



# Sunshine Coast Tourism

Tel: 046-624-1235

e-mail: [tourism@sunshinecoasttourism.co.za](mailto:tourism@sunshinecoasttourism.co.za)

November 2011

## NDLAMBE AWARDED TWO BLUE FLAG BEACHES

INSIDE THIS ISSUE	
Blue Flag Beaches	1
Port Alfred Facelift	1
Free Advertising for Members	2
R-72 Update	3
Incredible Race	3
Wiles Gallery	3
Free Radio promotion	4
Light the Night	4
Port Alfred's Water	4

In an impressive ceremony, attended by important dignitaries from all over South Africa, our very own Mayor, Sipo Thandani proudly opened the Official Launch of South Africa's Blue Flag 2011/2012 Programme.

The ceremony was held at Kariega beach, Kenton-on-Sea, and Ndlambe can be proud of the efforts made by Conservation Officer, Fanie Fouche in ensuring that our municipality was awarded two out of only four Blue Flag beaches in the Eastern Cape.

Blue Flag status is awarded to beaches that comply with Blue Flag criteria through a rigorous application and selection process, both nationally and internationally. Municipalities planning to enter their beaches have to enter

at least one year of what is called a 'pilot phase'. The blue flag programme is designed to raise environmental awareness and increase sound environmental practices among tourists, local



and international. The World Tourism Organisation regards Blue Flag as the most well known eco-label globally with nearly 4,000

sites in over 40 countries.

Deputy Minister of Environmental Affairs, Rejoice Mabudhafasie praised the efforts of municipal staff, councilors and supporting communities in developing their beaches.

Malcolm Powell, international Blue Flag Jury Chairman praised the municipalities present for their high levels of excellence and delivery of services to both local and international visitors.

Malcolm Powell also announced Ndlambe's wish to enter the Royal Alfred Marina and Middle Beach in Kenton as a pilot Flag project for the following season.

**Royal Alfred Marina to apply for Blue Flag Status in the 2012/2013 season!**

**Port Alfred's Water ... what's being done ... page 4**

## Port Alfred's Facelift! ★ ★ ★ ★ ★

Have you noticed the changes taking place in and around Port Alfred?

**R-72 Signage:** All the old 'illegal' signage has been / or is in the process of being removed. Our new signage will be up towards the end of the month!

**Wesley Hill Krans:** All the bush around the base of the krans has been removed free of charge by Talisman, The Municipality supplied the Diesel and the project was arranged by Councillor Purdon. Soon light-

ing will be put up in that area  
**Wharf Street:** Angled parking has been placed along the east side, creating more parking for this exciting tourist street.

**Port Beacon on Pier:** This 'lighthouse' is being replaced making it safer for boats to enter the mouth of the Kowie.

**Town Hall:** The town hall is in the process of being repainted.

**Parking lot in Causeway:**

has been cleaned up, providing more and safer parking—all the old brush and bush has been removed.

**Road Painting:** The roads in and around the CBD are having their road markings repainted.

**Golf Course Dam:** The walls of the dam have been strengthened and repaired to prevent damage due to flooding.

**Watch this space for more clean ups!**



# Advertising Opportunities

A workshop was recently held at the Halyards Hotel by Open Africa, who

into route branding has been done, and we, as Sunshine Coast, should be proud that we are doing all the right things: We have a Service Level Agreement in place and have one organization, Sunshine Coast Tourism, representing the whole route instead of

fragmenting into Port Alfred and Kenton as in the past.

Please take advantage of the opportunity to advertise for free (at this stage) on their website. An application form is attached which you should fill in. Check out the website [www.openafrica.org](http://www.openafrica.org). You can post 15 photographs of your establishment which must be of a high quality.

are a non profit organization working with communities to develop, market and monitor routes. Our Sunshine Coast route has already been developed, and is represented by Sandy Birch and Erica McNulty. Open Africa have taken the successful wine route concept and applied this to travel throughout Africa. Much research and development

## Advertising Opportunity in the Eastern Cape Tourism Directory



This great publication is brought out by the Eastern Cape Tourism

Board and is used in all their advertising and promotions at the large trade shows such as the Getaway show and Indaba. You can view an electronic version of the publication on the website. We strongly suggest that you list in this directory—limited copies are available in our office. Please log onto [www.tourism directory.co.za](http://www.tourism directory.co.za)



We are pleased to say that the our much anticipated website is under development and we expect to be able to showcase our fabulous new website later this month.

Being a member of Sunshine Coast Tourism automatically entitles you to a FREE listing on this site, and there will be other options for banner advertising and the like. Watch this space for more information!

## The 6th Wonder of our world

[www.travelsunshinecoast.co.za](http://www.travelsunshinecoast.co.za)

This is a stunning site and promotes the 7 wonders of the Cacadu District's world. A lot of effort has gone into the development of this brand and it is used extensively at trade shows. The 7 wonders are:

- 1st Wonder : Addo
- 2nd Wonder: Baviaans and Gamtoos Valley
- 3rd Wonder : Grahamstown
- 4th Wonder : Jeffries Bay and St. Francis
- 5th Wonder : Karoo
- 6th Wonder : Sunshine Coast
- 7th Wonder : Tsitsikamma

We strongly recommend that you log onto the site

## Facebook Check out our Sunshine Coast Tourism page and join our Sunshine Coast Tourism group for up to date information on what is happening.

above and register your establishment for FREE. Some of our establishments are, in fact, already listed.

and news and will be sending updates and corrections to the administrators.

Sunshine Coast Tourism will shortly be populating this site with our local events



# R-72 transformation update.....

Thank you to everyone for your co-operation with regard to signage along the R-72. All incorrect signage is currently being removed from the R-72. Contractors appointed by EC Roads + Public Works Dept (ECR) started work on signage removal on 1st November.

We have submitted all applications received for new signage to ECR, and appreciate the timeous submission of applications. Based on the applications submitted, designs of the proposed new signage will be submitted to Sunshine Coast Tourism for approval. The signage will have 'Welcome to the Sunshine Coast' on the top and 'slatted' information signage for each of the establishments below. As soon as we have the prototype, a copy will be submitted to everyone for their information.

Wilma Snyman of ECR is pushing to have the new sign-

age up as quickly as possible for your convenience.

You may also have noticed that all the storm water drainage and curbsides along the R-72 are presently being tidied up. By the time our Christmas season starts, the R-72 will be spick and span and for our visitors. This dangerous road will also be made a safer place thanks to the efforts being made.

We wish to extend a grateful thank you from Wilma Snyman of ECR to all those establishments affected by the signage change-over.

Most of all, thank you to Rick Pryce of PA Business Fourm and Sunshine Coast Tourism as he is the driving force behind this project.



# The Incredible Race Eastern Cape 2011

This exciting event will take place from 27—30 November 2011. Twenty-one celebrity contestants will be racing across the Eastern Cape. They will be in the Grahamstown / Bathurst area on 29 November and will continue with a canoe race through the Marina / Ko-

wie River on the same day. There is R100,000 prize money going to the winning team which will be donated to an EC Charity of their choice.

Whilst the celebrities are in our area, they will be hosted by the Halyards Hotel who are sponsoring their accommodation.

More news on this event will be published closer to the time.

The event will be covered by S.A.B.C. TV as well as our local media.



# Wiles Gallery pre-season exhibition



exhibition on 28 October at the Wiles Gallery in Bathurst, Jane Wiles unveiled some of her more recent works.

The gallery features works from 3 generations of Wiles artists.

Jane settled in the Eastern Cape 6 years ago and has over 115 paintings of

family members and more than 100 of her own works.

Limited edition prints of Lucy's works are also on display.

Jane is a well known Eastern Cape artist, although her new collection reflect scenes from the Kruger Park. All of Jane's latest works are watercolour and she has an uncanny ability to paint water scenes in absolute life like detail. Jane's ability to subtly capture light is a true gift.

At a special pre-season viewing and promotional



**AN OPPORTUNITY  
TO SHOWCASE  
YOUR BUSINESS**

We have been offered a wonderful opportunity by our local radio station Kowie FM to showcase tourism products.

Every Thursday at 1:00 pm, Sunshine Coast Tourism has a 5 minute slot to talk about local events. We have decided to allocate 2 minutes to events and 3 minutes each week to showcasing one of our member's businesses.

If you would like to appear on the show, please let Sandy Birch know—046-624-1235.

Every Wednesday, Lungisile Sinqe will be talking about tourism in the Xhosa slot at 6.15pm.

This will continue throughout the season, so please take advantage of the opportunity. It's another great way to promote your business.

**Light the Night**  
Against Crime

5 km night walk  
against Crime.

Tuesday 8th November  
Library Gardens, Port  
Alfred @ 19h00

R15 donation—  
All proceeds to SAP  
rape crisis centre

STENDEN Initiative—  
please join.

Be creative—bring  
torches or candles

## PORT ALFRED'S WATER—BEYOND ADVENTURE ASSISTS

The pungent smell of algae in Port Alfred's water will soon be over. After many tests were taken, it was established that climatic conditions caused the algae which normally lives at the bottom of the holding dam to move to the surface causing a shift in the natural balance of the dam. After a visit to the dam with Ross Purdon and the media, this phenomenon was explained. The water is perfectly drinkable, but the pungent smell of plant material is excessive. Extra workers have been employed to remove the algae from the dam using rakes, however, this is a slow and tedious process.

We approached Peter Brits of Beyond Adventure and requested assistance from his students as the removal of the algae will be made much simpler from canoes. Beyond Adventure have risen to the challenge and the students will be out at the holding dam in their canoes on Monday afternoon!

Many of you will recall the assistance given by the Beyond Adventure students to the Golf Course when the dam burst earlier in the year. How fortunate we are to have these willing and able community minded students in our town! Well done Beyond Adventure!!

Well done to our Ward 10 Councillor Ross Purdon, who has his finger on the pulse.

You can read more about the technicalities in of this process in the local press. However, the good news is the water is perfectly safe, and the municipality has taken steps to remedy the situation.