uShaka Marine Socioeconomic Impact Study

- EThekwini has identified the need to understand in greater detail the impact of uShaka Marine Worlds’ development and influence on the local economy, by examining the impact on personal income, business production, tourism visitor numbers, sales, and tax collections in the immediate area and the Metro as a whole. In addition to this, eThekwini has identified that many impacts ascribed to uShaka are social goods, and these are not as easily defined by economic models, and rather require a detailed qualitative review process. Many of these social benefits (like domestic tourism services) do have an economic value, and this study sets out to identify the social impacts and provide realistic valuation to them. This will result in a comprehensive Socioeconomic Impact Assessment of uShaka Marine World which will demonstrate the impacts of a range of variables in different sectors and spheres of the local economy.

- Currently the inception report has been written and the project is in its second month. Please note that final reports will be posted once they have been approved by Council.

EThekwini Municipality Economic Review for 2010/2011

- Developing a comprehensive understanding of the total range of economic indicators is critical for eThekwini Municipality’s due diligence processes as well as strategic planning processes going forward. It is necessary for the review to contain a thorough overview of the economic data at hand, but it is also crucial that this data is assessed and interpreted so that current economic and social policy can be influenced by the results of the review. The aim of the study is to compile a thorough socio-economic review that places eThekwini in a provincial, national and global context, providing information that will influence policy in a way that will benefit economic development and ultimately, job creation and poverty alleviation.

- The inception report of this study has been proposed and the final report will be available once approved by Council.

River Horse Valley Residential and Business Estate (RHV) Socioeconomic Impact Study

- The RHV is a joint venture between Tongaat Hulett Developments and the eThekwini Municipality. The 160 hectare development was initiated in 1994 with an application for the rezoning of agricultural land to mixed- and light industrial use. Following the rezoning of the land, a proposal was presented by Tongaat Hulett Developments to develop the area as a new economic node for the city. Construction of the R1.6 billion development began in April 2002. Some of the aims of the development were to enhance the concept of the activity corridor as a business node and bring the workplace closer to the workforce. It was also intended to unlock services in the northern corridor
which at the time ranked highest in terms of backlogs. The promotion of spatial efficiency with regard to KwaMashu, Inanda and Ntuzuma was also envisaged in addition to unlocking the development node of Phoenix. The link road was also meant to act as a catalyst to providing access and alleviating traffic congestion along the KwaMashu and Inanda arterial routes.

- The inception report of this project has been completed and the next phase of the project is to survey companies in the node.

**Participatory Planning LED**

- The eThekwini Municipality is in the process of initiating participative local economic action planning within informal settlement precincts within the Municipality. This forms part of a broader development programme focusing on all 17 zones within the eThekwini Municipality area. The Project Preparation Trust (PPT) has been appointed to provide advisory services for Local Economic Development (LED) plans and also to assist eThekwini Municipality in conceptualising, designing and initiating LED plans for six prioritised zones in the Municipality. The PPT has also been appointed to assist in appointing, briefing, orientation and induction of LED Practitioners undertaking LED plans, and also to assist LED practitioners to set-up and manage the programme of pilot LED plans. The objective of this project is to provide a conducive business environment for local economic actors in the 17 zones and move to a different mode of LED which is not primarily about projects and government funding, and focuses instead on creating more enabling environments for LED actors to do things for themselves. This project will also focus strongly on local participation and locally driven processes. The overall objective of this project is to facilitate the development of empowering LED plans which:

- Build local LED professional expertise and capacity,
- Maximise local enterprise and employment arising from public sector investment,
- Build on available local assets and resources, and
- Create a more enabling environment for both formal and informal economies in the eThekwini area.

- The Municipality has appointed service providers to assist the City in identifying the informal settlement precincts and sub-precincts in all the 17 zones. Three service providers have been appointed to assist the City in the development of empowering LED
plans which build on local assets and resources and can be implemented principally by local economic actors (especially those in the informal economy) with limited outside intervention and support.

**Economic Development through Sport**

- Sport began as a leisure time activity reserved only for a few declared amateurs, and in the 20th century it has become a social phenomenon for the masses. Sport is a dynamic and fast growing sector with an underestimated macro-economic impact. Sport has been recognised as having the potential of contributing to the development of the individuals but it has often been forgotten as a tool for socioeconomic development and empowerment. The eThekwini Municipality’s Economic Development and Investment Promotion Unit and Sport and Recreation Unit commissioned a study on Economic Development Through Sport. The purpose of the study was to explore sport in our local communities and schools to assess the extent to which it contributes to the economy of the City and also to the healthy lifestyle of our communities. Beyond exploring the economics of sports, this study is essential to assist the City in reviewing its involvement and approach to sports development, identifying and addressing challenges pertaining to the existence of a sports sector, as well as exploring the complimentary management responsibilities for this sector.

- Lazarus Development Co-operation Consultants were appointed to undertake the study and the report has been completed.

**eThekwini Business Fair**

- Durban Business Fair is held yearly in September during Celebrate Durban. Durban Business Fair gives a platform to SMMEs, Corporates, Government departments and Financial Institutions to showcase their products and services. Objectives of the Fair are as follows:
  - To affirm eThekwini Municipality’s commitment to SMME’s promotion and development,
  - To showcase high quality goods and services produced by SMME’s in the eThekwini region,
  - To build a common understanding on issues affecting business operations,
  - To provide a networking opportunity for SMME’s and national, provincial and local support agencies and structures,
  - To capacitate and prepare SMME’s for exposure in various ways of marketing and selling their products and services.
- Service Providers will be appointed to conduct the socioeconomic impact assessment of the Business Fair 2012. The adjudication of the suitable service provider to conduct the socioeconomic impact assessment will be done early August 2012. The Durban Business Fair will take place on the 23-25 September 2012 at the Durban Exhibition Centre.

Medium and Large Manufacturing Firms Panel Survey

- A survey was initially conducted in 2002/2003 including over 200 medium and large manufacturing firms in the eThekwini Municipal Area. This initial survey was funded by the World Bank and produced results that were able to inform policy makers on a number of pertinent issues.
- The Municipality has seen a need to revisit this project by resurveying the firms from the initial project as well as conducting the survey with new firms. This is a large scale project that will involve the collection and analysis of data to evaluate characteristics and changes in the manufacturing production base and to identify the constraints to growth and employment in and around Durban, South Africa’s second major economic area.
- A re-survey of the firms would generate a unique manufacturing panel dataset in South Africa that would help assess firm-level dynamics around a number of economic dimensions.

Green Economy

- Identified as one of the key job drivers in the New Growth Path (2012), the green economy is an approach which the Economic Development and Investment Promotion Unit will accelerate over the coming 2012/2013 year. To this end, PSIR is involved in planning, research, targeting and coordination in greening of the eThekwini economy. This vital, innovative and dynamic work echoes many of the activities already happening around eThekwini.
- To date, we have developed a background and framing document on the green economy as well as had extensive consultation with numerous stakeholders. The next step is the approval of the focus areas identified, after which we will continue engagement with key stakeholders and begin implementation.

Job Monitoring

- Job creation is a crucial pillar in tackling poverty, unemployment and inequality. In order to enhance job creation in eThekwini, it is necessary to have a better understanding of
employment in the local economy as well as direct employment created by the Municipality itself. In our background research on job monitoring we have discovered that nationwide this process is lacking.

- We are presently developing a consolidated job monitoring system which will use a combination of reported and modelled data and provide an overall analysis on the state of employment in eThekwini. Various sources for the system are currently being analysed and consultation over improving job reporting mechanisms internally have begun.

**Youth employment and skills development**

- With youth unemployment levels in South Africa being so high, and the major reasons for this being structural unemployment, we realised the need for this issue to be investigated more closely. The latest issue of the EDGE includes papers written on youth (un)employment and scarce skills in eThekwini. We are presently planning how to further this discussion with all relevant Council stakeholders.

**Investment research**

- The eThekwini Municipality has identified investment as a major priority for the city. In order to accelerate investment in the city to stimulate development, the municipality will implement a number of actions over this 2012/13 financial year including research, streamlining, partnership building and others. This is a multi-stakeholder process and PSIR is one of the many key departments coordinating implementation.

- Currently an investment schedule identifying various actions is in a draft phase and other departments are being approached for comments and action plan development.

**Virginia Airport**

- The Department undertook a study to determine the long term future of the Virginia airport which resulted in the Council resolution to extend the operations by 10 years. The department also plays an oversight role in terms of monitoring.