



**SPEECH NOTES BY KWAZULU-NATAL MEC FOR TRANSPORT,
COMMUNITY SAFETY AND LIASON MR BHEKI CELE DURING THE
INNOVATION SYMPOSIUM ON WEDNESDAY 28 NOVEMBER 2007.**

Protocol Observed

- The KwaZulu-Natal Department of Transport is committed to an ongoing consultation process that allows both the Department and stakeholders to make informed decisions on how best to prioritise the needs of the people.
- The intention of our democratic government is to have a people – centred and a people – driven development. This is currently central to the core of service delivery within our Department. Consultative structures to facilitate transparency, public participation, consultation and the development dialogue with communities exist within this Department.
- These structures include Community Road Safety Councils (CRSC's), Rural Road Transport Forums (RRTF's), KwaZulu-Natal Taxi Council (KwaNataco), KwaZulu–Natal Bus Council (Kwanabuco) and Public Transport Passenger Associations (PTPA) amongst others.

- I am therefore pleased to be part of this first Innovation Symposium that seeks to stimulate and motivate innovative thinking in and around the transport sector, provide access to research ideas, encourage communication on the action plans to improve service delivery, transport policy, strategy and technological implementation and to use innovations presented at this symposium in future pilot programmes undertaken by the Department of Transport.
- Development within the transportation industry and technological advancement require new innovation that will allow us to jack up and stay ahead of service delivery. Look at history – horses; wheels; horse drawn cart; motor vehicle; airplane; high speed train and energy saving vehicles. All this indicated that the transport industry is dynamic and there is always a need for innovation.
- Our government needs innovative thinking to deal with challenges of BEE, infrastructure development and poverty alleviation. However, our visits to overseas countries give us ammunition for intensifying our fight against poverty and our fight against road carnage.
- To this end, the KZN Department of Transport is well recognized through its innovative programmes. We all know how our initiatives such as Zibambele, Asiphephe and others have been rolled out nationally, with Zibambele being recognized as the best practice model for EPWP.

- We have identified an exciting poverty alleviation programme in Curitiba, Brazil, of collecting waste and exchanging it for food parcels which is called Garbage that is not Garbage. It could prove to be a great success in the fight against poverty in this country. This programme was warmly received by the KZN Cabinet and the National Department of Public Works.
- The 2006/07 financial year sent strong signals to us as a Department to intensify our Road Safety education and awareness programmes, as we continue to enforce traffic laws. Crashes on our roads and especially increasing fatalities involving pedestrians, were a cause of concern.
- To this end, we have embarked on a bold, educational and awareness campaign to break through the communication clutter and to change pedestrian mindset. We are working with celebrities such as radio DJs and soccer teams to convey our road safety messages.
- In KZN, football has always been regarded as the language of the people. The advent of the FIFA 2010 World Cup has raised the profile of football even further, and extended its following through the province, at all levels of society.
- The KZN Department of Transport and key players of the participating soccer teams - Amazulu, Golden Arrows, Kaizer Chiefs and Orlando Pirates – will be distribute road safety messages at selected PSL games in KZN, at community soccer matches in key high-risk areas and in shopping malls, taverns and schools.

- In conclusion, may I take this opportunity and thank all those who participated in this symposium by submitting their innovations. No matter how small you think your idea is, the Department of Transport is keen to hear that. Also, do not forget that your ideas are to be crafted into our programmes that can make meaningful contribution to our communities.

- Finally, as we begin our festive season, let us always remember this:
 - Look right, look left, look right again before you cross the road.
 - It is dangerous and illegal to walk on the freeway.
 - Avoid roads at all times when intoxicated or drunk.
 - Be seen, be safe. Wear bright coloured clothing, especially at night.
 - Walk facing oncoming traffic.
 - Live and let live

I thank you