



**Western Cape
Government**
Economic Development
and Tourism

BETTER TOGETHER.

It's been 115 years since the Wright brothers solved what they called "the flying problem", thereby opening up the skies to endless possibilities.

In the intervening years we've seen new innovations ranging from supersonic flight to the creation of low-cost airlines which have made the power of flight available to the masses.

A few years ago, the Western Cape decided to tackle its own flying problem: a lack of direct flights into Cape Town International Airport. In 2015, the Air Access project was born. The project is a partnership between the Western Cape Government, the City of Cape Town, Wesgro, Airports Company South Africa, Cape Town Tourism, South African Tourism and the private sector. It's primary aim is to secure direct flying routes into Cape Town but it forms part of a much bigger strategy, called Project Khulisa which is aimed at growing the Western Cape economy, and creating jobs by focusing on tourism, agri-processing and the oil and gas sectors.

Since its inception, Air Access has increased the number of inbound seats into Cape Town by nearly 800 000, and negotiated over a dozen new routes and a further 17 route expansions. We have opened up new routes in Africa, Europe and Asia. In a major move, Cathay Pacific will launch a seasonal, three times per week non-stop flight between Hong Kong and Cape Town later this year.

And as I write this, we are celebrating the news that Air Access and the Cape Town International Airport have just received three awards at the Routes Africa Marketing Awards, picking up the overall winner, destination marketing and Cape Town International won for best airport in the category servicing between 4 and 20 million passengers.

International terminal passenger growth grew by 20% in 2017, while international cargo growth of 52% was recorded as a result of the added freight capabilities.

A study commissioned by the Air Access team and conducted by Grant Thornton anticipates that the addition of a new flight like the Cathay Pacific flight, could create an additional 1 000 jobs in the Western Cape economy. Naturally, many of these will be in the tourism sector but the opportunities extend far beyond this. More planes in Cape Town means a need for aviation skills such as aircraft mechanics, air traffic controllers and many more technical skills.

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Air Access stakeholders signing an Memorandum Of Understanding to start the Cape Town Air Access operations.

From left to right: Deon Cloete (General Manager, Cape Town International Airport), MEC Alan Winde (Western Cape Minister of Economic Opportunities), Patricia De Lille (Executive Mayor, The City of Cape Town), Tim Harris (CEO, Wesgro), Enver Mally (Chairperson, Cape Town Tourism).

This is where our apprenticeship game changer comes in. As a province, we recognize the need for the kinds of technical skills that helped the Wright brothers solve their flying problem. apprenticeships enable on-the-job training for young people to develop these key skills.

Our data as at the end of December 2017 shows that in the province a total of 6 782 learners had registered on work place-based learning programmes, such as apprenticeships, since April 2016 when we set our targets. We aim to achieve at least 13 221 such learners by 31 March 2019. However, what is more gratifying is that these learners are not in just any programme, they are registered on sixty two (62) of the ninety one (91) specific occupations linked to the five priority economic sectors of the Western Cape.

Direct routes also open up relationships between countries that enable the exchange of not just visitors, but they promote trade. And more trade and investment means a stronger economy, with the capacity to create more jobs. By solving our flying problem, we'll be solving a lot of our province's problems too.

GOVERNMENT ENTITIES