



Western Cape  
Government



Department of Economic Development and Tourism

**Re-ignite tourism**

Support programmes for tourism enterprises

# Starting out?

Read the Western Cape Starting Your Own Small Business Guide.

<https://www.westerncape.gov.za/red-tape-reduction/files/atoms/files/Starting%20your%20own%20small%20business%20guide.pdf>

You can also contact your local municipality for a list of **business incubators** in your area.



## Between 16 and 25?

If you are between the ages of 16 and 25 you can visit a Youth Café. Youth Cafés seek to provide the youth a platform where they can access skills and personal development training, economic and social development opportunities, and creative spaces where they are able to express themselves at a local and global scale.

Visit [www.westerncape.gov.za/youth-cafe/](http://www.westerncape.gov.za/youth-cafe/)

## Registering your business

When you start a business, it needs to be registered. To do so, fill in the relevant forms and submit them to the Companies and Intellectual Property Commission (CIPC).

Visit [www.cipc.co.za](http://www.cipc.co.za) or [www.bizportal.gov.za](http://www.bizportal.gov.za)

You can also register trading names through CIPC.

## Registering with SARS

To register your business for VAT and PAYE.

Visit [www.sars.gov.za](http://www.sars.gov.za)

## Registering for UIF

If you employ staff you need to register with the Unemployment Insurance Fund.

Visit <https://ufiling.labour.gov.za/uif/> or [www.labour.gov.za](http://www.labour.gov.za)



# Business licences

A business licence is generally required for businesses that need to comply with health and safety regulations. Licences are required for the following businesses:

- ✚ making or selling food which can go off
- ✚ health or entertainment activities (including businesses offering saunas, massages, snooker, billiards, slot machines, night clubs, and cinemas).

Contact your local municipality for more information about the applicable requirements and processes.

Read more at <https://www.westerncape.gov.za/service/business-licences>

## Want to do business with government?

To do business with government you need to be registered on the national and provincial Central Supplier Databases. Visit <https://secure.csd.gov.za/> for instructions.

To register on the Western Cape supplier database, visit [www.westerncape.gov.za/provincial-treasury](http://www.westerncape.gov.za/provincial-treasury) for information on how to register and how to find out about tender opportunities available in the province. Remember to also contact your local municipality about how to register on the municipal supplier database.



## Enterprise funding and support

### Business and Arts South Africa

Business and Arts South Africa offers innovative programmes that provide and support knowledge transfer, skills development and training in the cultural and creative sectors.

Visit [www.basa.co.za](http://www.basa.co.za)

### Business Partners

The Tourism Revival Finance Programme aims to finance small and medium enterprises (SMEs) in the tourism sector with the view to revive their businesses and contribute to the revival of the South African tourism sector. The Programme is made possible by the generosity of The South African SME Relief Trust.

Tourism businesses can apply for finance ranging from R250 000 and R2 000 000 including the grant portion, limited to the lower of 20% of the approved total funding amount or R200 000. The grant amount will be paid as part of the first disbursement.

Visit [www.businesspartners.co.za](http://www.businesspartners.co.za)

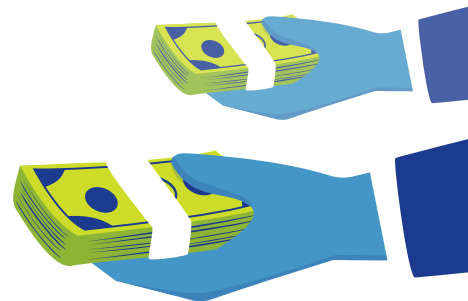


## Crowdfunding and Angel investors

Crowdfunding is the practice of funding a project or business venture by raising money from a large number of people typically online. Angel investing is when high-earning or affluent investors back small businesses. There are a number of reputable crowdfunding and Angel investing platforms in South Africa.

Some well-known platforms include:

- + Angel Investment Network: [www.investmentnetwork.co.za](http://www.investmentnetwork.co.za)
- + GoGetFunding: [www.gogetfunding.com](http://www.gogetfunding.com)
- + The People's Fund: [www.thepeople.co.za](http://www.thepeople.co.za)
- + Thundafund: [www.thundafund.com](http://www.thundafund.com)
- + Uprise.Africa: [www.uprise.africa](http://www.uprise.africa)



## Department of Small Business Development

The Department has a number of support programmes and funds on offer. These include:

- + Co-operatives Development Support Programme
- + Youth Challenge Fund
- + SheTradesZA (focussing on women entrepreneurs)

Application forms can be downloaded at [www.dsbd.gov.za](http://www.dsbd.gov.za). There are also brochures available on the various programmes.

## Department of Sport, Arts and Culture

Among others the Department provides funding through the Mzansi Golden Economy programme.

Visit [www.dac.gov.za](http://www.dac.gov.za)



## Department of Tourism

The Tourism Incentive Programme was established by the Department of Tourism with the aim of stimulating growth and development in the tourism sector through providing financial assistance to privately owned tourism enterprises.

The programmes on offer change periodically and are subject to funding calls.

Read more at [www.tourism.gov.za](http://www.tourism.gov.za) for the latest opportunities for tourism businesses.

## Events funding

In the Western Cape event funding is available through Wesgro DMO and the Department of Cultural

Affairs and Sport. Annual call for proposals are published. Follow the Western Cape Government and Wesgro on social media for the latest calls and funding requirements.

Visit

Wesgro: [www.wesgro.co.za](http://www.wesgro.co.za)

DCAS: [www.westerncape.gov.za/dept/cas](http://www.westerncape.gov.za/dept/cas)

## Finfind

Finfind was set up in 2015 by the Department of Small Business Development to help micro, small and medium businesses find funding.

Visit [www.finfind.co.za](http://www.finfind.co.za)



## First National Bank

To find out about services on offer to tourism businesses visit <https://www.fnb.co.za/business-banking/industry-expertise/tourism/index.html>

## Growth Fund

The CDI Growth Fund offers small businesses access to grant funding, working capital and business support.

Visit [www.cdicapital.co.za/GrowthFund/](http://www.cdicapital.co.za/GrowthFund/)

## Identity Development Fund

Offers various solutions to entrepreneurs in a wide variety of sectors.

Visit [www.idf.co.za](http://www.idf.co.za)

## Industrial Development Corporation

IDC provides funding and services for start-ups and expansions, however the funding is mostly focussed on accommodation, attractions and tourism destination management companies and are generally geared towards larger companies.

For information about the Tourism Programme, the applicant can visit <https://www.idc.co.za/tourism-services/>

The IDC is also the implementing agent of the **Green Tourism Incentive Programme** in partnership with the Department of Tourism.

The Programme is a resource efficiency grant funding mechanism that assists private sector tourism enterprises to reduce the cost of investing in energy and water efficient operations, thus enabling them to adhere to responsible tourism practices whilst reducing their cost of operations.

Information, application forms and guidelines are available on the IDC website at <https://www.idc.co.za/green-tourism-incentive-programme/> (link is external) and enquiries can be directed to [gtip@idc.co.za](mailto:gtip@idc.co.za)

## National Arts Council

The NAC provides funding to individuals, students and organisations active in the following industries:

- + Craft
- + Dance
- + Literature
- + Multidiscipline
- + Music
- + Theatre
- + Visual Arts

Visit [www.nac.org.za](http://www.nac.org.za)



## National Empowerment Fund

The Fund offers a wide range of programmes including the National Transformation Fund.

For more information visit [www.nefcorp.co.za](http://www.nefcorp.co.za)

The NEF can also be contacted through their regional office:

Suite 2404, 24th Floor, ABSA Centre, 2 Riebeek Street, Cape Town 8001

Tel: (021) 431 4760 | 0861 NEF WCP (0861 633 927)

Email: [westerncape@nefcorp.co.za](mailto:westerncape@nefcorp.co.za)

## National Youth Development Agency

A wide range of youth development support services are on offer through the National Youth Development Agency.

Visit [www.nyda.gov.za](http://www.nyda.gov.za)

The regional office of the NYDA can be visited in Cape Town:

Shop P 18a Piazza

Golden Acre, Adderley Street, Cape Town

Contact Details: 087 158 7701

Email: [capetown@nyda.gov.za](mailto:capetown@nyda.gov.za)

## Small Enterprise Finance Agency

Offers financial products and services that assist small, medium and micro-enterprises and co-operatives.

To apply the applicant needs to register at [www.sefa.org.za](http://www.sefa.org.za)

It is important to note that SEFA administers the Tourism Equity Fund, however due to a court case, SEFA cannot currently accept applications. There are however other funding mechanisms available.

SEFA's office in the Western Cape are located at:

9th Floor,

FNB Building, 2 Long Street

Cape Town

City of Cape Town

8001

021 418 0126

[sefawc@sefa.org.za](mailto:sefawc@sefa.org.za)

## South African Future Trust

SA Future Trust focusses on accelerating growth and job creation in the small, medium and micro-enterprise sector.

Visit <https://southafricanfuturetrust.org/>

## Wesgro Fund Matchmaking Portal

The Wesgro Fund Matchmaking Portal is designed to match your businesses to the right financial source across more than 330 public and private sector funding options from across the country.

Visit [www.wesgro.co.za](http://www.wesgro.co.za) and click on the Apply for Funding tab.



# Industry associations and professional bodies

Many industry associations and professional bodies provide enterprise support or publish useful resources on their websites. Being a member also creates opportunities for networking through industry events.

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| African Association of Visitor Experiences and Attractions | <a href="http://www.aavea.org.za">www.aavea.org.za</a>                 |
| Association of Southern African Travel Agents              | <a href="http://www.asata.co.za">www.asata.co.za</a>                   |
| Cape Tourist Guides Association                            | <a href="http://www.ctga.org.za">www.ctga.org.za</a>                   |
| Craft Brewers Association South Africa                     | <a href="http://www.cbasa.org">www.cbasa.org</a>                       |
| Federated Hospitality Association of South Africa          | <a href="http://www.fedhasa.co.za">www.fedhasa.co.za</a>               |
| Field Guides Association of Southern Africa                | <a href="http://www.fgasa.co.za">www.fgasa.co.za</a>                   |
| National Accommodation Association of South Africa         | <a href="http://www.naa-sa.co.za">www.naa-sa.co.za</a>                 |
| National Federation of Tourist Guides and Affiliates       | <a href="http://www.nftga.org">www.nftga.org</a>                       |
| Restaurant Association of South Africa                     | <a href="http://www.restaurant.org.za">www.restaurant.org.za</a>       |
| South African Chefs Association                            | <a href="http://www.sachefs.co.za">www.sachefs.co.za</a>               |
| South African Township and Village Tourism Association     | Follow their Facebook page for news and events                         |
| Southern African Association for the Conference Industry   | <a href="http://www.saaci.co.za">www.saaci.co.za</a>                   |
| Southern African Bus Operators Association                 | <a href="http://www.saboa.co.za">www.saboa.co.za</a>                   |
| Southern Africa Tourism Services Association               | <a href="http://www.satsa.com">www.satsa.com</a>                       |
| Southern African Vehicle Rental and Leasing Association    | <a href="http://www.savrala.co.za">www.savrala.co.za</a>               |
| Specialty Coffee Association                               | <a href="http://www.scasa.co.za">www.scasa.co.za</a>                   |
| Wildlife Ranching SA                                       | <a href="http://www.wrsa.co.za">www.wrsa.co.za</a>                     |
| Women in Tourism   | <a href="http://www.womenintourism.co.za">www.womenintourism.co.za</a> |
| Youth Tourism South Africa                                 | <a href="http://www.youthtourism.org">www.youthtourism.org</a>         |





# Other support organisations

## CATHSSETA

The Culture, Art, Tourism, Hospitality, and Sport Sector Education and Training Authority's (CATHSSETA) mandate is to facilitate skills development within a number of sub-sectors through the disbursement of grants for learning programmes and monitoring of education and training as outlined in the National Skills Development Strategy.

CATHSSETA operates in the following sub-sectors:

- + Arts, Culture and Heritage Conservation
- + Gaming and Lotteries
- + Hospitality
- + Sport, Recreation and Fitness
- + Travel and Tourism



CATHSSETA offers bursaries to prospective learners through institutions of higher learning and employers. Learners applying for these bursaries need to be studying towards a qualification that is relevant to the listed sub-sectors.

For more information visit [www.cathsseta.org.za](http://www.cathsseta.org.za)

## City of Cape Town Business Hub



The City of Cape Town's Business Hub provides information on starting and growing your business. If you are a small, medium or micro enterprise (SMME), or an entrepreneur planning to start or grow a business, you can contact The Business Hub for assistance.

Support on offer:

- + connecting you with business partners, funders, support organisations or City departments
- + offering support programmes and advisory services
- + simplifying communication between the City, other SMMEs and entrepreneurs, and
- + providing you with access to new markets.



For more information visit [www.capetown.gov.za](http://www.capetown.gov.za)

## Jurni



Jurni is a company implementing the National Tourism Visitor Information System of the Department of Tourism. The Jurni booking hub matches the offerings of entrepreneurs with potential travellers. Jurni also empowers business owners through community huddles - effective, practical sessions that aim to educate and inspire entrepreneurs with new ways to effectively market their businesses.

Visit [www.jurni.travel](http://www.jurni.travel)



## Seeza Network

Seeza Network harnesses the power of collaboration to enhance the domestic and international competitiveness of and facilitate market access for travel and tourism SMEs. Built on the well-established principles of interfirm collaboration, the Network focuses on acquiring and channelling real business opportunities to SMEs.

In response to Covid-19, Seeza launched the **Tourism SME Digital Transformation Programme** to equip SMEs with digital capabilities and market visibility.

Visit **[www.seeza.today](http://www.seeza.today)**

## Small Enterprise Development Agency

Provides non-financial support to small, medium and micro enterprises as well as cooperatives.

To apply the applicant needs to register at **[www.smmesa.gov.za](http://www.smmesa.gov.za)**

Applicants will be required to complete the application form and upload supporting documents. A list of Western Cape branches can be found at <http://www.seda.org.za/ContactUs/Pages/Western-Cape.aspx>

## SMME South Africa

SME South Africa is a daily online news portal that provides strategic business content to enable SMMEs to unlock their growth potential.

Visit **[www.smesouthafrica.co.za](http://www.smesouthafrica.co.za)**



# Toolkits

Visit the Western Cape Government website for guidance on how to establish various types of tourism businesses.

Visit <https://www.westerncape.gov.za/general-publication/how-establish-various-types-tourism-businesses>

Tourism KwaZulu-Natal also has a useful resource guide for those starting out in tourism.

Visit [https://www.zulu.org.za/files/TKZN%20-%20How%20To%20Brochure%206\\_FINAL\\_.pdf](https://www.zulu.org.za/files/TKZN%20-%20How%20To%20Brochure%206_FINAL_.pdf)

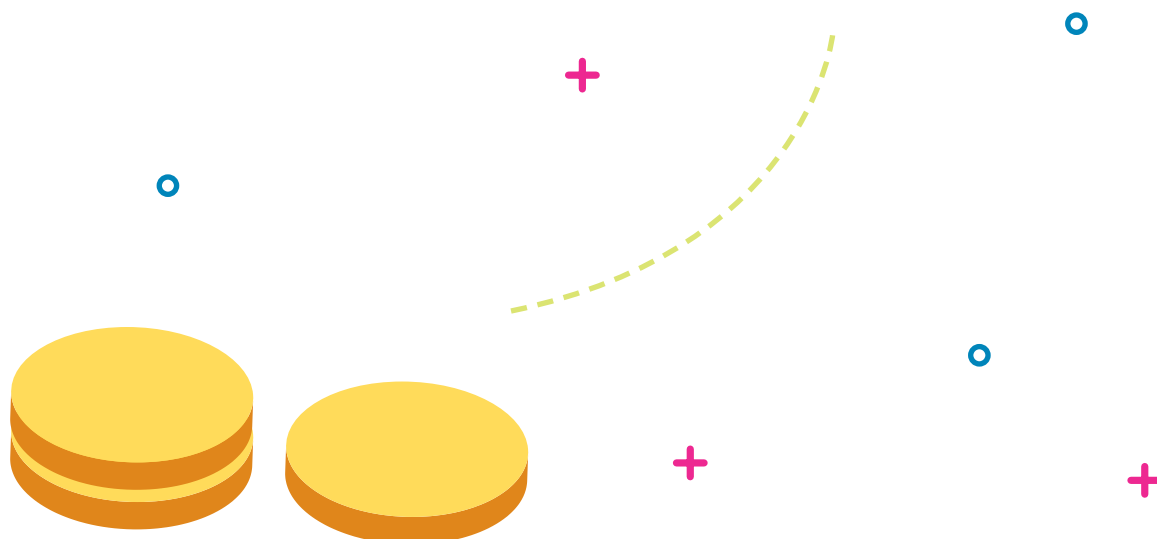
SME Toolkit South Africa offers sector specific articles.

Visit <https://smetoolkit.businesspartners.co.za/en>



## Disclaimer

*This guide is based on information provided by the appropriate institutions, either directly or via their websites and publications. The researchers have assumed that all information has been supplied in good faith and is accurate. We cannot be held responsible for the accuracy or completeness of information supplied to us. The Western Cape Government does not endorse any of the products or services listed in this publication and it is the readers' responsibility to ensure that they thoroughly investigate the various service providers and their product offerings.*



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<https://www.westerncape.gov.za/site-page/economic-sector-support-tourism>



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