

WEST RAND DISTRICT MUNICIPALITY

ANNEXURE B: BUSINESS INVESTMENT GUIDE

April 2012



**WEST RAND DISTRICT
MUNICIPALITY**

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WEST RAND DISTRICT MUNICIPALITY

BUSINESS INVESTMENT GUIDE

APRIL 2012

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STUDY PURPOSE

This Business Investment Guide is prepared in conjunction with the Marketing and Investment Strategy prepared for the West Rand District Municipality. The aim of the Marketing and Investment Strategy is to draw up an implementation plan with development facilitation actions to enable the District to embark on a focused and targeted marketing process to pro-actively attract investors, whereas the aim of this Business Investment Guide is to compile marketing information and investment opportunities for potential investors which can be utilised by the West Rand District Municipality (DM) and the Local Municipalities (LMs) to entice investors to do business in the area.

PURPOSE OF BUSINESS INVESTMENT GUIDE

This Guide is for investors who wish to have ready-made information, which can be used in investment-making decisions. The guide also provides practical guidelines on how government will support investors. It provides detailed information on sectors and business investment opportunities per sector in the West Rand District for potential investment.

This Guide is thus an indispensable information source to those needing to find out a lot more about doing business in the West Rand District Municipality (WRDM). This business guide provides quick statistics on the socio-economy at a glance, highlights the strategic economic growth sectors and business opportunities; provides information on the support structures and associations; as well as essential contacts for doing business in WRDM. This is an invaluable guide for domestic and international investors and business executives across the globe.

DISCLAIMER

While every effort has been made to ensure that the information contained in the West Rand District Municipality's Business Investment Guide 2012 is accurate and all figures and statistics are as up-to-date as we were able to source, neither Kayamandi nor the publisher can be held responsible for the accuracy or completeness of available information.

It should be borne in mind that the figures contained in this publication are indicators and could vary within a relatively short space of time. The latest available statistics do not account for the temporary downturn brought about from the recent global economic recession. It is therefore advisable that researchers and analysts obtain current figures from the sources quoted in this document.

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Text boxes such as this one are used throughout the document.

These are used for the purpose of highlighting certain key facts, aspects, etc.

This document currently has no fancy layout, design, pictures, photographs, etc. Formatting has purposefully been kept plain and simple to enable ease of utilising data and publishing.

FOREWORD

West Rand District Municipality's (WRDM) sound economic infrastructure and growing involvement in the global economy has firmly placed this District in a leading position among emergent world economies – making this a prime business destination.

In a fast-changing global economy, WRDM is ensuring an effective business environment for foreign and domestic investors. This is strengthened by highly effective regulatory and economic policies at National, Provincial and District level, which are stable and predictable. Supporting this, through a strong macro-economic base, WRDM has in place a range of world-class features including:

- Existing support services and linkages
- Availability of affordable labour
- Key tourism destinations
- Good infrastructure linkages to other markets
- Scenic-rural atmosphere
- Abundance of raw materials and resources

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SECTION 1: MESSAGE FROM THE MAYOR

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SECTION 2: BACKGROUND

The West Rand District Municipality is situated in the western edge of the Gauteng (GP) Province, bordering the North West Province, in the Republic of South Africa (RSA).

The Gauteng Province is the smallest province in South Africa, but contributes 33% to the national economy and a phenomenal 10% to the GDP of the entire Africa continent. Gauteng was built on the wealth of gold found deep underground – 40% of the world's reserves. The economy has diversified with more sophisticated sectors such as finance and manufacturing setting up shop, and gold mining is no longer the mainstay.



The West Rand District Municipality is surrounded by the Bojanala Platinum District Municipality to the north, City of Tshwane Metropolitan Municipality to the north-east, City of Johannesburg Metropolitan Municipality to the east, Sedibeng District Municipality to the south-east and the Dr. Kenneth Kaunda District Municipality to the south west.

The West Rand District Municipality comprise of the following Local Municipalities:

- Mogale City Local Municipality;
- Merafong City Local Municipality;
- Randfontein Local Municipality; and
- Westonaria Local Municipality.

The West Rand District Municipality lies to the west of Johannesburg and abuts the North West Province. It comprises of Mogale City, Merafong City, Westonaria and Randfontein.

Located to the west of Johannesburg about 50 minutes from OR Tambo International Airport, and easily accessible from all major Gauteng centres, this region is a great base from which to explore this fascinating and ancient part of South Africa.

The region has a rich and diverse landscape with the lovely Magaliesberg Mountains forming the backdrop. Towns in the region include Krugersdorp, Muldersdrift, Tarlton, and Magaliesburg amongst other, each being within easy reach of the peaceful countryside well known for its warm hospitality.

There is a wonderful selection of things to do in this area, such as game drives, hiking and mountain biking trails, horse-riding and visiting art galleries. Two tourist routes, the Magalies Meander and Crocodile Ramble, provide excellent day trip from Johannesburg and Pretoria.

The area is also world-renowned for its rich archaeological and anthropology sites. The highlight of these is the Cradle of Humankind, which is home to the Sterkfontein Caves and the Maropeng Visitors Centre, which has been developed in Kromdraai, an area so rich in anthropology that it has been declared a Unesco World Heritage Site. It is here where evidence of the ancient hominid habitation have been documented which stretches back over two million years.

Another great attraction in the West Rand is the world's deepest mining shaft, plunging to 3.6 kilometres into the earth.

Gold and uranium mining are major economic contributors in the District, and old mine tailings are reprocessed using modern technology. The District is focused on attracting downstream mining industries like refining and beneficiation.

The West Rand District Municipality contributes the most of all the district municipalities (excluding metropolitan municipalities) in Gauteng to the Province's economy in terms of sectors. The District Municipality contributes over R15 billion and its economy is driven by manufacturing, community services, Mining and Trade and Finance.

The West Rand District Municipality has consistently enjoyed comparative advantages in the following sectors:

- Mining (Westonaria, Merafong City and Randfontein)
- Manufacturing (Mogale City and Randfontein); and
- Construction (Randfontein and Mogale City).

In terms of the location quotient, mining appears to be the leading sector but has been experiencing a steady decline since 2005. Mining in Westonaria and Merafong City dominates in terms of sectoral contribution, but mining will not be sustainable in the future and thus the economy for Westonaria and Merafong City needs to be diversified.

The area is endowed with an abundant pocket of land with medium to high agricultural potential as well as favourable climatic conditions. The District also forms part of the Maize triangle and consequently the Gauteng Provincial government is reinforcing this strength by investing in the area as part of the roll-out of Agricultural Hubs.

Proximity to Lanseria International Airport increases the area's neighbouring African countries and international profiles, and creates a number of opportunities in terms of manufacturing, agro-processing and distribution.

It is relevant to note that the District is in the process of applying to the Municipal Demarcation Board (MDB) for the redetermination of the area into a single Category A municipality. Note that a category A municipality is defined as:

“An area must have a single category A municipality if that area can reasonably be regarded as-

(a) a conurbation featuring-

(i) areas of high population density;

(ii) an intense movement of people, goods, and services;

(iii) extensive development; and

(iv) multiple business districts and industrial areas;

(b) a centre of economic activity with a complex and diverse economy;

(c) a single area for which integrated development planning is desirable; and

(d) having strong interdependent social and economic linkages between its constituent units.”

A strategy for 2016 was adopted by the West Rand District Municipality (WRDM) and the local municipalities within the WRDM i.e. Merafong City Local Municipality, Mogale City Local Municipality, Randfontein Local Municipality and Westonaria Local Municipality. This “Vision 2016” entails the amalgamation of all 5 municipalities (WRDM and its 4 Local Municipalities) into a **“UniCity” i.e. one municipality by 2016.**

Some of the key factors of compliance with the criteria set for a single Category A municipality, as contained in Section 2 of the Municipal Structures Act of 1998 are provided hereunder as well as of the key advantages.

The West Rand municipal area is serviced by National, Provincial and Local roads. The N12 and N14 are the two National roads that cross the district in a west to north eastern direction. These routes generally provide good regional access between the WRDM and Johannesburg to the east, Pretoria to the north and the NW Province to the north-west.

Movement linkages are essential as they increase a region’s connectivity and access to economic and learning opportunities. The district is well serviced in terms of east-west regional linkages and these directly link the West Rand to the northern and central Gauteng economic powerhouses to its east and the agricultural and mining zones of the North West Province to its west. On the other hand the north-south linkages centralise it between the Free State Province and the eastern parts of the North West Province such as the Bojanala Local Municipality.

Taxis dominate the public transport operations in the District. Bus transport in the district is very limited with no subsidised commuter services, apart from contracted learner transport services that are provided in the predominantly rural area. A lot of people commute to Mogale City, Merafong City and Randfontein within the region as these are main towns where economic activity happens. Outside the region the movement of people is mainly towards the City of Johannesburg.

The commuter rail services operating in the West Rand and these connect the far western side of the region (Merafong City) with the City of Johannesburg. There are training services operating in Mogale City and Westonaria.

The Lanseria airport node is an important development for the entire region and could influence the development of the K29 corridor. The K29 road serves as a regional corridor between Johannesburg area and Rustenburg area also connects with the Platinum toll road as a spatial corridor.

The main developmental and commercial nodes within the West Rand municipal area are in Mogale City and Randfontein. However, Merafong City is comparative a bigger node than Westonaria, with both nodes mainly having mining as the anchor economic development activity.

Despite the developmental limitations faced by the individual municipalities in varying degrees, due to among other things, prevalence of dolomitic conditions, the West Rand region as a whole has a potential to attract development towards the western part of Gauteng. This is a developmental opportunity emanating from the fact that the western part of Gauteng still has pristine development areas that could still be exploited and contribute towards the integration of the various municipal areas within the West Rand but also with Tshwane in the North and City of Johannesburg in the East. **Therefore establishment of the single municipality will contribute to the achievement of the Global City Region vision.**

The main business districts and industrial areas are predominantly situated in Mogale City and Randfontein. Though Merafong City and Westonaria had business districts and industrial areas, the main anchor economic activity is mining.

However, the West Rand area has a potential that has not been fully explored as a result once the areas has been redetermined into a single municipality, this potential can be explored through integrated planning and delivery of economic infrastructure that would contribute to positive economic growth.

The strategic location of the WRDM in relation to the Gauteng Province creates a huge potential for the agriculture sector to grow and stimulate economic development in the region. The advantage held by farmers within the West Rand is their close proximity to the largest consumer market of perishable goods in South Africa (i.e. City of Tshwane and City of Johannesburg), coupled with the fact that the region has areas with good to excellent agricultural potential. Furthermore, the region possesses the potential to develop agro-processing within its borders, as the majority of required resources are available.

Mining is still a very important economic sector in the West Rand, both in terms of production and employment and its influence in the economy of the West Rand is still to be felt for many years to come. Therefore it's critical that the mining sector be used as a catalyst for developing other economic activities within the region.

The Manufacturing, Electricity & Water, Construction, Wholesale & Trade, Transport & Communication and Government services sectors in this regard depicts an economy, or in this case a sector, which can provide at a subsistence level to the local community and thus is a self-sufficient unit catering for the local communities of the West Rand.

The WRDM has another comparative advantage namely tourism. The West Rand has various tourism opportunities/attractions, of which the most important is surely the Cradle of Humankind World Heritage Site. And even though the COH WHS is not under the management of the West Rand District Municipality, the largest portion of the site falls within the boundaries of the WRDM, the COH WHS and other tourist attractions in the area can contribute to the increase of its share of international and domestic tourism arrivals and capitalize on the resultant opportunity for economic growth.

The proposed redetermination will assist in the provision of a democratic and accountable government for the local communities in that the proposed redetermination will increase the new entities capacity and ability to enhance democracy and accountability for local communities. More wards will be created resulting in an increase in representation and better communication between residents and their municipal council. More people will have the opportunity to participate in local government processes and be exposed to first-hand information on service delivery and other important local government matters.

The proposed redetermination will improve the provision of services to the communities in an equitable and sustainable manner in that the revenue base, including capital grants, and the tax base will be increased resulting in the increased capacity of the new municipality to deliver quality services to the community. A single municipality will also ensure that there are standardised processes for determining priority areas that need intervention in particular poor areas, thus contributing to the equitable provision of services.

The proposed redetermination will also promote social and economic development in the affected municipalities through integrated planning at all levels and also through ensuring linkages between transport and economic development nodes within the region. Regional Integrated Infrastructure Master Plan, Regional Integrated Transport Plan etc. are in the process of being developed and these integrated plans will ensure enhanced social and economic development happens with the Region for the benefit of the community.

The proposed redetermination will also promote a safe and healthy environment in the affected municipalities as it will provide an opportunity for the development of integrated environmental management plans. Development applications will also be processed centrally in order to ensure that each decision on development is based on sound environmental principles. The redetermination will also ensure that there is increased capacity within the new municipality to ensure that public safety and social crime prevention initiatives are adequately implemented for the benefit of the community.

The proposed redetermination will also enable effective local government as it will prevent fragmentation and an equal standard of service delivery throughout the region. The leadership of the West Rand (political parties and civil society) has a vision to unite the four local municipalities located within the area of jurisdiction of the West Rand District Municipality (WRDM) into a single municipality by 2016. The afore-mentioned vision is referred to as the “WRDM Vision 2016” and its main objective is to establish a single governance structure in the region with integrated governance powers and functions.

In a practical sense, a unicity is where a single municipal council is responsible for all decisions relating to growth and change in - and relationships between - the downtown, the inner city, and the suburbs, both old and new. At root, a unicity concept allows for an efficient growth process that is instrumental in dampening urban sprawl.

The stated aims of a Unicity are to:

- Develop a central council for the Unicity: Bringing the four existing municipalities into a central metropolitan “unicity” council.
- Ensuring that councils find ways to either cut spending or take in more money. The proposed measures include ensuring that staff are productive and efficient; and providing a “basic core” of services to everyone and charging for “extra” services
- Enable corporatisation. Already the City of Johannesburg’s Metro has privatised for instance water, namely Joburg Water, refuse and removal, pikitup, etc. Some services have also already been “contracted out” in certain areas of Cape Town. For example, the contract for refuse removal in Khayelitsha has been given to a private company. Corporatisation will lead to greater efficiency.
- Reduce poverty
- Improve the quality of life for all
- Ensure value-for-money service delivery
- Keep local government finances healthy
- Promote local democracy and a culture of good governance
- Create a globally competitive city for the 21st century

Metropolitan municipalities, also known as Unicities, have exclusive municipal executive and legislative authority in their areas. There are currently eight of these in the country:

- Buffalo City Metropolitan Municipality (East London)
- City of Cape Town Metropolitan Municipality (Cape Town)
- Ekurhuleni Metropolitan Municipality (East Rand)
- eThekweni Metropolitan Municipality (Durban)
- City of Johannesburg Metropolitan Municipality (Johannesburg)
- Mangaung Metropolitan Municipality (Bloemfontein)
- Nelson Mandela Bay Metropolitan Municipality (Port Elizabeth)
- City of Tshwane Metropolitan Municipality (Pretoria)

In summary the benefits of this type of regional governing is reflected in:

- Equity of taxation
- Heightened standards
- Reduced fragmentation of municipal services
- More efficient administration
- Seamless planning and development
- The protection of long term growth corridors
- Improved service delivery and standardisation of services through integration
- Broader income tax bases to provide for disadvantaged areas
- Spatial integration and uniform land use management schemes to strengthen economic investment
- Alignment to the Gauteng Global City Region Initiative
- Improved resource management in the region (economies of scale)
- Support of the achievements of the Millennium Development Goals

THE INVESTMENT ENVIRONMENT OF MOGALE CITY LM

DID YOU KNOW?

Location: Mogale City Local Municipality is located on the north western border of Gauteng and borders onto the North West Province.

Corridors traversing the area: The N14/R28 corridors, connecting Krugersdorp to the rest of Gauteng and Randfontein

Geographical area: 1120km²

Population: 343 664 people (2010)

Administrative Centre: Krugersdorp

Key Towns: Krugersdorp and Kagiso

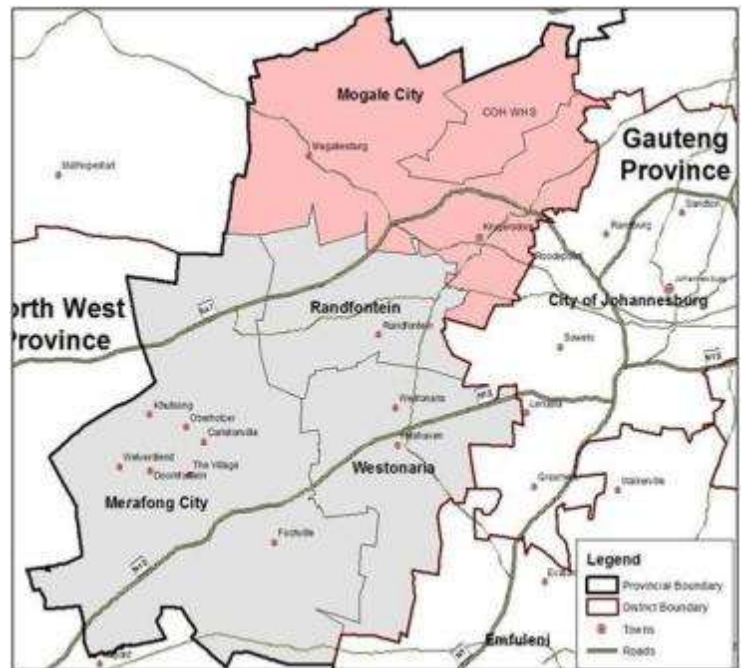
Other Areas: Magaliesburg, Tarlton, Hekpoort, Muldersdrift, Rietvallei and Munsieville

Background: Mogale City's urban history dates back to the late 1800s when Krugersdorp was developed in reaction to the discovery of gold on the Witwatersrand. The town served as an administrative centre for the mines during the late 1800s and boasted in the 1950s as the only area where uranium

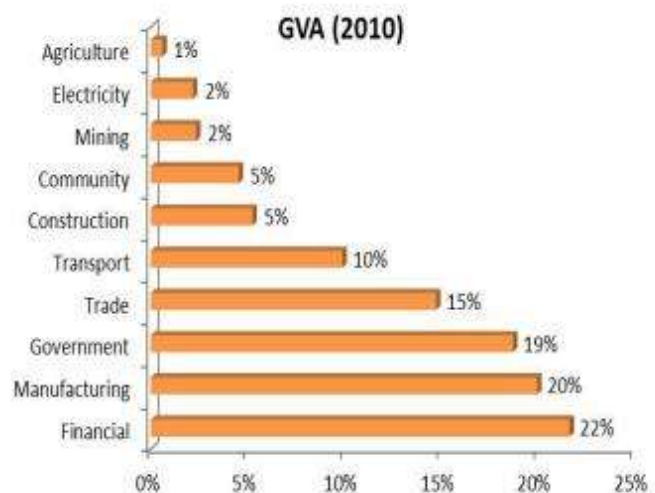
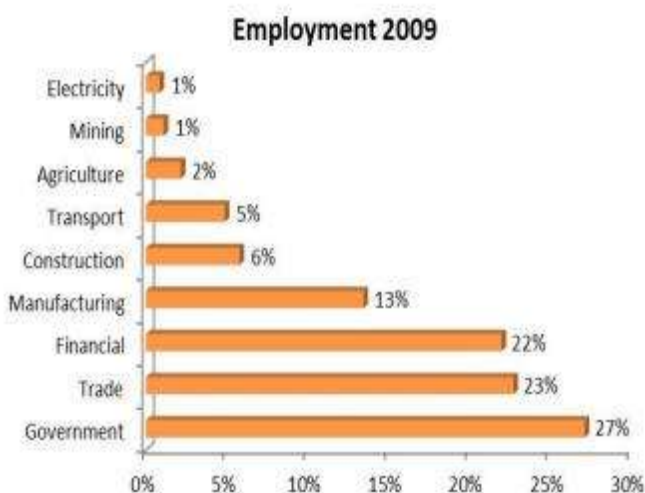
was produced as a by-product of gold. Today Krugersdorp is the economic hub of Mogale City which is known as the 'City of Human Origin' with the Cradle of Humankind being situated within the municipal boundaries.

Key facts:

- Home to the Cradle of Humankind World Heritage Site
- Named after Chief Mogale-Wa-Mogale, the young heir to the Po Chieftom of Batswana
- Mogale City is the most populated region in West Rand with approximately 43% of the total population residing there



SECTORAL CONTRIBUTIONS TO FORMAL EMPLOYMENT AND GVA



THE INVESTMENT ENVIRONMENT OF MOGALE CITY LM

INVESTMENT OPPORTUNITIES

AGRO PROCESSING AND AGRICULTURE OPPORTUNITIES

- Food Cluster with focus on processing, packaging and export
- Leather tanning
- Egg production
- Speciality vegetables
- Broiler production

TOURISM OPPORTUNITIES

- Expansion of Magaliesburg steam train attraction
- Game farming and safari tourism
- Magaliesburg eco-tourism route
- Katlego Cultural Facility
- Tourism branding & marketing (CoH and Magaliesburg area)
- Cradle of Humankind educational tourism
- Development and improvement of tourist facilities and accommodation

MINING AND MINERAL BENEFICIATION OPPORTUNITIES:

- International Centre of Excellence
- Jewellery manufacturing
- Gold processing for catalyst & other uses

MANUFACTURING AND RETAIL TRADE OPPORTUNITIES:

- Recycling plant
- Industrial Cluster Development
- Processing of ostrich products

KRUGERSDORP

Krugersdorp originated due to the discovery of gold on the Witwatersrand. During 1887, the town was established as an administrative centre for mines in the region, on a farm named Paardekraal. The name of the town was to be Krugersdorp after the President of Transvaal, Paul Kruger. Later that same year, stands were sold and two years later the government donated money for the planning of trees along the streets. In 1891, after the railway line was completed between Johannesburg and Krugersdorp, the town drastically expanded. Today Krugersdorp hosts the greatest CBD in Mogale City and the West Rand and functions as the economic hub of the region. Situated just 33km from Johannesburg, Krugersdorp shares a number of urban links with the Gauteng core and forms part of Johannesburg's east-west development corridor which runs along the traditional mining belt

ATTRACTIONS AND ACTIVITIES:

- Krugersdorp Game Reserve
- Krugersdorp Golf and squash clubs
- Mogale Museum
- Bungee Mogale at Kings Kloof Bridge
- Burma Bridge (suspended bridge walk)
- Protea Safari Eco Trail and 4x4 routes
- Usiba Country Lodge and other guest houses
- Vastrap Fees (annual 4x4 festival)
- The Lemon Tree Organic Market

MAGALIESBURG AND THE MAGALIES MEANDER

Magaliesburg is situated on the southern slopes of the Magaliesberg and is named after the chief of the old Po-tribe, Mohale or Magali, who occupied these regions many years ago. Today Magaliesburg is a prominent rural town, and together with the Magalies Meander (an area that stretches from Magaliesburg towards Rustenburg and includes the Cradle of Humankind) and thanks to the favourable climate and pristine natural beauty, it boasts with a collection of tourist activities and an abundance of accommodation facilities.

ATTRACTIONS AND ACTIVITIES:

- GoVertical Mountaineering Adventures
- Microlighting (Davies Aircraft Corporation)
- The Magalies Express Train
- Art galleries (Angela Eidelman)
- Magaliesberg Canopy Tour
- Horse trails (Hollybrooke Farms, Saddle Creek Ranch)
- Adventure tours
- Hot air ballooning

THE INVESTMENT ENVIRONMENT OF MOGALE CITY LM

Cradle of Humankind World Heritage Site

The Cradle of Humankind, one of the world's richest sources of knowledge about the development of man, was declared as a World Heritage Site by UNESCO in December 1999. The Cradle includes the Sterkfontein Caves, a wonderland of magical stalactites and stalagmites and the skull of Mrs Ples an Australopithecus africanus that lived more than 2 million years ago. Maropeng also displays 16 original dinosaur fossils from the early Jurassic period, some 290-million years ago.

ATTRACTIONS AND ACTIVITIES:

- Maropeng Visitors Centre
- Sterkfontein Caves
- Swartkrans
- Minnaars
- Plover's Lake
- Wonder Cave
- Drimolen
- Kromdraai
- Bolt's Farm
- Coopers B
- Gladysvale
- Numerous restaurants and entertainment facilities
- Numerous lodges and accommodation options
- Numerous conference and wedding facilities

THE INVESTMENT ENVIRONMENT OF MERAFONG CITY LM

DID YOU KNOW?

Location: Merafong City Local Municipality forms the south western border of Gauteng

Corridors traversing the area: The N12 connects Merafong City with Johannesburg to the east and Potchefstroom to the west and the N14 connects Merafong City with Pretoria

Geographical area: 1632km²

Population: 204 919 people (2010)

Administrative Centre: Carletonville

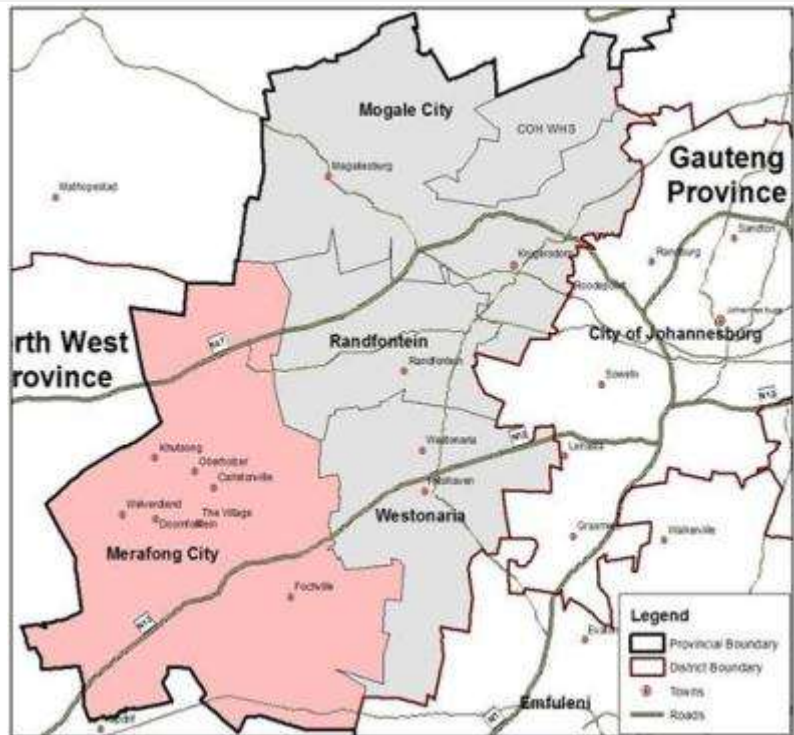
Key Towns: Carletonville, Fochville and Khutsong

Other Areas: Welverdiend, Kokosi, West Wits, Wedela, Driefontein, Deelkraal and Blybank

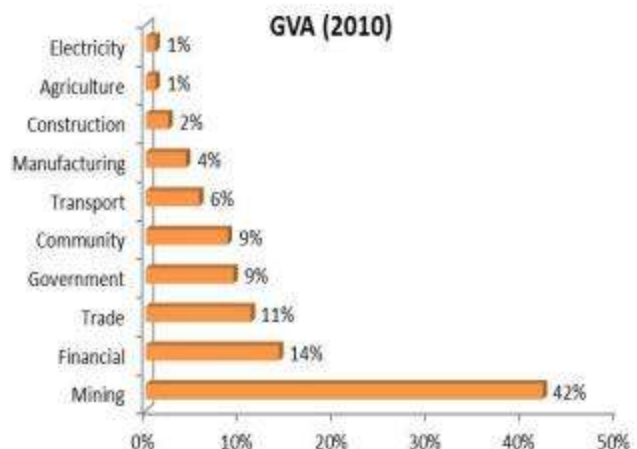
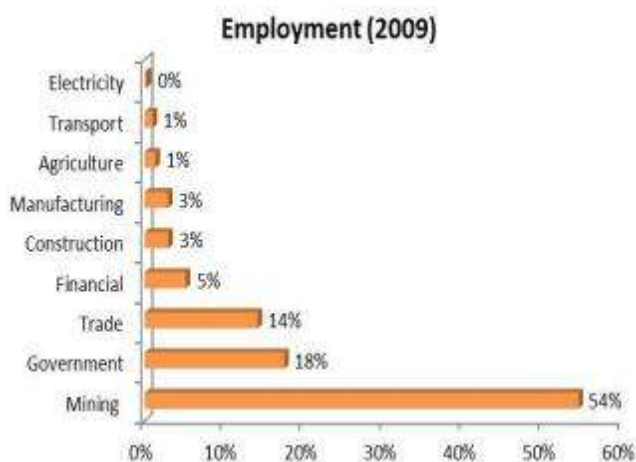
Background: Merafong is known as one of the richest gold producing areas in Gauteng. The economic centre of Merafong, Carletonville, was developed by a number of mining companies from 1937 due to its central location. Carletonville is named after a mining director, Guy Carleton Jones and was proclaimed in 1948.

Key facts:

- Home to the world's deepest mine, Anglo Gold Mponeng, at 3778m
- Merafong means 'the place where the gold is' in Sesotho
- Since April 2009, Merafong City as a whole formed part of Gauteng Province and was removed from the North West Province's jurisdiction
- Carletonville is the economic centre of Merafong City and contains the majority of social and professional services



SECTORAL CONTRIBUTIONS TO FORMAL EMPLOYMENT AND GVA



THE INVESTMENT ENVIRONMENT OF MERAFONG CITY LM

INVESTMENT OPPORTUNITIES

AGRO PROCESSING AND AGRICULTURE OPPORTUNITIES

- Deciduous and berry fruit production
- Introduction of new flower species
- Milk and dairy production
- Speciality vegetables
- Aquaculture
- Maize and dry bean production

TOURISM OPPORTUNITIES

- Mining museum
- N12 Treasure route
- Develop and improve tourist facilities & accommodation

MINING AND MINERAL BENEFICIATION OPPORTUNITIES

- Mineral recovery and rehabilitation
- Small Scale mining
- Refinery

MANUFACTURING AND RETAIL TRADE OPPORTUNITIES:

- Recycling plant
- Manufacturing of fertiliser & pesticides
- Food & beverage production for the mines

CARLETONVILLE

Carletonville is a gold mining town in Western Gauteng, located within Merafong Local Municipality. The Carletonville area is one of the richest gold-mining areas in the world. At 3,479 metre, Western Deep Levels is one of the world's deepest mines. Developed by various mining companies from 1937 onwards, the town – which was named after the long-serving mining director of Consolidated Gold Fields, Guy Carleton Jones – was not officially incorporated until 1959. Carletonville is situated 80km south west of Johannesburg and 420km north east of Kimberly and covers the Northern part of the N12 Treasure Route.

ATTRACTIONS AND ACTIVITIES:

- Abe Bailey Nature Reserve
- Goldfield West Golf Course
- Losberg Hiking Trails
- Skydiving
- TauTona Mine

FOCHVILLE

Fochville is a farming and mining town situated in Gauteng province and makes a part of the Merafong City Local Municipality which also includes Kokosi, Carletonville and Khutsong. In the area surrounding Fochville are a number of Sotho or Tswana ruins. The Boer War hero, Danie Theron was killed just 5km north of the town. The town itself was only established as an agricultural centre in 1920.

ATTRACTIONS AND ACTIVITIES:

- Theron Memorial
- Rhenosterfontein Farm
- Thlokwe Ruins
- Voortrekker Plaque

THE INVESTMENT ENVIRONMENT OF RANDFONTEIN LM

DID YOU KNOW?

Location: Randfontein Local Municipality is situated in the central and eastern parts of the West Rand District, directly west of the City of Johannesburg Metropolitan Municipality.

Corridors traversing the area: The R28 connects Randfontein with Mogale City to the north, the R41 connects Randfontein with Roodepoort to the east and the R559 connects Randfontein with Soweto to the south-east.

Geographical area: 475km²

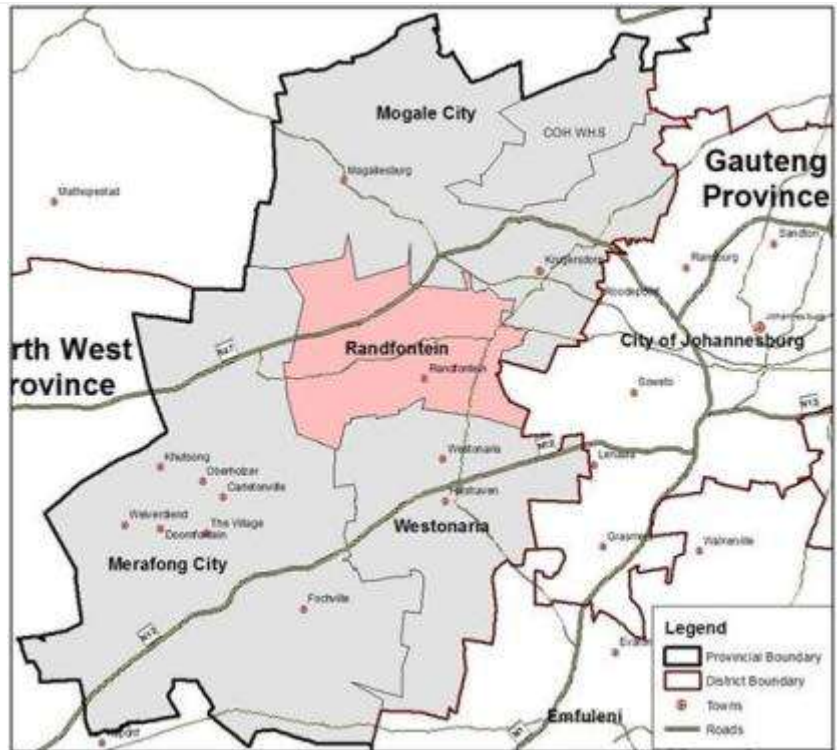
Population: 130 816 people (2010)

Administrative Centre: Randfontein

Key Towns: Randfontein and Mohlakeng

Other Areas: Bhongweni, Brandvlei, Toekomsrus, Zenzele

Background: Randfontein Local Municipality is characterised by high levels of unemployment and poverty and low levels of education and income. Nonetheless, it has become the migration destination for many South Africans seeking a better quality of life in Gauteng, especially for poor people from the adjacent North West Province.

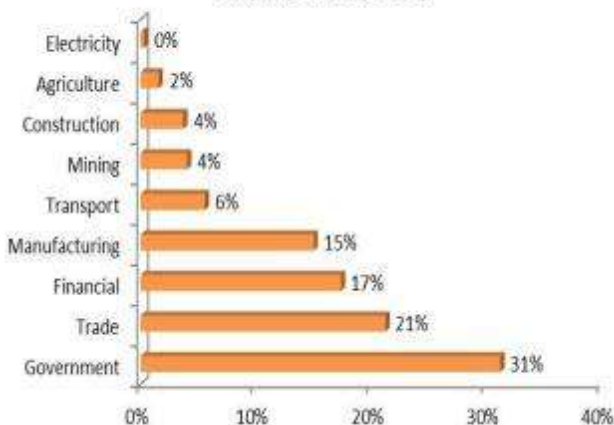


Key facts:

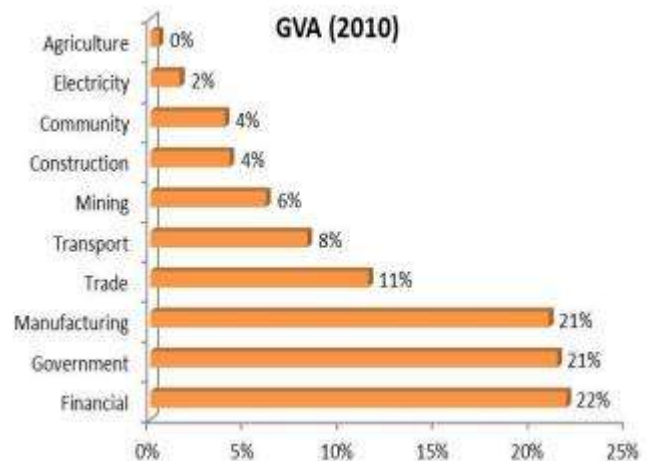
- Randfontein is the main economic centre of the Local Municipality and contain the majority of social and professional services
- Randfontein is home to the District Municipality's offices

SECTORAL CONTRIBUTIONS TO FORMAL EMPLOYMENT AND GVA

Employment (2009)



GVA (2010)



THE INVESTMENT ENVIRONMENT OF RANDFONTEIN LM

INVESTMENT OPPORTUNITIES

AGRO PROCESSING AND AGRICULTURE OPPORTUNITIES

- Food Cluster with focus on processing, packaging and export
- Speciality vegetables
- Floriculture logistics development
- Milk and dairy product processing
- Grain processing

TOURISM OPPORTUNITIES

- Mining museum
- Development and improvement of tourist facilities and accommodation

MINING AND MINERAL BENEFICIATION OPPORTUNITIES

- International Centre of Mining Excellence
- Jewellery Manufacturing
- Small scale mining

MANUFACTURING AND RETAIL TRADE OPPORTUNITIES:

- Chemical recycling, etc.
- Industrial Cluster Development
- Processing of ostrich products

RANDFONTEIN

Randfontein is a gold mining town in western Gauteng, 45 km west of Johannesburg. With the Witwatersrand gold rush in full swing, mining financier JB Robinson bought the farm Randfontein and, in 1889, floated the Randfontein Estates Gold Mining Company. The Town was established in 1890 to serve the new mine and was administered by Krugersdorp until it became a municipality in 1929. Randfontein Estates has the largest stamp mill in the world, with 600 stamps.

ATTRACTIONS AND ACTIVITIES:

- Randfontein Golf & Country Club
- Riebeeck Lake
- Veterspost Golf Club
- Randfontein Estates (stamp mill)

MOHLAKENG

Mohlakeng is a township south of Randfontein. A Local Authority was established in 1984. Mohlakeng is home to about 50% of Randfontein Local Municipality's population.

THE INVESTMENT ENVIRONMENT OF WESTONARIA LM

DID YOU KNOW?

Location: Westonaria Local Municipality forms the south eastern border of the West Rand District

Corridors traversing the area: The N12 connects Westonaria with Johannesburg/Soweto to the east and Potchefstroom to the west and the R28 connects Westonaria with Randfontein

Geographical area: 640km²

Population: 111 874 people (2010)

Administrative Centre: Westonaria

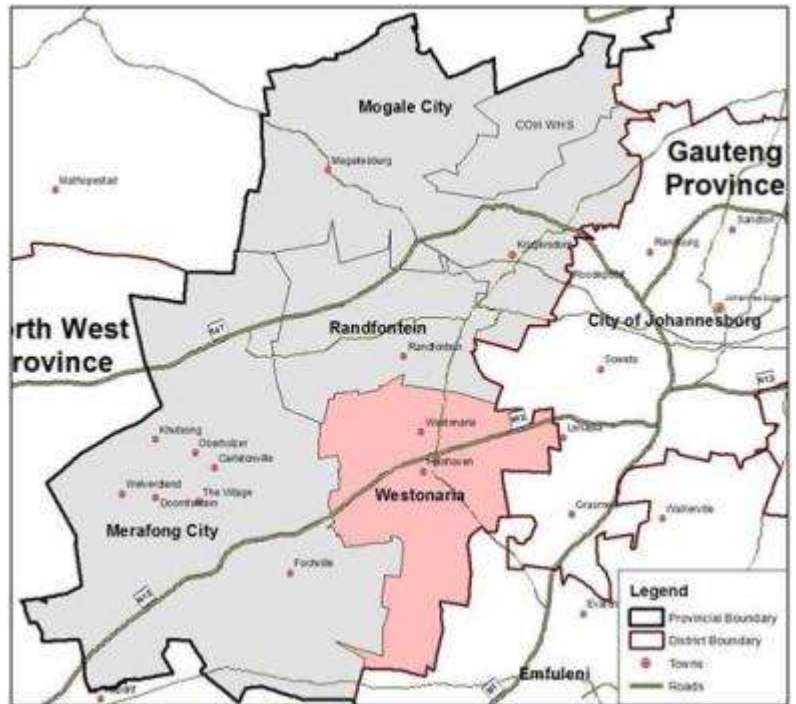
Key Towns: Bekkersdal and Westonaria

Other Areas: Glen Harvie, Hillshaven, Venterspost, Libanon, Waterpan, Simunye

Background: The history of Westonaria's origins is closely linked to the discovery of gold in this part of the West Rand.

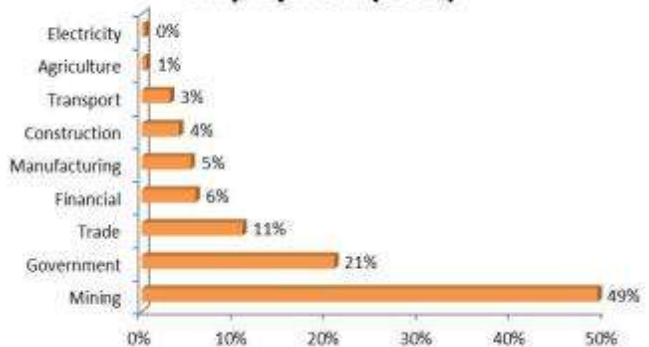
Key facts:

- The main economic driver within the LM is mining

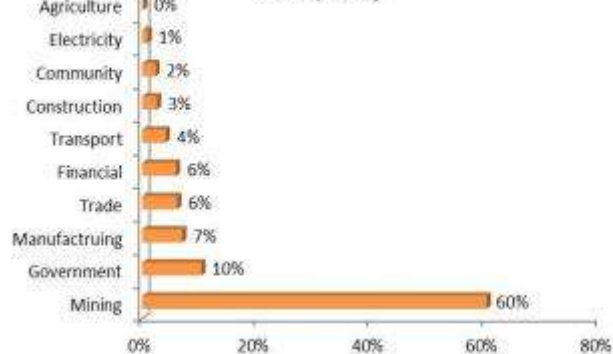


SECTORAL CONTRIBUTIONS TO FORMAL EMPLOYMENT AND GVA

Employment (2009)



GVA (2010)



INVESTMENT OPPORTUNITIES

AGRO PROCESSING AND AGRICULTURE OPPORTUNITIES

- Deciduous and berry fruit production
- Grain processing
- Broiler production
- Aquaculture development
- Egg production
- Leather tanning

TOURISM OPPORTUNITIES

- Mining museum
- Development and improvement of tourist facilities and accommodation

THE INVESTMENT ENVIRONMENT OF WESTONARIA LM

MINING AND MINERAL BENEFICIATION OPPORTUNITIES

- Mineral recovery and rehabilitation
- Small Scale mining
- Refinery

MANUFACTURING AND RETAIL TRADE OPPORTUNITIES:

- Chemical recycling, etc.
- Organic food supplements
- Manufacturing of pesticides and fertilisers

WESTONARIA

Westonaria is situated amidst gold field and forms the nucleus of five gold mines. The town is situated approximately 45km from Johannesburg and is accessible by road and rail making it convenient for commuters to Johannesburg. Westonaria was proclaimed in 1938 as a result of all the mining activities that took place in this area since 1910 when the first shaft – Pullinger Shaft was sunken.

BEKKERSDAL

Bekkersdal is a township situated 7km east of Westonaria and 14km south of Randfontein. It was established in 1945 to house Africans who worked in town and at the surrounding gold mines. In 1983 the township was granted municipal status.

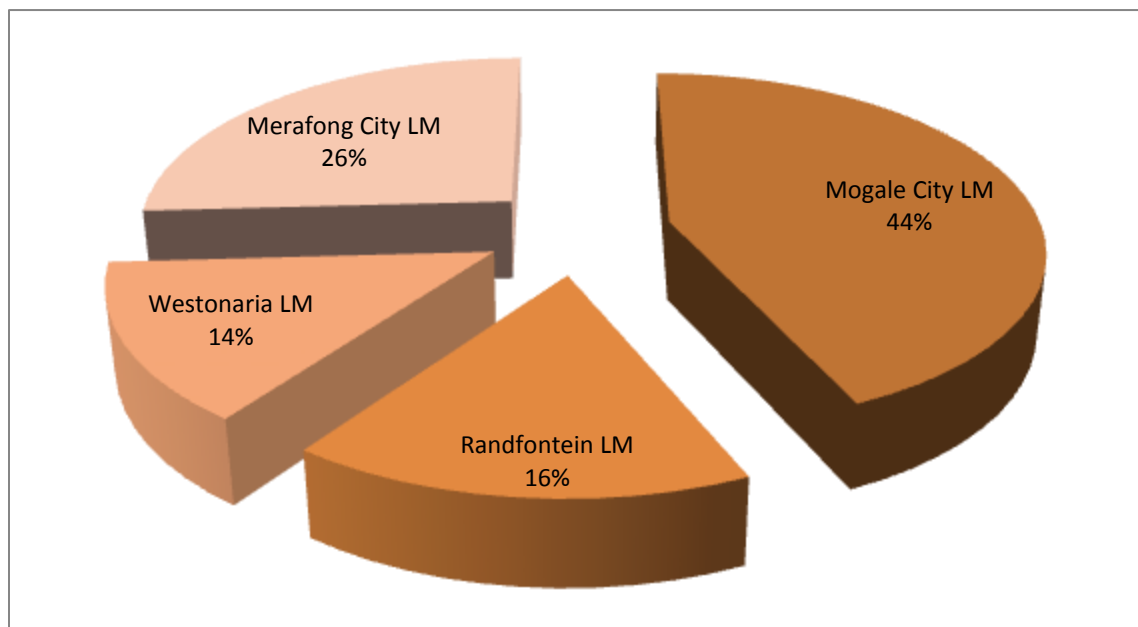
SECTION 3: SOCIO-ECONOMY AND QUALITY OF LIFE AT A GLANCE

In addition to market influences, there are less tangible but equally important factors that make WRDM become an appealing destination in which to live and work.

DEMOGRAPHICS

It is estimated that the total population for the West Rand District Municipality was 795 347 in 2010. Figure 3.1 illustrates the distribution of the West Rand District's population according the Local Municipal Area. It is clear that the majority of the WRDM's population resides within Mogale City Local Municipality (44%). Westonaria Local Municipality contributes the least to the WRDM's population (14%).

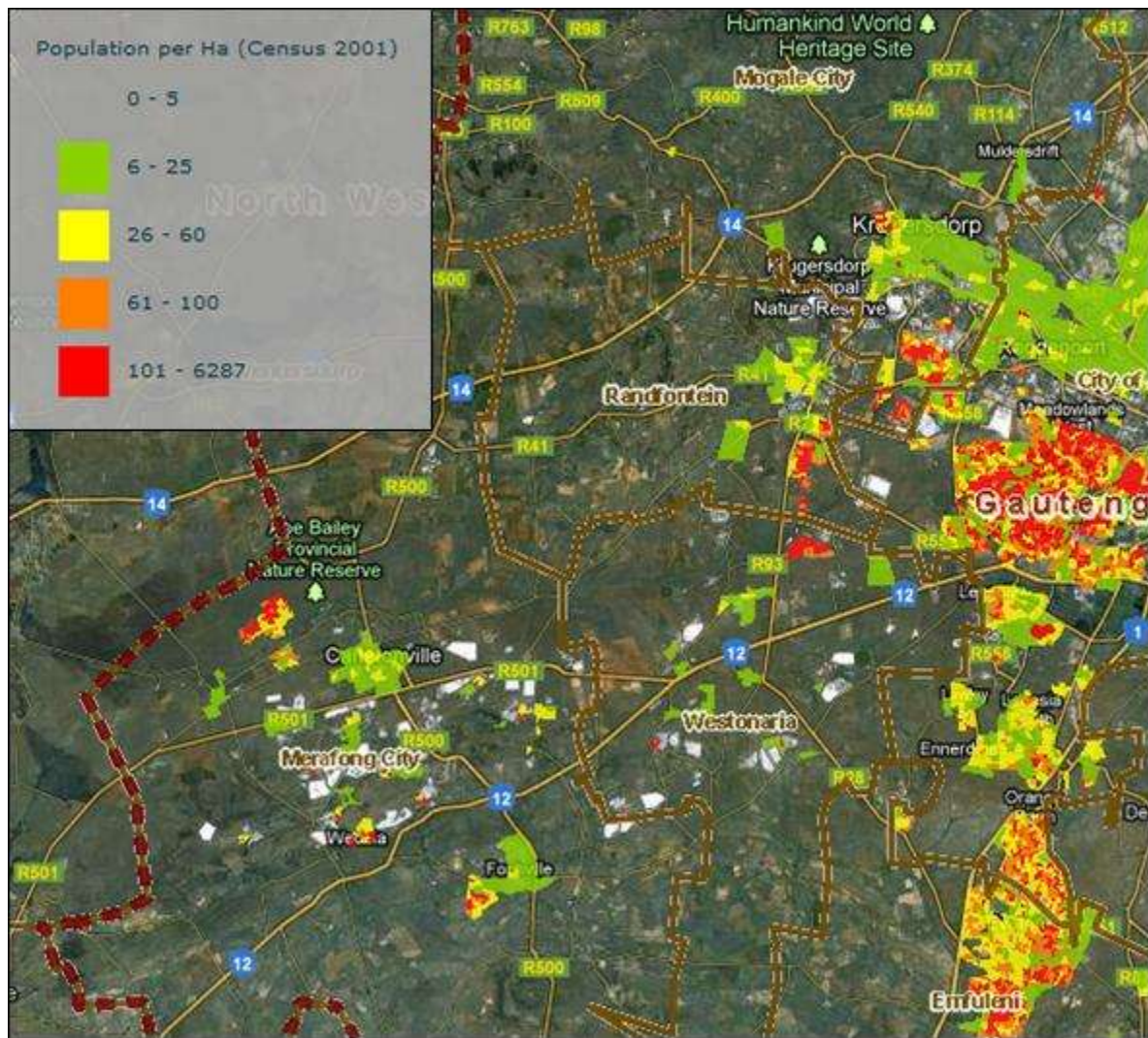
FIGURE 3.1 POPULATION DISTRIBUTION OF WRDM (2010)



Source: Quantec Research, 2011. Standardised Regional Data.

Figure 3.2 presents the population per hectare for the area, as determined by the Gauteng City Region Observatory. It is evident from the figure that the largest population density is in the Mogale City area, followed by Randfontein and Merafong City.

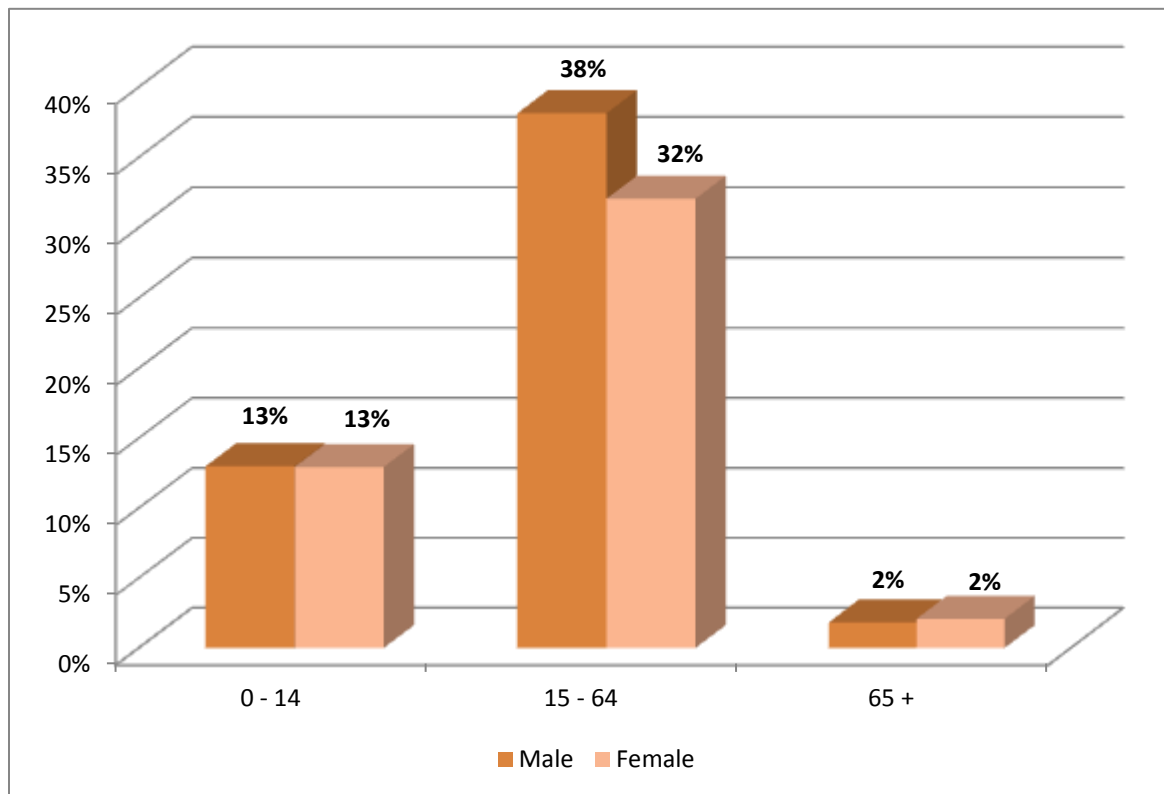
FIGURE 3.2 THE GCR – POPULATION DENSITIES



Source: Gauteng City Region Observatory Interactive Map, 2012

Figure 3.3 provides an indication of the population composition in terms of age and gender. The 0 – 14 age group provides an indication of those persons still dependent on their parents and that are thus not economically active, whilst the 15 – 64 year age group shows persons potentially economically activity within the population.

The age group 65+ gives an indication of the persons that have retired and are elderly and no longer economically active. The potentially economic active age group (15 – 64 yrs) makes up the majority of the population (70%). A very small percentage of the WRDM's population is aged 65 or more (4%).

FIGURE 3.3 AGE AND GENDER DISTRIBUTION OF THE WRDM, 2010

Source: Quantec Research, 2011. Standardised Regional Data.

It is clear from the above figure that the distribution in terms of gender is almost equal with a slight difference within the economic active age group. This is a positive factor for social stability, especially in a mining area where there is normally a greater disparity between the number of males and females.

A higher number of males in mining areas often worsen social problems such as promiscuity and HIV/Aids, as the mine workers would normally have left their spouses in the rural areas to seek employment in the mines.

ECONOMIC INDICATORS

Figure 3.4 presents the economic activity within the West Rand District Municipality as determined by the Gauteng City Region Observatory.

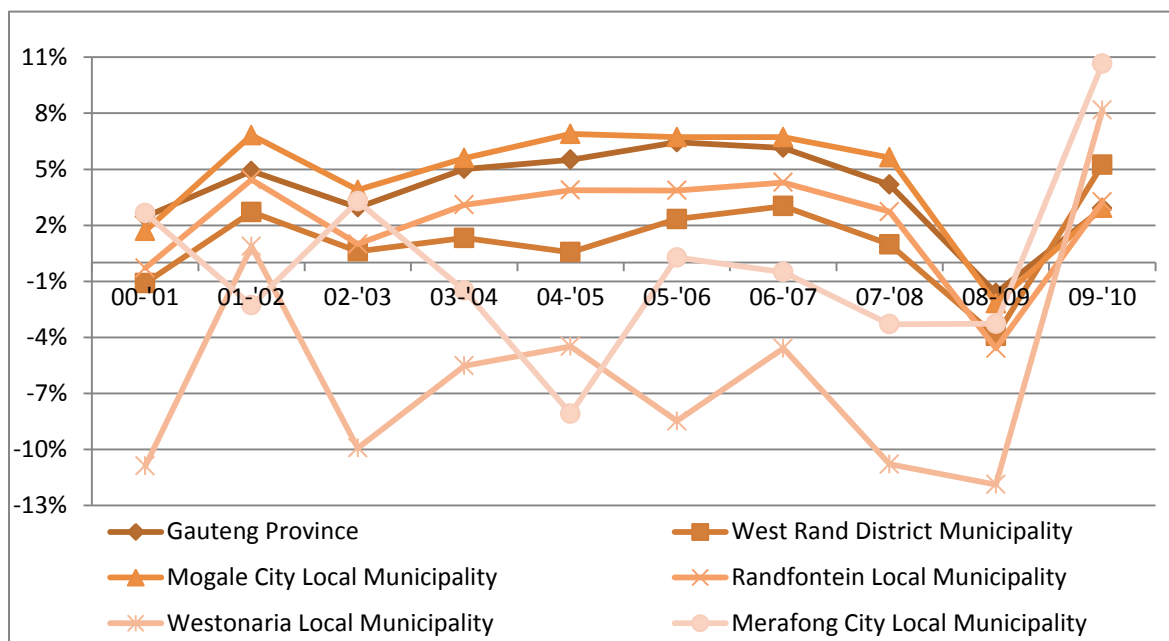
It is evident from the figure that the most economic activity takes place in and around Krugersdorp, situated in Mogale City Local Municipality, followed by Randfontein in the Randfontein Local Municipality. Westonaria, Carletonville and Fochville also shows economic activity, albeit much less than that of Krugersdorp and Randfontein.

although at a lower level. In general, the growth rate of the West Rand economy over the period 2000 – 2010 has consistently been lower than that of Gauteng. The district experienced negative annual growth rates in 2000 (-1.10%) and 2008 (-3.93%). It is evident from the figure that significant negative growth was experienced in 2008 due to the global economic recession.

Growth in the district seems to be powered mainly by the economies of Mogale City LM and Randfontein LM. The economic growth rates of Mogale City LM and Randfontein LM is generally higher than the average for the District.

Of great concern are the fluctuating economies of the Merafong City Local Municipality and Westonaria Local Municipality. This can be mainly due to their dependency on the mining industry and the fluctuating gold prices.

FIGURE 3.5: WRDM GDP GROWTH RATES, 2000- 2010



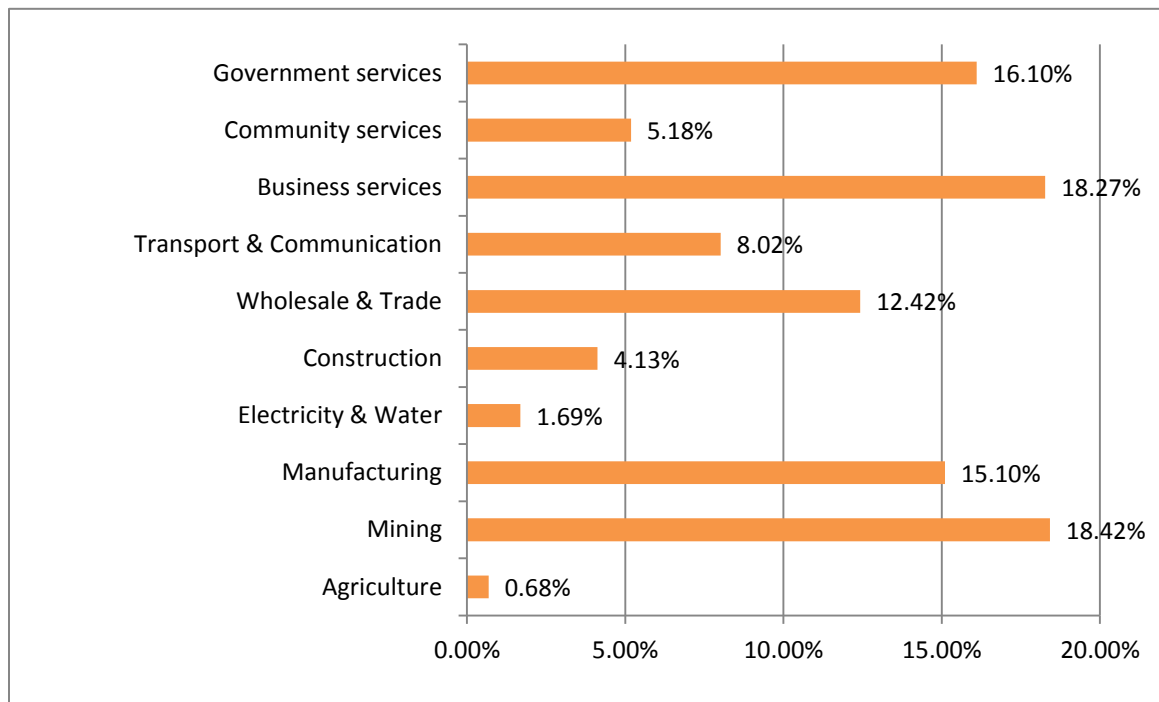
Source: Quantec Research 2011: Standardised Regional Data

Figure 3.6 depicts the sectoral contributions to Gross Value Add (GVA). It is clear from the figure that the economy of the West Rand District is still largely dependent on the mining and quarrying sector, with this sector contributing 18.42% to the total GVA.

The other sectors that significantly contribute towards the GVA are:

- Finance, insurance, real estate and business services (18.27%)
- General government activities (16.10%)
- Manufacturing (15.10%)
- Wholesale and retail trade, catering and accommodation (12.42%)

FIGURE 3.6 WRDM SECTORAL CONTRIBUTIONS TO GROSS VALUE ADDED (GVA), 2010

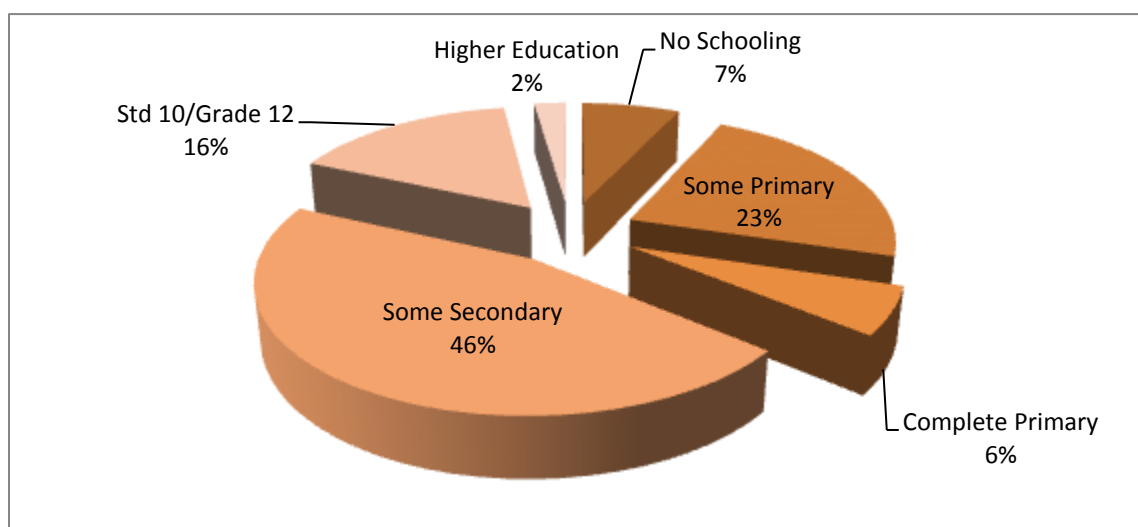


Source: Quantec Research 2011: Standardised Regional Data

LABOUR/EMPLOYMENT & EDUCATION

Figure 3.7 provides an indication of the education levels within the West Rand District Municipality for 2007 (StatsSA, Community Survey 2007).

FIGURE 3.7 WRDM EDUCATION LEVELS, 2007



Source: StatsSA, 2011. Community Survey 2007 Data.

It is clear from the figure that a large portion of the population has enrolled for secondary education but has not completed Grade 12/Std 10. Only 16% of the population of WRDM has completed Std10/Grade 12.

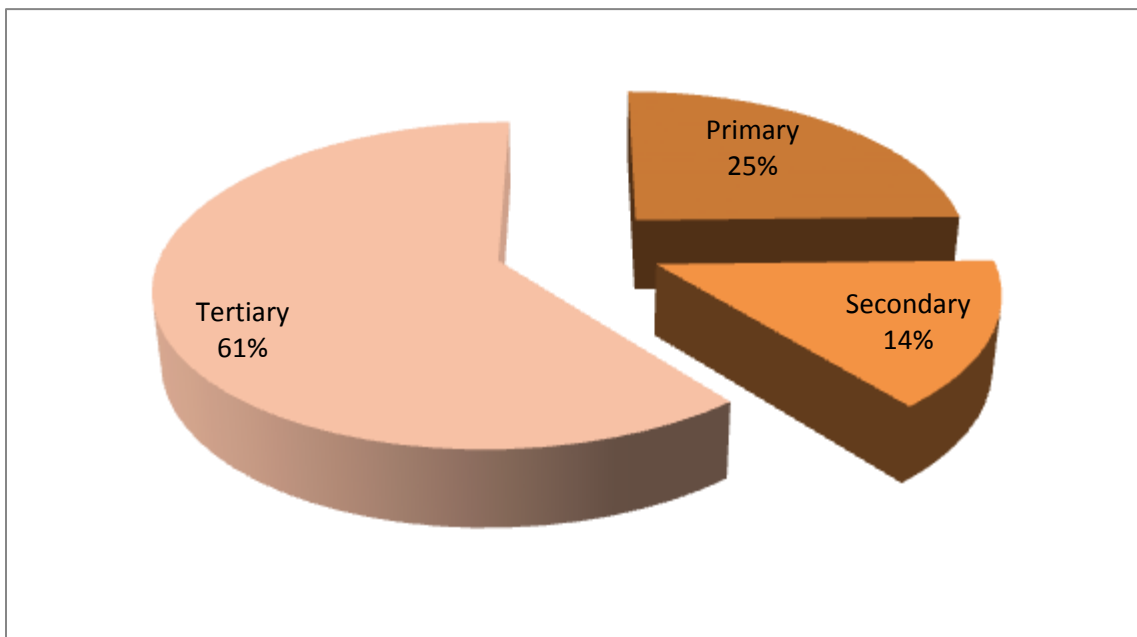
This is very concerning and needs to be focused on. It is also very concerning that 7% of the population has no schooling and only 2% of the population has higher education qualifications.

Figure 3.8 below illustrates the employment distribution by economic sector for 2010. The major employer within the West Rand DM is the tertiary sector, which has the dominant share of 61% of employment in the area. The tertiary is comprised of subsectors such as all wholesale, retail, business and government services.

The second largest employer in the district is the primary sector which contributes roughly 25% to the total employment of the district. The mining sector within the WRDM would play the largest role in this sector.

Lastly, the secondary sector provides 15% of employment within the District.

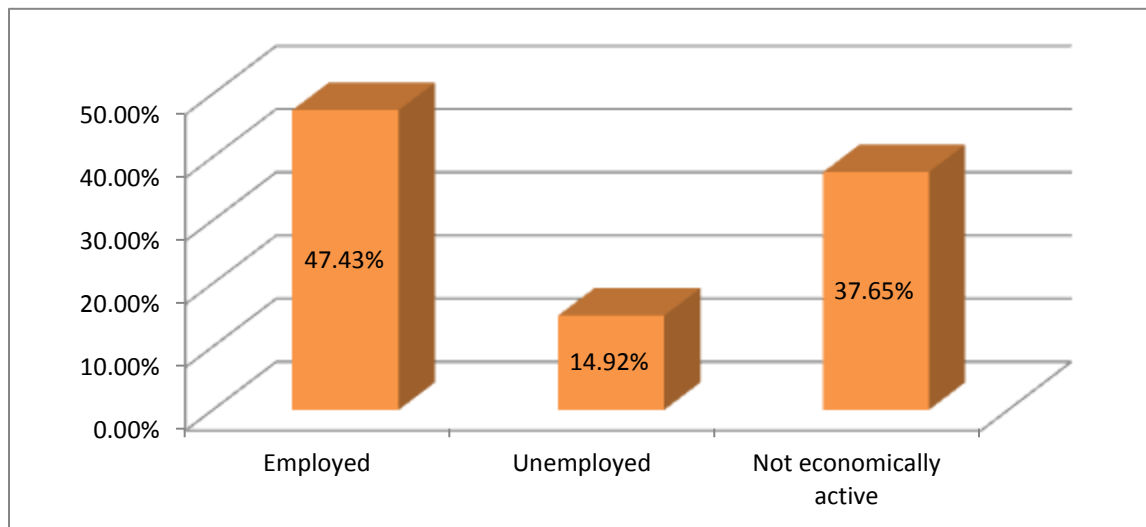
FIGURE 3.8 WRDM EMPLOYMENT PER SECTOR, 2010



Source: Quantec Research 2011, Standardised Regional Data

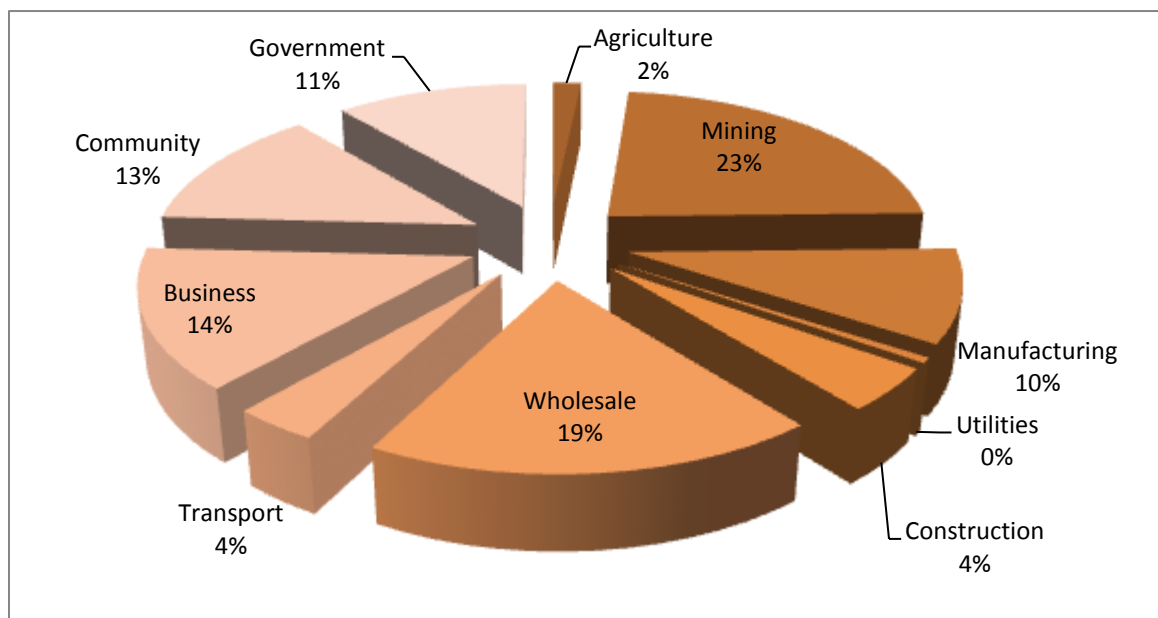
Figure 3.9 shows the employment status of the West Rand District Municipality. The figure indicates that 47% of the WRDM population is employed and 15% is unemployed.

Comparing this data with the 70% of the population that falls within the economically active age group, it is clear that while there is a large potential labour force, it is not being fully utilized.

FIGURE 3.9 EMPLOYMENT STATUS FOR THE WRDM, 2009

Source: Quantec Research, 2011. Standardised Regional Data.

Figure 3.10 further illustrates the breakdown of employment within the sub-sectors of the primary, secondary and tertiary sectors.

FIGURE 3.10 WRDM SECTORAL PERCENTAGE DISTRIBUTION OF EMPLOYMENT, 2010

Source: Quantec research, 2011. Standardised Regional Data

The mining sector within the West Rand District Municipality is the dominant supplier of employment opportunities in the area, providing almost a quarter (23%) of all employment in the area. The mining industry is also the major contributor towards GDP through GVA; and act as the main driving force to long term development. This sector is a major supplier of

employment opportunities, and plays a vital role in the continued growth in employment and economic development within the district.

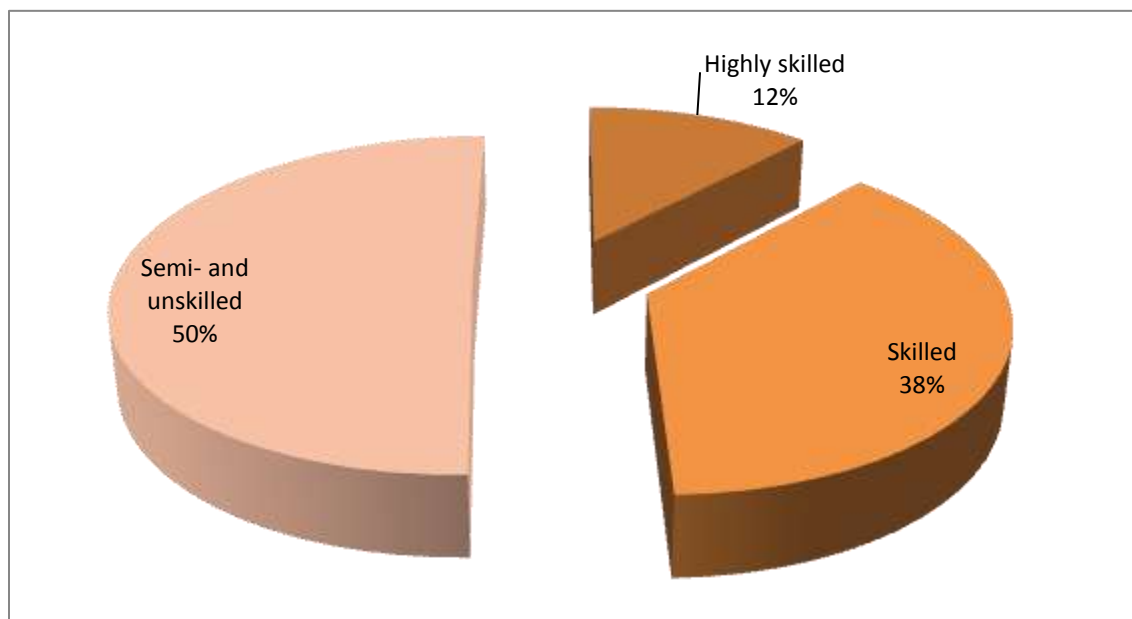
The Wholesale and Trade sector also contributes significantly to employment within the area (19%). The Wholesale & Trade sector has contributed 12% towards GDP within the district. Whilst the GDP contribution is lower than that of employment contribution, the sector is still a significant contributor towards employment and should therefore be strengthened to ensure that development opportunities can be facilitated and encouraged in the area.

Business (14%), Community (13%) and Government (11%) services sectors combined, provided roughly 38% of all employment in the area. This in essence provides an indication of the importance of government's role in providing services within the district.

Figure 3.11 below is an illustration of the labour skills profile for the West Rand DM, depicting the distribution between semi/unskilled, skilled and highly skilled labour. It is evident from the figure that more than half of the labour force (51%) in the WRDM is classified as semi or unskilled labour.

The District has a very small percentage highly skilled labour (12%). The Mining sector, which is also the main contributor towards employment in the area, generally requires skilled labour, therefore the large percentage of semi/unskilled labour is a great concern.

FIGURE 3.11 LABOUR SKILLS PROFILE OF FORMAL EMPLOYMENT IN WRDM, 2010



Source: Quantec Research, 2011. Standardised Regional Data.

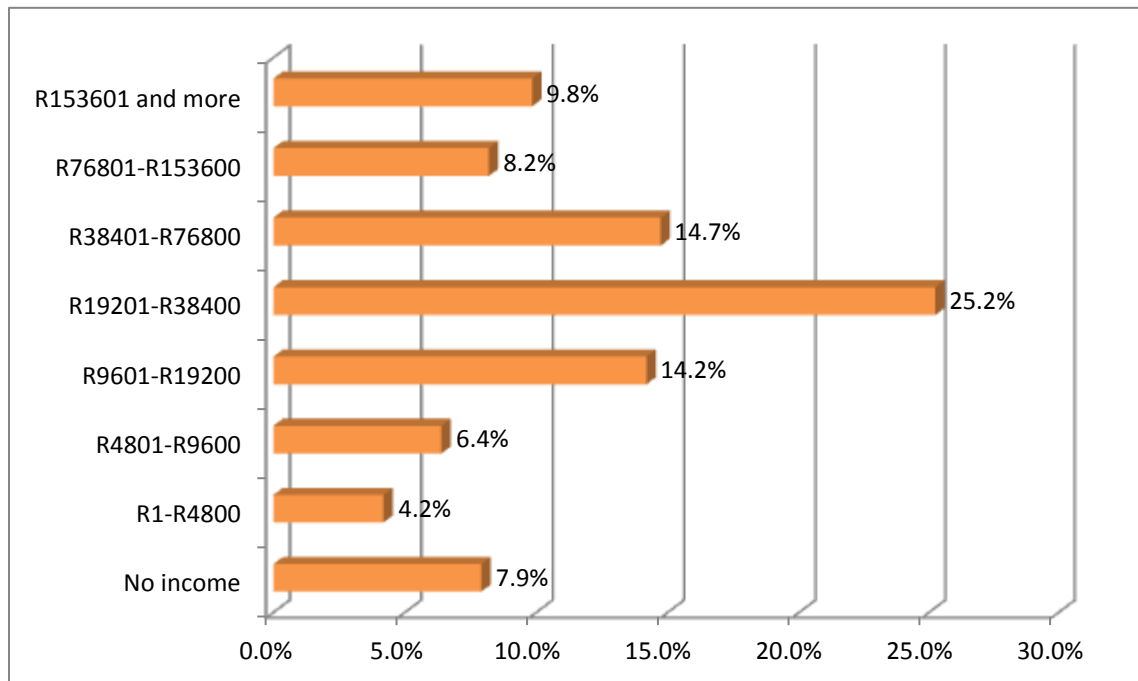
Almost three-quarters (70.1%) of the population of the WRDM falls within the economically active age group. Statistics South Africa (2004) has defined an economically active person as one who is available for work and is aged between 15 and 65 years of age, regardless of whether

that person is employed or unemployed. An employed person is defined as one who works for remuneration, profit or family gain and includes employers, employees, as well as those who are self-employed or a working family member and includes the formal and informal sector. An unemployed person is defined as one that is actively looking for a job but is not in any type of paid employment. A “not economically active” person is defined as one who is not a part of the labour force, for example children, students or the aged.

HOUSEHOLD INCOME

Figure 3.12 is an illustration of the distribution of annual household income within the West Rand District Municipality. It is evident from this figure that almost a tenth (7.9%) of the WRDM population does not have any income.

FIGURE 3.12 WRDM PERCENTAGE DISTRIBUTION OF ANNUAL HOUSEHOLD INCOME



Source: StatsSA. Community Survey 2007 Data.

As previously outlined in this document, 47% of the WRDM population is employed, and taking into consideration the information as depicted in Figure 3.12, it can only be concluded that the majority of employed persons in the district earn a low income.

With a large portion of the WRDM's population living without any income or even very little income, it is inevitable that the communities will live in poverty and with poor quality of life. These will ultimately lead to more pressure on the government.

Households in this case can be classified as poor, when their average monthly household income equates to anything between the margins of no income to R3200 per month or R38400 per annum.

Therefore, of the total number of households in the WRDM, 58% fall within the poverty range. This poses significant challenges when related to the quality of life of these households, not being able to afford school fees, lack of medical care, lack of food and lack of services.

BULK INFRASTRUCTURE & ACCESS TO MUNICIPAL SERVICES

In the West Rand District Municipality, 44% of households have access to piped water within their dwellings, and 37% has access to piped water inside their own yard. Ninety-two percent (92%) of households have got access to basic water supply services in regards to minimum standards.

The majority of the households in the WRDM have access to electricity (82.4%). Only a very small portion of the population has started using solar energy as an alternative and more sustainable energy resource (0.4%).

Seventy four percent (74%) of households in the WRDM have their refuse removed by the local authority once a week. It is concerning that 15% of households have their own refuse dump and 4% of households have no refuse removal. This is unhygienic and can lead to various illnesses.

With regards to basic sanitation, 81% of the households in the WRDM have access to a flush or chemical toilet and 12% has access to a pit latrine. Therefore, 7% of the population does not have access to basic sanitation services.

Fourty-four percent (44%) of the WRDM population resides in a house or brick structure on a separate stand or yard. Approximately 19% of the population still lives in informal dwellings/shacks. Clearly the building of RDP houses in the WRDM still needs to be a key priority area.

Even though, from the above, it is evident that the majority of the households within the West Rand District has access to basic services, it should be taken into account that the households without access to these services are mostly located within rural areas or informal settlements.

ACCOMMODATION

The West Rand District Municipality has an abundance of hotels, smaller hotels, guest houses, B&Bs and lodges.

For detail on accommodation listings visit the West Rand Tourism website: www.westrandtourism.co.za

HEALTH

Malnutrition, especially amongst children, remains a severe challenge, while a high rate of HIV/Aids and other poverty related diseases such as TB is experienced, especially in the peripheral townships and informal settlements. Ninety percent (90%) of all deaths in the WRDM are HIV-related. It is therefore evident that “South Africa at large still has one of the highest per capita HIV prevalence and infection rate and is experiencing one of the fastest growing AIDS epidemics in the world”¹.

SHOPPING AND LIFESTYLE

The West Rand District offer modern-day activities such as soccer, cricket, tennis, bowls, squash, golf and a wide range of shopping facilities. The majority of the existing retail shopping centres are medium sized, community centres, which generally provide convenience goods, personal services, clothing and appliances. The majority of popular national franchises are represented in the area. There is a general good provision of retail supply in the area. Anchor stores with a department store and large supermarket with 30 to 60 line-shops are mostly located in Krugersdorp and Randfontein and are accessible to the general public locally as well as those travelling from surrounding areas.

Without the frenzied pace of larger cities, this area offers the lessons learned from the past, the convenience of modern facilities and the promise of a bright future, as its people rally round to ensure its growth and prosperity. It is an enigmatic area, its character difficult to pin down. Modern goods are sold from antiquated buildings and hyper-modern structures reach towards the sky in a curious mix of old and new, modern and historic. The District also has much to offer the visiting tourist. Tourism highlights include:

- The Cradle of Humankind World Heritage Site, which includes the Maropeng Visitors Centre, the Sterkfontein Caves and various other facilities and activities
- The Magalies Meander, which includes various adventure activities
- Unique history and culture
- Hot air ballooning
- Various nature reserves and game farms
- Mountain biking trails
- Township tourism
- Silverstar Casino
- Etc.

¹ Bureau of Marketing Research, UNISA. The Projected Economic Impact of HIV/AIDS in South Africa, 2003-2015

SAFETY AND SECURITY

Crime in the West Rand and Gauteng is generally higher compared to the rest of the country. The latest national crime statistics (2011 SAPS) indicates that the West Rand and Gauteng is however improving on the fight against crime, with a general decline in crime statistics.

CLIMATE

The West Rand enjoys a mild climate, characterised by warm, moist summers and cool dry winters. The area is said to offer one of the world's best climates: summer days are warm and wind free and winter days are crisp and clear. The area has delightfully mild climate, neither humid nor too hot. There are about six weeks of chill in mid-winter (from July to August) and summer offers warm sunshine followed by balmy nights (October to March). The seasons are flexible, one running into the next, and summer habitually spills over into spring and autumn. The nights can be chilly particularly in winter. Bring a jacket to wear in the evenings. The rainy season is in summer rather than winter. Rainstorms are often harsh accompanied by much thunder and lightning and occasional hail, but they are brief and followed by warm sunshine. Summer days are hot, though rarely to the point of discomfort.

Average climate:

- January: maximum 26°C (79°F); minimum 15°C (60°F)
- June: maximum 16°C (61°F); minimum 4°C (39°F)
- Annual precipitation: 713mm (28inches)



SECTION 4: ALL ABOUT DOING BUSINESS IN THE WEST RAND

For information on doing business in South Africa
consult with the Investors Handbook
Downloadable from www.dti.gov.za

WHY INVEST IN SA, GAUTENG AND WRDM?

The South Africa of today is one of the most sophisticated and promising emerging markets globally. The unique combination of a highly developed first-world economic infrastructure and a huge emergent market economy has given rise to a strong entrepreneurial and dynamic investment environment.

South Africa is the economic powerhouse of the African continent, with a Gross Domestic Product (GDP) of R1,9 trillion - four times that of its Southern African neighbours, and comprising 30% of the entire GDP of Africa.

The World Economic Forum's Global Competitiveness Report 2008/09 of the World Economic Forum, ranked South Africa 45th out of 134 global nations. South Africa's GDP grew at a healthy 5,2 % in 2007 and a lower 3,1% in 2008, due to the impact of the global economic crisis. South Africa is one of the most sophisticated and promising emerging markets, offering a unique combination of highly-developed first world economic infrastructure, with a vibrant emerging market economy. South Africa is also one of the highest ranking developing economies and surpasses countries such as Hungary, Italy, Brazil and Thailand. The country leads the continent in industrial output (40% of Africa's total output) and mineral production (45% of total mineral production) and generates most of Africa's electricity (over 50%).

One of the chief reasons for the country, Gauteng and the West Rand becoming one of the most popular trade and investment destinations is due to the region ensuring that it can meet specific trade and investment requirements of prospective investors and business people. Many lucrative possibilities arise from the Districts wealth of natural resources, and almost unlimited export and import opportunities.

The cost of doing business in South Africa compares favourably to other emerging world markets. According to an annual World Bank study, titled the Ease of Doing Business, South

Africa ranks 32nd out of 181 of the economies surveyed in 2009 for ease of doing business. The country boasts the lowest electricity prices in the world and despite looming challenges in this sector, doubling its electricity price will still place the country as the cheapest provider. South Africa's labour costs are significantly lower than those of other key emerging markets. It also has a favourable corporate tax rate compared to other emerging markets.

Key investor friendly facts regarding WRDM include, inter alia:

- **Existing support services and linkages:** The area has a well-defined service base and supporting industries, especially in regards to its strategic location with relation to the rest of Gauteng.
- **Availability of affordable labour:** Due to the high unemployment rate, the WRDM consists of a large labour pool, which is closely located to industrial areas.
- **Tourism destination:** The West Rand is well-known for the Cradle of Humankind, which is a world-renowned tourist attraction and also creates various tourism opportunities
- **Good infrastructure linkages to other markets:** The West Rand has good transport networks and road and rail transport, as well as easy access to the Lanseria International Airport, in order to distribute of goods. The city is connected with large cities and markets in the North West and Gauteng.
- **Scenic-rural atmosphere:** The vastness of surrounding farms and game farms provide the area with a rural atmosphere, which is especially favourable to domestic tourists who want to escape the fast-tracked living of the cities.
- **Abundance of raw materials and resources:** Strong agriculture and mining base with an abundance of untapped investment opportunities.
- **Strong finance and business services sector:** The FBDM economy has a strong finance and business services sector which includes banks and financial services as required for starting businesses.
- **Year round sunny climate**
- **No e-tolls**

COMPARATIVE ADVANTAGE

The comparative advantage (CA) of a region indicates a relatively more competitive production function for a product or service in that specific economy than in the aggregate economy. An indication of the CA of an economy is its location quotient. This ratio is calculated for all industries to determine whether or not the District economy has a greater share or advantage of that industry in relation to the Province. If an economy has a location quotient greater than one, it means that the economy enjoys a comparative advantage.

TABLE 4.1 LOCATION QUOTIENTS FOR THE WRDM SECTORS (2010)

Industry	LQ
Agriculture	1.79
Mining	9.45

Industry	LQ
Manufacturing	0.78
Electricity & Water	0.84
Construction	0.93
Wholesale & Trade	0.90
Transport and Communication	0.86
Business services	0.68
Community services	1.22
Government services	0.91

Source: Quantec Research and Kayamandi Calculations, 2012

The Agriculture, Mining and Community services sectors have a comparative advantage in their respective sectors as a result of them having a LQ value greater than 1. This indicates that these sectors are out performing their respective sectors at provincial level and thus play a major role in the development and growth of the district economy. The Agriculture and Mining sectors also have an LQ classification greater than 1.25, which indicates that these sectors serve a larger needs spectrum which extends beyond the boundaries of the district. These sectors function as the “exporting” sectors of the DM, providing not only subsistence assistance within the district municipality, but also serving or “exporting” these products and/or services to adjacent municipalities.

Due to the strategic location of the WRDM in relation to the Gauteng Province, the agriculture sector has huge potential to grow and stimulate economic development. The advantage held by farmers within the WRDM is their close proximity to the largest consumer market of perishable goods in South Africa (i.e. City of Tshwane and City of Johannesburg). The WRDM also contains some areas with good to excellent agricultural potential. The WRDM also possesses the potential to develop agro-processing within its borders, as the majority of required resources are available. The pursuit of this opportunity would also be in line with the Provincial and National priorities. For the agriculture and agro-processing industries to be successful within the WRDM, focus will need to be places on reliable logistics and transport.

Mining is still a very important economic sector in the West Rand, both in terms of production and employment. The mining industry is set to play an important role in the economy of the West Rand for many years to come. With an average life span of 26 years per mine and the current favorable outlook, there is still considerable potential to utilize the mining sector as a catalyst for developing other economic activities, by strengthening local backward and forward linkages.

TABLE 4.2 LOCATION QUOTIENTS FOR THE LOCAL MUNICIPALITIES OF THE WRDM

Industry	Merafong	Mogale	Randfontein	Westonaria
Agriculture	1.83	0.88	0.66	0.29
Mining	2.33	0.13	0.33	3.25
Manufacturing	0.29	1.32	1.38	0.46
Electricity & Water	0.63	1.29	0.92	0.59
Construction	0.60	1.27	1.01	0.62

Industry	Merafong	Mogale	Randfontein	Westonaria
Wholesale & Trade	0.91	1.18	0.92	0.49
Transport	0.72	1.23	1.02	0.51
Business services	0.79	1.18	1.19	0.32
Community services	1.71	0.87	0.75	0.45
Government services	0.44	1.20	1.37	0.67

Source: Quantec Research and Kayamandi Calculations, 2012

Table 4.2 above presents the location quotients for the sectors in each of the Local Municipalities within the West Rand District. It is evident from the above table that especially Mogale City has quite a comparative advantage. The following table (Table 4.3) provides a summary of the comparative advantages of each of the local municipalities.

TABLE 4.3 SECTORS (PER LM) WITH COMPARATIVE ADVANTAGE

Merafong	Mogale	Randfontein	Westonaria
<ul style="list-style-type: none"> • Mining • Agriculture • Community services 	<ul style="list-style-type: none"> • Manufacturing • Electricity & Water • Construction • Transport • Government services • Business services • Wholesale & trade 	<ul style="list-style-type: none"> • Manufacturing • Government services • Business services • Transport • Construction 	<ul style="list-style-type: none"> • Mining

Source: Quantec Research and Kayamandi Calculations, 2012

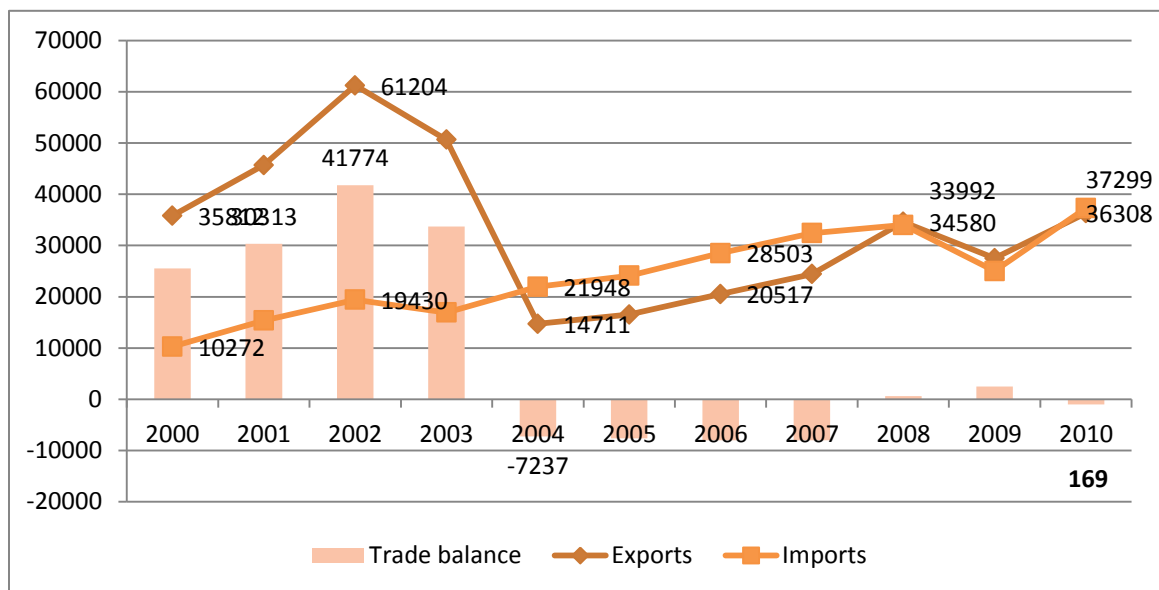
BUSINESS AND TRADE PERFORMANCE

The trade balance in the West Rand DM accounted for 10.8% of its GGP in 2009, and dropped to -4.1% in 2010; this however needs to be seen against the backdrop of the economic recession.

The composition of the District economy is not diversified and many of the sectors are not self-sufficient. Therefore it is expected that to a large extent goods and products in the West Rand District are imported not directly from foreign countries but from other Provinces within South Africa.

Figure 4.1 presents the West Rand District Municipality's International Trade Dynamics. It provides an understanding of the growth/decline in export and imports of the District (in monetary value) as well as the trade balance over a ten year period (from 2000 to 2010).

In 2010, the international trade of the West Rand DM was valued at R73.6 billion in current prices. Of this, 49% were exports and 51% were imports.

Figure 4.1 West Rand DM International Trade Dynamics (R'million, current prices)

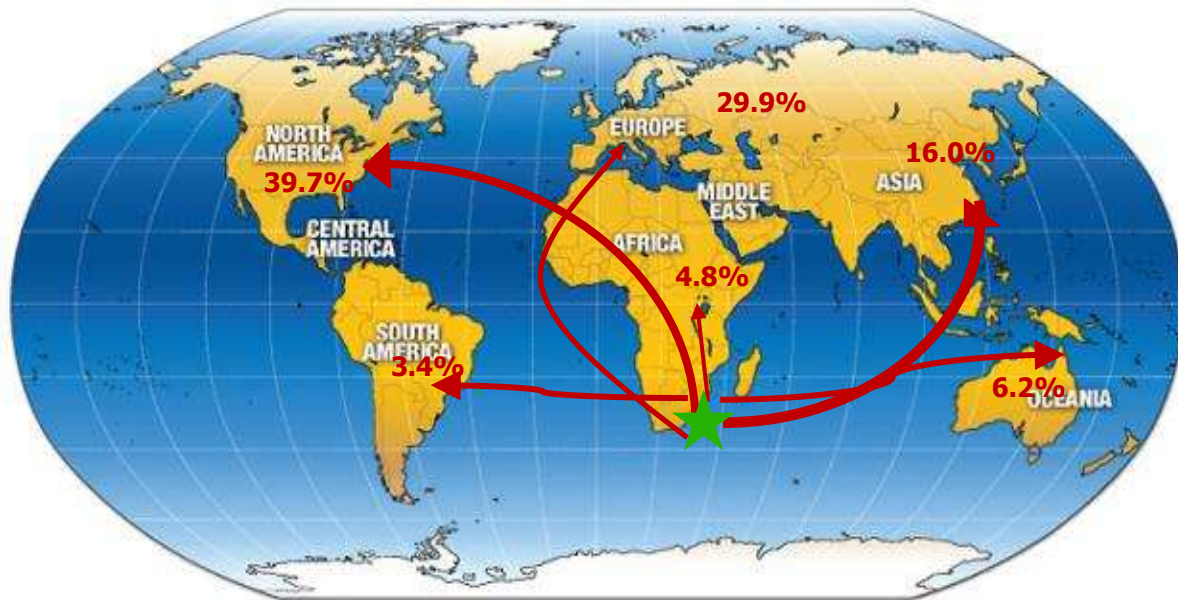
(Source: Quantec Research, 2012)

According to the Quantec database (2012), the main export item of the West Rand District in 2010 was vehicles and associated transport equipment, accounting for fifty-three percent (53%) of exports. Other products exported, in order of importance include, but are not limited to:

- Machinery & mechanical appliances
- Mineral products
- Miscellaneous manufactured articles
- Products of the chemical or allied industries
- Base metals & articles of base metal
- Vegetable products
- Optical, photographic, measuring, clocks & watches; musical instruments
- Plastics & articles thereof; rubber & articles thereof
- Natural or cultured pearls; precious or semi-precious stones, precious metals, etc.
- Prepared foodstuffs; beverages, spirits & vinegar, tobacco, etc.
- Pulp of wood or of other fibrous cellulosic material
- Articles of stone, plaster, cement, asbestos, mica
- Textiles & textile articles
- Live animals, animal products
- Raw hides & skins, leather, and leather articles

The majority of exports are sold to Northern America (see Figure 4.2) of which 90.2% is sold to the United States of America and the remainder to Canada and Mexico.

Figure 4.2 West Rand DM Export flows

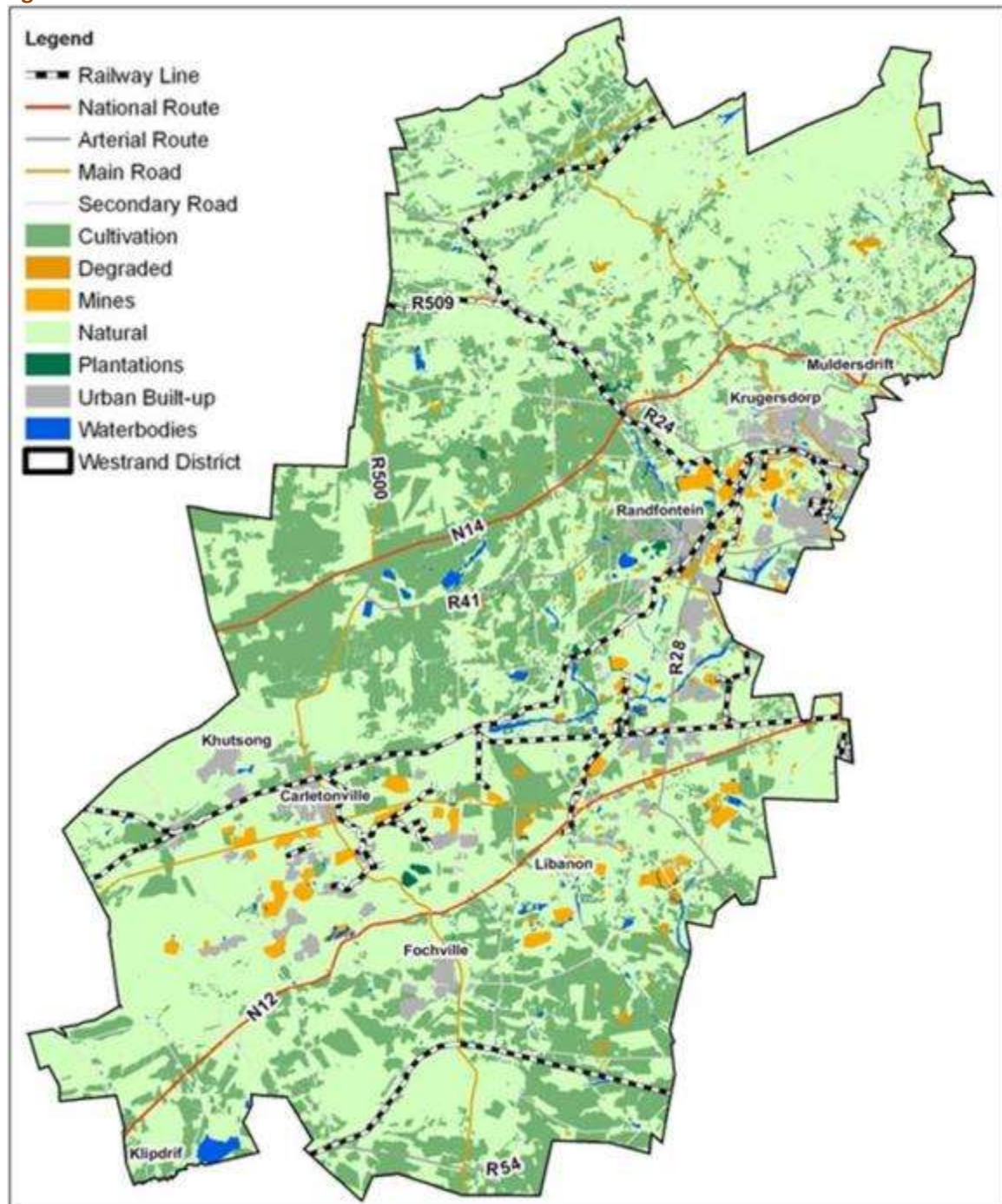


LAND USE

The West Rand District comprises of conservation area, built up area, mining, cultivated land and vacant/unspecified land as outlined in Figure 4.3.

The West Rand also has numerous industrial and commercial properties such as Chamdor, Aureus, Boltonia, Delporton, Delmas, Factoria, etc. These properties are available at competitive prices, relative to other areas in the province.

Figure 4.3 Land Use in the WRDM



Source: WRDM State of the Environment Report, 2011

NATURAL RESOURCES

Dolomite limestone covers approximately one third of the total area of the West Rand (Figure 2.7). Such material is prone to sinkhole development and karst landscapes. The West Rand District is pitted with sinkholes and dolines, particularly in the central areas. Mining and human

habitation has further accelerated the development of sinkholes and dolines in the West Rand through the pumping of water from subterranean aquifers.

On a positive note, caves that have formed as a result of the karst environment in the West Rand are attracting a large number of tourists annually. Tourism is a major economic activity in karsts, particularly in the Cradle of Humankind World Heritage Site due to the discovery of a number of ancient fossils inside these caves.

SUPERIOR INFRASTRUCTURE

South Africa boasts one of the most modern and extensive transport infrastructures in Africa. This infrastructure plays a crucial role in the country's economy and is depended on by many neighbouring states. The government has recently conducted large-scale upgrading of the country's infrastructure, as well as investment in new infrastructure. Transnet, a state-owned enterprise, is South Africa's main transport operator and the holding company for Spoornet (rail transport), Autonet (road transport), Petronet (liquid petroleum), Portnet (port authority) and Fast Forwards (container shipments). The national airline carrier, South African Airways (SAA), is an incorporated public company owned by the South African government. The airline serves more than 700 destinations globally and carries more than 7 million passengers a year.

The N14/R28 through Krugersdorp and Randfontein is one of the major roads in the District, connecting the district with the remainder of Gauteng. This route creates various opportunities by creating easy accessibility to the district from Gauteng and also the world, through the Lanseria Airport.

Not only is the N14/R28 a major and important transport, but linking the District is also the N12 Treasure Route, which links the District with Potchefstroom and Kimberley and various other major towns. The District is thus relatively well connected for companies requiring nationwide distribution and access to local and international markets.

Although the Lanseria Airport node is not situated within the West Rand District's area of jurisdiction, it will create numerous opportunities for the area. The section directly south of Lanseria Airport will have a more commercial, high-tech industrial nature linked to the airport, and also focusing strongly on job creation for the nearby Cosmo City and its future expansions

The main transportation services locally is minibus taxis. Bus services are also offered. The enabling environment created by this infrastructure may mean that other, unrelated activity, such as agri-industry may be established closer to farming nodes. The proximity of this infrastructure to farming may lower the economic hurdle for the production or adding of value to agricultural produce that would not be possible were this infrastructure not in place. However, the economic diversification of this infrastructure depends upon the coordinated planning on the part of local and provincial government.

Unlike other areas affected by e-tolling in the Gauteng Province, the cost of doing business in the District is not set to rise as no e-tolls are planned for the District.

BUSINESS INCENTIVES

NATIONAL INCENTIVES

The dti provides numerous incentives to potential investors. Incentive schemes are grouped into six categories:

- **Broadening participation**
 - Black Business Supplier Development Programme (BBDSP)
 - Co-operatives Incentive Scheme (CIS)
 - Emerging Exporters Development Programme
 - SEDA Technology Programme(stp)
- **Investment**
 - Business Process Outsourcing and Offshoring(BPO&O)
 - Film & TV Production Incentive Support Programme
 - Tourism support Programme (TSP)
 - Manufacturing Investment Programme (MIP)
 - Critical Infrastructure Programme (CIP)
 - Special Economic Zones (SEZs)
 - Automotive Investment Scheme (AIS)
 - Investment and Training Allowance (12 I)
- **Competitiveness promotion**
 - Export Marketing & Investment Assistance (EMIA)
 - Sector Specific Assistance Scheme (SSAS)
 - Technology and Human Resource Industrial Programme (THRIP)
 - Capital Projects Feasibility Programme
 - Support Programme for Industrial Innovation (SPII)

For more information see: www.dti.org.za

WEST RAND DISTRICT MUNICIPALITY INCENTIVES

The West Rand District has taken the initiative to formulate a draft incentives scheme to attract potential investors. Contact the West Rand District Municipality's LED Manager for more information relating to available incentives.

BANKING AND FOREIGN EXCHANGE

South Africa and by extension the Gatueng Province and the WRDM has a well-developed banking system that sets it apart from many other emerging markets globally, offering a more mature market, with a moderate level of private sector indebtedness and a good regulatory and legal framework. During the current economic recession, the South African banking sector proved remarkably resilient in the face of global financial turmoil and its impact on local

economic conditions. South African banks are well managed, and in general, have sophisticated risk-management systems and corporate-governance structures. The South African Reserve Bank (SARB) oversees the banking services industry in South Africa. The non-banking financial services industry is governed by the Financial Service Board (FSB). South Africa has the following principle financial service markets:

- JSE Securities Exchange South Africa (JSE);
- South African Futures Exchange (Safex);
- Bond Exchange of South Africa (BESA); and
- Alternative Exchange (AltX)

The JSE is governed and licensed externally by the Stock Exchange Control Act of 1985. The Safex and BESA markets are governed by the Financial Marketers Control Act of 1989. The markets are self-regulated internally.

Banking in WRDM is conducted by: Absa, Standard Bank, Capitec Bank, Nedbank, BOE, Investec, and FNB. WRDMs formal banks comply with international banking standards and offer one of the most sophisticated banking systems in the world. Customers have online, real-time, nationwide access to bank accounts 24 hours a day, 365 days a year.

REGULATORY ENVIRONMENT

ESTABLISHING A BUSINESS IN SOUTH AFRICA

Key contacts for establishing a business in South Africa:

- BRAIN (Business Referral and Information Network): +27 12 349 0100, www.brain.org.za
- Department of Home Affairs: +27 12 314 8911
- National Research Foundation: +27 12 481 4000, www.nrf.ac.za
- SA Chamber of Business: +27 11 362 1729, www.sacob.co.za
- Franchise association of South Africa: +27 11 484 1285, www.fasa.co.za

TAX ENVIRONMENT

Residents are taxed on their worldwide income, subject to certain exclusions. Foreign taxes on that income are allowed as a credit against South African tax payable. This is applicable to individuals, companies, close corporations and trusts.

For latest information, please visit: www.sars.gov.za

IMPORT AND EXPORT REQUIREMENTS

Key contacts for import and export requirements:

- Board of Tariffs and Trade: +27 12 428 7704
- Customs code number section: +27 12 422 6934, www.sars.gov.za

- SA Chamber of Business: +27 11 446 3800, www.sacob.co.za
- SA Revenue Services (SARS) Customs and excise: +27 12 422 4000, www.sars.gov.za

COMPETITION AND REGULATORY POLICY

South African authorities embarked on a major overhaul of competition policy, which led to the formulation of a new policy, the Competition Act, No. 89 of 1998. In meeting set objectives, it is focused on restricting anti-competitive practices, eliminating abuse of dominant positions and strengthening merger control. Three institutions are created in terms of the Act to achieve the above objectives:

- The Competition Commission, which is independent but whose decisions may be appealed to the Competition Tribunal and the Competition Appeal Court. For more information on the Competition Commission, please visit: www.compcom.co.za
- The Competition Tribunal, which has jurisdiction throughout South Africa and is independent from the competition institutions. For more information on the Competition Tribunal, please visit: www.comptrib.co.za
- The Competition Appeal Court, which has status similar to that of a High Court and jurisdiction throughout South Africa. For more information on the Competition Appeal Court, please visit: www.compcom.co.za/aboutus/aboutus_competition_appeal_court.asp

INTELLECTUAL PROPERTY RIGHTS

South Africa has a developed system of intellectual property law covering patents, industrial designs, copyright and trademarks. It is also a signatory to most of the international conventions in this field. For more information on these topics, please visit: www.cipc.co.za.

SECTION 5: COMPREHENSIVE SUPPORT STRUCTURES

BUSINESS SUPPORT STRUCTURES

THE DEPARTMENT OF TRADE AND INDUSTRY (DTI)

The Department of Trade and Industry (the DTI) offers a variety of services to companies planning on investing in South Africa. These services include details on investment opportunities in the country, guidelines to establishing new businesses, and development of incentive packages to facilitate investment.

The aim of the DTI is to lead and facilitate access to sustainable economic activity and employment to all South Africans. This will be achieved through attracting higher levels of investment, increased access to local products and service in international markets and creating a competitive market for domestic and foreign businesses. The DTI offers incentives to potential investors.

The DTI is a group of developing bodies that form part of the Council of Trade and Investment Institutions. The group is divided into three main clusters, i.e. development finance, regulatory and specialist services. Some of the major developing bodies included in the DTI group are the Industrial Development Corporation and the Khula Enterprise Finance Ltd. These organisations are examined in more detail below.

Contact details of the DTI

Tel (locals): 0861-843-384
Tel (international callers): +27 (12) 394 9500
Fax (locals): 0861 843 888
Fax (international callers): +27 (12) 394 9501
Website: www.thedti.gov.za



THE INDUSTRIAL DEVELOPMENT CORPORATION

The IDC is a self-financing state owned development finance institution whose primary objectives are to contribute to the generation of balanced sustainable economic growth in Southern Africa and to further the economic empowerment of the South African population, thereby promoting the economic prosperity of all citizens.

Numerous sectors are supported by the IDC funding. Although the IDC reviews each project separately, funding preferences are given to the following:

- Financing fixed assets and the fixed portion of growth in working capital requirements
- Projects/businesses which have a significant developmental impacts, e.g. rural development
- Empowerment, job creation, township development and value addition

The IDC's primary role is to assist in acquiring finance. In this context, they have developed a wide variety of projects, amongst which are:

- Commercial loans
- Equity
- Quasi equity
- Bridging finance
- Shareware housing
- Guarantees
- Suspensive sales
- Wholesale finance
- Export finance
- Import finance

Contact details of the IDC

Tel: 0860-693-888

E-mail: callcentre@idc.co.za

Website: www.idc.co.za



TRADE AND INVESTMENT SOUTH AFRICA (TISA)

Trade and Investment South Africa (TISA) work under the umbrella of the DTI and provide investment facilitation services for inbound investors. TISA focuses on promoting sectors of the South African economy that show the biggest growth potential and marketability, and coordinates provincial initiatives to match investors' requirements with opportunities in the provinces.

Contact details of the TISA

Tel: 0861 843 384

Website: www.thedti.gov.za

TIS have three business units, namely:

- **Investment Promotion and Facilitation:** It is responsible for attracting foreign direct investment, developing and promoting investment by domestic investors, and enhancing government policies and processes that impact on South Africa's appeal to investors.
- **Export Development and Promotion:** It is responsible for developing and promoting South African goods and services including specific technical interventions in terms of

export advice, matchmaking and market intelligence. This business unit aims to increase the competitiveness and export capacity of South African companies so that they are able to export into various markets. The assistance provided is in the form of financial or non-financial assistance.

- **International Co-operation:** International Operations Unit is responsible for the effective management and administration of the Department's Foreign Office Network.

SMALL ENTERPRISE DEVELOPMENT AGENCY (SEDA)

SEDA is a government agency and a member of the DTI group. The mandate of SEDA is to implement the national government small business strategy in line with the DTI's Integrated Small Enterprise Development Strategy. SEDA also supports, promotes and grows enterprises with a special focus on co-operative enterprises located in rural areas.

In general, SEDA aims at providing information to small business and prospective enterprisers that would encourage them to start and build sustainable businesses.

Contact details of SEDA (Gauteng)

Tel: 012 441 1100

Website: www.seda.org.za

E-mail: ccoetzee@seda.org.za



DEVELOPMENT BANK OF SOUTHERN AFRICA (DBSA)

The Development Bank of Southern Africa (DBSA) is one of several development finance institutions in South and Southern Africa. The core business of the Development Bank of South Africa (DBSA) is the support, both financially and in a facilitative role, of the creation of infrastructure to serve South Africa's needs.

Contact details of the DBSA

Tel: +27 11 313 3911

Fax: +27 11 313 3086

Website: www.dbsa.org



Its purpose is to accelerate sustainable socio-economic development by funding physical, social and economic infrastructure. In addition to the primary focus on infrastructure, the DBSA will also attend to the short and medium term rural finance requirements for the foreseeable future. DBSA's goal is to improve the quality of life for people within the region. The guidance given by the transformation team is that the DBSA should be a wholesale development finance institution mainly focused on infrastructure.

NATIONAL DEVELOPMENT AGENCY

The National Development Agency (NDA) is a section 3A statutory organisation, which was established by the National Development Agency Act (Act No. 108 of 1998) in November 1998. Since its inception the National Development Agency (NDA) has distributed more than R640

million to various communities located in poor areas in the food security, sustainable livelihoods and community health project sectors. More than 404 773 direct households and 2 031 375 individuals have benefited from these projects.

The NDA's interventions are aimed at contributing to job creation and participation of poor communities in the mainstream economy by strengthening their capacity and fostering social entrepreneurship. The National Development Agency (NDA) is mandated

to grant funds to Civil Society Organisations (CSOs) for the purposes of meeting the developmental needs of poor communities, to strengthen the institutional capacity of CSOs for the long term sustainability, to proactively source funds for the NDA, to promote consultation, dialogue, and sharing of developmental experiences to debate and influence developmental policy, and to develop strategies to collaborate with local community trusts, foundations and government clusters.

Contact details of the NDA Gauteng

Tel: 011 339 6410

Fax: 011 339 6410

Website: www.nda.org.za

E-mail: gautengprovince@nda.org.za



THE GAUTENG ECONOMIC DEVELOPMENT AGENCY (GEDA)

The Gauteng Economic Development Agency is the first of contact for smart investors and entrepreneurs who need access to unlocking new value in Gauteng, South Africa and Southern African Development Community region and beyond. GEDA is an agency of the Gauteng Provincial Government responsible for trade and investment promotion of the region.

GEDA's key objective is to identify market investment opportunities and to respond to requests for assistance from local and foreign investors. GEDA's strategy is wholly aligned with national and provincial government objectives and processes, thereby creating a investor-friendly environment.

Contact details of the GEDA

Tel: +27 11 833 8750/7

Fax: +27 11 833 8777

Website: www.geda.co.za

E-mail: info@geda.co.za



The Gauteng Economic Development Agency's (GEDA) mandate is to develop and maximize Gauteng's booming economy, by investing in and promoting the province in meaningful ways.

GEDA plays a vital role in not only attracting investment and new business to the province, but also renders services and assistance to various projects and businesses. An example of GEDA's success is the facilitation in excess of R16 billion worth investments into the province since its inception.

THE GAUTENG ENTERPRISE PROPELLER (GEP)

The Gauteng Enterprise Propeller (GEP) is a provincial government agency established in 2005 under the auspices of the Department of Economic Development to provide non-financial support, financial support, and co-ordinate stakeholders for the benefit of Small Medium and Micro Entrepreneurs (SMMEs) in Gauteng. The Provincial Government's decision to establish GEP as an agency that will support the establishment, growth and sustainability of SMMEs in the province was informed by two key strategic objectives:

- Commitment to halving poverty and unemployment in the country
- Ensuring increased and meaningful participation of SMMEs and BBBEE in mainstream economic activities

The province recognises that SMMEs have a valuable role to play in addressing the aforementioned objectives and can – directly and indirectly:

- Contribute to the Province's and Country's GDP
- Create some long-term sustainable jobs
- Ensure transformation in terms of representivity of the economic sector as a whole and contribute to a reduction of poverty.

GEP is a provincial public entity as defined in section 1 of the Public Finance Management Act and its regulations applicable to provincial public entities. The objectives of GEP are to:

- Promote, foster and develop small enterprises in Gauteng
- Implement the policy of the Gauteng Provincial Government for small enterprise development
- Design and implement small enterprise development support programmes within Gauteng
- Establish and promote a support network in order to increase the contribution of small enterprises to the Gauteng economy
- Promote economic growth, job creation and equity
- Integrate all government-funded small enterprise support agencies in Gauteng
- Strengthen the capacity of service providers to assist small enterprises to compete successfully domestically and internationally

The primary mechanisms, by which the GEP may achieve its objectives, are:

Contact details of GEP (Head Office)

Tel: 011 085 2001

Fax: 086 675 1329

Website: www.gep.co.za



Contact details of GEP (West Rand Regional Office)

Tel: 011 950 9870

Fax: 011 950 9886

Website: www.gep.co.za

- Provide Financial and non-financial support to SMMEs
- Provide a one-stop service to entrepreneurs
- Facilitate SMMEs from the second economy participating in the mainstream economy
- Increase the sustainability and profitability of SMMEs
- Enhance SMME contribution to GDP, equity and employment in the Province

THE GAUTENG TOURISM AUTHORITY (GTA)

The Gauteng Tourism Authority (GTA) is an agency of the Gauteng Provincial Government and is tasked with promoting sustainable tourism and to assist in making Gauteng a world-class tourism destination and in addition contribute to economic growth and uplifting the local people.

Contact details of the GTA

Tel: +27 11 085 2500
Website: www.gauteng.net
E-mail: info@gauteng.net



This agency is available to provide support and assistance to anybody wanting to visit the province as well as those planning on hosting a conference, exhibition or incentive in the province. Gauteng Tourism offers a host of services to businesses, associations and event planners to assist in the planning and successful execution of an event or conference.

GAUTENG DEPARTMENT OF ECONOMIC DEVELOPMENT

The Department of Economic Development has two main areas of responsibility. On the one hand the Department of Economic Development is tasked with ensuring that the right environmental framework and initiatives are put in place to foster economic growth and job creation in the province, and thereby push back the boundaries of poverty. On the other hand, the Department of Economic Development is also responsible for ensuring that sound financial management policies and structures are in place within the Gauteng Provincial Government.

Contact details of Gauteng Department of Economic Development

Tel: 011 355 8000
Fax: 011 355 8730
Website: www.ecodev.gpg.gov.za



The mandate of the Department of Economic Development is to lead, facilitate and promote economic growth and economic development in Gauteng, with a targeted commitment to focus on enhancing the inclusivity of the Gauteng economy, whilst enhancing the competitiveness of the Gauteng economy.

Various other business support organisations exist within Gauteng and the West Rand District, please refer to the Marketing and Investment Strategy for a list of other support organisations and departments.

BUSINESS ASSOCIATIONS AND NETWORKS

Table 5.1 presents a list of business associations that promote networking and a coherent approach to business development

TABLE 5.1 BUSINESS ASSOCIATIONS

Company	Brief description	Telephone
NAFCOC	National African Federated Chamber of Commerce. To represent Black businesses.	(011) 492 0003/4
FABCOS	Foundation for African Business and Consumer Services. Promoting the development of Black business in South Africa.	(011) 333 3701
BMF	Black Management Forum. Develops and empowers managerial leadership and facilitates the process of Corporate Transformation	(011) 784 4407
SOPOA	Represents the interests of SA commercial property owners	(011) 889 8700
GYCCI	Gauteng Youth Chamber of Commerce and Industry	(011) 245 5921
SAWIC	South African Women in Construction	(012) 845 2121
AMMSA	Association of Mine Managers South Africa	(011) 498 7547
SAWIMA	South African Women in Mining Association	(011) 834 9039
GSSC	Gauteng Shared Services Centre	0860 428 8364
GAUMAC	Gauteng Manufacturing Advisory Centre	(011) 821 2870
Gauteng Regional Business Chambers	Johannesburg Chamber of Commerce and Industry	(011) 726 5300
	Midrand Chamber of Commerce and Industry	(011) 315 1063
	East Rand Chamber of Commerce and Industry	(011) 814 7110/1
	Roodepoort Chamber of Commerce and Industry	086 111 3304
WRCOC	West Rand Chamber of Commerce	(011) 039 0727
MCCI	Mogale Chamber of Commerce and Industry	(011) 953 3727

The West Rand Development Agency (WRDA) is a municipal entity established by the WRDM as a special purpose vehicle to manage and implement key strategic objectives. The establishment of the WRDA was made possible through funding by the WRDM, USAID, and the Industrial Development Corporation (IDC) and in partnership with three local municipalities (excludes Merafong City LM) within the West Rand District.

The primary role of the WRDA is to act as the economic development agent for the West Rand is so far as to stimulate, facilitate, implement and support economic development and job creation projects and initiatives that will contribute to the regional economic development.

Contact details of the WRDA

Tel: +27 11 692 1550



The Table below provides an indication of other support organisations and Departments.

TABLE 5.2: OTHER BUSINESS SUPPORT DEPARTMENTS AND ORGANISATIONS

Company	Telephone
EDUCATION SECTOR	
Further Education & Training (FET) Colleges:	
• Central Johannesburg College	(011) 484 1388
• Ekurhuleni East College	(011) 730 6600
• Ekurhuleni West College	(011) 323 1600
• Sedibeng College	(016) 422 6645
• South West Gauteng College	(011) 984 1260
• Tshwane North College	(012) 401 1600
• Tshwane South College	(012) 660 8502
• Western College	(011) 693 3608
AGRICULTURAL SECTOR	
Agri Gauteng	(012) 643 3400
INFRASTRUCTURE SECTOR	
Eskom	(011) 711 9111
FINANCIAL SERVICES SECTOR	
Umsobomvu Youth Fund	08600 96884
Khula Enterprise Finance	08600 54852
National Employment Fund	(011) 305 8000

GOVERNMENT DEPARTMENTS

NATIONAL DEPARTMENTS

TABLE 5.3 NATIONAL GOVERNMENT DEPARTMENTS

Department	Minister	Telephone
Agriculture, Forestry and Fisheries	Ms Tina Joemat-Pettersson	(012) 319 7319
Arts & Culture	Mr Paul Mashatile	(021) 441 3709
Basic Education	Ms Matsie Angelina Motshekga	(012) 357 4026/4036
Communications	Ms Dina Deliwe Pule	(012) 427 8292/8511
Cooperative Governance & Traditional Affairs	Mr Richard Masenyani Baloyi	(012) 334 0705
Correctional Services	Ms Nosiviwe Noluthando Mapisa-Nqakula	(012) 307 2884
Defense & Military Veterans	Ms Lindiwe Nonceba Sisulu	(012) 355 6101
Economic Development	Mr Embrahim Patel	(012) 394 1006
Energy	Ms Elizabeth Dipuo Peters	(021) 469 6433/6425
Environmental Affairs	Ms Bomo Edna Molewa	(012) 336 8733
Government Communication & Information Systems (GCIS)	Mr Ohm Collins Chabane	(012) 300 5311/5334
Health	Dr Pakishe Aaron Motsoaledi	(012) 395 8086/8080
Higher education and Training	Dr Bonginkosi Emmanuel Nzibande	(012) 312 5555
Home Affairs	Dr Nkosazana Clarice Dlamini-Zuma	(012) 432 6648

Department	Minister	Telephone
Human Settlements	Mr Tokyo Mosima Gabriel Sexwale	(012) 421 1310
Independent Complaints Directorate	Mr Nkosinathi Emmanuel Mthethwa	(012) 393 2810/2811
International Relations and Cooperation	Ms Maite M Nkoana-Mashabane	(012) 351 0002
Justice & Constitutional Development	Mr Jeffrey Thamsanqa Radebe	(012) 357 8212/8217
Labour	Ms Mildred Oliphant	(012) 392 9620
Mineral Resources	Ms Susan Shabangu	(012) 444 3999
National Treasury	Mr Pravin Jamnadas Gordhan	(012) 323 8911
Public Enterprises	Mr Malusi Knowledge Nkanyenzi Gigaba	(012) 431 1098
Public Service Commission and Administration	Mr Radhakrishna Lutchmana Padayachie	(012) 336 1700
Public Works	Mr Thembelani Thulas Nxesi	(021) 468 6902
Rural Development & Land Reform	Mr Gugile Ernest Nkwinti	(012) 312 8911
Science & Technology	Ms Grace Naledi Mandisa Pandor	(012) 843 6798
Social Development	Ms Bathabile Olive Dlamini	(012) 312 7479
SA Police Service	Mr Nkosinathi Emmanuel Mthethwa	(012) 393 2810/2811
SA Revenue Service	Mr Pravin Jamnadas Gordhan	(012) 323 8911
State Security Agency	Dr Siyabonga Cyprian Cwele	(012) 367 0700
Sport & Recreation South Africa	Mr Fikile Apirl Mbalula	(012) 304 5000
Statistics South Africa	Mr Pravin Jamnadas Gordhan	(012) 323 8911
Tourism	Mr Marthinus van Schalkwyk	(012) 444 6000
Trade & Industry	Dr Rob Davies	0861 843 384
Transport	Mr Joel Sibusiso Ndebele	(012) 309 3131
Water Affairs	Ms Bomo Edna Molewa	(012) 336 8733
Women, Children & People with disabilities	Ms Lulama Xingwana	(012) 359 0011

PROVINCIAL GOVERNMENT DEPARTMENTS

TABLE 5.4 PROVINCIAL GOVERNMENT DEPARTMENTS

Department	MEC	Telephone
Agriculture and Rural Development	Ms Nandi Mayathula-Khoza	(011) 355 1432/1900
Community Safety	Ms Nonhlanhla Mazibuko	(011) 689 3618
Economic Development	Ms Qedani Dorothy Mahlangu	(011) 355 8703
Education	Ms Barbara Creecy	(011) 355 0909
Finance	Mr Mandla Nkomfe	(011) 355 1510
Health and Social Development	Ms Ntombi Mekingwe	(011) 355 3235
Infrastructure Development	Mr Bheki Simon Nkosi	(011) 355 5010
Local Government and Housing	Mr Humphrey Mmemezi	(011) 355 4028
Roads & Public Transport	Mr Ismail Vadi	(011) 355 7507
Sports, Arts, Culture & Recreation	Mr Lebogang Maile	(011) 355 2504

Other Key Provincial contact details:

- **Gauteng Premiers hotline:** Dial 0860 428 8364

It is the number to dial to file complaints about and submissions on a range of public services, including billing, roads, health care, policing and other services. The hotline will attend to complaints about and recommendations for delivery of public services from the provinces' departments, municipalities and agencies. It has 70 trained call centre agents who are on duty from 7am until 10pm.

LOCAL GOVERNMENT DEPARTMENTS**TABLE 5.5 DISTRICT GOVERNMENT DEPARTMENTS**

Department	Website	Telephone	e-mail
West Rand Tourism	www.westrandtourism.co.za	011 411 5272	info@westrandtourism.co.za
LED Manager	www.wrdm.gov.za	011 411 5155	akruger@wrdm.gov.za
MMC Finance	www.wrdm.gov.za	011 411 5014	lnkosiyan@wrdm.gov.za
MMC Infrastructure	www.wrdm.gov.za	011 411 5076	nlipudi@wrdm.gov.za
MMC Human Settlements	www.wrdm.gov.za	011 411 5117	mgama@wrdm.gov.za
MMC Corporate Services	www.wrdm.gov.za	011 411 5077	skolodi@wrdm.gov.za
MMC Health and Social Development	www.wrdm.gov.za	011 411 5263	pkgoleng@wrdm.gov.za
MMC Rural Development	www.wrdm.gov.za	011 411 5127	nbele@wrdm.gov.za
MMC Public Safety	www.wrdm.gov.za	011 411 5204	mmaduna@wrdm.gov.za
MMC LED	www.wrdm.gov.za	011 411 5087	tmphithikezi@wrdm.gov.za

Other Key District contact details:

- **Fraud hotline:** Dial 011 411 5100 and leave a message. Alternatively please use the fax number: 086 616 0582

Blow the Whistle on Fraud! The WRDM have a ZERO TOLERANCE approach to fraud. We would like to encourage our community members to assist us in reporting fraud or the possibility of fraud that may be committed by fellow members, healthcare providers or stakeholders. Do not feel intimidated. Help us to combat fraud. Like ourselves you should also have a zero-tolerance approach, as fraud prevention starts with you.

An anonymous, WRDM fraud line for community members and officials exists to support our drive to stamp out fraud. The line is constantly monitored and callers remain anonymous, unless they choose to be known.

If you suspect fraud within any of the West Rand Municipalities (WRDM, Mogale City, Merafong City, Randfontein or Westonaria) you can contact the fraud reporting facilities 24 hours a day, seven days a week and every day of the year. If you are afraid of being overheard when you use the telephone during the day, you can phone from home after hours.

TABLE 5.6 LOCAL MUNICIPALITIES





Department	Website	Telephone	e-mail
Mogale City	www.mogalecity.gov.za	011 951 2013	
Merafong city	www.merafong.gov.za	018 788 9500	cespies@merafong.gov.za
Westonaria	www.westonaria.gov.za	011 278 3000	
Randfontein	www.randfontein.gov.za	011 411 0000	

SECTION 6: BUSINESS OPPORTUNITIES





Agriculture and agro-processing opportunities





BUSINESS OPPORTUNITY	LOCATION WITH MOST POTENTIAL			
	Mogale	Merafong	Rand-fontein	Weston-aria
Food cluster with focus on processing, packaging & exporting (from Lanseria Airport)				
Deciduous and berry fruit production (berries, peaches, nectarines)				
Speciality vegetables (mange tout peas, brinjals, baby vegetables)				
Introduction of new flower species (freesias, orchids, proteas)				
Floriculture logistics development (transport, storage, cooling facilities)				
Aquaculture development				
Maize, green maize and dry bean production				
Egg production				
Milk and dairy products processing				
Broiler production				
Leather tanning				
Grain processing (flour milling, chicken feed production)				
Flax and hemp production				





AGRICULTURE AND AGRO-PROCESSING	
Food cluster with focus on processing, packaging & exporting	
DESCRIPTION & DETAILS	
	<p>The location of Mogale City is ideal for food processing, packaging and exporting, as major transport facilities such as Lanseria International Airport and road networks such as the N14 are located in and around Mogale City, creating numerous opportunities for fast and efficient food exportation to other regions within South Africa and Africa, as well as countries abroad. Agricultural products currently being produced in West Rand include maize, sorghum, dry beans, sunflowers, various vegetables, beef, chicken, pork and milk. Most of these products are already being distributed to areas in Gauteng such as Tshwane and Johannesburg, but by setting up a 'processing hub' and exploiting the opportunities that Lanseria International Airport offer, the agriculture sector within West Rand can become viable and profitable.</p>
	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> Proximity of Lanseria International Airport – West Rand's gateway to the world Lanseria International Airport is geared to handle fast and efficient freight. The Department of Customs and Excise monitors and manage the clearance for import and export goods. The N14 connects to other major road networks making fast and efficient distribution of products possible Creating a central area for all agricultural products harvested and produced within WRDM to be processed and distributed. Branding & packaging of products: 'produced in West Rand' Processed and canned foods yield a longer shelf life 	<p>Mogale City Local Municipality Randfontein Local Municipality</p>
ROLEPLAYERS	POTENTIAL PRODUCT TYPES
<ul style="list-style-type: none"> Agricultural Research Council (ARC) Department of Agriculture Grain SA Agricultural co-ops LED Unit WRDA MAC Lanseria International Airport Local farmers 	<ul style="list-style-type: none"> Maize: <ul style="list-style-type: none"> Animal feed supplements, baby food, cereals, corn oil, cooking oil, margarine, bio-diesel, and canned kernels Sorghum: <ul style="list-style-type: none"> Sorghum beer, malt, animal/livestock feed, couscous, sorghum flour, molasses, porridge and cereals Dry beans Sunflowers: <ul style="list-style-type: none"> Crude oil, neutralised sunflower seed, sunflower oil cake, margarine, roughage, pet food, brisket for fire Various vegetables: <ul style="list-style-type: none"> Canned vegetables, fresh produce & veg pieces, soups and powders, purees, juice concentrates, freeze-dried vegetables Beef: <ul style="list-style-type: none"> Mince meat, wors and patties, biltong, prime cuts (steaks etc.), canned beef products (corned meat) Chicken: <ul style="list-style-type: none"> Eggs, Chicken meat, Canned chicken Pork <ul style="list-style-type: none"> Ham, bacon, viennas, russians and sausages, cuts (ribs, belly etc.), polony Milk: <ul style="list-style-type: none"> Milk, Condensed milk, Cheese, Butter, Yoghurt, Cream, Milk powder and formulas, Ice cream
POTENTIAL TARGET MARKET	CONTACT PERSONS
<ul style="list-style-type: none"> National and international market Local supermarkets and restaurants Household consumption Health and vitality market 	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Mogale City LM LED Dept. (011) 668 0601 Randfontein LM LED Dept. (011) 411 0249
INVESTMENT VALUE	
<ul style="list-style-type: none"> Medium (R3million – R10million) 	

AGRICULTURE AND AGRO-PROCESSING		
Deciduous and berry fruit production (blueberries, peaches, plums and nectarines)		
DESCRIPTION & DETAILS		
<p>Deciduous fruit such as apricots and plums are mainly produced in the Western and Eastern Cape and Oranje River Valley and blueberries are mainly produced in the Western Cape. However, the proximity to Lanseria International Airport and the favourable climate of Gauteng presents an opportunity of value adding through exporting of locally produced deciduous fruit and blueberries to European countries. Deciduous fruit farming as well as blueberry farming is extremely labour intensive and leads to added job creation. Blueberries are also classified as high-value crops with great health benefits, and the demand for blueberries are growing worldwide.</p>		
 		
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION	
<ul style="list-style-type: none"> Currently there are only approximately 13 deciduous fruit producers in Gauteng with a total of 79 Ha of peaches, nectarines, plums and prunes (The National Agricultural Marketing Council, 2007:17) There is an increasing demand for fresh fruit in Africa Opportunities to export deciduous fruit to Middle East, India, Indonesia and China South Africa's counter-cyclical seasonality to the northern hemisphere ensures a demand for fresh fruit during the northern hemisphere winter. South Africa has the advantage over other highly perishable fruit producers (especially berries) in the southern hemisphere of lead time to the market being cut down by overnight flights versus overland trucking. 	<p>Merafong Local Municipality Westonaria Local Municipality</p>	
	<th>POTENTIAL PRODUCT TYPES</th>	POTENTIAL PRODUCT TYPES
	<ul style="list-style-type: none"> Fresh fruit produce Canned fruit Dried fruit Juices Jams and jellies 	
	<th>POTENTIAL TARGET MARKET</th>	POTENTIAL TARGET MARKET
	<ul style="list-style-type: none"> Local market Large supermarket chains Europe and the United Kingdom Middle East, India, Indonesia and China 	
ROLEPLAYERS	INVESTMENT VALUE	
<ul style="list-style-type: none"> Agricultural Research Council (ARC) Department of Agriculture FPEF (Fresh Produce Exporters Forum) NAMC (National Agricultural Marketing Council) DFPT (Deciduous Fruit Producers' Trust) SASPA (South African Stone Fruit Producers' Association) PPECB (Perishable Products Export Control Board) SABPA (South African Berry Producers Association) 	<p>Medium (R3 million to R10 million)</p>	
	<th>CONTACT PERSONS</th>	CONTACT PERSONS
	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000 	

AGRICULTURE AND AGRO-PROCESSING	
Speciality Vegetable Production	
DESCRIPTION & DETAILS	
	<p>Investment opportunities exist in the form of speciality vegetable production. This includes baby vegetables, brinjals, mange tout peas and baby snap peas. Currently the majority of baby vegetables are being produced in the Free State and some being produced in Mpumalanga and the North West.</p> <p>These speciality baby vegetables need to be shipped/exported within hours of harvesting, making West Rand an ideal location for such activities due to its proximity to Lanseria International Airport and other major road networks.</p>
	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> ▪ Baby vegetables are harvested before it is fully grown, and takes up less space than normal sized vegetables ▪ Baby vegetables are grown in a short space of time, thus production can be doubled ▪ The production of baby vegetables are very labour intensive, which will create more job opportunities in the West Rand ▪ Baby vegetables need to be shipped within hours of harvesting, giving West Rand an advantage due to its close proximity to Lanseria International Airport and other major road networks ▪ Major export opportunities exist in the United Kingdom and other parts of Europe 	<p>Mogale City Local Municipality Merafong City Local Municipality Randfontein Local Municipality Westonaria Local Municipality</p>
POTENTIAL PRODUCT TYPES	
	<ul style="list-style-type: none"> ▪ Patty pans ▪ Baby Marrows (courgettes) ▪ Baby Carrots ▪ Baby Leeks ▪ Baby Turnips ▪ Baby Gems ▪ Baby cabbages ▪ Fennel Punnet ▪ Mange tout peas ▪ Baby snap peas 
POTENTIAL TARGET MARKET	
	<ul style="list-style-type: none"> ▪ Local market ▪ Local Retailers ▪ Local Restaurants ▪ Europe and the United Kingdom
CONTACT PERSONS	
	<ul style="list-style-type: none"> ▪ West Rand DM LED Dept. (011) 411 5000 ▪ Merafong LM LED Dept. (018) 788 9500 ▪ Westonaria LM LED Dept. (011) 278 3000 ▪ Mogale City LM LED Dept. (011) 668 0601 ▪ Randfontein LM LED Dept. (011) 411 0249
ROLEPLAYERS	
<ul style="list-style-type: none"> ▪ Agricultural Research Council (ARC) ▪ The Department of Agriculture ▪ Agricultural co-ops ▪ Lanseria International Airport 	
INVESTMENT VALUE	
Low (Less than R3 million)	






AGRICULTURE AND AGRO-PROCESSING		
Introduction of new flower species		
DESCRIPTION & DETAILS		
	<p>Flower species such as Proteas, Orchids and Freesias are very popular flower species that are mainly produced in the Western Cape and surrounding areas. Although South Africa struggle to compete commercially with other countries, there is a market for exporting flowers to specialised markets.</p> <p>There is an opportunity for the cultivation and production of Proteas, Orchids and Freesias in the West Rand due to its favourable climate and proximity to transport networks.</p>	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION	
<ul style="list-style-type: none">South Africa has about 550 orchid species throughout the countryExcellent climatic conditionsProtea farming is viewed as an eco-friendly and sustainable method of farming 	Mogale City Local Municipality Randfontein Local Municipality	
	POTENTIAL PRODUCT TYPES	
	<ul style="list-style-type: none">Fresh cut flowersFoliageDried flowers 	
ROLEPLAYERS	POTENTIAL TARGET MARKET	
<ul style="list-style-type: none">SAFGA (SA Flower Growers Association)SAPPEX (SA Protea Producers and Exporters)PPSA (Protea Producers of South Africa)SAOC (SA Orchid Council)	<ul style="list-style-type: none">Local marketSpecialised market	
INVESTMENT VALUE	CONTACT PERSONS	
Low (Less than R3 million)	<ul style="list-style-type: none">West Rand DM LED Dept. (011) 411 5000Mogale City LM LED Dept. (011) 668 0601Randfontein LM LED Dept. (011) 411 0249	

AGRICULTURE AND AGRO-PROCESSING	
Floriculture	
DESCRIPTION & DETAILS	
<p>In Africa, Kenya is currently the greatest cut-flower grower, with South Africa being only the fourth largest. However, potential floriculture business opportunities exist in the West Rand as the Lanseria International Airport creates an opportunity to supplement the European floriculture supply during their winter months.</p>	
	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> There is an existing and established production, logistics and local marketing system in place, which other African countries may lack There are a number of established and organised representative floriculture bodies in South Africa (SAFGA and SAFEC) South Africa has a good international reputation for South African products A great array of flower species can be cultivated in the West Rand due to its favourable climatic conditions 	<p>Mogale City Local Municipality Randfontein Local Municipality</p>
	POTENTIAL PROJECT TYPES
	<ul style="list-style-type: none"> Fresh cut flowers Foliage Dried flowers Seedlings Flower bulbs  
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Department of Agricultural SAFEC (South African Flower Export Council) SAFGA 	<ul style="list-style-type: none"> Local market Local retailers European market
INVESTMENT VALUE	CONTACT PERSONS
<ul style="list-style-type: none"> Low (Less than R3 million) 	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Mogale City LM LED Dept. (011) 668 0601 Randfontein LM LED Dept. (011) 411 0249



AGRICULTURE AND AGRO-PROCESSING	
Aquaculture	
DESCRIPTION & DETAILS	
	<p>Available data indicates that aquaculture in South Africa has produced approximately 1571.31 tons of fish at an approximate value of R104 million (2005). There are currently a very small number of aquaculture producers in Gauteng as the most prominent areas for agriculture are evident at the coastal areas of South Africa, especially the Western Cape. In Gauteng, fish species farmed most commonly are Finfish, Carp, Goldfish, Tropical ornamental fish, Trout (Rainbow Trout and Brown Trout) Mozambique and Nile Tilapia. Fresh water aquaculture producers usually farm several species, except when farming with trout. Fish produced in South Africa is 64% produced for the local market, of which 47% is fresh water fish. The majority of fish exported from Gauteng are exported to Asia.</p>
	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> The existence of active aquaculture associations and support networks such as SAKKS, AASA, AISA. The local Koi Carp market is saturated, but the export market is excellent to the United Kingdom, Europe and the United States of America Ornamental tropical fish requires relatively low capital for start-up farms Trout farms are great tourist attractions and hold great tourism opportunities 	<p>Merafong City Local Municipality Westonaria Local Municipality</p>
	<th>POTENTIAL PRODUCT TYPES</th>
	<ul style="list-style-type: none"> Trout, Finfish, Carp, Koi, Goldfish, Tropical fish, Tilapia Live fish Fresh fish Canned fish Fish oils Fish meal Fish sauce Domestic pets Stocking of trout for fly fishing resorts (tourism) 
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> AASA (Aquaculture Association of Southern Africa) AISA (Aquaculture Institute of South Africa) SAKKS (SA Koi Keepers Society) 	<ul style="list-style-type: none"> Local tourism market Local Market Asia United Kingdom and Europe United States of America
INVESTMENT VALUE	CONTACT PERSONS
Medium (R3 million to R10 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000



AGRICULTURE AND AGRO-PROCESSING		
Maize, green maize and dry bean production		
DESCRIPTION & DETAILS		
	<p>Maize is the largest produced field crop in South Africa, and also the most important source of carbohydrates. A great section of Gauteng, including the West Rand falls within the 'maize triangle', which spurred the Department of Agriculture and Rural Development (GDARD) to launch the Maize Triangle project in 2010. Currently, 105 000ha are used to produce maize in Gauteng.</p> <p>Along with maize, dry bean is a staple food which is high in protein, fibre, phosphorus, vitamin B and iron, and it contains no cholesterol. Currently, South Africa produces 75% of dry beans consumed locally and approximately 25 000 tons are exported each year to Angola, Mozambique, Zimbabwe and Mauritius. Bean trade in South Africa has taken a great stride in the form of Beanex, an electronic trading and marketing platform. The majority of dry bean production in the West Rand takes place in the Randfontein vicinity.</p>	
		
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION	
<ul style="list-style-type: none"> West Rand forms part of the 'maize triangle' Institutional support is evident in the forms of: <ul style="list-style-type: none"> Distribution of production inputs (seeds, Fertilisers, pesticides, diesel) Tractors handed to communities and local municipalities A milling plant will be established so that farmers can access the market with better ease. GDARD and DED are currently commissioning a feasibility study with a view of supporting this initiative. Demand for maize as animal feed will increase as domestic poultry industry expands Vertical integration (opportunities) in the supply chain of maize Great soil conditions for dry bean production Gap in local market to supply dry beans for the remaining 25% Expand on the export to African countries Beanex to further strengthen and market dry beans produced in the West Rand. 	<p>Merafong City Local Municipality Westonaria Local Municipality</p>	
	<th>POTENTIAL PRODUCT TYPE</th>	POTENTIAL PRODUCT TYPE
	<ul style="list-style-type: none"> Fresh produce Canned maize (sweet corn, whole kernels) Frozen Mieliemeel (mielie-meal) Animal feed and supplements Baby food Cereals Corn oil Bio-diesel Corn starch Corn syrup Dry beans 	
ROLEPLAYERS	POTENTIAL TARGET MARKETS	
<ul style="list-style-type: none"> Agricultural Research Council (ARC); Department of Agriculture Bean-Agri Trading Corp of South Africa Dry Bean Producer's Organisation Grain SA 	<ul style="list-style-type: none"> Local market Animal feed industry Household consumption Health and vitality market Local restaurants Export to African countries 	
INVESTMENT VALUE	CONTACT PERSONS	
<p>Medium (R3 million to R10 million)</p>	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000 	

AGRICULTURE AND AGRO-PROCESSING	
Egg Production	
DESCRIPTION & DETAILS	
<p>The poultry industry plays a great role in the agricultural sector with egg production reaching over R4.8 billion per year. Eggs are also a great source of protein, and with meat prices being high people are constantly looking for a cheaper source of protein. Eggs provide a valuable yet affordable source of high quality protein and vitamins required for normal growth, especially for children.</p> <p>There is a number of egg producers located within the Gauteng region, and entry into the egg market is quite easy as it requires little capital investment to establish production, grading and branding.</p>	
	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> 57.2% of all animal-product protein consumed in South Africa is from poultry and eggs The timeline in the production process of commercial eggs is three years Approximately 140 eggs are consumed per person per annum, and are increasing each year 360 566tons of eggs were sold in 2007 Shelf life of 7 to 21 days, making the egg industry cyclical in nature and ensuring supply remains stable 	Mogale City Local Municipality Randfontein Local Municipality
	POTENTIAL PROJECT TYPES
	<ul style="list-style-type: none"> Eggs Pasteurised liquid (from cracked eggs) <ul style="list-style-type: none"> Salted and pasteurised egg yolk (for mayonnaise) Albumin (for nougat, sweet fillings, cake toppings) Pasteurised egg pulp (for cakes, batters etc.)
	POTENTIAL TARGET MARKET
	<ul style="list-style-type: none"> Local market Supermarkets and chains Bakeries Local community Restaurants Hotels and guesthouses
ROLEPLAYERS	INVESTMETN VALUE
<ul style="list-style-type: none"> Agricultural Research Council (ARC) Department of Agriculture SAPA (South African Poultry Association) DPFO (Developing Poultry Farmers' Association) 	Low (Less than R3 million)
CONTACT PERSONS	
<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Mogale City LM LED Dept. (011) 668 0601 Randfontein LM LED Dept. (011) 411 0249 	

AGRICULTURE AND AGRO-PROCESSING	
Dairy Production	
DESCRIPTION & DETAILS	
<p>A great business prospect exists for the production of various dairy products in the West Rand area. There are a great number of livestock locally available, especially in Randfontein and Westonaria where milk can be sourced. The development of a dairy production plant in the area could have large investment returns since the current local market is not capitalizing on this opportunity. Currently most dairy products are delivered to informal markets, urban retail outlets, and markets in Johannesburg and Tshwane. Dairy is an important source for calcium and high amounts of other important nutrients and vitamins, relative to its energy content</p>	
<p>OPPORTUNITIES AND STRENGTHS</p> <ul style="list-style-type: none"> There are over 200 milk producers in the Gauteng area, which contribute to approximately 6% of the total milk produced in South Africa) Dairy produced in West Rand are only distributed to informal markets and surrounding areas, the opportunity exist to expand. 	
	<p>PROPOSED LOCATION</p> <p>Merafong Local Municipality Randfontein Local Municipality</p> <p>POTENTIAL PRODUCT TYPES</p> <ul style="list-style-type: none"> Milk Milk drinks Butter Cheese Yoghurt Condensed milk Cream Milk powder   
<p>ROLEPLAYERS</p> <ul style="list-style-type: none"> Agricultural Research Council (ARC) The Department of Agriculture Local farmers and milk producers 	<p>POTENTIAL TARGET MARKETS</p> <ul style="list-style-type: none"> Restaurants Wholesalers and retailers Bakeries Food service market
<p>INVESTMENT VALUE</p> <p>Low (Less than R3 million)</p>	<p>CONTACT PERSONS</p> <ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Mogale City LM LED Dept. (011) 668 0601 Randfontein LM LED Dept. (011) 411 0249

AGRICULTURE AND AGRO-PROCESSING	
Broiler Production	
DESCRIPTION & DETAILS	
<p>South Africa's broilers are more intensive than the extensive sheep and cattle production. South Africa's annual poultry meat production constitutes of about 960 000 tons.</p> <p>Broiler production contributes approximately 80% to total poultry meat production, with the rest made up of mature chicken slaughter (culls), small-scale and backyard poultry production, ducks, geese, turkeys and other specialised white meat products.</p> <p>A number of broilers are present within the Gauteng area and are seen as an attractive enterprise as it is a low capital, fast turnover enterprise that carries a lower risk (financially) than other enterprises. Broiler production also consists of a strong existing market base.</p>	
	
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> More poultry products are consumed annually than all other animal protein combined Broilers have a turnover of over R15 billion per year The local demand for poultry meat grows at approximately 7% per year The emergence of a stronger middle-class and rising living standards and health awareness are resulting in the consumption of more protein rich products such as poultry The average South African consumes approximately 27kg of broiler meat The broiler breeding cycle is significantly shorter than that of other protein sources The local poultry market contributes approximately 16% of the total gross value primary agriculture in South Africa 	Mogale City Local Municipality Westonaria Local Municipality
	POTENTIAL PRODUCT TYPES
	<ul style="list-style-type: none"> Fresh chicken <ul style="list-style-type: none"> Frozen chicken Individual portions and fillets Chicken viennas Chicken polony Chicken schnitzel Canned chicken
	
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Agricultural Research Council (ARC) The Department of Agriculture SAPA (South African Poultry Association) DPFO (Developing Poultry Farmers' Association) 	<ul style="list-style-type: none"> Local market Restaurants Wholesalers and retailers
INVESTMENT VALUE	CONTACT PERSONS
Low (Less than R3 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000

AGRICULTURE AND AGRO-PROCESSING	
Leather Tanning	
DESCRIPTION & DETAILS	
<p>A number of (approximately six) abattoirs are located within West Rand, especially in and around Krugersdorp and Randfontein. These are mainly beef abattoirs with the exception of one venison abattoir and one pig abattoir. There are also a number of cattle farmers located within the West Rand area. These abattoirs and cattle farmers present an opportunity for a leather tannery as a great number of hides and skins are available on a daily basis.</p> <p>Currently there is a number of game and ostrich leather tannery and taxidermy located within Krugersdorp, which specialise in leather accessories and products as well as game trophies. They have a client base and retail outlet in the United States of America. However, the opportunity to capitalize on the cattle hides available is still viable.</p> <p>The opportunity exist to source funding and support to be able to open a leather tanning facility with the capacity to produce commercial items or supply leather to the car industry. Initially, basic tools should be acquired to ensure that those involved can learn and become confident in the ability to tan leather by embarking on small-scale manufacturing of basic leather products.</p>	
<p>OPPORTUNITIES AND STRENGTHS</p> <ul style="list-style-type: none"> ▪ Availability of a great number of hides ▪ High demand for high quality leather products ▪ Labour intensive job creation ▪ Retention of local resources and decrease in value-chain leakages ▪ Local, small scale and emerging cattle farmers could benefit 	
	<p>PROPOSED LOCATION</p> <p>Mogale City Local Municipality Randfontein Local Municipality Westonaria Local Municipality</p>
<p>ROLEPLAYERS</p> <ul style="list-style-type: none"> ▪ Agricultural Research Council (ARC) ▪ The Department of Agriculture ▪ National department of Agriculture ▪ Clothing, Textiles, Footwear and Leather (CTFL) SETA ▪ Local abattoirs ▪ Local cattle farmers 	<p>POTENTIAL PRODUCT TYPES</p> <ul style="list-style-type: none"> ▪ Skins and rugs ▪ Boots and footwear ▪ Wallets and bags ▪ Belts and hats ▪ Leather Furniture ▪ Car interior
	
<p>INVESTMENT VALUE</p> <p>Medium (R3 million to R10 million)</p>	<p>POTENTIAL TARGET MARKETS</p> <ul style="list-style-type: none"> ▪ Automotive industry ▪ International and local tourists ▪ Local, regional and national clients
	<p>CONTACT PERSONS</p> <ul style="list-style-type: none"> ▪ West Rand DM LED Dept. (011) 411 5000 ▪ Mogale City LM LED Dept. (011) 668 0601 ▪ Randfontein LM LED Dept. (011) 411 0249 ▪ Westonaria LM LED Dept. (011) 278 3000

AGRICULTURE AND AGRO-PROCESSING	
Grain Processing	
DESCRIPTION & DETAILS	
<p>With the West Rand being situated within the 'maize triangle' and has a favourable climate for various agricultural activities, a number of grain and related products such as maize, sorghum and sunflower seed are being produced in this region. This ensures the opportunity to establish a grain processing/milling plant.</p> <p>Currently, very little grain is processed within the West Rand which causes value-chain leakages. A number of opportunities along the grain supply chain, apart from setting up a grain processing/milling plant, exist and should be exploited. This could be achieved through joint ventures and support structures in order to overcome high capital requirements. The greatest and certainly most viable opportunity a grain processing plant</p>	
 	
<p>holds within the West Rand is to produce feed for livestock, as a number of chicken farmers and broilers are situated within West Rand, and suggestions of establishing new broilers and egg producers within the West Rand are also a reality. The animal feed industry is an important role-player in the grain supply chain as approximately 4 million tons of grain and 1.5 million tons of oil (sunflower and soya bean oil) is currently used by this industry to produce animal feed.</p> <p>Maize meal (mielie meal) production is also a viable option as there are currently only 22 large scale maize-millers in South Africa which account for approximately 66% of maize meal produced in South Africa.</p>	
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> The grain industry is one of the largest industries of South African agriculture producing between 25% and 33% of the total gross value of agricultural production Well organised industry associations Sound infrastructure and training standards in place Availability of labour force Domestic and regional demand The proposed grain processing plant will undertake manufacturing activities that will use local labour and locally produced inputs Proximity of transport networks for fast and efficient distribution 	Randfontein Local Municipality Westonaria Local Municipality
	POTENTIAL PRODUCT TYPES
	<ul style="list-style-type: none"> Animal feed <ul style="list-style-type: none"> Chicken feed & bird seed Dog food Grain Plant seeds Mieliemeel (mielie-meal) 
	INVESTMENT VALUE
	Medium (R3 million to R10 million)
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Agricultural Research Council (ARC) The Department of Agriculture NAMM (National Association of Maize Millers) SAAPA (South African Agricultural Processors Association) AFMA (Animal Feed Manufacturers Association) Grain South Africa Local farmers Silo owners 	<ul style="list-style-type: none"> Local life stock farmers National (animal feed) Bakeries Restaurants
	CONTACT PERSONS
	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Randfontein LM LED Dept. (011) 411 0249 Westonaria LM LED Dept. (011) 278 3000

AGRICULTURE AND AGRO-PROCESSING	
Flax and Hemp production	
DESCRIPTION & DETAILS	
<p>Flax and hemp are becoming more popular and in great demand, especially in most Western countries as the trend to utilise more natural products have become evident. The natural fibre composite, strength and toughness of flax and the hollow fibres and anti-microbial properties of hemp which aids in better regulating body temperature has seen the usefulness and popularity of these plants grow increasingly. It has been reported that the demand for hemp worldwide over the last two years has increased by approximately 230%. Hemp and flax consist of an array of uses and a great amount of products can be produced with different parts of these plants, these include different food products, medicines, nutritional supplements, building materials, paper and fabrics to name a few. An opportunity exist for the West Rand to capitalise on this opportunity, especially with the large portions of high potential agricultural land and the favourable weather conditions and the close proximity to Lanseria International Airport and the well-established road networks which will enable easy distribution and exports.</p>	
<p>OPPORTUNITY AND STRENGTH</p> <ul style="list-style-type: none"> ▪ Demand for hemp worldwide has increased considerably (about 230%) ▪ Flax and hemp is tough and durable, environmental friendly and requires few pesticides ▪ Flax yield up to 7 tonnes per hectare and hemp up to 25 tonnes of dry matter per hectare annually ▪ An array of products can be produced from flax and hemp ▪ Motor companies such as Mercedes-Benz, Opel, BMW, Audi, Ford and Volkswagen use hemp fibre and flax-based composites for reinforcement ▪ Hemp twine can be used by locals and SMMEs to make hand-made jewellery to sell to tourists ▪ Hemp fibres can be used by locals and SMMEs to produce hand-made paper ▪ The West Rand consist of high potential agricultural land ▪ Favourable weather conditions ▪ Close proximity to Lanseria International Airport and an extensive road network which creates export and distribution opportunities ▪ The presence of established agro-processing companies within the West Rand ▪ Creates opportunities for agro-processing companies within a niche market ▪ West Rand comprise over well-established industrial areas 	
	<p>PROPOSED LOCATION</p> <p>Mogale City Local Municipality Merafong City Local Municipality</p> <p>POTENTIAL PRODUCT TYPE</p> <ul style="list-style-type: none"> ▪ Panelling and reinforcement in cars ▪ Linseed oil and hemp seed oil ▪ Linoleum flooring ▪ Paints and stains ▪ Textiles, canvas and clothing ▪ Soap and shampoo ▪ Plastic composite applications ▪ Homeopathic medicine and balms ▪ Nutritional supplements (fatty acid and omega 3 & 6 contents) ▪ Paper and pulp sweeteners ▪ Geotextiles used for insulation ▪ Jewellery ▪ Birdseed ▪ Animal bedding 
<p>ROLEPLAYERS</p> <ul style="list-style-type: none"> ▪ Department of Agriculture, Forestry and Fisheries ▪ South African Hemp Company (SAHC) ▪ CSIR ▪ Agriculture Research Council (ARC) ▪ Local farmers 	<p>POTENTIAL TARGET MARKETS</p> <ul style="list-style-type: none"> ▪ Local market ▪ Tourists ▪ Europe ▪ Automotive industry ▪ Homeopathic industry ▪ Food and nutritional industry
<p>CONTACT PERSONS</p> <ul style="list-style-type: none"> ▪ West Rand DM LED Dept. (011) 411 5000 ▪ Mogale City LM LED Dept. (011) 668 0601 ▪ Merafong LM LED Dept. (018) 788 9500 	<p>INVESTMENT VALUE</p> <p>Low (Less than R3 million)</p>

Mine and Mineral Beneficiation

BUSINESS OPPORTUNITY	LOCATION WITH MOST POTENTIAL			
	Mogale	Merafong	Randfontein	Westonaria
Mineral recovery and rehabilitation of old mining dumps				
Small scale mining (sand etc.)				
International Centre of Mining Excellence				
Jewellery manufacturing				
Gold processing for catalyst and other industrial uses				
Refinery				

MINE AND MINERAL BENEFICIATION**Mineral Recovery and Rehabilitation of Old Mining Dumps****DESCRIPTION & DETAILS**

Currently there are a number of mining activities, dormant mines and exploited mining deposits evident in the West Rand. However, in most cases, between 5% and 40% of mined metal is lost to waste lying in old mining dumps. This is due to the fact that mining waste are usually dumped rather than treated or recycled. The opportunity exists to establish SMMEs which are geared towards treating waste streams and old mining dumps to recover valuable minerals they contain and convert the remaining material (red mud/ bauxite residue) into products with commercial value such as mineral wool. Furthermore, a number of dormant and exploited mines located within the West Rand have not been properly rehabilitated. Different rehabilitation measures need to be employed for different types of mining activities as each activity constitute different mining procedures and techniques. However, all rehabilitation of mining activities present within the West Rand is labour intensive. Typical mine rehabilitation activities include filling of open mining pits, improving the visual appearance, establishing cover (soil and vegetation) to provide erosion control, improve runoff water quality and controlling of dust. Some of these initiatives and actions include:

- Replacing topsoil, leaf and plant litter and subsoil
- Turning or aerating of soil
- Liming and fertilisation of soil
- Planting of indigenous vegetation using locally sourced species and specimen
- Re-establishing natural habitat of small animals, birds, insects and reptiles
- Ensuring the water quality of ground water, and salt balances
- Air quality control

**OPPORTUNITIES AND STRENGTHS**

- Opportunities for the creation of SMMEs to work with mines and establish mineral recovery companies
- Skills training opportunities such as landscaping
- Possibility of conducting small-scale agricultural activities on rehabilitated sites
- Opportunities for SMME to produce mineral wool
- A great number of mines and mining activities are evident within the West Rand
- Recovered metals to be supplied to small scale jewellery manufacturers

PROPOSED LOCATION

Mogale City Local Municipality
Merafong City Local Municipality
Randfontein Local Municipality
Westonaria Local Municipality

POTENTIAL PRODUCT AND ACTIVITY TYPES

- Recovered minerals
- Mineral wool (for heat isolation and sound absorption, fireproofing, dry wall components, gasket & brake pads)
- Landscaping
- Subsequent agricultural activities

ROLEPLAYERS

- DMR (Department of Mineral Resources)
- SAMDA (SA Mining Development Association)
- MIASA (Mining Industry Association of South Africa)
- West Rand Consolidated Mines
- Local community

POTENTIAL TARGET MARKETS

- Old exploited mines and dormant mines
- Heat isolation companies (mineral wool)
- Construction companies and automotive industry (multiple uses of mineral wool)

CONTACT PERSONS

- West Rand DM LED Dept. (011) 411 5000
- Mogale City LM LED Dept. (011) 668 0601
- Merafong LM LED Dept. (018) 788 9500
- Randfontein LM LED Dept. (011) 411 0249
- Westonaria LM LED Dept. (011) 278 3000

INVESTMENT VALUE

Medium (R3 million to R10 million)

MINE AND MINERAL BENEFICIATION	
Small Scale Mining	
DESCRIPTION & DETAILS	
<p>Mining contributes around 5% of South Africa's GDP and the total value of mineral sales have surpassed R28 billion. However, it has been found that there are still lucrative opportunities for downstream processing and to add value to raw mineral materials prior to export. This calls for small-scale mining initiative to ensure that beneficiation is achieved. There are already over 3000 artisanal and small-scale mining ventures evident within South Africa which supplies work to approximately 20 000 individuals. By capitalizing on the existing mining activities evident within the West Rand, the opportunity exists for the local community to set up small-scale mining operations.</p> <p>A lucrative small-scale mining opportunity exist in the form of aggregate and sand mining through working or refining silica, limestone, dolomite and quartzites brought to the surface during mining operations and dumped as waste rock.</p> <p>There is an ever increasing demand for aggregate and sand as the construction industry and the need for housing and infrastructure is ever growing.</p>	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> South Africa uses approximately 110 million tons of aggregate a year, of which 90% is consumed by the construction industry Aggregate and sand will be in even greater demand due to the pressing housing and infrastructure need The DMR has emphasised the small-scale mining sector as very important to ensure community upliftment, job creation and poverty alleviation Training of individuals and job creation and the formalisation of informal and illegal existing small-scale mining activities evident in West Rand. 	<p>Merafong Local Municipality Randfontein Local Municipality Westonaria Local Municipality</p>
POTENTIAL ACTIVITY AND PRODUCT TYPES	
<ul style="list-style-type: none"> Sand and aggregate mining Concrete Cement Gravel Bedding sand (gardening) Dust Glass Bricks 	
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Chamber of Mines Small Scale Mining Board SAMDA (South African Mining Development Association) ASPASA (Aggregate and Sand Producers Association of Southern Africa) 	<ul style="list-style-type: none"> Local market Construction companies Glass manufacturers Cement plants
INVESTMENT VALUE	CONTACT PERSONS
<p>Low (Less than R3 million)</p>	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Randfontein LM LED Dept. (011) 411 0249 Westonaria LM LED Dept. (011) 278 3000



MINE AND MINERAL BENEFICIATION	
Jewellery Manufacturing	
DESCRIPTION & DETAILS	
<p>The majority (two thirds) of gold ever mined originated from Africa, and the initial development spur located in what we know today as Gauteng, was caused by the presence of gold. The local jewellery industry however, has never achieved the reputation that South Africa has as the land of gold and diamonds. In fact, South Africa's jewellery manufacturing industry only accounts for about 1% of the world's total jewellery production. Seeing as the majority of existing and dormant mines located within West Rand are gold mines, lucrative business opportunities exist to encourage SMMEs and set the foundation for jewellery manufacturing within the West Rand.</p>	
	
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> South Africa is the world's main producer of gold A great number of gold mines are situated within the West Rand Gold and other metals to be sourced from the mineral recovery projects Ensures value-adding and beneficiation to local resources South Africa produces about 25 per cent of all raw materials for worldwide for jewellery production Opportunity for South Africa to expand on its comparative advantage Skills development and training in the jewellery manufacturing industry 	Mogale City Local Municipality Randfontein Local Municipality Westonaria Local Municipality
POTENTIAL PRODUCT TYPES	
<ul style="list-style-type: none"> Coins Jewellery (rings, earrings, necklaces) Watches 	  
	
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> The Jewellery Council of South Africa Mining Qualifications Authority Industrial Development Corporations (IDC) National Development Agency 	<ul style="list-style-type: none"> Local market Tourism market
INVESTMENT VALUE	CONTACT PERSONS
High (more than R10 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Mogale City LM LED Dept. (011) 668 0601 Randfontein LM LED Dept. (011) 411 0249 Westonaria LM LED Dept. (011) 278 3000

MINE AND MINERAL BENEFICIATION		
Gold processing for catalyst and other industrial uses		
DESCRIPTION & DETAILS		
	<p>The role of gold has seen an increase in importance with technological and electronic advances. Gold are used in most cell phones and computers for battery connectors and edge connectors, and are also used in some DVDs and recordable CDs. Gold plating and bonding is also used in smart-cards.</p> <p>The automotive industry are also using gold for a range of applications from ignition control electronics, anti-lock brakes and contacts for crash sensors for airbags and other safety features.</p> <p>The medical and dental industry are also utilising gold for instruments such as wires for pacemakers, gold plated stents used to inflate and support arteries and dental components such as veneers.</p>	
	<p>The wonderful qualities of gold as a catalyst have only recently been exploited to play an important role in green technology applications, and include:</p> <ul style="list-style-type: none"> ▪ Pollution control in diesel-powered vehicles, and in the environment; ▪ Clean energy generation, by means of fuel cells; ▪ Sensors, for detecting gases in industrial processes; and ▪ A catalysts for chemical and petrochemical processes <p>By utilising gold recovered through the mineral recovery processes, it creates more opportunities to add value to the mining industry in the West Rand.</p> 	
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION	
<ul style="list-style-type: none"> ▪ Gold is used for a number of electronic, industrial and medical applications ▪ The mineral recovery initiative creates a great opportunity to beneficiate from gold production in the West Rand ▪ The proximity of West Rand to economic, industrial and medical hubs located in Johannesburg and Pretoria is a great advantage to supply gold for these mentioned applications ▪ A great number of gold mines located within the West Rand 	<p>Mogale City Local Municipality Randfontein Local Municipality</p>	
	POTENTIAL PRODUCTION TYPES	
<th>INVESTMENT VALUE</th>	INVESTMENT VALUE	<ul style="list-style-type: none"> ▪ Electronic products (cell phones, computers, smart cards, DVDs, CDs etc.) ▪ Automotive products (safety equipment etc.) ▪ Medical products (stents, wires, audio implants and equipment etc.) ▪ Dental products (veneers, fillings etc.) ▪ Chemical catalysts (green technology applications)
	 	
CONTACT PERSONS	POTENTIAL TARGET MARKETS	
<ul style="list-style-type: none"> ▪ West Rand DM LED Dept. (011) 411 5000 ▪ Mogale City LM LED Dept. (011) 668 0601 ▪ Randfontein LM LED Dept. (011) 411 0249 	<ul style="list-style-type: none"> ▪ The automotive industry ▪ Technological end electronic manufacturers ▪ The medical and dental industry ▪ Laboratories and research institutions 	
ROLEPLAYERS		
<ul style="list-style-type: none"> ▪ Chamber of Mines ▪ Mintek & AuTEK ▪ Major mining houses 		

MINE AND MINERAL BENEFICIATION			
Refinery (Metallurgy)			
DESCRIPTION & DETAILS			
	<p>The refining of gold is the final stage of gold production and involves removing impurities from the metal after the smelting process. Refining can be done with gold received in bars as well as scrap metal and gold deposits found in during the mineral recovery process.</p> <p>The majority of gold refining in South Africa is done by Rand Refinery, which is situated in Germiston, Johannesburg.</p> <p>The opportunity exists to capitalize on the presence of the gold mines located within the West Rand by setting up a refinery within the West Rand. This will also ensure job creation and new skills transfer.</p>		
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION		
<ul style="list-style-type: none">By establishing a refinery within the West Rand, transportation costs and distance is reducedJob creation and skills transfer 	<p>Merafong City Local Municipality Westonaria Local Municipality</p> <th>POTENTIAL PRODUCT TYPES</th> <td><ul style="list-style-type: none">Purified gold (various karats)Alloys in grain (yellow and white gold, for casting and rolling)JewelleryGold cast barsMinted barsCoins</td>	POTENTIAL PRODUCT TYPES	<ul style="list-style-type: none">Purified gold (various karats)Alloys in grain (yellow and white gold, for casting and rolling)JewelleryGold cast barsMinted barsCoins 
ROLEPLAYERS	POTENTIAL TARGET MARKETS		
<ul style="list-style-type: none">Established minesChamber of mines	<ul style="list-style-type: none">Jewellery manufacturing industry (local and international)		
INVESTMENT VALUE	CONTACT PERSONS		
Medium (R3 million to R10 million)	<ul style="list-style-type: none">West Rand DM LED Dept. (011) 411 5000Merafong LM LED Dept. (018) 788 9500Westonaria LM LED Dept. (011) 278 3000		

Manufacturing

BUSINESS OPPORTUNITY	LOCATION WITH MOST POTENTIAL			
	Mogale	Merafong	Randfontein	Westonaria
Chemical recycling, mine water purification, and rehabilitation of mines				
Recycling				
Manufacture of organic fertiliser, pesticides and inorganic fertiliser				
Industrial cluster development				
Organic food supplement and bio-medicinal product manufacturing				
Processing of ostrich products				
Food and beverage production with focus on supplying of mines				

MANUFACTURING	
Chemical recycling, mine water purification and rehabilitation of mines	
DESCRIPTION & DETAILS	
<p>Waste management at the various operating and abandoned mines are in some cases lacking, as can be seen through environmental problems experienced in the West Rand such as chemical/toxic seepage. This calls for the urgent investigation of and implementation of appropriate waste disposal and recycling in the form of a chemical waste processing plant(s) and refinery. Chemical recycling can be done through extracting excess chemicals and by-products from chemical and mining processes, and reuse it by manufacturing other products such as pesticides and Fertilisers. Surplus chemicals can also be bought and resold to other manufacturers.</p> <p>Mine water rehabilitation is a big operation and quite costly. Three methods are mainly used for gold mines:</p> <ul style="list-style-type: none"> • Tubular reverse osmosis • Electrodialysis reversal • Slurry Precipitation and Recycle Reverse Osmosis <p>Through these processes, water can largely be restored to safe levels.</p>	
<p>OPPORTUNITIES AND STRENGTHS</p> <ul style="list-style-type: none"> ▪ Establishing of Fertiliser and pesticide manufacturers ▪ Forming of water rehabilitation companies ▪ Employment of local people ▪ Skills transfer in a specialised field ▪ Surplus chemical sale and resale 	
	<p>PROPOSED LOCATION</p> <p>Water purifying – whole of WR (especially around Westonaria and Carletonville)</p> <p>Chemical recycling and Fertiliser/pesticide manufacturing (Randfontein)</p>
<p>ROLEPLAYERS</p> <ul style="list-style-type: none"> ▪ Department of Environmental Affairs (DEA) ▪ Department of Mineral Resources (DMR) ▪ Department of Water Affairs (DWA) 	<p>POTENTIAL PRODUCT TYPES</p> <ul style="list-style-type: none"> ▪ Chemical recycling ▪ Surplus chemical sale and resale ▪ Manufacturing of organic pesticides and Fertilisers ▪ Manufacturing of inorganic Fertilisers ▪ Rehabilitation of mine dumps and slimes dams ▪ Purified water 
	<p>POTENTIAL TARGET MARKETS</p> <ul style="list-style-type: none"> ▪ Gold mines (water purifying) ▪ Local farmers (pesticides and Fertilisers)
<p>INVESTMENT VALUE</p> <p>Medium (R3 million to R10 million)</p>	<p>CONTACT PERSONS</p> <ul style="list-style-type: none"> ▪ West Rand DM LED Dept. (011) 411 5000 ▪ Merafong LM LED Dept. (018) 788 9500 ▪ Westonaria LM LED Dept. (011) 278 3000 ▪ Mogale City LM LED Dept. (011) 668 0601 ▪ Randfontein LM LED Dept. (011) 411 0249

MANUFACTURING	
Recycling Programmes and Projects	
DESCRIPTION & DETAILS	
 <p>Recycling is only truly achieved once recyclable materials are re-manufactured into other products. Within the West Rand, the opportunity exists to expand on existing and establish new recycling enterprises with buy-back facilities. This will not only ensure a cleaner environment, but will also create numerous opportunities for local entrepreneurs to create lucrative businesses by using recycled products, and in particular plastic. Business and job opportunities exist for collection, sorting and sizing. Products to be recycled include organic waste (such as fruit and vegetable leaves), plastic products, tin cans, paper and glass. These products can be sourced from landfill sites, homes, neighbourhoods and informal settlements, commercial and industrial businesses. Further opportunities exist to either sell all these products to established recycling and other businesses such as Collect a can, Sappi, Nampak, Consol glass, Antiwaste, glass crafters etc. or to establish community projects to manufacture recycled outdoor plastic patio furniture, furniture from other recycled materials, eco-friendly gifts and crafts from recycled materials (for the tourism market) agriculture and landscape related products (mulch, compost, fencing etc.) and recycled office supplies such as stationary and other paper products. These recycling plants should be easily accessible and preferably close to a landfill, with a number of drop-off points at public facilities such as schools and churches.</p> 	
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> Employment of locally unemployed people Utilising existing community forums, churches, schools & business environment Promote sustainable and green living and principles Presence of local business with recyclable waste Opportunities to establish small businesses Local forums, schools, churches 	<p>Krugersdorp Carletonville Westonaria Fochville Randfontein</p>
	POTENTIAL PRODUCT TYPES
	<ul style="list-style-type: none"> Furniture, patio furniture Arts and crafts Paper and stationary Glass products Fertilisers and compost Garden fences 
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Local Municipalities Department of Environmental Affairs Private Sector Schools, etc. 	<ul style="list-style-type: none"> Tourists Local market Local farmers Recycling businesses
INVESTMENT VALUE	CONTACT PERSONS
<p>Medium (R3 million to R10 million)</p>	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000 Mogale City LM LED Dept. (011) 668 0601 Randfontein LM LED Dept. (011) 411 0249

MANUFACTURING	
Manufacture of organic fertiliser, pesticides and inorganic fertiliser	
DESCRIPTION & DETAILS	
<p>In order to find a balance between top-quality produced crops and economic return, farmers need to utilise both inorganic and organic fertilisers when growing crops. Inorganic fertiliser yields fast growing crops, but overuse can damage the soil by overdrawing minor nutrients and organic fertiliser is great for soil amendment, but they do not give the economic return needed for commercial farming.</p> <p>Organic fertiliser are usually made up of natural products such as bone meal, manure, dried blood and other natural products, while inorganic fertiliser is made up of minerals and chemicals.</p> <p>Pesticides are produced by synthesising the active ingredient chemically and then formulated and prepared into a concentrated liquid or powder form.</p> <p>Pesticides and fertilisers are complimenting products as farmers will need to acquire both to ensure healthy crops. This adds to the possibility of establishing a fertiliser and pesticide manufacturing plant with wholesale facilities.</p> <p>Organic material needed for the organic fertiliser can be obtained from local farmers and abattoirs and chemical products can be obtained from the proposed local chemical recycling unit.</p>	
	
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> Employment of locally unemployed people Specialised skills transfer Added convenience for farmers to pick up both pesticides and fertiliser at one location Obtain products for manufacturing from local farms (dung), abattoirs (bone meal, animal blood) mines and proposed chemical recycling plant (chemicals) Complimentary products Ensure healthy and fast-growing crops 	Merafong City Local Municipality Westonaria Local Municipality
	POTENTIAL PRODUCT TYPES
	<ul style="list-style-type: none"> Organic fertiliser Inorganic fertiliser Pesticides  
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Local farmers Abattoirs Nurseries Department of Agriculture 	<ul style="list-style-type: none"> Local farmers Hardware stores Nurseries Agricultural outlets
INVESTMENT VALUE	CONTACT PERSONS
Medium (R3 million to R10 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000

MANUFACTURING	
Development of an industrial cluster	
DESCRIPTION & DETAILS	
<p>The idea of creating an industrial cluster within the West Rand will ensure the clustering of complimentary industries, efficient knowledge transfer and ease in terms of distribution. A number of activities should be situated or relocated in a central industrial park as there are great opportunities for industries due to, amongst others, the prominent mining and agricultural activities in the area. Some proposals have been made to locate an industrial cluster in Carletonville to host companies which support the mining industries, and the development of an agro-processing and manufacturing cluster in Aureus, and industrial park in Randfontein. Both of these proposed areas have access and possibilities due to the presence of railway lines with existing and possible cargo-loading facilities, for easy distribution.</p>	
	
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> ▪ Employment of locally unemployed people ▪ Specialised clusters ▪ Enhance investment potential ▪ Boost local economies ▪ Easy access and distribution due to railway line ▪ Proximity to mines, farms and Johannesburg ▪ Skills transfer from established companies 	<p>Mogale City Local Municipality Merafong City Local Municipality Randfontein Local Municipality</p>
	POTENTIAL PRODUCT TYPES
	<ul style="list-style-type: none"> ▪ Mining equipment and services ▪ Milling and processing of agricultural products
	 
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> ▪ Established companies ▪ Tertiary institutions ▪ SMMEs ▪ Forums ▪ Local Municipalities 	<ul style="list-style-type: none"> ▪ Industrial companies ▪ Food manufacturing companies
INVESTMENT VALUE	CONTACT PERSONS
<ul style="list-style-type: none"> ▪ Medium (R3 million to R10 million) 	<ul style="list-style-type: none"> ▪ West Rand DM LED Dept. (011) 411 5000 ▪ Merafong LM LED Dept. (018) 788 9500 ▪ Mogale City LM LED Dept. (011) 668 0601 ▪ Randfontein LM LED Dept. (011) 411 0249

MANUFACTURING	
Organic food supplement and medicinal product manufacturing	
DESCRIPTION & DETAILS	
	<p>With a number of health issues such as obesity and high cholesterol becoming a great concern in our society due to wrong nutritional intake and lack of appropriate vitamins and minerals, the need for manufacturing organic food supplement and natural medicinal products have become evident.</p> <p>With the West Rand's favourable climate, medicinal plants and other plants to produce food supplements can thrive. Some of these plants include Aloe ferox (Bitter aloe) used for skin irritations, burns, arthritis, stress etc., African wormwood used for headaches, fever, colds etc., Milkweed for headaches and other aches, Aster used for nasal congestion, Transvaal Saffronwood for fever, diarrhoea and stomach aches, Periwinkle used for rheumatism and diabetes, Holy thistle used for ulcers, wounds, diabetes, arthritis and many more. Other plants such as garlic and other herbs, and fruit and vegetables that contain high sources of vitamins, minerals and proteins should also be harvested to produce meal replacements, energy boosters, vitamin tablets etc.</p>
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> Fertile soil in West Rand Favourable climatic conditions Close proximity to Johannesburg and other major metros Complimentary to fruit production and floriculture industries proposed in the West Rand 	Merafong Local Municipality Westonaria Local Municipality
	<th>POTENTIAL PRODUCT TYPES</th>
	<ul style="list-style-type: none"> Vitamin tablets Protein supplements Nutrient supplements Meal replacements Organic medicine    
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Local farmers Department of Agriculture Local Farmers 	<ul style="list-style-type: none"> Health stores and health food stores Pharmacies
INVESTMENT VALUE	CONTACT PERSONS
<ul style="list-style-type: none"> Medium (R3 million to R10 million) 	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000






MANUFACTURING	
Downstream processing of ostrich products	
DESCRIPTION & DETAILS	
	<p>Although the majority of ostrich farms are located in the Klein Karoo region, as well as in the Limpopo Province, the opportunity to set up a processing unit and distribution facility for ostrich products exist. This is due to the prime location of Mogale City in terms of transportation and distribution with Lanseria International Airport and other major road networks.</p> <p>Ostrich products and especially ostrich meat have become very popular as it is known as the healthiest red meat because it high in protein, cholesterol free and low in kilojoules and fat.</p> <p>Other products such as leather, feathers and eggs are in high demand all over the world, and export income from ostrich leather and meat reach over R1.2 billion.</p> <p>Other opportunities exist for job creation and SMMEs to thrive through creating arts and crafts with leather off-cuts, feathers and especially ostrich eggs and to sell to tourists and possibly export.</p>
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> Lanseria International Airport and the N14 located ensures effective and efficient exporting of ostrich products Proximity of Mogale City to Johannesburg Health benefits of ostrich meats Ostrich leather is the most durable (and soft) of the exotic leather Ostrich leather and feathers are very fashionable Existing design projects between Italian master fashion design students and the South African Ostrich Business Chamber (SAOBC) Arts and crafts for tourists from ostrich eggs Opportunity to establish an ostrich farm (with tourism possibilities), depending on feasibility 	<p>Mogale City Local Municipality</p> <p>Randfontein Local Municipality</p>
	POTENTIAL AVENUES
	<p>Product Types</p> <ul style="list-style-type: none"> Ostrich meat – prime cuts Ostrich biltong and droëwors Ostrich raw/processed products (sausages, patties, carpaccio, goulash etc.) Leather products (shoes, boots, bags, purses, jackets etc.) Ostrich feather products (feather boa, hair accessories, feather dusters etc.) Ostrich egg products (crafts)
	
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> South African Ostrich Business Chamber (SAOBC) Gondwana Marketing (Oryx game and ostrich abattoir) Department of Agriculture Lanseria International Airport 	<ul style="list-style-type: none"> Europe, North and South America Local market Butchers Local restaurants Local supermarkets Tourist market
INVESTMENT VALUE	CONTACT PERSONS
<p>Medium (R3 million to R10 million)</p>	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Mogale City LM LED Dept. (011) 668 0601 Randfontein LM LED Dept. (011) 411 0249

MANUFACTURING	
Food and beverage production with focus on supplying of mines	
DESCRIPTION & DETAILS	
	<p>As part of the compulsory social and labour plan that needs to be implemented by any mine or mining operation, a nutritional plan must be included which comprise of a balanced diet and nutritional supplements where necessary.</p> <p>At the moment there is no major manufacturer or supplier of meal supplements and concentrate located within close proximity to the mines. By setting up SMMEs and establishing agreements with existing farmers, preferential procurement to local businesses will be achieved. This will not only ensure job creation but also that the mines procure within the area and further boost the local economy.</p>
OPPORTUNITIES AND STRENGTHS	PROPOSED LOCATION
<ul style="list-style-type: none"> Preferential procurement Job creation and development of SMMEs Boost local economy Ensure a balanced nutritional plan for the mine workers 	<p>Westonaria Local Municipality Merafong City Local Municipality</p>
	POTENTIAL PRODUCT TYPES
	<ul style="list-style-type: none"> Porridge Meal supplements Concentrate <div>   </div>
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Harmony Gold AngloGold Ashanti Other mines in the West Rand SMMEs Local farmers 	<ul style="list-style-type: none"> Mines located within the West Rand The Retail and Trade industry
INVESTMENT VALUE	CONTACT PERSONS
Medium (R3 million to R10 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000






Tourism Development


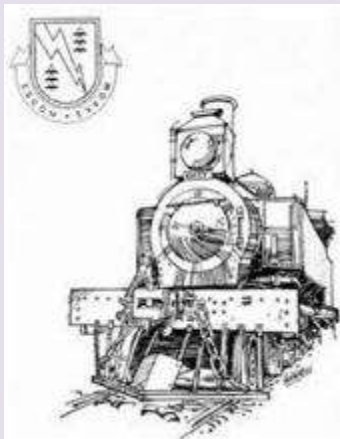
BUSINESS OPPORTUNITY	LOCATION WITH MOST POTENTIAL			
	Mogale	Merafont g	Randfont ein	Westonari a
Tourism branding and marketing				
Game farming and safari tourism				
Cradle of humankind educational tourism				
Magaliesburg eco-tourism route				
Expansion of Magaliesburg steam train attraction				
Mining museum				
Katlego Cultural facility				
N12 Treasure re-route				
Development and improvement of tourist facilities and accommodation				





TOURISM DEVELOPMENT	
Tourism branding and marketing	
DESCRIPTION & DETAILS	
<p>The northern portion of the West Rand is known across the world to be the Cradle of Humankind. The area has been acknowledged as a world heritage site and due to this, a multitude of accommodation facilities, restaurants, arts and crafts outlets and other tourist attractions can be found in the area.</p> <p>In addition to this, there are various nature reserves in the area that could also be of interest to visitors.</p> <p>To ensure optimal development of the tourism industry, it is essential to promote marketing of the available products, services, activities and the unique selling points of the area. The West Rand needs to be marketed as a tourism destination through brochure development and marketing on the internet, and should not only focus on tourists from South Africa, but also surrounding African countries and international tourists. Key to the success of this is creating working partnerships in the tourism industry and with local businesses to ensure optimal impact.</p>	
	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> Numerous existing tourism facilities and attractions Beautiful natural surroundings Good accessibility Close to large urban centres <ul style="list-style-type: none"> Ideal for quick breakaways and weekends Marketing of the area in place <ul style="list-style-type: none"> Route maps Brochures Information booklets Website 	Mogale City Local Municipality
	<th>POTENTIAL PRODUCT AND ACTIVITY TYPES</th>
	<ul style="list-style-type: none"> Information landmarks at appropriate tourists routes Erection of tourism interpretative and attraction signage Billboards and signage on major routes (N12, N14/R28) Tourism awareness among residents and business community of the West Rand Dedicated satellite tourism information centres 
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Gauteng Tourism Authority WRDM tourism office Local tourism departments Local tourism attractions and facilities 	<ul style="list-style-type: none"> Local visitors International visitors
INVESTMENT VALUE	CONTACT PERSONS
Low (Less than R3 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601





TOURISM DEVELOPMENT	
Game farming and safari tourism	
DESCRIPTION & DETAILS	
<p>Due to the pristine natural surroundings and multitude of fauna and flora species in the area, numerous nature reserves and other eco-activities exist in the West Rand. Hot air balloon safaris, game drives, horseback safaris and guided walks are just some of the means by which the natural beauty of the area can be appreciated.</p> <p>The climate, topography and relative high rainfall has made this area ideal for game farming and conservation. A variety of game farms exist in the area, but an opportunity exists to create more such facilities in the West Rand. By doing this, more individuals will be attracted to the area, which will mean a greater influx of spending power.</p>	
 	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> Favourable climate and topography Existing tourist attractions <ul style="list-style-type: none"> Kraalkop Game Reserve Krugersdorp Game Reserve Magaliesberg mountain range Cradle of Humankind World Heritage Site <ul style="list-style-type: none"> Sterkfontein Caves Maropeng Interpretation Centre Rhino and Lion Nature Reserve Swartkrans Walking Trail Variety of game lodges 	Mogale City Local Municipality
	
POTENTIAL PRODUCT AND ACTIVITY TYPES	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Game farming Accommodation facilities (game lodges) Safari tourism activities <ul style="list-style-type: none"> Hot air balloon safaris Game drives Horseback safaris Guided walks 	<ul style="list-style-type: none"> Local visitors International visitors
 	
ROLEPLAYERS	CONTACT PERSONS
<ul style="list-style-type: none"> Gauteng Tourism Authority West Rand District Municipality Mogale City Local Municipality Existing nature reserves Game lodge owners Game farmers 	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601
INVESTMENT VALUE	
Medium (R3 million to R10 million)	

TOURISM DEVELOPMENT	
Cradle of Humankind educational tourism	
DESCRIPTION & DETAILS	
<p>The Cradle of Humankind is one of just 8 World Heritage Sites in the country, and is the only one located in Gauteng. The 47 000 ha site is widely recognised as the place from which all of humankind originated, and has unearthed some of the most significant paleontological excavations ever found. There are 13 excavated sites which have been identified within the area and these have all been internationally-recognised in the World Heritage Site listing. The world-renowned Sterkfontein Caves located in the Cradle is home to the oldest and most continuous paleontological dig in the world, and is the site of discovery of the famous pre-human skull known as Mrs Ples, and an almost complete hominid skeleton called Little Foot.</p>	
 	
<p>An opportunity exists to expand on the already existing educational tourism in the area, which is mostly located at the Maropeng interpretation centre in the Cradle of Humankind. Educational tours are already in place, but scope exists to take the information outside of the Cradle's boundaries to the surrounding areas (e.g. disadvantaged rural areas in close proximity) to create awareness about the origin of humankind, as well as conservation. A "roadshow" approach can be followed whereby a group of knowledgeable individuals travel to surrounding areas to showcase the information currently displayed in the Maropeng centre.</p>	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> World renowned heritage site known to be the origin of humankind Multitude of information regarding the history and paleontological discoveries in the area Existing interpretation centre Opportunity for SMME tour operators 	Across the West Rand District Municipality
POTENTIAL PRODUCT AND ACTIVITY TYPES	
<ul style="list-style-type: none"> Information booklets Organised road shows Educational tours on site 	
ROLEPLAYERS	POTENTIAL TARGET MARKET
<ul style="list-style-type: none"> Gauteng Provincial Government (managing agent) Maropeng management Department of Education Local schools and educators 	<ul style="list-style-type: none"> Local and international tourists School groups
INVESTMENT VALUE	CONTACT PERSONS
Low (Less than R3 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000 Randfontein LM LED Dept. (011) 411 0249

TOURISM DEVELOPMENT	
Magaliesburg eco-tourism route	
DESCRIPTION & DETAILS	
<p>This small town of Magaliesburg lies at the heart of a beautiful region of mountains, valleys, rivers and indigenous woodland, and is home to many fauna and flora species. Here you will also find a wealth of country guest houses, hotels, lodges, stores, art and craft studios, working farms, as well as numerous activities and attractions.</p> <p>An opportunity exists for the development of an entire information booklet just for the Magaliesburg area, where information regarding all the main attractions is mapped along a route which can be distributed to visitors. The booklet should provide information about each attraction on the map, as well as give an indication of the location of accommodation facilities and restaurants along the route. In addition to this, information should be given regarding fauna and flora species occurring in the area, as well as where their habitats are. Effort should be made to extensively market the eco-tourism route to ensure optimal impact.</p>	
 	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> Numerous existing attractions Opulence of fauna and flora Strong tourism base Close to major urban centres 	Attractions around Magaliesburg town (Mogale City Local Municipality)
	POTENTIAL PRODUCT AND ACTIVITY TYPES
	<ul style="list-style-type: none"> Tourist route mapping Organised day tours  
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Local hospitality industry (accommodation facilities and restaurants) Arts and crafts outlets Mogale City Local Municipality 	<ul style="list-style-type: none"> Local visitors International visitors
INVESTMENT VALUE	CONTACT PERSONS
Medium (R3 million to R10 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601

TOURISM DEVELOPMENT		
Expansion of Magaliesburg steam train attraction		
DESCRIPTION & DETAILS		
<p>The Magaliesburg Express is a relaxing 90 minute steam train ride from Johannesburg to the small town of Magaliesburg which allows people to enjoy a relaxed lunch in one of the many restaurants and cafés, explore Magaliesburg and its arts and crafts outlets, or simply enjoy a day in the countryside. The steam train is a popular attraction for local and international tourists alike, and various packages are offered (beer tasting trips, overnight trips, etc.).</p> <p>There is however an opportunity to expand the operations to include more destinations (especially to festivals like Innibos, Aardklop, KKNK, etc.) and offer a wider variety of packages (mine excursions, Cradle of Humankind-themed excursions, etc.). In addition to this, retired rolling stock can be showcased in a safe museum-like facility where the history of rail in South Africa can be provided, as well as the insight given into the evolution of the train over time.</p>		
		
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION	
<ul style="list-style-type: none"> Established steam train attraction <ul style="list-style-type: none"> Strong heritage and history base Regional attraction Close to Pretoria and Johannesburg <ul style="list-style-type: none"> Local tourism opportunities Expansion possibilities Expansion of route (additional destination) Wider variety of packages 	<p>Magaliesburg (Mogale City Local Municipality)</p>	
	<th>POTENTIAL PRODUCT AND ACTIVITY TYPES</th>	POTENTIAL PRODUCT AND ACTIVITY TYPES
	<ul style="list-style-type: none"> More destinations Wider variety of packages Steam train museum  	
ROLEPLAYERS	POTENTIAL TARGET MARKET	
<ul style="list-style-type: none"> Gauteng Tourism Authority West Rand District Municipality Mogale City Local Municipality Transnet Heritage Foundation Reefsteamers 	<ul style="list-style-type: none"> Local and international tourists School groups 	
INVESTMENT VALUE	CONTACT PERSONS	
<p>High (more than R10 million)</p>	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601 	

TOURISM DEVELOPMENT	
Mining museum	
DESCRIPTION & DETAILS	
<p>Gold mining is the backbone of the South African economy and the gold rush resulted in the need for towns and cities and gave birth to, amongst many other towns and cities, Krugersdorp, Randfontein and Westonaria. These towns were established to fill the needs of mining communities there, and have a rich mining history. Two of the earliest gold mines in South Africa can be visited at Kromdraai and Magaliesburg, where guided tours reveal the typical day-to-day life of a gold miner, and three of the world's deepest mines, Anglo Gold's TauTona, Savuka and Mponeng mines can be found in the West Rand.</p>	
 	
<p>An opportunity exists across the West Rand for the development of mining tourism, as numerous dormant mine shafts exist which can be converted to tourist attractions and or mining museums of international status. A mining route can be developed for day excursions, where visitors can visit a number of mining attractions. The tours can become popular attractions for especially school groups to teach them about the history of mining in South Africa, and specifically on the West Rand. The route should be extended all the way down to Carletonville to include mines there, as well as the Carletonville Rock Library. Similar to Gold Reef City (but just more education oriented), these mines can become major tourist attractions with the required funding and support.</p>	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> Rich mining history <ul style="list-style-type: none"> Home to the first gold mining activities in the country Deepest mines in the world Strong mining base Multitude of both dormant and operational mines 	Mogale City Local Municipality Randfontein Local Municipality Westonaria Local Municipality Merafong Local Municipality
ROLEPLAYERS	POTENTIAL PRODUCT AND ACTIVITY TYPES
	POTENTIAL TARGET MARKETS
	<ul style="list-style-type: none"> Gold mine tours Mapped gold mine route Mining museum 
INVESTMENT VALUE	CONTACT PERSONS
High (more than R10 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601 Merafong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000 Randfontein LM LED Dept. (011) 411 0249

TOURISM DEVELOPMENT		
Katlego Cultural facility		
DESCRIPTION & DETAILS		
 <p>The Katlego Cultural Village is located in the Cradle of Humankind, and is a facility to showcase products and cuisine representative of the Tswana ethnic group and other indigenous groups resident in the vicinity of the Cradle of Humankind. The beneficiary community lives in a poverty-stricken area of the West Rand, and the project seeks to break the poverty cycle through infrastructure provision, skills transfer, job creation and the development of upstream and downstream business opportunities.</p> <p>Phase 1 of the project has provided 172 people with employment, and 38 people with pottery- and ceramic-making training. Despite these achievements, there is scope to expand the facility to include more crafters and artisans, and to expand the showcasing potential of the facility. The opulence of cultural talent and natural heritage in the area provides a strong base for expanding on the activities currently underway at the Katlego cultural facility.</p>		
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION	
<ul style="list-style-type: none"> Existing cultural facility Strong cultural and heritage base Area rich in natural resources Skilled artisans Established tourism node 	Mogale City Local Municipality	
	<th>POTENTIAL PRODUCT AND ACTIVITY TYPES</th>	POTENTIAL PRODUCT AND ACTIVITY TYPES
	<ul style="list-style-type: none"> Arts and crafts Pottery and ceramics Jewellery making Textile weaving Home décor items 	
ROLEPLAYERS	POTENTIAL TARGET MARKETS	
<ul style="list-style-type: none"> West Rand District Municipality Mogale City Local Municipality Clothing, Textiles, Footwear and Leather (CTFL) SETA Creative Industries Skills Development Programme (CREATE SA) Katlego cultural facility Local community 	<ul style="list-style-type: none"> Local visitors International visitors 	
	<th>CONTACT PERSONS</th>	CONTACT PERSONS
<th>INVESTMENT VALUE</th>	INVESTMENT VALUE	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601
Medium (R3 million to R10 million)		

TOURISM DEVELOPMENT**N12 Treasure re-route****DESCRIPTION & DETAILS**

The N12 Treasure Route has been identified as a Provincial spatial development initiative, and is an exciting tourism development created to open a wide range of wildlife, cultural, scenic, industrial and eco-attractions to the visitor. The N12 Treasure Route, which forms part of the N12 national road network, stretches through the south eastern area of the North West province.

The route starts on the N12 west near Fochville and travels through the goldfields via the towns of Potchefstroom, Stilfontein and Klerksdorp. The N12 Treasure Route serves as an important linkage with the world famous Vredefort Dome (a prime eco- and adventure tourism destination), the scenic Vaal River meander, the historic diamond city of Kimberley, the Bloemhof Dam Nature Reserve and the vast Bloemhof Dam, as well as the famous Taung Heritage Site.

Every town and village on the Treasure Route is dedicated to providing visitors with quality information and assistance. There is a diverse choice of types of accommodation available along the Treasure Route. The initiative has however not taken off as foreseen, and an opportunity exists to actively start with the implementation of the N12 Treasure Route initiative. This initiative has the opportunity to greatly benefit the Merafong Local Municipality – which serves as the starting point of the route – if there is adequate buy-in and support for the initiative to go forward.

The opportunity also exists to provide a turn-off from the N12 (i.e. re-route) in order to link to the rest of the District and provide the opportunity of enabling to bring in people to the District.

**OPPORTUNITY AND STRENGTH**

- Existing Blue IQ spatial initiative
- Follows a strategic route of tourist attractions
- Combines a wide variety of tourist attractions
- Provides linkages to surrounding areas of interest

PROPOSED LOCATION

Merafong Local Municipality

POTENTIAL PRODUCT AND ACTIVITY TYPES

- Hospitality (accommodation and restaurants)
- Day tours
- Linkages to major tourist attractions in the area (Cradle of Humankind, Magaliesburg, etc.)

ROLEPLAYERS

- West Rand District Municipality
- Merafong Local Municipality
- All local municipalities part of the N12 Treasure Route
- Blue IQ spatial initiative
- Local businesses and residents in target areas

POTENTIAL TARGET MARKET

- Local visitors
- International visitors

CONTACT PERSONS

- West Rand DM LED Dept. (011) 411 5000
- West Rand Tourism Dept. (011) 411 5272
- Merafong LM LED Dept. (018) 788 9500

INVESTMENT VALUE

High (more than R10 million)

TOURISM DEVELOPMENT	
Development and improvement of tourist facilities and accommodation	
DESCRIPTION & DETAILS	
 <p>The entire West Rand, but especially the northern region of the district, has an unprecedented wealth of natural beauty and tourism attractions. The Cradle of Humankind World Heritage Site has become a major international tourism destination with a total of 387 tourism attractions including 91 graded establishments in the immediate area. There are 175 places to stay and 113 restaurants in and around the area to choose from, and 70 conference venues and 44 wedding and event venues to cater for a wide variety of needs.</p>	
<p>An opportunity exists to further develop and improve the variety of tourist attractions and accommodation facilities to include a wider variety of activities and to be on par with international standards, as numerous international visitors frequent the area. More accommodation facilities need to be graded, and extensive marketing needs to be done to ensure maximum exposure and maximum turnover. The idea is not necessarily to build more facilities and create more attractions, but merely to maximise the potential of existing facilities and attractions.</p>	
OPPORTUNITY AND STRENGTH	PROPOSED LOCATION
<ul style="list-style-type: none"> Wide variety of existing tourism attractions and facilities Strong tourism base Home to one of the 8 World Heritage Sites in the country Good infrastructure which provides connections between different attractions (telecommunication s, roads, etc.) 	Mogale City Local Municipality Randfontein Local Municipality Westonaria Local Municipality Merapong Local Municipality
	<th>POTENTIAL PRODUCT AND ACTIVITY TYPES</th>
	<ul style="list-style-type: none"> Star grading Extensive marketing Upgrades to existing facilities and attractions  
ROLEPLAYERS	POTENTIAL TARGET MARKETS
<ul style="list-style-type: none"> Gauteng Tourism Authority West Rand District Municipality Local Municipalities Accommodation and tourist facilities Tourism Grading Council 	<ul style="list-style-type: none"> Local visitors International visitors
	<th>CONTACT PERSONS</th>
INVESTMENT VALUE Medium (R3 million to R10 million)	<ul style="list-style-type: none"> West Rand DM LED Dept. (011) 411 5000 West Rand Tourism Dept. (011) 411 5272 Mogale City LM LED Dept. (011) 668 0601 Merapong LM LED Dept. (018) 788 9500 Westonaria LM LED Dept. (011) 278 3000 Randfontein LM LED Dept. (011) 411 0249