

# Overberg District

# September 2021

## Executive Summary

The purpose of this destination factsheet is to provide an overview of the Overberg District Municipality (ODM). Specifically, it provides insight into the Overberg District's geographical area, economic developments and employment trends, investment commitments, and tourism highlights. It also touches on the district's international trade relations with the rest of the world. Key findings and trends are outlined below:

## Economy

The Overberg District is the fifth largest district economy in the Western Cape, with the district contributing an estimated ZAR12.88 billion, equivalent to 3.00% of the economy of the Western Cape in 2020.

That said, in 2020, the Overberg District economy contracted by an estimated -5.12%, notably lower than the 2.59% recorded in 2017; with a key contributing factor being the COVID-19 pandemic and national lockdowns.

The largest economic sector of the Overberg District in 2020 was the finance, insurance, real estate, and business services sector, followed by the wholesale, retail, catering, and accommodation sector.

## Trade

In 2020, the Overberg District's export earnings stood at a value of ZAR3.11bn, accounting for 2.28% of the Western Cape's total exports for 2020. In turn, at an associated cost of ZAR1.11bn, the said district accounted for 0.50% of the province's total imports.

In 2020, the Netherlands was the top export destination for Overberg exports, followed closely by the United Kingdom. The top source markets for Overberg District imports were China, France, and Spain.

The Overberg District's top exports were dominated by agribusiness products, with apples the largest (HS6) export category in 2020.

## Investment

Of the most notable developments on the investment front in recent years was the ZAR15m Ubusi beekeeping investment announced in 2017. This has resulted in the creation of 25 jobs in the Overberg District Municipality. The more recent announcement by HIK Abalone Farm in October 2018 of its new committed investment to the sum of ZAR180 million is also a very notable development. This will result in the creation of 132 direct jobs in the Overberg District Municipality.

## Tourism

The launching of the Cradle of Human Culture route in April 2019, which includes stops in Arniston, Gansbaai, and Stanford, offers an opportunity for the destination to appeal to an even wider audience and create jobs in the local tourism industry.

The participating Cape Overberg attractions recorded a combined total of 270 636 visitors between January and December 2019 and decreased by 63,7% to 98 208 over the same period in 2020. Domestic visitors made up 80,2% of travellers to the Cape Overberg in 2020, likely due to international travel restrictions brought on by the COVID-19 pandemic.

## 1. Area

The greater Western Cape provincial economy is comprised of and home to the Cape Metro – often referred to as the City of Cape Town – and five Districts Municipalities. These five districts are the Cape Winelands, Central Karoo, Garden Route, Overberg, and West Coast. Together with the Cape Metro, these collectively represent and account for the Western Cape's provincial economy.



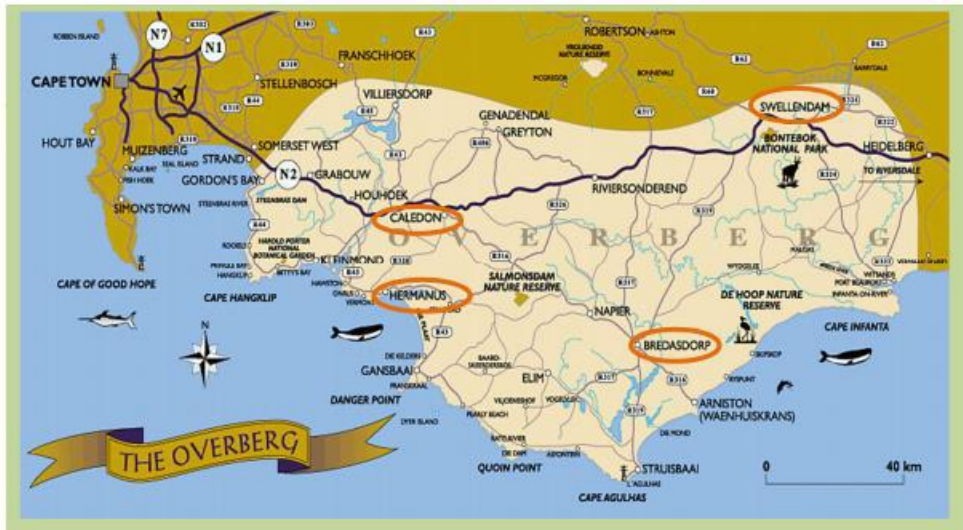
The Overberg District Municipality (ODM) is situated in the south of the Western Cape and borders the Indian and Atlantic Oceans to the south, and Cape Town, Cape Winelands, and Garden Route to the west, north and east respectively. The district consists of four (4) local municipalities (Category B Municipalities), namely Theewaterskloof, Overstrand, Cape Agulhas, and Swellendam.

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### OVERBERG DISTRICT MUNICIPALITY



Geographically, at 12,241km<sup>2</sup> the Overberg district is the second smallest of the six district areas in the Western Cape.



The Overberg District Municipality (ODM) is classified as a 'Category C' municipality and functions within a legislative framework. The Municipality is situated in the south of the Western Cape, with its head office in Bredasdorp, and has four regional offices in the four local municipal areas.



**Theewaterskloof Local Municipality** with its headquarters in Caledon includes Genadendal, Grabouw, Villiersdorp, Greyton, Bot River and Riviersonderend. Agricultural activities include wheat production, stock farming and fruit production.



**Overstrand Local Municipality** with its headquarters in Hermanus includes Baardskeedersbos, Pearly Beach, Franskraal, Kleinbaai, Gansbaai, De Kelders, Stanford, Sandbaai, Onrus, Vermont, Hawston, Kleinmond, Betty's Bay, Hangklip, Pringle Bay and Rooi Els. The area is mainly known as a tourism and holiday destination and is well known for its small fishing communities.



**Cape Agulhas Municipality** with its headquarters in Bredasdorp includes Arniston (Waenhuiskrans), Struisbaai, L'Agulhas, Suiderstrand, Napier and Elim. Agricultural activities include wheat production, stock farming and small fishing communities. The area is also known as a holiday destination with the southernmost point of Africa at L'Agulhas.



**Swellendam Local Municipality** with its headquarters in Swellendam includes Suurbraak, Buffeljagsrivier, Infanta and Barrydale. Agricultural activities include fruit, wheat, barley, young berry, livestock, dairy farming, grapes for export and wine-making. Other sectors are retail and manufacturing, mining and quarrying. Swellendam is also known as a tourism destination.

Source: Overberg District Municipality Draft Annual Report 2018/19. <https://www.odm.org.za/resource-category/annual-reports?archive=03-2020>

Cities and towns included in the Overberg District Municipality include: Agulhas, Arniston, Barrydale, Betty's Bay, Birkenhead, Bot River, Bredasdorp, Buffeljagsrivier, Caledon/Myddleton, De Kelders, Elim, Fishershaven, Franskraal, Gans Bay, Genadendal, Grabouw, Greyton, Hawston, Hermanus, Infanta, Kleinmond, Klipdale, Malagas, Napier, Onrus, Pearly Beach, Pringle Bay, Proteem, Riviersonderend, Rooi-Els, Sand Bay, Stanford, Struis Bay, Suiderstrand, Suurbraak, Swellendam, Theewaterskloof, Van Dyks Bay, Vermont, Villiersdorp.

## 2. General Information

The table below shows the key indicators for the Overberg district.

KEY INDICATORS - OVERBERG DISTRICT MUNICIPALITY	
Executive Mayor	Alderman Andries Franken
Population (2020)	299 908
Human Development Index (HDI) 2020	0.762
GDP (2020)	ZAR12, 880.85m
GDP Growth (2020)	-5.12%
Unemployment (2019)	22% 74282
Literacy rate (2020)	59%
Ethnic groups (2018)	Black (29.86%), Coloured (54.87%), Indian & Asian (0.29%), White (14.97%)
Languages	Afrikaans (68%); isiXhosa (21%); English (6%); Sesotho (2%); Other (3.1%).
Gini Coefficient (2018)	0.608

Source: Overberg District Municipality; Quantec, 2021

### 2.1. Demographics

The Overberg District was home to approximately 299, 908 people in 2020, rendering it the second smallest district population outside of the metro, with the largest district being the City of Cape Town at 4, 604, 986, and the smallest, the Central Karoo at 75, 113.

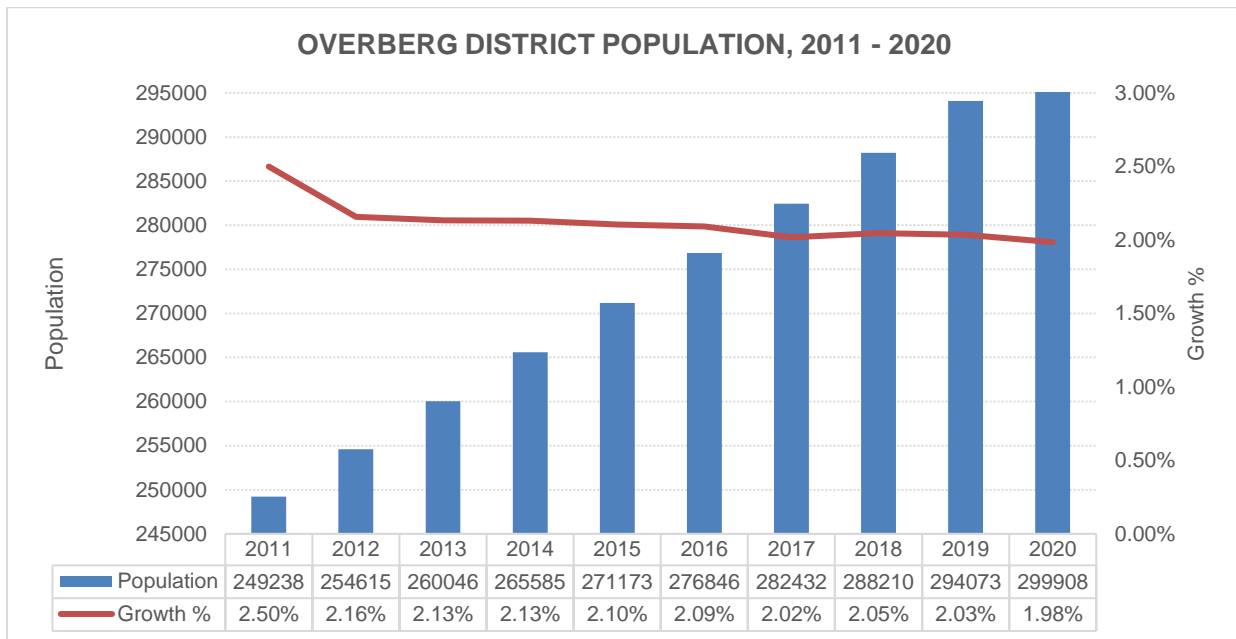
WESTERN CAPE POPULATION BY MUNICIPALITY DISTRICT, 2018 - 2020			
DISTRICT	2018	2019	2020
City of Cape Town	4 423 834	4 514 918	4 604 986
Cape Winelands	907 627	924 580	941 262
Eden	611 421	617 638	623 658
West Coast	445 196	453 154	460 813
Overberg	288 210	294 073	299 908
Central Karoo	74 553	74 867	75 113
<b>WESTERN CAPE, TOTAL</b>	<b>6 750 840</b>	<b>6 879 229</b>	<b>7005741</b>

The population density of the Overberg District was recorded at 24.50 people per square kilometre in 2020, up from a ratio of 24.02 recorded in 2019, and 19.86 in 2010. The region's population density was slightly less than half of the Western Cape's total average of 54.11 people per square kilometre in 2020.

WESTERN CAPE POPULATION DENSITY BY MUNICIPAL DISTRICT, 2018 - 2020			
DISTRICT	2018	2019	2020
City of Cape Town	1 809.37	1 846.62	1 883.46
Cape Winelands	43.06	43.84	941 262
Eden	26.47	26.73	623 658
West Coast	14.31	14.56	14.81
Overberg	23.55	24.02	24.50
Central Karoo	1.92	1.93	1.93
<b>WESTERN CAPE, TOTAL</b>	<b>52.15</b>	<b>53.14</b>	<b>54.11</b>

Source: Quantec, 2021

As indicated in the graph below, the Overberg District region's population has increased consistently in recent years, from 249, 238 recorded in 2011 to an estimated 299, 908 in 2020.



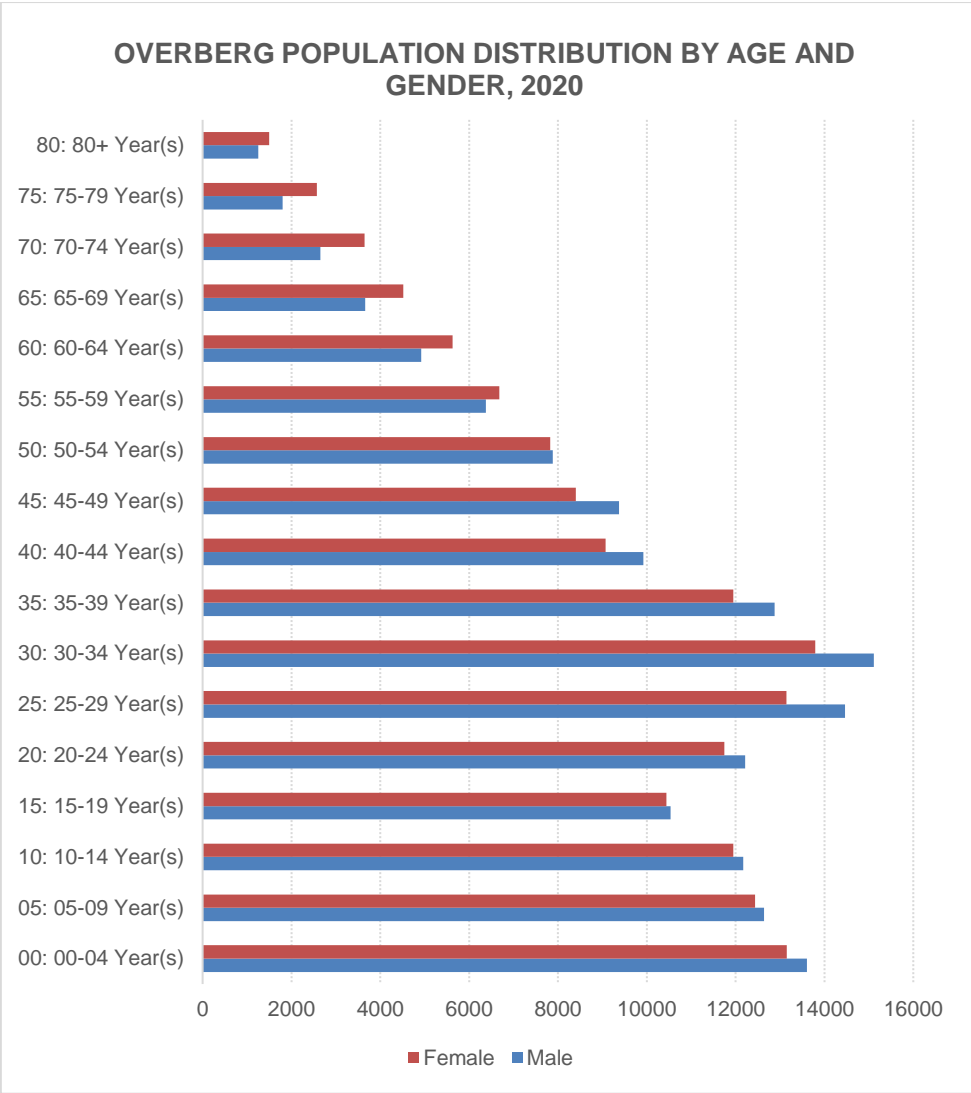
Source: Quantec, 2021

From a demographic perspective, the Coloured population dominate, accounting for an estimated 54.48% of the total Overberg population in 2020, followed by Black Africans (30.75%), Whites (14.49%), and Indian or Asians (0.28%).

POPULATION BREAKDOWN, BY DEMOGRAPHIC GROUP (2019-2020)				
GROUP	2019	2020	% SHARE 2020	2019 - 2020 CHANGE
Coloured	160 336	163 400	54.48%	1.91%
Black African	89 522	92 211	30.75%	3.00%
White	43 399	43 450	14.49%	0.12%
Asian/Indian	815	847	0.28%	3.89%
<b>TOTAL</b>	<b>294 073</b>	<b>299 908</b>	<b>100.00%</b>	<b>1.98%</b>

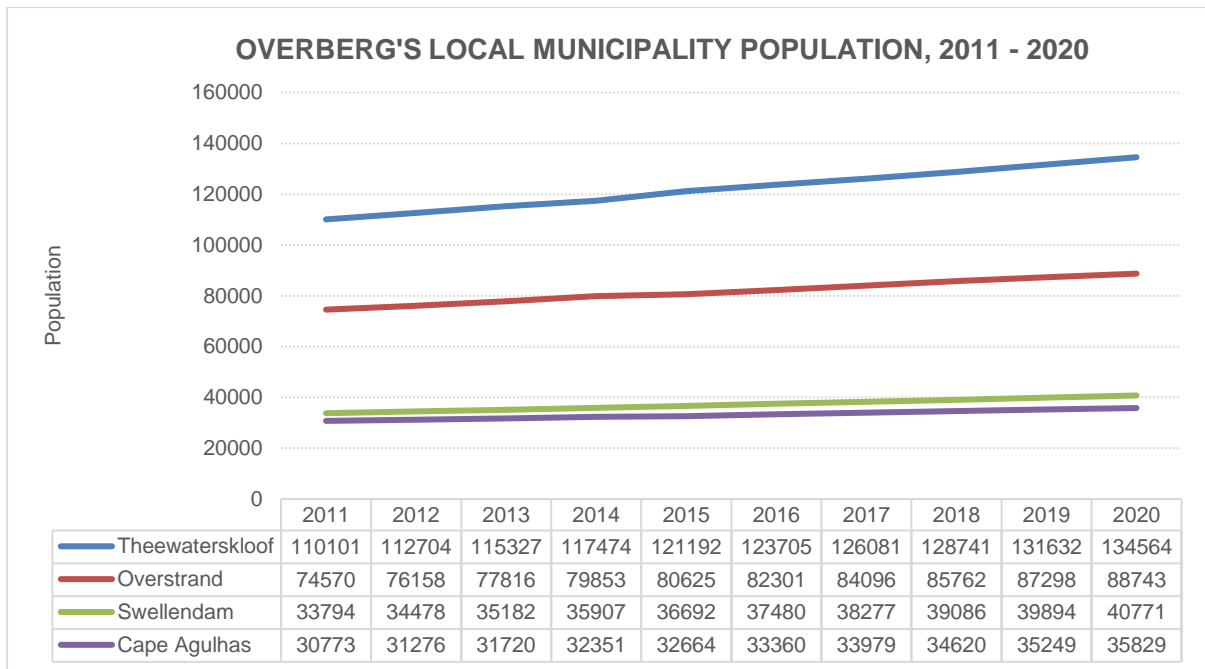
Source: Quantec, 2020.

The population distribution for the Overberg District shows that there was a tapering of the population in the age groups 5-9 years, 10-14 years, and 15-19 years in 2020. The highest number was between 30 to 34 years old, both for males and females.



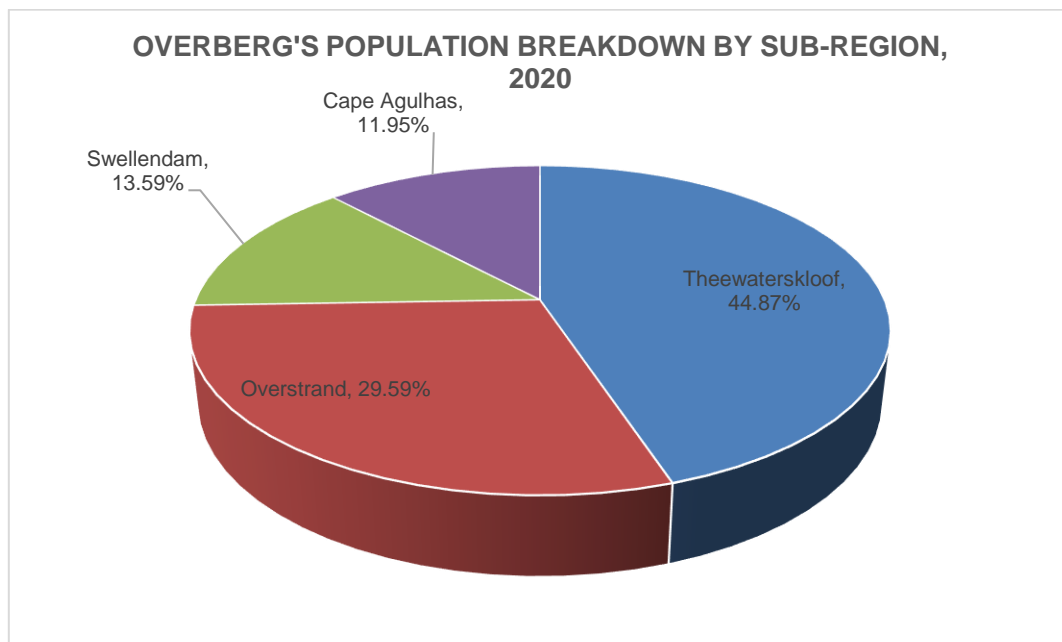
Source: Quantec, 2021

In terms of geographical spread of the Overberg District Municipality population, the Theewaterskloof municipality has long been home to the largest population within the said district municipality, followed distantly by the Overstrand municipality. The Swellendam and Cape Agulhas municipalities account for the third and fourth largest populations, respectively. To contextualise this, in 2020, an estimated 134,564 people resided in the Theewaterskloof municipality, followed by Overstrand (88,743 people), Swellendam (40,771 people) and Cape Agulhas (35,829 people).



Source: Quantec, 2021

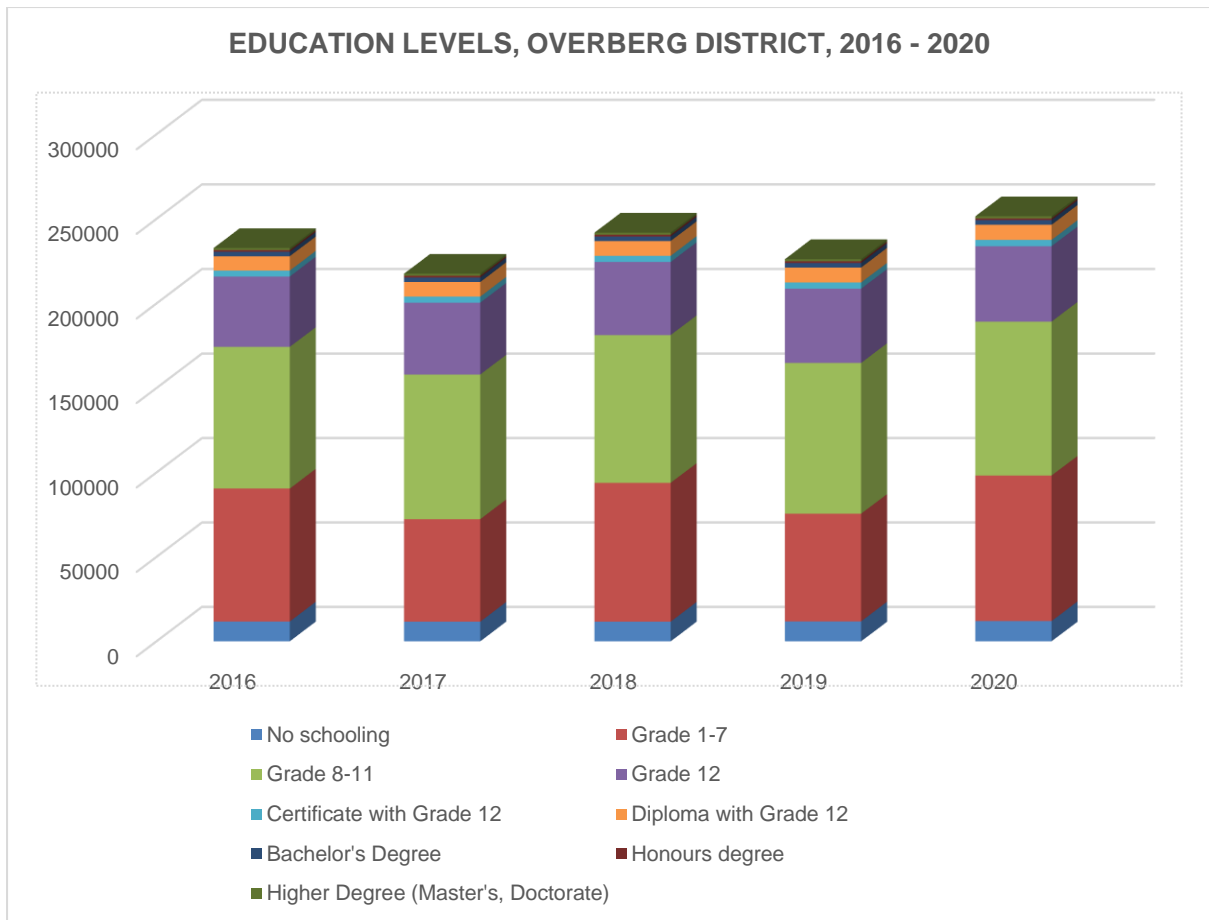
The pie chart below shows the sub-regional breakdown of the Overberg's population in 2020. The largest proportion of the population lived in Theewaterskloof (44.87%), followed by Overstrand (29.59%), Swellendam (13.59%) and Cape Agulhas (11.95%).



Source: Quantec, 2021

Levels of education within the greater Overberg District vary greatly. According to the most recent statistics, an estimated 14.86% of the Overberg population had a grade 12 (or equivalent to matric) qualification in 2020. In turn, the percentage of the population with no schooling was recorded at an estimated 4.00% in 2020.

The graph below reflects the number of people who have different levels of education in the Overberg. The largest category is those with a qualification in the Grade 8-12 grouping, at an estimated 91, 099 people in 2020. The second largest category was the Grade 1 – 7 grouping, at an estimated 45, 555 people in 2020.



Source: Quantec, 2021

### 3. Employment

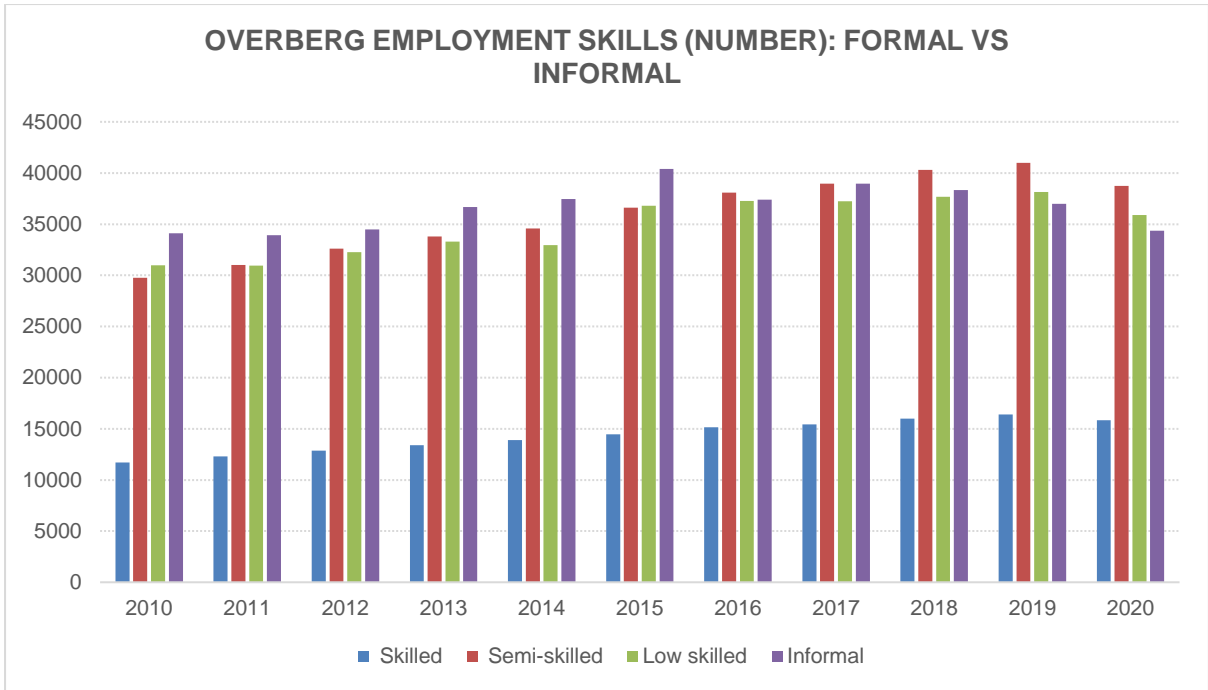
The table below provides a snapshot of employment indicators in the Overberg District in 2020. The unemployment rate at this time was 10.94%, with 124, 838 people employed from a working age population of 202, 359 people.

EMPLOYMENT INDICATORS CENTRAL KAROO, 2019	
Population aged 15-64 years (2020)	202, 359
Labour force participation rate (2020)	69.24%
Employed (2020)	124, 838
Unemployed (2020)	15, 284
Not economically active (2020)	62, 237
Unemployment rate (2019)	10.91%

Source: Quantec, 2021

The graph below is representative of skills sets within the working population in the Overberg District Municipality. Within the formal employment category, the semi-skilled grouping dominates throughout the period under review, followed closely by the low-skilled grouping. The skilled category follows in a very distant third place. Of interest is the informal category, which runs in very close proximity to the semi-skilled (formal) category, as represented below.

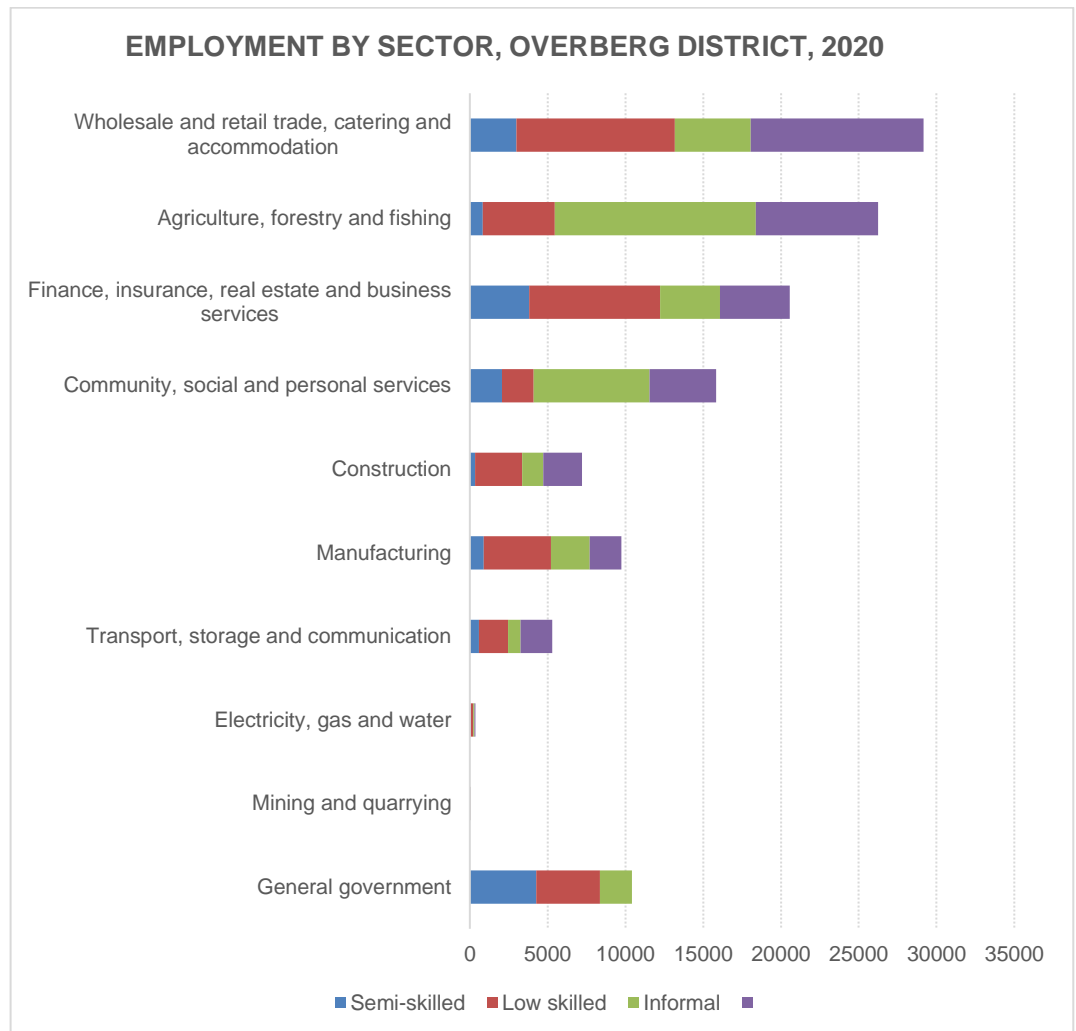




Source: Quantec, 2021

Staying with employment, the table below provides an overview of employment by economic sector in the Overberg District in 2020.

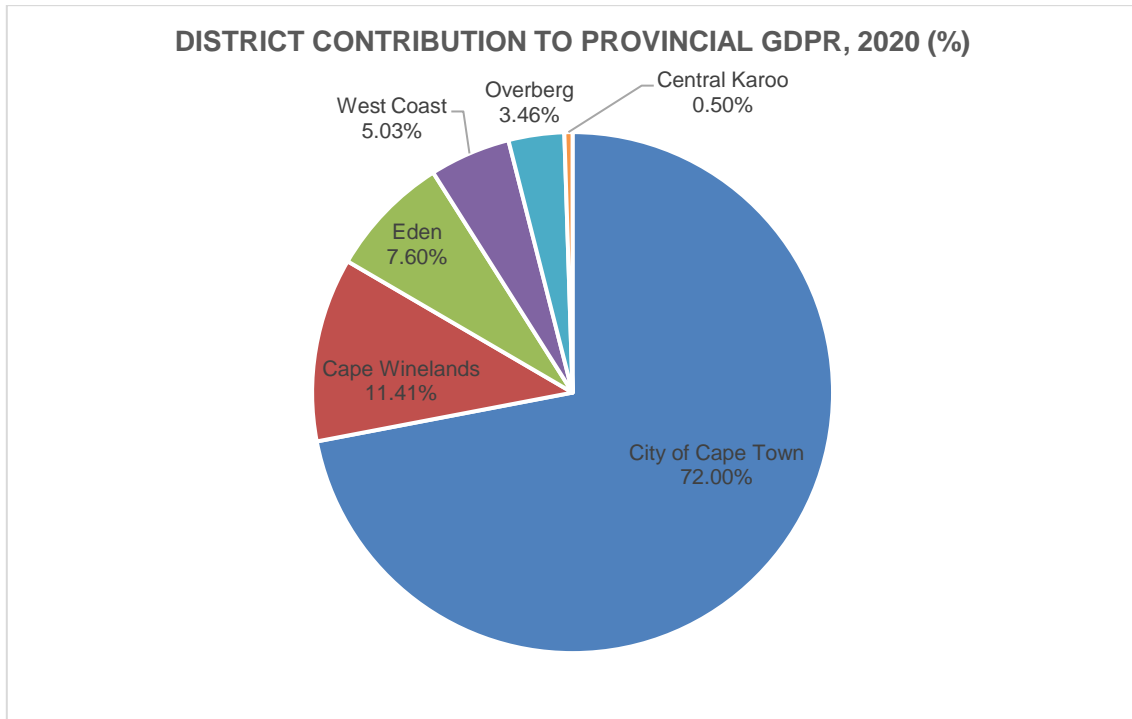
In terms of total employment, the top sectors were wholesale and retail trade, followed by agriculture, forestry, and fishing, which collectively accounted for approximately 44.37% of total employment in 2020. The industry with the highest number of skilled workers is general government, while wholesale and retail were the highest for semi-skilled workers, and agriculture for low-skilled workers. The wholesale and retail, catering and accommodation also dominated informal employment.



Source: Quantec, 2021

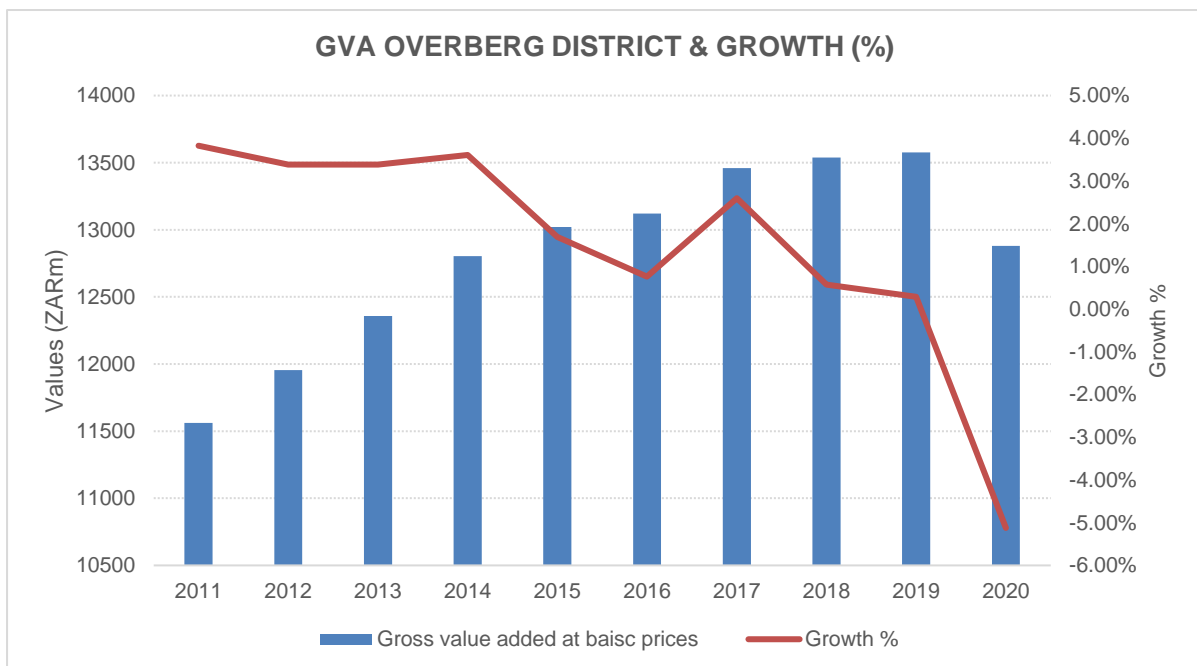
## 4. Economic Overview

The Overberg District is the fifth largest district economy in the Western Cape. In 2020 the Overberg District Municipality contributed an estimated R12.880 billion - as measured by GVA in R millions constant 2010 prices - equivalent to 3.46% of the Western Cape's economy.



Source: Quantec, 2021 (\*values in constant 2010 prices)

In 2020, the Overberg District economy declined by an estimated 5.12%, down from a growth rate of 0.29% recorded in 2019. The key contributing factor to the decline in growth was the COVID-19 pandemic and national lockdowns in 2020, which restricted economic activity. The GDP in 2020 was recorded at an estimated ZAR12.88bn. Shown below are the Overberg GDP figures as well as the GDP growth rates from 2011 to 2020.



Source: Quantec, 2021 (\*values in constant 2010 prices)

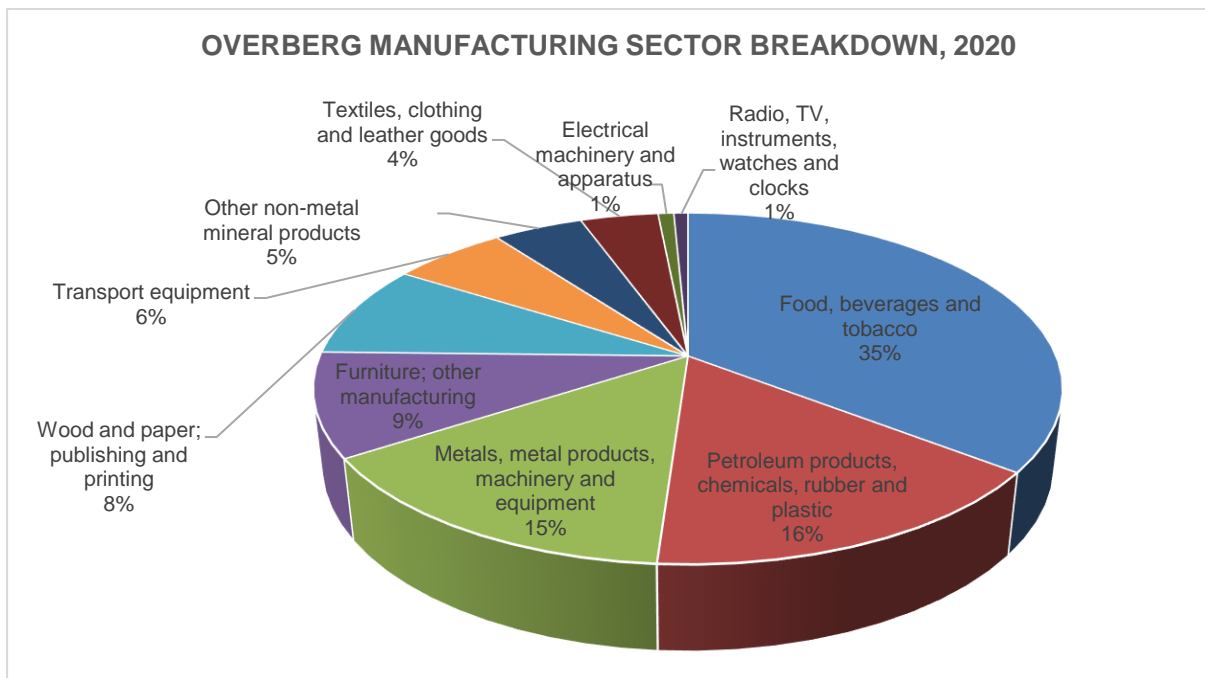
The table below presents the Overberg's GDP per sector between 2019 and 2020.

The finance, insurance, real estate, and business services sector was the largest contributor to GDP in this region in 2020, accounting for 26% of the district's GDP, at a value of ZAR3.35bn. The sector declined by 2.24% between 2019 (ZAR3.43bn) and 2020 (ZAR3.35bn). The wholesale and retail trade, catering and accommodation sector came second, accounting for 18% of the region's GDP at a value of ZAR2.27bn, declining by 9.65% from the 2019 value of ZAR2.51bn. The manufacturing sector was the third largest contributor to the Overberg's GDP, accounting for 13% (ZAR1.71bn), which also declined by 7.62% from the 2019 value of ZAR1.85bn.

OVERBERG'S GDP PER SECTOR, 2019-2020				
SECTOR	VALUE 2019 (ZARbn)	VALUE 2020 (ZARbn)	% SHARE OF GDP, 2020	GROWTH RATE %, (2019-2020)
Finance, insurance, real estate, and business services	3.43	3.35	26.03%	-2.24%
Wholesale and retail trade, catering, and accommodation	2.51	2.27	17.63%	-9.65%
Manufacturing	1.85	1.71	13.26%	-7.62%
Agriculture, forestry, and fishing	1.34	1.49	11.58%	11.53%
Transport, storage, and communication	1.37	1.17	9.10%	-14.46%
General government	1.15	1.16	8.98%	0.18%
Community, social and personal services	0.95	0.93	7.21%	-2.02%
Construction	0.74	0.59	4.55%	-21.22%
Electricity, gas, and water	0.22	0.20	1.59%	-6.55%
Mining and quarrying	0.01	0.01	0.08%	-18.86%
<b>TOTAL</b>	<b>13.58</b>	<b>12.88</b>	<b>100.00%</b>	<b>-5.12%</b>

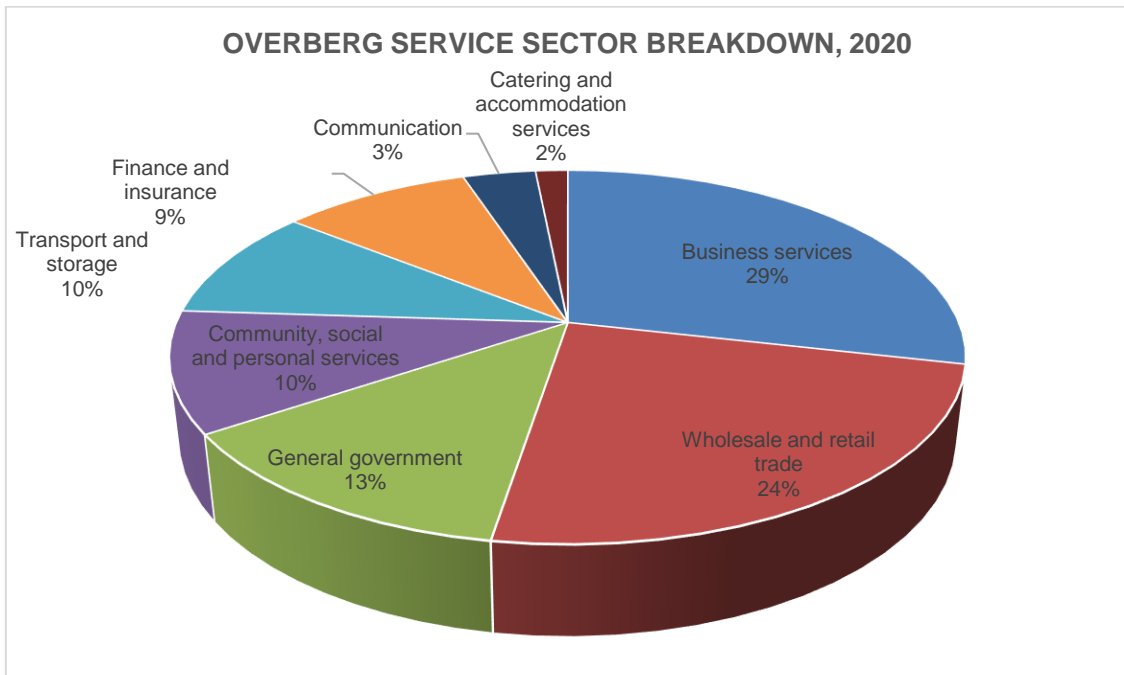
Source: Quantec, 2021 (\*values in constant 2010 prices)

At a sectoral level, the chart below provides an overview of the composition of the manufacturing sector in the Overberg District in 2020. Food, beverages, and tobacco was the largest contributor to the district's manufacturing sector, accounting for 35% of output. This was followed by the petroleum products, chemicals, rubber, and plastic at 16%, and the metals, metal products, machinery and equipment manufacturing at 15%.



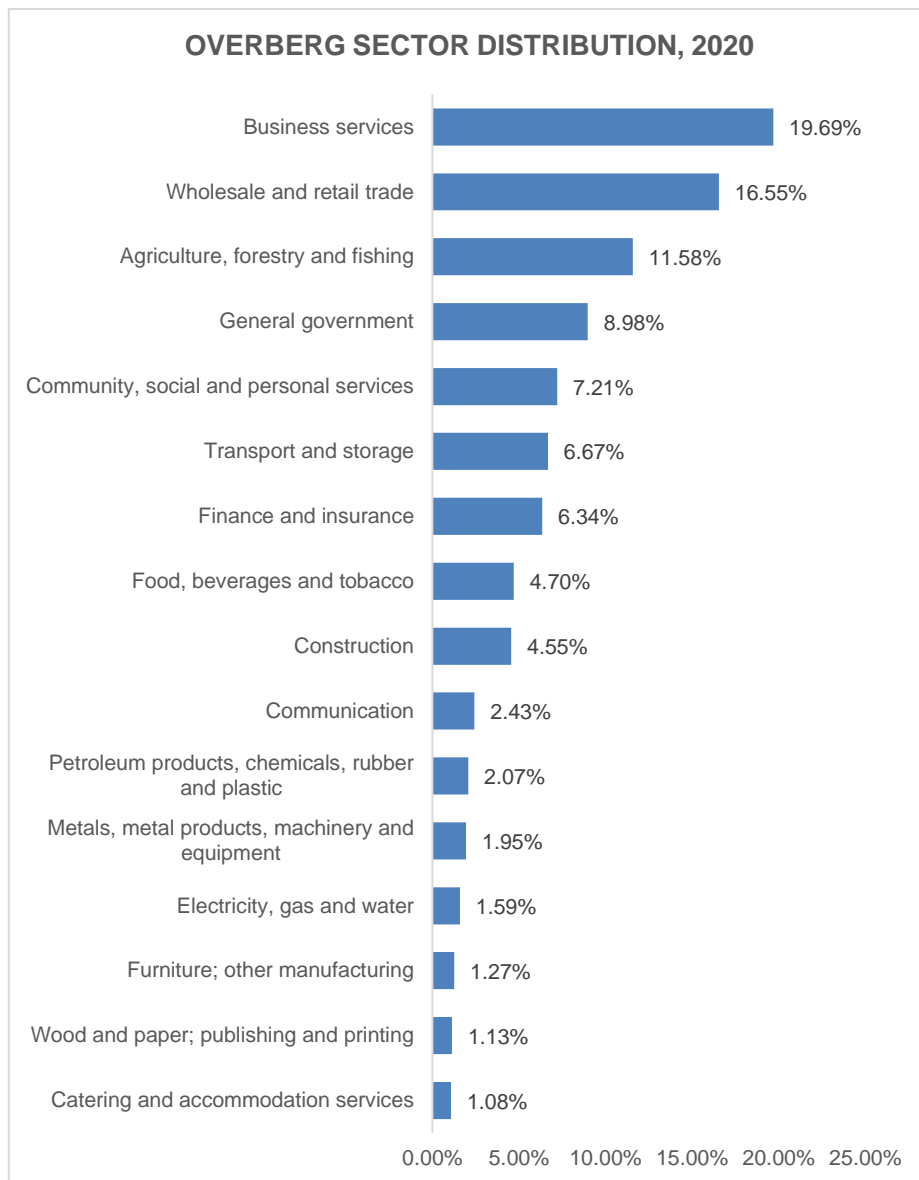
Source: Quantec, 2021 (\*values in constant 2010 prices)

The chart below provides an overview of the services sector in the Overberg District in 2020. The business service sub-sector was the largest contributor to the region's services sector in 2020, accounting for 29% of output. The wholesale and retail trade sector followed (24%), with general government (13%) in third position



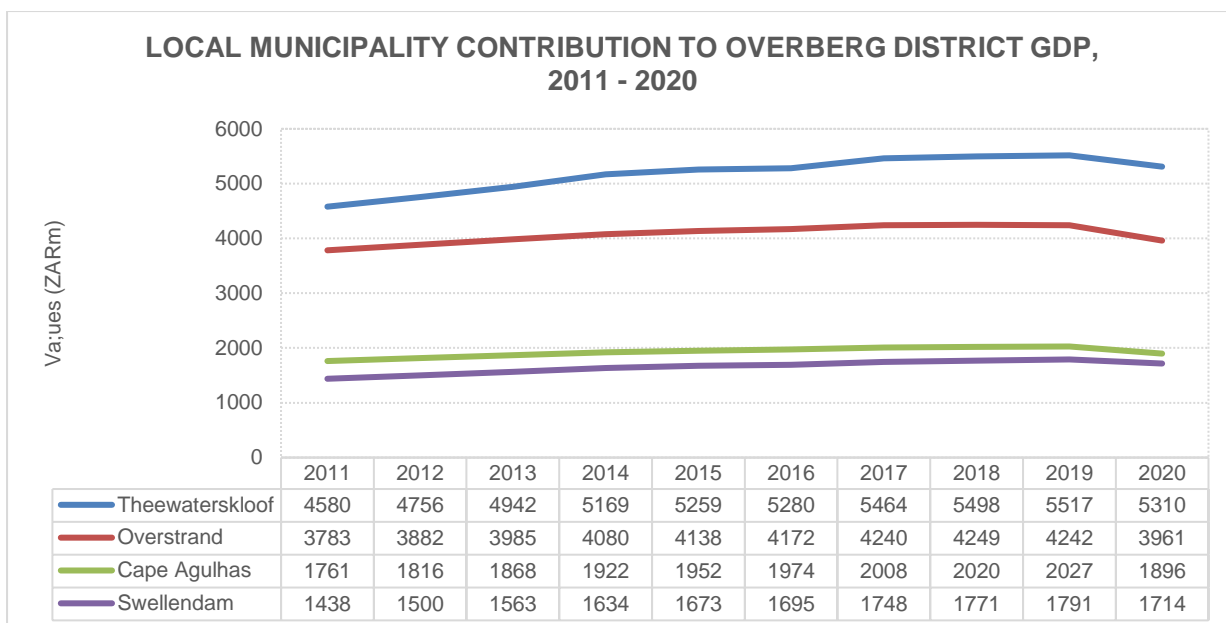
Source: Quantec, 2021 (\*values in constant 2010 prices)

For contribution to GDP by subsectors in 2020, the business services sector was the biggest contributor, accounting for 20% of output. Wholesale and retail trade followed at 17%, with agriculture, forestry, and fishing in third place at 12%.



Source: Quantec, 2021 (\*values in constant 2010 prices)

In terms of individual municipal contributions within the Overberg District, the Theewaterskloof Municipality was the largest contributor to GDP in the Overberg District in 2020, accounting for an estimated 41.22% of total GDP, followed by Overstrand, and Cape Agulhas accounting for 30.75% and 14.72%, respectively.



Source: Quantec, 2021 (\*values in constant 2010 prices)

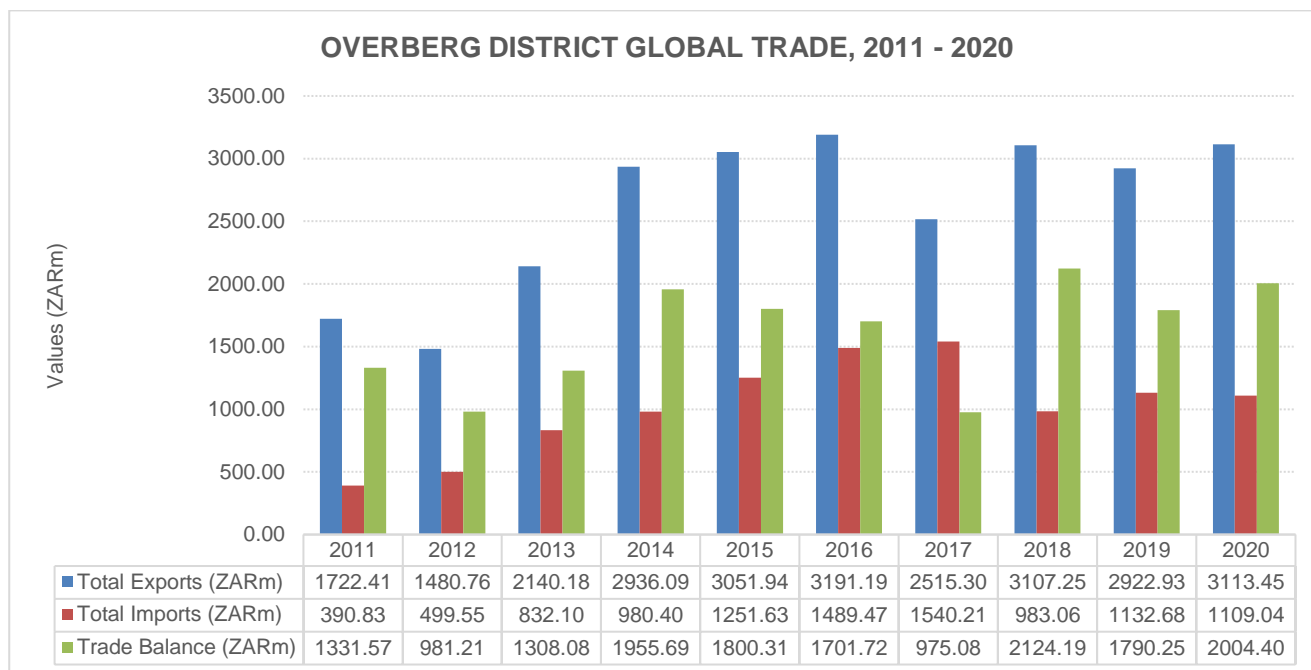
From a municipal GDP contribution sectoral perspective, the table below affirms Theewaterskloof's municipality's dominance in the Overberg, with the said municipality the lead economic contributor in the primary, secondary, and tertiary sectors. The contribution of the primary sector can be attributed to the presence of agricultural activities such as aquaculture and the prominence of the stone fruits industry in the district. The secondary sector in the Overberg District consists of manufacturing closely linked with agriculture (i.e., agri-processing) activities in the district. The tertiary sector's presence remains relatively important and consists of activities such as the wholesale of agricultural produce, transport of commodities, and activities related to agri-processing.

<b>MUNICIPAL GDP CONTRIBUTION TO DISTRICT SECTORS, ODM 2020 (%)</b>					
	<b>Theewaterskloof</b>	<b>Overstrand</b>	<b>Cape Agulhas</b>	<b>Swellendam</b>	<b>Total</b>
<b>Sector/Industry</b>					
<b>Primary sector</b>	59.55%	17.68%	73.60%	13.12%	100.00%
Agriculture, forestry, and fishing	59.81%	17.49%	9.55%	13.16%	100.00%
Mining and quarrying	22.06%	46.13%	24.95%	6.85%	100.00%
<b>Secondary sector</b>	43.15%	32.33%	14.76%	9.76%	100.00%
Manufacturing	41.63%	34.07%	15.17%	9.13%	100.00%
Electricity, gas, and water	49.07%	25.94%	13.83%	11.16%	100.00%
Construction	45.53%	29.49%	13.87%	11.11%	100.00%
<b>Tertiary sector</b>	37.58%	32.52%	15.57%	14.34%	100.00%
Wholesale and retail trade, catering, and accommodation	38.38%	31.12%	17.10%	13.40%	100.00%
Transport, storage, and communication	39.98%	32.79%	15.34%	11.90%	100.00%
Finance, insurance, real estate, and business services	34.75%	35.65%	14.71%	14.89%	100.00%
General government	39.06%	29.07%	15.95%	15.92%	100.00%
Community, social and personal services	40.97%	28.56%	14.73%	15.74%	100.00%
<b>Total</b>	41.22%	30.75%	14.72%	13.31%	100.00%

Source: Quantec, 2021 (\*values in constant 2010 prices)

## 5. International Trade

The Overberg District's trade balance remained firmly in surplus throughout the period under review – albeit with fluctuation – underpinned by the increasing trend recorded overall in export earnings. The said trade surplus reached a high-point of ZAR2.124bn in 2018, before easing to a still-strong ZAR2.00bn in. At a value of ZAR3.11bn, the Overberg District's associated export earnings accounted for 2.28% of the Western Cape's total export earnings for 2020. In turn, at an associated cost of ZAR1.11bn, the said district accounted for 0.57% of the province's total import costs.



Source: Quantec, 2021

In 2020, the Netherlands was the top export destination for Overberg exports, followed closely by the United Kingdom (UK) in second place. Over the 5-year period, 2016 – 2020, Australia was the fastest growing market for exports from the Overberg District, with exports growing by 183.13%, followed by the United States (107.81%).

TOP 10 EXPORT MARKETS FOR OVERBERG DISTRICT, 2020				
RANK	COUNTRY	VALUE 2020 (ZARm)	AVE GROWTH %, 2016-2020	% SHARE, 2020
1	Netherlands	489.36	10.80%	15.72%
2	United Kingdom	452.29	14.95%	14.53%
3	Hong Kong Special Administrative Region of China	276.77	8.75%	8.89%
4	Zimbabwe	173.88	102.33%	5.58%
5	United States	148.38	107.81%	4.77%
6	Germany	142.40	9.17%	4.57%
7	United Arab Emirates	132.72	-4.46%	4.26%
8	Japan	115.96	28.65%	3.72%
9	Canada	95.45	68.94%	3.07%
10	Australia	90.08	183.13%	2.89%
<b>TOTAL EXPORTS</b>		<b>3113.45</b>	<b>1.50%</b>	<b>100.00%</b>

Source: Quantec, 2021



In 2020, the top source markets for Overberg District imports were China (ZAR144.98m), France (ZAR144.02m), and Spain (ZAR107.85m). Argentina was the fastest growing import source market for the Overberg (201, 649.12%), followed by Namibia (623.22%) over the period 2016 - 2020.

TOP 10 IMPORT MARKETS FOR OVERBERG DISTRICT, 2020				
RANK	COUNTRY	VALUE 2020 (ZARm)	AVE GROWTH %, 2016-2020	% SHARE, 2020
1	China	144.98	34.92%	13.07%
2	France	144.02	1.61%	12.99%
3	Spain	107.85	44.57%	9.72%
4	Namibia	74.91	623.22%	6.75%
5	Netherlands	72.87	49.80%	6.57%
6	Republic of Korea	68.67	155.64%	6.19%
7	Swaziland	58.33	-	5.26%
8	Argentina	54.92	201649.12%	4.95%
9	Lesotho	36.95	31.61%	3.33%
10	United Kingdom	32.97	-20.72%	2.97%
<b>TOTAL EXPORTS</b>		<b>1109.04</b>	<b>-0.13%</b>	<b>100.00%</b>

Source: Quantec, 2021

An analysis of the Overberg District's exports at product level indicates that the top exports were dominated by agribusiness products in 2020. Exports of apples, pears, and quinces, (fresh) were the largest export group from the Overberg District at a value of ZAR681.67m in 2020, with other fruit exports the third largest export overall at a value of ZAR330.84m in the said year. In turn, imported products were more diverse, with fruit juices dominating the District's import costs in 2020 at ZAR112.38m.

TOP 10 EXPORTS FROM THE OVERBERG DISTRICT, 2020					TOP 10 IMPORTS INTO THE OVERBERG DISTRICT, 2020				
RANK	PRODUCT	VALUE 2020 (ZARm)	% GROWTH 2016-2020	% SHARE, 2020	RANK	PRODUCT	VALUE 2020 (ZARm)	% GROWTH 2016-2020	% SHARE, 2020
1	Apples, pears, and quinces, fresh	681.67	5.40%	21.89%	1	Fruit juices	112.38	167.34%	10.13%
2	Other fruit	330.84	57.62%	10.63%	2	Barley	103.10	63613.14%	9.30%
3	Wine	315.73	9.51%	10.14%	3	Live bovine animals	89.30	-	8.05%
4	Fruit juices	276.07	2079.50%	8.87%	4	Unclassified	63.32	-	5.71%
5	Molluscs	218.5	9.37%	7.02%	5	Mixtures of odoriferous substances and mixtures	61.93	-	5.58%
6	Apricots, cherries, peaches	202.01	-3.35%	6.49%	6	Soya-bean oil	45.43	-	4.10%
7	Citrus fruit	159.74	7.86%	5.13%	7	Sunflower-seed, safflower or cotton-seed oil and fractions	45.07	-	4.06%
8	Foliage, branches, and other parts of plants	122.03	19.73%	3.92%	8	Other colouring matter; preparations	44.68	-	4.03%
9	Crustaceans	87.08	9.42%	2.80%	9	Fish, excluding fish fillets	30.69	-	2.77%
10	Locust beans, seaweeds and other algae, sugar beet and sugar cane	69.24	137.44%	2.22%	10	Olive oil	30.47	-	2.75%
<b>TOTAL</b>		<b>3113.45</b>	<b>1.50%</b>	<b>100.00%</b>	<b>TOTAL</b>		<b>1109.04</b>	<b>-0.13%</b>	<b>100.00%</b>

Source: Quantec, 2021

## 6. Investment Opportunities and Developments

### Growth Opportunities

#### Food, beverages, and tobacco

- The Overberg has a variety of agro-processing activities, including winemaking and juice-making, dairy production, Honeybush-tea processing, and abalone processing.
- The numerous agricultural activities of the district give the area a comparative advantage in agro-processing because investing in these activities will enhance job creation, either direct or indirect, as it will strengthen the local agricultural sector value chain.

#### Transport and storage

- The sector is a valuable role player in the agriculture sector value chain in the district. Many of the commodities produced in the area are transported nationwide, as well as exported.
- The availability of cold-chain facilities, as well as well-maintained road infrastructure, are some of the key aspects that will strengthen this sector.

#### Construction

The district has a high comparative advantage in the construction sector, but this sector has been experiencing below-average growth since 2015. The poor performance of this sector can be attributed to the overall decline in economic performance and the challenges this sector faced nationally in 2019. However, by creating an enabling environment by ensuring the approval of building plans occurs within the specified timeframes, as well as ensuring the allocated budget for government sector infrastructure projects is spent, the sector can be boosted.

#### Other sectors

- The wholesale and retail trade, transport, and storage opportunities, as well as the comparative advantage in smaller manufacturing sectors, such as textiles, clothing and leather goods and metals, metal products, machinery, and equipment, emphasise the need for an enabling environment for such investment in the business centres of the district.
- Furthermore, these activities will rely on well-functioning, easily accessible industrial spaces, as well as good infrastructure for logistical purposes. However, the Theewaterskloof, Cape Agulhas and Swellendam municipal areas identified infrastructure-related challenges as one of the biggest constraints the municipal areas faced when it came to promoting economic growth in 2019.

### Investment Opportunities

#### Sectoral investments and business expansions

- Rising energy costs and the need for more sustainable energy sources are motivating local businesses to invest in renewable energy projects, particularly in the agriculture, forestry, and fishing sector.
- Sea Harvest obtained approval to complete the wind farm at Buffeljags Abalone Farm, Romansbaai Farm installed a hydro turbine in its effluent line, and a solar system was installed at Atlantic Abalone. In addition, Wesgro's Agribusiness Investment Unit realised a committed investment project of R179.2 billion with HIK Abalone Farm, which created 132 job opportunities during the 2018/19 financial year.
- Devco Developments has announced the phased approach to a new mixed-used development in Struisbaai; The Admiral Beach Hotel & Apartments will consist of the southernmost Protea Hotel by Marriott, apartments, and a commercial business park.
- In terms of wholesale and retail trade, OK Foods created approximately 100 additional job opportunities with the opening of its new store in Overstrand in 2019, and Food Lover's Market added 40 new positions when it relocated to larger premises at the Whale Coast Mall in November 2018.
- Positively, despite the poor economic conditions experienced in 2020, some private companies completed long-term investments and announced future investments. Viking Aquaculture, a member of the Sea Harvest Group, completed its wind turbines, making it the "first self-powering fish farm in South Africa".
- ANB Investments acquired a 51 per cent stake in the Arisa Packhouse near Swellendam, and refurbishment and technological upgrades are planned for the facility.
- Tsogo Sun is in the process of adding the Arabella Hotel, Golf & Spa, located in the Kogelberg Biosphere, to its existing portfolio of 16 properties in the Western Cape.

Of the most notable developments on the investment front in financial year 2018/19 (01 April – 31 March) was the announcement by HIK Abalone Farm in October 2018 of its new committed investment to the sum of ZAR180 million. This will result in the creation of 132 direct jobs in the Overberg District Municipality.

Committed investments facilitated by Wesgro can be seen below:

COMMITTED INVESTMENTS, 2004 - 2019							
YEAR	SOURCE COUNTRY	COMPANY	COMPANY TYPE	SECTOR	RAND VALUE	JOBS	DISTRICT
2018/2019	South Africa	HIK Abalone	Resource-based fish and seafood	Agribusiness	180, 000, 000	132	Overberg
201/2017	South Africa	Ubusi		Agribusiness	15, 000, 000	25	Overberg
2004/2005		Hawston Abalone Co.	Resource-based fish and seafood	Agribusiness	15, 000, 000	25	Overberg
2004/2005		BlueBay Yachts	Boatbuilding	Manufacturing	3, 000, 000	130	Overberg

### Inward FDI investments

The table below shows the inward FDI investments from the global economy into the Overberg between July 2019 and July 2021.

During the period, only one FDI investment was made, by South African Breweries of Belgium, investing USD5.24m in the food and beverages industry.

TOP FDI INVESTMENTS INTO THE OVERBERG DISTRICT, JUL 2019 - JUL 2021						
DATE	INVESTING COMPANY	SOURCE COUNTRY	INDUSTRY SECTOR	BUSINESS ACTIVITY	CAPEX (USDm)	JOBS
Sep-19	South African Breweries	Belgium	Food & Beverages	Research & Development	5.24	17
<b>TOTAL</b>					<b>5.24</b>	<b>17</b>

Source: FDI Intelligence, 2021

## 7. Companies

Listed below are some key companies in the Overberg District both in terms of economic contribution and employment opportunities:

COMPANY	LOCATION	INDUSTRY
16 Kindon Road Properties (Pty) Ltd	Hermanus	Financial Intermediation, Insurance, Real Estate and Business Services
Abagold Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Amanzi Bargaining Council	Hermanus	Community, Social and Personal Services
Aqunion (Pty) Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Haygrove Heaven (Pty) Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Hermanus Clothing Manufacturing (Pty) Ltd	Hermanus	Manufacturing
HIK Abalone Farm (Pty) Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Overstrand Local Municipality	Hermanus	Community, Social and Personal Services
Agri Organics CC	Grabouw	Agriculture, Hunting, Forestry and Fishing
Appletiser South Africa (Pty) Ltd	Grabouw	Manufacturing
Associated Fruit Processors (Pty) Ltd	Grabouw	Manufacturing
Ecosoil (Pty) Ltd	Grabouw	Agriculture, Hunting, Forestry and Fishing
Ecosoil Trust	Grabouw	Agriculture, Hunting, Forestry and Fishing
Elgin Free Range Chickens (Pty) Ltd	Grabouw	Wholesale and Retail Trade
Elgin Fruit Juices (Pty) Ltd	Grabouw	Manufacturing
Elgin Poultry Abattoir (Pty) Ltd	Grabouw	Manufacturing
Kromco (Pty) Ltd	Grabouw	Wholesale and Retail Trade
NJ Express Couriers (Pty) Ltd	Grabouw	Transport, Storage and Communication
Oude Molen Distillers (Pty) Ltd	Grabouw	Manufacturing
P C Kelders (Pty) Ltd	Grabouw	Manufacturing
Snyman Business Trust	Grabouw	Agriculture, Hunting, Forestry and Fishing
Two-A-Day Group (Pty) Ltd	Grabouw	Agriculture, Hunting, Forestry and Fishing
AAF Services (Pty) Ltd	Caledon	Financial Intermediation, Insurance, Real Estate and Business Services
Bernhardt Konsultante (Pty) Ltd	Caledon	Financial Intermediation, Insurance, Real Estate and Business Services
Overberg Agri Bedrywe (Pty) Ltd	Caledon	Wholesale and Retail Trade
Overberg Water Board	Somerset West	Electricity, Gas and Water Supply
South African Breweries Barley Farm (Pty) Ltd (The)	Caledon	Manufacturing
South African Breweries Maltings (Pty) Ltd (The)	Caledon	Agriculture, Hunting, Forestry and Fishing
Theewaterskloof Local Municipality	Caledon	Community, Social and Personal Services
Agulhas Honeybush Tea CC	Bredasdorp	Manufacturing
Bontebok Limeworks (Pty) Ltd	Bredasdorp	Manufacturing
Cape Agulhas Local Municipality	Bredasdorp	Community, Social and Personal Services
Kamersvol Geskenke CC	Stellenbosch	Wholesale and Retail Trade
Kapula Candles South Africa (Pty) Ltd	Bredasdorp	Manufacturing
Overberg District Municipality	Bredasdorp	Community, Social and Personal Services
C and M Multi Craft CC	Swellendam	Manufacturing
Falcon Inflatables (Pty) Ltd	Swellendam	Manufacturing
Rain Africa Innovations (Pty) Ltd	Swellendam	Manufacturing
Sentraal-Suid Kooperasie Beperk	Swellendam	Community, Social and Personal Services
Southern Oil (Pty) Ltd	Swellendam	Manufacturing
Swellendam Local Municipality	Swellendam	Community, Social and Personal Services

Source: WhoOwnsWhom, 2021

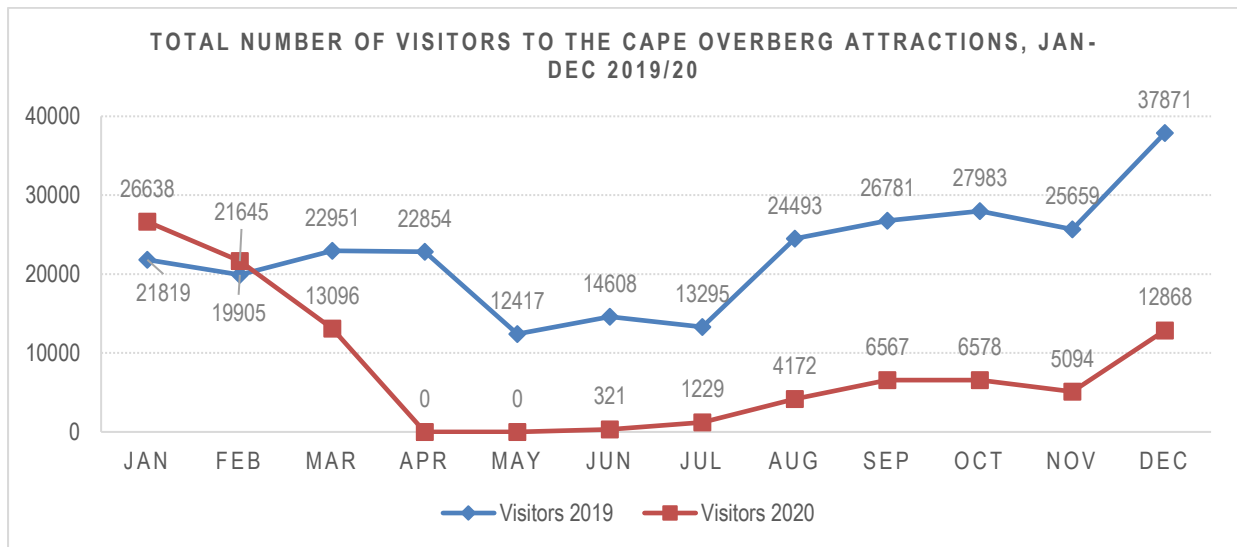
## 8. Tourism

### Performance of Cape Overberg Attractions

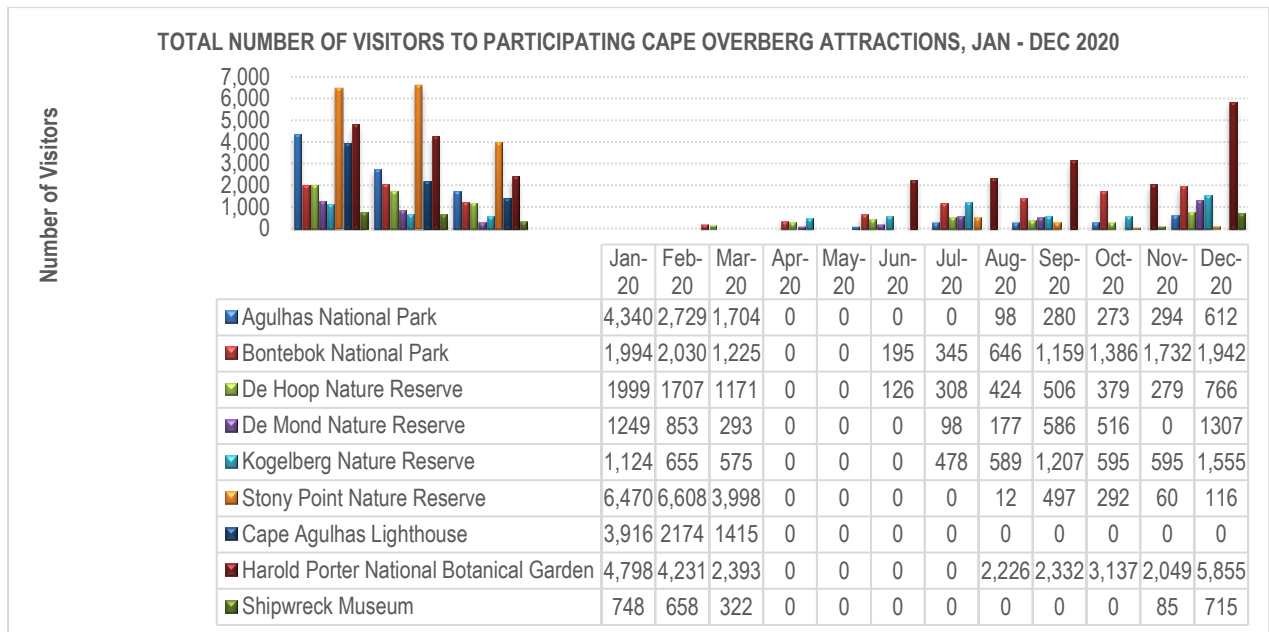
The participating Cape Overberg attractions recorded a combined total of 270 636 visitors between January and December 2019 and decreased by 63,7% to 98 208 over the same period in 2020.

Visitor numbers for January 2020 (+22,1%) and February 2020 (+8,7%) indicated that tourism in the region was on an upward trend but plummeted in March 2020 (-42,9%) due to the onset of COVID-19 restrictions.

Attractions in the region were closed throughout quarter two of 2020 due to the nationwide lockdown and started opening slowly during the second half of the year.



Source: SANParks, 2020



Sources: SANParks, SANBI, L'Agulhas and Hangklip/Kleinmond Tourism Offices, 2020

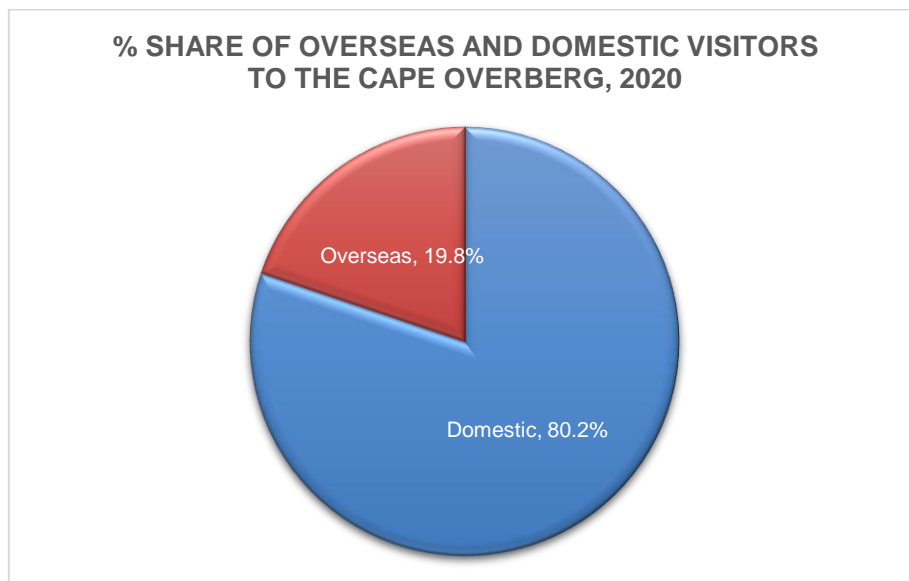
## Cape Overberg Visitor Trends & Patterns

### Origin of Visitors

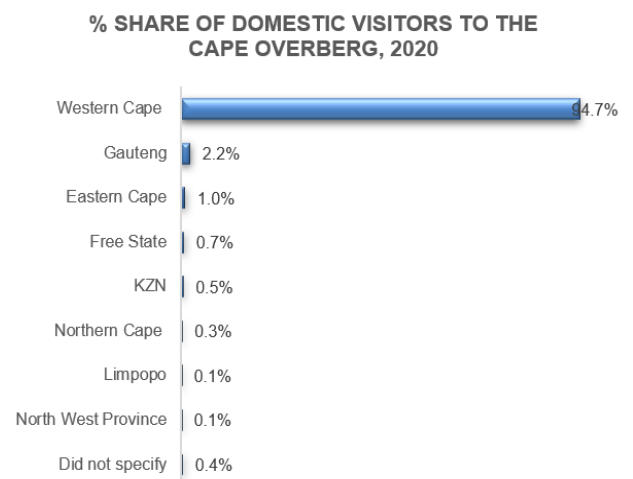
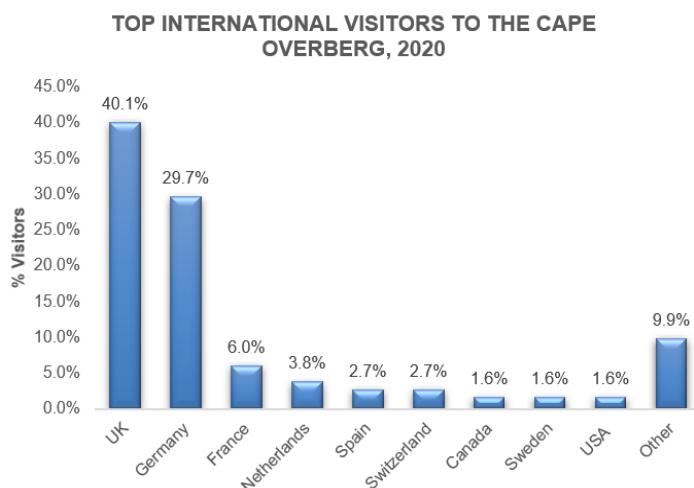
Domestic visitors made up 80,2% of travellers to the Cape Overberg in 2020, likely due to international travel restrictions brought on by the COVID-19 pandemic.

Most overseas visitors who travelled to the Overberg region did so between January and March. Traditional markets such as the United Kingdom, Germany, and France ranked as the region's top three international markets.

Despite financial and economic constraints, trends indicate that domestic travellers continue to travel. Over the period January to December 2020, the largest share of domestic travellers to the region originated from the Western Cape, which indicates that the Cape Overberg is a popular destination for locals in the province. Gauteng and Eastern Cape were the other most popular source provinces to the region.



Source: Wesgro Cape Karoo Tourism Trends, 2021

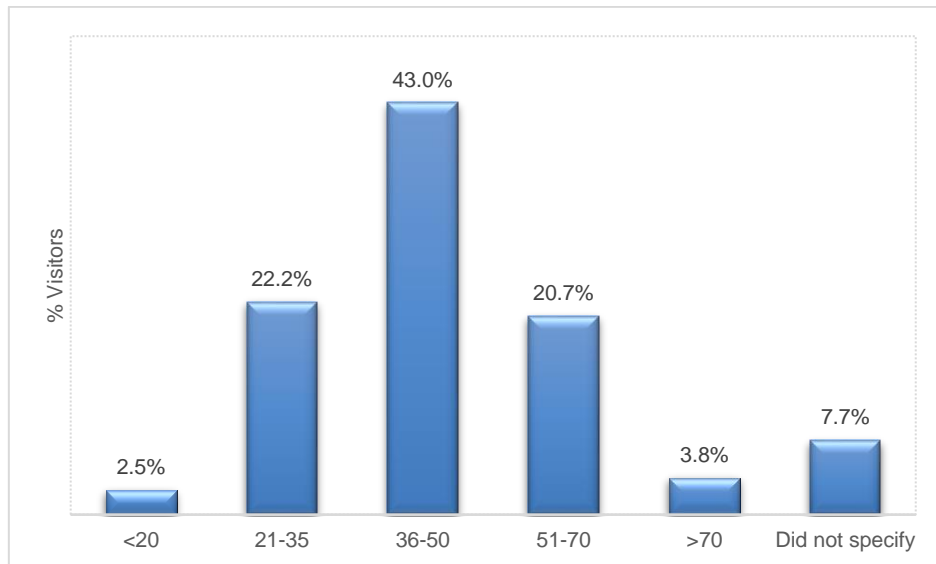


Source: Wesgro Cape Overberg Tourism Trends, 2021

## Age

The Overberg is a region that stretches along coasts with beautiful beaches, and over mountain ranges with interesting geological formations, abundant birdlife and fynbos, making it an all-round destination for all ages.

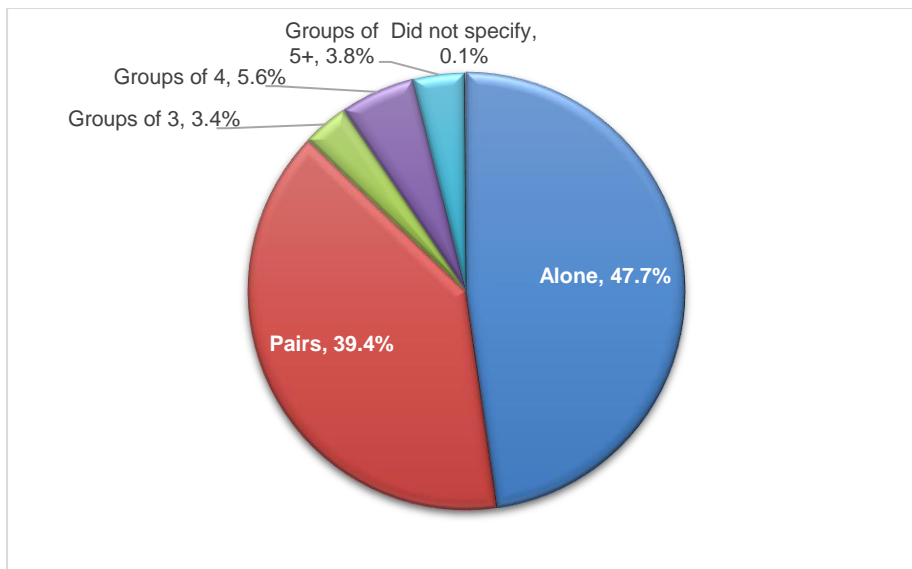
In 2020, the leading age group was between 36 and 50 years (43%). A further 22,2% of respondents were between the ages of 21 and 35 years and 20,7% were between the ages of 51 and 70 years.



Source: Wesgro Cape Overberg Tourism Trends, 2021

## Group size

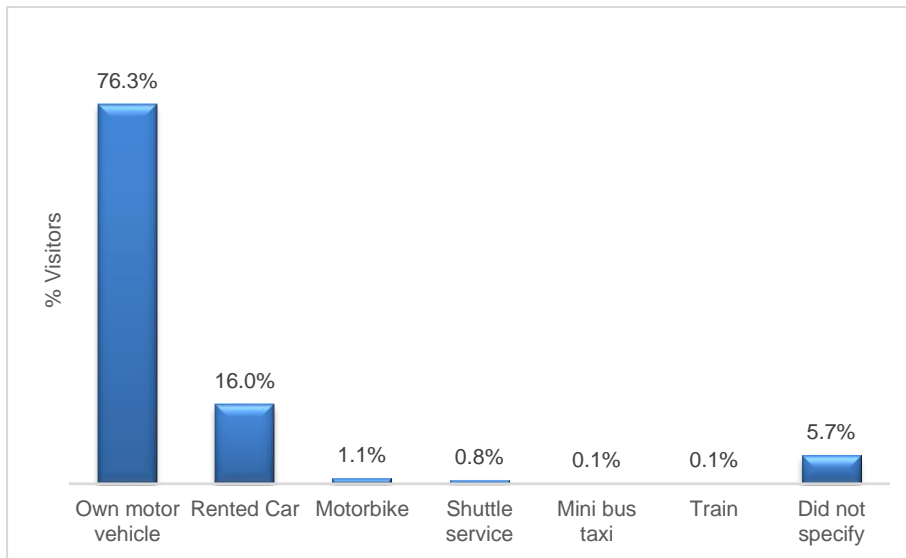
Nearly half of respondents travelled alone (47,7%) and a further 39,4% travelled in pairs.



Source: Wesgro Cape Overberg Tourism Trends, 2021

### Mode of transport

Many respondents travelled to the region with their own vehicle (76,3%) or via rented car (16%).



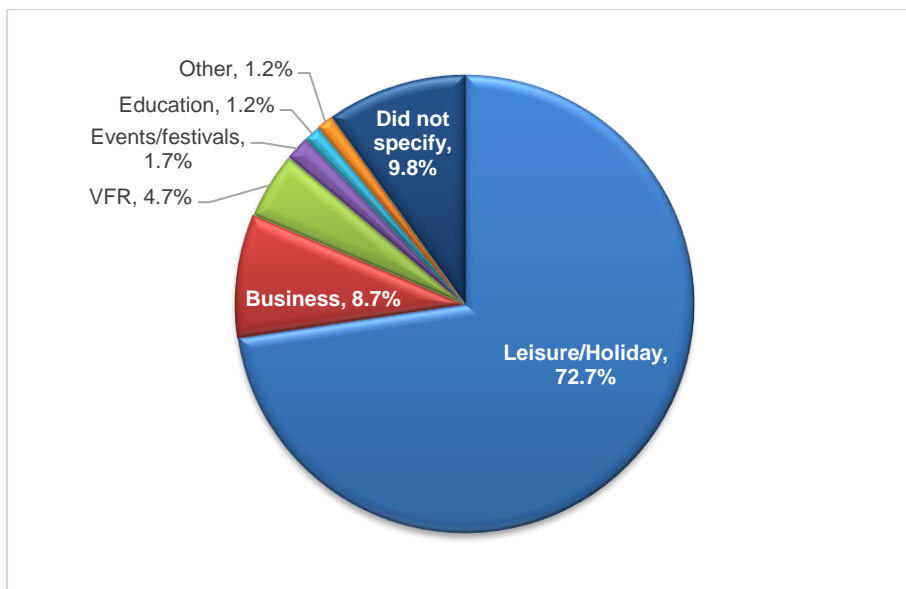
Source: Wesgro Cape Overberg Tourism Trends, 2021

### Purpose of visit

The most prominent motivating factor for travel to the Cape Overberg was for the purpose of holiday/leisure (72,7%).

Travel for Business (8,7%) and Visiting Friends and Family (VFR) (4,7%) ranked as part of the top three reasons for visiting the Cape Overberg region.

Outdoor activities (57,1%), scenic drives (34,5%), and cuisine (15,6%) were the top three activities undertaken in the region.

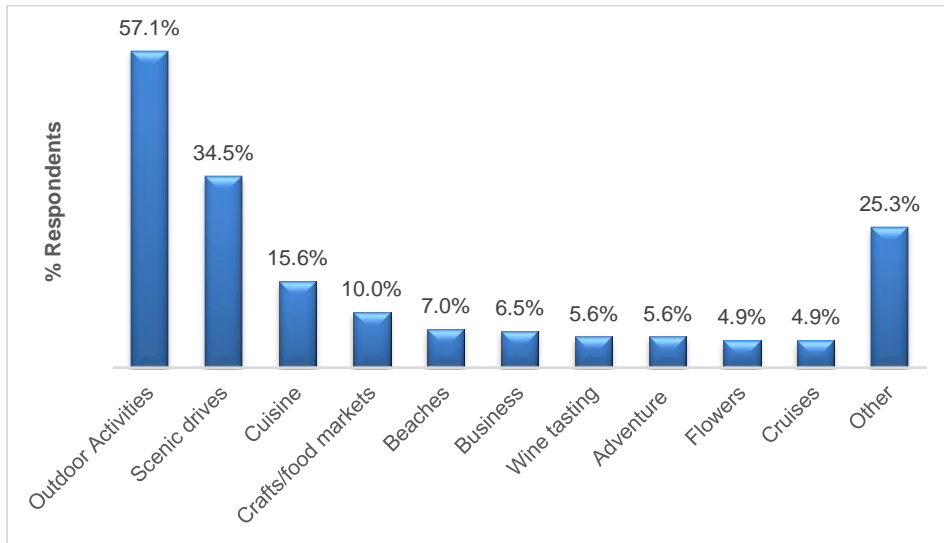


Source: Wesgro Cape Overberg Tourism Trends, 2021



### Top Activities Undertaken in the Cape Overberg

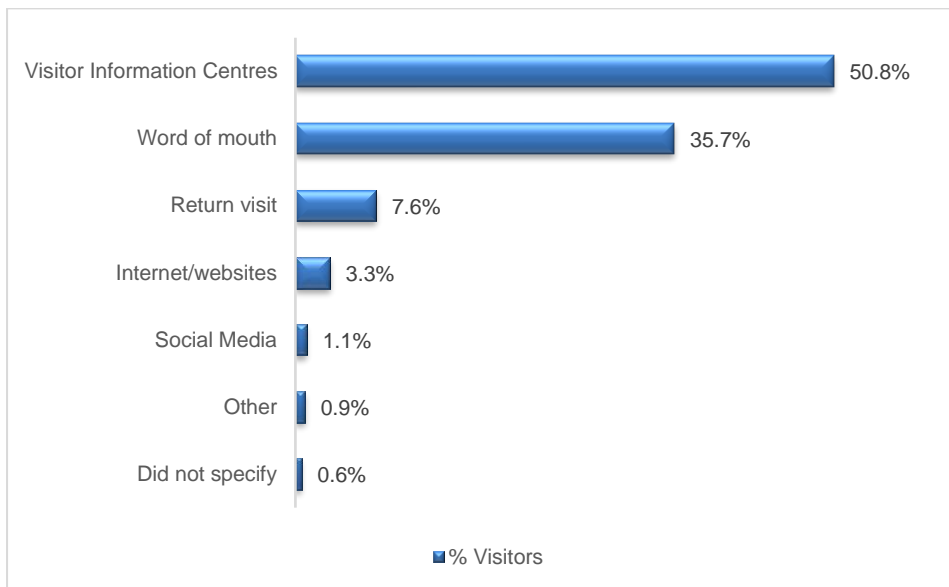
Activities under the 'other' category included culture/heritage, national parks/nature reserves, whale watching, fishing, birding, golf, cycling, events, shopping, shark cage diving, game reserves, expos/exhibitions, sporting events-participator, and night life/clubbing.



Source: Wesgro Cape Overberg Tourism Trends, 2020

### Top information sources

Visitor Information Centres (50,8%), word of mouth (35,7%), and return visit (7,6%) were the top 3 sources used by visitors to gather information about the region.



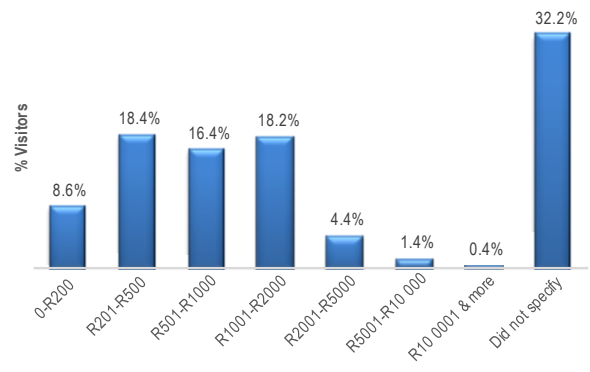
Source: Wesgro Cape Overberg Tourism Trends, 2020

**Other**

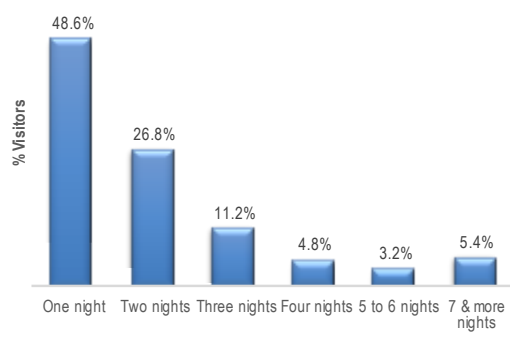
**Overnight stay**



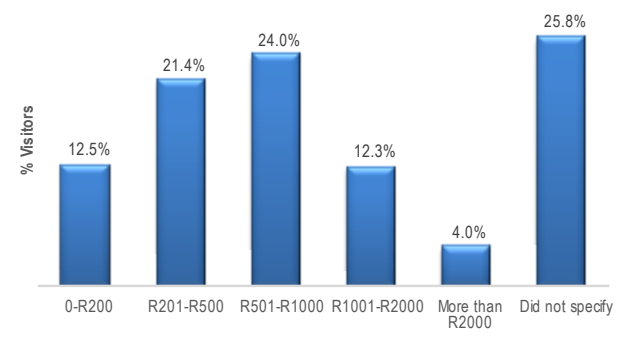
**Average Spend on Accommodation**



**Average Length of Stay**



**Average Daily Spend**



Source: Wesgro Cape Overberg Tourism Trends, 2021

## 9. Film



The Cape Overberg stretches from the Hottentots-Holland mountains in the west, to Swellendam in the east. In the north it reaches as far as the Riviersonderend Mountains. One of the most scenic drives in the world, Clarence drive or locally known as the R44, is a popular setting for especially vehicle commercials. The same goes for the gravel roads through the forests in Elgin Valley (Grabouw). In Gansbaai the presence of wildlife and documentary film crews are almost constant as it is the home of the great white shark. There are a few hot spots in the Overberg that host regular film shoots and still plenty of hidden gems to be explored. Hermanus, Pringle Bay, Kleinmond, Gansbaai, Elgin and Botriver are amongst the most popular. As is picture-perfect Arniston.

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### Architecture style:

From well preserved historical Cape Dutch farmhouses dating from 1837, squatter camps and quaint cottages to ultra-modern beach houses, five-star hotels and casinos.

### Key Information

Municipal properties will require a permit available at the local town council. Rates are dependent on the size of the crew and duration of the shoot. For road closures the traffic department needs to be involved. Filming in nature reserves and on beaches requires an ECO guide and environmental impact study with your application. When filming on private property or in an estate, you will need landowners' permission and permission from the governing body.

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Website: [www.wesgro.co.za](http://www.wesgro.co.za)

FILMS SHOT ON LOCATION	
Films	Sirkel van Noodlot, The Dark Tower, The Whale Caller, Resident Evil 6, Doomsday
TV Services	Black Sails, The Crown, Of Kings & Prophets, Homeland, Blood Drive, North Men
Commercials	Sing Meinen Song, MTV The Challenge
Reality	Coronation, Dawn, Amarak, Jeep, Fisheagle, Whiskey, Bobtail, Firestone, Cadbury's
Music Video	Rheed vs The Giant

Source: Wesgro Film and Media Promotion Unit; Creative Locations, 2020

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