

eThekwini Maritime Cluster

Presentation to the Eastern Cape Ports &
Maritime Conference on 30 May 2013



eThekwini Maritime Cluster

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BACKGROUND

Cluster initiatives are collaborative activities undertaken by a group of companies, public sector entities, and other related institutions with common objectives to improve the competitiveness resulting in the following:

- Productivity within the Industry
- Economies of scale
- Job creation
- Investment, development and attraction



BACKGROUND

- Clustering is a SPV model that has been adopted by the KZN Department of Economic Development and Tourism and eThekweni Municipality to roll out maritime sector specific interventions and programmes on behalf government working in partnership with industry role players.
- Through a joint initiative by the eThekweni Economic Development Unit and the Maritime Industry Role Players the eThekweni Maritime Cluster was established in 2009 as a section 21 company.



POLICY MANDATE

- NEW GROWTH PATH
- INDUSTRIAL POLICY ACTION PLAN II
- NATIONAL DEVELOPMENT PLAN 2030
- PROVINCIAL GROWTH AND DEVELOPMENT PLAN
- KZN INTEGRATED MARITIME DEVELOPMENT STRATEGY
- ETHEKWINI ECONOMIC DEVELOPMENT STRATEGY



EMC VISION

The vision of the EMC is to facilitate collaboration of stakeholders to work towards a common goal of improving competitiveness in the maritime industry thereby contributing to economic growth.



PARTNERSHIP MODEL



The EMC vision is based on the premise that there will be a collective working of:

- National, provincial and local government
- Private Companies
- Sectorial maritime business associations
- Statutory bodies and state-owned enterprises
- Educational Institutions



PARTNERS



DURBAN
UNIVERSITY of
TECHNOLOGY

A Leading University of Technology in Africa



UNIVERSITY OF
KWAZULU-NATAL

INYUVESI
YAKWAZULU-NATALI



TRANSNET



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DEPARTMENT :
Economic Development & Tourism

PROVINCE OF KWAZULU-NATAL



DURBAN CHAMBER OF
COMMERCE AND INDUSTRY
EST. 1856



Ethekekwini Maritime Cluster

EMC Programmes

- Port/City Infrastructure Planning & Development
- Networking, Advocacy & Industry Promotion
- Skills Development
- Enterprise Development
- Boat & Ship Building and Ship Repair
- Maritime Safety, Health & Environment
- Knowledge Management



Programme 1

Infrastructure Planning & Development

Project Detail

Aims to facilitate and support the improvement of infrastructure provision and maintenance by:

- Influencing and supporting infrastructure and development in the city and province
- Disseminating information through the industry about infrastructure plans
- Providing opportunities for role players to engage with Transnet and government

Initiatives

- 2050 Transnet/City vision
- DIA (Dig Out Port)
- Back of Port Development
- Passenger Terminal
- SIP 2
- Special Economic Zones



Programme 2

Networking, Advocacy & Industry Promotion

Project Detail

Aims to:

- Promote the KZN maritime industry at local, national and international platforms
- Facilitate Market Access Platforms
- Industry Communication
- Facilitate Advocacy and Lobby platforms for issues of common interest aimed at enhancing the industry development and growth

Initiatives

- Maritime Summit
- Maritime Week
- Welcome to the Water Campaign
- Tariff Application
- Regular Newsletter
- Regular stakeholder engagements



Programme 3

Skills Development

Project Detail

Aims to:

Facilitate the improvement of maritime education, training and building capacity for the industry with the vision of Durban becoming a centre of excellence of maritime skills development.

Initiatives

- **Centre of Excellence Study**
- **MOU between institutions of higher learning offering maritime education and training**
 - Facilitating open dialogue and collaboration between UKZN, DUT, MUT, School of Ports, Institute for Chartered Ship Brokers, Institute of Quality



Programmes 3

Skills Development

Project Detail

Aims to:

- Facilitate career development by creating platform for practical training through work placement
- Foster Awareness of the maritime industry as a career option among high school learners

Initiatives

- Curriculum Development for Boat and Ship building and Repair
- Artisan Programme
- Graduate Development Programme
- Maritime Career Awareness



Programme 4

Enterprise Development

Project Detail

Aims to facilitate the growth of SMMEs in the industry as well as the transformation of the industry through:

- Capacity Building
- Business Linkages & Investment Opportunities
- BEE Awareness
- Access to markets and finance
- Networking Platforms

Initiatives

- Access to finance programmes
- Workshops on BBEE
- Re-launch of Women's International Shipping Trading Association
- Business Linkages and investment opportunities at local & international levels
- Durban Business Fair
- Business Performance Improvement Workshop
- Supplier Development Programme



Programme 5

Boat and Ship Building & Ship Repair

Project Detail

Aims to assist the sector to:

- Gain better access to market
- Obtain access to finance
- Lobby role players on provision of infrastructure requirements for the sector
- Enhance business development & retention
- Develop skills & create jobs

Initiatives

- Durban International Boat & Lifestyle Show
- Grow Boating (Access to markets and finance)
- Welcome to the Water Campaign
- Business Performance Improvement Workshop



Programme 6

Maritime Safety, Health, Environment and Quality

Project Detail

Aims to facilitate the improvement of physical and economic safety and the industry's environmental impact by:

- Hosting workshops on topical issues to raise awareness
- Engage appropriate arms of government on critical issues that require their intervention

Initiatives

- ISPS Code Awareness Campaign
- International Maritime Organisation Anti – Piracy Workshop



Programme 7

Knowledge Management

Project Detail

Aims to:

- Provide a central repository for maritime industry information
- Facilitate provision of business intelligence to members
- Facilitate and provide relevant studies in the maritime industry

Initiatives

- Maritime Centre of Excellence Study
- Comments on TNPA Tariff Application
- Papers on the Economic Benefits of the Port City of Durban
- Papers on global anti-piracy campaigns
- Maritime Information Portal
- Durban Based Maritime Education & Training Institutions Database
- Supporting the Maritime Museum



CHALLENGES

Challenges

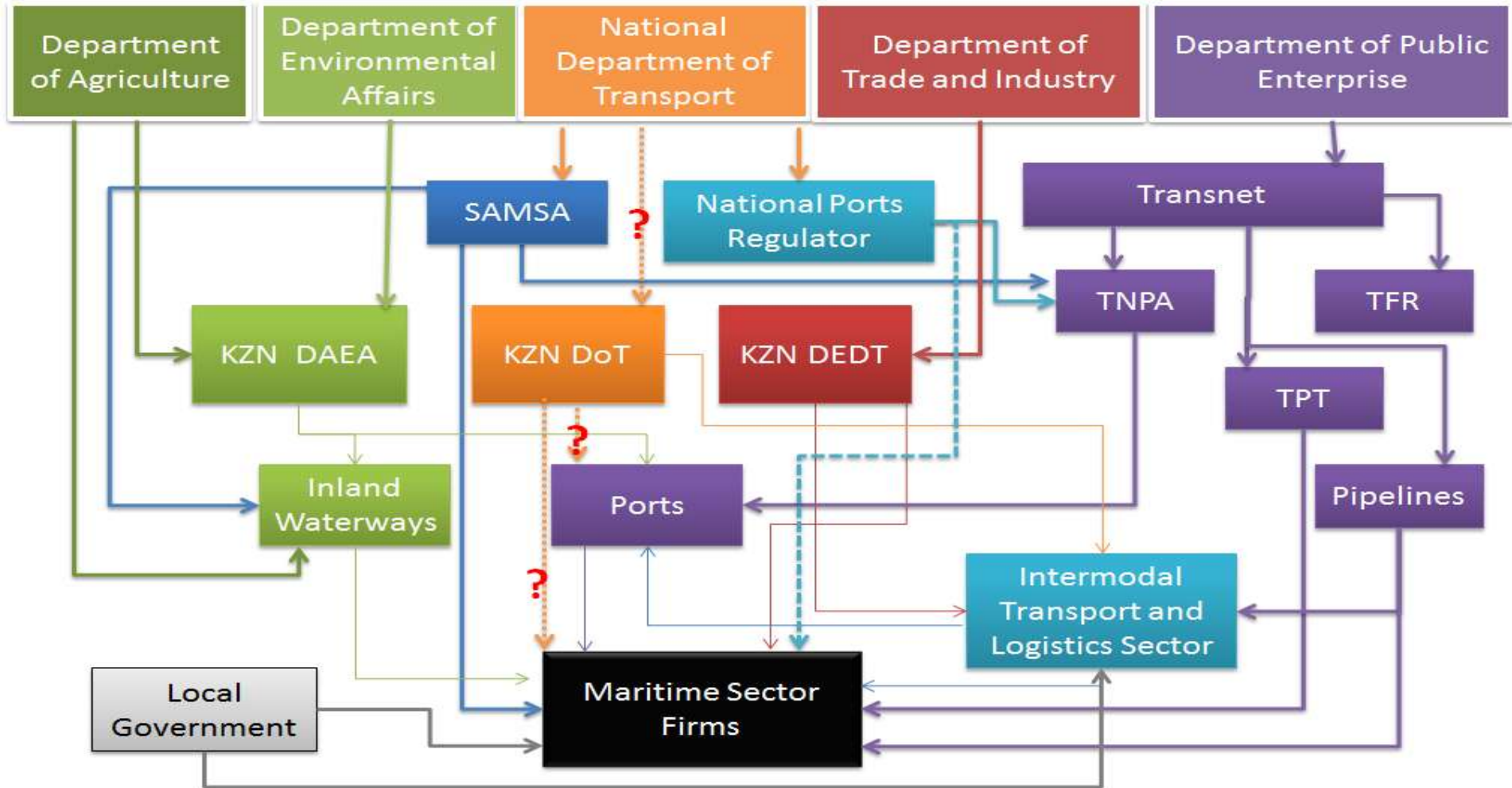
1. Lobbying and influencing National Government on issues that affect the eThekweni Maritime sector as there are no clear structures for maritime that cascade from national government to local municipalities

Solutions

- Partnership with KZN DEDT on crafting an Integrated Maritime Industry Development Strategy will result in a platform where local issues can be elevated to the Provincial Government for tabling to National Government



CHALLENGES



CHALLENGES

Challenges

2. Limited Funding
3. Lack of capacity

Solutions

- Pooling resources through project based partnerships
- New approach to the EMC management model



WAY FORWARD

- 21 May 2013 : Appointment of a Management Company
- 29 May 2013 : Annual General Meeting and election of the Board of Directors
- 10 - 12 June 2013: Partnership with SAMSA on the Careers and Job Summit
- 20 -30 June 2013: Partnership with DEDT on the Welcome to the Water Campaign 2013
- 24-27 Sept 2013 : Maritime Week 2013
- ❖ Launch of the KZN Integrated Maritime Industry Development Strategy
 - ❖ Collaboration on development of an African Network of Clusters



Date	Event	Host
20 th	World Hydrographic Day Celebration	The SA Navy
	SAS Protea (White Lady) arrives at N-shed Courtesy Calls	The SA Navy
21 st	Sea trip around Durban – students & officials Chiefs of the Navy Cocktail	The SA Navy
22 nd	Street Parade with Navy, SAPS, ARMY, Sithengile drummies on West Street Public Viewing of the SAS Protea	The SA Navy & Partners The SA Navy
23 rd	Navy Band Performance at City Hall with JG Zuma / Drakensberg Boys	eThekweni Municipality and Navy
24 th	Swimming lessons and Diving demonstrations at Kings Park Pool	KZN Sharks Board
25 th	Navy Outreach in Lamontville - Career Opportunities - SMME Opportunities - Navy Procurement	Navy
25 th - 27 th	Yacht Hand Course (SAS accredited)	Offshore Sailing Academy

28 th	The Shipyard visit	Southern Africa Shipyards
	Exploring the ship simulator	Transnet National Ports Authority
	The Tug Boat Experience	Transnet National Ports Authority
29 th	Cardboard Race Competition	Boat Show Organizers
	Boat Building Career Seminar	EMC, eThekwini Skills Unit, KZN Sharks Board, SAMSA, Transnet, SA Navy
	Safety Talk & Demonstration	SAMSA
	Durban International Boat & Lifestyle Show	Visit to the Boat Show Exhibitions
28 th	Official Opening of the 10th Durban International Boat and Lifestyle Show by the Mayor of eThekwini and MEC Exclusive Preview of the Boats and Fashion Show by top KZN Designers	DEDT, TIKZN, KZN Sharks Board, KZN Fashion Council, EMC, eThekwini Municipality
29 th	Boat and fashion exhibitions Address by the MEC of Economic Development and Tourism and handover of over of certificates MEC's Cocktail on board a yacht for an exclusive marketing opportunity for boat builders and fashion designers	DEDT, TIKZN, KZN Sharks Board, KZN Fashion Council, EMC, eThekwini Municipality
30 th	Boat and fashion exhibitions	DEDT, TIKZN, KZN Sharks Board, KZN Fashion Council, EMC, eThekwini Municipality

THANK YOU!



Ethekwini Maritime Cluster