



VISION 2020

PRESENTED BY

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**ACTING BUSINESS UNIT MANAGER: ECONOMIC
DEVELOPMENT UNIT**

NELSON MANDELA BAY MUNICIPALITY



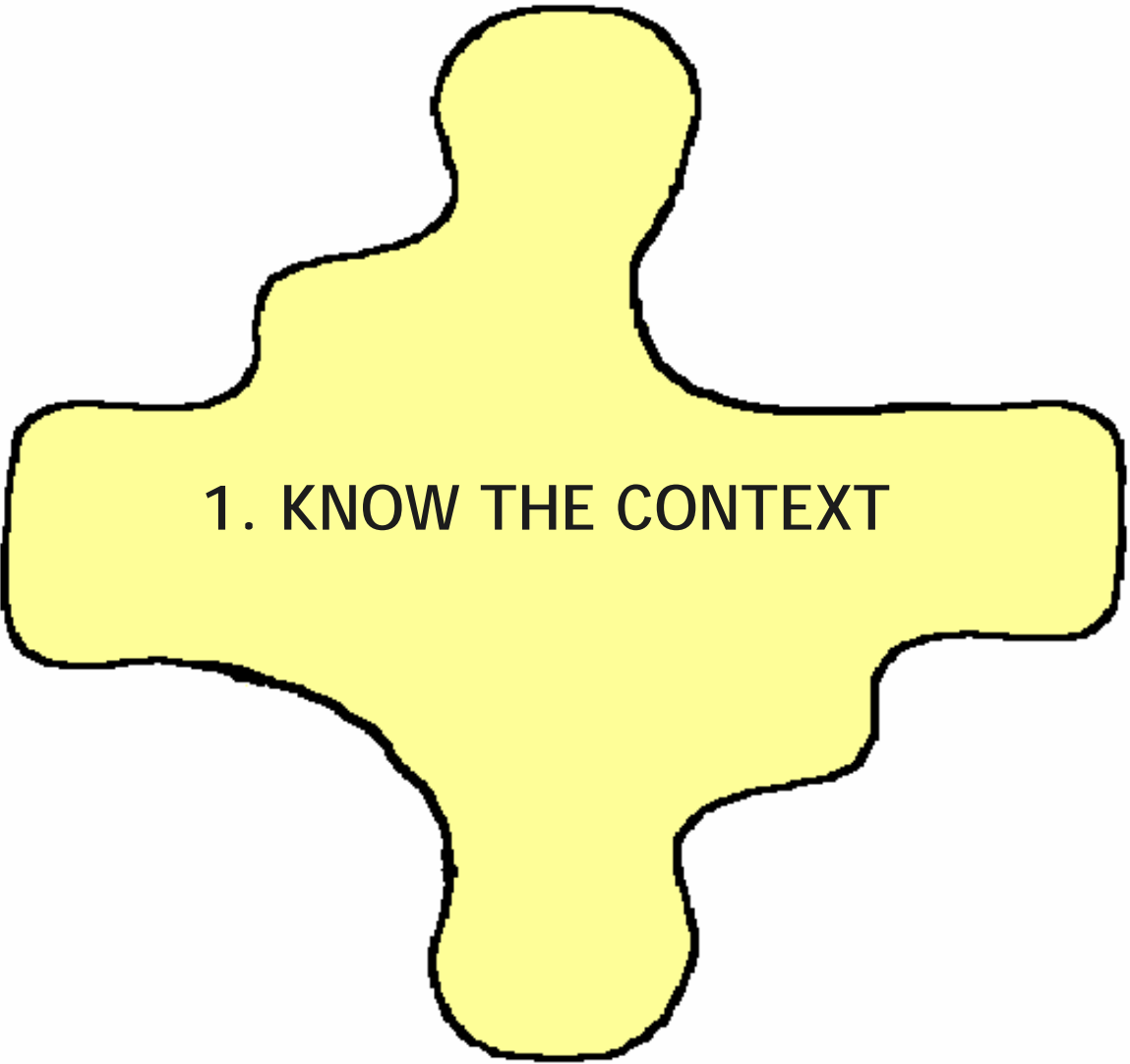
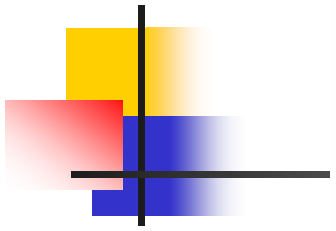
VISION 2020

“The Nelson Mandela metropolitan area practices social justice in a culture of public participation guided by an **efficient, accountable, non-racial, non-sexist municipality** that focuses on **sustainable environmental, social and economic development**, improving quality of life of its communities in a secured, **safe and tourist friendly environment.**”



Vision 2020 Developmental Priorities

- ❑ Institution building
- ❑ Service delivery
- ❑ Housing and land delivery
- ❑ Investment and economic growth
- ❑ Investment in infrastructure development
- ❑ Public safety
- ❑ Waste and environmental management



1. KNOW THE CONTEXT

Know the Context : Understand Economic Development Capacity & Supporting Infrastructure



- Identify liabilities

- Stagnant Economy
- Poverty & Unemployment
- **Dual Economy (uneven distribution of wealth)**
- **Low Skills Base** & HIV/AIDS
- Single Sector Dependency
- Exportation of Low Value Added Products
- **CBD Decay**

- Recognize assets & Re-envision competitive position

- Good Infrastructure (air, port, road & telecom)
- Universities & R&D Institutions
- Strong growth in **automotive**, chemicals, and engineering
- **Tourism Potential**
- **Resource Endowment (Agriculture)**
- **Beautiful Beaches**



Vision 2020 Projects - ECONOMIC RATIONALE

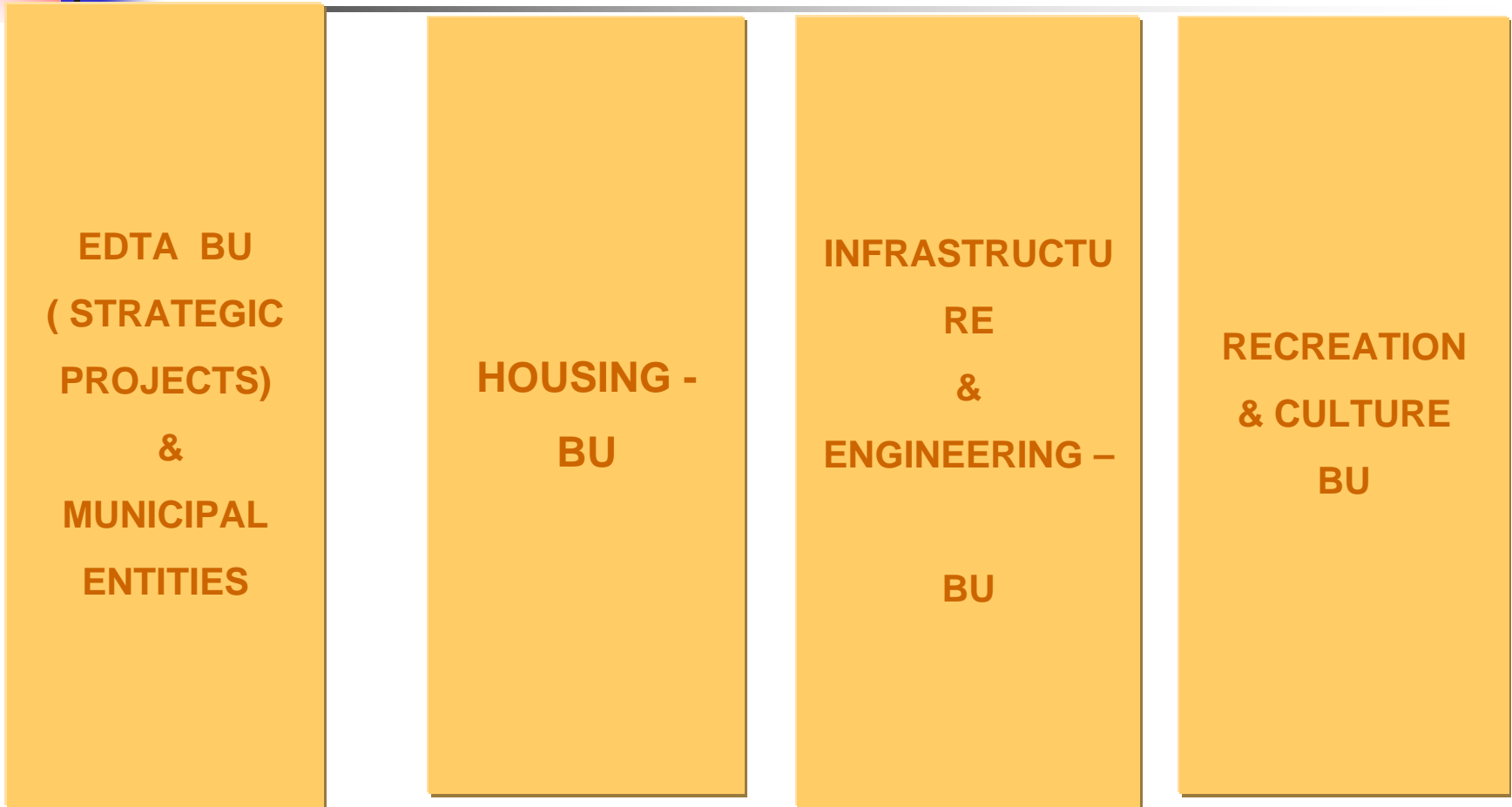
- ❑ Job Creation
- ❑ Poverty Alleviation
- ❑ Skills Development
- ❑ Balanced Growth within the NMMM
- ❑ Investment Attraction & PPP
- ❑ Meet Priority deadlines e.g. World Cup 2010



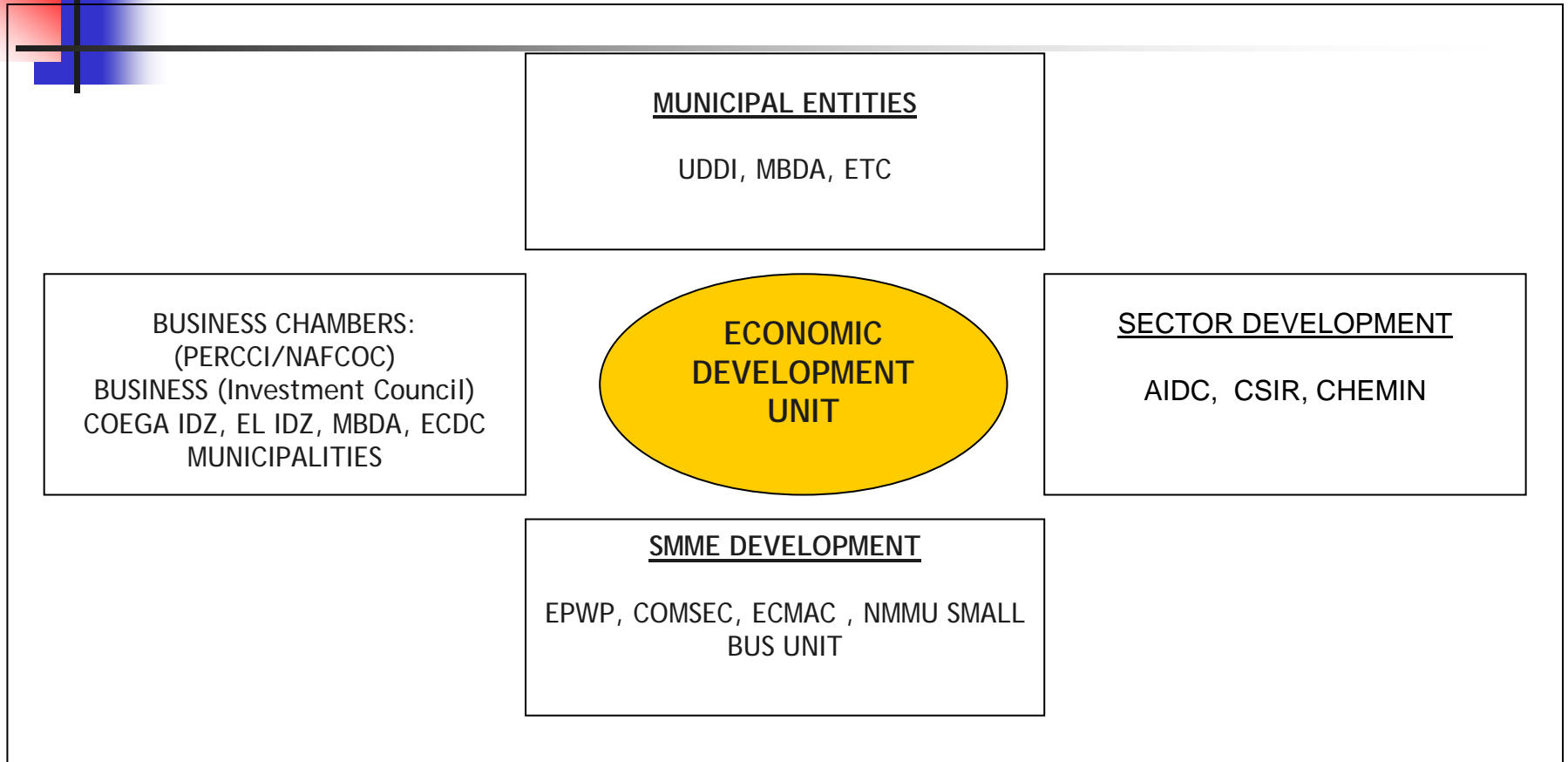
Vision 2020 STRATEGIC OBJECTIVES

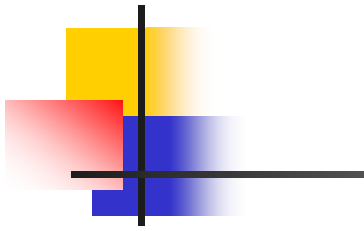
- ❑ Increase growth rate by 5% per annum
- ❑ Reduce poverty by 60% by year 2020
- ❑ Increase job growth by 3.5 % per annum
- ❑ Reduce the literacy rate by 5% per year

Organise for Success



Organise for Success (Cooperation & Partnerships) - Horizontal Integration





**2. STRATEGIES
DEVELOPMENT - FIX
THE BASICS**



Fix the Basics

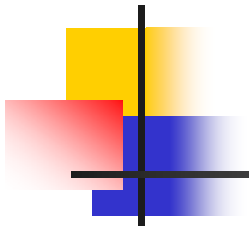
Key Elements

- Amenities & Safe streets (refer to somewhere)
- 21st century infrastructure (refer to somewhere)
- Improved Efficiency Levels



Fix the Basics: Economic Development Policies/ Programs/ Strategies

- Economic Growth & Development Strategy (IDP & PGDS)
- Strategy Drivers/ Pillars of Growth - 5
 - Sector Diversification, Protection & Development
 - Automotive & Automotive Components
 - Tourism
 - Agriculture & Agro-Processing
 - General Manufacturing
 - ICT (recently)
 - Human Resource Development
 - Infrastructure Investment & Development
 - Logistics
 - Investment Attraction & Retention
 - SMME Development & Promotion (Incl BEE)
 - Construction (EPWP)



**3. BUILD
ON ASSETS**



BUILD ON ASSETS

- Invest in human capital
- Invest in physical capital (NMMM & private sector)
- Streamline city planning (ensure geographic spread & even distribution of wealth)



BUILDING ON ASSETS : Revitalising Port Elizabeth CBD

MBDA Established in 2003, Operational 2004

- Incentives to retain & recruit businesses - Tax Breaks in the Urban Development Zone - favours capital investment
- CBD Development
 - Beautification of the some targeted areas
 - Pedestrianisation of Govan Mbeki Drive
 - Safety & Security Issues & Cleansing in CBD
- Master Plan (opportunities in retail, middle class residential, entertainment, office park etc.)
- Waterfront Development (Freedom Monument, Entertainment, Marine, Office Park etc.)
- Attraction of investors



CRITICAL SUCCESS FACTORS

ALL THESE PROJECTS MUST BE TESTED IN:

- Socio-Economic Impact & Sustainability
- Competitiveness
- Legal compliance
- Council endorsement
- Community Ownership



BUILD ON ASSETS: Revitalisation of Uitenhage

- Revitalisation of Uitenhage CBD (City Hall, Market Square, Beautification of some targeted areas, Preservation of some Heritage sites etc.)
- Nelson Mandela Bay Logistics Park
 - 1st & 2nd tier Supplier Development
 - JIT/JIS needs of OEMs
- Science Park (Retail, Tertiary Institution, Science Centre, Transport Structure Node, Amphi-Theatre etc.)



BUILD ON ASSETS: TOURISM INFRASTRUCTURE

Freedom Monument

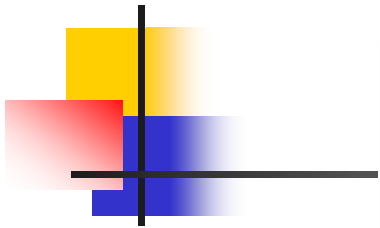
International Convention Centre

- Madiba Bay Safari World
- Bayworld Development
- Red Location Precinct & Freedom Trail
{Museum Performing Arts, Creative Arts, Gallery, High Density Housing & link to Freedom Monument, New Brighton Station}
- Van Der Kemp's Kloof Development (picnic area, hiking trail, plant indigenous plants & removal of alien vegetation etc.)
- Njoli Square Development (res, retail, offices, taxi rank etc.)
- Xhosa Cultural Village (Motherwell)
- Beach Front Development & Metro Gateways
- Multi Purpose Soccer Stadium



BUILD ON ASSETS

- HR Development Study underway
- AIDC : Experiential Programme for Youth
- Black Engineers Development Programme
- Expanded Public Works Programme (Small Contractors)
- MOUs with COMSEC, ECMAC & NMMU Small Business for Skills Development



**4. BUILD FAMILY
AND COMMUNITY
WEALTH**



Build Family & Community Wealth

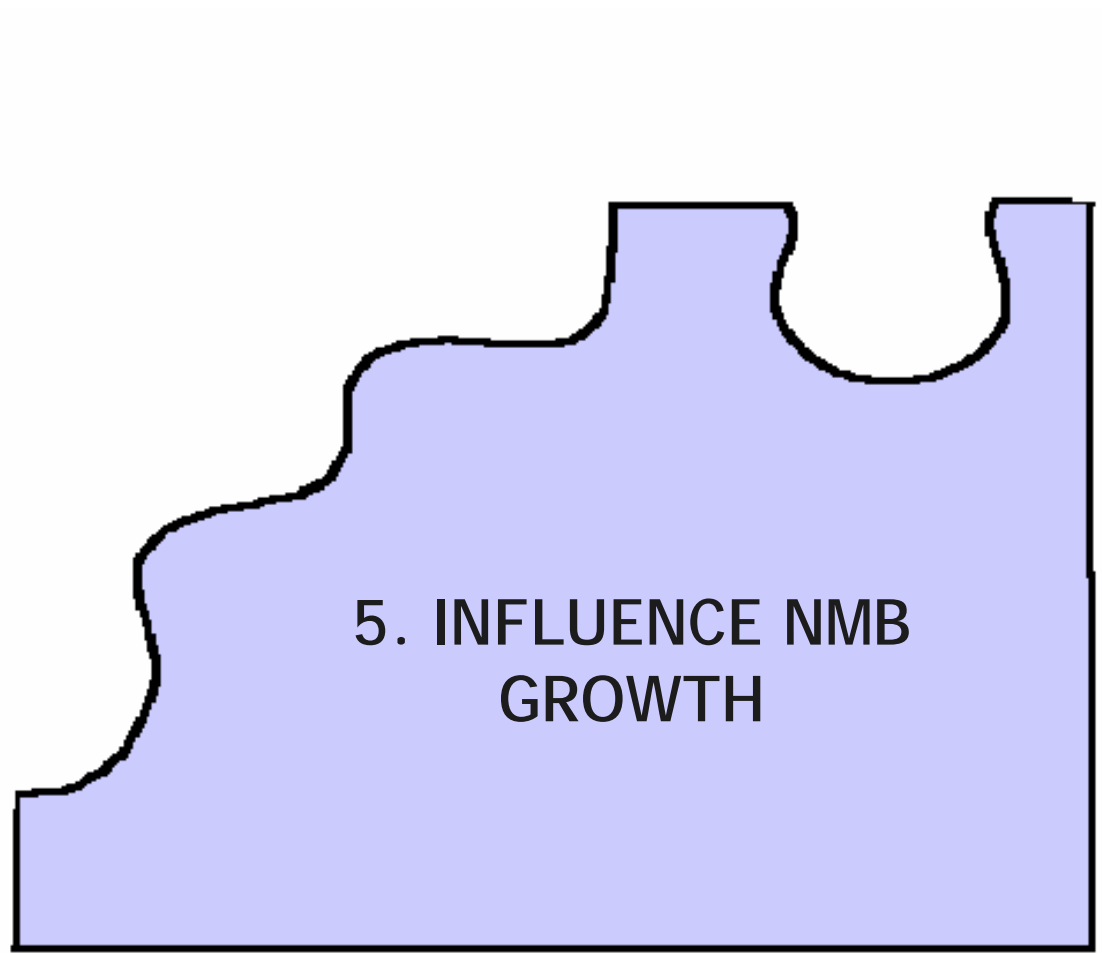
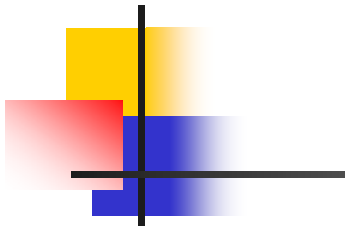
Key Elements

- Income and job creation supports
- Continue with asset building
- Develop mixed-income communities
- Access to capital

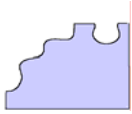
Building Family & Community

Wealth

- LED Projects



5. INFLUENCE NMB
GROWTH



Metro Influencing Growth

Governance

*Transparency &
Accountability*

Land-Use

*Economic Development Driven
Spatial Development Framework*

Transportation

Build Efficient Transport Networks

Metro Access

*Fair Share Affordable Housing, Job Creation &
2ND Economy Focus.*

Urban Reinvestment

*Incentives – favour capital investment &
increase of tax base.*



CONCLUSION : VISION 2020 FOR ECONOMIC SUSTAINABILITY



Know The Context

Recognize assets & Re-envision competitive position



Fix The Basics

Amenities, Crime, Cleanliness, & Land Reform



Build on Assets

Support Sector Development Strategies for Economic Growth



Build Family and Community Wealth

**Access to opportunities by SMMEs
Support mixed income housing**



Influence Growth

**Favors Capital Investment & Increase of Tax Base
Competitiveness Study**



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