



**INVEST IN  
GEORGE**

#INVESTGEORGE



# TEN

REASONS TO DO  
BUSINESS IN  
GEORGE

George Municipality, the second largest municipality in the Western Cape, is the primary service centre for the Garden Route, and the largest intermediary city in the province.



## 1. A WELL-GOVERNED CITY

George Municipality applies sound financial planning and budgeting, clean governance, high levels of execution and zero-tolerance to corruption in all its dealings. It is because of these practices that George is able to secure external

funding of over R1.7 billion for the installation of infrastructure to drive development. A stable Council ensures high levels of corporate governance as reflected in the clean bill of health received from the Auditor-General.





## 2. A GROWING CITY

George has room to grow. Our burgeoning population has grown by 4.2% per annum since 2011. According to Census 2022, our 85 931 households encompass 294 929 people.

We have raised the wall of the Garden Route Dam and can sustain our city for 10 months based upon current consumption. This raw water supply and numerous upgrades on our water treatment network will ensure potable water security. George is also expanding our wastewater treatment infrastructure.

In order to mitigate loadshedding, George Municipality is implementing it's Renewable Energy Strategy. This strategy aims to reduce it's reliance on Eskom and diversify energy sources to include own generation, Independent Power Producers (IPP's) and Battery Energy Storage Systems(BESS).

To date the Municipality has completed over 2MWp PV plants and is in construction with 3 x 1MW BESS systems. The implementation of Demand Side Management strategies are also being investigated to reduce the peak demand from Eskom.



### 3. A COMPETITIVE, CONNECTED CITY

When you do business in George it means you will rub shoulders with a number of respected national and international corporates such as Lancewood, Dotsure, Tekkie Town, Spear Reit and ABInBev. Well-structured business and industrial districts enjoy a high level of security, a ready and skilled labour pool, and guaranteed and efficient services.

Second to the City of Cape Town, George is the most important market for BPO growth and investment. There are already well-established international companies like EXL

operating in the municipality. To support the growth in this sector, the George municipality supports the installation of infrastructure for high-speed internet connections. There is also a drive to solicit highly skilled and specialist IT technicians that will assist the BPO market.

The city also relies on sophisticated technology to continuously improve and upgrade the safety and security network, with the rollout of a 24 hour CCTV centre.



## 4. TOURIST MECCA OF NOTE

Capitalize on a city known for its thriving hospitality industry. Premier golf courses, diverse outdoor experiences, history and culture, gastronomy, and unique attractions, make George one of South Africa's top tourism destinations.

The city's stunning natural landscapes ranging from blue grey mountains to the warm Indian ocean, colourful fynbos, lush green forests and plantations, birdlife filled lakes and rivers, as well as rural farmlands and an urban city centre, combine in an irresistible paradise ripe for exploration.

Adventure enthusiasts appreciate the vast and breathtaking trail network for hiking, mountain biking and trail running, as well as numerous offerings for paragliding, kloofing, surfing,

canoeing, and other outdoor adrenalin-filled activities.

Family friendly attractions such as the largest permanent hedge maze in the Southern Hemisphere, train museum and its history-immersive tram trip up into the mountains, pristine Blue Flag beaches, the Botanical Gardens and restaurants and other tasting experiences, form an irresistible tapestry that make George the natural choice for visitors – whether domestic or international.

Well positioned in the very centre of the iconic Garden Route, with easy air and road access from major routes, George is a high value opportunity for the right investor.





## 5. EASY ACCESS

A full array of transport modalities is a significant strength of the City. Serviced by the George Airport travel within the borders of South Africa is readily available, with international flights a short skip to Johannesburg or Cape Town. The terminals of the George Airport are about to undergo a two year expansion program.

George enjoys the strategic advantage of being situated on the major transport routes between Cape Town in the west and Gqeberha in the east. This facilitates investment opportunities, particularly regarding manufacturing, logistics

and warehousing. George is well connected through the national bus service routes, with transport available to and from major centres in the country.

The GO GEORGE bus service is cited by many as a key service that improves people's access to urban opportunities and improves their daily experience of the city.

Council has undertaken major upgrades along various primary arterials in the City to improve traffic flow and ensure a smoother journey into the CBD.



## 6. CONTEMPORARY URBAN, BEGUILING RURAL

George remains the country's leading semi-gration destination. Big drivers of migration to George are the slower pace of lifestyle, the focus on family living, the beautiful surrounds, underscored by excellent and reliable service delivery.

Nestled in the pristine beauty of the Garden Route, George has sophisticated urban living spaces range from trendy and affordable, to sophisticated and upmarket, gated complexes such as Kraaibosch, Kingswood, Oubaai and the

majestic Fancourt is regarded as one of the world's top lifestyle estates. New real estate developments includes Le Jardin Estate, Eden Residential Estate, Arbour Nature Estate, Aldanah Residential Estate and Neo Victoria Estate. There is a home for everyone in George.

The quaint smaller hamlets such as Uniondale and Haarlem offer tranquil rural living spaces for those wanting to get away from it all.





## 7. A MANUFACTURING HUB

George boasts the largest economy in the Garden Route, one of the lowest unemployment rates nationally, a diversely skilled population, and a healthy measure of business confidence.

George is a thriving manufacturing hub, with sector representation in retail, wholesale and finance. Development opportunities within the manufacturing sector include agro-processing, waste recycling, timber-related products (prefabricated homes, coffins, school desks, etc.) and niche products (such as vintage cars and drones). A key focus is the drive to increase manufacturing with the re-establishment

of a furniture manufacturing plant and design centre, as well as support and invigoration of the textile industry.

The next ten years will see new light industrial and commercial business hubs developing in the area as well. Almost 30 hectares of business area is still available in the George city area, and proposed business developments makes an additional 33 hectares available for future growth.

George contributes 39.8% (R22,77 billion) to the economy of the district and we regularly out-perform the provincial average.



## 8. QUALITY EDUCATION

The Garden Route is establishing itself as a skills mecca, and George is central to this vision. There are over 50 schools in the area providing a wide array of quality education opportunities.

Schools include the Afrikaans-medium George High School established in 1947 and Hoërskool Outeniqua established in 1923. The largest English medium high school is York High School and there is also a dual medium technical school named Eden Technical High School. Many independent schools have been established such as Glenwood House, an English medium co-ed school from Grade 000 to Grade 12.

George is the tertiary hub of the Southern Cape, with several public and private institutions providing education

at various campuses.

The South Cape College is a further education and training college, comprising six campuses. The Nelson Mandela Metropolitan University, at Saasveld, offers two centres of excellence – the Centre for Resource Management and the Centre for Business and Information Technology studies. Other tertiary opportunities include offerings from Africa Skills Training College and Stadia.

These institutions offer brilliant facilities for a range of tertiary studies to support the needs of the growing business and industrial sectors.



## 9. SOLID LABOUR BASE

The manufacturing infrastructure in George is underpinned by a skilled artisan cohort, and with the increased focus on artisan training provided by Africa Skills Training College, South Cape College and the Nelson Mandela Metropolitan University,

We are prepared for a booming economy. This resource is set to grow, making it an appealing location for businesses that are reliant on skilled artisans.

We are also very proud of our fledgling film industry, which is producing for national and international screens.





## 10. BEAUTIFUL SURROUNDINGS

George is nestled within the Outeniqua mountains, the name derived from the Khoi word meaning “man laden with honey”. The eastern, coastal belt is home to a series of ancient lakes originated at the end of the last era of the ice ages.

The Wilderness Lakes and beach from Herolds Bay to Kleinkrantz provide ample opportunities for eco-tourism, adventure sports, boating and related ventures.

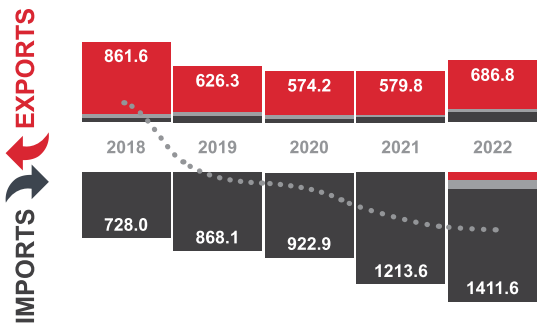
# GEORGE TRADE PROFILE



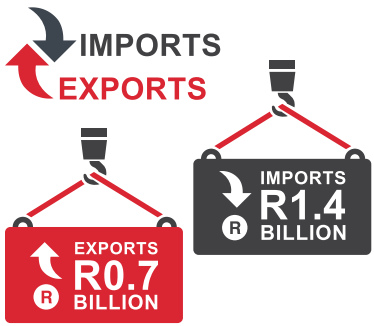
## TRADE BALANCE

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- Manufacturing
- Mining and Quarrying
- Agriculture, forestry and fishing



## ECONOMIC CONTRIBUTION

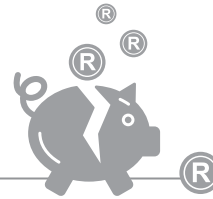


## EMERGING SECTORS

- Manufacturing
- Electricity, gas & water
- Transport, storage & communication

\*Statistics from STATS SA Census 2022.

# GEORGE ECONOMIC LANDSCAPE AND DEMOGRAPHICS



## Poverty

Gini Coefficient	0,609%
Unemployment	18,4%
Informal Employment	18,3%
Formal Employment	81,7%
Number of Jobs	73,746



## EDUCATION

Matric Pass Rates

# 81,54%



## DEMOGRAPHICS

### AGE

- 0-14 years - 59,451
- 15-65 years - 148,253
- 65+ years - 16,311
- Population - 294,929
- Household - 85,931



## Financial

- GDP per Capita: R87,031
- Economy of George: R22,8b

## Services

Piped water within 200 m  81,3%

Flush/Chemical Toilets  93,4%

Refuse Removal  88,3%

Electricity as Primary Source  95,5%


Formal Housing  87,3%




## ECONOMIC SECTORS

Agriculture, Forestry & Fishing	3,5%
Mining & Quarrying	0,2%
Manufacturing	14,8%
Electricity, Gas & Water	2,7%
Construction	3,7%
Wholesale, Retail, Accommodation	16,8%
Transport & Storage	8,8%
Finance, Insurance, Real Estate	32,3%
General Government	7,8%
Community and Social Services	9,5%





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