

# FINANCE /INVESTMENTS AND LED PROGRAMMES BOOKLET

**UEDA**  
**BOOKLET**



Εconomic Development Agency

ΟΙ ΗΘΟΚΕΛΑ

## WHO WE ARE

### VISION

An economically vibrant and prosperous district that retains and attracts businesses anchored in unique opportunities and innovation for sustainable economic development.

### MISSION

Create an enabling and business friendly environment thus ensuring the retention and attraction of local and international investments and promote new business ventures working with all social and business partners for achieving a prosperous sustainable economic development for uThukela District.

### OBJECTIVES

- To create an enabling and conducive environment for both local and international businesses to thrive.
- To facilitate, coordinate and monitor all district economic development projects.
- To restore business confidence stakeholder engagements and establishment of the economic development working group.
- To mobilize and promote the use of local resources and skills thus ensuring maximum local economic development.

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## Our Products & Services

### FINANCE AND INVESTMENTS



**FINANCE**

### LED PROGRAMMES



**AGRICULTURE**



**TOURISM**

## CONTENTS

Our Products & Services.....	2	3.4	SCOPE OF THE PROJECT .....	13
FINANCE AND INVESTMENTS .....	2	3.5	PROJECT PHASES.....	13
LED PROGRAMMES .....	2	3.6	ROLES AND RESPONSIBILITIES .....	14
1.    CONCEPT DOCUMENT FOR BUSINESS HUB IN UTHUKELA DISTRICT FOR BUSINESS OWNED BY PEOPLE WITH DISABILITY AND THOSE IN SECLUDED AREAS. ....	5	3.7	ANTICIPATED OUTCOMES .....	14
1.1    INTRODUCTION .....	5	3.8	CONCLUSION.....	14
1.2    PURPOSE OF THE CONCEPT DOCUMENT.....	5	4.	CONCEPT DOCUMENT FOR BUSINESS RETENTION IN UTHUKELA DISTRICT..	15
1.3    OBJECTIVES .....	5	4.1	INTRODUCTION .....	15
1.4    SCOPE OF THE PROJECT .....	5	4.2	PURPOSE OF THE CONCEPT DOCUMENT .....	15
1.5    PROJECT PHASES .....	6	4.3	MAJOR INDUSTRIES WITHIN UTHUKELA DISTRICT .....	15
1.6    ROLES AND RESPONSIBILITIES.....	6	4.4	CHALLENGES TO BUSINESS RETENTION.....	16
1.7    CONCLUSION.....	7	4.5	OBJECTIVES OF THE BUSINESS RETENTION STRATEGY.....	16
2.    CONCEPT DOCUMENT FOR UTHUKELA ECONOMIC DEVELOPMENT AGENCY SERVICES. ....	8	4.5.1	Infrastructure Development and Advocacy.....	16
2.1    INTRODUCTION .....	8	4.5.2	Regulatory Support and Business-Friendly Policies.....	16
2.2    OVERVIEW OF UEDA SERVICE.....	8	4.5.3	Workforce Development Programs.....	17
2.3    OUR SERVICE OFFERINGS.....	9	4.5.4	Financial and Market Access Support .....	17
2.3.1    CIPC Services .....	9	4.5.5	EXPECTED OUTCOMES.....	17
2.3.2    SARS Assistance .....	9	4.6	FOR BUSINESS RETENTION .....	17
2.3.3    Boardroom Rental Services.....	10	4.6.1	CONCLUSION.....	17
2.4    STAKEHOLDER ENGAGEMENT.....	10	5.	CONCEPT DOCUMENT FOR SMME'S TRAINING WITHIN UTHUKELA DISTRICT	18
2.5    ENGAGEMENT STRATEGY .....	11	5.1	INTRODUCTION .....	18
2.6    IMPLEMENTATION STRATEGY .....	11	5.2	PROJECT OVERVIEW .....	18
2.7    CONCLUSION.....	11	5.3	OBJECTIVES OF THE TRAINING PROGRAM .....	18
3.    CONCEPT DOCUMENT FOR COLLECTING VACANT LAND, BUILDING DATA FOR PUBLIC, PRIVATE SECTOR AND ADVERTISING AVAILABLE LAND OR BUILDINGS ON UEDA WEBSITE. ....	12	5.4	TRAINING CURRICULUM .....	18
3.1    INTRODUCTION .....	12	5.4.1	Business Planning.....	19
3.2    PURPOSE OF THE CONCEPT DOCUMENT .....	12	5.4.2	Marketing Strategies.....	19
3.3    OBJECTIVES OF THE PROJECT.....	12	5.4.3	Financial Management .....	19
		5.4.4	Compliance and Regulation .....	19
		5.4.5	Customer Service Excellence .....	19
		5.5	STAKEHOLDER ENGAGEMENT.....	19
		5.6	IMPLEMENTATION PLAN .....	19

5.7	EXPECTED OUTCOMES.....	20	9.3	PROJECT OUTLINE.....	32
5.8	CONCLUSION.....	20	9.4	EXPECTED OUTCOMES .....	32
6.	CONCEPT DOCUMENT: IDENTIFICATION AND PACKAGING OF NEW TOURISM ROUTES IN UTHUKELA DISTRICT .....	21	9.5	CONCLUSION AND CALL TO ACTION .....	33
6.1	INTRODUCTION.....	21	10.	ESTABLISHMENT OF A CHICKEN ABATTOIR IN UTHUKELA DISTRICT .....	34
6.2	PURPOSE AND VISION.....	21	10.1	INTRODUCTION.....	34
6.3	OBJECTIVES .....	22	10.2	PROJECT OVERVIEW .....	34
6.4	CURRENT COLLABORATIONS AND KEY STAKEHOLDERS .....	22	10.3	OBJECTIVES.....	34
6.5	STRATEGIC IMPLEMENTATION .....	22	10.4	STAKEHOLDER ENGAGEMENT .....	34
6.7	EXPECTED OUTCOMES .....	23	10.5	FEASIBILITY STUDY AND FARMER ENGAGEMENT .....	35
6.8	CONCLUSION AND CALL TO ACTION .....	23	10.6	IMPLEMENTATION PLAN.....	35
7.	CONCEPT DOCUMENT: SOUVENIR MARKET DEVELOPMENT IN UTHUKELA DISTRICT .....	24	10.7	EXPECTED OUTCOMES .....	35
7.1	INTRODUCTION.....	24	10.8	OPERATIONS.....	35
7.2	PURPOSE AND VISION.....	24	10.9	MARKETING STRATEGY FOR UTHUKELA CHICKEN ABATTOIR.....	36
7.3	OBJECTIVES .....	24	10.10	CONCLUSION AND CALL TO ACTION .....	36
7.4	SOUVENIR MARKET STRUCTURE .....	25	11.	UTHUKELA TOURISM ACTIVATION CONCEPT DOCUMENT .....	37
7.5	KEY SOUVENIR PRODUCT LINES.....	25	11.1	INTRODUCTION.....	37
7.6	STRATEGIC IMPLEMENTATION .....	26	11.3	PURPOSE OF THE TOURISM ACTIVATION PROGRAMME.....	38
7.7	PARTNERSHIPS AND COLLABORATION.....	27	11.2	OBJECTIVES.....	38
7.8	EXPECTED OUTCOMES .....	27	11.4	ACTIVATION STRATEGY .....	38
7.9	CONCLUSION AND CALL TO ACTION .....	27	11.5	PARTNERSHIP WITH LOCAL MUNICIPALITIES.....	38
8.	RURAL AND TOWNSHIP TOURISM CONCEPT DOCUMENT .....	28	11.7	EXPECTED OUTCOMES .....	39
8.1	INTRODUCTION.....	28	11.6	LONG-TERM VISION AND ALIGNMENT WITH MUNICIPAL GOALS.....	39
8.2	PURPOSE AND OBJECTIVES.....	28	11.8	CONCLUSION & CALL FOR COLLABORATION .....	39
8.3	STAKEHOLDERS INVOLVED .....	29	12.	AGRICULTURAL MARKET.....	40
8.4	STRATEGIC IMPLEMENTATION .....	29	12.1	INTRODUCTION .....	40
8.5	EXPECTED OUTCOMES .....	30	12.2	PROJECT OVERVIEW.....	40
8.6	CONCLUSION AND CALL TO ACTION .....	30	12.3	OBJECTIVES.....	40
9.	GOAT FEEDING, AUCTION PROGRAMME AND AGRICULTURAL SHOW.....	31	12.4	STAKEHOLDER ENGAGEMENT.....	40
9.1	INTRODUCTION.....	31	12.5	INITIAL FEASIBILITY STUDY AND FARMER ENGAGEMENT .....	41
	31		12.6	IMPLEMENTATION PLAN .....	41
9.2	OBJECTIVES .....	31	12.7	EXPECTED OUTCOMES.....	41
			12.8	CONCLUSION .....	42

# 1. CONCEPT DOCUMENT FOR BUSINESS HUB IN UTHUKELA DISTRICT FOR BUSINESS OWNED BY PEOPLE WITH DISABILITY AND THOSE IN SECLUDED AREAS.

## 1.1 INTRODUCTION



The **Business Hub** is a key initiative of the **uThukela Economic Development Agency (UEDA)** aimed at promoting inclusive economic growth. The program focuses on supporting businesses owned by individuals with disabilities and those in remote areas of the uThukela District. Recognizing the challenges faced by these entrepreneurs, the Business Hub provides essential resources, personalized support, and a platform to increase business visibility and foster community engagement.

## 1.2 PURPOSE OF THE CONCEPT DOCUMENT

This concept document outlines the objectives, structure, and promotional strategies for the **Business Hub** initiative. It aims to work collaboratively with local municipalities to identify, support, and promote businesses owned by people with disabilities and those located in secluded areas.

## 1.3 OBJECTIVES

The main objectives of the **Business Hub** are to:

- **Identify:** Locate and engage with business owners living with disabilities or based in secluded areas.
- **Support:** Provide tailored guidance and resources to help these businesses grow sustainably.
- **Promote:** Enhance business visibility and community engagement through targeted advertising.

## 1.4 SCOPE OF THE PROJECT

The scope of the **Business Hub** includes:

- **Outreach and Identification:** Collaborating with local municipalities to find and engage business owners with disabilities or from remote areas.

- **Resource Provision:** Offering essential business resources such as financial guidance, marketing support, and operational assistance.
- **Promotion and Advertising:** Implementing a dual approach combining online and physical advertising to raise business profiles.

## 1.5 PROJECT PHASES

### Phase 1: Stakeholder Engagement

- Work with local municipalities to identify businesses owned by people with disabilities and those in secluded areas.
- Partner with learning institutions catering to people with disabilities to connect with business owners and potential entrepreneurs.

### Phase 2: Advisory and Business Support

- Provide one-on-one strategic guidance to address key challenges and opportunities.
- Offer operational support in areas such as inventory management, customer service, and product development.
- Help business owner’s access resources like financial management tools, grants, and local networks.

### Phase 3: Advertising and Promotion Service

- **Social Media Platforms:** Utilize UEDA and municipal social media channels to share business updates, product highlights, and special promotions.
- **Physical Notice Boards:** Display business information on notice boards at UEDA offices and local municipalities to engage the offline community.

This dual approach ensures maximum reach, engaging both digital and non-digital audiences, and supports business visibility in the local community

## 1.6 ROLES AND RESPONSIBILITIES

Stakeholder	Roles and Responsibilities
<b>UEDA</b>	Oversee development and management of the Business Hub, coordinate with municipalities, learning institutions, and private stakeholders, develop and manage promotional content.
<b>Local Municipalities</b>	Assist in identifying businesses, promote the initiative, and encourage local community support for Hub businesses.

Stakeholder	Roles and Responsibilities
<b>Learning Institutions</b>	Provide training workshops, skill-building programs, and identify individuals with disabilities who own businesses.
<b>Business Owners</b>	Participate in promotional activities, provide business updates, and engage with local events to increase visibility.

## 1.7 CONCLUSION

The **Business Hub** is an essential initiative for empowering individuals with disabilities and those in secluded areas. By offering the right resources, support, and promotional

strategies, it aims to create a thriving, inclusive local economy in the uThukela District. The combination of digital and physical promotion will ensure broad visibility, while fostering a supportive and engaged community that drives economic growth for all.

## 2. CONCEPT DOCUMENT FOR UTHUKELA ECONOMIC DEVELOPMENT AGENCY SERVICES.

### 2.1 INTRODUCTION

The **UThukela Economic Development Agency (UEDA)** is committed to fostering economic growth, formalizing businesses, and empowering entrepreneurs in the **UThukela District**. We offer tailored services to support entrepreneurs, Small, Medium, and Micro Enterprises (SMMEs), and local businesses in complying with regulatory requirements, enhancing their operations, and planning for sustainable growth. Our collaborative approach with municipalities and stakeholders is aimed at strengthening the district's business ecosystem and promoting job creation.

### 2.2 OVERVIEW OF UEDA SERVICE

UEDA provides a comprehensive suite of services to support businesses at all stages—from start-ups to established enterprises. Our core offerings include:

- **CIPC Registration & Compliance Support**
- **SARS Tax Assistance**
- **Boardroom Rentals for Professional Meetings**
- **Business Plan Development & Support**

Each service is designed to help businesses achieve regulatory compliance, improve operational efficiency, and position themselves for long-term success.



## 2.3 OUR SERVICE OFFERINGS

### 2.3.1 CIPC Services



UEDA assists businesses in formalizing operations and complying with legal regulations through the **Companies and Intellectual Property Commission (CIPC)**.

#### Key Services:

- **Company Registration & Amendments:** Help with registering new businesses, name changes, and updating directorships.
- **Compliance Documentation:** Ongoing support in ensuring businesses meet all legal and regulatory requirements.
- **Target Audience:** Entrepreneurs, SMMEs, and individuals seeking formal business registration.

### 2.3.2 SARS Assistance



Navigating tax compliance can be complex, but UEDA provides essential support to ensure businesses meet their **South African Revenue Service (SARS)** obligations.

#### Key Services

- **Tax Registration:** Assistance with registering for Income Tax, VAT, and PAYE.
- **Tax Return Filing & Compliance:** Help with tax filing, VAT, and PAYE compliance.
- **SARS eFiling & Tax Clearance:** Support with eFiling and obtaining tax clearance certificates.

**Target Audience:** Local businesses and entrepreneurs requiring SARS-related support.



### 2.3.3 Boardroom Rental Services

UEDA offers a **professional boardroom** for rent, fully equipped with the latest amenities to support productive meetings and presentations.

#### Key Features:

- **Facilities:** Includes audio-visual equipment, Wi-Fi, and optional catering services.
- **Flexible Rental Options:** Short-term and long-term rental options available.

**Purpose:** To create a professional environment for businesses to hold meetings, workshops, and events.

### 2.3.4 Business Plan Development & Support

UEDA provides expert guidance in developing comprehensive business plans that are crucial for growth and sustainability.

#### Key Services:

- **Business Structure & Market Research:** Assistance in defining business models and conducting market research.
- **Financial & Operational Planning:** Help with financial forecasting, budgeting, and operational planning.

**Goal:** To equip local entrepreneurs and businesses with the strategic tools needed for long-term success.

## 2.4 STAKEHOLDER ENGAGEMENT

Successful economic development requires active collaboration with key stakeholders. UEDA works with:

- **Local Municipalities:** Partnering with municipalities to understand local business needs and ensure UEDA's services are accessible to all.
- **SMMEs & Entrepreneurs:** Direct engagement through workshops, consultations, and feedback sessions to address challenges faced by the local business community.
- **Provincial Government:** Collaboration with government departments such as **EDTEA** to align UEDA's services with provincial initiatives and policies.

## 2.7 CONCLUSION

The **UThukela Economic Development Agency** is dedicated to supporting the business landscape within the district by providing essential services like CIPC registration; SARS tax Assistance, boardroom rentals, and business plan development. By collaborating with municipalities and stakeholders, we aim to foster a resilient, compliant, and thriving business environment that contributes to sustainable economic growth and job creation across Uthukela

## 2.5 ENGAGEMENT STRATEGY

- **Consultations & Feedback:** Regular meetings with stakeholders to assess service impact and identify areas for improvement.
- **Workshops & Events:** Hosting joint workshops and events to educate the community on UEDA services and promote business development.
- **Communication Plan:** Ensuring effective communication of updates, services, and initiatives to stakeholders through a structured communication strategy.

## 2.6 IMPLEMENTATION STRATEGY

To enhance visibility and accessibility of UEDA's services, we have developed the following action plan:

- **Awareness Campaigns:** Promote services through local media, social media platforms, and municipal channels.
- **Partnership Development:** Strengthen relationships with municipalities and other stakeholders to expand UEDA's reach and service accessibility.
- **Resource Allocation:** Ensure that UEDA has the right staffing and resources to meet demand.
- **Process Efficiency:** Streamline internal processes for faster and more efficient service delivery.

### 3. CONCEPT DOCUMENT FOR COLLECTING VACANT LAND, BUILDING DATA FOR PUBLIC, PRIVATE SECTOR AND ADVERTISING AVAILABLE LAND OR BUILDINGS ON UEDA WEBSITE.

#### 3.1 INTRODUCTION



*(This picture was taken during the vacant land inspection, from 24 property, Dedekind).*

The **uThukela Economic Development Agency (UEDA)** is dedicated to driving economic growth and investment within the **uThukela District**. As part of our ongoing efforts to enhance real estate opportunities, UEDA proposes the creation of a comprehensive **Vacant Land and Building Database and Advertisement Portal**. This platform will feature property listings sourced from both the public and private sectors, providing accessible information to

potential investors and business owners through UEDA's official website.

#### 3.2 PURPOSE OF THE CONCEPT DOCUMENT

This document outlines the objectives, scope, and processes involved in gathering and presenting vacant land and building data. The initiative aims to promote uThukela District as a destination for diverse investments in **commercial, industrial, and residential developments**, making property information readily available to prospective investors and developers.

#### 3.3 OBJECTIVES OF THE PROJECT

The key objectives of this initiative are:

- **Centralised Property Database:** To create and maintain a regularly updated database of vacant land and buildings in uThukela District.

- **Investor Access:** To provide a user-friendly online portal where investors can easily browse available commercial properties.

### 3.4 SCOPE OF THE PROJECT

This project will involve the following stages:

- **Data Collection:** Collaborating with both public and private sector stakeholders to gather detailed information on vacant land and buildings available for investment.
- **Data Verification:** Ensuring all property information is accurate, including ownership status, zoning, and available infrastructure.
- **Online Advertisement:** Monthly updates to UEDA's website, displaying property details, including images, descriptions, and contact information.

### 3.5 PROJECT PHASES

#### Phase 1: Stakeholder Engagement and Awareness

- Engage local municipalities to inform them about the project.
- Conduct consultations with private property owners and real estate agents to expand the pool of available properties.

#### Phase 2: Data Collection and Verification

- Collect data on vacant land and buildings from municipal and private databases.
- Verify property details, including zoning, land use permissions, and utility access.

#### Phase 3: Web Portal Development

- Develop a dedicated section on the UEDA website for vacant property listings.
- Ensure the portal is visually engaging, user-friendly, and provides detailed information on each listing.

#### Phase 4: Promotion

- Promote the portal to attract potential investors and local businesses.
- Collaborate with municipalities to ensure the platform becomes the primary resource for investment-ready properties in the district.

#### Phase 5: Maintenance and Updates

- Establish a routine for updating listings to reflect changes, such as new properties, ownership changes, or properties that have been sold or leased.
- Ensure ongoing collaboration with municipalities to keep data accurate and up-to-date.

### 3.6 ROLES AND RESPONSIBILITIES

Stakeholders	Roles & Responsibilities
<b>UEDA</b>	<ul style="list-style-type: none"> <li>- Coordinate project activities and stakeholder engagement.</li> <li>- Develop and maintain the website portal.</li> <li>- Promote the initiative and serve as the contact point for investors.</li> </ul>
<b>Local Municipalities</b>	<ul style="list-style-type: none"> <li>- Provide up-to-date data on municipally-owned vacant properties.</li> <li>- Verify property information and align with local development goals.</li> <li>- Assist in promoting the platform to local stakeholders.</li> </ul>
<b>Private Sector Stakeholders</b>	<ul style="list-style-type: none"> <li>- Share details of privately-owned vacant properties for listing.</li> <li>- Ensure compliance with zoning regulations and provide accurate ownership information.</li> </ul>

### 3.7 ANTICIPATED OUTCOMES

The project is expected to yield several positive outcomes:

- **Increased Property Visibility:** Enhanced visibility of available properties, attracting new investments to the district.
- **Streamlined Access to Information:** Easier access to detailed property information, reducing the time investors spend researching available options.
- **Improved Collaboration:** Strengthened relationships between UEDA, local municipalities, and private sector stakeholders.
- **Boosted Economic Activity:** Greater investment leading to the creation of jobs and economic growth in line with uThukela’s development objectives.

### 3.8 CONCLUSION

The development of a **Vacant Land and Building Advertisement Portal** is a key initiative in positioning **uThukela District** as a prime location for diverse investments. By collaborating effectively with municipalities and private stakeholders, UEDA aims to create a **transparent, accessible, and sustainable** platform that attracts and retains investors, ultimately contributing to the region’s economic growth and prosperity.

## 4. CONCEPT DOCUMENT FOR BUSINESS RETENTION IN UTHUKELA DISTRICT

### 4.1 INTRODUCTION



*(Image taken from defy website during the unrest in Ladysmith).*

The **uThukela District**, including municipalities such as **Alfred Duma**, **Okhahlamba**, and **I Langalibalele**, is strategically located within **KwaZulu-Natal** and hosts a range of industries contributing significantly to local employment and economic growth. Notable businesses in the region include **Defy**, **Sumitomo**, and **Bakers**, among others. Despite a strong industrial base, the district faces challenges that hinder business growth and sustainability. This document outlines a structured approach to **retain businesses**, particularly within key industries, thereby contributing to economic resilience, job creation, and a thriving local economy.

### 4.2 PURPOSE OF THE CONCEPT DOCUMENT

The purpose of this document is to outline a strategic framework to retain businesses within uThukela District. Through collaboration with **local municipalities**, this strategy will focus on addressing key challenges, fostering business sustainability, and ensuring growth. The retention strategy will prioritize sectors that align with the district's **socio-economic goals**, including **job creation**, **poverty alleviation**, and **inclusive development**.

### 4.3 MAJOR INDUSTRIES WITHIN UTHUKELA DISTRICT

The district's economy is driven by several key industries that are vital to both employment and revenue generation:

- **Manufacturing:** Including textiles, food processing, and furniture production.
- **Agriculture:** Covering crops, livestock farming, and agro-processing.
- **Tourism:** Leveraging heritage sites, adventure tourism, and natural landscapes.
- **Logistics & Warehousing:** Benefiting from strategic proximity to major transport routes.

#### 4.4 CHALLENGES TO BUSINESS RETENTION

Several challenges face uThukela District's industries, which can inhibit long-term growth and retention:

- **Infrastructure Deficiencies:** Poor road networks, inconsistent electricity supply, and limited digital infrastructure.
- **Skills Shortages:** Lack of adequately trained professionals, especially in technical fields.
- **Regulatory Barriers:** Delays and difficulties in navigating complex compliance and administrative procedures.
- **Access to Finance:** Many SMEs struggle to secure funding, limiting their ability to grow and create jobs.
- **Market Access:** Local products face limited access to broader markets due to competition and distribution constraints.

#### 4.5 OBJECTIVES OF THE BUSINESS RETENTION STRATEGY

The strategy focuses on four main objectives:

- **Improve the Business Environment:** Streamlining regulatory and administrative processes to ease the burden on businesses.
- **Strengthen Infrastructure:** Advocating for investment in essential infrastructure to support industrial growth and connectivity.

- **Foster Skills Development:** Establishing partnerships to enhance local workforce skills and adaptability.
- **Enhance Market Access & Financial Support:** Improving access to finance and facilitating connections to wider markets.

#### PROPOSED INITIATIVES

##### 4.5.1 Infrastructure Development and Advocacy

- **Road and Transportation Networks:** Collaborate with the **Department of Transport** to improve road networks, especially in industrial zones.
- **Electricity Supply Stability:** Partner with utility providers to ensure a reliable electricity supply and explore alternative energy solutions.
- **Digital Infrastructure:** Work with telecommunications providers to expand
- **High-speed internet** access for businesses, supporting e-commerce and digital innovation.

##### 4.5.2 Regulatory Support and Business-Friendly Policies

- **One-Stop-Shop for Business Support:** Launch the **UTHukela District One-Stop-Shop**, a centralized hub for businesses to access regulatory services, permits, and licenses, in collaboration with **TIKZN**.
- **Policy Advocacy:** Work with municipalities to revise policies that pose challenges, particularly for **SMEs** and start-ups, ensuring a more business-friendly environment.



### 4.5.3 Workforce Development Programs

- **Skills Training and Upskilling:** Collaborate with **TVET colleges** to develop targeted programs addressing skill gaps in manufacturing, agriculture, and tourism.
- **Youth Employment Initiatives:** Launch internship and apprenticeship programs, providing businesses with access to a skilled, young workforce while reducing youth unemployment.

### 4.5.4 Financial and Market Access Support

- **Access to Funding:** Partner with financial institutions and development agencies to create accessible funding pools and grants for local businesses.
- **Market Linkages and Export Assistance:** Develop a **business-to-business (B2B) platform** to
- **Enhanced Regional Competitiveness:** Improved infrastructure, regulatory frameworks, and support services will make uThukela more attractive to investors.
- **Economic Growth and Stability:** A more vibrant, diversified economy with reduced barriers to business growth, benefiting the community and the region.

facilitate networking, collaboration, and market access for local businesses, both nationally and internationally.

### 4.5.5 EXPECTED OUTCOMES

The implementation of the retention strategy is expected to achieve the following outcomes:

- **Increased Business Retention:** Higher retention rates among local businesses, especially in key industries.

## 4.6 FOR BUSINESS RETENTION

- **Job Creation and Skills Development:** Sustainable job creation and a more skilled workforce, contributing to economic growth.

### 4.6.1 CONCLUSION

The **uThukela Economic Development Agency (UEDA)**, in collaboration with local municipalities, is committed to fostering a conducive environment for business retention and growth. Through the **targeted initiatives** outlined in this strategy, we aim to address current challenges, strengthen the local workforce, and promote sustainable economic development across the district. Success will depend on the active participation and collaboration of all stakeholders within the uThukela District

## 5. CONCEPT DOCUMENT FOR SMME'S TRAINING WITHIN UTHUKELA DISTRICT

### 5.1 INTRODUCTION



The **SMME Capacity Building Training Program** is designed to empower **Small, Medium, and Micro Enterprises (SMMEs)** within the **Uthukela District**. By enhancing the business skills and knowledge of local entrepreneurs, the program aims to strengthen the district's economy, promote sustainable growth, and foster a more competitive and resilient business environment.

### 5.2 PROJECT OVERVIEW

This initiative focuses on providing targeted training programs to **SMMEs** that cover essential areas for business success. The training will empower entrepreneurs by equipping them with critical skills in areas such as **business planning, marketing, financial management, compliance, and customer service**

**excellence**. The ultimate goal is to enhance business performance, build stronger local networks, and contribute to the broader economic development of Uthukela District.

### 5.3 OBJECTIVES OF THE TRAINING PROGRAM

The training program aims to achieve the following key objectives:

- **Enhance Business Knowledge:** Equip entrepreneurs with fundamental business concepts and best practices.
- **Skill Development:** Provide practical skills in marketing, financial management, and customer relations.
- **Compliance Awareness:** Educate SMMEs on relevant laws and regulations, including tax obligations and business registration.
- **Networking Opportunities:** Create opportunities for SMMEs to connect, collaborate, and share resources and expertise.

### 5.4 TRAINING CURRICULUM

The curriculum is designed to address the specific needs of SMMEs, offering practical training in the following modules:

### 5.4.1 Business Planning

- Understanding business models
- Developing a comprehensive business plan
- Setting measurable and achievable goals

### 5.4.2 Marketing Strategies

- Identifying target markets
- Building effective branding and promotion strategies
- Utilizing digital marketing tools to reach a wider audience

### 5.4.3 Financial Management

- Budgeting and forecasting for business sustainability
- Financial reporting and analysis for better decision-making
- Managing cash flow to ensure business stability

### 5.4.4 Compliance and Regulation

- Overview of key regulations (e.g., SARS, CIPC, tax obligations)
- Importance of legal compliance in ensuring long-term business success

### 5.4.5 Customer Service Excellence

- Building and maintaining strong customer relationships
- Managing customer feedback to improve service quality
- Developing strategies for customer retention

## 5.5 STAKEHOLDER ENGAGEMENT

Effective collaboration with stakeholders is vital to the success of the training program. Key stakeholders and their roles include:

- **Local Municipalities:** Identify and reach out to potential SMME participants.
- **Funding Organizations:** Provide financial support for training materials, sessions, and resources.
- **UEDA (uThukela Economic Development Agency):** Coordinate, facilitate, and support the training initiatives by providing necessary resources and expertise.

## 5.6 IMPLEMENTATION PLAN

The implementation of the training program will follow these structured phases:

Phase	Action
Phase 1: Needs Assessment	Identify the specific training needs of SMMEs through collaboration with Local Municipalities (LED Office).
Phase 2: Curriculum Development	Design training materials and modules tailored to the needs of local SMMEs.
Phase 3: Recruitment	Engage SMMEs to enrol participants and ensure diverse representation.
Phase 4: Training Delivery	Conduct training sessions, workshops, and hands-on activities for participants.

Phase	Action
<b>Phase 5: Evaluation</b>	Assess the effectiveness of the training program and gather feedback for continuous improvement.

### 5.7 EXPECTED OUTCOMES

By the end of the training program, the following outcomes are expected:

- **Improved Business Performance:** Participants will gain the skills to enhance productivity, efficiency, and profitability.
- **Stronger Business Community:** A network of well-informed and supported entrepreneurs will be established.
- **Greater Economic Impact:** Enhanced business performance will contribute to local economic growth and job creation.
- **Increased Compliance:** SMMEs will have a better understanding of relevant regulations, reducing the risk of legal issues and penalties

### 5.8 CONCLUSION

Investing in the capacity building of **SMMEs** is key to fostering a resilient, thriving, and competitive business environment in Uthukela District. Through targeted training, entrepreneurs will gain the necessary skills to succeed, grow, and sustain their businesses. By supporting this initiative, we are investing not only in individual businesses but in the future prosperity of the entire community.

Together, we can create a lasting impact on the economic landscape of Uthukela District, empowering entrepreneurs to thrive and succeed.

## 6. CONCEPT DOCUMENT: IDENTIFICATION AND PACKAGING OF NEW TOURISM ROUTES IN UTHUKELA DISTRICT

### 6.1 INTRODUCTION

UThukela District, with its rich landscapes, cultural heritage, and adventure offerings, is an attractive destination for tourists. To enhance visitor experiences and stimulate repeat visits, UThukela Economic Development Agency (UEDA) proposes a plan to develop new tourism routes. These routes will showcase the district's unique offerings, while ensuring that previously underserved communities benefit from the tourism industry.

### 6.2 PURPOSE AND VISION

UThukela Tourism Routes initiative aims to highlight the district's diverse cultural, natural, and heritage sites, focusing on previously disadvantaged communities. By building strong relationships with local communities, the initiative ensures visitors experience authentic cultural exchanges, such as Umemulo ceremonies, in a safe and welcoming environment.



#### Core Vision:

- Promote UThukela's unique cultural heritage and natural beauty.
- Empower local communities by fostering inclusive economic growth through tourism.
- Create lasting relationships between visitors and communities, ensuring a rich, authentic experience.

### 6.3 OBJECTIVES

The UThukela Tourism Routes initiative will focus on achieving the following goals:

- **Enhance Tourist Experience:** Develop comprehensive, enriching tourism routes for memorable experiences.
- **Encourage Repeat Visits:** Design experiences that encourage tourists to return and explore more.
- **Empower Local Communities:** Prioritize underserved areas for route development, ensuring local economic benefits.
- **Build Trust and Engagement:** Cultivate a welcoming, safe environment for both tourists and locals.
- **Strengthen Partnerships:** Collaborate with local tourism businesses, municipalities, and the UThukela District Municipality (UTDM) for a cohesive tourism network.

### 6.4 CURRENT COLLABORATIONS AND KEY STAKEHOLDERS

UEDA has initiated partnerships with key stakeholders to ensure the successful rollout of the tourism routes:



- **Springbok Lodge Trust (Pep worth):** Focused on wildlife and eco-tourism experiences.
- **Thandanani Craft Centre:** A hub for traditional arts and crafts.
- **Siyaphambili Tours (Obonjaneni):** Offering scenic and cultural tours around the Drakensberg.
- **Drakensberg Midlands CTO (Ntabamhlophe Area):** Adventure and ecotourism offerings in the beautiful Midlands region.

### 6.5 STRATEGIC IMPLEMENTATION

The initiative will be rolled out in phases to ensure strong community engagement and sustainable tourism development:

#### Phase 1: Route Identification and Community Engagement

- Host workshops with local communities to discuss tourism opportunities.
- Partner with municipalities to map accessible and engaging routes.
- Raise awareness about the benefits of tourism and cultural exchange.

#### Phase 2: Route Development and Marketing

- Develop route packages and collaborate with tourism businesses to promote them.
- Create maps, digital guides, and signage for an effortless tourist experience.
- Launch a marketing campaign to promote UThukela as a premier destination.

### Phase 3: Community Awareness and Capacity Building

- Conduct cultural exchange and tourism etiquette training for locals and tourists.
- Provide training to local service providers on customer engagement and digital marketing.

### Phase 4: Monitoring and Continuous Improvement

- Collect feedback to assess the success of the routes and identify areas for improvement.
- Measure economic impacts and job creation to ensure sustainable tourism growth.
- Maintain ongoing communication with communities to foster long-term engagement.

## 6.6 PARTNERSHIPS AND COLLABORATION

The initiative's success will depend on strong collaborations with:

- **Local Tourism Businesses:** Ensuring high-quality, authentic experiences for tourists.
- **Local Municipalities and UTDM:** Providing logistical, infrastructural, and financial support.
- **Community Organizations and Cultural Leaders:** Facilitating the integration of local heritage and ensuring culturally respectful experiences.

## 6.7 EXPECTED OUTCOMES

The new tourism routes will deliver several positive outcomes for UThukela:

- **Enhanced Visitor Experience:** Authentic, immersive cultural and natural experiences.
- **Economic Empowerment:** Job creation, local spending, and entrepreneurship opportunities.
- **Increased Tourism Revenue:** Attraction of a diverse audience, boosting the local economy.
- **UThukela as a Destination of Choice:** Establishing UThukela as a safe, rich, and diverse tourist destination.

## 6.8 CONCLUSION AND CALL TO ACTION

The UThukela Tourism Routes initiative is a transformative project that will elevate the district's tourism offerings while empowering local communities. By fostering trust, cultural exchange, and economic growth, UEDA aims to position UThukela as a premier tourism destination. The initiative represents an exciting opportunity for growth, collaboration, and shared success.

## 7. CONCEPT DOCUMENT: SOUVENIR MARKET DEVELOPMENT IN UTHUKELA DISTRICT

### 7.1 INTRODUCTION

Souvenirs are an essential part of the tourism experience, offering visitors tangible memories of their travels. UThukela District can enhance its tourism offerings by creating a sustainable and accessible market for locally crafted souvenirs. This market will promote the district's cultural heritage, support local artisans, and boost the local economy. The UThukela Economic Development Agency (UEDA) proposes the development of a vibrant souvenir market that caters to both local and international customers.

### 7.2 PURPOSE AND VISION

The main objective of the UThukela Souvenir Market initiative is to establish a dynamic market that showcases and sells authentic, high-quality souvenirs. This market will provide local artisans with a platform to promote their crafts, celebrate UThukela's rich cultural heritage, and create lasting memories for tourists. UEDA envisions a permanent market hub, complemented by a global digital platform, ensuring local products are accessible worldwide.

### 7.3 OBJECTIVES

The UThukela Souvenir Market aims to achieve the following:

- **Promote Local Artisans:** Provide a platform for local artisans to showcase their products and cultural traditions.
- **Enhance Tourism Experience:** Offer unique souvenirs that represent the spirit of UThukela, enriching tourists' experiences.
- **Expand Market Reach:** Develop both physical and digital marketplaces to make souvenirs accessible to a global audience.
- **Boost Economic Growth:** Create jobs, stimulate local spending, and foster a network of suppliers and artisans.



## 7.4 SOUVENIR MARKET STRUCTURE

The market will be organized around the following key components:

### a. Physical Marketplace

- A central structure in UThukela will serve as the primary location for souvenir sales, providing a permanent space for local artisans to display their products.
- UEDA will work with local municipalities to secure an attractive location, ensuring high foot traffic from both locals and tourists.

### b. Digital Marketplace

- In addition to the physical market, an e-commerce platform will be developed to enable international access to UThukela souvenirs.
- The online platform will feature an integrated website and social media presence to manage product sales and global shipping.

### c. Artisan Development and Training

- UEDA will support local artisans with training in product design, quality standards, and e-commerce to ensure their products appeal to both local and global markets.

## 7.5 KEY SOUVENIR PRODUCT LINES

The market will feature products that reflect the unique culture and heritage of UThukela, such as:





*(Pictures of crafters taken November 5 2024)*

- **Handcrafted Artwork & Sculptures:** Wooden carvings, beadwork, and woven items.
- **Locally Produced Textiles & Fashion:** Traditional clothing, scarves, and accessories.
- **Jewellery:** Beaded necklaces, bracelets, and other items showcasing local artistry.
- **Home Decor:** Painted ceramics, woven baskets, and decorative items.

## 7.6 STRATEGIC IMPLEMENTATION

The development of the souvenir market will be rolled out in phases to ensure sustainability and impact:

### Phase 1: Mobile Market

- **Mobile Market Rollout:** A traveling market will operate at key tourist sites and major events across UThukela, providing temporary access to souvenirs.
- **Scheduling & Rotation:** A rotating schedule will ensure the mobile market reaches different municipalities and high-traffic areas.

### Phase 2: Permanent Central Marketplace

- **Location and Planning:** Secure a prime location for a permanent market, accessible to both tourists and locals.
- **Design and Infrastructure:** Collaborate with municipalities for the design and construction of the marketplace, ensuring space for artisans.

### Phase 3: Digital Platform Development

- **E-commerce Platform:** Develop an online platform to reach international markets and enable seamless shopping for UThukela souvenirs.
- **Logistics and Shipping:** Partner with logistics providers to handle orders and international shipping.

### Phase 4: Artisan Support and Capacity Building

- Provide ongoing training for artisans in product design, digital marketing, and quality standards to meet global market demands.

### Phase 5: Marketing and Promotion

- **Integrated Marketing Strategy:** Promote the physical and digital markets through targeted campaigns, leveraging both digital and traditional channels.

## 7.7 PARTNERSHIPS AND COLLABORATION

Successful implementation will require collaboration with various stakeholders:

- **Local Municipalities & UTDM:** For infrastructural support and location identification.
- **Tourism Operators & Travel Agencies:** To promote souvenir offerings to tourists.
- **Artisan Cooperatives:** To provide ongoing support and representation for local artisans.

## 7.8 EXPECTED OUTCOMES

The UThukela Souvenir Market is expected to deliver the following benefits:

- **Increased Revenue for Artisans:** Local artisans will gain consistent, year-round sales opportunities.
- **Enhanced Tourist Satisfaction:** Tourists will have access to meaningful, locally crafted souvenirs, enriching their travel experience.

- **Economic Empowerment:** Job creation and income generation will strengthen the local economy.
- **Global Market Access:** The online platform will help raise UThukela's profile and make its products accessible worldwide.

## 7.9 CONCLUSION AND CALL TO ACTION

The UThukela Souvenir Market initiative is a crucial step towards enhancing UThukela's tourism offerings and supporting local artisans. By creating a thriving market for authentic, locally crafted souvenirs, UThukela can boost its economic resilience and share its cultural treasures with the world. UEDA invites all stakeholders to join in this effort to make UThukela a global destination for cultural and tourism excellence.

## 8. RURAL AND TOWNSHIP TOURISM CONCEPT DOCUMENT

### 8.1 INTRODUCTION

The UThukela Economic Development Agency (UEDA) is committed to enhancing rural and township tourism within the UThukela District. Recognizing the region's rich cultural, historical, and natural heritage, UEDA aims to promote these unique attractions to both local and international tourists. By working closely with local stakeholders, UEDA seeks to foster an inclusive tourism economy that benefits businesses, empowers communities, and positions UThukela as an authentic destination for cultural experiences.



*(Picture taken during rural and township engagement at James ILenge MT lodge)*

### 8.2 PURPOSE AND OBJECTIVES

#### **Purpose**

the initiative's core aim is to boost tourism within UThukela by creating sustainable rural and township tourism opportunities that attract visitors while empowering local communities and businesses.

#### **Objectives:**

- **Enhance Tourism Experiences:** Introduce tourists to immersive cultural experiences, such as traditional ceremonies, craft-making, culinary tours, and homestays.
- **Economic Empowerment:** Support local businesses (artisans, transport providers, etc.) to ensure the economic benefits of tourism stay within the district.
- **Community Collaboration:** Work with local communities to develop tourism offerings that reflect their cultural heritage and ensure sustainability.
- **Stakeholder Engagement:** Build strong partnerships with municipalities, community organizations.

- Tourism providers to develop and market rural and township tourism products.

### 8.3 STAKEHOLDERS INVOLVED

The success of UEDA's initiative depends on collaboration with key stakeholders:

- **Local Municipalities and UTDM:** Okhahlamba, Alfred Duma, and Inkosi Langalibalele municipalities are crucial to tourism development, aligning policies and creating a supportive environment.
- **Community Leaders and Organizations:** Traditional leaders and local organizations help ensure authentic cultural representation and ethical tourism practices.
- **Local Businesses and Service Providers:** Transport operators, food vendors, craftspeople, and accommodation providers are essential to delivering complete tourism experiences.
- **Tourism Associations and Educational Institutions:** Partnerships with local tourism bodies and schools will raise awareness and provide training for residents to offer excellent tourism services.

### 8.4 STRATEGIC IMPLEMENTATION

The initiative will unfold in phases, focusing on community engagement, product development, and marketing:

#### Phase 1: Community Engagement and Capacity Building

- Conduct awareness campaigns to educate communities on the benefits of tourism and the importance of authentic cultural experiences.
- Provide training in customer service, business management, and sustainable tourism practices.
- Use community tourism committees to oversee development and ensure alignment with cultural values.

#### Phase 2: Development of Local Tourism Products

- Collaborate with communities to create authentic tourism experiences, such as guided tours, cultural performances, traditional workshops, and homestays.
- Partner with local transport providers to offer eco-friendly travel options for tourists.
- Work with artisans to create locally made souvenirs and products for visitors.

#### Phase 3: Marketing and Promotion

- Promote UThukela's rural and township tourism experiences through UEDA's digital platforms, local tourism networks, and international partnerships.
- Utilize tourism fairs and digital campaigns to showcase the district's cultural heritage.
- Develop marketing materials featuring community stories, images, and testimonials to tell the compelling story of UThukela.

## 8.5 EXPECTED OUTCOMES

The Rural and Township Tourism Initiative is designed to achieve the following outcomes:

- **Economic Growth:** Increased local income from tourism spending, job creation, and business opportunities.
- **Cultural Preservation:** Greater appreciation for and preservation of local traditions, crafts, and heritage.
- **Sustainable Tourism:** Development of tourism practices that are environmentally and culturally sustainable, benefiting both locals and visitors.

- **Community Empowerment:** Active involvement of local communities in tourism, leading to improved livelihoods and community pride.

## 8.6 CONCLUSION AND CALL TO ACTION

UEDA's Rural and Township Tourism Initiative offers a unique opportunity for UThukela District to position itself as an authentic, culturally rich destination. By collaborating with municipalities, communities, and local tourism providers, UEDA aims to create a thriving tourism economy that benefits both visitors and residents. Together, we can transform UThukela into a globally recognized destination for immersive cultural experiences.

## 9. GOAT FEEDING, AUCTION PROGRAMME AND AGRICULTURAL SHOW

### 9.1 INTRODUCTION



(Picture taken during the goat auction)

The UThukela Economic Development Agency (UEDA) is dedicated to supporting previously disadvantaged farmers across the UThukela District through sustainable agricultural practices. The **Goat Feeding Programme** and **Annual Agricultural Show**

aim to improve livestock health and productivity, foster economic stability, and celebrate UThukela's rich agricultural heritage.

The Goat Feeding Programme focuses on enhancing the health and marketability of livestock, preparing goats for auction to increase profitability for local farmers. The Annual Agricultural Show provides a platform for farmers to showcase their products, exchange knowledge, and build valuable relationships within the farming community.

### 9.2 OBJECTIVES

The key objectives of the initiative are:

- **Economic Stability:** Improve farmers' income by increasing goat weight and quality for higher auction prices.
- **Food Security:** Support sustainable goat farming practices that contribute to food security and livestock productivity.
- **Knowledge Sharing:** Facilitate exchanges between farmers, industry experts, and stakeholders to promote best practices.
- **Community upliftment:** Empower communities through agricultural education and market access for long-term growth.

### 9.3 PROJECT OUTLINE

#### Goat Feeding Programme

The Goat Feeding Programme is designed to ensure goats are in optimal condition for market presentation through balanced nutrition, health monitoring, and farmer education.

##### Key Activities:

- **Nutritional Support:** High-quality feed and supplements to support healthy, rapid growth.
- **Health Monitoring:** Routine health checks to ensure goats are free from diseases and in peak condition.
- **Farmer Training:** Workshops on sustainable feeding, animal care, and livestock management.

##### Stakeholders:

- **UEDA:** Main coordinator and facilitator.
- **Local Municipalities:** Support and collaboration.
- **Department of Agriculture:** Expert guidance on livestock health and feeding.
- **Veterinary Services:** Health checks and livestock welfare.
- **Feed Suppliers:** Provision of quality feed at discounted rates.

#### Annual Agricultural Show

The **Annual Agricultural Show** will be a vibrant event celebrating UThukela's agricultural achievements. It will provide farmers with a chance to showcase their livestock, learn new skills, and network with buyers and experts.

##### Key Activities:

- **Livestock Showcase:** Farmers display their goats and livestock, showcasing the benefits of the Goat Feeding Programme.
- **Workshops and Demonstrations:** Educational sessions on goat care, feeding practices, market trends, and business planning.
- **Networking and Market Exposure:** Connecting farmers with potential buyers and suppliers to enhance their market reach.
- **Youth Engagement:** Activities to inspire young people to pursue careers in agriculture and foster future participation in the sector.

##### Stakeholders:

- **UEDA:** Organizes and promotes the event.
- **Local Municipalities:** Co-hosts and logistical support.
- **Agricultural Cooperatives and Associations:** Help plan workshops and provide resources.
- **Schools and Educational Institutions:** Encourage youth involvement and attendance.

### 9.4 EXPECTED OUTCOMES

By implementing the Goat Feeding Programme and hosting the Annual Agricultural Show, UEDA expects the following outcomes:



- **Increased Farmer Income:** Higher auction prices for healthier, market-ready goats.
- **Stronger Local Economy:** Boost in rural economic activity from agricultural sales and networking at the Agricultural Show.
  
- **Enhanced Knowledge:** Farmers equipped with sustainable practices in feeding and animal care.
- **Community Cohesion:** Strengthened community bonds through collaboration and pride in local agricultural achievements.

## 9.5 CONCLUSION AND CALL TO ACTION

- The **Goat Feeding Programme** and **Annual Agricultural Show** represent a pivotal opportunity for UThukela's farmers. By focusing on livestock health, sustainable practices, and market access, UEDA seeks to create long-lasting economic stability and food security within the district's rural communities. Through collaboration with local municipalities, agricultural associations, and community groups, this initiative will drive growth, enrich local economies, and celebrate UThukela's agricultural heritage.

## 10. ESTABLISHMENT OF A CHICKEN ABATTOIR IN UTHUKELA DISTRICT

### 10.1 INTRODUCTION

The **UThukela Chicken Abattoir** project is designed to meet the growing demand for poultry products while supporting local small-scale poultry farmers in UThukela District. Currently, many of these farmers lack access to formal processing facilities, limiting their market reach. The establishment of this abattoir will enable farmers to process poultry products according to South African health and safety standards, thus enhancing their marketability and increasing profitability. The project aims to empower disadvantaged communities by providing them with access to the formal poultry value chain.

### 10.2 PROJECT OVERVIEW

The **UThukela Chicken Abattoir** will offer essential services such as slaughtering, packaging, and distribution of poultry products. This facility will comply with all health, environmental, and safety standards, creating jobs and providing training in food processing and safety. UEDA will begin by assessing the local capacity of poultry farmers and temporarily operate from **Mathews Farm** while the full facility is being developed.

### 10.3 OBJECTIVES

The key objectives of the project are:

- **Support Small-Scale Poultry Farmers:** Provide a regulated facility for processing poultry, expanding market access.
- **Enhance Food Safety:** Ensure compliance with health and safety standards, promoting public health.
- **Economic Empowerment:** Generate income opportunities for disadvantaged communities.
- **Value Chain Development:** Strengthen the poultry production value chain in UThukela.
- **Job Creation:** Create direct and indirect employment within the poultry sector.

### 10.4 STAKEHOLDER ENGAGEMENT

Collaboration with stakeholders is essential for the success of the abattoir. Key roles include:

Stakeholder	Role & Responsibilities
Local Municipalities	Help identify farmers, engage communities, and facilitate logistics.
UThukela District Municipality	Ensure alignment with district development goals.
Department of Agriculture (DARD)	Provide regulatory guidance, training, and support to farmers.
Department of Health	Ensure health and safety compliance in the abattoir.

Stakeholder	Role & Responsibilities
<b>Department of Environmental Affairs</b>	Monitor environmental compliance, including waste management and water conservation.
<b>Farmers' Associations</b>	Assist in identifying farmers and building local capacity.
<b>Funding Institutions</b>	Provide financial support for the establishment and initial operations of the abattoir.
<b>SMMEs</b>	Supply goods and services to the abattoir, fostering local economic growth.

## 10.5 FEASIBILITY STUDY AND FARMER ENGAGEMENT

The project will begin by identifying poultry farmers with the capacity to supply the abattoir. A feasibility study will assess production potential, compliance requirements, and operational needs. As an initial step, UEDA will temporarily operate from **Mathews Farm** to offer immediate processing solutions while the full-scale facility is being developed.

## 10.6 IMPLEMENTATION PLAN

The project will be implemented in five phases:

Phase	Action
<b>Phase 1</b>	Stakeholder Engagement & Farmer Mobilization
<b>Phase 2</b>	Feasibility Study and Farmer Assessment

Phase	Action
<b>Phase 3</b>	Temporary Operations at Mathews Farm
<b>Phase 4</b>	Facility Setup & Launch Preparation
<b>Phase 5</b>	Full Abattoir Launch

## 10.7 EXPECTED OUTCOMES

The successful implementation of the **UThukela Chicken Abattoir** will achieve the following outcomes:

- **Expanded Market Access:** Small-scale poultry farmers will have greater access to formal markets.
- **Job Creation:** Direct and indirect employment opportunities will be created within the poultry sector.
- **Economic Empowerment:** Disadvantaged communities will benefit from improved poultry farming profitability.
- **Food Safety Compliance:** Poultry products will meet health standards, ensuring consumer safety.

## 10.8 OPERATIONS

A service provider will be appointed to facilitate communication and operations between UEDA and poultry farmers. Their responsibilities will include:

- **Coordination and Communication:** Ensuring all parties are aligned on timelines, processes, and compliance.
- **Supply Management:** Managing the flow of poultry from farms to the abattoir.

- **Documentation and Compliance:** Overseeing health certification and regulatory compliance.
- **Market Facilitation:** Expanding market channels and promoting poultry products to local and regional buyers.

### 10.9 MARKETING STRATEGY FOR UTHUKELA CHICKEN ABATTOIR

A comprehensive marketing strategy will be employed to raise awareness and attract both farmers and buyers:

- **Direct Outreach:** Host informational sessions for farmers, promote benefits such as improved market access and health compliance.
- **Business Partnerships:** Collaborate with local business chambers and retailers to market the abattoir's services.
- **Digital Marketing:** Build a strong brand identity emphasizing food safety, local economic empowerment, and high-quality poultry. Utilize social media to share the abattoir's story and market products.
- **Local Events:** Host promotional days, product launches, and farm visits to build community engagement and trust.

- **Traditional Marketing:** Use radio, print media, and local press to reach a broad audience and promote the abattoir's impact on economic development.
- **Retailer Relationships:** Establish agreements with major retailers and food service providers to source poultry products from the abattoir.

### 10.10 CONCLUSION AND CALL TO ACTION

The **UThukela Chicken Abattoir** represents a significant opportunity to empower local farmers, ensure food safety, and strengthen the local economy. By providing small-scale poultry farmers with access to a formal processing facility, UEDA will help create a sustainable poultry industry that benefits both producers and consumers.

# 11. UTHUKELA TOURISM ACTIVATION CONCEPT DOCUMENT

## 11.1 INTRODUCTION

UThukela District, known for its rich culture, history, and stunning natural landscapes, offers a wealth of tourism opportunities that can appeal to both local and international visitors. To fully capitalize on these assets and establish UThukela as a must-visit destination, the **UThukela Economic Development Agency (UEDA)** proposes **quarterly tourism activations**. These events will be carried out in collaboration with local municipalities (LMs) and the District Municipality, ensuring broad community involvement and engagement.



*(Picture taken during the Tourism Activation programme).*

### 11.3 PURPOSE OF THE TOURISM ACTIVATION PROGRAMME

The primary goal of the tourism activations is to:

- **Market UThukela's tourism offerings** to both local and international tourists.
- Foster **economic growth** and broaden UThukela's reputation as a **premier tourism destination**.
- Create direct, impactful connections between **UThukela's tourism sector, service providers, and visitors**, increasing awareness and interest in the district's attractions.

### 11.2 OBJECTIVES

The quarterly activations aim to achieve the following key objectives:

- **Promote UThukela** as a top tourism destination.
- **Showcase local attractions**, including cultural heritage sites, scenic landmarks, and unique tourism offerings.
- **Engage local municipalities and stakeholders** to enhance collaborative destination marketing.
- **Encourage local service providers** to align with UThukela's tourism standards, improving the overall visitor experience.

- **Educate local communities** on the economic benefits of tourism and its role in community development.

### 11.4 ACTIVATION STRATEGY

Each quarterly activation will be designed with specific seasonal themes to ensure engagement throughout the year. These activations will include activities aimed at attracting both tourists and locals:

1. **Destination Showcases:**  
Highlight UThukela's rich cultural and natural landmarks, historical sites, and special events.
2. **Awareness Campaigns:**  
Provide training and information to local service providers on improving quality standards and customer service.
3. **Community Engagements:**  
Host workshops and events that increase awareness of the benefits of tourism within local communities.
4. **Social Media & Digital Promotion:**  
Utilize online platforms to amplify the visibility of UThukela's tourism offerings, reaching a wider audience.

### 11.5 PARTNERSHIP WITH LOCAL MUNICIPALITIES

The active participation of local municipalities is critical to the success of the tourism activation programme. Municipalities will play a vital role in the following ways:

- **Support Activation Planning:** Provide input on event logistics, scheduling, and available local resources.

- **Mobilize Local Resources:** Engage local service providers, artists, and businesses in the activations.
- **Promote Through Local Channels:** Use municipal platforms to expand the reach of marketing efforts and raise awareness.
- **Provide Venue & Infrastructure Support:** Help secure venues and assist with the required infrastructure for the activations.

### 11.7 EXPECTED OUTCOMES

The quarterly tourism activations aim to deliver measurable results that contribute to UThukela’s overall tourism growth:

- **Increased Visitor Traffic:** Attract both local and international tourists, driving revenue and supporting community upliftment.
- **Enhanced Tourism Reputation:** Position UThukela as a sought-after tourism destination, boosting positive media coverage.
- **Empowered Local Service Providers:** Improve the quality of services offered by local businesses, enriching the visitor experience.
- **Strengthened Municipal Partnerships:** Promote a unified approach to tourism development across all municipalities in the district.

### 11.6 LONG-TERM VISION AND ALIGNMENT WITH MUNICIPAL GOALS

The tourism activation programme aligns with UThukela’s broader long-term vision of developing a sustainable and thriving tourism economy. By working together, local municipalities and UEDA will help achieve the following goals:

- **Economic Empowerment:** Job creation, revenue generation, and enhanced local business opportunities.
- **Sustainable Tourism Culture:** A strong, sustainable tourism industry that benefits local communities.
- **Improved Infrastructure:** The development of services and infrastructure that benefit both residents and tourists.

### 11.8 CONCLUSION & CALL FOR COLLABORATION

UEDA invites all municipalities in UThukela to become active partners in this exciting quarterly tourism activation programme. Through collaborative efforts, we can work together to establish UThukela as a premier tourism destination, driving economic growth, and creating lasting community development. We look forward to working closely with municipality-led teams to develop impactful, memorable tourism experiences that resonate locally and internationally.

## 12. AGRICULTURAL MARKET

### 12.1 INTRODUCTION

UThukela District is well-positioned to establish a centralized Agricultural Market that will support the economic needs of local farmers and small agribusinesses. The Agricultural Market will serve as a platform where farmers can sell their produce directly to consumers and traders, enhancing local food security and driving economic activity within the district. This initiative will focus on small-scale farmers, particularly those from previously disadvantaged communities, providing them with structured market access and reducing barriers to participation in the broader agricultural value chain.

### 12.2 PROJECT OVERVIEW

The UThukela Agricultural Market will function as a local hub for agricultural goods, serving farmers across UThukela District. The market will offer storage, packaging, and transport solutions, streamlining the process for farmers to get their produce to market in a fresh and timely manner. To initiate the project, UThukela Economic Development Agency (UEDA) will conduct a preliminary assessment by temporarily operating from Mathews Farm. This will allow the agency to gauge local production capacity and logistical requirements, ensuring a smooth transition to full-scale operations.

### 12.3 OBJECTIVES

- **Enhance Market Access:** Enable farmers, particularly small-scale producers, to access a formalized market for their products.
- **Empower Disadvantaged Communities:** Create opportunities for farmers from underprivileged backgrounds to enter and benefit from the agricultural value chain.
- **Stimulate Local Economy:** Drive economic activity through increased agricultural trade within the district.
- **Value Chain Integration:** Strengthen linkages across the production, processing, and distribution stages to add value to agricultural products.
- **Job Creation:** Generate employment opportunities in logistics, market operations, and sales, benefiting the local workforce

### 12.4 STAKEHOLDER ENGAGEMENT

Key stakeholders are essential to the Agricultural Market's success. The roles and responsibilities of each are outlined below:

Stakeholder	Role & Responsibilities
Local Municipalities	Identify potential farmers, facilitate engagement, and support logistics for produce delivery.
UThukela District Municipality	Oversee project alignment with district development goals.



Stakeholder	Role & Responsibilities
<b>Department of Agriculture, Rural Development, and Land Reform (DARD)</b>	Provide technical guidance, farmer support, and regulatory compliance.
<b>Farmers' Associations</b>	Assist in farmer mobilization and provide a platform for knowledge-sharing and best practices.
<b>Funding Institutions</b>	Supply capital for market infrastructure, operational costs, and ongoing support.
<b>Cogta (Cooperative Governance and Traditional Affairs)</b>	Provide municipal support and facilitate coordination with local authorities.
<b>Business Chambers</b>	Foster local business partnerships and support the establishment of sustainable supply chains.
<b>SMMEs (Small, Medium, and Micro Enterprises)</b>	Participate as vendors or partners, contributing to local economic growth.

### 12.5 INITIAL FEASIBILITY STUDY AND FARMER ENGAGEMENT

The first action step will involve engaging local municipalities to identify farmers who can supply the market with local produce. UEDA will conduct a feasibility study to assess production levels, farmer capacities, and logistical needs.

To expedite the project, UEDA will use Mathews Farm as a temporary location, allowing local farmers to begin trading while preparing for the full-scale operations at the permanent facility. This interim phase will help test the market and operational logistics, ensuring readiness for a larger-scale launch.

### 12.6 IMPLEMENTATION PLAN

The project will proceed in the following phases:

Phase	Action
<b>Phase 1</b>	Stakeholder Engagement & Farmer Mobilization
<b>Phase 2</b>	Feasibility Study and Farmer Assessment
<b>Phase 3</b>	Temporary Operations at Mathews Farm
<b>Phase 4</b>	Facility Setup & Launch Preparation
<b>Phase 5</b>	Full Market Launch

### 12.7 EXPECTED OUTCOMES

- 1. Improved Market Access for Local Farmers:** Local farmers will have a reliable and structured marketplace to sell their produce.
- 2. Economic Empowerment:** Small-scale farmers will experience increased earnings and sustainable economic growth.
- 3. Job Creation:** The market will generate employment opportunities in the district, particularly in logistics, market operations, and retail.

4. **Community Benefits:** The initiative will enhance food security and drive local economic activity, benefiting disadvantaged communities.

## **12.8 CONCLUSION**

The establishment of the UThukela Agricultural Market is a critical step toward fostering sustainable economic development in the district. By providing small-scale farmers with a formalized marketplace, the project will enhance food security, promote economic inclusion, and stimulate local agricultural trade. The initiative's phased approach, combined with strong stakeholder collaboration, will ensure that the market not only meets the needs of farmers but also contributes to broader regional economic development. Through this market, UThukela District will take a significant step towards a more resilient and equitable agricultural sector, benefiting both farmers and consumers alike.