**Local Economic Development**

**Strategy Document**

**Background**

The National Department of Agriculture (LandCSare) participated in the Local Economic Development (LED) Trade Fair, which was held during 7-12 November 2000. The event was hosted by the Department of Provincial and Local Government and provided the different spheres of government with an opportunity to present and share information about poverty relief projects and programmes at the local level. From the experiences of this Trade Fair, the Department of Provincial and Local Government is facilitating the planning of a second Trade Fair. The National Landcare Secretariat has since become a key stakeholder in Local Economic Development.

**Strategic vision**

To contribute towards local economic development by ensuring and marketing the sustainable use of natural resources at this level through effective communication practice.

**Objectives**

The objectives of the Local Economic Development Programme are t o promote local economic development by exposing urban renewal, integrated rural development and poverty relief programmes at a planned Trade Fair.

**About the Local Economic Development Programme**

This is a great market opportunity for LandCare. This is the first venture of its kind, where different spheres of government market their programmes together. Provincial LandCare Co-ordinators can be given the opportunity to present and expose successful LandCare projects at the event.

A management team oversees the implementation of annual events. Tenders are required for marketing and communication (media & launching). Other stakeholders (poverty relief) are invited, such as Social Development, Health, Selga and DTI. A strong relationship has been formed with GCIS. This will put Landcare at a higher level, in terms of government communications.

The Department of Provincial and Local Government acts as the secretariat of the annual LED Trade Fair. The vision of LED Trade Fair are be to enhance inter-governmental relations (between spheres), provide an opportunity for information sharing, and market poverty relief projects and programmes. The event consists of an opening launch, three days of exhibitions with parallel conference activities (closed & open sections). This is a significant event that may require the involvement of the Office of the President.

**The way forward**

LandCare should take this opportunity and involve itself fully in LED and exposing the NDA with Community Based Natural Resource Management at Trade Fairs