

ENTERPRISE & INVESTMENT SUPPORT FOR SMME'S DURING COVID-19

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CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



INVEST CAPE TOWN

CONTENTS

- Context
- Framework
- Direct Interventions
- Joint Operations
- Going Forward



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CONTEXT OF ENTERPRISE AND INVESTMENT'S WORK

Thematic areas include SMME development/support, Investment facilitation/promotion, sectoral development/support, destination management and workplace skills development

Collaborate

- Work with public and private sector external stakeholders
- Work across multiple departments across internal stakeholders
- A live channel providing feedback into the City

Enable

- Disseminate and communicate clarity regarding regulations and process
- Provide practical solutions and channels for resolution

Promote

- Create and communicate messaging around competitive and relational advantages of the destination
- Advocate to residents about their role and responsibility in economic growth and development

COVID OPERATING FRAMEWORK

RESPOND

Immediate, short-term support for individuals and businesses. Monitor and respond accurately – and with speed

ADAPT & RECOVER

Medium-term. New ways of working & getting workers and businesses back to work. Regain, recover & rebuild Cape Town's economy and catalytic sectors within

STABILISE

Establish a new equilibrium. A foundation for long-term, inclusive economic growth

COVID OPERATING FRAMEWORK



Repurposing the Enterprise and Investment Dept. in partnership with WCG, Wesgro and Strategic Business Partners



Supporting and assisting High Growth Sectors during lockdown



Assisting companies to re-purpose towards the needs created by the crisis



Interpreting essential services regulations and lobbying national government for amendments



Refocussing deliverables of Strategic Business Partners so they can assist in health and economic spheres



Investigating and recommending possible relief measures. Many of which have been implemented

DIRECT INTERVENTIONS WEBINARS

The Business Hub webinar took place on the 9th of July and was attended by between 68 and 79 people. The webinar was shared through social posts on Invest CT's Twitter and LinkedIn.

The Tourism Reimagined Event was attended by over 100 people. The webinar focused on Cape Town's tourism bounce-back strategy.

The Responsible Tourism webinar that was about a tourist guide operating procedures to combat Covid 19. This initiative forms part of the Tourism Development Framework 2024 with specific reference to Strategy 5.1 Tourism Partnerships Programme.



PROTOCOLS AND THE NEW NORMAL FOR TOURISM

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WEBINAR SESSION

You are invited by **James Vos, Mayoral Committee Member for Economic Opportunities**, to join our webinar session which is aimed at assisting and informing Tourist Guides on protocols that can help them cope with the Covid-19 pandemic. Our facilitator is industry expert **Joleen Du Plessis** who will be joined by a variety of panellists within the tourism sector.

Seats are limited so please RSVP to reserve your spot.

Details: Wednesday 29 July 2020
Time: 10h00 - 11h30
RSVP: Joleen Du Plessis aliveptl@gmail.com
by 2pm on Monday 27 July 2020

Zoom Webinar Link: <https://us02web.zoom.us/j/87833890314?pwd=R0N3UC9MNjNRVytjE1vUEo2eGpFUT09>

Meeting ID: 878 3389 0314 • **Passcode:** 592202



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THE BUSINESS HUB.


Alderman James Vos
Member of Mayoral Committee for
Economic Opportunities and Asset Management


Welcome to THE BUSINESS HUB. Webinar

The BUSINESS HUB offers a one stop shop providing a Small Business Support Service and a City Business Helpdesk, to enhance the customer experience when doing business with the City.

A BLACK SWAN EVENT

The COVID-19 crisis has radically impacted our tourism industry and made us relook at everything we are doing - and everything that we planned.

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 **Cape Town**
TOURISM

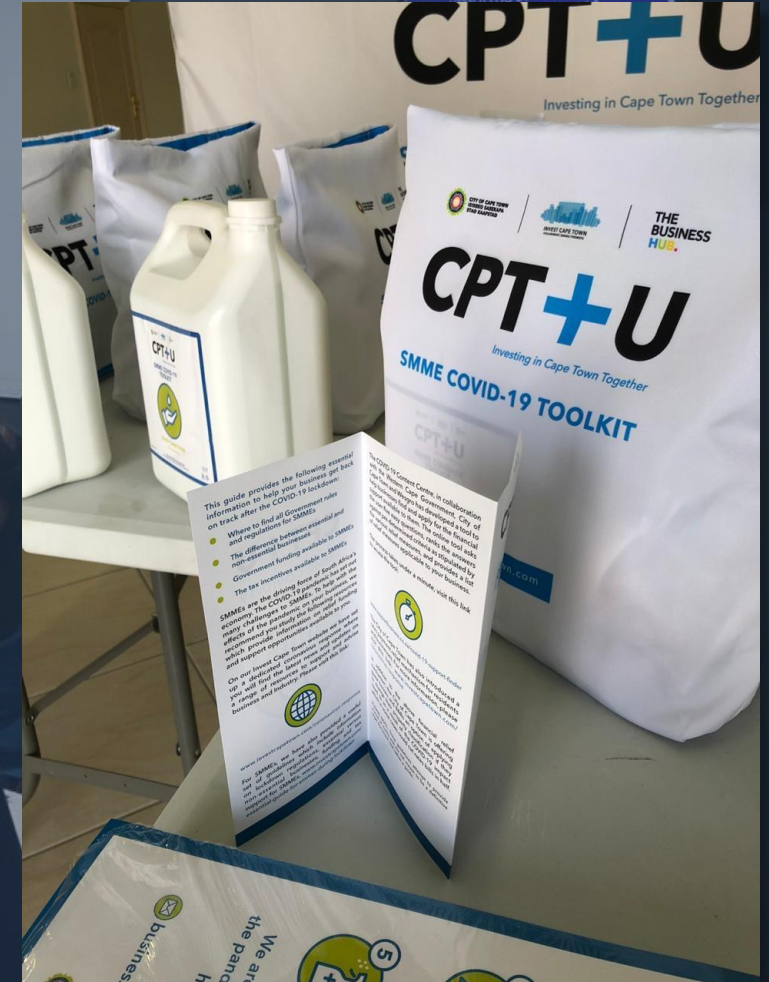
DIRECT INTERVENTIONS

LOBBYING



DIRECT INTERVENTIONS

Toolkit Initiative aimed at assisting 3000 SMME's



DIRECT INTERVENTIONS

BUSINESS HUB

2850

service requests
responded to

40%

enquiries related to
business development and
processes

98%

of enquiries resolved
within 2 days.



DIRECT INTERVENTIONS

INVEST CAPE TOWN WEBSITE DURING LOCKDOWN

14873

page views on the
Coronavirus Response
“Support and Advice for
Business and Industry”
page

23440

page views on the
Essential guide for SMMEs
during lockdown page

82618

page views on the
SMME Toolkit page



INDUSTRIAL SURVEY

- Phase 1 was a form-based survey focused on the impact of the hard lockdown and was distributed to firms in 32 industrial and commercial areas across the city.
- 101 business responded to the Phase 1 survey
- Phase 2 focused on challenges with re-opening post lockdown - 34 firms completed the phase 2 survey
- 3000+ paper surveys from the SMME toolkit process

JOINT OPERATIONS

WESTERN CAPE GOVERNMENT

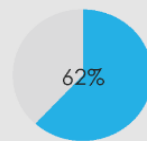
- Joined the Economic Cluster of WCG disaster JOC which met daily and coordinated responses to economic problems across sectors
- Business Hub and Atlantis Investment Facilitation Office worked with WCG in resolving issues reported on their COVID Non-compliance hotline
- Served on the COVID Contact Centre Daily briefing team

COVID-19 SUPPORT FINDER

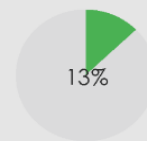
Launched: 8 April 2020

DISTRICT BREAKDOWN

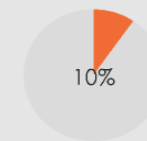
6 900 businesses have used the tool, employing over 79 084 people.



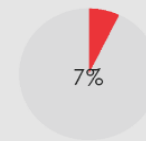
City of Cape Town



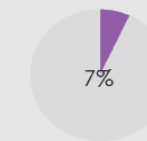
Garden Route



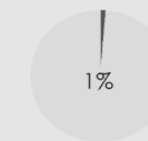
Cape Winelands



Overberg

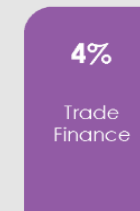
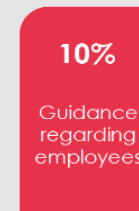
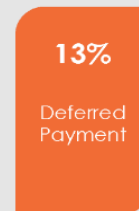
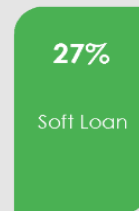


West Coast

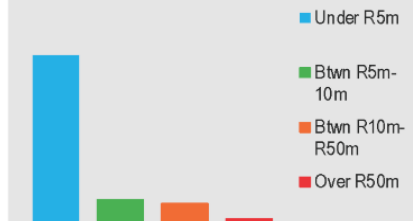


Central Karoo

PRIMARY RELIEF MEASURE REQUIRED



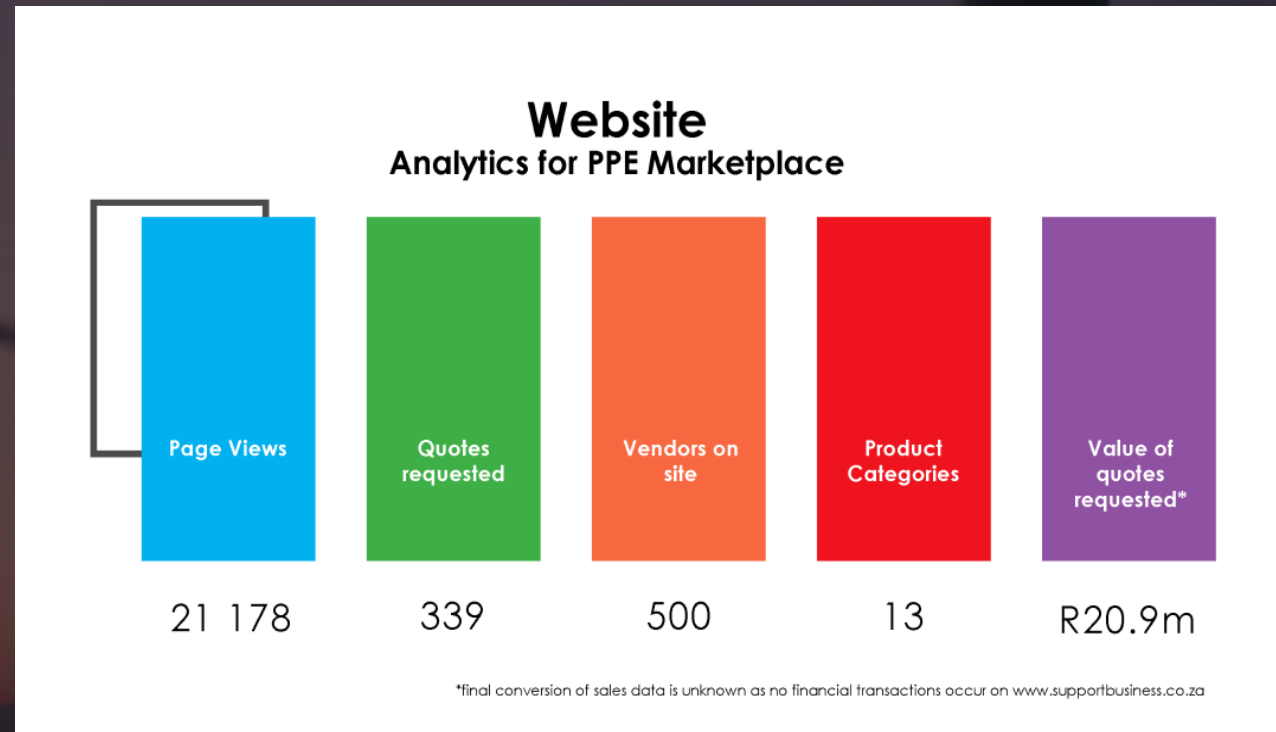
ANNUAL TURNOVER



JOINT OPERATIONS

WESTERN CAPE GOVERNMENT

- Atlantis Investment Facilitation Office was given the mandate to drive workplace safety issues in the industrial areas as part of the WCG hotspot strategy
- Supported Wesgro in the formation of their Covid Contact Centre (www.supportbusiness.co.za) that helped companies in various sectors in accessing Covid19 support and information. Over 6500 companies utilised the Covid fund finder tool. Assisted 350 companies with direct queries.
- Co-developed and supported Wesgro with the PPE Marketplace, designed to connect local manufacturers and suppliers with companies seeking to procure PPE's



JOINT OPERATIONS

INDUSTRY AND SECTOR BODIES

CCTC/EDP	Developed a Risk Mitigation and Recovery Toolbox for industry. 56 Western Cape CTFL firms through its online Covid-19 Risk Mitigation webinars. 39 online sessions ranging in size and scope from focused working groups to webinars of 100 attendees.
Cape BPO	50 organisations representing 145 operators, SMMEs and service providers across 4 whatsapp groups sharing health and safety protocols, managing work from home, leave and TERS applications, managing positive cases, transport logistics and safe working environments. 7 engagements since lockdown with attendance from industry operators and SMMEs community
BlueCape	Assisted SABBEX in lobbying for the return of SMMEs in the boat building and sailing sector to resume work at 50% capacity under level 4
GreenCape	Support of SMMEs through provision of regulatory advisory services, sourcing grant funding channels, exposure to international markets and investment opportunities through webinars – 117 SMMEs
CDI	196 WC businesses listed and supported via Maskmakers database

GOING FORWARD

ECONOMIC RECOVERY PROGRAMME

Within the Context of the Integrated Economic Growth Strategy, E&I will be developing programmes and activities to drive the economic recovery in Cape Town.



Revitalisation of
Commercial Nodes



Localisation Campaign



Tourism
Bounce Back Strategy



Supporting High Growth
Sectors to Absorb some
of the Unemployed



Retraining program for
retrenched workers in the the
Tourism and Hospitality Sector



Business
Retention Programme



Business
Rescue Programme

THANK YOU
COMMENTS, QUESTIONS
QUERIES?



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