
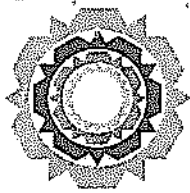




## Office of the Executive Director | Urban Management

<b>Document/s and/ Report/s for review</b>	- Report to SC 14- Close – out report on skills development initiative in Ward 42
<b>Date:</b>	31 July 2019
<b>Comment by Manager: Support Services – A Arendse</b>	<i>Report recommended for signature by the Acting ED</i> 
<b>Turnaround time for review</b>	4 Hours
<b>Return documents for signature to:</b>	Abby





REPORT TO SUBCOUNCIL 14

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1. ITEM NUMBER:

2. SUBJECT

CLOSE-OUT REPORT ON SKILLS DEVELOPMENT INITIATIVE IN WARD 42

ONDERWERP

AFSLUITINGS VERSLAG OOR DIE VAARDIGHEIDS ONTWIKKELING  
INISIATIEF SE OPLEIDING VAN WERKLOSE JEUG AS TOERGIDSE IN  
WYK 42

ISIHLOKO

INGXELO YOKUGQIBELA EMALUNGA NEPHULO LOPHUCULO  
LWEZAKHONO – UKUQEQESHWA KOLUTSHA OLUNGAQESHWANGA  
UKUBA LISEBENZE KWICANDELO LEZOKHENKETHO KWIWADI-42

LSU L0301

3. PURPOSE

The purpose of this report is to provide information and a report on the implementation of the Skills Development Initiative-Training of unemployed youth in Tourist Guiding in Ward 42.

4. FOR DECISION BY

Subcouncil to consider and provide comments in line with the following delegations:

24 (1) (1) To assess the performance of service delivery generally within their area of jurisdiction (outcomes monitoring)

## **Integrated Development Plan, Budget and Business Planning**

- 24 (2) (1) To monitor the implementation of Council's budget, service delivery business implementation plans, strategic objectives, policies and programmes within the Subcouncil jurisdictional area.

### **5. EXECUTIVE SUMMARY**

As part of the ward allocation budget of R490 000 00 that was made available by Ward 42, Area Economic Development (AED) branch implemented the Skills Development Initiative - Training of unemployed youth in Tourist Guiding in Ward 42. The objective of the initiative was to provide the skills set that will prepare youth for jobs and business opportunities in the tourism industry. The initiative sought to minimise skills shortage that limits youth entry and participation in tourism. This was achieved by enrolling 23 unemployed youth who reside in Subcouncil 14, Ward 42 in Tourist Guiding and First Aid training. This will qualify the unemployed youth to be able to lead groups of tourists through places of interest, historical, cultural and regional importance both locally and nationally. The intention was to place the selected youth with Cape Tourist Guide Associations who will mentor and provide practical experience whilst undergoing tourist guiding training.

This report seeks to provide information and report on what has been achieved in the implementation of the Skills Development Initiatives. The participants were trained in communication and improved skills in public speaking, memory abilities, enthusiasm and punctuality with the aim to enhance opportunities for employment and entrepreneurship in the tourism sector.

### **6. RECOMMENDATION**

It is recommended that the Subcouncil note the report.

#### **AANBEVELING**

Daar word aanbeveel dat die Subraad van die verslag kennis neem.

#### **ISINDULULO**

Kundululwe ukuba iBhungana maliqwalasele le ngxelo.

### **7. DISCUSSION/CONTENTS**

The City of Cape Town has been in the process of developing a Local Area Tourism Plan for Area Central that gave an indication of the programmes and projects that need be implemented to increase the participation of communities in tourism and to ensure that communities derive benefits from tourism. One of

the needs that was identified by tourism stakeholders is the lack of qualified Tourists Guides who are able to tell authentic local stories to the tourists.

To address this need, AED implemented the Skills Development Initiative - Training of unemployed youth in Tourist Guiding as part of the ward allocation budget that was made available by Ward 42.

The Skills Development Initiative consists of the following main elements:

### **Recruitment and selection of participants**

As part of the recruitment drive to get unemployed youth to submit curriculum vitae (CV) to be considered for participation in the initiative, the following ways were used:

- The use of the Subcouncil jobseeker's database.
- Placement of A3 size notices in municipal buildings.
- The use of Ward Committee members to notify interested parties about the opportunity.
- The placement of notices in community newspaper.

The closing date for the submission of CVs was 1 February 2019 and sixty CVs were received. The next step was to select twenty-three participants to undergo training and receive mentorship. A selection criterion was drawn which will include conducting interviews to select potential participants. The criteria also included the following:

- Unemployed youth
- Youth who are 23 years of age and older
- Minimum Grade 12 of schooling
- Proficiency in English language
- Previous exposure to the hospitality industry and passion for tourism
- Dedicated and hardworking youth

### **Procurement of Tourist Guiding training provider**

The AED branch underwent a Supply Chain Management Request for Quotes process to procure the services of a South African Qualifications Authority (SAQA) accredited service provider to ensure that participants receive training that is accredited by Culture, Art, Tourism, Hospitality, and Sport Sector Education and Training Authority (CATHSSETA) in order for participants to be registered as Tourist Guides after training.

### **Procurement of the first aid training provider**

The participants were also enrolled in an accredited two days First Aid training which is required in order to be a registered Tourist Guide. The training

provider was sourced from the already available tender in the City of Cape Town wherein the AED covered the costs of training.

### **Stipends through Expanded Public Works Programme (EPWP)**

The AED had to prepare the Project Initiation Document (PID) to ensure that participants are employed through EPWP so that are able to receive stipends. The Ward 42 budget allocation and costs for stipends for the participants was funded through Ward allocation and through EPWP. The participants were paid R149 00 per day for the duration of the programme.

### **Placement of youth with Cape Tourist Guides Association**

The AED branch realized that training on its own would not be sufficient to ensure that the youth participate meaningfully in tourism or secure employment opportunities. Therefore, the initial plan was to place participants with tour operating companies who will mentor and provide practical experience whilst undergoing Tourist Guide training. The plan was that the youth will attend training for a period of three days a week and attend mentorship for two days a week for the duration of the project.

To achieve this AED embarked on discussion with Cape Tourist Guide Association and drafted a Cooperation Protocol Agreement (CPA) that was reviewed by the City Legal Department and Cape Tourist Guides Association (CTGA). This was done in order enter into a formal agreement for CTGA to provide youth with work experience that is often a requirement to secure employment. In addition, the Expanded Public Works Programme (EPWP) was to be utilised to enable trained Tourist Guides to receive a stipend while undertaking mentorship and practical experience and to cover travelling costs. However, when the CPA was eventually finalised by Legal Department, the Acting Executive Director did not sign the CPA which meant that participants could not be absorbed by CTGA.

### **Registration with The Tourist Guide Registration Office**

The CATHSSETA and first aid accredited training that the participants received will enable participants to register as qualified Tourist Guides with the Western Cape Tourist Guide Registration Office. This office provides guiding registration as well as development services. The office keeps a Register of Tourist Guides and registration is for a three-year period.

All Tourist Guides need to register and receive a badge that enables one to practice as a registered Cultural Guides. Having a registered tour guide ensures visitors a positive experience. Registered tour guides abide by a code of conduct, are suitably qualified.

Upon receipt of the CATHSSETA certificates all 23 participants will be assisted to register as Tourist Guides. The registration fee which is around R260 00 per person will be paid for by AED.

## Challenges and opportunities

When the Cooperation Protocol Agreement was eventually finalised by Legal Department, the Acting Executive Director did not sign the CPA which meant that participants could not be absorbed by CTGA. The participants were then asked to practice Tourist Guiding by conducting tours themselves by being tourists in their own City and to critically assess each one of the group. The participants were also requested to conduct tourism resource audits by identifying tourism sites that can be used to develop potential tourism routes. Participants had to report at Goodwood office every Monday to provide feedback on the tasks performed in the previous week.

The participants were not happy with the new arrangement which led to numerous challenges. These include the following:

- Complaining about tasks given.
- Not wanting to participate in presentation/ feedback sessions
- Unable to act in a professional manner
- Threats to staff
- Not putting any effort into work or tasks given
- Complaining about not getting a farewell party
- Using unpalatable language and insulting staff

It has to be noted that not all participants were problematic but only six participants were most problematic and went to as far as insulting staff.

The AED will continuously work with partners in the tourism industry to seek employment opportunities for the 23 participants. Once participants are registered as Tourist Guides they will be free to look for employment opportunities or start their own tour operating business based on their registration.

### 7.1. Constitutional and Policy Implications

City of Cape Town Tourism Development Framework

### 7.2. Sustainability implications

Does the activity in this report have any sustainability implications for the City?

No ☒ Yes ☐

### 7.3. Legal Implications

The Cooperation Protocol Agreement was reviewed by both City of Cape Town Legal Services Department and the Cape Tourist Guide Association who was meant to place participants with tour operating companies for mentorship and practical experience.

### Staff Implications

Does your report impact on staff resources or result in any additional staffing resources being required?

No ☒

Yes ☐

#### 7.4. Other Services Consulted

*Legal Services Department: (Nadia Cassiem - 021 400 6382)*

*Expanded Public Works Programme and Community Development Workers Department: (Ashu Banyu - 021 400 9405)*

#### FOR FURTHER DETAILS, CONTACT:

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DIRECTORATE	Urban Management
FILE REF NO	

  
ACTING MANAGER

Comment:

NAME Hilary Joseph

DATE

22/7/19

  
DIRECTOR

NAME Wilfred Solomons Johannes

DATE

31.07.2019

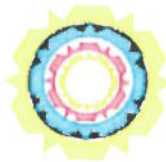
  
ACTING EXECUTIVE DIRECTOR

Comment:

NAME BRENT GERBER

DATE

05/8/19



URBAN MANAGEMENT- TRACKING SHEET  
OFFICE OF THE DIRECTOR: AREA CENTRAL  
WILFRED SCHREVIAN EVAN SOLOMONS-JOHANNES

DATE: 23.7.2019  
FILE REF: \_\_\_\_\_  
SUBJECT: Close-out report on skulks der.  
SC14 Ward 42

Sender	Sent To	Date
Zita	Abeeda	24.7.2019

COMMENTS:

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