

## Message from the Minister Dr Ivan Meyer



The 2024/25 financial year marked a pivotal period in the Department's strategic trajectory, underpinned by the reaffirmation of the Growth for Jobs (G4J) Strategy and the finalisation of the Provincial Strategic Plan 2025-2030. These frameworks have provided the Department with a clear mandate and measurable targets, enabling a focused and coordinated approach to economic development across the province. The Department has demonstrated commendable progress in implementing the G4J Strategy, which recognises the private sector as the primary engine of job creation and positions the State as an enabler of growth. Through strategic partnerships, targeted interventions, and robust programme execution, the Department, through Wesgro, the tourism, trade and investment agency for Cape Town and the Western Cape, has facilitated over R14.6 billion in investment, supported the creation of 11,754 projected jobs, and enabled 2,963 unemployed youth to gain workplace experience and skills development.

Significant strides have been made in improving the ease of doing business, with the Red Tape Reduction Unit resolving 87% of business support cases and implementing systemic reforms in municipal permitting processes. The Department's role in positioning the Western Cape as a green hydrogen hub, advancing the Just Energy Transition Investment Plan, and supporting innovation ecosystems through technology and venture capital initiatives reflects its commitment to future-oriented economic resilience. The tourism sector, a cornerstone of the provincial economy, has been revitalised through the G4J Tourism Challenge Fund, strategic destination marketing, and infrastructure recovery efforts.

Notably, the Cruise Cape Town initiative contributed R1.32 billion to regional GDP, supporting 1,965 jobs, while Cape Town Air Access secured three new international routes, enhancing global connectivity. The Department has also strengthened consumer protection through the operationalisation of the Western Cape Consumer Affairs Tribunal, achieving a 90% resolution rate for complaints and expanding educational outreach to vulnerable communities.

As we look ahead, the Department remains resolute in its mission to enable growth, unlock opportunity, and ensure that every citizen of the Western Cape is empowered to participate meaningfully in a thriving and inclusive economy.



## Message from the Head of Department Ms Jo-Ann Johnston

This represented a year of "cementing our foundations" - strengthening the Department's transition towards the G4J Strategy and plan, in terms of the 'what' and 'how' the organisation delivered. With the reaffirmation of the Growth for Jobs (G4J) Strategy and the finalisation of the Provincial Strategic Plan 2025 - 2030, the Department was provided with clear direction and strong goals and targets for paving its approach in supporting a growing Western Cape economy for realising more jobs. The Department continued to focus its efforts on aligning our interventions with that of the strategy and strengthening our role as a coordinator across the G4J priority focus areas.

- \* Through our efforts in reducing "red tape" for businesses, we continue to make it easier to do business in the Western Cape, where 243 cases were logged with an 87% resolution rate and an 84% satisfaction rate.
- \* The Department continued its collaboration with the Johannesburg Stock Exchange (JSE) under the SME Accelerator Support Programme, which supported businesses by providing online funding readiness bootcamps, supported by masterclasses and webinars. Businesses that were funding ready received one-on-one support and were matched with potential funders at the DEDAT/JSE Capital Matching Event.
- \* Wesgro has facilitated 14 investment projects to the value of R14.6 billion, which is set to create 11 754 new jobs over the next five years.
- \* The Wesgro trade team has signed a total of 203 trade declarations with an estimated trade value of R5.38 billion, creating a total of 2 819 jobs.
- \* The ASEZ's investment pipeline remains strong, as civil infrastructure for Zone 1 has been completed, the number of applications to locate in this first section outstrips the available space. 8 site reservations are in place with investors who pay the ASEZ for these reservations.
- \* The Export Competitiveness Enhancement Programme (ECEP) supports businesses and organisations engaged in initiatives designed to improve their export capabilities - 15 companies in different economic sectors have received assistance.
- \* Freeport Saldanha, having been identified as a green hydrogen hub, has been facilitating commercial negotiations with project developers in response to increasing market demand. 4 green hydrogen developers in the investment pipeline are in various phases of project feasibility and lease arrangements are maintained in support of the multiple projects.
- \* The Office of the Consumer Protector (OCP) successfully operationalised the Western Cape Consumer Affairs Tribunal, appointing tribunal members and commencing hearings.
- \* There was a clear increase in the demand for OCP's educational services linked to challenges faced by consumers in the current economic climate, resulting in 1519 citizens reached through general consumer education initiatives.
- \* The G4J Tourism Challenge Fund (Tourism Growth Fund) supports the development and maintenance of visitor infrastructure, particularly at high-volume attractions. The Fund also encourages and stimulates public and private sector investment in the destination's product offering.
- \* Our skills programmes provided opportunities for more than 2 900 youth to gain workplace experience, combined with various skills training, while earning a stipend. Through this initiative unemployed youth have an opportunity to gain skills in various fields such as BPO, clothing and textile, Last Mile Delivery, hospitality and technology-related fields.



## PROGRAMME 1 : ADMINISTRATION

**Purpose:** To provide strong, innovative leadership, and to deliver clean, efficient, cost-effective, transparent and responsive corporate services to the Department.



**Financial Management**

17.28

days for the processing of payment to creditors.

84%

of customers service satisfaction achieved

Clean audit received on the audit on financial statements



**Corporate Services**

4

project monitoring reports produced

8

M&E capacity building sessions conducted

Clean audit of the Department's non-financial performance information



**Departmental Communications**

5

strategic economic communication agendas developed



## PROGRAMME 2: INTEGRATED ECONOMIC DEVELOPMENT SERVICES

**Purpose:** To promote and support an enabling business environment for the creation of opportunities for growth and jobs.



**Enterprise Development**

224

businesses supported with business development support interventions

R13 291 684.00

funding leveraged for business development support

107

early-stage businesses supported with capacity building initiatives

7

Entrepreneurship development campaign events conducted

81

businesses supported through access to finance programmes

60

youth-owned businesses supported with business development services



**Regional and Local Economic Development**

9

Municipalities supported with capacity building in economic planning

4

economic growth plans codeveloped with municipalities

5

regional LED for a facilitated for spatial economic opportunity



**Red Tape Reduction**

87%

of cases resolved

8

improvement measures to business-facing government services implemented

8

regulatory reforms proposals endorsed by the Executive Authority

12

capacity building interventions on red tape reduction approaches conducted



## PROGRAMME 3: TRADE AND SECTOR DEVELOPMENT

**Purpose:** To stimulate economic growth in targeted sectors through industry development, trade and investment promotion.



**Trade and Investment Promotion**

2

oversight reports compiled on Wesgro's Trade Promotion function.

2

oversight reports compiled on Wesgro's Investment Promotion function



**Sector Development**

15

businesses assisted through the Export Competitiveness Enhancement Programme (ECEP)

163

businesses reached with district export awareness campaigns

1

Port of Cape Town efficiencies improvement measure implemented

1

Film Incentive Scheme Impact Assessments conducted



## PROGRAMME 4: BUSINESS REGULATION AND GOVERNANCE

**Purpose:** To ensure an equitable, socially responsible business environment in the Western Cape through general interventions within the trading environment and specific interventions mandated by the Constitution and national and provincial legislation and policies.

people reached through general consumer education interventions

1519



90%

of consumer complaints resolved

people reached through basic financial literacy interventions

3015

Consumer Protection

5

Western Cape Consumer Affairs Tribunal cases filed for consideration



## PROGRAMME 5: ECONOMIC PLANNING

**Purpose:** The purpose of this programme is to provide support to the provincial leadership and enable economic growth through the generation and co-ordination of economic research and planning, and through the active support of key economic thematic drivers and enablers that will stimulate economic growth across the economy and within sections of the economy.



10

economic intelligence research reports developed

Economic Policy and Planning and Research Development



4

Technology & Innovation' regulatory improvements submitted

Broadband for the Economy

4

'Technology & Innovation' ecosystems supported with strengthening initiatives

1

Economic IQ reports produced with a focus on 'Technology & Innovation'



9

collaboration agreements supported towards Growth for Jobs priorities

Knowledge Management



2

growth opportunities supported with regards to energy resilience

Green Economy



2

catalytic infrastructure projects supported

Enabling Growth Infrastructure and Initiatives

6

oversight reports compiled on Special Economic Zones



## 6: TOURISM, ARTS AND ENTERTAINMENT

**Purpose:** To facilitate the implementation of an integrated tourism strategy that will lead to sustained and increased growth and job creation in the tourism industry.



1

tourism related regulatory reform proposed

Tourism Planning



126

tourist guides trained

Tourism Sector Transformation

1243

individuals registered as tourist guides



R5 008 639.84

value of funds leveraged for tourism development

Tourism Growth and Development

4

businesses supported through the G4J Tourism Challenge Fund

267

tourist guides inspected

510

beneficiaries supported with tourism safety services

127

hospitality frontline staff trained in service excellence

6

Tourism Safety Law Enforcement Officers deployed in Cape Town

15

businesses supported with sustainable tourism practices



2

oversight reports compiled on Wesgro's Tourism Destination Marketing function

Tourism Destination Marketing

## PROGRAMME 7: SKILLS DEVELOPMENT AND INNOVATION

**Purpose:** To facilitate the provisioning of human capital and innovation skills to deliver on the economic human resources development needs of the Western Cape.



**Skills  
Programmes  
and Projects**

2963

unemployed persons placed in employment opportunities

54

businesses supported with skilled labour



**Provincial Skills  
and Partnership**

6

training modalities refined



**Skills  
Incentives**

R151 719  
123.17

value of funds leveraged for skills development interventions

## OUR BUDGET

In the 2024/25 financial year, the Department spent R495.091 million of its final appropriation of R501.148 million. This translated to an expenditure ratio of 98.8% for the year under review. This compares favourably to the previous year's expenditure ratio of 98.2%.

Programme Name	2024/2025			2023/24		
	Final Appropriation	Actual Expenditure	(Over)/ Under Expenditure	Final Appropriation	Actual Expenditure	(Over)/ Under Expenditure
	R'000	R'000	R'000	R'000	R'000	R'000
Administration	51 839	50 951	888	55 900	55 397	503
Integrated Economic Development Services	42 863	42 298	565	54 414	53 588	826
Trade and Sector Development	91 699	89 872	1 827	81 427	79 874	1 553
Business Regulation & Governance	10 710	10 447	263	12 409	12 393	16
Economic Planning	129 447	127 371	2 076	107 693	104 171	3 522
Tourism, Arts & Entertainment	73 468	73 155	313	71 994	70 736	1 258
Skills Development & Innovation	101 122	100 997	125	99 095	98 055	1 040
<b>Total</b>	<b>501 148</b>	<b>495 091</b>	<b>6 057</b>	<b>482 932</b>	<b>474 214</b>	<b>8 718</b>

## OUR ORGANOGRAM

