

PROJECT KHULISA

Project Khulisa has identified the economic sectors in our province that are growing the fastest, and that have the potential to create job opportunities. These sectors are: tourism, agri-processing and oil and gas. The development of these sectors is a priority for the Western Cape Government.

TOURISM

The goal:

- to achieve an increase in tourism GVA from R17 billion to R28 billion and to grow tourism jobs by up to 100 000.

How we get there:

Strategic intent 1: Boost awareness of the Western Cape in key markets.

- Define the value proposition of the destination.
- Develop and implement a Delegate Boosting and Conversion Programme.
- Develop and implement an aggressive strategic tourism target market growth strategy.
- Develop a data and real-time business intelligence capacity.
- Develop and implement a stakeholder co-ordination strategy.

Strategic intent 2: Improve accessibility to Cape Town and the regions.

- Secure three direct new air routes.
- Lobby for friendlier visa regulations.
- Create and drive an awareness campaign on local transport options.

Strategic intent 3: Boost the attractiveness of the region through competitive product offerings and compelling packaging.

- Position the Western Cape as the Cycling Capital of Africa.
- Maximise culture and heritage tourism through a Madiba Legacy Tourism Route.
- Invite the world to gather at our table as a food and wine destination.
- Position the province as an international business and leisure events destination.
- Develop and implement a service level improvement programme and a 'tourism benefits me' citizen campaign.

AGRI-PROCESSING

The goal:

- to increase the sector's GVA contribution from R12 billion to R26 billion, potentially creating a further 100 000 formal jobs.

How we get there:

Strategic intent 1: Grow the Western Cape's share of the global Halal market from <1% to 2% by 2025.

- Establish a halal industry inter-governmental task team.
- Establish a public-private sector coordinating forum.
- Review certification standards to establish credibility.
- Address paucity in halal data.
- Promote halal exports in key markets.
- Complete a feasibility study on a halal processing hub.
- Analyse the halal value chain.
- Assess findings on review of value chain.
- Assess the implications of the halal certification standard on agricultural production systems.
- Develop a supplier development strategy to assist producers to increase scale and efficiency (include PDI).
- Establish a supplier development programme.

Strategic intent 2: Double the value of wine and brandy exports to China and Angola by 2025.

- Develop and implement a campaign to promote SA wine and brandy in China.
- Implement initiatives to promote brandy to reclaim market position.
- Expand irrigation – Brandvlei Dam.

Strategic intent 3: Increase local production capacity to process agricultural products.

- Develop a database of products that can be produced in the Western Cape.
- Build residue and quality testing facilities.
- Construct sterilisation/product consolidation facility.
- Conduct a competitive analysis on Western Cape products.
- Pre-feasibility study: new technologies pilot plant.
- Implement initiatives of Skills Game Changer.
- Ensure participation by SMMEs.

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OIL AND GAS

The goal:

- to increase the sector's GVA contribution from R1 billion to R3 billion, and increase direct jobs by up to 60 000.

How we get there:

Strategic intent 1: Expand suitable infrastructure by developing the port infrastructure and service industrial facilities to transform Saldanha Bay into a free port and rig repair hub.

1. Back of port land development
 2. Port land development
 3. Strategic marine infrastructure
 1. Berth 205 – deep water rig repair quay
 2. Jetty for repairs, load-out, ship building
 3. Off-shore supply base
- Bulk services
 - Bring strategic stakeholders together to drive co-ordinated planning and implementation

The Khulisa Oil and Gas Project will continue with the implementation of initiatives under the following levers:

- **Skills development:** address artisan-based occupational skills shortages and requirements to meet industry needs.
- **Ease of doing business:** introduce regulatory reforms and frameworks to create an enabling environment.
- **Supplier development:** capacitate and develop new and existing businesses to be more competitive.
- **Marketing and coordination:** promote the industry in order to attract investment, marine engineering and logistic opportunities.



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