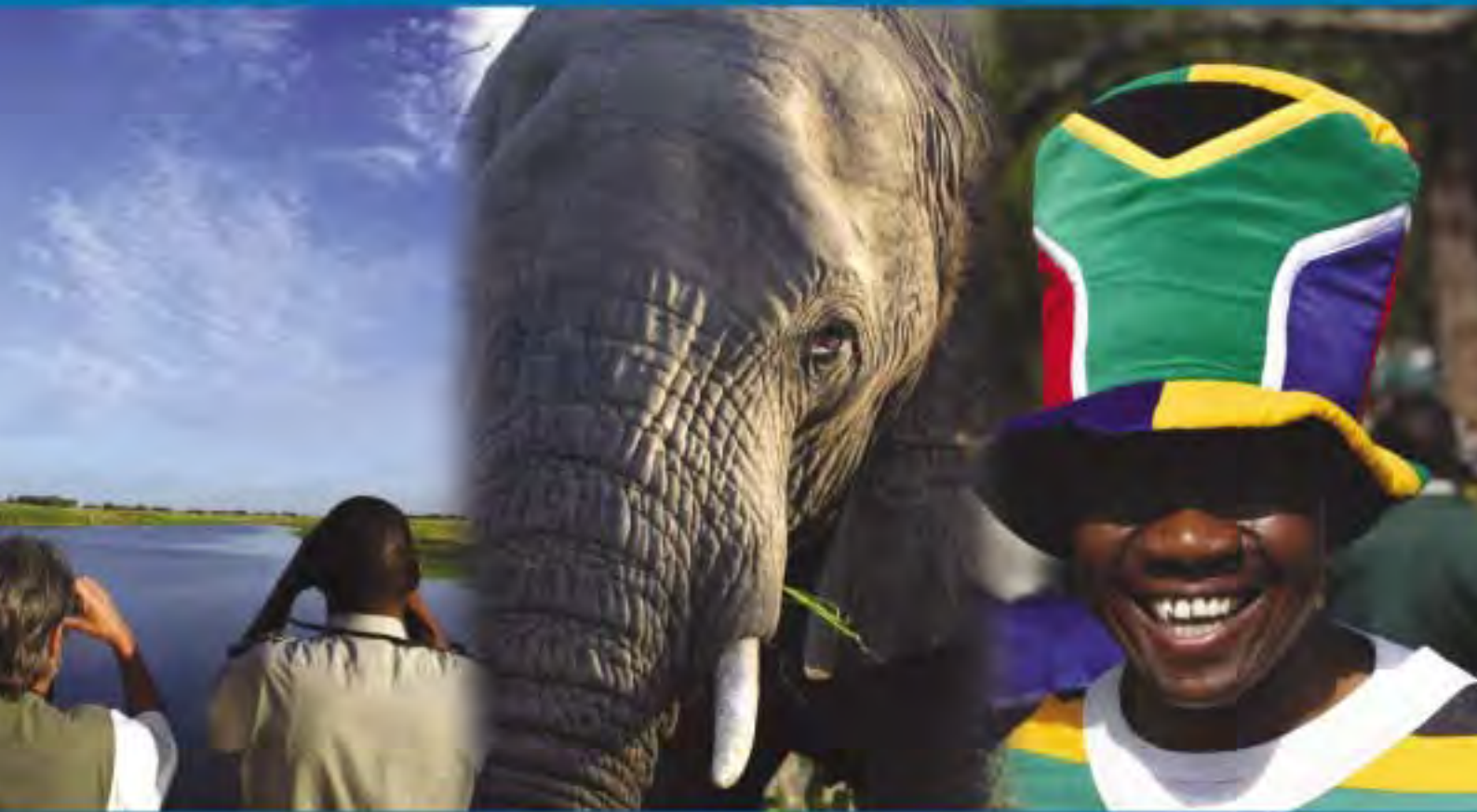


1994-2004



10 YEAR REVIEW



**Department of Environmental
Affairs and Tourism**





10 YEARS OF DEMOCRACY

2004

10 year focus



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INTRODUCTION BY MINISTER



Before 1994, tourism and environmental matters had very low profiles in terms of government priorities. That changed rapidly with the advent of democracy. From being a junior portfolio, the Department of Environmental Affairs and Tourism (DEAT) has been repositioned as a core economic growth department.

Tourism, in particular, was identified as being an industry with serious growth potential for the country. It was, and remains, the fastest growing sector in the national economy. Moreover it is an export industry that generates substantial quantities of foreign exchange.

Its fundamental appeal, however, lies in the fact that it can spread economic activity and wealth to places outside the urban industrial centre, into the rural areas, and it is labour-intensive – driving job creation, skills development and poverty alleviation.

Tourism continues to attract significant investment – the upgrading of airports and other

transport infrastructure, the building and marketing of convention centres, and an exponential growth in quality hospitality assets.

No other destination in the world has experienced this kind of progress in this time span, and we are proud to have seized the opportunity and acted effectively in generating tourism jobs and income.

In just ten years, annual visitor numbers have soared from a low base of just over 3.7 million to 6.5 million annually. South Africa transformed itself from a tourism-indifferent country to one of the world's greatest must-see destinations and a world leader in responsible, sustainable tourism initiatives.

The roleplayers in this success story are Government, the tourism private sector, and the country's citizens. We have walked this road together. Tourism policymakers in other countries, speak with admiration of the way South African roleplayers coordinate strategies and take ownership of policy.

It is also heartening to note that 55 000 schools now offer Travel and Tourism as part of the high school curriculum, a development that will fill the requirements of human resources in the Tourism sector.

Another major achievement is the Transfrontier Conservation Area (TFCA) initiative. South Africa is now a partner in six TFCAs with our neighbouring countries. What seemed like an unreachable dream of international cooperation, has become reality, something that would have been quite impossible had it not been for the political will of the various heads of state involved.

The past ten years have also seen tremendous progress towards putting South Africa on a path of sustainable development, encompassing economic growth, social development, and the conservation of natural resources and services. After successfully hosting the World Summit on Sustainable Development, we have also assumed a global leadership role in the promotion of these ideals.

Fighting poverty is a central part of the global quest for sustainable development. South Africa is using the protection of biodiversity and ecological goods and services to provide jobs and income opportunities for the poor and unskilled through the Department's Poverty Relief Programme.

By 2007, DEAT hopes to have created more than 67 300 job opportunities (and 740 300 training days) through this programme, of which at least half will be for women, and 30% for our youth.

I feel confident, as we move into our second decade of freedom, that South Africa has become a tourism nation, and that its citizens have taken to heart the importance of sustainable development and environmental protection.

**Marthinus van Schalkwyk
Minister of Environmental
Affairs and Tourism**

PREFACE BY DEPUTY MINISTER



It is almost impossible to look back on South Africa's achievements in the past ten years without also acknowledging the degree of growing regional cooperation in matters of ecological protection.

An example I am particularly proud of is the African Process on the protection and development of marine resources. Instead of working in isolation, eleven environmental Ministers from Africa's coastal countries committed themselves in 1998 to developing tourism, protecting maritime biodiversity, and combating marine pollution and coastal erosion together.

We are now able to take a more holistic approach, and are about to include freshwater systems and lakes, involving inland countries.

Several of South Africa's beaches have been given Blue Flag status, a European initiative which indicates that bathing conditions are of international standard and that the sea is completely unpolluted. In line with our policy of cooperation with neighbours, we

are helping to set up a similar arrangement with our Indian Ocean neighbours.

We have taken a similarly multilateral approach within the country to handle waste. In 2001, this department hosted the first National Waste Summit at Polokwane, where stakeholders from Government, the business community and civil society reaffirmed their commitment to waste minimisation, re-use and recycling for sustainable development. All present committed themselves to reducing waste generation and disposal by 50% and 25% respectively by 2012 and to develop a plan for zero waste by 2022.

This integrated approach has similarly been used with great effect to combat waste, and Government policy has received support and partnership from the private sector. Commercial companies are, for example, helping to build awareness about recycling and are contributing to the construction of buy-back centres. Waste, in fact, is increasingly being seen as a discarded but valuable resource that can offer significant income opportunities to the poor and unskilled.

Still on the subject of waste, it has been most encouraging to see the impact of the unit nicknamed the 'Green Scorpions'. Before we could only bark, but thanks to legislation like the National Environmental Management Act (107 of 1998) and its amendments, we can also bite. Polluters now face fines of up to R100 000 or 10 years' imprisonment. The environmental courts established in Hermanus and Port Elizabeth have proven a great success, with an average prosecution rate of 80%.

In another inclusive pilot project, stakeholders are working together in a multipoint plan to tackle air pollution, starting in the Durban South area. Stakeholders include polluters, independent monitors and most importantly, the affected communities, including schools. The same process will be unrolled in other poor air quality areas.

DEAT is particularly proactive when it comes to pollutants that can damage human health. We are working closely with Thor Chemicals in London, to clean up the mercury contamination at their former plant in KwaZulu-Natal and with asbestos companies also to rehabilitate mine dumps.

In short, over ten years I feel we have made real progress in fulfilling our constitutional commitment to ensuring an environment that is not harmful to health or well-being. This, and the steps we have taken to integrate our efforts with those of other countries holds great promise for our nation, the region, and the African continent.

Rejoice Mabudafhasi
Deputy Minister of
Environmental Affairs and
Tourism

FOREWORD BY DIRECTOR-GENERAL



Much has been transformed in South Africa's first decade of democracy. Among the most remarkable turnarounds has been the attitude of South Africans towards their environment.

Before 1994, tourism and environmental concerns were seen as issues that interested and benefited only the privileged of the apartheid system. Now it is a sector seen to be of great economic value.

As a result, sustainable development and tourism are today seen to be extremely significant aspects of the South African economy. South Africa has emerged a tourism nation – something that would have been impossible without the buy-in of the country's citizens. Similarly, South Africans have taken rightful ownership of their natural heritage.

Parallel to this, and testimony to Government's regard for the importance of tourism and sustainable development, is the fact that this department's annual budget has more than tripled in the last ten years.

Part of the success of this department is attributable to the

fact that we have taken advantage of the coupling of the tourism and environmental affairs portfolios, to assert the economic value of intact ecosystems in sustainable development. There can be no delivery of safe tap water, for example, without water catchments and wetlands being safeguarded. And while a healthy environment benefits every South African citizen, it also underpins the tourism industry. Tourism, arguably the world's most important 'peace' industry, has become a growing and significant economic sector in South Africa, now generating over 7% of the country's Gross Domestic Product.

The changes in the last ten years have been mirrored in the re-structuring of the department. Tourism's elevated status as a strategic economic sector of the new South Africa has enabled it to become a fully-fledged branch of DEAT. Similarly, the growing importance of Transfrontier Conservation Areas and the increase in South Africa's protected areas prompted the evolution of the Biodiversity and Conservation chief directorate into a branch.

The Environmental Quality and Protection branch is tackling environmental injustice, pollution and waste issues in a proactive manner. Marine and Coastal Management (previously Sea Fisheries) has been totally transformed into a stable and equitable guardian of marine natural resources.

Staff demographics within the department as well as its statutory bodies have started to reflect the diversity and cultural richness of the South African population.

In line with the ideals of

Government to be more transparent, DEAT has created a user-friendly website which also helps to make information on fishing permits and the status of environmental impact assessment, more accessible.

DEAT has also made remarkable progress in bringing South Africa's legislation into line with international treaties, for example, with the Convention on International Trade in Endangered Species, the Stockholm Convention on Persistent Organic Pollutants and the Rotterdam Convention on Prior Informed Consent for Certain Hazardous Chemicals and Pesticides in International Trade.

The department has also contributed significantly to the upliftment of the marginalised people through its Poverty Relief Programme, which seeks to identify and support projects in the broad categories of environment and tourism. Importantly, opportunities for employment do not necessarily require high levels of skills and education.

As we move forward into the next decade, we feel confident that the DEAT has contributed substantially to the building of a stronger, more secure nation, and will continue to do so in the years to come.

Dr Crispian Olver
Director-General of the
Department of Environmental
Affairs and Tourism

VISION AND MISSION



VISION

A prosperous and equitable society living in harmony with our natural resources.

MISSION

To lead sustainable development of our environment and tourism for a better life for all, through:

- Creating conditions for sustainable tourism growth and development.
- Promoting the conservation and sustainable development of our natural resources.
- Protecting and improving the quality and safety of the environment.
- Promoting a global sustainable development agenda.
- Transformation.

Departmental values

Our department is guided by the following values :

- Sustainability: Ensure efficient use of performance, ensure that quality products are delivered, our work impacts on the society; we are energy driven and should earn our worth.
- Professionalism: We strive for accuracy, punctuality, knowledgeable, corporate governance.
- People: We focus on team building, Batho Pele, capacity-building.
- Integrity: We uphold high ethics, honesty and non-corruptive behaviour.
- Innovation: We welcome challenges and seek to offer new solutions, and push frontiers.
- Diversity: The richness of culture and ideas, a fabric of our organisation and nation.

