

Community and Developmental

Executive Director: K. Harrison

Health

1 Alcohol Project

To address the problems as a result of alcohol abuse in the Cape Winelands District Municipality through active intervention.

To prevent the Fetal Alcohol Syndrome (FAS) by awareness to all girls and women before and during pregnancy about the effects of alcohol use and abuse.

2 Diseases of Life-Style

To create awareness and prevent diseases of life style.

To support the making of audio-visual material in the awareness campaign.

To acquire the necessary material and equipment for the awareness campaign.

3 Early Childhood Development

To provide opportunities for pre-scholars to prepare themselves for enrollment in Grade 1.

To provide material and equipment for pre-scholars.

4 Environmental Clean Up

5 Food Security

To co-ordinate various programmes in the Cape Winelands District Municipality and create food security.

To support food gardens at clinics and on farms.

To improve the diet and provide food for the chronically ill through soup kitchens.

To promote economically viable produce and create work in impoverished communities.

6 Human Rights Education

To educate farmworkers on human rights issues.

To develop a culture of respect for human dignity.

7 Transport CDWs and Health Committees

To provide support to health committees.

To provide transport for communities to attend health committees.

To empower health committees to address area specific needs regarding health issues in their own communities.

8 Water Purification Projects

Local Economic Development

1 Aquaculture Development

This project is aimed to take advantage of the fresh water fishery in the region. The Aquaculture project takes advantage of any water species farmed under controlled conditions where the circumstances can be manipulated. At present the CWDM has formed a partnership with the University of Stellenbosch and has identified 4 projects that will get support. These projects will focus on trout farming while research will be done on other fish species to be farmed that can be used to compliment the food security projects and is spread through the municipalities of Stellenbosch, Witzenberg and Breedevalley at present. There is a huge market for this product which needs to be expanded throughout the country- also Sweden already showed their interest in buying this product.

2 Buchu Project Planning

The Buchu project is located in the Witzenberg area and is aimed at developing opportunities for the local communities. This project is still in its planning stage and needs further development because of the opportunities that exists in the essential oils area. Currently there is a huge lack of knowledge and expertise in establishing viable essential oil enterprises in South Africa. Over the past 15 years, circumstances dictated that our business had to develop through all the stages necessary to produce essential oils and natural products - from the selection of plant material, nursery, cultivation, distillation and marketing. Our challenge will be to participate in creating the opportunity for community-based projects to dovetail in a sustainable way into essential oils market through sufficient planning and training. Having produced the oil, the continuing challenge is to utilise it in an innovative way – this is an ongoing process. Research shows that the European market is becoming more and more conscious of natural products that are our main focus. The strong promotional and marketing initiatives currently running in Europe also adds value to this opportunity. This will optimise the process of establishing a market for any new oil in South Africa and specific the Cape Winelands region.

3 Ceres Tunnel Project

This project is aimed at developing the already existing small scale farmers programme in the Witzenberg area. The tunnel farming would allow extended access to the agriculture sector for SMMEs in the area. The direct beneficiaries would be small farmers in the Ceres area.

4 Development of Disabled Entrepreneurs

This project aims to encourage disabled people to enter the business sector especially in the arts and craft sector of the economy. Although this project has been on the business plans of this department for a considerable time, the roll out of this project is hampered by the lack of co-operatives for arts and crafters in the area. As a first phase, this project will benefit all disabled people of the region involved in the arts and craft sector.

5 Entrepreneurial Seed Funding

This project is still in its pilot phase and fits in with the PGWC R1000 for 1000 entrepreneurs in the 2005/2006 financial year to start businesses. This is the direct result from the feedback and customer satisfaction survey of the Cape Winelands Small Business Support Programme.

6 Essentials Oils

This project is situated in the Witzenberg, Breedevalley and Stellenbosch municipalities. It is aimed at the development of essentials oil for Small farmers, BEE and women in the region.

The market growth for essential oils and natural products are currently more than 10% annually. In South Africa, we produce 10 - 100kg of indigenous oil for a local niche market, where the expectation for export niche markets are more in the 2 – 10 ton bracket. As a country we simply do not produce enough oil that adhere to the necessary criteria.

However the multi-faceted interaction from the botanical and horticultural aspects of selection and propagation of the plants, the technical and operational skills for the distillation, the cultivation and farming skills of growing, combined with the overall managerial and marketing skills could be regarded as our most distinctive competence.

Another added advantage would be the growing towards a USA and European market for our products.

7 Farmers Trust

The project is a land reform project in line with the government objectives and the sole object of the Farmers Trust is:

“promoting, supporting and facilitating access to land and use of land on an equitable basis for the benefit of the Beneficiaries”.

The Beneficiaries of this project are defined as:

“small farmers from historically disadvantaged communities within the Stellenbosch area, who are seeking to farm sustainably using organic methods, wherever possible, and whose tenure is insecure as a result of past discriminatory laws and practices, as identified by the Trustees from time to time”.

The Trust’s intention is therefore to facilitate the creation of a producers’ marketing co-operative to cater for a range of local markets.

8 Klapmuts Business Development

This project intends to develop SMMEs at the four way stop street in the Klapmuts area. At present the entrepreneurs hawk or do informal trading accross and in the streets at the four way stop. This poses a danger for entrepreneurs.

The development of this area into a formal trading area for hawkers would enable them to trade more effectively and in a better business environment.

9 Land Reform Support

This project intends to facilitate land reform within the CWDM Land Reform Implementation Strategy, compiling a resource audit of the district and develop a system to maintain it, liaise with B – Municipalities and other government departments regarding the release of land within the district and identify the necessary institutional support arrangements for land within the district.

The project also intends to make the entry to land for PDIs easier and to implement BEE in the region. This project is not limited to one municipality but to all the B-municipalities in the region.

10 LED Expo's

This project aims to encourage participation from SMMES and BBBEE in the region at Exhibitions in the country and on international arena to promote and encourage the development of entrepreneurs of the region. The LED expo's also intends to expose SMMES and BBBEE firms to national and international trade and to help build business to business linkages as well as developing new markets for firms of the region.

11 Madiba House

The development of the Madiba House at the Drakenstein Prison has been a flagship project of the district (in partnership with the Ex-combatants' Association) over the last couple of years. The project aims to promote and develop the house as a Struggle icon within the district and link it to a Freedom Route both provincially and nationally.

12 Research Baseline and Economic Annual

A tourist visitor study will be conducted which will establish links with the big tourism establishments, products, tour operators and transport businesses in order to measure the tourist visitors to the district. This study will allow us to measure whether the tourism projects and marketing we are engaging in, is indeed bringing more tourists to the district.

In the previous financial year we conducted a firm-level study as well as a tourism business perception study. We intend to annually track these two firm-level studies. This will allow us to see what kinds of trends are emerging in the business sector, what are the key challenges and opportunities for businesses in the district as well as what role the municipality needs to play in order to facilitate a conducive environment in which businesses can thrive.

13 Small Farmers Support

This project, in addition to support already given to small farmers in the Stellenbosch area during the last financial year, 4 more projects have been identified and is being supported by the Department of Agriculture and the Department of Land Affairs.

14 Soccer 2010

The World Cup 2010 project is aimed at developing entrepreneurs for the upcoming soccer world cup. This project promises a huge potential of job creation, tourism promotion and economic development in general.

The launch of the Cape Winelands for Soccer World Cup 2010 will take place on 31 March 2005 and trigger the start of our participation in the World Cup 2010 for the Cape Winelands District Municipality.

Tourism

1 Arts and Craft Route Development

The purpose of the project is to ensure that craft enterprises in the Cape Winelands District, particularly those in previously disadvantaged communities, are able to derive benefit from tourism in the area. They should therefore produce quality products that meet the tourist market demand. They will be assisted with product development and market access, which will include branding and marketing support, as well as business skills development. In this way the project hopes to contribute to poverty alleviation, job creation and income generation in the area. As part of the project, an organisational structure will be developed to look after the business needs of entrepreneurs.

2 Arts and Crafts Cooperative

This is the first step of developing entrepreneurs from subsistence level to a more acceptable level of business. The Arts and Craft Co-operative intends to bring together all the Artists and Crafters of the region in an organised manner to develop SMMEs and BEE and Women entrepreneurs in the region. The Co-operative will also ensure easy entry into the mainstream economy for PDIs in the region. Through the co-operative, the Cape Winelands District Municipality wants to substantiate its seriousness towards developing SMMEs and implementing Broad Based Black Economic Empowerment.

3 Cape Town Market Craft Outlet

This project is aimed at the development of new markets for the products of the Cape Winelands region in conjunction with the CCDI and the DEDT and local artists of the region. Through this project the Arts and Craft sector can be linked with the market of the greater Cape Town as well as capitalise on the AGOA Free Trade Agreement between South Africa and the USA. This project also promotes the development of SMMES and the implementation of BBBEE and Women entrepreneurs. The Cape Town Market Craft Outlet will benefit entrepreneurs on both the local as well as the international market.

4 Chainouqua

The CHAINOUQUA project focussed on:

1. Developing tourism possibilities that will ensure economic growth and job creation in the Breede Valley district.
2. To address the imbalances in South Africa in a meaningful way as to promote nation building.
3. To generate funds for courses whereby training can be offered to artists, arts administrators and events managers.

In addition it aims to:

1. Forming an integral part of tourism development and community upliftment as to bring about social transformation.
2. The promotion of tourism and the entertainment industry, which will in turn increase the capital income of the region.
3. Expanding knowledge and creative appreciation in terms of entrepreneurship.
4. Arts centred festival where human values are seen as a priority in developing self-image to all residents.

5 De Doorns Arts and Crafts

This Arts and Craft project would be based in De Doorns. The main purpose of this project is to link the Arts and Crafters to the Route development, Route 62 and to develop a market, as well as to fit in with the planned Arts and Craft Co-operative. Through this project the Cape Winelands and the Breederiver Winelands Municipalities will develop SMMEs and Broad Based Black Economic Empowerment in one of the most marginalised communities of the Cape Winelands region. The Arts and Craft project will also be linked to established market outlets in the region, province and the rest of Sout Africa and the world. The project aims to:

1. Create as many job opportunities as possible;
2. Become part of the growing tourism market;
3. To provide a suitable facility from which crafters can work and also sell arts and crafts;
4. To create a cultural Herbs & Food security garden;
5. To establish a restaurant which will prepare cultural food;
6. Provide facilities for an outdoor & indoor Theatre area;
7. Provide accommodation for Skills & Capacity Building Training.

6 Ekurhuleni Market Craft Outlet

This project is the strengthening of the agreement between the Cape Winelands District Municipality and the Ekhulureni District municipality. This project intends to extend the arts and craft market outside the region as well as to intensify the development of SMMEs and BBBEE for the arts and crafters of the region. It also intends to develop a feasible outlet for the products of entrepreneurs of the region in the rest of the country.

7 Freedom Route Development

The long-term goal with the project is to extend the Freedom Route to the municipal areas of Breederiver Winelands, Breede Valley and Witzenberg, both geographically and in terms of representivity of the communities as a whole. The aim is to develop this as an alternative heritage route alongside established tourism attractions and routes.

The specific objectives for the Freedom Route Development are:

- To obtain community participation in identifying sites and attractions for inclusion in the development of the Freedom Route;
- To develop a database of sites and attractions that could be included in the Freedom Route, ensuring that Khoi/San, slave and struggle history is strongly represented;
- To identify stakeholders and partners who will play a role in developing the Freedom Route and to define their role;
- To investigate business opportunities for SMME and BEE participation along the Freedom Route;
- To define linkages to other Freedom sites within the province and nationally;
- To outline a development plan and marketing strategy for an extended Freedom Route, and
- To propose a legal and institutional framework for the management of the Route.

8 Gateway Project

In the roll-out of its very competitive marketing and branding campaign, the CWDM proposes a partnership with ACSA due to its close proximity of Cape Town. Cape Town International Airport is acknowledged as a vital gateway to the region and CWDM has identified a need to engage in promotional activities at the airport which would distinguish it from other regions in the Western Cape. Therefore the space through ACSA at the international arrivals hall at Cape Town International Airport will be utilized to welcome visitors with tastings of the wide variety of products that the Winelands has to offer. Wine may be an icon of the region, but the Cape Winelands is also known for its delectable cheeses, olives, fruit, juice, water and much more. By introducing the visitor to these sensual pleasures, Cape Town International Airport will be offering a unique airport experience whereby the visitor's experience will be enhanced dramatically, and through which his perception of the Western Cape as a destination will be positively influenced.

Benefits for ACSA would include the following:

- An interactive experience, truly reflecting the taste and culture of one of the most prominent regions in the province;
- A marketing activity not biased towards the city, but a partnership which promotes the hinterland;
- A project managed by the CWDM, which ensures that various towns and products are given a fair opportunity of participating and
- Investment by the CWDM in a stand/structure which will enhance the surrounding area and compliment the look and feel within the airport buildings.

benefits for the CWDM be:

- Branding a highly visible and unique promotional platform at a key gateway into WC;
- Positioning the Cape Winelands as the preferred tourist destination in the WC;
- Generating a positive perception of the Cape Winelands amongst tourists, thereby enticing them to visit or further explore the region;
- Creating an opportunity for areas in the hinterland to showcase its tourism products and offerings through a cost-effective and manageable activity;
- Creating a platform for new market entrants to showcase their products and
- Enhancing the CWDM's service to its towns and product owners by financing and managing an effective and desirable promotional activity.

9 Homestays

The Home-Stay initiative allows tourists to experience 'authentic living' in the Cape Winelands, by staying at the homes of local families. At least 30 women entrepreneurs are benefiting from a support programme developed by the CWDM to develop the Home-Stay product within the region. The CWDM provided infrastructural support to improve the quality of the women's homes, as well as a training programme to assist in the grading and registration of the businesses, and the marketing of the product.

10 Internship Tourism

This project is directly aimed at PDI students who never had the chance to complete their degrees or diplomas due a lack of internships in the Cape Winelands region. Through this project capacity building as well as internal skill development and empowerment is addressed directly. This programme has been initiated by the success that has been achieved through the constant requests received from students in tourism studies who can never find a place to do their internship in the region and thus enhance the process of braindrain in our region. The project also intend to address the lack of sustainable tourism in the African townships of the region.

11 Project Support LTA's

This project is in the planning stages and intends to support specific projects aimed at the development of SMMEs and implementing BBBEE in the tourism industry with direct spinoffs for entrepreneurs from the PDIs in the region.

12 Schools Programme

The project is aimed at increasing community and youth participation in the tourism industry by creating an understanding of the industry and an awareness of its work opportunities. Implemented at 20 schools, the project was embraced by teachers and learners alike. The local tourism bureaus were also involved in the project, creating a platform for Local Tourism Associations (LTAs) to engage with their communities. The involvement of LTAs further enabled the Western Cape Education Department to enhance the learning experience where resources and knowledge were not available.

13 Tourism Public Transport

This project will focus on the development of a local tourism transport system which will encourage the movement of tourists from Cape Town to the CWDM region, and once they are in the area, travel between the various towns, thereby promoting tourism to the less visited areas in the District. The project will give local entrepreneurs the opportunity of participating as service providers, and will promote the BEE Tourism Charter. Branding of such a transport system as well as service excellence will form part of the project, and different types of transport, including mini busses, public transport and trains will be considered.

14 Worcester Arts and Crafts

The development of a Cape Winelands Arts & Crafts route was initiated by SANDC, CCDI, Department of Labour & the CWDM. The intention behind this initiative was to link the development of arts and crafters along the Route 62 and the layby to capitalise on the possible attraction of tourist to this area through the route development of the Cape Winelands District Municipality. This project also intends to develop SMMEs and BBBEE in the townships and the PDIs of the Worcester area.

Engineering and Infrastructure

Executive Director: D. Van Taak

Projects and Housing

1 General Improvements: Buildings

This project entails the general upgrading of Councils buildings as and when the need arise during the year. (Needs already identified are : Access for disabled people to Council Buildings, Security measures to some Council Buildings etc.)

2 Infrastructure DMA: (Electricity - Solar panels)

Provision of electricity and hot water to farmworker houses in the District Management Area by the provision of solar panels and accompanying equipment.

3 Planning: General

This project makes provision for the planning of various projects namely:

- planning of the internal services at Meerlust and Nieuwedrift Housing Projects;
- planning of external sewer for Meerust and Nieuwedrift Housing Projects;
- planning of external water for Meerlust and Nieuwedrift Housing Projects;
- planning of all new projects identified during this financial year.

4 Project Consolidate

Projects within the Breedevalley Municipality and Witzenberg Municipality have been identified by the Province of the Western Cape as "Project Consolidate" projects. Project Consolidate is an initiative taken by the Province of the Western Cape to expedite the process of housing delivery and infrastructure provision. It is a combined effort between Province, the Cape Winelands District Municipality and the Local Municipalities. The Cape Winelands District Municipality acts as a co-ordinator on these projects. A provisional amount of R3.000.000 is budgetted for any shortfalls which may arise on these projects.

5 Provision of Water and Sanitation to Schools

This project entails the upgrading of ablution facilities and water supplies to rural schools. This includes the installation of water tanks on the school premises and the upgrading of the ablution facilities which also include the conversion of pit-latrines to flush toilets. This is aimed at improving the general health conditions of the children.

Public Safety and Planning

Executive Director: K. Le Keur

Public Transport

1 Embayments (Learners)

Aim: The construction of embayments for busses on all the subsidised scholar bus routes throughout the CWDM area.

Methodology: The use of labour intensive methods to be applied to all projects.

Outcomes: Improve safety of scholars; poverty alleviation through job creation; skills development through on-site training

2 Embayments (Special Needs, Pensioners, etc.)

Aim: Creating infrastructure satisfying the needs of the special needs group throughout the CWDM area

Methodology: The use of labour intensive methods to be applied to all projects

Outcomes: Improve the mobility and safety of and accessibility to infrastructure of the captive rural community; poverty alleviation through the creation of job opportunities; skills development through on-site training

3 Reflective Bands to Rural Scholars

Aim: Distribute reflective bands to all rural scholars within the CWDM area.

Methodology: Purchase the reflective material and use the various sewing groups within the District to make-up the reflective bands.

Outcomes: Enhance the safety of all rural scholars within the District; poverty alleviation by creating job opportunities with the various sewing groups; furthering the skills levels of the various sewing groups.

4 Shelters (Learners)

Aim: Construction of bus shelters on all the subsidised scholar bus routes throughout the CWDM area.

Methodology: The use of labour intensive construction methods to be applied to all projects.

Outcomes: Improve safety and level of service on all bus routes; poverty alleviation through the creation of job opportunities; skills development through on-site training

5 Shelters (Special Needs, Pensioners, etc.)

Aim: To satisfy the needs of the special needs public transport group throughout the CWDM area

Methodology: The use of labour intensive methods to be applied to all projects

Outcomes: Improve mobility and safety of and accessibility to public transport infrastructure of the special needs groups; poverty alleviation through the creation of job opportunities; skills development through on-site training.

6 Sidewalk / Embayment MR 191

Aim: Creation of public transport infrastructure serving the needs of the captive rural community.

Methodology: Construct a surfaced sidewalk using labour intensive methods.

Outcomes: Enable the beneficiaries in the rural community to access the All Pay centre under safer conditions; create job opportunities and enhance skills development through on site training; improving the mobility and safety of the captive rural community

7 Sidewalks (Learners)

Aim: Build sidewalks at all rural schools within the CWDM area.

Methodology: Build surfaced sidewalks at all schools using labour intensive methods.

Outcomes: Improve safety of the learners; poverty alleviation through the creation of job opportunities; skills development through on-site training.

8 Sidewalks (Special Needs, Pensioners, etc.)

Aim: Satisfy the needs of special needs pedestrians and passengers throughout the CWDM area

Methodology: The use of labour intensive methods in all projects

Outcomes: Improve mobility of and accessibility to various public transport infrastructure for the special needs group; poverty alleviation through job creation; skills development through on-site training

Strategic and Corporate

Executive Director: G. F. Qonde

Human Resources

1 Community Development Workers

The Community Development Worker Programme is a facet of government's endeavour to bridge the gap between the accessibility and provision of government services, on the one hand, and the effective utilisation of service delivery by the poor and disadvantaged communities on the other hand.

CDWs are special cadres of public servants who aim to ensure a participatory and interactive model of government.