

  
**Asisho!**  
Let's Say It!

## **ASISHO! LET'S SAY IT!:** **Renewing the social** **contract between citizens** **and local government.**

In recent years, there has been no shortage of talk on how the social contract between local government - the closest sphere of government to people's everyday hopes and challenges - and communities can be renewed.

A renewal that seeks to foster increased collaboration between municipalities and their communities on the social and economic upliftment of their local areas.

One of the ways of achieving this is deepening an understanding of the duties and obligations local governments and local communities have towards each other.

On the one hand, municipalities have a duty to render basic municipal services such as water, electricity, sanitation, and waste removal to communities, and on the other hand, communities have a duty to pay for those services.

To drive this point home, the South African Local Government Association (SALGA) on Wednesday, 29 July 2022, launched a nation-wide citizen responsibility campaign, **Asisho! Let's Say It!**

### **Inspire a call to action**

The campaign aims to educate members of local communities about their duties and obligations towards the social and economic upliftment of their local areas by paying for municipal services rendered.



Launch events have already taken place in Mamelodi, Tshwane and Seshego, Polokwane. Launches in KwaZulu-Natal, Free State and North West will take place on 7 and 12 July 2022 respectively and more will follow in all 9 provinces in the coming weeks.

The campaign, which seeks to reignite a culture of citizen and local government collaboration, will see a nation-wide rollout of murals, static and digital billboards that seek to educate, inform and inspire a call to action for communities to pay for their municipal rates and service charges, which have an impact on municipal budgets and service delivery.

Currently, municipal consumer debt amounts to R255 billion, and households represent the largest component of this debt.

The role played by members of local communities in the creation of a financially viable local government system is vital and SALGA, as the unified voice of local government in South Africa, wants to stimulate an opening-up of conversation about this.

## Campaign features

Kasi2Kasi is another feature of the campaign which seeks to bring the discussion closer to communities, right where they are.

The television component of the campaign will see media professional, Ayanda Allie Paine, anchor the show. Shot entirely outdoors, Kasi2Kasi informs viewers on the steps that can be taken to speed up service delivery in their communities while also educating local communities about the role and purpose of SALGA as the national voice of local government in South Africa.

Kasi2Kasi will capture the essence of local government as it operates and facilitate an exchange of knowledge and information about municipalities in providing essential services and how they involve their communities in local affairs.

From social media to community radio, commuter media networks and SALGA TV, open engagement will be facilitated in a way that drives the message home to everyone, everywhere.

## Real Worker Municipal Champions

SALGA will also be aiming to enhance citizen trust and confidence in the municipal workforce at all levels through its internal campaign, Real Worker Municipal Champions.

The campaign will motivate municipal employees to recommit themselves to public service values such as transparency, accountability, responsiveness, and humility through a Real Worker Champion award



given to employees by their respective municipalities for above and beyond performance using the following criteria:

- **Responsible** - in contributing to a functional municipality
- **Ethical** - in your daily conduct and performance
- **Alive** - to the needs of your community
- **Loyal** - to the job description.

## Launch event highlights

The launch in Pretoria was attended by, among others, the President of SALGA Cllr Bheke Stofile, Deputy Minister of Cooperative Governance Thembi Nkadimeng, members of the SALGA Provincial Executive Committee (PEC), Local Councillors, South African National Civic Organisation (SANCO) representatives, community members and leaders from local, provincial, and national government.

The Limpopo launch of the campaign was led by SALGA Provincial Chairperson, Cllr John Mpe and supported by Polokwane Member Mayoral Committee representative, Tshepo Nkwe, the Municipal Chief Financial Officer, Mr Naazim Essa, and the Department of Treasury's Director for Municipal Finance, Ms Patience Ntuli.

The attendees, who committed to becoming Asisho campaign champions in their respective spheres of influence, emphasised on the importance of strengthening local government and community collaboration on matters that promote the wellbeing of local areas.

They also shared their perspectives on how the wellbeing of a local community is a shared responsibility between a local authority and its residents and paying for municipal services was one of the ways where citizens can participate in local governance beyond the ballot box.

## Join SALGA to be an Asisho campaign partner

In both spirit and structure, Asisho will give greater voice to residents on issues affecting their towns, cities, and communities and motivate and inspire a new approach to citizen collaboration with local councils that aims to build public trust and make local governments more accountable and collaborative.

*The conversation has only begun. Join SALGA in this effort and become an Asisho campaign champion by inspiring a sense of ownership and civic responsibility in your community. Take action and contribute to the nation-building of our country.*