



**Western Cape
Government**

Department of Economic Development and Tourism

Tourism Product Development Fund

APPLICATION FORM 2020/21

CLOSING DATE: 14 August 2020

For more details, please contact:

Lindy Cambouris or Hantie Nelson: Tourism Growth and Development Unit

productdevelopmentfund@westerncape.gov.za OR

Ilze Jacobs via phone: 021 483 0061 | www.westerncape.gov.za

Dear Sir / Madam

Thank you for your interest in the Product Development Fund (the Fund). Please find the application form below.

Please complete the application form and provide the required annexures. As indicated below, submissions may be sent via registered mail. You can also email your completed application form together with the required supporting documentation to the relevant official/email address.

Applications can be sent via registered mail to:

Mrs Lindy Cambouris

10th Floor

Waldorf Building

80 St George's Mall

Cape Town

8000

Email applications to:

productdevelopmentfund@westerncape.gov.za

A. Purpose of the Fund

The Tourism Product Development Fund (The Fund) supports the development of new tourism products and experiences and/or the major expansion of existing tourism products and experiences to increase the Western Cape's destination attractiveness.

The Department of Economic Development and Tourism (DEDAT) is requesting organisations and businesses from both private and public organisations to apply for project funding via the Fund.

The Fund seeks to develop new or existing tourism products and experiences within the Western Cape that address gaps and opportunities identified by the draft Tourism Blueprint 2030. A total of R 5 million is available for disbursement.

B. Application Form

Contact information		
Name of individual completing the application	Full names	
	Surname	
	Designation	
	Tel/Mobile number	
	Email address	
Organisational information		
Registered name		
Company registration number if applicable		
Trading name		
Core business activity		
Physical		

address					Code	
Postal address					Code	
Telephone		Cell		Fax		
Email						
Website URL						
Tax reference number						
Tax compliance pin number						
BBBEE level						
Application information						
Application category (please tick the relevant box)	New Tourism product or experience			Existing Tourism product or experience		
Name of the project						
In which municipality or municipalities will the project be implemented?						
Project budget (R)						
Funding required (R)						
Value of own contribution (R) (if applicable)						
Please indicate how you heard about the Fund	Facebook		Twitter		Radio	Word of mouth
	Newspaper		Email communication			
	LinkedIn					
	Other – please specify					

Please indicate which product gaps or opportunities your project will address:

PRODUCT GAPS	PRODUCT OPPORTUNITIES	Mark which applies to your product/experience
CAPE METRO		
Gap 1: A new artful conversation about heritage and culture	Use art as a drawcard to view the city through a new lens. Leverage off world-class art attractions like Zeitz MOCAA and Norval Foundation. Opportunity to appeal to the visitor looking for new experiences	
Gap 2: Convert the CBD into a tourism attraction	Package a walkable historical heritage and cultural experience	
Gap 3: Our struggle heroes Limited access to inspiring stories of Nelson Mandela and Archbishop Tutu other than Robben Island	Highlight under-utilised struggle sites and link them as part of a struggle hero story tourism offering	
Gap 4: Signal Hill observational experience yields no income for stakeholders	The formalisation of Signal Hill as an observational visitor experience	
Gap 5: Township tourism is small and fragmented	The building of a visitor node based on attractions principles	
OVERBERG		
Gap 1: Hiking offering currently only appeals to the domestic market and not enough to the international market	Support to local businesses to provide world-class service to visitors wanting to hike on holidays	
Gap 2: Marine life viewing is seasonal	Transform from seasonal viewing points to year-round drawcard Upgrade Whale House Museum in Hermanus Create shark viewing experience	
Gap 3: Many good food experiences but none are unique drawcards for the region	Package Clarence Drive as a hyperlocal gastronomy route Provide support to businesses along this route and the development of this offering	
Gap 4: Many culture and heritage experiences but are of poor quality	The volume of conversations around culture and heritage experiences must increase. Requires enhancement through appropriate marketing to provide more modern experiences. High quality cultural and heritage experiences can act as stopping off point or link areas, pulling visitors into the region e.g. Elim can provide a compelling reason to stop and become market-ready and Aghullas lighthouse to develop an instagrammable viewpoint.	

WEST COAST		
Gap 1: Natural attractions do not appeal to the younger generation and are seasonal	Need to appeal to the younger generation, and natural attractions need to find ways to engage the younger traveller and offer a compelling reason to visit. Create a visually arresting and highly instagrammable reason to stop that will draw visitors up the R27. Experiences must be curated and appeal to families. Expanding visitor experiences along the West Coast.	
Gap 2: Heritage attractions that do not have the sufficient recognition they deserve	Two distinct and relatively unknown heritage sites, West Coast Fossil Park and !Khwatya San Heritage Centre that can gain national recognition and increase numbers through increased marketing	
Gap 3: Purpose-built gastronomical attractions are difficult to access and not showcased in a consistent and meaningful way	Highlight the Strandveld culinary experience that is unique to the region as a bucket list experience	
CENTRAL KAROO		
Gap 1: The N1 highway currently only a stop-over en-route	Move from a stop-over en-route to a destination to become a pivotal part of the holiday. Packaging of the N1 itself and surrounding areas into a concept that is marketable to both foreign and domestic visitors.	
Gap 2: Natural attractions are not leveraged enough for tourism	Market and product development for Astro tourism.	
Gap 3: Knowledge is lacking in terms of the visitor or economic data for the sites that are significant in the region	Data project for the region.	
Gap 4: Scenic routes are unknown	Potential to market Swartberg Circle Route as one of the most significant scenic drives in the world which can offer a wide range of scenery, adventure and culinary delights	
Gap 5: Iconic visitor attraction is lacking	Need to develop a single iconic instagrammable image of a Karoo attraction to help raise its profile and encourage people to stop and interact with it	
Gap 6: Matjiesfontein untapped potential	Can become the most instagrammable village in SA – can curate a valuable visitor experience	

GARDEN ROUTE		
Gap 1: Connecting neighbours through scenic drives	The unknown Swartberg Circle Route can offer a wide range of scenery, adventure and culinary delights	
Gap 2: Maximising revenue at the Cango Caves (Maximising of ticketing yield is not happening)	The revitalisation of the visitor experience to attract more visitors at a higher yield but with careful balance taking into consideration the negative impact of increased visitors on the caves. Implementing a visitor experience analysis research project.	
Gap 3: Oudtshoorn Heritage and Culture	Need to have a high demand to experience culture and heritage. A gap in terms of existing museums and other culture and heritage assets. Improve museums and cultural and heritage assets for local development and to add to the tourist experience e.g. The Feather Palaces and C.P Nel Museum.	
Gap 4: Animal encounters	Attractions and experiences that involve animal encounters are no longer acceptable, need to change practices in line with global animal encounter ethics. Implement the SATSA developed self-regulation audit and monitoring initiative.	
Gap 5: Farm Parks	Potential to become a significant attraction especially for the domestic market as farm attractions provide fun and educational day out for families.	
Gap 6: Active outdoor experiences	A global trend towards active forms of entertainment. The district needs to brand itself as the active-outdoor region of the province. Coordination of existing adventure tourism products and investment and development in adventure parks.	
CAPE WINELANDS		
Gap 1: Lack of visitor attraction data for wine tourism	Wine farms need to understand visitor needs, provide play areas for children and will need to vie for visitor's time. Wine tourism needs to be maximised.	
Gap 2: Overlapping inter-provincial school holidays	Cape Winelands has many family orientated attractions that appeal to the domestic market. Engage with DOE on a staggering school holiday campaign to lengthen peak season.	
Gap 3: Iconic attractions vs. iconic experiences along the R62	Differentiation of towns by providing iconic experiences not necessarily attractions which will encourage travellers to participate.	
Gap 4: Observational experiences and iconic viewing platforms	Create an opportunity for cars to be able to stop and photograph iconic Montagu.	

Gap 5: Lack of diversity in gastronomy offering e.g. Halal offering	Diversify gastronomical farm experiences e.g. olive and cheese tasting; dried fruit stalls converted into an experience, traditional braais etc.	
Gap 6: Quality of visitor experience in small historic towns and pricing thereof	An opportunity exists for curated small-town historical museums that provide high-quality experiences.	
Gap 7: Gateway to the broader Cape Winelands	Promote Stellenbosch and Franschhoek as a base to explore Cape Town.	
Gap 8: Gateway to Tulbagh, Ceres and Worcester	Market Bains Kloof Pass as a classic mountain pass that acts as a gateway to Tulbagh, Ceres and Worcester.	
Gap 9: Home of Cycling	Position the Cape Winelands as the centre of cycling by providing a range of cycling options that the whole family can enjoy.	
Gap 10: Flagship stop at the entrance of Drakenstein Correctional Services	Create a flagship stop at the entrance of the prison with interpretation boards to explain this moment in history. Look at re-naming the site as it is not a user-friendly term and has no link with the iconic moment in history.	

Please ensure that you complete the application checklist as incomplete applications will be disqualified:

Application documentation checklist		YES	NO	Initial
1	COMPLETED APPLICATION FORM			
2	PROPOSAL WITH ANNEXURES			
3	TAX CLEARANCE CERTIFICATE OR A VALID TAX PIN (OBTAINABLE FROM SARS)			
4	AUDITED ANNUAL FINANCIAL STATEMENTS FOR THE MOST RECENT FINANCIAL YEAR			
5	BBBEE CERTIFICATE OR SIGNED AFFIDAVI			
6	COMPANY REGISTRATION DOCUMENTS IF APPLICABLE			

C. Declaration

I (full name) _____ as the
(Designation)

_____ hereby declare that the
information furnished above is true, complete and correct to the best of my knowledge and
belief.

Signature: _____

Date: _____

Place: _____

D. How to apply

To be considered for funding, applicants are required to submit a completed application form as well as a written proposal with the relevant supporting annexures. Proposals must, as a minimum, contain the following information (structured according to the criteria specified in the Application Form):

- Company profile;
- Description of the project;
- Project impact;
- Monitoring and evaluation plan;
- Implementation plan with timelines;
- Cash flow;
- Detailed budget breakdown.
- Proposals can be submitted either (a) electronically (emailed) to productdevelopmentfund@westerncape.gov.za; or (b) delivered via registered mail to Mrs Lindy Cambouris, 10th Floor, 80 St George's Mall, Waldorf Building, Cape Town.
- Each applicant is permitted to submit a maximum of one proposal.
- The closing date for submissions is 14 August 2020 at 16h00. It is advisable to submit your application as early as possible as no late applications will be considered

E. Proposal information and format

Please use the below structure when preparing your submission. Where annexures are attached (e.g. timelines, budgets, cash flows) please clearly indicate this and number these. Failure to comply with the proposal template may result in your application not being considered.

1. COMPANY PROFILE (no more than one page)

The company profile must contain the following information:

- Date of establishment
- Core activities/mandate of the organisation
- Number of employees
- Experience implementing similar projects

2. DESCRIPTION OF THE PROJECT (no more than two pages)

Describe the project and highlight the key elements thereof:

- Is this an existing product or experience or a new product or experience?
- If an existing product or experience, how long has it existed for?
- What does the product or experience seek to achieve?
- Are there any other partners involved, if yes, please advise who they are and what role they play / will play in the project?
- Describe the level of planning conducted to date e.g. market research, feasibility studies, business plans, impact assessments etc. (Please attach any documents in support of your application)
- Identify the market(s) to which this product or experience will/does appeal. (Age groups, gender, income group, nationalities, adventurers, nature lovers etc.)
- What are the project timelines?
- When do you aim to open the product or experience to the public?
- How will the tourism product or experience address the gaps identified by the draft Tourism Blueprint 2013?
- How will the funding apply to improve and/or expand the product or experience?
- What key activities will be undertaken to ensure the success of the project?
- Does the project require any statutory approvals before implementation can commence? Please describe these.

3. PROJECT IMPACT (no more than two pages)

- How many tourists have visited the product or experience since inception in the case of existing projects and experiences? Or how many tourists are projected to visit the product or experience in the 1st year once operational for new products and

experiences?

- Who are the beneficiaries of this project?
- How many jobs have been created since the inception of the project? Or how many will be created if a new project?
- How many beneficiaries will be supported through the intervention?
- Indicate as to how these jobs will be created/sustained.

4.MONITORING AND EVALUATION PLAN

- How will the project be monitored (meetings, site visits, financials etc)?
- What measurement metrics will be used? How will you determine that the project is on track? Key milestones should be noted.
- Monthly progress reports being submitted to the Department for the duration of the project development phase including a close-out report once the product or experience has officially been launched.

5.IMPLEMENTATION PLAN WITH TIMELINES (Annexure)

Provide a project implementation plan detailing all project activities

6.CASH FLOW (Annexure)

Provide an activity-based cash flow detailing all activities (items) that will be funded by the Department through the fund

7.DETAILED BUDGET BREAKDOWN (Annexure)

Provide a project budget which clearly shows own funding, Tourism Product Development funding as well as funding from other organisations. Own or other funding is not a requirement.

F. Contact details

Should you have a question with regards to the application form that is not addressed in the Project Terms of Reference - Call for Proposal, you are welcome to email or call the Department regarding your query: Email Mrs Lindy Cambouris or Mrs Hantie Nelson at productdevelopmentfund@westerncape.gov.za OR phone Ms Ilze Jacobs at 021 483 0061 during office hours.