



HARRY GWALA DEVELOPMENT AG

PTIC REPORT 17 September 2020



HARRY GWALA DISTRICT MUNICIPALITY

"Together We Deliver and Grow"

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Purpose

- To apprise the PTIC about the impact of COVID-19 particularly on the tourism industry, plans to recover to pre-pandemic levels and also share initiatives that are currently being undertaken by the District and its family of municipalities.

Introduction

- The declaration of the National Disaster (15 March 2020) due to the severity of the COVID-19 outbreak (COGTA Ministry)
- COVID-19 Regulations - to respond and curb the spread of the virus
- Proclamation of the Nationwide Lockdown by the President which commenced on 26 March 2020(20 March 2020).
- Issuing of regulations on categories of businesses allowed to operate during the National State of Disaster and lockdown period.
- Tourism industry being one of the most hardest hit economic sectors

Impact of COVID-19 on the Regional economy

- COVID 19 has negatively affected the Regional economy across all sectors
- Conduct impact assessment to determine the extent and how
- Develop Economy Recovery plan- (data –driven and evidence based).

Tourism Relief Fund Beneficiaries

- Total number of 11 tourism businesses have benefited from the Tourism Relief Fund

Table below depicts the TRF beneficiaries

Business Name	Municipality	Amount
1. Panorama Hideaway	Dr. Nkszn Dlamini-Zuma	R 50 00
2. Sani Window	Dr. Nkszn Dlamini -Zuma	R 50 00
3. The Shed	Dr. Nkszn Dlamini-Zuma	R 50 00
4. UMzimkhulu River Lodge	Dr. Nkszn Dlamini – Zuma	R 50 00
5. Sani Lodge Tours	Dr Nkszn Dlamini- Zuma	R 50 00

Tourism Relief Fund Beneficiaries(cont)

Business Name	Municipality	Amount
6. Sani Pass & Lesotho Private Tours	Dr. Nkszn Dlamini -Zuma	R 50 000.00
7. Roof of Africa Tours	Dr. Nkszn Dlamini- Zuma	R 50.000.00
8 Korongo Valley Guest Farm	Ubuhlebezwe	R50 000.00
9.Tylesh Accommodation and Suppliers		R50 000.00
10. Tithgunotoze (PTY) Ltd		R50 000.00
11.Silvermoon Investments		R50 000. 00

Businesses applied and benefited from

Name of the business	Location	Status
1. Amble Inn & Benmore House	Ixopo	Applied
2. Hluthankungu Bn'B	Ixopo	Applied
3. Korongo Valley Guest House	Ixopo	Applied
4. Morning View Bn'B	Ixopo	Applied
5. MacNicol's Farmhouse	Ixopo	Applied
6. Lalakhona Lodge	UMzimkhulu	Benefited
7. Ekuphumleni Lodge	Umzimkhulu	Benefited

Businesses that have shut down

Business name	Municipality
1. Trevelen Country Club Cottage	Ubuhlebezwe Local Municipality
2. Paton's Adventure	Ubuhlebezwe Local Municipality

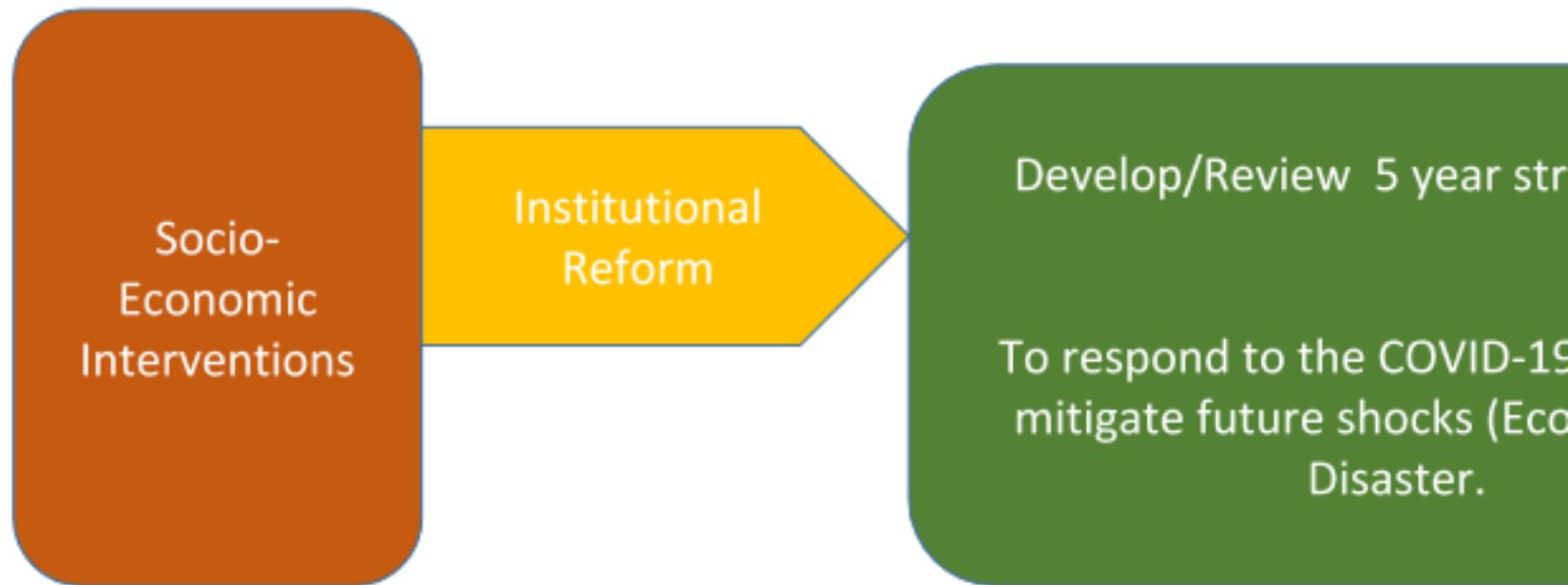
Retrenchments

Business Name	Municipality Ubuhlebezwe	Number
1. Paton's Adventure	Ubuhlebezwe	4
2 Korongo Valley Guest Farm	Ubuhlebezwe	3
3. Kings Grant	Ubuhlebezwe	2
4. Amble Inn& Benmore House	Ubuhlebezwe	4
5. Hluthankungu Bn'B	Ubuhlebezwe	2
6. Trevelen Country Club Cottage	Ubuhlebezwe	4
7. Morning View Bn'B	Ubuhlebezwe	3
8. MacNicol's & Benmore House	Ubuhlebezwe	3
	Total	25

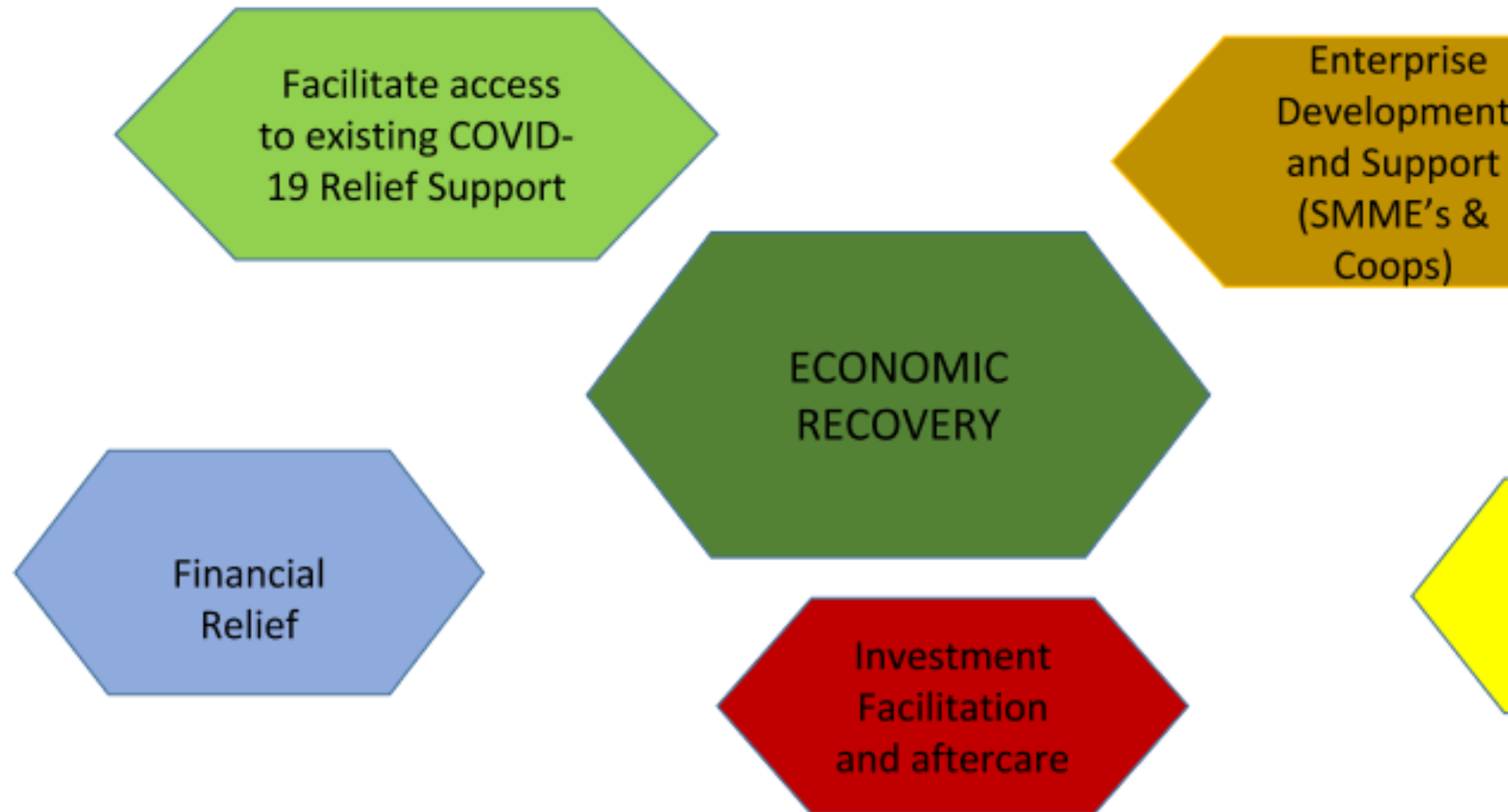
Economic Recovery Post COVID-



DISTRICT APPROACH - COVID- 19 RECOV



HG 5-PILLAR ECONOMIC RECOVERY PLAN



HG 5-PILLAR ERP



Facilitate
access to
existing
COVI-19
Relief
Support

Facilitate access to qualifying small enterprises to National COVID Funding Support Interventions(Informal Business, SMME's, Coops) across various economic sectors during and post COVID (Agric, Tourism)

Small
Enterprise
Developm
ent
Support

- Harry Gwala and its family of Municipalities offer preferential procurement opportunities to small enterprises and rural businesses mainly women and youth owned businesses.
- Bias towards procuring locally produced goods

Job
Creation

- EPWP gains
- Revive value-adding processing facilities and hubs(Agriculture and Tourism, Manufacturing)
- Forge Strategic partnerships for inter-sectoral collaboration

HG 5-PILLAR ERP

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Financial Relief

- Provide rebates on licences and permits to small businesses.
- Consider small businesses payments (invoices) within 14 day intensify the 30 day payment.
- Establishment of Enterprise Development Support across all municipalities.

Investment Facilitation and Aftercare

- Honour service delivery and infrastructure pacts.
- Expedite approval processes for strategic investment
- Fast-tracking of business permits and clearance certificates
- Develop/Review Investment Incentives Policy
- Develop Investment Directory
- Implement Business Retention and Expansion Programme and Red

PROPOSALS TO BOOST THE ECONOMY(focused)

- Provision of rebates to Tourism Businesses.
- Reclassify Bn'Bs and Guest Houses to residential to ease tax burden and increase tourism.
- Implement / Strengthen the Business Retention and Expansion Programme (BR&E)(visitation and surveys to identify and address flags)
- Implement the Red Tape Reduction(RTR) to enable ease of doing business
- Engage robustly on digital marketing
- Implement tourism strategic investment initiatives.
- Skills Development training and mentorship support.

CURRENT TOURISM INITIATIVE

- Ongoing engagements with Tourism fraternity through digital websites, social media platforms).
- Ongoing visitations to Tourism businesses to check compliance with bu 19 Regulations.
- Review of Ubuhlebezwe Tourism Sector Strategy 2020
- Completion of phase 1 EG Cultural Village in Kokstad (COGTA funded)
- Establishment of the Visitor Information Centre in Kokstad (EDTEA funded)
- Packaging of hiking trails in UMzimkhulu

CURRENT INTERVENTIONS

- ❑ Rural Tourism Enterprise Support (HGDA internal funded).
- ❑ District Tourism Forum and Local Tourism Forums (functional
- ❑ Tourism “Think Tanks” (Homestays Project at Kilmun).
- ❑ Support to CTO (Tourism Establishments with Signage and marketing material, Ubuhlebezwe)
- ❑ Support to CTO with digital marketing (video-clip) at Dr. Nkomo
- ❑ Launch of Greater Kokstad Strategic Projects Fund (R2m).
- ❑ Acquisition of a specialised, well branded tourism marketing research (NDZ).

HIGHLIGHTS

1. Kokstad Strategic Projects Fund recently launched (R2 million)
2. Small Enterprise Funding Support Programme
(R1.5m-. Ubhlebezwe, -R2m: Dr NDZ and R1.8 m: UMzimkhulu = R7, 3 million.
3. **Operation Vula submitted proposals**
 - Mission Tourism Route Development, Packaging and
 - Marketing.
 - Tourism Industry Research
 - District Tourism Marketing Strategy
 - District Tourism Signage
4. Hosting tourism graduates through 20/22 Tourism Graduate t
Development Programme(EDTEA funded).

Thank you !