

Clanwilliam, 31 October 2025

Dear Dmitri

Your request for a list of my speeches for purposes of your doctoral research refers:

Below is a selected list of speeches I delivered during my tenure as Mayor (Annex 2). These form the basis of the Volume 2 of my "Archive Series" which I am in the process of publishing. For ease of reference, I attach a snippet from my recently published FOUR PERCENT so that you have additional context (Annex 1).

I will attach the specific speeches for 2022 as requested.

Best regards

Dr Ruben Richards

Copy: Jan Oosthuizen

THE ARCHIVE PROJECT

Why a 4-volume series

Purpose of the four book series

This book, FOUR PERCENT, is part of a four-volume series entitled “The Archive Project”. I admit that these four volumes are somewhat self-indulgent. I also admit to having a historical writing bent and hence the detail provided to substantiate the narrative. This four-volume series is a way of documenting and archiving the words spoken (and actions taken) in the context of my assignment as councillor and mayor of the Cederberg municipality which commenced in November 2021.

During the course of my assignment as Executive Mayor, I have spoken many “words” to at least four different audiences. Consequently, the words are categorised and consolidated into four separate books.

It is important to note that, for the most part, all proceedings of a municipal council are public, including the speeches made by the mayor. Therefore, in terms of municipal records management, these speeches (“words”) are supposed to be etched into the public records and archives of the municipality for the sake of posterity. My hope is these “words” will have value beyond their status as an archival record for posterity. My hope is that the words (“speeches”) will provide a point of reference to measure the performance of council during the current term of office, thus engendering accountability and transparency.

Structure of “The Archive”

The content of The Archive Project has been compiled as four separate books, which will be published as follows:

- **FOUR (4) PERCENT:** *Mayor, Mayor, We have a problem* (The ‘Cederberg Eerste’ Story). [Vol.1]
- **POINT OF ORDER:** *Mayor, please take your seat.* (A compilation of selected mayoral speeches to the Cederberg municipal council for the period 2021 – 2025). [Vol.2]
- **DEAR RESIDENTS:** *Attention please.* (A compilation of letters, open reports and press statements to residents of the Cederberg for the period 2021 – 2025). [Vol.3]
- **IDEAS:** *It does matter what and how you think* (A compilation of public lectures). [Vol.4]

Layout - Four volumes - Four audiences

Speeches, press statements, public lectures and personal reflections are all about communication with specific audiences. In this regard, the Archive Project has four distinct audiences. The *first audience*

comprises councillors and senior members of the Cederberg administration. These persons (and sometimes members of the public) attend the council meetings and listen to *speeches* in that context as part of the mayor's formal obligation to report-back to council and the general public since council meetings are open to the public.

The *second audience* comprises local residents who are informed via *open letters* and *media statements* as to what is happening in the municipality. These open letters to residents are designed to be personal and aimed at sharing information from an empathetic perspective. It is also a form of accountability and report-back to the community.

The *third audience* is those who are attendees of *public lectures*. In my other life I was a university academic and international visiting professor, so please forgive me. The third audience, therefore, tends to be more analytical in orientation, and are often subject-specific interest groups with a more academic interest in the topic under discussion.

The *fourth audience*, which may well include all of the above, will be those potentially interested to hear about the experiences and reflections of a mayor – a story told here under the title – FOUR PERCENT. I tell the story from a *practitioner* perspective and not as a theorist.

Words as seeds – words of healing

The words which make up this Archive are mere words – too many words, in fact. Unfortunately, we are in an environment where reading words consciously and analytically are neither a priority nor a common practice among councillors. The sacred corridors of council chambers are more familiar with the sound of loud-mouthed and often ignoramus rabble-rousing and cheap politicking councillors who too easily talk with no reference to facts. They often do not soberly consider texts / words / speeches which are presented to council. Many of them do not even bother to read the documents circulated prior to a council meeting.

Unfortunately, and on the face of it, most exchanges in council do not take into account community interests, but instead revolve around the self-interest and posturing of the politician who is more interested in scoring cheap political points at the expense of truth. This becomes especially evident when the public gallery is filled with people, tempting councillors to play to the gallery.

I have made a deliberate choice to deposit (or plant) good seed (i.e. good “words”) in the form of sober speeches to council, and provide factual press statements to residents. The current joke (and emerging expectation) in council by both the opposition and my own ruling CE-led coalition, is that ‘the mayor will deliver a content heavy speech.’ It is my practice to deliver a full manuscript speech which I read into the record at council meetings. I am often asked, tongue in cheek, just before I am about to deliver my mayoral speech to council: “*So Mr Mayor, have you written a book for us today?*”

I craft my own speeches. I approach it much like I do university essays, lectures and the books which I author, namely, with as much conceptual and methodological clarity and rigour as possible. In that sense I am a boring mayor, I guess. My intent is not to score cheap political points. My intent is to report as honestly and robustly as possible to council and where necessary provide thought leadership and visionary guidance to improve the delivery of basic services to our people of the Cederberg. This is after all our primary job as councillors – facilitating service delivery, unless I missed the fine print.

Not unlike the biblical parable of the Sower, some seeds are likely to fall on rocky ground, while some will fall on fertile soil. My hope is that enough seeds will fall on fertile soil, so that we can reap a bountiful harvest of service delivery.

My hope

I have taken the liberty to share my many words, if only to provide a template or evidence of one attempt, among many, to fix a broken municipality and contribute positively to local government, which is in decline. South Africa has many broken municipalities. The operational content of my words (i.e. speeches, etc) is no doubt Cederberg-specific. However, the overall challenges facing a municipality are generic including the political skullduggery and disrespect some politicians have shown towards their electorate and the constitution. My hope is that some of the seeds/words I have scattered by way of my reflections, speeches, press statements and lectures, will find fertile soil beyond the Cederberg.

Annex 2 – Index of speeches for Volume 2 – POINT OF ORDER

Orientation	
	Point of Order - <i>Why this title?</i>
	Purpose
	Rules of Order
Speeches to Council	
#1	ACCEPTANCE SPEECH AND POEM: <i>An Ode to Cederberg.</i> 16 November 2021
#2	PRESCRIPTION WITHOUT DIAGNOSIS IS MALPRACTICE: <i>State of Municipality.</i> 14 December 2021
#3	FIXING THE ENGINE OF A MOVING BUS. 27 January 2022
#4	WHEN THE TAPS RUN DRY IT IS TOO LATE. 28 February 2022
#5	PPE TENDER FRAUD: <i>How the Cederberg Municipality is implicated.</i> 7 February 2022
#6	TOWARDS A FUNDED BUDGET AS WELL AS FOCUSED AND SUSTAINABLE SERVICE DELIVERY: <i>A call for going Back to Basics in the Cederberg Municipality.</i> 25 April 2022
#7	GROWING OPTIMISM AND HOPE OF A TURNAROUND: <i>First budget for Cederberg Municipality after the 2021 local Government elections.</i> 20 May 2022
#8	BROKEN, BANKRUPT AND BEHEADED: <i>It's time to prepare for a new season.</i> 31 March 2023
#9	OPERATION CLEAN TOWNS: <i>Cederberg Municipality, private sector and civil society join hands to deliver basic services.</i> 3 May 2023
#10	LET'S ROLL UP OUR SLEEVES AND FIX OUR BROKEN MUNICIPALITY 31 May 2023
#11	BEING BUSY WITHOUT LOSING FOCUS OF THE VISION: <i>The challenges of operating in a crisis mode.</i> 31 August 2023
#12	ROLL OVER FUNDS AND SALARY INCREASES FOR COUNCILLORS: <i>Approval of Adjustment Budget.</i> 16 October 2023.
#13	SERVICE DELIVERY – A tribute to our blue-collar army (surgeons). 14 December 2023
#14	2024 - THE YEAR OF GOOD GOVERNANCE IN THE CEDERBERG: <i>Service delivery protests, Ministerial protests and the quest for clean water.</i> 31 January 2024
#15	THE DAWN OF A NEW ERA: <i>Adjustment budget.</i> 28 February 2024
#16	FROM BANKRUPTCY TO A FUNDED BUDGET: <i>The intricate balance between economic growth, fiscal sustainability, and service delivery excellence.</i> 14 May 2024
#17	LET'S SWITCH ON ALL THE LIGHTS: <i>R100 million electrical infrastructure project implemented in Clanwilliam-Cederberg.</i> 24 May 2024
#18	LET'S TAKE A MOMENT TO BREATHE: <i>Interim and urgent report on the impact of recent flooding in Cederberg.</i> 18 July 2024
#19	DÉJÀ VU - CEDERBERG 2024 FLOODS: <i>Same problem (road) – Different (permanent) solution.</i> 26 August 2024
#20	FLOODS, FIRES AND FOOD: <i>Ongoing challenges faced by a vulnerable Cederberg Municipality.</i> 28 November 2024
#21	A 20-YEAR VIEW OF THE CEDERBERG. 26 February 2025
#22	ADJUSTING THE BUDGET FOR A BETTER FUTURE. 26 February 2025
#23	CEDERBERG BEYOND ITS BUDGETS AND PLANS – On being responsible stewards and custodians of the Cradle of Human Culture and our other world heritage endowments. 24 April 2025.
#24	YOU MUST SPEND MONEY TO MAKE MONEY – <i>the journey from immediate needs and long-term sustainability.</i> 28 May 2025.
#25	ONE GENERATION PLANTS THE TREES; THE NEXT GENERATION ENJOYS THE SHADE. 30 June 2025
Ceremonial Public Speeches	
#26	WHEN PRIVATE SEXUAL MATTERS BECOME PUBLIC.

	6 March 2022
#27	WALK ALONG WITH ME: <i>Clanwilliam Wild Flower Show.</i> 25 August 2022
#28	CLANWILLIAM AGRICULTURAL SHOW. 13 April 2023
#29	BRIDGE THE GAP BY BUILDING TRUST AMONG ONE ANOTHER. 7 December 2023
#30	RIELDANS / RIEL DANCE: <i>South Africa's future signature cultural event and competition.</i> 9 December 2023
#31	CEDERBERG - <i>Come and discover a hidden jewel in South Africa's tourist crown.</i> 20 June 2024
#32	NOSTALGIA: <i>Cederberg Wild Flower Show.</i> 22 August 2024
#33	CHILDREN LEARN BY "READING" THE ACTIONS OF OTHERS. 5 September 2024
#34	WELCOME TO THE "HOME OF THE CAVE": <i>Diepkloof Rock Shelter declared a World Heritage Site.</i> 14 September 2024
#35	FROM FLOOD WARNING TO HEATWAVE WARNINGS. 11 October 2024
#36	TITLE DEEDS: <i>Fixing the pain of the past.</i> 15 October 2024
#37	TRIPLE BY-PASS SURGERY IN THE CEDERBERG. 30 October 2024
#38	TOWARDS A HEALTHY HEART AND MIND: <i>Cederberg municipal staff embraces wellness.</i> 15 November 2024
#39	CEDERBERG'S CITRUS DOES NOT THREATEN USA CITRUS FARMERS - A perspective on the impact of the USA tariff war on the Cederberg municipality. 9 April 2025
#40	AGRICULTURE - The backbone of our local economy and community. 11 April 2025
#41	SMARTLY CONNECTING ALL WIRES. 29 April 2025
#42	BEYOND CEDERBERG PEACE OFFICERS: <i>Symbols of Hope and Agents of Change.</i> 26 May 2025.
#43	AGRICULTURE: A moral obligation and economic necessity. 1 July 2025.