

SOUTH COAST
South Coast
 PARADISE OF THE ZULU KINGDOM

FOR
INVESTMENT

**YOUR
 365**
 destination



IT'S PARADISE



Please call us on **039 682 7944** or visit our website for more information on the prime investment opportunities!

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South Coast Tourism and Investment Enterprise (SCTIE)

SCTIE is the official economic development arm of the KZN South Coast. It is a legal entity of the Ugu District Municipality with executive powers, serving the Ugu District and its family of municipalities. From the coast through to the hinterland, the KZN South Coast has a wealth of untapped investment potential waiting for investors who are looking to branch out into the district and uncover opportunities. SCTIE is committed to identifying and unlocking the region's full tourism and investment potential by engaging with local and international role players to attract tourists and assist investors looking to uncover hidden gems.

KZN SOUTH COAST - AN INVESTMENT DESTINATION

The KZN South Coast, extending from Scottburgh to Port Edward and inland to Harding, is ideally positioned to access national and international economies.

Here, keen investors will find a variety of untapped potential throughout key investment sectors.

- The natural attributes, year-round warm weather, great schools and facilities make this prime real estate with potential for in-demand housing estates and coastal resorts, among other property development opportunities.
- Exceptional soil quality and the subtropical climate make the area ripe for agricultural investments.
- There are many extensive manufacturing opportunities with the maritime sector poised for development.

- As the area expands, the retail sector provides the perfect space for investment with locally manufactured products and goods on offer.
- With the Indian Ocean, Blue Flag Beaches and world-renowned dive sites, the KZN South Coast is positioned to unlock the ocean economy in terms of tourism, sustainable fisheries, renewable energy production, and maritime transport.



WWW.SCTIE.CO.ZA





KZN SOUTH COAST – A TOURISM DESTINATION

The Paradise of the Zulu Kingdom boasts incredible diversity in its tourism offerings, with hinterland excursions, outdoor adventures, cultural tours and 'Bleisure' tourism, all major attractions. The wealth of natural resources provides unique and authentic experiences that make this a prime tourism destination. Among these are:

- The highest number of Blue Flag beaches in KZN.
- Two world-renowned dive sites at Aliwal Shoal and Protea Banks.
- Two iconic gorges – Oribi Gorge and Umtamvuna Gorge – and The Wild Swing, the highest swing of its kind.
- 11 quality golf courses.
- Red Desert – the smallest desert on Earth.
- The annual 'Sardine Run', known as 'The Greatest Shoal on Earth'.
- Agri-TOURISM and Great Drives Out adventures.
- Alongside the natural resources, the region's accessibility, established infrastructure, meetings/conference venues and eateries, make this a key film, events and business destination.



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There are unlimited opportunities for investment on the KZN South Coast!





WELCOME TO THE KZN SOUTH COAST!

With its ideal location, wealth of natural resources, and available business support, the KZN South Coast is the perfect place to invest!

The KZN South Coast, which extends from Scottburgh to Port Edward and inland to Harding, is ideally positioned in terms of access to key national economic as well as international access. Here, interested parties will find a variety of untapped potential throughout key investment sectors.

- With its exceptional soil quality and year-round subtropical climate, the area is ripe for agricultural investments.
- The Indian Ocean, Blue Flag Beaches and world-renowned dive sites make this the perfect place to access the ocean economy.
- With access to national transport routes, the nearby harbour and airport, there is much to be uncovered in the logistics sector.
- As the area expands and demand grows, the retail sector provides the perfect space for investment.
- The natural resources, great weather and many facilities make this prime real estate with potential for housing estates and coastal resorts.
- There are extensive manufacturing opportunities, particularly within the furniture sector, with the maritime sector poised for development.



“There remains, however, tremendous still un-tapped potential for agricultural expansion in KwaZulu-Natal...There is also potential to boost agriculture processing activity in the province given the significant presence of manufacturing activity...”

– Trade and Investment KZN –





AGRIBUSINESS SECTOR

The subtropical climate, nutrient-rich soil, steady rainfall pattern and high duration of sunshine make this a thriving agricultural destination, with produce and timber farming already well-established – with massive growth potential.

Sugar remains one of the area's leading exports, with the South African sugar industry considered a world leader in high-quality sugar. The industry currently generates an annual estimated average income of R14 billion, with the KZN South Coast a key contributor.

The past few years have seen the introduction of macadamia nut farming in the region, offering highly attractive investment opportunities for this almost insatiable demand. Macadamia crops provide good returns on the KZN South Coast with Macadamias South Africa (SAMAC) estimating an explosion in production value from R3.2 million in 1991 to around R4.8 billion in 2019.

Fruit and vegetable production on the KZN South Coast is also incredibly successful, with cauliflower, spinach, beetroot, lettuce, and tomatoes just some of the items grown for local and international consumption.

BBS Farm in Southport has even created the unique Heritage Tomato among its world-class selection. Other subtropical crops that do really well in this region are bananas – an iconic product of the region – citrus, avocado, mango, figs, pineapple, and guava – with coffee plantations fast becoming popular.

Alongside a variety of tropical produce, the region is also well-known for its timber production, with several plantations around the Harding area inland. The dominant species are pine, eucalyptus and wattle, although the KZN South Coast has recently seen a boom in the moringa and tea tree industry the past few years.



“The Blue Economy concept seeks to promote economic growth, social inclusion, and the preservation or improvement of livelihoods while at the same time ensuring environmental sustainability of the oceans and coastal areas.”

– UNESCO –





THE BLUE ECONOMY

The KZN South Coast is undoubtedly a prime seaside holiday destination, but there is so much more potential awaiting those with an interest in the Ocean Economy.

The region boasts the highest number of Blue Flag Beaches and tidal pools in the province, is home to three Marine Protected Areas – two of which are world-renowned dive sites (Aliwal Shoal and Protea Banks) – and is the setting for both the annual Sardine Run and humpback whale migration. These are all being leveraged for tourism investments, but there is more potential to be unlocked. Whale-watching permits, for example, provide an investment opportunity in eco-tourism.

By protecting marine habitats, creating skills and investing in the Blue Economy, opportunity awaits in sustainable fisheries. The demand for the sustainable supply of fish to both the domestic and international markets is high, and only set to grow.

There is no doubt that renewable energy is destined to be the primary producer of electricity, and the ocean is one way to supply this. Using buoys, turbines and other technologies, investors can unlock the energy potential of the Indian Ocean through renewable energy production.

The proximity to Durban Port – the continent's busiest port with the largest container facility in southern Africa – and accessibility to key national routes also provide the KZN South Coast with investment opportunities related to maritime transport. Ocean trade, skills development and manufacturing could all emanate from investment in this sector.

The municipality is currently exploring the feasibility of establishing small-craft harbours and related activities in two of its prioritised areas; Port Shepstone and Hibberdene.



“South Africa is the best performer in Africa when it comes to trade facilitation logistics and among the best in terms of transport infrastructure.”
– PwC –





LOGISTICS & TRANSPORT SECTOR

The municipal-owned Margate Airport, which has been identified as a critical contributor to tourism and investment in the KZN South Coast, has undergone an R11-million refurbishment to better position it for the logistics sector.

The renovation has upgraded the airport to a Category 4 which allows for two scheduled flights daily - morning and afternoon - (except Saturdays) with an aircraft capacity of 47 passengers.

This upgrade should attract more airlines for scheduled and special aviation, with aims to upgrade to a Category 5 that will introduce 97-passenger capacity aircraft.

The KZN Department of Economic Development, Tourism and Environmental Affairs (EDTEA) is committed to modernising small airports for an easy flow of passengers while also making attractive destinations for future investments. There is potential for Margate Airport to become a regional airport with -

investment opportunities in:

- Aviation schools
- Hangars
- Restaurants & hotels
- Car hire agencies

The national highway, the N2, also connects the KZN South Coast directly with the provincial economic hub, Durban, as well as King Shaka International Airport just 190km south for access to the international market. This is also facilitated through Durban Port, the country's second-largest port and the busiest port in Africa.

Port Shepstone, just an hour-and-a-half south of Durban, has grown to become the economic hub on the KZN South Coast, and those looking for key investment opportunities in the transport sector would find this an ideal base. Road, air or sea, the KZN South Coast is well-placed for those interested in transport and logistics opportunities. Its location also makes it a gateway to the Eastern Cape, connecting the economies of these regions.



"The rest of Africa is a prime export destination for South African manufacturers, according to the latest survey by the Manufacturing Circle, which showed that more than 75% of manufacturing firms were exporting to Africa."

– PwC –





MANUFACTURING SECTOR

The province's manufacturing sector is the second largest in the country, producing nearly a third of South Africa's manufactured exports.

The KZN South Coast has abundant manufacturing potential, with the textile industry in Marburg, Port Shepstone and successful furniture manufacturing in the region being great indicators of what can be achieved with the right vision and investment.

Being situated on the eastern seaboard of South Africa, KZN has direct access to both the Indian and Pacific Ocean rims via Durban Port – a strategic geographical position on world trade routes that provide direct access to major global markets, as well as the rest of the continent.



“While on-line shopping increased by about 38% during the pandemic, there is clear evidence that shoppers are back, the footfall is up, turnovers are higher, spend per head has increased, but a lot of this is happening in local shopping centres.”

– Broll Property Group –



RETAIL SECTOR

There has been a massive shift in primary residential properties to South African coastal towns as people seek a more relaxed lifestyle.

This semigration to the coast means more residents, and increased demand for new shopping centres. And, while online retail remains popular, open-air shopping centres and malls are increasingly popular as destination venues, where consumers can combine shopping, entertainment and social interaction.

Existing malls and shopping centres also have vacant spaces available for retail opportunities. The cost per m² for floor space is extremely well-priced, making this an attractive investment option.

With its year-round subtropical climate, ocean views and laid-back lifestyle, the KZN South Coast is a prime retail location. Add in the lower costs and available land, and it's evident that there is ample investment opportunity in this particular sector

From shopping complexes to mixed-use office parks, keen investors will be able to unlock real potential in this market.



“Research and feedback from major international tour operators have shown that the coastline currently lacks a critical mass of internationally-branded, recognised beachfront hotels that span the five-star, four-star and three-star price or quality brackets. The development of these resorts can generate billions of rands and create massive job opportunities for local people and small businesses.”

– Tourism, KZN –





COASTAL RESORT SECTOR

The warm weather, 58 golden beaches and incredible natural abundance found along the KZN South Coast have already established it as a popular holiday destination – but there's much more potential to be unlocked in the property development sector.

Coastal resorts are a massive drawcard for middle- to upper-income tourists, providing a one-stop destination with ocean views.

With 120 kilometres of pristine golden beaches, a year-long warm climate and many nature-based activities, the KZN South Coast fits the bill for coastal resort investment.

The erection of coastal resorts includes accommodation, on-site facilities, golf courses, eateries, retail and more with tourism operators able to provide excursions to nearby sites.

The existing accommodation facilities on the KZN South Coast range from seaside camping through to high-end resorts, but there is insufficient offering to meet the high-end demand.



“Real estate statistics for 2020 and 2021 leave no room for doubt: properties in various areas of South Africa’s coast are soaring in popularity. The idea of moving to warmer climes, enjoying stunning sea views and making the most of a relaxed way of life has been transformed from a pipedream to a priority.”
– Jawitz Properties –



REAL ESTATE SECTOR

Where South Africa's coastline was once reserved for holiday venues and second homes, there has been a massive spike in the number of people buying primary residential property by the sea. And with its subtropical climate, fantastic swimming beaches, laid-back lifestyle, and cost-effective market, the KZN South Coast offers incredible opportunities for those looking to invest in real estate.

Trends like working from home and semigration have created a spike in the demand for coastal homes, and KZN South Coast is just primed to meet this need.

Secure housing estates that offer on-site facilities, nature-based living and a quality lifestyle are proving safe investments along the coast.

Large tracts of rural land located adjacent to seaside towns provide ideal property development potential.

These keep costs down while providing residents with easy access to schools, medical facilities, work, retail options, entertainment and the ocean.



“The KZN South Coast offers incredible value for money and we’ve identified a number of key projects. We’re improving the efficiency of doing business to ensure investors have access to incentives while breaking through red-tape barriers. The time to invest in the KZN South Coast is now!”

– Phelisa Mangcu, CEO of SCTIE –



Ifafa Industrial Park



CATALYTIC INVESTMENT PROJECTS

To boost SCTIE's investment portfolio, partnerships have been established with various regional, provincial, and national bodies. These partnerships better position SCTIE as a 'One Stop Shop' for investment while combining marketing and investor facilitation services through incentive schemes and other support. A number of catalytic investment projects have already been identified.

Ifafa Industrial Park

This is a Greenfield project that is earmarked for development on SCTIE-owned land. The 91.4ha farmland is located along the N2 freeway in Umdoni Local Municipality making it well-suited for light industrial business opportunities. The vision for this project is to secure private investors to create an industrial park, using green design principles, establishing it as a landmark development in the KZN South Coast.

John Mason Park

Ray Nkonyeni Local Municipality has undertaken this Umtentweni development which will include residential units, a conference facility, offices, a hotel, an amphitheatre, a waterpark, a public auditorium, and restaurant facilities. Currently in the pre-feasibility stage, a

developer - DAKU Group Companies (DGC) - has been appointed for this mixed-use project which will be overseen by SCTIE, from concept to completion.

Umzumbe River Trails

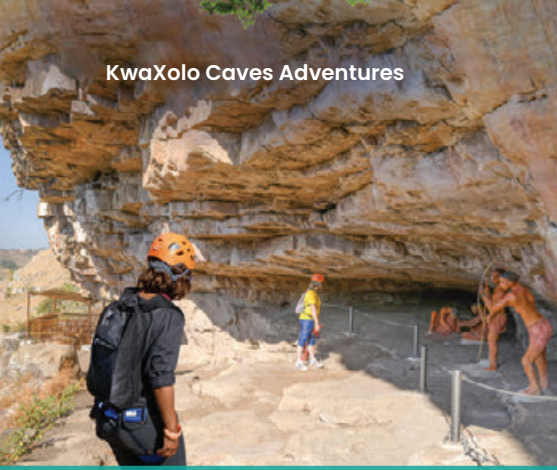
The KZN Department of Economic Development, Tourism and Environmental Affairs (EDTEA), in partnership with Umzumbe Local Municipality and traditional authorities, has developed this 74km, 6-day hike as a valuable cultural eco-tourism asset for the KZN South Coast. Phase 1, which includes route identification, mapping, clearing, signage, and viewing platforms, has been completed, with Phase 2 currently in progress. Private investors are needed to further this unique tourism asset that will include seven accommodation establishments along the trail.



Umzumbe River Trails



KwaXolo Caves Adventures



Serenity Hills

KwaXolo Caves Adventures

The KZN Department of Economic Development, Tourism and Environmental Affairs (EDTEA), in partnership with Ray Nkonyeni Local Municipality and KwaXolo Tribal Authority, have developed this cultural, eco-tourism adventure asset that takes visitors to view the historic Khoisan rock art.

Phase 1 of the project, owned by the KwaXolo Trust, is completed, with an administrative building, fencing, paving and infrastructure-enabling infrastructure in place. Phase 2, which includes a zipline, high-wire bridge, and extended via Ferrata system, is near complete, with plans for Phase 3 – a restaurant, curio shop, and picnic sites – already approved.

Serenity Hills

This R800-million development in Margate is an eco-conscious, secure, community-driven residential estate that prioritises sustainability. This progressive 120-hectare estate will have 600 units and a range of on-site amenities, including a clubhouse,

nature trails, and a medical facility, ensuring secure, hassle-free living. There are no age limitations for buyers and, being one of the most unique lifestyle developments – and with limited estate housing in the region – Serenity Hills is a great property investment for everyone, from first-time buyers and families, to holidaymakers and retirees.

Renishaw Coastal Precinct

The 1 300-hectare mixed-use precinct near Scottburgh is set to ignite the economy of the KZN South Coast with five interconnected nodes offering significant investment opportunities in residential, light industrial, and retail sectors.

Only 266 hectares have been set aside for development, with the remainder converted into conservation areas in line with the eco-conscious ethos of the project. The precinct will prioritise self-sufficiency in terms of water, power, and sanitation, and is anticipated to create thousands of job opportunities, boosting the region's investment potential. To



Renishaw Coastal Precinct



CATALYTIC INVESTMENT PROJECTS - CONT.

date, R500m has been spent on the Renishaw Hills development with an estimated R15 billion projected for the completed precinct.

Renishaw Hills

The first development within the Renishaw Coastal Precinct, Renishaw Hills is a sought-after mature lifestyle estate found to the west of Scottburgh. Five of the six phases of this eco-conscious estate have been completed, offering incredible investment opportunities in the quality-built free-standing homes and maisonettes. Focusing on sustainability and maximising on the natural beauty of the region, Renishaw Hills residents enjoy coastal and forest views with extensive nature trails to explore.

Investors enjoy further value for money through on-site amenities, world-class security, and healthcare services. The units, which are available at an incredibly affordable rate for an in-demand coastal destination, have already shown a 50% increase in sales prices the past five years.

Bahari Bay

The multi-billion-rand Bahari Bay eco-estate in Shelly Beach is set to be a state-of-the-art luxury community with top-notch facilities and excellent amenities, including a clubhouse, golf driving range, dog park, fishing dams, and hiking trails, among others.

More than half of the 100-hectare eco-estate remains untouched, promising a conservation-focused investment where peace and adventure collide. There are incredible residential investment opportunities at Bahari Bay, with plots starting at R470 000 or a plot-and-plan option starting from R2.6 million.

This pet-friendly, self-sustaining development is the perfect space for families or retirees, with easy access to well-known shopping centres, schools, and hospitals. It's the ultimate luxurious coastal lifestyle development for keen investors.



Bahari Bay

Extending from Port Shepstone, the region's economic hub, throughout KZN South Coast, there are so many opportunities for investment!

To assist in breaking down the barriers to local investment, and facilitate productive partnerships, the South Coast Tourism & Investment Enterprise (SCTIE) has partnered with Trade and Investment KwaZulu-Natal (TIKZN) to create the One-Stop Shop.

This is a platform for potential investors and businesses to unlock investment opportunities and municipal support.

To find out more about the many opportunities that await you, contact **039 682 7944**, email **info@sctie.co.za** or visit **www.investkznsouthcoast.co.za**



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