

11.9	LOCAL ECONOMIC DEVELOPMENT AND TOURISM:(PC: CLLR R DU TOIT)
11.9.1	APPROVAL TO COMMENCE WITH THE PUBLIC PARTICIPATION PROCESS FOR THE ECONOMIC DEVELOPMENT STRATEGY FOR THE STELLENBOSCH MUNICIPALITY IN TERMS OF THE LOCAL GOVERNMENT: MUNICIPAL SYSTEMS ACT, NO 32 OF 2000 AND REGULATIONS

Collaborator No:

IDP KPA Ref No:

Good Governance and Compliance

Meeting Date:

22 March 2023 & 29 March 2023

1. SUBJECT: APPROVAL TO COMMENCE WITH THE PUBLIC PARTICIPATION PROCESS FOR THE ECONOMIC DEVELOPMENT STRATEGY FOR THE STELLENBOSCH MUNICIPALITY IN TERMS OF THE LOCAL GOVERNMENT: MUNICIPAL SYSTEMS ACT, NO 32 OF 2000 AND REGULATIONS

2. PURPOSE OF REPORT

To obtain approval from Council to commence with the public participation process for the draft Economic Development Strategy in line with The Local Government: Municipal Systems Act, No 32 of 2000 and Regulations, to obtain comment on the draft Economic Development Strategy that will enable the Directorate Planning and Economic Development to finalise the Economic Development Strategy and submit the strategic document to Council for consideration.

3. DELEGATED AUTHORITY

Council

4. EXECUTIVE SUMMARY

The purpose of the Economic Development Strategy is to enable economic development and build up the economic capacity of a local area to improve its economic future and the quality of life for all. It is a process by which public, business and non-governmental sector partners work collectively to create better conditions for economic growth and employment generation.

Therefore to enable this strategy in terms of the The Local Government : Municipal Systems Act, No 32 of 2000 and Regulations Section 26C requires that the council's development priorities and objectives for its elected term, including its local economic development aims and its internal transformation needs.

5. RECOMMENDATIONS

- (a) that Council take note of the draft Economic Development Strategy attached as **APPENDIX 1** to the agenda;
- (b) that Council gives approval for the commencement of the public participation process in respect of the draft Economic Development Strategy subject to the following conditions:
 - a. The public participation phase of the project will take place over 60 days (2 months).
 - b. The draft Economic Development Strategy will be advertised in the local newspaper, municipal web page and notice boards within two weeks after the decision by Council.

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- (c) that after the public participation process is concluded, the draft Economic Development Strategy must be resubmitted to Council together with all comments received for consideration.

6. DISCUSSION /CONTENTS

The Economic Development Strategy starts by highlighting key factors of how Stellenbosch Municipality should approach economic development.

It then looks at how the population in Stellenbosch has grown over the past years and evaluates to what extent service delivery has managed to keep up.

Next, it considers trends in regional output and employment to identify which sectors contribute most to the area's economy as well as the role and importance of tourism in the economy of Stellenbosch.

The last section covers the implementation plan which covers the integration of various long-term strategies of the municipality such, but not limited to:

- Competitive Strategies
- Infrastructure Strategies
- Inclusion Strategies
- Trade Promotion and Sector Development Strategies
- Sustainable Growth Strategies
- Tourism Development and Resilience Strategy

7. FINANCIAL IMPLICATIONS

No financial implication.

8. LEGAL IMPLICATIONS

The recommendations in this report comply with Council's policies and applicable legislation.

9. STAFF IMPLICATIONS

None

10. RISK IMPLICATIONS

None

RECOMMENDATIONS FROM THE EXECUTIVE MAYOR, IN CONSULTATION WITH THE EXECUTIVE MAYORAL COMMITTEE, TO COUNCIL: 2023-03-22: ITEM 7.9.1

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- i) The public participation phase of the project will take place over 60 days (2 months).

- ii) The draft Economic Development Strategy will be advertised in the local newspaper, municipal web page and notice boards within two weeks after the decision by Council.

- (c) that after the public participation process is concluded, the draft Economic Development Strategy must be resubmitted to Council together with all comments received for consideration.

APPENDICES

APPENDIX 1: Draft Economic Development Strategy

APPENDIX 2: Info graphic Stellenbosch Municipality

APPENDIX 1

2022



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