

**POSTAL:** Private Bag X6088, Kimberley, 8300 | **PHYSICAL:** 51 Drakensberg Avenue, Carters Glen, Kimberley  
**TEL:** 053 838 0911 | **FAX:** 053 861 1538  
**EMAIL:** frances.baard@fbdm.co.za | **WEB:** www.francesbaard.gov.za



**EXECUTIVE MAYOR**  
CLLR B XIMBA



**SPEAKER**  
CLLR M SILINGILE



**MUNICIPAL MANAGER**  
MS Z M BOGATSU

The Frances Baard District Municipality (FBDM) is an open, transparent and accountable organisation, providing sound governance, stable financial viability and prudent leadership. We stay focused on the Council’s priorities and set targets for delivery to provide the performance and results that drive the Municipality. The FBDM strives to promote sound financial management and good governance in order to perform and sustain its developmental role. In order to do this, Council follows a practice of sound, conservative budgeting aimed at enhancing financial resources through controlling costs to the minimum necessary expenditure.

As a dynamic organisation, the FBDM, like most organisations, is continuing to adapt and realign itself with changes in the environment. In order to sustain its developmental status, the FBDM has continued to re-engineer its organisation structure to meet its constitutional and legal obligations.

**VISION**

The Frances Baard District Municipality will be a municipality with a clear developmental focus, providing quality services to all its people.

**MISSION**

The Frances Baard District Municipality is committed to providing and improving its services and thereby improving the lives of its communities by:

- promoting social and economic development
- providing and maintaining affordable and optimal-quality services
- the economic, efficient and effective utilisation of all its available resources
- being effective stakeholders and always encouraging democratic community participation.

**ECONOMIC SECTOR CONTRIBUTION FOR FRANCES BAARD DISTRICT**

SECTOR	% CONTRIBUTION	INDUSTRY	% CONTRIBUTION
Primary Sector	14%	Agriculture	4
		Mining	10
Secondary Sector	9%	Manufacturing	4
		Electricity	2
		Construction	3
Tertiary Sector	77%	Trade	15
		Transport	12
		Finance	22
		Community Services	28
<b>TOTAL</b>	<b>100%</b>		<b>100</b>

The region produces quality export fruit, vegetables and olives. In the Phokwane municipal area there is scope for secondary industry, like the processing of prime agricultural products. The Vaalharts Irrigation Scheme is the biggest in the Southern Hemisphere and is situated on the peninsula formed by the confluence of the Vaal and Harts Rivers, which run parallel for about 140km above their junction.

**TOURISM**

Although predominantly a mining and agricultural region, the District also offers rich experiences in terms of culture and history. Two of the largest rivers, the Orange and Vaal Rivers, flow through the District, which has a lot to offer visitors. The climate is favourable for outdoor living. Mokala National Park contains a wide variety of wildlife and the alluvial diamond diggings still operate using traditional panning methods.

**LOCAL ECONOMIC DEVELOPMENT FOCUS AREAS**

The District Municipality has the mandate to facilitate local economic development and promote the economic growth of the District. This, among others, entails the identification of economic opportunities and the leveraging of government funding and resources in order to create an environment supportive of an increase in employment and expansion of the local value addition by the private sector, both in the first economy and, more so, in the second economy.

One of the critical outcomes in the local economic development process is the creation, development and support of small businesses, encouraging them to take advantage of available opportunities. As such, there is a critical need to provide appropriate platforms to empower SMMEs, and entrepreneurs in general, to access the support, information and opportunities available to them.

Furthermore, the government has the responsibility of assisting SMMEs in forging business networks, which will enable their businesses to thrive and prosper. It will also ensure that institutions of higher education are, through their curriculum, responding to the needs of the economy and its long-term trajectory.

An ongoing focus area in terms of LED is the strengthening of SMME development by providing individuals and cooperatives with training in tender processes and regulations, pricing strategies, and on how to implement and determine the correct price. SMMEs are also assisted with taking part in events such as arts festivals to expose them to the competitive market environment, so they may find suitable markets for their products. The Municipality is also running a youth entrepreneurial development programme, with the aim of supporting local municipalities and young graduates. The training of the graduates in LED will help to increase the number of competent practitioners in this field in the District and will expose the graduates to business opportunities.