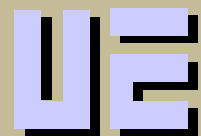


**2010**



# Merafong City Growth and Development Strategy

**March 2010**



**URBAN-ECON**  
Development Economists

PREAMBLE.....	4
SECTION ONE: SOCIO-ECONOMIC DEVELOPMENT PROFILE .....	7
SECTION TWO: OPPORTUNITY ANALYSIS .....	31
SECTION THREE: BUSINESS AUDIT .....	55
1. Introduction .....	56
2. Approach and methodology .....	56
3. Business audit data: Number of businesses in Merafong City.....	58
4. Location and sector classification of full sample of surveyed businesses: Carletonville, Fochville, Kokosi, Welverdiend and Khutsong.....	68
4.1 Location of all surveyed businesses.....	68
4.2 Economic sector analysis of all surveyed businesses .....	68
5. Business audit analysis: Carletonville, Fochville, Kokosi and Welverdiend .....	70
5.1 Economic sector analysis .....	70
5.2 Business ownership.....	71
5.3 Maturity of businesses.....	72
5.4 Employment structure .....	74
5.5 Locational factors.....	75
5.6 Business linkages.....	76
5.7 Turnover trends: Historic and expected .....	79
5.8 Employment trends: Historic and expected .....	81
5.9 Business confidence.....	82
5.10 Important issues identified .....	82
6. Business audit analysis: Khutsong.....	83
6.1 Economic sector analysis .....	83
6.2 Business ownership.....	83
6.3 Business maturity.....	84
6.4 Employment structure .....	84
6.5 Locational factors.....	85
6.6 Business linkages.....	85
6.7 Turnover trends: Historic and expected .....	88
6.8 Employment trends: Historic and expected .....	89
6.9 Business confidence.....	90
6.10 Important issues identified .....	90

7.	Business linkages with the local mining sector .....	91
8.	Conclusion and recommendations .....	93
9.	Implications for the Merafong City Growth and Development Strategy .....	96
SECTION FOUR: STRATEGIC FRAMEWORK.....		96
1.	INTRODUCTION .....	99
2.	OVERVIEW OF RELEVANT POLICIES AND STRATEGIC DOCUMENTS .....	99
3.	THE LOCAL ECONOMY: STRATEGIC FACTORS FOR CONSIDERATION .....	110
3.1	Salient features of the local economy .....	110
3.2	Trends and dynamics within the local business sector.....	110
3.3	Policy alignment.....	111
3.3	The Gauteng “Global City Region” concept .....	111
3.4	Implications for the Merafong City Growth and Development Strategy.....	113
3.5	Location of the proposed manufacturing hub .....	117
4.	DEVELOPMENT PROJECTS PER ECONOMIC SECTOR .....	122
4.1	Thrust 1 – Development of the agricultural sector.....	123
4.2	Thrust 2 – Industrial and Beneficiation Development .....	123
4.3	Thrust 3 - Infrastructure Development.....	124
4.4	Thrust 4 – Local Business Development .....	125
4.5	Thrust 5 – Human Resource Development and Empowerment .....	127
5.	STRATEGIC FRAMEWORK FOR INDUSTRY SUPPORT .....	128
5.1	Infrastructure and Logistics Development.....	128
5.2	Skills Development.....	129
5.3	Investment Facilitation .....	130
5.4	Industrial Finance.....	130
5.5	Research and Development/Innovation.....	131
5.6	Institutional Development .....	132
6.	CROSS-CUTTING IMPLEMENTATION GUIDELINES .....	134
6.1	Institutional framework .....	134
6.2	Investment incentives and potential funding sources.....	137
6.3	Implementation actions and phasing of development.....	141
7.	CONCLUSION .....	145
REFERENCES .....		146
APPENDIX A.....		147

## PREAMBLE

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Urban-Econ: Development Economists was appointed by the Merafong City Local Municipality to assist in the compilation of a Growth and Development Strategy to guide the future development of the area.

A Local Economic Development (LED) Strategy for Merafong City was completed in 2005, which addressed issues of poverty and development in the area. However, Merafong City has since been demarcated as part of the North-West Province (2006) and reintegrated as part of the Gauteng Province (2009) which has altered the development landscape and context for the Local Municipality.

It was therefore deemed necessary to update the previous LED document to not only incorporate the latest economic data and information, but also to align the development vision and priorities of Merafong City with those of the West Rand District Municipality and the Gauteng Province. There was also a need for clear guidance with respect to effective implementation strategies and institutional factors that would promote strong economic growth in Merafong City.

Subsequently, the Merafong City Local Municipality, in cooperation with Urban-Econ, embarked on a process to compile a comprehensive Growth and Development Strategy for the local area.

However, although Merafong City was demarcated as part of the North-West Province, it still retained very strong linkages with the Gauteng economy and for all intents and purposes forms part of the economic functional area of the Gauteng conurbation. Of particular importance to Merafong City is the concept of the *Gauteng Global City Region*.

Merafong City is located within the wider, functionally connected City Region and the long-term development vision for the *Gauteng Global City Region* could hold significant benefits for Merafong City. It is therefore important for Merafong City Local Municipality to position itself within the City Region and, more specifically, as part of the West Rand economic node. For this reason, the *Merafong City Growth and Development Strategy* is aligned with the development strategies and priorities of the Gauteng Province and the West Rand District.

The document consists of the following components:

### **Section 1: Development Profile**

The compilation of an up to date Development Profile for Merafong City entails updating existing profiles of the area by using the latest economic data and aligning the development priorities of the Local Municipality with those of the District and Province.

### **Section 2: Opportunity Analysis**

During the Opportunity Analysis phase, the existing strengths and comparative advantages of the local economy were identified and analysed, and specific development opportunities were identified for each economic sector.

### **Section 3: Business audit**

During the Development Profiling and Opportunity Analyses phases of the project, information gaps were identified that needed to be addressed in order to gain sufficient understanding of the local economy. The audit was conducted to compile a database of existing local businesses and gather information on trends, expectations, problems and perceptions in the local business sector.

### **Section 4: GDS Strategy – Strategic framework**

This phase entails the compilation of a Strategic Framework to guide future development in Merafong City. It includes a development vision for the local economy, together with implementation guidelines, development thrusts, programmes and projects, recommendations regarding a suitable institutional framework and suggested phasing and timeframes of development.

### **Appendix A: Khutsong Resettlement Impact Study**

An Economic Impact Study was conducted to ascertain the potential effects that the resettlement and construction operations will have on the local economy and how positive impacts can be maximised to realise optimal benefit to the local community.

The following diagram represents a “roadmap” of the document:

