

Economic and Human Development Strategy

The City's Economic and Human Development Strategy (EHDS) is informed by the competencies assigned to local government under the Constitution and relevant legislation and policies.

The Strategy aims to:

- increase economic growth;
- create jobs especially for low and semiskilled workers;
- reduce the gap between rich and poor;
- reduce poverty levels by half, e.g the number of people within the indigent grant level;
- build social, human and natural capital of residents.

The EHDS places emphasis on core economic competencies and on those human development issues that impact most directly on residents' economic livelihoods and focuses on:

- Growing the formal developed economy.
Increase the number of economic opportunities, by growing the economy and participation therein.
- Growing the economies of the poor (both formal and informal).
Increase and broaden participation of the poor in the economy.
- Establishing economic bridges.
Strengthen linkages between the first and second economies, ensure greater inclusiveness and redress historical imbalances.
- Ensuring access to services.
Facilitate universal access to basic needs, health and social services including government grants and subsidies; housing and public transport.
- Building human, natural and social capital.
Build the human and social capital of the poor including management of the environment.

Economic and human development is premised on a range of fundamentals being in place. These have been captured under five headings below. While the majority are outside the mandate of the Economic and Human Development Department, they are an integral part of the strategy:

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|----------------------------|--------------------------------|
| • Good governance | • Physical infrastructure |
| • Planning | • Institutional infrastructure |
| • Research and information | |

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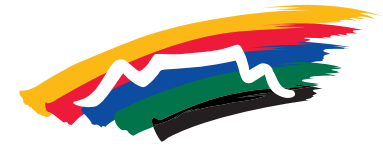
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ECONOMIC AND HUMAN DEVELOPMENT DEPARTMENT



ECONOMIC AND HUMAN DEVELOPMENT DEPARTMENT

Part of the Strategy and Development Directorate

The Economic and Human Development Department (EHD) leads and supports the Council's mandate to facilitate economic development in Cape Town.

More specifically, EHD is tasked with the responsibility of promoting economic growth, job creation and the reduction of poverty and monitoring inequalities in Cape Town.

The Department's work is guided by its Economic and Human Development Strategy (EHDS) and aims to ensure a productive and globally competitive city and a vibrant economy that is able to provide the majority of its residents with a means to earn a reasonable living and benefit from its growth.

The Department's responsibility is to unlock economic development, job and business opportunities within Cape Town.

Services supplied by the Department include:

Local Area Economic Development (LAED) and Human Development:

- Lead and deliver policies, strategies, programmes and projects aimed at growing the 2nd economy and integrating it into the mainstream economy.
- Provide assistance and guidance to Council on how to address poverty and inequality and the City's commitment to the poor through economic and human development.
- Provide input and assist in maximising economic benefits for the 2nd economy through Council's priority programmes and projects e.g. N2 Gateway Human Settlement project and Urban Renewal programme.
- Create synergies among all spheres of government in support of the City's economic development efforts by aligning LAED strategies and action plans with national and provincial policies and programmes.

- Provide input and linkages to the City's economic development strategy and local area economic development action plans.
- Provide input on the identification and implementation of ward funded projects including feasibility and costing.
- Provide a framework for Human Development.

Business Support and Skills Development:

- Implement programmes in line with the City's Business Support Policy.
- Provide business planning skills, counselling, advice and mentoring through the City's Voucher Programme.
- Provide business support infrastructure and manage existing infrastructure.
- Provide Business Support and Skills Development programmes to SMMEs and broad based BEE on opportunities and capacity building resources through initiatives such as Voucher Programme, Business Place and Small Business Week.
- Support cooperative programmes with the Provincial Government of the Western Cape's Enterprise Development Unit, Red Door, a Youth Entrepreneurship programme and Youth Networking opportunities.
- Maximise empowerment, business and job creation opportunities through Council's projects and budget such as Supply Chain Management, Expanded Public Works Programme and 2010 plans.
- Develop and implement a Skills Development Strategy to support the Economic and Human Development Strategy.
- Address the lack of access to information via business support programmes and a Donor Directory. Seminars are also hosted in partnership with Business Associations on an ad-hoc basis.
- Provide skills development assistance to community-based economic development projects and facilitate technical skills development and job placement through a number of initiatives including the Voucher Programme and Donor Directory.
- Support training and learnerships and Expanded Public Works Programmes.
- Partner with other Council Departments in terms of delivering on its mandate, e.g. Social Development and Information Services and Technology.

Economic Development Facilitation - including Strategic Sectors:

- Facilitate the growth and development of the City's economy by supporting priority sectors such as: Oil and Gas, Wide Manufacturing, Call Centres and Business Process Outsourcing, Agri-Business, ICT, Creative Industries (Film, Craft, Cultural and Jewellery).



- Facilitate programmes that promote investment and trade promotion in partnership with the Western Cape Trade and Investment Promotion Agency (Wesgro) and the sector organisations.
- Implement programmes to integrate the 2nd economy into the mainstream economy and maximise job creation.
- Facilitate the development of a competitive business environment.
- Monitor trade and investment promotion in partnership with Wesgro.
- Investigate economic development scenarios that affect efficiencies.
- Facilitate investment in strategic city-wide economic infrastructure.
- Facilitate investment in strategic infrastructure in previously disadvantaged areas.
- Provide capital and operational assistance to urban farmers.

Economic Information and Research:

- Supply key economic development information for the City. (GGP, employment, labour force)
- Undertake and/or facilitate economic development research and monitoring processes to support the City's economic and human development initiatives.
- Assist with monitoring and evaluation processes including job creation monitoring.
- Produce EHD information products to support EHD programmes and projects (incl. website).
- Provide essential knowledge management support and resources and other relevant user focused information.
- Support a range of city-wide initiatives such as the Smart City Strategy and programme.

Supported by: *Support Services:*

- Provide support to the Department in respect of administration, finance, asset management, human resource and skills development and training.
- Assist with implementation of the Department's intern and learnership programmes.

