it is essential that there is a bidding process in place and that the necessary resources and support are made available. This will reinforce positive perception of the destination as a primary and desired host destination of MICE activities.

The challenges related to the municipal infrastructure such as water shortages, potholes, maintenance and cleanliness affect the work that USCT is doing to build a positive image and reputation about the destination. As tourism is government led and private sector driven such challenges affect the relations and cooperation that USCT is striving to build with tourism businesses in the drive to grow tourism in the district. It has become a norm that whenever USCT engages with business stakeholders, focus changes from the core function of the entity to municipal infrastructure as this affects business growth.

The fourth quarter of the financial year was very difficult for the tourism industry all over the world due to the outbreak of the Covid-19 pandemic. Effective 27 March 2020, USCT offices were closed due to the declared national state of disaster as

published in Government Gazette No. 43096 on 15 March 2020. However, USCT Management was hard at work throughout all lockdown levels, engaging with stakeholders in order to source interventions and support measures for tourism businesses in the KZN South Coast in this period of crisis.

The stringent criteria which included BBBEE qualification and star grading in order to access the government's COVID-19 Tourism Relief Funds proved challenging for tourism businesses in the KZN South Coast as they would receive very little or no support from the government. As Ugu District Municipality lists tourism as one of the key sectors that can drive, influence and fast track economic growth and job creation in the region, given the set criteria, it would be difficult for tourism businesses in the region to continue operating and sustain jobs.

This further exposed the lack of transformation of the tourism sector in the KZN South Coast, including the complete disregard by a significant number of tourism businesses for the grading requirements that the National Department of Tourism (NDT) has been encouraging for quite a long time. Both challenges contribute to sustainable tourism growth and require a concerted effort from all parties involved in growing the economy of the district.

### 3. Performance and Supporting Information

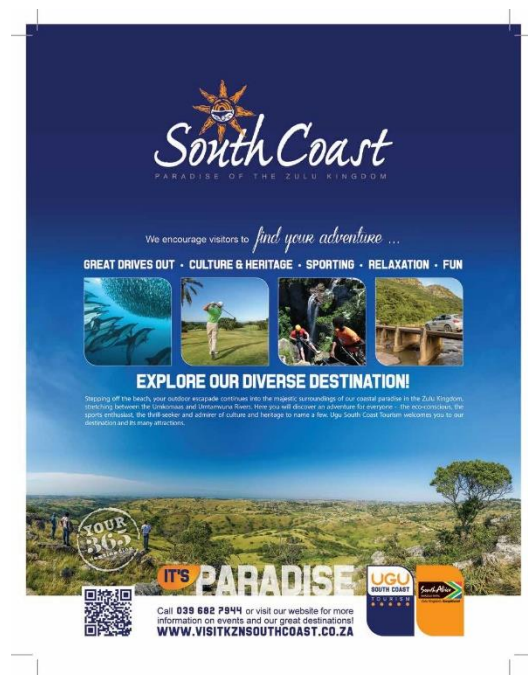
#### 3.1. Destination Marketing & Communication

##### 3.1.1. Brand Positioning

USCT used different platforms to position the South Coast as an accessible, year-round, leisure and business destination of choice in South Africa, with diverse experiences. The following platforms were utilized:

##### Diverse experiences

Using different media that include print and digital platforms, USCT advertised and featured articles in a number of exclusive magazines to show the diversity of experiences and offerings in the South Coast. The advertising opportunities also allowed for 'free' PR exposure separate from the paid for adverts in these publications.



Animation Frame 1



Animation Frame 2



Animation Frame 4



Animation Frame 3



Adverts and articles were featured in the publications below:

1. Complete Golfer exclusive article
2. Complete Golfer Advert Copy and Proof
3. Mzansi Travel Hidden Gems
4. Mzansi Travel Editorial
5. Leading Venues Piece x 2 articles
6. Leading Venues Social Media Copy x 4
7. Event Planner's Guide Thought Leader
8. Event Planner's Guide Regional Showcase
9. Hello Joburg Article
10. Event Africa Newsletter
11. Business Event Africa
12. Tourism Tattler Article
13. Escapes
14. SAFair Inflight Magazine
15. Khuluma Magazine – Kulula airline in-flight magazine
16. Explore SA



## Niche Products Promotion

Using different media that include print and digital platforms, USCT advertised and presented articles in a number of exclusive magazines to show the diversity of experiences and offerings in the South Coast. The advertising opportunities also allowed for 'free' PR exposure separate from the paid for adverts in these publications. Adverts and articles were presented in the publications below:

### *Business Tourism (MICE)*

USCT identified business tourism as a strategic growth market for the KZN South Coast and proactively positioned the area as an emerging MICE destination to attract meetings, conferences, events; including tourism investments. To attract business tourism market, requires USCT to fulfil the functions of a Convention & Events Bureau (CEB) in order to provide all the necessary support and services to domestic and international conference and meeting buyers - from the inception of the bidding process to the final conclusion of the conference/meeting. This reinforces positive perception of the destination as a primary and desired host destination of major national and international MICE activities and managing customer satisfaction.

As a build-up leading to Meetings Africa and Travel Markets Experts Johannesburg; USCT utilized the following platforms to generate Meetings Incentives Conferences & Events (MICE) leads in the form of press releases and advertorial copies:

1. Leading Venues
2. Leading Venues Social Media Copy
3. Event Planner's Guide Thought Leader article prepared which will feature in January
4. Event Planner's Guide Regional Showcase copy was prepared and will be feature in January
5. Event Africa Newsletter copy was prepared and will be feature in December/January
6. Business Event Africa copy was prepared and will be feature in January

Targeting the Meetings Africa audience, adverts and copies featuring the KZN South Coast were placed in different publications which included the Meetings Africa Daily News and the Business Events Africa.



## Copy writing:



Suspension Bridge Orbi Gorge



Conference in style on the sunny south coast at Umthunzi  
© Justin Klusener Photography



KZN South Coast is known as 'The Golf Coast'



Ingeli Lodge

## KZN SOUTH COAST BEING POSITIONED AS A VALUABLE BUSINESS DESTINATION

The inviting coastline, world-class diving sites, variety of leisure and sporting activities, as well as the entrenched cultural heritage, have seen the KZN South Coast attracting local and international tourists throughout the year. But alongside the thrill-seekers and holidaymakers are the many business tourists who have come to discover the numerous advantages of this key business destination.

Ugu South Coast Tourism, the region's official destination management organisation, has been focussing on the provision of business and development skills for its members, elevating both the standard of service and the overall product offering to delegates.

**An Emerging Business Destination**

"The KZN South Coast boasts some of the most incredible natural scenery and outdoor activities, but we are also an emerging business destination with award-winning accommodation and conferencing facilities," explains CEO of Ugu South Coast Tourism (USCT), Phelisa Mangou. "Companies are realising the value of hosting conferences and events in really appealing locations. This is beneficial in terms of attracting a high number of attendees, its more conducive to productive engagement, and it also presents event organisers with a number of really fantastic venues and activities for either teambuilding or post-conference downtime."

The KZN South Coast is ideally suited for intimate and medium-scale conferences, and events. The existing venues have the capacity to accommodate a maximum of 300 delegates in cinema-style seating, and up to 400 for a banquet. It also boasts a range of high-quality accommodation options. Among these are the winners and finalists of the 2019 Lilizela Tourism Awards in KZN, including The Gorge Private Game Lodge & Spa, Days at Sea Beach Lodge, Dolphinview Self-catering Accommodation, and Umthunzi Hotel & Conference.

Outside of the golf course, business tourists are also able to enjoy any number of recreational, leisure and sporting activities in the paradise of the Zulu Kingdom. The 120km coastline consists of 58 beaches, including several Blue Flag Beaches, hinterland excursions, cultural experiences, extreme sports activities, as well as fine dining options.

**South Coast Event CV**

The past few years have also seen the KZN South Coast emerging as a leading destination for high-profile sporting and recreational events which provide a fantastic opportunity for valuable corporate sponsorship and involvement. Some of the flagship events hosted by the KZN South Coast include:


- The Bike Fest
- The Uvakele Gospel Festival
- The Ugu Jazz Festival
- The Ugu Film Festival
- The South Coast Fever MTB & Trail Run Series

**Ideal for Small to Midsize Events**

Known as 'The Golf Coast', the region is also home to an impressive 11 oceanside golf courses, ranging in difficulty but all connected by immaculate keeping and quality aesthetics. For those who prefer to conduct business on the course, there is a really vibrant selection, from the 'Grande Dame' Selborne Golf Estate, and San Lameer, an 18-hole championship course on a magnificent nature conservancy through to the well-styled bunkers and coastal forests at Umkonias Country Club, and captivating scenery of the Scottburgh Country Club semi-links course.

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Selborne Golf Course



The Gorge © Justin Klusener Photography



**South Coast**  
TOURISM OF THE SOUTH COAST

Business tourists are invited to visit #kznouthcoast for productive engagement interspersed with quality leisure events. For more information, visit [www.visitkznouthcoast.co.za](http://www.visitkznouthcoast.co.za), the 'South Coast Tourism' Facebook page or follow @kznouthcoast on Twitter using the #travelkznouthcoast #kznouthcoast or #kznouthcoast hashtags

## 2020 Christian Women in Business Conference

In January 2020 USCT secured the hosting of the Christian Women in Business Conference in the KZN South Coast. The conference was to be held on 14<sup>th</sup> March at San Lameer Hotel & Resort. Publicity in the form of a press release and newspapers articles were disseminated to media. Unfortunately, after the announcement of the first Covid-19 case that was reported to be a KZN resident, delegates of the conference started to cancel. Noting the decline in numbers the organizers had to cancel the conference.



## International women pastors to grace conference



Pastor Pushie Watson

Pastor Danielle Strickland

Pastor Sindiswa Mzamo

As a leading tourism event destination, the KZN South Coast has been selected as the host venue for the third annual Christian Women in Business Conference.

The event organised by the Christian Women in Business Network will take place at the San Lameer Hotel Resort & Spa on Saturday, 14 March.

"Ugu South Coast Tourism welcomes some of the country's most influential businesswomen to the region. The conference acknowledges the region's business tourism and religious tourism market, represented by our flagship, uVukile Gospel Festival on 12 April," said the CEO of Ugu South Coast Tourism, Phelisa Mangcu.

Kea Modise the founder and conference host, said the audience would benefit greatly from the discussions.

"The speakers will provide the kind of inspiration we need to also be able to run successful lives, teams, businesses and be of extraordinary influences in the spaces we occupy," said Modise.

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### The other speakers:

**Danielle Strickland:** is a Canadian author, pastor and justice activist.

Her passion for empowering people and transforming neighbourhoods has seen her spending years leading churches, as well as establishing training schools and justice departments across the globe. For the past 22 years, Strickland has been an officer in The Salvation Army and has authored five books. Her most recent novel is *The Ultimate Exodus: Finding Freedom From What Enslaves You*.

**Pastor Pushie Watson:** The renowned speaker has graced audiences across the world. She has also been a guest speaker at Bishop TD Jakes' The Potter's House of Dallas. Originally from

Liberia, Watson is the head of the women's ministry at Rhema Bible Church. Sindiswa Mzamo Watson also has a show called *Real Talk* with Pushie on Top TV.

**Sindiswa Mzamo:** Having held a number of executive positions while driving strategy and transformation for the past 20 years, Mzamo is also a dedicated woman of God with a passion for female empowerment. She founded the Circle for Global Business Women, and will share her message of spiritual intelligence and enlightenment at the conference.

For more information phone 082 970 6035 or email [conference@christianwomenbiz.co.za](mailto:conference@christianwomenbiz.co.za).

Keep updated on all KZN South Coast events by downloading the free 'Explore KZN South Coast' app, visit [www.visitkznsouthcoast.co.za](http://www.visitkznsouthcoast.co.za), follow the 'South Coast Tourism' Facebook page, or [@infosouthcoast](https://twitter.com/infosouthcoast) on Twitter using #travelkznsouthcoast #tourismkznsouthcoast #kznsouthcoast.

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## Business, prayer and dinner

THE Christian Women in Business Conference is hosting its third annual conference at San Lameer on the third weekend of the third month of 2020 and the focus this time is on leadership, transformation and finance.

The conference on March 14 is preceded by a welcoming gala dinner hosted by South Coast Tourism and is jam-packed with world class speakers, video-casts and business leaders including internationally renowned Pastor Pushie Watson, Margaret Hirsch and American Pastor Danielle Strickland, all focusing on sharing critical business knowledge with delegates towards flourishing careers and businesses.

The conference creates a safe, well-nourished space for women of faith to learn, empower, support, network, encourage and inspire each other towards Christian leadership in businesses and careers. This will also be the launch of the Christian Women in Business Network South Coast Chapter - joining many that have been launched around the country. For bookings, email [conference@christianwomenbiz.co.za](mailto:conference@christianwomenbiz.co.za).

— Supplied



American Pastor Danielle Strickland.

PHOTO: SUPPLIED

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## Positioning Port Shepstone as the business hub of the South Coast

As positive and dynamic business environment attracts many business and MICE tourists; USCT focused on profiling Port Shepstone as the business hub in order to position the South Coast to the business tourism market. The aim was to ensure that:

1. Port Shepstone is seen as the economic hub of the South Coast
2. Build a positive reputation for Port Shepstone and turn around any negative perceptions with local, national and international audiences
3. Promote a trade perception of Port Shepstone as a business destination offering much more than just leisure tourism experiences
4. Promote a trade perception of Port Shepstone as a business destination offering world class tourism facilities – accommodation, conferencing, banqueting and restaurants
5. Improve seasonality, length of stay and tourist spend during visits to the KZN South Coast

## Film Tourism

USCT collaborated with the KZN Film Commission in hosting some of South Africa's top filmmakers from the 01 – 03 November 2019, the objective of the fam trip was to

display the South Coast as a film destination and also encourage the growth of films being produced in the destination. Products such as the Vernon Crookes Nature Reserve and the Gorge Swing (Oribi Gorge Wild 5 Adventure) are just a few that were showcased.

To highlight the landscape, adventure and rural offerings of the South Coast, filmmakers were taken to KwaNzimakwe to witness the launch of the Multi-Trails, they were shown where the 4x4 and hiking trails will take place and got to see some of the off-road bikers in action.



Images and a deep caption titled 'Film industry enjoys tour of the KZN South Coast' were disseminated to a variety of relevant media houses.

**IT'S PARADISE**

Ugu South Coast Tourism (Pty) Ltd  
Physical: 16 Bevel Street, Port Shepstone, 4240  
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Cell: +27 39 682 7944 Fax: +27 39 682 1034  
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08 November 2019

**Film industry enjoys tour of the KZN South Coast**

The KZN South Coast is an established local and international film destination which has been steadily building a reputation as a film-friendly destination over the past 15 years. Further entrenching this tourism agenda, a joint initiative by Ugu South Coast Tourism and KZN Film Commission welcomed representatives from the media and local film industry on a familiarization trip of the KZN region from 1 to 3 November. The tour included visits to nature-based sites Vernon Crookes Nature Reserve, Impiti Conservancy, agritourism venture, Mac Bananas, as well as attendance at the launch of the KwaNzimakwe Multi-Trails on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Seriti's on Faya, St Michaels Sands Hotel, and the Lilizela Tourism Award finalist Umthunzi Hotel & Conference. The programme also consisted of some extreme adventure at the award-winning Oribi Gorge Wild 5 Adventure. The delegation included representatives from Brazen Media and Inanda FM, Thabang Moleya of Seriti Films, Legend Manqele and Palesa Magakoa of The Bar Leader TV, Lungile Radu and Matti Tefatso Mohapelo from Parental Advisory Productions, as well as representatives from the host organisations, Ugu South Coast Tourism and The KwaZulu-Natal Film Commission - Sphesihle Dlamini (Locations and Facilities Specialist), Nokuthula Shongwe (Marketing & Communications Specialist) and Mthuli Nyuswa (Marketing Coordinator). Commenting on the familiarization tour, CEO of Ugu South Coast Tourism, Phelisa Mangcu, said: "This was a really productive event that gave our visitors an extensive overview of the KZN South Coast in a short space of time. We already boast a thriving local film industry, film-friendly municipal by-laws and a variety of infrastructure suited to film, so we are excited to grow this particular tourism aspect going forwards." For more information [www.visitkznsouthcoast.co.za](http://www.visitkznsouthcoast.co.za)

/ENDS

**Ugu South Coast Tourism takes Film industry on a coastal tour**

Guests also enjoyed the quality retail and hospitality sectors, among them Seriti's on Faya, St Michaels Sands Hotel, and the Lilizela Tourism Award finalist Umthunzi Hotel & Conference.

November 8, 2019

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Following the Fam Trip, the KZN Film Commission screened a KZN produced local movie at the Marburg Sports Complex on 2<sup>nd</sup> November 2019.

USCT further supported and collaborated with Sollywood Films in hosting Ugu Film Festival between 24 and 26 January. The 7<sup>th</sup> edition of this key tourism offering welcomed national and international members of the film industry who use this forum to share ideas, grow the local industry and also further establish the region as a film-making destination.



### *Golf Tourism*

Golfing as a KZN South Coast destination offering was featured in a variety of publications. In addition to advertising, the destination was featured in an exclusive article presented in the December issue and social media platforms of the Compleat Golfer magazine to highlight the “Golf Coast” courses.



The destination was further featured in exclusive articles and social media platforms that included:

- SATSA Newsletters
- CEO Newsletter
- Das Boot Flyer
- Tee and Sandwedges

## GOLF COAST CELEBRATES ANOTHER BIG TOURNAMENT

There is a buzz of excitement in the offices of South Coast Tourism in Port Shepstone, after the staging of the South African Ladies Masters Golf tournament, which was played at the San Lameer Country Club from February 19 to 21.

"We were very happy to host the SA Ladies Masters for the second year running," said South Coast Tourism chief executive, Phelisa Mangcu.

"It confirms our claim to the title of South Africa's Golf Coast."

"Golf is very important to tourism in the KwaZulu Natal South Coast region. Our area includes 11 beautiful golf courses, each of which offers something unique to the golf enthusiast. Many of them have splendid views of the Indian Ocean and our seven beautiful Blue Flag beaches, while others offer opportunities to spot some of South Africa's fabulous wild life while playing a round of golf."

Mangcu said the South African Ladies Masters introduced a number of visitors to the area.

"It is sponsored by Standard Bank and they brought a number of guests to the tournament, while families and friends also came to support the players."

The South African Ladies Masters is the second oldest women's professional golf tournament in South Africa. It has a history of developing young talent and reserves entries for top South African amateur golfers, who compete for the Daily Little Trophy. Daily Little was the first golfer to win the South African Ladies Masters in 1996.

The tournament was open to all women golf professionals, both local and international, and to amateur women golfers with a handicap of six or less. It was played over three rounds of strokeplay, with 18 holes played each day.

Mangcu said the KZN South Coast was very much a golfing destination, attracting business and leisure players.

"There's a lot of networking done on the golf course, and these conversations sometimes lead to ideas for conferences and conventions, which in turn bring more people to our region," she said.

"The 11 golf courses in our area stretch from Umkomas along the coast to the Wild Coast Sun and inland to Harding. There is something for everyone. Some groups even embark on a Golf Coast tour, playing all 11 courses."

But Mangcu pointed out that the South Coast had more than golf more to offer visitors to KwaZulu Natal.

"We are very proud of our seven Blue Flag beaches. This is the highest number of Blue Flag beaches in Africa and makes the South Coast an ideal destination for family holidays."

"We are within easy reach of Johannesburg and Pretoria and hundreds of thousands of people flock to the South Coast every year. The Indian Ocean is warm all year round and we have wonderful accommodation all along the coast," said Mangcu.

"Visitors can explore our rich cultural heritage and we also offer adventure tourism."

"In recent years, the South Coast has also attracted international film makers because of the natural beauty and the ideal weather."

"And the reason people keep coming back to the South Coast is because of our warm and welcoming people, who make visitors feel at home."

- JANE BRAMLEY





**THE KWAZULU-NATAL SOUTH COAST HAS EARNED ITS TITLE OF 'GOLF COAST' FOR GOOD REASON.**

Boasting 11 immaculate courses, those visiting the area for business are often found concluding most deals on the green. But it's not all work and no play, our beautiful locale also has leisure destinations for intrepid visitors.

Outdoor adventure extends into the hinterland with the Great Escape Out initiative which includes the KwaNzimakwe Multi-Trails and KwaZulu Caves to name a few. Ugu South Coast Tourism invites you to find your adventure and visit for a unique Golf Coast experience.

**"WE ENCOURAGE VISITORS TO TAKE A MOMENT AND explore!"**

**IT'S PARADISE**

Please call us on 039 682 7944 or visit our website for more information on our events and great destinations!

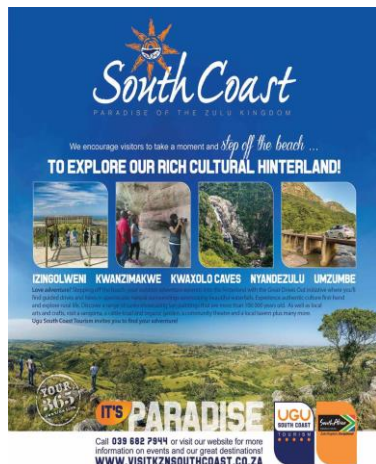
**WWW.VISITKZNSOUTHCOAST.CO.ZA**





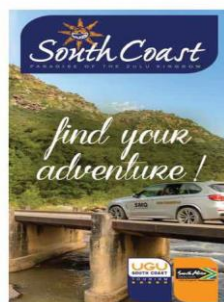
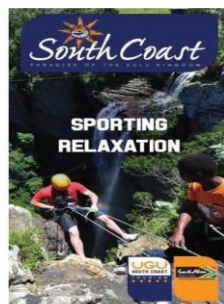
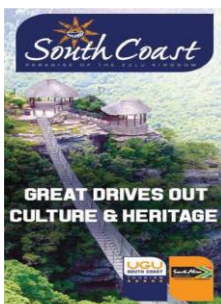
## Agri & Rural Tourism

As USCT focused on positioning the South Coast as a destination with diverse experiences and offerings; adverts and articles featuring the hinterland were presented on different platforms. The launch of KwaNzimakwe Multi-trail as a unique South Coast offering attracted media interest and attention and generated 32 free media articles.



## Adventure Tourism

Adventure is one of the offerings of the South Coast; through adverts and written articles featured on different platforms, potential visitors were encouraged to explore and experience the destination differently.





## Trade Shows & Exhibitions

### South African Association for the Conference Industry (SAACI)



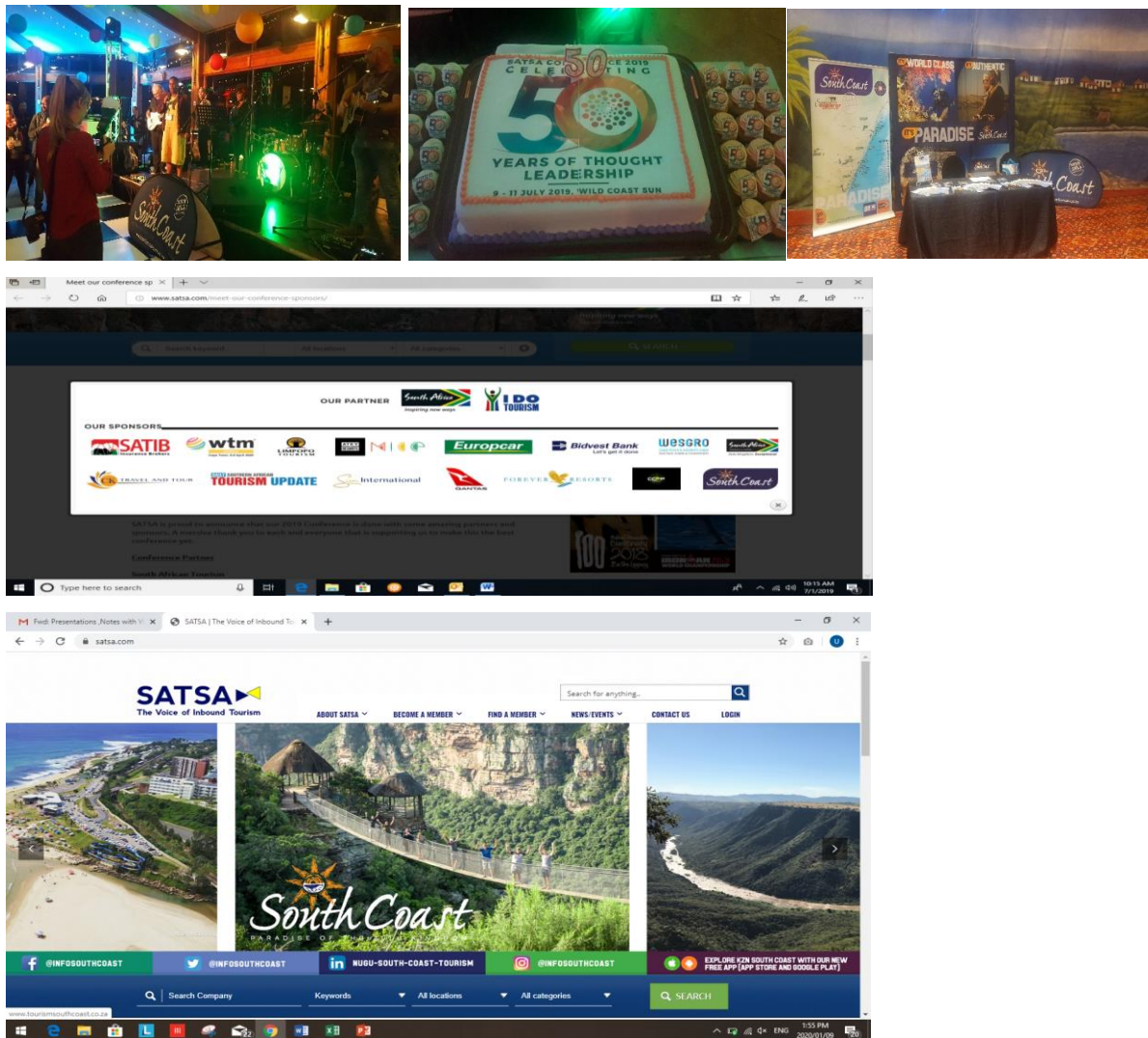
USCT CEO attended the annual SAACI Congress 2019 which took place on 28 – 30 July at Elangeni hotel in Durban. As the platform was attended mainly by specialists in the MICE sector, it provided educational highlights for those destinations that seek to attract this market as sector specialists shared their professional experiences and provided advice to emerging business tourism destinations. Being a member of SAACI provided USCT with the maximum opportunity to network and mix with the best in the business and make most of business development opportunities.

### Southern Africa Tourism Services Association (SATSA)

SATSA is a member-driven association that offers inbound tourism services companies the highest level of quality in the tourism industry. The 50<sup>th</sup> Annual SATSA AGM and Conference were held at the Wild Coast Sun from the 9-11 July 2019. The conference was open to SATSA members, industry stakeholders, including government, industry leaders in Southern Africa's inbound tourism sector. The SATSA annual conference is the largest inbound tourism industry event in Southern Africa, and the only one that focusses on discussing the industry's key challenges in one sitting.

As a member of SATSA, USCT found it important to be involved as one of the sponsors of an event of this magnitude, given that it was hosted on our doorstep and attracted 300 National delegates. There were various packages of sponsorship available and the best/affordable one that made an impact was the *Birthday Celebration Sponsorship* package which included

- Two Delegate tickets to the conference.
- A 5-minute slot for the CEO on the program at the Birthday celebration
- Content for two SATSA newsletters
- A web banner on the SATSA website
- South Coast logo on all Conference Material



## Durban International Film Festival (DIFF)

DIFF took place from the 18-28 July 2019, and USCT participated through representation by a local film producer, Sollywood Films. Back to back meetings were arranged between key industry practitioners and executives of Ugu Film Festival (non-profit division of Sollywood Films Pty Ltd). A film programmer was invited by Sollywood Films in order to secure films for the Ugu Film Festival.

## South African Tourism Speed Marketing Events

In partnership with South African Tourism (SAT); Ugu South Coast Tourism hosted the annual SAT speed marketing roadshow. Through this platform, local SMMEs from various sectors of the tourism industry, accommodation, tour operators and tour guides among them, were given a platform for exposure to a bigger market. These tourism businesses were able to engage directly with high-profile buyers with access to an international audience. Members and non-members were given the opportunity to market themselves using a 5min PowerPoint presentation or one on one meeting setup. The buyers included some 15 travel agents and tour organizers from across the country who target the global tourism market.

As a marketing platform *Speed Marketing* assists in increasing provincial distribution, spend and arrivals. Once Tour Operators are exposed to new products and regions, they are able to package them more effectively. This has an arrivals revenue impact on both domestically and internationally. Over and above this, PR value is created with local newspapers in the area, which increases the positive sentiment about the work done by SA Tourism to stimulate tourism growth in the region. This event exposed the region as a tourist destination and what it has to offer to increase demand of experience something new and different in SA.

There were three networking sessions planned along the coast to accommodate all interested businesses. The three, 2hour sessions took place from:

San Lameer on the 11 September 2019

Umthunzi Hotel – 12 September 2019

Blue Marlin – 13 September 2019



### *Trade Fam Trip*

A detailed itinerary was prepared for buyers to explore some of our coastal and hinterland offerings during their 3 day/2 nights stay in the South Coast.

Below is a list of buyers who were hosted:

<b>Category</b>	<b>Buyers List</b>	<b>Markets Operating In</b>
Tour Operator	Ascot Tours	UK, France, Brazil
Tour Operator	ATC African Travel Concept	Europe, UK, Australia, S America, USA
Tour Operator	Ates Africa	Spanish, Local
Tour Operator	Compass line Africa	
Tour Operator	Divine Tours	Europe, Africa
Tour Operator	East Cape Tours & Safari's	Indian Ocean Islands, Africa
Tour Operator	Fagala Voet	International and Local Hiking Tours
Tour Operator	Golf Holidays in South Africa	International and Local Golf Tours
Tour Operator	Green Corridors	Germany, Local
Tour Operator	Idube Elihle Tours	USA, France, Swaziland, Lesotho, Sweden
Tour Operator	Individual Travel Desk	Belgian/Dutch
Tour Operator	LX Tours and Travel	France, Local
DMC	Propel Africa	Scandinavian, Europe, South America
Tour Operator	Safari Studio	Poland, Eastern Europe
Tour Operator	Touch Lets go Travel and Tours	Local
Tour Operator	Tshuku's Transport and Tours	International/Local

The Speed Marketing platform was also attended by the representatives of the Grading Council of South Africa who came to educate and create awareness about the importance of grading.

### *Post Event Feedback*

Subsequent to the event; USCT marketing department received enquiries from some of the buyers who have interests in bringing Golf, Adventure and Walking/Nature Trails to the South Coast.

### **Meetings Africa**

Business tourism is one of the strategic growth markets for the KZN South Coast destination. The 15<sup>th</sup> Meetings Africa took place from the 24<sup>th</sup> to 26<sup>th</sup> February 2020 at Sandton Convention Centre in Johannesburg. Meetings Africa 2020 showed a lot of improvement compared to the previous year, there were 329 exhibitors, and 321 buyers which included 205 international hosted buyers – and 100% of the exhibitor stands were sold. The show is a good platform for meetings industry professionals to showcase Africa's diverse service offerings and products. It is a very important marketing platform to showcase what the KZN South Coast to the MICE sector

Tourism KwaZulu Natal (TKZN) recently introduced a strategy for the destinations within the province to exhibit under one pavilion stand. The inaugural *KZN Pavilion Stand* was launched at Meetings Africa 2020 and is aimed at showcasing the province as one. USCT was sharing the pavilion stand with Msinsi Resorts & Game Reserves, Olive Convention Centre, Okhahlamba Drakensberg Tourism, Ushaka Marine World, Umhlathuze, North Coast Tourism, Fairmont Zimbali Resort, Moses Mabhida Stadium, and Sphamandla's Enterprise (SMME).







### Media Exposure

USCT had articles in the following publications at Meetings Africa:

Date	Article Name	Size
25 February 2020	Meetings Africa Daily	A3 Full page Advert
26 February 2020	Meetings Africa Daily	Half Page of A3ditorial with logo
Vol 40 No 2 February 2020	Magazine: Business Events Africa.	Full page Advert, and double page editorial
2020	Magazine: Event Planner's Guide to Africa 2020.	Double Page



## Travel Marketing Experts (TME)

USCT participated in the Travel Marketing Experts (TME) SA platform. The TME is an annual speed marketing platform that is organized by TMESA and hosted in the Western Cape, Gauteng and KwaZulu Natal. The format of the TME is a speed marketing, 8-minute presentation to the buyers. The buyers rotate to different presenters sitting on different tables.

TME was identified as an ideal platform to promote the KZN South Coast directly to tour operators and travel agents from around the Province. It took place at the Olive Convention Centre in Durban on 12 February 2020. There were 30 exhibitors with one hundred local buyers. USCT made a presentation that shows the South Coast Unique Selling Points and Tour Packaging Opportunities.



The sessions allowed for presentations to inbound and outbound operators. Though the KZN South Coast appeared to be very popular to most operators; they were able to reveal that due to the affordability of the destination, their visitors always prefer the self-drive option. This makes it very difficult for tour operators to consider packaging the KZN South Coast.

## Die Boot Messe (International show)

Die Boot Messe is a marine-based trade show that was held in Dusseldorf, Germany from 18 to 26 January. Roland and Beulah Mauz from African Dive Adventures; a local diving operator, represented the KZN South Coast in the trade show and showcased its diving offerings to international tour operators and ocean enthusiasts. USCT produced flyers highlighting the many aquatic adventures offered by the KZN South Coast, including the annual Sardine Run, whale migration, as well as the Protea Banks and Aliwal Shoal dive sites which the team disseminated at the trade show. The flyers also outlined the world-class accommodation facilities and unique hinterland experiences on offer. A deep caption press release and images were presented to a variety of media regarding the representation at the trade show.

Publication: South Coast Fever  
Date: Thursday, February 20, 2020  
Page: 1



Beulah and Roland Mauz from African Dive Adventures at the recent marine-based trade show, Die Boot Messe, held in Dusseldorf, Germany from January 18 to 26 January.

**South Coast shines at international Dive Show in Germany**

ROLAND and Beulah Mauz from African Dive Adventures engaged with keen international tour operators and ocean enthusiasts at the recent marine-based trade show, Die Boot Messe, held in Dusseldorf, Germany from January 18 to 26 January.

The 50th edition of the trade show was hosted across 17 halls, showcasing everything from boats through to dive sites and fishing equipment. It is the largest trade show of its kind worldwide, attracting more than 250 000 European tourists looking for new adventures.

The KZN South Coast couple distributed flyers and highlighted the many aquatic adventures offered by the KZN South Coast, including the annual Sardine Run, whale migration, as well as the Protea Banks and Aliwal Shoal dive sites.

They also outlined the world-class accommodation facilities and unique hinterland experiences on offer. CEO of Ugu South Coast Tourism (USCT), Phelisa Mangcu, said this exposure is key to attracting international tourists to the region. "USCT aims to boost our leisure and business tourism offerings beyond South African borders, and well-attended events such as Die Boot Messe serve to achieve this," said Mangcu.

Roland said, "We highlighted the amazing tourism sites and infrastructure we have on the South Coast, publicising the region as one of the top holiday destinations for marine eco-friends and shark diving enthusiasts worldwide." — Supplied

Publication: Rising Sun (Mid South Coast)  
Date: Tuesday, February 18, 2020  
Page: 11

### South Coast appeals to international audience at Dive Show

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*Beulah and Roland Mauz*

Beulah and Roland Mauz from African Dive Adventures represent the South Coast at the recent marine-based trade show, Die Boot Messe, held in Dusseldorf, Germany from 18 to 26 January.

Publication: Mid South Coast Mail  
Date: Friday, February 21, 2020  
Page: 7



Beulah and Roland Mauz from African Dive Adventures represent the South Coast at the recent marine-based trade show, Die Boot Messe, held in Dusseldorf, Germany from 18 to 26 January.

**South Coast diving in focus at international marine expo**

ROLAND and Beulah Mauz from African Dive Adventures, based in Shelly Beach, engaged with keen international tour operators and ocean enthusiasts at the recent marine-based trade show, Die Boot Messe, held in Dusseldorf, Germany from 18 to 26 January.

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Publication: South Coast Herald  
Date: Friday, February 21, 2020  
Page: 4



Beulah and Roland Mauz.

**Coast in spotlight**

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Publication: South Coast Herald  
Date: Tuesday, February 18, 2020  
Page: 5

### South Coast couple back from world's biggest trade show

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*Roland and Beulah Mauz*

### KZN South Coast appeals to international audience at Dive Show

**ROLAND AND BEULAH MAUZ** from African Dive Adventures engaged with keen international tour operators and ocean enthusiasts at the recent marine-based trade show, Die Boot Messe, held in Dusseldorf, Germany from 18 to 26 January. The 50th edition of the trade show was hosted across 17 halls, showcasing everything from boats through to dive sites and fishing equipment. It is the largest trade show of its kind worldwide, attracting more than 250 000 European tourists looking for new adventures. The KZN South Coast couple distributed flyers and highlighted the many aquatic adventures offered by the KZN South Coast, including the annual Sardine Run, whale migration, as well as the Protea Banks and Aliwal Shoal dive sites. They also outlined the world-class accommodation facilities and unique hinterland experiences on offer. CEO of Ugu South Coast Tourism (USCT), Phelisa Mangcu, said this exposure is key to attracting international tourists to the region. "USCT aims to boost our leisure and business tourism offerings beyond South African borders, and well-attended events such as Die Boot Messe serve to achieve this," said Mangcu.

Roland said, "We highlighted the amazing tourism sites and infrastructure we have on the South Coast, publicising the region as one of the top holiday destinations for marine eco-friends and shark diving enthusiasts worldwide." — Supplied

*Beulah and Roland Mauz*



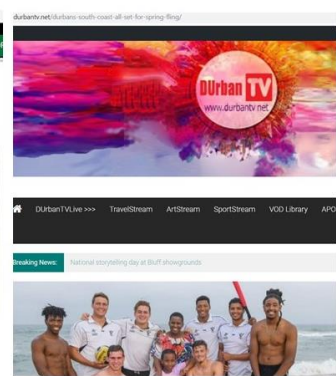
## Seasonal Campaigns & Activations

### The Spring Campaign (Spring Fling Activation)

The launch of the Spring Campaign coincided perfectly with school holidays. This being the period when families were visiting our destination from around the country; our focus was directed mainly on communicating Things to Do in the South Coast during this period. Our communication included the following events:

- The South Coast Fever Mountain Biking Series, which gives cyclists and trail runners the chance to enjoy four diverse terrains - desert, beach, forest and game reserve – concluded with the Lake Eland Classic on Sunday, 22 September.
- The annual Matat2Pont Enduro motorbike ride running from Friday, 20 to Sunday, 22 September.
- The first-ever Spring Fling with holiday activities in the beaches and hinterland
- The not-to-be-missed South Coast Carnival - 27 to 29 September.

The *Spring Fling Activation* took place at the beaches and hinterland; it included balanced sports and games/fun for people of all ages to enjoy either as individuals or as families. The following Main Beaches were used for activations Margate, St Michaels, Port Edward, Hibberdene and Scottburgh.



## South Coast Summer Kick Off

The annual mayoral roadblock took place on the 13th of December 2019, at the Hibberdene offramp. This event sees the mayor of Ray Nkonyeni Municipality welcoming and interacting with tourists as they enter the destination. Hosted by Ray Nkonyeni Municipality and supported by Ugu South Coast Tourism, the activation was joined by GagasiFM, Tourism KZN, SAPS and the KZN Transport Department. Visitors were delighted to be welcomed by the Mayor and some of the key players in the tourism industry in KwaZulu-Natal such as CEO of Ugu South Coast Tourism (Phelisa Mangcu), TKZN Board Chairperson (Sthembiso Madlala) and the Managing Director of Gagasi FM (Vukile Zondi). There was also a live broadcast by Gagasi FM Mid-Morning Hangout crew (Khulekani Mbambo and Zisto) and performance by the Tourism KZN flash mob. Visitors were given goodie bags which included refreshments and a copy of the Southern Explorer which could come in handy during their stay on the South Coast.





Tourism KZN – used the same platform through their partnership with Gagasi FM to launch the provincial Summer Campaign. On Saturday the 14<sup>th</sup> December 2019, they hosted a media round table where they were joined by local and provincial media. In attendance were the: Acting MEC Ravi Pillay, RNM Mayor, Chairman of Planning & Economic Development portfolio at Ugu District Municipality and the CEO of TKZN.

The media roundtable was followed by the flash mob activation at corner Marine Drive and Izotsha Road traffic lights in Shelly Beach. Supported by USCT promotional material to the visitors were handed and the activation became a huge drawcard as flash mob was dressed in attractive yellow shirts attracting the attention of visitors and locals alike. Further activations by the flash mob took place at Zuri Beach in Margate.



## The Summer Sizzle

For the Summer Campaign, a pre-publicity photoshoot took place and press releases around the *Summer Sizzle* beach and hinterland activations were issued in December. A piece focusing on the 10 reasons to visit the South Coast was sent to various media houses ahead of the December holiday season. This generated interest and attracted

the attention of radio stations who requested interviews with the CEO enquiring about what would be happening in the South Coast during the season.



## Easter Campaign

Due to budget constraints USCT could not implement the Easter Seasonal Campaign. Creative measures had to be applied in order to achieve the targets. These included producing exclusive articles and advertorials that focused on specific angles and generated free exposure. Below are the advertorials that were placed during this period in lieu of an Easter Campaign

- Event Planner's Guide
- Event Africa Digital 2020
- Leading Venues
- Leading Venues – Online Package
- Hello Joburg
- Business Events Africa
- Meetings Africa Daily
- Compleat Golfer
- Tee & Sandwedges
- ARISE Magazine
- Event Planner Guide



**CONFIDENTIAL BUSINESS TRAVEL**

**THE KZN SOUTH COAST IS PROVIDING VISITORS WITH TRULY EXCEPTIONAL EXPERIENCES**

SACIS 2020 Sales Pitch Meeting

The KZN South Coast has long been a popular destination for visitors countrywide, but it's now emerging as the ultimate MICE (meetings, incentives, conferences and events) destination, particularly for those seeking a truly unique experience.

**READ MORE ON TRAVEL + TEE**

**NEWSLETTER**

Your email address:

**RECOMMENDATIONS**

**YOUTUBE**

**BUSINESS TOURISM AN EMERGING MARKET FOR THE KZN SOUTH COAST**

The KZN South Coast is renowned as a prime destination for leisure tourism. But Ugu South Coast Tourism (USCT), the official destination management organisation of the region, is working to position the area as a key business tourism market that rivals any national location. "Business conferencing has evolved from simple boardroom meetings held in traditional conference facilities to much more dynamic sessions that require delegates through architecturally inspiring settings and engaging activities," explained CEO of Ugu South Coast Tourism (USCT), Phelisa Mangau. "The KZN South Coast - which is home to some of the most incredible natural scenery, outdoor activities and award-winning facilities - is the ideal destination in terms of business tourism. USCT is working closely with tourism establishments to enhance service offerings and extend our reach into this market."

The business hub of the region is the stunning coastal town of Port Shepstone, which has grown from a seaside holiday destination to become the administrative, commercial, distribution and transport centre of the KZN South Coast. The abundance of available services and facilities is positioning the region as a drawcard for business events, as well as a platform from which visitors can enjoy the surrounding tourism options. One of the major benefits of Port Shepstone is the ease of accessibility for business visitors. It's an easy 45-minute drive from Durban along the KwaZulu-Natal coastline, and less than seven hours from Johannesburg along the N2 national highway. There are domestic and international flights into King Shaka International Airport

**RATHER MEET IN MAURITIUS... AND YOU COULD BE REWARDED**

Mauritius is the perfect year-round destination for business and leisure travel. The island offers a wide range of facilities and services, including accommodation, transport, and entertainment. The island is also a popular destination for business meetings and conferences. The island's location, climate, and facilities make it an ideal choice for business travel. The island is also a popular destination for leisure travel. The island's location, climate, and facilities make it an ideal choice for business travel. The island is also a popular destination for leisure travel. The island's location, climate, and facilities make it an ideal choice for business travel.

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**11** We offer award-winning accommodation and conference venues providing business visitors world-class service. For those who prefer to conclude business on the greens, there are 11 courses on the 'Golf Coast' as well as a variety of outdoor team-building activities. //

- Phelisa Mangau, CEO, Ugu South Coast Tourism

**SHOWCASING AFRICA**



## Compleat Golfer – Digital Exposure

The screenshot shows the homepage of the Compleat Golfer website. At the top, there's a navigation bar with links to HOME, NEWS, MAGAZINE, COURSES, TOURNAMENTS, BRANDON STONE, WIN, and 5 STAR SERIES. Below the navigation bar, the main content area is divided into several sections:

- Tour pros embracing downtime:** A featured article with a photo of a golfer and text mentioning Erik van Rooyen, Dylan Frittelli, and Dean Burmester.
- SUNSHINE TOUR:** A section with a photo of a golfer and text mentioning European Tour keeping tabs on Covid-19, Sunshine Tour joins Covid-19 fight, and Rahm also rejects PGL.
- VIDEO:** A section with a grid of video thumbnails and titles:
  - Harrington turns coach ... for now
  - Watch: Coach Rory shares advice with toddler
  - Watch: Three of the best from SA Women's Open
  - Watch: Poulter's ultimate gaming set-up
  - Watch: Fallo effect rubs off on players
  - Watch: The best from 1PG Saugras' 17th hole
  - Highlights: Qatar Masters Round 4
  - Watch: Ernie wins first Champions Tour event
  - Highlights: Arnold Palmer Round 4
- COURSES:** A section with a large photo of a golf course and text: "NEW SCHOOL COOL", "The Compleat Golfer magazine's new 'Top 100' list of the best golf courses in South Africa", and "COTM Feb 2020: Wedgewood".
- OPINION:** A section with a photo of Brandon Stone and text: "Soweto rising", "This month Compleat Golfer's playing editor Brandon Stone talks about the success of taking golf to Soweto.", and "The Other Guys", "During the SA Open at Montgomerie Golf Club, a few realities struck me..."
- IT'S BUSINESS:** A section with a photo of a golfer and text: "Soweto rising", "This month Compleat Golfer's playing editor Brandon Stone talks about the success of taking golf to Soweto.", and "The Other Guys", "During the SA Open at Montgomerie Golf Club, a few realities struck me..."
- IT'S LEISURE:** A section with a photo of a golfer and text: "Soweto rising", "This month Compleat Golfer's playing editor Brandon Stone talks about the success of taking golf to Soweto.", and "The Other Guys", "During the SA Open at Montgomerie Golf Club, a few realities struck me..."
- IT'S ADVENTURE:** A section with a photo of a golfer and text: "Soweto rising", "This month Compleat Golfer's playing editor Brandon Stone talks about the success of taking golf to Soweto.", and "The Other Guys", "During the SA Open at Montgomerie Golf Club, a few realities struck me..."

**South Coast**  
PARADISE OF THE ZULU KINGDOM

BOASTING 11 IMMACULATE golf courses  
LUSH hinterland & cultural EXCURSIONS  
BEACHSIDE fun IN THE SUN

IT'S PARADISE

WWW.VISITKZNSOUTHCOAST.CO.ZA

**South Coast**  
PARADISE OF THE ZULU KINGDOM

IT'S BUSINESS

WWW.VISITKZNSOUTHCOAST.CO.ZA

**South Coast**  
PARADISE OF THE ZULU KINGDOM

IT'S LEISURE

WWW.VISITKZNSOUTHCOAST.CO.ZA

**South Coast**  
PARADISE OF THE ZULU KINGDOM

IT'S ADVENTURE

WWW.VISITKZNSOUTHCOAST.CO.ZA



**Arise Magazine** – in preparation for the Christian Women in Business Conference that was planned to take place in San Lameer in March 2020 a double page advert was sponsored by the organizers of the conference. USCT was given an opportunity to place an advert in their magazine to attract attention to Uvukile Gospel Festival that was due to take place at Gamalakhe Sports Ground during the Easter weekend.



## KZN SOUTH COAST SET TO HOST THE 3RD CHRISTIAN WOMEN IN BUSINESS CONFERENCE

*As a region renowned for its natural beauty, marine-based activities and outdoor adventures, the KwaZulu-Natal (KZN) South Coast has entrenched itself as a prime leisure destination, but it's also fast-becoming an in-demand MICE (meetings, incentives, conferencing and events) tourism destination, hosting a range of business-related events.*

And in 2020, the KZN South Coast is the chosen venue for the 3rd Christian Women in Business Conference, taking place at San Lameer Hotel Resort & Spa on Saturday, 14 March with a special welcome Gala Dinner hosted on Friday, 13 March.

The positioning of the KZN South Coast as an official MICE destination forms part of the strategy of UGU South Coast Tourism (USCT) to curb seasonality and grow tourism in the region. This tourism body is the official destination management organisation of the UGU District Municipality, tasked with implementing marketing and development initiatives that showcase the diverse offerings and experiences of the South Coast as tourist destination.

**All-in-one tourism destination**

"We are so excited to welcome the prestigious Christian Women in Business Conference to the KZN South Coast," said CEO of UGU South Coast Tourism, Phelisa Mangou. "The event not only ties in with our hosting of various religious tourism events, but also continues to identify this region as an emerging MICE destination."

Mangou said the KZN South Coast tourism community was ready to welcome all delegates, using this dedicated business-networking event as a platform to highlight exactly what the region has to offer. "The KZN South Coast has everything needed to host a comprehensive conference or event, including award-winning accommodation and services, financial institutions, medical facilities, accessibility and a range of cultural, sporting and associated leisure activities." In addition to all the necessary services and facilities suited to uninterrupted business operations, the region is also fully-equipped to deal with any manner of emergency situations

with qualified disaster management facilities and personnel, local SAPS, as well as several healthcare facilities located in the area.

For delegates looking to extend their stay and participate in some of the many leisure activities on offer, the KZN South Coast is home to:

- 11 top-quality golf courses
- Wild Gorge Swing in Ontl Gorge
- World-class Aliwal Shoal and Protea Banks dive sites
- Blue Flag beaches
- Immersive cultural and heritage tours
- 4x4, hiking and birdwatching at the KwaZimakwe Multi-Trails
- Lake Bland Suspension Bridge
- Picnic and hiking routes at natural reserves
- The world's smallest desert – The Red Desert

**KZN South Coast a key events' destination**

Outside of the Christian Women in Business Conference, the KZN South Coast plays host to a number of annual events which attract local and international recognition. This includes the upcoming 9th Uvukile Gospel Festival which promises a fantastic line-up of leading South African artists on Easter Sunday, 12 April 2020 at UGU Sports and Leisure from 6pm to 6am. The festival – presented by SMM Projects, and supported by USCT and the Department of Arts and Culture – is a leading Easter holiday event that brings communities together in a musical celebration. This year's Uvukile Gospel Festival artist list includes (among many others):

UP COMING EVENT



**Some other KZN South Coast flagship events are:**

- **The Blke Fest**  
What started as a premier biking event on the KZN South Coast has now grown into a five-stop biking event with South Coast Bike Fest, Port Edward, the second stop on the journey, taking place from 25 to 27 April.
- **The UGU Jazz Festival**  
A celebration of this vibrant music style, the festival brings together jazz lovers and top-quality performers, this year taking place on 27 June.
- **The UGU Film Festival**  
Hosted earlier this year, the award-winning film festival has become a prominent platform for the South African film industry to showcase their local talent and connect them with business-minded investors and producers.
- **The South Coast Fever MTB & Trail Run Series**  
Throughout the year, cyclists and trail runners are given the chance to enjoy four diverse terrains – desert, beach, forest and game reserve.

**Ease of access for all delegates**

One of the major benefits of the KZN South Coast is the ease of accessibility for all delegates. It's an easy 45-minute drive from Durban along the KwaZulu-Natal coastline, and less than seven hours from Johannesburg along the N2 national highway.

There are domestic and international flights into King Shaka International Airport (KSA) – just under two hours from San Lameer – with car hire facilities and scheduled shuttles to the KZN South Coast. There are also several private airstrips and the well-positioned Margate Airport which, through the Cemair service, offers direct flights between Johannesburg's Oliver Tambo International Airport and Margate Airport.

**Keep updated on all KZN South Coast events by downloading the free 'Explore KZN South Coast' app, visit [www.visitkznsouthcoast.co.za](http://www.visitkznsouthcoast.co.za), follow the 'South Coast Tourism' Facebook page, or @infosouthcoast on Twitter using #travelsouthcoast #tourismsouthcoast #kznsouthcoast.**






## Tee and Sandwedges March 2020

### GOLF COAST CELEBRATES ANOTHER BIG TOURNAMENT

There is a buzz of excitement in the offices of South Coast Tourism in Port Shepstone, after the staging of the South African Ladies Masters Golf tournament, which was played at the San Lameer Country Club from February 19 to 21.

"We were very happy to host the SA Ladies Masters for the second year running," said South Coast Tourism chief executive, Phelisa Mangcu.

"It confirms our claim to the title of South Africa's Golf Coast."

"Golf is very important to tourism in the KwaZulu Natal South Coast region. Our area includes 11 beautiful golf courses, each of which offers something unique to the golf enthusiast. Many of them have splendid views of the Indian Ocean and our seven beautiful Blue Flag beaches, while others offer opportunities to spot some of South Africa's fabulous wild life while playing a round of golf."

Mangcu said the South African Ladies Masters introduced a number of visitors to the area.

"It is sponsored by Standard Bank and they brought a number of guests to the tournament, while families and friends also came to support the players."

The South African Ladies Masters is the second oldest women's professional golf tournament in South Africa. It has a history of developing young talent and reserves entries for top South African amateur golfers, who compete for the Sally Little Trophy. Sally Little was the first golfer to win the South African Ladies Masters in 1996.

The tournament was open to all women golf professionals, both local and international, and to amateur women golfers with a handicap of six or less. It was played over three rounds of strokeplay, with 18 holes played each day.

Mangcu said the KZN South Coast was very much a golfing destination, attracting business and leisure players.

"There's a lot of networking done on the golf course, and these conversations sometimes lead to ideas for conferences and conventions, which in turn bring more people to our region," she said.

"The 11 golf courses in our area stretch from Umkomaas along the coast to the Wild Coast Sun and Inland to Harding. There is something for everyone. Some groups even embark on a Golf Coast tour, playing all 11 courses."

But Mangcu pointed out that the South Coast had more than golf more to offer visitors to KwaZulu Natal.

"We are very proud of our seven Blue Flag beaches. This is the highest number of Blue Flag beaches in Africa and makes the South Coast an ideal destination for family holidays."

"We are within easy reach of Johannesburg and Pretoria and hundreds of thousands of people flock to the South Coast every year. The Indian Ocean is warm all year round and we have wonderful accommodation all along the coast," said Mangcu.

"Visitors can explore our rich cultural heritage and we also offer adventure tourism."

"In recent years, the South Coast has also attracted international film makers because of the natural beauty and the ideal weather."

"And the reason people keep coming back to the South Coast is because of our warm and welcoming people, who make visitors feel at home."

- JANE BRAMLEY





## **Winter Campaign - The Sardine Run**

The Sardine Run is an annual winter attraction for the KZN South Coast as the sardine shoals move northwards along the coastline in the cooler waters. As nature is fortunately not limited by the travel restrictions that were in place due to the Covid-19 pandemic, the annual Sardine Run brought much activity to the KZN South Coast. In June, while observing all national lockdown Level 3 restrictions and beaches remained closed, the KZN South Coast had front row seats to one of the planet's greatest biomass migrations as sardine activity took over the shoreline.

Big shoals of sardines were seen along the entire shoreline, with netting taking place at Scottburgh, Pennington and Ramsgate beaches. Seine netters were able to catch crateloads of the little silver fish who were joined by a host of predatory marine life which included sharks and whales. This added to even more excitement as lots of locals came through to support commercial anglers, buying crates of sardines, and enjoying the opportunity to witness the incredible ocean action that is so unique to our shores.

USCT kept the world connected to the Sardine Run digitally during the lockdown by uploading videos, images and up-to-date information. The public was invited to check out the 'South Coast Tourism' Facebook page and @infosouthcoast on Twitter for the latest drone footage by @saltywaveslider Brad Mommsen and images by Donald Strydom Photography.

Press releases and copy were disseminated to a variety of national media and USCT social media pages. The media exposure was extended to a television and radio coverage that the CEO had on the Espresso Show on SABC 3, SA FM and East Coast Radio focusing on the Sardine Run.



## Signature Events Promotion

USCT identified five signature events that have the potential to highlight or showcase the destination's diverse offerings and attract attention to the South Coast. These include Ugu Film Festival, the Bike Fest, Uvukile Gospel Music Festival, the MTB Series and the Ugu Jazz.

### The Bike Festival

The Bike Festival is one of the identified signature events that USCT supports as it has the potential to attract visitors and grow tourism in the district. As USCT is no longer involved in the operations and management of the South Coast Bike Fest™; focus would be placed on communicating USCT's support of the current and newly established Bike Festival concept that has been developed by the private sector and was planned to take place in Port Edward. The owners of Bike Fest SA have the financial support of Ray Nkonyeni Municipality as the event still takes place within

this municipality. A press release and images focusing on the 2020 Bike Fest SA were sent out to a variety of media, 19 'free' media exposure articles were received.

Publication: Southern Star  
Date: Tuesday, January 21, 2020  
Page: 4

## Bike Fest to hit KZN South Coast in April



The Bike Fest, Africa's biggest motorcycle, music and lifestyle festival, which has its roots on the KZN South Coast, will also be hosted in other provinces this year.

Bike Fest fever will hit Port Edward on the KZN South Coast from 25 to 27 April.

Before that the festival will be held in Jeffreys Bay in the Eastern Cape from 26 February to 1 March. The event will also be staged in Bulwer on the KZN North Coast in September while bike fans in the Free State and the Western Cape will have their turn in July and October.

The annual Bike Fest, which

originated on the KZN South Coast, has proved so popular that we are responding to market demand and taking the festival to another four locations across the country," said event organiser, Vicky Wentzel – owner of Wozani Africa Events and co-founder of Africa Bike Week® & "South Coast Bike Fest".

"The festival destinations selected will showcase some of South Africa's most incredible towns – inland and seaside destinations – and the dedicated event programme will ensure all ages and interests are catered for.

From the de-hat baker fans through to the music and foodies, everyone

Publication: South Coast Fever  
Date: Thursday, January 30, 2020  
Page: 26

## What's On Diary

### BUSINESS BREAKFAST

South Coast Chamber of Commerce and Industry invites you to a business breakfast with guest speaker, economist Dr. Chris Coetzer.

Date: February 6

Venue: Good Life Cafe, Shelly Beach

Time: 8 am (registration)

Cost: R75 for members, R100 for non-members

RSVP to [president@sccl.org.za](mailto:president@sccl.org.za) or send a text to 081 722 9541

### CAR BOOT MARKETS

February 1 – Solenzra Village

February 8 – Hlabisa Mall

February 15 – Kart Troaks

February 22 – Solenzra Village

February 29 – Kart Troaks

All markets take place from 8 am to 1 pm

Contact Lorraine at 078 1755 039 to book

### DRAKS AND BRAIN EVENING

Date: Friday, January 31

Venue: Ramsgate Community Centre, Ramsgate

Time: Five stars start at 6 pm

### Cost: R20 per person

Hosted by the Ramsgate Lions. Meet new people, have fun, and test your knowledge. Prizes to be won.

For more information, contact Liam Jerny at 083 309 8314.

### SOUTH COAST BIKE FEST

Venue: Port Edward

Dates: April 25 to April 27

Visit [www.bikefestsouth.co.za](http://www.bikefestsouth.co.za) to book your tickets and accommodation, or visit the Bike Fest SA Facebook and Instagram pages for all the latest updates

### BOWLING

Venue: Southdown Bowls Club

Dates: Mondays, Wednesdays and Saturdays at 2 pm and Fridays at 3 pm

Contact Julie at 083 273 6840.

### UNION PARK RUN

Venue: Union Park Environmental Centre

Date: Every Saturday

Contact Gail Keeney at 079 182 6371.

Publication: Travel  
Date: Friday, February 07, 2020  
Page: 15

## TRAVEL WITH US

### GET RIDIN'

Africa's biggest motorcycle, music and lifestyle festival will be returning to South Africa in 2020, bringing the best of the South Coast to the rest of the country.

For more information, contact Vicky Wentzel at 083 309 8314.

### CHEESE, CHEESE, AND MORE CHEESE

The 10th anniversary of the annual South African Cheese Festival offers the perfect time to celebrate the best of the South African cheese industry.

For more information, contact Vicky Wentzel at 083 309 8314.

### A ROYAL ZAMBIAN RETREAT

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The annual Bike Fest, which

Publication: KwaZulu Natal Herald  
Date: Friday, January 31, 2020  
Page: 15

## Five times the rocking and riding action with Bike Fest SA 2020

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**South Coast IT'S PARADISE**

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commitment by a major sponsor resulted in the event being postponed. Ahead of the planned date, USCT placed a single page advert in the Callsheet magazine to publicize the event and highlight the destination's potential as a film location. Callsheet is Africa's leading film industry publication. It is available in both digital and print formats. Due to delayed sponsorships the event took place on 24 – 26 January 2020 at Margate Hotel.

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A press release and images regarding the Ugu Film Festival were sent to a variety of media, this achieved over 30 'free' media exposure articles.



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## Bright lights and action as annual film festival gets underway

The award-winning Ugu Film Festival, hosted by Sanywood Films in partnership with The National Film and Video Foundation, is back with a bigger and better programme, which will run from January 24 to 26 at the Margate Hotel in Port Shepstone. The festival's prominent community outreach feature will be held at longpans.

The only event of its kind in the district, the festival provides a vital local film development platform, giving aspirant and up-and-coming filmmakers an opportunity to showcase their talent and exposure to the industry. It also offers a chance to showcase their craft to potential investors, film enthusiasts and media.

Opening on January 24 with a special screening of an award-winning South African film *Uncovered*, directed by Zuko Nodada, the festival will run a programme with a special focus on female filmmakers dubbed *Through the Lens of South African Women*.

*Uncovered* is a film about a young, driven, intelligent woman whose ambition to become CEO of a mining company (Shift Inc) clouds her judgment when her journalist sister, Purnia Ndlovu, informs her about possible corruption. Out of the blue, Frank Drake (Aluta's boss) wants to take a woman to his home in the mountains of the Veldt. It is only when tragedy strikes that Aluta sees through Frank and figures out what he is up to, which drives her to vengeance, not only for her sister's death but also her people and her own life.

"I am very excited by the support the festival continues to receive from its partners, particularly the National Film and Video Foundation and Ugu South Coast. Through such backing we can continue with our objective, which is to empower the youth and female filmmakers from our disadvantaged communities, opening the door for them to successfully pursue their careers," says Sanyo Zindaka, Founder and Executive Director of Ugu Film Festival.

The event is held in partnership with the local development of the local economy and tourism sector as the South Coast, known as KZN's beach for all, is a favourite among tourists and, with the emergence of the local film industry, is well on its way to becoming a sought after film destination as international crews continue to take a keen interest in the district.

"We are very excited that the KZN South Coast will set the stage for the seventh edition of the Ugu Film Festival – one of our flagship tourism events," said CEO of Ugu South Coast Tourism, Pheliso Mankaka.

The area is fast becoming a key destination for both local and international feature films and wildlife documentaries, benefitting those in the industry as well as our local tourism establishments.

The festival menu will also feature a parade of films, written and directed by Claire Angouleme. This daring filmmaker turns the culture of self-documentation on its head in this unique feature film which plots a documentary's attempt to uncover the truth about a young woman she has filmed, who was alleged to be involved in several people's lives.

Zulu Return by KZN filmmaker Gugu Ntshini is the fascinating documentation of American rap artist Afrika Bambaataa's trip to SA to find his perceived African roots.

Nodada's *Uncovered* is a structural comedy that takes the breath away with its stylistic audacity.

Purnia Ndlovu can look forward to engaging and gaining skills from, among others, award-winning South African actor Mene Ndlovu (*Shaka's Army*), Gugu Zindaka, Peter Phahle (*Shaka's Army*), international star Simon Kocic, Peter Phahle from Victoria Park, Gugu Zindaka from ACT Film, and Gugu Zindaka from ACT Film.

The community-based in the surrounding areas will be offered opportunities to learn about filmmaking, and furthermore enjoy the films that have been scheduled to screen through the Outreach Programme the festival has planned. For the full festival schedule, visit <http://www.ugufilmfestival.org>



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ALYSSA BIRJALAL

THE Ugu Film Festival makes its return from January 24 to 26 and this year's programme promises to be bigger and better.

The festival takes place at the Margate Hotel with a host of directors, writers, actors and other industry leaders, in attendance.

The only event of its kind in the district, the festival provides a vital local film development platform for aspirant film-makers.

Opening the festival this year is an award-winning South African film *Uncovered*, which was directed by Zuko Nodada.

Written by Steven Pillermer, *Uncovered* is a film about Aluta Ndlovu (Nqobile Khumalo), whose ambition to become chief executive of a mining company clouds her judgement when her journalist sister informs her about possible corruption.

Out of the blue, Aluta's boss, Frank Drake, wants to tell a worthless mine to the people of Somkebele Village.

It is only when tragedy strikes that Aluta sees through Frank and figures out what he is up to, which drives her to vengeance.

Nodada said the inspiration for the story came from the fact that 25 years into democracy nothing's changed in the lives of the poor.

"The inspiration was simple. Nothing changes in the lives of the poor people. No land, no resources and no hope for a better future."

"The rich just keep taking from them with no consequences," he said.

"*Uncovered* represents millions of people in South Africa and the themes of inequality and corruption are universal. This is a great film for everyone as it gives a voice to the voiceless," said Nodada.

This year the festival looks at putting women at the forefront of film and the theme is *Through the Lens of South African Women*.

Nodada's film encapsulates this. "Having a female lead was very important for me. I grew up around strong women. I learnt from an early age how women can shape the world and influence the future," he said.

Nodada directed Khumalo five years ago and he knew he would work with her again.

"I couldn't find a suitable project for her until *Uncovered* came along. But with villain Frank Drake it was easy to decide. Robert Hobbs is a seasoned professional and the role was

# 'Uncovered' leads Ugu pack

AWARD-WINNING South African film *Uncovered*.

written for him. I called him and he asked for the script and after reading it was on board," he said.

In regard to his style of shooting, Nodada said he was influenced by other film-makers who had done great work.

He said: "There will always be influence from the other guys who have done great work, but I believe with the film I found a unique voice visually and otherwise."

"I treated scenes based on what I wanted to communicate and because the subject matter is sensitive, I opted to be a bit shaky with regards to camera movement with abrupt stillness where appropriate."

*Uncovered* was supported by the KZN Film Commission, which contributed 50% of the film's budget. The remainder was supplied by the Department of Trade and Industry and the National Film and Video Foundation.

*Uncovered*'s producers made a bold decision to distribute this film independently in South Africa and approached exhibitors directly.

"The movie will be out in cinemas on August 10 at Str Kinkor. Internationally, we have sales agents and we have been to a few film festivals where we have doors opened for international distribution," Nodada said.

## MTB Series

The South Coast Fever MTB & Trail Run Series, a four-part cycling race, came to an exciting end on Sunday, 22 September at Lake Eland Game Reserve. This was the fourth year of The South Coast Fever MTB & Trail Run Series and it continues to be one of the region's biggest tourism drawcards.



This uniquely contested race gives riders and trail runners the chance to challenge themselves across four diverse terrains - the red desert (Sardine MTB Race at Port Edward Holiday Resort), the beach (the Sappi Scottburgh MTB & Trail Run Weekend



at Scottburgh Beach), the forest (The Ingeli MTB & Trail Run) and the game reserve (The Lake Eland Classic at the Lake Eland Game Reserve).

The MTB Series was finalized in September and full coverage in the form of press releases and wrap articles were featured in October. Our incredibly diverse terrain, beautiful climate and welcoming communities will see this event attract even more visitors in the years to come.

**Fourth annual MTB and trail run series wraps up in style**

The South Coast Fever MTB & Trail Run Series, a four-part cycling and running series, came to its exciting conclusion on 28 September at the Lake Eland Classic. The series, which was held over four weekends, attracted a large number of participants and spectators. The final event, the Lake Eland Classic, was a challenging 40km trail run and 20km MTB race. The series was organized by the South Coast Fever MTB & Trail Run Series Committee, which was formed in 2016. The series has since become a popular event in the region, attracting participants from all over the country. The series is a great way to enjoy the beautiful scenery of the South Coast and to challenge yourself physically. The series is also a great way to meet and greet other participants and to share your experiences. The series is a must-do for anyone who loves cycling and running. The series is a great way to enjoy the beautiful scenery of the South Coast and to challenge yourself physically. The series is also a great way to meet and greet other participants and to share your experiences. The series is a must-do for anyone who loves cycling and running.

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**The South Coast Fever MTB & Trail Run Series Wraps Up**

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## Uvukile Gospel Festival

Uvukile Gospel Festival was set to take place at Ugu Sports and Leisure on Sunday, 12 April. The festival acknowledges both the region's capabilities as an event destination and religious tourism offerings. A newspaper article including a double page advertorial were featured for the event. However, due to the Covid-19 outbreak the event was cancelled.



### KZN SOUTH COAST SET TO HOST THE 3RD CHRISTIAN WOMEN IN BUSINESS CONFERENCE

*As a region renowned for its natural beauty, marine-based activities and outdoor adventures, the KwaZulu-Natal (KZN) South Coast has entrenched itself as a prime leisure destination, but it's also fast-becoming an in-demand MICE (meetings, incentives, conferencing and events) tourism destination, hosting a range of business-related events.*

And in 2020, the KZN South Coast is the chosen venue for the 3rd Christian Women in Business Conference, taking place at San Lameer Hotel Resort & Spa on Saturday, 14 March with a special welcome Gala Dinner hosted on Friday, 13 March.

The positioning of the KZN South Coast as an official MICE destination forms part of the strategy of UGU South Coast Tourism (USCT) to curb seasonality and grow tourism in the region. This tourism body is the official destination management organisation of the UGU District Municipality, tasked with implementing marketing and development initiatives that showcase the diverse offerings and experiences of the South Coast as tourist destination.

**All-in-one tourism destination**  
 "We are so excited to welcome the prestigious Christian Women in Business Conference to the KZN South Coast," said CEO of UGU South Coast Tourism, Phelisa Mangcu. "The event not only ties in with our hosting of various religious tourism events, but also continues to identify this region as an emerging MICE destination."

Mangcu said the KZN South Coast tourism community was ready to welcome all delegates, using this dedicated business-networking event as a platform to highlight exactly what the region has to offer. "The KZN South Coast has everything needed to host a comprehensive conference or event, including award-winning accommodation and services, financial institutions, medical facilities, accessibility and a range of cultural, sporting and associated leisure activities." In addition to all the necessary services and facilities suited to uninterrupted business operations, the region is also fully-equipped to deal with any manner of emergency situations

with qualified disaster management facilities and personnel, local SAPS, as well as several healthcare facilities located in the area.

For delegates looking to extend their stay and participate in some of the many leisure activities on offer, the KZN South Coast is home to:

- 11 top-quality golf courses
- Wild Gorge Swing in Orbi Gorge
- World-class Aliwal Shoal and Protea Banks dive sites
- Blue Flag beaches
- Immersive cultural and heritage tours
- 4x4, hiking and birdwatching at the KwaZimkwe Multi-Trails
- Lake Bland Suspension Bridge
- Picnic and hiking routes at natural reserves
- The world's smallest desert – The Red Desert

**KZN South Coast a key events' destination**  
 Outside of the Christian Women in Business Conference, the KZN South Coast plays host to a number of annual events which attract local and international recognition. This includes the upcoming 9th Uvukile Gospel Festival which promises a fantastic line-up of leading South African artists on Easter Sunday, 12 April 2020 at UGU Sports and Leisure from 6pm to 6am. The festival – presented by SMM Projects, and supported by USCT and the Department of Arts and Culture – is a leading Easter holiday event that brings communities together in a musical celebration. This year's Uvukile Gospel Festival artist list includes (among many others):

UP COMING EVENT



**12 APRIL 2020** UGU SPORTS & LEISURE CENTRE 18:00 UNTIL 06:00

TICKETS NOW AVAILABLE GENERAL: R140 VIP: 500

*Ngomusa Syaghubeka*

**Artists:**

- Babo Ngcobo
- Dumi Mkheladze
- Thina Zungu
- Siphumelele Mbambo
- Fikile Momo
- Thobekile

Some other KZN South Coast flagship events are:

- **The Bike Fest**  
 What started as a premier biking event on the KZN South Coast has now grown into a five-stop biking event with South Coast Bike Fest, Port Edward, the second stop on the journey, taking place from 25 to 27 April.
- **The UGU Jazz Festival**  
 A celebration of this vibrant music style, the festival brings together jazz lovers and top-quality performers, this year taking place on 27 June.
- **The UGU Film Festival**  
 Hosted earlier this year, the award-winning film festival has become a prominent platform for the South African film industry to showcase their local talent and connect them with business-minded investors and producers.

- **The South Coast Fever MTB & Trail Run Series**  
 Throughout the year, cyclists and trail runners are given the chance to enjoy four diverse terrains – desert, beach, forest and game reserve.

**Ease of access for all delegates**  
 One of the major benefits of the KZN South Coast is the ease of accessibility for all delegates. It's an easy 45-minute drive from Durban along the KwaZulu-Natal coastline, and less than seven hours from Johannesburg along the N2 national highway.

There are domestic and international flights into King Shaka International Airport (KSIA) – just under two hours from San Lameer – with car hire facilities and scheduled shuttles to the KZN South Coast. There are also several private airstrips and the well-positioned Margate Airport which, through the Cemair service, offers direct flights between Johannesburg's Oliver Tambo International Airport and Margate Airport.

**Keep updated on all KZN South Coast events by downloading the free 'Explore KZN South Coast' app, visit [www.visitkznsouthcoast.co.za](http://www.visitkznsouthcoast.co.za), follow the 'South Coast Tourism' Facebook page, or @infosouthcoast on Twitter using #travelsouthcoast #tourismouthcoast #kznsouthcoast.**






### 3.1.2. Public Relations

#### Trade and Media Trips

##### *KwaNzimakwe Fam Trip*

The launch of KwaNzimakwe Multi-trail took place on 3 November 2019. On the 2<sup>nd</sup> and 3<sup>rd</sup> November, USCT hosted media on a two-day familiarization trip (fam trip) that included film producers. Various media houses were invited and journalists from the following publications were present:

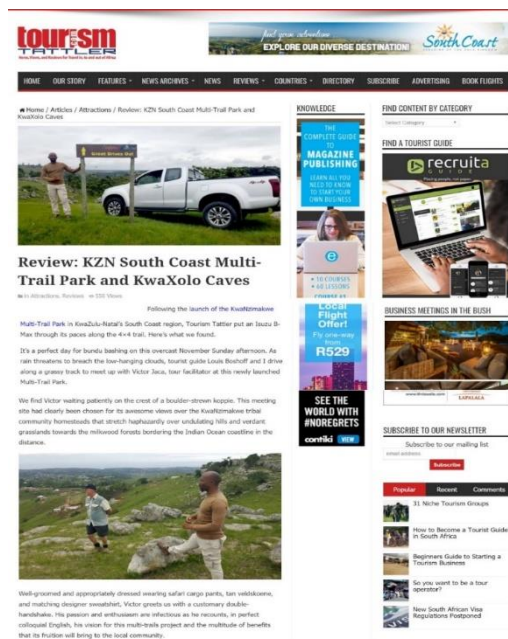
- Ilanga Newspaper
- MegaZone Radio/Durban Youth Radio (DYR)
- Entertainment - Technology - Motoring Tabloid Media WOZAWeekend
- The Rising Sun



##### *Tourism Tattler Fam Trip*

On 17<sup>th</sup> – 20<sup>th</sup> November the publisher, travel writer and the executive editor of the Tourism Tattler Des Langkilde was invited to experience a bespoke fam trip on the South Coast. The fam trip focused on showing the diversity of the destination which included a driving experience on KwaNzimakwe Multi-trail. Overall the South Coast received a comprehensive exposure through an article and online advertising that appeared in the publication.





Editor's top picks of travel news on the [tourismtattler.com](http://tourismtattler.com) website.



### Post Meetings Africa Fam Trip

USCT partnered with TKZN to host 8 buyers from Russia, Kenya, Cameroon, Dubai, Pakistan, Luxembourg, Ghana, Botswana, and South Africa on a familiarization trip. The stops included a shopping experience at Shelly Centre, coffee tour and tasting at Beaver Creek Coffee Estate and Cafe, and Peermont Mondazur Resort Estate Hotel - San Lameer and Selbourne Golf Estate, Hotel and Spa for the viewing of their facilities.



*Shelly Centre Shopping Experience*



*San Lameer Hotel*



*Beaver Creek Coffee Estate and Cafe*

### *India MICE Fam Trip*

On 1<sup>st</sup> March 2020 USCT hosted a group of 10 travel agents from Singapore, Malaysia, Philippines, and India that were recommended by South African Tourism (SAT). The objective of the tour was to showcase the South Coast to travel agents who are keen on selling KwaZulu-Natal and other South African cities. This tour, which we hosted with South African Tourism started very early in the morning with shark cage diving, and ended with breakfast at the Hotel. The group then left the South Coast to explore for more hidden gems of KwaZulu Natal, which included the Drakensberg.



**USCT Team, and SAT Representative with 10 travel agents from South East Asia & India.**

#### *Getaway Magazine & Tour Operator's Fam Trip - 08-12<sup>th</sup> March 2020*

USCT hosted Catherine Hofmeyr, the deputy editor of Getaway Magazine. The aim of the tour was to write a full travel feature of around six/seven pages on golfing in the KZN South Coast. While golf was the emphasis, Catherine also visited other activities in the region such as Beaver Creek, Red Desert, River Boat Cruise, KwaXolo Caves, Shark Cage Diving, Surfing, and more. The idea for the article would be a family/couple holiday where one or more family members play four or five rounds of golf while other family members have a beach plus more holiday.

On the 11th March 2020, the local tour operators joined Catherine on her trip to one of the South Coast's and South Africa's historical treasures, KwaXolo Caves. The exciting and adventurous experience included 300m guided trail, San Rock Art dating back to about 1000 years, a sculptured dramatization scene depicting the lifestyle of the San people and waterfall. The tour operators were thrilled to experience this new project, and committed to sell it. The tour operators who joined the fam trip were, Louis Boshoff from Africa Fun Tours, Mandla Khawula from Thembela Tours and Mandla Gcwabaza from Tour Link.





## **Crisis Management**

### *Scottburgh Beach closure due to 'dirty' water*

On 19 December 2019 a live eNCA TV news broadcast announced that Scottburgh beach was closed at the start of the December holidays due to 'dirty' water. As a result of this there were 12 negative, inaccurate and misleading reports across national newspapers, radio and online media platforms. The PR team investigated further and made contact with the KZN Sharks Board (Greg Thompson) as it appeared that one of his comments to media had been misquoted resulting in negative media exposure.

In Greg's radio interview for SABC Radio news he referred to "poor water quality coming from the river water flowing into the sea". SABC radio news cut his sound bite after "water quality" so there was an assumption that this perhaps implied poor water quality with ecoli (the type that affects blue flag status at beaches). The PR team contacted all 12 media houses – including the head of ECR Newswatch and the article was removed as it was inaccurate and misinterpreted the comment from the KZN Sharks Board. A comment was prepared for Greg and USCT and a media statement was issued to all media that covered the story.

### *Margate Golfer Death Correspondence Crisis PR*

In March 2020 a statement that was released by Netcare 911 to media regarding the death of a golfer at Margate resulted in a multitude of negative, inaccurate and misleading reports across national and international newspapers, radio and online media platforms. USCT PR team investigated further and made contact with the Netcare 911 spokesperson Shawn Herbst and SAPS spokesperson Captain Gwala. The PR team prepared a statement with the correct facts and disseminated it to each media house which covered the story.



## German tourist found dead on KZN golf course had a stroke: family

By Kgagelo Masweneng - 11 March 2020



Gerhard Kramert, 66, died on Saturday at the Margate Country Club after suffering a stroke. Image: 123rf.com/Jaromir Chabala

The family of a German man who was found dead at a golf club in KwaZulu-Natal over the weekend has confirmed that he died of a stroke and not from an attack.

Gerhard Kramert was found dead on Saturday at the Margate Country Club, which described him as a "valued overseas member".

Family spokesperson Reinhold Kramert, in a letter to the country club's management and posted on the club's Facebook page, said the autopsy results showed that Gerhard died of apoplexy - or a stroke.

"It is a great relief to us. Gerhard loved this golf course, he felt very much at home," wrote Reinhold.

"We hope that your country club will not be harmed by this tragic death."

Keen to get away from it all?  
We've got you covered with flexible travel insurance to fit your needs.

### Local news

## No foul play in golfer's death

Gerhard Kramert and his wife Annemarie have been visiting the South Coast 10 years.

March 12, 2020

Police have confirmed that no foul play is suspected in the death of a German man, Gerhard Kramert (66) at Margate Country Club last weekend.

Police spokesman, Captain Ngobile Gwala stated that Mr Kramert's body was found on the 5th tee last Saturday, March 7.

### ALSO READ: Tourist found dead on golf course

"There were no visible injuries on the man so an inquest docket was opened," said Capt Gwala.

This despite certain media houses reporting that he had sustained severe head trauma.

Netcare 911 media liaison officer, Shawn Herbst, also confirmed paramedics were called out and assisted a doctor who was already on site.

Mr Kramert was declared dead at the scene.

A post-mortem was conducted this week.

"We have spoken today (Tuesday) with the doctor who did the autopsy. He found that apoplexy was the cause of death and we are satisfied with this," said Mr Kramert's brother, Reinhold.

"No foul play is suspected and this was subsequently confirmed by the pathologist, who ruled this a natural cause of death," said Capt Gwala.

"It is a great relief to us. Gerhard loved this golf course, he felt very much at home here," said Reinhold.

### SOUTH AFRICA

## German tourist found dead on KZN golf course had a stroke: family

BY KGAGELO MASWENENG - 11 March 2020 - 19:02



Gerhard Kramert, 66, died on Saturday at the Margate Country Club after suffering a stroke. Image: 123rf.com/Jaromir Chabala

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Family spokesperson Reinhold Kramert, in a letter to the country club's management and posted on the club's Facebook page, said the autopsy results showed that Gerhard died of apoplexy - or a stroke.

"It is a great relief to us. Gerhard loved this golf course, he felt very much at home," wrote Reinhold.

"We hope that your country club will not be harmed by this tragic death."

KZN Saps spokesperson Capt Ngobile Gwala said the police were called out to the club at around 3pm after the tourist was found dead.

Publication: Mercury (First Edition)  
Date: Thursday, March 12, 2020  
Page: 3

### MARGATE

## German golfer died of apoplexy - autopsy

KAILENE PILLAY  
kailene.pillay@ntl.co.za

THE family of a German national who was found dead on the golf course at Margate Country Club on the South Coast, said they had accepted that he died from apoplexy, as confirmed by the autopsy.

Apoplexy is a cerebral haemorrhage of stroke.

The 66-year-old was identified by his family as Gerhard Kramert. In a statement issued by Margate Country Club, the management attached a statement from Kramert's brother, Reinhold.

"We have spoken today with the doctor who made the autopsy

of Gerhard. He found that apoplexy was the reason of death, and we believe it. It is a great relief to us.

"Gerhard loved this golf course, he felt very much at home.

"Thank you for all the assistance. We hope that your country club will not be harmed by the tragic death of Gerhard," wrote Reinhold.

Kramert was found dead near the fifth tee on the golf course on Saturday at about 3pm.

At the time, police spokesperson Captain Ngobile Gwala said that the Margate SAPS had opened an inquest docket as the circumstances surrounding his death were being investigated.

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## German tourist found dead on KZN golf course had a stroke: family

11 March 2020 - 19:45  
BY KGAGELO MASWENENG



Gerhard Kramert, 66, died on Saturday at the Margate Country Club after suffering a stroke. Image: 123rf.com/Jaromir Chabala

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"We hope that your country club will not be harmed by this tragic death."

Publication: Daily News (Quality Edition)  
Page: 1  
Date: Thursday, March 12, 2020

## German tourist died of natural causes

TRAVEL SPECIAL

1000 people reported that they had been killed in the weekend. The family of a German man who was found dead at a golf club in KwaZulu-Natal over the weekend has confirmed that he died of a stroke and not from an attack.

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"We hope that your country club will not be harmed by this tragic death."

KZN Saps spokesperson Capt Ngobile Gwala said the police were called out to the club at around 3pm after the tourist was found dead.

## USCT – A Thought-Leader in Tourism

For the entity to be recognized as a body that is mandated to drive tourism growth in the Ugu District, it is imperative that USCT as an entity develops its identity in the market. A new USCT corporate logo that is different from the destination logo was developed. The new corporate logo is a representation of who the organization is; i.e. a municipal owned entity, supported by the different local municipalities, covering the different landscapes of the Ugu District. Refer to page 63.

In support of this, the CEO had a bi-monthly column **Tourism Focus** in the South Coast Fever where she communicated the implementation of the strategy to grow tourism in the South Coast to the local tourism stakeholders and the general public. In addition to the column, opinion pieces and interviews of the CEO as the face and spokesperson of USCT were facilitated across numerous media platforms. Almost all of them included a comment from the CEO positioning USCT as an authority and opinion leader in the tourism industry in the KZN South Coast.

## CEO columns and clippings:

### Ugu Tourism boss has big plans to attract visitors



Some of the attractions administered by Ugu South Coast Tourism

The year-long warm weather, phenomenal natural resources and world-class tourist offerings make the KwaZulu-Natal South Coast an ideal location for visitors.

Ugu South Coast Tourism (USCT) used World Tourism Day as a platform to highlight how it is positioning the KZN South Coast as a global tourist destination.

South Africa is battling record unemployment rates, the knock-on effect of which has far-reaching social challenges. Tourism has long been identified as one of the drivers of job creation, and this is being promoted through the World Tourism Day theme, 'Tourism and Jobs: A Better Future for All'.

According to Miriam Altman, a commissioner on the National Planning Commission in the Presidency, tourism speaks to almost every objective of government's National Development Plan.

Altman said: "About 60 percent of jobs go to youths and up to 70 percent to women. It is geographically dispersed, stimulates small firms, increases global commercial presence, injects foreign demand and earns foreign exchange, creates awareness for investors and fosters cultural understanding."

The CEO of Ugu South Coast Tourism, Phelisa Mangcu, said the Ugu District Municipality has identified tourism as a key contributor to the economy of the region.

"USCT, as the implementing agency in charge of growing tourism in the region, is implementing a number of strategies to ensure continued success. These include developing new routes to rural communities in order to create exposure for agri-tourism, culture and heritage products. Furthermore, USCT is promoting the region as an emerging business tourism destination in order to attract MICE activities (Meetings, Incentives, Conferences and Events)," said Mangcu. She remarked that the region is renowned for its wonderful beaches, marine-based activities and other top class attractions.

Mangcu said while having world-class sites and facilities is a massive drawcard, USCT had to ensure that visitors are offered international-standard services to match these attractions.

"Our view is that USCT needs to ensure the South Coast is providing the best possible service, or we risk losing repeat visitors and word-of-mouth marketing. We have organised accommodation facilities to be assessed by the Tourism Grading Council of South Africa, while also providing skills' training and development to local SMMEs, tour guides and facilitators," she said.

### TOURISM FOCUS

Publication: South Coast Fever  
Date: Tuesday, October 17, 2018  
Page: 10

#### TOURISM FOCUS

across the beautiful beaches and hinterland region. And the South Coast Capital, Durban, "is a very special place to visit."

Supporting the Traditional Authorities, the initiative will develop our tourism destination experience while also expanding the economic footprint of tourism in the area.

At the launch, we took forward a number of key tasks and a range of projects, including the MICE for Growth Development, Tourism and Investment Office, the new South Coast Tourism website, and the new South Coast Tourism app.

Through a series of well-organised events, visitors will get a taste of the diverse and often diverse the many offerings of the South Coast.

Phelisa Mangcu, Ugu South Coast Tourism CEO

USCT events are celebrated a very special event for the South Coast, as they bring the various unique tourism offerings to the fore. The region's tourism sector is a key driver of economic growth and job creation. The region's tourism sector is a key driver of economic growth and job creation.

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### TOURISM FOCUS

Publication: South Coast Fever  
Date: Tuesday, October 17, 2018  
Page: 10

#### TOURISM FOCUS

We managed to pack an extraordinary amount into one weekend, showcasing the area's various unique offerings, including its diverse cultural heritage, scenic landscapes, and world-class beaches.

We were extremely pleased with the first event held at the South Coast Capital, Durban, and the success of the event was a testament to the region's tourism sector.

Phelisa Mangcu, Ugu South Coast Tourism CEO

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### TOURISM FOCUS

Publication: South Coast Fever  
Date: Tuesday, October 17, 2018  
Page: 14

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## Media Exposure

### *Press Releases, Radio and Newspaper Interviews*

In addition to the CEO's column in the South Coast Fever, USCT issued direct communication to the media houses through prepared press releases. The following are some of the features and media platforms:

- |   |  |
|---|--|
| 1. Agri Tourism and SCCC Partnership  | 14. USCT CEO calls on KZN South Coast to support local eateries during Level 4 (Disseminated: 01 May 2020) |
| 2. USCT Membership Programme  |  |
| 3. New Quarter Plans  |  |
| 4. Heritage Day and World Tourism Day - focus on the KwaNzimakwe Multi-Trails and KwaXolo Caves                   | 15. Sardine activity picks up on KZN South Coast as Level 3 is implemented (Disseminated 01 June 2020)     |
| 5. SAT Speed Marketing Initiative   | 16. Tourism Grant Comment - USCT statement on challenges accessing tourism grants                          |
| 6. South Coast Fever MTB & Trail Series a major Tourism drawcard for the South Coast,                             | 17. An overview of regional tourism in Ugu South Coast   |
| 7. Rural Areas as Rich in Fun for Tourists as the Beaches.  | 18. Covid-19 response - local tourism establishments   |
| 8. SAT Speed Marketing  | 19. KZN South Coast Tourism Recovery Meeting   |
| 9. Spring Fling – Beach & Hinterland Activations  | 20. KZN South Coast tourism operator – Level 3 Lockdown  |
| 10. South Coast Carnival  | 21. Restaurant Communication – South Coast Tourism Members   |
| 11. Ugu South Coast Tourism has a lot to celebrate this World Tourism Day,  | 22. The Sunday Tribune (Sports Matters)  |
| 12. MTB & Trail Run Series Wraps up   | 23. News24 (Traveller24)   |
| 13. KZN South Coast hot spots offer innovative online experiences during lockdown – (Disseminated: 21 April 2020) | 24. SAFM Radio   |
|   | 25. Channel Africa Radio   |
|   | 26. East Griqualand Fever  |

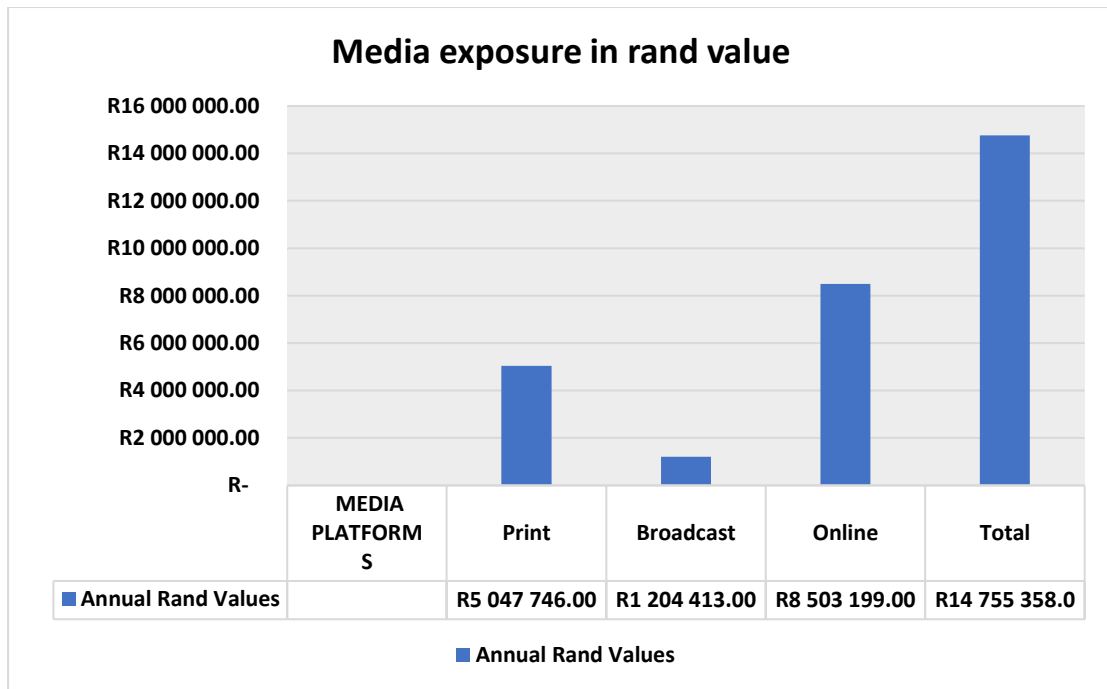
- |                                      |                              |
|--------------------------------------|------------------------------|
| 27. The Witness                      | 34. Online Exposure.         |
| 28. South Coast Fever                | 35. Ugu South Coast Tourism  |
| 29. Weekly Gazette (South Coast)     | Statement on Sardine Run –   |
| 30. Durban Youth Radio               | Radio Soundbyte              |
| 31. Cape Times                       | 36. KwaXolo Cave Wire Walk   |
| 32. Sunday Tribune (Business Report) | 37. Witness Article Comments |
| 33. Ugu Youth Radio                  | 38. Herald Advert copy       |

## Brand Tracking

Newsclip is a brand tracking and media monitoring service which is highly recommended. They are a proudly South Africa brand tracking company built on 35 years of technological innovation. They monitor all media channels across South Africa and 53 countries throughout Africa with the aim of measuring the performance of the brand. Newsclip offers immediate access to media coverage and statistical reports. They also track adverts and social media.

Below is the free media coverage and brand exposure generated between August 2019 – June 2020 as recorded through Newsclip monitoring. The list of media coverage includes the Advertising Value Equivalent (AVE) figures – this is rand for rand of what one would have spent to appear in these publications, online platforms and broadcast media, had these been ‘paid for’. Overall Ugu South Coast Tourism received 677 mentions in print, broadcast and online platforms during this period.





Between August 2019 to June 2020 R 14 755 357 (fourteen million, seven hundred and fifty-five thousand, three hundred and fifty-seven rand), worth of AVE media exposure was generated. The online coverage of the *Sardine Run Campaign* during the lockdown period was responsible for the increased online values.

Print: R 5 047 746

Broadcast: R1 204 413

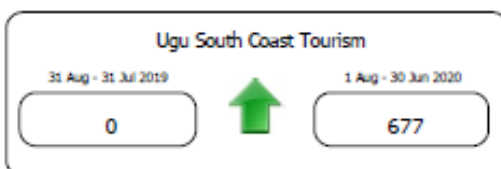
Online: R 8 503 199

Details of the media coverage can be viewed on the Newsclip Redbook on this link:

<https://www.redbook.co.za/share/book/f479556ce2cf630c113ff4fce7514720>

An overview of the clip count and AVE for three reporting periods, including trend graphs and top values.

Period Statistical Report  
1 Aug 2019 - 30 Jun 2020 (335 days)

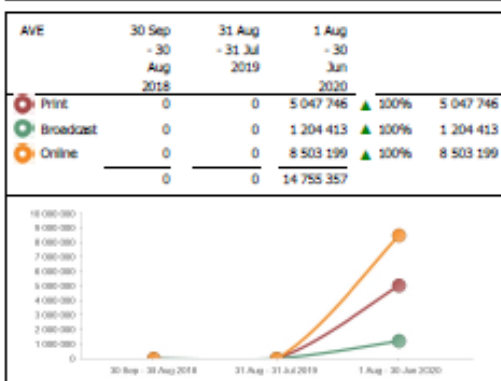
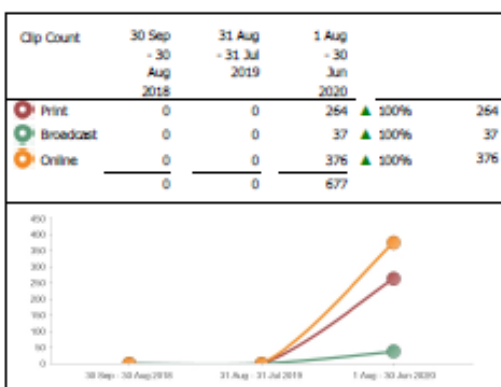


#### Overview:

Overall clip count for Ugu South Coast Tourism increased in 1 Aug - 30 Jun 2020 compared to 31 Aug - 31 Jul 2019 by 677 mentions or as a difference of 100%

#### Clip Count

1 Aug - 30 Jun 2020's individual service result shows that print has increased by 264 (100%) clippings to 264, broadcast is up by 37 (100%) to 37, and online increased by 376 (100%) to 376 - The total combined for 1 Aug - 30 Jun 2020 was 677, up on the previous period of 0.



#### AVE

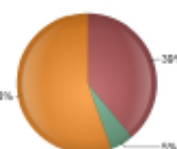
1 Aug - 30 Jun 2020's individual service result shows that print AVE has increased by R5 047 746 (100%) to R5 047 746, broadcast is up by R1 204 413 (100%) to R1 204 413, and online increased by R8 503 199 (100%) to R8 503 199 - The total combined for 1 Aug - 30 Jun 2020 was R14 755 357, up on the previous period of R0.

<b>Print</b>		<b>1 Aug - 30 Jun 2020</b>
Clip Count		264
AVE		R 5 047 746.76
Publication		South Coast Fever (56)
Media Type		Local Urban Newspaper (149)
Media Group		Community (171)
Region		KwaZulu-Natal (200)
Byline		Supplied (16)
<b>Broadcast</b>		
Clip Count		37
AVE		R 1 204 412.94
Media Type		PBS (19)
TV Station		ENCA (2)
Radio Station		Channel Africa (6)
Region		South Africa (23)
<b>Online</b>		
Clip Count		376
AVE		R 8 503 198.73
Website		South Coast Herald (39)
Byline		Quintin Van Jaarsveld (13)

#### Total combined monitoring units for Ugu South Coast Tourism

1 Aug - 30 Jun 2020

Print	264	39%
Broadcast	37	5%
Online	376	56%
	677	

















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South Coast Tourism

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**KZN South Coast Takes Top Honours at 2019 Lilizela Tourism Awards**

By Accolades | 151 Views

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**BOOK NOW**

The Paradise of the Zulu Kingdom is showing its world-class level of tourism offerings with big wins at the recent Lilizela Tourism Awards.

Stretching 120 kilometres from Scottburgh to Port Edward and inland to Harding, the KZN South Coast boasts some 58 golden beaches, two internationally-renowned dive sites, 11 quality golf courses and some of the country's most incredible heritage sites and hinterland towns. Underscored by a holiday site, as well as an emerging business

**RISING SUN**

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AP Top Stories November 1st

Present a year after death of...

**Come alive with the forest**

Local news

**KZN South Coast wins big at this year's regional Lilizela Tourism Awards**

The national awards are the only countrywide celebration of tourism excellence in South Africa.

November 4, 2019

SHARE

Twitter Facebook LinkedIn Email

AUTHOR: MISCIS Reporter

The Paradise of the Zulu Kingdom has once again been acknowledged as a key tourist destination after taking home four wins and one finalist placement at the 2019 Lilizela Tourism Awards KZN, held on Wednesday, 30 October at Elandon Embankment.

Commenting on KZN South Coast's big wins, CEO of Ugu South Coast Tourism, Phelisa Mangiso, said: "This really serves as further confirmation that the KZN South Coast has so much to offer our visitors: from the world-class range of accommodation facilities through to the inordinate number of outdoor activities and cultural experiences. We look forward to our products representing our destination at the national Lilizela Awards in Gauteng next week."

Organised by South African Tourism, the provincial Lilizela Tourism Awards are held regionally between September and October with the Lilizela National Awards scheduled to take place on Saturday, 9 November. The national awards are the only countrywide celebration of tourism excellence in South Africa.

SHARE

Twitter Facebook LinkedIn Email

AUTHOR: South Coast Herald

The gold medals of the popular MTB and Trail Run series

The popular four-part South Coast Fever MTB and Trail Run series came to an exciting end at Lake Edward Game Reserve recently.

**ALSO READ: MTB race expected to be tax and untaxed**

This uniquely contested race gives riders and trail runners the chance to challenge themselves across four diverse terrains. In the men's division, the honours went to Andrew Hill and Brennan Anderson, co-champions for 2019; and it was Hayley Smith who took the ladies' championship. This year also saw the crowning of new 25-kilometre champions, Tayne Rudling and Billy Smith.

**Herald**

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AP Top Stories November 1st

Present a year after death of...

**Make it with Creative Cloud**

Apps for photography, design, video, and web

Local sports

**MTB and Trail Run series wraps up**

This uniquely contested race gives riders and trail runners the chance to challenge themselves across four diverse terrains.

October 5, 2019

SHARE

Twitter Facebook LinkedIn Email

AUTHOR: South Coast Herald

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**ALSO READ: MTB race expected to be tax and untaxed**

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SHARE

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**ALSO READ: MTB race expected to be tax and untaxed**

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**The South Coast Fever MTB & Trail Run Series Wraps Up**

In Editor on 26 September 2019

The South Coast Fever MTB & Trail Run Series, a four-part cycling race, came to an exciting end on Sunday, 22 September at Lake Edward Game Reserve. In the men's division, the honours went to Andrew Hill and Brennan Anderson, co-champions for 2019; and it was Hayley Smith who took the ladies' championship. This year also saw the crowning of new 25-kilometre champions, Tayne Rudling and Billy Smith.

The winning athletes were awarded medals, trophies and category prize money and the overall winner was crowned the 2019 South Coast Fever MTB & Trail Run Series champion. The event was organised by Ugu South Coast Tourism, Phelisa Mangiso, CEO of Ugu South Coast Tourism. The event was held at Lake Edward Game Reserve, which is a well-known destination for outdoor activities and tourism. The event was held at Lake Edward Game Reserve, which is a well-known destination for outdoor activities and tourism. The event was held at Lake Edward Game Reserve, which is a well-known destination for outdoor activities and tourism.

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**KwaNzimakwe Multi-Trail Park on KZN South Coast for nature lovers, 4\*4, off-road and hiking fans**

Long-awaited trail park to be launched on Sunday, 3 November

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, and will offer visitors a unique experience in the heart of the South Coast. The park will be developed in stages, with the first stage being the launch of the 10km trail. The park will be developed in stages, with the first stage being the launch of the 10km trail. The park will be developed in stages, with the first stage being the launch of the 10km trail.

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Publication: KwaNzimakwe  
Date: Thursday, October 24, 2019  
Page: 13

**Ugu South Coast Tourism Welcomes Bike Fest in 2020 Move to Port Edward**

The annual Bike Fest, a display event of the South Coast (USCT), will be moving to the South Coast from 24 to 27 April 2020, and will be held at the Port Edward. The event will be held at the Port Edward, which is a well-known destination for outdoor activities and tourism. The event will be held at the Port Edward, which is a well-known destination for outdoor activities and tourism. The event will be held at the Port Edward, which is a well-known destination for outdoor activities and tourism.

Commenting on the move of the event, CEO of Ugu South Coast Tourism, Phelisa Mangiso, said: "The move of the event to Port Edward is a great opportunity for us to showcase the beauty of the South Coast. The event will be held at the Port Edward, which is a well-known destination for outdoor activities and tourism. The event will be held at the Port Edward, which is a well-known destination for outdoor activities and tourism. The event will be held at the Port Edward, which is a well-known destination for outdoor activities and tourism."

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Photo: Shana Khumalo

Publication: Southern Star  
Date: Thursday, October 31, 2019  
Page: 7

**Ugu Tourism boss has big plans to attract visitors**

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 3, giving visitors a unique experience while also creating jobs for the local community.

The launch is the first step in developing this area as a major destination for both visitors and outdoor enthusiasts. The park will be developed in stages, with the first stage being the launch of the 10km trail. The park will be developed in stages, with the first stage being the launch of the 10km trail. The park will be developed in stages, with the first stage being the launch of the 10km trail.

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Photo: Shana Khumalo

Publication: South Coast Herald  
Date: Friday, October 25, 2019  
Page: 5

**KwaNzimakwe multi-trail park on track**

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Photo: Shana Khumalo

Publication: Independent on Sunday  
Date: Saturday, November 2, 2019  
Page: 5

**All set for Trail Park launch**

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Photo: Shana Khumalo

Publication: South Coast Herald  
Date: Friday, October 25, 2019  
Page: 5

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Alongside the South Coast Fever MTB & Trail Run Series, UguCT has a number of exciting tourist-centric activities coming up including the KZN Open at Durban South Coast Raceway on 26 September; The Spring Trail Run on 28 to 29 September. For more information, visit [www.tourismouthcoast.co.za](http://www.tourismouthcoast.co.za) or visit the Facebook Page: South Coast Tourism.

Photo: Shana Khumalo

Publication: South Coast Herald  
Date: Friday, October 25, 2019  
Page: 5

**Bagabisa ngezazemakhaya kwezokuvakasha**

Kwethulwe inizila yababhamba ngezinyawo nezimoto entabeni

**AYANDA BUTHELEZI**

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Photo: Shana Khumalo







# A virtual tour on the wild side

WHILE confinement indoors has proven a difficult – albeit necessary – undertaking for South Africans, many organisations have quickly adapted to allow innovative visitor experiences during the national lockdown. On the KwaZulu-Natal South Coast, a number of Ugu South Coast Tourism (USCT) member establishments have introduced online portals to give residents at a home a chance to experience virtual tours and interactions.

"These are obviously unprecedented times, but it has been so enlightening to see how our local tourism establishments are pivoting to maintain visitor interest while also performing a civic duty in keeping people home, safe and entertained," said CEO of Ugu South Coast Tourism, Phelisa Mangcu.

"Virtual tours have worked really well for nature-based organisations where core staff members are still performing maintenance and animal feeding. These virtual experiences are a great opportunity for new visitors to get a sense of these tourism offerings and for regular customers to enjoy the serenity of the KZN South Coast during these difficult times."

## Crowworld Conservation Centre (www.crowworld.co.za)

This Scottburgh-based animal conservation centre has garnered a number of new online visitors through its comprehensive video sharing, animal talks and tours during this time.

The Crowworld team has been hosting virtual tours of the centre with live feeds and interactive sessions with the resident experts, Martin Rodrigues (Centre Manager), James Wittstock (Reptile Curator) and Rynne Ferguson (Bird Curator). The public can also visit the Crowworld Conservation Centre Facebook page to vote on environmental topics and themes they would like covered during the lockdown period, and check out any of the exciting snake capture videos being

posted.

## Wild 5 Adventures (www.wild5adventures.co.za)

Located in the stunning Orbi Gorge, Wild 5 Adventures is renowned for its incredible Wild Gorge Swing – an adrenaline-inducing ride on the world's highest gorge swing. A free-fall of 55 storeys has participants accelerating to speeds of 120km/h. During the lockdown, Wild 5 Adventures is inviting everyone who has taken the leap to share their videos online in the 'Show Us Your Jump LOCKDOWN Competition'. This gives viewers a chance to experience the adrenaline from home while one lucky participant stands the chance of winning R1 500 and a lifetime supply of #BraggingRights.

## Lake Eland Game Reserve (www.lakeeland.co.za)

Another Orbi Gorge spectacular, Lake Eland Game Reserve is 2 500 hectares of diverse ecosystems home to some of South Africa's most impressive wildlife and natural vegetation. During the national lockdown period, they will be sharing images and video clips to give residents a chance to escape into the African bushland and get up-and-close with natural wonders – from the comfort of home.

## Rocky Bay Resorts and Rocky Bay Trails (www.rockybay.co.za)

Scottburgh's popular holiday location, Rocky Bay Resorts – home to Rocky Bay Trails – is keeping nature lovers engaged and uplifted through regular Facebook posts and messages. Soak in the sea air and get a virtual taste of the ocean life by visiting 'Rocky Bay Resorts' or 'Rocky Bay Trails' on Facebook. Visitors can even go on a virtual mountain hike ride or trail run by watching one of the uploaded scenic videos of the site.

Follow the 'South Coast Tourism' Facebook page for more information.



Experience the adrenaline of the Wild Gorge Swing from the comfort of your home. PHOTO: SUPPLIED



## 4 KZN hotspots offering online experiences

It's free to watch. It's fun. It's online.

Facebook Twitter YouTube Instagram

The national lockdown means we don't get to visit the places we'd normally like to. But at tourism hotspots a moment to recreate, the industry has found an ingenious way of making sure visitors still get to experience a bit of South Africa via the internet.

On the beautiful KwaZulu-Natal South Coast, a number of Ugu South Coast Tourism (USCT) member establishments have introduced online portals to give visitors at a home a chance to experience virtual tours and interactions.

"These are obviously unprecedented times, but it has been so enlightening to see how our local tourism establishments are pivoting to maintain visitor interest while also performing a civic duty in keeping people home, safe and entertained," said CEO of Ugu South Coast Tourism, Phelisa Mangcu.

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Some of the virtual tours offered include the following:

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www.crowworld.co.za

Photo: Crowworld Conservation Centre

## 58 DESTINATION CASE STUDY | KZN SOUTH COAST

www.theevent.co.za



KZN SOUTH COAST

# KZN SOUTH COAST PRIMED AS A KEY EVENT AND TOURISM DESTINATION

Stretching from Scottburgh, a long 120 kilometres of south India's Ocean to Port Edward, and 'back to the town of Harding, the KZN South Coast is renowned for its many cultural, sporting and recreational tourism attractions. But more than just its marine-based offerings, the Paradise of the Zulu Kingdom is also an emerging MICE (Meetings, Incentives, Conferences and Events) destination, boasting world-class venues, high-end service and extensive networking activities.

"Working closely with our stakeholders and through the provision of extensive business development skills, we are positioning the KZN South Coast as a sought-after destination for business engagement and high-profile events," explained CEO of Ugu South Coast Tourism (USCT), Phelisa Mangcu. "We are offering quality tourism products that are not only unique to KwaZulu-Natal, but unique to the country as a whole, and we're already seeing positive results."

The KZN South Coast is the low-cost location

for intimate and medium-scale conferences and events, home to a variety of venue types with the capacity to accommodate up to 300 delegates in a climate-style setting, or up to 400 for a banquet setting. It also boasts a range of high-quality accommodation options, among these are the winners and finalists of the 2019 Ugu South Coast Tourism Awards including The Gorge Private Game Lodge & Spa, Days at Sea Beach Lodge, Dolphinline Self-catering Accommodation, and Unicorn Hotel & Conference.

www.theevent.co.za

## DESTINATION CASE STUDY | KZN SOUTH COAST 59



SELBORNE GOLF COURSE

## 58 THE NUMBER OF BEACHES ON THE KZN SOUTH COAST.

Outside of the conventional business engagement & visitors to the region are also to spend their downtime engaged in any number of recreational, leisure and sporting activities. With 11 top golfing sites, the South Coast has something for every golfer. The area also boasts 58 beaches, including the highest number of Blue Flag Beaches in Africa. Water land and outdoor activities, as well as quality dining experiences.

The last few years have also seen the KZN South Coast emerging as a leading destination for high-profile sporting and recreational events. Attracting local and international athletes, these events are a significant drawcard that provide local tourism stakeholders with the chance to 'maximise on repeat tourism and word-of-mouth marketing.

## CV OF EVENTS

Some of the flagship events hosted by the KZN South Coast include:

- The Bike Fest
- The Ugu Jazz Festival
- The Ugu Film Festival
- The South Coast Fever MTB & Trail Run Series

## CONTACTS

Phelisa Mangcu, CEO of Ugu South Coast Tourism  
Email: phelisa@ugusouthcoast.co.za  
Tel: 031 201 1000

To find out more about Ugu South Coast Tourism's offerings, visit [www.ugusouthcoast.co.za](http://www.ugusouthcoast.co.za)



THE GORGE PRIVATE GAME LODGE & SPA, ONE OF THE WINNERS AND FINALISTS OF THE 2019 LILIZELA TOURISM AWARDS IN KZN.

## Q&A WITH CEO OF UGU SOUTH COAST TOURISM (USCT), PHELISA MANGCU



**ABOUT UGU SOUTH COAST TOURISM**  
UGU South Coast Tourism (USCT) is the official destination management organisation of the Ugu District Municipality in KwaZulu-Natal (KZN), South Africa. USCT's mandate is to grow tourism within the KZN South Coast by developing and showcasing the diverse offerings and experiences of the South Coast as tourist destination.

## How is USCT enhancing the region's tourism offerings?

A major focus is opening up the hinterland to tourism through the Great Drives Out routes. The recently launched KwaZulu-Natal Multi-Trails allow visitors to experience this space by foot, bike or car, benefiting tourists and the local community. Agri-tourism is also a burgeoning sector which enhances our offerings in the hinterland. We support these products through our extensive marketing and business development programmes.

## Why is the KZN South Coast a popular business destination?

We offer award-winning accommodation and conference venues providing business visitors world-class service. For those who prefer to conclude business on the greens, there are 11 courses on the 'Gold Coast' as well as a variety of outdoor team-building activities. From the hinterland tours and ocean-based activities, to white water rafting and extreme swimming, there's so much for visitors to experience.

## What investment opportunities does the region hold?

We believe there is so much potential within the tourism sector. The development of hinterland experiences has increased the economic benefits associated with heritage tourism, entrepreneurs are establishing sustainable ecological practices, creating agri-tourism opportunities. The ease of accessibility, leisure activities, excursions and climate make this an attractive destination for a cross-section of tourism markets.





### 3.1.3. Visitor Information Services

#### **The Southern Explorer Magazine**

As part of the strategy to provide information about the destination in an inclusive and transformative manner; USCT undertook to facilitate the production and distribution of the Southern Explorer magazine as the official marketing publication of the entity. A bidding process to appoint a service provider was finalized and a preferred bidder was identified. However, due to an objection that was received from one of the bidders, the appointment could not be finalized and this certainly resulted in a delay to deliver the magazine. As an interim measure USCT printed 5000 copies that were distributed throughout the Summer Season.

In light of the above developments, USCT management and Southern Explorer Association agreed to terminate the agreement that was signed in April 2019. At the meeting of the Board of Directors dated 6 December 2019 the board adopted the decision made by the parties. The Board further resolved that the Southern Explorer is the recognized route for the region and that USCT will work with any other publication whose aim is to market tourism businesses in the KZN South Coast.

#### **Marketing Material**

##### *Corporate Identity Manual*

USCT as an entity has never had its own brand identity but has been using the destination logo as its identity. For the organization to gain its own identity and recognition as a body that is driving tourism growth in the Ugu District; it is imperative that a corporate identity is developed. Through our PR and Ad Agency different logo options were developed. The logos were workshopped with staff, senior management, board representative and the agencies to recommend the best logo for USCT.

A voting process was undertaken and majority voted for option 1. The chosen logo option was incorporated on the corporate site, stationery and adverts. The USCT

corporate logo is a representation of USCT as a municipal owned entity representing the different landscapes of Ugu District.

#### *Corporate Logo Options*



**Most Votes were received for the below logo:**



#### *Tourism Investment Prospectus:*

As USCT is also aiming to attract tourism investors; a Tourism Investment Prospectus was produced. The information is available on the USCT website as a PDF document and can be printed as and when necessary.

#### *Membership Prospectus*

The Membership Prospectus was produced as a marketing material that it is going to be used to sell membership. A print version is distributed to prospective members for information on membership. It is also available on USCT Website under Member Zone as a PDF document.

#### *High Resolution Images*

To support our marketing efforts, we have to ensure that we have fresh, new material that is representative of the destination. On an ongoing basis, a photographer was

appointed to capture high resolution images to be used for Marketing and Communications, including the website.

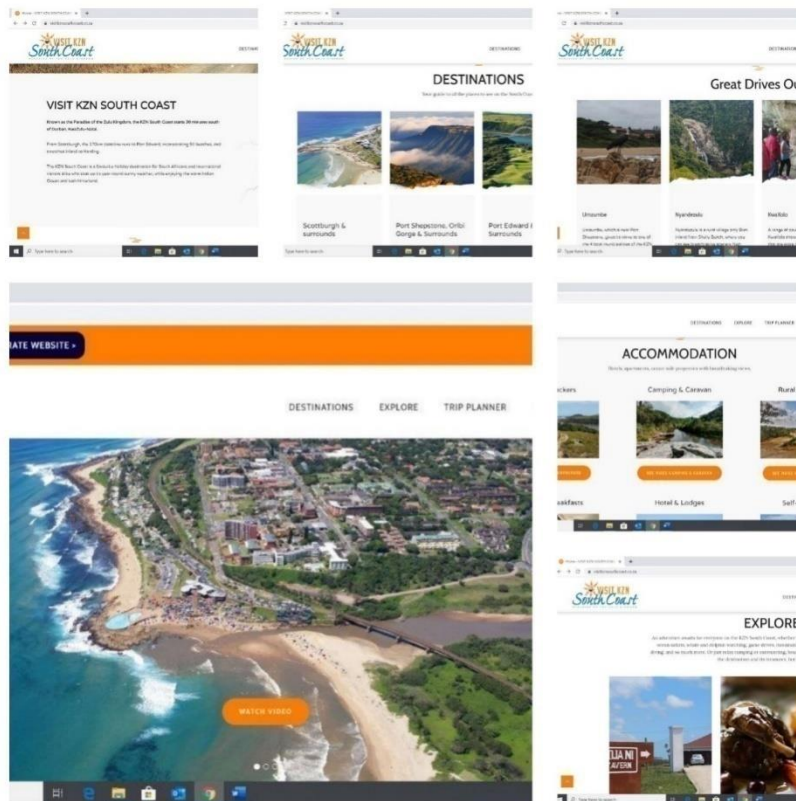
#### *Events Calendar*

On a weekly basis the events calendar was updated on the website by the Digital Agency. A total of 48 events covering the broader South Coast from Scottburgh, Port Edward and inland were posted between July and December. The events calendar was improved with a new look and feel.

### 3.1.4. Digital Platforms

#### Website:

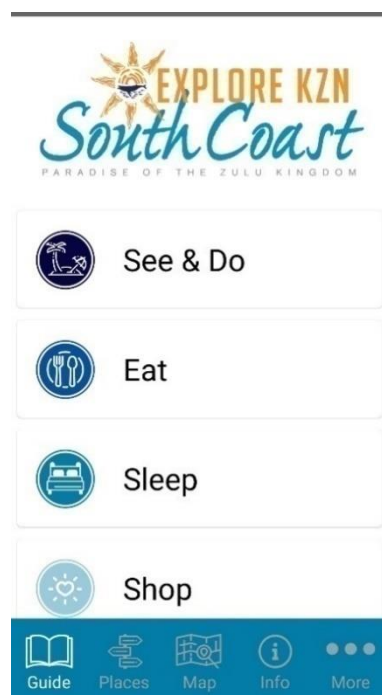
USCT launched a new and fresh website that is inclusive of all the destination offerings and experiences: <https://www.visitkznsouthcoast.co.za>. The site also includes a Member Zone where all USCT paid up members details can be found. For marketing their businesses, members were encouraged to sign up for the USCT's Explore KZN South Coast App through the different membership options.





## Explore KZN South Coast App –

As part of the drive to enhance the accessibility of all KZN South Coast Tourism offerings and experiences, on Friday, 20 December USCT launched its free, innovative and user-friendly App – *Explore KZN South Coast*. The App is one of the marketing initiatives that will promote the many KZN South Coast tourism sites, products and events. It was designed to ensure absolute ease of use while providing both local residents, tourism establishments and holidaymakers with a wealth of vital information to make their KZN South Coast experience inherently more enjoyable.



### Explore KZN South Coast App:

- Is available for free download from Google Play and Apple stores.
- Features more than 200 KZN South Coast tourism products categorized according to 'See & Do', 'Shop', 'Eat', 'Sleep' and 'Must See Attractions' providing visitors with all the necessary tourism information.
- Navigation is made simple with the app as the South Coast region is divided into geographic areas with the available tourism products listed per area.

- Uses geo location and GPS so visitors can easily find their preferred tourism product or locate various sites within KZN South Coast with ease.
- Using the geo location, the app will immediately identify tourism products in the immediate vicinity for enhanced tourism offerings.
- Alongside the many benefits for local residents and holidaymakers, the 'Explore KZN South Coast' app also provides local tourism establishments with a far-reaching marketing platform that will drive business.

## Social Media

USCT identified the social media as one of the tools that will be used to create exposure for the destination. The following social media platforms were identified and are active: Facebook, Instagram, Twitter, LinkedIn, You Tube.

### 3.1.5. USCT Membership

USCT revamped its membership program to introduce a two-tiered membership package. USCT membership now consists of *Basic and Classic Membership*. Both membership options offer full member accreditation, business development and support as well as marketing exposure. The membership program meets the different needs of potential member establishments. Basic members get to be listed on the destination website *Member Zone* while for those who opt for the Classic membership package receive further exposure through listing on the *Explore KZN South Coast App* in addition to the Member Zone.

The membership programme ensures that all tourism business sizes and budgets are accommodated. This format is consistent with other tourism organizations in the country.

The USCT membership programme tiers include:

- **Basic** - R48.91 monthly or R575 annually
- OR**
- **Classic** - R517.50 monthly or R6 210 annually

## **Basic Membership**

This includes all the benefits of the current USCT membership such as:

- Full USCT member accreditation
- Business development and support; and
- Marketing exposure of the destination
- Listing on the destination website ([www.visitkznsouthcoast.co.za](http://www.visitkznsouthcoast.co.za)) in the Member Zone

## **Classic Membership**

This includes all the benefits of the basic membership package with some upgraded features, including:

- Maximum business exposure on the USCT mobile app; and
- Listing on the destination website ([www.visitkznsouthcoast.co.za](http://www.visitkznsouthcoast.co.za)) in the Member Zone making your business easy to find for potential visitors.

A new membership prospectus detailing the membership options was produced with the plan of distributing it as an information tool about USCT membership during member engagement drives.

## **Membership Engagements**

Stakeholder/membership engagement sessions were held at the Blue Marlin in Scottburgh on 6 November 2019, at MacBanana in Port Edward on 13 November 2019 and at the Margate Hotel on 20 February 2020. The objective of the engagements was to inform, feedback and update stakeholders about the programs that USCT had undertaken in implementing the business plan to date (e.g. marketing programs, digital platforms, membership, etc).



While USCT hosted the meetings with the objectives as stated above, the participants at the Margate Hotel meeting appeared not to be interested in such a report. Instead of focusing their questions on the presentation; they mainly asked questions about the inadequacies of the municipal infrastructure such as water, road, uncut vegetation on the roads, etc and how these affect the destination negatively. Based on the concerns raised, it was recommended that a meeting should be held between tourism businesses and municipal managers in order to address these matters as they affect tourism growth.

Furthermore, to drive membership USCT focused attention on paying courtesy visits to members who were up to date and non-paying members in the database. It was discovered through this exercise that most of the non-paying members had actually closed their businesses. Through these visiting engagements USCT was also able to gain new members which included;

- Shenique Charters
- Seaside Escape
- Serenity Deep Sea Fishing Charters



## 3.2. Tourism Development

### 3.2.1. Product Development

In order to promote the diversity of tourism products in the South Coast, Ugu South Coast Tourism has identified areas with the potential of attracting tourists in different local municipalities. This will encourage extending the geographical spread of tourists to the rural areas and encourage transformation in line with USCT's Key Priority II. Scoping exercises were undertaken in the following areas to determine their potential as attractions:

- Umdoni/Dududu: KwaQiko Execution Rock
- Umzumbe: Isivivane seNkosi uShaka, Ntelezi Msani Heritage Centre and the Nazareth Baptist Church
- Ray Nkonyeni/KwaNyuswa: The Maidens Ceremony

The results are hereby presented for each area:

#### **Dududu – KwaQiko Execution Rock**



Working with Umdoni Local Municipality LED Department; USCT identified KwaQiko Execution Rock as a historical and heritage site that has the potential to become a tourist attraction. On the 24<sup>th</sup> of July 2019 USCT together with Umdoni LED, visited the KwaQiko Execution Rock. This was an insightful visit, as the team got to experience the distance and identify areas that would need to be addressed in order to develop and promote the route.

The following observations were made:

- a) The 45min drive between Scottburgh and the Execution Rock site cuts through Dududu and Amandawe Communities. The drive to the far off attraction may be very long for a tourist; entertainment stopover experiences will have to be identified in the communities leading to the rock.
- b) Clearing of the road leading to the rock – the tarred pathway/driveway is not accessible by car as it is full of shrubs.
- c) The accommodation facilities that were built closer to the Rock are dilapidated and revamping them will require serious investment. In light of that, it is recommended to support the development of homestays in the closer communities.
- d) It was established that there is no known written historical information or narrative about KwaQiko Execution Rock. In order to promote the rock and the surrounding areas as tourist attractions. This information needs to be researched in order to establish what makes it a place to visit.
- e) The visit was extended to conservancies and nature reserves in Umdoni area and these were found to be deserving of more attention. Even though it was not possible to visit all that were identified, the ones that were visited like the Pennington, Nkomba and Mpithi, respectively, are well managed and could do with more support from USCT.

It was recommended that:

- a) Umdoni LM attends to the accessibility and cleanliness of the surrounding areas
- b) Umdoni LED Department highlights investment opportunities around the rock in its interactions with potential investors
- c) USCT will undertake all the tourism route development activities which include: the scoping exercise, developing information, tourism awareness in the

communities, skills development, and certifications based on industry standards

- d) While the above groundwork is taking place, USCT will continue to promote Umdoni area to tourists focusing on other surrounding attractions like the Vernon Crook

## Umzumbe

### *Isivivane seNkosi uShaka*



Isivivane is a heap of stones that traces back the journey by the great King Shaka Zulu, his regiments and his scouts passing the South Coast area of KwaZulu Natal. Research reveals that in May 1828 King Shaka Zulu and his warriors travelled from the north of KwaZulu to Pondoland and went through this area of Qoloqolo, Umzumbe, Cabhane and Qwabe.

An event is held annually at this site as commemoration. About 200 amabutho (warriors) in their traditional regalia relive the time when King Shaka camped in Qoloqolo. Amabutho (Warriors) would each symbolically throw a stone at the heap,



in an area which is now popularly known as Mthwalume. Amabutho represent different characters of the time namely, King Shaka as the head or king, Manyundela and Ngomane as izinduna and advisers of the great King Shaka, Isangoma and other characters such as Izinhloli (scouts) and regiments grouped according to their age group, and young maidens who travelled with King Shaka to Pondoland.

The event attracts people from different spheres of society. Amakhosi, Councillors, Izinduna, domestic tourists and the Zulu Royal household, Abantwana bakwaZulu have formed a vibrant part of the event. Ugu South Coast Tourism has previously sponsored the event. This has huge tourism potential. It is envisaged that it could add value to the product offerings of Umzumbe.

#### *Ntelezi Msani Heritage Centre*



The Ntelezi Msani Heritage Centre is seen as a potential destination for culture and heritage tourists. The business entity responsible for the management of the Heritage Centre is the Ntelezi Msani Heritage Foundation. According to the Foundation, it is envisaged that the Heritage Centre will house an Arts & Heritage Academy and a museum which will form as the main tourism attraction providing visitors with historical knowledge regarding Ntelezi Msani and the ‘Poll Tax System’. This will preserve the local heritage as well as provide a “home” for the artefacts and other historical items that exist in Umzumbe while benefiting the local community.

The project also has potential with regards to enhancing the tourism appeal of the area as well as product promoting local pride. As such USCT is in the process of forming working relations with the Centre as a strategic partner in Umzumbe. *See attached MoU.*

#### *The Nazareth Baptist Church*



The Nazareth Baptist Church is said to be the second largest African initiated church founded by Isaiah Shembe in 1910.

Isaiah Shembe visited lots of areas in KwaZulu Natal, many of them in the South Coast, with the Umzumbe Church between 1913 and 1914. He was welcomed by Mpisane family near Mthwalume Station. He moved to the current site through the permission of the Traditional Authority. Inkosi of the area at the time was Charles Fynn who was later succeeded by Inkosi Nkuku Luthuli whose generation is currently leading the Traditional Council of Emathulini. Inkosi Nkuku also welcomed the prophet. This is the site of the church that is being considered as being of additional value to the tourism product.

### *The Maidens Ceremony*



The Maidens Ceremony is an annual event, held at KwaNyuswa Traditional Council under Ray Nkonyeni Municipality. It celebrates and encourages young maidens to take full responsibility of their lives and keep themselves as virgins until they reach marital stage or adulthood. The programme includes Leadership & Motivation Seminar, Indigenous Knowledge & Culture, Dance Workshops, Crafts Workshops and Traditional Maiden Ceremony.

The event is considered as a drawcard for cultural tourism development in the hinterland. There exists potential for a cultural village around the homestead of the Maidens Ceremony. Discussions were held with the organizer and the originator of the event. He is very keen for USCT to present the concept to the traditional Authority. This year's Maidens Ceremony took place on the 06 July 2019. It was attended by close to 3000 people including maidens from different areas, such as, Pietermaritzburg, Durban, Zululand and within Ugu District. Ugu South Coast Tourism supported the event. It was also interesting to note that some USCT members also promoted the Maidens Ceremony on their websites and social media sites. The event is now attracting maidens from Gauteng.

The event was covered in the following media platforms

Pre-event Media Publicity	<ol style="list-style-type: none"><li>1. South Coast Herald 21 June 2019</li><li>2. South Coast Fever 04 July 2019</li><li>3. Ugu Eyethu 05 July 2019</li></ol>
Electronic Media	E-Howzit
Website with Announcements	<ol style="list-style-type: none"><li>1. Happy Holiday Homes <a href="https://www.happyholidays.co.za/events-kzn-south-coast/">https://www.happyholidays.co.za/events-kzn-south-coast/</a></li><li>2. E-Howzit <a href="http://ehowzit.co.za/ehowzit-video/interviews/maidens-ceremony/">http://ehowzit.co.za/ehowzit-video/interviews/maidens-ceremony/</a></li></ol>



	<a href="http://ehowzit.co.za/news/municipal/the-cultural-phenomenon-that-is-the-maidens-ceremony/">http://ehowzit.co.za/news/municipal/the-cultural-phenomenon-that-is-the-maidens-ceremony/</a>  3. Gradwell Letting <a href="https://www.glm.co.za/event/community/">https://www.glm.co.za/event/community/</a>  4. The Witness 24 June 2019 <a href="https://www.pressreader.com/south-africa/the-witness/20190624/281797105526281">https://www.pressreader.com/south-africa/the-witness/20190624/281797105526281</a>
Radio	Ugu Youth Radio 19 June 2019
Post Event Indicators	Ugu Eyethu 12 July 2019

## KwaXolo Caves

USCDA finalized the construction and the operational model at KwaXolo Caves and handed over the project to the community through the Traditional Council. USCT started the process of creating awareness about the attraction nationally through public relations and marketing initiatives. It is expected that USCT will provide tourism awareness and training support to the SMMEs in the community.



## Umzumbe River Trail

Umzumbe River Trail is a community based tourist attraction that has the potential to unlock tourism investment opportunities along Umzumbe River. It is a walking and biking route which has been identified as a product that can be developed to attract tourists and investment into the area. Through an MoU between USCT and USCDA,

it was agreed that USCDA would assume the responsibility of being the project manager/implementing agency of Umzumbe Multi-trails. This included the responsibility to source grant funding required to establish and support the Umzumbe River Trail until it becomes a self-sustaining tourism product. By the end of the financial year, USCDA reported that funds to implement the first phase of the project had been secured from EDTEA.

## **KwaNzimakwe Multi Trail & Adventure Park**

KwaNzimakwe Multi Trails Park is morphing itself into a really exciting and relevant business model that has potential, not only for the area but as a model for other related developments. It is believed that the KwaNzimakwe area has the necessary momentum in place for a project of this kind to be implemented as a pilot project with the full backing of the Amakhosi and other Leadership structures. The KwaNzimakwe site identified has world class appeal, an extremely picturesque area, world class multi trail terrain and its accessibility to the main tourist markets further enhances this appeal.

By utilizing the existing routes designed for the South Coast Enduro and the anticipated 4 X 4 routes, Ugu South Coast Tourism would be able to expand the reach of this project far beyond the anticipated 4 X 4 market. This project has evolved into a much larger and potentially sustainable initiative that could be an example of how Agritourism, recreational and cultural activities can all be incorporated into a unique drawcard that ticks all the boxes in terms of tourism development, community participation as well as meaningful economic beneficiation, not to even mention the social cohesion that was experienced during the SCBF activation.

### ***The Experiences***

In a nutshell, the proposed KwaNzimakwe Multi Trail Park could include a variety of popular activities in the hinterland area whereby the South Coast could possibly have its first unique hinterland tourism facility. This facility could include a Clubhouse (Container design) with a restaurant, tourism information centre and host the

KwaNzimakwe Multi Trail administrative offices to ensure that all visitors' needs are met when they visit this Park.

There is also scope for a camping site for an outdoor lifestyle and local traders to formalize a "traders' market" within the Park.

The following multi trail activities would utilize the current trail/route infrastructure and newly designed trails that would complement each other adding benefit to the multi trail experiences. The possible multi trail would comprise the following:

- 4 X 4 Trails Experience
- Walking and Running trails
- Enduro and Motorbike trails
- Motorbike Trails
- Birding and Nature trails
- Motocross and Mountain bike closed circuit tracks
- Cultural Activities and experiences
- Farmers Market/Local Traders market on Weekends

The multi-trail route includes the option of traversing the specially-designed 4-hour trail with a stopover for a braai and refreshments.





**4x4 ROUTE**



**WALKING TRAILS**



**CONTAINER CLUBHOUSE**



**ENDURO TRAIL**



**MOUNTAIN BIKE TRAIL**



**CAMPING**

### *The Launch of KwaNzimakwe Multi-Trail*

The launch of what would be considered as the first phase of development towards the Multi-Trail took place on 03 November 2019 and was hosted by the Mayor of Ray Nkonyeni Municipality (RNM) Cllr Cynthia Mqwebu. The event received the support of Ray Nkonyeni Municipality, Halfway Toyota, the South Coast Striders and the South Coast Hospice. Visitors attending the launch were encouraged to bring their 4x4 vehicles and experience the 4x4 obstacle and demo course, organized by local motor dealers, Halfway Toyota. The South Coast Striders hosted a 10-kilometer trail run, while the South Coast Hospice hosted a fun 4-kilometer family trail hike. There was also a special 22km off-road motorcycle trail in support of Stuart Gregory's 'Nuts4Dakar' Campaign.

This was a truly enjoyable day by both young and old which included the following activities or experiences on the trail.

- 96 Athletes of different age groups participated in the 6km to 8km trail based on choice, level of fitness as well as experience.

- 12 athletes undertook the 4km walking trail which they accomplished with ease and much satisfaction.
- 30 4x4x motor cars of different shapes and sizes formed a convoy around the rocky mountains, crossing streams and down valleys surrounded by natural vegetation.
- 18 mountain bikes rode and jumped over rocks and around forests.



### *Job creation opportunities*

The president has given the country a very ambitious target of increasing the number of tourist arrivals to 21 million by 2030. Coupled with this is the fact that the tourism industry is laden with the potential to reduce unemployment, poverty and inequality. USCT is committed to being a major player towards the fulfilment of the National mandate. The KwaNzimakwe Multi-Trail experience is one such attempt of an inclusive tourism sector. The KwaNzimakwe Multi-Trail launch, for instance, resulted in the creation of about 50 temporary jobs, ranging from track-laying, marshalling, tourist guiding, food stall vending as well as security.





USCT has adopted a unique approach to providing catering at its outdoor events, such as this one. As early as the SCBF of April 2019, identified emerging caterers were trained in fast food preparation, packaging, costing, health and safety as well as customer service. They then prepared and sold these on sites; from bottled water, cold drinks, boerewors rolls, burgers and fruits. Visitors, including the VIPs were given vouchers to purchase food from the vendors. This approach has resulted in spreading the economic benefits of an event across a number of local SMMEs, instead of one service provider. The model has been commended by stakeholder partners like EDTEA, KZN Sharks Board as well as Durban Tourism.

#### *The distribution of vouchers*

In preparation for the KwaNzimakwe Multi-trail launch, USCT had anticipated 300 VIPs. For this purpose, 300 vouchers were designed for meals, cold drinks and water,



respectively, resulting in a total of 900 vouchers. The vouchers were given to VIPs by USCT officials. The VIPs would then exchange a voucher for the appropriate meal or drink. The traders would then invoice USCT by presenting the vouchers.

The following is a breakdown of the total number and costs of vouchers that were submitted by the traders and paid out by USCT. Traders also generated some cash sales, as indicated

	SMME	Vouchers	Sales
1	Ziphozamadunge Trading	Water Vouchers - 98 Units Meal Vouchers - 72 Units Cold Drink Vouchers - 191 Units	R7 745.00
2	Msent Academy	Water Vouchers - 101 Units Meal Vouchers - 130 Units Cold Drink Vouchers - 44 Units	R6 670.00
3	Homestead Furniture	Water Vouchers - 71 Units Meal Vouchers - 42 Units Cold Drink Vouchers - 48 Units	R2 900.00
<b>Total Sales</b>			R17 315.00
<b>Total Vouchers</b>		Water Vouchers = 270 Meal Vouchers = 244 Cold Drink Vouchers = 283	

Vouchers were distributed or offered at the discretion of the General Manager: Development as well as when approached by USCT staff where there was a need as follows.

- All athletes were given water at the start and finish of the run or walk.
- Water and cold drinks were provided to some of the 4x4 participants who were not prepared for the 10km, 2-hour drive and did not carry any water of their own.
- Meal vouchers were given to young athletes who had come in mini bus taxis.
- Meal and drink vouchers were allocated to members of the Traditional Council, their spouses or families as well as VIPs from EDTEA, Sharks Board, TKZN, COGTA and Durban Tourism.

#### *Stakeholder support*

It has been hugely encouraging to receive support from stakeholder departments like EDTEA, DARD, COGTA as well as entities like Sharks Board. They have all indicated their willingness to put together resources at their disposal in order to contribute towards tourism development in the rural areas of the South Coast, in particular. They have requested that USCT provide a Business Plan towards these initiatives, for them to identify and position themselves as to how this can be achieved.

It is envisaged that USCT will have a Business Plan for the KwaNzimakwe Product Development by the end of January 2020 to present to the respective stakeholder departments and entities for consideration in their April 2020 budgets.

#### *Traditional Council support*

The launch KwaNzimakwe Multi-Trail product exceeded all expectations. Inkosi B.S Nzimakwe under whose jurisdiction the Park falls, neatly summed up this sentiment when he stated,

*“I would like to place on record how happy the community was to work towards a multi-center in KwaNzimakwe. After we were involved in the Margate Enduro, we experienced how we can work hand-in hand with tourism and event organizers to host events in our area. We warmly welcome this opportunity and as a community would gladly participate in the upcoming events in the multi-trail park on regular basis”.*

#### *Publicity and market interest*

The event received extensive publicity and media coverage. Due to the publicity of this outdoor experience, USCT started receiving enquiries from other national media and potential visitors who wanted to know the details of accessing the trails. It became clear from the enquiries that there is an interest in the market for a different product like this in the South Coast.

### **The KwaNzimakwe Multi Trail – Post Launch Developments**

Subsequent to the successful launch of KwaNzimakwe Multi Trail in November 2019 USCT worked closely with the community through the Traditional Council in order to build this concept into a reality. Government departments that include Rural Development and Land Reform and the National Department of Tourism had shown

interest in the project as it shows merit in establishing a tourism product that could include a variety of popular activities in the hinterland area and extend the geography of tourist footprint. In light of that, they requested USCT to submit a business plan detailing the project and its requirements. Due to budget constraints, USCT could not undertake the development of the required business plan.

Efforts were made to approach funders such as the Standard Bank to sponsor the development of a business plan for KwaNzimakwe Multi Trail. In February the USCT team hosted the Standard Bank officials on a tour of the hinterland products in KwaNzimakwe and KwaXolo. Through their service provider, the Standard Bank offered to sponsor part of the negotiated costs for the development of the business plan. The amount that USCT would be left to pay is minimal and affordable. Unfortunately, due to the outbreak of Covid-19 the development of the business plan could not be done.



### 3.2.2. Youth Development

In raising awareness about the tourism industry and assisting in development of careers in tourism, USCT works with schools and target learners who have chosen tourism as subject. The following support measures took place during the period under review.

#### The National Tourism Career Expo (NTCE)



USCT partnered with the provincial Departments Education and Economic Development Tourism and Environmental Affairs (EDTEA) in supporting 40 Grade 11 learners and 10 educators to participate in the National Tourism Careers Expo (NTCE), which took place from the 19 - 21<sup>st</sup> September 2019 in the North West Province. The theme of this expo was “Broadening Your Horizons Through Tourism Opportunities”. The learners were coming from different schools throughout the Ugu District.

In addition to providing the branded t-shirts, caps and drawstring bags; USCT the GM: Development addressed the learners on the important environmental protection message reflected on their t-shirts ***“take care of the ocean”***. The CEO also addressed them on the importance of wearing the South Coast Tourism t-shirts as they were ambassadors representing our destination.

### **Tourism Educators Support**

USCT also supported tourism educators who participated who attended the National Tourism Education Conference in Kimberley, Northern Cape. The conference focused in four aspects, namely; content training, quality assessment, IT skills development and interaction with the Tourism Industry. The supported tourism educators were from Nkonka High School, Mthusi High School, Mlonde High School and Nombuso High School. The purpose was to capacitate teachers to deliver the tourism curriculum more successfully in the classrooms.

### **Umdoni Unemployed Youth Graduate Summit**

USCT was among stakeholders that participated in the Umdoni Unemployed Graduate Summit which took place on the 29<sup>th</sup> August 2019 at Umzinto Town Hall. The summit was attended by about 100 graduates from Umdoni and surroundings. The aim of the Summit was to empower the youth of Umdoni through information, networking as well as linkages with various sectors and potential employers.

USCT presentation covered different careers available in the hospitality and tourism sector, preparing for interviews and starting own tourism businesses. The Sunny and Safe Campaign which addresses safety challenges around tourists was also highlighted.

### **Youth in Tourism Summit**

In order to encourage the involvement and integration of youth into the sector, USCT in partnership with Ugu District Youth Office hosted the Youth in Tourism Summit

which took place at Gamalakhe ZG Hall on the 15 October 2019. Event was mainly attended by tourism students from Esayidi TVET College: Gamalakhe Campus. USCT CEO and other stakeholders addressed the students under the theme “Tourism jobs, a better future for all.” Participants were encouraged to look beyond being employed by someone else and start their own tourism businesses. They were also encouraged towards the Fourth Industrial Revolution as this phenomenon is changing the way things are done globally.



Sponsorship from USCT included meals, 100 branded t-shirts, caps and drawstring bags.

### **Ugu District Career Exhibition**

USCT participated in the Ugu District Career Exhibition which was organized by the Department of Education. As the Department of Education receives enquiries on career guidance from learners; the Department invited organizations from different sectors in order to share information and educate Grade 12 learners about career opportunities. USCT had an opportunity to engage with learners from 77 schools in the district.

Details are as follows:

Date	Venue	Municipal Area	No. of Schools attended
03 & 04 February 2020	Ugu Sports and Leisure Centre	Ray Nkonyeni	26
05 February 2020	Harding Secondary School	Umuziwabantu	14
06 February 2020	Esibanini Sports Ground	Umzumbe	26
07 February 2020	Umzinto Town Hall	Umdoni	11





### 3.2.3. SMME Support

In its efforts towards facilitating the integration of emerging entrepreneurs into the tourism industry and encourage transformation, USCT continues to expose entrepreneurs to opportunities that may arise from time to time. These range from training, marketing support and identifying potential business linkage opportunities where possible. The following are some of the opportunities that occurred during this period:

#### Speed Marketing

USCT facilitated the participation of nine emerging businesses in Speed Marketing sessions which took place between the 11 – 13<sup>th</sup> September 2019. The aim of the Speed Marketing Session was to provide a platform for product owners in the South Coast to market themselves and build business relations with hosted Buyers/Tour Operators who came from different parts of South Africa and whose business focus are inbound international tourists. To support SMMEs to participate in this platform fully USCT;

- hosted an inhouse preparatory workshop to address expectations and requirements for participating in this marketing platform
- produced marketing material (brochure) with different SMME products who were going to participate in the session

The feedback received from SMMEs was very positive and encouraging.

SMME/Product	Report
<b>LAZY LIVING</b>	Our speed marketing was marvellous, I felt like I'm international connected with tour operators already, because one of them assured me to come sleep over while the other one assured me of contacting me to start doing a business and send some international tourists to lazy living. Thanks for such offer from my local tourism office. I'm looking ahead with my head high in providing best services to my clients and promoting South Coast for what it best offers.
<b>Ubuhle self-catering &amp; Accommodation and Hlubi Tours</b>	Greetings Mdu  Thank you for the email.

	<p>Attending the Speed Marketing organised by you was great and we highly appreciate that we were invited. We were able to network and exchange business cards with few buyers and trusting them for business.</p> <p>Business seminars like this are highly needed especially to those who are still starting /growing in business.</p> <p>Regards</p> <p>Precious Hadebe Mthimkhulu Property Pty LTD Property Practitioner Tel: 011 394 3499 Jhb Tel: 039 315 1139 Kzn Cell 0725310035 Email: <a href="mailto:precious@mthimkhuluproperty.co.za">precious@mthimkhuluproperty.co.za</a></p>
<b>Essential Lifestyle</b>	<p>Good morning Sir,</p> <p>We just want to give feedback from the Speed marketing you guys recently had with us. It was a very great platform to meet buyers, we are still in contact with some who just liked the whole idea of our business revenue. It helped us to meet people who are going to bring more clients to us.</p> <p>We would like to thank you for organizing such and be part of it as a new business. This will definitely help us get more ideas from people we met.</p> <p>Many thanks Bheki (ESSENTIAL Lifestyle County LODGE)</p>
<b>Mfihlo Guest Lodge</b>	<p>Overall impression: very good. I spoke to 9 tour operators. All of them showed interest, especially with the attractions found in our village. They promised to visit the area with the intention of bringing tourists. The marketing material (brochures) provided by USCT was very helpful.</p>
<b>Zuri Beach</b>	<p>Dear Mduduzi</p> <p>My expectation was to meet the established agencies, for example, Thompson Tours or companies that bring large groups to the south coast. It is an effective marketing strategy, provided the matchmaking is done correctly. Because of the large size of my facility, collaborations that would work better are with companies that bring big groups to the south coast, not those concentrating on small family type of holidays.</p> <p>The event was well organised, can't fault it. Thank you for making the effort to organise. We would appreciate facilitated conversations with tour companies that bring big groups.</p> <p>Kind Regards,</p> <p>Team Zuri Team</p>

<b>Sharon Jenkins homestay</b>	Thank you South Coast Tourism to do a speed marketing. I really appreciate it. It opened my mind and it was easy marketing my business. I really enjoyed it and thank you Maxwell for helping with the flyers. I hope we'll get visitors. Thank you South Coast
<b>Forest Lodge</b>	<p>The Speed Marketing Session was a great experience for me. , The challenges that i faced was that i didn't know how to prepare for it since it was my first time attending a Speed Marketing Session. it was a good way to network and market our business to other businesses. I also drew inspiration from other Establishment that do similar work to ours and to thoughts who do work that we aspire to do as an Establishment, since we are still new in the business. we applied for the Star grading so we can meet the industry standards of B&amp;b's and also be recognized by the Tourism Grading Council of South Africa, we also want to push ourselves to do better and more for our clients. I would like to be invited to other Speed Marketing Sessions in future, what i took back with me is we need to have business cards and informative brochures of our establishment at all times when we are going to network with other businesses,</p> <p>Thank you.</p>

## Business Linkages

Through a business networking process, Ugu South Coast Tourism introduced a Joburg bases tour operator Cresco Tours to three emerging South Coast tour operators, namely, Thembela Tours, Tourlink and The Fit Trip. Cresco Tours is involved corporate and international tours and have earmarked the South Coast as the next destination form them to consider to bring their clients. As they are based in Joburg, it is a norm in the tourism industry that links are formed with tour operators on the ground in destination. As Cresco Tours is already considering the South Coast as their next destination, it is essential that they know and form relations with tour operators on the ground.

## Crafts Exhibition

USCT organized an exhibition space for one crafter during the Junior Africa Golf Tournament which took place in San Lameer between 26 – 29<sup>th</sup> August 2019. The crafter was able to generate sales to the amount of R1500.00.

## **Fashion Clothing and Textile Business Imbizo**

As a means to facilitate the integration of emerging entrepreneurs and encourage transformation, USCT was among stakeholders who participated in the Fashion Clothing and Textile Business Imbizo which was organized by EDTEA and Ugu Association of Business. The event took place at Port Shepstone Civic Centre on the 20<sup>th</sup> of November 2019. The purpose of the event was to recognize and support Ugu SMMEs who are in the textile industry; to highlight issues that prevent small businesses from growing as well as to identify and incorporate current programs that have the ability to grow this industry. The programme is aimed at developing SMMEs until they are recognized by established retailers like EDCON.

This platform was particularly important to USCT as we are working closely with crafters in the development of South Coast souvenirs. USCT assisted in facilitating the participation of fashion designers so that they could exhibit and showcase their products.



## **Provincial Literature Exhibition and Translation Colloquium**

The provincial Department of Arts and Culture (Language Services) hosted the Provincial Literature Exhibition on the 28 and 29 November 2019, under the theme “International Year of Indigenous Languages.” The event took place at Ugu Sports and Leisure Centre and it was attended by about 1000 people during the 2 days. Participants were encouraged to respect each other’s cultures and to learn different indigenous languages including sign language.

This event was considered important in the promotion of cultural tourism. USCT was offered an exhibition stand for four local crafters and also transported them to and from



the event. Publishers were given the platform to launch their books. The crafters made a total of R4320.00 sales during the event.

### **Southcoast Mall Exhibition**

Department of Arts and Culture in partnership with USCT negotiated with Southcoast Mall Management for a one-day free selling space for selected Umzumbe and Ray Nkonyeni SMMEs. The event took place on the 23 November 2019 and crafters made sales to the amount of R6 150.00.

### **Women Empowerment Programme**

USCT participated in the Women Empowerment Programme which was organised by the Department of Social Development (Port Shepstone), in collaboration with the Youth Academic Development Agency. The event took place on the 11<sup>th</sup> of February 2020 and was aimed at addressing women challenges such as unemployment, gender-based violence as well as creating a platform to network and empower one another, through social cohesion. USCT participation was focused on poverty alleviation and empowering women about income generation opportunities (e.g. homestays) that can be derived through tourism. The *How To Start A Tourism Business* booklet was distributed and the women were encouraged to visit USCT whenever they need assistance in this regard. The event was attended by about 100 women, most of them being youth.



## Crafts Exhibition

USCT partnered with the Department of Arts and Culture in negotiating with South Coast Mall Management for a one-day free selling space for Ugu District SMMEs. The event took place on the 14<sup>th</sup> of March 2020. Exhibitors were as follows:

Municipalities represented	Number of crafters participated
Ray Nkonyeni	4
Umzumbe	3
Umdoni	2
Umuziwabantu (Invited but did not attend)	0
<b>Total participants</b>	<b>9</b>

## Other Exhibitions Opportunities

USCT facilitated exhibition spaces at the following events in order to create exposure and increase sales for crafter.

Date	Event	Venue	Municipality	Number
25 & 26 January 2020	Ugu Film Festival	Margate Hotel	Umzumbe Ray Nkonyeni	2 3
19-21 February 2020	SA Women's Golf	San Lameer Golf Club	Ray Nkonyeni	3

Futhermore USCT had facilitated another exhibition platform for crafters in the Golf tournament which was due to take place at San Lameer on the 14<sup>th</sup> of March 2020. Unfortunately the event had to be cancelled due to COVID-19 safety precautions

### **3.2.4. Tourism Awareness**

#### **Mpenjati Eco Festival**

The 3<sup>rd</sup> Annual Mpenjati Eco-Festival was held at the Whitehouse Mpenjati Nature Reserve on 16 December 2019. The purpose of the event was to continue creating awareness around the importance of eco-friendly living, especially the participation of citizens in biodiversity protection and intersections of social development, eco-tourism and community conservation. The programme included trail walks, children's activities, guest speakers, exhibits and some local unplugged music, all aimed at inspiring communities to live more consciously and in harmony within the environments. USCT promoted the KwaNzimakwe Multi Trail at the Mpenjati festival which was attended by approximately 150 people. USCT also organized local SMMEs to exhibit and showcase their products at the event.

#### **Tea Tree and Moringa Workshop**

USCT participated in the Tea Tree and Moringa workshop which took place at KwaPhungashe, Umzumbe on the 04<sup>th</sup> of December 2019. USCT presentation focused on Agri Tourism. Emerging farmers were pleased to learn that Agri-tourism can assist in transforming rural landscapes especially in regions that have developed agricultural routes and that it can also be the driver of economic development in rural areas.

#### **Tourism Information Sharing**

The tourism awareness program is largely directed at the local communities in order to raise awareness about the South Coast as a tourist destination and encourage loyalty and ambassadorship. Information sharing sessions were held with local schools to provide information such as career guidance options, environmental responsibilities as well as behaviour patterns at tourist attractions.



The following sessions took place in this regard:

Date	School Name	Municipal Area
29 February 2020	Bonguzwane High School	Umzumbe
29 February 2020	Sithokozile High School	Umzumbe
30 February 2020	Thobigunya High School	Ray Nkonyeni
30 February 2020	Qhinqa High School	Ray Nkonyeni
11 March 2020	KwaMphikwa Primary School	Umuziwabantu
11 March 2020	Gayiga Primary School	Umuziwabantu
12 March 2020	Phungula Primary School	Umdoni
12 March 2020	Zamani Primary School	Umdoni



### 3.2.5. Area Committees

An assessment of the functionality of the Area Committees was conducted; the following observations and recommendations have been made:

1. Operating outside the Traditional Council structures seems to be problematic and has been expressed as such in KwaNzimakwe.
  - It is recommended that USCT deals directly with the traditional Authorities.
2. Active Area Committees to be encouraged and supported.
3. Funding of Area Committees by USCT should still continue; however, that should be done within the *Guidelines for the use of Area Committee Funds* that USCT is going to present to the Area Committee Chairs.
4. Harding and Umzumbe need more support and hand-holding
5. The Umdoni Area Committee which is an amalgamation between Pennington and Scottburgh to be supported and encouraged
6. Ramsgate and Southbroom Area Committees be merged

### 3.3. Operations during Covid-19 Lockdown

#### 3.3.1. Public Relations

##### **Crisis Management (Covid-19 Outbreak)**

On 15 March 2020, the President of South Africa addressed the nation to declare the National State of Disaster under the Disaster Management Act in response to the COVID-19 outbreak. Following the declaration, many significant and consequential announcements were made relating to restrictions on movement, business activity, travel, etc, all in the interest of managing the effects of the disaster. This was a necessary step in addressing one of the biggest global threats, but it obviously came with a number of associated stipulations that affected the economy.

In response to this, USCT had to implement crisis PR interventions through different channels of communication which included WhatsApp to USCT Board Members, Area Committee Chair Persons, Visitor Information Centre staff, USCT Members and local tourism businesses including those who are not members of USCT.

- The USCT database was updated to reflect the latest, most accurate information about tourism businesses on the KZN south coast.
- Communication through emails and WhatsApp messages was sent to tourism businesses to assist them in accessing urgent tourism funding, marketing tips, COVID-19 official updates and information about the relevant sectors reopening.
- A Covid-19 page was developed on the USCT website to load updated information
- As the country entered Level 4 of the national lockdown, restaurants, cafes and other eateries were afforded the opportunity to begin serving food to the public again – albeit through a delivery system. USCT used every possible platform to encourage residents to support the various food outlets wherever possible.

Publication: South Coast Fever  
Date: Thursday, May 07, 2020  
Page: 19

**T**ourism: move down level 4 of the national tourism ladder on Friday, May 1 provides certain businesses with some reprieve, among them, restaurants which are now able to open to the public. The United States Tourism (USCT) is urging residents to take this opportunity to support local businesses while the enjoyment of freedom of freedom derides the time.

The star of Level 4 is the first chance of local restaurant establishments have been given to open to the public. The USCT has also issued a statement explaining CEO of Ugo South Coast Tourism, Phelisa Mangan.

"This has been an incredibly difficult time for our industry, but we're really encouraging everyone to support local business wherever possible.

"We know that not just only playing a vital part in supporting our local tourism, but you're also able to enjoy the welcome taste of your favourite eateries from the comfort of your own home."

At this moment, such unique experiences really make a big difference."

To make the process of finding the right restaurant easier, USCT has compiled a list of local eateries that will

operational during Level 4.

Simply visit [www.visitkitchencoast.co.za](http://www.visitkitchencoast.co.za), or the social media pages – South Coast Tourism on Facebook and @SouthCoast on Twitter – for more information. South Coast Coffee to find a local supplier.

From Southport to Port Edward, some of the best restaurants in the KZN coastline are springing up their kitchens in anticipation of re-opening.

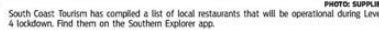
Among them are The Jog House (Kingsburg), Dineria (Durban), Kraby Goshops (Stanger), @Home Pizza and Mories, City Café – South City Schools, Cafe Gigli's, Fish on the River and Jazz Restaurant, and The Stone Pub & Grill (Stanger).

Local businesses, such as GoldRider ([www.goldrider.co.za](http://www.goldrider.co.za)) – which service the Port Edward to Margate area – are working in conjunction with restaurants to deliver food to homes.

The impact of Covid-19 on tourism is, obviously, huge, and being a key tourism destination, the KZN coastline is facing a significant financial support we can give," continued Margate.

"We really encourage everyone to show community spirit during this time and support local businesses we will get through this."

— Supplied



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ADITYA COO talks with NDM South Coast to support local activities during Low

[illegible]

The move into Level 4 of the national lockdown last Friday has provided certain businesses with some reprieve, among them the "highly skilled" delivery services that deliver to homes.

Coastal Tourism (USCT) is urging residents to take this opportunity to support local businesses while enjoying this moment of forced idleness during a difficult time.

Level 4 is the first chance for local restaurant establishments have been given to begin operations again and generate some revenue. The USCT's Executive Director, Coast Tourism, Phelisa Mangcuq.

"This has been an incredibly difficult time for everyone, and we will continue to be tough-going for some time yet, so we're really encouraging everyone to support local businesses wherever possible. If ordering food, you're not only playing a vital part in supporting our businesses, but you're also enjoying the welcome taste of your favourite eateries from the comfort of your home. At this moment, such unique experiences really make

Simply visit [www.visitkznsoast.co.za](http://www.visitkznsoast.co.za), or follow the KZN Coast Tourism\* on Facebook and @InfoSouthcoast on Twitter – or download the app. It will take you through to the nearest local supplier.

Although to Port Edward, some of the KZN South Coast's most renowned eateries are firing up their kitchens in anticipation of the influx.

Some local businesses are working in conjunction with restaurants to deliver food to homes.

"The impact of COVID-19 on tourism is, obviously, huge," says the KZN South Coast destination, the KZN South Coast needs all the local support we can give," continued Manguo. "We will ensure that the tourism industry and show community spirit during this time and support our local. Together, we will get through this."



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## Information Survey

USCT distributed a short survey focusing on the announcement of the state of disaster due to the coronavirus outbreak and the extent the announcement had on tourism business. The objective of the survey was to

- understand the challenges of tourism businesses and find ways to respond to such challenges
- inform our communication strategy further and help us to possibly customize beneficial information for business during these difficult times.

## Digital Platforms

The COVID-19 information page on the USCT website was launched on 9 April 2020 as an additional platform to disseminate and access information on available tourism business support measures and resources.

### 3.3.2. Stakeholder Relations

#### Stakeholder Engagements

From the start of the national state of disaster lockdown, USCT got involved and contributed in major strategic economic recovery platforms at provincial and district level.

- The **Provincial Tourism Recovery Task Team** is led by EDTEA and TKZN and consists of all tourism representatives from districts as well as the private sector. Through engagements, the task team developed a comprehensive and inclusive Tourism Recovery Strategy for the province.
- The **Ugu District Economic Command Cluster** is chaired by the Municipal Manager of Ray Nkonyeni Municipality under the political leadership of the Mayor of Umuziwabantu Municipality and the Speaker of Umzumbe Municipality. The Cluster meets on a weekly basis to address challenges and interventions that are needed to support businesses in the district as they are impacted by the Covid-19 pandemic. This platform is in the process of developing the Economic Recovery Plan for the district.
- In an effort to outline a **Tourism Recovery Plan** specific to the KwaZulu-Natal South Coast, USCT facilitated a stakeholder engagement session with key businesses, tourism product operators, municipal representatives and AmaKhosi to share and discuss workable solutions to assist in the resurgence of the tourism economy in the region. This was an opportunity for major players most of whom are heavily invested in the tourism economy (private and public) to put their heads together in unpacking the regions' tourism economy and map a strategic tourism plan that will benefit all tourism operators and local businesses while transforming the tourism industry in the district post Covid 19.

### **3.3.3. Business Support**

From the beginning of COVID-19 National Lockdown, USCT engaged closely with at least 250 tourism businesses to provide support interventions in a number of ways, such as assisting with

- the Tourism Relief Fund (TRF) applications,
- UIF application processes and challenges,
- grading application processes as per TRF criteria,
- applications of permits for establishments to host essential workers and
- also dealt with a variety of enquiries that were brought to our attention.

### **Communication with Tourism Businesses**

- Since the beginning of National Lockdown, USCT has been communicating with Ugu District tourism businesses via WhatsApp, Facebook, USCT website COVID-19 page, e-mails, USCT App, local newspapers, telephonic and face-to-face engagements at Level 4 and 3
- WhatsApp communication has been mostly used by our tourism businesses especially SMMEs, since it is one of the cheapest communicating methods.
- USCT invited tourism business to join the various online tourism workshops, launched by other tourism bodies such as TKZN.
- Tourism businesses appreciated the fact that USCT team is always available to assist, even out of office. Some businesses were assisted several times on different occasions.
- At Level 5 and 4 it was quite challenging to reach out to some businesses as they had no access to their business e-mails and are normally reached through their business landlines and not cellphones
- USCT continues to keep tourism businesses updated with vital information related to the tourism sector.

## **Tourism Relief Fund (TRF)**

USCT welcomed government relief packages that are aimed to address the plight of tourism businesses as they have undoubtedly been hit hard by the national lockdown. Due to the set criteria to qualify for the National Department of Tourism (NDT) COVID-19 Tourism Relief Funds, it was obvious that tourism businesses in the KZN South Coast would receive very little or no support from the funds. According to the set criteria, in order to qualify for funding;

- A business must be an Exempted Micro Enterprise (EME) defined in terms of the Amended Tourism B-BBEE Sector Code, 2015,
- Accommodation establishments should produce Grading Certificate or proof of application to be graded

A significant number of businesses in the Ugu District are not B-BBEE compliant and a significant number of accommodation facilities are not graded. This meant that a good number of tourism businesses in the region would not qualify for the funds.

Established as an intervention to mitigate the impact of COVID-19 on the tourism sector, the R200 Million Tourism Relief Fund provided a once-off capped grant assistance to Small Micro and Medium Sized Enterprises (SMMEs) to ensure sustainability during and post the implementation of government measures to curb the spread of COVID-19 in South Africa. Capped at R50 000 per entity, the grant funding could be utilized to subsidize expenses towards fixed costs, operational costs, supplies and other pressure cost items. The application period for the funds started from 07 April to 31 May 2020.

USCT shared such information to the tourism businesses listed on the USCT database. Information was also made available on the USCT website COVID-19 page. Unfortunately, most of the Ugu District tourism businesses could not apply due to various reasons such as the following:

- Qualifying criteria which included BBBEE and grading requirements could not be realistically met.



- The technicality of making copies/photos using cell phones then uploading whilst completing information onto a site that does not allow printing was cumbersome for unsophisticated applicants.
- Most required documents that needed to be attached were not available (SARS, UIF service providers closed)
- Concerns with costs of data consumed during this process extremely discouraging to some applicants
- The ability to describe/provide the required evidence was extremely daunting, especially that this evidence was largely unavailable (cancelled bookings, tours, events, potential loss of income, etc.)

### **The Application Process**

USCT offered assistance to businesses that were struggling with the completing of TRF forms. During the application process, the following challenges were encountered by applicants:

- There was inconsistency in the responses received from the National Department of Tourism (NDT) to applicants. While some businesses that had submitted their TRF application forms with missing documents, were reminded to send the required documents as soon as possible, before the due date; others received emails advising that their applications were declined due to not submitting the required documents in time, even though it was before the due date. USCT intervened and applications were re-instated. One of those establishments has already been approved.
- Some businesses were not keen to apply for the TRF since they were under the impression that the assistance was not meant for them as they were not B-BBEE compliant. USCT advised them that they could complete and sign the B-BBEE Exemption form. That was when they started to be interested, and some of those businesses have been approved and received their money already.
- A few weeks before the due date, the TRF system started to experience technical complications. The system could not cope with the loading of information due to high volume of applications. Some applicants had to try late at night and sometimes early in the morning before the peak hours.

- Sometimes the system failed to upload documents due to high volume, however it would send a notification asking the applicants to try again at a later stage. It even recommended time to upload. Documents would go through eventually, but that was a bit frustrating for applicants.
- Most businesses applied for TRF, just before deadline and some could not make it due to various reasons such as not having some of the required documents in place. Businesses were starting to panic during that process.
- Some businesses did not think it was necessary for them to apply and some thought there was still plenty of time available.
- USCT was also informed that some businesses that did not apply for TRF, were discouraging others from applying.
- Some businesses felt that the R50 000 grant from TRF is not enough, since they would have made much more over the past 3 months.
- Most of the time the COVID-19 Call Centre was not available to answer calls due to high volume, therefore USCT ended up becoming a 'mini Call Centre' for local tourism businesses. During this time USCT was a liaison office between the NDT and tourism businesses in the region.
- The COVID-19 Call Centre and the Department of Tourism were very quick and effective in answering e-mails and they offered excellent service from that angle.

USCT team encountered the following challenges encountered during this process:

- Some businesses were under the impression that USCT was also participating in the Tourism Relief Fund application selection process. This led them to call USCT to enquire about the status or outcome of their applications. Some were requesting USCT to please consider their applications.
- Sometimes businesses wanted USCT to make decisions on issues that were beyond our control, such as overlooking some of the national requirements.
- USCT had to resend emails to a number of businesses that had misplaced the TRF information and some of them denied receiving the communication.
- Due to the TRF system malfunctioning at times, USCT had to delay in resolving some of the queries related to the completing of forms.

- Some businesses did not even try to contact the Call Centre when they needed some clarity on their applications. They solely relied on USCT, and that led to the piling up of enquiries received by USCT.

### Application Status

The following is a summary and status of tourism businesses that had applied for the TRF in the district by the end of June.

Number of applicants	Approved	Declined	Withdrawn	Pending
40	14	1	3	22

	Name of Business	Local Municipality	TRF Ref no.	Status
1	Alexandra Hotel	Umdoni	TRF-018231	Approved
2	Aloe Inn B&B	Ray Nkonyeni	TRF-003879	Approved
3	Beachcomber Bay	Ray Nkonyeni	TRF-000436	Approved
4	At 4 Umzumbe Mangrove Beach Estate	Ray Nkonyeni	TRF-000795	Approved
5	Carousel Holiday Resort	Ray Nkonyeni	TRF-000102	Approved
6	Mdoni House Guest Lodge	Ray Nkonyeni	TRF-000080	Approved
7	Happy Holiday Homes	Ray Nkonyeni	TRF-000687	Approved
8	The Laughing Forest	Umdoni	TRF-004297	Approved
9	Zuri Beach Club Restaurant	Ray Nkonyeni	TRF-000587	Approved
10	Izotsha Creek / Saffron Chefs	Ray Nkonyeni	TRF-023175	Approved
11	Palm Beach Chalets	Ray Nkonyeni		Approved
12	Lalanathi Caravan Park	Ray Nkonyeni	TRF-000294	Approved
13	Pennington Beach Resort	Umdoni	TRF-014779	Approved
14	Tour Link Travel	Ray Nkonyeni		Approved
10	San Lameer Villa Rentals Pty Ltd	Ray Nkonyeni	TRF-12309	Business makes more than 5 Million Rands per annum. Applicant decided not to proceed with the application
11	Skhebeza Catering	Umzumbe	TRF-017662	Applicant did not complete the entire

	Name of Business	Local Municipality	TRF Ref no.	Status
				application form. She also failed to submit the required documents.
12	Women Arts and Crafts	Ray Nkonyeni	TRF-022554	Applicant did not have some of the documents that were required after the form was submitted.
15	Vulamanzi Cabins	Umdoni	TRF-001860	Declined
16	AirTrack Aviation	Ray Nkonyeni	TRF-022967	Pending
17	Aliwal Dive Centre and Lodge	Umdoni	TRF-016693	Pending
18	Aqua Planet Dive Centre and Charters	Ray Nkonyeni	TRF-009988	Pending
19	B-Cubed Guest House	Ray Nkonyeni	TRF -020247	Pending
20	Bottlenose Guest House	Ray Nkonyeni	TRF-021979	Pending
21	Breakerview Self Catering	Ray Nkonyeni	TRF-002382	Pending
22	Butterfly Valley	Ray Nkonyeni	TRF-019064	Pending
23	Emerald Cove Self Catering	Ray Nkonyeni	TRF-005395	Pending
24	Endless Summer Tours – Tour Operator	Umdoni	TRF-002204	Pending
25	Holidays 4 U	Ray Nkonyeni	TRF-023769	Pending
26	Information Centre	Ray Nkonyeni	TRF-023154	Pending
27	Ironwood Lodge	Umdoni	TRF-020552	Pending
28	Lavender Hill	Umuziwabantu	TRF-024215	Pending
29	Kapenta Bay Resort and Conference Hotel	Ray Nkonyeni	TRF- 020331	Pending
30	Landers Dive Centre T/A Shark Cage Diving KZN	Umdoni	TRF-021054	Pending
31	Oribi Gorge Private Game Lodge & Spa	Ray Nkonyeni	TRF-000384	Pending
32	Scottburgh Caravan Park	Umdoni	TRF-008563	Pending
33	Sumelda	Ray Nkonyeni	TRF-018652	Pending
34	Scarlet Dawn Trading 130 cc. Trading as Gracelands Lodge	Ray Nkonyeni	TRF-017344	Pending
35	Thandulula Luxury Safari Tents	Ray Nkonyeni	TRF-020859	Pending
36	Umdlalo Lodge	Ray Nkonyeni	TRF-024348	Pending
37	Motolink	Ray Nkonyeni		Pending



## **Compliments from businesses**

With all the assistance offered to tourism businesses, USCT has been receiving appreciations in different ways such as the following emails:

### *Izotsha Creek Estate/Saffron Chefs*

*"I can't Thank you enough, for all your friendly, professional assistance and going beyond the call of duty to help me in getting my application in. Your interest and care for our livelihood is greatly appreciated, especially in these uncertain times. It gives us hope and courage not to give up. Have a wonderful day,"*

### *Aloe Inn B&B*

*"Good morning Maxwell. The money from the Tourism Board was paid into our account today!! We are overjoyed and so grateful. We thank you personally, and your staff, for everything you did to get our application re-submitted. Without your assistance we would not have received anything. Thank you so much Maxwell, and thank you to the Tourism Board. Please could you forward this message to the appropriate person, or people, in the Tourism Board to express our appreciation? Thank you again to you for your assistance, not just during Covid 19, but every time we have phoned you for advice and assistance. You have been unfailing helpful and always polite. You are a great asset to the Tourism South Coast Team."*

### *Lalanathi Caravan and Camping*

*"I wanted to thank you so very much for all your assistance with our application. You were instrumental in us receiving the approval from the Tourism Council and we are very appreciative of you and all you have done to help make that happen for us. It is a great help".*

Interestingly, USCT also received calls from tourism businesses that are not located in our area (Ugu District) asking for support. We also received calls from businesses that were not registered with USCT (not members, not listed in our supplier database either). Businesses that have not received the outcomes of their TRF applications are

starting to lose hope since they have been desperately waiting to hear from the Department of Tourism, for weeks, since the 1<sup>st</sup> of July. The results are slow in filtering through.

### **Relief Fund for Registered Tourist Guides**

The NDT made R30 million Relief Fund available to assist distressed Tourist Guides who have been impacted by the countrywide lockdown measures. The relief will be applicable to registered freelance tourist guides who;

- operate independently (without any formal employment), without formal businesses in place,
- not registered with UIF nor claimed any financial support through the Tourism Relief Fund.
- This Fund will be administered through a 'no application' process. Information on Guides will be sourced from the databases maintained by the Provincial Registrar of Tourist Guides (EDTEA).

USCT assisted EDTEA by collecting all the required information from Ugu District Tourist Guides. This was not an easy exercise since most guides were unreachable, some had changed their contact numbers and some do not have cell-phones anymore, while some were always on voicemail. USCT had to trace the guides through friends and other contacts, eventually we managed to get hold of 31 guides, out of 36 that are in the database. Each eligible freelance tourist guides will receive a payment relief of R1 500.00 per month for a period of 3 months.

### **Unemployment Insurance Fund (UIF) Challenges**

Most South Coast businesses that gave USCT feedback in April did not encounter major problems with their April UIF payments. May 2020 applications had several hitches, such as the following:

- Businesses that were trying to submit their May UIF applications, struggled since the UIF system was not functioning in the beginning of the month. According to the Department of Employment and Labour, the UIF was finalising

its testing process on the COVID-19 TERS online application system, in preparation for the new intake of the May 2020 relief benefit claims.

- The slow and sometimes inconsistent turnaround time of UIF applications.
- Some establishments did not receive UIF payments for most of their employees.
- Other businesses had various UIF challenges, such as the following:

*“We received a part payment from TERS in April, for about 50% of our staff, the balance (foreign nationals) were not paid. We have been told (including the minister of tourism) that foreign nationals will be entitled to claim TERS provided they have a legal work permit and have been contributing to the UIF fund. Now all our staff comply with these requirements/conditions. All supporting documents have been sent on several occasions with no results. We have paid all our staff in good faith for April & May with only receiving part payment for April.”*

## **Permits for Establishments to host Essential Workers**

Before the enhanced Level 3 regulations, establishments had to apply for permits whenever they had a booking enquiry from essential service workers. Guests had to provide their own permits as well, to prove that they were indeed essential workers. Permit would then be issued for the requested dates.

This process had challenges and rendered impossible for establishments to comply because;

- Most booking enquiries were received too late and some were received on the day of arrival.
- If guests wished to extend their stay, the permit would no longer be valid anymore, since it was only allowing them to stay for the authorized period.
- Since accommodation bookings could not be confirmed before the permits were issued, some guests would cancel their bookings after the establishment had already undergone the whole application process.

USCT received a number of complaints from establishments who were left confused by sudden changes in this process. Such queries were forwarded to the NDT and the system was slightly improved eventually.

- Permits were no longer issued per booking anymore, but per establishment to use for a certain period of time.
- Most issued permits were valid until the 30<sup>th</sup> of June 2020.
- Guests were still required to hand in their own permit copies to prove that they were indeed essential workers.
- Each establishment had to e-mail a weekly report to the NDT, showing how many guests were booked and to confirm that they had hosted essential workers as per instructions.
- The system was later revised; establishments did not have to apply for permits anymore, but guests had to produce own permits from their companies when making bookings.
- Establishments were advised to keep records incase inspectors show up unannounced

## **Eased Restrictions under Level 3 of the National Lockdown**

### **Food and Beverage**

- Even though restaurants are allowed to operate under advanced Level 3 regulations, one of the restaurants from Margate (Larry's Family Restaurant) has decided not to open until further notice. The owners feel that Margate area is very quiet at the moment.
- Restaurants are only permitted a maximum of 50 guests or 50 per cent of the establishment's capacity.
- Alcohol is still prohibited under Level 3 regulations and that is one of the major concerns for restaurants.

### **Accommodation Establishments**

- After the advanced Level 3 was announced, most Ugu District Accommodation establishments were under the impression that accommodation bookings for



leisure were also allowed along with restaurants and casinos. At the press conference on the 26<sup>th</sup> of June 2020, The Minister of Tourism, Mmamoloko Kubayi-Ngubane, stated that, self-drive leisure travel is permitted within the province a person resides in, but no overnight stays in hotels, lodges, bed and breakfast, homestays and such types of accommodation will be permitted for leisure travellers.

- The number of Ugu District establishments that are offering accommodation for business travellers, remains at 74.
- Some accommodation establishments have decided to wait until they are allowed to take bookings for leisure guests. At the moment, establishments can only accommodate business and essential travellers.
- Some establishments opened for a short period and closed again after weighing their options, they realized that they were operating at a loss since they are still not allowed to operate fully

#### Cinemas

Cinemas were also allowed to operate under Level 3, however the Ster-Kinekor cinema in Shelly Beach decided not to open until further notice. Management feels that it would be costly to run the business under the current restrictions.

### **Retrenchments and Closing down of Businesses**

USCT has received the following information to date;

- 12 establishments have undergone retrenchment processes
- 29 employees from different establishments have been retrenched to date.
- Some establishments have adjusted or reduced staff salaries
- Some have staff working on a rotation basis - no work no pay.
- Some businesses have closed down already while some are in that process.
- Kapenta Bay Resort and Conference Hotel is being sold. Accommodation section is permanently closed. Only Food and Beverage section will stay opened.
- Fred Lemmer permanently closed the holiday letting section. Only estate agency section is open for business.

- Lalakhona Bed & Breakfast in Margate has permanently closed its doors due to the National Lockdown. The establishment is on sale.

## **Standard Protocols for COVID-19 Operations**

- The South African tourism industry under the leadership of the Tourism Business Council of South Africa (TBCSA) developed comprehensive protocols for the operation of all types of tourism businesses and facilities in times of the COVID-19 pandemic. The protocols align with the latest Disaster Management and Department of Employment and Labour (DoEL) Regulations, and the World Health Organization (WHO), National Institute for Communicable Disease (NICD), and Department of Health (DoH) guidelines and advice, as well as the Health & Safety Act. USCT has shared this information with the tourism businesses that have started operating.
- All businesses which are operating during the COVID-19 pandemic are required to sign a pledge that they will adhere to these protocols. The TBCSA will update the protocols as required on an on-going basis, in line with the risk adjusted economic activity allowed and the pandemic status.
- Federated Hospitality Association of Southern Africa (FEDHASA) is embarking on a major training initiative to ensure its members and non-members alike, benefit from the work the sector has done to develop COVID-19 safety protocols. This comes at a right time when establishments are not sure what measures are need to be put in place to comply and to ensure safety for guests as well as employees. USCT has communicated with FEDHASA to ensure that Ugu District Hospitality businesses are not left out.

## 3.4. Finance and Human Resources

### 3.4.1. Service Level Agreements with Municipalities

The signing of SLA's by municipalities has been a challenging process as it impacts on the commitment and payment of grants by the local municipalities.

- Umuziwabantu has signed the SLA and have paid in full.
- Umdoni LM has signed the SLA and have paid in full
- Umzumbe LM has signed the SLA and have paid in full
- Ray Nkonyeni LM have not signed the SLA to date and have paid in full
- Ugu DM has not signed the SLA to date and had not paid by the end of 2019/20 financial year.

### 3.4.2. Human Resource Management

#### Staff Complement

In terms of staffing the following table summarizes the overall staff complement:

Post / Office	Type	Black		White		Indian	
		Male	Female	Male	Female	Male	Female
CEO	Contract		X				
GM: Finance & Corp. Services	Contract				X		
GM: Development	Contract		X				
GM: Marketing	Vacant						
<b>Total</b>			<b>2</b>		<b>1</b>		
Trade Relations Manager	Permanent						X
Development Manager	Permanent	X					
Corporate Services Manager	Permanent						X
Stakeholder Relations Officer	Permanent		X				
Receptionist	Permanent		X				
Personal Assistant – CEO	Permanent						X
Marketing Officer (2)	Permanent	X	X				
SCM Officer	Permanent		X				
Supervisor Scottburgh	Permanent				X		
VIC Officer Shelly Beach	Permanent		X				
Supervisor Margate	Permanent		X				
Supervisor Port Edward	Permanent	X					
Info Officer Shelly Beach	Permanent	X					
<b>Total</b>		<b>4</b>	<b>6</b>		<b>1</b>		<b>3</b>
<b>Interns &amp; Graduates</b>							
1. Finance 2. Hibberdene		1	1				
1. Info Offices 2. Development		2	5 2				
Casual cleaning staff	Casuals/day workers		3				
<b>Total</b>		<b>3</b>	<b>11</b>				
<b>Overall Totals</b>		<b>7</b>	<b>17</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>3</b>

*While USCT does not have an Employment Equity Plan, our Employment Policies are in line with required legislation.*



## **Resignations**

At the end of July 2019, the GM: Marketing tendered her resignation from the employment of Ugu South Coast Tourism and served notice during the month of August. The position is currently vacant and management has recommended to Board to 'freeze' the post until such time that it becomes really necessary to fill the position. To deliver on the destination marketing scorecard, management has decided to

1. Implement the new organogram that has the position of a Manager: Trade Relations and Marketing Officers
2. Utilize the services of the newly appointed PR & Advertising and the Digital Agencies who work as support base to the Manager: Trade Relations
3. The CEO worked closely and oversee the work of the Manager: Trade Relations
4. The GM: Finance & Corporate Services oversaw the operations of the Visitor Information Centers

## **Organization Restructuring**

In December 2018 the USCT board approved the realignment of the organizational structure in order to deliver on the strategic direction of the entity. The process of organizational restructuring included redefining the existing positions and creating new positions. The new structure is developmental in nature as it allows exposure for staff and for them to grow their careers in tourism. Due to financial constraints, only the first phase of the process was implemented in January 2020 focusing on the Destination Marketing & Communications unit as this area needed immediate attention with the absence of a senior manager. The plan was to implement the second phase in April 2020 with the hope that the financial situation would have eased by then. Unfortunately, the financial situation had not become any better to allow such implementation and by April the business was closed due to the Covid-19 pandemic.

## **Internships**

USCT appointed a new group of 11 interns in the current financial year. Though a large number of them are coming from the Esayidi TVET College based on the MoU that USCT has with the college; this year we included 2 students from Durban University of Technology whose homes are in Ugu District.

## **Collective Agreement**

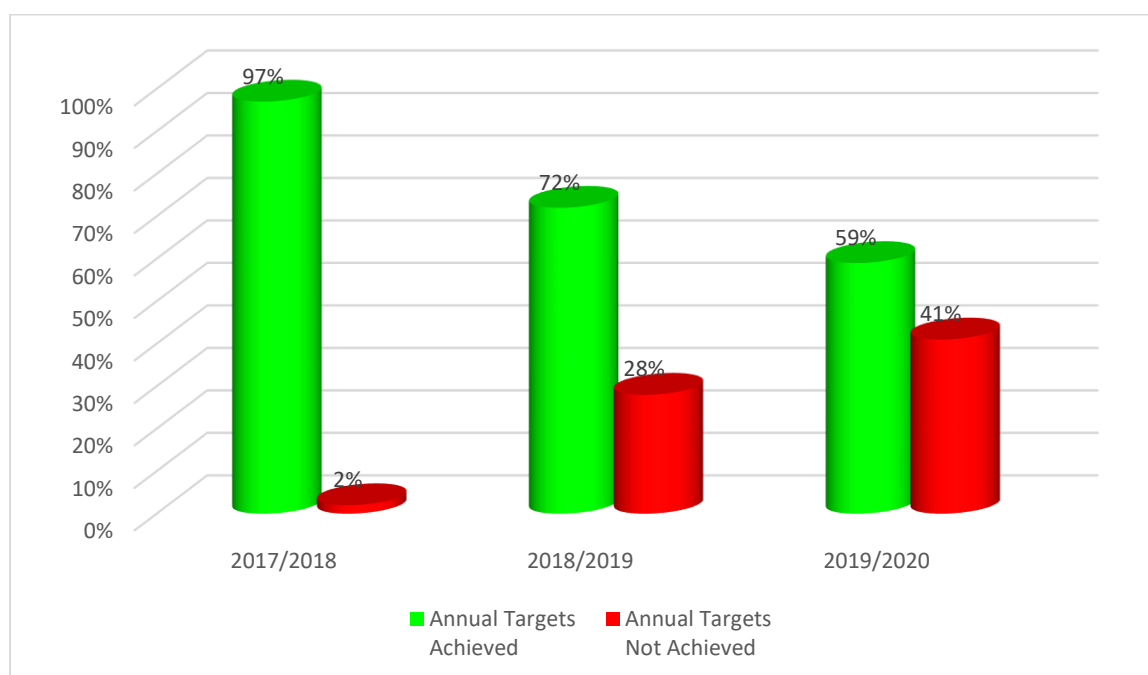
Towards the end of 2018/19 financial year USCT Management was invited by Ugu DM Corporate Services/ Department to discuss and engage on Circular 01/2017 which relates to a decision that was made in 2016 for municipal entities to be bound by the collective agreement. In summary, this would mean that salaries and related benefits would be in line with the municipality. In light of this unionized staff at USCT later attached the 6.25% annual salary increase (a percentage based on collective bargaining agreements) to this discussion and refused to take it. They subsequently referred the matter of 2019/2020 salary increases and Circular 01/2017 implementation to SALGBC. At a Conciliation Meeting held on 2 October 2019 the matter was referred to the national SALGBC based on the fact that it is related to salary increases. At the date of this report, nothing further has been received from the union.

USCT implemented the 6.5% annual increase in October, back-dated to 1 July 2019.

## **Performance Management**

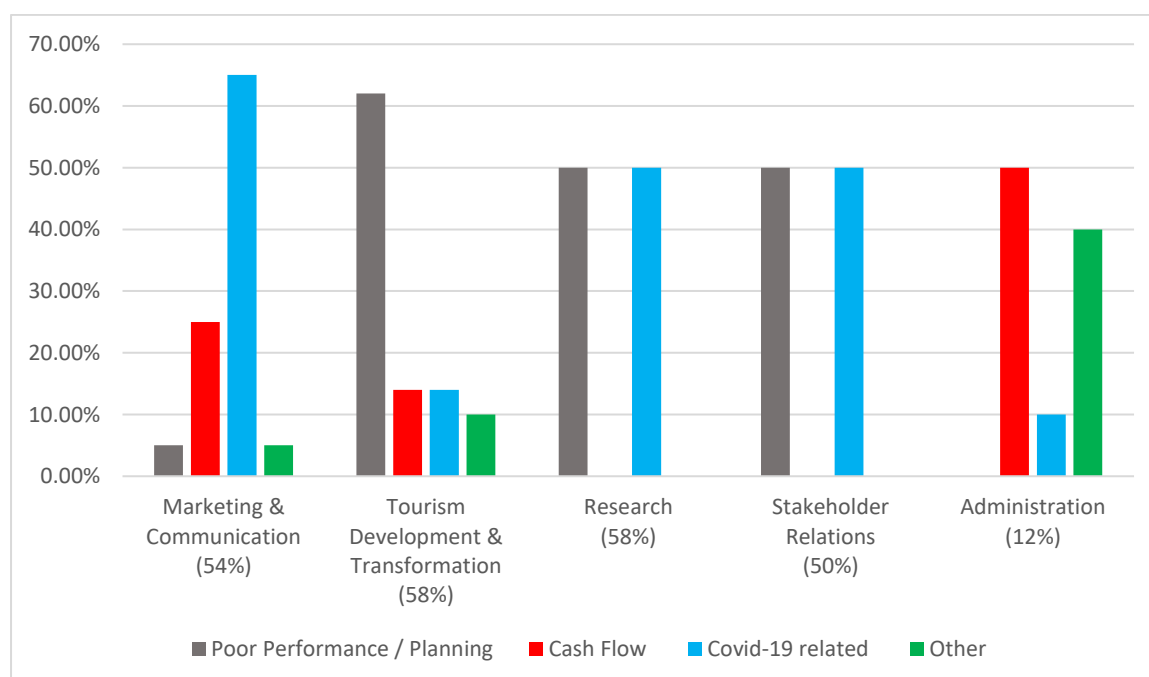
- Performance reviews were held timeously with Section 57 employees;
- USCT effectively participated in Ugu District Municipality Quarterly PMS reviews;
- USCT management timeously developed the business plan and annual organizational scorecard for 2020/21 financial year based on the Destination Management Framework. However, due to the impact of the Covid-19 pandemic, there was an urgent need to develop the Tourism Recovery Strategy.

## Overall Performance Graph with Annual Year on Year comparative information



*Comparative Target Achievement Information*

## Breakdown of Annual Targets Not-Achieved, into Departmental and Main Route causes



In terms of “Other” this is linked primarily to annual targets where USCT is reliant on other entities or departments for support which has caused the Non-Achievement.

Due to the lack of funds USCT could not fully deliver on the 2019/20 scorecard. The tourism industry all over the world was further affected by the outbreak of the Covid-19 pandemic. To assist the resurgence of the tourism industry in the KZN South Coast, USCT developed a comprehensive and inclusive Tourism Recovery Strategy for the destination. A risk Adjusted Implementation Plan, taking into account the difficult financial conditions was also developed. USCT will from now on implement its key objectives based on the Tourism Recovery Strategy and the Risk Adjusted Implementation Plan.

The Annual Performance Scorecard in section 4 of this report, considers the National Key Performance Areas as regulated as well as USCT Key Performance Areas in terms of our approved Strategies.



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**PHELISA MANGCU**  
Chief Executive Officer  
July 2020



#### 4. 2019/2020 Annual Performance Scorecard

Due to the implementation of the new Destination Marketing Strategy, the Annual Performance Scorecard was extensively revised. The 2018/2019 scorecard has been added as a separate table as comparatives could not be included in the 2019/2020 tables.

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4.2. KPA 2: Tourism Development and Transformation .....	5 - 8
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4.1: KPA 1: Marketing and Communication																	
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE	
LED 4.2, 4.3		Marketing & Communication	Brand Positioning	1. To position the south coast as an accessible, year-round, leisure and business destination of choice in SA, with diverse experiences through various marketing/brand positioning approaches, methods and tools.  2. To promote the south coast to attract niche markets: film industry, conferences/events, golf and religious tourism through various marketing/brand positioning approaches, methods and tools.	1.1.1.1	Free Exposure Instances: Destination & Infrastructure	To harness at least four (4), one (1) per quarter, free exposure instance opportunities: travel and tourism, inflight, conference exhibitions, events guides highlighting the diverse culture, heritage, adventure, scenic beauty, meetings facilities and infrastructure accessibility and appealing characteristics in the south coast	Quarterly Brand Tracking Report	Number of Brand Tracking reports indicating Free Exposure Instances	4	4	ACHIEVED	None	None	-	Quarterly Brand Tracking Report with Evidence of Free Exposure Instances	
					1.1.1.2	Themed Seasonal Campaigns	To facilitate three (3) themed seasonal campaigns- sardine-run, spring-summer and Easter season, focusing on destination experiences and events to address seasonality.	Three (3) themed seasonal campaigns held	Number of themed seasonal campaigns	3	3	ACHIEVED	None	None	-	Campaign Reports: June-July Sardine Season Report, Spring-Summer Report, Easter Season Report	
					1.1.1.3	Port Shepstone Business Hub	To position Port Shepstone as a business hub through free exposure instances.	Free exposure instance profiling Port Shepstone as a business hub.	Number	1	1	ACHIEVED	None	None	-	Meetings Africa and Brand Tracking Report with evidence of Free exposure.	
					1.1.1.4	USCT Thought-Leader	To position USCT as a thought leader in the tourism sector through participating in various platforms and features that communicate its business objectives and build its identity during the course of the year	24 published articles/inserts in the local newspapers and national publications or platforms.	Number of Inserts Published.	24	26	ACHIEVED	None	None	-	Published Newspaper Inserts & Quarterly Brand Tracking Report	
					1.1.1.5	Tour Packaging	To showcase four packages, including rural/Agri-tour, on the USCT website during the course of the year	Packages, including rural/Agri-tour packages, showcased on USCT website	Minimum Number of tour packages on website.	10	8	NOT ACHIEVED	Due to Covid-19, no new tour packages advertised due to Travel restrictions	USCT create Virtual Tours which were available on our website	15-Dec-20	Screenshot Evidence of Tour Packages offered	
							To participate/facilitate in speed marketing workshops, to stimulate the development of four packages to the south coast.	Speed marketing workshops participated in	Number of Workshops	3	2	NOT ACHIEVED	Due to Covid-19 restrictions, this target could not be met in Q4	Virtual meetings to take place until Covid-19 lockdown is lifted	None	Report submitted supporting registers/ agendas and or programmes.	
					1.1.1.6	Niche Markets Promotion	To generate MICE leads, and submit bids, to host meetings, incentives conferences and events in the south coast during the year. (Meetings, incentives, conferences, exhibitions)	MICE Leads Generated	Number of MICE Leads Generated	3	0	NOT ACHIEVED	Due to cashflow challenges this was not activated	None	Continued engagement with the Parent Municipality to release grant funding	Evidence of Mice leads generated.	
							To promote the south coast in the film industry in publication articles.	Film Industry Promotions published	Number of Promotions	4	3	NOT ACHIEVED	Due to Covid-19 Lockdown, all events were cancelled and therefore no marketing undertaken in Q4	None	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Evidence of Promotions & Quarterly brand tracking report	
							To promote the south coast to Golf Organisers, associations, platforms/publications with free exposure instances during the year	Free exposure instances promoting golf tourism.	Number of Brand Tracking reports indicating Free Exposure Instances	3	2	NOT ACHIEVED	Due to Covid-19 Lockdown, Golf was one of the sporting activities affected, and therefore no marketing undertaken in Q4	None	Depending on the upliftment of the Covid-19 restrictions	Quarterly Brand Tracking Report with evidence of free exposure instances	
							To promote the south coast for Agritourism during the year with free exposure instance.	Free exposure instance promoting Agritourism.	Number of Brand Tracking reports indicating Free Exposure Instances	1	0	NOT ACHIEVED	Due to Covid-19 Lockdown, no tourism travel was permitted and therefore no marketing on Agritourism undertaken in Q4	None	Depending on the upliftment of the Covid-19 restrictions	Quarterly Brand Tracking Report with evidence of free exposure instances	

4.1: KPA 1: Marketing and Communication																	
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE	
							To promote the south coast for religious tourism during the year with free exposure instance.	Free exposure instance promoting religious tourism.	Number of Brand Tracking reports indicating Free Exposure Instances	1	1	ACHIEVED	None	None	-	Quarterly Brand Tracking Report with evidence of free exposure instances	
							To promote the south coast for as a diving experience destination during the year	Diving experience promotions	Number of Promotions	1	1	ACHIEVED	None	None	-	Evidence of Promotions & Quarterly brand tracking report	
LED 4.2, 4.3			Public Relations	To facilitate public relations and brand activations to highlight destination offerings through signature events, 4 hinterland and 4 beach activations	1.1.2.1	Activations	To stage beach activations and campaigns to promote south coast offerings and experiences during the year	Beach activations staged	Number of Beach Activations Staged.	4	3	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions - all events where cancelled in Q4	None	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Quarterly Report & Evidence	
							To stage hinterland activations to promote south coast offerings and experiences during the year	Hinterland activations staged	Number of Hinterland Activations Staged.	4	3	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions - all events where cancelled in Q4	None	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Quarterly Report & Evidence	
LED 4.3				To facilitate radio and newspaper activations to promote annual "signature events" and highlight destination offerings and experiences	1.1.2.2	Signature Events Promotion	To promote UGU Jazz Festival through creating exposure instances through public relations activities during the year	UGU Jazz Festival exposure instances through public relations activities	Number of Brand Tracking reports indicating Free Exposure Instances	1	0	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions - all events where cancelled in Q4	None	Depending on the upliftment of the Covid-19 restrictions and the events organisers interest in continuing with the event.	Quarterly Brand Tracking Reports	
							To promote the UGU Film Festival through creating exposure instances through public relations activities during the year	UGU Film Festival exposure instances through public relations activities	Number of Brand Tracking reports indicating Free Exposure Instances	2	2	ACHIEVED	None	None	-	Quarterly Brand Tracking Reports	
							To promote South Coast Bike Festival through creating exposure instances through public relations activities	Bike Festival exposure instances through public relations activities	Number of Brand Tracking reports indicating Free Exposure Instances	3	2	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions - all events where cancelled in Q4	None	Depending on the upliftment of the Covid-19 restrictions and the events organisers interest in continuing with the event.	Quarterly Brand Tracking Reports	
							To promote MTB Series through creating exposure instances through public relations activities	MTB exposure instances through public relations activities	Number of Brand Tracking reports indicating Free Exposure Instances	2	2	ACHIEVED	None	None	-	Quarterly Brand Tracking Reports	
							To promote Ukuvukile Gospel Festival through exposure instances through public relations activities	Ukuvukile Gospel Festival exposure instances through public relations activities	Number of Brand Tracking reports indicating Free Exposure Instances	2	0	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions - all events where cancelled in Q4	None	Depending on the upliftment of the Covid-19 restrictions and the events organisers interest in continuing with the event.	Quarterly Brand Tracking Reports	
LED 4.2, 4.3			Trade Shows and Exhibitions	To promote the South coast through participation in eight tradeshow and domestic exhibition platforms	1.1.3.1	Domestic Exhibitions & Trade Shows	To participate in exhibition/shows : UGU Film Festival, SAACI, SATSA, Durban Film, CPT Film, Cape Cycle Tour Meetings Africa, TME and Indaba during the year	Domestic exhibitions and trade shows as per annual plan/calendar participated in	Number of exhibitions/trade shows as per plan.	9	7	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions - all events where cancelled in Q4	None	Depending on the upliftment of the Covid-19 restrictions and the events organisers interest in continuing with the event.	Evidence of Participation, Report, Programmes, Attendance register	
							Show stand acquisition for utilisation in shows.	Show stand acquisition completed	By date	-	Annual Target removed					Confirmation email & evidence to support acquisition	

4.1: KPA 1: Marketing and Communication																	
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE	
LED 4.1				To promote the South Coast through participation in one (Royal Show) consumer show platform	1.1.3.2	Consumer Shows	To participate in Royal Agricultural Show in PMB during quarter four 2019-2020.	Royal Show Participated in quarter four.	By date	May-20	-	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions - all events where cancelled in Q4	None	Depending on the upliffment of the Covid-19 restrictions and the events organisers interest in continuing with the event	Quarterly Report & Evidence	
				To create representation on international platforms via TKZN or other marketing representatives.	1.1.3.3	International Exhibitions & Tradeshows	To create representation on international platforms targeting NICHE tourism platforms.	Representation Achieved at International market platforms	Number	2	1	NOT ACHIEVED	National Lockdown declared by President due to Covid - 19 restrictions & cash flow restrictions	None	Depending on the upliffment of the Covid-19 restrictions and the events organisers interest in continuing with the event	Report with evidence	
				Visitor Information Services To ensure efficient and effective visitor information services: providing easily accessible up to date information to visitors through walk in centres resulting in 90% positive sentiment from tourists	1.1.4.1	Visitor Information Centres	To operate and effectively manage consistently branded walk-in VIC's at strategic locations	Effectively managed and consistently branded VIC's	1 VIC Report by date	20 June 2020.	20 June 2020.	ACHIEVED	None	None	-	Report with Evidence	
					1.1.4.2	Publications	To identify a suitable location for Scottburgh VIC.	Scottburgh VIC location identified by 30 October 2019.	By Date	20 June 2020.	0	NOT ACHIEVED	USCT has not been able to find suitable office space to suit our needs in Umdoni	None	Due to Tourism Recovery Strategy, the organisation will require restructuring	Report with Evidence	
							To facilitate production and distribution of Southern Explorer as the official marketing publication/platform of USCT	Southern Explorers produced and distributed	Number	5 000	5000	ACHIEVED	None	None	-	Publication by date (confirmation email) & delivery note signed by distributors.	
LED 4.2, 4.3				E-Marketing Platforms To efficiently manage USCT owned digital channels (website, social media and mobile app) and ensure information is updated continuously and is up-to date as per maintenance plans	1.1.4.3	Trade & Media trips	To host trade and media on familiarisation trips	Trade and media trips hosted	Number of trips hosted	7	8	ACHIEVED	None	None	-	Quarterly Brand Tracking Report as well as Itinerary, Register and Email correspondence	
					1.1.5.1	Online Information	To efficiently manage USCT owned digital channels (website, social media and mobile app) and ensure information is updated in accordance with the content maintenance plans	Quarterly Content Plans implemented.	Number of reports	2	2	ACHIEVED	None	None	-	Quarterly Digital Reports	
LED 4.2, 4.3				To efficiently monitor and analyse online data to understand visitor interests and trends.	1.1.5.2	Online Trends and Analysis	To efficiently monitor and analyse online data to understand visitor interests and trends.	Quarterly Monitoring and Trend analysis reports completed.	Number of Reports	4	4	ACHIEVED	None	None	-	Quarterly Digital Reports	
					1.1.6.1	Branding/Marketing Material	To produce branding material that is representative of the diverse south coast offering as per revised Brand Manual and Budget	Branding Material Produced as per Revised Brand Manual and Budget	% of budget	90%	25%	NOT ACHIEVED	Due to the Parent Municipality not releasing the Annual Grant, these items could not be procured	None	Continued engagement with the Parent Municipality to release grant funding	Expenditure Report & Evidence of Materials	
				To produce promotional material that showcases the diverse product offerings of the South Coast.	1.1.6.2	Promotional Material/Collateral	To produce promotional material that showcases diverse product offerings as per Revised Brand Manual and Budget	Promotional Material and Collateral Produced as per revised Brand Manual and Budget.	% of budget	90%	18%	NOT ACHIEVED	Due to the Parent Municipality not releasing the Annual Grant, these items could not be procured	None	Continued engagement with the Parent Municipality to release grant funding	Expenditure Report & Evidence of Materials	
					1.1.6.3	South Coast Information Material Production 2019-2020.	To produce South Coast Information Material .	SC Experience, Accommodation , Routes, Niche products-produced.	By Date	20 June 2020.	20 June 2020.	ACHIEVED	None	None	-	Evidence of SC information produced and available by date	
				To produce south coast information material according to plan and budget													



4.1: KPA 1: Marketing and Communication																
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
								Meeting Planner Guide produced	By Date	20 June 2020.	0	NOT ACHIEVED	Due to the Parent Municipality not releasing the Annual Grant, these items could not be procured	None	Continued engagement with the Parent Municipality to release grant funding	Meeting Planner Guide produced by date
								Updated Event Calendar on destination Website.	By date	20 June 2020.	23 March 2020.	NOT ACHIEVED	Poor planning	Improved planning and communication	31-Aug-20	Screenshot Evidence of updated event calendar on website.
								Tourism Investment Prospectus produced by end of Quarter One	By date	30 Sept. 2019.	30 Sept. 2019.	ACHIEVED	None	None	-	Tourism Investment Prospectus by date
								Film Prospectus produced by end of quarter four	By Date	20 June 2020.	0	NOT ACHIEVED	Due to the Parent Municipality not releasing the Annual Grant, these items could not be procured	None	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Film Prospectus by date
								High Quality Marketing Images Sourced	By Date	20 June 2020.	19 June 2020.	ACHIEVED	None	None	-	Image Library by date
LED 4.9			Brand Tracking	To monitor the SC image and reputation in the press and digital platforms.	1.1.7.1	Image & Reputation Monitoring	Efficient and Effective image and reputation monitoring (including social media) by a media monitoring service provider with the quarterly output of brand tracking	Quarterly Brand Tracking Reports Submitted for quarterly consideration during 2019-202.	Number of Reports	4	4	ACHIEVED	None	None	-	Quarterly Brand Tracking Reports

4.2: KPA 2: Tourism Development and Transformation																
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB - PROJECT REF.	SUB - PROJECT	SUB - PROJECT OBJECTIVE	ANNUAL KPI : OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
LED 4.7 .2.2	KPA 3: Local Economic Development	Product Development	Tourism Nodes	To facilitate, support and extend geographical spread of tourists; ensure availability of services; develop tourist routes and identify activities to ensure diversification of destination offering within nodes so as to enable tourism investments.	2.1.1.1	Nodal Development & Services	To identify development products and nodes during 2019-2020 through development of a checklist (criteria) to monitor achievement of key indicators (standards and services) in each nodal area.	Nodal Checklist Approved by 30 September 2019.	Date of Approval	30-Sep-19	0	NOT ACHIEVED	Poor planning	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Approved Checklist
							Tourism Development implementation of checklist/criteria assessments to guide planning and reporting.	Progress from baseline of checklist status in all 6 nodes. (Improved achievement of criteria) to a minimum of 30% in all 6 Nodes.	Percentage of checklist criteria achieved	30% minimum checklist achievement in all 6 nodes.	0	NOT ACHIEVED	Poor planning	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Quarterly Nodal Development Reports
							To complete scoping exercises and or Business Plan in the identified areas, for Nodal Development	Umuziwabantu Municipality Scoping report	Report by date	-	30 August 2019.	ACHIEVED	None	None	-	Scoping report by date
								Business Plan : Umuziwabantu	Business plan by date	20 June 2020.	0	NOT ACHIEVED	Poor planning	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Business Plan completed by date
								Maidens Ceremony	Close out report	1	1	ACHIEVED	None	None	-	Closeout report received
							Umzumbi Scoping report	Report by date	30-Sep-19	11 July 2019.	ACHIEVED	None	None	-	Scoping report by date	
							KwaXolo Caves Project Assessment report	Report by date	30-Sep-19	0	NOT ACHIEVED	Poor performance	Implementation of stringent performance monitoring	20-Sep-20	Dated Assessment report	
							Implementation of KwaXolo Caves Project Recommendations with 50% achievement of milestones recommended	Percentage : 50%	50%	0%	NOT ACHIEVED	No Assessment report concluded and therefore no implementation could be done	Implementation of stringent performance monitoring	20-Jun-21	Report on the implementation of the KwaXolo Caves project recommendations showing milestones achieved.	
							KwaNzimakwe Project Assessment report and Approved Business Plan development: KwaNzimakwe Business Plan	Report by date	30 September 2019.	21 August 2019.	ACHIEVED	None	None	-	Dated Assessment report	
							Business Plan Submission to Funders : KwaNzimakwe	Business plan by date	17 February 2020.	0	NOT ACHIEVED	Due to the Parent Municipality not releasing the Annual Grant, the Business Plan could not be done	Funding assistance has been sourced and a service provider appointed	16-Oct-20	Business Plan completed by date	
							Business Plan Submission to Funders : KwaNzimakwe	Number	3	0	NOT ACHIEVED	No Business Plan completed to submit to funders	Completion of the Business Plan	20-Mar-21	Evidence of Business Plan presentation to funders.	
							Nyandzulu WATERFALL Project Assessment report and Approved end of Quarter 1	Report by date	30 September 2019.	2 August 2019.	ACHIEVED	None	None	-	Assessment report by date	
							KwaNdwane Scoping report	Report by date	30 September 2019.	-	NOT ACHIEVED	Challenges in presenting Tourism Plans to the Traditional Council structure	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Scoping report by date	
							Umdoni Scoping report end of Quarter 1	Report by date	30 September 2019.	30 August 2019.	ACHIEVED	None	None	-	Scoping report by date	
							Business Plan development: Umdoni	Business plan by date	20 June 2020.	-	NOT ACHIEVED	Poor planning	Umdoni Municipality has offered to have the Business Plan done	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Business Plan completed by date	
2.1.1.2			Tourist Routes	To develop three tourist routes and identify activities to ensure diversification of destination offering during the year in Dududu, KwaNyuswa and KwaQiko (Execution Rock) as per Plan.			KwaNyuswa Scoping Report Completed end of Quarter 1	Milestone by Date		-	Annual Target Removed / Changed and included in the Umuziwabantu Extended Scope 2.1.1.1					
							Dududu Scoping Report Completed by 30 August 2019	Milestone by Date	30 Aug. 2019	18 Sept. 2019	NOT ACHIEVED	Poor Planning	Implementation of stringent performance monitoring	None - as Target has been completed	Approved Scoping Report	
							Execution Rock (KwaQiko) Scoping Report completed by 30 September 2019	% Planned Milestones Achieved	SCOPING REPORT COMPLETED	Annual Target Removed / Changed and to be included in the Umdoni Business Plan						

4.2: KPA 2: Tourism Development and Transformation																
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB - PROJECT REF.	SUB - PROJECT	SUB - PROJECT OBJECTIVE	ANNUAL KPI : OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
LED 4.9					2.1.1.3	Agri Tourism	To develop agritourism to ensure diversification of destination offering through completing a scoping exercise, including consultations, and implementation of planned milestones.	Agri-tourism Scoping Report Completed and approved	Milestone by Date	30 Aug. 2019	13 Aug. 2019	ACHIEVED	-	-	-	Approved Scoping Report
							To develop agritourism to ensure diversification of destination offering through completing a scoping exercise, including consultations, and implementation of planned milestones	Agri-tourism Business Plan and recommendations with 50 % achievement of recommendation	Percentage : 50%	50%	0%	NOT ACHIEVED	Poor planning	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Report on the implementation of the Agri-tourism Business Plan showing milestones achieved.
					2.1.1.4	Area Committees	To review institutional arrangements of area committees during quarter one of 2019-2020, obtain approval in quarter two, and implement approved recommendations during quarter three and four	Institutional Arrangements Reviewed, Recommendations Approved and Implemented.	Milestone by Date	30-Aug-20	20 Sept. 2019	NOT ACHIEVED	Lack of evidence submitted	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Review Report Resolution, Approval of Report, Implementation Progress Reports
LED 4.5;		SMME/Entrepreneur development & support	SMME Development & Support	Facilitate the integration of emerging entrepreneurs into tourism industry and encourage transformation through various support initiatives planned as sub-projects during 2019-2020.	2.2.1.1	Information Access	To assist emerging entrepreneurs and SMMEs requiring information on participation in the tourism sector.	100% of emerging entrepreneurs and SMME's needing tourism information assisted.	% of individuals requesting information assisted.	100%	100%	ACHIEVED	None	None	-	Report with Evidence of Assistance: who assisted, information request and how assisted per quarter.
					2.2.1.2	Skills Development	To develop and obtain approval of a SMME/Entrepreneur skills development plan by 30 September 2019, followed by 100% implementation of the approved plan	Skills Development Plan approved by 30 September 2019.	Date of Approval of Plan.	30-Sep-19	0	NOT ACHIEVED	Poor performance	Based on the Tourism Recovery Strategy a focussed approach will be undertaken	16-Oct-20	Skills Development Plan approved by CEO by Date.
								100% Implementation of Approved Skills Development Plan.	% Implementation of Plan.	100%	0%	NOT ACHIEVED	Poor planning	Implementation of stringent performance monitoring	20-Jun-21	Progress Report aligned to Plan Indicators.
					2.2.1.3	Quality Assurance & Accreditation	20 Grading Establishments Assisted by end of Quarter 4 : 2019 (15 June 2020).	Number Assisted by Date	Number by 15 June 2020	20	0	NOT ACHIEVED	Due to the Parent Municipality not releasing the Annual Grant, grading could not be undertaken	Possible with improved Finances	Quarter 4 in 2020/2021	Report and Evidence.
					2.2.1.4	Mentorships	Tourism Businesses mentored per local municipality facilitated and concluded during 2019-2020.	Number Mentored facilitated and concluded during 2019-2020.	Mentored Number	10	0	NOT ACHIEVED	Poor performance	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	10 Mentorship Agreements & Quarterly Reports
					2.2.1.5	Market Access	A minimum of 10% assisted entrepreneurs / SMMEs benefiting from exhibitions through securing sales.	A minimum of 10% assisted entrepreneurs/SMMEs benefiting from exhibitions through securing sales.	%	10%	13%	ACHIEVED	None	None	-	Report with Evidence
					2.2.1.6	Association Support	Scoping exercise to identify target groupings requiring with potential for formalisation into the Tourism Market	Scoping exercise by 30 September identifying target group formalisation	Report by date and formalisation of a minimum of 2 groups	2	0	NOT ACHIEVED	Poor performance	Implementation of stringent performance monitoring	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Scoping report
LED 4.5; 4		Souvenir Development	South Coast based souvenirs	Support the development and marketing of South Coast based souvenirs through assisting a minimum of 20 producers with showcasing products and market linkages in 2019-2020.	2.3.1.1	SC Arts & Crafts Producers	To identify potential producers to create market driven products, facilitate their access to markets (through SARCD, Royal Show) and commercialisation	Database of potential producers updated by 30 December 2019	Date	30 December 2019.	20 December 2019.	ACHIEVED	None	None	-	Updated Database by Date.
								Crafters products showcased at shows during 2019-2020.	Number of shows showcasing products.	1	0	NOT ACHIEVED	Due to Covid-19 lockdown, the Royal Show was cancelled	None	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Report and Evidence
								Percentage of Crafter database with commercialised products that they are selling through their facilities.	%	10%	11%	ACHIEVED	-	-	-	Report and Evidence.
								Promotional Material developed	R-value	R 0	Budget removed - therefore no Target					
		Youth Development	Youth Exposure	Partner with high schools, tertiary institutions, government and private sector to create exposure for youth into tourism industry operations.	2.4.1.1	Destination Ambassadors	To develop at least five grade 10 tourism learners per local municipality as destination ambassadors through the youth exposure partnerships during the year	5 destination ambassadors per local municipality developed within the programme.	Number per local municipality	0	Annual target changed due to budget challenges : See					
					2.4.1.2	Internships	To facilitate 10 tertiary tourism student internships during the year	Number of internships facilitated	Number	10	11	ACHIEVED	None	None	-	Internship Agreements

4.2: KPA 2: Tourism Development and Transformation																
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB - PROJECT REF.	SUB - PROJECT	SUB - PROJECT OBJECTIVE	ANNUAL KPI : OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
LED 4.5, 4.6			Youth Tourism Businesses	Identify and support youth operated tourism businesses	2.4.2.1	Youth Business Support	To identify, and support youth operated tourism businesses with regards to access to information, skills development, market access and business linkages.	Youth Tourism Business database developed by date	Date	30 December 2019.	20 December 2019.	ACHIEVED	None	None	-	Database
								% Youth tourism from database benefitted from skills development	% Number	0	Annual Target to be removed and incorporated into the SMME section: 2.2.1.1					
								% youth tourism benefitted from access to information	% Number	0						
								% youth tourism benefitted from market access	%	0						
								% youth benefitted from business linkages	%	0						
LED 4.4, 4.5		Local Tourism Awareness	Tourism Awareness	Target locals to raise awareness about the south coast as a tourist destination to encourage loyalty and ambassadorship	2.5.1.1	Media Campaigns	To implement radio and newspaper awareness programmes	Quarterly Brand Tracking report showing Local Tourism Awareness activations	Number of Newspaper Inserts	4	4	ACHIEVED	None	None	-	Quarterly Brand Tracking report with evidence.
									Number of Radio Slots	4	3	NOT ACHIEVED	No radio advertising done due to Covid-19 restrictions and cash flow challenges	None	None	Quarterly Brand Tracking report with evidence
					2.5.1.2	Destination Knowledge Campaigns	To implement destination knowledge campaigns	% Plan Implementation	%	-	Annual Target removed					
					2.5.1.3	Tourism Awareness in Schools	To create tourism awareness in 2 schools per local municipality per quarter	Number of Awareness sessions	Number	16	13	NOT ACHIEVED	Due to Covid-19 lockdown, the Schools Awareness program could not be completed in Q4	None	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Record of Presentations / Principal sign-off
LED 4.9, 4.10	Maintenance & Infrastructure	Tourist Infrastructure	Strategic Visible Signage	To motivate for visible signage at strategic locations.	2.6.1.1	Tourism Infrastructure	To motivate for effective development and maintenance of all relevant tourism infrastructure and facilities by relevant municipalities (e.g.: Beaches, Roads, Signage, Airport etc)	Quarterly Progress Report tabled at Board.		2	0	NOT ACHIEVED	Due to the National Covid-19 Lockdown, these assessments could not be done.	To be undertaken once the Covid-19 Lockdown levels permit	15 Dec 2020 & 20 June 2021	Evidence of submission of communication to municipalities
					2.6.1.1	Signage	To motivate for visible signage at strategic locations through engagements with relevant authorities and partnering with 4 Local Municipalities within UGU.	4 partnerships which address visible and aesthetically appropriate signage throughout the district.	Number LM Partnerships		Annual Reporting target changed to One report covering all elements					
			Airport & Roads Network	To ensure clean, attractive and marketable airport.				Quarterly Progress Report tabled at Board.	Progress Report by Quarter per Partnership	0						
								RNM Partnership	Partnership with RNM above.	0						
								Progress Report includes airport element.		0						
								Provincial Dept. of Transport Partnership and LM Partnerships	Provincial Dept. of Transport Partnership Engagements	0						
			Beaches	To ensure safe and maintained roads.	2.6.2.2	Roads	To ensure safe and maintained roads by engaging relevant authorities (NRA, Province, District and Local), signed MOUs.	4 LM and 1 Provincial DOT Quarterly Progress Report		0						
								RNM & Umdoni Partnership re beaches.	Number of LM Partnerships dealing with beaches	0						
					Annual Beach Report submitted to relevant LM's on Beach Facilities.	Annual Report	0									

4.2: KPA 2: Tourism Development and Transformation																
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB - PROJECT REF.	SUB - PROJECT	SUB - PROJECT OBJECTIVE	ANNUAL KPI : OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
LED 4.5.1		Responsible & Sustainable Tourism	Tourism Practices Promotion	To promote responsible tourism practices to ensure sustainable tourism growth through a number of initiatives during the year	2.7.1.1	Area Committee	100% compliance with responsible tourism charter by Area Committees	Compliance by Area Committees	%	100%	100%	ACHIEVED	-	-	-	Report on Area Committees Funding Usage
				To ensure hospitality facilities and accommodation meet industry standards through liaising with product owners and relevant industry owners to improve quality and meet industry standards.	2.7.1.2	Industry Standards	Facilitate the awareness around the importance of Grading by establishments	Number of platforms creating awareness on the importance of grading	Number	1	Annual Target combined onto Stakeholder session: 4.1.2.1					



4.3: KPA 3: Research																
IDP REF	NAT. KPA	PROGRAM	PROJECT	PROJECT STRATEGIC OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
LED 4.2	KPA 3: Local economic Development	Data Management	Data collection and analysis	Data collection and tourism economic impact studies on south coast. To put in place an appropriate and suitable research framework for future years.	3.1.1.1	Dipstick Measures	To obtain statistics of seasonal arrivals, occupancies.	Standardised seasonal occupational level report	Number of reports	1	1	ACHIEVED	None	None	-	Reports
					3.1.1.2	Enabling Research Tools	To develop and obtain approval of an appropriate and suitable framework to enable credible research based information collection for future years.	Valid and Reliable Research Framework and Tools in Place for future years information collection.	Date	0	Annual Target removed					Framework and Budget for Implementation Annual Approved
					3.1.1.3	Existing Official Statistics	To utilise official statistics, to report on key indicators during the financial year	Annual Statistics obtained to be included in the Annual Report 2020	Annual Report Information by date.	20 June 2020.	24-Oct-19	ACHIEVED	-	-	-	Relevant statistical information received by date
					3.1.1.4	Visitor Satisfaction Survey	To obtain information on visitor satisfaction to inform strategies and plans to ensure 100% visitor satisfaction.	Visitor Satisfaction Survey Reports complete during 2019-2020.	Completed Number of Visitor Satisfaction Reports	2	0	NOT ACHIEVED	Due to Covid-19 Lockdown, no Tourism Travel was permitted and therefore no Visitor Satisfaction Survey could be undertaken	None	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Two Visitor Satisfaction Reports.
					3.1.1.5	Accommodation & Venue Database	To compile a credible Accommodation and Venue database for the UGU District by 30 January 2020	Credible Venue and Accommodation Database Developed by 30 January 2020	Credible Venue and Accommodation Database Developed by 30 January 2020	30-Jan-20	29-May-20	NOT ACHIEVED	Poor performance	Implementation of stringent performance monitoring	None - Annual Target Completed 29 May 2020	Delivery and Date of Delivery.

4.4: KPA 4: Stakeholder Management																		
IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL TARGET ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE		
LED 3.1, 3.2, 3.3	KPA 5: Good Governance & Public Participation	Stakeholder Relations	Membership	To establish accurate membership data during 2019/2020 and to increase membership	4.1.1.1	Existing Membership	To develop and have approved a new Membership Database	New Membership Database Approved	By Date	20-Jun-20	29-May-20	ACHIEVED	None	None	-	Membership database by date		
					4.1.1.2	New Members	To facilitate four drives during the year to recruit new members.	To facilitate 4 membership drives during the year	Number of Membership Drives	4	3	NOT ACHIEVED	Due to Covid-19 lockdown, no meetings were permitted	None - As part of the Tourism Recovery Strategy, USCT will assist all Tourism Businesses	By focusing on the Tourism Recovery Strategy this will be reviewed for 2021/2022	Membership Register of Attendance		
			Stakeholder Networking	Host and or participate in stakeholder networking, information, development and information platforms .	4.1.2.1	Stakeholder Networking	To participate in provincial and national stakeholder network information development and information platforms.	To participate in minimum of 4 platforms.	Number	20	20	ACHIEVED	None	None	-	Attendance Registers / Participation summary		
								Host destination/local stakeholder networking, information, development and information platforms.	To host a minimum of 2 platforms.				Number	None	None		-	
			Partnerships	To secure 8 new formalised multi-year partnership agreements/MOUs to achieve USCT goals and objectives with: Sun International, Each Local Municipality, Provincial Department of Transport, TVET and DARD.	4.1.3.1	New Partnerships	To secure formalised partnership agreements/MOUs during 2019-2020 with identified stakeholders to achieve USCT goals and objectives:	Formalised partnerships/MOUs entered into during the year	Number	0	Annual Target to be removed, as reported in CEO Board reports							
								Quarterly Progress Reports Tabled on implementation of MOUs.	Report per quarter	2	Annual Target to be removed, as reported in CEO Board reports							
			Shareholder Relations	To enable shareholder good governance through effective and efficient decision-making, oversight and reporting.	4.1.3.2	Existing Partnerships	To monitor and report on existing partnerships.	Quarterly Progress Reports Tabled on implementation of MOUs.	Report per quarter	4	3	NOT ACHIEVED	Due to the Covid-19 Lockdown, there was no update to be included for the Board	None	27-Aug-20	Existing Agreements Progress Quarterly Progress Reports		
					4.1.4.1	AGM		AGM held by 30 June 2020.	Date	30-Jun-20	25 June 2020.	ACHIEVED				AGM Notice & Minutes from Prior year.		
					4.1.4.2	Attendance of Municipal and IGR Platforms.	To attend a minimum of 10 Municipal and IGR Platforms/Meetings.	10 Council Meetings attended	Number Attended	20	25	ACHIEVED				Attendance registers		
		4.1.4.3	Beaches Amenities	To ensure clean and efficiently equipped beach facilities through liaising with relevant authorities.	Annual Beach report submission to relevant municipalities on Beaches	Report by date	20-Jun-20	0	NOT ACHIEVED	Due to the National Covid-19 Lockdown, these assessments could not be done.	To be undertaken once the Covid-19 Lockdown levels permit	15-Dec-20	Annual Beach Facilities report by date					
	Area Committee Relations	To ensure good relations with area committee chairpersons.	4.1.5.1	Meetings with Area Committee Chairpersons	To host at least one meeting per quarter with area committee chairpersons.	One meeting per quarter.	Meeting per quarter	4	3	NOT ACHIEVED	Due to Covid-19 lockdown, no meetings were permitted	To be undertaken once the Covid-19 Lockdown levels permit	15-Dec-20	Minutes of meeting and Attendance Register				

4.5: KPA 5: Entity Administration

IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
LED	KPA 5: Good Governance & public Participation	Planning and Organisational Performance Management	Planning & Organisational Performance	To develop and adopt credible strategic and operational plans timeously aligned to government's planning cycle and prescripts.	5.1.1.1	Strategic Plan	Reviewed Strategic Plan approved by Board before 30 March 2020	Date of Strategic Plan Approval	30 March 2020.	19 March 2020	ACHIEVED	None	None	-	Board Resolution of Approval
					5.1.1.2	Annual Operational/Performance Plan	One Year Operational Plan approved by Board by 30 June 2020	Date of Operational Plan Approval	30 May 2020.	15 May 2020.	ACHIEVED	None	None	-	Board Resolution of Approval
					5.1.1.3	Organisational Performance Management	90% Targets/Annual KPI: Outputs Achieved	Planned KPI Outputs % Achieved.	90%	58%	NOT ACHIEVED	Many targets not achieved during Q4 due to the National Covid-19 Lockdown. Additionally, Grant funding not received for implementation of projects	Continuous engagement with the Parent to release funds as well as implementing strict Performance Management processes to ensure targets are met.	Continuous process	Audited Annual Performance Report
							Annual Report adopted by Board 31 December 2019	Date of Annual Report Adoption	31 December 2019.	6 December 2019.	ACHIEVED	None	None	-	Board Resolution of Approval and submission to Ugu DM
							Mid-Year Performance Report adopted by 30 January 2020	Date of Mid-Year Report Adoption	30 January 2020	16 January 2020.	ACHIEVED	None	None	-	Board Resolution of Adoption
							4 Quarterly Review sessions and reports completed	Number of reports	4	4	ACHIEVED	None	None	-	Evidence of Submission to Ugu.
	KPA 2: Municipal Transformation & Institutional Development	Governance	Audit & Risk	To ensure compliance and efficient and effective audit, fraud prevention and risk management functions.	5.2.1.1	Risk Management and Fraud Prevention	Completed and Adopted Risk Register and Fraud Prevention Plan by 30 September 2019	Date	30 September 2019.	24 October 2019.	NOT ACHIEVED	Risk register completed but not tabled for audit committee for recommendation to the Board	Closer monitoring of dates and meeting coordination	None - Annual Target completed	Board Resolution of Adoption
							Developed and Adopted Annual Audit Plan by 30 September 2019	Date	30 September 2019.	5 December 2019.	NOT ACHIEVED	Audit Plan completed but not tabled for audit committee for adoption	Closer monitoring of dates and meeting coordination	None - Annual Target completed	Board Resolution of Adoption
							Number of Quarterly Audit Committee sittings.	Number per quarter	4	4	ACHIEVED	None	None	-	Audit Committee Minutes
					5.2.1.2	Annual Audit Plan	100 % of audit queries resolved per quarter.	Percentage of Resolved Audit Queries per quarter	80%	100%	ACHIEVED	None	None	-	Audit Committee Minutes
							100% Annual Audit Plan Implementation	Percentage of Plan Implemented	100%	100%	ACHIEVED	None	None	-	Audit Committee Minutes
					5.2.1.3	Auditor-General Management Report	Auditor-General Report and Audit Finding: Clean Audit	AG Report Opinion	Unqualified Audit opinion	Unqualified Audit Opinion	ACHIEVED	None	None	-	AG Management Report Duly Signed off and Tabled.
							AG Report with no repeat findings.	Number of repeat findings	< / = 1	1	ACHIEVED	None	None	-	AG Management Report Duly Signed off and Tabled.
					5.2.2.1	Statutory Compliance	100% Statutory compliance	Percentage Compliance	100%	100%	ACHIEVED	None	None	-	Board Reports and Minutes.
					5.2.2.2	Board Resolution Implementation	100% Implementation of Resolutions	% Implementation	100%	100%	ACHIEVED	None	None	-	Resolution Monitoring System Evidence of Implementation & Annual Report
					5.2.2.3	Policies	100% Policy Framework informing operations.	Reviewed and Updated Policies Approved	100%	100%	ACHIEVED	None	None	-	Board Reports and Minutes.
	KPA 4: Municipality	Finance	Budget & Reporting	100% MFMA Compliance	5.3.1.1	Budget Planning	Budget Policy approved by 30 May 2020.	By date	30 May 2020.	15 May 2020.	ACHIEVED	None	None	-	Board Resolution Adopting Budget Policy

4.5: KPA 5: Entity Administration

IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
	al Financial Viability & Management						First draft budget submitted to Ugu by 30 January 2020	By Date	30 January 2020.	16 January 2020.	ACHIEVED	None	None	-	Evidence of first Draft Budget tabled, and Submission to Ugu DM.
							2020-2021 Annual Draft Budget approved by 30 March 2020.	By Date	30 March 2020.	18-Mar-20	ACHIEVED	None	None	-	Board Resolution of Approval of Draft 2020-2021 Budget: submission to Ugu.
					5.3.1.2	Financial In-Year Reporting	12 Monthly Reports compiled and submitted by deadline.	Number of Reports by deadline.	12	12	ACHIEVED	None	None	-	Reports with submission dates.
					5.3.1.3	Budget Review	S88 Report compiled and approved by 20 January 2020.	Report completed and approved by date.	20 January 2020.	16 January 2020.	ACHIEVED	None	None	-	Board Approval Resolution and proof of submission to Ugu District.
					5.3.1.4	Annual Financial Statements	Adopted AFS by 31 December 2019. Draft AFS submitted to AG by 31 August 2019.	Adopted AFS by Date Draft AFS submitted to AG by Date	31 December 2019. 31 August 2019.	6 December 2019. 30-Aug-19	ACHIEVED ACHIEVED	None None	None None	- -	Board Resolution of AFS Adoption. Draft AFS submitted to AG with acknowledgement of receipt.
				Prescriptively compliant and efficient and effective expenditure.	5.3.2.1	Operational Expenditure	90% operational expenditure to plan.	% operational expenditure to plan.	=< 100%	64%	ACHIEVED	None	None	-	Quarterly Reports.
							Staff Salaries paid monthly by 25th.	12 x Salary Payments by date	12 x Monthly salary payments by date	12X Monthly Payments by 25th	ACHIEVED	None	None	-	Salary Reports by date
							Board Fees paid monthly by 25th.	12 x Payments by date	12 x Monthly payments by date	12X Monthly Payments by 25th	ACHIEVED	None	None	-	Salary Reports by date
					5.3.2.2	Capital Expenditure	90% capital expenditure to plan.	% capital expenditure to plan.	=< 100%	23%	ACHIEVED	None	None	-	Quarterly Reports.
					5.3.2.3	Fruitless & Wasteful Expenditure	Less than 1% Fruitless and Wasteful expenditure	Budget % spend fruitless and wasteful expenditure	Less than 1%	0.01%	ACHIEVED	None	None	-	Board Reports and Minutes, and Register.
					5.3.2.4	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorised expenditure	Less than 1%	Nil	ACHIEVED	None	None	-	Board Reports and Minutes, and Register.
			Income/Revenue	Efficient, effective and legislatively sound revenue collection and management	5.3.3.1	Credit Control & Debt Collection Policy	Reviewed Policy by 30 May 2019.	By Date	30-May-19	15 May 2020.	ACHIEVED	None	None	-	Board Resolution of Adoption of Policy
					5.3.3.2	Annual Tariffs.	2020-2021 Annual Draft Budget approved by 30 March 2020.	By Date	30-Mar-20	18 March 2020.	ACHIEVED	None	None	-	Board Resolution of Approval of Draft 2020-2021 Budget with Tariffs
					5.3.3.3	Grant Funding	100% grant funding received as per plan.	% received to plan.	100%	29%	NOT ACHIEVED	Ugu DM only released 1% of annual grant for the year	Continuous engagement with the Parent to release funds	Ongoing	Quarterly Reports
					5.3.3.4	Received Revenue to Plan	90% revenue received as per plan.	% revenue received to plan.	90%	99%	ACHIEVED	None	None	-	Quarterly Reports
			SCM	Prescriptively compliant, efficient and effective procurement of goods and services as per plan.	5.3.4.1	Annual Procurement Plan	100% SCM implementation to plan	% to plan implementation	100%	70%	NOT ACHIEVED	As Ugu did not release their grant payments, a number of projects could not be undertaken. This along with the National Covid 19 Lockdown in Q4 lead to this underspend.	Continuous engagement with the Parent to release funds	NA	Quarterly Reports
					5.3.4.2	SCM Policy	Reviewed and Approved by 30 May annually.	By date	30 May 2020.	19 March 2020.	ACHIEVED	None	None	-	Board Resolution of Approval of Reviewed Policy
					5.3.4.3	SCM Procedures	100% compliant implementation	% Compliance	100%	100%	ACHIEVED	None	None	-	Quarterly Reports
					5.3.4.4	BBBEE Reporting	100% compliant implementation	% Compliance	100%	100%	ACHIEVED	None	None	-	Quarterly Reports

4.5: KPA 5: Entity Administration

IDP REF.	NAT. KPA	PROGRAM	PROJECT	PROJECT OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ADJUSTED ANNUAL TARGET	ACTUAL ACHIEVED	ANNUAL ACHIEVED / NOT ACHIEVED	BLOCKAGES / CHALLENGES	CORRECTIVE MEASURES	REVISED TIMEFRAME	PORTFOLIO OF EVIDENCE
			Asset Management	Compliant Asset Management	5.3.5.1	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	100%	ACHIEVED	None	None	-	Quarterly Reports
	KPA 2: Municipal Transfo	Corporate, HR & Auxiliary	Human Resources	To ensure HR matters are compliant and enable core functions to be performed.	5.4.1.1	Staffing	100% posts in structure filled.	% filled posts in structure	100%	100%	ACHIEVED	None	None	-	Quarterly Reports
	KPA 5: Good Governance & public Participation				5.4.1.2	Staff Development	Plan Development by date	date	30 December 2019.	13 December 2019.	ACHIEVED	None	None	-	Quarterly Reports
					5.4.1.3	Staff Performance	100% relevant staff with signed annual performance plans by date of 30 July 2019	% staff with signed annual plans by 30 July 2019.	100%	100%	ACHIEVED	None	None	-	Duly Signed Annual Performance Plans
							% Implementation IPMS	% Implementation of IPMS	100%	100%	ACHIEVED	None	None	-	Quarterly Performance Reports
	KPA 3: Local Economic Development		Film Office	To manage the film office as an asset.	5.4.3.1	Film Office	Well maintained, and operationalised film office to support USCT strategies.	Quarterly report	4	4	ACHIEVED	None	None	-	Quarterly Reports

**Overall Annual Summation**  
Total number of Key Performance Indicators 128  
Number Achieved 76 59%  
Number Not Achieved 52 41%

**Primary Reasons for Non-Achievements**  
Cash Flow : Due to non payment of Grant funding 11 9%  
Covid-19 National Lockdown 21 16%  
Poor Performance 15 12%  
Other 5 4%



## 5. 2018/2019 Annual Performance Scorecard for Comparative:

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET: ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
Strategic Objective #1 : To ensure that the company operations are compliant with all regulatory frameworks												
S/O 1.1	KPA 2: Municipal Transformation & Institutional Development	LED 12	Enterprise Risk Management & Compliance	Comprehensive Risk register	Completed Risk Register by deadline	31-Oct-17	24-Aug-17	31-Dec-18	07-Dec-18	ACHIEVED	-	Register adopted by Board by date
S/O 1.2			Risk Management Policy	Risk Policy review	Reviewed Risk Management Policy by deadline	31-Oct-17	05-Oct-17	31-Dec-18	07-Dec-18	ACHIEVED	-	Risk Policy reviewed by Board by date
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%	ACHIEVED	-	Corrective actions summation submissions to Audit Committee
S/O 1.4	KPA 5: Good Governance & Public Participation		In-year Annual Performance Plan Revision - 2018 - 2022 Tourism Strategy	Annual Performance Plan / Organisational Scorecard revision	Revised scorecard by deadline	31-Dec-17	24-May-18	31-May-19	22-May-19	ACHIEVED	-	Performance Plan approved by Board by date
S/O 1.5			Performance Management System (IPMS)	Q1 & 3 verbal; Half-year and Annual performance appraisals	Percentage Individual Performance Management Systems implemented for S57 Managers	100%	100%	100%	100%	ACHIEVED	-	Record of evaluations completed and proof of dates
S/O 1.6			Stakeholder and Area Committees Participation via CEOs Forum	Needs dissemination for 2017/2018 adjusted budget, 2018/2019 budget and annual PMS tools	Number of presentations to CEO Forums	2	2	2	2	ACHIEVED	-	CEO Forum minutes and dates

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
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-17	17-Jul-17	31-Jul-18	31-Jul-18	ACHIEVED	-	Annual PMS tools submitted for uploading and proof of date
S/O 1.8			IT and Communication Policy	Policy review	Policy Review by deadline	31-Dec-17	05-Oct-17	31-Dec-18	07-Dec-18	ACHIEVED	-	IT Policy reviewed by Board by date
S/O 1.9			Municipal Entity Website	Legislated SCM notices publication	Percentage potential notifications actually uploaded to website	100%	100%	100%	100%	ACHIEVED	-	Instruction record to service provider & evidence of upload
S/O 1.10	KPA 4: Municipal Financial Viability & Management		S87 Financial Reporting	Monthly financial report production	Number of Monthly reports by deadline	12	12	12	12	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	4	4	4	ACHIEVED	-	Report submission to Parent and date
S/O 1.12			Financial Planning	Mid-year adjusted budget review	S88 report produced by deadline	20-Jan-18	18-Jan-18	20-Jan-19	17-Jan-19	ACHIEVED	-	Board approval of Mid-year budget review report and proof of submission date to Parent
S/O 1.13			Budget Policy	Budget Policy review	Reviewed policy by deadline	31-May-18	01-Feb-18	31-May-19	22-May-19	ACHIEVED	-	Budget policy approved by Board by date
S/O 1.14			Annual Financial Statements	Annual Financial Statements production	AFS adoption by deadline	31-Dec-17	08-Dec-17	31-Dec-18	07-Dec-18	ACHIEVED	-	AFS adopted by Board by date

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
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-17	31-Aug-17	31-Aug-18	30-Aug-18	ACHIEVED	-	Submission and confirmation from the AG (SA)
S/O 1.16			Audit Compliance	A-G Report	Unqualified Audit Opinion	Unqualified Audit Opinion	Clean Audit	Unqualified Audit Opinion	Unqualified Audit Opinion	ACHIEVED	-	Audit report 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%	R 0	< 1%	0.0%	ACHIEVED	-	Board reports, with Register if fruitless & wasteful expenditure - with calculations
S/O 1.18			Budget Planning in terms of the MFMA	Annual Draft Budget	Draft Budget by deadline	25-Mar-18	01-Feb-18	25-Mar-19	14-Mar-19	ACHIEVED	-	Entity Draft Budget approved by Board and submission to Parent by date
S/O 1.19			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-18	01-Feb-18	31-Mar-19	07-Feb-19	ACHIEVED	-	Board approved policy by date
S/O 1.20			Supply Chain Management Policy	SCM Policy review	Reviewed SCM Policy by deadline	30-Jun-18	01-Feb-18	30-Jun-19	NA	ACHIEVED	-	Board approved policy by date
S/O 1.21			Treasury Compliance	MSCOA implementation	MSCOA ready for implementation by deadline	01-Jul-17	01-Jul-17	NA for 2018/2019				

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 1.22			Expenditure Management	Expenditure Management: Op. Task	Percentage of annual Op. Task expenditure spent	90%	85%	90%	85%	NOT ACHIEVED	Not applicable. Effective cost cutting measures are the requirement as per the MFMA & Treasury circulars	Quarterly calculation report
S/O 1.23			Expenditure Management	Expenditure Management: Capital	Percentage of annual capital expenditure spent	90%	62%	90%	20%	NOT ACHIEVED	Not applicable. Effective cost cutting measures are the requirement as per the MFMA & Treasury circulars	Quarterly calculation report
S/O 1.24			Revenue Management	Revenue Management: Grant income	Percentage of Grant Revenue received	100%	100%	100%	62%	NOT ACHIEVED	Continuous engagement with the District to settle their account	Quarterly calculation report
S/O 1.25			Revenue Management	Revenue Management: Other revenue	Percentage of Other revenue received	95%	65%	95%	84%	NOT ACHIEVED	Submission of the SCBF Closeout report to TKZN for payment	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	12 monthly payments	12 monthly payments	9 Monthly payments	ACHIEVED	-	Salary reports

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 1.27			Expenditure Management	Expenditure Management: S57 Salaries paid	S57 Salaries paid on 25th of each month	12 monthly payments	12 monthly payments	12 monthly payments	9 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	12 monthly payments	12 monthly payments	9 Monthly payments	ACHIEVED	-	Salary reports
<b>Strategic Objective #2: To capacitate the Company in terms of personnel in accordance with the organisational organogram</b>												
S/O 2.0	KPA 2: Municipal Transformation & Institutional Development	LED 12	Recruitment	Appointments of personnel	Number of appointments made	1	1	2	2	ACHIEVED	-	Signed Contracts
<b>Strategic Objective #3: Sustain and develop operations of district wide Visitor Information Centres (VIC's)</b>												
S/O 3.1	KPA 2: Municipal Transformation & Institutional Development	LED 12	Visitor Information Centres	VICs Operations	Visitor Information Centres maintained	6	6	4	4	ACHIEVED	-	Monthly VIC Office reports summarised and tabled to Board
S/O 3.2			Satellite VIC's	Satellite VIC's operations	Number of Satellite VIC's maintained as Op. Task	6	2	Annual Target removed				
S/O 3.3			New developmental Community Tourism Office's at strategic geographic sites	Community Tourism Offices operational	Number of new satellite CTO's (Umzumbe / Vulamehlo-Umdoni)	2	1	1	0	NOT ACHIEVED	Continue to resolve the challenges with the Ntelezi Foundation. MoU to be formulated	On-site inspections and report by Manager



S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 3.4			Human resources	Revised organisational structure	Revised organisational structure by date			30-Jun-19	07-Dec-18	ACHIEVED	-	Approved Organisational structure by Board by Date
S/O 3.5 Old 9.3)			Human resources	Mentorship and placement of Interns and Graduates	Number of Interns and Graduates placed			12	12	ACHIEVED	-	Record of Graduates placed
Strategic Objective #4: Provide staff development.												
S/O 4.1	KPA 2: Municipal Transformation & Institutional Development	LED 12	Staff development	Short course attendance	Number of training courses	5	6	4	7	ACHIEVED	-	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	KPA 3: Local Economic Development	LED 12	Destination Marketing	Marketing Action Programme (MAP)	Review of-MAP by date	NA	NA	15-Jun-19	-	NOT ACHIEVED	MAP submitted to Board 18 July 2019	Board minutes noting MAP and proof of submission
S/O5.2			Destination Brand Development & Positioning	Destination brand manual	Develop Destination Brand Manual by date	NA	NA	21-Jun-19	-	NOT ACHIEVED	USCT Bid process timelines to be streamlined	Resolution by Board approving Destination Brand Manual
S/O5.2.1			Destination Brand Development & Positioning	Corporate Identity Manual	Develop Corporate Identity Manual by date			21-Jun-19	-	NOT ACHIEVED	USCT Bid process timelines to be streamlined	Resolution by Board approving Corporate Brand Manual
S/O 5.3			Brand application	Marketing Branded Collateral	% Annual Budget spent	80%	100%	100%	89%	NOT ACHIEVED	None	Quarterly calculation report

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 5.3.1			Brand application	Development Branded Collateral	% Annual Budget spent			100%	59%	NOT ACHIEVED	None	Quarterly calculation report
S/O 5.4			Official tourism guide	Southern Explorer Route Guide	Annual application by deadline	30-Apr-18	29-Mar-18	NA	NA	NOT ACHIEVED	None	Southern Explorer Route Guide by deadline
S/O 5.5			Visual library	Image library development	Number of images	140	128	68	68	ACHIEVED	-	Annual image portfolio
S/O 5.6			Visual library	Video library development	Number of videos	15	9	10	11	ACHIEVED	-	Annual video portfolio
S/O 5.7			Tourism Databases	Database library	Updated database library by deadline	30-Jun-18	18-Jun-18	Annual Target removed				
S/O 5.8			Publication distribution	Southern Explorer Distribution agreement	SEA Distribution Agreement by deadline	30-Jun-18	17-May-18	Annual Target removed				
S/O 5.9			Free media editorial	Free media editorial	Free media exposure through channels	280	284	130	136	ACHIEVED	-	Evidence of exposure received
S/O 5.10			Free media editorial	Free media produced	Press releases produced internally for various channels	40	41	20	20	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	20	32	12	12	ACHIEVED	-	Confirmation / Notification schedule

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 5.12			Free and Paid Radio exposure – generic and niche	Radio coverage	Record of Broadcast	16	16	6	6	ACHIEVED	-	Confirmation- Email communication / Notification schedule
S/O 5.13			Community radio – multi lingual	Community radio coverage	Community radio broadcasts per year	30	33	12	12	ACHIEVED	-	Confirmation / Notification schedule
S/O 5.14			Domestic market: Application of a Strategic Advertising Campaign	Print and online media	Number of inserts or activations	60	69	30	34	ACHIEVED	-	Publication/ Electronic insert or activation
S/O 5.15			Overseas market & International media exposure	Print and online media	Number of inserts or activations	11	18	15	15	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	7	8	4	4	ACHIEVED	-	Photograph and supplier confirmation of installation
S/O 5.17			Marketing Campaigns	Annual Strategic Seasonal Campaigns	Number of annual seasonal campaigns	2	2	4	4	ACHIEVED	-	Campaign report
S/O 5.18			Marketing Campaigns	Niche Marketing Campaigns	Number of niche marketing campaigns	8	8	4	4	ACHIEVED	-	Campaign report
S/O 5.19			Marketing Exhibitions	Participation at Trade, Consumer and Niche Market Platforms	Number of exhibitions attended	18	25	18	20	ACHIEVED	-	Participation report

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O5.20			Media Familiarisation Trips	Trips facilitation for Local & International Media	Number of trips	6	12	6	6	ACHIEVED	-	Participation report / Email correspondence
S/O5.21			Tour Operators / Wholesalers Familiarisation Trips	Trip facilitation	Number of trips	4	4	2	2	ACHIEVED	-	Participation report / Email correspondence
S/O5.22			Staff Familiarisation Trips	Destination awareness for tourism staff	Number of trips	7	12	4	4	ACHIEVED	-	Trip itinerary and participation register
S/O5.23			Newsletters	Members newsletters	Newsletters released with dates	4	4	4	4	ACHIEVED	-	Copy of Newsletter and Email instruction
S/O5.24			Newsletters	Members & Industry News Flashes	Number of news flashes	20	26	10	10	ACHIEVED	-	Copy of News flash and Email instruction
S/O5.25			Stakeholder Communications	CEO Report to Area Chair Committee	Number of CEO reports released with dates	6	6	2	2	ACHIEVED	-	Area Chair Committee Minutes
S/O 5.26			Newsletters	Tourism trade newsletters distributed	Number of Trade Newsletters released with dates	4	4	2	2	ACHIEVED	-	Copy of Trade letter and Email instruction
S/O 5.27			Distribution of Newsletters	Consumer Newsletters	Number of Consumer Newsletters	4	4	2	2	ACHIEVED	-	Copy of Newsletter and Email instruction
S/O5.28			Sponsorships	Sponsorship Agreements & Other Marketing Sponsorships	Number of sponsorship agreements	2	2	1	1	ACHIEVED	-	Physical document

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
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S/O5.29			Summer Season Performance	Research Report	Report by deadline	31-Mar-18	30-Mar-18	Annual Target removed				
S/O5.30			Visitor Perception Study (Consumer Survey)	Research Report	Report by deadline	End Dec 2017 and End June 2018	8-Dec-17 & 1-Feb-18	31-Mar-19	07-Feb-19	ACHIEVED	-	Report tabled at Board and submission date
S/O5.31			Seasonal Status Quo Snapshots	Snapshot Reports	Reports by deadlines	4	4	2	2	ACHIEVED	-	Snapshot reports
S/O5.32			Tourism product audit	Tourism Product Audit	Concluded product audit by deadline	NA	NA	NA	NA	ACHIEVED	-	Product audit report and date
S/O 5.33			Holistic South Coast LED Tourism Study	Completed study	1 Completed LED Study by deadline	30-Jun-18	-	Annual Target removed				
S/O 5.34			Destination Marketing	E-marketing platform	New website Go Live by date	30-Jun-18	-	30-Apr-19	-	NOT ACHIEVED	USCT Bid process timelines to be streamlined	New website Go Live date and email confirmation
S/O 5.34.1			Destination Marketing	E-marketing platform	New mobile app Go Live by date			30-Apr-19	-	NOT ACHIEVED	USCT Bid process timelines to be streamlined	New mobile app Go Live date & email confirmation
S/O 5.35			Website	Website Content	New optimised content	200	134	112	112	ACHIEVED	-	Articles with dates
S/O 5.36			Website	Maintained website content	Updated content by date	NA	NA	NA for 2018/2019				



S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 5.37			Social Media marketing	Social media content	Quarterly social media content calendar	4	4	2	2	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)	100	117	215	216	ACHIEVED	-	Primary keyword list for optimisation
S/O 5.40			Destination Brand Development & Positioning	Public Relations	Appoint PR & Ad Agency by date	NA	NA	29-Mar-19	-	NOT ACHIEVED	USCT Bid process timelines to be streamlined	Signed appointment letter by date
S/O 5.41			Destination Brand Development & Positioning	Brand Tracking	Number of quarterly Brand Tracking report submitted	NA	NA	1	-	NOT ACHIEVED	USCT Bid process timelines to be streamlined	Brand Tracking report submission to Board
S/O 5.42			Positioning for Business Tourism (MICE)	Business Tourism Positioning	Meeting Incentives Conference Events (MICE) Infrastructure (Venues & Accommodation) Audit report by date	NA	NA	31-May-19	-	NOT ACHIEVED	Project incorporated into Website project which only started in June. Revised date: 31 Oct 19	MICE Infrastructure audit report tabled to Board by date
S/O 5.43			Positioning of Business Tourism	Appointment of a MICE Consultant	Appointment by date			15-Jun-19	-	NOT ACHIEVED	Investigate options and appoint MICE consultant	Appointment letter and date signed
S/O 5.44			Destination Marketing	Production & distribution of destination publication and route guide	Appoint of destination route guide production house	NA	NA	30-Apr-19	-	NOT ACHIEVED	Reprinted in July-19, new publication to be done 30-Sept- 19	Appointment letter and date signed
Strategic Objective #6: Utilise Events as a Conduit for Profiling the South Coast and Contribution to Visitor Growth Volume												

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE	
S/O6.1	KPA 3: Local Economic Development	LED12	Event Marketing	Beach Activations	Number of holiday beach activations	4	4	4	4	ACHIEVED	-	Co-ordinator Closeout report	
S/O 6.1.1			Event Marketing	Beach Activations	Appointment of Beach Activation service provider by date			28-Feb-19	-	NOT ACHIEVED	Strategic objective changed, Revised Terms of Reference for new Tender. 31-Aug-19	Signed appointment letter by date	
S/O6.2			Internationally oriented events	Individual events support	Number of events	4	4	3	3	ACHIEVED	-	Closeout report	
S/O6.3			South African oriented events	Individual events support	Number of events	11	11	10	9	NOT ACHIEVED	Not applicable	Closeout report / Implementation Report	
S/O6.4			Ugu District Tourism oriented events	Individual events support	Number of events	8	8	6	6	ACHIEVED	-	Closeout report / Implementation Report	
S/O6.5			Developmental events support	Developmental events support	Number of events supported	7	7	12	6	NOT ACHIEVED	Not applicable	Closeout report / Implementation Report	
S/O6.7			Event concept planning	Concept Descriptions Feasibility and Recommendation	Number of concepts by deadline	2 Concepts by 30 June 2017	24 October 2017 (1) and 29 May 2018 (2)	Annual Target removed					
Strategic Objective # 7: Establish and Sustain Stakeholder Communications													
S/O 7.1	KPA 3: Local Economic Development	LED 12	Hosting of Board Meetings between DM and LM officials and the private sector	Board Meetings	Number of meetings	6	6	6	7	ACHIEVED	-	Minutes	

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
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S/O 7.2			AGM With UDM as sole shareholder	Board Annual General Meeting	AGM by deadline	30-Jun-18	27-Jun-18	30-Jun-19	24-Jun-19	ACHIEVED	-	Agenda and prior year minutes
S/O 7.3			CEO / Area Committee Chairs Forum	Forum meetings	Number of meetings	6	6	6	6	ACHIEVED	-	Minutes
S/O 7.4			Area Committee compliance	Collation of AGM records	Area Committee record packs by deadline	31-Mar-18	26-Feb-18	31-Mar-19	-	NOT ACHIEVED	Change in the Area Committee Policy 30-June-19	Physical documents
S/O 7.5			Area Committee Cluster Functions	Member engagements	Number of functions	6	7	6	6	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	6	3	4	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	6	5	7	ACHIEVED	-	DM & LM Agendas and presentations
S/O 7.8			DM / LM / USCDA officials' engagement	Inter institutional cohesion	Number of engagements	28	42	38	41	ACHIEVED	-	Contact record
S/O 7.9			Stakeholder Relations	Provincial, Municipal and Private Sector Engagements	Number of meetings	25	36	25	44	ACHIEVED	-	Attendance register / Contact record
S/O 7.10			VIC Visitation	Head office / VIC ops cohesion	Number of visits	175	209	99	99	ACHIEVED	-	Contact record
S/O 7.11			New member prospects	Membership recruitment	Number of calls on prospective members	150	155	76	100	ACHIEVED	-	Call log

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 7.12			Direct Calls to existing members	Member satisfaction and relations	Number of calls	175	176	88	94	ACHIEVED	-	Call log
S/O 7.13			Recruitment of new members	Confirmation of New Paid Up Members	Number of new members	100	39	40	41	ACHIEVED	-	New members list
S/O 7.14			Stakeholder Relations	Host member activities to improve and enhance stakeholder relations	Number of activities			2	2	ACHIEVED	-	Attendance register / Contact record
Strategic Objective #8: Ensure Effective Awareness of Social-Economic Conditions through Tourism												
S/O 8.1	KPA 3: Local Economic Development	LED 12	Tourism Awareness	Review Tourism Awareness Programme (TAP)	TAP completed by date	NA	NA	20-Jun-19	-	NOT ACHIEVED	None. With the new Business Plan, this TAP will be done away with.	TAP document and proof of submission date
S/O 8.2			Tourism Awareness	Schools information Sessions	Number of school sessions in LMs	28	29	28	29	ACHIEVED	-	Record of Presentations / Principal sign-off
S/O 8.3			Tourism Awareness	School and/or tertiary tours within the South Coast	Number of tours	12	12	12	13	ACHIEVED	-	Record of tours / Attendance registers

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE	
S/O 8.4			Tourism Awareness	Presentations to prospective tourism practitioners	Number of presentations	10	12	10	11	ACHIEVED	-	Record of Presentations / Attendance registers	
Strategic Objective #9: SMME Development and Support													
S/O 9.1	KPA 3: Local Economic Development	LED 12	Tourism SMME Training	Mentorship and skills development	Number of training events	16	15	12	6	NOT ACHIEVED	Meeting to be called with service providers to understand the challenges. - Nature Guides; - Business processes.	Record of Engagement	
S/O 9.2			Tourism SMME Training	SMME participation at events	Number of events	39	39	24	30	ACHIEVED	-	Record of promotion	
<del>S/O 9.3</del> See S/O 3.5			Tourism Youth Development	Mentorship / placement of graduates	Number of graduates placed	12	12	Annual Target removed					
S/O 9.4			Emergent businesses within Southern Explorer	Free advertising for emerging tourism practitioners	Number of adverts	20	21	NA	NA	NA 2018/2019			
S/O 9.5			South Coast Tourism Empowerment Protocol	Adoption of Protocol	NA 2015/2016	NA	NA	Annual Target removed					
S/O 9.6			Tourism Scholarship	Annual Tourism Scholarship awarded to TVET student	Annual Tourism Scholarship awarded to top TVET student	1	1	Annual Target removed					



S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE	
S/O 9.7			Tourism Youth Development	Develop and support Tourism Youth Initiatives	Number of initiatives supported	1	1	1	1	ACHIEVED	-	Record of Engagement	
\													
S/O 10.1	KPA 5: Good Governance & Public Participation	LED 12	Black Entrepreneurs representation on Tourism Area Committees	Participation of Black Entrepreneurs on the Area Committee	% Area Committees compliant with the Black Entrepreneurs participation	22	13	100%	31%	NOT ACHIEVED	Due to a change in the Area Committee Policy, this is no longer a requirement	Record of Emerging Practitioner representation on Area Committee per attendance register	
S/O 10.2			Emergent products and services (mainly hinterland) within each LM	Feasibility/ viability template utilisation	Number of templates completed	16	16	8	12	ACHIEVED	-	Hard copies of template completed	
S/O 10.3			Emergent products and services within Tourism	Annual Products and Services Audit	Annual Audit by deadline	30-Jun-18	-	Annual Target removed					
S/O 10.4			Emerging product support	Mentorship of Emerging Tourism Businesses by membership	Number of Emerging Tourism Businesses in Mentorship	4	5	4	4	ACHIEVED	-	Mentorship progress report to Board	
Strategic Objective #11: Develop unique and sustainable tourism products and events													
S/O 11.1	KPA 3: Local Economic Development	LED 12	Product development	Umzumbe River Trails	Number of project progress reports to Board	4	5	4	4	ACHIEVED	-	Project progress report to Board	

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
S/O 11.1.1			Product development	Identification of investors for URT	Number of Investors Identified and met for URT	NA	NA	2	1	NOT ACHIEVED	Engage with the USCDA management for reports	Contact correspondence of meeting
S/O 11.1.2			Product development	Gaps addressed and supported in product development in Umzumbe	Number of gaps addressed and supported in Umzumbe			2	1	NOT ACHIEVED	Continue to resolve issues through a MoU with Ntelezi Msani Foundation to facilitate the Crafters at the site	Closeout report signed by beneficiaries
S/O 11.2			Product development	KwaXolo Caves	Number of project progress reports to Board	4	5	4	3	NOT ACHIEVED	Continuous engagement with USCDA on status of the project	Project progress report to Board
S/O 11.3			Product development	Ntelezi Msani Heritage Project	Number of progress reports to Board	4	3	1	1	ACHIEVED	-	Project progress report to Board
S/O 11.4			Product development	Area Tourism Development Plan: Kwa Nzimakwe	Completed plan by deadline	31-Oct-17	29-Dec-17	NA for 2018/2019				
S/O 11.4.1			Product development	Implementation Plan: Kwa Nzimakwe Development Plan	Number of progress reports to Board	2	1	3	1	NOT ACHIEVED	The area was identified for a SCBF activation and was time spent to prepare and stage the activation	Project progress report to Board

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
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S/O 11.5			Product Development	Area Tourism Development Plan: Nyandezulu	Completed plan by deadline	31-Oct-17	30-Nov-17	NA for 2018/2019				
S/O 11.5.1			Product development	Implementation Plan: Nyandezulu Development Plan / Ndwalane Traditional Authority	Number of progress reports to Board	2	1	3	1	NOT ACHIEVED	A different product will be identified.  A new Area Committee will need to be established	Project progress report to Board
S/O 11.6			Product Development	Area Tourism Development Plan: Oribi/Paddock/Ezinqoleni corridor	Completed plan by deadline	31-Mar-18	27-Mar-18	NA for 2018/2019				
S/O 11.6.1			Product development	Implementation Plan: Oribi/Paddock/Ezinq corridor Development Plan	Number of progress reports to Board	1	1	Annual Target removed				
S/O 11.7			Product Development	Area Tourism Development Plan: Gamalakhe	Completed plan by deadline	31-Mar-18	27-Mar-18	Annual Target removed				
S/O 11.7.1			Product development	Implementation Plan: Gamalakhe	Number of progress reports to Board	1	1	Annual Target removed				
S/O 11.8			Product Audit	Product Audit Umuziwabantu	Product Audit by date	31-Dec-17	27-Mar-18	NA for 2018/2019				
S/O 11.9			Product Audit	Product Audit Umzumbe	Product Audit by date	31-Dec-17	27-Mar-18	30-Sep-18	NA	NOT ACHIEVED	Due to unrest in the municipality, the scoping exercise could not take place	Product audit report and date

S/O #	KPA #	Ugu DM IDP Ref	PROGRAMME	PROJECT	KPI	2018 ANNUAL TARGET	2018 ACTUAL ACHIEVEMENT	ADJUSTED ANNUAL TARGET: 30 June 2019	ACTUAL ACHIEVEMENT	ANNUAL TARGET : ACHIEVED / NOT ACHIEVED	CORRECTIVE MEASURES	PORTFOLIO OF EVIDENCE
<b>Strategic Objective #12: Ensure that DM/LM coastal management / development projects are activated</b>												
S/O 12.1	KPA 3: Local Economic Development	LED 12	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-18	20-Jun-18	20-Jun-19	27-Jun-19	ACHIEVED	-	Record of Status Quo Reports from DM/LMs and Communication with DM/LMs and other facilitating agencies
<b>Strategic Objective #13 Create an enabling environment for tourism investment</b>												
S/O 13.1	KPA 5: Good Governance & Public Participation	LED 12	Institutional partnerships	Maintain & publicise portfolio of investment	Portfolio of prospective investment opportunities referred to relevant stakeholder	4	4	4	4	ACHIEVED	-	Record of portfolio of investment maintained and publicised
<b>Strategic Objective #14: Ensure that tourism support infrastructure is adequately provided and/or maintained</b>												
S/O 14.1	KPA 3: Local Economic Development	LED 12	Reputational management in partnership with stakeholders	Engage with relevant stakeholders to address matters that impact the image of the destination	Percentage of matters reported to relevant stakeholders	80%	100%	80%	100%	ACHIEVED	-	Record of requests and facilitation assistance

## 6. Report of the auditor-general to the KwaZulu-Natal Provincial Legislature and the council on Ugu South Coast Tourism (Pty) Ltd

### Report on the audit of the financial statements

#### Opinion

I have audited the financial statements of the Ugu South Coast Tourism (Pty) Ltd set out on pages xx to xx, which comprise the statement of financial position as at 30 June 2020, the statement of financial performance, statement of changes in net assets, cash flow statement and statement of comparison of budget and actual amounts for the year then ended, as well as the notes to the financial statements, including a summary of significant accounting policies.

In my opinion, the financial statements present fairly, in all material respects, the financial position of the Ugu South Coast Tourism (Pty) Ltd as at 30 June 2020, and its financial performance and cash flows for the year then ended in accordance with the South African Standards of Generally Recognised Accounting Practice (SA Standards of GRAP), the requirements of the Municipal Finance Management Act of South Africa, 2003 (Act No. 56 of 2003) (MFMA) and the Companies Act of South Africa, 2008 (Act No. 71 of 2008) (Companies Act).

#### Basis for opinion

I conducted my audit in accordance with the International Standards on Auditing (ISAs). My responsibilities under those standards are further described in the auditor-general's responsibilities for the audit of the financial statements section of this auditor's report.

I am independent of the entity in accordance with sections 290 and 291 of the *Code of ethics for professional accountants* and parts 1 and 3 of the *International Code of Ethics for Professional Accountants (including International Independence Standards)* of the International Ethics Standards Board for Accountants (IESBA codes) as well as the ethical requirements that are relevant to my audit in South Africa. I have fulfilled my other ethical responsibilities in accordance with these requirements and the IESBA codes.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

#### Emphasis of matters

I draw attention to the matters below. My opinion is not modified in respect of these matters.



### **Irregular expenditure**

As disclosed in note 34 to the financial statements, the municipal entity incurred irregular expenditure of R1,06 million (2019: R359 812), as it did not follow a proper procurement process.

### **Restatement of corresponding figures**

As disclosed in note 41 to the financial statements, the corresponding figures for 30 June 2019 were restated as a result of a reclassification of expenses in the financial statements of the municipal entity at, and for the year ended 30 June 2020.

### **Subsequent events**

As disclosed in note 42 to the financial statements, subsequent to 30 June 2020 the board of directors of the municipal entity as a result of disruptions posed by the Coronavirus pandemic on the municipal entity's environment and operations, approved a reconfiguration of the municipal entity's operations which may lead to retrenchment of some employees.

### **Other matter**

I draw attention to the matter below. My opinion is not modified in respect of this matter.

### **Unaudited disclosure notes**

In terms of section 125(2)(e) of the MFMA, the municipal entity is required to disclose particulars of non-compliance with the MFMA in the financial statements. This disclosure requirement did not form part of the audit of the financial statements and, accordingly, I do not express an opinion on it.

### **Responsibilities of the accounting authority for the financial statements**

The board of directors, which constitutes the accounting authority is responsible for the preparation and fair presentation of the financial statements in accordance with the SA Standards of GRAP and the requirements of the MFMA and for such internal control as the accounting authority determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the accounting authority is responsible for assessing the municipal entity's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the appropriate governance structure either intends to liquidate the municipal entity or to cease operations, or has no realistic alternative but to do so.

## **Auditor-general's responsibilities for the audit of the financial statements**

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of my responsibilities for the audit of the financial statements is included in the annexure to this auditor's report.

## **Report on the audit of the annual performance report**

### **Introduction and scope**

In accordance with the Public Audit Act of South Africa, 2004 (Act No. 25 of 2004) (PAA) and the general notice issued in terms thereof, I have a responsibility to report material findings on the reported performance information against predetermined objectives for the selected development priority presented in the annual performance report. I performed procedures to identify findings but not to gather evidence to express assurance.

My procedures address the reported performance information, which must be based on the approved performance planning documents of the municipal entity. I have not evaluated the completeness and appropriateness of the performance indicators included in the planning documents. My procedures do not examine whether the actions taken by the municipal entity enabled service delivery. My procedures also did not extend to any disclosures or assertions relating to planned performance strategies and information in respect of future periods that may be included as part of the reported performance information. Accordingly, my findings do not extend to these matters.

I evaluated the usefulness and reliability of the reported performance information in accordance with the criteria developed from the performance management and reporting framework, as defined in the general notice, for KPA1: Marketing and Communication development priority presented on pages xx to xx in the annual performance report of the municipal entity for the year ended 30 June 2020.

I performed procedures to determine whether the reported performance information was consistent with the approved performance planning documents. I performed further procedures to determine whether the indicators and related targets were measurable and relevant, and assessed the reliability of the reported performance information to determine whether it was valid, accurate and complete.

I did not raise any material findings on the usefulness and reliability of the reported performance information for this development priority.

## **Other matter**

I draw attention to the matter below.

### **Achievement of planned targets**

22. Refer to the annual performance report on pages xx to xx for information on the achievement of planned targets for the year.

<b>Report on the audit of compliance with legislation</b>
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## **Introduction and scope**

23. In accordance with the PAA and the general notice issued in terms thereof, I have a responsibility to report material findings on the compliance of the municipal entity with specific matters in key legislation. I performed procedures to identify findings but not to gather evidence to express assurance.

The material findings on compliance with specific matters in key legislation are as follows:

### **Expenditure management**

Reasonable steps were not taken to prevent irregular expenditure amounting to R1,06 million (2019: R359 812) as disclosed in note 34 to the annual financial statements, as required by section 95(d) of the MFMA.

### **Procurement and contract management**

Competitive bids were adjudicated by a bid adjudication committee that was not composed in accordance with SCM regulation 29(2). Similar non-compliance was also reported in the prior year.

### **Other information**

The accounting authority is responsible for the other information. The other information comprises the information included in the annual report which includes the director's report, the audit committee's report and the company secretary's certificate as required by the Companies Act. The other information does not include the financial statements, the auditor's report and the selected development priority presented in the annual performance report that has been specifically reported in this auditor's report.

My opinion on the financial statements and findings on the compliance with legislation do not cover the other information and I do not express an audit opinion or any form of assurance conclusion thereon.

In connection with my audit, my responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements and the selected development priority presented in the annual performance report, or my knowledge obtained in the audit, or otherwise appears to be materially misstated.

The other information I obtained prior to the date of this auditor's report is the director's report, and the audit committee's report and the company secretary's certificate is expected to be made available to me after 7 December 2020.

If, based on the work I have performed on the other information that I obtained prior to the date of this auditor's report, I conclude that there is a material misstatement of this other information, I am required to report that fact. I have nothing to report in this regard.

When I do receive and read the audit committee's report and the company secretary's certificate, if I conclude that there is a material misstatement therein, I am required to communicate the matter to those charged with governance and request that the other information be corrected. If the other information is not corrected, I may have to retract this auditor's report and re-issue an amended report as appropriate. However, if it is corrected this will not be necessary.

### Internal control deficiencies

I considered internal control relevant to my audit of the financial statements, reported performance information and compliance with applicable legislation; however, my objective was not to express any form of assurance on it. The matters reported below are limited to the significant internal control deficiencies that resulted in the findings on compliance with legislation included in this report.

The process followed by management was inadequate to monitor compliance with laws and regulations affecting the entity.

### Other reports

I draw attention to the following engagement conducted by various parties which had, or could have, an impact on the matters reported in the municipal entity's financial statements, reported performance information, compliance with applicable legislation and other related matters. These reports did not form part of my opinion on the financial statements or my findings on the compliance with legislation.

An investigation is being conducted by an independent attorney appointed by the municipal entity. The investigation relates to an allegation of possible fraud committed by employees of the entity in 2019. The outcome of the investigation is expected in the 2020-21 financial year.

Pietermaritzburg



AUDITOR-GENERAL  
SOUTH AFRICA

*Auditing to build public confidence*

7 December 2020

## **Annexure – Auditor-general’s responsibility for the audit**

1. As part of an audit in accordance with the ISAs, I exercise professional judgement and maintain professional scepticism throughout my audit of the financial statements, and the procedures performed on reported performance information for the selected development priority and on the municipal entity’s compliance with respect to the selected subject matters.

### **Financial statements**

2. In addition to my responsibility for the audit of the financial statements as described in this auditor’s report, I also:

identify and assess the risks of material misstatement of the financial statements whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control

obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the municipal entity’s internal control

evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the board of directors, which constitutes the accounting authority

conclude on the appropriateness of the accounting authority’s use of the going concern basis of accounting in the preparation of the financial statements. I also conclude, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Ugu South Coast Tourism (Pty) Ltd’s ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor’s report to the related disclosures in the financial statements about the material uncertainty or, if such disclosures are inadequate, to modify the opinion on the financial statements. My conclusions are based on the information available to me at the date of this auditor’s report. However, future events or conditions may cause a municipal entity to cease continuing as a going concern

evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation

### **Communication with those charged with governance**

3. I communicate with the accounting authority regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.
7. I also confirm to the accounting authority that I have complied with relevant ethical requirements regarding independence, and communicate all relationships and other matters that may reasonably be thought to have a bearing on my independence and, where applicable, related safeguards.



## 8. ANNUAL FINANCIAL STATEMENTS



**UGU-SOUTH COAST TOURISM (PTY) LTD**  
*(Registration number 2009/003419/07)*  
**ANNUAL FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2020**

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## General Information

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<b>Country of incorporation and domicile</b>	South Africa
<b>Nature of business and principal activities</b>	Tourism
<b>Accounting Officer/ CEO</b>	P. Mangcu
<b>Directors</b>	E.J Crutchfield P.T Jefferys Z.P Ngubane W.V Mzulwini C.J Davenhill H.R Kelly S.M Mbili T.P Cele M.B.W Xolo V.P Tsako W.T Gumede
<b>Business address</b>	16 Bisset Street Port Shepstone 4240
<b>Postal address</b>	P.O Box 570 Port Shepstone 4240
<b>Bankers</b>	ABSA
<b>Auditors</b>	Auditor General South Africa
<b>Secretary</b>	D. Ludick
<b>Company registration number</b>	2009/003419/07
<b>Website</b>	<a href="http://www.tourismsouthcoast.co.za">www.tourismsouthcoast.co.za</a>

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Index

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The reports and statements set out below comprise the annual financial statements presented to the provincial legislature:

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### Abbreviations

COID	Compensation for Occupational Injuries and Diseases
CRR	Capital Replacement Reserve
DBSA	Development Bank of South Africa
SA GAAP	South African Statements of Generally Accepted Accounting Practice
GRAP	Generally Recognised Accounting Practice
GAMAP	Generally Accepted Municipal Accounting Practice
HDF	Housing Development Fund
IAS	International Accounting Standards
IMFO	Institute of Municipal Finance Officers
IPSAS	International Public Sector Accounting Standards
ME's	Municipal Entities
MEC	Member of the Executive Council
MFMA	Municipal Finance Management Act
MIG	Municipal Infrastructure Grant (Previously CMIP)

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Directors' Responsibilities and Approval

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The directors are required by the Municipal Finance Management Act (Act 56 of 2003) and the Companies Act 71 of 2008, to maintain adequate accounting records and are responsible for the content and integrity of the annual financial statements and related financial information included in this report. It is the responsibility of the directors to ensure that the annual financial statements fairly present the state of affairs of the entity as at the end of the financial year and the results of its operations and cash flows for the period then ended. The external auditors are engaged to express an independent opinion on the annual financial statements and was given unrestricted access to all financial records and related data.

Consideration is also given to the provisions of the Companies Act (Act 71 of 2008) to ensure that such provisions are not contravened.

The annual financial statements have been prepared in accordance with Standards of Generally Recognised Accounting Practice (GRAP) including any interpretations, guidelines and directives issued by the Accounting Standards Board.

The annual financial statements are based upon appropriate accounting policies consistently applied and supported by reasonable and prudent judgements and estimates.

The directors acknowledge that they are ultimately responsible for the system of internal financial control established by the entity and place considerable importance on maintaining a strong control environment. To enable the directors to meet these responsibilities, the board sets standards for internal control aimed at reducing the risk of error or deficit in a cost effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the entity and all employees are required to maintain the highest ethical standards in ensuring the entity's business is conducted in a manner that in all reasonable circumstances is above reproach. The focus of risk management in the entity is on identifying, assessing, managing and monitoring all known forms of risk across the entity. While operating risk cannot be fully eliminated, the entity endeavours to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behaviour are applied and managed within predetermined procedures and constraints.

The directors are of the opinion, based on the information and explanations given by management, that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the annual financial statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or deficit.

The directors have reviewed the entity's cash flow forecast for the year to 30 June 2021 and, in the light of this review and the current financial position, they are concerned that the inconsistent transfer of allocations by the parent in the 2019/20 financial period, and the transfers that remain not transferred at year end, may mean that the entity does not have access to adequate resources to continue in operational existence for the foreseeable future.

The entity is largely dependent on the Ugu District Municipality for continued funding of operations. The annual financial statements are prepared on the basis that the entity is a going concern and that the Ugu District Municipality has neither the intention nor the need to liquidate or curtail materially the scale of the entity.

Although the board are primarily responsible for the financial affairs of the entity, they are supported by the entity's management.

The external auditors are responsible for independently reviewing and reporting on the entity's annual financial statements. The annual financial statements have been examined by the entity's external auditors and their report is presented on page 4.

The annual financial statements set out on page 5 - 45, which have been prepared on the going concern basis, were approved by the board on 27 August 2020 and were signed on its behalf by:



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**Director  
Chairperson**



# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Audit Committee Report

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We are pleased to present our report for the financial year ended 30 June 2020.

### Audit committee members and attendance

The audit committee consists of the members listed hereunder and should meet 4 times per annum as per its approved terms of reference. During the current year 4 meetings were held.

Name of member	Number of meetings attended
Bongeka Jojo - Chairperson	4
Chantel Elliott	4
Zweli Zulu	2
Leah Khumalo (Appointed 01 April 2020)	1
Paul Preston (Term ended 31 December 2019)	2

### Audit committee responsibility

The audit committee reports that it has complied with its responsibilities arising from section 166(2)(a) of the MFMA.

The audit committee also reports that it has adopted appropriate formal terms of reference as its audit committee charter, has regulated its affairs in compliance with this charter and has discharged all its responsibilities as contained therein.

### The effectiveness of internal control

The system of internal controls applied by the entity over financial and risk management is effective, efficient and transparent. In line with the MFMA, Internal Audit provides the audit committee and management with assurance that the internal controls are appropriate and effective. This is achieved by means of the risk management process, as well as the identification of corrective actions and suggested enhancements to the controls and processes. From the various reports of the Internal Auditors, the Audit Report on the annual financial statements, and the management report of the Auditor-General South Africa, no matters were reported that indicate any material deficiencies in the system of internal control. Accordingly, we can report that the system of internal control over financial reporting for the period under review was efficient and effective.

The quality of in year management and monthly/quarterly reports submitted in terms of the MFMA and the Division of Revenue Act.

### Internal audit


The audit committee is satisfied that the internal audit function is operating effectively and that it has addressed the risks pertinent to the entity and its audits.

### Evaluation of annual financial statements

The audit committee has:

- reviewed and discussed the audited annual financial statements to be included in the annual report, with the Auditor-General and were satisfactory;
- reviewed the Auditor-General of South Africa's management report and management's response thereto;
- reviewed the entities compliance with legal and regulatory provisions;
- reviewed significant adjustments resulting from the audit.

The audit committee concur with and accept the Auditor-General of South Africa's report the annual financial statements, and are of the opinion that the audited annual financial statements should be accepted and read together with the report of the Auditor-General of South Africa.



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Chairperson of the Audit Committee

Date: 4 September 2020

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# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Directors' Report

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The directors submit their report for the year ended 30 June 2020.

### 1. Incorporation

The entity was incorporated on 20 February 2009 and obtained its certificate to commence business on the same day.

### 2. Review of activities

#### Main business and operations

Ugu-South Coast Tourism (Pty) Ltd was registered in terms of Section 86C of the Local Government: Municipal Systems Act 32 of 2000. The entity started operations on 1 July 2009 when it took over all assets, liabilities and all responsibilities and functions of Hibiscus Coast Tourism Association.

The operating results and state of affairs of the entity are fully set out in the attached annual financial statements and do not in our opinion require any further comment.

### 3. Going concern

The entity is technically solvent as its total assets exceed its total liabilities, further it does not have liquidity issues. Cash and cash equivalents exceeds current liabilities.

The entity is however highly dependent on other Municipalities for grant funding and therefore it's ability to operate and meet its financial obligations timeously depends on the timely receipt of these grants.

In preparation of the Annual Financial Statements for the 2020 financial year, the going concern assumption has however been adopted as there are no plans to significantly curtail the operation of the entity in the foreseeable future.

### 4. Subsequent events

Subsequent to 30 June 2020 the board of directors of the entity approved as a result of disruptions posed by the Corona virus pandemic on the entity's environment and operations the Board of Directors approved a revised Tourism recovery plan, which contains reconfiguration of the entity's operations and may lead to the retrenchment of some employees.

### 5. Share capital

There were no changes in the authorised or issued share capital of the entity during the year under review.

### 6. Directors

The directors of the entity during the year and to the date of this report are as follows:

Name	Changes
E.J Crutchfield	
P.T Jefferys	
Z.P Ngubane	
W.V Mzulwini	
C.J Davenport	
H.R Kelly	
S.M Mbili	
T.P Cele	Appointed 22 June 2020
M.B.W Xolo	
V.P Tsako	
W.T Gumede	
J. Harris	Resigned 16 January 2020

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Directors' Report

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Name	Board & AGM	Committee meetings	PMS Reviews	Strategic Planning Workshop	Total
Elizabeth Joy Crutchfield	9	6	2	1	18
Howard Russell Kelly	8	-	-	1	9
Paul Timothy Jeffreys	7	-	-	1	8
Joan Harris	-	-	-	-	-
Zama Patrick Ngubane	6	-	-	1	7
Wutu Victor Mzulwini	8	1	-	1	10
Colin John Davenport	8	-	2	1	11
Mxolisi Buhlebezwe Wilson Xolo	1	-	-	-	1
Maxwell Sihle Mbili	2	-	-	-	2
Vuyiwe Princess Tsako	2	-	-	-	2
West Thamsanqa Gumede	4	1	2	-	7
Thembinkosi Patrick Cele	2	-	-	-	2

### 7. Corporate governance

#### General

The board are committed to business integrity, transparency and professionalism in all its activities. As part of this commitment, the board supports the highest standards of corporate governance and the ongoing development of best practice.

The salient features of the entity's adoption of the KING IV is outlined below:

#### Board of directors

The Board:

- retains full control over the entity, its plans and strategy;
- acknowledges its responsibilities as to strategy, compliance with internal policies, external laws and regulations, effective risk management and performance measurement, transparency and effective communication both internally and externally by the entity;
- is of a unitary structure comprising:
  - non-executive directors, all of whom are independent directors as defined in the Code; and
  - executive directors.

#### Chairperson and chief executive

The Chairperson is a non-executive and independent director (as defined by the Code).

The roles of Chairperson and Chief Executive are separate, with responsibilities divided between them, so that no individual has unfettered powers of discretion.

#### Directors meetings

The board have met on 9 separate occasions during the financial year.

Non-executive directors have access to all members of management of the entity.

### 8. Controlling entity

The entity's controlling entity is Ugu District Municipality, which owns all the issued share capital.

### 9. Auditors

Auditor General South Africa will continue in office for the next financial period.

## Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

### Chief Executive Officer's Certification

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I am responsible for the preparation of these annual financial statements in terms of Section 124(1) of the Municipal Finance Management Act (Act No 56 of 2003), and which I have signed on behalf of the municipal entity.

I certify that the salaries, allowances and benefits of the board as disclosed in note 22 of these annual financial statements are within the upper limits of the framework envisaged in section 219 of the Constitution, read with the Remuneration of Public Office Bearers Act, 1998 (Act No. 20 of 1998) and the Minister of Provincial and Local Government's determination in accordance with this Act.



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**Chief Executive Officer**  
**Port Shepstone**

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Statement of Financial Position as at 30 June 2020

Figures in Rand	Notes	2020	2019 Restated*
<b>Assets</b>			
<b>Non-Current Assets</b>			
Property, plant and equipment	2	605 068	791 334
Intangible assets	3	37 034	34 258
		<b>642 102</b>	<b>825 592</b>
<b>Current Assets</b>			
Other financial assets	4	4 578 184	4 392 181
Receivables from exchange transactions	5	93 454	975 421
Receivables from non-exchange transactions	6	14 343 249	7 880 023
VAT receivable	7	38 578	30 837
Cash and cash equivalents	8	4 321 929	4 486 887
		<b>23 375 394</b>	<b>17 765 349</b>
<b>Total Assets</b>		<b>24 017 496</b>	<b>18 590 941</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Operating lease liability	9	16 763	11 934
Payables from exchange transactions	10	153 423	454 984
Provisions	11	723 647	642 223
		<b>893 833</b>	<b>1 109 141</b>
<b>Net Assets</b>		<b>23 123 663</b>	<b>17 481 800</b>
Share capital	12	100	100
Accumulated surplus		23 123 563	17 481 700
<b>Total Net Assets</b>		<b>23 123 663</b>	<b>17 481 800</b>

\* See Note 41



# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Statement of Financial Performance

Figures in Rand	Notes	2020	2019 Restated*
<b>Revenue</b>			
<b>Revenue from exchange transactions</b>			
Commission and sales	13	129 257	172 306
Membership fees		193 117	222 489
Events revenue	14	63 043	3 106 328
Other income	15	20 512	-
Interest received	16	331 303	508 403
<b>Total revenue from exchange transactions</b>		<b>737 232</b>	<b>4 009 526</b>
<b>Revenue from non-exchange transactions</b>			
<b>Transfer revenue</b>			
Municipal grants & subsidies	17	17 453 038	18 147 892
<b>Total revenue</b>	18	<b>18 190 270</b>	<b>22 157 418</b>
<b>Expenditure</b>			
Developmental costs	19	(597 498)	(1 192 064)
Depreciation and amortisation	20	(186 029)	(207 228)
Directors remuneration	21	(490 113)	(462 225)
Employee related costs	22	(6 797 917)	(7 033 360)
Lease rentals on operating lease	23	(708 218)	(629 879)
Loss on disposal of assets and liabilities	2	(43 908)	(193 578)
Operational costs	24	(1 337 633)	(1 642 647)
Marketing costs	25	(2 387 088)	(7 309 186)
<b>Total expenditure</b>		<b>(12 548 404)</b>	<b>(18 670 167)</b>
<b>Surplus for the year</b>		<b>5 641 866</b>	<b>3 487 251</b>

\* See Note 41

## Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

### Statement of Changes in Net Assets

Figures in Rand	Share capital	Accumulated surplus	Total net assets
<b>Balance at 01 July 2018</b>	<b>100</b>	<b>13 994 449</b>	<b>13 994 549</b>
Changes in net assets	-	3 487 251	3 487 251
Surplus for the year	-	3 487 251	3 487 251
<b>Total changes</b>	<b>-</b>	<b>3 487 251</b>	<b>3 487 251</b>
<b>Restated* Balance at 01 July 2019</b>	<b>100</b>	<b>17 481 697</b>	<b>17 481 797</b>
Changes in net assets	-	5 641 866	5 641 866
Surplus for the year	-	5 641 866	5 641 866
<b>Total changes</b>	<b>-</b>	<b>5 641 866</b>	<b>5 641 866</b>
<b>Balance at 30 June 2020</b>	<b>100</b>	<b>23 123 563</b>	<b>23 123 663</b>
Note	12		

\* See Note 41

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Cash Flow Statement

Figures in Rand	Notes	2020	2019 Restated*
<b>Cash flows from operating activities</b>			
<b>Receipts</b>			
Events revenue		63 043	3 106 328
Commission and sales		129 257	172 306
Grants		10 989 812	10 267 869
Interest income		145 300	310 770
Insurance refund		6 130	-
Membership fees received		135 944	184 028
		<u>11 469 486</u>	<u>14 041 301</u>
<b>Payments</b>			
Employee costs		(7 150 811)	(7 376 019)
Suppliers		(4 437 187)	(9 388 994)
		<u>(11 587 998)</u>	<u>(16 765 013)</u>
<b>Net cash flows from operating activities</b>	29	<b><u>(118 512)</u></b>	<b><u>(2 723 712)</u></b>
<b>Cash flows from investing activities</b>			
Purchase of property, plant and equipment	2	(33 924)	(132 444)
Purchase of other intangible assets	3	(12 522)	(10 704)
<b>Net cash flows from investing activities</b>		<b><u>(46 446)</u></b>	<b><u>(143 148)</u></b>
<b>Net increase/(decrease) in cash and cash equivalents</b>		<b><u>(164 958)</u></b>	<b><u>(2 866 860)</u></b>
Cash and cash equivalents at the beginning of the year		4 486 887	7 353 747
<b>Cash and cash equivalents at the end of the year</b>	8	<b><u>4 321 929</u></b>	<b><u>4 486 887</u></b>

\* See Note 41

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Statement of Comparison of Budget and Actual Amounts

Budget on Cash Basis

	Approved budget	Adjustments	Final Budget	Actual amounts on comparable basis	Difference between final budget and actual	Reference
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Figures in Rand

### Statement of Financial Performance

#### Revenue

##### Revenue from exchange transactions

Annual event income	1 739 131	(1 686 957)	<b>52 174</b>	52 174	-	
Membership	226 286	(35 086)	<b>191 200</b>	193 117	<b>1 917</b>	
Commission & sales	214 842	(55 699)	<b>159 143</b>	129 257	<b>(29 886)</b>	38.1
Discount received	-	-	-	14 382	<b>14 382</b>	38.2
Project income	-	-	-	10 869	<b>10 869</b>	38.3
Insurance refund	-	6 130	<b>6 130</b>	6 130	-	
Interest received	506 428	(155 308)	<b>351 120</b>	331 303	<b>(19 817)</b>	38.4
<b>Total revenue from exchange transactions</b>	<b>2 686 687</b>	<b>(1 926 920)</b>	<b>759 767</b>	<b>737 232</b>	<b>(22 535)</b>	

##### Revenue from non-exchange transactions

##### Transfer revenue

Municipal grants & subsidies	17 555 287	(7 027)	<b>17 548 260</b>	17 453 038	<b>(95 222)</b>	38.5
<b>Total revenue</b>	<b>20 241 974</b>	<b>(1 933 947)</b>	<b>18 308 027</b>	<b>18 190 270</b>	<b>(117 757)</b>	

#### Expenditure

Employee related costs	(8 265 122)	757 281	<b>(7 507 841)</b>	(6 797 917)	<b>709 924</b>	38.6
Depreciation and amortisation	(247 732)	-	<b>(247 732)</b>	(186 029)	<b>61 703</b>	
Lease rentals on operating lease	(700 839)	(11 608)	<b>(712 447)</b>	(708 218)	<b>4 229</b>	
Directors remuneration	(696 070)	123 830	<b>(572 240)</b>	(490 113)	<b>82 127</b>	38.7
Developmental costs	(2 325 949)	660 998	<b>(1 664 951)</b>	(597 498)	<b>1 067 453</b>	38.8
Marketing costs	(5 287 534)	380 834	<b>(4 906 700)</b>	(2 387 088)	<b>2 519 612</b>	38.9
Operational costs	(2 519 148)	112 611	<b>(2 406 537)</b>	(1 381 541)	<b>1 024 996</b>	38.10
<b>Total expenditure</b>	<b>(20 042 394)</b>	<b>2 023 946</b>	<b>(18 018 448)</b>	<b>(12 548 404)</b>	<b>5 470 044</b>	
<b>Surplus before taxation</b>	<b>199 580</b>	<b>89 999</b>	<b>289 579</b>	<b>5 641 866</b>	<b>5 352 287</b>	

**Actual Amount on Comparable Basis as Presented in the Budget and Actual Comparative Statement**

**199 580      89 999      289 579      5 641 866      5 352 287**

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Accounting Policies

Figures in Rand	Note(s)	2020	2019
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### 1. Presentation of Annual Financial Statements

The annual financial statements have been prepared in accordance with the Standards of Generally Recognised Accounting Practice (GRAP), issued by the Accounting Standards Board in accordance with Section 122(3) of the Municipal Finance Management Act (Act 56 of 2003) and the Companies Act 71 of 2008.

These annual financial statements have been prepared on an accrual basis of accounting and are in accordance with historical cost convention as the basis of measurement, unless specified otherwise. They are presented in South African Rand.

A summary of the significant accounting policies, which have been consistently applied in the preparation of these annual financial statements, are disclosed below.

GRAP 1	Presentation of Financial Statements
GRAP 2	Cash Flow Statements
GRAP 3	Accounting Policies, Changes in Accounting Estimates and Errors
GRAP 5	Borrowing Costs
GRAP 9	Revenue from Exchange Transactions
GRAP 13	Leases
GRAP 14	Events After the Reporting Date
GRAP 16	Investment Property
GRAP 17	Property, Plant and Equipment
GRAP 19	Provisions, Contingent Liabilities and Contingent Assets
GRAP 20	Related Party Disclosures
GRAP 21	Impairment of Non cash-generating Assets
GRAP 23	Revenue from Non-exchange Transactions
GRAP 24	Presentation of Budget Information in Financial Statements
GRAP 25	Employee Benefits
GRAP 102	Intangible Assets
GRAP 104	Financial Instruments
GRAP 20	Related Party Disclosures
GRAP 32	Service Concession Arrangements: Grantor
GRAP 108	Statutory Receivables
GRAP 109	Accounting by Principals and Agents

These accounting policies are consistent with the previous period.

#### 1.1 Presentation currency

These annual financial statements are presented in South African Rand, which is the functional currency of the entity.

#### 1.2 Going concern assumption

These annual financial statements have been prepared based on the expectation that the entity will continue to operate as a going concern for at least the next 12 months.

#### 1.3 Significant judgements and sources of estimation uncertainty

In preparing the annual financial statements, management is required to make estimates and assumptions that affect the amounts represented in the annual financial statements and related disclosures. Use of available information and the application of judgement is inherent in the formation of estimates. Actual results in the future could differ from these estimates which may be material to the annual financial statements. Significant judgements include:

Other significant judgements, sources of estimation uncertainty and/or relating information, have been disclosed in the relating notes.

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Accounting Policies

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### 1.3 Significant judgements and sources of estimation uncertainty (continued)

#### Trade receivables / Held to maturity investments and/or loans and receivables

The entity assesses its trade receivables, held to maturity investments and loans and receivables for impairment at the end of each reporting period. In determining whether an impairment loss should be recorded in surplus or deficit, the surplus makes judgements as to whether there is observable data indicating a measurable decrease in the estimated future cash flows from a financial asset.

The impairment for trade receivables, held to maturity investments and loans and receivables is calculated on a portfolio basis, based on historical loss ratios, adjusted for national and industry-specific economic conditions and other indicators present at the reporting date that correlate with defaults on the portfolio. These annual loss ratios are applied to loan balances in the portfolio and scaled to the estimated loss emergence period.

#### Impairment testing

The recoverable amounts of cash-generating units and individual assets have been determined based on the higher of value-in-use calculations and fair values less costs to sell. These calculations require the use of estimates and assumptions. It is reasonably possible that the [name a key assumption] assumption may change which may then impact our estimations and may then require a material adjustment to the carrying value of goodwill and tangible assets.

The entity reviews and tests the carrying value of assets when events or changes in circumstances suggest that the carrying amount may not be recoverable. In addition, goodwill is tested on an annual basis for impairment. Assets are grouped at the lowest level for which identifiable cash flows are largely independent of cash flows of other assets and liabilities. If there are indications that impairment may have occurred, estimates are prepared of expected future cash flows for each group of assets. Expected future cash flows used to determine the value in use of goodwill and tangible assets are inherently uncertain and could materially change over time.

#### Provisions

Provisions were raised and management determined an estimate based on the information available. Additional disclosure of these estimates of provisions are included in note 11 - Provisions.

#### Useful lives of Property, plant and equipment

The entity's management determines the estimated useful lives and related depreciation charges for the waste water and water networks. This estimate is based on industry norm. Management will increase the depreciation charge where useful lives are less than previously estimated useful lives.

#### Allowance for doubtful debts

On debtors an impairment loss is recognised in surplus and deficit when there is objective evidence that it is impaired. The impairment is measured as the difference between the debtors carrying amount and the present value of estimated future cash flows discounted at the effective interest rate, computed at initial recognition.

### 1.4 Property, plant and equipment

Property, plant and equipment are tangible non-current assets that are held for use in the production or supply of goods or services, rental to others, or for administrative purposes, and are expected to be used during more than one period.

The cost of an item of property, plant and equipment is recognised as an asset when:

- it is probable that future economic benefits or service potential associated with the item will flow to the entity; and
- the cost of the item can be measured reliably.

Property, plant and equipment is initially measured at cost.

The cost of an item of property, plant and equipment is the purchase price and other costs attributable to bring the asset to the location and condition necessary for it to be capable of operating in the manner intended by management. Trade discounts and rebates are deducted in arriving at the cost.

Where an asset is acquired through a non-exchange transaction, its cost is its fair value as at date of acquisition.



# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Accounting Policies

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### 1.4 Property, plant and equipment (continued)

Where an item of property, plant and equipment is acquired in exchange for a non-monetary asset or monetary assets, or a combination of monetary and non-monetary assets, the asset acquired is initially measured at fair value (the cost). If the acquired item's fair value was not determinable, it's deemed cost is the carrying amount of the asset(s) given up.

Costs include costs incurred initially to acquire or construct an item of property, plant and equipment and costs incurred subsequently to add to, replace part of, or service it. If a replacement cost is recognised in the carrying amount of an item of property, plant and equipment, the carrying amount of the replaced part is derecognised.

Recognition of costs in the carrying amount of an item of property, plant and equipment ceases when the item is in the location and condition necessary for it to be capable of operating in the manner intended by management.

Property, plant and equipment is carried at revalued amount, being the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Property, plant and equipment are depreciated on the straight-line basis over their expected useful lives.

Property, plant and equipment is carried at cost less accumulated depreciation and any impairment losses.

The useful lives of items of property, plant and equipment have been assessed as follows:

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Item	Depreciation method	Average useful life
Furniture and fixtures	Straight-line	5 - 15 years
Motor vehicles	Straight-line	5 years
Computer equipment	Straight-line	3 - 12 years
Containers	Straight-line	15 years
Signage	Straight-line	15 years

The depreciation method used reflects the pattern in which the asset's future economic benefits or service potential are expected to be consumed by the entity. The depreciation method applied to an asset is reviewed at least at each reporting date and, if there has been a significant change in the expected pattern of consumption of the future economic benefits or service potential embodied in the asset, the method is changed to reflect the changed pattern. Such a change is accounted for as a change in an accounting estimate.

The entity assesses at each reporting date whether there is any indication that the entity expectations about the residual value and the useful life of an asset have changed since the preceding reporting date. If any such indication exists, the entity revises the expected useful life and/or residual value accordingly. The change is accounted for as a change in an accounting estimate.

The depreciation charge for each period is recognised in surplus or deficit unless it is included in the carrying amount of another asset.

Items of property, plant and equipment are derecognised when the asset is disposed of or when there are no further economic benefits or service potential expected from the use of the asset.

The gain or loss arising from the derecognition of an item of property, plant and equipment is included in surplus or deficit when the item is derecognised. The gain or loss arising from the derecognition of an item of property, plant and equipment is determined as the difference between the net disposal proceeds, if any, and the carrying amount of the item.

### 1.5 Intangible assets

An asset is identifiable if it either:

- is separable, i.e. is capable of being separated or divided from an entity and sold, transferred, licensed, rented or exchanged, either individually or together with a related contract, identifiable assets or liability, regardless of whether the entity intends to do so; or
- arises from binding arrangements (including rights from contracts), regardless of whether those rights are transferable or separable from the entity or from other rights and obligations.

A binding arrangement describes an arrangement that confers similar rights and obligations on the parties to it as if it were in the form of a contract.

# Ugu-South Coast Tourism (Pty) Ltd

(Registration number 2009/003419/07)

Annual Financial Statements for the year ended 30 June 2020

## Accounting Policies

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### 1.5 Intangible assets (continued)

An intangible asset is recognised when:

- it is probable that the expected future economic benefits or service potential that are attributable to the asset will flow to the entity; and
- the cost or fair value of the asset can be measured reliably.

The entity assesses the probability of expected future economic benefits or service potential using reasonable and supportable assumptions that represent management's best estimate of the set of economic conditions that will exist over the useful life of the asset.

Where an intangible asset is acquired through a non-exchange transaction, its initial cost at the date of acquisition is measured at its fair value as at that date.

An intangible asset arising from development (or from the development phase of an internal project) is recognised when:

- it is technically feasible to complete the asset so that it will be available for use or sale.
- there is an intention to complete and use or sell it.
- there is an ability to use or sell it.
- it will generate probable future economic benefits or service potential.
- there are available technical, financial and other resources to complete the development and to use or sell the asset.
- the expenditure attributable to the asset during its development can be measured reliably.

Intangible assets are carried at cost less any accumulated amortisation and any impairment losses.

An intangible asset is regarded as having an indefinite useful life when, based on all relevant factors, there is no foreseeable limit to the period over which the asset is expected to generate net cash inflows or service potential. Amortisation is not provided for these intangible assets, but they are tested for impairment annually and whenever there is an indication that the asset may be impaired. For all other intangible assets amortisation is provided on a straight-line basis over their useful life.

The amortisation period and the amortisation method for intangible assets are reviewed at each reporting date.

Reassessing the useful life of an intangible asset with a finite useful life after it was classified as indefinite is an indicator that the asset may be impaired. As a result the asset is tested for impairment and the remaining carrying amount is amortised over its useful life.

Amortisation is provided to write down the intangible assets, on a straight-line basis, to their residual values as follows:

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Item	Depreciation method	Average useful life
Computer software	Straight-line	3 - 10 years

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### 1.6 Financial instruments

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or a residual interest of another entity.

The amortised cost of a financial asset or financial liability is the amount at which the financial asset or financial liability is measured at initial recognition minus principal repayments, plus or minus the cumulative amortisation using the effective interest method of any difference between that initial amount and the maturity amount, and minus any reduction (directly or through the use of an allowance account) for impairment or uncollectibility.

A concessionary loan is a loan granted to or received by an entity on terms that are not market related.

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation.

Currency risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates.

Derecognition is the removal of a previously recognised financial asset or financial liability from an entity's statement of financial position.

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### 1.6 Financial instruments (continued)

A derivative is a financial instrument or other contract with all three of the following characteristics:

- Its value changes in response to the change in a specified interest rate, financial instrument price, commodity price, foreign exchange rate, index of prices or rates, credit rating or credit index, or other variable, provided in the case of a non-financial variable that the variable is not specific to a party to the contract (sometimes called the 'underlying').
- It requires no initial net investment or an initial net investment that is smaller than would be required for other types of contracts that would be expected to have a similar response to changes in market factors.
- It is settled at a future date.

The effective interest method is a method of calculating the amortised cost of a financial asset or a financial liability (or group of financial assets or financial liabilities) and of allocating the interest income or interest expense over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash payments or receipts through the expected life of the financial instrument or, when appropriate, a shorter period to the net carrying amount of the financial asset or financial liability. When calculating the effective interest rate, an entity shall estimate cash flows considering all contractual terms of the financial instrument (for example, prepayment, call and similar options) but shall not consider future credit losses. The calculation includes all fees and points paid or received between parties to the contract that are an integral part of the effective interest rate (see the Standard of GRAP on Revenue from Exchange Transactions), transaction costs, and all other premiums or discounts. There is a presumption that the cash flows and the expected life of a group of similar financial instruments can be estimated reliably. However, in those rare cases when it is not possible to reliably estimate the cash flows or the expected life of a financial instrument (or group of financial instruments), the entity shall use the contractual cash flows over the full contractual term of the financial instrument (or group of financial instruments).

Fair value is the amount for which an asset could be exchanged, or a liability settled, between knowledgeable willing parties in an arm's length transaction.

A financial asset is:

- cash;
- a residual interest of another entity; or
- a contractual right to:
  - receive cash or another financial asset from another entity; or
  - exchange financial assets or financial liabilities with another entity under conditions that are potentially favourable to the entity.

A financial guarantee contract is a contract that requires the issuer to make specified payments to reimburse the holder for a loss it incurs because a specified debtor fails to make payment when due in accordance with the original or modified terms of a debt instrument.

A financial liability is any liability that is a contractual obligation to:

- deliver cash or another financial asset to another entity; or
- exchange financial assets or financial liabilities under conditions that are potentially unfavourable to the entity.

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

Liquidity risk is the risk encountered by an entity in the event of difficulty in meeting obligations associated with financial liabilities that are settled by delivering cash or another financial asset.

Loan commitment is a firm commitment to provide credit under pre-specified terms and conditions.

Loans payable are financial liabilities, other than short-term payables on normal credit terms.

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk and other price risk.

Other price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices (other than those arising from interest rate risk or currency risk), whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market.

A financial asset is past due when a counterparty has failed to make a payment when contractually due.

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### 1.6 Financial instruments (continued)

A residual interest is any contract that manifests an interest in the assets of an entity after deducting all of its liabilities. A residual interest includes contributions from owners, which may be shown as:

- equity instruments or similar forms of unitised capital;
- a formal designation of a transfer of resources (or a class of such transfers) by the parties to the transaction as forming part of an entity's net assets, either before the contribution occurs or at the time of the contribution; or
- a formal agreement, in relation to the contribution, establishing or increasing an existing financial interest in the net assets of an entity.

Transaction costs are incremental costs that are directly attributable to the acquisition, issue or disposal of a financial asset or financial liability. An incremental cost is one that would not have been incurred if the entity had not acquired, issued or disposed of the financial instrument.

Financial instruments at amortised cost are non-derivative financial assets or non-derivative financial liabilities that have fixed or determinable payments, excluding those instruments that:

- the entity designates at fair value at initial recognition; or
- are held for trading.

Financial instruments at cost are investments in residual interests that do not have a quoted market price in an active market, and whose fair value cannot be reliably measured.

Financial instruments at fair value comprise financial assets or financial liabilities that are:

- derivatives;
- contingent consideration of an acquirer in a transfer of functions between entities not under common control to which the Standard of GRAP on Transfer of Functions Between Entities Not Under Common Control (GRAP 106) applies
- combined instruments that are designated at fair value;
- instruments held for trading. A financial instrument is held for trading if:
  - it is acquired or incurred principally for the purpose of selling or repurchasing it in the near-term; or
  - on initial recognition it is part of a portfolio of identified financial instruments that are managed together and for which there is evidence of a recent actual pattern of short term profit-taking;
  - non-derivative financial assets or financial liabilities with fixed or determinable payments that are designated at fair value at initial recognition; and
  - financial instruments that do not meet the definition of financial instruments at amortised cost or financial instruments at cost.

### Initial recognition

The entity recognises a financial asset or a financial liability in its statement of financial position when the entity becomes a party to the contractual provisions of the instrument.

### Initial measurement of financial assets and financial liabilities

The entity measures a financial asset and financial liability initially at its cost plus transaction costs that are directly attributable to the acquisition or issue of the financial asset or financial liability.

### Subsequent measurement of financial assets and financial liabilities

The entity measures all financial assets and financial liabilities after initial recognition at cost less impairment:

Impairment and collectibility of financial asset

The entity assesses at the end of each reporting period whether there is any objective evidence that a financial asset or group of financial assets is impaired.

### Derecognition

#### Financial assets

The entity derecognises financial assets using trade date accounting.

The entity derecognises a financial asset only when:

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### 1.6 Financial instruments (continued)

- the contractual rights to the cash flows from the financial asset expire, are settled or waived;
- the entity transfers to another party substantially all of the risks and rewards of ownership of the financial asset; or
- the entity, despite having retained some significant risks and rewards of ownership of the financial asset, has transferred control of the asset to another party and the other party has the practical ability to sell the asset in its entirety to an unrelated third party, and is able to exercise that ability unilaterally and without needing to impose additional restrictions on the transfer. In this case, the entity :
  - derecognise the asset; and
  - recognise separately any rights and obligations created or retained in the transfer.

The carrying amounts of the transferred asset are allocated between the rights or obligations retained and those transferred on the basis of their relative fair values at the transfer date. Newly created rights and obligations are measured at their fair values at that date. Any difference between the consideration received and the amounts recognised and derecognised is recognised in surplus or deficit in the period of the transfer.

If the entity transfers a financial asset in a transfer that qualifies for derecognition in its entirety and retains the right to service the financial asset for a fee, it recognises either a servicing asset or a servicing liability for that servicing contract. If the fee to be received is not expected to compensate the entity adequately for performing the servicing, a servicing liability for the servicing obligation is recognised at its fair value. If the fee to be received is expected to be more than adequate compensation for the servicing, a servicing asset is recognised for the servicing right at an amount determined on the basis of an allocation of the carrying amount of the larger financial asset.

If, as a result of a transfer, a financial asset is derecognised in its entirety but the transfer results in the entity obtaining a new financial asset or assuming a new financial liability, or a servicing liability, the entity recognises the new financial asset, financial liability or servicing liability at fair value.

On derecognition of a financial asset in its entirety, the difference between the carrying amount and the sum of the consideration received is recognised in surplus or deficit.

If the transferred asset is part of a larger financial asset and the part transferred qualifies for derecognition in its entirety, the previous carrying amount of the larger financial asset is allocated between the part that continues to be recognised and the part that is derecognised, based on the relative fair values of those parts, on the date of the transfer. For this purpose, a retained servicing asset is treated as a part that continues to be recognised. The difference between the carrying amount allocated to the part derecognised and the sum of the consideration received for the part derecognised is recognised in surplus or deficit.

If a transfer does not result in derecognition because the entity has retained substantially all the risks and rewards of ownership of the transferred asset, the entity continues to recognise the transferred asset in its entirety and recognise a financial liability for the consideration received. In subsequent periods, the entity recognises any revenue on the transferred asset and any expense incurred on the financial liability. Neither the asset, and the associated liability nor the revenue, and the associated expenses are offset.

### 1.7 Tax

#### Value Added Tax

The Municipality accounts for value added tax on an accrual basis but claimed / paid over to SARS on a cash basis in accordance with Section 15 (2) of the Value Added Tax (Act No. 89 of 1991).

### 1.8 Leases

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards incidental to ownership.

When a lease includes both land and buildings elements, the entity assesses the classification of each element separately.

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### 1.8 Leases (continued)

#### Operating leases - lessee

Operating lease payments are recognised as an expense on a straight-line basis over the lease term. The difference between the amounts recognised as an expense and the contractual payments are recognised as an operating lease asset or liability.

### 1.9 Share capital

An equity instrument is any contract that evidences a residual interest in the assets of an entity after deducting all of its liabilities.

### 1.10 Employee benefits

Employee benefits are all forms of consideration given by an entity in exchange for service rendered by employees.

A qualifying insurance policy is an insurance policy issued by an insurer that is not a related party (as defined in the Standard of GRAP on Related Party Disclosures) of the reporting entity, if the proceeds of the policy can be used only to pay or fund employee benefits under a defined benefit plan and are not available to the reporting entity's own creditors (even in liquidation) and cannot be paid to the reporting entity, unless either:

- the proceeds represent surplus assets that are not needed for the policy to meet all the related employee benefit obligations; or
- the proceeds are returned to the reporting entity to reimburse it for employee benefits already paid.

Termination benefits are employee benefits payable as a result of either:

- an entity's decision to terminate an employee's employment before the normal retirement date; or
- an employee's decision to accept voluntary redundancy in exchange for those benefits.

Other long-term employee benefits are employee benefits (other than post-employment benefits and termination benefits) that are not due to be settled within twelve months after the end of the period in which the employees render the related service.

Vested employee benefits are employee benefits that are not conditional on future employment.

Composite social security programmes are established by legislation and operate as multi-employer plans to provide post-employment benefits as well as to provide benefits that are not consideration in exchange for service rendered by employees.

A constructive obligation is an obligation that derives from an entity's actions where by an established pattern of past practice, published policies or a sufficiently specific current statement, the entity has indicated to other parties that it will accept certain responsibilities and as a result, the entity has created a valid expectation on the part of those other parties that it will discharge those responsibilities.



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### 1.10 Employee benefits (continued)

#### Short-term employee benefits

Short-term employee benefits are employee benefits (other than termination benefits) that are due to be settled within twelve months after the end of the period in which the employees render the related service.

Short-term employee benefits include items such as:

- wages, salaries and social security contributions;
- short-term compensated absences (such as paid annual leave and paid sick leave) where the compensation for the absences is due to be settled within twelve months after the end of the reporting period in which the employees render the related employee service;
- bonus, incentive and performance related payments payable within twelve months after the end of the reporting period in which the employees render the related service; and
- non-monetary benefits (for example, medical care, and free or subsidised goods or services such as housing, cars and cellphones) for current employees.

When an employee has rendered service to the entity during a reporting period, the entity recognises the undiscounted amount of short-term employee benefits expected to be paid in exchange for that service:

- as a liability (accrued expense), after deducting any amount already paid. If the amount already paid exceeds the undiscounted amount of the benefits, the entity recognises that excess as an asset (prepaid expense) to the extent that the prepayment will lead to, for example, a reduction in future payments or a cash refund; and
- as an expense, unless another Standard requires or permits the inclusion of the benefits in the cost of an asset.

The expected cost of compensated absences is recognised as an expense as the employees render services that increase their entitlement or, in the case of non-accumulating absences, when the absence occurs. The entity measures the expected cost of accumulating compensated absences as the additional amount that the entity expects to pay as a result of the unused entitlement that has accumulated at the reporting date.

The entity recognises the expected cost of bonus, incentive and performance related payments when the entity has a present legal or constructive obligation to make such payments as a result of past events and a reliable estimate of the obligation can be made. A present obligation exists when the entity has no realistic alternative but to make the payments.

### 1.11 Provisions and contingencies

Provisions are recognised when:

- the entity has a present obligation as a result of a past event;
- it is probable that an outflow of resources embodying economic benefits or service potential will be required to settle the obligation; and
- a reliable estimate can be made of the obligation.

The amount of a provision is the best estimate of the expenditure expected to be required to settle the present obligation at the reporting date.

Where the effect of time value of money is material, the amount of a provision is the present value of the expenditures expected to be required to settle the obligation.

The discount rate is a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability.

Where some or all of the expenditure required to settle a provision is expected to be reimbursed by another party, the reimbursement is recognised when, and only when, it is virtually certain that reimbursement will be received if the entity settles the obligation. The reimbursement is treated as a separate asset. The amount recognised for the reimbursement does not exceed the amount of the provision.

Provisions are reviewed at each reporting date and adjusted to reflect the current best estimate. Provisions are reversed if it is no longer probable that an outflow of resources embodying economic benefits or service potential will be required, to settle the obligation.

Where discounting is used, the carrying amount of a provision increases in each period to reflect the passage of time. This increase is recognised as an interest expense.

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### 1.11 Provisions and contingencies (continued)

A provision is used only for expenditures for which the provision was originally recognised.

Provisions are not recognised for future operating surplus (deficit).

If an entity has a contract that is onerous, the present obligation (net of recoveries) under the contract is recognised and measured as a provision.

A constructive obligation to restructure arises only when an entity:

- has a detailed formal plan for the restructuring, identifying at least:
  - the activity/operating unit or part of an activity/operating unit concerned;
  - the principal locations affected;
  - the location, function, and approximate number of employees who will be compensated for services being terminated;
  - the expenditures that will be undertaken; and
  - when the plan will be implemented; and
- has raised a valid expectation in those affected that it will carry out the restructuring by starting to implement that plan or announcing its main features to those affected by it.

A restructuring provision includes only the direct expenditures arising from the restructuring, which are those that are both:

- necessarily entailed by the restructuring; and
- not associated with the ongoing activities of the entity

No obligation arises as a consequence of the sale or transfer of an operation until the entity is committed to the sale or transfer, that is, there is a binding arrangement.

After their initial recognition contingent liabilities recognised in entity combinations that are recognised separately are subsequently measured at the higher of:

- the amount that would be recognised as a provision; and
- the amount initially recognised less cumulative amortisation.

Contingent assets and contingent liabilities are not recognised.

A financial guarantee contract is a contract that requires the issuer to make specified payments to reimburse the holder for a loss it incurs because a specified debtor fails to make payment when due in accordance with the original or modified terms of a debt instrument.

Loan commitment is a firm commitment to provide credit under pre-specified terms and conditions.

The entity recognises a provision for financial guarantees and loan commitments when it is probable that an outflow of resources embodying economic benefits and service potential will be required to settle the obligation and a reliable estimate of the obligation can be made.

Determining whether an outflow of resources is probable in relation to financial guarantees requires judgement. Indications that an outflow of resources may be probable are:

- financial difficulty of the debtor;
- defaults or delinquencies in interest and capital repayments by the debtor;
- breaches of the terms of the debt instrument that result in it being payable earlier than the agreed term and the ability of the debtor to settle its obligation on the amended terms; and
- a decline in prevailing economic circumstances (e.g. high interest rates, inflation and unemployment) that impact on the ability of entities to repay their obligations.

Where a fee is received by the entity for issuing a financial guarantee and/or where a fee is charged on loan commitments, it is considered in determining the best estimate of the amount required to settle the obligation at reporting date. Where a fee is charged and the entity considers that an outflow of economic resources is probable, an entity recognises the obligation at the higher of:

- the amount determined using in the Standard of GRAP on Provisions, Contingent Liabilities and Contingent Assets; and
- the amount of the fee initially recognised less, where appropriate, cumulative amortisation recognised in accordance with the Standard of GRAP on Revenue from Exchange Transactions.

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### 1.12 Commitments

Items are classified as commitments when an entity has committed itself to future transactions that will normally result in the outflow of cash.

Disclosures are required in respect of unrecognised contractual commitments.

Commitments for which disclosure is necessary to achieve a fair presentation should be disclosed in a note to the financial statements, if both the following criteria are met:

- Contracts should be non-cancellable or only cancellable at significant cost (for example, contracts for computer or building maintenance services); and
- Contracts should relate to something other than the routine, steady, state business of the entity – therefore salary commitments relating to employment contracts or social security benefit commitments are excluded.

### 1.13 Revenue from exchange transactions

Revenue is the gross inflow of economic benefits or service potential during the reporting period when those inflows result in an increase in net assets, other than increases relating to contributions from owners.

An exchange transaction is one in which the entity receives assets or services, or has liabilities extinguished, and directly gives approximately equal value (primarily in the form of goods, services or use of assets) to the other party in exchange.

Fair value is the amount for which an asset could be exchanged, or a liability settled, between knowledgeable, willing parties in an arm's length transaction.

#### Measurement

Revenue is measured at the fair value of the consideration received or receivable, net of trade discounts and volume rebates.

The amount of revenue arising on a transaction which is statutory (non-contractual) in nature is usually measured by reference to the relevant legislation, regulation or similar means. The fee structure, tariffs or calculation basis specified in legislation, regulation or similar means is used to determine the amount of revenue that should be recognised. This amount represents the fair value, on initial measurement, of the consideration received or receivable for revenue that arises from a statutory (non-contractual) arrangement (see the accounting policy on Statutory Receivables).

#### Sale of goods

Revenue from the sale of goods is recognised when all the following conditions have been satisfied:

- the entity has transferred to the purchaser the significant risks and rewards of ownership of the goods;
- the entity retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits or service potential associated with the transaction will flow to the entity; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

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### 1.13 Revenue from exchange transactions (continued)

#### Rendering of services

When the outcome of a transaction involving the rendering of services can be estimated reliably, revenue associated with the transaction is recognised by reference to the stage of completion of the transaction at the reporting date. The outcome of a transaction can be estimated reliably when all the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the economic benefits or service potential associated with the transaction will flow to the entity;
- the stage of completion of the transaction at the reporting date can be measured reliably; and
- the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

When services are performed by an indeterminate number of acts over a specified time frame, revenue is recognised on a straight-line basis over the specified time frame unless there is evidence that some other method better represents the stage of completion. When a specific act is much more significant than any other acts, the recognition of revenue is postponed until the significant act is executed.

When the outcome of the transaction involving the rendering of services cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

#### Interest, royalties and dividends

Revenue arising from the use by others of entity assets yielding interest, royalties and dividends or similar distributions is recognised when:

- It is probable that the economic benefits or service potential associated with the transaction will flow to the entity, and
- The amount of the revenue can be measured reliably.

Interest is recognised using the effective interest rate method for financial instruments, and using the nominal interest rate method for statutory receivables. Interest levied on transactions arising from exchange or non-exchange transactions is classified based on the nature of the underlying transaction.

### 1.14 Revenue from non-exchange transactions

Revenue comprises gross inflows of economic benefits or service potential received and receivable by an entity, which represents an increase in net assets, other than increases relating to contributions from owners.

Conditions on transferred assets are stipulations that specify that the future economic benefits or service potential embodied in the asset is required to be consumed by the recipient as specified or future economic benefits or service potential must be returned to the transferor.

Control of an asset arises when the entity can use or otherwise benefit from the asset in pursuit of its objectives and can exclude or otherwise regulate the access of others to that benefit.

Exchange transactions are transactions in which one entity receives assets or services, or has liabilities extinguished, and directly gives approximately equal value (primarily in the form of cash, goods, services, or use of assets) to another entity in exchange.

Expenses paid through the tax system are amounts that are available to beneficiaries regardless of whether or not they pay taxes.

Fines are economic benefits or service potential received or receivable by entities, as determined by a court or other law enforcement body, as a consequence of the breach of laws or regulations.

Non-exchange transactions are transactions that are not exchange transactions. In a non-exchange transaction, an entity either receives value from another entity without directly giving approximately equal value in exchange, or gives value to another entity without directly receiving approximately equal value in exchange.

Restrictions on transferred assets are stipulations that limit or direct the purposes for which a transferred asset may be used, but do not specify that future economic benefits or service potential is required to be returned to the transferor if not deployed as specified.

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### 1.14 Revenue from non-exchange transactions (continued)

Stipulations on transferred assets are terms in laws or regulation, or a binding arrangement, imposed upon the use of a transferred asset by entities external to the reporting entity.

Tax expenditures are preferential provisions of the tax law that provide certain taxpayers with concessions that are not available to others.

The taxable event is the event that the government, legislature or other authority has determined will be subject to taxation.

Taxes are economic benefits or service potential compulsorily paid or payable to entities, in accordance with laws and or regulations, established to provide revenue to government. Taxes do not include fines or other penalties imposed for breaches of the law.

Transfers are inflows of future economic benefits or service potential from non-exchange transactions, other than taxes.

#### Recognition

An inflow of resources from a non-exchange transaction recognised as an asset is recognised as revenue, except to the extent that a liability is also recognised in respect of the same inflow.

As the entity satisfies a present obligation recognised as a liability in respect of an inflow of resources from a non-exchange transaction recognised as an asset, it reduces the carrying amount of the liability recognised and recognises an amount of revenue equal to that reduction.

#### Measurement

Revenue from a non-exchange transaction is measured at the amount of the increase in net assets recognised by the entity.

When, as a result of a non-exchange transaction, the entity recognises an asset, it also recognises revenue equivalent to the amount of the asset measured at its fair value as at the date of acquisition, unless it is also required to recognise a liability. Where a liability is required to be recognised it will be measured as the best estimate of the amount required to settle the obligation at the reporting date, and the amount of the increase in net assets, if any, recognised as revenue. When a liability is subsequently reduced, because the taxable event occurs or a condition is satisfied, the amount of the reduction in the liability is recognised as revenue.

Receivables that arise from statutory (non-contractual) arrangements are initially measured in accordance with this accounting policy, as well as the accounting policy on Statutory Receivables. The entity applies the accounting policy on Statutory Receivables for the subsequent measurement, derecognition, presentation and disclosure of statutory receivables.

Interest is recognised using the effective interest rate method for financial instruments, and using the nominal interest rate method for statutory receivables. Interest levied on transactions arising from exchange or non-exchange transactions is classified based on the nature of the underlying transaction.

### 1.15 Borrowing costs

Borrowing costs are interest and other expenses incurred by an entity in connection with the borrowing of funds.

Borrowing costs are recognised as an expense in the period in which they are incurred.

### 1.16 Unauthorised expenditure

Unauthorised expenditure means:

- overspending of a vote or a main division within a vote; and
- expenditure not in accordance with the purpose of a vote or, in the case of a main division, not in accordance with the purpose of the main division.

All expenditure relating to unauthorised expenditure is recognised as an expense in the statement of financial performance in the year that the expenditure was incurred. The expenditure is classified in accordance with the nature of the expense, and where recovered, it is subsequently accounted for as revenue in the statement of financial performance.

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### 1.17 Fruitless and wasteful expenditure

Fruitless expenditure means expenditure which was made in vain and would have been avoided had reasonable care been exercised.

All expenditure relating to fruitless and wasteful expenditure is recognised as an expense in the statement of financial performance in the year that the expenditure was incurred. The expenditure is classified in accordance with the nature of the expense, and where recovered, it is subsequently accounted for as revenue in the statement of financial performance.

### 1.18 Irregular expenditure

Irregular expenditure, in relation to a municipality or municipal entity, means -

- (a) Irregular expenditure incurred by a municipality or municipal entity in contravention of, or that is not in accordance with, a requirement of this Act, and which has not been condoned in terms of section 170; or
- (b) expenditure incurred by a municipality or municipal entity in contravention of, or that is not in accordance with, a requirement of the Municipal Systems Act, and which has not been condoned in terms of that Act; or
- (c) expenditure incurred by a municipality in contravention of, or that is not in accordance with, a requirement of the Public Office-Bearers Act, 1998 (Act No. 20 of 1998); or
- (d) in accordance with, a requirement of the supply chain management policy of the municipality or entity or any of the municipality's by-laws giving effect to such policy, and which has not been condoned in terms of such policy or by-law, but excludes expenditure by a municipality which falls within the definition of "unauthorised expenditure";

National Treasury practice note no. 4 of 2008/2009 which was issued in terms of sections 32(1) to 32(5) of the MFMA requires the following (effective from 1 April 2008):

Irregular expenditure that was incurred and identified during the current financial and which was condoned before year end and/or before finalisation of the financial statements must also be recorded appropriately in the irregular expenditure register. In such an instance, no further action is also required with the exception of updating the note to the financial statements

Irregular expenditure that was incurred and identified during the current financial year and for which condonement is being awaited at year end must be recorded in the irregular expenditure register. No further action is required with the exception of updating the note to the financial statements.

Where irregular expenditure was incurred in the previous financial year and is only condoned in the following financial year, the register and the disclosure note to the financial statements must be updated with the amount condoned.

Irregular expenditure that was incurred and identified during the current financial year and which was not condoned by the National Treasury or the relevant authority must be recorded appropriately in the irregular expenditure register. If liability for the irregular expenditure can be attributed to a person, a debt account must be created if such a person is liable in law. Immediate steps must thereafter be taken to recover the amount from the person concerned. If recovery is not possible, the accounting officer or accounting authority may write off the amount as debt impairment and disclose such in the relevant note to the financial statements. The irregular expenditure register must also be updated accordingly. If the irregular expenditure has not been condoned and no person is liable in law, the expenditure related thereto must remain against the relevant programme/expenditure item, be disclosed as such in the note to the financial statements and updated accordingly in the irregular expenditure register.

Irregular expenditure is expenditure that is contrary to the Municipal Finance Management Act (Act No.56 of 2003), the Municipal Systems Act (Act No.32 of 2000), and the Public Office Bearers Act (Act No. 20 of 1998) or is in contravention of the economic entity's supply chain management policy. Irregular expenditure excludes unauthorised expenditure. Irregular expenditure is accounted for as expenditure in the Statement of Financial Performance and where recovered, it is subsequently accounted for as revenue in the Statement of Financial Performance.

### 1.19 Budget information

The entity is typically subject to budgetary limits in the form of appropriations or budget authorisations (or equivalent), which is given effect through authorising legislation, appropriation or similar.



# Ugu-South Coast Tourism (Pty) Ltd

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Annual Financial Statements for the year ended 30 June 2020

## Accounting Policies

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### 1.19 Budget information (continued)

General purpose financial reporting by entity shall provide information on whether resources were obtained and used in accordance with the legally adopted budget.

The approved budget is prepared on a cash basis and presented by economic classification linked to performance outcome objectives.

The approved budget covers the fiscal period from 01/07/2019 to 30/06/2020.

The annual financial statements and the budget are on the same basis of accounting therefore a comparison with the budgeted amounts for the reporting period have been included in the Statement of comparison of budget and actual amounts.

### 1.20 Related parties

A related party is a person or an entity with the ability to control or jointly control the other party, or exercise significant influence over the other party, or vice versa, or an entity that is subject to common control, or joint control.

Control is the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities.

Joint control is the agreed sharing of control over an activity by a binding arrangement, and exists only when the strategic financial and operating decisions relating to the activity require the unanimous consent of the parties sharing control (the venturers).

Related party transaction is a transfer of resources, services or obligations between the reporting entity and a related party, regardless of whether a price is charged.

Significant influence is the power to participate in the financial and operating policy decisions of an entity, but is not control over those policies.

Management are those persons responsible for planning, directing and controlling the activities of the entity, including those charged with the governance of the entity in accordance with legislation, in instances where they are required to perform such functions.

Close members of the family of a person are those family members who may be expected to influence, or be influenced by that person in their dealings with the entity.

The entity is exempt from disclosure requirements in relation to related party transactions if that transaction occurs within normal supplier and/or client/recipient relationships on terms and conditions no more or less favourable than those which it is reasonable to expect the entity to have adopted if dealing with that individual entity or person in the same circumstances and terms and conditions are within the normal operating parameters established by that reporting entity's legal mandate.

Where the entity is exempt from the disclosures in accordance with the above, the entity discloses narrative information about the nature of the transactions and the related outstanding balances, to enable users of the entity's financial statements to understand the effect of related party transactions on its annual financial statements.

### 1.21 Events after reporting date

Events after reporting date are those events, both favourable and unfavourable, that occur between the reporting date and the date when the financial statements are authorised for issue. Two types of events can be identified:

- those that provide evidence of conditions that existed at the reporting date (adjusting events after the reporting date); and
- those that are indicative of conditions that arose after the reporting date (non-adjusting events after the reporting date).

The entity will adjust the amount recognised in the financial statements to reflect adjusting events after the reporting date once the event occurred.

The entity will disclose the nature of the event and an estimate of its financial effect or a statement that such estimate cannot be made in respect of all material non-adjusting events, where non-disclosure could influence the economic decisions of users taken on the basis of the financial statements.

## Ugu-South Coast Tourism (Pty) Ltd

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Annual Financial Statements for the year ended 30 June 2020

### Notes to the Annual Financial Statements

Figures in Rand

2020

2019

#### 2. Property, plant and equipment

	2020			2019		
	Cost	Accumulated depreciation	Carrying value	Cost	Accumulated depreciation	Carrying value
Furniture and fixtures	633 946	(391 410)	242 536	799 317	(480 575)	318 742
Motor vehicles	346 487	(281 885)	64 602	346 487	(212 588)	133 899
IT equipment	215 886	(106 249)	109 637	233 304	(102 159)	131 145
Containers	121 659	(56 417)	65 242	121 659	(48 307)	73 352
Signage	167 188	(44 137)	123 051	167 188	(32 992)	134 196
<b>Total</b>	<b>1 485 166</b>	<b>(880 098)</b>	<b>605 068</b>	<b>1 667 955</b>	<b>(876 621)</b>	<b>791 334</b>

#### Reconciliation of property, plant and equipment - 2020

	Opening balance	Additions	Disposals	Depreciation	Total
Furniture and fixtures	318 742	13 783	(36 659)	(53 330)	242 536
Motor vehicles	133 899	-	-	(69 297)	64 602
IT equipment	131 145	20 141	(6 495)	(35 154)	109 637
Containers	73 352	-	-	(8 110)	65 242
Signage	134 196	-	-	(11 145)	123 051
	<b>791 334</b>	<b>33 924</b>	<b>(43 154)</b>	<b>(177 036)</b>	<b>605 068</b>

## Ugu-South Coast Tourism (Pty) Ltd

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### Notes to the Annual Financial Statements

Figures in Rand

#### 2. Property, plant and equipment (continued)

##### Reconciliation of property, plant and equipment - 2019

	Opening balance	Additions	Disposals	Depreciation	Total
Furniture and fixtures	297 237	82 914	(2 479)	(58 930)	318 742
Motor vehicles	202 682	-	-	(68 783)	133 899
IT equipment	122 486	49 530	(5 046)	(35 825)	131 145
Containers	81 453	-	-	(8 101)	73 352
Signage	346 593	-	(186 053)	(26 344)	134 196
	<b>1 050 451</b>	<b>132 444</b>	<b>(193 578)</b>	<b>(197 983)</b>	<b>791 334</b>

##### Expenditure incurred to repair and maintain property, plant and equipment

##### Expenditure incurred to repair and maintain property, plant and equipment included in Statement of Financial Performance

IT equipment	30 150	26 524
Furniture and fittings	4 131	13 940
Motor vehicles	2 356	-
	<b>36 637</b>	<b>40 464</b>

A register containing the information required by section 63 of the Municipal Finance Management Act is available for inspection at the registered office of the entity.

##### Change in useful life

The useful life of Furniture and fixtures was initially estimated to be 10 years. In the current period management have revised their estimate to 15 years. The effect of this revision has decreased the depreciation for the current and future periods by R 7 391. See **Note 40**

## Ugu-South Coast Tourism (Pty) Ltd

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Annual Financial Statements for the year ended 30 June 2020

### Notes to the Annual Financial Statements

Figures in Rand

#### 3. Intangible assets

	2020			2019		
	Cost	Accumulated amortisation and accumulated impairment	Carrying value	Cost	Accumulated amortisation and accumulated impairment	Carrying value
Computer software	66 778	(29 744)	37 034	65 184	(30 926)	34 258

#### Reconciliation of intangible assets - 2020

	Opening balance	Additions	Disposals	Amortisation	Total
Computer software	34 258	12 522	(754)	(8 992)	37 034

#### Reconciliation of intangible assets - 2019

	Opening balance	Additions	Amortisation	Total
Computer software	32 798	10 704	(9 244)	34 258

# Ugu-South Coast Tourism (Pty) Ltd

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## Notes to the Annual Financial Statements

Figures in Rand	2020	2019
<b>4. Other financial assets</b>		
<b>At amortised cost</b>		
Ugu South Coast Development Agency	4 578 184	4 392 181
The loan is unsecured, payable within the next 12 months and attracts interest at bank call rates.		
<b>Current assets</b>		
At amortised cost	4 578 184	4 392 181
<b>5. Receivables from exchange transactions</b>		
Other debtors	19 920	761 053
Deposits	43 982	42 396
Accrued income	3 518	7 930
Prepaid expenses	26 034	164 042
	<b>93 454</b>	<b>975 421</b>
<b>Age analysis</b>		
0-30 days	86 066	969 988
91-120 days	7 388	5 433
	<b>93 454</b>	<b>975 421</b>
<b>Financial asset receivables included in receivables from exchange transactions above</b>	-	-
<b>Total receivables from exchange transactions</b>	<b>93 454</b>	<b>975 421</b>
The directors are of the opinion that the carrying value of debtors approximate their fair values.		
The fair value of debtors was determined after considering the standard terms and conditions of agreements entered into between the municipal entity and municipalities / provincial departments as well as other debtors. The current payment ratios of other debtors were also taken into account for fair value determination.		
<b>6. Receivables from non-exchange transactions</b>		
Municipal grants and subsidies	14 343 249	7 880 023
<b>Statutory receivables included in receivables from non-exchange transactions above are as follows:</b>		
Ugu District Municipality	14 343 249	7 880 023
<b>Age analysis</b>		
61-90 days	3 835 812	-
91-120 days	3 835 812	7 880 023
+ 120 days	6 671 625	-
	<b>14 343 249</b>	<b>7 880 023</b>
<b>Financial asset receivables included in receivables from non-exchange transactions above</b>	<b>(14 343 249)</b>	<b>(7 880 023)</b>
<b>Total receivables from non-exchange transactions</b>	<b>14 343 249</b>	<b>7 880 023</b>

The average credit period for grants and subsidies is dependent on the municipality involved and the nature of the claim. No interest is charged on outstanding government grants and subsidies. The subsidies is payable to the entity based on agreements between the municipal entity and the relevant municipalities. The loan to Ugu South Coast Development Agency SOC is repayable within the next operating cycle and attracts interest at bank call rates.

# Ugu-South Coast Tourism (Pty) Ltd

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Annual Financial Statements for the year ended 30 June 2020

## Notes to the Annual Financial Statements

Figures in Rand	2020	2019
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### 7. VAT receivable

VAT	38 578	30 837
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### 8. Cash and cash equivalents

Cash and cash equivalents consist of:

Cash on hand	10 127	9 141
Bank balances	4 311 802	4 477 746
	<b>4 321 929</b>	<b>4 486 887</b>

Interest on overdrawn current accounts are charged at the banker's prime rate plus two percent per annum. Interest is earned at different rates per annum on favourable balances.

The directors are of the opinion that the carrying value of Cash and cash equivalents recorded at amortised cost in the financial statements approximate their fair values.

The fair value of Cash and cash equivalents was determined after considering the standard terms and conditions of agreements entered into between the entity and financial institutions.

### The entity had the following bank accounts

Account number / description	Bank statement balances			Cash book balances		
	30 June 2020	30 June 2019	30 June 2018	30 June 2020	30 June 2019	30 June 2018
ABSA Bank - Main Current Account -4074036586	497 762	294 639	163 429	498 887	301 776	175 809
ABSA Bank - Call Account - 9232869178	3 754 787	4 048 782	7 057 568	3 754 787	4 048 782	7 057 568
ABSA Bank - SCBF Current account - 4090521454	6 073	79 927	71 889	6 073	79 927	71 889
ABSA Bank - Fixed Deposit - 2069678591	52 055	47 261	44 165	54 055	47 261	44 165
<b>Total</b>	<b>4 310 677</b>	<b>4 470 609</b>	<b>7 337 051</b>	<b>4 313 802</b>	<b>4 477 746</b>	<b>7 349 431</b>

### 9. Operating lease liability

Balance at the beginning	(11 934)	(42 881)
Operating lease expenses recorded	644 131	614 128
Operating lease payments - straightlined	(648 961)	(590 033)
Operating lease terminated	-	6 852
	<b>(16 764)</b>	<b>(11 934)</b>

Operating leases are recognised on the straightline basis as per the requirements of GRAP 13. In respect of non-cancellable operating leases the above liabilities have been recognised.

This committed expenditure relates to the lease of equipment and will be financed by available facilities and retained surpluses.

### 10. Payables from exchange transactions

Trade payables	141 205	426 556
Accrued expense	12 218	28 428
	<b>153 423</b>	<b>454 984</b>



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## Notes to the Annual Financial Statements

Figures in Rand	2020	2019
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### 10. Payables from exchange transactions (continued)

#### Fair value of trade and other payables

0-30 days	153 424	428 884
61-90 days	-	8 550
91-120 days	-	17 550
	<b>153 424</b>	<b>454 984</b>

### 11. Provisions

#### Reconciliation of provisions - 2020

	Opening Balance	Additions	Utilised during the year	Reversed during the year	Total
Provision for performance bonuses	346 846	291 050	(234 820)	(112 026)	291 050
Provision for leave pay	295 377	409 302	(272 082)	-	432 597
	<b>642 223</b>	<b>700 352</b>	<b>(506 902)</b>	<b>(112 026)</b>	<b>723 647</b>

#### Reconciliation of provisions - 2019

	Opening Balance	Additions	Utilised during the year	Reversed during the year	Total
Provision for performance bonuses	305 676	333 732	(222 709)	(69 853)	346 846
Provision for leave pay	316 566	433 750	(454 939)	-	295 377
	<b>622 242</b>	<b>767 482</b>	<b>(677 648)</b>	<b>(69 853)</b>	<b>642 223</b>

### 12. Share capital

#### Authorised

100 Ordinary shares of R1 each	100	100
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#### Issued

Ordinary	100	100
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### 13. Commission and sales

Commission	92 136	45 576
Sales and office projects	37 121	126 730
	<b>129 257</b>	<b>172 306</b>

### 14. Events revenue

KwaNzimakwe Multi Trails launch	52 174	3 106 328
Standard bank sponsorship	10 869	-
	<b>63 043</b>	<b>3 106 328</b>

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## Notes to the Annual Financial Statements

Figures in Rand	2020	2019
<b>15. Other income</b>		
Insurance refund	6 130	-
Discount received	14 382	-
	<b>20 512</b>	<b>-</b>
Above is a discount received due to covid-19 as per Disaster Management Act 57 of 2002.		
The insurance refund pertains a laptop that was stolen at the entity's premises.		
<b>16. Interest received</b>		
Absa Bank - 4074036586	45 688	35 660
Absa Bank - 9232869178	92 162	266 091
Absa Bank - 4090521454	2 982	4 144
Absa Bank - 2069678591	2 881	2 165
Ugu South Coast Development Agency	186 003	197 633
Other	1 587	2 710
	<b>331 303</b>	<b>508 403</b>
<b>17. Revenue from non exchange transactions</b>		
<b>Municipal grants</b>		
Ugu District Municipality	13 341 956	14 135 196
Ray Nkonyeni Municipality	2 005 700	2 007 570
Umdoni Municipality	1 209 315	1 151 729
Umzumbe Municipality	500 638	476 798
Umuziwabantu Municipality	395 429	376 599
	<b>17 453 038</b>	<b>18 147 892</b>
<b>18. Revenue</b>		
Commission and sales	129 257	172 306
Membership fees	193 117	222 489
Events income	63 043	3 106 328
Other income	20 512	-
Interest received	331 303	508 403
Municipal grants & subsidies	17 453 038	18 147 892
	<b>18 190 270</b>	<b>22 157 418</b>
<b>The amount included in revenue arising from exchanges of goods or services are as follows:</b>		
Commission and sales	129 257	172 306
Membership fees	193 117	222 489
Events income	63 043	3 106 328
Other income	20 512	-
Interest received	331 303	508 403
	<b>737 232</b>	<b>4 009 526</b>
<b>The amount included in revenue arising from non-exchange transactions is as follows:</b>		
<b>Taxation revenue</b>		
<b>Transfer revenue</b>		
Municipal grants & subsidies	17 453 038	18 147 892

## Ugu-South Coast Tourism (Pty) Ltd

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### Notes to the Annual Financial Statements

Figures in Rand	2020	2019
<b>19. Developmental costs</b>		
<b>Special projects</b>		
Umzumbe projects	63 350	83 210
KwaXolo cave route	-	48 673
KwaNzimakwe multi trails	153 026	54 125
Area committee projects	4 416	120 952
Nyandazulu precinct plan	-	13 463
<b>Events</b>		
Maidens ceremony	50 000	144 312
<b>Training</b>		
Tourism interns & graduate program	315 485	337 467
SMME training and development	11 221	279 395
Schools project	-	110 467
	<b>597 498</b>	<b>1 192 064</b>
<b>20. Depreciation and amortisation</b>		
Property, plant and equipment	177 037	197 984
Intangible assets	8 992	9 244
	<b>186 029</b>	<b>207 228</b>

## Ugu-South Coast Tourism (Pty) Ltd

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### Notes to the Annual Financial Statements

Figures in Rand

#### 21. Directors' emoluments

##### 2020

	Board & AGM	PMS / HRM	Audit Committee	Strategy	Other Committee	Meeting prep fees	Monthly salary	Total
C.J Davenhill	19 622	5 238	-	2 619	-	7 452	31 328	66 259
E.J Crutchfield	36 225	8 634	16 392	8 196	3 879	20 390	51 632	145 348
H.R Kelly	29 157	-	-	3 778	-	12 168	45 192	90 295
J. Harris	-	-	-	-	-	-	14 827	14 827
P.T Jefferys	17 269	-	-	2 619	-	7 452	31 328	58 668
W.V Mzulwini	19 356	-	-	2 619	2 353	5 490	31 328	61 146
Z.P Ngubane	14 916	-	-	2 619	-	4 707	31 328	53 570
	<b>136 545</b>	<b>13 872</b>	<b>16 392</b>	<b>22 450</b>	<b>6 232</b>	<b>57 659</b>	<b>236 963</b>	<b>490 113</b>

##### 2019

	Board & AGM	PMS / HRM	Audit Committee	Strategy	Other Committee	Meeting prep fees	Monthly salary	Total
C.J Davenhill	11 765	-	-	-	2 353	4 410	29 653	48 181
E.J Crutchfield	27 153	7 758	11 637	3 879	19 395	15 035	48 870	133 727
H.R Kelly	14 258	3 565	-	3 879	3 565	5 088	42 774	73 129
J. Harris	9 412	-	-	2 353	-	3 528	29 653	44 946
M.B.W Xolo	7 589	-	-	-	-	2 646	-	10 235
P.T Jefferys	14 118	2 353	-	-	-	5 292	29 653	51 416
W.V Mzulwini	14 118	2 353	-	3 879	-	5 292	29 653	55 295
Z.P Ngubane	11 765	-	-	3 879	-	-	29 653	45 297
	<b>110 178</b>	<b>16 029</b>	<b>11 637</b>	<b>17 869</b>	<b>25 313</b>	<b>41 291</b>	<b>239 909</b>	<b>462 226</b>

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## Notes to the Annual Financial Statements

Figures in Rand	2020	2019
<b>22. Employee related costs</b>		
Basic	5 546 190	5 754 441
Bonus	392 117	459 272
Medical aid - company contributions	276 258	244 453
UIF	29 434	30 115
SDL	52 777	68 136
Leave pay provision charge	137 219	75 784
Retirement annuity	152 020	139 566
Cell phone and data allowance	100 136	86 580
Overtime payments	101 767	165 623
Housing benefits and allowances	9 999	9 390
	<b>6 797 917</b>	<b>7 033 360</b>
<b>Chief Executive Officer (Outgoing)</b>		
Annual Remuneration	-	90 701
Performance Bonus	7 256	135 374
Contributions to UIF and SDL	73	3 605
Leave paid out	-	96 973
Cell phone allowance	-	1 838
	<b>7 329</b>	<b>328 491</b>
<b>Chief Executive Officer (New)</b>		
Annual Remuneration	1 255 680	1 096 002
Performance Bonus	131 077	-
Contributions to UIF and SDL	14 764	11 892
Cell phone allowance	22 075	21 096
	<b>1 423 596</b>	<b>1 128 990</b>
<b>GM: Finance &amp; Corporate Services</b>		
Annual Remuneration	797 571	742 205
Performance Bonus	96 487	87 335
Contributions to UIF and SDL	10 504	9 884
Cell phone allowance	22 075	23 040
	<b>926 637</b>	<b>862 464</b>
<b>GM: Development</b>		
Annual Remuneration	734 787	702 205
Contributions to UIF and SDL	9 036	8 873
Cell phone allowance	16 703	17 292
	<b>760 526</b>	<b>728 370</b>

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## Notes to the Annual Financial Statements

Figures in Rand	2020	2019
<b>22. Employee related costs (continued)</b>		
<b>GM: Marketing (Resigned - 31 August 2019)</b>		
Annual Remuneration	122 465	702 205
Unpaid leave	(16 954)	(2 700)
Leave paid out	3 299	-
Contributions to UIF and SDL	1 320	8 442
Cell phone allowance	2 784	17 292
	<b>112 914</b>	<b>725 239</b>
<b>23. Lease rentals on operating lease</b>		
<b>Premises</b>		
Offices rental	684 278	605 939
<b>Equipment</b>		
Furniture and office equipment rental	23 940	23 940
	<b>708 218</b>	<b>629 879</b>
<b>24. Operational costs</b>		
Advertising	-	54 711
Auditors remuneration	280 000	273 576
Bank charges	68 470	85 419
Cancelled membership fees and bad debts	59 572	84 190
Conferences attended	19 167	42 534
Consulting and professional fees	117 884	167 318
Electricity and water	74 266	106 202
Insurance	81 167	45 329
Motor vehicle expenses	20 466	32 913
Internal audit committee fees	96 353	91 215
Postage	2 115	2 444
Printing and stationery	65 545	73 630
Repairs and maintenance	70 805	64 851
Resettlement cost	-	32 590
Security	47 080	45 954
Signage	-	4 050
Staff refreshments and cleaning	55 159	62 073
Subscriptions	13 624	12 303
Telephone and fax	190 434	214 506
Training	16 024	10 838
Travel reimbursement	59 502	124 860
Uniforms	-	11 141
	<b>1 337 633</b>	<b>1 642 647</b>



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Figures in Rand	2020	2019
<b>25. Marketing costs</b>		
Advertising and public relations	1 639 787	1 591 760
Annual event support	89 374	4 213 293
Beach events	236 200	524 772
Media educationals	43 873	45 616
Membership expense	22 806	26 046
Promotional items	43 730	232 963
Shows and exhibitions	149 411	674 736
Local film office support	91 335	-
Research and brand tracking	70 572	-
	<b>2 387 088</b>	<b>7 309 186</b>
<b>26. Auditors' remuneration</b>		
Fees	280 000	273 576
<b>27. Taxation</b>		
No provision for taxation has been made as the company has no taxable income. The grants received from the municipalities are exempt from taxation in terms of Section 10(1) (a) of the South African Income Tax Act.		
<b>28. Operating surplus</b>		
Operating surplus for the year is stated after accounting for the following:		
<b>Operating lease charges</b>		
Premises		
• Contractual amounts	684 278	605 939
Equipment		
• Contractual amounts	23 940	23 940
	<b>708 218</b>	<b>629 879</b>
Loss on scrapping of property, plant and equipment	(43 908)	(193 578)
Amortisation on intangible assets	8 992	9 244
Depreciation on property, plant and equipment	177 037	197 984
Employee costs	6 797 917	7 033 360
<b>29. Cash used in operations</b>		
Surplus	5 641 866	3 487 251
<b>Adjustments for:</b>		
Depreciation and amortisation	186 029	207 228
Loss on scrapping of assets	43 908	193 578
Interest income	(186 003)	(197 633)
Movements in operating lease assets and accruals	4 829	(30 947)
Movements in provisions	81 424	19 981
<b>Changes in working capital:</b>		
Receivables from exchange transactions	881 967	1 008 181
Receivables from non-exchange transactions	(6 463 224)	(2 917 852)
Other financial assets	-	(4 194 548)
Payables from exchange transactions	(301 567)	(357 376)
VAT	(7 741)	58 425
	<b>(118 512)</b>	<b>(2 723 712)</b>

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### 30. Related parties

#### Relationships

##### Directors

Influential partner in Riverbend Farm

Sole proprietor of One plus 1 Events

Common control

Sponsoring municipalities

Shareholder

Refer to directors' report note

H.R Kelly

J. Harris

Ugu South Coast Development Agency

Municipalities per note 16

Ugu District Municipality

#### Related party balances

##### Loan accounts - Owing (to) by related parties

Ugu South Coast Development Agency	4 578 184	4 392 181
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##### Amounts included in Trade receivable (Trade Payable) regarding related parties

Ugu District Municipality	14 343 249	7 880 023
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#### Related party transactions

##### Interest received from related parties

Ugu South Cost Development Agency	(186 003)	(197 633)
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##### Purchases from (sales to) related parties

One Plus 1 Events	-	12 500
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##### Rent paid to (received from) related parties

Riverbend Crocodile Farm	-	11 747
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#### Refer to note 21 & 22.

##### Compensation to directors and other key management

Short-term employee benefits	3 143 534	3 639 818
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### 31. Risk management

#### Financial risk management

Due to the largely non-trading nature of activities and the way in which they are financed, the municipal entity is not exposed to the degree of financial risk faced by other business entities. Financial instruments play a much more limited role in creating or changing risks that would be typical of listed companies to which the IASs mainly apply. Generally, financial assets and liabilities are generated by day-to-day operational activities and are not held to manage the risks facing the entity in undertaking its activities.

The chief executive officer monitors and manages the financial risks relating to the operations through internal policies and procedures. These risks include interest rate risk, credit risk and liquidity risk. Compliance with policies and procedures is reviewed by management on a continuous basis, and annually by external auditors. The entity does not enter into or trade financial instruments for speculative purposes.

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### 31. Risk management (continued)

#### Liquidity risk

Ultimate responsibility for liquidity risk management rests with the Board, which has built an appropriate liquidity risk management framework for the management of the entity's short, medium and long-term funding and liquidity management requirements. The entity manages liquidity risk by maintaining adequate banking facilities and by continuously monitoring forecast and actual cash flows and matching the maturity profiles of financial assets and liabilities.

#### Liquidity and interest risk tables

The entity ensures that it has sufficient cash on demand or access to facilities to meet expected operational expenses through the use of cash flow forecasts. There is no credit line overdraft facility available. Interest payable is linked to the prime interest rate.

#### Credit risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in financial loss to the entity. The entity has a sound credit control and debt collection policy and obtains sufficient collateral, where appropriate, as a means of mitigating the risk of financial loss from defaults. The entity uses other publicly available financial information and its own trading records to assess its major customers. The entity's exposure of its counterparties are monitored regularly.

Potential concentrations of credit rate risk consist mainly of variable rate cash deposits at banks, accounts receivables and other debtors.

The entity limits its counterparty exposures from its cash deposit operations (financial assets that are neither past due nor impaired) by only dealing with well-established financial institutions of high credit standing.

Trade debtors comprise of a large number of customers, dispersed across different industries and geographical areas within the jurisdiction of the entity. Debtors are presented net of a provision for impairment.

Other debtors are individually evaluated annually at reporting date for impairment or discounting. A report on the various categories of debtors is drafted to substantiate such evaluation and subsequent impairment / discounting, where applicable. The entity does not have any significant credit risk exposure to any single counterparty or any group of counterparties having similar characteristics. The entity defines counterparties as having similar characteristics if they are related entities. The credit risk on liquid funds is limited because the counterparties are banks with high credit ratings.

#### Market risk

##### Interest rate risk

Interest rate risk is defined as the risk that the fair value or future cash flows associated with a financial instrument will fluctuate in amount as a result of market interest changes.

Potential concentrations of interest rate risk consist mainly of variable rate deposit investments, long-term receivables, consumer debtors, other debtors, bank and cash balances.

The entity limits its counterparty exposures from its bank and cash balances by only dealing with well-established financial institutions of high credit standing.

The entity has limited exposure to interest rate risk as the entity does not borrow funds.

##### Interest rate sensitivity analysis

The entity had no floating rate long-term financial instruments at year-end requiring an interest rate sensitivity analysis.

##### Effective interest rates and repricing analysis

In accordance with IFRS 7.40 the following tables indicate the average effective interest rates of income earning financial assets and interest bearing financial liabilities at the reporting date and the periods in which they mature or, if earlier, reprice.

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### 32. Going concern

The entity is technically solvent as its total assets exceed its total liabilities, further it does not have liquidity issues. Cash and cash equivalents exceeds current liabilities.

The entity is however highly dependent on other Municipalities for grant funding and therefore its ability to operate and meet its financial obligations timeously depends on the timely receipts of these grants.

In preparation of the Annual Financial Statements for the 2020 financial year, the going concern assumption has however been adopted as there are no plans to significantly curtail the operation of the entity in the foreseeable future.

### 33. Fruitless and wasteful expenditure

<b>Opening balance as restated</b>	-	-
Add: Photoshoot cancellation fees - current	2 145	-
Less: Amount written off - current	(2 145)	-
<b>Closing balance</b>	-	-

### 34. Irregular expenditure

Opening balance as previously reported	309 062	100 267
<b>Opening balance as restated</b>	<b>309 062</b>	<b>100 267</b>
Bid adjudication committee not composed in accordance with Regulation 29	1 017 047	309 062
Supply from a supplier without a tax clearance certificate	-	15 350
Three quotations not received	40 088	35 400
Less: Amount written off by board	(349 150)	(151 017)
<b>Closing balance</b>	<b>1 017 047</b>	<b>309 062</b>

#### Amounts written-off

After the Chief Executive Officer investigations, the board adopted the CEO recommendation to write-off an amount of R 349 150 from the total irregular expenditure amount as it was proven without reasonable doubt that the amount was not recoverable.

### 35. Additional disclosure in terms of Municipal Finance Management Act

#### Audit fees

Current year subscription / fee	280 000	273 576
Amount paid - current year	(280 000)	(273 576)
	-	-

#### PAYE and UIF

Opening balance	-	949
Current year subscription / fee	1 456 841	1 538 997
Amount paid - current year	(1 456 841)	(1 539 946)
	-	-

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### 35. Additional disclosure in terms of Municipal Finance Management Act (continued)

#### Pension and Medical Aid Deductions

Current year subscription / fee	428 278	384 019
Amount paid - current year	(428 278)	(384 019)
	-	-

#### VAT

VAT receivable	38 578	30 837
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All VAT returns have been submitted by the due date throughout the year.

### 36. Deviation from supply chain management regulations

Paragraph 12(1)(d)(i) of Government gazette No. 27636 issued on 30 May 2005 states that a supply chain management policy must provide for the procurement of goods and services by way of a competitive bidding process.

Paragraph 36 of the same gazette states that the accounting officer may dispense with the official procurement process in certain circumstances, provided that he records the reasons for any deviations and reports them to the next meeting of the board and includes a note to the annual financial statements.

#### Section 36 Deviations

Opening balance	537 171	154 056
Three quotations not received due to it being impractical to get three quotes	207 880	1 717 742
Approved by the CEO	(745 051)	(1 871 798)
	-	-

#### To be approved by the board

Three quotations not received due to it being impractical to get three quotes	42 427	537 171
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### 37. Commitments

#### Total commitments

#### Commitments for expenditure

All commitments	1 494 783	483 138
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#### Minimum lease payments due

Due within one year	1 322 040	254 058
There after	172 743	229 080
	<b>1 494 783</b>	<b>483 138</b>

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### 37. Commitments (continued)

All commitments are disclosed including VAT.

#### Ehowzit CC

The entity entered into a 2 year service level agreement with EHowzit CC for the development and management of the new Destination and Corporate Websites and Mobile APP. The remaining financial commitment for the contract by Ugu-South Coast Tourism is approximately R 114 540 (2019 - R437 517). The agreement concludes in June 2021.

#### TMSA & OJC 052019

The entity entered into a 2 year service level agreement with TMSA & OJC 052019 for the supply of Public Relations and Advertising Agency services. The remaining financial commitment for the contract by Ugu-South Coast Tourism is approximately R905 292 (2019 - Nil). The agreement concludes in August 2021.

In June 2020, the entity extended the scope of the contract to include a marketing function, due to the severe impact of Covid-19 pandemic, in the absence of a General Manager: Marketing department. The remaining financial commitment for this is R474 950 (2019 - Nil)

#### Events support 2020 / 2021

The entity has not committed funding support to any events for the 2020/2021 year. The following supports pertains to support for the 2019/2020 period:

- South Coast MTB Series - R12 500
- Wozani Africa CC - R33 120



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### 38. Budget differences

#### Material differences between budget and actual amounts

The excess of actual expenditure over the final budget of 10% explanatory notes are as follows:

**38.1** No sales or commission generated from April to June due to the National Lockdown due to Covid-19 pandemic.

**38.2** Sanlam Life, the Landlord of the Shelly Centre, offered an 80% rebate on May rent due to the National Lockdown due to Covid-19 pandemic.

**38.3** Standard Bank agreed to support Business Plan for KwaNzimakwe Multi Trails Project proposal.

**38.4** Due to the non payment of the Ugu DM Grant, USCT had less cash on hand to earn interest.

**38.5** Ray Nkonyeni Municipality did not provide for an increase in their annual adjustment budget, for the Tourism Grant.

**38.6** Performance bonuses were not awarded to all Section 57 staff. Reduction in overtime due to the closure of all Visitor Information Centres during the National Lockdown brought the overtime costs down substantially.

**38.7** Directors are remunerated according to National Treasury 2019 remuneration levels: Service Benefit Packages for Office bearers of certain statutory and institutions, as per Director General approval on 30 August 2019.

**38.8** Due to the late receipt of grant funding from the Local Municipalities, and non payment from Ugu District, many of the Development programs had to be suspended. Further to this a number of planned activities for the April to June period did not take place due to the National Lockdown due to the Covid-19 pandemic.

**38.9** Due to the late receipt of grant funding from the Local Municipalities, and non payment from Ugu District, many of the Marketing programs had to be suspended. Further to this a number of planned activities for the April to June period did not take place due to the National Lockdown due to the Covid-19 pandemic.

**38.10** Due to severe cash flow challenges, only urgent maintenance & repairs were undertaken. This is also an acceptable saving brought about through the efficiencies of the finance team to ensure the Audit information is provided quickly and accurately, saving time and therefore costs.

### 39. Financial instruments disclosure

#### Categories of financial instruments

#### 2020

#### Financial assets

	At cost	Total
Trade and other receivables from exchange transactions	5 412 771	5 412 771
Other receivables from non-exchange transactions	13 594 729	13 594 729
Taxes and transfers receivable (non-exchange)	39 542	39 542
Cash and cash equivalents	4 321 929	4 321 929
	<b>23 368 971</b>	<b>23 368 971</b>

#### Financial liabilities

	At cost	Total
Trade creditors	153 427	153 427

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### 39. Financial instruments disclosure (continued)

#### 2019

##### Financial assets

	At cost	Total
Trade and other receivables from exchange transactions	5 367 602	5 367 602
Other receivables from non-exchange transactions	7 880 023	7 880 023
Taxes and transfers receivable (non-exchange)	30 837	30 837
Cash and cash equivalents	4 486 887	4 486 887
	<b>17 765 349</b>	<b>17 765 349</b>

##### Financial liabilities

	At cost	Total
Trade creditors	454 987	454 987

### Covid 19 impact on Financial instruments

In line with GRAP 104, the entity has assessed observable data indicating that there is a measurable decrease in the estimated future cash flows from a group of financial assets since the initial recognition of those assets, although the decrease cannot yet be identified with the individual financial assets in the group, including:

- (i) adverse changes in the payment status of borrowers in characterised by increased number of delayed payments); and
- (ii) national economic conditions that correlate with defaults on the assets in the group due to a contracting economy and additional shocks from COVID-19. Lockdown measures have caused revenues and employment rates to fall precipitously.

The assessment for impairment was carried out as per GRAP 104.

### 40. Change in estimate

#### Property, plant and equipment

##### Furniture and fixtures

The useful life of Furniture and fixtures was initially estimated to be 10 years. In the current period management have revised their estimate to 15 years. The effect of this revision has decreased the depreciation for the current and future periods by R 7 391.

##### Computer equipment

The useful life of Computer equipment was initially estimated to be 6 years. In the current period management have revised their estimate to 8 years. The effect of this revision has decreased the depreciation for the current and future periods by R 227

##### Computer software

The useful life of Computer software was estimated to be 6 years. In the current period management have revised their estimate to 8 years. The effect of this revision has increased the amortization for the current and future periods by R 417.

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### 41. Comparative figures

Presented below are reclassifications of items contained in the statement of financial performance as per GRAP1-Presentation of Financial Statements requirement of analysis by function of expense method. This classifies expenses according to the programme or purpose for which they were made.

Certain comparative figures have been reclassified.

#### Statement of financial position

##### 2019

	Note	As previously reported	Re-classification	Restated
Receivables from exchange transactions	5	5 398 439	(4 423 018)	975 421
Other financial assets	4	-	4 392 181	4 392 181
VAT Receivable	7	-	30 837	30 837
		<b>5 398 439</b>	<b>-</b>	<b>5 398 439</b>

#### Statement of financial performance

##### 2019

	Note	As previously reported	Re-classification	Restated
Development costs	19	-	1 192 064	1 192 064
Operational costs	24	10 143 897	(8 501 250)	1 642 647
Marketing costs	25	-	7 309 186	7 309 186
<b>Surplus for the year</b>		<b>10 143 897</b>	<b>-</b>	<b>10 143 897</b>

#### Cash flow statement

##### 2019

	Note	As previously reported	Re-classification	Restated
Cash flow from operating activities				
Receivables from non exchange transactions	8	7 310 023	(4 392 171)	2 917 852
Cash flow from investing activities				
Other financial assets	4	-	4 392 181	4 392 181

### 42. Events after the reporting date

Subsequent to 30 June 2020 the board of directors of the entity approved as a result of disruptions posed by the Corona virus pandemic on the entity's environment and operations the Board of Directors approved a revised plan, which contains reconfiguration of the entity's operations and may lead to retrenchment of some employees.

# Ugu-South Coast Tourism (Pty) Ltd

## Appendix E(1)

June 2020

### Actual versus Budget (Revenue and Expenditure) for the year ended 30 June 2020

	Act. Bal.	Adjusted budget	Variance		Explanation of Significant Variances greater than 10% versus Budget
	Rand	Rand	Rand	Var	
<b>Revenue</b>					
Commission and sales	129 257	159 143	(29 886)	(18.8)	No sales or commission generated from April to June due to the National Lockdown due to Covid-19 pandemic.
Membership	193 117	191 200	1 917	1.0	
Annual revenue	52 174	52 174	-	-	
Discount received	14 382	-	14 382	-	Sanlam Life, the Landlord of the Shelly Centre, offered an 80% rebate on May rent due to the National Lockdown due to Covid-19 pandemic.
Government grants & subsidies	17 453 038	17 548 260	(95 222)	(0.5)	Ray Nkonyeni Municipality did not provide for an increase in their annual adjustment budget, for the Tourism Grant.
Insurance refund	6 130	6 130	-	-	
Project income	10 869	-	10 869	-	Standard Bank agreed to support Business Plan for KwaNzimakwe Multi Trails Project proposal.
Interest received	331 303	351 120	(19 817)	(5.6)	Due to the non payment of the Ugu DM Grant, USCT had less cash on hand to earn interest.
	18 190 270	18 308 027	(117 757)	(0.6)	
<b>Expenses</b>					
Employee related costs	(6 797 918)	(7 507 841)	709 923	(9.5)	Performance bonuses were not awarded to all Section 57 staff. Reduction in overtime due to the closure of all Visitor Information Centres during the National Lockdown brought the overtime costs down substantially.
Depreciation and amortization	(186 029)	(247 732)	61 703	(24.9)	
Leases	(708 218)	(712 447)	4 229	(0.6)	
Directors remuneration	(490 113)	(572 240)	82 127	(14.4)	Directors are remunerated according to National Treasury 2019 remuneration levels: Service Benefit Packages for Office bearers of certain statutory and institutions, as per Director General approval on 30 August 2019.
Developmental costs	(597 497)	(1 664 951)	1 067 454	(64.1)	Due to the late receipt of grant funding from the Local Municipalities, and non payment from Ugu District, many of the Development programs had to be suspended. Further to this a number of planned activities for the April to June period did not take place due to the National Lockdown due to the Covid-19 pandemic.
Marketing costs	(2 387 088)	(4 906 700)	2 519 612	(51.4)	Due to the late receipt of grant funding from the Local Municipalities, and non payment from Ugu District, many of the Marketing programs had to be suspended. Further to this a number of planned activities for the April to June period did not take place due to the National Lockdown due to the Covid-19 pandemic.
Operational costs	(1 381 541)	(2 406 537)	1 024 996	(42.6)	Due to severe cash flow challenges, only urgent maintenance & repairs were undertaken. This is also an acceptable saving brought about through the efficiencies of the finance team to ensure the Audit information is provided quickly and accurately, saving time and therefore costs.
	(12 548 404)	(18 018 448)	5 470 044	(30.4)	
<b>Net surplus for the year</b>					
	5 641 866	289 579	5 352 287	848.3	