



UGU SOUTH COAST TOURISM

MID-TERM REPORT

January 2020

Contents

EXECUTIVE SUMMARY	4
DESTINATION MARKETING & COMMUNICATIONS	6
BRAND POSITIONING	6
Diverse experiences	6
Niche Products	8
Trade Shows and Exhibitions.....	12
Seasonal Campaigns & Activations	17
Signature Events Promotion.....	21
PUBLIC RELATIONS	24
Trade and Media Trips	24
USCT – A Thought-Leader in Tourism	25
Media Exposure.....	27
Brand Tracking	28
VISITOR INFORMATION SERVICES	42
The Southern Explorer Magazine.....	42
Marketing Material.....	42
DIGITAL PLATFORMS	44
Website:.....	44
Explore KZN South Coast App –	45
Social Media.....	47
USCT MEMBERSHIP	47
Membership Engagements:.....	48
TOURISM DEVELOPMENT	49
PRODUCT DEVELOPMENT	49
Dududu – KwaQiko Execution Rock	49
Umzumbe	51
KwaXolo Caves	55
Umzumbe River Trail	55
KwaNzimakwe Multi Trail & Adventure Park	56
YOUTH DEVELOPMENT	62
The National Tourism Career Expo (NTCE)	63
Tourism Educators Support.....	64
Umdoni Unemployed Youth Graduate Summit	64
Youth in Tourism Summit.....	64
SMME SUPPORT	65
Speed Marketing	65
Business Linkages	68
Crafts Exhibition	68

Fashion Clothing and Textile Business Imbizo.....	68
Provincial Literature Exhibition and Translation Colloquium.....	69
Southcoast Mall Exhibition.....	69
TOURISM AWARENESS	70
Mpenjati Eco Festival.....	70
Tea Tree and Moringa Workshop.....	70
AREA COMMITTEES	70
FINANCE AND HUMAN RESOURCES	72
Service Level Agreements with Municipalities.....	72
Grant Revenue	72
Staff Complement.....	72
Resignations	73
Organization Restructuring	74
Internships.....	74
Collective Agreement.....	74
PERFORMANCE MANAGEMENT REPORT – Annexure A	75
MID TERM ADJUSTMENT BUDGET – Annexure B	75

EXECUTIVE SUMMARY

Guided by economic development objectives; Ugu South Coast Tourism (USCT) continued its efforts to position the South Coast as a tourist destination of choice to potential visitors, extend the geographical spread of tourists to the rural areas and encourage transformation. In order to deliver on the business plan, USCT leveraged mainly on partnerships as well as focused publicity to put the KZN South Coast as a top of mind destination, completing a successful 6 months with

- The expansion of the geographical footprint for the region's tourism through our Great Drives Out routes. Focus was placed on the diverse experiences of the destination paying more attention on rural and agri-tourism development. The KwaNzimakwe Multi-Trails, in particular, have been very well-received and we expect to see more progress in this area.
- 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 show both the national and international audience the elevated tourism offerings available within the KZN South Coast.
- As a way to meet the diverse needs of businesses in our region, USCT launched its two-tiered membership package – the affordable Basic Membership package, as well as a Classic Membership package. The new membership programme allows for innovation that will enable tourism establishments to market their businesses in a cost-effective and reasonable manner.
- 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 demonstrates an inclusive destination as it covers the diverse offerings of the KZN South Coast. In December 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.

- We also welcomed a local advertising agency and public relations' consultancy on board to ensure USCT is able to generate maximum exposure for the destination. This has proven to be a valuable partnership and we are looking forward to a really productive 2020.

It is also unfortunate to report that due to the lack of funds as municipalities continue not delivering to the requirement for them 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 certainly affects the overall objective of driving tourism growth in the KZN South Coast. Due to the lack of funds; in addition to a number of targets that could not be met, USCT

- Could not implement the program 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.
- Could not implement the program to generate leads for business tourism. Focusing on the niche markets such as business tourism address challenges related to 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 for 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.

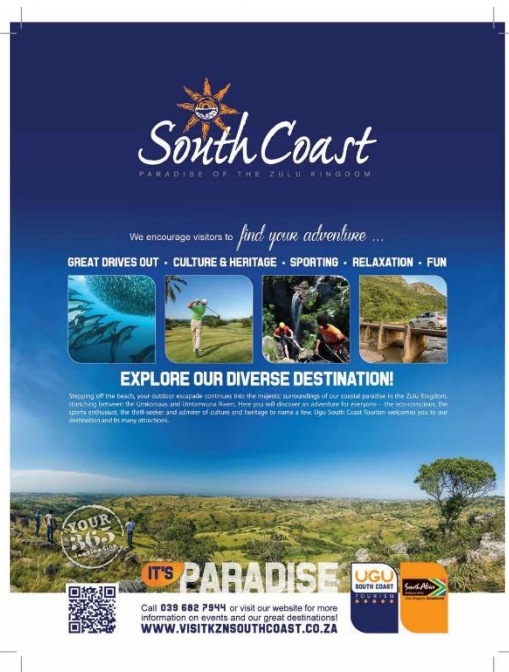
DESTINATION MARKETING & COMMUNICATIONS

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

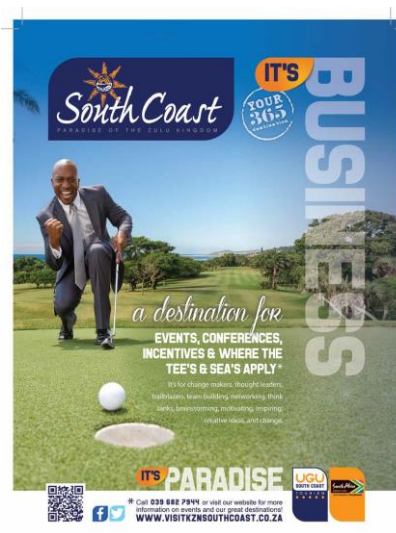
Niche Products

Business Tourism (MICE)

To position the KZN South Coast as a business tourism destination and as a build-up leading to Meetings Africa and Travel Markets Experts Johannesburg; in 2020 USCT utilized the following platforms to generate Meetings, Incentives, Conferences & Events (MICE) leads:

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

Advertising



Copy writing:

26 UGU SOUTH COAST TOURISM
www.ugusouthcoast.co.za
www.visitkzn.co.za
UGU SOUTH COAST TOURISM 27



Suspension Bridge Oribi Gorge



Conference in style on the sunny south coast at Umhlangeni
© Justin Klusemer Photography



KZN South Coast is known as 'The Golf Coast'



Ingel 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 Mangcu. "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."

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 Umkomaas Country Club, and capturing scenery of the Scottburgh Country Club semi-links course.

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 Zululand 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 Uvulile Gospel Festival
- The Ugu Jazz Festival
- The Ugu Film Festival
- The South Coast Fever M78 & Trail Run Series



Selborne Golf Course



The Gorge © Justin Klusemer Photography



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


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 film 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.



South Coast
PARADISE OF THE SOLE KINGDOM


Ugu South Coast Tourism (Pty) Ltd
Physical: 14 Besset Street, Port Shepstone, 4240
Postal: PO Box 570, Port Shepstone, 4240
Call: +27 39 682 7944 Fax: +27 39 682 1034
Email: info@tourismosouthcoast.co.za

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 Crooks Nature Reserve; Impli Conservancy; agritourism venture, Mac Bananas; as well as attendance at the launch of the KwaZimkwe Multi-Trails on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Senzi'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 Bracon Media and Inanda FM, Thabang Moleya of Sereti Films, Legend Manqele and Palesa Magakoa of The Bar Leader TV, Lungile Radu and Matti Tefatso Mthapelo from Parental Advisory Productions, as well as representatives from the host organisations, Ugu South Coast Tourism and the KwaZulu-Natal Film Commission - Spheleshe Dlamini (Locations and Facilities Specialist), Nokuthula Shongwe (Marketing & Communications Specialist) and Mbali Nyuswa (Marketing Coordinator). Commenting on the familiarization tour, CEO of Ugu South Coast Tourism, Pheisa 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

/ENDS



RISING SUN


Ugu South Coast Tourism takes Film industry on a coastal tour

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

November 8, 2019

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 Crooks Nature Reserve; Impli Conservancy; agritourism venture, Mac Bananas; as well as attendance at the launch of the KwaZimkwe Multi-Trails on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Senzi'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.

MyPR



eHOWZIT

Film industry enjoys tour of the South Coast

Share our news!!

Ugu South Coast Tourism, Ugu South Coast Tourism

Ugu South Coast Tourism takes Film industry on a coastal tour

Guests also enjoyed the quality retail and hospitality sectors, among them Senzi'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.

November 8, 2019

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 Crooks Nature Reserve; Impli Conservancy; agritourism venture, Mac Bananas; as well as attendance at the launch of the KwaZimkwe Multi-Trails on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Senzi'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 Bracon Media and Inanda FM, Thabang Moleya of Sereti Films, Legend Manqele and Palesa Magakoa of The Bar Leader TV, Lungile Radu and Matti Tefatso Mthapelo from Parental Advisory Productions, as well as representatives from the host organisations, Ugu South Coast Tourism and the KwaZulu-Natal Film Commission - Spheleshe Dlamini (Locations and Facilities Specialist), Nokuthula Shongwe (Marketing & Communications Specialist) and Mbali Nyuswa (Marketing Coordinator). Commenting on the familiarization tour, CEO of Ugu South Coast Tourism, Pheisa 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

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

Golf Tourism

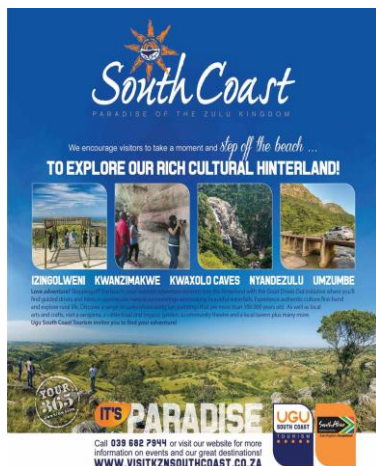


fishNET

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.

Agri & Rural Tourism

As USCT is focusing 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 and Exhibitions

South African Association for the Conference Industry (SAACI)



USCT has identified business tourism as a strategic growth market for the KZN South Coast and is proactively positioning the area as an emerging MICE destination to attract meetings, conferences, events; including tourism investments. In attracting business tourism market, this will require 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 will reinforce positive perception of the destination as a primary and desired host destination of major national and international MICE activities and managing customer satisfaction.

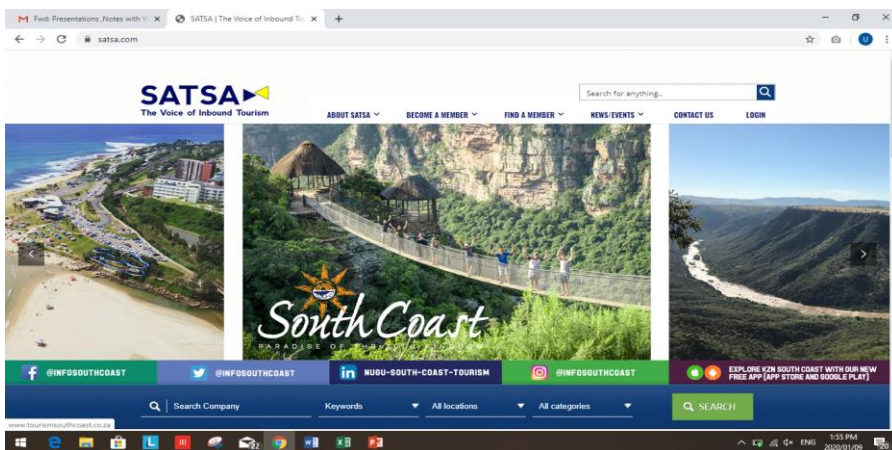
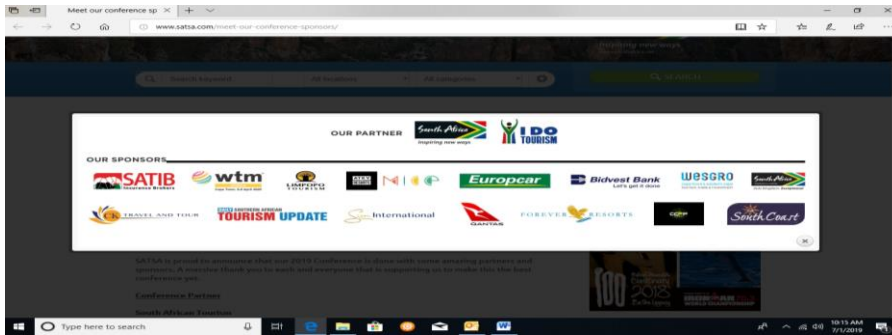
Being a member of SAACI provides USCT with the maximum opportunity to network and mix with the best in the business and make most of business development opportunities. USCT CEO attended the annual SAACI Congress 2019 which took place on 28 – 30 July at Elangeni hotel in Durban. As the platform was attended 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 advise to emerging business tourism destinations.

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 50th 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 stakeholders 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 organisers 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 increasing demand of experiencing 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:

Category	Buyers List	Markets Operating In
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.

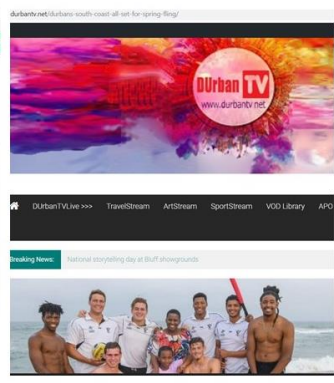
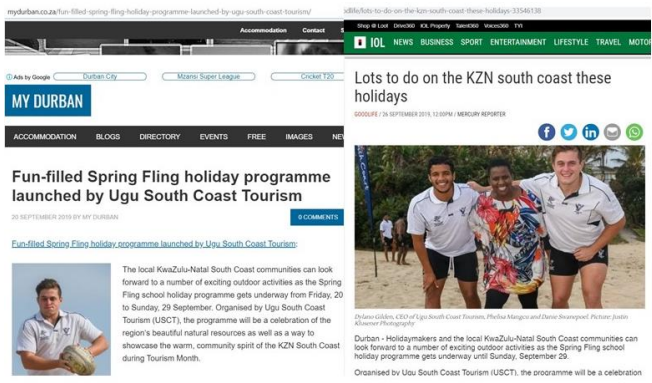
Seasonal Campaigns & Activations

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.



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.



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 14th 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.

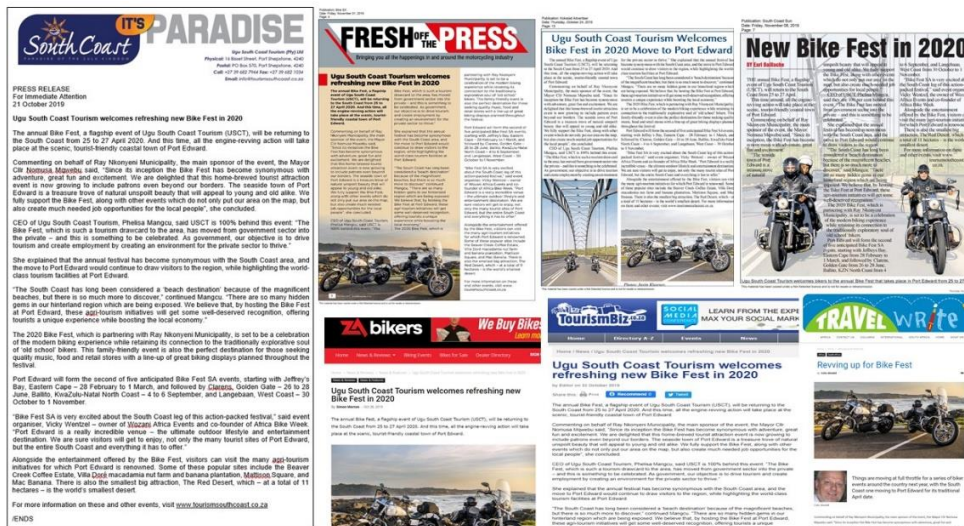


Signature Events Promotion

USCT has 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. During the reported period USCT focused on the following events:

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™; the focus of the article was also to communicate USCT's support of the current and newly established Bike Festival concept that has been developed by the private sector and is planned to take place in Port Edward. The owners of Bike Fest SA have the financial support of Ray Nkonyeni Municipality as the event will still be taking place within this municipality. A press release and images focusing on the 2020 Bike Fest SA was sent out to a variety of media, 19 'free' media exposure articles were received.



Ugu Film Festival

Ugu Film Festival has the potential to position the South Coast as a film location and highlight the destination's scenic and natural beauty. By identifying Ugu Film Festival; USCT is aiming to draw attention, attract film makers and producers and therefore

create awareness about the South Coast as a top of mind destination for shooting films. The Ugu Film Festival was scheduled to take place from the 12-15 September 2019; however, as the event is highly dependent on sponsorships, a delay in commitment by a major sponsor resulted in the event being postponed. In August 2019 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. Preparations are currently underway for the event to take place on 24 – 26 January 2020 at Margate Hotel.

42 / DIRECTORY www.theblacknet.co.za

DIRECTORY OF ADVERTISERS

COMPANY	TELEPHONE	EMAIL	WEBSITE	PAGE
American Film Market	+1 333 446 3000	afm@afm-online.org	www.americanfilmmarket.com	29
Andrew Howell & Associates	+27 84 876 0830	andrew@howell.co.za	www.hewells.co.za	09
Asia TV Forum & Market	+65 4760 4683	afm@asiaforum.com.sg	www.asiaforum.com	17
Asiatic	+27 21 430 7240	res@asiatic.com	www.asiatic.com	41
Content Lab	+27 21 380 0171	clab@contentlab.org	www.contentlab.org	03, 05
CTICC	+27 21 410 5000	info@cticc.co.za	www.cticc.co.za	Outside Back Cover
Folio Translation	+27 21 426 2727	projects@foliotranslations.com	www.folio-online.co.za	27
Friends of Design	+27 21 300 0298	info@friendsdesign.net	www.friendsdesign.net	Inside Front Cover
Global Bodywear Solutions	+27 11 824 0334	sales@iniqua.co.za	www.bodywearsolutions.co.za	04
Indigenous Film	+27 11 260 3000	info@indigenousfilm.co.za	www.indigenousfilm.co.za	41
Inventoom	+27 21 422 0013	info@inventoom.com	www.inventoom.com	41
Kwazulu Natal Film Commission	+27 82 475 1212	info@kwazulufilm.co.za	www.kwazulufilm.co.za	40
Marketing@Kwazulu Natal Film Commission	+27 31 323 0200	marketing@kwazulufilm.co.za	www.kwazulufilm.co.za	11
MIP Markets - Reed MIDEM	+33 17 971 0000	mipvisitors@reedmidem.com	www.mip.com	38, 39
NV Studios	+27 83 390 9143	daniels@nvstudios.tv	www.nvstudios.tv	Outside Front Cover, 20 - 21
Q Studio	+27 11 882 4311	info@q-studio.co.za	www.q-studio.co.za	15
Sasani Studios	+27 21 717 4000	info@sasani.co.za	www.sasani.co.za	12
Slant Rock Productions	+27 82 856 8309	ryan@slantrock.co.za	www.slantrock.co.za	41
Sollywood SA	+27 82 977 1370	nanachoodia@gmail.com	www.sollywood.co.za	02
UGU South Coast	+27 39 682 3334	eventing@tourismsouthcoast.co.za	www.tourismsouthcoast.co.za	03, Inside Back Cover
Value Film Fleet	+27 21 554 0700	margie@value.co.za	www.value.co.za	19
Wetags	+27 21 487 4844	monica@wetags.co.za	www.wetags.co.za/film	25

CONTACT US

Head of Design: Sherrin Steinhilber
sherrin@tourismmedia.co.za

Graphic Designer: Lisa Steinhilber
lisa@tourismmedia.co.za

Production and Digital Assistant: Cheryl Steinhilber
cheryl@tourismmedia.co.za

Business Development Manager: Jennifer Steinhilber
jennifer@tourismmedia.co.za

Business Development Manager: Caron Mead
caron@tourismmedia.co.za

Production Manager: Clare Cornall
clare@tourismmedia.co.za

Video Image Credits: Illustration used for the inside front cover header and pages 39 - 37 © Vector Art/Getty Images/Alamy © iStock.com/stock.com

COVER IMAGE: From Scratch © NV Studios

PUBLISHER: Loretta Gidycz
loretta@tourismmedia.co.za

CONTRIBUTORS: Anne Heerdegen, Gita Steinhilber, Loretta Gidycz

EDITOR: Anne Gidycz
anne@tourismmedia.co.za

Film & Event Media

2 Digby Avenue, Arcadiaville, 3708
Tel: +27 39 614 0000
www.film-event-media.co.za

JOIN US    

PRESENTED BY SOLLYWOOD FILMS

THE 7TH ANNUAL UGUUFF Ugu Film Festival

FOUR DAYS OF FILM

The award-winning Ugu Film Festival, which takes place in South Africa's KZN South Coast film destination, provides an important local industry development platform. Meet film industry experts and participants from as far afield as Asia and the USA, who will share key insights on building a successful career in film. Aspiring and experienced film makers are invited to network and showcase their craft and talents at this year's must-attend event.

TO PARTICIPATE PLEASE CONTACT THE EVENT ORGANISER: STNDLEIGH@GMAIL.COM OR +27 (0)71 078 5661

South Coast
PARADISE OF THE FINE KISKIDEN

IT'S PARADISE
CALL +27 39 682 7944 OR EMAIL info@tourismsouthcoast.co.za

12-15 September 2019
Wild Coast Sun

South Africa

SOLLYWOOD FILMS PRESENTS



7TH ANNUAL UGUUFF

Ugu Film Festival

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.

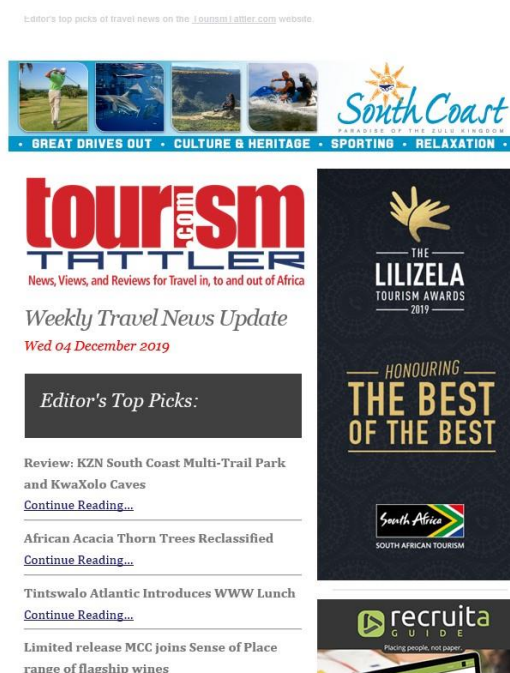
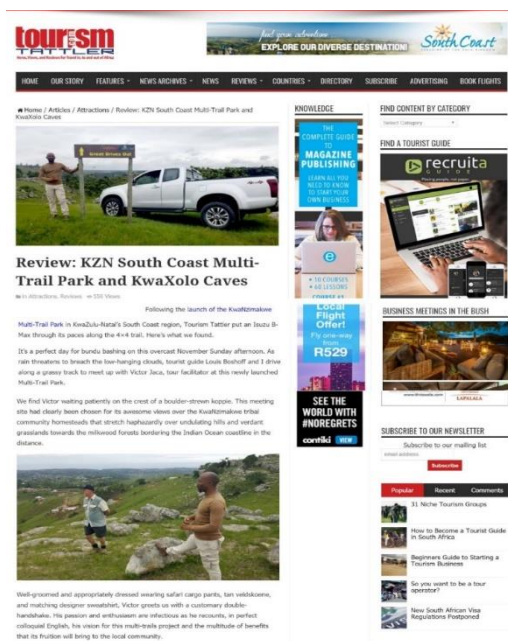


This uniquely contested race gives riders and trail runners the chance to challenge themselves across four diverse terrains - the red desert (Sardine MTB Race at Port Edward Holiday Resort), the beach (the Sappi Scottburgh MTB & Trail Run Weekend at Scottburgh Beach), the forest (The Ingeli MTB & Trail Run) and the game reserve (The Lake Eland Classic at the Lake Eland Game Reserve). Our incredibly diverse terrain, beautiful climate and welcoming communities will see this event attract even more visitors in the years to come.

The MTB Series was finalized in September and full coverage in the form of press releases and wrap articles were featured in October.

Tourism Tattler Fam Trip

On 17th – 20th 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.



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 separate from the destination logo was developed (refer to Marketing Material, page 43). 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.

In support of this, the CEO has a bi-monthly column **Tourism Focus** in the South Coast Fever where she communicates 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 are facilitated across numerous media platforms. During this period, out of the 81 articles almost all of them included a comment from the CEO positioning her as an authority and opinion leader in the tourism industry representing USCT.

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

**PHELISA MANGCU
UGU SOUTH COAST
TOURISM CEO**

USCT is positioning 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

**PHELISA MANGCU
UGU SOUTH COAST
TOURISM CEO**

USCT is positioning 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

**PHELISA MANGCU
UGU SOUTH COAST
TOURISM CEO**

USCT is positioning 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.



Media Exposure

Press Releases

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 press releases that were prepared:

- Agri Tourism and SCCC Partnership
- USCT Membership Programme
- New Quarter Plans
- Heritage Day and World Tourism Day - focus on the KwaNzimakwe Multi-Trails and KwaXolo Caves
- SAT Speed Marketing Initiative
- South Coast Fever MTB & Trail Series a major Tourism drawcard for the South Coast,
- Rural Areas as Rich in Fun for Tourists as the Beaches.
- SAT Speed Marketing
- Spring Fling – Beach & Hinterland Activations
- South Coast Carnival
- Ugu South Coast Tourism has a lot to celebrate this World Tourism Day,
- MTB & Trail Run Series Wraps up

Radio & Newspaper Interviews

We received exposure through the following national and regional media platforms

- Cape Times
- Sunday Tribune (Business Report)
- The Sunday Tribune (Sports Matters)
- News24 (Traveller24)
- SAFM Radio
- Channel Africa Radio
- East Griqualand Fever
- The Witness

- South Coast Fever
- Weekly Gazette (South Coast)
- Durban Youth Radio
- Ugu Youth Radio
- Online Exposure.

Details of the Free Media can be viewed on the Newsclip Redbook on this link:

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

Sample: Print and Online Exposure

1. Cape Times

Publication: Cape Times (First Edition)
Date: Thursday, September 12, 2019
Page: 6

TOURISM

Pedal power gives South Coast a boost

THIS month, Ugu South Coast Tourism (USCT) will be celebrating Tourism and Heritage Month with a programme of exciting events to promote the region's unique tourist destinations including the South Coast Fever Mountain Bike (MTB) and Trail Run Series.

The uniquely contorted race, a four-part cycling race which will conclude on September 22 at Lake Elani Game Reserve in Port Shepstone, is a major tourism drawcard for the South Coast.

This year's event started on July 7 with the Sandline MTB Race at Fort Edward Holiday Resort, which took riders across the world's smallest desert, the Red Desert.

USCT chief executive Phelisa Mangu said the series, now in its fourth year, has grown to become one of the country's most popular cycle challenges.

"The incredibly diverse terrain of the South Coast makes it one of the most exciting cycling and trail running destinations. It has been the final stop on both the Joberg2c and san2c mountain bike races, and now we are cementing this outdoor adventure position with the fantastic South Coast Fever MTB and Trail Run Series," said Mangu.

The event attracts some of the country's biggest names in cycling, and this year has been no different. In the men's division, former champion Andrew Hill, from Kloof, is competing alongside Breman Anderson from Amanzimtoti, Daryn Purtell from South Coast, Lindani Shusha from Durban and Tyronne White from Ballito.

Event organiser Michael Bester explained that the series was a way to unify the four individual races for a bigger impact.

"The race also provides larger exposure to the KZN South Coast destination, while keeping alive the Barry Stander legacy of developing cycling in the region."

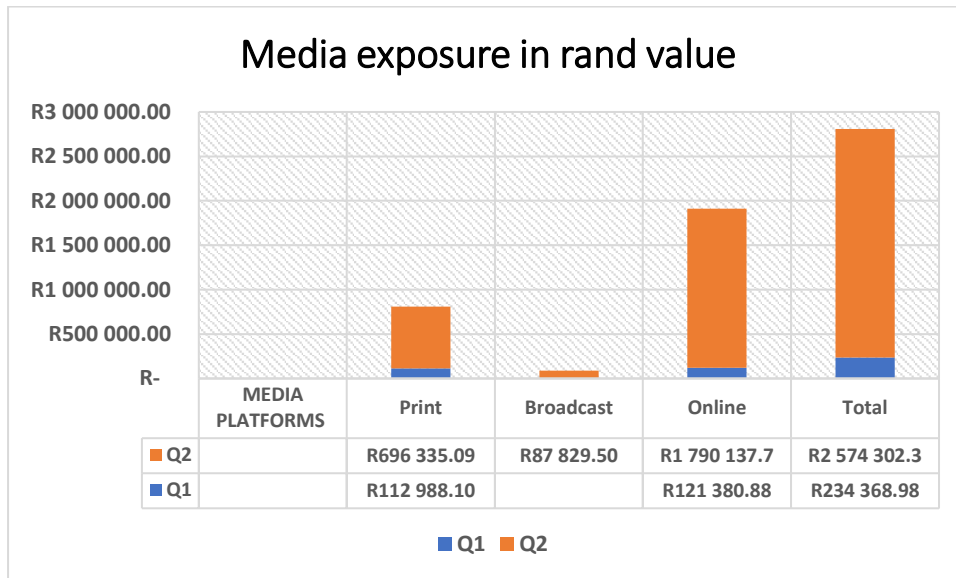
See: www.tourismouthcoast.co.za or visit the Facebook Page: South Coast Tourism. | Staff Writer

The screenshot shows a web browser displaying a news article titled "Rural areas as rich in fun for tourists as the beaches". The article text is partially visible, mentioning "Ugu South Coast Tourism (USCT) chief executive Phelisa Mangu". A Grammarly advertisement is overlaid on the right side of the page, featuring a testimonial from Salman: "Grammarly has given me confidence in my written communication." and a "Try Grammarly" button. The browser's address bar shows the URL: <https://www.khulu.co.za/news/2019/09/12/rural-areas-as-rich-in-fun-for-tourists-as-the-beaches/31165932>.

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 16 August – 12 December 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 246 mentions in print, broadcast and online platforms during this period.



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

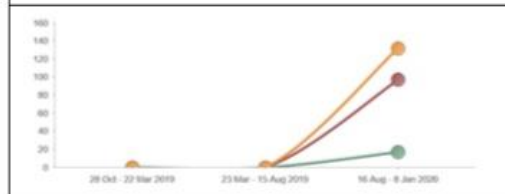
Period Statistical Report
16 Aug 2019 - 8 Jan 2020 (146 days)



Overview:
Overall clip count for Ugu South Coast Tourism increased in 16 Aug - 8 Jan 2020 compared to 23 Mar - 15 Aug 2019 by 246 mentions or as a difference of 100%

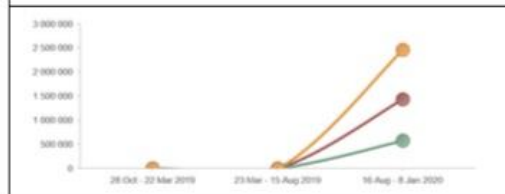
Clip Count	28 Oct - 22 Mar 2019	23 Mar - 15 Aug 2019	16 Aug - 8 Jan 2020		
Print	0	0	97	▲ 100%	97
Broadcast	0	0	17	▲ 100%	17
Online	0	0	132	▲ 100%	132
	0	0	246		

Clip Count
16 Aug - 8 Jan 2020's individual service result shows that print has increased by 97 (100%) clippings to 97, broadcast is up by 17 (100%) to 17, and online increased by 132 (100%) to 132 - The total combined for 16 Aug - 8 Jan 2020 was 246, up on the previous period of 0.

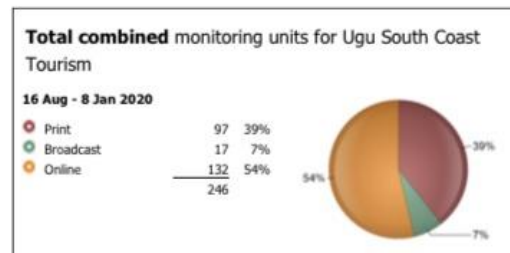


AVE	28 Oct - 22 Mar 2019	23 Mar - 15 Aug 2019	16 Aug - 8 Jan 2020		
Print	0	0	1 433 360	▲ 100%	1 433 360
Broadcast	0	0	571 036	▲ 100%	571 036
Online	0	0	2 457 281	▲ 100%	2 457 281
	0	0	4 461 676		

AVE
16 Aug - 8 Jan 2020's individual service result shows that print AVE has increased by R1 433 360 (100%) to R1 433 360, broadcast is up by R571 036 (100%) to R571 036, and online increased by R2 457 281 (100%) to R2 457 281 - The total combined for 16 Aug - 8 Jan 2020 was R4 461 676, up on the previous period of R0.



- Print**
- Clip Count 97
- AVE R 1 433 359.87
- Publication South Coast Fever (24)
- Media Type Local Urban Newspaper (67)
- Media Group Community (75)
- Region KwaZulu-Natal (84)
- Byline Supplied (7)
- Broadcast**
- Clip Count 17
- AVE R 571 035.67
- Media Type PBS (8)
- TV Station ENCA (1)
- Radio Station Channel Africa (5)
- Region South Africa (10)
- Online**
- Clip Count 132
- AVE R 2 457 280.77
- Website Ehowzit (15)
- Byline Quintin Van Jaarsveld (13)





Displays the most frequently mentioned words for the selected date range, highlighting key topics and trends within the media coverage.

Period Statistical Report
16 Aug 2019 - 8 Jan 2020 (146 days)



Overview:

Overall clip count for Ugu South Coast Tourism increased in 16 Aug - 8 Jan 2020 compared to 23 Mar - 15 Aug 2019 by 246 mentions or as a difference of 100%





A list of media coverage across all services, including AVE and circulation.

Period Statistical Report
16 Aug 2019 - 8 Jan 2020 (146 days)

Ugu South Coast Tourism

Print **97** **41,245: 1 433 359.87**

	25 Aug 19	South Coast culture awaiting discovery	p.2	SUN	658	R 42 796.32		
	02 Jan 20	Visitors flock to our province	p.3	DAI	875	R 64 242.50		
	02 Nov 19	WHAT'S ON GET ON THE TRAIL	p.5	SAT	117	R 8 459.10		
	23 Sep 19	Bathing banned at St Michael's, Uvongo bjp.3		DAI	480	R 30 004.80		
	19 Dec 19	Scottburgh beach closed for safety reasonsp.4		DAI	128	R 8 001.28		
	02 Jan 20	Zikalala's praise for the festive season	p.1	DAI	230	R 14 377.30		
	08 Dec 19	Ugu prepared for festive season tourists	p.3	SUN	146	R 14 305.08		
	22 Sep 19	SPORTS MATTERS	p.29	SUN	1,021	R 100 037.58		
	30 Dec 19	IMICIMBI YOKUHLUKANISA UNYAKA	p.7	WEE	170	R 11 233.60		
	21 Dec 19	10 REASONS to visit the KZN South Coast	p.11	SAT	1,039	R 37 601.41		
	24 Sep 19	A touch of colour on Arbor Day	p.1	UCP	500	R 18 695.00		
	24 Sep 19	Speed marketing campaign has commencp.5		UCP	161	R 6 019.79		
	01 Oct 19	Ugu Tourism boss has big plans to attractp.7		UCP	358	R 13 385.62		
	17 Dec 19	Thousands of holidaymakers expected to ip.11		UCP	821	R 30 697.19		
	19 Sep 19	The South Coast Fever MTB a Trail Run Sep.14		RCP	406	R 11 229.96		
	10 Oct 19	The South Coast Fever MTB & Trail Run Sp.14		RCP	349	R 9 653.34		
	24 Oct 19	Ugu South Coast Tourism Welcomes Bike p.13		RCP	356	R 9 846.96		
	22 Aug 19	TOURISM FOCUS	p.10	UCP	196	R 5 829.04		
	05 Sep 19	Ugu: not just a coastal gem	p.1	UCP	248	R 7 375.52		
	05 Sep 19	TOURISM FOCUS	p.10	UCP	241	R 7 167.34		
	05 Sep 19	Editor's note	p.12	UCP	98	R 2 914.52		
	19 Sep 19	TOURISM FOCUS	p.9	UCP	191	R 5 680.34		
	19 Sep 19	Editor's note	p.10	UCP	159	R 4 728.66		
	19 Sep 19	Don't miss the MTB Series finale this weep.33		UCP	252	R 7 494.48		
	26 Sep 19	MTB 2019 champions crowned at Lake Elap.1		UCP	435	R 12 936.90		
	26 Sep 19	Building a better future through tourism	p.8	UCP	397	R 11 806.78		
	26 Sep 19	Bike fest aims to attract visitors from two	p.8	UCP	245	R 7 286.30		
	26 Sep 19	Editor's note	p.14	UCP	125	R 3 717.50		
	26 Sep 19	Living up to the true Lake Eland tradition	p.35	UCP	512	R 15 226.88		
	03 Oct 19	Hinterland sporting highlights	p.32	UCP	258	R 7 672.92		
	17 Oct 19	TOURISM FOCUS	p.10	UCP	295	R 8 773.30		
	24 Oct 19	Ugu to launch multi- trail park	p.20	UCP	298	R 8 862.52		
	31 Oct 19	TOURISM FOCUS	p.14	UCP	249	R 7 405.26		
	07 Nov 19	South Coast wins big at regional Lilizela Top.6		UCP	312	R 9 278.88		
	14 Nov 19	TOURISM FOCUS	p.10	UCP	297	R 8 832.78		
	28 Nov 19	TOURISM FOCUS	p.12	UCP	246	R 7 316.04		
	12 Dec 19	TOURISM FOCUS	p.10	UCP	134	R 3 985.16		
	12 Dec 19	PHELISA MANGCU UGU SOUTH COAST T(p.10		UCP	66	R 1 962.84		
	19 Dec 19	'SAFETY: our number one priority'	p.1	UCP	448	R 13 323.52		
	19 Dec 19	TOURISM FOCUS	p.8	UCP	244	R 7 256.56		
	19 Dec 19	Summer holidays set to sizzle	p.28	UCP	244	R 7 256.56		
	08 Nov 19	New Bike Fest 2020	p.7	UCP	308	R 8 513.12		
	03 Sep 19	Unemployed graduates attend employmerp.13		UCP	234	R 4 710.42		
	08 Nov 19	KZN South Coast wins big at this year's rep.3		UCP	418	R 7 908.56		
	08 Nov 19	KwaNzimakwe Multi-Trail Launch a Succesep.8		UCP	341	R 6 451.72		
	20 Dec 19	Umdoni Municipality urges all road users tp.8		UCP	1,085	R 21 059.85		
	30 Aug 19	Spotlight on success stories	p.20	UCP	163	R 4 547.70		
	04 Oct 19	MTB and Trail Run series wraps up	p.31	UCP	203	R 5 947.90		
	25 Oct 19	KwaNzimakwe multi-trail park on track	p.8	UCP	433	R 12 686.90		
	25 Oct 19	A boost for tourism	p.10	UCP	137	R 4 014.10		
	01 Nov 19	Head inland for park paradise	p.5	UCP	435	R 12 745.50		
	08 Nov 19	Passport to fun at new multi-ark	p.32	UCP	620	R 18 166.00		
	15 Nov 19	Huge honour for top local establishments	p.12	UCP	351	R 10 284.30		
	20 Dec 19	Talking tourism ahead of crucial summer sp.2		UCP	606	R 17 755.80		
	20 Dec 19	Mayor meets and greets at festive roadblcp.3		UCP	289	R 8 467.70		
	20 Dec 19	Summer beach programme set to sizzle	p.8	UCP	158	R 4 629.40		
	20 Dec 19	Umdoni Municipality launches festive seaspp.29		UCP	4,371	R 128 070.30		
			p.29		1,073	R 31 438.90		
			p.30		2,163	R 63 375.90		
			p.32		1,135	R 33 255.50		



Period Statistical Report
16 Aug 2019 - 8 Jan 2020 (146 days)

South Coast Herald	20 Dec 19	South Coast summer sizzlers	p.50	UCP	508	R 14 884.40
South Coast Herald	27 Dec 19	Game lodge lands top tourism prize	p.5	UCP	187	R 5 479.10
South Coast Herald	27 Dec 19	South Coast sizzles	p.8	UCP	384	R 11 251.20
Bike SA	01 Nov 19	Ugu South Coast Tourism welcomes refresp.4		CON	538	R 17 958.44
Getaway	01 Dec 19	OUTDOOR ACTION	p.22	CON	340	R 37 641.40
SA 4 X 4	01 Dec 19	KWANZIMAKWE MULTI TRAIL PARK	p.95	CON	96	R 6 584.64
Hello Joburg	01 Jan 20	THE KZN SOUTH COAST	p.55	CON	540	R 16 783.20
Rising Sun (Overport)	07 Nov 19	KwaZimakwe multi-trail launch a successp.10		UCP	380	R 13 581.20
East Griqualand Fever	06 Sep 19	Ugu: so much more than just a coastal gep.7		RCP	428	R 11 273.52
East Griqualand Fever	25 Oct 19	Ugu to launch multi-trail park	p.11	RCP	296	R 7 796.64
Ilanga, Impilo	07 Nov 19	Bagabisa ngezasemakhaya kwezokuvakasip.13		UCP	430	R 28 414.40
Ilanga, Impilo	07 Nov 19	KUKHOMYE UG KOWEZOKUVAKASHA	p.13	UCP	230	R 15 198.40
Wildside	01 Nov 19	IRONWOOD LODGE	p.28	CON	766	R 20 536.46
			p.28		375	R 10 053.75
			p.29		391	R 10 482.71
Hillcrest Fever	17 Sep 19	Spring into Tourism Month	p.12	UCP	249	R 3 456.12
Hillcrest Fever	01 Oct 19	Fourth annual MTB and trail run series wrp.11		UCP	487	R 6 759.56
Ride Fast	01 Jan 20	SOUTH COAST TALENT	p.78	CON	1,141	R 20 264.16
			p.78		565	R 10 034.40
			p.79		576	R 10 229.76
Amanzimtoti Fever	18 Sep 19	MTB and trail run series offers a real challp.12		RCP	386	R 5 357.68
Eyethu Ugu	13 Sep 19	Kuqeqeshwe abasoGwini	p.7	RCP	323	R 9 211.96
Eyethu Ugu	20 Dec 19	Umdoni Municipality urges all road users tp.14		RCP	1,035	R 30 998.25
The Filmmaker's Guide (FMG)	01 Aug 19	KWAZULU-NATAL: MAKING WAVES	p.80	B2B	967	R 52 208.33
			p.80		495	R 26 725.05
			p.81		472	R 25 483.28
Cape Argus (AM Edition), Life	27 Dec 19	IOL.CO.ZA YOU MAY LIKE	p.11	DAI	83	R 8 004.52
The Star, Life	27 Dec 19	IOL.CO.ZA YOU MAY LIKE	p.13	DAI	43	R 6 560.08
Weekly Gazette (South Coast)	16 Sep 19	MTB and Trail Run Series will be a competp.12		UCP	591	R 16 618.92
Weekly Gazette (South Coast)	23 Sep 19	Church's labour of love	p.1	UCP	519	R 14 594.28
Weekly Gazette (South Coast)	23 Sep 19	Speed marketing campaign	p.6	UCP	347	R 9 757.64
Weekly Gazette (South Coast)	07 Oct 19	Umdoni Municipality's Mayoral Imbizo	p.7	UCP	185	R 5 202.20
Weekly Gazette (South Coast)	14 Oct 19	Land Reform Programme must include tou.p.7		UCP	182	R 5 117.84
Weekly Gazette (South Coast)	28 Oct 19	All set for Trail Park launch	p.7	UCP	409	R 11 501.08
Weekly Gazette (South Coast)	11 Nov 19	Unique Multi-Trails opened	p.1	UCP	1,073	R 30 172.76
			p.1		727	R 20 443.24
			p.6		346	R 9 729.52
Weekly Gazette (South Coast)	11 Nov 19	Big accolades for Ugu Tourism	p.4	UCP	267	R 7 508.04
Weekly Gazette (South Coast)	02 Dec 19	Big win for Ugu South Coast Tourism	p.4	UCP	236	R 6 636.32
Cape Times (First Edition)	12 Sep 19	Pedal power gives South Coast a boost	p.6	DAI	186	R 14 465.22
Escapes	01 Dec 19	DECEMBER	p.7	CUS	553	R 27 373.50
Sports Express	20 Sep 19	Sports Express	p.1	UCP	66	R 80.52
Sports Express	20 Sep 19	The South Coast Fever MTB & Trail Run Sp.5		UCP	418	R 509.96
Sports Express	04 Oct 19	The South Coast Fever MTB & Trail Run Sp.5		UCP	332	R 405.04
Sports Express	15 Nov 19	KwaZimakwe Multi Trail Launch a Succesp.2		UCP	274	R 334.28
South Coast Herald Bonus	18 Dec 19	'Tis the season to be merry...	p.8	UCP	497	R 12 777.87
South Coast Herald Bonus	08 Jan 20	Holiday happenings sizzle	p.6	UCP	1,064	R 27 355.44
Isokwezwe Ngesonto (KZN), Ezokungcebeleka	05 Jan 20	Ishumi lamashumi	p.1	SUN	52	R 2 108.60

Broadcast 17 R 571 035.67

SAFM	Life Happens	27 Sep 19	Phelisa Mangcu talks about World Tourism Day	PBS	00:06:53	R 26 019.00
East Coast Radio	ECR Business Watch	19 Sep 19	World Tourism Day	COMMERI	00:00:19	R 4 987.50
East Coast Radio	East Coast Breakfast w	20 Sep 19	World Tourism Day	COMMERI	00:00:18	R 9 297.00
East Coast Radio	Thandolwethu	16 Dec 19	aQuelle Beach Watch Report	COMMERI	00:01:39	R 18 265.50
Metro FM	Main News @ 12:00	19 Dec 19	Shark nets out of place at KZN's Scottburgh Bea	COMMERI	00:00:43	R 15 781.00
SFM	Main News @ 12:00	19 Dec 19	Shark nets out of place at KZN's Scottburgh Bea	COMMERI	00:00:43	R 5 977.00
Lotus FM	Newsbreak	12 Nov 19	New hiking and 4x4 trail in the South Coast	PBS	00:02:26	R 9 782.00
Lotus FM	Main News @ 12:00	19 Dec 19	Shark nets out of place at KZN's Scottburgh Bea	PBS	00:01:00	R 2 340.00
Kyknet	E-nuus	18 Dec 19	Scottburgh beach closed	PAID	00:01:30	R 141 000.00
ENCA	eNCA Today	18 Dec 19	Scottburgh beach closed	PAID	00:05:56	R 118 666.67
DYR 105.1 FM	VIP Lifestyle	27 Sep 19	World Tourism Day	COMMUN	00:05:26	R 6 520.00
Channel Africa	Africa Middyay	27 Sep 19	Ugu-South Coast Tourism celebrates World Tour	PBS	00:03:34	R 30 816.00
Channel Africa	Africa Rise & Shine	31 Dec 19	South Coast set to sizzle this holiday	PBS	00:07:52	R 33 984.00



Period Statistical Report
16 Aug 2019 - 8 Jan 2020 (146 days)

Channel Africa	Africa Middy	01 Jan 20	Ugu-South Coast Tourism holiday program	PBS	00:07:52	R 67 968.00
Channel Africa	Africa Rise & Shine	02 Jan 20	South Coast set to sizzle this holiday	PBS	00:07:52	R 45 312.00
Channel Africa	Africa Rise & Shine	02 Jan 20	Ugu South Coast Tourism	PBS	00:07:51	R 33 912.00
Radio Al-Ansaar	Main News @ 12:00	23 Sep 19	Holidaymakers warned	COMMUN	00:00:51	R 408.00

Online **132** **2 457 280.77**

IOL		25 Aug 19	Rural areas as rich in fun for tourists as the bear	CUR		R 38 913.60
IOL		23 Sep 19	Bathing banned at St Michael's, Uvongo beaches	CUR		R 22 036.30
IOL		26 Sep 19	Lots to do on the KZN south coast these holiday	CUR		R 38 692.50
IOL		06 Dec 19	10 reasons to visit the South Coast this summer	CUR		R 40 019.10
IOL		20 Dec 19	Explore KZN's South Coast on your phone with li	CUR		R 25 721.30
IOL		20 Dec 19	Ugu South Coast Tourism launches innovative ni	CUR		R 24 394.70
IOL		02 Jan 20	Premier's praise for the festive season	CUR		R 34 933.80
News24		25 Dec 19	'Do KZN, do summer' — 20 things to do in KZN	CUR		R 93 967.50
SABC News		19 Dec 19	Scottburgh Beach, South of KZN, to re-open	CUR		R 18 277.60
Media Update		21 Oct 19	USCT brings Bike Fest 2020 to Port Edward	ENT		R 60 159.58
The Citizen		18 Dec 19	Shark nets out of place at KZN's Scottburgh Bea	CUR		R 14 740.00
East Coast Radio		19 Dec 19	Poor water quality shuts down Scottburgh Beach	ENT		R 20 277.41
East Coast Radio		20 Dec 19	Scottburgh beach open again	ENT		R 24 087.93
Getaway		24 Oct 19	SA's 45 Blue Flag beaches for this summer	SER		R 43 041.60
Accidents		18 Oct 19	KwaNzimakwe Multi-Trail Park on KZN South Co	SER		R 9 278.99
Good Guides		27 Sep 19	Spring Fling holiday programme - Ugu South Co	ENT		R 21 467.46
Good Guides		30 Sep 19	The South Coast Fever MTB & Trail Run Series V	ENT		R 13 237.62
Good Guides		23 Oct 19	KwaNzimakwe Multi-Trail Park KZN, a treat for n	ENT		R 17 818.38
Good Guides		23 Oct 19	Ugu South Coast Tourism welcomes refreshing r	ENT		R 23 369.64
Insurance Chat		11 Sep 19	The South Coast Fever MTB & Trail Run Series a	SER		R 5 296.56
Tourism Biz		27 Sep 19	Ugu South Coast Tourism has a lot to celebrate	SER		R 48 293.04
Tourism Biz		30 Sep 19	The South Coast Fever MTB & Trail Run Series V	SER		R 22 134.31
Tourism Biz		23 Oct 19	KwaNzimakwe Multi-Trail Park KZN, a treat for n	SER		R 29 793.69
Tourism Biz		23 Oct 19	Ugu South Coast Tourism welcomes refreshing r	SER		R 39 075.82
My PR		11 Sep 19	Lindani-Shusha	CUR		R 466.29
My PR		11 Sep 19	The South Coast Fever MTB & Trail Run Series a	CUR		R 11 570.90
My PR		19 Sep 19	Fun-filled Spring Fling holiday programme launc	CUR		R 10 068.41
My PR		19 Sep 19	KwaXolo-Caves-1	CUR		R 414.48
My PR		19 Sep 19	SpringFling2019_030	CUR		R 379.94
My PR		19 Sep 19	Ugu South Coast Tourism has a lot to celebrate	CUR		R 13 384.25
My PR		30 Sep 19	The South Coast Fever MTB & Trail Run Series V	CUR		R 6 372.63
My PR		18 Oct 19	KwaNzimakwe Multi-Trail Park on KZN South Co	CUR		R 9 671.20
My PR		23 Oct 19	2018BikeFest_Oct2019_004	CUR		R 379.94
My PR		23 Oct 19	KwaNzimakwe Multi-Trail Park on KZN South Co	CUR		R 8 669.54
My PR		23 Oct 19	Ugu South Coast Tourism welcomes refreshing r	CUR		R 10 897.37
My PR		08 Nov 19	Film industry enjoys tour of the KZN South Coas	CUR		R 6 148.12
My PR		05 Dec 19	10 Reasons to Visit the KZN South Coast this hol	CUR		R 12 572.56
Travel Write		21 Oct 19	Revvng up for Bike Fest	SER		R 11 195.25
ENCA		18 Dec 19	KZN beach closed after storms dislodge shark ne	CUR		R 7 959.60
Tourism Tattler		28 Oct 19	New Multi-Trail Park to Launch in KZN South Co	SER		R 38 881.09
Tourism Tattler		13 Nov 19	KZN South Coast Takes Top Honours at 2019 LII	SER		R 32 844.46
Tourism Tattler		04 Dec 19	Review: KZN South Coast Multi-Trail Park and K	SER		R 66 792.39
Big Events		30 Sep 19	The South Coast Fever MTB & Trail Run Series V	ENT		R 17 541.04
Big Events		23 Oct 19	Ugu South Coast Tourism welcomes refreshing r	ENT		R 30 966.88
Tabloid Newspapers		16 Dec 19	Thousands of holidaymakers expected to flock tr	COM		R 11 499.60
My Durban		11 Sep 19	The South Coast Fever MTB & Trail Run Series a	COM		R 14 962.80
My Durban		20 Sep 19	Fun-filled Spring Fling holiday programme launc	COM		R 13 031.40
My Durban		20 Sep 19	Ugu South Coast Tourism has a lot to celebrate	COM		R 17 271.60
My Durban		03 Oct 19	The South Coast Fever MTB & Trail Run Series V	COM		R 8 280.60
My Durban		18 Oct 19	KwaNzimakwe Multi-Trail Park on KZN South Co	COM		R 12 520.80
My Durban		23 Oct 19	KwaNzimakwe Multi-Trail Park on KZN South Co	COM		R 11 211.00
My Durban		24 Oct 19	Ugu South Coast Tourism welcomes refreshing r	COM		R 14 074.80
My Durban		08 Nov 19	Film industry enjoys tour of the KZN South Coas	COM		R 7 969.80
My Durban		07 Dec 19	10 Reasons to Visit the KZN South Coast this hol	COM		R 16 228.20
Marketing Spread		13 Sep 19	The South Coast Fever MTB & Trail Run Series a	SER		R 33 785.64
Marketing Spread		26 Sep 19	Ugu South Coast Tourism has a lot to celebrate	SER		R 38 383.38



Period Statistical Report
16 Aug 2019 - 8 Jan 2020 (146 days)

Marketing Spread	23 Oct 19	KwaNzimakwe Multi-Trail Park on KZN South Co	SER	R 25 003.44
Marketing Spread	23 Oct 19	Ugu South Coast Tourism welcomes refreshing r	SER	R 31 719.24
Marketing Spread	04 Nov 19	KZN South Coast wins big at this year's regional	SER	R 17 512.74
Marketing Spread	11 Nov 19	Film industry enjoys tour of the KZN South Coas	SER	R 15 962.94
Marketing Spread	06 Dec 19	10 reasons to visit KZN's South Coast this holid	SER	R 36 213.66
Marketing Spread	18 Dec 19	The South Coast is set to sizzle this holiday	SER	R 11 675.16
Marketing Spread	24 Dec 19	The South Coast is set to sizzle this holiday	SER	R 11 675.16
Marketing Spread	24 Dec 19	Ugu South Coast Tourism launches innovative ni	SER	R 21 025.62
South Coast Herald	17 Sep 19	Going overseas? 5 Apps you shouldn't travel wit	COM	R 22 643.94
South Coast Herald	19 Sep 19	Fun-filled Spring Fling holiday programme launc	COM	R 19 649.70
South Coast Herald	05 Oct 19	MTB and Trail Run series wraps up	COM	R 8 296.54
South Coast Herald	24 Oct 19	KwaNzimakwe Multi-Trail Park a treat for nature	COM	R 19 462.56
South Coast Herald	02 Nov 19	Head inland for park paradise	COM	R 13 754.79
South Coast Herald	11 Nov 19	Big wins for local establishments	COM	R 11 290.78
South Coast Herald	11 Nov 19	Passport to fun at the opening of KwaNzimakwe	COM	R 12 663.14
South Coast Herald	22 Nov 19	Film industry enjoys tour of KZN South Coast	COM	R 12 538.38
South Coast Herald	19 Dec 19	Mayor meets and greets at festive roadblock	COM	R 8 702.01
South Coast Herald	20 Dec 19	All roads (now) lead to Margate	COM	R 13 193.37
South Coast Herald	20 Dec 19	Talking tourism ahead of summer season	COM	R 14 097.88
South Coast Herald	25 Dec 19	PICS: Summer sizzles on South Coast	COM	R 2 557.58
South Coast Herald	29 Dec 19	Ramsgate beach sizzles	COM	R 4 896.83
South Coast Herald	02 Jan 20	Beaches declared safe for swimming	COM	R 5 863.72
Ehowzit	17 Sep 19	South Coast MTB & Trail Run Series a major tou	COM	R 14 874.00
Ehowzit	19 Sep 19	Ugu South Coast Tourism has a lot to celebrate	COM	R 17 760.00
Ehowzit	19 Sep 19	Ugu South Coast Tourism launches fun-filled Spr	COM	R 14 652.00
Ehowzit	26 Sep 19	PHOTOS: Burry Stander's memory inspires rider	COM	R 14 896.20
Ehowzit	27 Sep 19	South Coast MTB and Trail Run Series champion	COM	R 16 716.60
Ehowzit	27 Sep 19	UGU SC Tourism reiterates its commitment on W	COM	R 10 722.60
Ehowzit	02 Oct 19	Ugu stresses: Water IS safe for consumption - l	COM	R 5 550.00
Ehowzit	14 Nov 19	Film industry enjoys tour of the South Coast	COM	R 15 340.20
Ehowzit	06 Dec 19	Ten reasons to visit the South Coast this holiday	COM	R 23 376.60
Ehowzit	19 Dec 19	South Coast set to sizzle this holiday	COM	R 15 295.80
Ehowzit	21 Dec 19	Latest Ugu water update	COM	R 3 463.20
Ehowzit	24 Dec 19	Ugu issues urgent public notice	COM	R 2 730.60
Ehowzit	25 Dec 19	Ratepayers and RNM in 'go-slow rates payment'	COM	R 32 123.40
Ehowzit	02 Jan 20	Locals livid over New Year's Eve fireworks - Ugu	COM	R 8 125.20
Ehowzit	02 Jan 20	Overview of Ugu reservoir levels	COM	R 5 061.60
B2B News	23 Oct 19	KwaNzimakwe Multi-Trail Park KZN, a treat for n	BUS	R 32 526.60
Rising Sun (Overport)	11 Nov 19	Success for KwaNzimakwe multi-trail launch	COM	R 6 947.85
I Love Durban	21 Oct 19	Refreshing New Bike Fest In 2020	LIF	R 29 444.09
I Love Durban	06 Nov 19	KZN South Coast Wins Big	LIF	R 16 432.79
I Love Durban	05 Dec 19	10 Reasons to Visit the KZN South Coast this hol	LIF	R 34 552.23
I Love Durban	17 Dec 19	The South Coast Is Set To Sizzle This Holiday	LIF	R 11 180.08
Vryheid Herald	29 Dec 19	Over two billion in consumer spend for KZN this	COM	R 36 749.80
Sandy Nene	06 Dec 19	10 Reasons to Visit the KZN South Coast this hol	LIF	R 10 136.46
Lekoa FM	18 Dec 19	KZN beach closed after storms dislodge shark ne	ENT	R 10 501.74
Iono.fm	27 Sep 19	World Tourism Day and how USCT's plans align	ENT	R 7 769.58
Top Guides	27 Sep 19	Ugu South Coast Tourism has a lot to celebrate	ENT	R 38 425.68
Top Guides	23 Oct 19	KwaNzimakwe Multi-Trail Park KZN, a treat for n	ENT	R 23 765.28
Top Guides	23 Oct 19	Ugu South Coast Tourism welcomes refreshing r	ENT	R 31 121.20
Travel Times	27 Sep 19	Spring Fling holiday programme - Ugu South Co	SER	R 35 960.14
Travel Times	27 Sep 19	Ugu South Coast Tourism has a lot to celebrate	SER	R 48 357.95
Blue Cube Media	21 Oct 19	Ugu South Coast Tourism welcomes refreshing r	ENT	R 7 094.85
ZA Bikers	28 Oct 19	Ugu South Coast Tourism welcomes refreshing r	PRO	R 7 833.88
Traffic Information	05 Dec 19	10 Reasons to Visit the KZN South Coast this hol	GOV	R 28 522.40
Africa inTouch News	24 Oct 19	Ugu South Coast Tourism welcomes refreshing r	CUR	R 10 482.89
Buy PE	24 Dec 19	MyPR.co.za: 10 Reasons to Visit the KZN South	COM	R 16 072.80
Buy PE	24 Dec 19	MyPR.co.za: Film industry enjoys tour of the K2	COM	R 7 814.40
Buy PE	24 Dec 19	MyPR.co.za: Fun-filled Spring Fling holiday progr	COM	R 12 853.80
Buy PE	24 Dec 19	MyPR.co.za: KwaNzimakwe Multi-Trail Park on K	COM	R 11 055.60
Buy PE	24 Dec 19	MyPR.co.za: The South Coast Fever MTB & Trail	COM	R 8 103.00
Buy PE	24 Dec 19	MyPR.co.za: Ugu South Coast Tourism welcome	COM	R 13 919.40
Africa Daily	08 Jan 20	7th Ugu Film Festival focuses on women filmmal	CUR	R 21 173.02



Period Statistical Report
16 Aug 2019 - 8 Jan 2020 (146 days)

🔗 Rising Sun (Mid South Coast)	19 Sep 19 Ugu South Coast Tourism has a lot to celebrate COM	R 20 385.45
🔗 Rising Sun (Mid South Coast)	04 Nov 19 KZN South Coast wins big at this year's regional COM	R 8 551.20
🔗 Rising Sun (Mid South Coast)	04 Nov 19 KZN South Coast wins big at this year's regional COM	R 4 682.80
🔗 Rising Sun (Mid South Coast)	08 Nov 19 Ugu South Coast Tourism takes Film industry on COM	R 8 958.40
🔗 Rising Sun (Mid South Coast)	05 Dec 19 10 Reasons to Visit the KZN South Coast this hol COM	R 9 314.70
🔗 Rising Sun (Mid South Coast)	25 Dec 19 Ugu South Coast Tourism welcomes refreshing r COM	R 9 238.35
🔗 DUrban TV	11 Sep 19 South Coast Fever hits for Heritage Month ENT	R 16 851.38
🔗 DUrban TV	19 Sep 19 Durban's South Coast all set for Spring Fling ENT	R 14 315.99
🔗 DUrban TV	06 Nov 19 South Coast launches Great Drives Out route ENT	R 5 967.13
🔗 News 365	18 Dec 19 KZN beach closed after storms dislodge shark ne ENT	R 2 108.65
🔗 Colin Windell	21 Oct 19 Revving up for Bike Fest LIF	R 8 979.66
🔗 Bike SA	21 Oct 19 Ugu South Coast Tourism welcomes refreshing r PRO	R 7 769.03
🔗 Seabrook	25 Oct 19 Summer events SER	R 54 848.95

Samples of Print and Online Exposure

Publication: South Coast Herald
Date: Friday, November 05, 2019
Page: 12



Local boys from Port Shepherson ready to experience the 4x4 trail at the KwaNzimakwe Multi-Trail Park and Sunday. **#1815N**
Proudly supporting the multi-trail park initiative are Joriel Lushchynko (left), Danny O'Connell, Leon Wetters and Eddie Grey, from Thompson Motors. **#1815N**

Publication: Inqozi
Date: Friday, November 05, 2019
Page: 13

KUKHONYE UGU KOWEZOKUKAKASHA



AYIMBA BUPHILA

KUZIMAKWE ukhona ukubeka imibono emkhulu kakhulu, ubona ukuthi abantu abaningi abafunda ngokuthi abafundisa. Ukubonisa ukuthi abantu abaningi abafunda ngokuthi abafundisa. Ukubonisa ukuthi abantu abaningi abafunda ngokuthi abafundisa.

Passport to fun at new multi-park



A vehicle makes its way through the 4x4 trail. **#2065N**

Stuart Ntsoke
KwaNzimakwe Multi-Trail Park at Shalwaniwe Mountain was officially opened by Cynthia Mqwebu, the mayor of Ray Noyes Municipality last Sunday.

This Ugu South Coast Tourism project gives nature lovers and adventurers the chance to experience the outdoors in several ways and showcases the diverse offerings of the KZN South Coast.

Visitors to the opening ceremony were given the chance to experience the trails for themselves.

Adventure making 4x4 adventures were given the perfect opportunity to prove their driving skills on the 4x4 obstacle and demo course, including the specially designed four-hour trail.

Runners took to the 10km trail run under the auspices of the South Coast Striders while families tried out the fun family fun trail bike held by South Coast Hopzies. Off-road bikers got to enjoy the thrills and spills of a 22km off-road motorcycle trail, which is supported by Stuart Gregory's "Nuts4Dakar" campaign.

The park will be developed in stages, with plans in place for a clubhouse, restaurant, tourism information centre, "nuts4dakar" market and administrative offices.

In addition to the 4x4 trail and walking, cycling and nature trails there will also be cultural, scenic, mountain bike, canoe and horse trails, as well as cultural activities.



Mario Gzaleka (left) and Nokozo Boko (right) were the winners of the opening of the KwaNzimakwe Multi-Trail at Mowmow Mountain on Sunday morning. **#2335N**
Sharrone Kwa (left) and Muzen Mkhisa (right) were the winners of the 4x4 trail. **#1855N**
Luis and Mia Joubert ready to tackle the 4x4 trail. **#1655N**

Lotus
877-1064 fm

Publication: South Coast Herald
Date: Friday, November 13, 2019
Page: 6



Head inland for park paradise

Along the coast, you will experience both the natural beauty as well as the unique heritage sites that make the KZN South Coast the southern part of the "Big Five" and a world-class destination for a holiday in South Africa.

The KwaNzimakwe Multi-Trail Park will be the perfect place to experience the outdoors in several ways and showcase the diverse offerings of the KZN South Coast.

Visitors to the opening ceremony were given the chance to experience the trails for themselves.

Adventure making 4x4 adventures were given the perfect opportunity to prove their driving skills on the 4x4 obstacle and demo course, including the specially designed four-hour trail.

Publication: South Coast Herald
Date: Thursday, November 07, 2019
Page: 7

South Coast wins big at regional Lilizela Tourism Awards



The Ugu South Coast Tourism CEO Phiso Mangu said, "This award serves as a 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 world-class number of outdoor activities and cultural experiences. We look forward to our products representing our destination at the national Lilizela Awards in Gaiting next week."

Organised by South Africa Tourism, the provincial Lilizela Tourism Awards are a prestigious honour between September and October for the best tourism products in South Africa. The national award is the only recognition of excellence in tourism in South Africa.

The awards recognise and reward tourism players and businesses that are making a difference in the world-class tourism services, thereby growing South Africa's tourism industry.

Phiso Mangu said, "This award serves as a 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 world-class number of outdoor activities and cultural experiences. We look forward to our products representing our destination at the national Lilizela Awards in Gaiting next week."

Organised by South Africa Tourism, the provincial Lilizela Tourism Awards are a prestigious honour between September and October for the best tourism products in South Africa. The national award is the only recognition of excellence in tourism in South Africa.

The awards recognise and reward tourism players and businesses that are making a difference in the world-class tourism services, thereby growing South Africa's tourism industry.

Publication: Weekly Gazette (South Coast)
Date: Monday, November 11, 2019
Page: 1

Weekly Gazette South Coast
Issue: 11 November - 15 November 2019
Tel: 033 563 4168
Fax: 033 563 4168
www.southcoastweeklygazette.co.za

Unique Multi-Trails opened

41000 COPIES WEEKLY

Unique Multi-Trails opened

Biker Maurice Milton thrilled spectators with his skills at the opening of the KwaNzimakwe Multi-Trails on 3 November. The new trails for bikers and 4x4s are regarded as one of the most challenging in the country.

Continued on page 6.

Picture: Biker Maurice Milton

Publication: Weekly Gazette (South Coast)
Date: Monday, November 11, 2019
Page: 6

Unique Multi-Trails opened



(Back) Mithun Lushchynko, Ayanda Buthelesi, Nokozo Boko, Muzen Mkhisa and Zola Phiso. (Front) Local children showing their support.

Continued from page 1...

Visitors from the KZN South Coast and beyond participated in the hugely successful launch of the KwaNzimakwe Multi-Trails on 3 November.

Among those present were the Mayor of the Ray Noyes Municipality, Cynthia Mqwebu, local traditional leader, Inosi B.

Nzimakwe and CEO of Ugu South Coast Tourism, Phiso Mangu.

Mangu said: "We extend our thanks to everyone for making this venture a success."

The Multi Trail gives visitors a unique experience of the region's traditional heritage and natural beauty. There are plans to develop this area.

Visitors got to enjoy the 4x4 obstacle and demo course as well as the four-hour trail excursion. The South Coast

Striders hosted a 4km family trail hike. The 22km off-road motorcycle trail supported Stuart Gregory's "Nuts4Dakar" campaign. Representatives of the South Coast Hospice also attended.

For more information about this and other USTC activities, visit www.visitmowmow.co.za; (Facebook page) South Coast Tourism or Twitter @SouthCoastTourism and follow the handle #SouthCoast.

Publication: Weekly Gazette (South Coast)
Date: Monday, November 11, 2019
Page: 4

Big accolades for Ugu Tourism



The KZN South Coast, the paradise of the Zulu Kingdom has once again been acknowledged as a key tourism destination, after accepting five Lilizela Tourism Awards.

The awards ceremony took place at Zimbal last week. The winners are Wild 5 Adventures (Action and Adventure category), Dolphinview Self Catering (Two-star Self-Catering Exclusive category), Days at Sea Beach Lodge (Five-star Country House category), Gorge Game Lodge and Spa (Five-star Lodge category) and Umthuzi Hotel (Hotel category).

Commenting on the achievements, the CEO of Ugu South Coast Tourism, Phiso Mangu, said: "This serves as a confirmation that the KZN South Coast has much to offer our visitors, from the world-class range of accommodation facilities through to the inordinate number of outdoor activities and cultural experiences."

Mangu congratulated the recipients for being the KZN South Coast flag high. "Your continued level of high service and tourism offerings expand the tourism footprint of KZN South Coast onto the global stage."

Publication: Regio Regional Magazine
Date: November 06, 2019

New Bike Fest in 2020

By Paul Buthelesi

The KwaNzimakwe Multi-Trail Park is set to host a new event, the KwaNzimakwe Multi-Trail Bike Fest, in 2020. The festival will be a multi-day event featuring a variety of activities for motorcycle enthusiasts, including a 4x4 trail, a 22km off-road motorcycle trail, and a family trail hike. The festival will also feature live music, food, and other entertainment.

The festival will be held at the KwaNzimakwe Multi-Trail Park, which is a newly developed multi-trail park in the KwaNzimakwe area. The park offers a variety of trails for different levels of riders, including a 4x4 trail, a 22km off-road motorcycle trail, and a family trail hike.

The festival will be a multi-day event featuring a variety of activities for motorcycle enthusiasts, including a 4x4 trail, a 22km off-road motorcycle trail, and a family trail hike. The festival will also feature live music, food, and other entertainment.

Publication: Weekly Gazette (South Coast)
Date: Monday, November 11, 2019
Page: 4

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

The KZN South Coast has won five regional Lilizela Tourism Awards for its diverse range of tourism products and services. The awards were presented to the winners at a ceremony in Gaiting, Limpopo, last week.

The winners are Wild 5 Adventures (Action and Adventure category), Dolphinview Self Catering (Two-star Self-Catering Exclusive category), Days at Sea Beach Lodge (Five-star Country House category), Gorge Game Lodge and Spa (Five-star Lodge category) and Umthuzi Hotel (Hotel category).

The awards recognize the high quality of tourism services and products offered by the KZN South Coast, which is a world-class tourism destination.

FRESH OFF THE PRESS

Bringing you all the happenings in and around the motorcycling industry

Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020

The annual Bike Fest, a highlight event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 24 to 27 April 2020. And this time, the event will be more exciting and fun than ever before. The event will be held at the new, state-of-the-art Ugu South Coast Tourism Centre, which is a beautiful blend of modern architecture and natural beauty. The event will feature a variety of activities, including motorcycle shows, live music, and food stalls. It is a great opportunity for motorcycle enthusiasts to meet and greet, and for the general public to enjoy the sights and sounds of the event.

Commenting on behalf of the Ugu South Coast Tourism, CEO Phelisa Mangcu said: "We are excited to welcome the Bike Fest back to the South Coast. This event has become a major attraction for the region, and we are looking forward to hosting it again in 2020. The new Ugu South Coast Tourism Centre is a testament to our commitment to providing a world-class experience for our visitors. We are confident that the Bike Fest will be a success, and we look forward to welcoming everyone to the event."

The Ugu South Coast Tourism Centre is a state-of-the-art facility that has been designed to provide a world-class experience for our visitors. It features a variety of amenities, including a conference centre, a restaurant, and a bar. The centre is also a great place to enjoy the views of the South Coast. The Bike Fest is a great opportunity for motorcycle enthusiasts to meet and greet, and for the general public to enjoy the sights and sounds of the event. The event will be held at the new, state-of-the-art Ugu South Coast Tourism Centre, which is a beautiful blend of modern architecture and natural beauty.

For more information on this and other events, visit www.usct.co.za

The South Coast Fever MTB & Trail Run Series Wraps Up



The South Coast Fever MTB & Trail Run Series wraps up with a group photo of participants and organizers.

Ugu to launch multi-trail park



The KwaNzimakwe Multi-Trail Park is a trail for nature lovers, off-road cyclists, and hikers. The park is located in the heart of the Ugu region and is a beautiful blend of natural beauty and modern architecture. The park features a variety of trails, including a 10km trail for nature lovers, a 20km trail for off-road cyclists, and a 30km trail for hikers. The park is a great opportunity for nature lovers to enjoy the sights and sounds of the Ugu region.

The Ugu South Coast Tourism Centre is a state-of-the-art facility that has been designed to provide a world-class experience for our visitors. It features a variety of amenities, including a conference centre, a restaurant, and a bar. The centre is also a great place to enjoy the views of the South Coast. The Bike Fest is a great opportunity for motorcycle enthusiasts to meet and greet, and for the general public to enjoy the sights and sounds of the event.

Commenting on behalf of the Ugu South Coast Tourism, CEO Phelisa Mangcu said: "We are excited to welcome the Bike Fest back to the South Coast. This event has become a major attraction for the region, and we are looking forward to hosting it again in 2020. The new Ugu South Coast Tourism Centre is a testament to our commitment to providing a world-class experience for our visitors. We are confident that the Bike Fest will be a success, and we look forward to welcoming everyone to the event."

For more information on this and other events, visit www.usct.co.za

Fourth annual MTB and trail run series wraps up in style



The fourth annual MTB and trail run series has wrapped up in style. The event was a great success, and we are looking forward to hosting it again in 2020. The event featured a variety of activities, including motorcycle shows, live music, and food stalls. It is a great opportunity for motorcycle enthusiasts to meet and greet, and for the general public to enjoy the sights and sounds of the event.

Commenting on behalf of the Ugu South Coast Tourism, CEO Phelisa Mangcu said: "We are excited to welcome the Bike Fest back to the South Coast. This event has become a major attraction for the region, and we are looking forward to hosting it again in 2020. The new Ugu South Coast Tourism Centre is a testament to our commitment to providing a world-class experience for our visitors. We are confident that the Bike Fest will be a success, and we look forward to welcoming everyone to the event."

The Ugu South Coast Tourism Centre is a state-of-the-art facility that has been designed to provide a world-class experience for our visitors. It features a variety of amenities, including a conference centre, a restaurant, and a bar. The centre is also a great place to enjoy the views of the South Coast. The Bike Fest is a great opportunity for motorcycle enthusiasts to meet and greet, and for the general public to enjoy the sights and sounds of the event.

For more information on this and other events, visit www.usct.co.za

Ugu to launch multi-trail park



The KwaNzimakwe Multi-Trail Park is a trail for nature lovers, off-road cyclists, and hikers. The park is located in the heart of the Ugu region and is a beautiful blend of natural beauty and modern architecture. The park features a variety of trails, including a 10km trail for nature lovers, a 20km trail for off-road cyclists, and a 30km trail for hikers. The park is a great opportunity for nature lovers to enjoy the sights and sounds of the Ugu region.

The Ugu South Coast Tourism Centre is a state-of-the-art facility that has been designed to provide a world-class experience for our visitors. It features a variety of amenities, including a conference centre, a restaurant, and a bar. The centre is also a great place to enjoy the views of the South Coast. The Bike Fest is a great opportunity for motorcycle enthusiasts to meet and greet, and for the general public to enjoy the sights and sounds of the event.

Commenting on behalf of the Ugu South Coast Tourism, CEO Phelisa Mangcu said: "We are excited to welcome the Bike Fest back to the South Coast. This event has become a major attraction for the region, and we are looking forward to hosting it again in 2020. The new Ugu South Coast Tourism Centre is a testament to our commitment to providing a world-class experience for our visitors. We are confident that the Bike Fest will be a success, and we look forward to welcoming everyone to the event."

For more information on this and other events, visit www.usct.co.za

The South Coast Fever MTB & Trail Run Series Wraps Up



The South Coast Fever MTB & Trail Run Series wraps up with a group photo of participants and organizers.

Ugu to launch multi-trail park



The Ugu South Coast Tourism Centre is a state-of-the-art facility that has been designed to provide a world-class experience for our visitors.

Fourth annual MTB and trail run series wraps up in style



The fourth annual MTB and trail run series has wrapped up in style. The event was a great success, and we are looking forward to hosting it again in 2020.

Ugu to launch multi-trail park



The KwaNzimakwe Multi-Trail Park is a trail for nature lovers, off-road cyclists, and hikers. The park is located in the heart of the Ugu region.

Samples of Online Exposure

TourismBiz LEARN FROM THE EXPERTS MAX YOUR SOCIAL MARK

Home Directory A-Z Events News

Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020

By Editor on 23 October 2019

The annual Bike Fest, a flagship event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 25 to 27 April 2020. And this time, all the engine-revving action will take place at the scenic, tourist-friendly coastal town of Port Edward.

Commenting on behalf of Ray Nkonyeni Municipality, the main sponsor of the event, the Mayor Cllr Nonwusa Mkgwabe said: "Since its inception the Bike Fest has become synonymous with adventure, great fun and excitement. We are delighted that this home-brewed tourist attraction event is now growing to include patrons even beyond our borders. The seaside town of Port Edward is a treasure trove of natural unspoilt beauty that will appeal to young and old alike. We fully support the Bike Fest, along with other events which do not only put our area on the map, but also create much needed job opportunities for the local people," she concluded.

CEO of Ugu South Coast Tourism, Phelisa Mangcu, said USCT is 100% behind this event: "The Bike Fest, which is such a tourism drawcard to the area, has moved from government sector into the private – and this is something to be celebrated. As government, our objective is to drive tourism and create employment by creating an environment for the private sector to thrive."

She explained that the annual festival has become synonymous with the South Coast area, and the move to Port Edward would continue to draw visitors to the region, while highlighting the world-class tourism facilities at Port Edward.

"The South Coast has long been considered a 'beach destination' because of the magnificent beaches, but there is so much more to discover," continued Mangcu. "There are so many hidden gems in our hinterland region which are being explored. We believe that, by hosting the Bike Fest at Port Edward, these agri-tourism initiatives will get some well-deserved recognition, offering tourists a unique experience while boosting the local economy."

TRAVEL WRITE

Home Support Us Columns International South Africa Home What We Do

Revving up for Bike Fest

By Gabe Inwood

Things are moving at full throttle for a series of biker events around the country next year, with the South Coast one moving to Port Edward for its traditional April date.

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 enhancing 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 familiarisation trip of the KZN region from 1 to 3 November.

The tour included visits to nature-based sites, Vernon Crooks Nature Reserve, Impiti Conservancy agri-tourism venture, Mac Baniwani, as well as attendance at the launch of the KwaZimikwe Multi-Trail on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Serntz on Faya, St Michaels Sands Hotel, and the Lizeleia Tourism Award finalist Umthunzi Hotel & Conference. The programme also consisted of some extreme adventure at the award-winning Oribi Gorge Wild 5 Adventure.

From left: Mbali Nyuswa, Parisa Magwaza, Ntshinga Ngwenya, Mthi Mhlophe, Siphomphiso Gumbeke, Uqo Ngubane, Lungile Radu, Nokuwula Shongwe and Thabang Moleja. Bottom: From left: Siphomphiso Gumbeke, Mthi Mhlophe and Thabang Moleja.

RISING SUN

Home News Classifieds Property Travel Business Listings

Ugu South Coast Tourism takes Film industry on a coastal tour

By Editor on 23 October 2019

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

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 enhancing 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 familiarisation trip of the KZN region from 1 to 3 November.

The tour included visits to nature-based sites, Vernon Crooks Nature Reserve, Impiti Conservancy agri-tourism venture, Mac Baniwani, as well as attendance at the launch of the KwaZimikwe Multi-Trail on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Serntz on Faya, St Michaels Sands Hotel, and the Lizeleia Tourism Award finalist Umthunzi Hotel & Conference. The programme also consisted of some extreme adventure at the award-winning Oribi Gorge Wild 5 Adventure.

Herald

Home News Classifieds Property Travel Business Listings

Head inland for park paradise

By Editor on 23 October 2019

There will be a special 22km off-road motorcycle trail in support of Stuart Gregory's 'Nuts4Kaz' campaign.

The KwaZimikwe Multi-Trail Park will be officially opened at Mkuze Game Reserve in the KwaZimikwe National Park on Sunday, 3 November.

As a result of Ugu South Coast Tourism's most innovative tourism initiatives, a culturally-relevant tourism development project.

Also Read: [Ugu South Coast Tourism's most innovative tourism initiatives, a culturally-relevant tourism development project](#)

The KwaZimikwe Multi-Trail Park will be officially opened at Mkuze Game Reserve in the KwaZimikwe National Park on Sunday, 3 November. The park project will give you an idea of the kind of fun that can be had in the area. The park project will give you an idea of the kind of fun that can be had in the area. The park project will give you an idea of the kind of fun that can be had in the area.

bikers We Buy Bikes

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020

By Editor on 23 October 2019

The annual Bike Fest, a flagship event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 25 to 27 April 2020. And this time, all the engine-revving action will take place at the scenic, tourist-friendly coastal town of Port Edward.

Commenting on behalf of Ray Nkonyeni Municipality, the main sponsor of the event, the Mayor Cllr Nonwusa Mkgwabe said: "Since its inception the Bike Fest has become synonymous with adventure, great fun and excitement. We are delighted that this home-brewed tourist attraction event is now growing to include patrons even beyond our borders. The seaside town of Port Edward is a treasure trove of natural unspoilt beauty that will appeal to young and old alike. We fully support the Bike Fest, along with other events which do not only put our area on the map, but also create much needed job opportunities for the local people," she concluded.

CEO of Ugu South Coast Tourism, Phelisa Mangcu, said USCT is 100% behind this event: "The Bike Fest, which is such a tourism drawcard to the area, has moved from government sector into the private – and this is something to be celebrated. As government, our objective is to drive tourism and create employment by creating an environment for the private sector to thrive."

She explained that the annual festival has become synonymous with the South Coast area, and the move to Port Edward would continue to draw visitors to the region, while highlighting the world-class tourism facilities at Port Edward.

"The South Coast has long been considered a 'beach destination' because of the magnificent beaches, but there is so much more to discover," continued Mangcu. "There are so many hidden gems in our hinterland region which are being explored. We believe that, by hosting the Bike Fest at Port Edward, these agri-tourism initiatives will get some well-deserved recognition, offering tourists a unique experience while boosting the local economy."

NEWSWIT

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

Film industry enjoys tour of the South Coast

By Editor on 23 October 2019

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 enhancing 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 familiarisation trip of the KZN region from 1 to 3 November.

The tour included visits to nature-based sites, Vernon Crooks Nature Reserve, Impiti Conservancy agri-tourism venture, Mac Baniwani, as well as attendance at the launch of the KwaZimikwe Multi-Trail on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Serntz on Faya, St Michaels Sands Hotel, and the Lizeleia Tourism Award finalist Umthunzi Hotel & Conference. The programme also consisted of some extreme adventure at the award-winning Oribi Gorge Wild 5 Adventure.

From left: Mbali Nyuswa, Parisa Magwaza, Ntshinga Ngwenya, Mthi Mhlophe, Siphomphiso Gumbeke, Uqo Ngubane, Lungile Radu, Nokuwula Shongwe and Thabang Moleja. Bottom: From left: Siphomphiso Gumbeke, Mthi Mhlophe and Thabang Moleja.

myPR

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

Film industry enjoys tour of the KZN South Coast

By Editor on 23 October 2019

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 enhancing 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 familiarisation trip of the KZN region from 1 to 3 November.

The tour included visits to nature-based sites, Vernon Crooks Nature Reserve, Impiti Conservancy agri-tourism venture, Mac Baniwani, as well as attendance at the launch of the KwaZimikwe Multi-Trail on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Serntz on Faya, St Michaels Sands Hotel, and the Lizeleia Tourism Award finalist Umthunzi Hotel & Conference. The programme also consisted of some extreme adventure at the award-winning Oribi Gorge Wild 5 Adventure.

From left: Mbali Nyuswa, Parisa Magwaza, Ntshinga Ngwenya, Mthi Mhlophe, Siphomphiso Gumbeke, Uqo Ngubane, Lungile Radu, Nokuwula Shongwe and Thabang Moleja. Bottom: From left: Siphomphiso Gumbeke, Mthi Mhlophe and Thabang Moleja.

RISING SUN

Home News Classifieds Property Travel Business Listings

Success for KwaZimikwe multi-trail launch

By Editor on 23 October 2019

Mayor of the Ray Nkonyeni Municipality, Cllr Cynthia Mkweliso, local traditional leader, Inkosi IS Nkonyeni and the CEO of USCT, Phelisa Mangcu, were all in attendance at the auspicious occasion.

The KwaZimikwe Multi-Trail Park will be officially opened at Mkuze Game Reserve in the KwaZimikwe National Park on Sunday, 3 November. The park project will give you an idea of the kind of fun that can be had in the area. The park project will give you an idea of the kind of fun that can be had in the area. The park project will give you an idea of the kind of fun that can be had in the area.

DurbanTV Live

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

South Coast Launches Great Drives Out Route

By Editor on 23 October 2019

Visitors from the KZN South Coast and beyond participated in the highly successful launch of the KwaZimikwe Multi-Trail on Sunday, 3 November. Amongst the guests were Mayor of Ray Nkonyeni Municipality, Cllr Cynthia Mkweliso, local traditional leader, Inkosi IS Nkonyeni and the CEO of USCT, Phelisa Mangcu. Commenting on the launch, Mangcu said: "We're excited to extend our thanks to everyone who came out to support and experience the extension of our tourist routes to our communities as this gives visitors a unique experience of the region's traditional heritage and natural beauty. There are many plans to further develop this area, to watch this space!" Visitors got to enjoy the Halfway Toppa 4x4 obstacle and demo course as well as the short trail section. The South Coast borders hosted a kilometer family trail with four-legged friends included, and there was a 22 kilometre off-road motorcycle trail in support of Stuart Gregory's 'Nuts4Kaz' campaign. A special attendance was South Coast Hospice, an organisation providing palliative care and support to medical patients.

For more information about this and other USCT activities, visit www.usct.co.za, Facebook page South Coast Tourism or Twitter @ufortoficial and follow the handle #KZNsouthcoast.

(Image credit: Colette Bailey)

big events

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

Film industry enjoys tour of the KZN South Coast

By Editor on 23 October 2019

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 enhancing 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 familiarisation trip of the KZN region from 1 to 3 November.

The tour included visits to nature-based sites, Vernon Crooks Nature Reserve, Impiti Conservancy agri-tourism venture, Mac Baniwani, as well as attendance at the launch of the KwaZimikwe Multi-Trail on Sunday, 3 November. Guests also enjoyed the quality retail and hospitality sectors, among them Serntz on Faya, St Michaels Sands Hotel, and the Lizeleia Tourism Award finalist Umthunzi Hotel & Conference. The programme also consisted of some extreme adventure at the award-winning Oribi Gorge Wild 5 Adventure.

From left: Mbali Nyuswa, Parisa Magwaza, Ntshinga Ngwenya, Mthi Mhlophe, Siphomphiso Gumbeke, Uqo Ngubane, Lungile Radu, Nokuwula Shongwe and Thabang Moleja. Bottom: From left: Siphomphiso Gumbeke, Mthi Mhlophe and Thabang Moleja.

RISING SUN

Home News Classifieds Property Travel Business Listings

South Coast Fever MTB & Trail Run Series Wraps Up

By Editor on 23 October 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 Eland 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 Riley Smith.

The winning athletes were awarded medals, ribbons, trophies and cash prizes.

The annual athletes were awarded medals, ribbons, trophies and cash prizes and the overall winners received an additional R5 000 prize money and bouquets of flowers at a well-attended ceremony, presided over by SAC, Mervyn Bester. He extended a warm welcome to all attendees, including the VIP guests, the CEO of Ugu South Coast Tourism, Phelisa Mangcu, editor-in-chief of South Coast Fever, Ntshinga Ngwenya, head of publishing at South Coast Fever, Mervyn Bester, and Mthi Mhlophe, the CEO of Hobbies Insurance. The evening continued with guest riders and trail runners the chance to challenge themselves across four diverse routes, the red desert/forest MTB Race at Port Edward, Hobbies Reserve, the beach the Lago Stubbington MTB & Trail Run Weekend at Scarborough Beach, the forest The High MTB & Trail Run and the game reserve The Lake Eland Classic at the Lake Eland Game Reserve.

USCT CEO, Phelisa Mangcu, commended the organisers for another fantastic event. "This is now the fourth year of the South Coast Fever MTB & Trail Run Series and continues to be one of the region's biggest tourism drawcards. Our committed diverse terrain, beautiful climate and welcoming communities will undoubtedly see the event attract even more visitors in the years to come."

Alongside the South Coast Fever MTB & Trail Run Series, USCT has a number of exciting trail events: active coming up including the KZN Drags & Descs South Coast Raceway on 28 September, The Spring Trail from 01 to 29 September. For more information, visit www.tourismsouthcoast.co.za or visit the Facebook Page: South Coast Tourism.

MY DURBAN

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

South Coast Fever MTB & Trail Run Series Wraps Up

By Editor on 23 October 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 Eland 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 Riley Smith.

The winning athletes were awarded medals, ribbons, trophies and cash prizes.

The annual athletes were awarded medals, ribbons, trophies and cash prizes and the overall winners received an additional R5 000 prize money and bouquets of flowers at a well-attended ceremony, presided over by SAC, Mervyn Bester. He extended a warm welcome to all attendees, including the VIP guests, the CEO of Ugu South Coast Tourism, Phelisa Mangcu, editor-in-chief of South Coast Fever, Ntshinga Ngwenya, head of publishing at South Coast Fever, Mervyn Bester, and Mthi Mhlophe, the CEO of Hobbies Insurance. The evening continued with guest riders and trail runners the chance to challenge themselves across four diverse routes, the red desert/forest MTB Race at Port Edward, Hobbies Reserve, the beach the Lago Stubbington MTB & Trail Run Weekend at Scarborough Beach, the forest The High MTB & Trail Run and the game reserve The Lake Eland Classic at the Lake Eland Game Reserve.

USCT CEO, Phelisa Mangcu, commended the organisers for another fantastic event. "This is now the fourth year of the South Coast Fever MTB & Trail Run Series and continues to be one of the region's biggest tourism drawcards. Our committed diverse terrain, beautiful climate and welcoming communities will undoubtedly see the event attract even more visitors in the years to come."

Alongside the South Coast Fever MTB & Trail Run Series, USCT has a number of exciting trail events: active coming up including the KZN Drags & Descs South Coast Raceway on 28 September, The Spring Trail from 01 to 29 September. For more information, visit www.tourismsouthcoast.co.za or visit the Facebook Page: South Coast Tourism.

Herald

Home News Classifieds Property Travel Business Listings

Passport to fun at the opening of KwaZimikwe's new multi park

By Editor on 23 October 2019

Guests, nature lovers and adrenaline junkies flocked to experience the outdoors.

The KwaZimikwe Multi-Trail Park will be officially opened at Mkuze Game Reserve in the KwaZimikwe National Park on Sunday, 3 November. The park project will give you an idea of the kind of fun that can be had in the area. The park project will give you an idea of the kind of fun that can be had in the area. The park project will give you an idea of the kind of fun that can be had in the area.

big events

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

South Coast Fever MTB & Trail Run Series Wraps Up

By Editor on 23 October 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 Eland 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 Riley Smith.

The winning athletes were awarded medals, ribbons, trophies and cash prizes.

The annual athletes were awarded medals, ribbons, trophies and cash prizes and the overall winners received an additional R5 000 prize money and bouquets of flowers at a well-attended ceremony, presided over by SAC, Mervyn Bester. He extended a warm welcome to all attendees, including the VIP guests, the CEO of Ugu South Coast Tourism, Phelisa Mangcu, editor-in-chief of South Coast Fever, Ntshinga Ngwenya, head of publishing at South Coast Fever, Mervyn Bester, and Mthi Mhlophe, the CEO of Hobbies Insurance. The evening continued with guest riders and trail runners the chance to challenge themselves across four diverse routes, the red desert/forest MTB Race at Port Edward, Hobbies Reserve, the beach the Lago Stubbington MTB & Trail Run Weekend at Scarborough Beach, the forest The High MTB & Trail Run and the game reserve The Lake Eland Classic at the Lake Eland Game Reserve.

USCT CEO, Phelisa Mangcu, commended the organisers for another fantastic event. "This is now the fourth year of the South Coast Fever MTB & Trail Run Series and continues to be one of the region's biggest tourism drawcards. Our committed diverse terrain, beautiful climate and welcoming communities will undoubtedly see the event attract even more visitors in the years to come."

Alongside the South Coast Fever MTB & Trail Run Series, USCT has a number of exciting trail events: active coming up including the KZN Drags & Descs South Coast Raceway on 28 September, The Spring Trail from 01 to 29 September. For more information, visit www.tourismsouthcoast.co.za or visit the Facebook Page: South Coast Tourism.

RISING SUN

Home News Classifieds Property Travel Business Listings

South Coast Fever MTB & Trail Run Series Wraps Up

By Editor on 23 October 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 Eland 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 Riley Smith.

The winning athletes were awarded medals, ribbons, trophies and cash prizes.

The annual athletes were awarded medals, ribbons, trophies and cash prizes and the overall winners received an additional R5 000 prize money and bouquets of flowers at a well-attended ceremony, presided over by SAC, Mervyn Bester. He extended a warm welcome to all attendees, including the VIP guests, the CEO of Ugu South Coast Tourism, Phelisa Mangcu, editor-in-chief of South Coast Fever, Ntshinga Ngwenya, head of publishing at South Coast Fever, Mervyn Bester, and Mthi Mhlophe, the CEO of Hobbies Insurance. The evening continued with guest riders and trail runners the chance to challenge themselves across four diverse routes, the red desert/forest MTB Race at Port Edward, Hobbies Reserve, the beach the Lago Stubbington MTB & Trail Run Weekend at Scarborough Beach, the forest The High MTB & Trail Run and the game reserve The Lake Eland Classic at the Lake Eland Game Reserve.

USCT CEO, Phelisa Mangcu, commended the organisers for another fantastic event. "This is now the fourth year of the South Coast Fever MTB & Trail Run Series and continues to be one of the region's biggest tourism drawcards. Our committed diverse terrain, beautiful climate and welcoming communities will undoubtedly see the event attract even more visitors in the years to come."

Alongside the South Coast Fever MTB & Trail Run Series, USCT has a number of exciting trail events: active coming up including the KZN Drags & Descs South Coast Raceway on 28 September, The Spring Trail from 01 to 29 September. For more information, visit www.tourismsouthcoast.co.za or visit the Facebook Page: South Coast Tourism.

MY DURBAN

Home News & Reviews Biking Events Bikes for Sale Dealer Directory

KwaZimikwe Multi-Trail Park on KZN South Coast a treat for nature lovers, 4x4, off-road and hiking fans

By Editor on 23 October 2019

The long-awaited KwaZimikwe Multi-Trail Park will be launched on Sunday, 3 November, giving nature lovers and outdoor enthusiasts the chance to experience this unique Ugu South Coast Tourism (USCT) local development project.

Commenting on the initiative, CEO of USCT, Phelisa Mangcu, said: "Through the KwaZimikwe Multi-Trail Park we are looking to create exposure of the area as a tourist attraction."

INCREASE AD REVENUE With a Google Certified Partner

TOURISM TATTLER
Increase Ad Revenue with a Google Certified Partner

HOME OUR STORY FEATURES NEWS ARCHIVES NEWS REVIEWS CONTACT

Home / Articles / Accolades / KZN South Coast Takes Top Honours at 2019 Lilizela Tourism Awards



KZN South Coast Takes Top Honours at 2019 Lilizela Tourism Awards

Accolades 151 Views



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

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

The annual bike fest, a display event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 24 to 27 April 2020. The aim is to showcase the region's scenic views, its world-class level of tourism offerings with big wins at the recent Lilizela Tourism Awards.

Ugu Tourism boss has big plans to attract visitors

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

KwaNzimakwe multi-trail park on track

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

Bagabisa ngezasemakhaya kwezokuvakasha

Kwethulwe imizila yabahamba ngezinyawo nezimoto entabeni

All set for Trail Park launch

The KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, offering outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty.

The South Coast Fever MTB & Trail Run Series Wraps Up

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. The series was organized by USCT, with the support of various partners.

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 kilometers from Scottburgh to Port Edward and inland to Harding, the KZN South Coast boasts some 58 beautiful beaches, two internationally-renowned dive sites, 11 quality golf courses and some of the country's most incredible heritage sites and hinterland tours.

INCREASE AD REVENUE With a Google Certified Partner

THE SOUTH COAST RISING SUN
Increase Ad Revenue with a Google Certified Partner

NEWS CLASSIFIEDS PROPERTY TRAVEL

Home / Articles / Accolades / KZN South Coast Takes Top Honours at 2019 Lilizela Tourism Awards



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

Accolades 151 Views



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

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

The annual bike fest, a display event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 24 to 27 April 2020. The aim is to showcase the region's scenic views, its world-class level of tourism offerings with big wins at the recent Lilizela Tourism Awards.

Ugu Tourism boss has big plans to attract visitors

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

KwaNzimakwe multi-trail park on track

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

Bagabisa ngezasemakhaya kwezokuvakasha

Kwethulwe imizila yabahamba ngezinyawo nezimoto entabeni

All set for Trail Park launch

The KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, offering outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty.

The South Coast Fever MTB & Trail Run Series Wraps Up

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. The series was organized by USCT, with the support of various partners.

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 kilometers from Scottburgh to Port Edward and inland to Harding, the KZN South Coast boasts some 58 beautiful beaches, two internationally-renowned dive sites, 11 quality golf courses and some of the country's most incredible heritage sites and hinterland tours.

INCREASE AD REVENUE With a Google Certified Partner

SOUTH COAST HERALD
Increase Ad Revenue with a Google Certified Partner

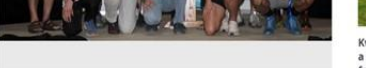
NEWS CLASSIFIEDS PROPERTY TRAVEL BUSINESS LISTINGS CATALOGS

Home / Articles / Accolades / KZN South Coast Takes Top Honours at 2019 Lilizela Tourism Awards



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

Accolades 151 Views



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

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

The annual bike fest, a display event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 24 to 27 April 2020. The aim is to showcase the region's scenic views, its world-class level of tourism offerings with big wins at the recent Lilizela Tourism Awards.

Ugu Tourism boss has big plans to attract visitors

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

KwaNzimakwe multi-trail park on track

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

Bagabisa ngezasemakhaya kwezokuvakasha

Kwethulwe imizila yabahamba ngezinyawo nezimoto entabeni

All set for Trail Park launch

The KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, offering outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty.

The South Coast Fever MTB & Trail Run Series Wraps Up

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. The series was organized by USCT, with the support of various partners.

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 kilometers from Scottburgh to Port Edward and inland to Harding, the KZN South Coast boasts some 58 beautiful beaches, two internationally-renowned dive sites, 11 quality golf courses and some of the country's most incredible heritage sites and hinterland tours.

INCREASE AD REVENUE With a Google Certified Partner

GOOD GUIDES
Increase Ad Revenue with a Google Certified Partner

NEWS CLASSIFIEDS PROPERTY TRAVEL BUSINESS LISTINGS CATALOGS

Home / Articles / Accolades / KZN South Coast Takes Top Honours at 2019 Lilizela Tourism Awards



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

Accolades 151 Views



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

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

The annual bike fest, a display event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 24 to 27 April 2020. The aim is to showcase the region's scenic views, its world-class level of tourism offerings with big wins at the recent Lilizela Tourism Awards.

Ugu Tourism boss has big plans to attract visitors

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

KwaNzimakwe multi-trail park on track

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, November 17, giving outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty. USCT CEO Pheliso Mangu said this is a major development project for the region.

Bagabisa ngezasemakhaya kwezokuvakasha

Kwethulwe imizila yabahamba ngezinyawo nezimoto entabeni

All set for Trail Park launch

The KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, offering outdoor lovers and outdoor enthusiasts the chance to experience the region's natural beauty.

The South Coast Fever MTB & Trail Run Series Wraps Up

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. The series was organized by USCT, with the support of various partners.

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 kilometers from Scottburgh to Port Edward and inland to Harding, the KZN South Coast boasts some 58 beautiful beaches, two internationally-renowned dive sites, 11 quality golf courses and some of the country's most incredible heritage sites and hinterland tours.

USCT brings Bike Fest 2020 to Port Edward

The annual Bike Fest, a flagship event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from Saturday, 25 to Monday, 27 April 2020. The event will take place at the coastal town of Port Edward.



Commenting on behalf of Ray Nkonyeni Municipality, the main sponsor of the event, the Mayor Cllr Nomusa Mqwebu said, "Since its inception, the Bike Fest has become synonymous with adventure, great fun and excitement."

"We are delighted that this home-brewed tourist attraction event is now growing to include patrons even beyond our borders. The seaside town of Port Edward is a treasure trove of natural unspoiled beauty that will appeal to young and old alike," Mqwebu adds.

"We fully support the Bike Fest, along with other events that do not only put our area on the map but also create much-needed job opportunities for the local people," she says.

Phelisa Mangu, CEO of USCT, says, "The Bike Fest, which is such a tourism drawcard to the area, has moved from government sector into the private — and this is something to be celebrated. As



Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020

The annual Bike Fest, a flagship event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 25 to 27 April 2020. And this time, all the engine-revving action will take place at the scenic, tourist-friendly coastal town of Port Edward.

Commenting on behalf of Ray Nkonyeni Municipality, the main sponsor of the event, the Mayor Cllr Nomusa Mqwebu said, "Since its inception the Bike Fest has become synonymous with adventure, great fun and excitement. We are delighted that this home-brewed tourist attraction event is now growing to include patrons even beyond our borders. The seaside town of Port Edward is a treasure trove of natural unspoiled beauty that will appeal to young and old alike. We fully support the Bike Fest, along with other events which do not only put our area on the map, but also create much needed job opportunities for the local people," she concluded.

CEO of Ugu South Coast Tourism Phelisa Mangu, said USCT is 100% behind this event: "The Bike Fest, which is such a tourism drawcard to the area, has moved from government sector into the private — and this is something to be celebrated. As government, our objective is to drive tourism and create employment by creating an environment for the private sector to thrive"

MY DURBAN

ACCOMMODATION BLOGS DIRECTORY EVENTS FREE IMAGES NEWS

Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020

The annual Bike Fest, a flagship event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 25 to 27 April 2020. And this time, all the engine-revving action will take place at the scenic, tourist-friendly coastal town of Port Edward.

Commenting on behalf of Ray Nkonyeni Municipality, the main sponsor of the event, the Mayor Cllr Nomusa Mqwebu said, "Since its inception the Bike Fest has become synonymous with adventure, great fun and excitement. We are delighted that this home-brewed tourist attraction event is now growing to include patrons even beyond our borders. The seaside town of Port Edward is a treasure trove of natural unspoiled beauty that will appeal to young and old alike. We fully support the Bike Fest, along with other events which do not only put our area on the map but also create much needed job opportunities for the local people," she concluded.

CEO of Ugu South Coast Tourism, Phelisa Mangu, said USCT is 100% behind this event: "The Bike Fest, which is such a tourism drawcard to the area, has moved from government sector into the private — and this is something to be celebrated. As government, our objective is to drive tourism and create employment by creating an environment for the private sector to thrive"



MY DURBAN

ACCOMMODATION BLOGS DIRECTORY EVENTS FREE IMAGES NEWS

KwaNzimakwe Multi-Trail Park on KZN South Coast a treat for nature lovers, 4x4, off-road and hiking fans

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, giving nature-lovers and outdoor enthusiasts the chance to experience this unique Ugu South Coast Tourism (USCT) route development project.

Commenting on the initiative, CEO of USCT, Phelisa Mangu, said: "Through the KwaNzimakwe Multi-Trail Park we are looking to create exposure of the area as a tourist attraction and increase visitor numbers, particularly those looking for outdoor adventure. Our role, as USCT, is to expand the geographical footprint of tourism, opening up the entire South Coast to the benefits of the resultant economic in-stream. We believe that the KwaNzimakwe Multi-Trail Park will work to achieve this, offering the tourists a unique experience while also creating jobs for the local community."

The launch is the first step in developing this area into a major drawcard for locals and visitors seeking outdoor activities in a scenic area that includes panoramic views of the coastline and hinterland, lush coastal forests, river crossings and diverse 4x4 terrain. The event will be hosted by the Mayor of Ray Nkonyeni Municipality (RNM) Cynthia Mqwebu.



MY DURBAN

ACCOMMODATION BLOGS DIRECTORY EVENTS FREE IMAGES NEWS

Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020

The annual Bike Fest, a flagship event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 25 to 27 April 2020. And this time, all the engine-revving action will take place at the scenic, tourist-friendly coastal town of Port Edward.

Commenting on behalf of Ray Nkonyeni Municipality, the main sponsor of the event, the Mayor Cllr Nomusa Mqwebu said, "Since its inception the Bike Fest has become synonymous with adventure, great fun and excitement. We are delighted that this home-brewed tourist attraction event is now growing to include patrons even beyond our borders. The seaside town of Port Edward is a treasure trove of natural unspoiled beauty that will appeal to young and old alike. We fully support the Bike Fest, along with other events which do not only put our area on the map, but also create much needed job opportunities for the local people," she concluded.

CEO of Ugu South Coast Tourism, Phelisa Mangu, said USCT is 100% behind this event: "The Bike Fest, which is such a tourism drawcard to the area, has moved from government sector into the private — and this is something to be celebrated. As government, our objective is to drive tourism and create employment by creating an environment for the private sector to thrive"



Online

South Coast Herald Mail website header with navigation menu and social media icons.

South Coast Herald Mail website content area featuring a 'SUMMER DRESSES' promotion.

KwaNzimakwe Multi-Trail Park a treat for nature lovers, 4x4, off-road and hiking fans. The event will be hosted by the Mayor of Ray Nkonyeni Municipality (RNM) Cynthia Mqwebu.

Hamburg Beach in the Eastern Cape's Amathole district no longer has Blue Flag status and KwaZulu-Natal's Ramsgate (which did not pass the water quality requirements this year, according to WESSA spokesperson Vincent Shacks), Lucien and Westbrook also lost their blue flags.

The Blue Flag Programme, now in its 32nd year in South Africa, focuses on the environmental management of marine and coastal habitats.

tourism TATTLER website header with navigation menu.

Home / Articles / Attractions / New Multi-Trail Park to Launch in KZN South Coast



>Welcome visitors to the launch on 3 November.

Getaway website header with navigation menu and a 'Book a major service to the value of R2500 or more' offer.

SA's 45 Blue Flag beaches for this summer. Posted by Elise Kintzler on 24 October 2019.

South Africa has a number of beaches that receive international Blue Flag status annually. Last year South Africa had 46 beaches with Blue Flag status, while this year there are 45.

All Blue Flag beaches have to meet strict international criteria and the programme is locally-managed by WESSA (the Wildlife and Environmental Society of South Africa).

Castle Beach, Stilbaai Wes, Jongensfontein and Glentana in the Western Cape received Blue Flag status for the first time, while Buffalo Bay in Kynsda dropped off the list.

Hamburg Beach in the Eastern Cape's Amathole district no longer has Blue Flag status and KwaZulu-Natal's Ramsgate (which did not pass the water quality requirements this year, according to WESSA spokesperson Vincent Shacks), Lucien and Westbrook also lost their blue flags.

The Blue Flag Programme, now in its 32nd year in South Africa, focuses on the environmental management of marine and coastal habitats.

GoodGuides website header with navigation menu and a 'Learn from the experts' offer.

Home / News / KwaNzimakwe Multi-Trail Park KZN, a treat for nature lovers

KwaNzimakwe Multi-Trail Park KZN, a treat for nature lovers. By Editor on 23 October 2019.

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, giving nature-lovers and outdoor enthusiasts the chance to experience this unique Ugu South Coast Tourism (USCT) route development project.

Commenting on the initiative, CEO of USCT, Phelisa Mangu, said: "Through the KwaNzimakwe Multi-Trail Park we are looking to create exposure of the area as a tourist attraction and increase visitor numbers, particularly those looking for outdoor adventure. Our role, as USCT, is to expand the geographical footprint of tourism, opening up the entire South Coast to the benefits of the resultant economic in-stream. We believe that the KwaNzimakwe Multi-Trail Park will work to achieve this, offering the tourists a unique experience while also creating jobs for the local community."

The launch is the first step in developing this area into a major drawcard for locals and visitors seeking outdoor activities in a scenic area that includes panoramic views of the coastline and hinterland, lush coastal forests, river crossings and diverse 4x4 terrain. The event will be hosted by the Mayor of Ray Nkonyeni Municipality (RNM) Cynthia Mqwebu.

Visitors attending the launch are encouraged to bring their 4x4 vehicles and experience the 4x4 obstacle and demo course, organised by local motor dealers, Halfway Toyota. This includes the option of traversing the specially-designed 4-hour trail with a stopover for a braai and refreshments. Also on the programme is the 10-kilometre trail run hosted by the South Coast Striders, as well as the fun 4-kilometre family trail hike (dogs welcome) which is being hosted by the South Coast Hikers. There will be a special 22km off-road motorcycle trail in support of Stuart Gregory's 'Nuts4Dakar' campaign. Food and other refreshments will be provided by the local community.

B2Bnews website header with navigation menu and a 'Learn from the experts' offer.

Home / News / KwaNzimakwe Multi-Trail Park KZN, a treat for nature lovers

KwaNzimakwe Multi-Trail Park KZN, a treat for nature lovers. By Editor on 23 October 2019.

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, giving nature-lovers and outdoor enthusiasts the chance to experience this unique Ugu South Coast Tourism (USCT) route development project.

Commenting on the initiative, CEO of USCT, Phelisa Mangu, said: "Through the KwaNzimakwe Multi-Trail Park we are looking to create exposure of the area as a tourist attraction and increase visitor numbers, particularly those looking for outdoor adventure. Our role, as USCT, is to expand the geographical footprint of tourism, opening up the entire South Coast to the benefits of the resultant economic in-stream. We believe that the KwaNzimakwe Multi-Trail Park will work to achieve this, offering the tourists a unique experience while also creating jobs for the local community."

The launch is the first step in developing this area into a major drawcard for locals and visitors seeking outdoor activities in a scenic area that includes panoramic views of the coastline and hinterland, lush coastal forests, river crossings and diverse 4x4 terrain. The event will be hosted by the Mayor of Ray Nkonyeni Municipality (RNM) Cynthia Mqwebu.

Visitors attending the launch are encouraged to bring their 4x4 vehicles and experience the 4x4 obstacle and demo course, organised by local motor dealers, Halfway Toyota. This includes the option of traversing the specially-designed 4-hour trail with a stopover for a braai and refreshments. Also on the programme is the 10-kilometre trail run hosted by the South Coast Striders, as well as the fun 4-kilometre family trail hike (dogs welcome) which is being hosted by the South Coast Hikers. There will be a special 22km off-road motorcycle trail in support of Stuart Gregory's 'Nuts4Dakar' campaign. Food and other refreshments will be provided by the local community.

TourismBiz website header with navigation menu and a 'Learn from the experts' offer.

Home / News / KwaNzimakwe Multi-Trail Park KZN, a treat for nature lovers

KwaNzimakwe Multi-Trail Park KZN, a treat for nature lovers. By Editor on 23 October 2019.

The long-awaited KwaNzimakwe Multi-Trail Park will be launched on Sunday, 3 November, giving nature-lovers and outdoor enthusiasts the chance to experience this unique Ugu South Coast Tourism (USCT) route development project.

Commenting on the initiative, CEO of USCT, Phelisa Mangu, said: "Through the KwaNzimakwe Multi-Trail Park we are looking to create exposure of the area as a tourist attraction and increase visitor numbers, particularly those looking for outdoor adventure. Our role, as USCT, is to expand the geographical footprint of tourism, opening up the entire South Coast to the benefits of the resultant economic in-stream. We believe that the KwaNzimakwe Multi-Trail Park will work to achieve this, offering the tourists a unique experience while also creating jobs for the local community."

The launch is the first step in developing this area into a major drawcard for locals and visitors seeking outdoor activities in a scenic area that includes panoramic views of the coastline and hinterland, lush coastal forests, river crossings and diverse 4x4 terrain. The event will be hosted by the Mayor of Ray Nkonyeni Municipality (RNM) Cynthia Mqwebu.

Visitors attending the launch are encouraged to bring their 4x4 vehicles and experience the 4x4 obstacle and demo course, organised by local motor dealers, Halfway Toyota. This includes the option of traversing the specially-designed 4-hour trail with a stopover for a braai and refreshments. Also on the programme is the 10-kilometre trail run hosted by the South Coast Striders, as well as the fun 4-kilometre family trail hike (dogs welcome) which is being hosted by the South Coast Hikers. There will be a special 22km off-road motorcycle trail in support of Stuart Gregory's 'Nuts4Dakar' campaign. Food and other refreshments will be provided by the local community.

GoodGuides website header with navigation menu and a 'Learn from the experts' offer.

Home / News / Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020

Ugu South Coast Tourism welcomes refreshing new Bike Fest in 2020. By Editor on 23 October 2019.

The annual Bike Fest, a flagship event of Ugu South Coast Tourism (USCT), will be returning to the South Coast from 25 to 27 April 2020. And this time, all the engine-revving action will take place at the scenic, tourist-friendly coastal town of Port Edward.

Commenting on behalf of Ray Nkonyeni Municipality, the main sponsor of the event, the Mayor Cllr Nomusa Mqwebu said, "Since its inception the Bike Fest has become synonymous with adventure, great fun and excitement. We are delighted that this home-brewed tourist attraction event is now growing to include patrons even beyond our borders. The seaside town of Port Edward is a treasure trove of natural unspoiled beauty that will appeal to young and old alike. We fully support the Bike Fest, along with other events which do not only put our area on the map, but also create much needed job opportunities for the local people," she concluded.

CEO of Ugu South Coast Tourism, Phelisa Mangu, said USCT is 100% behind this event: "The Bike Fest, which is such a tourism drawcard to the area, has moved from government sector into the private — and this is something to be celebrated. As government, our objective is to drive tourism and create employment by creating an environment for the private sector to thrive"

She explained that the annual festival has become synonymous with the South Coast area, and the move to Port Edward would continue to draw visitors to the region, while highlighting the Ugu South Coast tourism facilities.

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. Once the manual has been confirmed it will be incorporated on the corporate site, stationery and

a photographer is appointed to capture high res images to be used for Marketing and Communications, including the website.

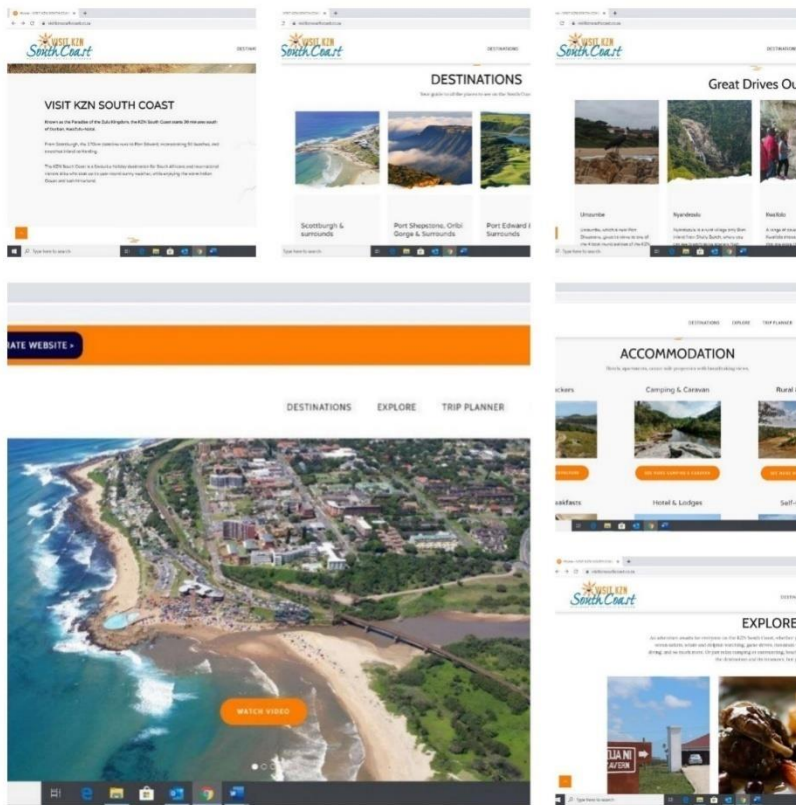
Events Calendar

On a weekly basis the events calendar is 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 has been improved with a new look and feel.

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 are 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 has been designed to ensure absolute ease of use while providing both local residents, tourism establishments and our many holidaymakers with a wealth of vital information that will 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 has identified the social media as one of the tools that will be used to create exposure for the destination. The following social media platforms have been identified and are active: Facebook, Instagram, twitter, LinkedIn, You Tube.

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 there is 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) 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) in the Member Zone making your business easy to find for potential visitors.

Membership Engagements:

USCT undertook a membership/stakeholder engagement drive in order to:

- inform stakeholders about what USCT is doing to grow tourism in the district and how are we marketing the destination.
- introduced the newly developed two-tier USCT membership programme,
- inform stakeholders about our digital platforms (new destination website and App).
- encourage non- members to become members of USCT.



Stakeholder/membership engagement sessions were held at the Blue Marlin in Scottburgh on 6 November 2019 and at MacBanana in Port Edward on 13 November 2019.

A new membership prospectus detailing the membership options has also been produced and will be distributed as an information tool about USCT membership during member engagement drives.

TOURISM DEVELOPMENT

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/KwaNkuswa: 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 24th 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 is 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"> 1. South Coast Herald 21 June 2019 2. South Coast Fever 04 July 2019 3. Ugu Eyethu 05 July 2019
Electronic Media	E-Howzit
Website with Announcements	<ol style="list-style-type: none"> 1. Happy Holiday Homes https://www.happyholidays.co.za/events-kzn-south-coast/ 2. E-Howzit http://ehowzit.co.za/ehowzit-video/interviews/maidens-ceremony/ http://ehowzit.co.za/news/municipal/the-cultural-phenomenon-that-is-the-maidens-ceremony/ 3. Gradwell Letting https://www.glm.co.za/event/community/ 4. The Witness 24 June 2019 https://www.pressreader.com/south-africa/the-witness/20190624/281797105526281
Radio	Ugu Youth Radio 19 June 2019
Post Event Indicators	Ugu Eyethu 12 July 2019

KwaXolo Caves

Based on the feedback received from USCDA, the construction phase has been finalized. USCDA is now working closely with the stakeholders that include the Traditional Council, RNM and USCT to finalize the operational model of the project and hand over to the community. USCT has 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. Based on the feedback

received from USCDA, a proposal was sent to potential funders and no commitments have been received to date.

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, 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
Total Sales			R17 315.00
Total Vouchers		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.

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 - 21st 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 29th 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.

SMME SUPPORT

One of the measures USCT undertakes to address transformation is to implement development and support initiatives for SMMEs in order to break the barriers to entry in the tourism industry. These range from training, marketing support and identifying potential business linkage opportunities where possible.

Speed Marketing

USCT facilitated the participation of nine emerging businesses in Speed Marketing sessions which took place between the 11 – 13th 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
LAZY LIVING	<p>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.</p>
Ubuhle self-catering & Accommodation and Hlubi Tours	<p>Greetings Mdu</p> <p>Thank you for the email. 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. 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: precious@mthimkhuluproperty.co.za</p>
Essential Lifestyle	<p>Good morning Sir, 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>
Mfihlo Guest Lodge	<p>Overall impression: very good. I spoke to 9 tour operators. All of them showed interest, especially with the attractions found in our</p>

SMME/Product	Report
	village. They promised to visit the area with the intention of bringing tourists. The marketing material (brochures) provided by USCT was very helpful.
Zuri Beach	<p>Dear Mduzuzi</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>
Sharon Jenkins homestay	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
Forest Lodge	<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&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 based 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 for 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 – 29th 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 20th 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.

TOURISM AWARENESS

Mpenjati Eco Festival

The 3rd 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 04th 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.

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

FINANCE AND HUMAN RESOURCES

Service Level Agreements with Municipalities

The signing of SLA's has been 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 they have paid a portion of the grant.
- Ray Nkonyeni LM has not signed the SLA and has not paid any amount
- Ugu DM has not signed the SLA and has not paid any amount for the current financial year.

Communication and reminders have been sent repeatedly to the LMs including Ugu DM. This is obviously going to lead to the non-delivery of the scorecard.

Grant Revenue

See Finance Report

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 & HR	Contract				X		
GM: Development	Contract		X				
GM: Marketing	Vacant						
Total			2		1		
Mkt Co-Ord	Permanent						X
Dev Co-Ord	Permanent	X					
Membership	Permanent		X				
Reception	Permanent		X				
PA – CEO	Permanent						X
F & HR Officer	Permanent						X
SCM Officer	Permanent		X				

Post / Office	Type	Black		White		Indian	
		Male	Female	Male	Female	Male	Female
Supervisor Scottburgh	Permanent				X		
Supervisor Hibberdene	Permanent	X					
Supervisor Shelly Beach	Permanent		X				
Supervisor Margate	Permanent		X				
Supervisor Port Edward	Permanent	X	X				
Info Officer Shelly Beach	Permanent	X					
Total		4	6		1		3
Interns & Graduates							
1. Finance			1				
2. Reception							
1. Info Offices		2	4				1
2. Marketing			1				
3. Development		2					
Casual cleaning staff	Casuals/day workers		3				
Total		4	9				
Overall Totals		8	17	0	2	0	4

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 works closely and oversee the work of the Manager: Trade Relations
4. The GM: Finance & Human Resources oversees the operations of the Visitor Information Centres

Organization Restructuring

During the past six months USCT started implementing the board approved structure of the organization. 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. The process is being implemented in phases; focus is being placed on the Destination Marketing & Communications unit at this point as this area needs immediate attention with the absence of a senior manager.

Internships

USCT appointed a new group of 10 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 6.5% 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.

PERFORMANCE MANAGEMENT REPORT – Annexure A

See Annual Performance Scorecard 2019/2020 which will require changes. The implementation of the scorecard in terms of service delivery is only achievable if the grant funds committed by the municipalities is received.

MID TERM ADJUSTMENT BUDGET – Annexure B

See the attached Mid Term Adjusted Budget for 2019/2020.

Due to the fact that most of the LM's have not paid their annual grants, and that Ugu District Municipality has not settled quarter 4 on the 2018/2019 grant or paid anything towards the current grant commitment, we have not made any additional funds available from our prior years accumulated surplus.

The overall Annual Budget has only been adjusted between the departments where year to date cost savings have been made. Due to USCT not managing the South Coast Bike Fest TM, this has also been removed from the overall budget, reducing the Annual Adjustment budget to R18 308 027.



.....
PHELISA MANGCU

Chief Executive Officer

14 January 2020

UGU SOUTH COAST TOURISM ANNUAL ORGANISATIONAL SCORECARD 2019-2020

KEY PERFORMANCE AREA 01: DESTINATION MARKETING																									
PROGRAM	USCT PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR- OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS:	BASELINE	ANNUAL PERFORMANCE TARGET	Adjusted annual target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	TARGET-Q3	TARGET-Q4	PORTFOLIO OF EVIDENCE			
Marketing & Communication	1.1.1	Brand Positioning	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	Four (4) free exposure instances achieved during 2019-2020- QUARTERLY BRAND TRACKING REPORT	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	0	4	4	R0.00	R820 986	2	2	ACHIEVED	-	-	-	-	1	1	Quarterly Brand Tracking Report with Evidence of Free Exposure Instances		
			1.1.1.2	Themed Seasonal Campaigns	To facilitate three (3) themed seasonal campaigns during 2019-2020: - sardine-run, spring-summer and Easter season, focusing on destination experiences and events to address seasonality.	Three (3) themed seasonal campaigns held during 2019-2020.	Number of themed seasonal campaigns	No change	4	3	3	R400 000.00	R785 740	2	2	ACHIEVED	-	-	-	-	-	0	1	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 a minimum of one free exposure instances.	A minimum of one (1) Free exposure instance profiling Port Shepstone as a business hub.	Number	No change	0	1	3	R0.00	R0	0	0	-	0	-	-	-	-	1	0	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 2019-2020.	24 published articles/inserts in the local newspapers and national publications or platforms.	Number of Inserts Published.	No change	0	24	24	R180 000.00	R0	12	13	ACHIEVED	-	-	-	-	-	6	6	Published Newspaper Inserts & Quarterly Brand Tracking Report	
			1.1.1.5	Tour Packaging	To showcase twenty (20) tour packages, including rural/agri tours, on the USCT website during the course of 2019-2020 year, with a minimum of 5 per quarter.	Minimum 20 packages, including rural/agri-tour packages, showcased on USCT website during 2019-2020.	Minimum Number of tour packages on website.	STRATEGIC CHANGE: Annual Target total 10: Due to a lack of interest in businesses to share their packages this target is being reduced.	0	20	10	R0.00	R0	10	5	NOT ACHIEVED	We have consulted hotels in the area and tour operators to check if they had packages available,unfortunatley non were available	Mid Year Target reduced to 10 and the 5 short packages will be co-ordinated.	20 June 2020	0	0	0	0	Screenshot Evidence and Quarterly Digital Report	
			To participate/facilitate in Three-(3) speed marketing workshops, during 2019-2020, to stimulate the development of tour packages to the south coast.		3 speed marketing workshops participated in during 2019-202.	Number of Workshops	No change	2	3	2	R110 000.00	R9 500	1	1	ACHIEVED	-	-	-	-	-	-	1	1	Quarterly Brand-Tracking-Reports & filed- workshop-attendees-register-for-each-workshop. Report submitted supporting registers/ agendas and or programmes.	
			1.1.1.6	Niche Markets Promotion	To generate at-least-eight-(8)-MICE leads, and submit bids, to host meetings, incentives conferences and events in the south coast during 2019-2020. (Meetings, incentives, conferences, exhibitions)	Eight-(8) MICE Leads Generated during 2019-2020.	Number of MICE Leads Generated	Due to the delayed appointment of the MICE consultant, as a result of funds, this target has been reduced from 8	0	8	3	R260 000.00	R5 432	0	0	-	-	-	-	-	-	-	1	2	Evidence of Mice leads generated.
			To promote the south coast in the film industry in four-(4)- publication articles.		Minimum-of-Four-(4)-Film Industry Promotions published	Number of Promotions	No change	0	4	4	R70 000.00	R0	2	2	ACHIEVED	-	-	-	-	-	-	-	1	1	Evidence of Promotions & Quarterly brand tracking report
			To promote the south coast to Golf Organisers , associations, platforms/publications in a minimum of four (4) free exposure instances during 2019-2020.		Minimum Four (4) free exposure instances promoting golf tourism.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	4	4	4	R0.00	R50 000	2	1	NOT ACHIEVED	The PR & Ad Agency was not clearly briefed by the ex marketing GM on their deliverables.	None. This target has been reduced at Mid Term Review	Not applicable	1	1	1	1	Quarterly Brand Tracking Report with evidence of free exposure instances		
			To promote the south coast for agrirural tourism during 2019-2020 in a minimum of one free exposure instance.		Minimum One (1) free exposure instance promoting agri/rural tourism.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	1	1	1	R0.00	R0	0	0	-	-	-	-	-	-	-	-	1	0	Quarterly Brand Tracking Report with evidence of free exposure instances
			To promote the south coast for religious tourism during 2019-2020 : Uvukile in a minimum of one free exposure instance.		Minimum One (1) free exposure instance promoting religious tourism.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	1	1	1	R0.00	R0	0	0	-	-	-	-	-	-	-	-	1	0	Quarterly Brand Tracking Report with evidence of free exposure instances

PROGRAM	USCT PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS:	BASELINE	ANNUAL PERFORMANCE TARGET	Adjusted annual target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	TARGET:Q3	TARGET:Q4	PORTFOLIO OF EVIDENCE
					To promote the south coast for as a diving experience destination during 2019-2020	Minimum of One (1) Diving experience promotions	Number of Promotions	NEW TARGET ADDED		-	1	R0.00	R0	0	0	-	-	-	-	1		Evidence of Promotions & Quarterly brand tracking report
	1.1.2	Public Relations	1.1.2.1	Activations	To stage four (4) beach activations and campaigns to promote south coast offerings and experiences during 2019-2020.	4 beach activations staged during 2019-2020.	Number of Beach Activations Staged.	No change	4	4	4	R570 000.00	R536 200	2	2	ACHIEVED	-	-	-	1	1	Quarterly Report & Evidence
					To stage four hinterland activations to promote south coast offerings and experiences during 2019-2020.	4 hinterland activations staged during 2019-2020.	Number of Hinterland Activations Staged.	No change	0	4	4			2	2	ACHIEVED	-	-	-	1	1	Quarterly Report & Evidence
			1.1.2.2	Signature Events Promotion	To promote UGU Jazz Festival through creating a minimum of three (3) exposure instances through public relations activities during 2019-2020.	A minimum of Three UGU Jazz Festival exposure instances through public relations activities during 2019-2020.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	3	3	3	R0.00	R50 000	0	0	-	-	-	-	3	0	Quarterly Brand Tracking Reports
					To promote the UGU Film Festival through creating a minimum of three (3) exposure instances through public relations activities during 2019-2020.	A minimum of Three UGU Film Festival exposure instances through public relations activities during 2019-2020.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	3	3	3	R0.00	R50 000	0	8	ACHIEVED	-	-	-	3	0	Quarterly Brand Tracking Reports
					To promote South Coast Bike Festival through creating a minimum of three (3) exposure instances through public relations activities	A minimum of three Bike Festival exposure instances through public relations activities during 2019-2020.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	3	3	3	R1 739 130.00	R50 000	1	18	ACHIEVED	-	-	-	1	1	Quarterly Brand Tracking Reports
					To promote MTB Series through creating a minimum of three (3) exposure instances through public relations activities	A minimum of three MTB exposure instances through public relations activities during 2019-2020.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	3	3	3	R0.00	R50 000	3	13	ACHIEVED	-	-	-	0	0	Quarterly Brand Tracking Reports
					To promote Ukuvukile Gospel Festival through creating a minimum of three (3) exposure instances through public relations activities	A minimum of three Ukuvukile Gospel Festival exposure instances through public relations activities during 2019-2020.	Number of BRAND TRACKING REPORTS INDICATING Free Exposure Instances	No change	3	3	3	R0.00	R50 000	0	0	-	-	-	-	2	1	Quarterly Brand Tracking Reports
	1.1.3	Trade Shows and Exhibitions	1.1.3.1	Domestic Exhibitions & Trade Shows	To participate in eight (8) nine (9) exhibitions/shows : UGU Film Festival, SAACI, SATSA, Durban Film, CPT Film, Cape Cycle Tour Meetings Africa, TME and Indaba during 2019-2020.	Eight (8) nine (9) domestic exhibitions and trade shows as per annual plan/calendar participated in during 2019-2020.	Number of exhibitions/trade shows as per plan.	Increase by ONE due to TKZN Partnership: Annual Total 9	8	8	9	R480 000.00	R603 545	4	3	NOT ACHIEVED	Ugu Film Festival was supposed to take place in Dec - was postponed to Jan 2020.	UFF will take place in Jan 2020	20-Mar-20	4	1	Q1 Report: UGU Film Festival, SAACI, SATSA & Durban Film, Q2 Report: CPT Film, Q3: Meetings Africa and TME Report, Q4 Indaba Report, Evidence of Participation, Report, Programmes, Attendance register
					Show stand acquisition for utilisation in shows.	Show stand acquisition completed	By date	STRATEGIC CHANGE: Due to TKZN Stand Sharing processes now being implemented	0	Mar-20	-	R300 000.00	R0	0	0	-	-	-	-	0	0	Confirmation email & evidence to support acquisition
			1.1.3.2	Consumer Shows	To participate in Royal Agricultural Show in PMB during quarter four 2019-2020.	Royal Show Participated in during 2019-2020 in quarter four.	By date	No change	May-20	May-20		R0.00	R75 640	0	0	-	-	-	-	0	May-20	Quarterly Report & Evidence
			1.1.3.3	International Exhibitions & Tradeshow	To create representation on international platforms targeting NICHE tourism trade and film-secter platforms.	Carnee-Film Representation Achieved at International market platforms	By-date Number	STRATEGIC CHANGE: To meet niche market demand	1	01-Jan-00	2	R80 000.00	R0	0	0	-	-	-	-	1	01-Jan-00	Quarterly Brand-Tracking-Report- Report with evidence
	1.1.4	Visitor Information Services	1.1.4.1	Visitor Information Centres	To operate and effectively manage consistently branded walk-in VICs at strategic locations ensuring a 90% positive sentiment expressed by tourists/visitors to the south coast during 2019-2020.	90% Positive-Visitor-Sentiment-Expressed during 2019-2020. Effectively managed and consistently branded VIC's	%-positive-sentiment 1 VIC Report by date	Annual Target has been corrected	0			R0.00	R0	0	0	-	-	-	-	0	20 June 2020.	Report with Evidence

PROGRAM	USCT PROJECT REF	PROJECT	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS:	BASELINE	ANNUAL PERFORMANCE TARGET	Adjusted annual target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	TARGET:Q3	TARGET:Q4	PORTFOLIO OF EVIDENCE	
					To identify a suitable location for Scottburgh VIC.	Scottburgh VIC location identified by 30 October 2019.	By Date	Annual Target date to be moved to 20 June 2020	0	30-Oct-19	-	R0.00	R0	30-Oct-19	-	NOT ACHIEVED	We were offered reasonably priced rent to share an office at the Scottburgh Mall, but the location was not suitable	Trying to source free space from the Umdoni Municipality	20-Jun-20	0	0	Report with Evidence	
			1.1.4.2	Publications	To facilitate production and distribution of 60 000 southern explorer as the official marketing publication/platform of USCT in 2019-2020.	60 000 Southern Explorers produced and distributed	Number Produced & Distributed	STRATEGIC CHANGE: The MOU to produce 60 000 copies has been cancelled due to the SCM complexities relating to the bid.	60 000	60 000	5 000	R500 000.00	R80 432	5000	5000	ACHIEVED	Due to difficult SCM procurement processes, the contract with the SEA to produce this Route Guide was cancelled in December 2019	N/A as the MoU has been cancelled	N/A - Target to be adjusted	0	0	Publication by date (confirmation email) & delivery note signed by distributors.	
			1.1.4.3	Trade & Media trips	To host four(4) trade and media on familiarisation trips during 2019-2020.	Four-trade and media trips hosted during 2019-2020.	Number of trips hosted	Annual Target increased to 7	4	4	7	R100 000.00	R158 786	2	4	ACHIEVED	-	-	-	2	1	Quarterly Brand Tracking Report as well as Itinerary, Register and Email correspondence	
		1.1.5	E-Marketing Platforms	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 2019-2020.	Quarterly Content (New and Maintenance) Plans 100% implemented.	% Plan Implemented	No change	100%	100%	R287 800.00	R599 131	100%	100%	ACHIEVED	-	-	-	100%	100%	Quarterly Digital Reports	
				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	No change	3	4	4	R7 200.00		2	2	ACHIEVED	-	-	-	1	1	Quarterly Digital Reports
		1.1.6	Marketing Material	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 for 2019-2020.	Branding Material Produced as per Revised Brand Manual and Budget for 2019-2020.	% to Plan- % of budget	No change	100	100% 90%	90%	R100 000.00	R238 000	25%	0%	NOT ACHIEVED	-	-	-	50%	90%	Expenditure Report & Evidence of Materials
				1.1.6.2	Promotional Material/Collateral	To produce promotional material that showcases diverse product offerings as per Revised Brand Manual and Budget for 2019-2020.	Promotional Material and Collateral Produced as per revised Brand Manual and Budget.	% to Plan- % of budget	No change	100	100% 90%	90%	R79 000.00	R241 475	25%	29%	ACHIEVED	-	-	-	50%	90%	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 into southern explorer by Quarter Two, produced.	By Date	Date changed to Q1 : 30 July 2019 corrected.	0	SC information material completed by 30 December 2019.	30 July 2019.	R0.00	R200 000	30-Dec-19	30 July 2019.	ACHIEVED	Due to cancellation of SEA MoU, the publication has not been produced	The SEA will be produced by the end of Q4, however, the USCT Mobile App has been completed and carries the information in the interim	20-Jun-20	0	0	Southern Explorer guide and confirmation email date. Confirmation of receipt of Southern Explorer Route Guide received. Evidence of the production of SC information available
					Meeting Planner Guide by Quarter Three.		By Date	Date changed to Q4: 20 June 2020	0	Meeting Planner Guide by 31 March 2020	20 June 2020.	R100 000.00	R100 000	0	0	-	-	-	-	0	20 June 2020.	Meeting Planner Guide and Meeting confirmation date	
					Updated Event Calendar on destination Website.		By date	No change	Quarterly Updates on Website	Updated event calendar on website every quarter		R0.00	R0	30-Dec-19	20-Dec-19	ACHIEVED	-	-	-	30-Mar-20	30-Jun-20	Quarterly Digital Reports & Screenshot Evidence of updated event calendar on website.	
					Tourism Investment Prospectus produced by end of Quarter One 2019-2020.		By date	No change	0	Tourism Investment Prospectus produced by 30 September 2019.		R21 000.00	R0	30-Sep-19	30-Sep-19	ACHIEVED	-	-	-	0	0	Tourism Investment Prospectus and confirmation email by date	
					Film Prospectus produced by end of quarter four 2019-2020.		By Date	No change	2017	Film Prospectus produced by 30 June 2020	20 June 2020.	R50 000.00	R0	0	0	-	-	-	-	0	20 June 2020.	Film Prospectus and Confirmation email by date	
					High Quality Marketing Images Sourced as per Brand Manual.		By Date	No change		High Quality Marketing Images Sourced as per Brand Manual by 30 June 2020		R100 000.00	R58 158	0	0	-	-	-	-	0	20 June 2020.	New marketing images and confirmation by date Image Library by date	
		1.1.7	Brand Tracking	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 reports during 2019-2020.	Quarterly Brand Tracking Reports Submitted for quarterly consideration during 2019-2020.	Number of Reports	No change	0	4 quarterly brand tracking reports submitted.		R80 000.00	R83 147	2	2	ACHIEVED	-	-	-	1	1	Quarterly Brand Tracking Reports

KEY PERFORMANCE AREA 2: TOURISM DEVELOPMENT AND TRANSFORMATION

USCT PROGRAM REF	PROGRAM	USCT PROJECT REF	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS:	BASELINE	ANNUAL PERFORMANCE TARGET	Adjusted Annual target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Info	Blockages / Challenges	Measure to improve performance	Revised Timeframe	TARGET: Q3	TARGET: Q4	PORTFOLIO OF EVIDENCE	
TD 2.1	Product Development	2.1.1	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	No Change	Nodal Checklist Not in Existence.	30-Sep-19	-	R0.00	R0	30 September 2019.	-	NOT ACHIEVED		This was overtaken by the Speed of development at KwaNzimakwe with the result of the launch of 3 November 2019	None.	20 March 2020.	0	0	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	No change	% per Node Determined by 30 September 2019.	30% minimum checklist achievement in all 6 nodes.	-	R0	R0	30%	0	NOT ACHIEVED		This was overtaken by the Speed of development at KwaNzimakwe with the result of the launch of 3 November 2019	None. This target is to be removed	-	30	30	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	No Change		30-Sep-19	30-Sep-19	R0	R0	30 September 2019.	30 August 2019.	ACHIEVED		-	-	-	0.00	0.00	Scoping report by date	
						Business Plan : Umuziwabantu	Business plan by date	New Target due to Route changes (ex 2.1.1.2)			20 June 2020.		R160 000										20 June 2020.	Business Plan completed by date
						Maidens Ceremony	Close out report	Changed performance Target from R60000 budget to 1 event	67660 1	1	1		R50 000	1	1	ACHIEVED		-	-	-	0	0	Closeout report received	
						Umzumbi River-Traile Scoping report	Report by date	No Change	250 000.00	30-Sep-19	30-Sep-19		R63 350	30 September 2019.	11 July 2019.	ACHIEVED		-	-	-	0	0	Scoping report by date	
						KwaXolo Caves Project Assessment report and Approved end-of-Quarter-1, Implementation Plan of- Recommendations well-underway with 60% achievement of milestones recommended-	Report by date	No Change	40 000.00	30-Sep-19	30-Sep-19		R180 000	30 September 2019.	-	NOT ACHIEVED		While a site visit has taken place, the Assessment reports yet to be completed	Prioritisation of other nodes	20 March 2020.	20 March 2020.	0.00		Assessment report and implementation plan resolution by date. Dated Assessment report
						IMPLEMENTATION of KwaXolo Caves Project Assessment report and Approved end-of-Quarter-1, Implementation of Recommendations well-underway with 60 50% achievement of milestones recommended	Percentage : 50%	SPLIT TARGET AT MID YEAR			50%			-	-	-		-	-	-		50%	Report on the implementation of the KwaXolo Caves project recommendations showing milestones achieved.	
						KwaNzimakwe Project Assessment report and Approved end-of-Quarter-1, Implementation of Recommendations well-underway with 60% achievement of milestones recommended-	Report by date	Target split	110 000.00	100 000.00	30 September 2019.			30 September 2019.	21 August 2019.	ACHIEVED		-	-	-	0.00	100 000.00	Assessment report and implementation plan resolution by date. Dated Assessment report and implementation plan for submission to Board for Approval-	
						Business Plan development: KwaNzimakwe Business Plan by 15 February 2020	Business plan by date	NEW Target		17 February 2020.	17 February 2020.		R225 798	-	-	-		-	-	-	17 February 2020.		Business Plan completed by date	
						Business Plan Submission to Funders : KwaNzimakwe	Number	NEW Target		3	3			-	-	-		-	-	-	1	2	Evidence of Business Plan presentation to funders.	
						Nyandazulu WATERFALL Project Assessment report and Approved end of Quarter 1-Implementation of- Recommendations well-underway with 60% achievement of milestones recommended-	Report by date	REMOVE the Implementation of this project, linking to KwaNdwalane Scoping report. REASON: Implementing a different approach development in KwaNdwalane	40 000.00	60 000.00	30 September 2019.		R27 150	30 September 2019.	2 August 2019.	ACHIEVED		-	-	-	0.00	0.00	Assessment report and implementation plan resolution by date	
						KwaNdwalane Scoping report end-of-Quarter-1, Implementation of- Recommendations well-underway with 60% achievement of milestones recommended-	Report by date	Target changed : No implementation: REASON: Due to the dysfunctionality of Area Committee in KwaNdwalane, there was no buy in from the products as a result scoping exercise could not take place and lead to the changing of approach to work with the Traditional Council buy in	0.00	40 000.00	-		R0	30 September 2019.	-	NOT ACHIEVED		Due to the Dysfunctional area committee, as well as the accessibility to the Traditional Council, no meeting has taken place.	None. Annual Target to be removed	20 June 2020.	0.00		Scoping report and implementation plan resolution by date	
						Umdoni Scoping report end of Quarter 1, Implementation of Recommendations well-underway with 60% achievement of milestones recommended-	Report by date	Target split	0.00	40 000.00	30 September 2019.		R0	30 September 2019.	30 August 2019.	ACHIEVED		-	-	-	0.00	40 000.00	Scoping report and implementation plan resolution by date	
						Business Plan development: Umdoni by 20 June 2020	Business plan by date	NEW Target			20 June 2020.	20 June 2020.	R190 000	-	-	-		-	-	-		20 June 2020.	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 2019-2020 in Dududu, KwaNyuswa and KwaQiko (Execution Rock) as per Plan.	KwaNyuswa Scoping Report Completed end of Quarter 1, Approved mid-Q2, and Implementation of- Recommendations Well-Underway with 60% achievement of milestones recommended-	Milestone by Date	Target to be REMOVED, and included in the Umuziwabantu extended scope (2.1.1.1)	No Scoping Report Completed	60% Recommendations for 2019-2020 implemented.	-	R0.00	R0	Scoping Report Approved	0	NOT ACHIEVED		The area has been identified as a potential cultural village. The meeting with the Traditional Authority did not materialise on the 09th August which was a public holiday.	None. Annual Target to be removed	-	-	-	Approved Scoping Report & 2 Nodal Progress Reports with Evidence-	

USCT PROGRAM REF	PROGRAM	USCT PROJECT REF	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS:	BASELINE	ANNUAL PERFORMANCE TARGET	Adjusted Annual target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Info	Blockages / Challenges	Measure to improve performance	Revised Timeframe	TARGET: Q3	TARGET: Q4	PORTFOLIO OF EVIDENCE	
						Dutudu Scoping Report Completed by 30 August 2019 end of Quarter 1. Approved mid Q2 and implementation of Recommendations Well Underway with 60% achievement of milestones recommended.	Milestone by Date	Target changed : To Business Plan - Umdoni	No Scoping Report Completed	60% Recommendations for 2019-2020 implemented- 30 August 2019.	SCOPING REPORT COMPLETED	R0.00	R0	Scoping Report Completed by 30 August 2019	Scoping report completed 18 September 2019	NOT ACHIEVED		Due to timing, the scoping exercise was done however the report completed late	None. Annual Target to be adjusted				Approved Scoping Report & 2 Nodes Progress Reports with Evidence	
						Execution Rock (KwaQiko) Scoping Report completed by 30 September 2019. Implementation of Planned Milestones	% Planned Milestones Achieved	Target changed : To Business Plan - Umdoni	No Scoping Report Completed	100% Achieved- Milestones to Plan 30 September 2019.	SCOPING REPORT COMPLETED	R0.00	R0	Scoping Report Approved	0	NOT ACHIEVED		While a site visit has taken place, the Scoping report report has yet to be completed	None. Annual Target to be adjusted	20 June 2020.	Recommended Milestones Achieved	Recommended Milestones Achieved	Approved Scoping Report & 2 Nodes Progress Reports with Evidence	
			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 during 2019-2020.	Agri-tourism Scoping Report Completed and approved with implementation of recommendations underway with 60% achievement of implementation plan.	Milestone by Date	SPLIT TARGET AT MID YEAR	No Scoping Report Completed	100% Achieved- Milestones to Plan 30 September 2019	SCOPING REPORT COMPLETED	R0.00	R0	Scoping Report Completed by 30 August 2019	0	NOT ACHIEVED		While a site visit has taken place, the Scoping report report has yet to be completed	None. Annual Target to be adjusted	20 June 2020.	Recommended Milestones Achieved	Recommended Milestones Achieved	Approved Scoping Report & 2 Nodes Progress Reports with Evidence, by date	
						To develop agritourism to ensure diversification of destination offering through completing a scoping exercise, including consultations, and implementation of planned milestones during 2019-2020.	Percentage : 50%	linked to scoping report above	50% achievement of recommendations implementation plan.	50%	50%	R60 000										50%	Report on the implementation of the Agritourism 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 of 2019-2020.	Institutional Arrangements Reviewed, Recommendations Approved and Implemented.	Milestone by Date	Budget moved to 2.7.1.1.	Existing Area Committees Not fully functional nor value-adding.	Milestone by Date.		R369 950.00	R0	Approved Report	Approved Report	ACHIEVED						Implementation of Recommendations as per plan.	Implementation of Recommendations as per plan.	Review Report Resolution, Approval of Report, Implementation Progress Reports
TD 2.2	SMME/Entrepreneur development & support	2.2.1	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.	No Change	0	%	100%	R0.00	R0	100%	100%	ACHIEVED					100%	100%	Progress 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 for 2019-2020.	Skills Development Plan approved by 30 September 2019.	Date of Approval of Plan.	No Change	0	30-Sep-19	-	R0.00	R0	30 September 2019.	0	NOT ACHIEVED		With the two products of KwaNzimakwe and KwaXolo being actively developed, the require skills have not been clearly crystallised and identifiable for submission	Continuous attention is being paid to the development on the ground in terms of potential skills requirement.	20-Mar-20	0	0	Skills Development Plan approved by CEO by Date.	
						100% Implementation of Approved Skills Development Plan.	% Implementation of Plan.	No Change	0	100%	-	R350 000.00	R66 901	100%	0%	NOT ACHIEVED		With the two products of KwaNzimakwe and KwaXolo being actively developed, the required skills have not been clearly crystallised and identifiable for submission.	Continuous attention is being paid to the development on the ground in terms of potential skills requirement	20 March 2020.	100%	100%	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 date	No Change		15-Jun-20	15 June 2020.	R150 050.00	R204 320	Assessment Completed	0	NOT ACHIEVED						0	15 June 2020.	Report and Evidence.
			2.2.1.4	Mentorships	A minimum of 5 Tourism Businesses mentored per local municipality facilitated and concluded during 2019-2020.	6-Number Mentored per each LM- facilitated and concluded during 2019-2020.	Mentored Number per LM	Target to be REVISED dependant on Business Plans : Implementing a different approach based on the Business Plans received		Number	10	10	R20 000.00	R0	10	0	NOT ACHIEVED		Cash flow challenges	Possible with improved finances	20 April 2020.	0	0	20 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.	%	No Change		Minimum 10%	10%	R200 000.00	R0	10%	14%	ACHIEVED					10%	10%	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	No Change		2	-	R50 000.00	R0	30 September 2019.	00-Jan-00	NOT ACHIEVED			None. This target is to be removed			0	0	SCOPING REPORT, then Quarterly Progress Reports: Evidence of Support
TD 2.3	Souvenir Development	2.3.1	2.3.1.1	SC Arts & Crafts Producers	To identify potential producers to create market driven products, facilitate their access to markets (through SARCOA, Royal Show) and commercialisation	Database of potential producers updated by 30 December 2019.	Date	No Change	0	30-Dec-19	30 December 2019.	R0.00	R0	30 December 2019.	20 December 2019.	ACHIEVED					0	0	Updated Dbase by Date.	
						Crafters products showcased at 2-shows during 2019-2020.	Number of shows showcasing products.	No Change	0	2	1	R200 000.00	R50 000	0	0							0	1	Report and Evidence
						Percentage of Crafter database members with commercialised products that they are selling in-shops through their facilities.	%	No Change	0	10%	10%	R0.00	R0	10%	11%	ACHIEVED						10%	10	Report and Evidence.
						R-value(R100 000) of Promotional Material developed	R-value	No Change	R 133 431	R 100 000	R 0	R100 000.00	R0	R50 000.00	R0.00	NOT ACHIEVED		Cash flow problems	Possible with improved finances	20 April 2020.	R 0.00	R 0.00	Expenditure Reports & Evidence of Promotional Material	

USCT PROGRAM REF	PROGRAM	USCT PROJECT REF	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS:	BASELINE	ANNUAL PERFORMANCE TARGET	Adjusted Annual Target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Info	Blockages / Challenges	Measure to improve performance	Revised Timeframe	TARGET: Q3	TARGET: Q4	PORTFOLIO OF EVIDENCE					
TD 2.4	Youth Development	2.4.1	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 2019-2020.	5 destination ambassadors per local municipality developed within the programme.	Number per local municipality	No Change Due to cash flow challenges a new target has been created to facilitate Tourism Awareness in Schools	0	5	0	R150 000.00	R0	10	0	NOT ACHIEVED		Grade 10 Programme has not really picked up. Cash flow challenges Appointment with Sun International did not materialise	None. This target is to be removed	-	0	0	Certificate of Destination Ambassadors					
			2.4.1.2	Internships	To facilitate 10 tertiary tourism student internships during 2019-2020.	Number of internships facilitated	Number	No Change	R 383 017	Number	10	10	R383 017.00	R383 017	10	11	ACHIEVED		-	-	-	10	10	Internship Agreements				
		2.4.2	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	No Change		30-Dec-19	30 December 2019.	30 December 2019.	R0.00	R0	30 December 2019.	20 December 2019.	ACHIEVED		-	-	-			Database			
											% Youth tourism from database benefitted from skills development	% Number	Target to be removed and incorporated in the SMME section : 2.2.1.1		100%	0	R0.00	R0	100%	50%	NOT ACHIEVED		Of the submitted database, some of the invited youth businesses did not attend the SAT Speed Marketing session	Encourage focus on youth businesses	20 March 2020.	100%	1	Progress Report with Evidence.
											% youth tourism benefitted from access to information	% Number	Target to be removed and incorporated in the SMME section : 2.2.1.1		100%	0	R0.00	R0	100%	82%	NOT ACHIEVED		Due to financial challenges, most youth invited did not attend	Encourage Youth to attend the development planned programmes	20 March 2020.	0	0	Progress Report with Evidence.
											% youth tourism benefitted from market access	%	Target to be removed and incorporated in the SMME section : 2.2.1.1		100%	0	R0.00	R0	100%	0.2%	NOT ACHIEVED		Due to financial challenges, most youth invited did not attend	Encourage Youth to attend the development planned programmes	20 March 2020.	0	0	Progress Report with Evidence.
		% youth benefitted from business linkages	%	Target to be removed and incorporated in the SMME section : 2.2.1.1		100%	0	R0.00	R0	100%	72%	NOT ACHIEVED		Due to financial challenges, most youth invited did not attend	Encourage Youth to attend the development planned programmes	20 March 2020.	0	0	Progress Report with Evidence.									
TD 2.5	Local Tourism Awareness	2.5.1	2.5.1.1	Media Campaigns	To implement radio and newspaper awareness programmes campaigns.	Quarterly Brand Tracking report showing Local Tourism Awareness activations campaigns.	Number of Newspaper Inserts	Brand Tracking report to be counted.	Nil (local)	4	4			2	2	ACHIEVED		-	-	-	1	1	Publications in Newspapers - Quarterly Brand Tracking report with evidence					
									Number of Radio Slots	Nil (local)	4	4	R80 000.00	R0	2	2	ACHIEVED		-	-	-	1	1	Evidence of Radio Slots Quarterly Brand Tracking report with evidence				
		2.5.1.2	Destination Knowledge Campaigns	To implement destination knowledge campaigns	% Plan Implementation	%	Annual Target removed	0	100%	-	R0.00	R0	100%	0%	NOT ACHIEVED		Better understanding of the roles between Marketing & Development in these campaigns	Annual Target removed	-	1	1	Progress Report with Evidence						
		2.5.1.3	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	NEW Target based on removal of 2.4.1.1		16	No changes		R0	-	-	-	-	-	-	-	8	8	Record of Presentations / Principal sign-off					
									2.6.1.1	Tourism Infrastructure	To motivate for effective development and maintenance of all relevant tourism infrastructure and facilities by relevant municipalities (eg Beaches, Roads, Signage, Airport etc)	Quarterly Progress Report tabled at Board.															1	1
TD 2.6	Tourist Infrastructure	2.6.1	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	Individual Targets summarised into one target as above	0	4	0	R0.00	R0	2	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-			Minutes of Partnership Evidence of engagement					
									Quarterly Progress Report tabled at Board.	Progress Report by Quarter per Partnership	0	4	0	R0.00	R0	2	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-	0	0	Progress Reports			
		2.6.2	2.6.2.1	Airport	To ensure clean, attractive and marketable airport by MOU with RNM.	RNM Partnership	Partnership with RNM above.	0	4	0	4	0	R0.00	R0	2	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-	0	0	Minutes of Partnership				
											Progress Report includes airport element.	4	0	R0.00	R0	2	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-	0	0	Progress Report			
		2.6.2.2		Roads	To ensure safe and maintained roads by engaging relevant authorities (NRA, Province, District and Local), signed MOUs.	Provincial Dept. of Transport Partnership and LM Partnerships Engagements	Provincial Dept. of Transport Partnership Engagements	0	5	0	5	0	R0.00	R0	5	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-	0	0	Minutes of Partnership				
											4 LM and 1 Provincial DOT Quarterly Progress Report	5	0	R0.00	R0	5	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-	0	0	Minutes of Partnership			
		2.6.3	2.6.3.1	Beaches	To ensure clean and efficiently equipped beach facilities through leasing with relevant authorities. MOU with RNM and Udoni	RNM & Udoni Partnership re beaches.	Number of LM Partnerships dealing with beaches	0	2	0	2	0	R0.00	R0	2	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-	0	0	Minutes of Partnership				
											2-LM Quarterly Progress Report including beaches. Annual Beach Report submitted to relevant LM's on Beach Facilities.	Annual Report	0	1	0	R0.00	R0	2	0	NOT ACHIEVED		Annual Target to be removed	Annual Target to be removed	-	0	0	Progress Report	

USCT PROGRAM REF	PROGRAM	USCT PROJECT REF	SUB-PROJECT REF	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	MID YEAR ADJUSTMENTS:	BASELINE	ANNUAL PERFORMANCE TARGET	Adjusted Annual target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Info	Blockages / Challenges	Measure to improve performance	Revised Timeframe	TARGET: Q3	TARGET: Q4	PORTFOLIO OF EVIDENCE
TD 2.7	Responsible & Sustainable Tourism	2.7.1	2.7.1.1	Area Committee	100% compliance with responsible tourism charter by Area Committees	100% Compliance by Area Committees	%		included in area committee funding.	100%		R0.00	R4 415	50%	0%	NOT ACHIEVED		In the process of finalising the standards for funding application	Once funding process is approved by the Board, applications can be reviewed for release of funds	20-Mar-20	75%	100%	Report on Area Committees Funding Usage tabled at Board
			2.7.1.2	Industry Standards	20 Establishments Assisted with Grading. Facilitate the awareness around the importance of Grading by establishments	Number assisted with grading. Number of platforms creating awareness on the importance of grading	0 (reflected above) Number	Target removed as it this is now included in Stakeholder relations : Networking & Sharing sessions: 4.1.2.1	0	1		R0.00	R0	0	0	-					0	0	Progress Report & Evidence of Assistance

KEY PERFORMANCE AREA 03: RESEARCH

USCT PROGRAM REF	PROGRAM	USCT PROJECT REF	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	BASELINE	MID YEAR ADJUSTMENTS:	UNIT OF MEASURE/PERFORMANCE MEASURE	ANNUAL PERFORMANCE TARGET	Adjusted annual target	ANNUAL BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	Q3	Q4	PORTFOLIO OF EVIDENCE			
R3.1	Data Management	3.1.1	3.1.1.1	Dipstick Measures	To conduct dipstick measures obtain statistics of seasonal arrivals, occupancies and visitor satisfaction.	Standardised seasonal occupational level report	Inadequate information-	Sub-Project Changed	Number of reports	2	1	R0.00	R0.00	0	0	-	-	-	-	0	1	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.	Usage of Official Statistics, may be flawed and sometimes unavailable.	STRATEGIC CHANGE : Target to be removed to focus on Stats through TKZN	Date	30-Mar-20	0	0	R0.00	R0.00	0	0	-	-	-	-	0	0	Framework and Budget for Implementation Annual Approved		
			3.1.1.3	Existing Official Statistics	To utilise official and existing statistics, despite shortcomings, to report on key indicators during and for the financial year 2019-2020.	Latest Annual report information provided with regards to number of foreign tourists, and domestic tourists into south coast over over the years to enable Board Adoption of Annual Report by 31 December 2019. Annual Statistics obtained to be included in the Annual Report 2020		Target to be corrected	Annual Report Information by date to enable Board Adoption by Date.	20-Jun-20	20 June 2020.	0	0	R0.00	R0.00	31 December 2019.	-	NOT ACHIEVED	Spring was a short season to achieve valuable stats	This target has been corrected at Mid Term Review	20-Jun-20	0	20 June 2020.	Adopted Annual Report with Relevant statistical information for inclusion in Annual report.	
			3.1.1.4	Visitor Satisfaction Survey	To obtain information on visitor satisfaction to inform strategies and plans to ensure 100% visitor satisfaction.	Two Visitor Satisfaction Survey Reports complete during 2019-2020.	Two Visitor Satisfaction Reports Completed Annually.		NO Change	Completed Number of Visitor Satisfaction Reports	2	2	0	0	R0.00	R0.00	0	0	-	-	-	-	1	1	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	No credible database exists.		NO Change	Credible Venue and Accommodation Database Developed by 30 January 2020	30-Jan-20	0	0	0	0	R0.00	R0.00	0	0	-	-	-	-	30-Jan-20	0

KEY PERFORMANCE AREA 04: STAKEHOLDER MANAGEMENT

USCT PROGRAM REF	PROGRAM	USCT PROJECT REF	PROJECT	PROJECT STRATEGIC OBJECTIVE	SUB-PROJECT REF.	SUB-PROJECT	SUB-PROJECT OBJECTIVE 2019/2020	MID YEAR ADJUSTMENTS:	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE/PERFORMANCE MEASURE	ANNUAL PERFORMANCE TARGET	ANNUAL BUDGET R	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	Q3 : Target	Q4 : TARGET	PORTFOLIO OF EVIDENCE	
4.1	Stakeholder Relations	4.1.1	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	No changes	New Membership Database Approved by 30 June 2020	By Date	20-Jun-20	R0.00		0	0	-	-	-	-	0	20-Jun-20	Approved Membership Database	
					4.1.1.2	New Members	To facilitate four drives during the year to recruit new members.	No changes	To facilitate 4 membership drives during the year 2019-2020.	Number of Membership Drives	4	R0.00		2	3	ACHIEVED	-	-	-	1	1	Membership Register	
		4.1.2	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.	COMBINE SO AT MID YEAR : Total 20	To participate in minimum of 4 platforms.	Number	4				2	8	ACHIEVED	-	-	-	1	1	Attendance Registers / Participation summary
					4.1.2.1	Stakeholder Networking	Host destination/local stakeholder networking, information, development and information platforms.		To host a minimum of 2 platforms.	Number	2	R61 336.00	R50 525.00	1	4	ACHIEVED	-	-	-	1	0	Attendance Registers / Participation summary	
		4.1.3	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 8-formalised partnership agreements/MOUs during 2019-2020 with identified stakeholders to achieve USCT goals and objectives:	STRATEGIC CHANGE: Due to MOU's with LM's, Provincial and National matters are taken up through the LM's not directly with USCT.	Eight new-formalised partnerships/MOUs entered into during 2019-2020.	Number	5	R0.00	0		3	2	NOT ACHIEVED	USCT has found it very difficult to develop official partnerships with the Deaprtments.	This target will be removed at Mid Term Review	Not applicable	2	2	Signed Partnership Agreements/MOUs
							Quarterly Progress Reports Tabled on implementation of MOUs.		Report per quarter	2	R0.00		0	2	ACHIEVED	This target will be removed at Mid Term Review	Not applicable	1	1	Quarterly Report on progress with all MOU's Implementation.			
					4.1.3.2	Existing Partnerships	To monitor and report on existing partnerships.	No changes	Quarterly Progress Reports Tabled on implementation of MOUs.	Report per quarter	4	R0.00		2	2	ACHIEVED	-	-	-	1	1	Existing Agreements Progress Quarterly Progress Reports	
		4.1.4	Shareholder Relations	To enable shareholder good governance through effective and efficient decision-making, oversight and reporting.	4.1.4.1	AGM		No changes	AGM held by 30 June 2020.	Date	30-Jun-20	R0.00			0	0	-	-	-	-	0	30-Jun-20	AGM Minutes.
					4.1.4.2	Attendance of Municipal and IGR Platforms.	To attend a minimum of 10 Municipal and IGR Platforms/Meetings.	Increase Annual Target to 20	10 Council Meetings attended	Number Attended	10	R0.00		6	11	ACHIEVED	-	-	-	2	2	Meeting/Platform-Minutes Attendance registers	
					4.1.4.3	Beaches Amenities	To ensure clean and efficiently equipped beach facilities through liaising with relevant authorities.	Moved from Development	Annual Beach report submission to relevant municipalities on Beaches	Report by date	20-Jun-20			-	-	-	-	-	-	-	0	20-Jun-20	Annual Beach Facilities report by date
		4.1.5	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.	No changes	One meeting per quarter.	Meeting per quarter	4	R0.00			2	2	ACHIEVED	-	-	-	1	1	Minutes of meeting and Attendance Register

USCT KPA 5: USCT ENTITY ADMINISTRATION

SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	MID YEAR ADJUSTMENTS:	Adjusted annual target	BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
5.1.1.1	Strategic Plan	Reviewed Strategic Plan approved by Board before 30 March 2020	Date of Strategic Plan Approval	30 March 2020	No Changes	30 March 2020.	R0.00	R0	0	0	-	-	-	-	30 March 2020	0	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	No Changes	30 May 2020.	R0.00	R0	0	0	-	-	-	-	0	30 May 2020.	Board Resolution of Approval
5.1.1.3	Organisational Performance Management	90% Targets/Annual KPI: Outputs Achieved	Planned KPI Outputs % Achieved.	90%	No Changes	90%	R0.00	R0	90%	58%	NOT ACHIEVED	Due to severe cashflow challenges financial targets were not met. As this is the first quarter reporting on the new scorecard, we have realised that certain indicators or POE's may need adjusting	Continue to appeal for the release of Grant Funding. Review of certain KPI's and POE's	20 June 2020.	90%	90%	Audited Annual Performance Report
		Annual Report adopted by Board 31 December 2019	Date of Annual Report Adoption	31 December 2019 and Submission to Ugu DM.	No Changes	31 December 2019.	R0.00	R0	31 December 2019.	6 December 2019.	ACHIEVED	-	-	-	0	0	Board Resolution of Approval and submission to Ugu DM with Acknowledgement of Receipt from Ugu-DM.
		Mid-Year Performance Report adopted by 30 January 2020	Date of Mid-Year Report Adoption	30 January 2020	No Changes	30 January 2020	R0.00	R0	0	0	-	-	-	-	30 January 2020	0	Board Resolution of Adoption
		4 Quarterly Review sessions and reports completed by W1 of following quarter.	Number of reports by date.	4 by w1 following quarter	Indicator updated	4	R0.00	R0	2	2	ACHIEVED	-	-	-	1	1	Evidence of Submission to Ugu.
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	No Changes	30 September 2019.	R0.00	R0	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	Target completed	0	0	Board Resolution of Adoption
5.2.1.2	Annual Audit Plan	Developed and Adopted Annual Audit Plan by 30 September 2019	Date	30 September 2019	No Changes	30 September 2019.	R0.00	R0	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	Target completed	0	0	Board Resolution of Adoption
		Number of Quarterly Audit Committee sittings.	Number per quarter	4	No Changes	4	#REF!	R100 000	2	2	ACHIEVED	-	-	-	1	1	Audit Committee Minutes
		100 % of audit queries resolved per quarter.	Percentage of Resolved Audit Queries per quarter	100%	Annual Target % to be reduced as the Q4 Audit meeting is held in June and may not give sufficient time to resolve queries : Recommend 80% Target	80%	R0.00	R0	100%	75%	NOT ACHIEVED	Due to the Mid Term review only being done in January, ONE query remains In Progress	None, this is a matter that can only be cleared at the Mid Term Review	30-Jan-20	100%	100%	Audit Committee Minutes
		100% Annual Audit Plan Implementation	Percentage of Plan Implemented	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Audit Committee Minutes
5.2.1.3	Auditor-General Management Report	Auditor-General Management Report and Audit Finding: Clean Audit	AG Report Opinion	Unqualified Audit	No Changes	Unqualified Audit opinion	R390 200.00	R320 000	Unqualified Audit Opinion	Unqualified Audit Opinion	ACHIEVED	-	-	-	0	0	AG Management Report Duly Signed off and Tabled.
		AG Report with no repeat findings.	Number of repeat findings	Number of Repeat Findings	No Changes		R0.00	R0	0	1	NOT ACHIEVED	Due to Cash flow crisis, a supplier was utilised which did not have a TCC at the time. The amount of R15 350 was paid	Not Applicable. There was a Cost Saving by utilising the specific supplier.	Target completed	0	0	AG Management Report Duly Signed off and Tabled.

SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	MID YEAR ADJUSTMENTS:	Adjusted annual target	BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
5.2.2.1	Statutory Compliance	100% Statutory compliance	Percentage Compliance	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Board Reports and Minutes.
5.2.2.2	Board Resolution Implementation	100% Implementation of Resolutions	% Implementation	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Resolution Monitoring System Evidence of Implementation & Annual Report
5.2.2.3	Policies	100% Policy Framework informing operations.	Policy Compliance	100%	Target removed (duplicated see below)		R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Board Reports and Minutes.
			Reviewed and Updated Policies Approved	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Board Reports and Minutes.
5.3.1.1	Budget Planning	Budget Policy approved by 30 May 2020.	By date	30-May-20	No Changes	30 May 2020.	R0.00	R0	0	0	-	-	-	-	0	30-May-20	Board Resolution Adopting Budget Policy
		First draft budget submitted to Ugu by 30 January 2020	By Date	30-Jan-20	No Changes	30 January 2020.	R0.00	R0	0	0	-	-	-	-	30-Jan-20	0	Board Resolution of Approval of Draft-2020-2024 Budget: submission to Ugu & Acknowledgement of receipt: Evidence of first Draft Budget tabled, and Submission to Ugu DM.
		2020-2021 Annual Draft Budget approved by 30 March 2020.	By Date	30-Mar-20	No Changes	30 March 2020.	R0.00	R0	0	0	-	-	-	-	30-Mar-20	0	Board Resolution of Approval of Draft 2020-2021 Budget: submission to Ugu & Acknowledgement of receipt
5.3.1.2	Financial In-Year Reporting	12 Monthly Reports compiled and submitted by deadline.	Number of Reports by deadline.	12	No Changes	12	R0.00	R0	6	6	ACHIEVED	-	-	-	3	3	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	No Changes	20 January 2020.	R0.00	R0	0	0	-	-	-	-	20 January 2020	0	Board Approval Resolution and proof of submission to Ugu District.
5.3.1.4	Annual Financial Statements	Adopted AFS by 31 December 2019.	Adopted AFS by Date	31-Dec-19	No Changes	31 December 2019.	R0.00	R0	31 December 2019.	6 December 2019.	ACHIEVED	-	-	-	0	0	Board Resolution of AFS Adoption.
		Draft AFS submitted to AG by 31 August 2019.	Draft AFS submitted to AG by Date	30-Aug-19	No Changes	31 August 2019.	R0.00	R0	30-Aug-19	30-Aug-19	ACHIEVED	-	-	-	0	0	Draft AFS submitted to AG with acknowledgement of receipt.
5.3.2.1	Operational Expenditure	90% operational expenditure to plan.	% operational expenditure to plan.	100% = < 100%	Recommend that the Target % is reduced as it is not a bad thing if operational budget is underspent as long as this does not hamper Administrative operations	=< 100%	R2 348 791.00	R2 659 015	90%	95%	ACHIEVED	-	-	-	90%	90%	Quarterly Reports.
		Staff Salaries paid monthly by 25th.	12 x Salary Payments by date	25 th Monthly	No Changes	12 x Monthly salary payments by date	R8 257 324.00	R7 417 377	6x Monthly Payment by 25th	6x Monthly Payment by 25th	ACHIEVED	-	-	-	3x Monthly Payment by 25th	3x Monthly Payment by 25th	Salary Reports by date
		Board Fees paid monthly by 25th.	12 x Payments by date	25 th Monthly	No Changes	12 x Monthly payments by date	R743 869.00	R613 077	6x Monthly Payment by 25th	6x Monthly Payment by 25th	ACHIEVED	-	-	-	3x Monthly Payment by 25th	3x Monthly Payment by 25th	Salary Reports by date
5.3.2.2	Capital Expenditure	90% capital expenditure to plan.	% capital expenditure to plan.	90% = or < 100%	Recommend that the Target % is reduced as it is not a bad thing if capital budget is underspent as long as this does not hamper administrative operations	=< 100%	R199 579.00	R289 579	100%	22%	NOT ACHIEVED	Due to severe cash flow challenges USCT was not able to procure the additional Fixed Assets as planned.	Continuous engagement with LM's & Ugu DM to release Annual Grant funding	20-Jun-20	90%	90%	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%	No Changes	Less than 1%	R0.00	R0	Less than 1%	Less than 1%	ACHIEVED	-	-	-	Less than 1%	Less than 1%	Board Reports and Minutes, and Register.
5.3.2.4	Unauthorised Expenditure	Less than 1% unauthorised expenditure	Budget % spend unauthorised expenditure	Less than 1%	No Changes	Less than 1%	R0.00	R0	Less than 1%	nil	ACHIEVED	-	-	-	Less than 1%	Less than 1%	Board Reports and Minutes, and Register.
5.3.3.1	Credit Control & Debt Collection Policy	Reviewed Policy by 30 May 2019.	By Date	30-May-19	No Changes		R0.00	R0	0	0	-	-	-	-	0	30-May-20	Board Resolution of Adoption of Policy

SUB-PROJECT REF.	SUB-PROJECT	ANNUAL KEY PERFORMANCE INDICATOR: OUTPUT	UNIT OF MEASURE	ANNUAL PERFORMANCE TARGET	MID YEAR ADJUSTMENTS:	Adjusted annual target	BUDGET	ADJUSTED BUDGET	Mid Term Targets	Actual Mid Term	Mid Term target : Achieved / Not Achieved	Blockages / Challenges	Measure to improve performance	Revised Timeframe	Q3: TARGET	Q4: TARGET	PORTFOLIO OF EVIDENCE
5.3.3.2	Annual Tariffs.	2020-2021 Annual Draft Budget approved by 30 March 2020.	By Date	30-Mar-20	No Changes	-	R0.00	R0	0	0	-	-	-	-	30 MARCH 2020.	0	Board Resolution of Approval of Draft 2020-2021 Budget with Tariffs - submission to Ugu & Acknowledgment of receipt.
5.3.3.3	Grant Funding	100% grant funding received as per plan.	% received to plan.	100%	-	100%	R19 294 417.00	R17 548 260	100%	8%	NOT ACHIEVED	Ugu DM and RNM have not released any funding for this year to date	Urgent intervention requested via the Chairman of the Board	31. January 2020	100%	100%	Quarterly Reports
5.3.3.4	Received Revenue to Plan	400 90% revenue received as per plan.	% revenue received to plan.	400% 90%	Annual % to be adjusted to 90%, as some revenue is raised in last quarter that may not be received by 30 June	90%	R947 556.00	R759 767	100%	84%	NOT ACHIEVED	All membership is raised in July. Follow up on invoices is done, however payments are slow due to the poor economy and general dissatisfaction of businesses in Service deliver	Ongoing positive reinforcement on what USCT is doing to support businesses in the District	31 March 2020.	100%	100%	Quarterly Reports
5.3.4.1	Annual Procurement Plan	100% SCM implementation to plan	% to plan implementation	100%	No Changes	100%	R0.00	R0	100%	45%	NOT ACHIEVED	Ugu DM and RNM have not released any funding for this year to date. Ugu still outstanding Q4 (2019) R4 063 868	Urgent intervention requested via the Chairman of the Board	31 March 2020.	100%	100%	Quarterly Reports
5.3.4.2	SCM Policy	Reviewed and Approved by 30 May annually.	By date	0	No Changes	30 May 2020.	R0.00	R0	0	0	-	-	-	-	0	30-May-10	Board Resolution of Approval of Reviewed Policy
5.3.4.3	SCM Procedures	100% compliant implementation	% Compliance	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Quarterly Reports
5.3.4.4	BBBEE Reporting	100% compliant implementation	% Compliance	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Quarterly Reports
5.3.5.1	Asset Register	100% compliant Asset Register implementation	% Compliance	100%	No Changes	100%	R0.00	R0	100%	80%	NOT ACHIEVED	USCT is waiting for the Consultants to correct an error on the system to enable USCT to extend the Useful Life of Certain assets	Continuous follow-up with CCG Consultants	31-Jan-20	100%	100%	Quarterly Reports
5.4.1.1	Staffing	100% posts in structure filled.	% filled posts in structure	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Quarterly Reports
5.4.1.2	Staff Development	Plan Development by date	date	30 December 2019	No Changes	30 December 2019.	R51 723.00	R116 024	30 December 2019.	13 December 2019.	ACHIEVED	-	-	-	100%	100%	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%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	0	0	Duly Signed Annual Performance Plans
		% Implementation IPMS	% Implementation of IPMS	100%	No Changes	100%	R0.00	R0	100%	100%	ACHIEVED	-	-	-	100%	100%	Quarterly Performance Reports
5.4.2.1	Resolution Implementation	100% Implementation of Resolutions	% Implementation	100%	Target removed (duplicated)		R0.00	R0	100%	100%	ACHIEVED				100%	100%	Resolution Monitoring System Evidence of Implementation & Annual Report
5.4.3.1	Film Office	Well maintained, and operationalised film office to support USCT strategies.	Milestones-by-Quarter Quarterly report	100% 4	Change of performance measurement	4	R108 318.00	R221 335	100%	100%	ACHIEVED	-	-	-	1	1	Quarterly Reports

UGU South Coast Tourism (Pty) Ltd
Mid Term Adjustment Budget
For: July 2019 To: June 2020

Account

Account	Original Budget Approved : May 2019	Actual: July - December 2019	Pending invoices	Estimate : January - June 2020	Change in Budget (Increase / Reduction)	Adjustment Budget : 16 January 2020 for Approval	PY Actual	% Increase / Decrease	MTREF		
									Draft Budget 2020 / 2021	2021/2022	2022/2023
1100 - Interest, Dividend and Rent on Land [Revenue											
D0001/IR01059/F0047/X087/R0394/001/F (INTEREST)	506 428	176 120		175 000	-155 308	351 120	508 403	100%	368 676	387 110	406 465
Total	506 428	176 120	0	175 000	-155 308	351 120	508 403	1	368 676	387 110	406 465
1300 - Operational Revenue [Revenue - Exchange Rev											
D0001/IR01415/F0047/X087/R0394/001/F (SCBF - 2020)	1 739 130	0		0	-1 739 130	0	0		0	0	0
D0001/IR01420/F9184/X087/R0394/001/O (Insurance Refund)	0	6 130		0	6 130	6 130	0		6 437	6 759	7 097
D0001/IR01531/F0047/X087/R0394/001/F (Commission Income)	164 702	61 693		60 000	-43 009	121 693	126 730		127 778	134 167	140 875
D0001/IR01229/F0047/X087/R0394/001/F (Info Kiosk Rentals)	0	675		0	675	675	0		709	744	781
D0001/IR01451/F0047/X087/R0394/001/F (Other grant funding and income)	1	52 174		0	52 173	52 174	3 106 328		54 783	57 522	60 398
D0001/IR01453/F0047/X087/R0394/001/F (Membership fees raised)	226 286	185 500		5 700	-35 086	191 200	222 489		200 760	210 798	221 338
D0001/IR01462/F0047/X087/R0394/001/F (Sales and office projects)	50 140	18 775		18 000	-13 365	36 775	45 576		38 614	40 544	42 572
Total	2 180 259	324 947	0	83 700	-1 771 612	408 647	3 501 123	-81%	429 080	450 534	473 060
3000 - Transfers and Subsidies [Revenue - Non-exch											
D0001/IR06052/F9184/X087/R0394/001/CS (Municipal Grant revenue)	17 555 287	9 245 277		8 302 983	-7 027	17 548 260	18 147 892		18 425 673	19 346 957	20 314 304
: Ugu DM	13 341 956	6 670 978		6 670 978	0	13 341 956			14 009 054	14 709 506	15 444 982
: RNM	2 107 949	1 744 087		356 835	-7 027	2 100 922			2 205 968	2 316 267	2 432 080
: Umdoni	1 209 315	434 783		774 532	-0	1 209 315			1 269 781	1 333 270	1 399 933
: Umzumbe	500 638			500 638	0	500 638			525 670	551 953	579 551
: Umuziwabantu	395 429	395 429		0	395 429				415 200	435 960	457 758
Total	17 555 287	9 245 277	0	8 302 983	-7 027	17 548 260	18 147 892	-0.04%	18 425 673	19 346 957	20 314 304
Total Income	20 241 974	9 746 344	0	8 561 683	-1 933 947	18 308 027	22 157 418	0	19 223 429	20 184 600	21 193 830
[Expenditure]											
4900 - Employee Related Cost [Expenditure]											
Total Salaries	8 174 628	3 331 903	0	4 085 444	-757 281	7 417 347	6 965 226	-9.26%	7 880 931	8 274 977	8 688 726
Board of Directors											
Total Salaries Board Fees	736 907	249 780	0	363 298	-123 830	613 077	477 194	-16.80%	651 395	683 965	718 163
Total Salaries & Board Fees	8 911 535	3 581 683	0	4 448 741	-881 111	8 030 424	7 442 420	-0	8 532 326	8 958 942	9 406 889
Operational Costs											
O0001/IE00017/F9184/X046/R0394/001/CS (Audit Committee fees)	82 851	41 439		58 561	17 149	100 000	91 215		105 000	110 250	115 762
O0001/IE00516/F0047/X087/R0394/001/F (Cancelled membership fees)	25 000	0		40 000	15 000	40 000	38 452		42 000	44 100	46 305
O1355-10/IE00634/F9184/X087/R0394/001/CS (S/O 1.22 Electricity & Water)	132 836	41 292		65 000	-26 544	106 292	106 202		111 606	117 187	123 046
O1355-10/IE00649/F9184/X087/R0394/001/CS (S/O 1.22 Maintenance of Buildings)	30 136	30 319		15 000	15 183	45 319	24 387		47 585	49 964	52 463
O1355-10/IE00650/F0047/X087/R0394/001/F (S/O 1.22 Maintenance Furn & Fittings)	13 950	3 891		10 059	0	13 950	9 129		14 648	15 380	16 149
O1355-11/IE00008/F9184/X087/R0394/001/CS (S/O 1.22 Legal Advice and Litigation)	27 563	51 104		50 000	73 541	101 104	10 450		106 159	111 467	117 040
O1355-12/IE00698/F0047/X087/R0394/001/F (S/O 1.22 Security services)	55 557	26 280		29 277	0	55 557	45 954		58 335	61 252	64 314
O1355-9/IE00847/F0047/X087/R0394/001/F (S/O 1.22 Professional fees)	73 458	66 780		15 000	8 322	81 780	156 868		85 869	90 162	94 670
O1355-12/IE00735/F0047/X087/R0394/001/F (Interest paid)	500	0		0	-500	0	0		0	0	0
O1355-9/IE00539/F0047/X087/R0394/001/F (S/O 1.22 Office Equipment lease)	25 935	13 965		13 965	1 995	27 930	23 940		29 327	30 793	32 332
O0001/IE00144/F0045/X087/R0394/001/F (S/O 1.22 Travel reimbursements)	140 099	38 205		65 000	-36 894	103 205	109 892		108 365	113 783	119 472
O0001/IE00567/F9184/X087/R0394/001/CS (S/O 1.14 AG Audit Fee)	430 200	280 000		40 000	-110 200	320 000	273 576		336 000	352 800	370 440
O0001/IE00579/F9184/X087/R0394/001/CS (S/O 1.22: M&R Furn & Fittings) ** dup ** remove accou	0	1 442		-1 442	0	0	4 812		0	0	0
O0001/IE00587/F9184/X087/R0394/001/OO (S/O 1.22 Resettlement Cost)	0	0		0	0	0	32 590		0	0	0
O0001/IE00594/F0047/X087/R0394/001/F (S/O 1.22 Signage)	29 050	0		129 050	100 000	129 050	4 050		135 503	142 278	149 392
O0001/IE00595/F9184/X044/R0394/001/CS (SDL - Board) **		0		0	0	0	3 420		0	0	0
O0001/IE00595/F9184/X044/R0394/001/EAC (SDL - Board) **	6 961	2 346		4 615	0	6 961	0		7 309	7 675	8 058
O0001/IE00595/F9184/X046/R0393/001/CS (SDL - Audit Committee)	837	204		633	0	837	270		879	923	969
O0001/IE00595/F9184/X087/R0394/001/F (SLD - Staff)	42 752	0		42 752	0	42 752	29 037		44 890	47 134	49 491
O0001/IE00595/F9184/X087/R0394/001/OO (SDL - S57 staff)	39 944	30 541		9 403	0	39 944	35 409		41 941	44 038	46 240
O0001/IE00604/F0047/X087/R0394/001/F (S/O 1.22 Uniforms)	20 582	0		50 000	29 418	50 000	11 141		52 500	55 125	57 881
O0001/IE00607/F9184/X087/R0394/001/CS (S/O 1.22 Fuel)	37 793	11 092		26 701	0	37 793	29 190		39 683	41 667	43 750

Account	Original Budget Approved : May 2019	Actual: July - December 2019	Pending invoices	Estimate : January - June 2020	Change in Budget (Increase / Reduction)	Adjustment Budget : 16 January 2020 for Approval	PY Actual	% Increase / Decrease	Draft Budget 2020 / 2021	2021/2022	2022/2023
O0001/IE00609/F0047/X087/R0394/001/F (S/O 1.22 Workmens Compensation)	55 125	0		55 125	0	55 125	7 337		57 881	60 775	63 814
O0001/IE00757/F0047/X087/R0394/001/F (S/O 1.22 Advert Staff Recruitment)	57 447	0		0	-57 447	0	54 711		0	0	0
O0001/IE00758/F0047/X087/R0394/001/F (S/O 1.22 Advert Tenders)	0	0		0	0	0	30 558		0	0	0
O0001/IE00759/F9184/X087/R0394/001/CS (S/O 1.22 Bank charges)	95 434	39 674		51 582	-4 178	91 256	85 416		95 818	100 609	105 640
O1232-1/IE00584/F9184/X087/R0394/001/CS (S/O 4.1 Staff Training)	51 723	16 024		100 000	64 301	116 024	10 838		115 867	121 661	127 744
O1355-10/IE00765/F0047/X087/R0394/001/F (S/O 1.22Car Valet and Washing)	1 720	240		1 480	0	1 720	1 040		1 806	1 896	1 991
O1355-10/IE00778/F0047/X087/R0394/001/F (S/O 1.22 Telephone)	253 304	104 123		149 181	0	253 304	214 506		265 969	279 268	293 231
O1355-10/IE00805/F0047/X087/R0394/001/F (S/O 1.22 Insurance Premiums)	55 016	33 617		15 000	-6 399	48 617	37 992		51 047	53 600	56 280
O1355-11/IE00059/F0047/X087/R0394/001/F (S/O 1.22 Conferences attended)	60 580	18 972		41 608	0	60 580	42 534		63 609	66 789	70 129
O1355-11/IE00559/F9184/X087/R0394/001/CS (S/O 1.22 Courier and Delivery Services)	0	0		0	0	0	2 500		0	0	0
O1355-11/IE00808/F0047/X087/R0394/001/F (S/O 1.22 Motor Vehicle Licence)	1 670	0		0	-1 670	0	1 116		0	0	0
O1355-13/IE00579/F0047/X087/R0394/001/F (S/O 1.22: M&R IT)	26 310	9 354		16 956	0	26 310	26 524		27 626	29 007	30 457
O1355-14/IE00059/F9184/X087/R0394/001/D (S/O 1.22 Membership costs)	25 588	-0		20 000	-5 588	20 000	45 739		21 000	22 050	23 152
O1355-15/IE00579/F9184/X087/R0394/001/OO (S/O 1.22_Cleaning material)	31 516	9 462		22 054	0	31 516	33 505		33 092	34 746	36 484
O1355-16/IE00579/F9184/X087/R0394/001/OO (S/O 1.22_Rental Offices)	674 904	396 968		283 549	5 613	680 517	605 939		714 543	750 270	787 784
O1355-17/IE00579/F9184/X087/R0394/001/OO (S/O 1.22_Refreshments)	51 055	9 873		25 000	-16 182	34 873	28 569		36 617	38 447	40 370
O1355-19/IE00584/F9184/X087/R0394/001/M1 (S/O 1.22_Subscriptions - Annual)	17 373	974		16 399	0	17 373	12 303		18 242	19 154	20 111
O1355-26/IE00564/F9184/X087/R0394/001/F (Local Film Office)	508 318	71 335		150 000	-286 983	221 335	0		232 401	244 021	256 222
O1355-9/IE00583/F0047/X087/R0394/001/F (S/O 1.22 Printing & Stationary)	82 021	45 680		45 680	0	9 339	73 630		95 928	100 725	105 761
O1355-9/IE00771/F9184/X087/R0394/001/CS (S/O 1.22 Postage)	4 536	760		2 000	-1 776	2 760	2 444		2 898	3 043	3 195
O1558-1/IE00579/F9184/X087/R0394/001/OO (S/O 1.22 Vehicle Maintenance)	0	0		5 000	5 000	5 000	136		5 250	5 513	5 788
O1558-2/IE00579/F9184/X087/R0394/001/OO (S/O 1.22 Vehicle maintenance)	0	0		0	0	0	1 431		0	0	0
D0001/IZ00091/F9184/X087/R0394/001/CS (Loss on Computer equipment)	0	0		6 000	6 000	6 000	5 046		6 300	6 615	6 946
D0001/IZ00095/F9184/X087/R0394/001/F (Loss on Furn & Fittings)	0	0		2 500	2 500	2 500	2 479		2 625	2 756	2 894
D0001/IZ00107/F9184/X087/R0394/001/F (Loss on Signage)	0	0		100 000	100 000	100 000	186 053		105 000	110 250	115 763
O0001/IE00709/F0047/X087/R0394/001/F (Depreciation: Computer Equipment)	37 960	18 721		19 239	0	37 960	35 825		39 858	41 851	43 943
O0001/IE00711/F0047/X087/R0394/001/F (Depreciation: Furniture & Fittings)	89 056	30 447		58 609	0	89 056	58 931		93 509	98 184	103 093
O0001/IE00723/F0047/X087/R0394/001/F (Depreciation: Vehicles)	76 400	34 674		41 726	0	76 400	68 783		80 220	84 231	88 443
O0001/IE07600/F0047/X087/R0394/001/F (Depreciation: Signage)	10 709	5 611		5 098	0	10 709	26 344		11 244	11 807	12 397
O0001/IE07635/F0047/X087/R0394/001/F (Depreciation: Containers)	8 941	4 084		4 857	0	8 941	8 101		9 388	9 857	10 350
O1355-12/IE00030/F0047/X087/R0394/001/F (Amortisation: Intangibles)	24 666	5 028		19 638	0	24 666	9 244		25 899	27 194	28 554
Total Operational Costs	3 517 376	1 494 516	0	1 921 857	-101 003	3 416 373	2 759 556	-2.87%	3 581 234	3 760 296	3 948 310
Conditional funding expenditure											
O1355-22/IE00636/F9184/X087/R0394/001/M1 (S/O 6.3 SCBF Expenditure)	1 739 130	0		0	-1 739 130	0	3 610 604		0	0	0
Total Conditional grants	1 739 130	0	0	0	-1 739 130	0	3 610 604	-100.00%	0	0	0
Marketing Expenditure											
1.1.1.1 O1356-33/IE00837/F9184/X087/R0394/001/M1 (1.1.2: Public Relations ORM)	180 000	280 987		540 000	640 987	820 987	0		862 036	905 138	950 394
1.1.1.2 O1356-30/IE00837/F9184/X087/R0394/001/M1 (1.1.1_Media Buying)	60 000	13 891		100 000	53 891	113 891	0		119 586	125 565	131 843
1.1.1.2 O1356-31/IE00645/F9184/X087/R0394/001/M1 (1.1.1_Graphic Design)	40 000	4 375		95 625	60 000	100 000	0		105 000	110 250	115 762
1.1.1.2 O1356-19/IE00636/F9184/X087/R0394/001/M1 (S/O 5.17 Campaign Events)	100 000	12 505		25 717	-61 778	38 222	0		40 133	42 140	44 247
1.1.1.2 O1356-26/IE00656/F9184/X087/R0394/001/M1 (S/O 5.17 Campaigns - Photos & Video)	0	13 210		0	13 210	13 210	57 000		13 871	14 564	15 292
1.1.1.2 O1356-24/IE00753/F9184/X087/R0393/001/M1 (S/O 5.17 Campaign : Print & Online adverts)	100 000	116 827	53 590	350 000	420 417	520 417	229 421		546 438	573 760	602 448
1.1.1.5 O1357-7/IE00564/F9184/X087/R0394/001/M1 (1.1.1 Speed Marketing Sessions)	80 000	1 500		8 000	-70 500	9 500	0		9 975	10 474	10 997
1.1.1.6.1 O1356-23/IE00758/F9184/X087/R0394/001/M1 (S/O 5.43 MICE Appointment)	0	5 432		0	5 432	5 432	9 531		5 704	5 989	6 288
1.1.2.1 O1356-12/IE00636/F9184/X087/R0394/001/M1 (S/O 6.1 Beach Events Programme)	570 000	236 200		300 000	-33 800	536 200	524 772		563 010	591 161	620 719
Signature events - Other				300 000	300 000	300 000			300 000	315 000	330 750
1.1.3.1 O1356-32/IE00637/F9184/X087/R0394/001/M1 (1.1.5: Stand Build)	300 000	0		0	-300 000	0	0		0	0	0
1.1.3.1 O1356-9/IE00632/F9184/X087/R0394/001/M1 (S/O 5.19 Show Catering)	20 000	0		20 000	0	20 000	10 380		21 000	22 050	23 153
1.1.3.1 O1356-9/IE00637/F9184/X087/R0394/001/M1 (S/O 5.19 Show exhibition stand)	0	0		0	0	0	7 880		0	0	0
1.1.3.1 O1356-9/IE00059/F9184/X087/R0394/001/M1 (S/O 5.19 Shows : S&T)	19 000	1 162		13 400	-4 438	14 562	59 878		15 290	16 055	16 857
1.1.3.1 O1356-9/IE00060/F9184/X087/R0394/001/M1 (S/O 5.19 Shows : Accommodation)	40 000	0		60 000	20 000	60 000	102 148		63 000	66 150	69 458
1.1.3.1 O1356-9/IE00143/F9184/X087/R0394/001/M1 (S/O 5.19 Shows : Car Hire)	15 000	0		0	-15 000	0	15 310		0	0	0
1.1.3.1 O1356-9/IE00564/F9184/X087/R0394/001/M1 (S/O 5.19 Shows: Entrance fees)	170 000	73 913	15 870	80 000	-217	169 783	388 615		178 272	187 186	196 545
1.1.3.1 O1356-9/IE00753/F9184/X087/R0394/001/M1 (S/O 5.19 Shows marketing & promotion)	0	12 600		205 000	217 600	217 600	37 534		228 480	239 904	251 899
1.1.3.1 O1356-9/IE01581/F9184/X087/R0394/001/M1 (S/O 5.19 Shows : Air Transport)	15 000	0		9 000	-6 000	9 000	14 673		9 450	9 923	10 419
1.1.3.1 O1356-9/IE01583/F9184/X087/R0394/001/M1 (S/O 5.19 Shows: Own Car Travel)	1 000	0		12 600	11 600	12 600	5 260		13 230	13 892	14 586
1.1.3.1 O1355-25/IE00844/F9184/X087/R0394/001/M1 (1.1.1 MICE Consultant and Bids)	260 000	0		100 000	-160 000	100 000	0		105 000	110 250	115 763
1.1.3.2 - RS : Stand				30 000	30 000	30 000					
1.1.3.2 - RS : Accom				24 000	24 000	24 000					

Account	Original Budget Approved : May 2019	Actual: July - December 2019	Pending invoices	Estimate : January - June 2020	Change in Budget (Increase / Reduction)	Adjustment Budget : 16 January 2020 for Approval	PY Actual	% Increase / Decrease	Draft Budget 2020 / 2021	2021/2022	2022/2023
1.1.3.2 - RS : Travel				3 000	3 000	3 000					
1.1.3.2 - RS : S&T				8 640	8 640	8 640					
1.1.3.2 - RS :				10 000	10 000	10 000					
1.1.4.2/1.1.6.3 O1355-1/IE00583/F9184/X087/R0394/001/M1 (S/O 5.4 Brochure support)	457 068	80 432		200 000	-176 636	280 432	9 926		294 454	309 177	324 635
1.1.4.3 O1356-27/IE00564/F9184/X087/R0394/001/M1 (S/O 5.17 Campaign Fam Trips)	0	28 786			28 786	28 786	0		30 226	31 737	33 324
1.1.4.3 O1356-10/IE00564/F9184/X087/R0394/001/M (Media Educationals : Entrance fees)	100 000	0		130 000	30 000	130 000	45 616		136 500	143 325	150 491
1.1.5.1 O1337-1/IE00795/F9184/X087/R0394/001/C1 (S/O 5.34 Website System Development)	305 000	334 061	25 070	200 000	254 131	559 131	430 154		587 088	616 442	647 264
1.1.5.2 O1337-1/ - Online monitoring					0	0			0	0	0
1.1.6.1 O1354-4/IE00754/F9184/X087/R0394/001/D (S/O 5.3: Promotional Items -) * brand Manual	100 000	0		238 000	138 000	238 000	79 317		249 900	262 395	275 515
1.1.6.2 O1356-25/IE00754/F9184/X087/R0394/001/M1 (S/O 5.17 Campaign Promo Items)	100 000	0			-100 000	0	14 068		0	0	0
1.1.6.2 O1356-3/IE00754/F9184/X087/R0394/001/M1 (S/O 5.3 Promotional Items - Marketing)	200 000	28 975	12 500	200 000	41 475	241 475	218 896		253 549	266 226	279 537
1.1.6.3.2 O1355-24/IE00018/F9184/X087/R0394/001/M1 (S/O 5.3 / 1.1.1 _Meeting Planner Guide)	100 000	0		100 000	0	100 000	0		105 000	110 250	115 763
1.1.6.3.6 O1356-4/IE00656/F9184/X087/R0394/001/M1 (Photo Library)	100 000	841	518	56 800	-41 841	58 159	0		61 067	64 120	67 326
1.1.7.1 O1353-5/IE00018/F9184/X087/R0394/001/M1 (1.1.6 Research on Tourism Brand Tracking)	80 000	60 047	23 100		3 147	83 147	0		87 304	91 669	96 253
4.1.2 O1353-3/IE00810/F9184/X087/R0394/001/M1 (SR 4.1 Research on Tourism: Association Membersh	36 336	525			-35 811	525	0		551	579	608
4.1.2 - Stakeholder Engagements sessions - Catering etc	0	0		50 000	50 000	50 000	389 386		52 500	55 125	57 881
	0	0			0	0	303 160		0	0	0
					0	0	0		0	0	0
Total Marketing Exepnditure	3 548 404	1 331 987	130 648	3 444 065	1 358 296	4 906 700	3 639 478	38.28%	5 057 613	5 310 493	5 576 018
	3 491 336					1 358 296					
	-57 068										
Development Expenditure											
1.1.4.2 O1354-2/IE00583/F9184/X087/R0394/001/D (S/O 9.4 SEA Brochure support)	42 932	0			-42 932	0	0		0	0	0
2.1.1.1.3.2 O1356-16/IE00636/F9184/X087/R0394/001/D (S/O 6.5 District Events)	260 000	50 000			-210 000	50 000	144 312		52 500	55 125	57 881
2.1.1.1.3.3 O1355-3/IE00578/F9184/X087/R0394/001/D (S/O 11.1 Umzumbe)	200 000	63 350		60 000	-76 650	123 350	83 210		129 518	135 993	142 793
2.1.1.1.3.4 O1355-4/IE00578/F9184/X087/R0394/001/D (S/O 11.2 KwaXolo Cave Route)	50 000	0		180 000	130 000	180 000	48 673		189 000	198 450	208 373
2.1.1.1.3.5 O1355-6/IE00578/F9184/X087/R0394/001/D (S/O 11.4.1 Kwa Nzimakwe)	50 000	120 298	5 500	100 000	175 798	225 798	54 125		237 088	248 942	261 389
2.1.1.1.3.6 O1354-3/IE00578/F9184/X087/R0394/001/D (S/O 11.5.1 Nyandazulu)	100 000	27 150			-72 850	27 150	13 463		28 508	29 933	31 430
2.1.1.1.3.8 Umdoni Buisness Plan				190 000	190 000	190 000			199 500	209 475	219 949
2.1.1.3 AgriTourism Plan Implementations				60 000	60 000	60 000			63 000	66 150	69 458
2.2.1.2 O1357-2/IE00059/F9184/X087/R0394/001/D (S/O 8.4 SMME Development)	100 000	6 901			-93 099	6 901	104 136		7 246	7 608	7 989
2.2.1.3 O1357-3/IE00576/F9184/X087/R0394/001/D (S/O 9.1 SMME Training & Capacity Building)	400 000	4 320	150 000	50 000	-195 680	204 320	170 259		214 536	225 263	236 526
2.2.1.4 O1357-6/IE00846/F9184/X087/R0394/001/D (S/O 10.4 SMME Mentorship)	10 000	0			-10 000	0	5 000		0	0	0
2.3.1.1 Show Support : entrance fees				10 000	10 000	10 000			10 500	11 025	11 576
2.3.1.1 Show Support : Accommodation				10 000	10 000	10 000			10 500	11 025	11 576
2.3.1.1 Show Support : S&T				5 000	5 000	5 000			5 250	5 513	5 788
2.3.1.1 Show Support : Travel				5 000	5 000	5 000			5 250	5 513	5 788
2.3.1.1 Show : Catalogue / Material				20 000	20 000	20 000			21 000	22 050	23 153
2.4.1.2 O1357-4/IE00576/F9184/X087/R0394/001/D (S/O 9.3 Students and Interns)** ADMIN	383 017	167 008		216 009	-0	383 017	337 467		402 168	422 276	443 390
2.5.1.1 O1354-1/IE00753/F9184/X087/R0394/001/D (S/O 5.13 Community radio)	80 000	0			-80 000	0	26 046		0	0	0
2.5.1.3 O1357-1/IE00750/F9184/X087/R0394/001/D (S/O 8.2 Schools Project)	150 000	0			-150 000	0	110 467		0	0	0
2.7.1.1 O1355-2/IE00022/F9184/X087/R0394/001/D (S/O 7.4 Area Committee Projects)	420 000	4 416			-415 584	4 416	120 952		4 636	4 868	5 112
O1355-7/IE00578/F9184/X087/R0394/001/D (Oribi/Paddoc/Ezinq corridor)	40 000	0			-40 000	0	0		0	0	0
O1355-8/IE00578/F9184/X087/R0394/001/D (Gamalakhe)	40 000	0			-40 000	0	0		0	0	0
- Implementation Umuziwabantu Scoping				160 000	160 000	160 000			168 000	176 400	185 220
					0	0			0	0	0
Total Development Expenditure	2 325 949	443 442	155 500	1 066 009	-660 998	1 664 951	1 218 112	-28.42%	1 748 199	1 835 609	1 927 389
Total Annual Operational Expenditure	20 042 394	6 851 628	286 148	10 880 673	-2 023 946	18 018 448	18 670 170	-1	18 919 371	19 865 339	20 858 606
Surplus for Capital Funding	199 580	2 894 716	-286 148	-2 318 990	89 999	289 579	3 487 248	1	304 058	319 261	335 224
	57 068										
Capital Budget											
Computers	88 649	13 428		125 221	50 000	138 649			145 581	152 861	160 504
Intangibles	24 168	3 826		60 342	40 000	64 168			67 376	70 745	74 282
Furniture & Fittings	86 762	11 079		75 683	0	86 762			91 100	95 655	100 438
Total Capital Expenditure	199 579	28 334	0	261 246	90 000	289 579	0	45.09%	304 058	319 261	335 224
Total Expenditure											
Annual Total Expenditure Budget Approved	20 241 973	6 879 961	286 148	11 141 919	-1 933 946	18 308 027	18 670 170	-9.55%	19 223 429	20 184 600	21 193 830
Check Budget Balanced : Surplus / (Loss)	1	2 866 383	-286 148	-2 580 235	-1	0	-3 487 248		0	0	0