

September 2016

In this issue

This issue of the Swartland municipal newsletter focuses on service delivery while also keeping you informed of all municipal activities.

Page 1

Tijmen van Essen re-elected as mayor

At his inauguration as executive mayor following the recent local elections, alderman Tijmen van Essen focused on the challenges to be embraced to ensure the Municipality's financial sustainability in the long term.

Page 2

Scholtz at the helm for another five years

The municipal council recently unanimously appointed Joggie Scholtz for a third term as municipal manager.

Page 3

Tourism study for Swartland

The Cape Peninsula University of Technology (CPUT), on its own initiative, will soon be conducting a study to measure the Swartland's unique 'brand'.

Page 4

Recognition for Excellent Client Service

If you have recently experienced excellent client service by a municipal employee, please nominate such official/s for our special award. Nomination forms are available at all municipal offices and libraries, as well as on our website.

PAGE 1

Mayor re-elected to lead new council

On 11 August 2016, alderman TIJMEN VAN ESSEN was inaugurated as executive mayor of the Swartland municipal council – an office he was elected to for the first time more than seven years ago. A synopsis of his inaugural address follows below:

"The Democratic Alliance's (DA) recent performance in the local elections was a very strong mandate to the party to continue managing *the* best municipality in the country. With 70,4% of the votes cast in favour of the DA, Swartland Municipality had the highest vote percentage for the DA in South Africa, followed by Stellenbosch Municipality with 69,07% DA votes.

"However, the election of 3 August 2016 is behind us, and I (and my councillors) undertake to serve the community of the Swartland without asking which party someone voted for. The past 16 years we have already proven that we do not fail at service delivery as many other municipalities throughout the country do, and it remains our aim to ensure that affordable services are delivered *to all our residents* in a sustainable manner.

"Just as all other municipalities, Swartland Municipality operates in an extremely complex environment. New legislation constantly implemented by government, creating a complex business environment, is but one of the challenges local authorities face. The community's high expectations, which simply cannot be met because of limited (and ever shrinking) financial resources, are putting increasing pressure on the municipality. Building low-cost housing (for people who aren't able to pay for services) as well as an increase in in-migration to our area, are other factors threatening our financial sustainability.

"At rural government level the development of human resources is twofold. On the one hand, councillors and officials should be developed and trained in-house, in the legislative requirements for good governance as well as the art of strategic thinking and planning, which requires a strong developmental focus. On the other hand, we need to use our multifunctional centres and other ways to develop the capacity of the community so that we can lead them out of the cycle of poverty."

His message to fellow councillors was succinct and powerful:

"We were elected to make a difference, not to make excuses. Or, in the words of Robert Kennedy, recently quoted by President Obama: *The future is not a gift. It is an achievement.*"

[The mayor's full speech, in both Afrikaans and English, is available on the homepage of the municipal website.]

Photo Caption: At the first meeting of the fourth Swartland municipal council, alderman Tijmen van Essen (to the right) was re-elected as executive mayor. With him is councillor Michael Rangasamy, newly elected speaker and alderlady Maude Goliath, executive deputy mayor. Photo: dié courant

PAGE 2

Joggie Scholtz at the helm for a further five years

During the council meeting of 31 August 2016, the appointment of Joggie Scholtz as municipal manager of the Swartland Municipality (SM) was extended unanimously for a further (third) term of office of five years.

"The fact that all the members of council voted 'yes' exceeded my expectations, since I often had to take unpopular decisions. It is a fact that popular decisions are not always right, and that the right decisions are not always popular," Scholtz said about his reappointment.

Since his appointment (2nd term of office) in June 2011, the municipality has received five successive clean audits under his leadership, which made SM the first local municipality to achieve this. Scholtz's motto of 'Happiness is five in a row', à la WP Rugby in the glory years of the early 1980s, might now have to change to 'Happiness will be ten in a row', is his humble opinion on this special achievement.

Besides for the five clean audits, the municipality's successes over the past five years include –

- average spending of 97,2% of the capital budget, which follows on a 'gentlemen's agreement' that a director who does not spend 90% of his/her capital budget will resign – unless he/she has substantive reasons;
- a noticeable improvement in financial sustainability. In the *Ratings Africa* index, the municipality's financial sustainability increased from 58% in 2012 to 73% in 2016;
- an average collection percentage of 101% of budgeted income;
- being rewarded with the "Red Tape Reduction Award" for the efficiency with which building plans are approved;
- the non-payment of performance bonuses to directors, who – according to Scholtz – "are already being paid to perform".

"These successes are based on a collective team effort in which every employee can excel in an environment in which politicians have created stability. Our successes must not make us arrogant, however, since yesterday's success unfortunately does not guarantee tomorrow's", says Scholtz.

Greatest disappointments

Something that continues to disappoint him, says Scholtz, is the way in which the public speak to the municipal staff after hours. "The after-hours service we offer from 17:00 to 08:00 is something special, but defaulters harangue us with sharp tongues, despite the fact that they pay their accounts late."

That there have also been instances of corruption in the organisation makes him unhappy. "Although we follow a 'no-tolerance approach' to corruption, theft and dishonesty in our midst, it unfortunately also is present in SM. The guarantee that I can give, however, is that it is only a question of time before we catch those who commit these crimes and who probably will be fired after the correct implementation of procedure. As active citizens we cannot permit corruption and financial mismanagement to take place, and leaders must accept responsibility for this, otherwise we neglect our obligations."

Biggest challenges

"It remains a challenge to keep the municipality financially sustainable and provide affordable services. We further need to depend on our limited resources not only to maintain existing infrastructure, but also to create new infrastructure. It naturally would also help if we had the ability to keep the Voëlvele Dam full," he joked.

"We will also have to adjust our ward committees and communication system to keep up to date with the latest technology.

"We furthermore welcome the positives associated with the upgrading of the N7, but will have to manage and analyse the negative aspects associated with it thoroughly, and develop the necessary controls to minimise the impact. In particular, the municipality will have to play a more active role in developing and implementing an integrated crime-prevention plan. If we do not address crime as a collective, we cannot create a climate in which the economy can grow. The latter is the catalyst to address poverty alleviation."

Scholtz views patience, perseverance and gratitude as among the most important lessons of the past five years. "It is an incredible privilege to be the municipal manager of the Swartland Municipality – a leading municipality. I also know that we cannot satisfy all people, and some never. Teamwork also is of cardinal importance. As individuals we must always be subservient to the team and the institution that we serve."

PHOTO CAPTION: The municipal council recently approved Joggie Scholtz's third term as municipal manager of Swartland Municipality, with effect from 1 May 2017. Photo: dié courant

Swartland Municipality is financially stable

Ratings Afrika (RA) is a ratings agency that specialises in ratings and similar opinions gauging the soundness of governance in *inter alia* municipalities, provinces and central governments. Criteria for the ratings assigned are based on international best practice and are in line with the definitions used by RA.

Below is an extract from RA's September revision of Swartland Municipality's financial stability, as referred to elsewhere by the municipal manager.

PAGE 3

Swartland Tourism study underway

The Swartland is to benefit from a fully sponsored tourism research study to be conducted over the next six to nine months, starting in September of this year. The sponsor of this unique research endeavour is the Cape Peninsula University of Technology (CPUT). The University has set aside funding for research through its University Research Funding initiative, which is specifically earmarked to build research capacity and output among students and lecturers alike.

The Swartland tourism region was chosen as the focus area for this research study. Additionally, it was also decided to apply Dr Pieter Steenkamp of the Marketing Department at CPUT's newly developed services branding model, called the servBRAND framework, to measure the 'brand equity' of the Swartland.

Branding in this regard can be seen as a shift away from conventional marketing where managers try to sell their products and services by 'chasing business' so to speak. A branded product or destination for instance does not seek to market itself from the outside-in but rather from the inside-out. In other words, it first seeks answers to questions such as 'What is the Swartland region? What image does it portray? What does the region stand for?' and then build what is called a collective 'brand identity' of the region, which is to be communicated to travellers who seek similar experiences and outcomes. Branding in this context serves as a marketing compass which gives direction to all marketing efforts in the long term. The ultimate aim of the study is therefore to brand Swartland as a destination in the hearts and minds of tourists in order to attract an equal and deserving share of the tourism industry.

To measure the brand equity of the Swartland region, five interrelated and fully sponsored studies are to be conducted over the next nine months. The first phase of the research rolls out in early September where group discussions are to be held with the Swartland DMO (Destination Marketing Organisation) as well as its sub-regions, namely Yzerfontein, Darling, Moorreesburg, Malmesbury, Koringberg and Riebeeck Valley. This will be followed by a large survey with over 300 people in Cape Town as potential travellers to the region to find out how they view the Swartland as a tourism destination and what will make them visit the region. Then it is Swartland's residents turn to voice their opinions. In this regard a local resident survey will be conducted early December with some 200 Swartland residents. We will ask you 'How do you see your region? What does it stand for? What makes it unique?

Your cooperation in this project will be greatly appreciated. Following on, in the new year some 20 selected tourism businesses in the Swartland will be interviewed and asked how do they see the Swartland brand. These establishments will include among other some local attractions, event managers, accommodation suppliers, transport owners, etc. The research concludes with what is called a 'mystery tourist visitor assessment'. Here unidentified visitor groups from Cape Town will be asked to visit the Swartland region and record their service experiences first-hand. From this study we will know exactly what it is really like to visit the Swartland! A lot of interesting information will be revealed in the process.

Towards the middle of 2017, a full set of results with recommendations will be presented to the Swartland DMO and its role players for consideration. This will be followed by an open public presentation where the results will be discussed and the new way forward for the brand 'Swartland' will be revealed.

Any queries with regard to the project can be forwarded to Dr Norbert HAYDAM (project manager) of the Marketing Department at CPUT (haydamn@cput.ac.za).

PHOTO CAPTION: At a meeting in the Malmesbury Town Hall on 12 August, 121 Municipality employees received recognition for not taking any sick leave during the 2015/2016 financial year (1 July 2015 to 30 July 2016). In the photo are some of the 121 who received a certificate. Not everyone could attend because of work commitments.

Restrict water usage

Until such time that the water situation in the Swartland improves dramatically, the so-called Level 2 (20%) water restrictions remain in place.

The use of potable water for the watering/irrigation of gardens and for the filling of swimming pools is prohibited. Similarly, the use of hose-pipes, e.g. to hose down hard-surfaced or paved areas and to wash vehicles (including recreational vehicles and watercraft) is not allowed.

We thank all our residents for their efforts and dedication to help save this precious resource.

For a weekly update on the level of the Voëlmei Dam, follow us on *Facebook*.

PAGE 4

Know your ward councillor

Below are photos of the twelve ward councillors and – to the right – is a brief description of the applicable ward to help you identify your ward representative.

Ward 1: Northern and western parts of Moorreesburg, Koringberg as well as the rural area north of Moorreesburg

Ward 2: Southern and eastern parts of Moorreesburg

Ward 3: Riebeek West, Ongegund as well as the rural area north of Riebeek West

Ward 4: Mount Royal (Malmesbury), Riverlands, Chatsworth, as well as the rural area north-west, west and south-west of Malmesbury

Ward 5: Portion of Darling west of Kerk, Pastorie, Cole, Donkin and Smith Streets, Yzerfontein, Jakkalsfontein, Grottoabaai, Dassen Island as well as surrounding rural area

Ward 6: Portion of Darling east of Kerk, Pastorie, Cole, Donkin and Smith Streets as well as the rural area north and north-east of Darling

Ward 7: Kalbaskraal, Abbotsdale as well as the rural area south and south-east of Malmesbury

Ward 8: Malmesbury (portion of Amandelrug, Dalsig, De Molen, Die Wingerd, Garden Village, Prison Extension and portion of Wesbank) as well as the rural area directly east of Malmesbury

Ward 9: Malmesbury (Illinge Lethu and a portion of Wesbank)

Ward 10: Malmesbury (portion of Amandelrug, Bergzicht, Newclair, Panorama, Sunnyside and Tafelzicht)

Ward 11: Malmesbury (portion of Saamstaan and portion of Wesbank)

Ward 12: Glen Lily (Malmesbury), Riebeek Kasteel and the rural area north-east, east and south-east of Malmesbury and surrounding Riebeek Kasteel

Election of ward committees

When going to the printers, the nomination of candidates for election to the ward committees for each of the twelve wards within the municipal area has already closed.

Details of the elections, which are to take place between 17 and 26 October 2016, will soon be communicated on the municipal website and in the local and on social media. Follow us on Facebook to make sure that you pitch at the right venue to cast your vote. Remember to bring your identity document along. You will also not be allowed to vote if you are not registered on the relevant ward segment of the voter's roll.

Let yourself be heard!

Nominate employees for award

Help us to identify an employee or employees from municipal ranks who deliver **excellent client service** to the public.

Nomination forms are available at all municipal offices and libraries, on our website and on our Facebook page. The action that impressed you and is the reason for your nomination should have occurred between May and October 2016. The closing date for nominations is 31 October 2016.