

KEYNOTE ADDRESS BY THE EXECUTIVE MAYOR OF MATJHABENG LOCAL MUNICIPALITY, ME MATHABO MOKAPO ON THE OCCASION OF THE LAUNCHING OF THE ARRIVE ALIVE CAMPAIGN IN MATJHABENG: PROJECT KHANYA ON SUNDAY 17 DECEMBER 2006, MELODING, VIRGINA.

Programme Director
Members of the Department of Public Safety
Members of the SA Police Service
Church Leaders
Distinguished Guests
Ladies and Gentlemen

I feel privileged for the honor that has been bestowed on me, to address you on the occasion of the start of Project Khanya within Matjhabeng Municipality.

The significance of this project cannot be overemphasized, particularly noting the fatalities on our roads during this period of the year.

It gives me great pleasure to realize that all stakeholders within the sphere of law enforcement are represented, including the religious fraternity which constitutes a very crucial sector within our communities.

This integrated approach towards such an important campaign/project augurs well for the sterling work that we hope to undertake over the festive season.

Project Khanya which I believe is a brain child of the Arrive Alive campaign, which was launched three years ago, hopes to reduce the carnage on our roads.

The main objectives of Arrive Alive Campaign is:

- To reduce the number of road traffic accidents in general and fatalities in particular
- To improve road user compliance with traffic laws, and
- Forge an improved working relationship between traffic authorities at the various levels of the government.

Statistics to date reveal that about 401 people died on South Africa's roads from 347 crashes since the 1st December 2006. The main contributory factors to these crashes are:

- Human factors which include pedestrian jaywalking, speeding, alcohol and unsafe overtaking.
- Vehicle factors which include tyre burst, faulty brakes and passenger overloading.
- Road environmental factors which include slippery road and poor visibility.

The loss of lives on our roads has an economic cost of about R43 billion annually, and since the advent of the Arrive Alive Campaign a saving to the economy of over R450 million was generated.

The Khanya Project-Campaign should strive to change driver behavior in order to reduce the number of innocent lives that perish on our roads within Matjhabeng.

Ironically, we face a harsh reality, as a result of the growth of the economy, wherein, more people are able to buy cars resulting in a drastic increase in our vehicle population.

The National Department of Transport through its national road safety strategy continues to introduce rigorous and innovative ways to improve road safety.

On the 5th December 2006, an intensified Arrive Alive Campaign and the Rolling Enforcement Plan for the festive season were launched. Their main focus is on critical offences contributing to accidents such as drunken driving, speeding, non-wearing of seatbelts and un-roadworthy vehicles, which are all related to driver behaviour. Within Matjhabeng, we should emulate the trends set by the National Department and ensure that at our level we implement these plans.

We must intensify our law enforcement over the coming period, by increasing patrol vehicles in hazardous routes in order to ensure compliance.

Our law enforcement officers must be deployed throughout Matjhabeng, and maintain visibility in order to influence driver behavior.

Another area that will need the focus of our officers is public transport, where we must ensure that we clamp down on overloading and un-roadworthy buses and taxis that transport our people to holiday destinations.

A lot of investment from the national, provincial and local sphere goes into road safety initiatives. These investments are made to protect the rights of our people to use roads without fear, and those who threaten this right must be exposed and severely punished.

Conclusion

I wish to appeal to all stakeholders gathered here today to spread the importance of safety on our roads.

Also, a message of support and encouragement goes to our law enforcement officers who will be working round the clock to ensure that there is utmost safety on our roads.

From today let us all use our roads responsibly, and use the tried and tested tips of Arrive Alive - Let us: buckle up, slow down, walk safely, sober up and rest after every 200km's, switch on our lights during day time.

Thank you.

**COUNCILLOR MATHABO MOKAPO
EXECUTIVE MAYOR**