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Rehoboth

Economic Profile

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ABOUT US

First Capital Namibia is a financial services company specializing in providing mortgage financing solutions and asset (investment) management services. Established in August 2009, First Capital has in-depth, personal knowledge of the Namibian capital markets and the resulting insight enables us to manage Namibian assets across different spectrum including cash management, equity, fixed income, and property mandates. We are licensed to manage money for private investors, pension funds, insurance groups, the public (government) sector, and charities.

Our credibility as an asset manager is regulated by the Namibia Financial Institutions Supervisory Authority (NAMFISA). We are a Namibian-based investment team and focus exclusively on the Namibian market and we add value to portfolios by offering specialized Namibian mandates.



FOREWORD

Welcome to our 12th Economic Profile Report, focusing on the Rehoboth economic profile. At First Capital Namibia, we provide rigorous economic analysis that offers insights into the functioning and performance of Namibia's national, regional, and local economies. Through these research publications, we aim to provide valuable inputs and guidance to policymakers and those in positions of political power on strategic priorities and the most pressing economic development issues facing Namibia's towns and regions. Economic history teaches us that sustainable economic growth and prosperity cannot be achieved without a well-connected and integrated national, regional, and local economy, regardless of how rich a country may be in mineral resources.

Namibia's economy is the sum of its fourteen regional economies, and every town and region plays a critical role in contributing to the nation's overall economic growth and prosperity. Enhancing Namibia's economic performance requires a deep understanding of the resource endowments, comparative advantages, strengths, and challenges within each town and region. To build this understanding and provide informed guidance to policymakers at the local, regional, and central government levels, First Capital Namibia launched the first in a series of Town Economic Profile Reports in 2018. These reports deliver high-quality, consistent data that enables policymakers to make well-informed decisions and helps analysts and the public to compare economic performance across towns and regions, as well as to better understand the distinct roles they play in contributing to Namibia's economy. We believe these reports will support decision-making at all levels and stimulate discussions on how best to build dynamic village, town, and regional economies.

The Rehoboth economic profile is the 12th report in this series. Previous reports have included economic profiles of Omaruru, Outapi, Rundu, Mariental, Keetmanshoop, Opuwo, Khorixas, Ruacana, Tsandi village, and Henties Bay. These reports cover a broad range of topics, including population trends, economic structure and performance, employment, unemployment, education, health, standard of living, businesses, and tourism.

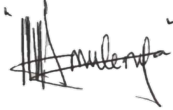
This report will enable readers and policymakers to confidently answer questions about Rehoboth and its region, and to showcase the town and region to the world by providing insights into:

- The town and region's population and demographic trends.
- The employment rate in the town.
- The sectors with the highest employment.
- The performance of the primary, secondary, and tertiary sectors in the region.



- The economic performance of the local economy relative to other constituencies in the region.
- The geographic distribution of economic activity within the region.
- The business structure and the largest industries in the town, along with the fastest-growing industries in terms of both GDP and job creation.
- The contribution of tourism to the town's economy.
- The level of crime, safety, and overall wellbeing in the town.

At First Capital Namibia, we believe that a carefully designed Regional/Local Authority Economic Growth Strategy, which acknowledges and targets each region's and town's growth centers, resource endowments, and comparative advantages, will unlock Namibia's economic potential and lead to sustainable prosperity.



Laina Amutenya

Chief Executive Officer



ACKNOWLEDGEMENT

The compilation of this comprehensive economic profile of Rehoboth would not have been possible without the generous support and cooperation of numerous individuals and organizations. We extend our heartfelt gratitude to all who contributed their time, expertise, and resources to this endeavor.

First and foremost, we thank the Rehoboth Town Council for their invaluable assistance and openness in sharing crucial information about the town's governance and development initiatives. Their cooperation has been instrumental in providing a clear picture of the local administration's role in shaping Rehoboth's economic landscape.

We are deeply indebted to the Namibian Statistics Agency (NSA) for providing us with essential demographic and economic data that forms the backbone of this report. Their commitment to maintaining and sharing accurate, up-to-date information has been crucial to our analysis.

The local business community in Rehoboth deserves special recognition. Their willingness to share information about their operations and experiences has provided valuable insights into the town's economic dynamics and business environment.

We are particularly grateful to all the residents of Rehoboth and the broader Hardap Region who took the time to share their personal experiences and perspectives. Their input has been invaluable in grounding our analysis in the lived realities of the community. Our gratitude also extends to all the offices consulted at the national level. Their provision of broader contextual information has been crucial in situating Rehoboth's economy within the national framework.

Finally, we thank all those who contributed in ways both big and small to the realization of this report. Your collective efforts have made it possible to present a comprehensive and nuanced picture of Rehoboth's economy.

This report stands as a testament to the power of collaboration between researchers, local authorities, businesses, and community members. We hope that the insights gathered here will serve as a valuable resource for policymakers, investors, and all those interested in the economic development of Rehoboth and the Hardap Region.



Table of contents

1. INTRODUCTION	7
2. POPULATION, DEMOGRAPHIC, SOCIAL, ECONOMIC AND GEOGRAPHICAL SITUATION.....	8
2.1 Hardap Region Population by Constituency	8
2.2. Rehoboth Population Density	9
2.3. Applicants on the Waiting List.....	10
2.2. Hectare Township Developments in Rehoboth	10
2.4. Hillside Proper and Extension 1	11
2.5. Rehoboth Station	11
2.6. Upgrading Informal Settlements	12
3. PRIMARY SECTOR ACTIVITIES.....	14
3.1. Sand Mining	14
4. SECONDARY SECTOR.....	15
4.1. The Government Renovation Project in Hadarp Region (N\$'000")	15
4.2. Development Projects in Rehoboth	16
4.2.1 <i>Infrastructural Development Projects in Rehoboth</i>	16
4.2.2 <i>Construction of Services Infrastructure in Kalkrand</i>	17
4.2.3. <i>Upgrading of Farm Infrastructure, Improvement of Irrigation Systems on Farms & Training Institutions</i>	17
5. TERTIARY SECTOR ACTIVITIES	19
5.1 Rehoboth Town council Services.....	19
5.1.1 <i>Cost of land per square meter</i>	19
5.1.2 <i>Lease of Land Per Square Meter</i>	19
5.1.3 <i>Sale of erven in Rehoboth</i>	20
5.1.4 <i>Sale of Properties</i>	21
5.1.5 <i>Heavy Equipment Rent N\$ Per Hour</i>	21
5.1.6 <i>Sewerage Cost Per Month</i>	22
5.1.7 <i>Billboards Per Month</i>	23
5.2 Educational Services.....	24
5.2.1 <i>Secondary Education</i>	24
5.2.2 <i>Primary Education</i>	25
5.2.3 <i>Health Services</i>	26
5.3 Tourism Services.....	27
5.4 Financial Services	28
5.5 Travel services	28
6. INVESTMENT OPPORTUNITIES	29
7. CONCLUSION.....	30



1 INTRODUCTION

Rehoboth, a town located approximately 90 kilometres south of Windhoek, Namibia's capital, holds a unique socio-economic profile shaped by its historical, cultural, and geographical context. Historically inhabited by the Basters, a community of mixed European and African descent, Rehoboth has maintained a distinct cultural identity since its establishment in the late 19th century. The town's strategic location along the main route between Windhoek and the southern regions of Namibia has contributed to its development as a critical service centre, fostering economic activities that cater to both residents and travellers.

The socio-economic landscape of Rehoboth is characterized by a mix of formal and informal economic activities, with agriculture, retail, and small-scale manufacturing serving as the primary sources of employment. Despite its economic potential, the town faces several challenges, including high unemployment rates, income inequality, and limited access to basic services such as healthcare, education, and housing. These challenges have been exacerbated by the town's reliance on a narrow economic base, making it vulnerable to external shocks and limiting opportunities for sustainable growth and development.

As Rehoboth continues to evolve, understanding its socio-economic profile is essential for developing targeted interventions that can address the town's unique challenges and leverage its potential for growth. This profile provides a comprehensive overview of Rehoboth's demographic characteristics, economic activities, social services, and infrastructure, offering valuable insights into the factors that shape the town's socio-economic dynamics. By identifying key strengths and areas for improvement, this profile aims to inform policy decisions and development strategies that can enhance the quality of life for Rehoboth's residents and promote sustainable development in the region.

This economic profile is organised as follows:

- Section one presents the demographic, social, economic and geographical situation.
- Section two covers primary sector activities.
- Section three discusses secondary sector activities.
- Section four examines tertiary sector activities.
- Section five outlines investment activities.



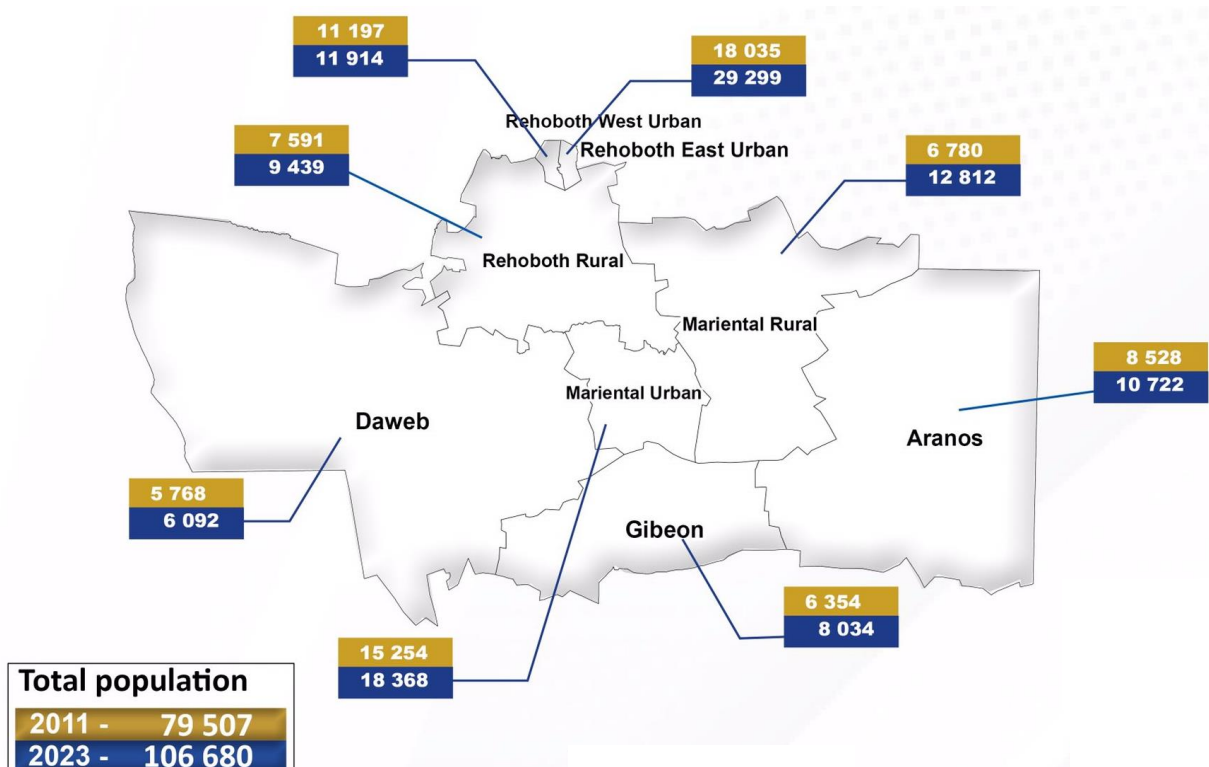
2 POPULATION, DEMOGRAPHIC, SOCIAL, ECONOMIC AND GEOGRAPHICAL SITUATION

2.1 Hardap Region Population by Constituency

Between 2011 and 2023, the Hardap region experienced significant population growth across most constituencies, reflecting dynamic demographic shifts. Notably, Mariental rural saw the highest increase at 89%, while Rehoboth Urban East grew by 62.5%, indicating substantial expansion in these areas, likely driven by economic development or migration. Moreover, Mariental urban also grew by a moderate 20.4%, highlighting ongoing urbanization trends. Additionally, rural constituencies such as Aranos (25.7%) and Gibeon (26.4%) demonstrated strong growth, which could be attributed to improving infrastructure or economic opportunities. However, Daweb (5.6%) and Rehoboth Urban West (6.4%) showed slower growth, suggesting possible economic or developmental challenges (see Figure 1 below).

These demographic shifts have several economic implications. Rapid population growth in areas like Mariental Rural and Rehoboth Urban East could increase demand for housing, services, and infrastructure, driving economic activity and investment in these regions.

Figure 1: Hardap Region Population by Constituency



Source: Namibia Statistics Agency (NSA)



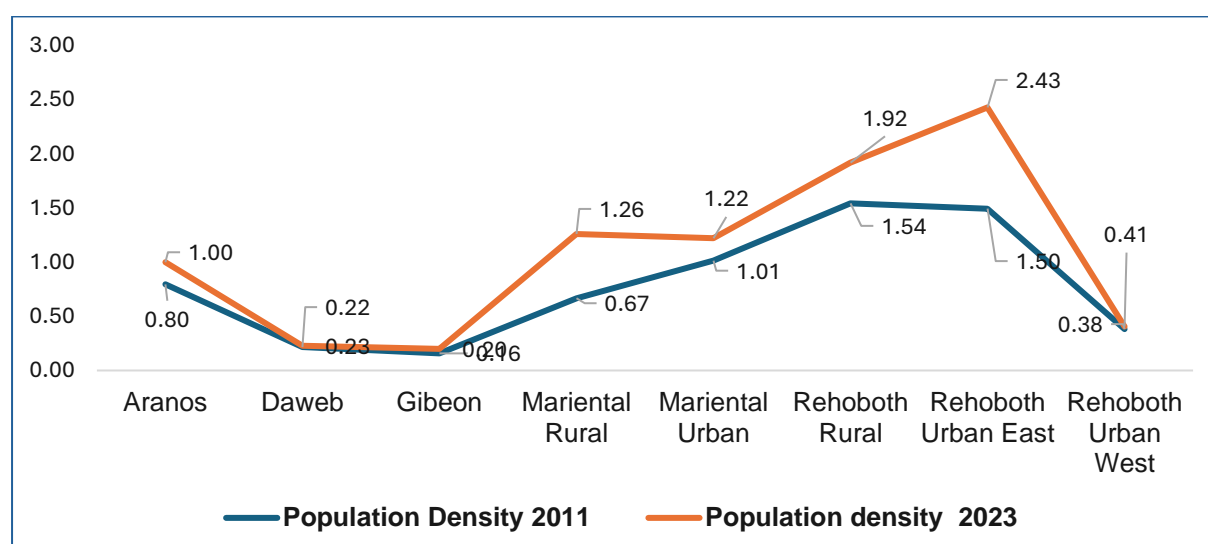
However, this also presents challenges, such as the need for expanded public services, improved infrastructure, and sustainable resource management. Conversely, areas with slower growth, like Daweb and Rehoboth Urban West, may face different challenges, such as underutilized infrastructure or a declining economic base. The varying growth rates suggest a need for tailored economic strategies to address the unique development needs of each area, ensuring balanced regional development and equitable resource allocation.

2.2 Rehoboth Population Density

The population densities for 2023 are higher than those for 2011. For example, Aranos, Mariental Rural, and both Rehoboth Urban East and West have shown noticeable growth, with Rehoboth Urban East experiencing the most significant increase from 1.50 to 2.43 people per square kilometre. Mariental Rural's population density also nearly doubled, rising from 0.67 to 1.26. These trends suggest that certain areas, particularly urban and suburban regions, are experiencing higher population growth rates, possibly due to factors such as increased migration, urbanization, or local economic opportunities attracting people to these areas.

In contrast, some areas such as Daweb and Gibeon, while still growing, exhibit much slower rates of population density increase. Daweb, for instance, only moved from 0.22 to 0.23 people per square kilometre, and Gibeon rose from 0.16 to 0.20. These modest changes suggest limited population growth, possibly due to factors such as limited economic opportunities, lower rates of in-migration, or geographic limitations.

Figure 2: Rehoboth Population Density



Source: NSA and First Capital Calculations



2.3 Applicants on the Waiting List

The waiting list for housing applications at the municipality of Rehoboth reveals a total of 1,651 applicants, with a notable gender distribution that highlights a higher representation of female applicants. Specifically, there are 729 male applicants, constituting 44.2% of the waiting list, while the number for female applicants is 922, making up 55.8%. This shows that there is a gender imbalance favouring women, suggesting that the housing needs or preferences of females may be more pronounced within this community. The total number of applicants reflects significant demand for housing, which could inform future development plans. Addressing the needs of both genders will be crucial in ensuring equitable access to housing, and understanding the underlying factors contributing to this gender disparity could enhance targeted support strategies for applicants on the waiting list.

Table 1: Applicants on the waiting list

	Number of applicants on the waiting list	Percentage
Male	729	44.2%
Female	922	55.8%

Source: Rehoboth Town Council

2.4 Hectare Township Developments in Rehoboth

The Hectare Township development is a joint venture between Nansunga Properties CC and Powerline Africa. It is a focused approach to land use divided in four portions. The development predominantly allocates space for single residential properties, particularly in Portions 1 and 3, which reflect significant totals of 219 and 290 Erven, respectively. At the same time, portions 2 and 4 will have totals of 151 and 157 erven.

The total number of single residential properties is highest in Portion 2 (278 plots), followed by Portion 3 (192 plots), and then Portions 2 and 4, each with 144 plots. However, the general residential plots are highest in Portion 1, followed by Portions 3 and 4, each with 4 plots, while Portion 2 has the least number of general residential erven (2 plots). Moreover, Portion 4 has the highest number of open spaces (9 plots), followed by Portions 1 and 3, each with 8 open spaces, and then Portion 2 with 5 open spaces.



Table 2: Developments in Rehoboth

Portion	Total number of erven	Number of erven (Single residential)	Number of erven (General residential)	Number of erven (Public open spaces)
1	219	192	14	8
2	151	144	2	5
3	290	278	4	8
4	157	144	4	9

Source: Rehoboth Town Council

2.5 Hillside Proper and Extension 1

The data concerning Hillside Proper and Hillside extension 1 reveals a distinct configuration in land use, highlighting a predominant focus on single-residential development in both regions. In Hillside Proper, there are a total of 162 erven, with 127 designated for single-residential use and a limited allocation of 16 for general residential purposes.

Conversely, Hillside extension 1 exhibits a more extensive scale of development, comprising 228 total erven, of which 182 are allocated for single-residential purposes. This area also presents a more substantial allocation for general residential use (28 erven), suggesting a marginally more diverse housing market that may appeal to a wider demographic, including individuals seeking multi-family living options.

Table 3: Hillside proper and extension 1

	Total Number of erven	Number of erven (Single Residential)	Number of erven (General Residential)	Number of erven (Public open spaces)
Hillside Proper	162	127	16	11
Hillside Extension 1	228	182	28	10

Source: Rehoboth Town Council

2.6 Rehoboth Station

Rehoboth Station presents a structured approach to residential development, with a significant emphasis on single residential properties across its various segments. In Rehoboth proper, a total of 239 erven, with an impressive 227 erven dedicated to single residential use, indicating a strong focus for residential housing.

The extensions of Rehoboth station show a consistent commitment to single residential properties, albeit with slightly fewer allocations compared to the Rehoboth proper. For



instance, extensions 2,3,4, 5 each have a total of 173 to 180 erven, with single residential allocations ranging from 153 to 166 erven. This trend indicates that while these extensions provide substantial opportunities for housing, they maintain a similar character to Rehoboth Proper, prioritizing single-family homes. The uniformity in housing types across these extensions could facilitate a cohesive community identity, while also addressing the demand for residential spaces. However, the relatively limited number of general residential or mixed-use options in these areas shows a potential gap in accommodating diverse housing needs, such as multi-family or affordable housing, which could be essential as the population grows and demographics evolve.

Table 4: Rehoboth Station

	Total number of erven	Number of erven (Single residential)	Number of erven (Public open spaces)
Proper	239	227	8
Extension 2	173	153	14
Extension 3	173	153	14
Extension 4	180	165	15
Extension 5	180	166	14

Source: Rehoboth Town Council

2.7 Upgrading Informal Settlements

The upgrading of informal settlements across Portions A to F represents a strategic initiative aimed at enhancing living conditions and formalizing housing within these areas. Data indicate a range of sizes and corresponding numbers of erven, with Portion D being the largest at 19.96 hectares and accommodating 300 ervens, whereas Portion A, covering 13.75 hectares, houses 259 erven.

These figures suggest a substantial capacity for development, particularly in Portion D, which may facilitate a more significant transformation of the settlement. Portions B, C, E, and F also reflect a consistent approach to upgrading, with erven numbers ranging from 267 to 296, indicating a well-planned effort to enhance accessibility to housing. However, careful attention must be given to ensure that the upgrades address the diverse needs of the populations residing within these informal settlements, thereby fostering a sustainable and inclusive environment.



Table 5: Upgrading of Informal Settlements

	Size (ha)	Number of erven
Portion A	13.75	259
Portion B	15.84	267
Portion C	14.35	277
Portion D	19.96	300
Portion E	20.73	296
Portion F	15.63	275

Source: Rehoboth Town Council



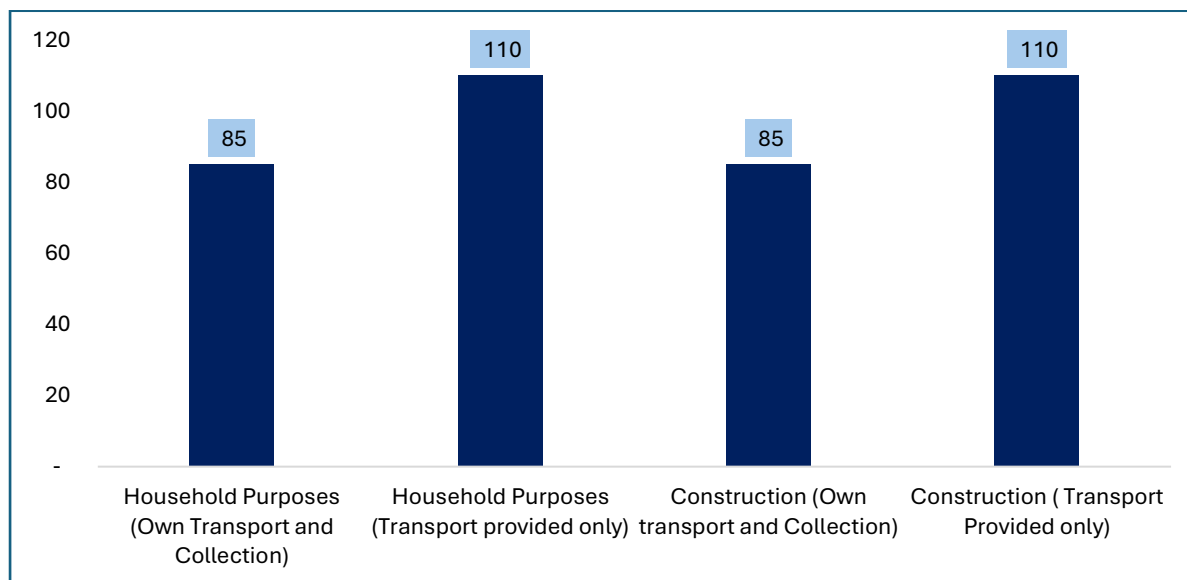
3 PRIMARY SECTOR ACTIVITIES

3.1. Sand Mining

The analysis of sand mining costs highlights a clear pricing differentiation based on transport provision, regardless of the sand's intended use. For both household purposes and construction, the cost of sand is N\$ 85 when individuals arrange their own transport and collection. However, this cost increases to N\$ 110 when transport is provided by the supplier. This pricing strategy reflects the additional logistical expenses associated with delivering the sand to the customer.

The variation in sand prices, particularly when transport is provided, directly impacts the overall cost of constructing houses. Sand is a fundamental material in construction, used in making concrete, mortar, and other essential building elements. Higher sand costs, especially when delivery is involved, can lead to increased construction expenses. For instance, developers and builders who rely on delivered sand for construction projects will face higher material costs, which could translate into more expensive housing prices. This increase in construction costs can have a ripple effect on housing affordability, potentially making it more difficult for individuals, especially those with limited budgets, to build or purchase homes.

Figure 3: Sand Mining



Source: Government Gazette 2024/25



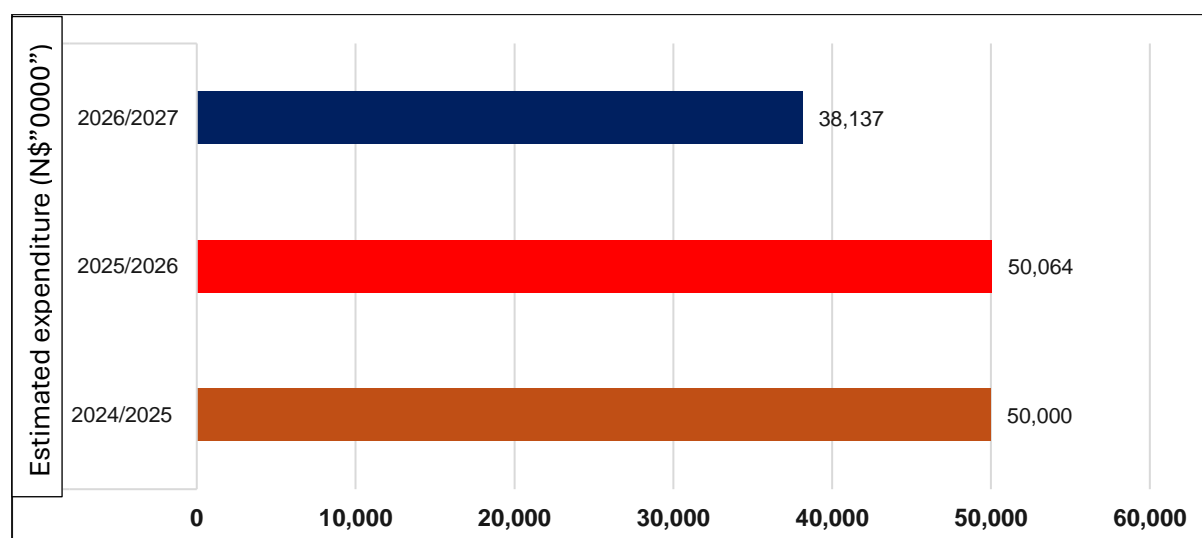
4 SECONDARY SECTOR

4.1. The Government Renovation Project in Hadarp Region (N\$'000')

The government renovation project is designed to address the ad-hoc repair and maintenance needs of existing government facilities across all fourteen regions, specifically focusing on dilapidated structures requiring urgent attention. With a limit of N\$150,000 000 for renovations and N\$80,000 000 for minor capital works per project. This initiative aims to maintain and improve facilities without major overhauls. By targeting high-priority projects identified, this approach enables a flexible response to immediate needs while adhering to budgetary constraints. A significant part of this project includes high-maintenance government-owned apartment buildings, where regular upkeep is essential to ensure habitability and safety.

The estimated expenditure is N\$50,000 000 in 2024/2025, slightly increasing to N\$50,064 000 in 2025/2026, and then reducing to N\$38,137 000 in 2026/2027. This decrease suggests that the most critical renovations are expected to be addressed early in the project, with reduced funding required as maintenance issues diminish. However, the relatively modest yearly budgets imply that only the most essential repairs can be undertaken, with larger renovations likely deferred. This strategy balances immediate repair needs with longer-term fiscal sustainability, prioritizing facility functionality over extensive upgrades. By improving and preserving government facilities through systematic renovations, this project enhances service delivery across regions and ensures safer, more reliable government infrastructure for public use.

Figure 4: Ongoing Renovations and Minor Capital Renovations



Source: Development Programmes Medium-term Expenditure Framework 2024/25 – 2026/27



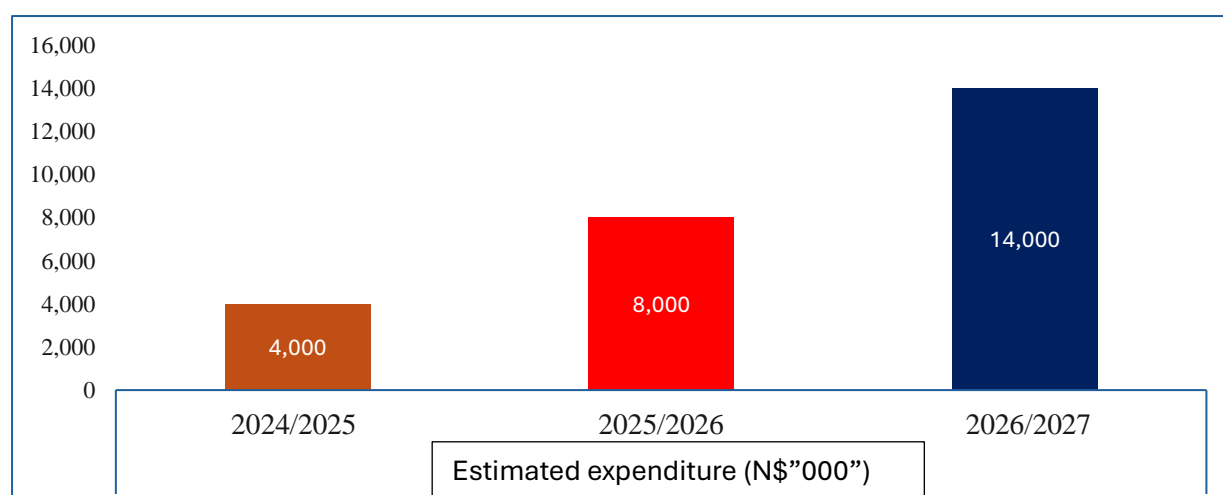
4.2. Development Projects in Rehoboth

4.2.1 Infrastructural Development Projects in Rehoboth

The Rehoboth infrastructure project is a large-scale development initiative focused on constructing essential services infrastructure specifically, water, sewer, electricity, roads, and stormwater systems. The project's core aim is to make sufficient, serviced land available for Rehoboth residents, ultimately enhancing their quality of life by improving access to essential utilities and enabling sustainable urban expansion. The project involves several crucial stages, starting with planning and surveying, followed by feasibility studies, and then moving into the design, documentation, and construction phases. These preliminary stages ensure that the infrastructure is feasible, cost-effective, and aligns with community needs and local geography, setting the foundation for a well-coordinated and durable infrastructure framework.

The projected expenditure over three fiscal years, 2024/2025 to 2026/2027, reflects a steady increase in investment, with estimated spending set at N\$4,000 000 in 2024/25 financial year, doubling to N\$8,000 0000 in the following financial year, and reaching N\$14,000 000 in the final year. This phased funding approach suggests a strategic scaling of construction activities, likely starting with foundational work such as surveying, design, and preliminary infrastructure installation, and intensifying toward full-scale construction in later years. The main beneficiaries are residents and the wider public who stands to gain significantly from these developments through improved living conditions, better infrastructure reliability, and enhanced potential for economic growth in Rehoboth West Urban.

Figure 5: Construction of Services Infrastructure in Rehoboth West Urban



Source: Development Programmes Medium-term Expenditure Framework 2024/25 – 2026/27

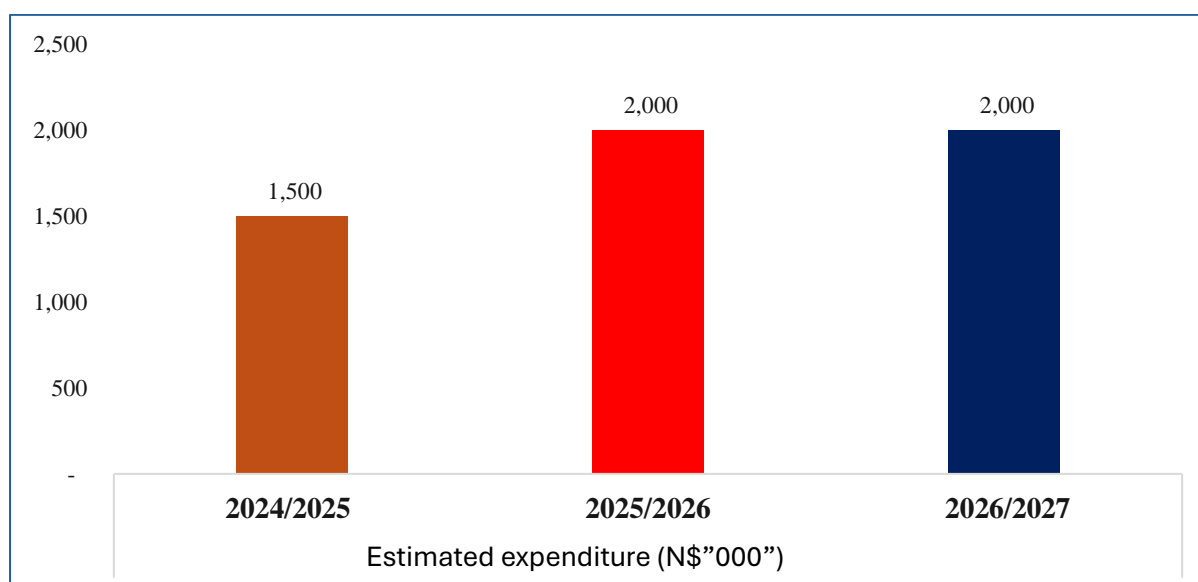


4.2.2 Construction of Services Infrastructure in Kalkrand

The infrastructure project in Kalkrand is a comprehensive initiative aimed at establishing essential services, including water, sewer, electricity, roads, and stormwater systems. Similar to other regional projects, it begins with key preliminary stages planning, surveying, feasibility studies, and design documentation before moving into the actual construction. These stages are critical to ensuring there is availability of infrastructure suitable for local conditions, cost-effective, and meets the community's needs. By addressing these fundamental utilities, the project aims to improve quality of life for Kalkrand residents and foster a more resilient and sustainable community. The construction of these services will benefit not only Kalkrand's residents but also the public at large, supporting broader regional development.

The projected budget is projected receive funding of N\$1,500 000 during the 2024/25 financial year, followed by increased funding to N\$2,000 000 each year in 2025/2026 and 2026/2027. Compared to larger urban projects, the funding is more modest, reflecting Kalkrand's smaller population and specific infrastructure needs. However, even with a smaller budget, this development can significantly impact the community by providing access to essential services, improving living standards, and enhancing overall regional connectivity and economic opportunities.

Figure 6: Construction of Services Infrastructure in Kalkrand



Source: Development Programmes Medium-term Expenditure Framework 2024/25 – 2026/27

4.2.3. Upgrading of Farm Infrastructure, Improvement of Irrigation Systems on Farms & Training Institutions

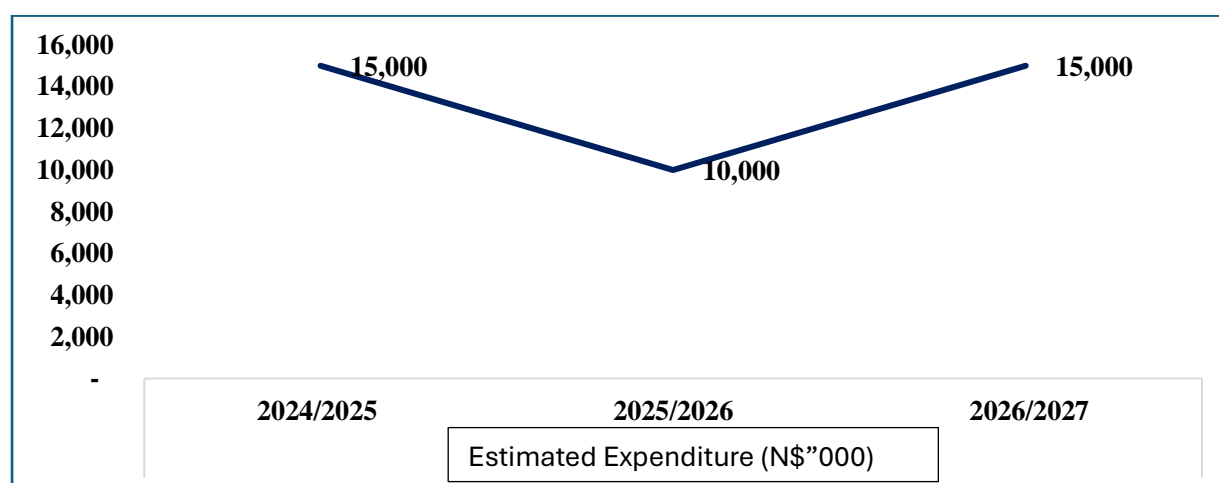
This project aims to upgrade and improve farm infrastructure, particularly irrigation systems, across research and training facilities to support high quality agricultural research and training.



By enhancing infrastructure, these facilities can operate more efficiently, promoting advanced agricultural techniques and training future professionals. The primary focus on construction reflects the need to build and upgrade physical assets, such as irrigation networks, which are essential for sustainable crop production and experimental agriculture. The agricultural sector, as the main beneficiary, stands to gain significantly from these improvements, which will enhance research outputs, provide better training, and potentially lead to innovations that can be applied on a larger scale to address challenges like fodder scarcity.

The projected expenditure reflects an investment of N\$15 million the 2024/2025 financial year, a reduction to N\$10 million in the second year (2025/2026), and a return to N\$15 million in the final year (2026/2027), totalling N\$40 million over three years. This phased funding approach suggests that initial high-priority construction and upgrades will take place in the first year, followed by a period of assessment and potential adjustments, before resuming more intensive upgrades in the third year. The substantial investment highlights the strategic importance of self-sufficiency in fodder production, which can reduce operational costs for research stations by allowing them to produce their own feed.

Figure 7: Upgrading of Farm Infrastructure, Improvement of Irrigation Systems on Farms & Training Institutions



Source: Development Programmes Medium-term Expenditure Framework 2024/25 – 2026/2



5 TERTIARY SECTOR ACTIVITIES

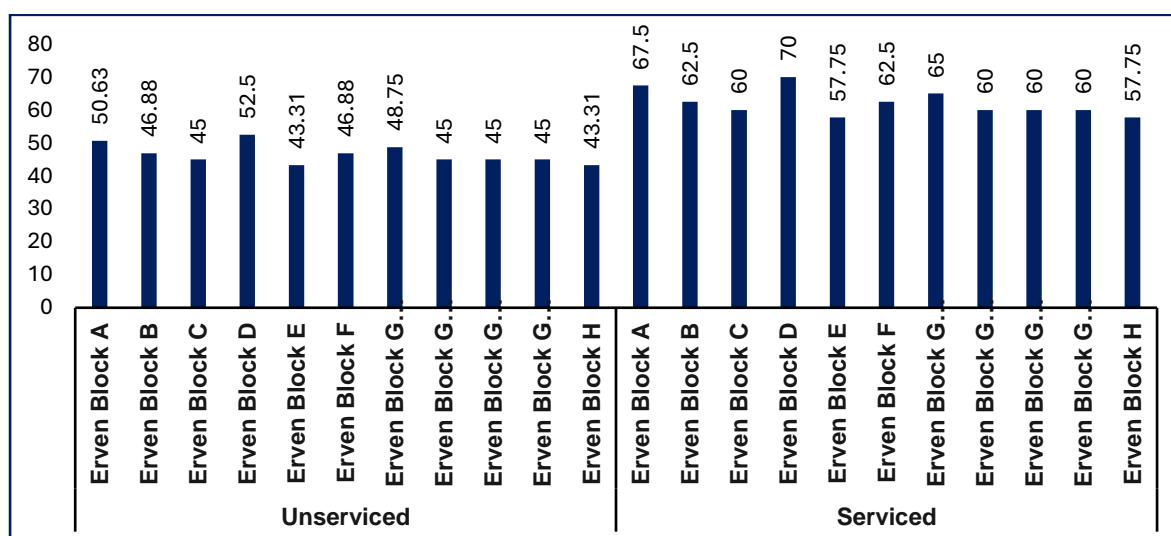
5.1 Rehoboth Town Council Services

5.1.1 Cost of land per square meter

The cost of land per square meter varies significantly between serviced and unserviced erven, reflecting the added value of infrastructure and amenities. Serviced erven command higher prices compared to their unserviced counterparts, with Block D being the most expensive at \$70 per square meter for serviced land and \$52.50 for unserviced.

The price disparity between serviced and unserviced land averages around N\$20 per square meter, highlighting a premium for the convenience and potential development benefits associated with serviced plots. Among serviced plots, Block A has the highest price at N\$67.50, while Block H is the least expensive at N\$57.75. Conversely, in the unserviced category, Block E and Block H are the lowest priced at N\$43.31 per square meter. The uniform pricing in Blocks G ext. 1, 2, and 3 for both categories suggest a standard valuation for extensions in the same area.

Figure 8: Cost of land per square meter



Source: Rehoboth Town Council: Tariffs 2023/2024

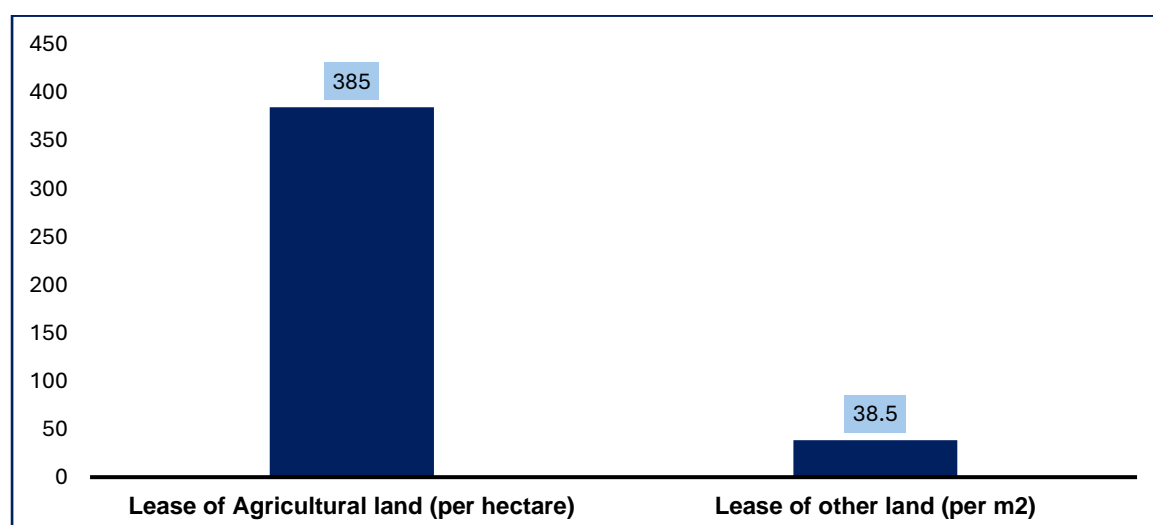
5.1.2 Lease of Land Per Square Meter

The lease costs for land reveal a notable difference based on land type and measurement unit. Agricultural land leases are significantly lower at N\$385 per hectare, which translates to approximately N\$38.50 per square meter, highlighting the cost-effectiveness of leasing larger tracts of agricultural land compared to smaller, more specialized plots. In contrast, the lease of other types of land is priced at N\$38.50 per square meter, suggesting a higher cost per unit area compared to the agricultural land lease when scaled up. This disparity indicates that



leasing non-agricultural land on a per-square-meter basis may involve higher premiums due to potential uses or locations that are in higher demand or offer more immediate benefits.

Figure 9: Lease of Land Per Square Meter

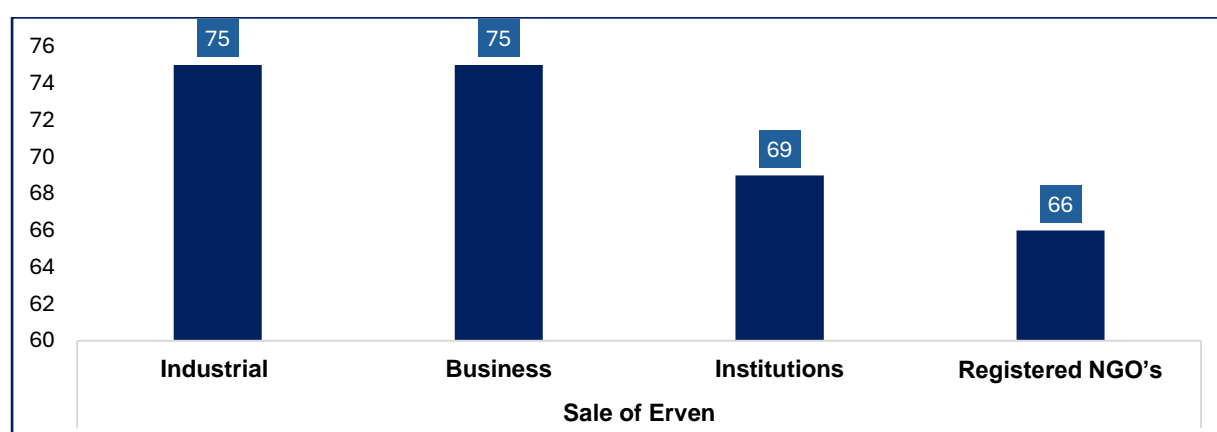


Source: Rehoboth Town Council: Tariffs 2023/2024

5.1.3 Sale of erven in Rehoboth

The sale prices of erven across different categories show a relatively narrow range, reflecting their similar market values. Industrial and business erven are priced equally at N\$75 per square meter, indicating a consistent valuation for commercial and industrial uses. Institutions and registered NGOs have slightly lower prices, at N\$69 and N\$66 per square meter, respectively. This tiered pricing suggests that while industrial and business erven command a premium, possibly due to their potential for high-value commercial development, institutional and NGO erven are priced lower, likely due to their less commercial nature and possibly the associated benefits or incentives for non-profit entities.

Figure 10: Sale of erven



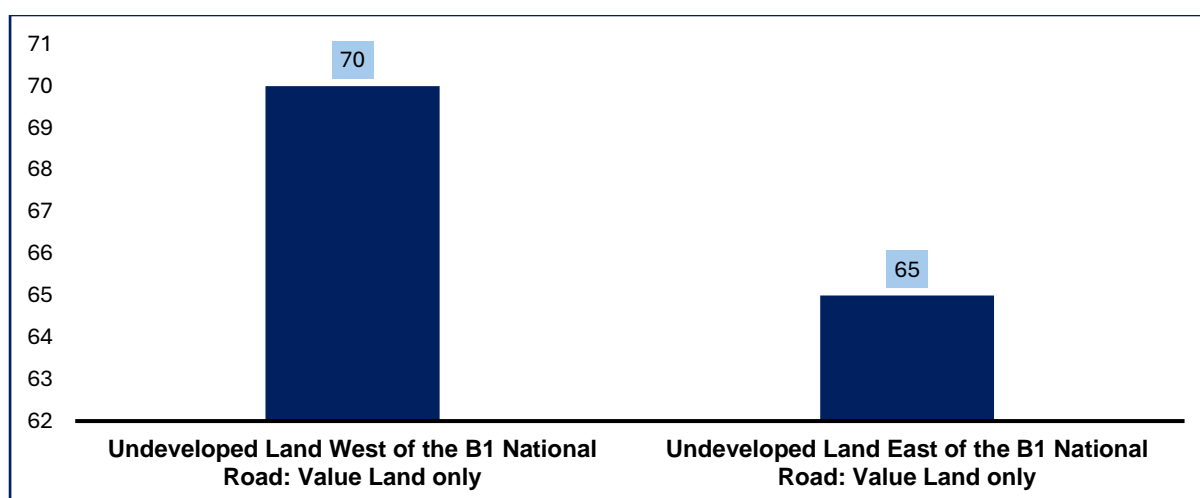
Source: Rehoboth Town Council: Tariffs 2023/2024



5.1.4 Sale of Properties

The analysis of property sales for undeveloped land near the B1 National Road reveals a difference in land value based on location. Undeveloped land west of the B1 is valued at N\$70, while land east of the B1 is slightly lower, valued at N\$65. This variation in value could be attributed to factors such as accessibility, proximity to infrastructure, or future development prospects. Typically, land on the western side may be more desirable due to potential commercial or residential opportunities, leading to a higher valuation. However, the close values suggest relatively comparable attractiveness between both locations.

Figure 11: Sale of Properties



Source: Rehoboth Town Council: Tariffs 2023/2024

5.1.5 Heavy Equipment Rent N\$ Per Hour

The analysis of heavy equipment rental costs reveals a significant pricing differentiation between individuals/private entities and schools, with implications for various sectors, including housing and residential property development. For individuals and private entities, the hourly rental rate for Graders, Roller Compactors, JCBs, and Tippers is consistently set at N\$750, while schools benefit from a markedly lower rate of N\$400 per hour for the same equipment. This discrepancy suggests a deliberate policy or pricing strategy designed to support educational institutions, potentially to ease financial constraints in non-profit sectors.

For residential property developers, the higher rental costs of heavy equipment can significantly impact project budgets, especially in large-scale developments where extensive use of machinery is required. The N\$750 per hour rate for essential equipment like Graders and Tippers adds to the overall construction expenses, potentially driving up the costs of housing projects. As a result, developers may face tighter profit margins or pass these increased costs onto homebuyers, leading to higher housing prices. Additionally, since schools



benefit from reduced rates, they may be able to undertake construction projects at a lower cost, indirectly influencing the allocation of resources in communities where both educational and residential developments are ongoing. Overall, the rental cost structure emphasizes the importance of cost management in the construction process, particularly for residential developers aiming to maintain affordability while ensuring project viability.

Table 6: Heavy Equipment Rent N\$ Per Hour

Grader (Individuals)	750	
Roller Compactor (Individuals)	750	
JCB (Individuals)	750	
Tipper (Private)	750	
Grader (Schools)	400	
Roller Compactor (Schools)	400	
JCB (Schools)	400	
Water Truck - Empty (ALL)	400	
Water Truck - Full (ALL)	400	
Tipper (School)	400	

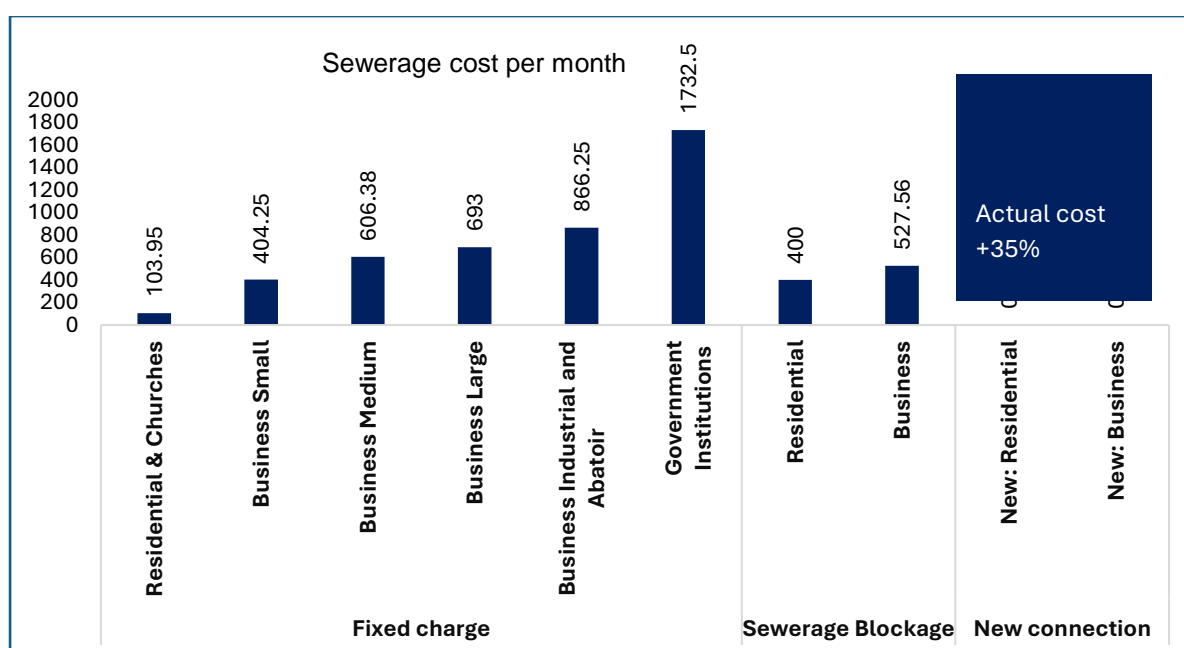
Source: Rehoboth Town Council: Tariffs 2023/2024

5.1.6 Sewerage Cost Per Month

The analysis of sewerage costs per month reveals a tiered pricing structure based on the type and size of the entity. Residential properties and churches pay N\$103.95, while costs for businesses vary significantly: small businesses are charged N\$404.25, medium businesses N\$606.38, and large businesses N\$693. Industrial businesses and abattoirs face even higher costs at N\$866.25, while government institutions are charged the highest at N\$1732.5. Notably, a flat rate of N\$400 applies to residential properties and N\$527.56 for general business use. For new properties, both residential and business, sewerage costs are calculated as the actual cost plus 35%. This pricing structure reflects the varying levels of sewerage demand and service intensity across different sectors. Higher costs for larger and industrial entities likely account for their increased sewerage usage and infrastructure demands. New connections by residents and businesses are charged a fee of the actual cost plus an additional 35%.



Figure 12: Sewerage Cost Per Month



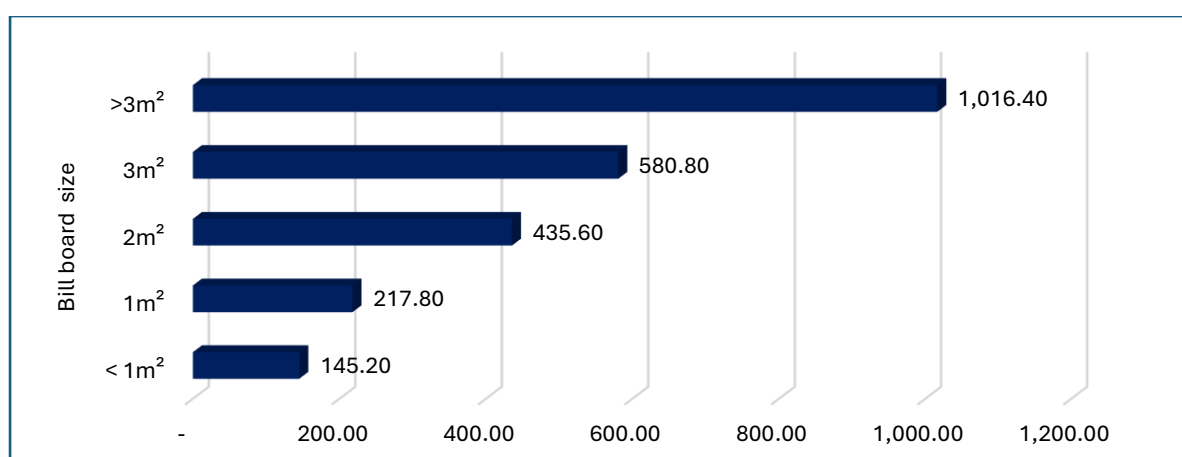
Source: Rehoboth Town Council: Tariffs 2023/2024

5.1.7 Billboards Per Month

The pricing structure for billboards increases with size, reflecting a progressive cost scale that aligns with the greater visibility and advertising potential of larger billboards. For billboards smaller than 1 square meter, the cost is N\$145.20, which scales up to N\$217.80 for 1 square meter. As the size increases, the cost per square meter becomes more economical, with 2 square meters costing N\$435.60 and 3 square meters N\$580.80. For billboards larger than 3 square meters, the cost is N\$1,016.40, indicating a substantial premium for larger sizes. This pricing model demonstrates a tiered approach where larger billboards are offered at a lower per-square-meter cost, likely to encourage the purchase of more extensive advertising space while also reflecting the higher overall value and impact of larger billboards.



Figure 13: Billboards Per Month



Source: Rehoboth Town Council: Tariffs 2023/2024

5.2 Educational Services

5.2.1 Secondary Education

In the analysis of secondary education across the four schools provided, we see a consistent teacher-to-learner ratio around 25:1, except for Dr. Lemmer Secondary School, which has a slightly higher ratio at 26:1. This indicates that each teacher is responsible for roughly 25 to 26 learners, a common standard aimed at maintaining manageable class sizes to support individualized learning and effective teaching. The schools M and K Secondary School, Rehoboth High School, and Anes Secondary School all maintain a 25:1 ratio, suggesting a uniform approach to class size management across these institutions, with Dr. Lemmer Secondary School as the only slight outlier.

Furthermore, there are significant differences in total student and teacher populations across the schools. M and K Secondary School and Rehoboth High School both have notably high student populations, with 1,092 and 1,089 learners respectively, requiring a teaching staff of 44 to sustain the desired ratio. Conversely, Anes Secondary School, with a considerably lower learner population of 444, requires only 18 teachers to achieve a similar learner-teacher balance. This disparity in student population sizes, yet maintenance of consistent learner-teacher ratios, reflects a standardized policy across the schools to ensure that teaching resources are scaled appropriately to support the student body sizes.



Figure 7: Secondary Education

	Number of Learners	Number of Teachers	Learner to Teacher Ratio
M and K secondary School	1092	44	25
Dr Lemmer Secondary School	982	38	26
Rehoboth High School	1089	44	25
Anes Secondary School Rehoboth	444	18	25

Source: Ministry of Education, Arts and Culture

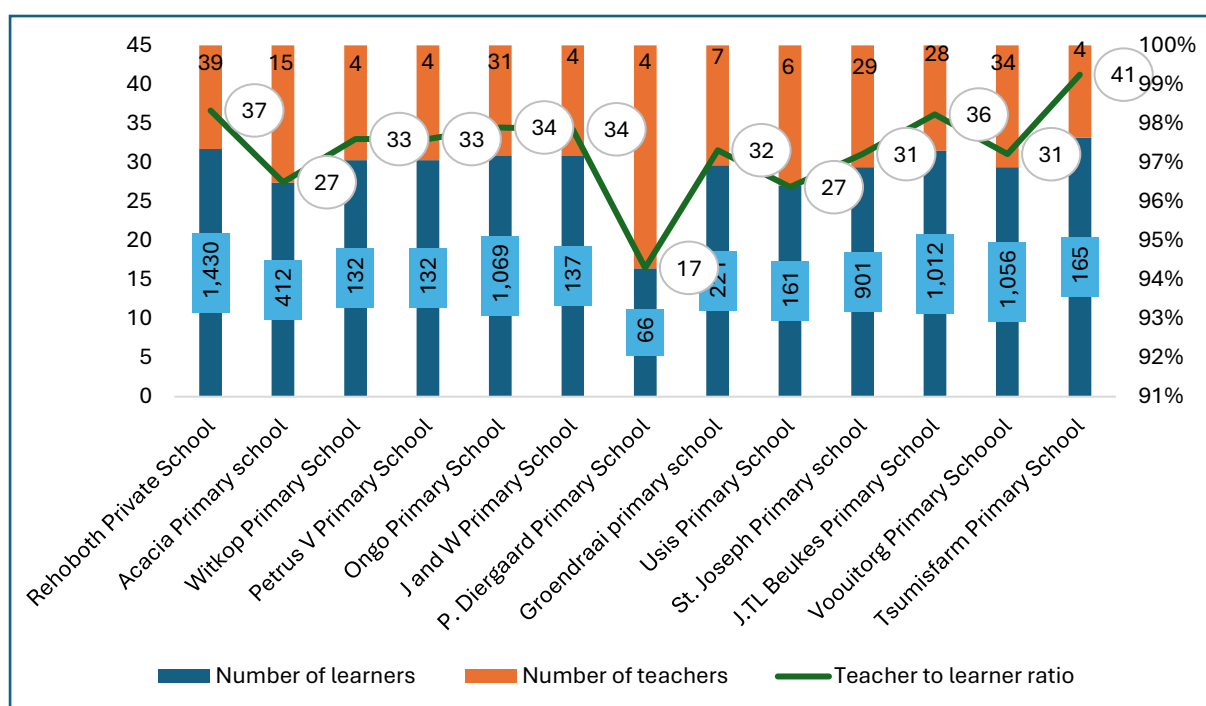
5.2.2 Primary Education

Data on primary sector education in Rehoboth, characterized by varying student populations and teacher availability. Rehoboth Private School stands out with the highest number of learners at 1,430, supported by 39 teachers, resulting in a student-teacher ratio of approximately 37:1. This suggests a relatively larger classroom size, which may impact the level of individual attention students receive. In contrast, smaller schools like Witkop Primary and Petrus V Primary, each hosting 132 learners with only 4 teachers, exhibit a much lower student-teacher ratio of 33:1, potentially allowing for more personalized education but indicating limited resources.

The range of learner and teacher numbers across the schools also shows disparities in educational capacity. For instance, Acacia Primary School has 412 learners with 15 teachers (about 27:1 ratio), while Ongo Primary School accommodates 1,069 learners with 31 teachers, resulting in a 34:1 ratio. The overall data indicates that while some schools are managing larger populations effectively, others may struggle with resource allocation and classroom management. Schools such as St. Joseph Primary and J.TL Beukes Primary also demonstrate significant enrolment figures (901 and 1,012 respectively), yet their teacher counts (29 and 28) suggest a need for additional teaching staff to ensure quality education.



Figure 14: Primary Education



Source: Rehoboth Education Circuit

5.2.3 Health Services

The analysis of health services in Rehoboth reveals a stark contrast between the Rehoboth District Hospital and the Rehoboth Health Centre in terms of staffing and patient ratios. The Rehoboth District Hospital serves a population of 42,524 with 36 nurses, resulting in a nurse-to-patient ratio of 1:1,181, and employs 7 doctors, giving a doctor-to-patient ratio of 1:6,075. In comparison, the Rehoboth Health Centre, which serves a slightly smaller population of 36,996, has only 9 nurses, leading to a much higher nurse-to-patient ratio of 1:4,111, and just 1 doctor, resulting in a doctor-to-patient ratio of 1:36,996. This disparity indicates a significant resource imbalance, with the Health Centre appearing under-resourced relative to the hospital. The limited availability of both nurses and doctors at the Health Centre suggests challenges in providing adequate healthcare services, which could impact the quality and accessibility of care for patients in the area.



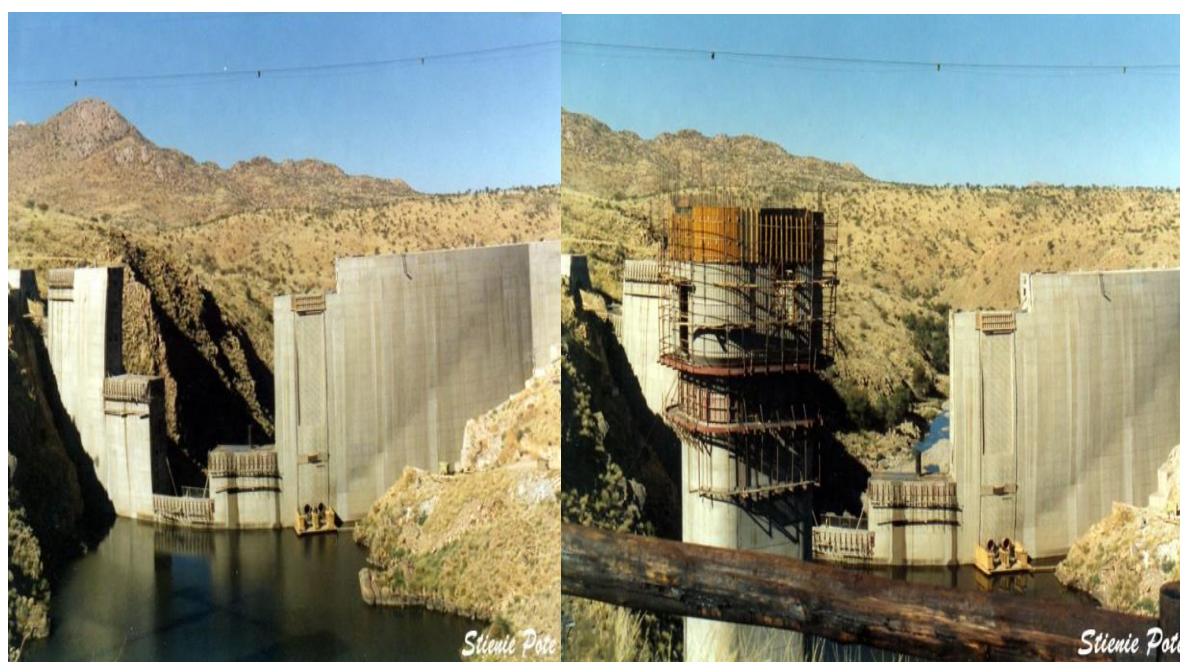
Table 6: Health Services

	Total population	Number of Nurses	Nurse to Patient ratio	Number of Doctors	Doctor to Patient ratio
Rehoboth District Hospital	42,524	36	1,181	7	6,075
Rehoboth Heath Center	36,996	9	4,111	1	36,996

5.3 Tourism Services

Oanob Dam, situated 7 kilometers outside Rehoboth in Namibia's Hardap Region, is an essential water reservoir on the Oanob River, supplying much of the town's water. Completed in 1990, the year of Namibia's independence, the dam has a capacity of 34,505,000 cubic meters. In addition to its role in water provision, Oanob Dam has become a popular destination for tourism, offering a range of recreational activities. Visitors can enjoy water-based activities such as boat rides, canoeing, aqua-cycling, and swimming in both the lake and outdoor pools. For those interested in land-based activities, the area features nature drives, hiking trails, and bird-watching opportunities. The Lake Oanob Resort, located along the dam's shores, provides a variety of accommodations from luxury chalets to campsites and includes dining options at an on-site restaurant, enhancing the dam's appeal as a leisure destination in the region.

Figure15: Oanob Dam is a dam outside of Rehoboth



Source: <https://www.namibia-accommodation.com/listing/oanob-dam>



5.4 Financial Services

The banking services in the area are relatively limited, with each major bank First National Bank, Bank Windhoek, Nedbank, and Standard Bank having only one branch each. However, ATM availability varies slightly: First National Bank provides the highest accessibility with four ATMs, followed by Bank Windhoek and Standard Bank with three ATMs each, and Nedbank with the fewest at two ATMs.

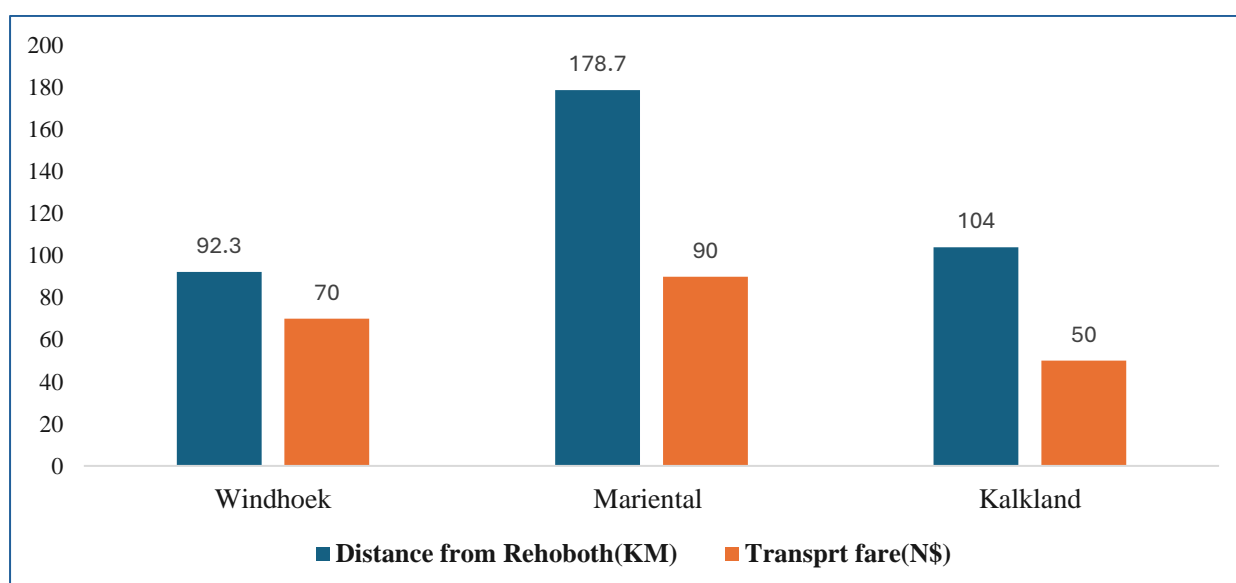
Table 6: Health Services

	Number of branches	Number of ATMs
First National Bank	1	4
Bank Windhoek	1	3
NedBank	1	2
Standard Bank	1	3

5.5 Travel services

Rehoboth is located 92.3 kilometres from Windhoek, 178.7 kilometres from Mariental and 104 kilometres from Kalkland. Residents use both private transport and public transport when travelling to and from Rehoboth. The proximity of Rehoboth to Windhoek makes it possible for most residents to work or study in Windhoek and commute daily. They pay a transport fare of N\$70 when travelling to Windhoek, N\$90 when travelling to Mariental and N\$50 when travelling to Kalkland (see figure 16).

Figure 16: Transport services



Source: Rehoboth local residents



6 INVESTMENT OPPORTUNITIES

Sector	Opportunity	Potential Benefits	Challenges	Key Stakeholders
Agriculture	Agribusiness (e.g., crop farming, livestock)	Job creation, food security, export potential	Water scarcity, climate conditions	Farmers, Investors, Local Government
Real Estate	Residential and commercial property development	Urbanization, housing demand, economic growth	Land acquisition, regulatory hurdles	Real Estate Developers, Municipality
Tourism	Eco-tourism, cultural heritage sites	Increase in tourism revenue, preservation of heritage	Infrastructure development, market access	Tour Operators, Conservationists
Renewable Energy	Solar and wind energy projects	Sustainable energy supply, reduced carbon footprint	High initial investment, technical expertise	Energy Companies, Government Agencies
Manufacturing	Small-scale manufacturing (e.g., textiles, food processing)	Job creation, diversification of the economy	Access to raw materials, market competition	Local Entrepreneurs, Investors
Mining	Exploration of mineral resources	Revenue generation, export growth	Environmental impact, resource depletion	Mining Companies, Environmentalists
Retail and Services	Retail chains, supermarkets, service businesses	Economic growth, consumer access	Market saturation, competition	Business Owners, Consumers
Infrastructure	Transport and logistics hubs	Improved connectivity, economic integration	High capital costs, regulatory approvals	Construction Firms, Government



7 CONCLUSION

In conclusion, the economic profile of Rehoboth reveals a community with significant potential for growth, driven by its unique socio-economic characteristics and strategic location. The town's historical context, marked by its mixed heritage and cultural identity, has shaped its development as a vital service centre in the region. With a blend of formal and informal economic activities, Rehoboth demonstrates a diverse economy. However, the town faces challenges such as high unemployment rates and income inequality, which necessitate targeted interventions to foster sustainable economic growth.

Furthermore, the demographic trends indicate a dynamic population growth that is likely to increase demand for housing, services, and infrastructure. This demand presents both opportunities and challenges for local authorities and developers, emphasizing the need for comprehensive planning and investment in essential services such as healthcare, education, and housing. The disparities in growth rates across different constituencies suggest that tailored economic strategies are essential to ensure equitable resource allocation and balanced regional development. By leveraging its strengths while addressing existing vulnerabilities, Rehoboth can enhance its resilience and adaptability in the face of external shocks.

Ultimately, the economic profile serves as a foundational tool for policymakers, stakeholders, and community members to navigate the complexities of Rehoboth's economic landscape. By understanding the interplay between demographic shifts, economic activities, and the socio-cultural fabric of the town, strategic decisions can be made to promote inclusive growth. Continued investment in infrastructure, targeted support for vulnerable populations, and the fostering of diverse economic opportunities will be crucial in elevating the quality of life for Rehoboth's residents and ensuring sustainable development in the region.

