

**WELCOME ADDRESS BY THE EXECUTIVE MAYOR  
DURING THE ANNUAL STAKEHOLDER  
ENGAGEMENT ON RESPONSIBLE LIQUOR  
TRADING HELD ON 29 JULY 2010 AT ABOO TAYOB  
HALL- MOGALAKWENA**

**Programme Director,**

**The MEC for Economic Development, Environment and Tourism Cde. Pitsi Moloto,**

**The Mayor of Mogalakwena Local Municipality, Cde. Bob Mmola,**

**All Mayors present,**

**Traditional Leaders,**

**Councillors,**

**Leadership of the South African Council of Churches,**

**Management of the South African Police Services**

**Leaders and members of the Liquor Traders Association,**

**Management of the Department of Economic Development, Environment and Tourism,**

**Senior Officials from government and municipalities,**

**Community Policing Forum members,**

**Distinguished Guests,**

**Ladies and Gentlemen.**

**Good Morning, Thobela!!**

Programme Director, it is a great honour and pleasure for me to welcome you to this Annual Stakeholder engagement. On behalf of the citizens of Waterberg, I say feel free in your deliberations and experience the comfort of the district.

The Waterberg lives and breathes nature. The region is richly endowed with natural assets and resources and is it the principal destination of domestic tourism and the main dispersal point for foreign tourists and investors. Waterberg is home to an internationally recognized Biosphere Reserve in the heartland of this mountainous region in the Western Limpopo. Waterberg is also home to Nylsvley, an internationally recognized wetland which has been accorded RAMSAR status.

Programme Director,

A few kilometers from this town we have Makapan Valley World Heritage Site, where Chief Mokopane of the Ndebele tribe bravely fought and defended his people against Herman Potgieter. It is at Makapan Valley caves where you find fossils which include some of the oldest ancestral remains in South Africa and indicate that early humans lived there some 2.8 million years ago. These are just a few of the many icons that we have in the district. We are on the go for growth and development.

Programme Director

Today`s event takes place two weeks after South Africa hosted a successful FIFA World Cup and three days before the launch of Women`s month which will be held on 01 August 2010 at Mookgophong Local Municipality in the Waterberg District. The theme of this event :” Together understanding responsible trading” is relevant to address some of the challenges that women and children face in this country and the district because of alcohol and drug abuse. Alcohol abuse is one of the causes of high crime rate and fatal road accidents. Alcohol abuse also leads to the abuse of women and children. This workshop should be able to come up with a programme of action that would ensure that we educate our people to trade and drink responsibly especially during Women`s month.

Programme Director,

In the development of the programme of action , we should also think about schools and other institutions of learning where our youth are located. We all know that there is a serious challenge of alcohol abuse by the youth. In the same vein, as traders we must take responsibility of making sure that we sell liquor in accordance with the law. Let us join forces and make sure that together we have a common understanding of responsible trading.

Programme Director,

In conclusion , I call upon all the stakeholders gathered here today to know and clarify your roles and functions to make South Africa the best place to live. I wish all of you fruitful deliberations in your engagement so that together we can do more to practice responsible liquor trading and drinking.

**WELCOME TO WATERBERG. I THANK YOU**