

14 September 2023

Dear Business Friend,

KBF STRATEGIC PLAN & EXPANDING ITS MEMBERSHIP

The Kouga Business Forum (KBF) is in a process to actively promote itself and in doing so, we want to share our Goals and what the KBF wants to achieve in Kouga. We also want to point out what the advantages will be for businesses if we can create positive economic growth and safety in the area.

The KBF can only achieve this with the support and membership of as many businesses as possible. We need many active members if we want to be a major role player in the future of Kouga. More members will give KBF bigger bargaining power to address key issues.

Please see below what the main Goals of the KBF are and where we want Kouga to be in five years time.

For those who are not yet members of KBF, please find attached a very simple application form that will take you less than two minutes to complete. We now also give the choice to become an “Ordinary member” with no obligation of membership fees (see page 2 of the application form for information on the Types of members). However, we want to encourage you to become a “Premium Member” to share in all the benefits, but more importantly, we need membership fees to run and manage the KBF successfully.

1. What are the MAIN GOALS or what is it that the KBF wants to achieve in Kouga?

1.1 We want to drive Kouga to excellence to be a sought-after & safe lifestyle destination of choice in South Africa.

An area where people can LIVE, WORK & PLAY.

1.2 We want to create economic growth and prosperity in all the strategic business sectors of Kouga.

1.3 In doing so, we want to alleviate poverty and as a spin-off, bring theft under control and create a Save Environment.

1.4 We need to focus on attracting businesses to invest in the area and draw economically active people to Kouga.

1.5 Kouga must use the “Window of Opportunity” to become the new growth point in South Africa.



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2. Key points: Where do we want Kouga to be in Five years??

- 2.1 Aim for Two million Tourists to visit Kouga per annum.
- 2.2 Make Investment and Development in Kouga easy and worthwhile.
- 2.3 Increase Economic growth, reduce unemployment and create Safety.
- 2.4 Double the valuation of properties by improving infrastructure and make Kouga a sought-after destination.
- 2.5 Establish Industrial space to attract new businesses .
- 2.6 Set up performing Tourism agencies /associations.
- 2.7 Implement Technical Education on different levels.
- 2.8 Implement the 3 precinct plans – Jeffreys Bay, Humansdorp and St.Francis Bay.
- 2.9 Increase “events” across all towns in Kouga.
- 2.10 Increase KBF’s membership ten-fold.

Please share this information with your business friends and we trust that you will become a member of the “Business Family” of Kouga soon.

Regards

Dries du Preez

Chairperson: Kouga Business Form