

Table of Contents

Executive Summary

Index

1. Background and Introduction

| | |
|------------------------------------|---|
| 1.1. Background | 1 |
| 1.2. Off-Road Sector Challenges | 3 |
| 1.3. Vision | 6 |
| 1.4. Guiding Values and Principles | 7 |
| 1.5. Strategy Focus and Objectives | 7 |

2. Structure / Bodies

| | |
|---|----|
| 2.1. Introduction | 11 |
| 2.2. Discussion of the Representative and Regulatory Functions | 14 |
| 2.3. Interim Body / Process | 15 |
| 2.4. Regulatory Function of the Representative Body | 16 |
| 2.4.1. Steps to Establish the Regulatory Function of the Representative Body and Roles/Functions | 16 |
| 2.4.2. Board | 20 |
| 2.4.3. Staff Complement | 22 |
| 2.5. Representative Function of NOW/Representative Body | 23 |
| 2.5.1. Introduction | 23 |
| 2.5.2. Roles and Responsibilities | 24 |
| 2.5.3. Staff Complement | 25 |
| 2.5.4. Membership | 26 |
| 2.6. Industry Associations (7 Current NOW Associations) | 27 |
| 2.7. DEAT | 27 |
| 2.8. Provinces | 28 |
| 2.9. Other New Associations/Bodies | 28 |
| 2.10. Quality Control | 28 |

3. Sensitive Areas

| | |
|--|----|
| 3.1. Introduction | 30 |
| 3.2. Identification of Sensitive Areas | 30 |

| | |
|---|----|
| 4. Trails and Tracks | |
| 4.1. Introduction | 32 |
| 4.2. Development of Norms and Standards | 32 |
| 4.3. Provide Environmental Compliance and Registration Support | 38 |
| 4.4. Implement Off-Road Destination Experience and Activity Grading | 39 |
| 4.5. Facilitate Trail and Track Business and Tourism Development Guidance | 39 |
| 4.6. Adopt the Tourism BEE Charter | 40 |
| 4.7. Develop Community Socio-Economic Benefit Strategies | 40 |
| 4.8. Establish or Strengthen Associations | 41 |
| 4.9. Formalise Linkages and Communication | 41 |
| 5. Driver and Rider Competency | |
| 5.1. Introduction | 42 |
| 5.2. Compulsory Driver and Rider Competency in Sensitive Areas | 42 |
| 5.2.1. Introduction | 42 |
| 5.2.2. Driver and Rider Competency Certificate | 43 |
| 5.2.3. Driver and Rider Behaviour | 46 |
| 5.3. Transformation | 47 |
| 5.4. Establish or Strengthen Associations | 47 |
| 5.5. Formalise Linkages and Communication | 48 |
| 6. Off-Road Tourist Guides | |
| 6.1. Introduction | 49 |
| 6.2. Training and Registration of Off-Road Tourist Guides | 49 |
| 6.3. Stimulate Off-Road Tourism | 53 |
| 6.4. Community Socio-Economic Benefit Strategies | 53 |
| 6.5. Establish or Strengthen Associations | 54 |
| 6.6. Formalise Linkages and Communication | 52 |
| 7. Tourism Development | |
| 7.1. Introduction | 55 |
| 7.2. Tourism Development | 55 |
| 8. BBBEE/Transformation and Community Involvement and Upliftment | |
| 8.1. Introduction | 57 |
| 8.2. BBBEE/Transformation and Community Involvement and Upliftment | 57 |
| 9. Monitoring, Sanctions and Incentives | |
| 9.1. Monitoring and Sanctions | 60 |
| 9.1.1. Introduction | 60 |
| 9.1.2. Drivers & Riders | 60 |
| 9.1.3. Trails & Tracks | 62 |

| | | |
|---------------|--|----|
| 9.1.4. | Off-Road Tourist Guides | 63 |
| 9.1.5. | Training Providers / Trainers / Training Facilities | 63 |
| 9.2. | Incentives | 64 |
| 10. | Budgets and Funding | |
| 10.1. | Introduction | 65 |
| 10.2. | Budget | 65 |
| 10.2.1. | Phasing of Activities | 65 |
| 10.2.2. | Pre-Planning Activities | 66 |
| 10.2.3. | Interim/Regulatory Function Budget | 67 |
| 10.2.4. | Representative Function Budget | 71 |
| 10.2.5. | Association Budgets | 72 |
| 10.2.6. | Conclusion | 74 |
| 10.3. | Sources of Funding | 74 |
| 10.3.1. | Introduction | 74 |
| 10.3.2. | DEAT Funding | 75 |
| 10.3.3. | Off-Road Vehicle Sales Funding | 76 |
| 10.3.4. | Total Funding | 76 |
| 10.4. | Conclusion | 77 |
| 11. | Conclusion | |
| 11.1. | Conclusion | 78 |
| | | |
| Tables | | |
| 1 | Overview of the Strategy Objectives | 8 |
| 2 | Size of the Off-Road Sector | 10 |
| 3 | Specific Roles of the Regulatory Function of the Representative Body | 17 |
| 4 | Regulatory Function Board | 21 |
| 5 | Permanent Regulatory Staff Members | 22 |
| 6 | Incentives for Compliance with the Off-Road Sector Strategy | 64 |
| 7 | Estimated Capex, 2008 Rands | 70 |
| 8 | Total Regulatory Function Budget | 71 |
| 9 | Total NOW Budget | 72 |
| 10 | Total Association Costs | 73 |
| 11 | Total Budget | 74 |
| 12 | Total Funding Income (R'000) | 77 |
| 13 | Funding Required and Potential Funding Available | 77 |

Figures

| | | |
|---|---|----|
| 1 | Key Strategy Development Activities, March 2005 to March 2008 | 1 |
| 2 | Off-Road Sector Strategy Implementers | 13 |
| 3 | Off-Road Sector Strategy Implementation | 78 |

Annexures

| | |
|---|-----------------------------|
| A | Letter from the Minister |
| B | NOW Business Plan |
| C | Matrix of Trails and Tracks |
| D | Budget and Funding |