

PARLIAMENT OF THE PROVINCE OF THE WESTERN CAPE

ANNOUNCEMENTS, TABLINGS AND COMMITTEE REPORTS

MONDAY, 29 JULY 2013

COMMITTEE REPORTS

The Speaker:

1. Report of Standing Committee on Agriculture and Environmental Planning on an oversight visit to community and household food garden success projects in the Cape Metropole, dated 11 June 2013.

The Standing Committee on Agriculture and Environmental Planning, having undertaken an oversight visit in collaboration with the Department of Agriculture to the Bambanani and Macincedana Food Gardens in Philippi on 11 June 2013, begs to report as follows:

1. INTRODUCTION

The Standing Committee, through its engagement with the Department of Agriculture during the annual reporting process in 2012, resolved to visit successful food garden projects in order to ensure that the Department facilitates access to affordable and diverse food through agricultural projects.

2. THE DELEGATION

The delegation consisted of the following members:

Mr MC Walters (Chairperson)
Mr HP Geyer
Mr JJ Visser

Ms S Niekerk and Ms A Clark (Committee Co-ordinators) accompanied the delegation.

3. COMMUNITY AND HOUSEHOLD FOOD GARDEN SUCCESS

3.1 OVERVIEW

The sub-programme, food security, falls within the farmer support and development programme within the Department of Agriculture. The Food Security Program aims to support groups from the historically disadvantaged communities who want to start a community food garden. The Department of Agriculture finances the project with a start-up fund to provide the irrigation and other infrastructure required to initiate a community garden.

3.2 FINDINGS

- (a) Thirty successful and sustainable food garden projects exist in the Cape Metropole area. The Bambanani and Macincedana are two projects that fall within this area.
- (b) The community food gardens have been in existence for 9 and 11 years respectively and started receiving funding from the Department of Agriculture in 2009.
- (c) The Department of Agriculture contributes a non-repayable grant of R100 000.00 per project.
- (d) The crops cultivated include, among others, lettuce, beetroot, onions, cauliflower, fennel and rocket. These crops are then sold to the local market and a portion is used for own consumption.

4. RECOMMENDATIONS

- (a) As the projects aim to produce a variety of organic crops, the Department of Agriculture should analyse the different soils on a regular basis so that the fertility and phosphorus levels of the soil are maintained.
- (b) The Department of Agriculture should consider collaborating with the City of Cape Town to make a small tractor available to cultivate the various gardens on an annual basis.
- (c) Community food garden projects could be increased by making use of vacant land adjacent to schools.

5. ACKNOWLEDGMENTS

The Chairperson thanks the Members of the Philippi and Nyanga Communities, the Department of Agriculture and the District Manager for availing themselves to address the Committee. The Committee is further impressed by the initiative shown by the community to establish sustainable gardens where a variety of vegetables is produced by dedicated beneficiaries.

2. Report of the Standing Committee on Agriculture and Environmental Planning on an oversight visit to the Agricultural Research Council (ARC), Infruitec-Nietvoorbij, dated 18 June 2013.

The Standing Committee on Agriculture and Environmental Planning, having undertaken an oversight visit to the Agricultural Research Council (ARC), ARC Infruitec-Nietvoorbij in Stellenbosch on 18 June 2013, begs to report as follows:

1. INTRODUCTION

The standing committee, as part of the service delivery cluster (Cluster B), agreed to undertake a visit to Infruitec-Nietvoorbij to focus on the wine industry in South Africa with specific reference to cellar technologies, management systems and oenological research.

Infruitec-Nietvoorbij is a member of the Horticulture Business Division of the Agricultural Research Council (ARC). The Institute is located in Stellenbosch with several research farms in the region.

The ARC Infruitec-Nietvoorbij's mandate is to conduct research, development and technology transfer on the breeding, cultivation and post-harvest technology of deciduous fruit, viticulture, alternative crops and indigenous herbal teas. This visit concentrated on the service provided to the wine industry.

2. THE DELEGATION

The delegation consisted of the following Members:

Mr MC Walters (Chairperson)
 Mr EJ Von Brandis
 Mr JJ Visser
 Mr HP Geyer
 Mr AM Figlan
 Mr KE Magaxa
 Ms CF Beerwinkel
 Ms BG Mbalo
 Ms E Prins

The following officials accompanied the delegation:

Ms S Niekerk (Committee Co-ordinator)
 Ms A Clarke (Committee Co-ordinator)
 Ms N Mshumpela (Committee Assistant)
 Ms M Hendricks (Researcher)

3. OVERVIEW OF THE VISIT

The delegation was briefed by Dr Johan van Zyl, Head of the Research Institute, Prof. Kobus Hunter, Mr Rodney Hart and Mr Danie Van Schalkwyk.

4. FINDINGS

- (a) Crops that are cultivated at ARC Infruitec-Nietvoorbij include grapes, deciduous fruit, alternative temperate climate crops, fynbos, wine and brandy, dried fruit and processed fruit.
- (b) The activities at the Institute are executed in six research divisions and on six research farms. Research divisions include Soil and Water Science, Plant Protection, Viticulture, Horticulture, Cultivar Development and Post-Harvest and Wine Technology.

- (c) The Institute also houses gene banks for the maintenance and utilisation of national assets. These include deciduous fruit, grapes, wine yeasts, grapevine virus collection, fynbos, cryopreservation, DNA sequences and olives.
- (d) The Institute obtains 43% of its income externally and 57% from its main shareholder, the Government.
- (e) Producer's income in the South African wine industry is R3.6 billion and state revenue amounts to R4.2 billion.
- (f) The macro-economic impact of the wine industry shows a R26 223m contribution to the gross domestic product of which R14 214m reflects the share of income to the Western Cape with a R4 263m contribution to tourism and the creation of 275 606 employment opportunities.
- (g) The big six in the wine industry includes Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Shiraz, Merlot and Pinotage. As the global demand for higher quality wines increased, South African wine producers expanded and replanted their existing vineyards with these six cultivars in order to render better quality products.
- (h) The six cultivars accounted for 28.6% of the total area under wine grape vineyards in 2002, which continued to increase to about 52% in 2005, whereafter it seems to have been stagnating. In South Africa, in 2010, only about 31% of all vines were older than 15 years. The proportion is even more drastic if red varieties are singled out: only 15% of all vines in this category were older than 15 years in 2010. The corresponding figure for white varieties in the same year was 42%. These figures are indicative of a rapid expansion of the industry in respect of red wine production.
- (i) Wine Exports are as follows - South African wines are exported to the United Kingdom (81 million litres), Germany (80.2 million litres), Sweden (36.8 million litres), The Netherlands (24.9 million litres) and Denmark (17.8 million litres) with lesser amounts to several other countries.
- (j) The main objective of the research activities within the Institute is to contribute to enabling the South African industry to produce wines and vineyard products of a high quality with the aid of environmentally friendly technology in the most cost-effective manner. Industry-linked research that can be implemented by means of technology transfer to the industry is undertaken at all times.
- (k) Research focus areas include viticulture and oenology research with the focus on grapevine cultivation including improved trellis systems and optimizing metabolism as well as wine microbiological research.
- (l) There have been a number of new trends and developments in the wine industry, namely that–
 - (i) consumers now prefer lower alcohol wines;
 - (ii) there is a global movement to sweeter wines by consumers and a growth in bulk wine exports relative to wine in containers; and
 - (iii) there is a closer co-operation between Infruitec-Nietvoorbij and the Faculty of Agricultural Sciences of the university of Stellenbosch regarding Viticulture and Oenology.

5. RECOMMENDATIONS

- (a) Infruitec-Nietvoorbij provides a window to the Standing Committee to monitor the needs and progress of the wine and table grape industry in South Africa and the Western Cape.
- (b) The integration of research and technology transfer between the Agricultural Research Council, University of Stellenbosch and the Department of Agriculture by way of the Agricultural Research Forum should be regularly monitored by the Standing Committee in order to encourage such collaboration and where possible support it.

6. ACKNOWLEDGMENTS

The Chairperson thanked Dr van Zyl and his team for availing themselves to address the Committee.

3. Report of the Standing Committee on Agriculture and Environmental Planning on an oversight visit to the Elsenburg Agricultural Training Institute, dated 18 June 2013.

The Standing Committee on Agriculture and Environmental Planning, having undertaken an oversight visit to the Elsenburg Agricultural Training Institute on 18 June 2013, begs to report as follows:

1. INTRODUCTION

The standing committee, as part of the service delivery cluster (Cluster B), agreed to undertake a visit to the Elsenburg Agricultural Training Institute to gain an understanding of the Cellar Technology course with specific reference to the course content and structure, its aims and objectives, the impact of the course on the wine industry, the number of students enrolled and the prospects of employment once the course has been completed.

The institute aims to promote sound, integrated managerial and skills training in agriculture with advanced specialization in area specific fields of excellence informed by the needs of industry and society.

2. THE DELEGATION

The delegation consisted of the following Members:

Mr MC Walters (Chairperson)
 Mr EJ Von Brandis
 Mr JJ Visser
 Mr HP Geyer
 Mr AM Figlan
 Mr KE Magaxa
 Ms CF Beerwinkel
 Ms BG Mbalo
 Ms E Prins

The following officials accompanied the delegation:

Ms S Niekerk (Committee Co-ordinator)
 Ms A Clarke (Committee Co-ordinator)
 Ms N Mshumpela (Committee Assistant)
 Ms M Hendricks (Researcher)

3. OVERVIEW OF THE VISIT

The delegation was briefed by Mr Marius Paulse, Head of the Training Institute and Ms Carol Levendal, the Training Institute's Director for Higher Education and Training. The briefing was followed by a tour of the newly renovated wine cellar.

4. FINDINGS

- (a) The cellar technology course forms part of the B.Agric and Diploma qualifications. The B.Agric course is a three year structured qualification and the Diploma course is a one year qualification that can only be obtained after the completion of a Higher Certificate or equivalent.
- (b) The B.Agric course is offered on a full-time basis at the Elsenburg Campus and can only accommodate 20 students.
- (c) The course content comprises Oenology, Wine stabilization and quality management techniques, Wine microbiology and analysis, Wine chemistry and analysis, Wine evaluation and Wine marketing.
- (d) The statistics of students registered for the B. Agric Cellar Technology qualification for the 2013 academic year shows that 19 new students have registered, of which nine are females and one classified as previously disadvantaged.
- (e) The statistics for students registered for the Diploma in Cellar Technology for the 2013 academic year shows that 5 new students have registered, of which all are male and three are classified as previously disadvantaged.
- (f) The Institute endeavours to keep in contact with graduates. This proves a challenge though, as contact details change without prior notification. Prospects after completion of the course include wine making, internship programmes, viticulture, cellar assistant positions and production supervisors.
- (g) The cellar building at Elsenburg dates back to 1904. Over the years most of the available funds were allocated to keeping up with the latest technology concerning machinery and equipment.
- (h) While Elsenburg continued to offer the best practical training in the industry, the building started to show its age, hence the much needed cellar renovations.
- (i) Funding was awarded by the Department of Transport and Public Works and renovations to the amount of R7 million started.
- (j) Renovations included new roofing, a new drainage system and epoxy flooring. The laboratory, storerooms, electricity and cold rooms were also upgraded. Included in the revamp were eight new stainless steel combi-tanks as well as four concrete eggs, correctly known as Nomblot vessels. This should enable Elsenburg to maintain its objective of providing graduates capable of immediately entering employment, equipped to competently slot into the production systems for quality wines.
- (k) The class of 2012 won 9 medals at the Young Wine Show. One gold, four silver, four bronze as well as a trophy for being the best in the Cinsaut class.
- (l) The cellar is now fully updated and geared to offer the best winemaking training in order to make award-winning wine.

5. RECOMMENDATIONS

- (a) The graduates of Elsenburg's Cellar Technology courses play an important role in the maintenance of high standards in the Western Cape wine industry and its international competitiveness. Monitoring by the Standing Committee of standards and progress on an annual basis should aid in maintaining such standards and if necessary, mustering support to ensure this.
- (b) The cellar technology capacity of Elsenburg and the related activities of the University of Stellenbosch, the ARC and the Agricultural Research Forum should maintain an intimate relationship through regular interaction.

- (c) The Department of Agriculture should stimulate interest among formally disadvantaged scholars by means of relevant support mechanisms in order to promote their access to a strategic sector of the industry.

6. ACKNOWLEDGMENTS

The committee wishes to thank the officials from the Department of Agriculture for availing themselves to address the Committee.

4. Report of the Standing Committee on Finance and Economic Development on the visit to the Cape Town Film Studios, 18 June 2013.

The Standing Committee on Finance and Economic Development, having undertaken a visit to the Cape Town Film Studios on 18 June 2013, reports as follows:

1. Introduction

The South African film industry annually generates more than R7-billion in revenue and has increased its contribution to the global film industry from 0.5% in 2006 to 2.4% in 2013.

Considering that the Cape Town Film Studios is the first custom-built Hollywood-style film studio complex of its kind in Africa, it is envisioned to become a dedicated hub for media, new media, entertainment, film and related industries in South Africa.

The visit to these facilities therefore afforded the delegation the opportunity to gain a clear and thorough understanding of the significance of the Cape Town Film Studios and how it contributes to economic development and tourism in the Western Cape by attracting foreign investment, facilitating local skills development and by creating local employment opportunities.

2. Delegation

The following Committees form part of the Social Cluster (Cluster B):

Standing Committee on Local Government
 Standing Committee on Agriculture and Environmental Planning
 Standing Committee on Finance and Economic Development
 Standing Committee on Human Settlements

The following Members formed part of the delegation:

Ms CF Beerwinkel (ANC)
 Ms TN Bevu (COPE)
 Mr AM Figlan (DA)
 Mr HP Geyer (DA)
 Mr KE Magaxa (ANC)
 Mr JJ Visser (DA)
 Mr EJ von Brandis (DA) (Chairperson)
 Mr MC Walters (DA)

The delegation was accompanied by the following staff members:

Committee Co-ordinators: Mr D Cronjé
Ms S Niekerk
Ms A Clarke
Committee Assistant: Ms N Mshumpela
Researcher: Ms M Hendriks

3. Account of Visit

The delegation was welcomed to the premises by Mr Ross Rayners, General Manager of the Cape Town Film Studios after which the Members were directed to a conference room for a briefing by the Chief Executive Officer, Mr Nico Dekker.

Following an introduction of his team, Mr Dekker briefed the delegation as to the background and establishment of the Studio, outlining the vast capital investment sought to start the project. He pointed out that investors were at first skeptical as it was not clear what strategic advantages Cape Town, or even South Africa, had over established movie destinations like the United States. The geographic location of Cape Town, at the tip of the African continent, also proved problematic as it was a great distance to travel from all corners of the globe.

Irrespective of logistical and geographical challenges and constraints, possible investors had to be convinced that South Africa, and in particular Cape Town, could offer a unique experience, unlike any other location in the world.

The persistence of Mr Dekker and his team, to market Cape Town as a sought after film destination, eventually paid off. The fantastic scenic location, hospitable and passionate attitude of staff and a highly skilled manufacturing labour force, proved to be telling factors in the establishment of the Studio.

Mrs Vlokkie Gordon, a film and television producer formerly associated with the media group FilmAfrika, addressed the delegation as to her experience of working as a co-producer on the film adaptation of the Nelson Mandela autobiography, *A Long Walk To Freedom*, which was shot on location at the Cape Town Film Studios.

Following the briefing sessions, the delegation was taken on a tour of the premises.

Members visited the luxuriously furnished Star Rooms, used by famous actors such as Charlize Theron, Denzel Washington and Ryan Reynolds between shoots to relax, host guests, do make-up and to practice their lines and techniques.

In addition, the delegation was given a tour of the massive soundproof stages used to shoot films and television productions. These stages comply with the most advanced industry standards in terms of height and lighting specifications, underfoot weight capacity, wardrobe facilities and can be customized to suit the needs of any production team.

The highlight of the visit was the opportunity to visit life-sized sets currently being used to film a wide array of popular and much anticipated movies and television productions such as *A Long Walk To Freedom*.

The authenticity of these movie sets were astounding and members could barely tell the difference between the real venues and sets/models of Vilakazi Street, Soweto, the jail courtyard of Robben Island or the 46664 cell of former President Nelson Mandela. The impact of these visuals was heartfelt and members witnessed first-hand the power of films and movies to portray the history and heritage of our country.

The delegation shared a fascinating experience when showed around the set of *Black Sail*, a pirate action/drama currently being filmed at the Studio. The realistic props and set transported Members to a 17th century Tortuga – a hideout for pirates, prostitutes, thieves and misfits. The set, built to the finest specifications of modern-day historians, comes complete with two life-sized pirate ships, a brothel, a beach, island and crystal clear water only to be found in the Caribbean itself.

4. Findings and Concerns

It is evident from the Committee's visit, that the secret to the success of the Cape Town Film Studios is its ability to offer any service imaginable that might be required by a film's production team.

Unlike other smaller facilities across the globe, the Cape Town Film Studios does not specialize in one or two aspects of filmmaking, but rather offers potential clients, under one roof, the majority of services related to the film and television production industry.

However, although this element serves as the most important mitigating factor in luring clients, it is also an immense financial constraint. The Cape Town Film Studios has set out to establish, deliver and maintain world class facilities and services, but does so at a large cost. To therefore keep providing such services, the Studio is in continuous need of large capital injections from private donors.

This report places a large emphasis on the authenticity of sets at the Cape Town Film Studios and it is clear from the visit that a skilled hand is required to build such stages. To this extent, the delegation was informed that it is this highly skilled, local manufacturing artisan workforce, which lures clients to South Africa and the Western Cape. To date, according to statistics provided by the National Department of Trade and Industry, a total of 30 000 local workers have benefitted from building these sets and productions at the Studio are therefore directly linked to employment and training and development opportunities. The growth of the Studio also significantly contributes to community development, especially that of Khayelitsha.

The Committee therefore commends the efforts by the Cape Town Film Studios to make use of local skills.

A major concern emanating from the visit is the impact of Information Communication Technology (ICT) infrastructure on the film industry and specifically the Cape Town Film Studios. Although the Studio offers clients fast internet connectivity, it does so at an incredible cost each month. These costs are ultimately added to the total production expenditure and do not bode well to promote South Africa as an affordable production destination.

As many leading scholars and studies confirm a direct link between internet access and economic growth, the Committee shares the Studio's concern that the high costs of broadband access, low internet penetration and slow connectivity will ultimately be a deterring factor for foreign investors.

In addition, the Committee is acutely aware that the Cape Town Film Studios is situated in a highly sensitive wetland area, home to unique fauna and flora. Due to the construction and manufacturing nature of the industry, the Studio is faced by several environmental constraints and challenges. The Studio, and in particularly the CEO, Mr Dekker, takes their responsibility in this regard extremely serious and is committed to uphold the conditions set out in the environmental Record of Decision making agreed upon when the Studio was constructed.

The studio does however require assistance in managing the flow of natural water into the wetlands. Pollution from a nearby informal settlement is transported via canals and waterways into the wetlands, resulting in a significant negative ecological impact. In addition, the impact of such pollution and illegal dumping is not only limited to the environment, but does influence the aesthetic appeal to the Studio, surrounding wetlands and passing N2 highway.

As the Studio is located in a wetland area, it is surrounded by dense vegetation. This vegetation at times harbors vagrants which can pose a security threat to visitors to the Studio. Mr Rayners indicated that it is the desire of the Studio to construct a well lit avenue leading from the N2 off-ramp into the Cape Town Film Studio.

5. Recommendations

The Committee recommends that the Provincial Government and the Western Cape Destination and Marketing Agency (Wesgro) reassess their position as to the significance of the Cape Town Film Studios to allow for greater financial support to the Studio.

The Committee recommends that the Departments of Transport and Public Works and Environmental Affairs assess this situation and come up with feasible solutions, i.e a catchment area, to address the ecological and aesthetic impact of pollution on the Faure wetlands.

The Committee recommends that the Department of Transport and Public Works meet with the Cape Town Film Studios as to discuss the possibility of upgrading the road, and adjacent land leading into the Cape Town Film Studios.

6. Conclusion

The Committee is thankful for the opportunity afforded by the Cape Town Film Studios to gain insight into the exciting world of the film and television production industry.

The Committee is proud that Cape Town and the Western Cape is home to such world-class facilities and commends the efforts by Mr Dekker and his dedicated staff for single handedly taking responsibility for promoting South Africa as a favorable film destination. It is such passion, dedication and a common belief in a goal that allows for success in such a competitive industry.

The Committee was excited to learn that the Cape Town Film Studios places a large emphasis on local community development by giving employment opportunities to local workers. This outlook is in line with the vision of the Western Cape Government to establish an open-opportunity society for all. The result of such commitment to upliftment is prominent in the fact that international role-players in the film industry perceive Cape Town's skilled manufacturing workforce as a key advantage over other favorable film destinations.

The Committee is confident that with continued support through private and public partnerships, the efforts of the Cape Town Film Studios will rather sooner than later result in the Western Cape becoming the number one film production destination in the Southern Hemisphere.

7. Acknowledgements

The Committee would like to express its sincere appreciation to Mr Nico Dekker and his team for sharing the story of the Cape Town Film Studios with the delegation of the Western Cape Provincial Parliament.

5. Report of the Standing Committee on Finance and Economic Development on the visit to the Fairview Winery, 20 June 2013.

The Standing Committee on Finance and Economic Development, having undertaken a visit to the Fairview Winery on 20 June 2013, reports as follows:

1. Introduction

South Africa's most prominent wine producing regions are concentrated in the Western Cape, where a distinct blend of soil and climate combine to allow for the successful growth of a wide variety of cultivars.

As wine is South Africa's leading agricultural export, it is evident that the wine producing sector does not only contribute significantly to the national and provincial fiscus, but stimulates economic growth and development to the benefit of the greater community.

As of late, the focus of leading role-players in the wine industry has however shifted from an emphasis on purely exporting a superb product to overseas markets, to luring tourist to experience the wine routes of the Western Cape.

This shift has given birth to the concept of wine tourism – a form of tourism based on the principle of promoting all activities associated with wine tasting including, good food, companionship, adventure and scenic beauty.

The Fairview Winery, situated close to Paarl, has successfully taken ownership of this concept. Not only is the Winery the leading exporter of wine to foreign markets (the number 1 South African wine exporter to the United States), but successfully offers a wide array of trades and attractions to lure visitors. In addition, Fairview is committed to the social responsibility associated with corporate success and has become a market leader in terms of workforce empowerment initiatives, environmentally friendly business and sustainable practices and fair trade labour accreditation.

To this extent, the Standing Committee of Finance and Economic Development travelled to Fairview to gain a better understanding of how the winery has managed to achieve such success and how it uses its position to the greater good and the benefit of related industries, the immediate community, the Western Cape and ultimately, South Africa as a whole.

2. Delegation

The following Committees form part of the Social Cluster (Cluster B):

Standing Committee on Local Government
 Standing Committee on Agriculture and Environmental Planning
 Standing Committee on Finance and Economic Development
 Standing Committee on Human Settlements

The following Members formed part of the delegation:

Ms CF Beerwinkel (ANC)
 Mr AM Figlan (DA)
 Mr HP Geyer (DA)
 Mr KE Magaxa (ANC)
 Mr JJ Visser (DA)
 Mr EJ von Brandis (DA) (Chairperson)
 Mr MC Walters (DA)
 Mr P Uys (ANC)

Apology: Ms TN Bevu (COPE)

The delegation was accompanied by the following staff members:

Committee Co-ordinators: Mr D Cronjé
 Ms S Niekerk
 Ms A Clarke

Committee Assistant: Ms N Mshumpela
 Researcher: Ms M Hendriks

3. Account of Visit

Upon arrival, the delegation enjoyed lunch at the popular Goatshed Restaurant, an old maturation cellar that has recently been rebuilt into a Mediterranean-styled eatery.

After lunch, the delegation was met by Mr Anthony de Jager, Fairview's chief winemaker, for a tour of the facilities and cellars. Members were shown the large stainless-steel tanks in which grapes are stored during fermentation. Mr de Jager elaborated on the holding capacity of these tanks and briefly explained the vinification process.

Mr de Jager led the delegation through the bottling plant, storage facilities and main cellar used to store wine in French oak barrels. The delegation was surprised to learn the costs of a single barrel, which is specially imported to store different cultivars.

Unlike many wine farms, Fairview has an established in-house bottling unit that bottles, labels and packages wines on the premises. Although initially a large capital expense to build, this bottling unit significantly cuts production and therefore unit costs. Mr de Jager informed the delegation that Fairview does struggle with storage space once the wine has been packaged and placed on wooden pallets. Fairview needs to research feasible alternatives for in the near future.

Upon completion of the tour, Members were escorted to the Beryl Back Master Tasting Room for a briefing session by key role-players at the farm.

Mr de Jager addressed the delegation on the extent of land which form part of the Fairview brand. In addition to the 350 hectares of land located on the main farm situated on the Agter-Paarl Road, Fairview partially or completely owns vineyards in the Swartland/Malmesbury (115 hectares), Darling (86 hectares) and Stellenbosch (35 hectares) areas. These vineyards each produce a unique selection of cultivar varieties such as Shiraz, Tannat and Vionier.

Mr Charles Back, the owner of Fairview, was scheduled to address the delegation, but unfortunately had to attend to urgent matters elsewhere. Instead, Mr Robin Back, nephew of the owner and family representative responsible for promoting Fairview wines in the United States, briefed the delegation as to the foreign and local appeal for Fairview and its products.

Mr Back gave an overview of how the original farm developed from a humble vineyard in 1937, to one of the most sought after brands in the local and international wine industry. In essence, Fairview has achieved success as a result of Mr Back's personal philosophy that wine is an integral and joyful part of everyday life. Fairview was one of the first wine estates to realize that the laughter, companionship, hospitable environment and off course good food associated with wine tasting can successfully be packaged and marketed as a holistic experience. To this extent, the main Fairview farm expanded rapidly over the last few decades allowing for a cheese-factory (1980), goat tower (1981), a restaurant and bakery (2004) to be built to ultimately compliment its impressive offering of top quality wines.

In addition to the developments on the main farm, Charles Back ventured beyond the Paarl region in 1997 to acquire a small farm in the Swartland area. Applying the same holistic approach which allowed for the success of Fairview, Mr Back transformed this land from a modest wine farm to the powerful and attractive Spice Route Estate. Appropriately named in honor of the sea fearers of old who braved the new world to bring spices to the West, Spice Route symbolizes the manner in which Mr Back abandoned the conventional blueprint to a successful winery to apply his holistic perspectives to the wine making experience as a whole. Today, Spice Route Winery boasts a brewery, grappa distillery, chocolate factory, 3 restaurants and a glass blowing enterprise.

The Fairview and Spice Route estates annually attract more than 300 000 and 150 000 visitors respectively as its popularity locally and abroad increases exponentially. Mr Robin Back informed the delegation that the unique and authentic Fairview experience promotes itself via word of mouth, public relations and social media and that the company makes little to no use of external marketing initiatives. Fairview therefore attributes its success to its ability to allow for all activities on offer to complement each other to the ultimate benefit and enjoyment of a diverse range of customers and clients. The wine, cheese, chocolates etc on offer appeal to the need for authentic products of high quality and good value.

Following Mr Back, Donald Mouton, Farm Manager, briefed the delegation on Fairview's commitment towards sustainable practices and environmental awareness. Fairview ascribes to the most stringent local and international standards in upholding environmentally friendly farming and production practices and each bottle of wine carries an integrity and sustainability seal as issued by the Integrated Production of Wine (IPW) Association.

The IPW is a voluntary environmental sustainability scheme, under the jurisdiction of the Wine and Spirits Board (WSB), who ensures that wine producers be held accountable for their impact on the natural environment. As a member of this association, Fairview must submit regular self-assessments and are subject to random, independent audits.

Mr Mouton mentioned that by complying with the sustainability criteria of the IPW, Fairview must also create a safe and hospitable environment for their workers and adhere to ethical labour practices.

This declaration allowed for Mr Enoch Zeleni, Sales and Marketing Manager of the Fairvalley/Fairview initiative to brief the Committee about Fairview's commitment to look after its work force. Mr Zeleni explained how the success of Fairview can be attributed to its well trained workforce who upholds an outstanding level of customer service.

In 1997, the workers and employees of Fairview established the Fairview Workers Association. With funding from the Fairview Trust and the Department of Land Affairs, the Association purchased a piece of land known today as the Fairvalley farm. The purpose of this association, as described in its constitution, is for the previously disadvantaged workforce of the Fairview Estate, as well as their future generations and dependants, to gain ownership of Fairvalley, to keep it and to create a sustainable and commercially viable business and to establish equal job opportunities.

These workers, who all to this day reside at, and are in the employment of Fairview, commenced to produce wines under the Fairvalley label which allowed them to earn an additional income. With this income, the workers eventually built 8 small houses on the Fairvalley farm in 2002. However, as a result of a dispute between local and provincial governments over the urban edge of this land, re-zoning cannot take place and to this day the workers are not able to fully develop the land that will allow them to become individual property owners. If fully developed, the Fairvalley farm will allow for 450 residential units and 20 000 square meters of commercial and light industries.

Mr Zeleni, whom himself started as a farm worker at Fairview, noted that as the Fairview workers cannot fully develop the Fairvalley land, they all reside on the Fairview farm.

To serve this community, the Fairview Trust established the Fairview Community Development Programme in 2008 to ultimately enrich the lives of the farm community and to ensure a bright future for their children. This programme provides basic services such as housing; primary medical, dental and optometric care; education and after-school curriculum activities, sport, senior citizen care and financial advice to the community.

4. Findings and Concerns

Mr Robin Back explained to the delegation that Fairview makes use of very little direct marketing initiatives, but that they rely on word of mouth and general public relations and

interest to promote their products. When asked what the secret is behind the farm's ability to attract so many visitors, Mr Back noted that Fairview sets out to promote not only their own products, but try to place their establishment in the broader context of its position in the province and South Africa as a whole.

The Standing Committee found that when promoting their wines abroad, Fairview uses strategically placed visuals and advertising material showcasing the natural beauty of the Western Cape. Images often include individuals tasting wine, enjoying food and sharing a laugh together with a mountain backdrop. They therefore do not merely advertise a quality product, but the general feeling associated with the warm and friendly South African culture.

This marketing strategy, backed by the holistic approach of offering clients and visitors to the farm an abundance of products and activities – therefore an experience – has proven to be a highly successful business model.

The Committee found that Fairview is committed to sustainable practices that govern ethical farming and production to the benefit of the natural environment. The Standing Committee is however concerned that the membership to the associations that uphold these sustainable practices, are voluntary.

In example, the Biodiversity in Wine (BWI) initiative, aimed to protect the natural habitat and to educate wine producers to farm sustainably within the rich bio-diverse eco-systems of South Africa, such as the Cape Floral Kingdom (a world heritage site), only has 178 members. Considering the magnitude of the South African wine industry it's extremely concerning that only 178 wine producers are officially committed to such sustainable practices.

The delegation noted with delight that Fairview leads the way in owning up to its responsibility of empowering workers who have previously been disadvantaged. Fairview is committed to all aspects associated with broad based economic empowerment, such as management and ownership, and skills and enterprise development. The workers at Fairview, through the Fairvalley initiative have shown that where opportunity meets hard work and dedication, success is inevitable.

5. Recommendations

The Standing Committee recommends that the Department of Economic Development and Tourism engage Fairview to observe such best practices which can ultimately be used to develop a framework that will benefit small and medium enterprises.

As Fairview has perfected the art of wine tourism and can motivate the success of their strategies by their tourist arrival statistics, the Standing Committee further recommends that the Department of Economic Development and Tourism and its reporting entity, the Western Cape Destination Marketing, Investment and Trade promotion Agency (WESGRO), endorse Fairview as an example of a successful private initiative in order to stimulate the development of improved sustainable tourism practices, products and frameworks. The Standing Committee found that Fairview is willing and able to share the secrets of its success with industry related role-players and competitors.

The Standing Committee recommends that the Department of Agriculture and Environmental Planning, in partnership with the Department of Economic Development and Tourism and Fairview, therefore champion the cause of the Biodiversity in Wine association, Wine and Agricultural Industry Ethical Trade Association (WIETA) and the Integrated Production of Wine (IPW) initiative.

The Standing Committee commends the philosophy of Mr Charles Back to cherish the relationship between those that own, and those that work the land. The Standing Committee further recommends that the Department of Economic Development study the Fairvalley model and learn from its best practices to the eventual benefit of the Western Cape through future programmes and policies.

The Standing Committee noted with distress that the roll-out of the next phase of the Fairvalley initiative, the development of the Fairvalley Urban Village, has been delayed since 2009 due to governmental administrative delays.

The Standing Committee recommends that the Department of Economic Development and Tourism investigate this delay and make haste of red-tape reduction efforts to allow for the rezoning of the Fairvalley land.

6. Conclusion

The Standing Committee is thankful that the Fairview Winery shared their history and future vision with the delegation from the Western Cape Provincial Parliament.

The visit proved both insightful and inspiring, as the delegation did not only learn about wine production, but observed best practices relating to corporate success, tourism promotion, economic empowerment and environmental sustainability.

The delegation was also able to gain knowledge about the concept of wine tourism and witnessed the holistic approach applied by Fairview in practice.

The Standing Committee is confident that many positives will emanate from the visit and Fairview will continue to expand and inspire to the benefit of the greater community, Western Cape and South Africa.

7. Acknowledgements

The Standing Committee would like to express its sincere appreciation to Mr Charles Back for allowing the delegation from the Western Cape Provincial Parliament to visit the Fairview Winery.

The Committee would further like to thank Mr Anthony de Jager, Mr Robin Back, Mr Donald Mouton and Mr Enoch Zeleni for their insightful presentations, and Ms Diani Smit for the logistical arrangements and corporate gifts.

6. Report of the Standing Committee on Finance and Economic Development on the visit to Fairy Glen Private Game Reserve, 19 June 2013.

The Standing Committee on Finance and Economic Development, having undertaken a visit to Fairy Glen Private Game Reserve on 19 June 2013, reports as follows:

1. Introduction

Although Africa as a whole is synonymous with wildlife safaris, South Africa is widely considered as the premier destination in the world for luxury game viewing and private game reserve accommodation. The magnificent natural beauty, abundance of wildlife and biological diversity, without a doubt, stimulates foreign appeal and attracts tourists to our shores.

The Western Cape, and in particular the Cape Town area, is however not renowned for private game viewing and local tourism is predominantly based on fruit and wine production, culture and heritage, beaches, architecture and design and off course, the friendly nature of its inhabitants.

Although there is a wide selection of luxury private game reserves in the Western Cape, it is unclear whether locating this industry in the Cape region will serve the long term purpose of attracting local and foreign visitors to the Province.

The Standing Committee on Finance and Economic Development therefore undertook a visit to a private game reserve in the Breede River Valley region to not only observe the efforts and contributions of such an establishment towards eco-tourism and wildlife conservation, but to assess the long-term sustainability of the game viewing industry in the Western Cape.

2. Delegation

The following Committees form part of the Social Cluster (Cluster B):

Standing Committee on Local Government
 Standing Committee on Agriculture and Environmental Planning
 Standing Committee on Finance and Economic Development
 Standing Committee on Human Settlements

The following Members formed part of the delegation:

Ms CF Beerwinkel (ANC)
 Mr AM Figlan (DA)
 Mr HP Geyer (DA)
 Mr KE Magaxa (ANC)
 Ms BG Mbalu (ANC)
 Ms E Prins (ANC)
 Mr JJ Visser (DA)
 Mr EJ von Brandis (DA) (Chairperson)
 Mr MC Walters (DA)
 Mr P Uys (ANC)

Apology: Ms TN Bevu (COPE)

The delegation was accompanied by the following staff members:

Committee Co-ordinators: Mr D Cronjé
Ms S Niekerk
Ms A Clarke
Committee Assistant: Ms N Mshumpela
Researcher: Ms M Hendriks

3. Account of Visit

The delegation arrived at the entrance to the Fairy Glen Private Game Reserve on Thursday morning and was warmly received by the owner, Mr Pieter de Jager, his wife, and other reception staff.

Before being introduced to the game ranger, members each had to sign an indemnity form. The ranger then indicated that the delegation would be taken on a game drive through the premises. As the weather conditions were overcast, members were each given a warm blanket and waterproof jacket to shield them from the elements, before embarking the modified *buffel* safari vehicle. The ranger also gave a short safety briefing.

The members were taken on an informative game drive, which was made memorable by the sight of a wide array of wildlife such as eland, the endangered bontebok, steenbok, wildebeest, elephant and the Cape buffalo.

The highlight of the game drive was however the interaction with the two white rhino kept at Fairy Glen. The sight of these animals was heartfelt, as the pair captured headlines in 2011 after falling victim to a poaching attempt. In December 2011, after setting alight the mountains surrounding Fairy Glen to distract staff, poachers drugged both rhino before cutting off their horns. Both rhino miraculously survived and roam around the Fair Glen estate.

Members were taken to the lion enclosure and attended a feeding session of these animals.

The delegation was transported to the accommodation lodge for a briefing by the owner, Mr Pieter de Jager. Mr de Jager spoke passionately about Fairy Glen and elaborated on industry related challenges. He indicated that the sustainability of the farm is problematic as tourist numbers, directly proportionate to profits, fluxuate drastically between seasons. Income does however at the current moment exceed expenditure.

Mr de Jager shared his frustration in terms of Fairy Glen's efforts to create a safe sanctuary for the rhino. He elaborated that the current situation regarding rhino poaching has resulted in a vast increase in conservation efforts by various non-governmental and non-profit associations. He however questions the purpose and intent of these efforts, as there is currently no single dedicated rhino conservation fund that he is aware off. He therefore feels that although all industry related role-players are passionate about conservation, funding raised for this purpose do not reach the intended destination. All costs associated with protecting the rhino at Fairy Glen are carried by the owner, Mr de Jager.

After the presentation by Mr de Jager, members enjoyed a home-cooked meal at the Fairy Glen Lodge.

4. Findings and Concerns

Fairy Glen Private Game Reserve offers visitors a unique South Africa experience, complete with natural beauty, an abundance of wildlife, excellent food and warm hospitality.

Staff is passionate and knowledgeable about nature conservation and the wildlife industry and act in the utmost professional manner. The facilities are further well maintained and local and foreign visitors can enjoy the offerings at a reasonable price.

The Committee is however concerned as to the amount of local and international tourists that visit Fairy Glen. Although no formal attendance figures were provided, Mr de Jager did state that business is slow at times. At the time of the visit, no other guests were accommodated at Fairy Glen.

Due to the high costs associated with this industry, such establishments do not usually expand at a rapid pace, therefore restricting growth and limiting job opportunities. The Committee is therefore concerned that the local community does not benefit from such establishments.

5. Recommendations

The Committee recommends that the Department of Agriculture and Environmental Affairs consult Fairy Glen as to establish possible conservation initiatives were funds raised are directly allocated to the conservation and protection of rhino. Such support should however not only be limited to public entities, but also to private establishments such as Fairy Glen. The threat of rhino poaching is equally great for both private and public establishments and support should therefore also be equally applied.

The Committee recommends that an independent study, which takes into account a wide array of aspects relevant to this industry, be conducted on private game reserves in the Western Cape to determine whether the Cape Region can successfully be promoted as a game viewing marketing designation.

6. Conclusion

The delegation enjoyed a memorable visit to the Fairy Glen Private Game Reserve and was impressed by the professional set-up of the facilities and dedication of the friendly staff.

The visit however only served the purpose of gaining a visual impression of the Private Game Reserve.

Although the Committee is therefore of the opinion that the facilities are of a world-class standard, it could not determine whether Fairy Glen is indicative of the long-term economic viability of private game reserves in the Western Cape.

Initial observations revealed limited visitors and the enclosed nature of animals on display cannot compete with the appeal of vast resorts and reserves in northern parts of the country where animals roam wild.

7. Acknowledgements

The Committee would like to express its sincere appreciation and gratitude to Mr Pieter de Jager and his team for hosting the delegation of the Western Cape Provincial Parliament at the Fairy Glen Private Game Reserve.

Report to be considered.

7. Report of the Standing Committee on Finance and Economic Development on the visit to the Golden Valley Casino, 19 June 2013.

The Standing Committee on Finance and Economic Development, having undertaken a visit to the Golden Valley Casino on 18 June 2013, reports as follows:

1. Introduction

The Standing Committee on Finance and Economic Development recently dealt with two key items of legislation, namely the *Western Cape Seventeenth Gambling and Racing Amendment Bill* [B 3–2013] and the *Western Cape Eighteenth Gambling and Racing Amendment Bill* [B 4–2013].

The nature of these Bills heavily impacted on the casino and gambling industry and the Committee subsequently held public hearings on these two Bills in June 2013 in order to facilitate public input and submissions. It emanated from these public hearings that, in particular, the Golden Valley Casino in Worcester would be affected by such legislation.

As the Committee was scheduled to travel to Worcester and Robertson as part of the Joint Visit Week of the Service Delivery Cluster (Group B), it made use of the opportunity to visit the Golden Valley Casino to gain a first-hand experience and understanding of industry related challenges, opportunities and the general day-to-day operations of a casino.

2. Delegation

The following Committees form part of the Social Cluster (Cluster B):

Standing Committee on Local Government
 Standing Committee on Agriculture and Environmental Planning
 Standing Committee on Finance and Economic Development
 Standing Committee on Human Settlements

The following Members formed part of the delegation:

Ms CF Beerwinkel (ANC)
 Mr AM Figlan (DA)
 Mr HP Geyer (DA)
 Mr KE Magaxa (ANC)
 Ms BG Mbalo (ANC)
 Ms E Prins (ANC)
 Mr JJ Visser (DA)
 Mr EJ von Brandis (DA) (Chairperson)

Mr MC Walters (DA)

Mr P Uys (ANC)

Apology: Ms TN Bevu (COPE)

The delegation was accompanied by the following staff members:

Committee Co-ordinators: Mr D Cronjé

Ms S Niekerk

Ms A Clarke

Committee Assistant: Ms N Mshumpela

Researcher: Ms M Hendriks

3. Account of Visit

The delegation was welcomed to the Golden Valley Casino by the General Manager, Ms Wahida Parker.

Members were hosted in the bar/lounge area of the Casino where refreshments were served prior to Ms Parker leading the delegation on a tour of the facilities.

Ms Parker took the delegation to a lawn area outside the Casino where functions and events are regularly held to entertain guests. Before elaborating as to the types of functions held in this area, Ms Parker touched on the interesting subject of identifying a target market in order to lure visitors to the casino.

As Worcester lies adjacent to the N1 secondary route leading to the Southern Cape, visitors to the Casino are mostly traveling through to other destinations. The Casino therefore needs to consider the holistic appeal of their facilities to visitors in order to persuade them to stay over at the accompanying Lodge.

Alternatively, the Casino needs to stimulate local interest in their facilities. To this extent, Ms Parker elaborated on the nature and culture of the local community. Worcester mostly remain a conventional, Afrikaans, rural community and the Casino has to cater to the needs of individuals. In this regard, the Casino differs from their counterparts in the Cape Town Metro area in the sense that establishments such as Grand West Casino focus on a formal, sophisticated market, whereas Worcester caters for a more laid-back, relaxed group.

Events organized and hosted by the Golden Valley Casino therefore reflect these interests. Ms Parker mentioned that the Casino will host music events with a variety of artists, that continues for the whole duration of an evening. Guests can therefore come and go at their own leisure, moving between the Casino, bar, lounge and outdoor area. In the Metro, events hosted by a gambling establishments will start and end according to a strict schedule and guests cannot enter after the start. At the Golden Valley Casino, more emphasis is placed on creating a warm, hospitable and festive environment to which local visitors can relate.

The delegation then visited the Casino floor where Ms Parker highlighted the establishment's strict adherence to legislation and regulations guiding the Casino profession. Of particular importance is the separate smoking and non-smoking sections and upholding the practice of not allowing children to enter the floor of gambling area.

The Casino is also dedicated to responsible gambling practices and has set aside a gaming area where potential gamers can learn the rules of Roulette by playing with small denominations and chip values.

The delegation also visited the Kuipers restaurant situated on the premises and was later that evening hosted by Ms Parker for an enjoyable dinner.

4. Findings and Concerns

The Committee applauds the efforts of Ms Parker and her staff for managing a professional and efficient casino, restaurant and lodge.

The Committee commends their work ethic and vision to adapt their marketing strategy to lure visitors to the Casino amidst harsh economic times. The Golden Valley Casino appeals to a distinct group of individuals and their success can directly be attribute to management's ability to cater for the local community.

The Committee is however concerned about the sustainability of the influx of visitors to the Casino and Lodge. In order for the long term viability of a Casino in Worcester, the establishment needs to look beyond the local and seasonable visitor and tourists by promoting the surrounding area as a favorable marketing destination for not only fruit and wine production, but for alternative adventure activities such as paragliding and gliding planes.

5. Recommendations

The Committee recommends that the Golden Valley Casino explore partnerships with aviation clubs, such as the Cape Gliding Club based at the Worcester Airfield, to promote the Breede River Valley as South Africa's premium mountain flying destination. The sport of gliding is currently undergoing a period of global growth, and the possibility of annual festivals should be explored in partnership with leading industry related role-players.

6. Conclusion

The delegation is thankful for the opportunity to have gained valuable knowledge and firsthand experience of the Casino and gambling industry.

The delegation, and in particular the Members of the Standing Committee on Finance and Economic Development, had the opportunity to listen to problems and concerns experienced by individuals tasked with the day-to-day management of a gambling establishment.

Such an understanding of the practical operations of the industry will allow members of the Committee to bridge the gap and understand the shortfalls between the Committee's Constitutional mandate of passing legislation, providing oversight and assessing the impact of legislation on ground level.

This will ultimately ensure a more fluent and effective relationship between the Committee and its reporting entities such as the Provincial Treasury and the Western Cape Gambling and Racing Board.

7. Acknowledgements

The Committee would like to express its sincere appreciation to Ms Parker and her staff for allowing the delegation the opportunity to visit the Golden Valley Casino.

Ms Parker went the extra mile to ensure that the delegation had a memorable experience for the duration of their stay at the Golden Valley Casino and Lodge.