

RE-ALIGNMENT: ECONOMIC DEVELOPMENT STRATEGY AND ECONOMIC RECOVERY PLAN

(Note: Economic Recovery Plan Game Changers indicated in red)

IDP: Strategic Goals	IDP: Strategic Objectives	ECONOMIC STRATEGY: Strategic Objectives	SECTOR	PROGRAMMES	DESCRIPTION	GAME CHANGERS	RESPONSIBLE
Facilitate an enabling environment for economic growth to alleviate poverty	To alleviate poverty	To alleviate poverty through job opportunities	Direct Job Creation	CWP	A national programme to create direct jobs for unemployed by working 8 days per month	Increase the current target of 550 to 700 people to be employed by CWP	CWP
						Place unemployed people in municipality to address any service delivery backlog	Strategic Services
	To facilitate an environment for the creation of jobs	To create an enabling environment for business opportunities		EPWP	Municipality has a database of unemployed people and temporary job creation can be done through the EPWP programme	Ensure that at least 1 employee per household can work in the EPWP programme	Technical Services
				Market vacancies of all employees and/or local business opportunities	All employees and/or business opportunities should be made available through an app or other social media channels in and for Bergrivier residents and businesses	Develop an electronic Yellow Pages for Bergrivier Municipal Area	Strategic Services
Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment	Tourism	Marketing of Bergrivier Municipal Area	The marketing of Bergrivier Municipal Area must lead to increased number of visitors to the area and higher occupancy levels at existing businesses.	Increase the number of visitors to Bergrivier Municipal Area by 10 % on an annual basis	BTO
					New tourism packages and/or routes need to be developed to increase the number of tourists	Development of 1 new tourism package for Bergrivier Municipal Area	BTO
						Develop the mosaic route in Porterville	

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	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment			Market tourism destinations in Bergrivier Municipal Area through an app	Develop an app for visitors to Bergrivier Municipal area to view all the tourism destinations		
					Interactive websites	Redesign the town websites to be interactive with short videos to advertise local products. The websites will include a blog and newsletter	BTO	
Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To create an enabling environment for business opportunities		Events and Festivals		Events and Festivals are important mechanisms to attract more visitors to the area. Support for current festivals	Develop a Festival for each town	BTO
							Proudly Porterville Art Weekend being held on an annual basis. Training of upcoming artists in Bergrivier Municipal Area will also be accommodated at the arts festival	BT"O
							Events Indaba in partnership with Wesgro for all event organizers and municipal officials to attract more events to Bergrivier Municipal Area	BTO
Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To create an enabling environment for business opportunities			Transformation of the tourism industry	The tourism industry needs to be utilized to ensure the transformation of the economy of Bergrivier Municipal Area through the establishment of new BEE small businesses in the tourism industry	Increase the number of new BEE small businesses in tourism with at least 3 new SMME's per annum in Bergrivier Municipal Area	BTO
								Strategic Services

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	To facilitate an environment for the creation of jobs	To ensure the development of applicable skills for the labour and business market			Build capacity of local unemployed to contribute in products to the local tourism businesses	Arts and Craft Training of unemployed women in Aurora and products can be sold to tourism businesses such as guest houses and restaurants	BTO	
A sustainable, inclusive and integrated living environment	To develop, manage and regulate the built environment	To ensure sufficient infrastructure for economic growth		Tourism Infrastructure		The design of the regeneration of the main road in Porterville has been completed and funding needs to be sourced.	Source funding for the business plan for the regeneration of the main road in Porterville	Strategic Services
						Some tourism infrastructure in Velddrif is important to develop or upgrade as it will enhance Velddrif given it has considerable potential for tourism	Develop Pelican Harbour as a prime tourism space	Community Services
							Develop public ablution facilities, picnic and braai areas in Velddrif	Community Services
							Upgrade the bird hide on the flamingo route	Community Services
								Technical Services
Facilitate an enabling environment for economic growth	To alleviate poverty	To alleviate poverty through job opportunities		Agriculture	Primary Agriculture	The establishment of a food processing plant guarantees a market for small scale farmers. For these purposes, the small scale farmers need to be	Structuring the small scale farmers in each town of Bergrivier Municipal Area	Strategic Services
			Ensure that at least 100 small scale farmers will participate in the programme				Strategic Services	

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to alleviate poverty					organized and assured they have equipment to farm.	Facilitate a process with stakeholders to ensure that small scale farmers have equipment to farm.	Strategic Services		
		To create an enabling environment for business opportunities			A process needs to be facilitated for households to participate in the programme to produce food firstly for food security and secondly to sell to the food processing plant.	Ensure that households in every town has the opportunity to participate in the programme to produce for the food processing plant or to produce for own food security.	Strategic Services		
	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment		Agroprocessing	A food processing plant is to be established in Piketberg and it needs to be emphasized that it is a private sector initiative. The role of the municipality can only be to create the enabling environment for the private investor.	Facilitate a process to ensure the enabling environment for the investor to establish a food processing plant in Piketberg	Strategic Services		
		To create an enabling environment for business opportunities				Ensure that local labour and local contractors are being used in the establishment and running of the food processing plant	Strategic Services		
	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment		There is potential to develop fish farms in the Velldrif area with investors and it needs to be investigated		Ensure that local labour and local contractors are being used in the establishment and running of fish farms.	Strategic Services		
	Facilitate an enabling environment for	To facilitate an environment for		To ensure sufficient infrastructure for economic growth		Industrial development	Industrial development	Piketberg's location on the N7 is ideal for the development of industries and	Develop industrial land in Piketberg and invite potential businesses to establish their industries in the area.

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economic growth to alleviate poverty	the creation of jobs		and manufacturing		the further expansion of industrial land needs to be implemented.	Make provision for the costs related to the construction of the road and the reticulation of services	Technical Services	
	To facilitate an environment for the creation of jobs	To create an enabling environment for business opportunities				The Saldanha SEZ has potential to create opportunities for local businesses to deliver services at the Saldanha IDZ	Facilitate opportunities from the developments in the Saldanha SEZ for local businesses in especially Wards 6 & 7	Strategic Services
	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment		Marine Industrial Development	The boat building industry is a significant industry and the potential to develop Velddrif into a boat building industry needs to be investigated.	Investigate the potential to develop a boat building industry in Velddrif	Strategic Services	
Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To ensure the ease of doing business	Small Business Development	Capacity to ensure compliance for SMME's	The WCBDC currently experience financial strain and a new business model is to be explored to deliver services to the SMME's in Bergrivier Municipal Area	Investigate potential business models to deliver the services to the SMME's currently being delivered by the WCBDC.	Strategic Services	
		To create an enabling environment for business opportunities		Structuring the SMME	There is a clear need to structure the collective of the SMME's in the Bergrivier Municipal Area. It should be done per town as the dynamics of each town differ and SMME's don't always have the financial means to travel.	Facilitate the incorporation of SMME's in Eendekuil and Auroral into the current structures in Porterville, Piketberg, Velddrif and Redelinghuys.	Strategic Services	
	To improve the regulatory environment for	To ensure the ease of doing business		Database of SMME's	The WCBDC has a database of registered SMME's in Bergrivier Municipal Area and the information is crucial to implement the preferential	Facilitate the update of the database of SMME's in Bergrivier Municipal Area on a quarterly basis	Strategic Services Financial Services	

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	ease of doing business				procurement targets. It will be important to ensure that the database is updated regularly for these purposes.	Develop the database of SMME's into a Yellow Pages that is available electronically for the public.	Strategic Services		
	To facilitate an environment for the creation of jobs	To alleviate poverty through job opportunities			Private sector should be encouraged to utilize local businesses and to employ local residents where and when necessary	Distribute the availability of the EPWP database and the SMME database to the private sector to encourage local spend	Strategic Services		
	To improve the regulatory environment for ease of doing business	To ensure the ease of doing business			Preferential Procurement	The municipality approved a policy on local targets in the Preferential Procurement Policy. Systems need to be developed to ensure that the targets are being reached.	Develop systems to ensure that the local targets for small businesses in Bergrivier Municipal Area are being reached on an annual basis	Financial Services	
							Facilitate an awareness campaign within the municipality to make use of local small businesses.	Financial Services	
	To facilitate an environment for the creation of jobs	To create an enabling environment for business opportunities					Municipality must utilize its own budgets to enhance economic growth	Unbundle municipal capital and maintenance projects and utilize local contractors to enhance economic growth	Technical Services
									Community Services
					Open days	Conduct open days with various stakeholders for the SMME's per major town	Facilitate agency support from relevant institutions by organizing open days in esp Porterville, Velddrif and Piketberg	Strategic Services	

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	To improve the regulatory environment for ease of doing business	To ensure a conducive economic environment for investment		Enterprise Development and BEE Scorecards	The BEE scorecards of corporate business can be improved through enterprise development. A process to sensitize corporate business with the opportunities need to be developed	Develop a programme to sensitize corporate business on the improvement of BEE scorecards through enterprise development by using local small businesses in Bergrivier Municipal Area	Strategic Services	
	To facilitate an environment for the creation of jobs	To create an enabling environment for business opportunities		Informal Trading	Database of informal businesses	Database of informal businesses	Compile a complete database of the informal businesses in Bergrivier Municipal Area	Strategic Services
					Policy on informal trading	Policy on informal trading	Review and align the business hive allocation policy	Community Services
					There is a definite need for the further development of informal trading areas in Bergrivier Municipality and funding needs to be sourced	There is a definite need for the further development of informal trading areas in Bergrivier Municipality and funding needs to be sourced	Facilitate the identification of informal trading areas in the towns of Bergrivier Municipality and source funding for the development of such sites.	Corporate Services and all directorates involved in Informal Trading
	To improve the regulatory environment for ease of doing business	To ensure the ease of doing business			Municipal business licensing	Municipal business licensing	Municipal business licensing	Facilitate municipal business licensing as informal traders do not know what licenses apply for their businesses
Community Services								
Facilitate an enabling environment for economic growth to alleviate poverty	To improve transport systems and enhance mobility of poor isolated communities in partnership with	To ensure sufficient infrastructure for economic growth	Transport	Enhance the mobility of the communities in Bergrivier Municipal Area		One of the constraints for the community is mobility in the towns and between the towns. This is especially relevant for poorer households.	Facilitate an environment for business potential and infrastructure development to ensure mobility of communities within towns and between towns.y	Strategic Services

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	sector departments						
Promote a safe, healthy, educated and integrated community	To create innovative partnerships with sector departments for improved education outcomes and opportunities for youth development	To ensure the development of applicable skills for the labour and business market	Availability of Skills and Knowledge	Skills development in agriculture	The development of skills in the agricultural sector is of most importance as most farm workers's skills levels are low.	Facilitate the enabling environment for the establishment of skills development programmes in Bergrivier Municipal Area	Strategic Services
				Technical skills development for learners	The development of technical training programmes need to be facilitated as school learners and unemployed youth lack technical qualifications to enter the labour market	Facilitate an enabling environment for the establishment of a technical institution in the Bergrivier Municipal Area	Strategic Services
				SMME Training	The continuous training of SMME's will be important to ensure sufficient business acumen and technical skills to develop as small businesses.	Facilitate an enabling environment for training programmes for SMME's in Bergrivier Municipal Area	Strategic Services
					Regular online discussions and training is being presented and should be made available to SMME's	Conduct workshops on the webinars already held or make the links to the webinars available.	Strategic Services
Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment	Development incentives	Investment strategy	There is a need to develop an investment strategy for Bergrivier Municipal Area as to attract investors in the various sectors	Facilitate the drafting of an investment strategy for Bergrivier Municipality.	Strategic Services

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A sustainable, inclusive and integrated living environment	To develop, manage and regulate the built environment			Land and building	The sale, transfer or rental of land, building and/or other facilities owned by Bergrivier Municipality or any other organ of state on concessionary terms should be investigated. This will firstly ensure that investors can develop in the municipal area within the parameter of the relevant legislation(s) and secondly assist small scale farmers in accessing land to participate in the agriculture programme..	Facilitate a process to draft policies on the sale, transfer of land, buildings and/or other facilities on concessionary terms to ensure an environment conducive to investment.	Corporate Services
		To alleviate poverty through job opportunities				Facilitate a process to identify land for small scale farmers to participate in the agricultural development programme	Strategic Services
Facilitate an enabling environment for economic growth to alleviate poverty	To improve the regulatory environment for ease of doing business	To ensure the ease of doing business		Regulatory reform: Ease of doing business	Red tape is often hampering corporate business to invest in a municipal area or too cumbersome for small businesses to make the business grow. This could mean fast tracking zoning applications, building plan approvals, or a more development approach towards small business, especially in the informal sector, etc.	Facilitate the identification of the various aspects required for a regulatory framework that will enhance business development and draft the regulatory framework.	All
A sustainable, inclusive and integrated living environment	To conserve and manage the natural environment and mitigate the impacts of climate change	To ensure a conducive economic environment for investment		Protection of cultural, historical and natural significance	One of the most important aspects in especially the tourism industry, will be to protect the cultural, historical and natural significance of Bergrivier Municipal Area. A policy framework for the protection of these areas need to be drafted. This includes the iden-tity of	Facilitate the drafting of a policy for the protection of the cultural, historical and natural significance of certain areas in Bergrivier Municipal Area	Corporate Services

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					Goedverwacht, Veldrif (Bokkomlaan), Verlorenvlei, Porterville main road etc.		
Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment		Value proposition of each town	The 9 communities in Bergrivier Municipal Area each have their own dynamics and economic potential. It will be important to undertake a study on the value proposition of each of these towns	Facilitate a study on the value propositions of each town in Bergrivier Municipality to determine the economic potential of each town	Strategic Services
Sustainable service delivery	To develop and provide bulk infrastructure	To ensure sufficient infrastructure for economic growth	Infrastructure	Energy	The current challenges in the continuous supply of electricity remains a high level of concern as it affects the confidence of investors to develop in the area. The current infrastructure levels also need to be monitored as to ensure sufficient infrastructure for future developments	Facilitate a process to ensure that sufficient energy is available for future development.	Technical Services
				Water	The experience with the drought led to an awareness on the scarcity of water and any future developments will have to ensure sufficient water	Facilitate a process to ensure that sufficient water is available for any future developments.	Technical Services
Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment	Alternative Financing	Funding models for Economic Development	It will be important to know the various funding sources and/or funding models for various programmes.	Investigate the potential funding sources and/or funding models for various development programmes	Strategic Services

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Facilitate an enabling environment for economic growth to alleviate poverty	To facilitate an environment for the creation of jobs	To ensure a conducive economic environment for investment	Institutional Arrangements	Bergrievier Economic Development Forum	The BEDF, established in 2015, plays an important role in informing corporate business, other state departments and organized small business on economic initiatives	Conduct an annual feedback session on the economic initiatives to the BEDF	Strategic Services
		To create an enabling environment for business opportunities		Organised sectors	It is important to organize some sectors as to ensure sector input. The most important is to organize small businesses as to have a single voice	Ensure the proper organization of the business sector to ensure continuous input from the sector.	Strategic Services