



EASTER BRIEFING NOTES

20 DAYS OF INTENSIVE CAMPAIGNING LEFT

ANC. ON THE GROUND, WITH THE PEOPLE

1. The ANC has been on the ground in its elections campaign since we launched the **#ThumaMina campaign** last year. We acknowledge the challenges communities continue to face, and Thuma Mina is about listening to people and working with them to fix problems. We commit to ensure that local government is fixed, and that it coordinates with provincial and national government, to continue to build a better life for all.
2. April is an important month in our country's history, where we remember heroines and heroes like Charlotte Maxeke, Solomon Mahlangu, Oliver Tambo, Chris Hani and Winnie Madikizela-Mandela. Their blood and example of service to the people, continue to nourish the tree of freedom.
3. 25 years later, our country is a different place, and continues to change for the better. In housing, education, health care, social security, roads, water and sanitation, we have expanded these as public goods, and introduced a social wage that helps us to tackle poverty.
4. Although economic growth has slowed down, we are on the road of recovery, as we implement the outcomes of the Jobs summit, pay more attention to youth unemployment and industrialisation and encourage domestic and foreign investments. Our manifesto commits us to do more to ensure localization, spreading economic development across the country, building township and village economies, and land reform that see more people working the land, contributing to agriculture and agro-processing.
5. We recognize that the rising cost of living is affecting especially working and middle class people, but we are working together, building a social compact, with all stakeholders, government, business, labour and civil society so that we improve and build an inclusive economy.
6. Youth and women are the majority of the population, and their issues and participation are paramount. Gender-based violence must be tackled heads on, and we must ensure the participation of women and youth in land reform, SMME development and a skills revolution. Investing in youth and women is about the immediate needs, but it is ultimately an investment in the future.

7. The institutions of the state are being strengthened in order to better serve the people. The President has appointed a number of commissions to ensure that we openly tackle state capture and corruption.

EASTER MESSAGE

8. Easter is one of the holiest periods in our religious calendars globally. It is a time of worship and celebration of our diverse communities. During this time of the year our diversity as a nation is strengthened by the spiritual rejuvenation that consumes two of our major faiths. Over the next few days Christians will celebrate Easter, while Jews will commemorate the Passover.
9. The African National Congress (ANC) was founded in the Waaihoek Wesleyan Church outside Bloemfontein in 1912 and has historically had close relations with the clergy, from which it drew many of its leaders. This Easter weekend will be no exception, as our members and leaders will attend churches services across the country.
10. Many South Africans will be taking a holiday break, while others will be traveling to visit families and attend various Easter services. Let us be vigilant and travel safely so that we may all arrive alive.
11. Every year the authorities and the ANC call for safety on the roads as we travel. Sadly, though every year we are faced with some very tragic road crashes. We therefore appeal specifically to private, taxi and bus drivers, who are important means of mass transport, to please be respectful towards the rules of the road. We also request pedestrians to cross roads at marked intersections and avoid walking on and crossing freeways. Law enforcement agencies over this weekend will also increase their visibility, and all citizens must cooperate with them as we ensure our roads are safe for all.
12. We urge all South Africans to make an extra effort to keep our roads safe and incident free. Let us avoid road deaths, let us each do our level best to avoid becoming a statistic. We all need to be vigilant about our safety and the safety of others on the roads.
13. The ANC also appeals for maximum discipline, avoiding drinking and driving and the use of cell-phones, especially texting and reading messages while driving. Most road accidents are because of human error. We can therefore make a difference to reduce the road carnage.

The ANC wishes everyone a blessed and safe Easter Weekend.

Let's Grow South Africa Together.

Vote ANC.



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