

## **Title: Department of Economic Planning and Development Functions**

**Introduction:** Welcome to the Department of Economic Planning and Development of Ehlanzeni District Municipality. Our department is dedicated to fostering economic growth, sustainability, and prosperity within the municipality. We comprise four specialized units: Rural Development, Tourism, Economic Planning, and Economic Investments. Here's a detailed look at the functions of each unit:

**Rural Development Unit:** The Rural Development unit plays a crucial role in promoting the overall well-being and sustainable development of rural areas within the municipality. Their functions include:

1. Facilitate programs that empower rural communities by promoting self-sufficiency, economic opportunities, and social development.
2. Provide support and resources to the agricultural sector, including training, access to markets, and infrastructure development.
3. Plan and oversee the development of essential infrastructure in rural areas, such as roads, schools, healthcare facilities, and water supply systems.
4. Promote environmentally sustainable practices in rural development projects, including conservation and renewable energy initiatives.

**2. Tourism Unit:** The tourism unit plays a crucial role in promoting tourism, enhancing visitor experiences, and driving economic growth through the tourism industry. Their functions include:

1. Develop and implement strategies to promote tourism within the municipality, including marketing campaigns and destination branding.
2. Enhance the overall visitor experience by improving tourism-related infrastructure, cultural events, and heritage preservation.
3. Facilitate the creation and enhancement of tourism products and experiences, including adventure tourism, cultural tourism, and eco-tourism.
4. Collaborate with local businesses and stakeholders to market the municipality as a tourist destination, both regionally and internationally.

**Economic Planning Unit:** The Economic Planning Unit plays a pivotal role in the development and growth of a municipality's economy. Its functions are crucial for strategic economic development and ensuring the well-being of its residents. Their functions include:

1. Develop comprehensive economic development strategies and plans that align with the municipality's long-term goals and objectives.
2. Collect, analyse, and interpret economic data to identify trends, opportunities, and challenges for informed decision-making.
3. Formulate policies and initiatives that support economic growth, innovation, entrepreneurship, and job creation.
4. Coordinate efforts with various stakeholders, including businesses, government agencies, and community organizations, to align economic development initiatives and resources effectively.

**Economic Investments Unit:**

The Economic Investment unit plays a crucial role in attracting investments, fostering economic growth, and supporting businesses. Their functions include:

1. Promote the municipality as an attractive destination for local and foreign investments, fostering economic growth and job creation.
2. Provide guidance, support, and assistance to potential investors, helping them navigate regulatory processes, permitting, and business development.
3. Offer resources, mentoring, and programs to nurture the growth and development of local businesses, including startups and SMEs.
4. Assist businesses in accessing financing, grants, and incentives to support their expansion, innovation, and sustainability efforts.

**Conclusion:** The Department of Economic Planning and Development is committed to advancing the economic well-being of our municipality's residents and businesses. Through rural development, tourism promotion, economic planning, and investment attraction, we strive to create a thriving and sustainable community. If you have any questions or require further information about our department's functions, please do not hesitate to contact the department. Your engagement and collaboration are essential as we work together to build a prosperous future for our municipality.