

REPUBLIC OF NAMIBIA



Keynote Address

By the

**Minister of Youth, National Service,
Sport and Culture
Hon. Jerry Ekandjo**

At the

**Launch of the Ministerial Strategic Plan
2013 - 2017,**

Arebbusch Travel Lodge, Windhoek

02 April 2014

Director of Ceremonies;

Honourable Deputy Minister;

Distinguished Permanent Secretaries;

Distinguished Invited Guests;

Staff Members of the Ministry of Youth, National Service, Sport and Culture;

Invited Media Practitioners;

Ladies and Gentleman:

It gives me great pleasure to welcome all of you to the Launch of the Ministry of Youth, National Service, Sport and Culture Strategic Plan and introduce the Strategic Plan for the period 2013 to 2017 to all the Ministry's stakeholders. Your presence here is greatly appreciated as you had to leave your other important tasks to come share this day with us. Your presence at this Strategic Plan Launch is a clear indication of your keen interest and desire to contribute to the drive for service improvement, which will ensure that this Ministry delivers on its vision of building a Namibian identity through a creative, proud and active people. Your presence is indeed appreciated and does grace the occasion.

From the onset let me remind all here that the Ministry of Youth, National Service, Sport and Culture is a diverse ministry that is mandated to perform various diverse tasks on behalf of the Government of the Republic of Namibia. This ministry is mandated to ensure that the biggest part of the Namibian population, the youth, is looked after. This responsibility mandates the ministry to ensure that the youth is capacitated in order to assume their rightful place in the Namibian society. This Ministry is also tasked with ensuring that all Namibians who pursue sporting activities are also catered for. Towards this end, it is expected that the Ministry construct, renovate and upgrade sporting facilities while also establishing various international platform essential for the sport-people to fulfill their potentials.

It is also the duty of this ministry to ensure that all Namibians who pursue arts have the conducive environment essential for this group of talented citizens to express themselves. In this regard, the Ministry must construct, upgrade and renovate the needed facilities to ensure that needed platforms are established. The Namibian Constitution has enshrined the right of Namibians to practice and belong to whichever culture they choose and this ministry has been mandated to ensure that the cultural aspects of every Namibian are promoted.

Now, how can the Ministry ensure that the aspirations of the youth currently being threatened by all sorts of societal ills such as the scourge of aids, unemployment, drug abuse is merged with the lofty aspirations of the sport-people, the aesthetic aspirations of the artists and the cultural realities of all Namibians.

Ladies and Gentleman;

The answer to putting the ministry on the path to ensuring that the beacon of hope remained alive and lighted amongst our youth as well as creating the platform to transform the youth in positive role players in this country path to nation building, while creating the platforms essential for the artists, sport-people and cultural practitioners to flourish is contained in the document that we are launching here, today. The Ministry's Strategic Plan is the culmination of numerous in-house consultations aiming to turn this Ministry into a strategy focused and result driven organisation. The path that we are on today was started by my predecessor, Hon. Kazenambo Kazenambo, and is being concluded by myself here today.

As you are aware, Vision 2030 envisions a multi-cultural Namibian nation at harmony with itself, where its people are living and working together sharing common values and aspirations,

while enjoying the fruits of unity in diversity. The Ministry of Youth, National Service, Sport and Culture is the vehicle entrusted with the responsibility of driving the Namibian nation to that destiny. The National Development Plan has set the objective of providing sporting facilities to the whole country as this is seen as a vehicle for improving the health of all, as well as increasing national identity and cooperation with the rest of the world. These national expectations formed the basis for the formulation of the Ministry's Strategic Plan.

Through the Strategic Plan the Ministry has set progressive performance targets which will be met over a number of years. The Strategic Plan has enabled us to designate both implementing and supporting components to monitor, evaluate and implement the strategic objectives. The Strategic Plan identified strategic initiatives needed, to overcome performance gaps and lead to improved service delivery and policy outcomes. Towards this end, management plans for the next five years have been developed, budgeted for and are scheduled for implementation.

We have adopted the Balance Scorecard approach as our framework to implement the strategic plan. The Balance Scorecard approach offers enormous benefits to the Ministry such as alignment, focus, accountability and transparency.

Additional spinoffs of the Balance Scorecard is that our staff will now have a better understanding of how their everyday work links to the Ministry's vision and mission statements and therefore takes a more balanced view to their work. The Balance Scorecard is also a proactive tool enabling the Ministry to better identify problems, rectify them and then communicate action and progress to all its stakeholders in a simple format. The Ministry has also acquired a monitoring and evaluation system to ensure the implementation of the Strategic Plan. A presentation on this Monitoring and Evaluation System is on the program.

In order to meet the seemingly diverse expectations of the various stakeholders the Ministry has identified three important customer objectives namely; *Empower the Youth; Promote a Sporting (Active) Lifestyle; and Promote Arts and Heritage*. These mentioned three customer objectives will guide the ministry in the pursuance of its mandate.

Ladies and Gentlemen;

The Ministry has set itself the vision of building a Namibian identity through a creative, proud and active people. The Ministry is aware that Namibia is a young nation where much still needs to be done to create a common national identity. But through sport, arts

and culture the ministry is adamant that it can foster, nurture and cultivate pride in being a Namibian. Already, the Ministry has successfully established a National Performing Troupe that comprises of artists from different ethnic groupings, but who has learned and mastered the various ethnic performances in Namibia, and has been performing them at national events. Furthermore, the Ministry will be embarking upon a country-wide public education campaign aiming to inform and educate our stakeholders on the various services the Ministry offers.

In conclusion, I would like to take this opportunity to extend my heartfelt gratitude to the management of the Ministry of Youth, National Service, Sport and Culture and the staff of the Civil Service College of Singapore for their commitment that resulted in this Ministry's Strategic Plan. I would also take this opportunity to extend my profound and heartfelt gratitude to the Namibian High Commissioner to Great Britain and Northern Ireland, His Excellency, Mr. Steve Katjjuanjo, for the stellar role he played in the drafting of this important document. I would also take this opportunity to request our international partners to avail the necessary resources essential for the implementation of the Ministry's Strategic Plan. It will be expected from every staff member of this Ministry to put shoulder to the wheel and turn this Ministry into a strategy focused and result driven organization.

Ladies and Gentlemen;

As aptly observed by Roger Fritz: “Desire is better than despair; determination is better than concern; a plan is better than a dream- but only action makes a difference”. Let us therefore, collectively and singularly propel this ministry on its road to creating a Namibian identity through a creative, proud and active people.

It is now my distinct honour to officially launch the Strategic Plan of the Ministry of Youth, National Service Sport and Culture for the period 2013 to 2017.

I THANK YOU.