



PUBLIC SERVICE MONTH

KEY MESSAGES

BRIEF:

September marks Public Service Month (PSM) in our country. The 2019 PSM celebrations are taking place within the context of our nation celebrating 25 years of freedom and democracy. An integrated government wide programme of Public Service Month will take place from 01 September to 04 October across all three spheres of government.

The integrated government wide programme will encompass:

- Public Service Month
- Heritage Day
- Tourism Month
- Police – Commemoration Day; to remember the fallen heroes and heroines
- Thusong Service Centres – and 20 years

It will be commemorated under the theme: ***“khawuleza”*: taking services to the people: “we belong, we care, we serve”**.

The theme reinforces government’s commitment to instill a sense of pride of being a public servant, and calls on public servants to live the principles of Batho Pele.

Public Service Month serves as a reminder of what it is to serve, and offers us an opportunity to reflect on our services, their impact, and how the work of government is changing the lives of communities.

KEY MESSAGES	SUPPORTING STATEMENTS
<i>We are taking the public service to the people.</i>	<ul style="list-style-type: none"> • We are working to ensure an efficient and effective public service. • We are working to ensure integrated and aligned service delivery efforts across government. • We are building a public service that is instilled with the culture of innovation, volunteerism and service. • We are ensuring that public servants must at all times have a standard of professional ethics that is beyond reproach. • We are working to ensure that we provide services in an impartial, fair and equitable way, without bias. • We must continue to work together to empower citizens.
<i>We are building an ethical, professional and results oriented public service.</i>	<ul style="list-style-type: none"> • Public Service Day serves as a platform for us to showcase and reward good initiatives and achievements in the public sector. • We encourage public servants in all spheres of government to promote values of professionalism, accountability, responsiveness, ethics and performance. • More public managers are being exposed to coalface service delivery points in order to identify challenges. • The 2019 Public Service Month provides public servants with an opportunity to demonstrate and live the ethos and values of Batho Pele.
<i>We are committed to service excellence.</i>	<ul style="list-style-type: none"> • We are changing the public service to ensure that public servants deliver appropriate, quality services. • We are working hard to instill a culture of service delivery excellence. • We remain committed in ensuring that all public servants serve our citizens promptly and courteously. • We are working hard to remove service delivery blockages and tackling red tape to ensure a better and more streamlined public service. • We recommit to the principles of Batho Pele by working tirelessly to ensure public trust is maintained and improved. • Together we must ensure that the spirit of Thuma Mina grows into an unstoppable social movement for change.

KEY MESSAGES	SUPPORTING STATEMENTS
<p><i>Tourism creates sustainable jobs to the benefit of all South Africans.</i></p>	<ul style="list-style-type: none"> • Tourism Month is celebrated in September to inspire South Africans to explore their country as a holiday destination. • September is also Heritage Month and South Africans are encouraged to visit our heritage sites to reconnect with our past. • Tourism currently sustains 700 000 direct jobs and 1.5 million jobs directly and indirectly. • We have targeted increasing direct jobs from 702 824 in 2015 to 1 million in 2026. • We are committed to create more sustainable jobs and an inclusive tourism sector. • The National Development Plan identified tourism as a labour intensive sector that can create new jobs. • About 3 000 jobs were created in the 2018/2019 financial year and the aim is to achieve 4 331 jobs in this financial year. • The Department of Tourism is leading interventions and initiatives to enhance and develop skills base in the sector , and empowering youth and women to become players and beneficiaries in the tourism value chain.
<p><i>We should never forget our history.</i></p>	<ul style="list-style-type: none"> • Heritage Month in September is an opportunity to preserve the history of our struggle for liberation. • It is an opportunity to learn more about the sacrifices made by our struggle icons so we can live in a democratic South Africa. • Let's honour their sacrifices and contributions towards a free, non-racial and democratic South Africa. • Those who sacrificed for our freedom have laid the path for our constitutional democracy founded on the principles of human dignity and equal rights for everyone.
<p><i>We salute those who keep us safe.</i></p>	<ul style="list-style-type: none"> • Annually on the first Sunday of September, the South African Police Service commemorates the men and women in blue who sacrificed and ultimately lost their lives in execution of their duties. • Every day members of the SAPS put their lives on the line to make us safer. • The death of even one policeman or women in service of the public is one too many. • We call on everyone to support the police as they go about the difficult task of providing safety and security for all. • We can make our streets and homes safer by working with the SAPS. • We want citizens to have trust in the police and the criminal justice system. All who reside in our

KEY MESSAGES	SUPPORTING STATEMENTS
	country must feel safe, whether they are citizens, foreign nationals or tourists.
<i>Taking services to the people.</i>	<ul style="list-style-type: none"> • The year 2019 marks exactly 20 years since the existence of the Thusong Programme • The theme of Annual Thusong Week is “Reinventing the way Public Servants Work, Batho Pele” and is scheduled from 16 – 20 September 2019, aligned to Public Service Month. • The main focus of Thusong Service Centres is to take government information and services, as well as development programmes to rural and under-serviced communities. • The importance of having these centres close to where people live cannot be overstated and is part of government’s strategy to improve the lives of all South Africans. • From humble beginnings the Thusong Service Centres have blossomed into all-encompassing information and service hubs.
<i>We salute our dedicated public service.</i>	<ul style="list-style-type: none"> • Everyday thousands of public servants work tirelessly to deliver a better and efficient service to the public. • Public servants are the frontline of service delivery and play an important role in addressing our developmental goals. • All public servants should be determined to undertake their responsibilities with efficiency, diligence and integrity. • We remain hopeful that all public servants will continue to serve the millions of citizens with dedication and pride. • Since 1994, the democratic government has relied on public servants to help transform and improve our country.
<i>Work has begun to ensure a strong and capable state.</i>	<ul style="list-style-type: none"> • The reconfiguration of government is to ensure that departments are fit for purpose and sensitive to the austerity measures driving the programmes of this sixth administration. • Public servants will regularly be briefed on the work taking place in their respective departments.