



ECONOMIC DEVELOPMENT SYMPOSIUM

5 - 7 DECEMBER 2018



Accredited by
Local
Government
SETA (LG956P)

Who should attend?

But not limited to:

**Economic
Development
Directors • LED
Managers. LED
Officers.
Parliamentarians'.
Councillors • National
/ Provincial/Municipal
Economic
development
Officials• Skills
Development Officers**

**Seats are reserved on
first come- first basis.**

Register soon!

KEY ISSUES WILL INCLUDE

- Regulatory frameworks governing Economic Development
- Defining Oversight roles for the Parliamentarians and Councillors to enhance accountability and service delivery
- Demonstrate and apply a knowledge and understanding of the basic economic concepts central to local economic development
- Identify and explain the application of a range of concepts and tools for local economic development
- Demonstrate and apply knowledge and understanding of the roles, functions and responsibilities of the main stakeholders and role players in local economic development
- Describe and explain socio-economic development theories in the South African context
- Identify and explain the roles and functions as well as the inter-linkages between different departments in a municipality
- Demonstrate a knowledge and understanding of the basic components and fundamental skills of effective communication
- Participate in local economic development related meetings and facilitate the necessary flow of local economic development information
- Demonstrate a knowledge and understanding of the basic principles of public administration and management
- Demonstrate a knowledge and understanding of the basic principles of budgeting and financial management applicable to a local economic development project.

CRITICAL CROSS-FIELD OUTCOMES

- Outline the environment of Local Economic Development in South Africa
- Identify and explain the application of a range of concepts and tools for Economic Development
- Identify and explain the roles and functions as well as the inter-linkages between different departments in a municipality and other spheres of government
- Demonstrate and apply knowledge and understanding of the basic components and fundamental skills of effective communication
- Demonstrate and apply knowledge and understanding of the basic principles of budgeting and financial management applicable to a Local Economic Development project
- Identify and explain the purpose of integrated development planning (IDP)
- Situate the theory and practice of local economic development in a range of relevant contexts.
- Explain the application to local economic development in South Africa of some basic economics and public administration and management principles as well as socio-economic theories of development.
- Communicate verbally and in writing using a variety of formats with a range of stakeholders and role-players in local economic development.
- Explain the application of the project cycle and a variety of research methodologies in the local economic development environment.
- Work with a range of budgeting and financial management principles in the context of a local economic development project.
- Provide quality assured reports for audit purposes to ensure corporate governance and effective service delivery.

TENACITY & SUN

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Commercial City, Durban, 4001
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5-7 December 2018

RATIONALE FOR THE SYMPOSIUM

- Economic Development is a process to secure greater local control over business enterprise, labour, capital and other resources. It is a strategy based on the concept that economic activity can be used to improve the quality of life for all members of the community.
- A Local Economic Development (LED) strategy should include economic aspects (growth in jobs, income, business activity, Tourism, Investments etc.), development (need for structural change, quality of development, etc.) and the needs of the local community (poverty reduction, satisfying basic human needs, integrated social and environmental objectives). Governance is another aspect of economic development that should be included in economic development strategies. Governance is seen as the capacity of institutions to manage and administer policy, processes and programmes that represent the broad interests of all individuals and groups involved while at the same time complying with ethical and legislative requirements.
- This means that LED cannot succeed if it is merely a once-off exercise of attracting a single development project for an area/community. Local Economic Development strategy should include the reality of the marketplace, helps create a positive environment for economic activity, reflects the values of its citizens and complies with ethical and regulatory requirements.
- LED for each community is unique. It means understanding what the community is good at and what it has to offer, where the community's weaknesses are, what outside threats and opportunities exist, and most importantly, what the community wants and needs. Success in LED depends on creating markets that operate efficiently, but appropriately, within the local context.
- Local government is involved in local business activities as suppliers of infrastructure, as tax collectors and regulators of land, buildings and permissions. A major challenge presently facing local authorities is the broadening of services to their communities and to provide a conducive environment for business development.
- This need for knowledgeable and skilled officials at local government level to lead LED as the starting point for the development of a comprehensive Local Economic Development Qualifications Framework at NQF levels 4, 5 and 6. These Qualifications should result in the training of LED practitioners in the knowledge and skills required to be successful LED facilitators and to provide a learning pathway in Economic Development.

THE PROFILE OF THE FACILITATOR

Dr AC BIYELA



Dr Andile Biyela has worked in both the public and private sector. He has served in several leadership positions and has received many awards for academic merit. He has been part of an academic exchange programme which placed him at Jackson State University (USA) in the year 2009. He is also a Fellow for the Mandela Washington Fellowship which placed him at the Virginia Commonwealth University (USA) in the year 2015. He has subsequently served as a Deputy Chairperson on the Board of Directors for the Mandela Washington Fellowship NPO. Dr Andile Biyela has worked for several Municipalities at a Director Level.

He has a Bachelor of Arts (B.A.) Environmental Planning and Development degree from the University of Zululand. He has also graduated with a Bachelor of Science (Bsc.) Honours: Geography and Environmental Studies degree from the University of Zululand. Dr Biyela further completed a Master of Commerce degree in Leadership majoring in Local Economic Development from the University of KwaZulu-Natal. He graduated from the WITS Business School with a certificate in Municipal Finance and Supply Chain Management. His highest qualification is a Doctoral Degree in Public Administration which he pursued under the University of KwaZulu-Natal's School of Governance and subsequently became a member of the Golden Key International Honour Society which internationally recognizes the top 15% performing students in Universities. Dr Biyela has published several academic articles in the Department of Higher Education and Training recognized and accredited journals. He specializes in local government Strategic Planning, Local Economic Development and Performance Management.

LOCAL ECONOMIC DEVELOPMENT SYMPOSIUM

5 – 7 DECEMBER 2018

PROGRAMME

DAY 1 – 5 DECEMBER 2018

❖ 08:00 – 8:45

TEA/COFFEE & REGISTRATION

❖ 09:00- 10:30

DEMONSTRATING AN UNDERSTANDING OF THE POLICY AND LEGAL
RELEVANT TO ECONOMIC DEVELOPMENT AND ITS FUNCTIONING

FRAMEWORK

- ❑ The objectives of developmental local government are identified and explained in relation to Economic Development
- ❑ Legislation and policies relevant to Economic Development are identified and their impact
- ❑ Presentation of Socio-Economic Analysis of South Africa

❖ 10:30 -11:00

MORNING TEA AND NETWORKING OPPORTUNITY

❖ 11:00-12:30

ECONOMIC CONCEPTS CENTRAL TO LOCAL ECONOMIC DEVELOPMENT AND IDENTIFY THE ROLES AND RESPONSIBILITIES OF VARIOUS STAKEHOLDERS

- ❖ Identify and explain the application of a range of concepts and tools for local economic development
- ❖ Demonstrate and apply knowledge and understanding of the roles, functions and responsibilities of the main stakeholders and role players in local economic development
- ❖ Identify and explain the roles and functions as well as the inter-linkages between different departments in a municipality and other spheres of the government.
- ❖ Participate in local economic development related meetings and facilitate the necessary flow of local economic development information

❖ 12:30-13:30

LUNCH AND NETWORKING OPPORTUNITY

❖ 13:30: 16:30

OVERSIGHT ROLES FOR THE PARLIAMENTARIANS AND COUNCILLORS TO ENHANCE ACCOUNTABILITY AND SERVICE DELIVERY IN RELATION TO ECONOMIC DEVELOPMENT

- ❖ Roles & responsibility of Oversight and accountability
- ❖ The Do's & Don'ts of Oversight
- ❖ Exercise on Oversight Reports

❖ 16:30: END OF DAY ONE

DAY 2 – 6 DECEMBER 2018

❖ 09:00-10:30

OUTLINE KEY ECONOMIC DEVELOPMENT PROGRAMMES

- ❖ Looking to Tourism for Economic Growth and Vitality
- ❖ The role of Skills Development in economic development

MORNING TEA AND NETWORKING OPPORTUNITY

❖ 11:00-12:30

OUTLINE KEY ECONOMIC DEVELOPMENT PROGRAMMES

- ❖ Entrepreneurship & Economic Development
- ❖ Trade and Investment in South Africa
- ❖ Development & the Implementation of EPWP

12:30-16:30 LUNCH AND NETWORKING OPPORTUNITY

❖ 13:30-16:30

PRINCIPLES OF STAKEHOLDER MANAGEMENT AND BUDGET DEVELOPMENT APPLIED TO ENHANCE SERVICE DELIVERY

- ❖ Integrate basic communications, conflict management, facilitation and diversity management skills to enhance management with key stakeholders
- ❖ Stakeholder Management in relation to Economic Development
- ❖ Basic facilitation techniques are applied to manage key relations and events that impact on economic development
- ❖ Demonstrate a knowledge and understanding of the basic principles of budgeting and financial management applicable to a local economic development

❖ 16:30: END OF DAY TWO

DAY 3 – 7 DECEMBER 2018

09:00-11:00

COMPLETION OF PORTFOLIO OF EVIDENCE (POE)

Showing competency and understanding by:

- ❖ Demonstrating an understanding of the policy and legal framework guiding Economic Development and its functioning.
- ❖ Identifying the roles and responsibilities of various stakeholders.
- ❖ Demonstrate the understanding of the Key Economic Development Programmes
- ❖ Demonstrate the understanding of roles & responsibility of Oversight and accountability
- ❖ Demonstrate a knowledge and understanding of the basic principles of budgeting and financial management applicable to a local economic
- ❖ Demonstrate the understanding of roles & responsibility of Oversight and accountability

10:10-11:30 MORNING TEA & NETWORKING OPPORTUNITY

❖ 11:00-12:30

REVIEW: ESSENTIAL EMBEDDED KNOWLEDGE

- ❑ Municipal guidelines, policies and procedures
- ❑ Local economic development policies and procedures
- ❑ Community development and basic integrated development planning skills
- ❑ Basic project management skills
- ❑ Team development and leadership skills
- ❑ Facilitation skills
- ❑ Basic communication and interpersonal skills
- ❑ Communication and interpersonal skills
- ❑ Conflict management techniques

❖ 12:30 -13:30 LUNCH & NETWORKING OPPORTUNITY

3 Ways To Register & Complete The Form



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sphe@tenacitytraining.co.za



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Cell: 074 057 8129 / 084 599 4335

TERMS & CONDITIONS

- If a registered delegate fails to attend the training, there will be no credit notes but they are allowed to send substitutions
- Delegates substitutions are welcome, please notify us 5 days before the event.

PRICING

STANDARD PACKAGE: R5999 Excl. VAT
6th Delegate Is Free

FNB

Account Type: Business Cheque
Acc No: 62781491015
Branch: 220629

APPLICATION FOR REGISTRATION AND ACCEPTANCE OF TERMS AND CONDITIONS

I acknowledge that I have read, understood and accept the programme and Terms and Conditions (including Payment Terms) and hereby apply for registration on behalf of myself (if a single delegate) or on behalf of the undermentioned organisation which I am duly authorised to represent.

Name:

Name of Organisation*:

Job Title (Specific):

Email:

Date:

Signature:

(where organisation sends delegate/s and is responsible for payment of conference/course fee*)



ECONOMIC DEVELOPMENT SYMPOSIUM

Registration form

TO SECURE YOUR PLACE AT THIS COURSE – PLEASE COMPLETE THE FOLLOWING

| Company Name | VAT | | | | |
|---|---|---------------|-------------|-------|-------------|
| Postal Address | | | | | |
| Telephone | Fax | | | | |
| Email Address | | | | | |
| Where did you hear about this event? Email <input type="checkbox"/> Social media <input type="checkbox"/> Other _____ | | | | | |
| | Title | Delegate Name | Designation | Email | Cell number |
| 1 | | | | | |
| | <input type="checkbox"/> Yes please update me with relevant information | | | | |
| 2 | | | | | |
| | <input type="checkbox"/> Yes please update me with relevant information | | | | |
| 3 | | | | | |
| | <input type="checkbox"/> Yes please update me with relevant information | | | | |
| 4 | | | | | |
| | <input type="checkbox"/> Yes please update me with relevant information | | | | |
| 5 | | | | | |
| | <input type="checkbox"/> Yes please update me with relevant information | | | | |
| 6 | | Free | | | |
| | <input type="checkbox"/> Yes please update me with relevant information | | | | |