

EMTHANJENI LOCAL MUNICIPALITY



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Mr. K.B. Markman: Mayor Emthanjeni Municipality's Speech



*The Premier of the Northern
Cape Province Ms. H. Jenkins
Members of the Executive Council
Executive Mayors and Mayors
Speakers & Members of Executive
Committees & Mayoral Committee
Councilors present
Regional / District Directors and
Managers
All Municipal Managers
Leaders of the Ruling Party and
other Parties
Community-Based Organizations
Distinguished guests
Ladies & Gentlemen
The People of Emthanjeni*

Programme Director it gives me pleasure to welcome and address you at the launch of the New Logo of Emthanjeni Municipality.

Do not be misled; our Municipality is the birth place of many things. It has a rich history and heritage dating back hundreds of years ago. It is here where Olive Schreiner – well known author referred to this area as “The prettiest village I have ever seen”. It is here where a variety of artists and crafts people are hosted. We have several restaurants, delightful bookshops, coffee shops and museums around the Municipality. The Lesser Kestrel birds glide in the dawn and dusk skies during the summer.

It's where the main railway lines from Johannesburg to Cape Town, from Port Elizabeth to Namibia are located. The most second largest junction in South Africa with 110 km of railway lines including more than 29 rail tracks – that's history now due to down-scaling. We

boast of the largest abattoir in the Southern Hemisphere. In 1877 this Municipal area experienced the great diamond rush hence Britstown. Fortune hunters paused here to provide fresh horses, fodder, refreshments and accommodation. It is in Britstown where the concertina virtuoso made music for dancers whilst drinking locally brewed beer. Britstown got Municipal status in 1889 and at that time a railway line snaked across the Karoo to carry diamond diggers to Kimberley. Karoo the destination of choice with space, access and opportunity.

We are alive with possibilities. We never and shall never lay still. We have a combination of wildlife and rich in archeological heritage.

Why do we need to brand Emthanjeni?

Take a second, think about the need for prosperity. Places compete for attention in the minds of investors, tourists, organizers of major events and skilled labour.

Phillipe Mihailvoich – a South African branding expert living in Paris once said “Place branding is relevant because consumers and investors continue to rely heavily on country images in making economic decisions..... Branding has become a central tool in country competitiveness where having a bad reputation or none at all seriously affects a country's ability to compete. This effective country branding can give a competitive advantage in

world markets and open up many opportunities for developing countries”.

Hence we started the process of branding Emthanjeni by widely consulting with the key stakeholders. I must acknowledge the contribution of all stakeholders involved in this process. It has been a long road. Here we are today, launching the logo as part of the new brand. It is another huge milestone in taking Emthanjeni Municipality forward as a competitive municipality in this Province where we seek to accelerate and broaden our economic and social benefits.

The challenge in the branding initiative is to market a good product, capture the consumer’s heart and mind and position Emthanjeni as a place of choice with space, access and opportunity. All of us the politicians, administrators and the entire society need to undergo a complete overall plastic surgery as individuals. Brand is just another word for reputation. It determines who we are, what people think of us and how they react to us. It has an effect on everyone who comes into contact with us as politicians, administration and society. It is what we stand for or fall by, so it needs paradigms shifts and change of attitudes. By presenting ourselves coherently and consistently, we can clearly articulate who we are and what we stand for – we stand-out and stand tall, united behind an uplifting visual representation of our municipality. This is a spark we need to create for a new vision of Emthanjeni Municipality.

Our access, space and opportunity must allow the world to connect, evolve and be part of the unique Emthanjeni- typical Karoo experience. Our expression is

the open window into our culture, our vision and future. Our energy, enthusiasm and winning smile gave life to our municipal area. We are connected, trustworthy and open for business. And our honest love of life is what makes us as people of Emthanjeni.

Belief is the root of all action. Our unique history must open our eyes to the intimate potential of Emthanjeni. The energy with which we pursue our individual and collective visions must create an experience; must define our culture and must build relationships and ultimately build our future. This is time for change, action and renewal. This is the time for Khotso, Pula, Nala.

All of us here must be the expanding network of passionate advocates who can promote and disseminate the Emthanjeni brand. The more people you talk to about the fantastic opportunities and diversity of Emthanjeni, they too will speak to others, who will also speak to others until the whole country and the world knows about Emthanjeni as space, access, opportunity area.

Life started here, Space is here, Access, great people are here, Great moments and opportunities are here.

Change is our nature – to better our lives, just as our ancestors did, we continue the search for the newness and innovation. Unafraid we shall lead the way as Emthanjeni Municipality into the future. It is an honor to be a catalyst of this continuing change and transformation.

With those words you are all welcome to this historic and emotional event.

I thank all of you.





Ms. H. Jenkins: Northern Cape Premier's Speech

*Programme Director
Hon Members of the Provincial
Legislature and National Assembly
Mayor of Emthanjeni,
Mr Kenneth Markman
Ms Tshangela of Pixley ka Seme
District Municipality
Mayors
Councillors
Municipal Manager, Mr Visser and
other Municipal Managers
Former Deputy Chair of the NCOP,
Ms P Hollander
Former Member of the NCOP
Mr M Sulliman
District and Regional Managers of
Departments
Distinguished Guests
Ladies and Gentlemen*

Malibongwe!

It is a great pleasure and honour for me, to celebrate the launch of the new logo and brand positioning for the Emthanjeni Municipality, with you, which will inevitably set this Municipality and its community on the road to a new, brighter and prosperous future.

The brand positioning that we are witnessing today, is extremely important in the life of any entity because it assists the organisation to assume a new and favourable identity to match the challenges in the 21st century.

Furthermore, the rejuvenation of the area will also serve as a catalyst for growth that will promote the socio-economic status of the area and create numerous job opportunities for the local people.

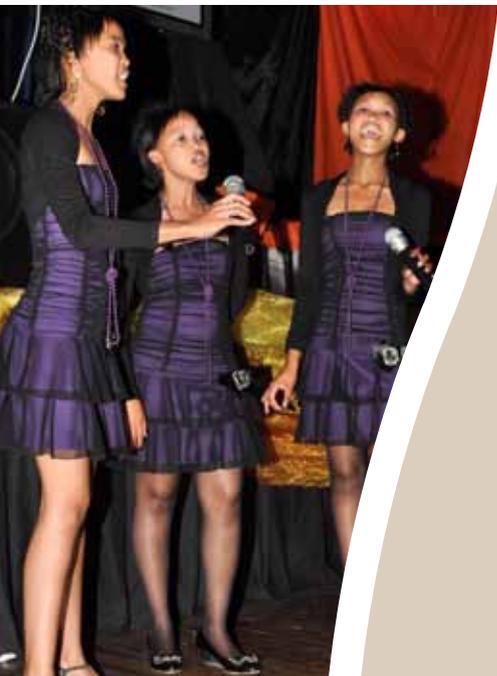
I wish to appreciatively acknowledge the foresight that you have displayed to restore the confidence and hope in Emthanjeni to its former glory days.

There is no doubt in my mind, that your laudable efforts will go a long way to boost the confidence, raise the morale of the citizens and speed up service delivery to all our people and improve the quality of their lives.

Programme Director, I understand that the municipality had no choice but to replace the old brand structure which comprised multiple identities with the De Aar Logo imposed on Hanover and Britstown. The confusing brand architecture definitely called for realignment and a unified municipal brand identity in line with the consolidation of the three towns into one municipality.

As a municipality that is committees, responsive and dedicated to serve the vast majority of its people, the new brand will distinguish you from other municipalities and allow for a harmonious relationship with the people that it serves.

It will also enable the citizens to clearly associate with it and know what services they should expect from it. This new positioning is also seen as a deliberate and strategic move to project Emthanjeni as a most favourable destination to live and conduct business in. It is also hoped that this new image will positively influence certain perceptions and attract investors,



tourists, traders, entrepreneurs and citizens to invest and live in this beautiful part of the province.

Programme Director, to attain the objectives of creating more jobs, decent work opportunities and sustainable livelihoods, it is important that we create the necessary positive environment and always display a distinct and unambiguous identity that is easily recognisable.

As a government we aim to work together with our people, and ensure that our actions are not only people-centred, but also people-driven.

As the ANC-led government, we constantly seek to connect with people. We have improved the practice of listening to the people, understanding their concerns and practically taking up issues they have raised hence we are changing the image of the municipality.

Programme Director, I also know that after the brand assessment was done in the Emthanjeni area it clearly indicated that the Emthanjeni area has a poor destination image not supporting its economic, social, political and developmental goals. This poor result necessitated the repositioning of the brand to open up to larger markets.

The municipality shows great potential for repositioning that can be based on multi-sectoral economies. For too long Emthanjeni was positioned on an unbalanced manner, on a single factor i.e. the railways. It was a terrible mistake especially within a developing context to base their destination on a single factor.

The tragic consequences of such an approach were severe and

have led to mass unemployment, acute poverty, underdevelopment and a withdrawal of business and citizens from the area.

Ladies and Gentlemen, in order to advance the present phase in the history of our country and the region in particular, we need to ensure that we successfully implement the five key priorities namely the creation of more jobs, decent work and sustainable livelihoods, improving the quality of education and healthcare for all, promoting rural development and combating crime and corruption.

We need to take forward the major task of building a developmental state.

This means that we must build a state that is democratic, people driven and people centred, and we must pursue a sustained development based on an inclusive growth path.

We must in the same spirit involve our people in all the affairs of the municipality to ensure that it enjoys credibility and further strengthen the delivery capacity of the municipality.

Programme Director, I am convinced that through our collective vision and courage and in repositioning the municipality brand, we are on the correct path to stimulate economic growth that will benefit the majority or our people.

On behalf of the Northern Cape Government, I wish you all the success in your endeavours to create a new positive image for Emthanjeni Municipality of Space, Access, and Opportunity, which will once again create a vibrant and prosperous society that will immensely benefit all our people.





May the municipality grow from strength to strength in achieving its objectives which it has set itself.

I thank you

Ndiyabulela

Brand Evolution, Vision and Logo Interpretation

The evolution of Emthanjeni's new brand was motivated by the realisation that the old identity was both outdated and not in keeping with the transformation agenda of South Africa and thus no longer useful for supporting its economic, political and developmental goals.

Among the issues detracting from the municipal destination images include:

- Obscure destination image
- Inaccurate target audience
- Reputable for all the wrong reasons (foetal alcohol syndrome, low growth, unemployment, absence of opportunity and hopelessness)
- Unbalanced economic sector (the now defunct Railways)

Vision

However we have designed a Brand Vision for the future which carries our collective aspirations and this brand vision is characterised by:

- Creative, surprising, memorable and is arresting

- Own able by all of us, and unarguably speaks about us

- Sharp, highly focused, not generic, telling a very specific story about us and our place

- Motivating pointing people towards new & different behaviours within government, private sector & civil society that will lead to a changed image.

- Relevant, a meaningful promise to the consumer: Good brands work from inside outside, motivating to the population and stakeholders and equal to stakeholders.

- Elemental: Simple, usable, practical and robust enough to be meaningful to many people in many situations over a very long period and to be practically implementable within the context of each stakeholder's day to day business and private objectives.

We have taken these steps to becoming a mega Brand that will distinguish us as a Karoo destination of Choice.

Logo Interpretation

The name of Emthanjeni Local

Municipality is captured in blue and over-arches the logo elements seeks to depict the ever enchanting blue skies of the area.

The three bright stars: a unique feature of the area which can be viewed at night skies is representative of the three towns that makes up Emthanjeni Municipality: De Aar, Hanover and Britstown.

The round Orange feature speaks of the ever shining sun of the Karoo, the windmill which is dominant in the area and the wheels of the railway train which was the origin of the town.

The green plant represents the vegetation of the Municipality and speaks of growth and development aspirations.

The two Khoisan figures climbing the Renosterberg hills are the historical inhabitants of the area commonly seen on the Khoisan rock art.

The brown line shaped like a mountain represents the Renosterberg hills that define the area's landscape and dominate the horizon of Emthanjeni Municipality.

The three blue lines speak of the famous water arteries that run beneath the ground from which the area's water supply is based and after which the name Emthanjeni is derived.

The clear background in the logo depicts space as a key feature of the Municipality.

The positioning statement: Space, Access, Opportunity alludes to the intersection of the key features of the Municipality resulting in Opportunities.

EMTHANJENI LOCAL MUNICIPALITY



Space Access Opportunity™



EMTHANJENI LOCAL MUNICIPALITY

