



**tourism**

Department:  
Tourism  
North West Provincial Government  
REPUBLIC OF SOUTH AFRICA



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**DIRECTORATE: CORPORATE COMMUNICATIONS**

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**SPEAKING NOTES**

**BY MEC DESBO MOHONO DEPARTMENT OF TOURISM**

**AT THE NORTH WEST PROVINCE TOURISM DISTRICT**

**LEKGOTLA HELD AT**

**RIO CASINO HOTEL**

**DR.KENNETH KAUNDA DISTRICT**

**ON THE, 27th JANUARY 2015**





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**Programme Director**

**Mayor of Matlosana**

**Acting CEO NWPTB- Tebogo Moopelwa**

**Acting HOD-Mr. Charles Ndabeni**

**Senior Management and Staff in general**

**Media Houses Present**

**Our Stakeholders at both Private and Public Sector**

**Ladies and Gentlemen**

It gives me great pleasure to be here in Matlosana or as it is famously know Klerksdorp, the place that was found in the year 1837 by the Voortrekkers when they settled at the banks of Schoonspruit loosely translated to 'Clear Stream' which still flows through this beautiful mining town. The name came about in honoring the first magistrate of the area Mr. Jacob De Klerk. Klerksdorp together with Rustenburg forms the heartbeat of our Province's economy mainly due to the mining and agricultural sector impetus output in the world.



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We then saw it fit as a Department to kick start our itinerant schedule of engaging with all of you in this obligatory gathering. Ladies and Gentlemen our gathering in this historic town is the first of its kind in a sense that as a stand-alone Department of Tourism North West we will be nomadic.

We will be visiting all four districts within the Province on a mission to find out the need and to further establish while building a good rapport with the Private sector who as government we cannot do without. Again Ladies and Gentlemen our seven months Department is on a fact finding mission in fostering the integrated tourism around the province while inculcating the issues of planning, growth and development across all spheres of government. I know that lot of people are forgetting that we are only seven months old but at the same breath I can assure and attest to the fact that a lot has been done and we are not about to let the gauntlet go down.

Ladies and Gentlemen with the little that we have in our pockets! Stones, bricks and cement have been moved in building the fountain of North West Tourism. For that I am grateful for all those who continue to toil the soil in making sure that our people receive what is due to them.



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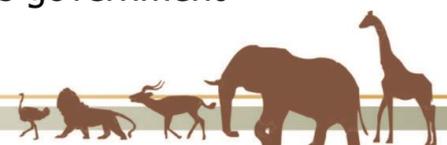
Yes it has not been easy and no one ever said it is going to be easy but we are moving Ladies and Gentlemen, and I promise all of you today that you will always be our priority in our " To do list " as government of the North West people. Bagaetsho it is in such Platforms that we can come up with tangible and possible ideas while at the same breath making sure that they become solutions to the Promised Land.

A promised land were everybody gathered in this auspicious dynasty will be able to harvest and reap at the ultimate end. We have as provincial government drawn our mandate from our national sister Department of Tourism and again outlining our thinking which was also developed hand in hand with relevant stakeholders in this particular industry. Our mandate has always been results orientated in terms of overall direction for tourism and the targets that we strive to achieve in the long run.

Again Ladies and Gentlemen this gathering has to be able to answer pertinent questions that will either break or make us as a very competitive industry. We have to answer the main question first on where as a province should we focus the attention of our key projects in the next five to ten years? Secondly what kind of tourists should we target? Where would they come from? How do we as government



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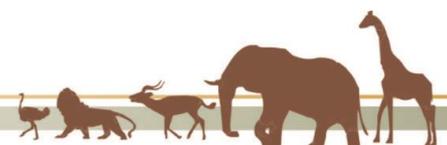
together with you reach them? These are questions that this Lekgotla need to answer to. They will be of great help in portfolio reviews for our mother body South Africa Tourism, The Tourism Competitiveness Study and lastly answers will contribute immeasurably and colossally to the country's broader foreign policy that will lure many other investors to our shores as well.

Now the incumbent is on us today to reshape our thoughts and inputs in order to be able to mirror our provincial government vision statement of making the province the ultimate Tourist destination. It's a process and also a crystal ball that we have to peek from but it can be done. We have to continuously build our domestic market as a driver of value, and the mainstay of sustainability into the mainstream economy of our province.

Again Ladies and Gentlemen we have to understand as Provincial government what it is that the Private sector wants from us. There has to be a clear distinct line between our people's expectations and what we can offer as government. Bagaetsho we know most of the service providers/private sector or to put it bluntly the business people namely



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have a tendency to take government departments for a ride. Now our gathering here today has to remedy that as well.

As much as they milk our coffers year in and year out, I am saying we have to get value for our money as the Department of Tourism North West. We have systems in place that will make sure that all service level agreements are adhered to and the brand promise is fulfilled as well. The Department is well aware that every cent within the private sector counts.

Most of you in this house do not compromise and what I like about that attitude is that you also "do not feed a chicken on the day of the market". This loosely translates to preparation well in advance thus resulting in maximizing profit. Now as North West Tourism that is exactly the approach we have to undertake when dealing with the process of helping our people in growing their businesses. My believe and philosophy has always been that an iron sharpens another iron, now my take is that we can become the pioneers in this game if we all pull together with all of you. If we are to be counted and to be on line with the United Nations World Tourism Organization (UNWTO) Tourism 2020 vision then it all starts here.





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We start today in Matlosana to write our chapter in great books. As they say "You don't have to be great to start, but we have to start to be great". Last week our President Mr. Gedleyihlekisa Zuma was in Switzerland visiting Scandinavian countries on a mission to lure investors in the world economic forum conference, with a clear intention of pumping money into South Africa. Tourism was also one of the key priorities that were on discussions. During the discussions our President was amused by the fact come the year 2050, China's economy will be some 70% larger than that of the USA which is the current global leader. Immediately after the discussions the President announced that one way or the other we have to intensify our marketing strategies when coming to Tourism and try really hard to come up with ways and mechanisms that will favour our people on the ground. Now I am saying surely China have started from humble beginnings to where they are today. Now as the North West Tourism, we chose to start our journey in Matlosana and to date we are on the right track with this Lekgotla. Now I am saying all of us let us treat these sessions with utmost respect, order and put in a lot of effort in trying to knuckle down really hard to come up with solutions that are goal driven.



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Again this past Friday we have met with the Premier in trying to cast our shadows in the past seven months in office. Again the meeting was about mapping the way forward for this Department to be the central cog in winning the investors trust across the gamut and Africa at large. The Premier expressed his satisfaction thus far and further encouraged exploration of new frontiers and new ideas in making our brand "thee brand" within other competitors.

What was also key and of particular importance was that the development and packaging niche or theme based tourism products should be at the fore front at all times.

After all was said and done all agreed that a more aggressive events and convention strategy should also be a tool that should be utilized in driving our Tourism messages forward. Ladies and Gentlemen as a Department we also urge our people to package their inventions in authentic cultural and nature based manner.

The other very important factor that I have to make mention in particular when coming to packaging our products is the issue of E-Tourism Frontiers in digital marketing.



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This trend whether we like it or not Ladies and Gentlemen continues to evolve at lightning speed and our commitment has to be on the cusp of this curve. Bagaetsho we all know that the curve is dangerous, once it leaves you there's no catching it. Now let us move with speed in aligning ourselves with this curve or else we will be left behind. In tourism currently the application of technology is opening up a direct artery between markets, trade partners, influencers in the consumer buyer cycle and the media at large. This trend changes the way tourists interact with destinations and with each other. While at this pertinent issue Ladies and Gentlemen let me be the first to announce that we have officially launched our provincial website. This will also act as a catalyst in marketing the province and most importantly your products to the outside world.

A template will be on rotation for you to write your addresses and most importantly your products on offer thus selling you directly to the Tourism sector. You are all urged to log on to [www@nwpg.gov.za](http://www@nwpg.gov.za) it will then give you departments then click the Tourism button.



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In conclusion Ladies and Gentlemen I am saying we are all ambassadors and all of us in here are of Tourism Family, and we stand for the Tourism Brand. We can only stay like a family if we pull together. The next five months will make us a year old and I strongly believe that when we look back into our journey, I will be seeing your happy and gleaming faces next to me. Ladies and Gentlemen Success seems to be connected with action, successful people keep moving and while at it they make mistakes but one thing in common about them is that they do not quit. They hang in there until they see the light. Now I urge all of us to not give up, I know others have submitted lots and lots of business plans and tried in vain to have a meeting with my office and my HOD.

But let me tell you that on its own is but a way to the promised land. There's a saying that a dog only barks a moving car, meaning if that car is not moving a dog won't bark. Now continue with your guts and action orientated means. As government of the people we will come to your aid.



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Many are called but few are chosen, but in our democratic country we try to help everybody that shows determination and hunger and most importantly those that meets the criteria we have set to either receive funding or the help we give to our people. In those few words Ladies and Gentlemen I am saying Lekgotla is officially underway and again I plead with all of you to give your all in this one day exercise of coming up with elucidations that is going to take the tourism family forward.

**I THANK YOU.KE A LBOGA.**

**MEC-DESBO MOHONO**

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