

Winner of The SACCI Chamber of The Year Award 2011

Ballito then and now...

Ballito used to be a small holiday town located in Kwa-Zulu Natal, South Africa, but today it has grown into a suburban paradise: drawing many young couples and families to start a new life here.¹

The area was originally portion of a sugar cane farm at Compensation Beach owned by Basil Townsend. The town was established in 1954 as a private township, by the Glen Anil Development Corporation/Investments which was headed up by Dr Edward (Eddie) Rubenstein (1903–1972). The Sunday Tribune printed in 1954 an advert for Ballito Bay inviting potential investors to the North Coast with prices of land from R790.00 (395 SA Pounds). By 1964 the zonings for Ballitoville's residential buildings, hotels and a caravan park had already been incorporated into the town plan known as Compensation Beach and this area stretched out from Willard Beach to Clark Bay, Salmon Bay and Port Zimbali. A brochure with the first marketing pictures of Ballito, was put out to attract the holiday makers to invest in the area with the slogan: "Buy, Build & Play at Ballito Bay, The Caribbean of the North Coast - Natal".

Ballito growth statistics 2001-2011²...

	2001	2011	Growth (2001 -2011)
Population	4, 115 (727.36 per km ²)	19, 234 (867.77 per km ²)	Population has more than quadrupled – 4.67 times more (367% growth rate)
Households	1, 659 (293.24 per km ²)	7, 866 (354.89 per km ²)	Households have more than quadrupled (374% growth rate)
Area	6.80km ²	22.16km ²	Area has more than tripled – 3.26 times more (226% growth rate)
Sup Places	Ballito Ballito Bay	Ballito SP Caledon Estate Port Zimbali Shakas Head Shakas Rock Simbithi Eco-Estate Umhlali Country Club and Country Estate Zimbali Coastal Estate	
Ratio Men : Women	More females than males Ratio 4:5	More males than females Ratio 5:4	

¹ <http://en.wikipedia.org/wiki/Ballito>

² 2001 and 2011 Census data