



**Keynote Address by the Sedibeng District Municipality  
Executive Mayor, Cllr. Mahole Simon Mofokeng on the  
occasion of the launch of the Interim Tourism Association on  
the 22 October 2010, in Sedibeng**

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Programme Director

MMC Johnny Tsotetsi

All Councillors here present

Gauteng Tourism Authority

Meise Nkaiseng Attorneys

The Tourism Associations

Our honored Guest, the Tourism Stakeholders

Ladies and Gentlemen

I take this opportunity to greet you all today. It is my honour and pleasure today to join the region's movers and shakers within the tourism industry in launching Sedibeng's long awaited Interim Regional Tourism Association. That many of you have travelled long distances to be part of this momentous occasion serves to remind us how important our work is in Local Government.

Creating an enabling and facilitating environment for the tourism industry in the Sedibeng region, in alignment with national and provincial legislation, is the core of the Tourism Department's mandate, as well as the objective of the interim Regional Tourism Association.

It is only correct that after doing a sterling job in hosting both Switzerland and Ivory Coast during the successful 2010 FIFA World Cup, that Sedibeng should launch this august body today. The world knows that Sedibeng is the place to go. We would have failed our communities if we were to allow delays. I hope that the Interim Regional Tourism Organization will assist Sedibeng to seize the opportunities that are and were created by the World Cup.

When the Sedibeng District Municipality seized the opportunity to embark upon the implementation of the Gauteng Tourism Institutional Framework in the region, we inaugurated a greater commitment to create an enabling environment for tourism and for you.

With so many of you present today I am proud to say that this is indeed a demonstration that our mandate is being executed well. It is thanks to you all that Sedibeng began the process to establish an interim Regional Tourism Association.

We undertook to identify triggers that would motivate the establishment of this interim Association, and you, the community and stakeholders of the Sedibeng District Municipality, conveyed that this was important for you to grow tourism in Sedibeng, as well for tourism development for all stakeholders involved.

The mere fact that you have begun to organize yourselves to manage tourism in your areas was proof enough for Sedibeng to embark upon the possibility of the establishment of an interim Regional Tourism Association.

The Sedibeng District Municipality's Integrated Development Plan has also included the establishment of the interim Association as a deliverable, as well as taking the Association forward.

Meise Nkaiseng Attorneys were appointed to provide a legal opinion on the vehicle to drive the final Regional Tourism Organization, to develop the Constitution of the interim Regional Tourism Association, and if required, the Constitution for the final Regional Tourism Organization.

The Constitution of the interim Regional Tourism Association that has been adopted by the Sedibeng District Municipality clearly outlines the objectives of this Association. In particular, it will undertake the following:

- To assist the Sedibeng District Municipality in implementing the Gauteng Tourism Institutional Framework;
- To provide a platform for all stakeholders in the tourism industry to provide their inputs regarding their needs and expectations;
- To collate views and information in order to assist the Sedibeng District Municipality to make informed decisions regarding effective and optimal governance and management of the tourism industry in its area;
- To encourage stakeholders to organize themselves and elect representatives of any particular sector within the industry;
- To promote active participation of all stakeholders in the structures and systems that may be developed;
- To serve as an interim Regional Tourism Association until a final municipal entity is established.

It will be the task of this Forum to ensure that satisfactory public participation takes place, a business plan is developed and a feasibility study is conducted to advise Council on a suitable mechanism to drive the final Regional Tourism Organization.

The Forum must also ensure that aggressive collective marketing is undertaken for the region as a whole, to promote Sedibeng as the destination of choice.

I trust these tasks and objectives will be implemented and executed with enthusiasm by all three of our stakeholder groups, namely the government, the community and the private sector.

The launch of the interim Sedibeng Association will ensure that tourism will become a major economic driver in the region, resulting in job creation and poverty alleviation, to the benefit of all.

Once again I thank you for your participation today and we look forward to a fruitful relationship together as we all strive to make Sedibeng a destination of choice for the entire province.

**I Thank You**