

Ethekwini Municipality  
(KZN)  
2006 APSD

## AFRICA PUBLIC SERVICE DAY PROGRAMME

1. National Anthem : Ekwazini High school
2. Opening Prayer : President Rev Mchunu  
(Methodist Church)
1. Ekwazini High School : National Anthem
2. Welcome : Ms Kholeka (PRO: Megacity)
3. Polo Girls : Dance
4. Purpose of the event : Siphwe Madondo  
Deputy City Manager :  
Corporate & HR
1. Fay Production : Drama on Municipal Services
2. Presentation on Municipal Departments
3. Two Million : Zulu Dance
4. Vocal Waves : Gospel Group
5. Guest Speaker : Honourable Mayor:  
Cllr Obed Mlaba
1. Maskanda
2. Presentations of food parcels to needy families
3. Closure : Cllr Joe Nene



## AFRICA PUBLIC SERVICE DAY - 23 JUNE 2006



### Theme

### Building an ethical Public Service for improved service delivery in Africa'

Africa Public Service Day of the eThekweni Municipality was a huge success. Almost all Units adhered positively to the designed programme. The programme was designed by the Task Team nominated from various Units comprising the following: Mesdames Mfeka and Mbatha (Batho Pele Office), Mdletshe and Van Eeden (Regional Centre), Tsiue (Human Resource), Govender (Emergency Services), Macoli (City Hall and Administration) and Mehta (Occupational Health and Safety) and Messrs Madondo (Skills Development), Cele (Engineering), Nyathikazi (Communications), N Govender (Treasury), and Mabaso (Electricity). The Task Team and the Batho Pele Champions were responsible for the implementation of the programme.

On the 23<sup>rd</sup> of June the Africa Public Service Day celebration was held at the Mega City Mall. This is a new mall built at Umlazi Township. All departments were requested to erect stands with Units services, information and promotional items. The aim of this was to profile and market our departments to the public. It was also to share information with public so that they know how to access our departments and what services the eThekweni Municipality is rendering.

As people were going for shopping at Mega City, since it was a payday. They were also viewing our stands.

A marquee for a celebration on the scene was erected. The following guests were invited.

1. 2 schools from Umlazi and Lamontville
2. Umlazi and Lamontville Councillors
3. Umlazi and Lamontville Stakeholders (i.e. NGO'S CBO'S etc.)
4. The Mayor and Exco. Councillors
5. Heads, Deputy City Managers and our City Manager
6. Batho Pele Champions and Departmental Champions
7. Department of Public Services and Administration



The schools were invited for two reasons. Namely:-

- To provide entertainment (Choral music)
- To expose the matriculants to various career opportunities provided by the Municipality.

## Entertainment

One group by the name of Fay Production played a drama, with the aim of advising and marketing all services that are rendered by the eThekweni Municipality, provincial and national Government and how to access those services.

Almost all groups that provided entertainment were obtained from Umlazi and Lamontville Townships. This was done deliberately to promote local talent. (See the Programme below)



## Speeches

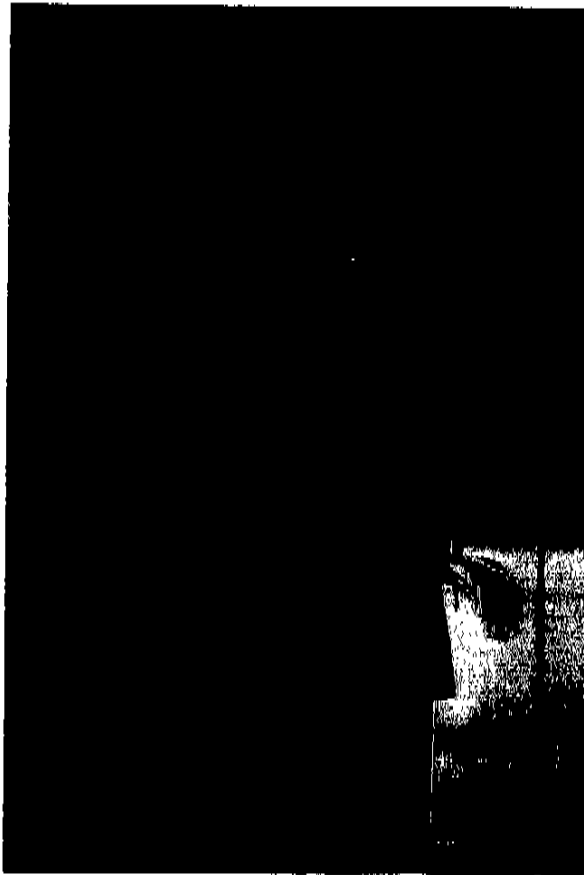
All speeches were around the following Theme and the sub-themes of the Africa Public Service Day.

### **THEME AND SUB-THEMES FOR THE 2006 APSD**

The theme for the 2006 APSD is 'Building an ethical Public Service for improved service delivery in Africa'.

- Promote Governance (with emphasis on anti-corruption and ethics);
- Empower the citizenry, especially rural communities to enhance accessibility to services;
- Access to information;
- Capacitate public service to meet the expectations of the people (enabling legislation, skills competencies, procedures, etc.); and
- Restructuring the public sector in line with Africa's unique challenges

The Deputy City Manager, Mr Sipiwe Madondo advised the Community about the purpose of the Event. He mentioned that the eThekweni Municipality was celebrating the Africa Public Service Day for the first time and it was to recognize the value and virtue of service to the community. He urged all guests to celebrate with us (Government)



**The Deputy City Manager: Corporate & Human Resources, Mr Siphwe Madondo.**

Our Honourable Mayor, Councillor Obed Mlaba emphasized the importance of Celebrating the Africa Public Service Day. He also urged the Community to report fraud, corruption etc, that they witness when they try to access government services. He gave all examples of crime and corruption and how to report such. He spoke about various legislations and what it meant to the public. Finally, he

advised the communities that they could stop crime because they have all the information as they were aware of who the culprits are.



*Our Honourable Mayor, Councillor Obed Mlaba*

### Presentations of food parcels to needy families

Umlazi and Lamontville Townships has got 17 wards in total. All Ward Councillors were requested to identify needy families as we were advised that there were orphans with no one to support and sometimes they would request a bread from the Ward Councillor. The employees of the eThekweni Municipality then started contributing food parcels, monies, toys and clothing.

An amount of R3 400 was received to buy groceries and food was then purchased at Spar at Mega City.

This was a touching moment as these families were called to the stage to receive their groceries and other items. Each family received one trolley full of groceries, toys and clothing. Our Honourable Mayor and other dignitaries presented these.



### Concluding Remarks

Given that this is the first year for the eThekweni Municipality participating in the Africa Public Service Day, The concept of single service was re-affirmed as people know one government. The programme tried to integrate all spheres of government and the lessons learned were useful in mapping the next year's programme e.g. When enough mobilization has been done with the stakeholders, the programme can be a success and can receive maximum buy-in.

*(Below this report is the Communication strategy used to market the event and the Programme for the day.)*

## **Communications Tools**

### **Press releases**

As a form of pre publicity, a press release was sent out electronically to all the newspapers regarding this event.

The Communications department provided video and photography.

### **Radio (Commercial/community stations)**

The Mayor or (EXCO members) were requested on this aspect, that was to, disseminate information through the radio. Communications department had a number of radio slots set aside for the mayor's office; this was done at no charge.

### **Newspapers (Internal/External)**

It was promoted in the Ezasegagasini Newspaper. The staff newsletter was also utilised to apprise them about the event.

### **Electronic Billboards**

A company called **Outdoor Networks** was approached to do publicity in their electronic billboards. These were situated at Value Centre (Springfield), Argyle road and Commercial city building. There was no cost to the Council.

### **Posters**

100 posters were printed to apprise members of the public about the importance of this day. These posters were placed in municipal buildings e.g. clinics, libraries and banking halls.

The programme was led by Mr Linda Sibiya, "Mr Magic", the DJ for Ukhozi fm, and the Programme for the celebration went as follows: -