



Tourism Growth Fund 2024/25

Application Form

The Department of Economic Development and Tourism (DEDAT) is requesting organisations implementing tourism development projects or programmes in the categories of Tourism Infrastructure Support and Tourism Product Development Support to apply for project funding via the Tourism Growth Fund (the Fund).

The Fund will provide financial support to development programmes and projects that benefit Western Cape based tourism attractions and businesses. The programmes and projects for which financial support is sought must have the ability to develop tourism attractions and experiences to enable them to grow and create jobs.

The Fund will provide co-funding to:

1. collaborative initiatives that enhance high volume tourism attractions through tourism infrastructure development/upgrading and/ or place-making/ beautification interventions; and/ or
2. collaborative initiatives of tourism organisations working with tourism enterprises to enable businesses to enhance and expand their tourism offerings in areas with high growth potential.

Applications will be considered from regional and local tourism organisations, industry associations, district and local

authorities and tourism enterprises.

Applicants wishing to submit more than 1 project proposal need to submit a separate application form for each project.

Please ensure that you have all the supporting documents ready before completing and submitting this form. You will be required to upload these documents once you have completed the form.

For more information visit <https://www.westerncape.gov.za/site-page/economic-sector-support-tourism-growth-fund>

Notes

1. Closing this browser screen will clear your response. Please complete and submit before closing this screen.
2. Text can be cut from another source and pasted into the areas requiring text responses.
3. Please provide accurate and true information. Should you wish to amend the information that you have provided, use the 'back' button to return to previous pages.
4. Questions marked with an asterisk (*) are compulsory and so must be completed before you can advance to the next section of the form. While other questions are non-compulsory, it is highly recommended that you consider providing a response as all information provided will be used in the assessment of your application.
5. An email with a unique reference number will be emailed to the address that you have provided.
6. All personal information provided here will be kept confidential between DEDAT and partner organisations, and will only be used should further information be required from you. For further information on our POPIA compliance please see the privacy notice accessible at <https://www.westerncape.gov.za/general-publication/popia-privacy-notice>.

* Required

Contact information

These are the details of the person that we will contact should we need clarification on the company information given in this section. Please provide personal rather than general contact details here e.g. joe@company.co.za rather than info@company.co.za

1. First names *

2. Surname *

3. Job title *

4. Telephone number

This field is required.

5. Mobile number

This field is required.

6. E-mail address *

7. Confirm e-mail address *

Please provide your email address again so that we can check it against the above.

Organisational information

8. Registered name *

This is the formal name of the company registered with CIPC e.g. Travel Time 2000 (Pty) Ltd.

9. Trading name

This information is only required if the organisation does not operate under its registered name.

10. Company registration number

In the case of Sole Proprietors, please provide your ID number.

11. Year in which the business was established *

Must be between 1950 - 2023

12. Core business activity

13. Physical address *

14. Postal address

Please leave out if the physical address is the same as the postal address.

15. Company telephone number

This will be the general telephone number used by the public to contact the company.

16. Company e-mail address

This will be the email address for general enquiries for the company e.g. info@abctours.co.za

17. Website URL

This is the website address for the company. If no address, you can provide a social feed e.g. Facebook or Instagram profile link

18. Tax reference number *

This is the SARS reference number.

19. Tax compliance pin number (obtainable from SARS)

This is the SARS reference number. If not registered with SARS, indicate "Not registered" in the space below.

20. B-BBEE level

- Level 1 - 100 points and above - 135% procurement
- Level 2 - 85 to 99.99 points - 125% procurement
- Level 3 - 75 to 84.99 points - 110% procurement
- Level 4 - 65 to 74.99 points - 100% procurement.
- Level 5 - 55 to 64.99 - 80% procurement
- Level 6 - 45 to 54.99 - 60% procurement
- Level 7 - 40 to 44.99 - 50% procurement
- Level 8 - 30 to 39.99 - 10% procurement
- Non-compliant contributor - Less than 30% - 0%

Application information

21. Under which category are you submitting this application? *

- Tourism Infrastructure Support with a focus on upgrading high volume attractions
- Tourism Product Development Support with a focus on assisting tourism enterprises (specifically small, medium and micro enterprises) with tourism product development

22. Does the project respond to any of the following priority growth areas? Please select the appropriate category/ies.

- Halal tourism
- Adventure tourism
- Food and wine tourism
- Heritage tourism
- Other

23. Name of the project

Please provide a short name for the project that you are proposing. This will later be used to identify the project. For example, Table Mountain Eco-tours.

24. Summary description of the project

Please limit your response to 2 paragraphs or less.

25. When will or when did the project commence? *

Use the calendar function to select and enter the actual or expected date that the project will start.

26. When will the project be completed? *

Use the calendar function to select and enter the anticipated date of completion.

27. Describe how the project will be managed and what project management resources are or will be in place

Please limit your response to 2 paragraphs or less.

28. Describe the envisaged project impact

Please limit your response to 2 paragraphs or less.

29. As an estimate, how many existing jobs will this project support?

The value must be a number

30. As an estimate, how many new jobs will this project create?

The value must be a number

31. Please specify whether these new jobs will be permanent, seasonal or temporary.

If appropriate, provide a split between the jobs that will be created.

32. Describe who the project partners are

Please limit your response to 2 paragraphs or less.

33. If applicable, describe who the project beneficiaries are (in other words, who will benefit directly from this project?)

Please limit your response to 2 paragraphs or less.

34. Please describe whether this project will benefit any of the following groups. Please select from the below categories:

Women owned businesses

Youth owned businesses

Black owned businesses

Rural based businesses

Township based businesses

People with disabilities

35. In the case of Tourism Product Development Support initiatives, how many beneficiaries will be supported through the intervention?

The value must be a number

36. Describe any project activities conducted to date

Please limit your response to 2 paragraphs or less.

37. Does the project require any statutory or other approvals that are not yet in place? *

Yes

No

38. Please describe the nature of the outstanding approvals.

Please limit your response to 2 paragraphs or less.

39. Describe your experience implementing similar projects

Please limit your response to 2 paragraphs or less.

40. Please describe the existing and potential demand for the infrastructure or products to be developed

Please limit your response to 2 paragraphs or less.

41. Describe how the project will be monitored

Please limit your response to 2 paragraphs or less.

42. In which municipality or municipalities will the project be implemented?

Beaufort West

Bergriver

Bitou

Breede Valley

Cape Agulhas

Cederberg

City of Cape Town

Drakenstein

George

Hessequa

Kannaland

Knysna

Laingsburg

43. Total project budget (R) *

This field is required.

44. Total project budget (R) in words *

Please express the total budget required in words e.g. seven hundred thousand Rands.

45. Funding required (R) from DEDAT *

This field is required.

46. Funding required (R) in words *

Please express the total funding that you are applying for words e.g. three hundred and fifty thousand Rands.

47. Value of own or third party budget contribution (R) (Matching or more)

*

The value of your own or third party budget contribution is:

48. Value of own or third party budget contribution (R) in words *

Please express the value of your own or third party budget contribution in words e.g. three hundred and fifty thousand Rands.

49. Please describe any non-monetary contributions to the project.

Please limit your response to 2 paragraphs or less.

50. Please confirm that you have the following documents which will be submitted electronically to DEDAT in compliance with the Fund requirements *

Documents must be uploaded to <https://bit.ly/TourismGrowthFund>

You will receive an automated response when you submit this online Form. Please make a note of your reference number as you will require this for further correspondence.

- Company profile
- Project proposal
- A valid tax compliant verification report ("TCS") that is not older than thirty (30) business days as at the date of submission of the application.
- Company registration documents or documents of incorporation. ID documents of Directors/ID documents in the case of sole proprietorships.
- Most recent Annual Financial Statements or Financial Management Accounts.
- A signed letter by the Chief Executive Officer (CEO) / Chief Financial Officer (CFO) or similar executive authority confirming the value of own funding committed to the implementation of the proposed project.
- In the case of Tourism Infrastructure Support initiatives, a letter from the infrastructure and land owner/s providing approval for the project to proceed.
- Detailed project budget and activity based cash flow clearly indicating the source of funding

Declaration and submission

Please confirm that the information that you have provided is accurate and true by selecting 'Yes' below.

Also, please review the POPIA note detailed above. The privacy notice is accessible at <https://www.westerncape.gov.za/general-publication/popia-privacy-notice>.

Should you wish to amend the information that you have provided before submission, please use the 'back' button to return to previous pages.

51. I declare that, to the best of my knowledge, the information provided above is true *

Yes

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