

MEDIA ADVISORY

For immediate release
Wednesday, 02 November 2022

SALGA launches nation-wide civic responsibility campaign, “Asisho! Let’s Say It”, in Mdantsane

The South African Local Government Association (SALGA) will on Friday, 04 November 2022 unveil a nation-wide civic responsibility campaign in the Eastern Cape. The campaign is aimed at educating 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. The campaign follows the 6th SALGA National Conference held in March 2022, held under the theme “Consolidating the role of local government in rebuilding local communities to meet their social, economic and material needs”, and seeks to reignite a renewed social contract between citizens and local government.

The campaign is themed “Asisho! Let’s Say It”, and will open conversations targeted to encourage an active, involved, and responsible citizenry that paying for services to enable effective delivery by local government. The campaign will also spark conversations that will promote a capable and agile local government with citizens at the centre of service delivery as well as local government employees who are committed to their service delivery mandate and aware of their responsibility to pay their bills as enshrined in the Municipal Employees Act.

The wellbeing of a local community is a shared responsibility between a local authority and its residents, and this is what lies at the heart of the campaign and municipal household debt will be the vehicle used to drive the message home. Currently, municipal consumer debt amounts to R255 billion, and households represent the largest component of this debt through rates and service charges.



This situation affects the ability of municipalities to honour obligations towards creditors like Eskom and Water Boards, and SALGA, at its 2022 National Conference, called for municipalities to improve their credit control and debt collection mechanism”.

SALGA has observed that the role played by residents in the creation of a financially viable local government system is a topic less spoken of in the national discourse and now SALGA, as the unified voice of local government in South Africa, intends to stimulate the debate through its "Asisho! Let's say it" campaign.

SALGA invites members of the media, who are valued stakeholders of the sector, to the launch of the *Asisho! Let's Say It!* Civic Campaign which will be hosted as follows.

DATE: Friday, 04 November 2022

TIME: 10H00

VENUE: Mdantsane City Mall, NU 6, Mdantsane

RSVP: By Thursday, 03 November 2022 to spholo@salga.org.za or 0848889514

#Asisho, #Salga25, #InspiringServiceDelivery

Look out for more activities planned for the #Asisho on www.salga.org.za and all our social media platforms including Facebook, Twitter and Instagram.

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Issued by: South African Local Government Association

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