



PROVINCE OF KWAZULU - NATAL - ISIFUNDAZWE SAKWAZULU - NATALI
DEPARTMENT OF TRANSPORT
UMNYANGO WEZOKUTHUTHA

MEDIA ALERT

DATE: 14 NOVEMBER 2008

MEC TO OFFICIATE THE CELEBRATION OF 10 YEARS OF ASIPHEPHE

The KwaZulu-Natal MEC for Transport, Community Safety and Liaison Mr. Bheki Cele will officiate the celebration of 10 years of Asiphephe at KwaMdakane Sports Field in Dannhauser at 09:00 am on Tuesday, 18 November 2008.

The KZN Department of Transport entered into a road safety partnership with the State of Victoria in Australia to develop a pilot project for road safety in South Africa. Many of the Asiphephe principles and strategies originated from the research and preparatory work conducted as part of that project. Asiphephe was developed to tackle the culture of impunity that exists in our society.

The MEC will also launch the Road Monitor Programme, which seeks to address the traffic hazards caused by livestock on provincial roads and also tackles challenges of unemployment and poverty alleviation.

"The summer holiday is upon us and we know that with it comes increased activity and festivities as locals, visitors and tourists transverse our province. During this period there is usually an unacceptably high level of deviant driver behavior resulting in road carnages. As the Province of KwaZulu-Natal we will continue to reinforce our "100% compliance" policy and everyone who deviates from it will be punished severely. I appeal to all road users to adhere to the rules of the road and JUST DO RIGHT," said Cele

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