



SPEECH NOTES BY KWAZULU-NATAL MEC FOR TRANSPORT, COMMUNITY SAFETY AND LIAISON MR BHEKI CELE AT THE CEREMONY FOR PERSONALIZED LICENCE NUMBERS ON THURSDAY 01 NOVEMBER 2007

Protocol observed

- The Personalised Licence Numbers is indeed one of the many remarkable achievements of our Department. Like in most of our programmes, the Province of Kwazulu-Natal was the first in the country, to sell Personalised Numbers. Certain other Provinces have since followed our example.
- The introduction of Personalised Licence Numbers, in Kwazulu-Natal was based on the vision of the Department to not only allow the Motoring Public the opportunity to individualize their vehicles, but to also raise much needed money to help fund the supply of Rural Access roads, in previously disadvantaged areas, in the Province.
- In preparation for this concept, the Department embarked on an extensive research and overseas visit in May 1996, looking for best practices and seeking innovative ideas on how to best introduce the concept in our unique South African environment.
- When the cost of these number plates was being considered, the then MEC for Transport now the Premier, was very clear that they must be “affordable to the man on the street”. He asked the question of, “what does it cost to purchase a good suit these days”, and when told, R1500-00, he said “then that shall be the price”.

- In November 1996 the Provincial Cabinet approved the concept.
- The sale of these number plates which gives our motoring community the opportunity to express themselves and individualize their vehicles, was introduced in **March 1997**, with the first plate being sold being 1 ZN, the second one being 786 ZN, followed by SHARK ZN, DK 11 ZN and BADBOY. ZN.
- The number plates themselves are supplied by a single Black Economic Empowered compliant manufacturer, with the contract being awarded via the tender process. The materials utilized for the manufacture of these plates underwent stringent tests and were approved by the S.A.B.S.
- The material that is used also makes it easy for identification by camera for law enforcement purposes. Furthermore, the plate has a unique watermark as well as hologram for security reasons.
- Those with illegal and fraudulent personalised licence number plates will be stopped and prosecuted. With a fine of up to R4000-00, being imposed.
- Initially the number plate comprised and was restricted to six alpha-numeric characters, and it has since been increased to seven alpha-numeric characters to in particular cater for the Zulu language.
- The success of this concept has far exceeded expectations. Initially an average 150 were being sold per month. This has progressively increased to over 600 being sold per month, over the past two months.

- Over a **R100 Million** has been collected, from this project, to date.
- No external marketing by private companies, takes place. The success of this concept can therefore be attributed to the Department's own marketing drive.

I thank you