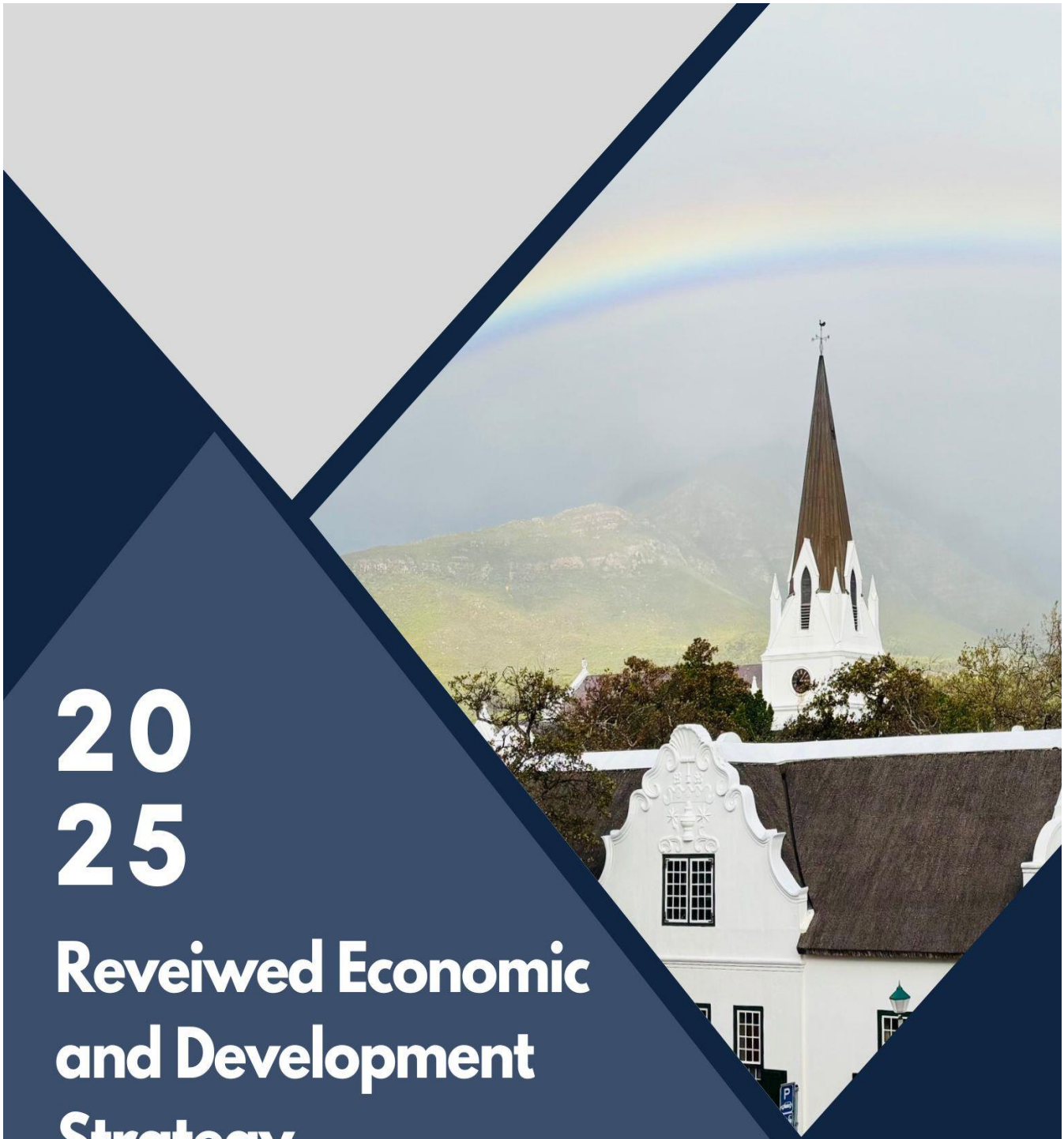

2025 Reveiwed Economic and Development Strategy

Strategic Ideas. Real Impact.

DATE :
30 JUNE 2025

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Introduction

Stellenbosch is renowned as one of South Africa's oldest and most prestigious towns. It is located at the confluence of the Drakenstein, Wemmershoek and Hottentots Holland mountain ranges, and is characterised by oak tree lined streets, picturesque historical Cape Dutch architecture and expansive vineyards of the Golden Triangle winegrowing region.

Stellenbosch is known as a premier tourist destination, due to its quality lifestyle and cultural and culinary diversity. It is also home to Stellenbosch University, a globally ranked research educational institution.

Stellenbosch is one of the most dynamic and highly regarded local economies in Africa. Despite its status as a mid sized town, Stellenbosch is South Africa's 13th largest economy, hosting an innovative entrepreneurial economy with a large financial sector, advanced research facilities, a dynamic Information and Communications Technology sector, advanced business services, the command-and-control functions of major national companies, as well as the headquarters of numerous national and international companies.

It has one of the highest densities of innovative startups and JSE-listed companies, and the highest density of billionaires per capita in South Africa. It is also renowned for its world class sports facilities and cultural activities, hosting, amongst others, the annual Woordfees festival.

Stellenbosch is also a well preserved historical town known for its historical architecture and spectacular vistas. As one of the first towns to implement urban growth management strategies, it has avoided the rampant urban sprawl characterising many other municipalities.

As a university town and a business and innovation capital, Stellenbosch has a vibrant social life with regular cultural events, festivals and active nightlife. It is also a very socially diverse town with a range of languages and cultures represented in the town.

Due to the small urban footprint of the Municipality, almost any nature lover is within five minutes of a hiking or mountain biking trail. The spectacular natural beauty of the mountains and vineyards, coupled with the temperate Mediterranean climate characterised by hot

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summers and mild winters, creates a superb quality of life rivalling that of Cape Town, ranked as the second best city to live in globally.

Stellenbosch provides potential investors an unrivalled investment opportunity due to its stable and proactive government. It is the only Municipality in South Africa that has achieved a clean audit report for 14 consecutive years and invests a significant amount of its financial resources in capital development projects, benefitting both the dynamic businesses environment and underprivileged local communities. The town has excellent infrastructure due to the high level of maintained investments in roads, water and energy systems.

Executive Summary

Greater Stellenbosch's blend of economic opportunities, cultural richness, educational excellence and lifestyle benefits makes it an attractive destination for residence and businesses seeking quality of life, growth and prosperity.

Ideal location

Stellenbosch is located close to Cape Town (50km), a significant economic and tourism hub in Africa. The proximity provides access to a major regional market, excellent infrastructure, an international airport (32km) and global business opportunities.

A compelling economic profile

Stellenbosch has an advance dynamic and capital rich entrepreneurial economy, a robust infrastructural base, and an extensive network in the greater Cape Metro region.

Education hub and network

Stellenbosch University is one of Africa's leading research universities with an innovative model of enterprise development. This institution contributes significantly to the town's intellectual capital, attracting postgraduate researchers, an international network or researchers and research driven businesses.

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World renowned wines and agricultural industry

Stellenbosch is a major agricultural manufacturing export region with the highest agricultural revenues in South Africa. It is situated in the Golden Triangle of South African wines, renowned for its world quality wine production. It is also the leading region in terms of viticulture and oenology research in Africa.

Technology and innovation

Stellenbosch has international quality tech startups, entrepreneurs, and investors capitalising on emerging technologies. It is supported by initiatives like the Stellenbosch Digital Innovation Hub (digiSTAN), Technopark and LaunchLab.

Quality of life

Stellenbosch offers an outstanding lifestyle with its scenic landscapes, great schools, outdoor activities, nature reserves, cultural attractions, sports, cuisine and excellent amenities. The attractiveness of Stellenbosch is its balanced lifestyle in a small town atmosphere.

Infrastructure development

Stellenbosch has seen significant infrastructure development, including residential developments, commercial spaces and improved transport links. This infrastructure growth supports both residential living and business operations.

Tourism

Stellenbosch's charm as a historic town with Cape Dutch architecture, wine routes, restaurants, art galleries and hospitality services, makes it a popular international and domestic tourist destination.

Political stability

Stellenbosch benefits from a stable, democratic government, which is crucial for fostering a conducive environment for business and investment.

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Sustainability and community

Stellenbosch offers numerous advantages for companies and individuals focussed on sustainable development and meeting investment requirements such as Environmental, Social and Governance (ESG) and Sustainable Development Goals criteria.

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Location, climate and geographic features

Stellenbosch Municipality is located in the heart of the Cape Winelands District, a highly valued cultural landscape with globally critical natural habitats.1 The Municipality consists of the town of Stellenbosch, the small towns of Franschhoek and Klapmuts and several smaller villages and agricultural centres. This historically decentralised structure, combined with aesthetically tasteful and culturally and environmentally sensitive development, enables Stellenbosch Municipality to retain a small town atmosphere despite the intensity of development.

The Drakenstein, Wemmershoek, Hottentots Holland and Limietberg mountain ranges from a backdrop to Stellenbosch. These mountains and the fertile agricultural valleys are key elements that contribute to the sense of place of the municipal area.

The region's fertile vineyards and orchards contain some of the country's highest yielding agricultural land in terms of income and employment generation. Coupled with a well established viticulture economy, comparatively high rainfall and a favourable Mediterranean climate, Stellenbosch boasts some of the best living conditions and scenic vistas in South Africa.

Stellenbosch's unique Boland Mountain Fynbos, Riparian forests and Sand Plain Fynbos are part of one of the smallest and richest floral kingdoms in the world. Significant portions (38%) of the Municipality contain globally critical ecological habitats. These are protected as UNESCO World Heritage Sites in the Cape Winelands Biosphere Reserve and private nature reserves, ensuring the continued maintenance of property values and lifestyle quality in the region.2

Stellenbosch and Franschhoek are quaint preserved historic towns in a green belt area. Stellenbosch has long enjoyed strong heritage preservation policies enacted over large sections of the historic urban centre. This has preserved the architectural character of the town, with most new developments conforming to the existing Cape vernacular and Victorian architecture of the region.

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Similarly, to protect the aesthetic characteristics of the area, various landscapes and scenic routes with historic vineyards, rolling hills and dramatic mountain backdrops are protected through targeted measures such as protective zoning, building line setbacks, and height and coverage restrictions.

Stellenbosch was one of the first municipalities to implement an urban edge policy in 2000, resulting in limited urban sprawl and ensuring that new developments will not affect the aesthetic characteristics of Stellenbosch and ensuring that Stellenbosch maintains the future value of capital investments.3

Stellenbosch is ideally located within the Greater Cape Metro Region, the second largest metropolis in South Africa. It is located approximately 50km from the Cape Town CBD and International Harbour and 37km from the Cape Town International Airport.

Stellenbosch is centrally located between several dynamic developing cities to the north, west and south, including Durbanville, Bellville, Somerset West, Strand, Paarl and Wellington.

It is also located along the Paarl-Stellenbosch-Somerset West corridor, an important emerging development region extending along the R44 road between Paarl and Somerset West.

Yet, in contrast to the highly urbanised spatial structure of the rest of the Greater Cape Metro Region, Stellenbosch has essentially maintained a decentralised and pastoral character with low population densities (albeit in dense concentrations) and quality agricultural land and natural environments.

The quality of these spaces is exceptional due to the exclusivity of investments in Stellenbosch, the density of transnational firms and innovative startups, the prime property investments in the region and the high revenues from farming land.

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Brief history and cultural significance

Stellenbosch is the second oldest town in South Africa, dating back to 1679 when the then Governor of the Cape, Simon van der Stel named the settlement after a forested island in the Eerste River 'Stel's Bosch'. The first farming activities in the area date back to the same year.

Franschhoek was originally known as Oliphantshoek due to the elephants roaming the valley but became known as "le Coin Français" (The French Corner) which eventually became Dutchified to Franschhoek. Like Stellenbosch, the settlement soon became known for its prominent wine farms.4

The region is famous for its extraordinary wines, fruit, cultural landscapes and breathtaking scenery. It is a hub for winemaking in the region and is currently home to over 150 wineries. It is also the origin of the acclaimed Pinotage cultivar, the signature South African variety cultivated at Stellenbosch University and Kanonkop Wine Estate. Stellenbosch Farmers' Winery and Distillers Corporation merged to become Distell, the leading producer of fine wines in South Africa.

Stellenbosch is also a historic banking centre and has spawned numerous leading banks including Boland Bank, Bidvest and Capitec.

Stellenbosch developed as a leading educational and cultural centre with the establishment of Stellenbosch Gymnasium, which became Victoria College and later Stellenbosch University. Other important schools include Rhenish Girls' High School and Paul Roos Boys' High School, which are regarded as some of the oldest and best public schools in the country.

Stellenbosch and Franschhoek's architectural heritage is a blend of iconic Cape Dutch, Georgian and Victorian architecture, which reflects the rich cultural heritage and traditions in the area. The town's heritage creates a living museum with a blend of historical significance, cultural diversity, academic excellence, natural beauty and a thriving wine industry. Stellenbosch is also a unique and cherished part of South Africa's cultural landscape.5

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The economic context of Stellenbosch

The estimated economic growth rate of Stellenbosch Municipality was 2.5% in 2023 with the finance and trade sectors as predominant drivers.6 The economic strengths of Stellenbosch include:

WINE INDUSTRY

The Stellenbosch Golden Triangle is a globally recognised wine production region, which contributes significantly to South Africa's export revenue. The region boasts approximately 250 wineries, including numerous award winning vineyards and wineries, about 15 distilleries and 20 breweries, attracting wine enthusiasts and tourists from across the world.

TRANSNATIONAL COMPANIES

Stellenbosch host a high density of JSE-listed firms. Approximately 20% of South African JSE-listed companies are based in Stellenbosch. Most of these companies are young innovative startups, but it also includes several older established firms.

EDUCATION HUB

Home to Stellenbosch University, a leading academic institution in Africa, the town serves as a centre for research, innovation, and knowledge creation. The University's influence extends to fostering a skilled workforce and supporting technology driven industries. Other higher learning institutions include Boland College, Stellenbosch University Business School, International Hotel School, Wine Training South Africa, the Stellenbosch Academy of Design and Photography, Creative Technology Universitas, Open Window Design Studio and Oxbridge Academy.

FINANCIAL INDUSTRY

Stellenbosch has a particularly strong financial industry, comprising over a quarter of the local GDP. Stellenbosch hosts several prominent African banking firms and is the preferred location of financial investment firms.

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TOURISM

Stellenbosch's scenic beauty, historic architecture, and vibrant cultural scene make it a popular destination for domestic and international tourists. The tourism sector continues to grow, driven by wine tourism, outdoor activities, and cultural experiences.

TECHNOLOGY AND INNOVATION

The Stellenbosch region has emerged as a hub for technology startups and innovation, supported by initiatives like the Stellenbosch Innovation District. The presence of tech incubators, research facilities, and a skilled workforce contributes to a thriving tech ecosystem.

AGRICULTURE AND AGRIBUSINESS

Beyond wine, agriculture plays a vital role in Stellenbosch's economy, with diversified farming activities such as fruit production, livestock farming, and agri-business enterprises contributing to economic stability and growth.

STABLE, PRO BUSINESS LOCAL GOVERNMENT

Stellenbosch Municipality is one of the most proactive municipalities in South Africa with a record of clean audits and strong ties to local business chambers. The Municipality has a high net density of infrastructure and invests heavily in capital developments to encourage the growth of the local economy, particularly in utilities and housing.

Stellenbosch is one of the most capital rich and diverse local economies in South Africa, with strong logistics and network infrastructure, a highly skilled workforce, and a proactive and accountable local government. Stellenbosch is particularly well connected to international trade and thus has significant competitive advantage for external investment in the subcontinent. This is due to its well established export economy based on international financial services, agricultural exports, commerce and logistics, and its reputation as a stable, accountable local government.

The economic success of Stellenbosch is also supported by the strong local financial and advanced producer services sector and strong research focus from Stellenbosch University. Stellenbosch hosts numerous JSE-listed corporations and has the highest density of innovative startups in South Africa and the highest concentration of dollar millionaires per capita in

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South Africa.7 Stellenbosch is also one of the leading digital hubs in South Africa and a local centre for cloud computing, with many tech startups due to cost effectiveness of South African skilled labour in global tech services.

The quality of life in Stellenbosch is amenable to attracting highly skilled individuals to the region, with a substantially higher employment growth and FTE incomes per worker than other municipalities.8 Another factor favourable for investment is the density of skilled workers in neighbouring towns and cities.

Within an easy 30 to 45 minute commute from Stellenbosch are the major centres of Paarl, Wellington, Durbanville, Kuilsrivier, the Cape Flats, Somerset West and Strand. As a result, despite its small population of approximately 175,410, Stellenbosch is in commuting proximity to a population of an estimated 3,8 million. These figures include an estimated 336,000 skilled workers and 569,000 semi skilled workers.9

Stellenbosch has a very healthy and dynamic economy, with a

GDP of R37 billion, a net positive trade balance of R15 billion, and R22 billion in exports, particularly in agricultural products and food manufactures.10

Despite its small size and low population, Stellenbosch is the 13th largest economy in South Africa. The Stellenbosch economy is characterised by the dominant presence of the command-and-control functions of transnational companies, tertiary education, agricultural processing and distribution services, tourism, and tech industries.

Stellenbosch Municipality has an annual growth rate of 2.3% and has a 64.5% labour force participation rate. The tertiary sector is the dominant sector in the local economy, with the largest economic sectors in Stellenbosch being finance (25.3%), business services (18.4%), commerce (15.1%), and manufacturing (13.5%). A total of 72.4% of the local GDP is produced in the tertiary and quaternary economic sectors, with a year-on-year growth rate of approximately 2.8%.

With 4,276 enterprises, Stellenbosch has one of the highest densities of formally registered businesses per capita in the country – resulting in one business for every 43 persons.11 The major sectors of skilled employment in Stellenbosch are financial services (30%), oenology and food processing (15.2%), higher education (11.6%), culinary sector (10.3%) viticulture (10.1%), tourism (4.5%), ICT services (3.5%), and medical industries (3%).12

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The presence of Stellenbosch University (SU) is an important driver of economic development. Stellenbosch University has long embraced an entrepreneurial and innovative model of enterprise incubation. The University initiated the development of the Technopark development and hosts several enterprises on campus. The Stellenbosch University group of companies has an annual turnover of R422 million in 2023 from 32 spin out companies.13

As part of the Innovus project, the University utilised a seed fund to incubate new companies leveraging research developed in Stellenbosch University. In return for providing facilities and resources, Stellenbosch University receives a portion of revenue from the companies, whilst providing an opportunity for student research in technology.

Over the past decade, the SU has produced more Patent Cooperation Treaty patent applications than any other public or private local entity in South Africa. Some of the key achievements of Innovus since 2017 include 229 patents and 63 provisional patents, 89 license agreements, 36 technology licenses, 10 end user software licenses, 13 copyright licenses and the establishment of 32 spin-out companies.14

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±5,744

HOUSEHOLDS BENEFITTING FROM FREE BASIC SERVICES

SOURCE: STELLENBOSCH MUNICIPALITY 5TH GENERATION IDP, 2024

BIGGEST SECTORAL CONTRIBUTION TO GDPR GROWTH

- FINANCE AND BUSINESS SERVICES
- TRANSPORT AND COMMUNICATION
- TRADE AND ACCOMMODATION

SOURCE: MUNICIPAL ECONOMIC REVIEW AND OUTLOOK 2023 – 2024: CAPE WINELANDS DISTRICT, 2023

FIVE LARGEST SECTORS (GDPR CONTRIBUTION, 2021)

26%	FINANCE AND BUSINESS SERVICES
18%	TRADE AND ACCOMMODATION
17%	MANUFACTURING
11%	COMMUNITY AND PERSONAL SERVICES
10%	GENERAL GOVERNMENT

SOURCE: MUNICIPAL ECONOMIC REVIEW AND OUTLOOK 2023 – 2024: CAPE WINELANDS DISTRICT, 2023

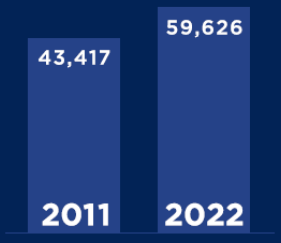
TOP SECTORS BY NUMBER OF FTE JOBS (2022)

14,117	7,142	5,450	4,864	4,761
MONETARY INTERMEDIATION	MANUFACTURING OF BEVERAGES	HIGHER EDUCATION	RESTAURANTS AND MOBILE FOOD SERVICE ACTIVITIES	GROWING OF PERENNIAL CROPS

SOURCE: MUNICIPAL ECONOMIC REVIEW AND OUTLOOK 2023 – 2024: CAPE WINELANDS DISTRICT, 2023

LOCAL ECONOMIC DEVELOPMENT IN STELLENBOSCH MUNICIPALITY

NUMBER OF HOUSEHOLDS



+16,209 HOUSEHOLDS

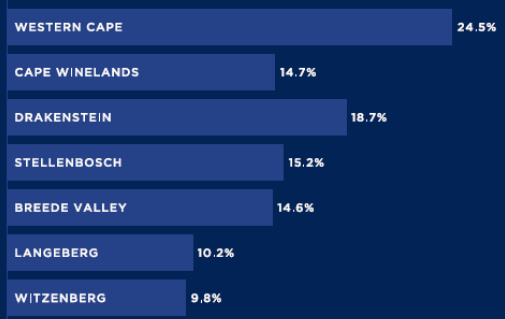
SOURCE: STATISTICS SOUTH AFRICA, 2023

69,012 EMPLOYED PERSONS

THE MUNICIPALITY IS RESPONSIBLE FOR FOSTERING AN ENVIRONMENT THAT SUPPORTS ENTREPRENEURSHIP AND BUSINESS GROWTH, WHICH IS CRUCIAL FOR JOB CREATION

SOURCE: MUNICIPAL ECONOMIC REVIEW AND OUTLOOK 2023-2024: CAPE WINELANDS DISTRICT, 2023

UNEMPLOYMENT RATES 2022 (%)



SOURCE: MUNICIPAL ECONOMIC REVIEW AND OUTLOOK 2023-2024: CAPE WINELANDS DISTRICT, 2023

SERVICE DELIVERY IN CAPE WINELANDS MUNICIPALITIES (% OF HOUSEHOLDS)

	WITZENBERG	DRAKENSTEIN	STELLENBOSCH	BREEDE VALLEY	LANGEBERG
REGIONAL/LOCAL WATER SCHEME 2011	63.8	88.1	87.2	81.7	72.9
REGIONAL/LOCAL WATER SCHEME 2022	83.8	95.4	94.0	91.2	90.3
FLUSH TOILET 2011	91.4	93.6	91.0	88.2	89.1
FLUSH TOILET 2022	96.1	96.7	96.8	94.9	96.3

SOURCE: STATISTICS SOUTH AFRICA, 2023

The demographic context of Stellenbosch

With an estimated population of 175,410 persons in 2022 for the entire Stellenbosch municipal area, Stellenbosch central is the largest town with approximately 94,706 persons, while the towns of Franschhoek, Klapmuts and the adjoining Pniel, Kylemore and Languedoc settlements have 17,641, 9,285 and 10,956 inhabitants respectively15.

Despite its small urban footprint, these settlements have relatively high population densities. A further 53,110 persons are distributed in numerous small settlements and agricultural properties throughout Stellenbosch. Due to the large number of villages and agricultural settlements, only 65.5% of the population reside in the main towns of Stellenbosch, Franschhoek and Klapmuts.16

Stellenbosch is an ethnically diverse town with relatively equal proportions of black (37%), coloured (37.8%) and white residents (23.3%). Stellenbosch Municipality also has a relatively youthful population, with the largest population cluster within the 20 to 35 age category due to the large student population and many young professionals. Stellenbosch also has a large elderly population in the 65+ age group because of its status as a preferred retirement location for wealthier retirees.

Stellenbosch has a high Human Development Index (HDI) score of 0.714 which is slightly lower than the Western Cape average. This is due to the comparatively large rural population.

The HDI score in Stellenbosch is not representative of the actual working population, because it has a large commuter workforce from neighbouring cities with a higher HDI of between 0.81 – 0.87, including Paarl, Durbanville, Kuilsrivier, Somerset West and Strand. Stellenbosch Municipality has a relatively high Gini coefficient of 62.5% because of the large high income population, resulting in large income inequalities in the region.

The workforce is well educated with a comparatively high labour participation rate of 64.5%. Despite a relatively high poverty rate of 66.7%, Stellenbosch has one of the highest average taxable incomes in the district, due to the comparatively large high income population. The

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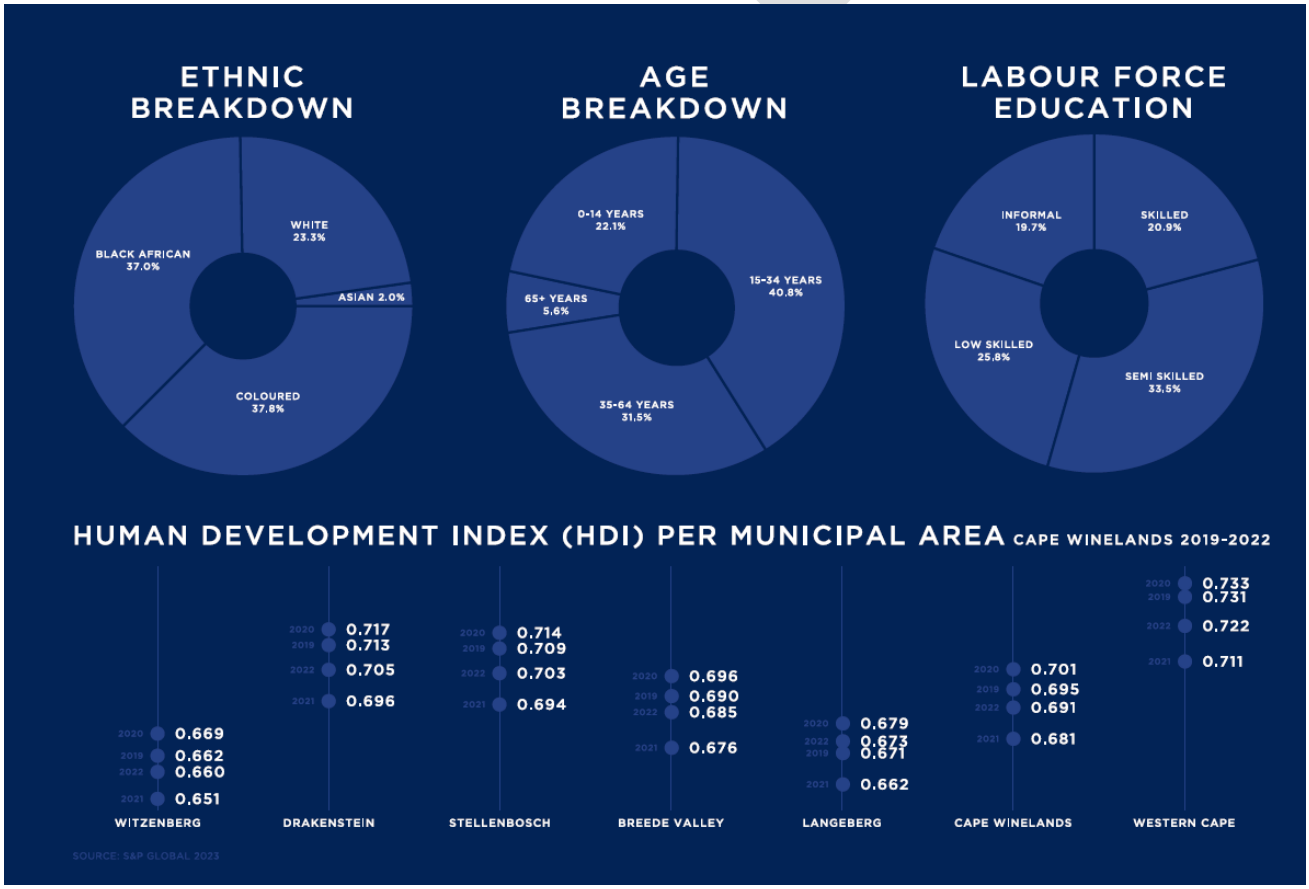
average estimated monthly taxable income is R36,919 whereas the average estimated monthly taxable income in the rest of the Greater Cape Metro Region is R27,702.

The region has a comparatively large proportion of skilled workers, with 21% and 35.5% of all employment sectors (including the informal sector) in Stellenbosch composed of skilled and semi skilled workers respectively.

In comparison, the South African baseline figures are 8.2% and 19.1% skilled and semi skilled workers respectively. The actual skilled and semi skilled workforce in Stellenbosch is probably significantly higher, with a large percentage of workers in Stellenbosch commuting from other cities in the Greater Cape Metro Region due to the high cost of housing in Stellenbosch.

Based on peak hour commuting flows, it is expected that an additional 6.8% of employment in Stellenbosch consists of skilled and semi skilled workers from outside Stellenbosch.



Conclusion

Municipalities play an important role in South Africa's economic performance and development trajectory, and so also in Stellenbosch. The spatial differences and imbalances that are brought on by increased global competition, population mobility and technological advances make LED even more critical. The emphasis should be on creating an enabling environment within which businesses and citizens can flourish.

Infrastructure and delivery of basic services are among the most important components of creating an enabling environment. Basic service delivery in Stellenbosch is on par with the provincial standards and more than six thousand households benefit from free basic services. Other important factors such as road infrastructure also help the city appear appealing to entrepreneurs and investors. The town has, moreover, seen potential being realized in areas such as the finance and communication sectors. The agriculture and agro-processing sectors were under pressure during the late 2010s but has seen an uptick in activity in more recent years.

Finally, the growth of other tertiary sectors, like finance and insurance, has been substantial and creates positive multiplier effects for many of the other sectors, like communication, construction, and trade. At the simplest level, the key imperative of the municipality's LED strategy should be to create an enabling environment for these subsectors to continue to thrive. It can do this through providing the necessary physical infrastructure and basic services, and creating a favourable business environment through efficient municipal processes.

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Implementation plan

Competitive Interventions

Intervention 1: Develop and Implement a consolidated Business Investment Desk

Intervention 2: Develop and Implement a Business Incentives Programme

Intervention 3: Prioritise and Implement an "Ease of Doing Business" Programme

Intervention 4: Institutionalise Economic Intelligence

Intervention1: Develop and Implement a consolidated Business Investment Desk

- Develop and implement a consolidated Business Investment Desk.
- Economic development ministries and agencies are seeking to reduce the barriers faced by small business owners by reducing the procedures, time and costs associated with starting a business.
- One of the key strategies used is the establishment of Business Investment Desk, where entrepreneurs can receive business and financing advice, and receive regulatory compliance advice such as completing building, land use planning and permitting applications, and pay the necessary fees.
- Stellenbosch currently supports several small business and entrepreneurship programmes.

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- These will be consolidated into a standardised Business Investment Desk model – Monitored and evaluated according to strict performance targets and up-to-date business intelligence.

Intervention 2: Develop and Implement a Business Incentives Programme

Roll-out a business incentives programme. Incentives are special interventions designed to influence the location decisions of businesses. Standard incentives packages range from financial rewards (such as tax holidays) to non-financial inducements (such as regulatory exemptions or information provision).

In order to leverage the full range of incentive tools available to the Stellenbosch to attract investment, the administration will formulate comprehensive incentives programme incorporating:

- An appropriate approach to ad hoc financial incentives such as rates rebates and tariff discounts, incorporating a fair and transparent application and assessment system.
- Regulatory inducements (such as special zoning and fast-track processes)
- Information provision

Intervention 3: Prioritise and Implement an "Ease of Doing Business" Programme

- Prioritise Municipal competitiveness in 'Ease of Doing Business' initiatives.
- This will span the administration's governance and oversight programmes, reporting standards, financial planning, and human resources management programmes.

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- Review, Revise and simplify Stellenbosch's regulatory regime.
- Accelerate decision-making processes for planning and building approvals, notably by moving more functions online and by improving capacity.
- Achieving better coordination between economic development, transport, and land-use priorities.
- Significant progress has been made toward making the organisation more responsive to citizens' needs, for example, through the Municipality's Let's Fix It notification system.
- The next step is to gear the Municipal business improvement initiatives towards recognising their consequences for the broader economy of Stellenbosch and amending them appropriately. This will be achieved via the following interventions: Implementing an online customer interface tool as part of the Municipality's recently launched planning portal.

Intervention 4: Institutionalise Economic Intelligence

- Economic intelligence is a tool used to gain knowledge, which can be used to influence the following:
  - our environment
  - optimize decision-making
  - improve the municipality's positioning strategies to ensure economic and tourism growth, prosperity and public safety and security.
- Hence, economic development, if informed and done effectively, should retain and grow jobs and investment within a community.

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SUMMARY OF COMPETITIVENESS INTERVENTION					
	INTERVENTION	**DETAILS**	**LEAD ACTORS**	**TIMEFRAME / TARGET**	**KPI**
INTERVENTION 1	**Attract Investment into the broader Stellenbosch Economy**	**Develop and operationalise a Business Investment Desk** • Provide a business advisory central location where applications can be accessed and submitted, and fees paid. • Provide financing information (DTI, Seda, IDC Support) • Training and development of SMMEs, along with youth skills development programmes and partnerships.	Economic Development and Tourism	2025/26	Central location for business advisory to be opened in July 2025 4 Training Sessions / year
INTERVENTION 2	**Business Incentives Program**	Non–financial incentives programme, incorporating • Special zoning. • Targeted marketing. • Fast track approvals. • Urban upgrading / site preparation. • Release strategic land parcels.	Economic Development and Tourism Corporate Services (Property Management) Infrastructure Directorate	2025/26	Establishment of a Business Incentive Committee

INTERVENTION3	**Red Tape Reduction Program / Ease of doing business programme**	• Red tape reduction • Ensure strategic alignment and prevent regulatory build – up. • Roll out electronic customer interface tool for the following: - Informal Trading - Business Licences - Heritage	Economic Development and Tourism Corporate Services (Property Management)	2025/26	Red tape reduction strategies
INTERVENTION 4	**Institutionalise Economic Intelligence**	• As the saying goes, 'you cannot manage what you don't measure'. Collecting and analysing economic and tourism data at the municipal level requires a collective effort among stakeholders. • Devise a half-yearly barometer of economic and tourism performance based on indicators like: - airport passenger arrivals - visitor figures at key attractions - hotel occupancy and revenue figures - conducting regular visitor profiling and satisfaction surveys - monitoring the spatial dispersion of visitors - conduct event impact studies, feasibility	Economic Development and Tourism University of Stellenbosch Local Tourism Organisations Department of Economic Development and Tourism Cape Winelands District Municipality	Ongoing	Half yearly barometer / intelligence

		studies and other research studies to inform the development of various sectors.			

Infrastructure Interventions

Intervention 1: Leverage underutilised Municipal assets to maximise economic benefits

Intervention 2: Maintain and upgrade basic service infrastructure

Intervention 1: Leverage underutilised Municipal assets to maximise economic benefits

- Leverage underutilised Municipal assets to maximise economic benefits. Investigating all the Municipality's existing and potential strategic assets and articulating how they may be leveraged to encourage economic activity and generate revenue, therefore presents a significant, and hitherto largely unrealised opportunity.
- In order to realise the economic potential of underutilised Municipal-owned assets, the administration will: -

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Intervention 2: Maintain and upgrade basic service infrastructure

- Maintain and upgrade basic service infrastructure to ensure sustainability.
- Basic service or 'bulk' infrastructure is fundamental to the Municipality's role as the primary provider of essential services such as electricity, water and waste removal. Without these, achieving other strategic goals, notably economic growth and job creation, would be impossible. 'Getting the basics right' is therefore central to the Municipality's strategy. However, there are numerous challenges when it comes to maintaining and upgrading basic infrastructure. Rapid urbanisation is putting pressure on the Municipality's existing stock, while at the same time financial, capacity and environmental considerations place limits its options going forward. In order to maximise the strategic benefits of basic infrastructure, the Municipality will:

SUMMARY OF INFRASTRUCTURE INTERVENTIONS					
	INTERVENTION	**DETAILS**	**LEAD ACTORS**	**TIMEFRAME / TARGET**	**KPI**
INTERVENTION 1	**Leverage underutilised municipal assets**	• Investigate underutilised assets such as our informal trading hubs (Kayamandi Corridor, Kayamandi Informal Trading Hub, Idas Valley Informal Trading Hub and Cloetesville Informal Trading Hub) • Re – imagination of underutilised assets such as our informal trading hubs (Kayamandi and Klapmuts)	Corporate Services (Property Management) Economic Development and Tourism	2025/26	Re – imagination of underutilised assets.

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		• Explore opportunities to optimise underutilised municipal assets, including vacant land and buildings, by assessing their potential for revenue generation through long-term leases or strategic land sales.			
INTERVENTION 2	**Maintain and upgrade basic services infrastructure to ensure sustainability**	• Annual review of all infrastructure plans • Implement and annually review the Capital Investment Program to ensure investments are made in the needed infrastructure that enables growth.	Planning and Economic Development Corporate Services - Property Management Infrastructure Services	Ongoing	Review the Capital Investment Program

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Inclusion Intervention

Intervention1: Broaden Job Opportunities and Alleviate Poverty via the Expanded Public Works Programme.

- The Stellenbosch economy displays trends that it will continue to shift toward higher - value skills in line with regional and national trends, the socioeconomic situation in Stellenbosch remains one in which a large proportion of the population has limited access, skills training and little or no formal work experience.
- This group risks further marginalisation unless initiatives are extended to help people access low - skill and semi-skilled employment. Through the Expanded Public Works Programme (EPWP), the Municipality creates short - term work opportunities for unemployed low - skill and semi - skilled people. This enhances to future employability of EPWP beneficiaries by helping people gain practical skills and wok experience.
- It also forms a critical part of the Municipality's broader poverty alleviation efforts by providing direct cash injections into poor households and communities.
- In order to further enhance the utility of the EPWP as a tool for facilitating inclusive economic growth, the Municipality will:

- Develop / review the policy that will further facilitate the inclusion of EPWP into the operations of the organisation's line directorates
- Align the EPWP programme with the Municipality's broader skills development and infrastructure development goals
- Meet the full-time equivalent targets set by the national Department of Public Works (DPW)

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SUMMARY OF POVERTY ALLEVIATING INTERVENTIONS					
	INTERVENTION	**DETAILS**	**LEAD ACTORS**	**TIMEFRAME / TARGET**	**KPI**
INTERVENTION 1	**Broaden Job Opportunities via the Expanded Public Works Programme**	• Develop EPWP policy • Align EPWP with the Municipality's skills and infrastructure goals. • Open Jobseekers (EPWP) database to private sector to enhance beneficiary's future employability.	All Municipal Directorates	2025/26	1100 Work Opportunities

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Trade Promotion and Sector Development Intervention

Intervention1: Utilise external relations to attract investment and promote growth sectors

- The Municipality needs to articulate a new approach to managing inter - governmental relations in a manner that promotes Stellenbosch as a competitive global hub for economic, social and cultural activity that builds on its strategic location.
- Attracting investment in Stellenbosch's catalytic growth sectors, namely, agro - processing, financial services, corporate head offices, green industries, tourism and events and business process outsourcing.
- Future external relationship agreements and memberships of forums will be evaluated on the basis of the strategic value they bring to the Municipal area.

SUMMARY OF TRADE AND SECTOR INTERVENTIONS					
	INTERVENTION	**DETAILS**	**LEAD ACTORS**	**TIMEFRAME / TARGET**	**KPI**
INTERVENTION 1	**Utilise external relations to attract investment and promote catalytic growth sectors**	• Development of an Economic Development Forum. • Utilise external relations to promote Stellenbosch economic interests by prioritising:	Economic Development and Tourism Wesgro DEDAT	2025/26	Completed Stellenbosch Investment Prospectus (2024/25).

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		- Investment attraction in catalytic growth sectors - Promote Stellenbosch based businesses - Attract visitors - Attract large strategic events	City of Cape Town Cape Winelands District Municipality		

Tourism Development and Resilience Interventions

Stellenbosch Municipality will develop its tourism sector anchored in the following key principles:

a) Responsible Tourism Development

b) Maximising Partnerships

c) Whole Government Approach

Through these development principles our aim will be focused on the following:

- Renew focus on domestic markets
- Improve the ease of doing business for tourism businesses
- Raise the global profile of Stellenbosch as a preferred destination

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- Drive geographic spread of tourism benefits throughout the municipal area
- Grow visitor number and yield
- Prioritise tourism development growth within the various towns in Stellenbosch Municipal Area
- Improve customer experiences (quality and service excellence)
- Develop industry partnership programmes though action platforms

Drawing from the National Tourism Sector Strategy for South Africa (NTSS of 2017), the Western Cape Government through its Tourism Blueprint 2030 have the following five components on which the Tourism Strategy is built on:

Intervention 1: Visitor Experience:

The business of providing services to visitors, for example, hotels, and restaurants, safety and security, banking, visitor information centres, etc.

Intervention 2: Tourism Infrastructure:

Infrastructure comprises of essential services, buildings and service institutions.

Intervention 3: Destination Marketing:

This is a form of marketing in which the destination is promoted to a potential visitor to increase the number of trips taken and revenue per trip.

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Intervention 4: Tourism Product Development:

Product development focuses on the development and provision of experiences, services and infrastructure that exceeds customer expectations.

Intervention 5: Institutional Arrangement and Regulation:

This component governs the ecosystem concerning policy, as well as providing the model for clustering activities, and roles and responsibilities from both the private and public sector role players.

Below is a Top Layer summary of the Tourism Strategy

NTSS STRATEGY	PROVINCIAL STRATEGIC OBJECTIVE (BLUEPRINT 2030)	GOAL	PROGRAMME	ACTIONS / PROJECTS	TIMEFRAME / TARGET
1. VISITOR COMFORT, EXPERIENCE AND SERVICES	**VISITOR SERVICES:** **The business of providing services to visitors, for example, hotels and restaurants, safety and security, banking, visitor**	**ENSURING VISITOR COMFORT**	**Tourist Safety Program**	• Develop secure tourism activity zones in higher – risk areas • Launch a rent a cop initiative • Establish tourist victim support initiative • Establish community tourism safety forums in local tourism areas (this could be an EPWP linked initiative).	2025/26 This programme is ongoing

	information centres.		**Tourist Information Mobility Program**	• Provide free Wi- Fi access at key tourist sites and congregation points. • Expanding special photographic points. Leverage on unique selling points i.e. history, culture, cuisine and diversity of the municipality. • Launch a Mobile Visitor Information Centre (VIC). • Expand and maintain road signage. • Continuously improving functionality and content of LTO websites.	2025/26 Information Centres are already established and functional.
2. FACILITATE EASE OF ACCESS	**TOURISM INFRASTRUCTURE:** **Infrastructure comprises of essential services, buildings and services institutions.**	**IMPROVING AND DIVERSIFYING ATTRACTIONS AND EXPERIENCES**	**Iconic Sites Improvement Programme**	• Assessing tourism conditions at and around existing iconic and historical sites and sites with iconic potential, e.g. Kylemore trails and waterfalls, Ida's Valley trails and the Pniel Tea Garden. • Devising improvement plans for each site.	2025/26 This programme is ongoing

				• Continuous monitoring of conditions at iconic and historic sites.	
			Make Stellenbosch Sustainable - Program	• Strengthen the Universal Access in tourism initiatives, for example ensuing that the disabled and aged are accommodated in destination planning approaches such as ablution facilities, walkways, parking etc. • Ensure that Universal Access requirements are included in Municipal by – laws for tourism nodes.	2025/26 This programme is ongoing
			Spatial Planning Program	• Integrating spatial tourism concepts with the Municipal SDF.	2025/26 This programme is ongoing
3. DESTINATION MANAGEMENT PRACTICES – ORGANISING EFFECTIVELY FOR GROWTH	**DESTINATION MARKETING** **This is a form of marketing in which the destination is promoted to a potential visitor to increase the**	**DESTINATION MARKETING**	**Joint Leisure Marketing Expansion Program**	• Formulating a collective Marketing Strategy.	2025/26 This programme is ongoing
			Expanded MICE and Events Marketing Program	• Expanding MICE (Meetings, Incentives, Conventions and Exhibitions)	2025/26 This programme is ongoing

	number of trips taken and revenue per trip.			marketing focus and resources. • Build a strong partnership arrangement with Cape Town International Convention Centre (CTICC) and the University of Stellenbosch to promote pre – and – post business packages. • Leveraging maximum tourism value from sport and cultural events.	
4. EFFECTIVE MARKETING – GENERATING COMMUNITY INVOLVEMENT AND SUPPORT	**TOURISM PRODUCT DEVELOPMENT** **Product development focuses on development and provision of experiences, services and infrastructure that exceeds customer expectations.**	**GENERATING COMMUNITY INVOLVEMENT, BENEFITS AND SUPPORT**	**Cultures of Stellenbosch Development Program**	• Launching local areas cultural initiative • Setting up local Tourism Forums • Implementing various capacity development programs in selected local areas. • Packaging and marketing cultural experiences.	2025/26 This programme is ongoing

5. BROAD BASED BENEFIT - ENSURING INCLUSIVITY IN ALL TOURISM ENDEVOURS	**INSTITUTIONAL ARRANGEMENT AND REGULATIONS** **This component governs the ecosystem concerning policy, as well as providing the model for clustering activities, the roles and responsibilities from both the private and public sector.**	**ORGANISING FOR GROWTH**	**Tourism Partnerships Program**	• Engaging partners in a collective marketing initiative. • Forming a Stellenbosch Tourism Coordinating Cluster	2025/26 This programme is ongoing
			Stellenbosch Tourism Capacity Enhancement Program	• Strengthening the tourism function in Stellenbosch • Collecting and analysing tourism performance statistics and research • Increasing funding for tourism development and marketing. • Continuously monitoring progress achieved with implementing the Tourism Strategy.	2025/26 This programme is ongoing

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