



## DRAFT PROGRAMME

### LOCAL GOVERNMENT TOURISM CONFERENCE

DATE: 03 – 04 APRIL 2017

VENUE: EMPERORS PALACE,  
GAUTENG PROVINCE

THEME:

“TOURISM PLANNING IS EVERYBODY’S BUSINESS”



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



**cooperative governance**

Department:  
Cooperative Governance  
REPUBLIC OF SOUTH AFRICA



SOUTH AFRICAN LOCAL  
GOVERNMENT ASSOCIATION

**SALGA**

*Inspiring service delivery*

# DAY 1: 03 APRIL 2017

## SESSION 1: SETTING THE SCENE (09h00 – 10h45) PROGRAMME FACILITATOR

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| 07h00 to 08h55 | <b>Delegate Registration</b>  |
| 09h00 – 09h15  | <b>Welcome Address</b><br>Councillor Mzwandile Masina<br>Executive Mayor: Ekurhuleni Metropolitan Municipality  |
| 09h15 – 09h30  | <b>Opening Address</b><br>Ms Tokozile Xasa<br>Deputy Minister: Tourism  |
| 09h30 - 09h50  | <b>Localising the Global Development Agenda: A Challenge to the Tourism Sector</b><br>Councillor Parks Tau<br>President: South African Local Government Association (SALGA) |
| 09h50 – 10h10  | <b>Message of Support</b><br>Mr Des Van Rooyen<br>Minister: Co-operative Governance and Traditional Affairs (CoGTA)   |
| 10h10 – 10h30  | <b>Keynote Address</b><br>Mr Derek Hanekom<br>Minister: Tourism   |
| 10h30 – 10h45  | <b>TEA BREAK</b>  |

## SESSION 2: PLENARY 1 AND FACILITATED PANEL DISCUSSION (10h45 – 13h30) PROGRAMME FACILITATOR

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| 10h45 – 11h00 | <b>Objectives of the Conference</b><br>Mr Victor Tharage<br>Director-General: National Department of Tourism (NDT)   |
| 11h00 – 11h15 | <b>National Department of Tourism: The Journey To An Inclusive and Rapidly Growing Tourism Economy</b><br>Ms Shamilla Chettiar<br>Deputy Director-General: Policy and Knowledge Services<br>National Department of Tourism (NDT) |
| 11h15 – 11h30 | <b>The State of Tourism at Local Government</b><br>Mr Hugh Bartis<br>Principal Lecturer: Nelson Mandela Metropolitan University  |

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| 11h30 – 11h45 | <b>Planning Legislation at Local Government: Implications for Tourism Development</b><br>Mr Stephanus Minnie<br>Director: Spatial Planning and Land Use Management Services<br>Department of Rural Development and Land Reform |
| 11h45 – 12h00 | <b>Destination Development and Marketing at Local Government</b><br>Mr Sisa Ntshona<br>Chief Executive Officer: South African Tourism (SAT)  |
| 12h00 – 12h15 | <b>Planning for Tourism at Local Government: Private Sector Perspective</b><br>Ms Mmatšatši Ramawela<br>Chief Executive Officer: Tourism Business Council of South Africa (TBCSA)  |
| 12h15 – 12h35 | <b>Facilitated Panel Discussion, Comments and Questions</b><br>Programme Facilitator   |
| 12h35 – 13h30 | <b>LUNCH</b>   |

### **SESSION 3: PLENARY 2 AND FACILITATED PANEL DISCUSSION (13h30 – 15h00) PROGRAMME FACILITATOR**

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| 13h30 – 13h45 | <b>Tourism Planning at Local Government: An International Perspective</b><br>HE Mr C F De Cossío Domínguez<br>Cuban Ambassador to RSA   |
| 13h45 – 14h00 | <b>Tourism Planning: The Okhahlamba Local Municipality Experience</b><br>Mr Thulani Mazibuko<br>Director: Social and Economic Services<br>Okhahlamba Local Municipality, KwaZulu-Natal      |
| 14h00 – 14h15 | <b>Tourism Planning: The Stellenbosch Local Municipality Experience</b><br>Mr Russel Honeywill<br>Manager: International Relations and IGR<br>Stellenbosch Local Municipality, Western Cape |
| 14h15 – 14h30 | <b>Supporting Tourism in Rural Areas: The Bulungula Incubator and Nqileni Village Experience</b><br>Mr Dave Martin and Project Beneficiaries<br>Project Manager: Bulungula Incubator        |
| 14h30 – 14h50 | <b>Facilitated Panel Discussion, Comments and Questions</b><br>Programme Facilitator  |
| 14h50 – 15h00 | <b>TEA BREAK</b>  |

## SESSION 4: INTERACTIVE WORKSHOPS (15h00 – 17h30)

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| 15h00 – 17h30 | <b>Workshop 1: Making a Business Case for Tourism in the IDP</b><br>Workshop Facilitator: Mr Vinny Rabothata<br>Senior Manager: Municipal Planning Support<br>Department of Cooperative Governance |
|               | <b>Workshop 2: Developing a Basic Tourism Plan</b><br>Workshop Facilitator: Dr. Kiera Schoeman<br>Tourism Specialist: Tourism Planning and Research<br>Urban-Econ: Development Economists          |
|               | <b>Workshop 3: Developing a Bankable Tourism Project Funding Proposal</b><br>Workshop Facilitator: Mr Jabulani Debedu<br>Senior Consultant: Grant Thornton   |
|               | <b>Workshop 4: Co-operative Governance for Tourism Integration at Local Government</b><br>Workshop Facilitator: Mr Cyril Francis<br>Lecturer: Milpark Business School                              |

## SESSION 5: NETWORKING DINNER (18h00 – 22h00)

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| 18h00 – 22h00 | <b>Networking Dinner</b><br>All |
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## DAY 2: 04 APRIL 2017

### SESSION 1: PLENARY AND FACILITATED PANEL DISCUSSION (09h00 – 10h45) PROGRAMME FACILITATOR

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| 09h00 - 09h10 | <b>Welcome Address</b><br>Programme Facilitator   |
| 09h10 – 09h30 | <b>The Integrated Urban Development Framework: Its Implications for Tourism</b><br>Mr Kanyiso Walaza<br>Senior Manager: Local Economic Development: Policy and Practice<br>Department of Cooperative Governance |
| 09h30 – 09h50 | <b>Promoting Sustainable Tourism: The Economic Benefits for Local Government</b><br>Ms Caroline Ungersbock<br>Director: Sustainable Tourism Partnership Programme   |
| 09h50 – 10h10 | <b>Community Beneficiation in Tourism: The WowZulu Inclusive Model</b><br>Ms Joslyn Walker<br>Senior Manager: Africa Ignite   |
| 10h10 – 10h30 | <b>Facilitated Panel Discussion, Comments and Questions</b><br>Programme Facilitator  |
| 10h30 – 10h45 | <b>TEA BREAK</b>  |

### SESSION 2: FEEDBACK FROM INTERACTIVE WORKSHOPS AND FACILITATED PANEL DISCUSSION (10h50 – 13h20) PROGRAMME FACILITATOR

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| 10h50 – 11h10 | <b>Workshop 1: Making a Business Case for Tourism in the IDP</b><br>Workshop Facilitator: Mr Vinny Rabothata                     |
| 11h10 – 11h30 | <b>Workshop 2: Developing a Basic Tourism Plan</b><br>Workshop Facilitator: Dr. Kiéra Schoeman                                   |
| 11h30 – 11h50 | <b>Workshop 3: Developing a Bankable Tourism Project Funding Proposal</b><br>Workshop Facilitator: Mr Jabulani Debedu            |
| 11h50 – 12h10 | <b>Workshop 4: Co-operative Governance for Tourism Integration at Local Government</b><br>Workshop Facilitator: Mr Cyril Francis |
| 12h10 – 12h40 | <b>Facilitated Panel Discussion, Comments and Questions</b><br>Programme Facilitator   |

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| 12h40 – 13h00 | <b>Way Forward</b><br>Ms Shamilla Chettiar<br>Deputy Director-General: Policy and Knowledge Services<br>National Department of Tourism (NDT) |
| 13h00 – 13h20 | <b>Closing Remarks and Vote of Thanks</b><br>Mr Victor Tharage<br>Director-General: National Department of Tourism (NDT)                     |
| 13h20         | <p style="text-align: center;"><b>LUNCH</b><br/><i>End of Programme</i></p>  |