



OPEN LETTER TO THE RESIDENTS OF THE CEDERBERG MUNICIPALITY

6 September 2021



Dear Fellow Residents of the Cederberg Municipality

FROM FACTORY WORKER TO PROFESSOR TO COMMERCIAL FARMER

I started life as a 17-year-old worker in a clothing factory in Cape Town. I later completed four degrees in three different countries and have been guest professor in the USA and South Africa. I have written eight books. Today I am a commercial citrus and vegetable farmer in the Cederberg Municipality and my family and I live permanently in Clanwilliam. Together with partners, we have farms in Clanwilliam, Boskloof and Graafwater. I was originally born on the Cape Flats and have lived and studied in the USA, Germany, Switzerland and have travelled to over 50 countries around the world. I have seen beauty but none that compares with the alluring ruggedness and unique biodiversity of the Cederberg. I feel so lucky and blessed to be a resident of Clanwilliam, the 7th oldest town in South Africa.

I am 61 years old, married for 36 years with two adult children. I have held a number of executive level positions in government, business and academia and gathered much experience in governance and administration. I am passionate about South Africa and believe that we have the potential to solve all our problems.

MUNICIPALITIES AND LOCAL GOVERNMENT NEED HELP

The Auditor-General of South Africa has recently reported what is now common knowledge, namely that municipalities and more broadly, local government, is in a state of disarray with high levels of corruption and dysfunction. In addition to formal studies by organisations such as IDASA, media coverage has consistently exposed the challenges facing governance at a local level. For example, an article (16 March 2021, Die Burger) reported on 106 towns have approved budgets but with no money. On a more detailed level, and with reference to Eskom, the Western Cape MEC for Finance, David Maynier, in his budget statement of March 2021, disclosed that four out of thirty Western Cape municipalities owe Eskom a combined R80.7 million. It included Cederberg which owes R39.6 million, Beaufort West R29.1 million, Kannaland R13.9 million and Matzikama R7.1million. It is clear that if we do not fix administration and service delivery at the local level, the municipality will collapse.

ONLY RESIDENTS CAN FIX THE PROBLEM

The municipality is meant to maintain basic infrastructure like roads, sewerage, water supply, rubbish removal and electricity. Unfortunately, this is not happening? Why? The answer is: Poor leadership and people who do not care. Some of you will say – CORRUPTION and INCOMPETENCE.

Therefore, Cederberg First Residents Association, a group of concerned and committed residents, came together to do something practical about saving the Cederberg from disaster. We do not want

to see the loss of business and neither do we want to see property values collapsing. We want to see business flourishing and the region once again becoming a number one tourist attraction in South Africa. And how do we achieve this?

CEDERBERG FIRST - THE SOLUTION

The solution is for ordinary residents to take control of the municipality. This is why Cederberg First Residents Association was formed earlier this year. We are prepared to help fix the Cederberg by standing as Ward Councillors in the upcoming 2021 local election. In that way ordinary residents will again control the affairs of the municipality.

We are a group of residents who wish to serve our fellow residents – Ons is inwoners wat inwoners dien. We are not politicians. We are just residents who are sick and tired of unreliable and untrustworthy politicians who make empty promises but do not deliver.

We have decided that enough is enough – we will take back our local towns and we will rule it ourselves – as residents. The interests of the residents must come first. And that is what we stand for as Cederberg First Residents Association.

We ask you to trust us with your vote in the upcoming elections. We ask you to give us a chance. We are just as gatvol as you. Vote for us.

We promise to:

- ✓ Appoint competent people to manage the Municipality.
- ✓ Clean up inefficient service delivery.
- ✓ Make sure that there is no stealing of money and time.
- ✓ Create a Cederberg of which all residents can be proud.

THE TEAM

Mayor and Deputy Mayor

I am the Ward candidate for Clanwilliam and also for Mayor. I am supported by Martin Bergh, Managing Director of Rooibos Limited, who is my deputy Mayor. Our candidates for ward councillor are ordinary residents with a passion to do the right thing:



Martin Bergh

WARD	CANDIDATE
Ward 1 (Citrusdal Farms)	John Hunter, a former health inspector, entrepreneur and current business owner
Ward 2 (Citrusdal)	Louween Bok, an administrative assistant.
Ward 3 (Clanwilliam)	Ruben Richards, farmer.
Ward 4 (Graafwater)	Jimmy Barnard, road repairer.
Ward 5 (Lamberts Bay)	Beverley Van Der Heever-Schalk, fisherwoman and community activist.
Ward 6 (Wuppertal)	Thomas Francois Waldeck, a community activist and preacher.

VISION, MISSION, OBJECTIVES AND CORE VALUES – as per our C.E Constitution

VISION	A well run and managed Cederberg Municipal Region where there are more jobs than people.
MISSION	To select potential councillors and proportional candidates with the requisite skills and principles to be able to represent and serve the WHOLE Cederberg community efficiently and cost effectively.
OBJECTIVE	Our common objective is to facilitate the identification, training and support of candidates who will contest the local elections in all the wards comprising the Cederberg Municipal District.
CORE VALUES	<ul style="list-style-type: none">• We celebrate efficiency, productivity and competence.• We practice inclusivity and therefore do not discriminate on the basis of race, colour, religion or gender.• We subscribe to the IEC Code of Conduct.

Thank you in anticipation for your vote.

Sincerely,



Dr Ruben Richards
Mayoral Candidate