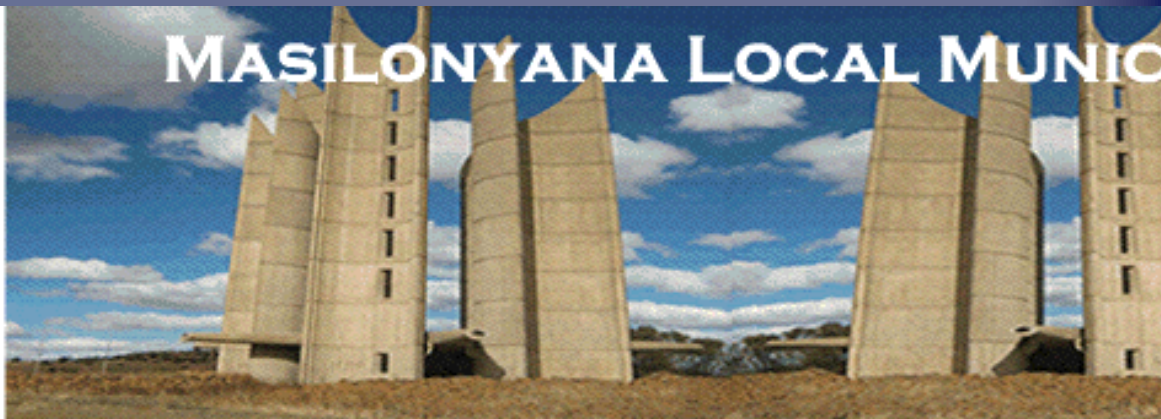




# MASILONYANA LOCAL ECONOMIC DEVELOPMENT STRATEGY

*2012-17*



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## **The purpose of this LED strategy**

The purpose of the LED strategy is to collate all economic information and investigate the coordinated and integration options and opportunities available to broaden the economic base of the Masilonyana. This will be packaged as a strategic implementation framework in order to address the creation of employment opportunities, investment and business development and the resultant positive spin-off effects throughout the economy of the Masilonyana Municipality.

This strategy provides a framework that can be used by all role players that seek to make a contribution in assisting the entry of new players into the formal economy, strengthening growth and sustainability of existing enterprises and creating necessary linkages in the continuum of enterprises graduation from local micro to globally competitive businesses.

It is the intention of this strategy to deepen and strengthen government's effort to transform the economy. Acceleration of the entry of new players is critical to addressing the historically skewed patterns of socio - economic quality of life, especially blacks in general, women, youth including people living with disabilities.

## **Brief Profile**

**Masilonyana Local Municipality (FS181)** has been established in term of theMunicipal Structure Act and the Municipal Demarcation Act. The municipality forms part of Lejweleputswa District Municipality (FS184). The municipality head office, Theunissen is situated 102 kilometres from Bloemfontein and +/- 55 kilometres from Welkom.

The municipality comprises of former five Transitional Local Councils, that is, Theunissen, Brandfort, Winburg, Verkeerdevlei and Soutpan. The administration head office of the municipality is at the town of Theunissen.

## **Brief Overview on the origins of Masilonyana Towns**

### **Theunissen:**

The town is situated 11 kilometre from north of the Vet River and 102 kilometre north-east of Bloemfontein, Free State Province South Africa. It was laid out in 1907 on the farms Smaldeel and a portion of Poortjie and attained municipal status in 1912. At first the town was known as **Smaldeel, later was renamed afterCommandant Helgaart Theunissen who obtained permission for itsestablishment.** The town has only wine estate, the Theunissen Wine Farm.

### **Brandfort Town:**

The town is situated 56 km north-east of Bloemfontein and 115 km south-west of Winburg. It was established on the farm Keerom on the 30 October 1866 by Jacobus van Zijl and after he established a church, he invited President J.H. Brand, the fourth President of The Republic to visit the community, shortly afterwards the town was named in his honour. The town was proclaimed in 1874 and municipal status was achieved in 1884. It is sometime claimed that the town was so called



## **Winburg Town:**

The town is situated 116 km north-east of Bloemfontein and 51 km south-west of Ventersburg, it again situated along N1 Highway which links Cape Town to Johannesburg and it is in the centre between the Orange and Vaal rivers. It was established out on the farm Waaifontein in 1841 and it was proclaimed town in 1837 and became a municipality in 1872. The name Winburg, originally spelt Winburg, means “town of winning”; it may refer to a military victory over the Matebele at Mosega on 17 January 1837, or to the triumph of the protagonists of Waaifontein as site of the town.

When the Voortrekker reached the area of Winburg, there were no other tribes or inhabitants. The nearest community was that of a Tswana tribe under Chief Makwana at Thaba Nchu, 60 km south-east of the town and the Basotho tribes in the mountains of the current Lesotho, 100 km east of the town. The trade of cattle for land between the Vaal and Vet Rivers, undertaken by Andries Pretorius and the Bataung Chief Makwana in 1836, led to the settlement of a dispute between the black tribes. Winburg acted as settlement and religious centre and it was originally selected for the main Voortrekker Monument but Pretoria won favour and a five tiered secondary Voortrekker(settler) monument was built on the outskirts of Winburg instead, in the 1950's, it carries the names of the Voortrekker (settler) Leaders: Uys, Potgieter, Pretorius, Retief and Maritz.

## **Verkeerdevlei Town**

The town is situated 39 km south-east of Brandfort, the name Verkeerdevlei, the name Verkeerdevlei originates from Afrikaans word which means “**wrongmarsh**”, the name probably refers to an east-west flow of water in an area where the direction is normally west-east.

## **Soutpan Town**

The town is situated 45 km west of Brandfort; Soutpan is an Afrikaans word meaning “salt pan” or “depression” in English. The name is derived from a large geographical feature of that type, on the slopes of which the Florisbad archaeological site is situated.

## **DEMOGRAPHIC PROFILE**

The total population of Masilonyana LM which includes both male and female for all towns, that is, Theunissen/ Masilo, Brandfort/Majwemasweu, Winburg/ Makeleketla, Soutpan/Ikgomotseng, Verkeerdevlei/Tshepong, Rural, Star Diamond Mine, Beatrix Mine and Joel Mine is estimated at 63 870. This population includes Blacks, Coloureds, Indians and Whites.

The following population groups constitutes the following percentages out of the total population group of the entire municipality, that is, Blacks (91,2%), Coloureds(1,28%), Indians (0,03%), Whites (7,49%) respectively. **(Source: Stats SA Census 2001).**

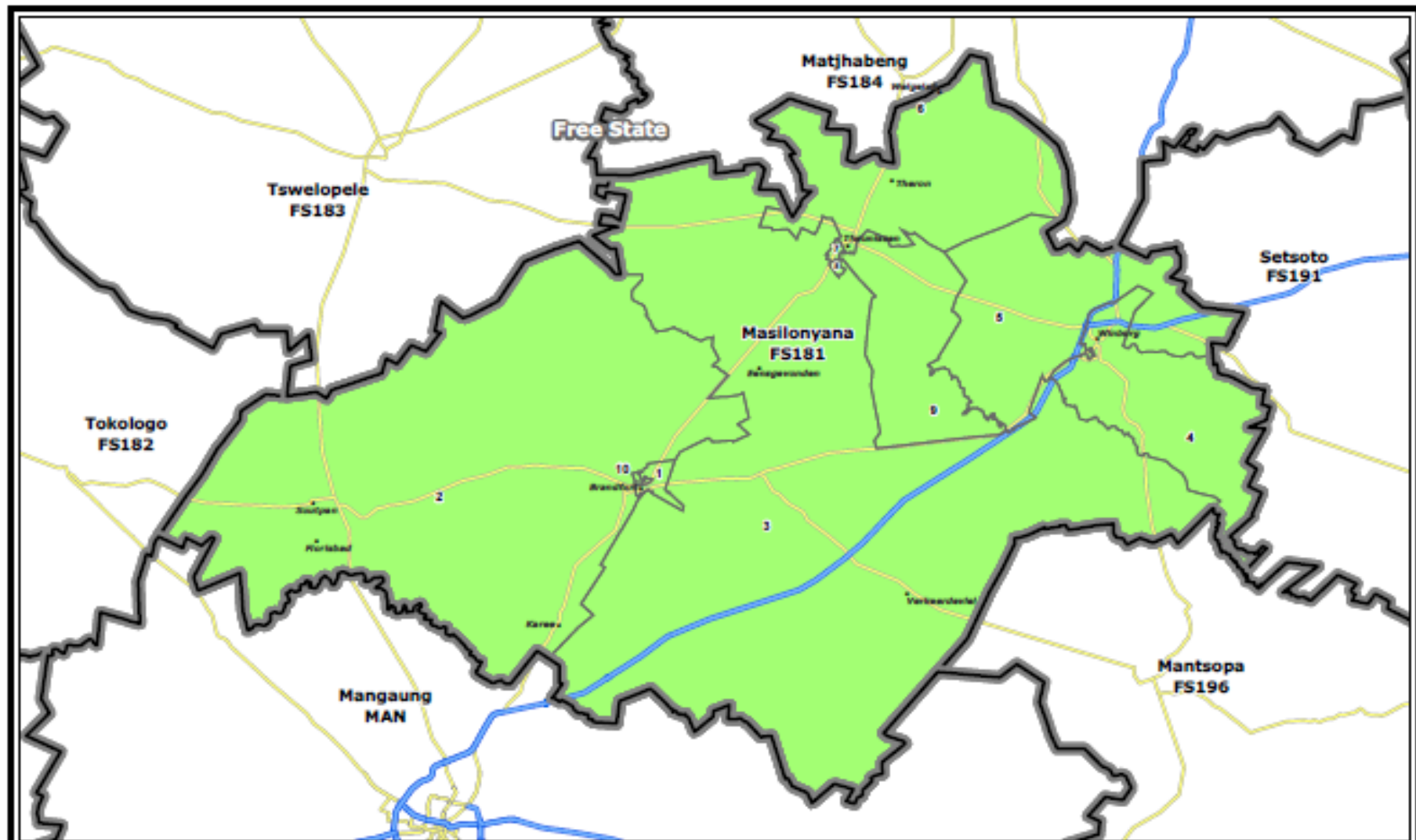
| Population Demographics |            |          |          |        |       |       |            |        |                   |         |              |
|-------------------------|------------|----------|----------|--------|-------|-------|------------|--------|-------------------|---------|--------------|
|                         |            | Race (%) |          |        |       |       | Gender (%) |        | MaritalStatus (%) |         | Literacy (%) |
| Ward                    | Population | African  | Coloured | Indian | White | Other | Male       | Female | Unmarried         | Married | Illiterate   |
| 1                       | 5484       | 97.9     | 1.9      | 0.0    | 0.0   | 0.1   | 45.9       | 54.0   | 53.6              | 26.6    | 18.5         |
| 2                       | 6649       | 67.5     | 4.8      | 0.0    | 27.5  | 0.1   | 50.0       | 49.8   | 28.9              | 45.5    | 19.0         |
| 3                       | 7717       | 94.5     | 2.1      | 0.0    | 3.0   | 0.4   | 47.1       | 52.9   | 47.7              | 34.6    | 16.3         |
| 4                       | 5287       | 79.4     | 0.8      | 0.2    | 19.3  | 0.3   | 47.7       | 52.2   | 41.6              | 37.6    | 11.1         |
| 5                       | 8886       | 96.3     | 1.0      | 0.1    | 2.0   | 0.7   | 83.1       | 16.8   | 19.2              | 74.3    | 25.2         |
| 6                       | 4685       | 78.8     | 0.2      | 0.1    | 20.1  | 0.8   | 48.6       | 51.2   | 37.2              | 43.6    | 14.4         |
| 7                       | 6274       | 99.3     | 0.2      | 0.0    | 0.0   | 0.6   | 47.8       | 52.2   | 48.9              | 37.9    | 13.6         |
| 8                       | 5765       | 99.4     | 0.2      | 0.0    | 0.0   | 0.4   | 46.8       | 53.1   | 47.9              | 37.7    | 19.2         |
| 9                       | 7001       | 87.7     | 1.3      | 0.0    | 10.9  | 0.1   | 49.9       | 50.1   | 37.2              | 45.4    | 23.2         |
| 10                      | 8134       | 87.9     | 1.9      | 0.0    | 10.0  | 0.3   | 49.5       | 50.5   | 40.7              | 40.2    | 18.7         |

|      |            | Age(%)   |       |            |         | Employment Status(%) |            |
|------|------------|----------|-------|------------|---------|----------------------|------------|
| Ward | Population | Children | Youth | Middle Age | Elderly | Employed             | Unemployed |
| 1    | 5,484.0    | 31.4     | 37.1  | 23.3       | 5.6     | 50.9                 | 49.1       |
| 2    | 6,649.0    | 29.8     | 34.0  | 26.2       | 9.7     | 82.1                 | 17.9       |
| 3    | 7,717.0    | 34.7     | 35.3  | 23.2       | 6.1     | 58.1                 | 41.9       |
| 4    | 5,287.0    | 32.5     | 35.4  | 24.6       | 6.6     | 64.3                 | 35.7       |
| 5    | 8,886.0    | 11.9     | 47.9  | 38.5       | 1.2     | 95.5                 | 4.5        |
| 6    | 4,685.0    | 28.0     | 36.0  | 27.3       | 6.0     | 64.7                 | 35.3       |
| 7    | 6,274.0    | 29.5     | 37.7  | 26.5       | 5.1     | 51.5                 | 48.5       |
| 8    | 5,765.0    | 32.3     | 38.7  | 21.1       | 3.6     | 51.1                 | 48.9       |
| 9    | 7,001.0    | 34.0     | 36.6  | 22.9       | 4.7     | 68.1                 | 31.9       |
| 10   | 8,134.0    | 33.8     | 35.9  | 24.7       | 5.1     | 75.2                 | 24.8       |

| First Home Language(%) |            |          |         |        |         |          |         |           |          |           |         |       |
|------------------------|------------|----------|---------|--------|---------|----------|---------|-----------|----------|-----------|---------|-------|
| Ward                   | IsiNdebele | IsiXhosa | IsiZulu | Sepedi | Sesotho | Setswana | Siswati | Tshivenda | Xitsonga | Afrikaans | English | Other |
| 1                      | 0.1        | 23.5     | 0.3     | 0.0    | 46.7    | 26.9     | 0.1     | 0.0       | 0.0      | 1.8       | 0.0     | 0.2   |
| 2                      | 0.1        | 12.3     | 0.2     | 0.0    | 26.4    | 28.7     | 0.0     | 0.0       | 0.0      | 31.2      | 0.5     | 0.3   |
| 3                      | 0.0        | 3.7      | 0.1     | 0.0    | 86.6    | 4.3      | 0.0     | 0.0       | 0.0      | 5.0       | 0.0     | 0.1   |
| 4                      | 0.1        | 2.4      | 0.1     | 0.0    | 75.1    | 1.4      | 0.0     | 0.0       | 0.0      | 20.0      | 0.5     | 0.1   |
| 5                      | 0.1        | 14.6     | 1.2     | 0.3    | 57.8    | 2.1      | 3.4     | 0.1       | 16.4     | 2.7       | 0.2     | 0.5   |
| 6                      | 0.0        | 13.3     | 0.2     | 0.5    | 57.4    | 6.0      | 0.3     | 0.1       | 1.1      | 19.8      | 0.3     | 0.5   |
| 7                      | 0.1        | 16.8     | 0.4     | 0.1    | 71.6    | 9.1      | 0.1     | 0.1       | 0.7      | 0.3       | 0.0     | 0.2   |
| 8                      | 0.1        | 17.7     | 0.3     | 0.0    | 77.3    | 4.1      | 0.0     | 0.0       | 0.2      | 0.2       | 0.0     | 0.1   |
| 9                      | 0.1        | 12.2     | 0.3     | 0.0    | 70.9    | 3.6      | 0.1     | 0.0       | 0.0      | 12.1      | 0.3     | 0     |

| Service Delivery |            |                     |                      |                |               |                            |
|------------------|------------|---------------------|----------------------|----------------|---------------|----------------------------|
| Ward             | Households | Formal Dwellings(%) | Telephone at Home(%) | Electricity(%) | Sanitation(%) | Piped Water to Dwelling(%) |
| 1                | 1394       | 40.3                | 9.0                  | 73.2           | 2.5           | 58.4                       |
| 2                | 1897       | 77.4                | 35.5                 | 78.4           | 38.7          | 43.0                       |
| 3                | 1693       | 56.9                | 13.9                 | 67.6           | 6.7           | 23.2                       |
| 4                | 1251       | 65.1                | 38.5                 | 91.3           | 34.2          | 44.9                       |
| 5                | 682        | 35.9                | 7.6                  | 51.9           | 28.9          | 22.4                       |
| 6                | 1344       | 63.0                | 26.6                 | 68.9           | 26.0          | 65.7                       |
| 7                | 1565       | 72.9                | 18.0                 | 81.9           | 26.7          | 22.0                       |
| 8                | 1299       | 7.9                 | 0.0                  | 74.7           | 0.3           | 26.1                       |
| 9                | 1764       | 47.8                | 15.6                 | 60.0           | 28.1          | 31.7                       |
| 10               | 2142       | 55.2                | 19.1                 | 73.0           | 23.2          | 26.8                       |

| <b>Place</b>                         | <b>Code</b>  | <b>Area (km<sup>2</sup>)</b> | <b>Population</b> |
|--------------------------------------|--------------|------------------------------|-------------------|
| <b>Winburg</b>                       | <u>40716</u> | 70.22                        | 3,371             |
| <b>Verkeerdevlei</b>                 | <u>40715</u> | 1.22                         | 151               |
| <b>Tshepong</b>                      | <u>40714</u> | 0.54                         | 1,710             |
| <b>Theunissen</b>                    | <u>40713</u> | 15.11                        | 1,667             |
| <b>Star Diamond Mine</b>             | <u>40712</u> | 0.11                         | 212               |
| <i>Remainder of the municipality</i> | <u>40711</u> | 6,696.44                     | 10,304            |
| <b>Masilo</b>                        | <u>40710</u> | 3.02                         | 14,903            |
| <b>Makeleketla</b>                   | <u>40709</u> | 1.35                         | 6,629             |
| <b>Majwemasweu</b>                   | <u>40708</u> | 2.50                         | 10,328            |
| <b>Lusaka</b>                        | <u>40707</u> | 1.40                         | 6,110             |
| <b>Joel Mine</b>                     | <u>40706</u> | 0.11                         | 728               |
| <b>Ikgomotseng</b>                   | <u>40705</u> | 1.07                         | 2,254             |
| <b>Fora</b>                          | <u>40704</u> | 0.05                         | 530               |
| <b>Brandfort</b>                     | <u>40703</u> | 3.20                         | 1,516             |
| <b>Boipatong</b>                     | <u>40702</u> | 0.31                         | 1,501             |
| <b>Beatrix Mine</b>                  | <u>40701</u> | 0.17                         | 2,492             |



**Legend**

-  Provincial Boundary
-  Municipal Boundary
-  Ward Boundary
-  Towns
-  National\_Roads
-  Mainroads

Publication for general information  
 the outer and ward boundaries of the  
 Masilonyana  
 Local Municipality  
 (FS181)

 NOT TO SCALE

DATE  
 July 2011

MAP NUMBER  
 53

Additional information relating to this map  
 can be obtained by contacting the  
 Municipal Demarcation Board at:

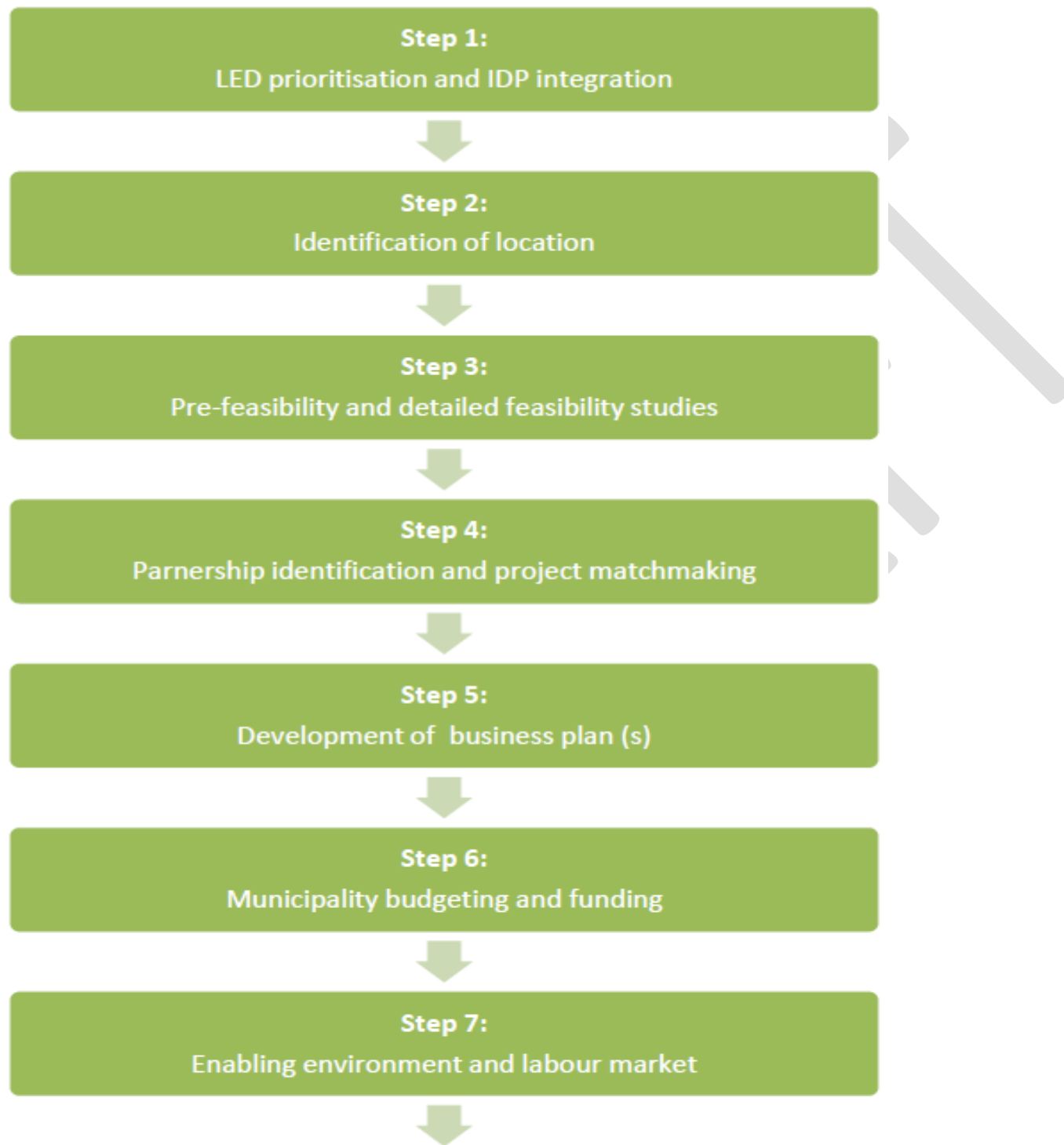
Tel: (012) 342 2481 Fax: (012) 342 2480  
 email: [info@demarcation.org.za](mailto:info@demarcation.org.za)  
 Website: [www.demarcation.org.za](http://www.demarcation.org.za)  
 Address: Private Bag X20, Hatfield 0020



## Roles of the Various Tiers of Government in Local Economic Development

| National Government                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Provincial Government                                                                                                                                                                                                                                                                                                                                                                                                                       | District Municipality                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Local Municipality                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Co-ordinate and align support to municipalities for LED through their IDP process;</p> <p>2. Provide support to municipalities to implement their developmental mandate;</p> <p>3. Provide the overall legislative and regulatory framework for LED;</p> <p>4. Maintain strong inter-governmental relationships and institutions;</p> <p>5. Provide the necessary resources to municipalities for the implementation of LED;</p> <p>6. Disseminate information to provincial and local government about LED;</p> <p>7. Increase administrative efficiency (such as access to land and finances); and</p> <p>8. Monitor the outcomes and impact of municipal-led LED activities.</p> | <p>Align LED initiatives with national and local priorities;</p> <p>2. Strengthen and support the capacity of local government;</p> <p>3. Make available financial and technical resources to implement and sustain LED;</p> <p>4. Share information regularly (provincial economic trends, land use, investment, new developments) with municipalities; and</p> <p>5. Monitor and evaluate the impact of LED initiatives provincially.</p> | <p>Plan and co-ordinate LED strategies within the frameworks of Integrated Development Planning (IDP);</p> <p>2. Establish the LED structure comprising of the district and local municipalities, to foster co-operation and co-ordinate LED policies, strategies and projects within the district;</p> <p>3. Identify lead LED sectors that can kick-start development within districts by undertaking economic research and analysis;</p> <p>4. Promote joint marketing, purchasing and production activities;</p> <p>5. Promote networking of firms within the district (e.g. tourism routes);</p> <p>6. Collect and disseminate information to assist local municipalities with LED policies;</p> <p>7. Identify resource availability (e.g. grants, land, infrastructure, etc.);</p> <p>8. Maintain a strong relationship with the province; and</p> <p>9. Provide the necessary training to</p> | <p>Ensure that social and economic development is prioritised within the municipal Integrated Development Plan.</p> <p>2. Conduct local economic regeneration studies as part of the IDPs;</p> <p>3. Establish capacity within the municipality to promote interdepartmental collaboration;</p> <p>4. Establish an LED forum within the community to mobilise the efforts and resources of local stakeholders around a common vision;</p> <p>5. Build and maintain an economic database to inform decisions and act as an early warning system for the municipality;</p> <p>6. Identify and market new economic opportunities;</p> <p>7. Create an enabling environment for local businesses through efficient and effective service and infrastructure delivery;</p> |

|  |  |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--|--|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | municipalities. | <p>8. Improve the quality of life, and facilitate economic opportunities for the local population by addressing infrastructure and service delivery backlogs;</p> <p>9. Develop an understanding and communicate the complex local economic relations, limitations and advantages to role players;</p> <p>10. Network with key sectors and role players to create partnerships and projects;</p> <p>11. Motivate and support individuals, community groups and local authorities to initiate and sustain economic initiatives;</p> <p>12. Mobilise civil society to participate in LED and encourage public participation; and</p> <p>13. Establish sector linkages and clustering of economic activity.</p> |
|--|--|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|





DRAFT