



KEYNOTE ADDRESS

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MINISTER OF INFORMATION AND COMMUNICATION TECHNOLOGY

**DURING THE NATIONAL LAUNCH OF THE HARMONISED GOVERNMENT
COMMUNICATION STRATEGY (2026–2030), THE GOVERNMENT CORPORATE
BRAND IDENTITY MANUAL (2026–2030) AND THE GOVERNMENT
COMMUNICATORS FORUM OF NAMIBIA**

9 SEPTEMBER 2026 | NIPAM, WINDHOEK

Director of Ceremonies,
Hon. Wenzel Kavaka, Deputy Minister of Information and Communication
Technology,
Ms. Linda Nakale, Executive Director of the Ministry,
Members of the Multi-Sectoral Implementation Committee,
Public Relations and Communications Officers,
Members of the Media,
Distinguished Guests,
Ladies and Gentlemen,

Good morning.

There is something deeply powerful about communication. A Government may build a road, open a hospital, connect a community to the internet or introduce a new digital service. But if the people do not know, understand or trust what is being done, then the bridge between Government and citizen remains unfinished. That is why we are here today. We are not merely launching three documents and a professional forum. We are launching a new chapter in how Government speaks to the people of Namibia and more importantly, how it listens to them.

I wish to recognise our Public Relations and Communications Officers who are sharpening their skills here at NIPAM through training on Artificial Intelligence. You represent the future of Government communication, professionals who must be faster, smarter and more innovative, but who must never lose the human heart of communication.

Director of Ceremonies,

Namibia is changing. We are building a digital nation. Our National Digital Strategy is opening possibilities that previous generations could only imagine. From Katima Mulilo to Lüderitz, from our urban centres to the most remote communities, technology gives us an opportunity to bring Government closer to our people.

But let us remember something important, digital transformation is not ultimately about technology. It is about people. A smartphone does not feel hope. An algorithm does not feel frustration. A digital platform does not dream of a better Namibia. People do. Behind every Government policy, every service and every reform is a Namibian who simply wants to know, *Does Government see me? Does Government hear me? Does Government care?* Our communication must answer, Yes.

The public does not experience Government as separate Ministries, Offices, Agencies, Regional Councils, Local Authorities and Public Enterprises. They experience one Government. Therefore, we must communicate as one Government, with one voice, in service of one nation. The Harmonised Government Communication Strategy 2026 - 2030 and the Government Corporate Brand Identity Manual 2026 - 2030 were approved by Cabinet in March 2026.

The Harmonised Government Communication Strategy provides the framework for coordinated, timely and meaningful communication between Government and the people while the Government Corporate Brand Identity Manual gives Government a common face, one that is dignified, recognisable and trusted.

These are not merely administrative instruments. They are instruments of trust. Every letterhead, every official statement, every Government website, every social media post and every document carrying our Coat of Arms tells a citizen, *This is your Government. This information is for you. You matter.* And that responsibility is enormous. Because sometimes, behind the information we communicate is a mother waiting for a social grant, a young person searching for a job, a farmer waiting for rain, a student hoping for an opportunity, a patient waiting at a clinic, a business owner trying to survive and a family simply hoping

that tomorrow will be better than today. We must never forget the human being behind the statistic.

Ladies and Gentlemen,

The age of communication has changed. Artificial Intelligence is transforming how quickly we create and distribute information. But the same technology that can help us serve citizens can also be used to deceive them. Misinformation can travel faster than truth. Fabricated images can look real. False narratives can destroy reputations and erode confidence in institutions. Therefore, our communicators must become more than writers of press releases.

We must become Guardians of truth, Strategists of trust, Translators of Government policies, Listeners to public sentiments and above all, servants of the Namibian people. We must embrace innovation without surrendering our ethics. We must never surrendering our judgement to AI. We must move quickly without sacrificing accuracy. Therefore, let us build a culture where transparency is not something Government does only when asked. Let transparency become our instinct.

Ladies and Gentlemen,

The Government Communicators Forum of Namibia gives us something equally important, each other. No Ministry can do this alone. We need to learn from one another, challenge one another, support one another and build one professional community capable of communicating Namibia's transformation with confidence and pride. We are a small nation, but we are not a small nation in ambition. We have overcome storms before and we have built a democracy that continues to inspire and we have raised generations that refuse to believe that their circumstances must determine their destiny.

Now, we must tell that Namibian story better and communicate a Government that is working. Let us communicate opportunities, not only challenges and tell our people the truth, even when the truth is difficult. Let us celebrate our achievements without becoming complacent and when a Namibian citizen is confused, disappointed or angry, because communication is not simply about being heard. It is about making people feel heard.

Today, I ask every Government communicator in this room to carry this responsibility with pride. We must build a Government communication system that is coordinated but never cold; professional but never distant; digital but never dehumanised; confident but always accountable. Let this day mark the beginning of an era in which every Namibian, regardless of language, location or circumstance, can say: "I know what my Government is doing. I understand why it matters. And I trust the information I receive."

That is the Namibia we must build. A Namibia where Government speaks with clarity, acts with integrity and listens with humility. A Namibia where technology takes us forward, but our humanity keeps us together. A Namibia where our words do not merely describe progress, our words help create it.

Director of Ceremonies,

Today, we launch a strategy, a brand identity manual and a forum. But tomorrow, we must launch action. Let us go forward with courage, integrity and with innovation. Let us go forward knowing that every word we speak carries the weight of someone's hope.

It is now my honour and pleasure to officially launch the Harmonised Government Communication Strategy (2026-2030), the Government Corporate Brand Identity Manual (2026-2030) and the Government Communicators Forum of Namibia

I thank you.