

Speech on the Launch of Corporate Logo by the Executive Mayor, 04 May 2007, 18:00 at Welkom Club

Executive Mayor

Mayors

Speakers

Councillors

Municipal Managers

Representative from the Office of the Premier

Representative from GCIS

Officials

Ladies and Gentlemen

The move to the launch of a new logo reflects the strategic growth the municipality has undertaken in our strategic plan document to expand our services in line with the powers and functions of the district. Our vision is indicative of these principles that of coordinating, facilitating and Supporting the local municipalities.

The adoption of this official logo by the Council of Lejweleputswa District Municipality is another step in establishing this unique institution on a firm and lasting foundation. It is the visual representation of a dynamic organization with a vital role to play in ensuring the continued and rules-based expansion of service delivery in our communities. Our municipality has been utilizing our Coat of Arms for all business purposes. The usage of this logo will give us a corporate look that stands out to deliver services to its constituency.

When this idea came up, clearly we needed to portray the new scope of the institution's business and project the respect and authority the municipality has earned over time. There has been a paradigm shift in public sector; Governments have now adopted the corporate character of organizations. They are doing business in a corporate context focused on their vision and mission.

Our logo reflects the stone which represents natural resources of our district. The stone and gold is a defining feature of this area.

Most importantly, the development of our corporate identity is retaining the separate identities of our well established people and the resources.

Our new identity is one part of a broader initiative to clearly define our institution today and set out our ambition for the future. We are

committed to serve the people of this district diligently as long as we get the necessary cooperation from the communities.

This new image will help enhance the performance of the institution's employees as well as being proud to represent the institution's culture and traditions outside the district. We will develop a new culture which is premised on trust, transparency, and accountability.

We will work together with our counterparts (municipalities) to uplift the spirit of the communities. However, these communities must give us strength to serve them through payment of services. Municipalities are now engaged in a number of programs that seek to reduce crime, poverty alleviation and environmental clean up.

We have made a commitment in our vision that we will be a '*perfect partner in service excellence by 2014*'. This logo must carry that spirit and the service excellence is an ongoing process which does not start only in 2014.

This logo will serve as a tool in which to communicate with the outside world bearing our vision. Communication is the best tool to sell the institution on the activities the municipality is engaged in. Lack of communicating with the stakeholders and communities in general leads to perceptions and suspicions about us as government not doing anything. The following principles also lead to perceptions by the public:

- Lack of information on how to access services, how to gain assistance and how to raise complaints.
- Inadequate delivery of services; and
- Lack of responsiveness and courtesy.

While there are levels of frustration among residents who want government to improve service delivery, residents also have relatively high expectations that they are entitled to better service from the municipalities. As municipalities are closest to our people, we need to be seen communicating with the public and make them understand government limitations as we strive to deliver those services.

Work must be done to ensure that citizens are aware of their rights and responsibilities. This relates to the public services to which they are entitled; how to access these services; what service standards to expect; how to contact government; what redress mechanisms exist; and how to access such redress mechanisms.

As local government, we must commit ourselves to develop a set of service standards so that the public should know what level of service they can expect; we also commit to speedily and effectively address requests for assistance or complaints from citizens as well as allegations of ill-treatment by public servants of members of the public.

We must commit ourselves to the development and implementation of programmes whose aim is to significantly improve the quality of public services. Such programmes must also become increasingly accessible to all the members of our communities.

This tool must be used effectively to address all these challenges of perceptions.

It is my pleasure to formally launch the Lejweleputswa District Municipality new corporate logo.

I thank you.