

# West Coast

# November 2022

## Executive Summary

This destination fact sheet provides key trade and investment related statistics for the West Coast district. Specifically, it shows the district's area, employment, trade, and investment trends with the rest of the world. The key highlights are provided below:

## Economy

The West Coast's real GDP was estimated at R72,54 billion in 2021. Saldanha Bay, a local municipality in the West Coast district with a real GDP of R20,70 billion in 2021, made the largest contribution to the district's real GVA. The top three industries that made the largest contribution to the West Coast's real GDP between 2017 and 2021, were agriculture, fishing, and forestry; manufacturing; wholesale, retail, and trade.

## Trade

The trade balance of the West Coast has remained positive over the past decade, except in 2020. The value of total exports increased by 39.61% between 2020 and 2021. Conversely, total imports declined from R7,49 billion in 2020 to R6,96 billion in 2021. Flat-rolled products of iron or non-alloyed steel, clad, plated or coated were the district's top exported products. The United States was the leading destination market for exports from the West Coast in 2021.

## Investment

Between January 2003 and July 2022, two FDI projects were recorded in the West Coast. The two projects had a combined value of ZAR631,70 million and created a total of 1, 504 jobs for the district. These projects emanated from Germany and Luxembourg.

## Tourism

The top five international markets who responded to the regional tracking surveys at the respective West Coast Visitor Information Centres (VICs) included the United Kingdom (24.8%), Germany (14.2%), Netherlands (14.2%), Belgium (7.1%), and 5.3% from France.

# 1. Area

The West Coast (Weskus) is a district in the Western Cape that can be found on the western coastline of South Africa along the Atlantic Ocean. It is situated on 31,101km<sup>2</sup> of land. The district is bordered by the Namakwa District Municipality in the Northern Cape Province to the north and northeast, by the Cape Winelands District Municipality to the southeast, and the City of Cape Town to the south. The district is divided into five local municipalities, namely, Matzikama, Cederberg, Bergrivier, Saldanha Bay and Swartland. Figure 1: Western Cape districts, 2022.

**Figure 1: West Coasts district Municipality, 2022**



## 2. General Information

The table below shows the key indicators for the West Coast district.

**Table 1: West Coast district municipality general information, 2022**

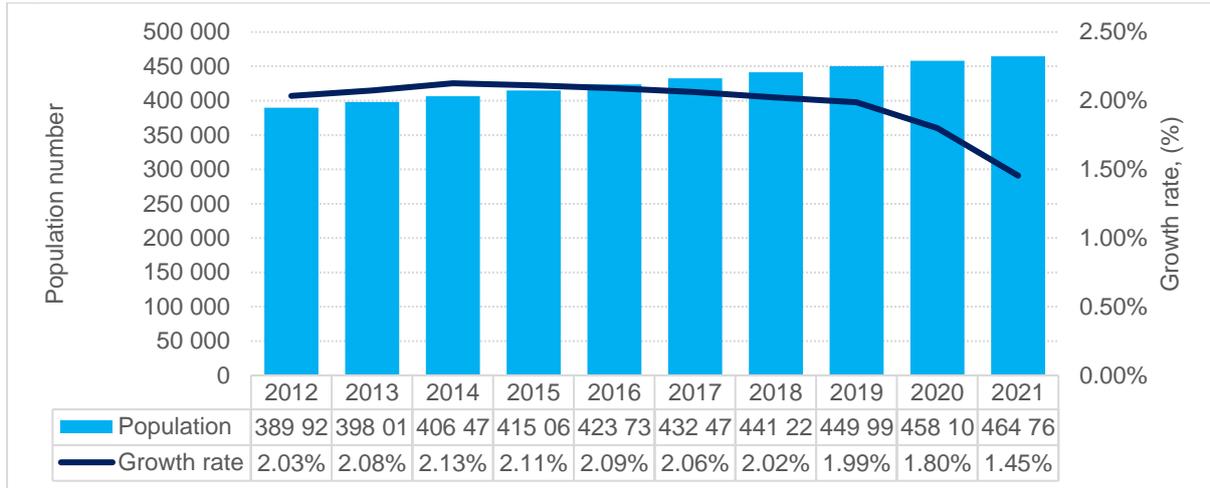
WEST COAST KEY INDICATORS	
Executive Mayor	Roelof Strydom, Cllr
Population (2021)	464 763
Real GDP at basic prices (2021)	ZAR72,54bn
Unemployment (2020)	16,01%
Literacy rate [20+ years] (2021)	57.64%
Ethnic groups (2021)	Coloureds (68.55%), African Black (19.25%), Whites (11.67%) and Indian or Asians (0.53%)
Gini Coefficient (2021)	0.539
Human Development Index (2021)	0.769

Source: West Coast District Municipality; Quantec, 2022

### 2.1. Demographics

The West Coast district is the fourth largest district by population size in the Western Cape (accounting for 6.58% of the province's population in 2021). The population of the West Coast has been growing at an average rate of 2%. The district's population increased from 458 100 in 2020 to 464 763 in 2021. It is estimated that the population of the West Coast will increase to 496 511 by 2024 (West Coast Integrated Development Plan, 2022).

**Figure 2: West Coast District Population: 2012-2021**



Source: Quantec, 2022

The table below shows the West Coast's population breakdown by ethnic groups. In 2021, the Coloured population constituted the largest ethnic group, accounting for 68.35% of the province's total population, followed by the Black African and the White population groups, representing 19.50% and 11.62%, respectively.

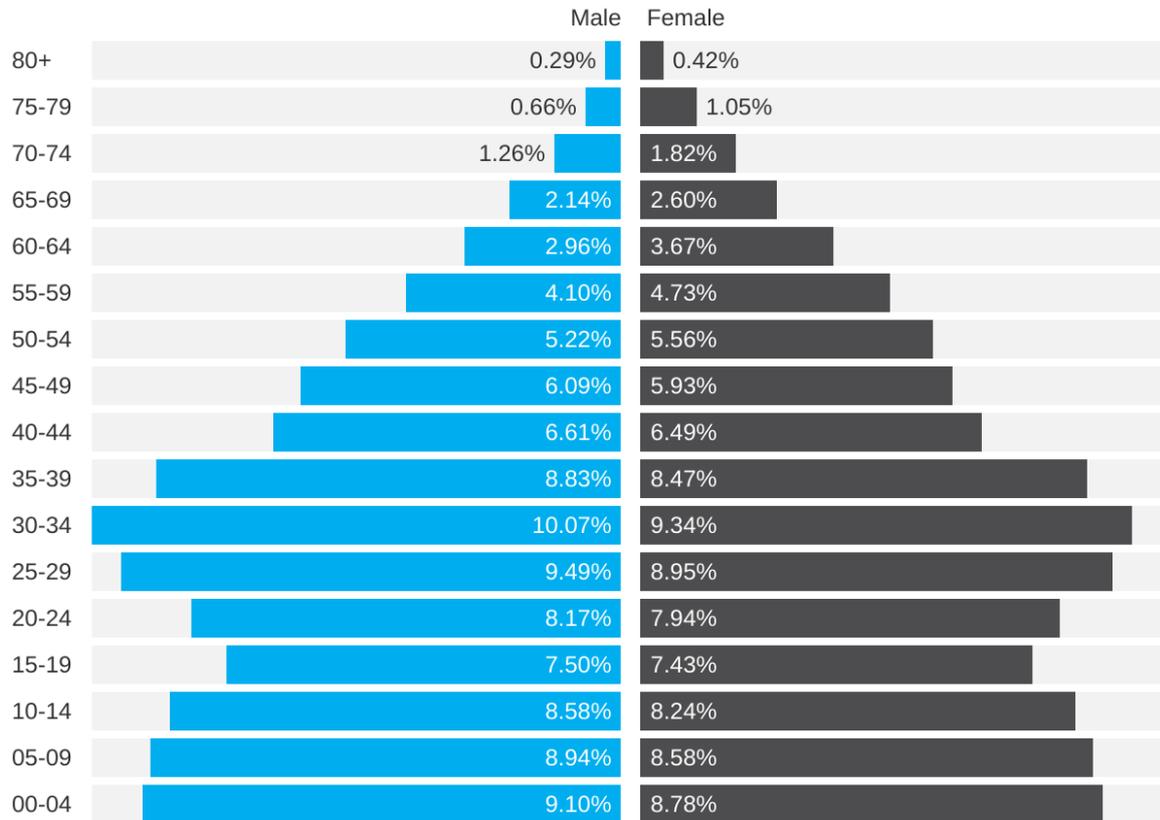
**Table 2: West Coast's Population Density by Municipal District, 2021**

West Coast's Population breakdown by group				
Group	2020	2021	% Share, 2021	% Growth Rate, 2020-2021
Coloured	313 095	317 686	68,35	1,47
Black African	88 459	90 614	19,50	2,44
White	54 157	54 005	11,62	-
Asian/Indian	2 390	2 458	0,53	2,87
Total	458 100	464 763	100,00	1,45

Source: Quantec, 2022

The population distribution for the West Coast District shows a normal distribution with a fair share of the median age in both males and females. The highest number was between 30 to 34 years old, both for males and females, where the number of males recorded a higher share, 10,07% compared with their female counterparts 9,34% of the population. With age, population numbers tend to lean, mirroring the national population distribution. Figure 3 below shows the West coast's population by age and gender, 2021.

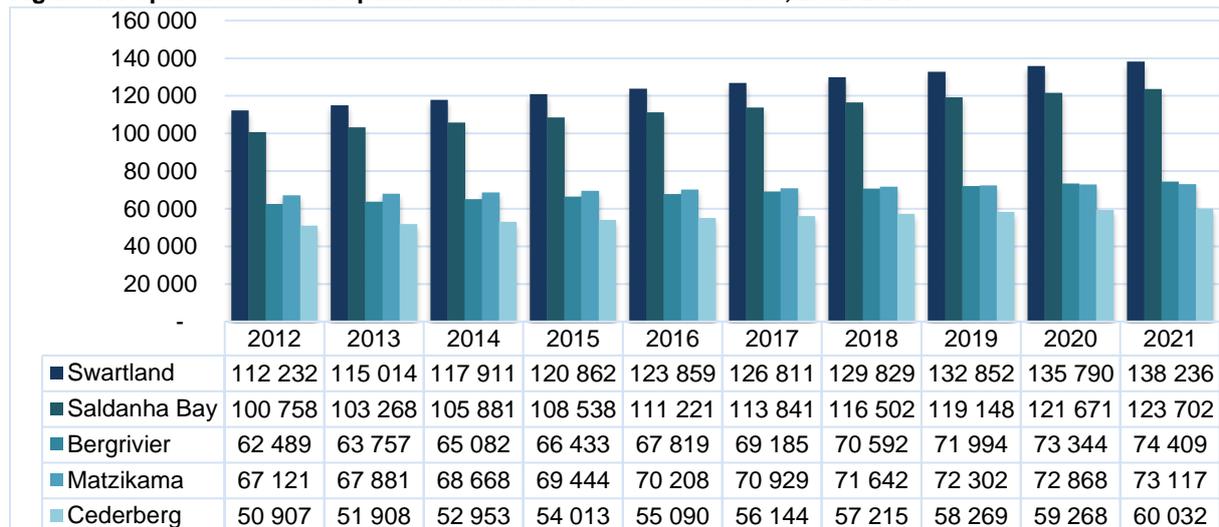
**Figure 3: West Coast's population by age and gender, 2021**



Source: Quantec, 2022

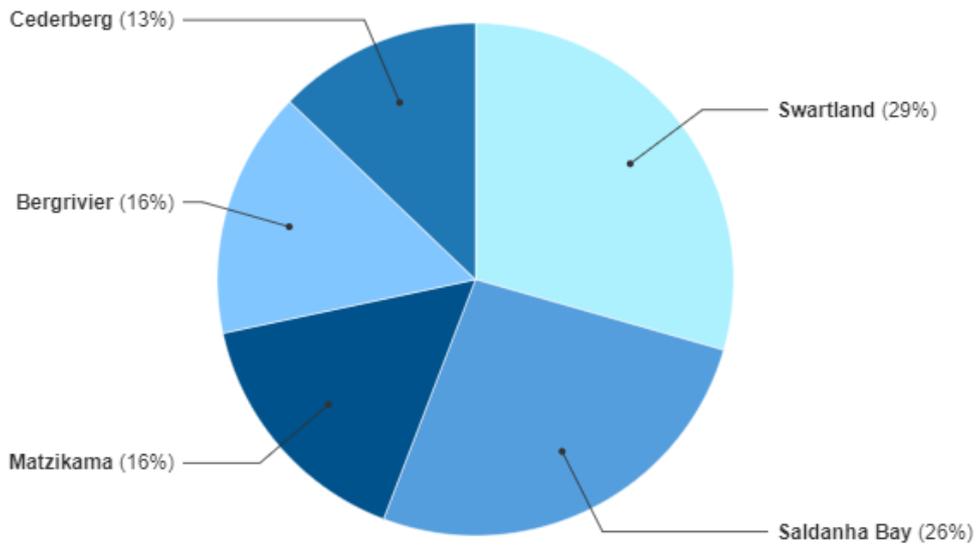
Over the past decade, the Swartland municipality had the largest population in the West Coast district. Having experienced the highest average growth rate among the five municipalities over the past five years, the Swartland municipality accounted for 29% of the West Coast's total population in 2021, followed by Saldanha Bay and Matzikama with a share of 26% and 16%, respectively.

**Figure 4: Population of municipalities within the West Coast district, 2012-2021**



Source: Quantec, 2022

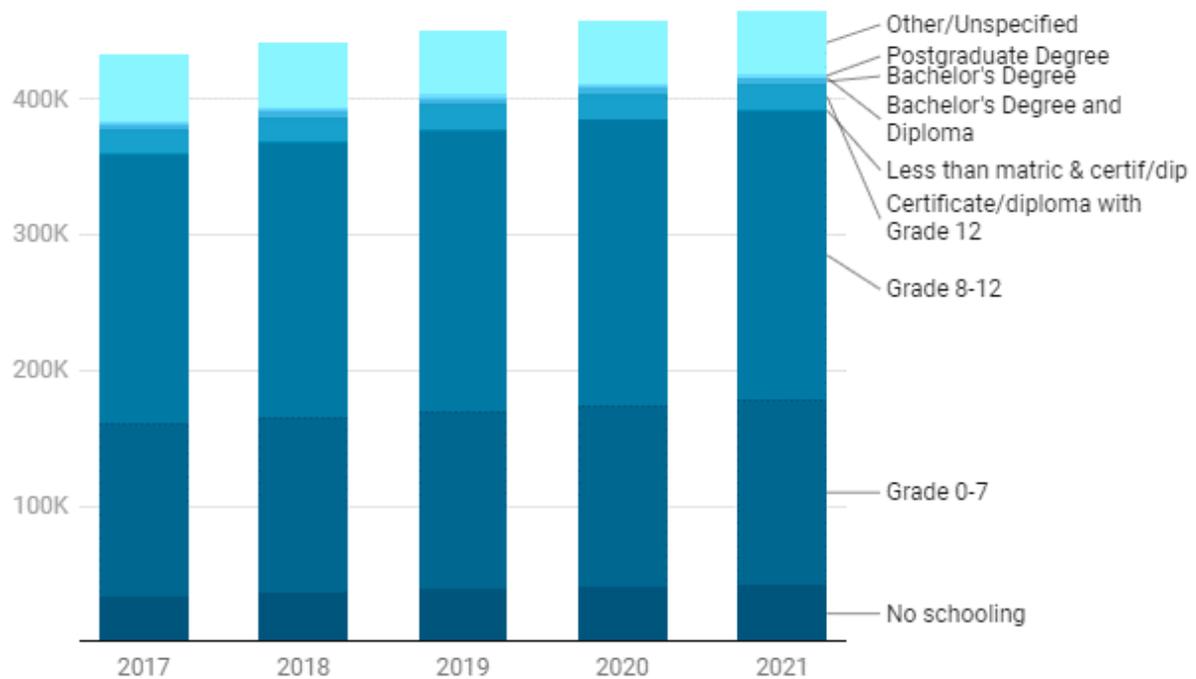
**Figure 5: Population by municipality, 2022**



Source: Quantec, 2022

The figure below shows the level of education among the population of the West Coast. Most of the population have primary and secondary education. In 2021, about 24% and 46% of the district's population had primary and secondary education, respectively. The number of people with tertiary qualifications increased between 2016 and 2020.

**Figure 6: Level of education among the population of West Coast district, 2017-2021**



Source: Quantec, 2022

### 3. Employment

The table below provides a snapshot of the 2021 labour market statistics for the West Coast district. Out of a working age population of 321 309 people, 165 623 were employed while 121 573 were not economically active. The labour force participation and absorption rates were 61% and 52% respectively.

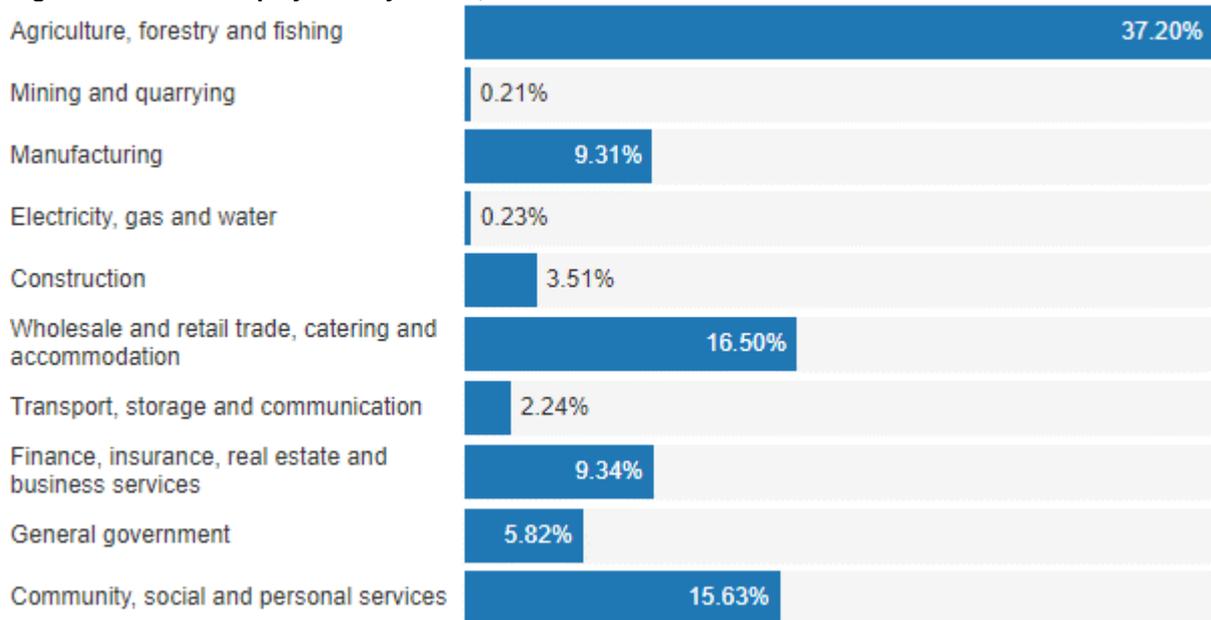
**Table 1: West Coast's labour market statistics, 2021**

Concept	2021
Population - Total (Number)	464,763
Population - Working age (Number)	321,309
Labour force / economically active (Number)	197,183
Employed - Formal and informal - Total (Number)	165,623
Employed - Formal - Total (Number)	136,906
Employed - Informal (Number)	28,717
Unemployed (Number)	31,560
Not economically active (Number)	124,126
Unemployment rate (Percentage)	16
Labor absorption rate / employment-to-population ratio (Percentage)	52
Labor force participation rate (Percentage)	61

Source: Quantec, 2022

The agriculture, forestry and fishing sector were the largest contributors to employment in the West Coast in 2021, accounting for 37.20% of total employment. The wholesale and retail trade, catering and accommodation sector employed the second largest number of people (representing 16.50% of the employed) during the same period, whereas the mining and quarry industry made the lowest contribution to employment (0.21%).

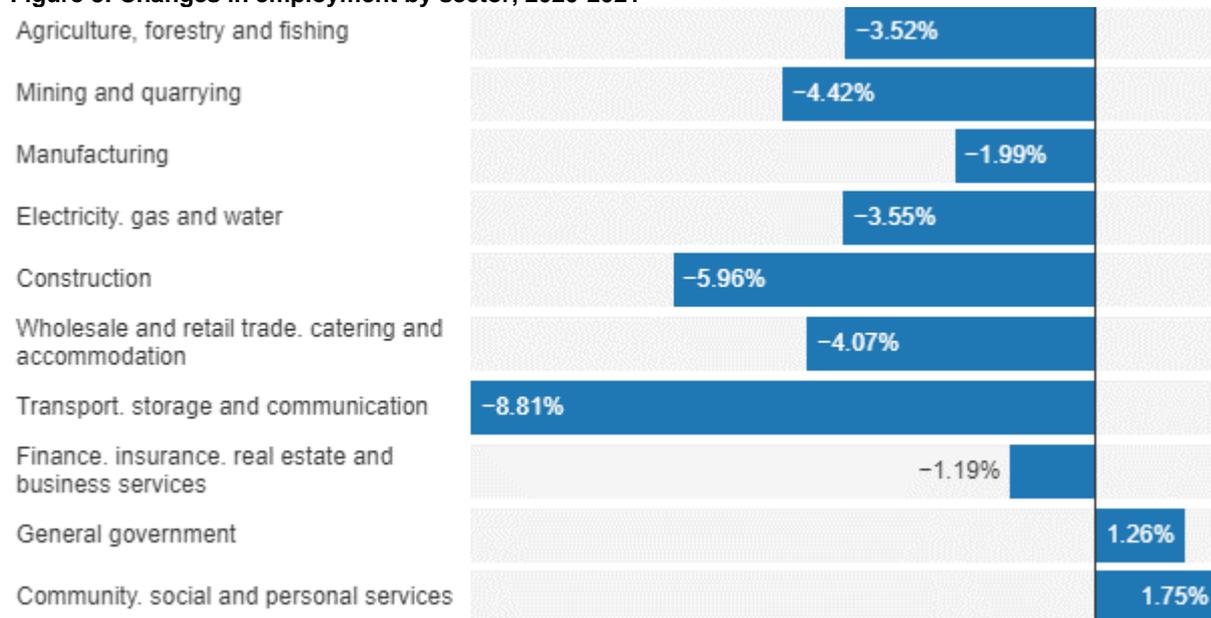
**Figure 7: Share of employment by sector, 2021**



Source: Quantec (2022)

Apart from the general government and community, social and personal services, all other sectors experienced a decline in employment between 2020 and 2021 as Figure 8 reflects. The biggest decline was in the transport, storage and communication industry, one of the sectors severely impacted by the coronavirus pandemic.

**Figure 8: Changes in employment by sector, 2020-2021**



Source: Quantec, 2022

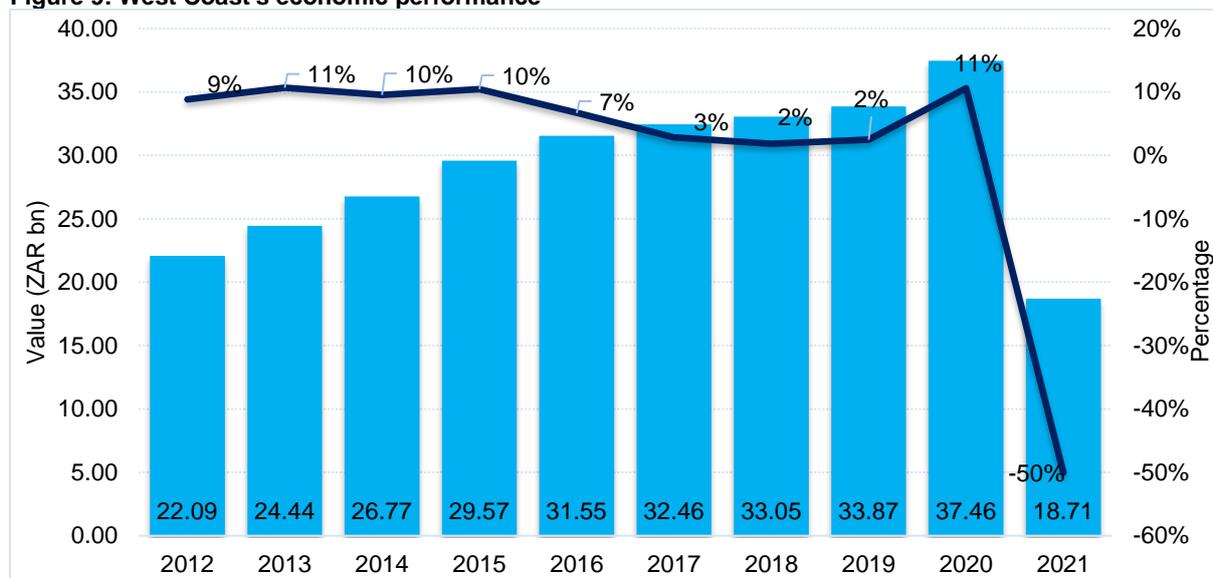
## 4. Economic Overview

The Saldanha Bay municipal area is the largest economy within the West Coast district. The Saldanha Bay Industrial Development Zone (SBIDZ) was officially launched on South Africa's south-western coast on 31 October 2013. Wesgro acted as an administrative partner in the delivery of the Saldanha Bay Industrial Development Zone (SBIDZ) designation. The Saldanha Bay Industrial Development Zone Licencing Company SOC Ltd (SBIDZ-LC) was formally awarded an Operator's Licence for the SBIDZ.

The SBIDZ is the first Special Economic Zone (SEZ) to be located within a port and is the only sector specific SEZ in South Africa catering specifically for the oil and gas, maritime fabrication and repair industries and related support services. The SBIDZ's location at the southernmost tip of Africa, is the largest and deepest natural port in the southern hemisphere rendering it the perfect place to accommodate and service a wide range of vessels. The SBIDZ's location makes it ideal to service East and West African sea traffic, providing a linkage point for both the African and international market. The SBIDZ will operate as a Freeport with streamlined investor procedures supported by the Ease of Doing Business model.

Figure 9 shows the West Coast's GVA at basic prices as well as growth rates from 2013 up until year 2021. In 2021, the real GVA for the West Coast economy was estimated at R18.71 billion, a decline of 50.04% from the 2020 figure of R37,46 billion. The 50,04% decline in economic output within the West coast maybe associated with a weaker growth in some of the district's major sectors such as agriculture forestry and fishing; and mining which grew by 8.85% and 5.65% respectively.

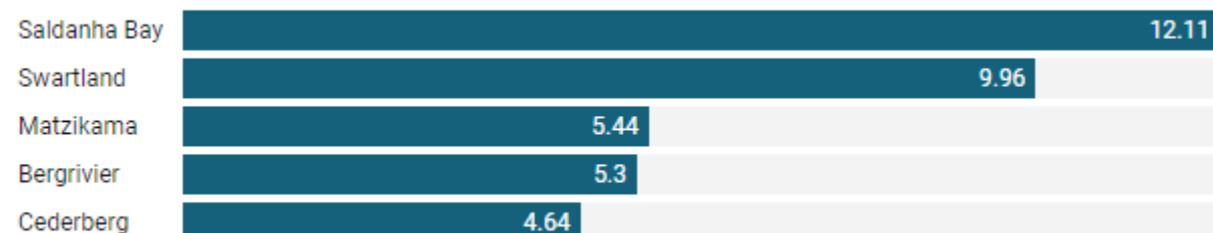
**Figure 9: West Coast's economic performance**



Source: Quantec, 2022

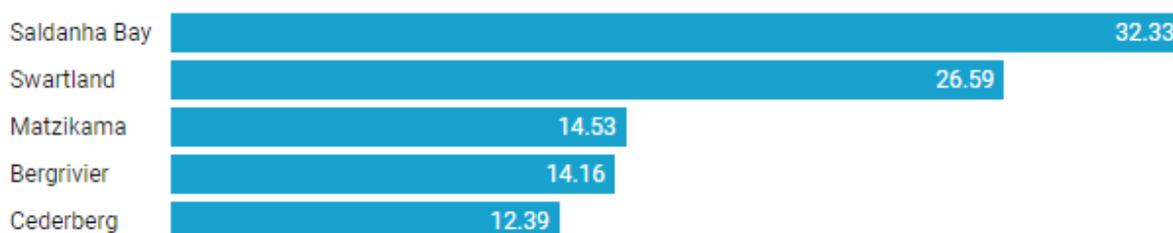
Saldanha Bay is the West Coast's largest municipality in terms of contribution to economic activity in the district. In 2021, the GVA of Saldanha Bay was R12,11 billion, representing approximately 32% of the real GVA of the West Coast economy as shown in Figure 10. The Swartland and Matzikama municipalities were the second and third largest contributors to the West Coast's GVA, with values of R9,96 billion and R5,44 billion respectively during the same period.

**Figure 10: Contribution (ZAR billion) of local municipalities to the West Coast economy, 2021**



Source: Quantec 2022

**Figure 11: Percent share of local municipalities to the West Coast economy, 2021**



Source: Quantec, 2022

The three largest industries in the West Coast in 2021, in terms of their contribution to GVA, were agriculture, fishing and forestry (21.63%); wholesale and retail trade (20.65%); and construction 15.01%.

The West Coast's key industries are:

- **Manufacturing** – the district has a strong manufacturing industry. Production activities in the district include agri-processing, cement making, fish processing (along the coast) and mineral processing.
- **Agriculture and fishing** – the district produce various agricultural products including grapes, wines, wheat in Moorreesburg, rooibos tea in Clanwilliam, fruit and forestry in the Cedarberg and citrus farming in Citrusdal. Several fishing activities such as rock-lobster fishing, line fishing and deep-sea fishing, among other activities take place on the West Coast.
- **Mining** – the district has a sizeable mining sector. Titanium, zirconium, phosphate, limestone, sandstone, salt, and diamonds are among the commodities found in the district.
- Other key sectors are **services** (particularly finance, insurance, real estate, and business services as well as wholesale and retail trade, catering, and accommodation) and **construction**.

**Figure 12: West Coast's GVA by industry, 2020-2021**

Industry	GVA (R bn), 2020	GVA (R bn), 2021	Share (%), 2021
Agriculture, forestry and fishing	7.15	7.79	21.63
Manufacturing	6.51	7.44	0.81
Wholesale and retail trade	4.65	5.44	20.65
Finance, insurance and business services	4.95	5.43	1.22
General government	3.5	3.67	3.12
Community, social and personal services	3.23	3.62	14.27
Transport, storage and communication	1.75	1.84	6.08
Construction	1.11	1.13	15
Electricity, gas and water	0.54	0.59	10.61
Mining and quarrying	0.48	0.51	6.62

Source: Quantec, 2022

Only two industries, namely, agriculture, forestry and fishing and mining and quarrying experienced positive growth in 2020. However, in 2021 there was complete shift which saw all the industries attaining a positive growth.

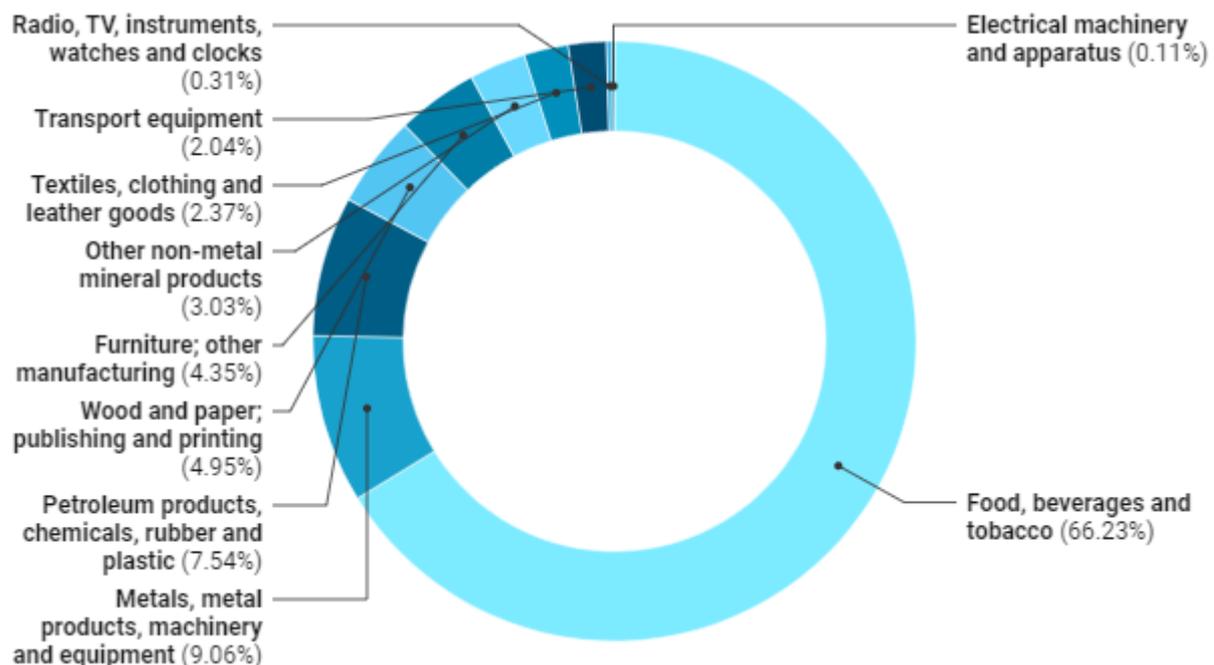
**Figure 13: West Coast's GDP growth by industry, 2019-2021**

	2019-2020	2020-2021
Agriculture, forestry and fishing	24.58	8.85
Manufacturing	-2.23	14.38
Wholesale and retail trade, catering and accommodation	-7.45	16.96
Finance, insurance, real estate and business services	2.48	9.71
General government	2.32	4.88
Community, social and personal services	3.06	12.25
Transport, storage and communication	-12.67	4.79
Construction	-19.16	2.28
Electricity, gas and water	0.47	9.1
Mining and quarrying	44.29	5.65

Source: Quantec, 2022

Figure 14 shows the share of the West Coast's manufacturing sub-sectors in 2021. Food, beverages, and tobacco was the largest manufacturing sub-sector, accounting for 66.23% of the manufacturing industry's GVA. The second largest manufacturing sub-sector was the metals, metal products, machinery, and equipment sub-sector, with a share of 9.06% of manufacturing GVA, followed by petroleum products, chemicals, rubber, and plastics, which contributed 7.54% to the industry's GVA.

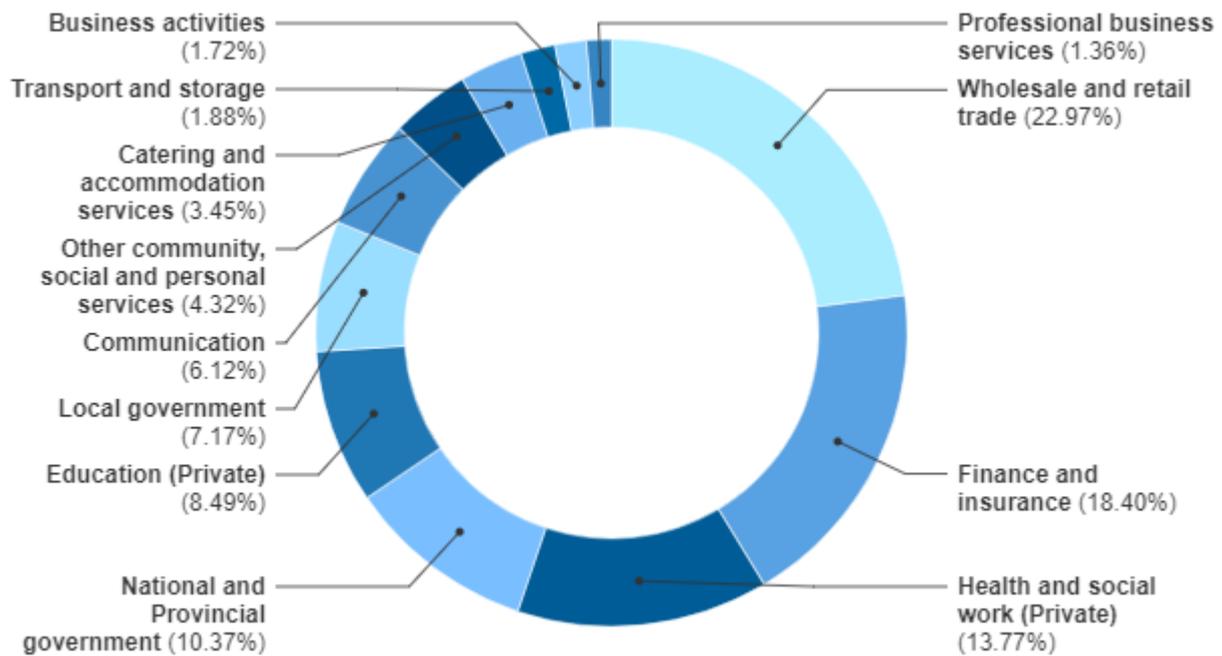
**Figure 14: Contribution of West Coast's manufacturing sub-sectors, 2021**



Source: Quantec, 2022

The percentage share in West Coast's services sub-sectors in 2021 is presented in Figure 15 below. The wholesale and retail trade sub-sector were the largest contributor to district's services sector, accounting for 22.97% of the sector's GVA. Finance and insurance (18.40%) and Health and social work (private) (13.77%) had the second and third largest share respectively.

**Figure 15: Contribution of West Coast's services sub-sectors, 2021**

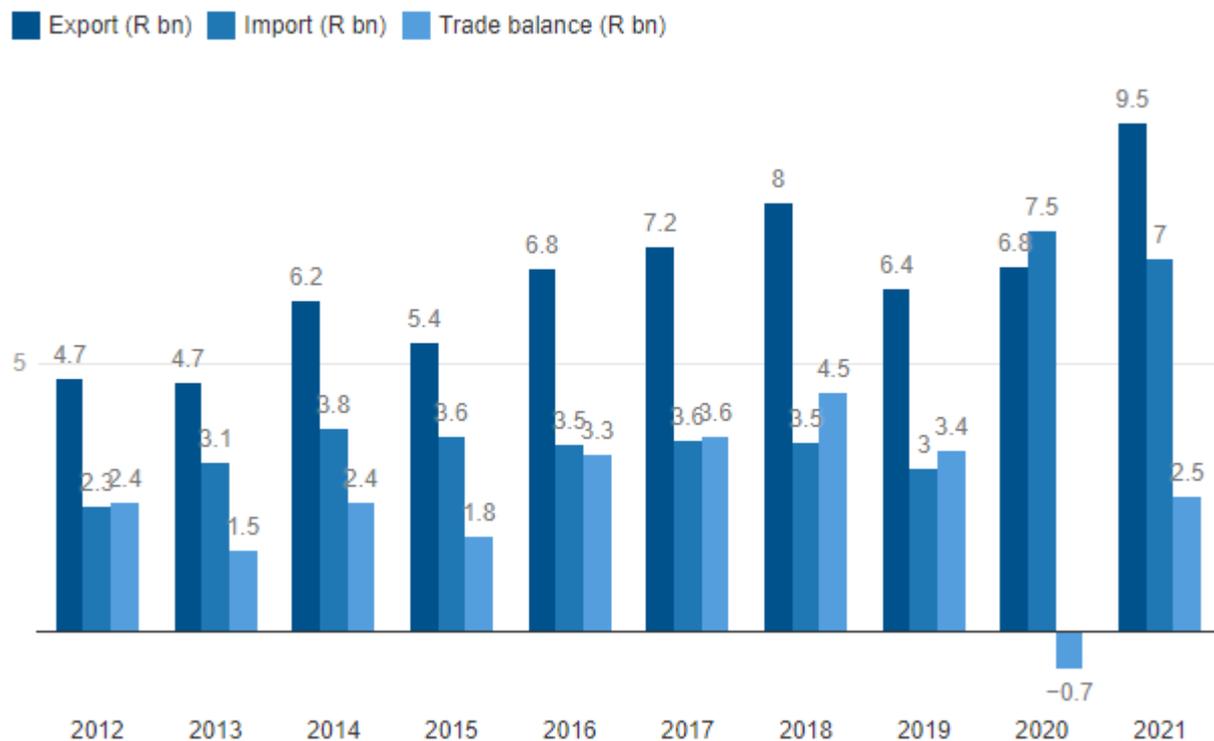


Source: Quantec, 2022

## 5. Trade

The trade balance of the West Coast has remained positive over the past decade, except in 2020. The value of total exports increased by 39.61% between 2020 and 2021. Conversely, total imports declined from R7,49 billion in 2020 to R6,96 billion in 2021. Flat-rolled products of iron or non-alloyed steel, clad, plated or coated were the district's top exported products.

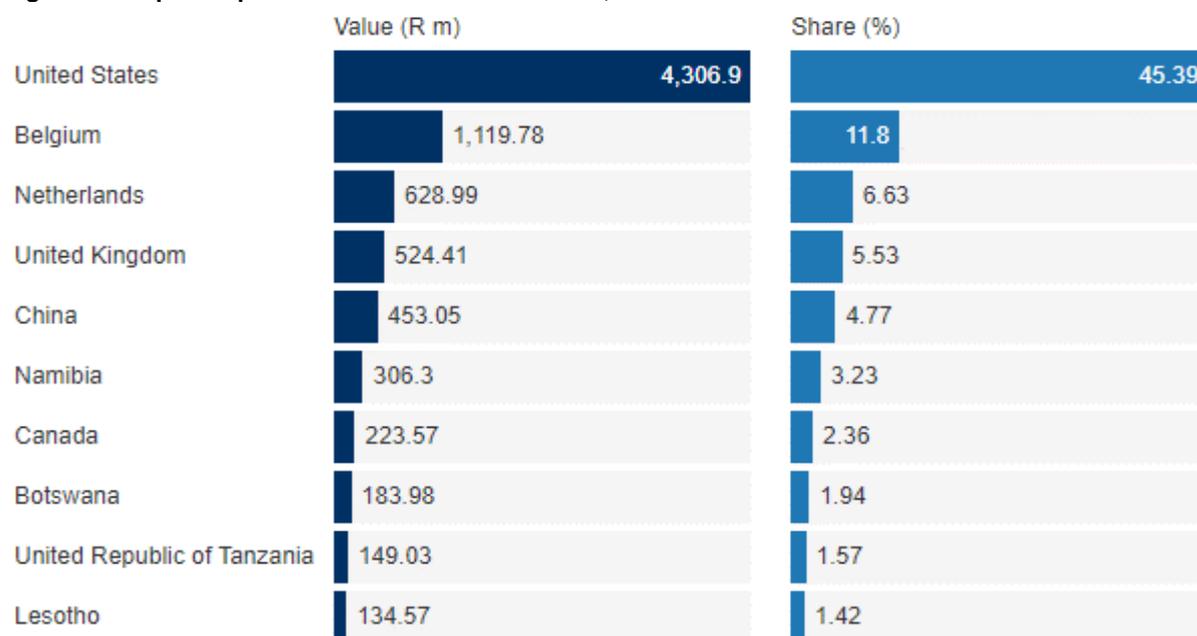
**Figure 16: West Coast's trade with the rest of the world, 2012-2021**



Source: Quantec, 2022

Figure 17 presents the top ten destination markets for products exported from the West Coast to the rest of the world between 2017 and 2021. Four of the top ten destination countries are from the African continent. Over the past 5 years, the United States has been the top destination market for exported products from the West Coast, with a share of 45,39% of total exports in year 2021. Belgium (11,83%) and Netherlands (6,63%) ranked second and third, respectively.

**Figure 17: Top 10 export markets for the West Coast, 2021**



Source: Quantec, 2022

The leading source market for products imported into the West Coast during the 2017-2021 period was China, accounting for more than half of the total payments 56,52% of total imports in 2021. The second and third large import source markets for the West Coast during the period under review were Thailand (17,5%) and Brazil (4,18%). Namibia ranked 9<sup>th</sup> and was the only African country in the top ten source markets for imported products into the West Coast.

**Figure 18: Top 10 import source markets for West Coast, 2021**



Source: Quantec, 2022

Turning to products, the top ten exported products from the West Coast accounted for 85,46% of the district's total exports in the year 2021. As shown in Figure 17, flat-rolled products of iron or non-alloyed steel, clad, plated or coated (with a share of 36.34%) were the leading product exported from the West Coast during the period under consideration. Fresh, or dried citrus fruits, constituted the second largest exported products (24,25%), followed by wine of fresh grapes (7,21%).

**Figure 19: Top 10 products exported by West Coast, 2021**

	Value (R m)	Share (%)
Flat-rolled products of iron or non-alloy steel	3448.05	36.34
Citrus fruit	2300.70	24.25
Wine of fresh grapes	683.83	7.21
Flat-rolled products of iron or non-alloy steel, cold-rolled.	317.50	3.35
Builders' joinery and carpentry of wood	249.96	2.63
Monitors and projectors	234.92	2.48
Flours, meals and pellets unfit for human consumption	231.52	2.44
Refrigerators, freezers and other refrigerating equipment	223.54	2.36
Pumice stone and other natural abrasives	216.68	2.28
Zirconium and articles thereof, including waste and scrap	202.64	2.14

Source: Quantec, 2022

In 2021, the West Coast's top ten imported products accounted for 72.14% of the district's total imports. The top three products that were imported into the West Coast during this period were rice (28.89%); iron ores and concentrates (18,64%) and unwrought zinc (4,56%).

**Figure 20: Top 10 products imported into West Coast, 2021**

	Value (R m)	Share (%)
Rice	2080.74	29.89
Iron ores and concentrates	1297.42	18.64
Unwrought zinc	317.73	4.56
Coke and semi-coke of coal	283.30	4.07
Parts suitable for use solely or principally with the apparatus of headings 85.25 to 85.28	250.83	3.60
Wheat and meslin	189.10	2.72
Flat-rolled products of other alloy steel	169.57	2.44
Flat-rolled products of iron or non-alloy steel, hot-rolled.	155.46	2.23
Carbon electrodes & carbon brushes for electrical purposes	145.58	2.09
Cane or beet sugar	131.88	1.89

Source: Quantec, 2022

## 6. Investment

Between January 2003 and July 2022, two FDI projects were recorded into the West Coast. These projects had a combined value of ZAR631,70 million and created a total of 1 504 jobs for the district. The projects emanated from Germany and Luxembourg.

**Table 2: FDI into Saldanha between January 2003 and July 2022**

Top FDI into the Overberg district, Jul 2019 - Jul 2021						
Date	Investing company	Source country	Industry sector	Business activity	Capex (USDm)	Jobs
Dec 2008	ArcelorMittal South Africa	Luxembourg	Metals	Education & Training	18,10	4
Oct 2005	MAN Ferrostaal	Germany	Industrial equipment	Manufacturing	613,60	1500
<b>TOTAL</b>					<b>631,70</b>	<b>17</b>

Source: FDI Intelligence, 2022

## 7. Companies

Some of the main companies in the West Coast are shown in the table 5 below:

**Table 3: Major businesses in West Coast**

Company	Location	Sector	Activity/Industry
Sea Harvest	Saldanha Bay	Agriculture	Fish processing
Saldanha Steel Pty Ltd	Saldanha Bay	Iron and steel	Steel
Duferco Steel Processing (Pty) Ltd	Saldanha Bay	Iron and steel	Steel
Saldanha Bay IDZ Licencing Company SOC Ltd	Saldanha Bay	Oil and Gas	Special Economic Zone
Southern Atlantic Sea Farms (Pty) Ltd	Saldanha Bay	Agriculture	Ocean and Coastal Fishing
Southern Atlantic Seafood Holdings (Pty) Ltd	Saldanha Bay	Agriculture	Ocean and Coastal Fishing
West Point Fishing Corporation (Pty) Ltd	Saldanha Bay	Agriculture	Fish processing
Yachtport SA (Pty) Ltd	Saldanha Bay	Boat building	Boat building and repairs
Pioneer Fishing (West Coast) (Pty) Ltd	St Helena Bay	Agriculture	Ocean and Coastal Fishing
Tallie Marine (Pty) Ltd	St Helena Bay	Agriculture	Fish processing
West Point Processors (Pty) Ltd	St Helena Bay	Agriculture	Fish processing
Baths Citrusdal (Pty) Ltd (The)	Citrusdal	Tourism	Accommodation
Carmien Tea (Pty) Ltd	Citrusdal	Agriculture	Coffee Manufacturing
Everseason (Pty) Ltd	Citrusdal	Agriculture	Fish processing
Goede Hoop Sitrus (Pty) Ltd	Citrusdal	Agriculture	Animal Husbandry
Mouton Citrus (Pty) Ltd	Citrusdal	Agriculture	Growing of fruits

Source: Who Owns Whom (2022)

## 8. Incentives

Selected initiatives in the West Coast are shown in Table 6.

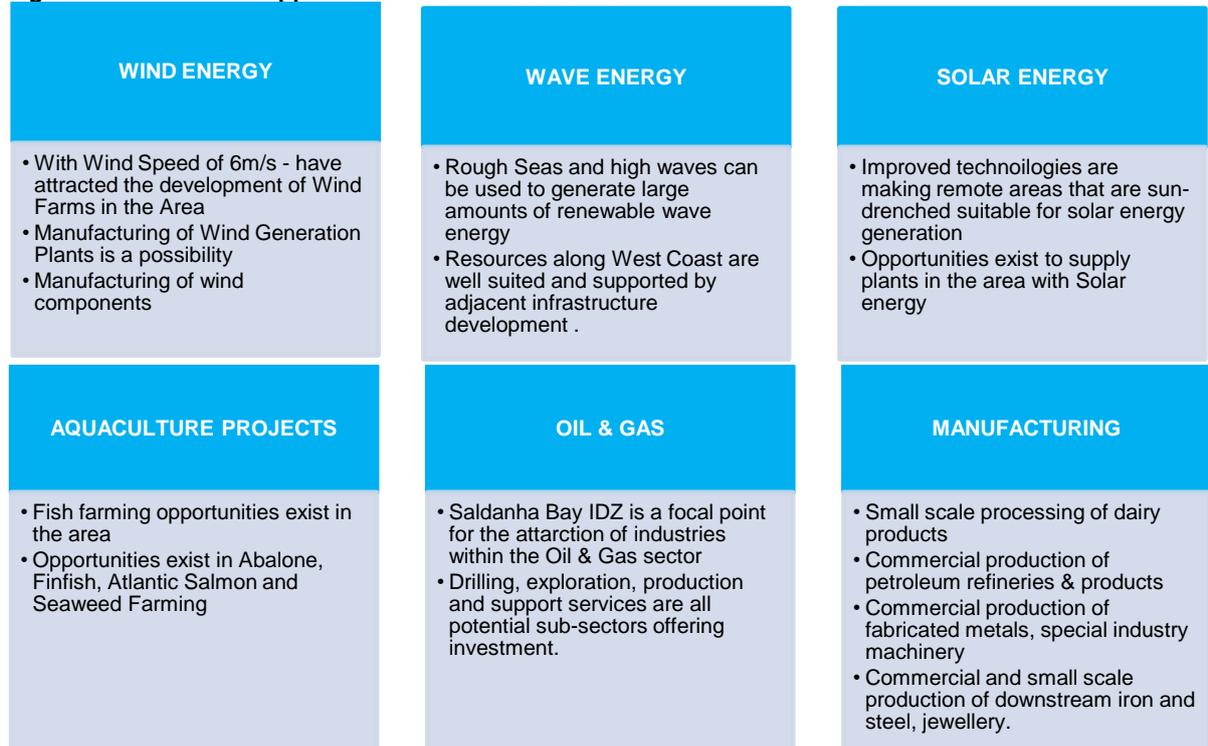
**Table 4: Selected initiatives in the West Coast**

Initiative	Overview
Upgrades of the Saldanha Bay port	The Saldanha port has been a centre of activity in the past couple of years which has seen the extensive development and upgrading of facilities (for example the upgrade of the bulk iron-ore handling facility). The port is directed to support the growing gas and oil industry on the west coast of Africa.
Saldanha Industrial Development Zone (SEZ)	The Saldanha Industrial Development Zone (SBIDZ) is the first Special Economic Zone (SEZ) to be located within a port and is the only sector specific SEZ in South Africa catering specifically to the oil and gas, maritime fabrication and repair industries and related support services.
Support in the aquaculture sector	There is increasing activity in aquaculture in municipalities along the coastal regions. The Matzikama municipality is assisting with the development and promotion in cob farming, and abalone cultivation and ranching in Doring Bay.

Source: Invest in Western Cape, 2018

Selected investment opportunities in the West Coast district are presented Figure 21.

**Figure 21: Investment opportunities in the West Coast**



Source: West Coast Municipality, 2021

## 9. Tourism

Participating tourism offices in the West Coast district received a total of 2,875 responses to the regional visitor tracking survey in 2021. The tourism offices included Clanwilliam, Darling, Goedverwacht, Lamberts Bay, Langebaan, Malmesbury, Moorreesburg, Paternoster, Piketberg, Porterville, Riebeek Valley, Vanrhynsdorp, Velddrif, Vredenburg, Vredendal and Yzerfontein.

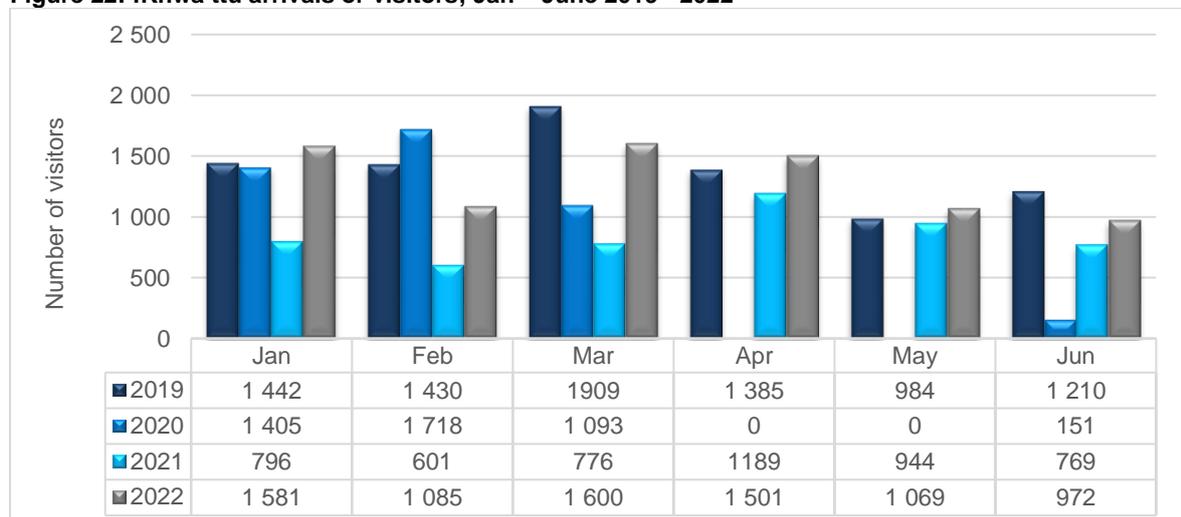
The West Coast district stretches from the border of Cape Town Metropole to the border of the Northern Cape. Due to the proximity to Cape Town, self-drives emerged as an extremely popular activity undertaken in the region.

The West Coast is also home to the prominent West Coast National Park; a popular icon enjoyed by both nature and flower enthusiasts. The park bursts into colour during the annual flower season (01st August to 30th September). Despite the significant impact of COVID-19 on the tourism sector; the park welcomed over 200,000 visitors in 2020. The park also enjoyed a positive year-on-year increase in August (+1.8%) and September (+16.6%), this is largely attributed to a successful flower season which was well supported despite the number of regulations tourism businesses had to adhere to during the lockdown period. The *Cradle of Human Culture* route, launched in April 2019, is a partnership with the Cradle of Humankind, a UNESCO World Heritage Site located in the Gauteng province, and captures the archaeological and paleontological heritage routes with three anchor sites in the Western Cape. The “Artist’s Journey” along the *Cradle of Human Culture* route includes a total of seven archaeological and cultural sites on the West Coast: Khwa ttu (Yzerfontein), West Coast Fossil Park (Langebaan), Elands Bay Cave (Elands Bay), Diepkloof Rock Shelter (Piketberg), Riel dancers’ site, Sevilla Rock Art Trail (Clanwilliam) and Truitjieskraal at the Matjiesrivier Reserve. The route offers an opportunity for the destination to appeal to a wider travel audience as well as job creation in the industry.

### 8.1 Performance of Attractions

!Khwa ttu welcomed a total of 7,808 visitors between January and June 2022 and grew by 54% when compared to the same period in 2021. When compared to 2019, Khwa ttu recovered to a remarkable 93% over the six-month period. Visitor numbers during January (110%), April (108%) and May (109%) already exceeded 2019 levels.

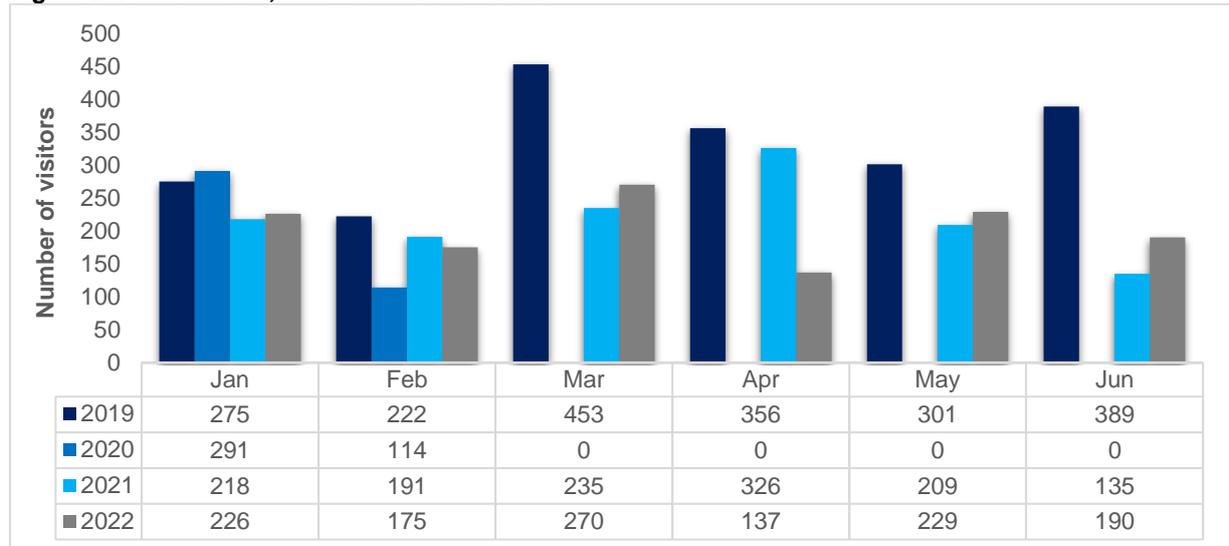
Figure 22: !Khwa ttu arrivals or visitors; Jan – June 2019 - 2022



Source: !Khwa ttu, 2022

The Old Jail welcomed 1,227 visitors between January and June 2022, recording well over 200 visitors during January, March, and May respectively. When compared to 2021 visitor numbers, June reflected the highest year-on-year growth with a significant 41% increase, followed by a 15% increase in March and 10% in May. The attraction has shown strong resilience and is recovering well when compared to 2019 visitor levels reaching 82% in January, 79% in February and 76% in May.

**Figure 23: The Old Jail, Jan – June 2019 – 2022**

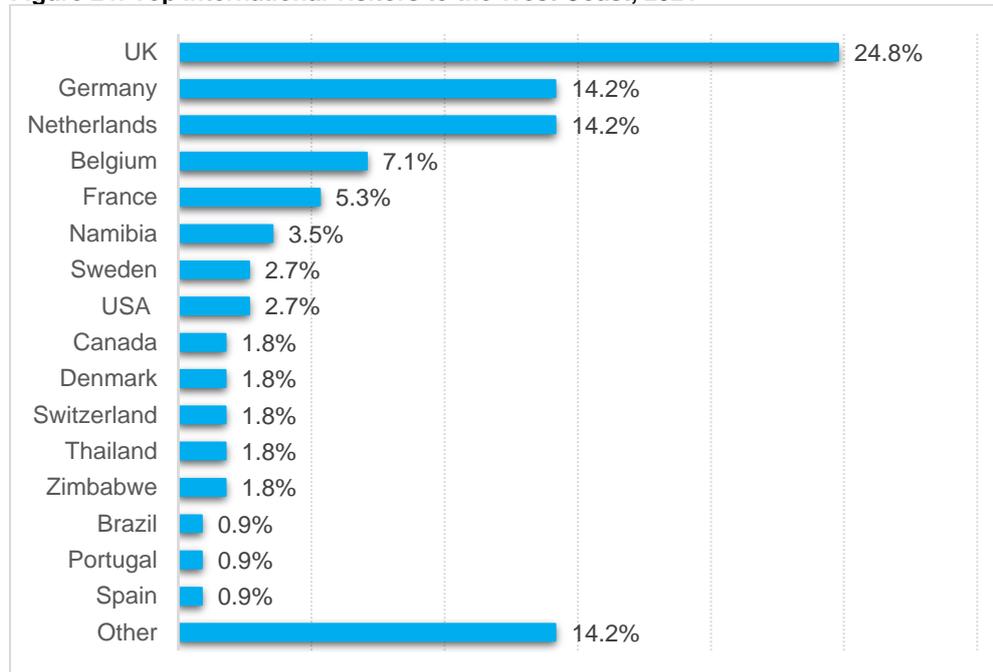


Source: Vanrhynsdorp Tourism Offices, 2022

## 8.2 Origin of Visitors

The top five international markets who responded to the regional tracking surveys at the respective West Coast Visitor Information Centres (VICs) included the United Kingdom (24.8%), Germany (14.2%), Netherlands (14.2%), Belgium (7.1%), and 5.3% from France.

**Figure 24: Top International visitors to the West Coast, 2021**



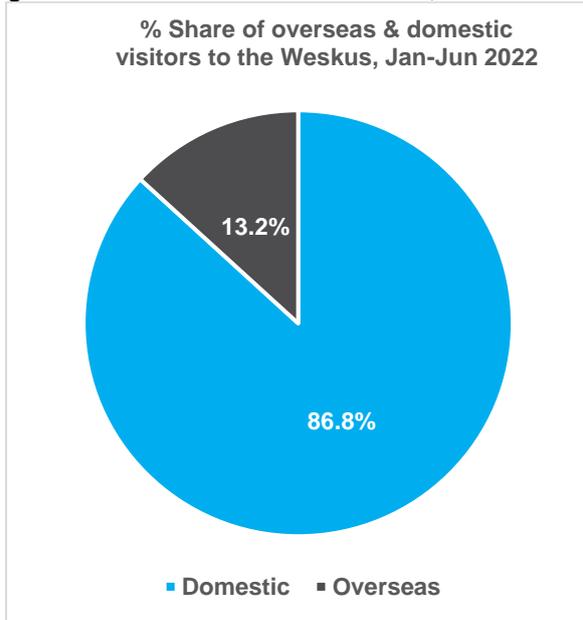
Source: Wesgro Weskus Tourism Trends, 2022

## 8.3 Overnight Stays

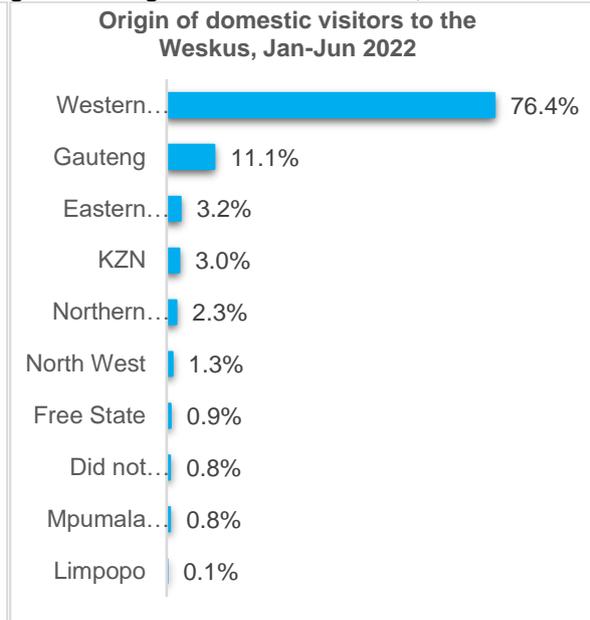
Interestingly, 24,8% of international travelers to the Weskus originated from the United Kingdom. Germany (14,2%) and Netherlands (14,2%) followed as the second and third top markets to the region.

The domestic market accounted for the largest (86,8%) share of respondents recorded between January and June 2022 and the overseas market made up 13,2%. The largest share of domestic travelers to the region originated from within the Western Cape (76,4%), confirming that the Weskus is a popular tourism destination among locals. Gauteng, Eastern Cape, and KwaZulu-Natal ranked as the other leading source provinces to the region.

**Figure 25: Visitor trends in West Coast, 2022**



**Figure 26: Origin of domestic visitors, 2022**



Source: Wesgro West Coast Tourism Trends, 2022

## 10. Film

Comprising of Swartland, Matzikama, Saldanha, Bergvliet, and Cederberg, the Cape West Coast region is an emerging location for filming. Filmmakers are spoilt for choice, as the region contains wildflowers, quaint seaside towns, wine farms and cellars, culture, and heritage attractions, such as the West Coast National Park and the Fossil Park. The Cederberg and Matzikama mountain ranges feature ancient rock paintings while the windiest sections of beaches are ideal for shoots that feature adventure sports, such as kite surfing and paragliding. The vast, unspoilt beaches and charming wine and olive routes provide a unique canvas for filmmakers.

Municipal properties will require a permit available at the local town council. Rates are dependent on the size of the crew and duration of the shoot. For road closures, the traffic department needs to be involved. Filming in nature reserves and on beaches requires an ECO guide and environmental impact study with your application. When filming on private property or in an estate, you will need landowners' permission as well as permission from the governing body.

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#### Films Shot on Location:

Films: Young Ones

Commercials: Lipton Tea, Timotei Shampoo

Stills: Playboy, Top Billing, Bushmills

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