Table of SED and E&SD spend

Description	GGR Rm's	SED 1% of GGR Rm's
Year 1-10	[redacted]	[redacted]
Year 11-20	[redacted]	[redacted]
Total	[redacted]	[redacted]

A key responsibility of the Transformation and Socio-Economic Development (SED) Committees will be the establishment and maintenance of a comprehensive social database within the involved communities. This database will serve as a foundation for informed decision-making, effective project planning, and ongoing monitoring of community impact

The **Applicant** will actively involve employees in identifying community needs and shaping associated social development projects. This participatory approach ensures that initiatives are relevant, impactful, and aligned with the priorities of the communities served.

The **Applicant** will be focused on ensuring that community projects will be sustainable by prioritizing projects with a long-term positive impact. The **Applicant** will focus on the following areas:

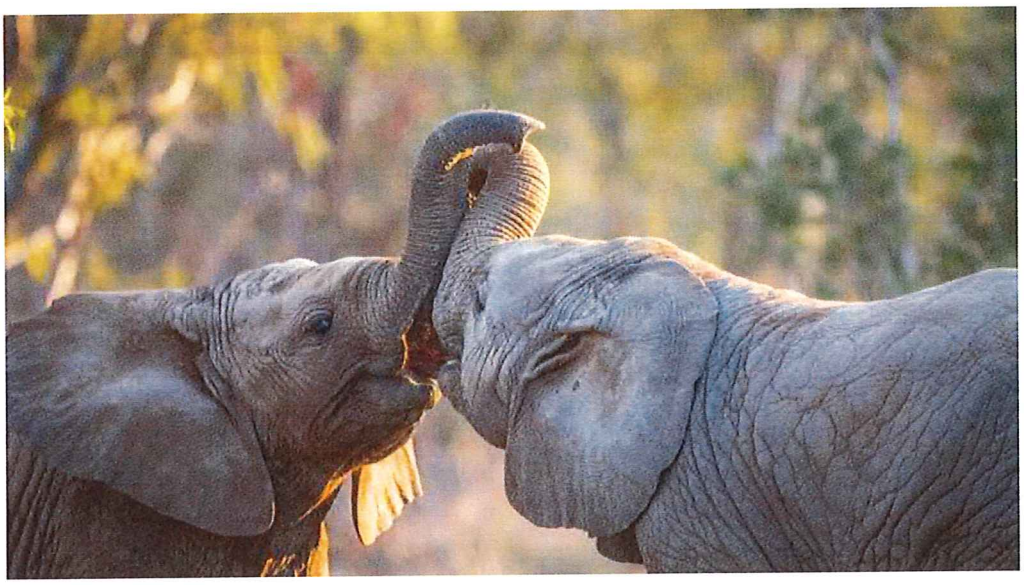
- Education/skills and capacity building;
- Enterprise and Supplier Development;
- Arts and Culture;
- Agriculture;
- Community library;
- Sports and recreation;
- Communities (orphanages, old age homes and crime prevention);
- Tourism and;
- Gender based Violence

The ECGB has stipulated that the SED contribution must be 1% of GGR, which has been catered for in the application.

6.2 TOURISM

The **Applicant** recognizes its responsibility to develop and grow tourism within the Nelson Mandela Bay Region and the Eastern Cape Province as a whole.

The **Applicant's** impressive portfolio of awards reflects a sustained and impactful contribution to tourism in South Africa. Notable achievements include the Boardwalk Hotel being ranked among the Top 25 Hotels in South Africa in the *TripAdvisor 2015 Traveller's Choice Awards*, multiple *Lilizela Awards* in 2018 for service excellence, and the *Ask Afrika Orange Index Award* for outstanding customer experience from 2016 to 2019.



Further recognition came through the *Agoda 2021 Customer Review Award*, the *Boardwalk Tourism Awards*, and the prestigious *Sustainability Initiative of the Year in 2023*, underscoring the **Applicant's** commitment to responsible tourism.

Most recently, the **Applicant** secured the *PE Express Bay's Finest 2025 Best Local Hotel Award* and the *Eastern Cape Tourism Award for Premier Conference & Events Venue* in 2025, affirming their leadership in hospitality and event tourism. Building on this strong reputation, the applicant aims to continue driving innovation, sustainability, and world-class service, positioning the region as a premier destination for both leisure and business travelers.

6.2.1 TARGET MARKET AND MARKETING STRATEGY

The **Applicant** has developed specific and ambitious marketing strategies to ensure that the **Applicant** will promote and continue to drive tourism throughout the new licence tenure.

The **Applicant's** target markets going forward are: Midweek local and non-local residents of NMB, Conferencing and Meetings events and out of town visitors over weekends and holiday periods.

The **Applicant** will position the property as a premier entertainment and leisure destination in the Eastern Cape, linked through the Emfuleni's corridor to the Wild Coast Sun, another premium Provincial asset, which is a sister company to the **Applicant**.

Both properties offer complementary and distinctively different experiences and settings for visitors to the region, and marketing efforts will focus on synergies to promote the two and maximize the opportunities provided to the Applicant's target markets.

6.2.2 BOARDWALK TOURISM POSITIONING

The **Applicant's** strategic value lies in its role as the "southern anchor" within an alliance of Nelson Mandela Bay Tourism, Eastern Cape Parks and Tourism Agency and the Nelson Mandela Bay Business Chamber Tourism Cluster.

Within this broader context, the **Applicant** will together with Nelson Mandela Bay Business Chamber, develop a comprehensive tourism plan to support the advancement of sustainable cultural and ecotourism in the region for the new licence period.

The **Applicant** has joined the Nelson Mandela Bay Beachfront Cluster to maintain the

beachfront and promote a safer tourism environment. CCTV and solar powered lights have been installed, and security guards will patrol the area. Other tourism initiatives, more detailed in the main application, include

- Casino and Sun International Most Valued Guest (Sun MVG) tourism
- Sports tourism
- Meetings, Conferences, Exhibitions and Events tourism
- Route tourism
- Ecotourism and cultural tourism and
- Family and leisure tourism

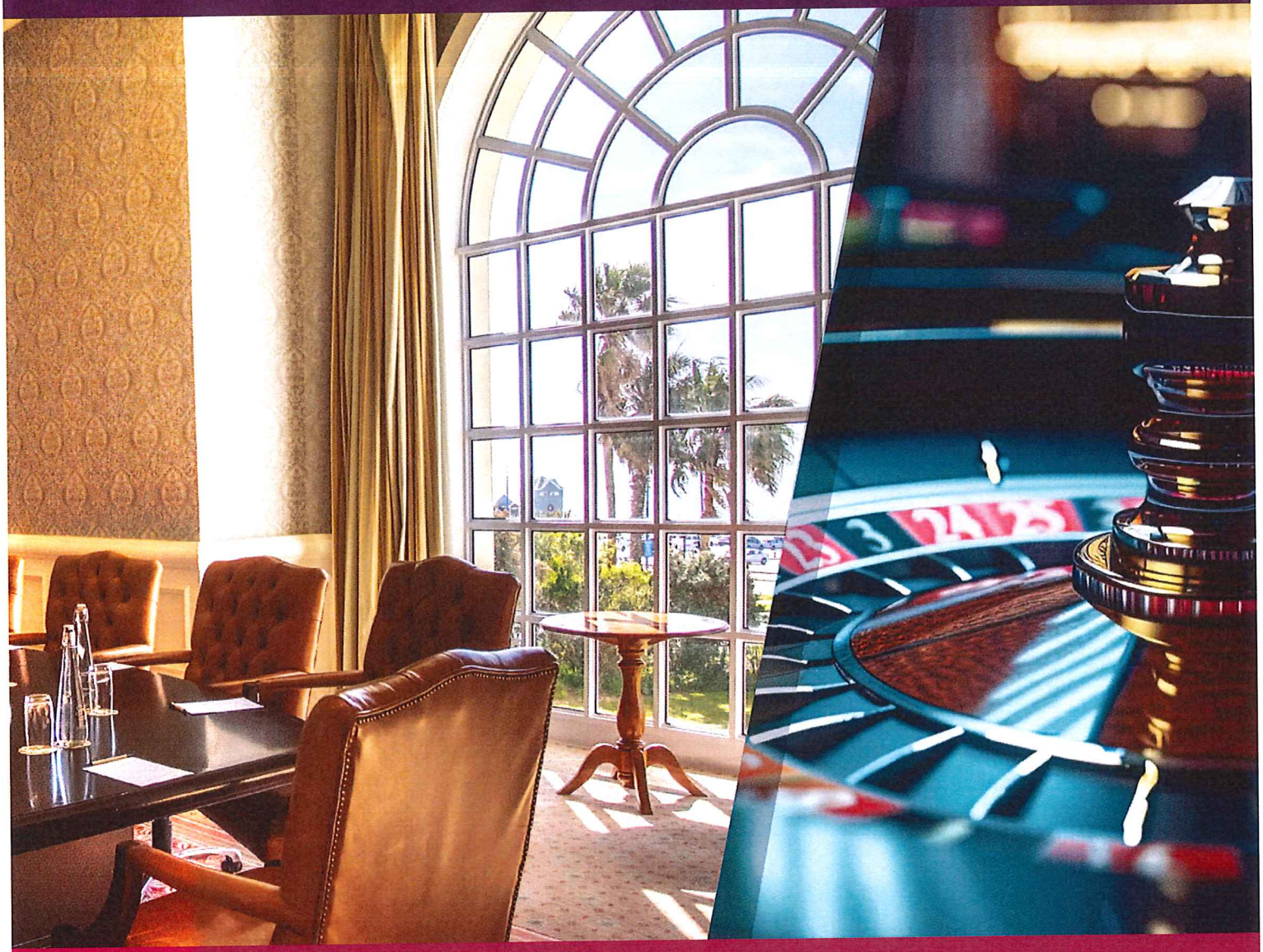
6.3 NELSON MANDELA BAY INTEGRATED DEVELOPMENT PLAN (IDP)

The Nelson Mandela Bay Municipality has adopted an Integrated Development Plan (IDP) aimed at stimulating economic growth and enhancing the quality of life across the city. The **Applicant** is located in an area marked by high unemployment and limited access to formal education, literacy, and numeracy. These socio-economic challenges have left local disadvantaged communities with few opportunities for meaningful advancement.

In alignment with the IDP, the **Applicant** is committed to implementing sustainable development and empowerment initiatives. Within six months of being awarded the New Licence, the **Applicant** will conduct a comprehensive needs analysis to inform the design and rollout of formal training programs tailored to the needs of these communities. Dedicated budgets and resources have been allocated to ensure the effective delivery of these programs.

Oversight of these initiatives will be provided by the **Applicant's** Transformation Committee, which will monitor implementation and conduct regular progress reviews to assess impact and efficiency. A formal evaluation of the transformation and empowerment strategy will be undertaken after three years to measure its success and inform future interventions

SECTION 7



Conclusion

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Conclusion

Since 2000, the Applicant's casino has served as a key employer and economic catalyst in the Eastern Cape Province, particularly within the Nelson Mandela Bay Municipality. Its operations have supported the growth of numerous small businesses and created thousands of indirect jobs, with local residents providing accommodation, fresh produce, transport, laundry, and cleaning services. Notable success stories include the development of black-owned enterprises such as Makhumalo Cleaning Services and M&G Landscaping.

The **Applicant** has stood alongside the community through challenging times, including COVID-19, the 2021/22 drought, and the 2023 floods—offering vital support such as food hampers, school uniforms, and emergency supplies. Between 2012 and 2021, significant investments were made in expanding the property, including the addition of a hotel, convention centre, and facilitating development of a shopping mall and additional hotel, positioning the resort as a premier destination for gaming, leisure, and events, with a consistent room occupancy rate of [redacted]

With this application, the **Applicant** seeks to consolidate its reputation as a leading casino and family destination on South Africa's south-eastern coast, while continuing to unlock the tourism potential of the Eastern Cape Province. The **Applicant** is committed to implementing realistic tourism strategies that ensure the long-term sustainability of its operations and the prosperity of its employees and surrounding communities.

Approval of this application by the ECGB will signal strong support for local investment and transformation, reinforcing the Eastern Cape's position as a vibrant tourism and economic hub for both domestic and international market

The property is a unique, irreplaceable asset with a current replacement value exceeding [redacted]

Safeguarding the asset is essential to preserve its positive impact on local communities and the broader Eastern Cape region. The **Applicant** is committed to protecting existing jobs and creating sustainable future employment and ensuring the business remains viable is critical for all stakeholders to work together.