



The Purple Prosperity Movement: The Progressive Tshwane Alliance (PTA)

OFFICIAL FOUNDING DECLARATION & BRAND MANIFESTO

PART I: OUR IDENTITY – THE PURPLE PROMISE

Official Registered Name: Tshwane Progressive Alliance (PTA)

Common Name: Progressive Tshwane Alliance - The Purple Prosperity Party

Abbreviations: PTA

Election Code: PTA012 (Symbolizing our rootedness in Pretoria's identity)

Our Colour: PURPLE

Purple symbolizes:

- **Royal Dignity:** Every citizen deserves a life of respect and opportunity.
- **Prosperity & Wealth:** Shared economic growth that reaches every township.
- **Jacaranda Beauty:** The iconic heritage of our city, now extended as a promise of blooming prosperity in every Township & ward.
- **Wisdom & Vision:** The thoughtful, strategic leadership of President Larry Matlala.
- **Unity:** The blending of blue (stability, service) and red (passion, urgency) into one purpose.

Our Slogan: "Prosperity for All. From the Council to the Township."

PART II: THE BRAND & SYMBOLOGY

Logo Concept:

A **stylized purple Jacaranda blossom** opening over a **silhouette of the Union Buildings**, with People extending downward into a pattern representing Tshwane's townships. Beneath it, the words: "**PROGRESSIVE TSHWANE ALLIANCE – PTA012**".

Visual Identity:

- **Primary Colour:** Prosperity Purple (PMS 268 C)
- **Secondary Colours:** Township Gold (for hope), Smart Silver (for innovation), Earth Green (for sustainability)

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- **Font:** Strong, modern, and accessible.



Brand Promise:

Where the **Purple Party** governs, prosperity is not just for the City Center. It is measured by the economic vitality of **Mamelodi's entrepreneurs**, the clean streets of **Soshanguve**, the reliable water in **Hammanskraal**, and the restored industrial pride of **Rosslyn and Atteridgeville**.

PART III: LEGAL & ELECTORAL ROADMAP

1. Registration with the Electoral Commission (IEC)

- **Status:** To be formally registered as a Political Party for the 2026 Local Government Elections.
- **Registration No.:** [To be assigned by IEC]
- **Ballot Name:** "TSHWANE PROGRESSIVE ALLIANCE" or "**PTA012**".
- **Logo:** Registered and protected.

2. Electoral Ambition 2026

- **Contest:** All 214 wards in the City of Tshwane Metropolitan Municipality.
- **Mayoral Candidate:** Mr. Larry Matlala.
- **PR & Ward Councillors:** Nominated by the Community itself.
- **Strategy:** Coalition-ready, stability-focused, service-driven.

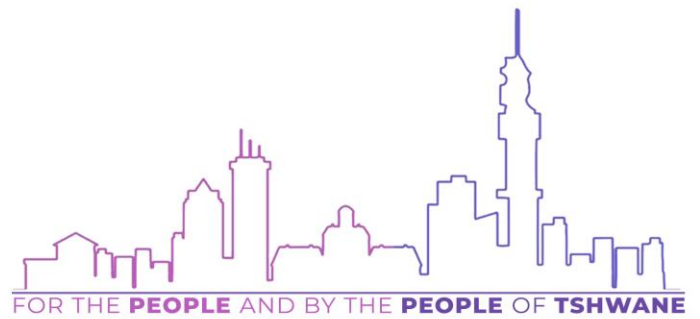
3. Governance Model: The Purple Coalition Protocol

- We will engage **other Parties in Council** under a **Purple Prosperity Pact**—a written, public agreement prioritizing:
 1. **5-Year Stability Clause** (No frivolous motions of no confidence)
 2. **Service Delivery Budget Lock** (Minimum 70% of budget to infrastructure/basic services)
 3. **Township Economic Development Fund** (Minimum 25% of capital budget)

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PART IV: THE PROSPERITY EQUATION

Our Core Belief:

City Prosperity × Citizen Prosperity = True Purple Prosperity

City Prosperity	Citizen Prosperity
• Smart City Infrastructure	• Reliable Services at Home
• Global Investment (e.g., Auto Plant)	• Local Jobs & Ownership
• Clean Audit & Governance	• Money in Pockets & Dignity
• World-Class Reputation	• Pride & Safety in Communities

This means:

No more **"island prosperity"** where only Pretoria CBD shines. We will measure our success by:

- **Hammanskraal's** water quality
- **Mabopane's** small business growth
- **Atteridgeville's** public space revival
- **Soshanguve's** tech-hub development
- **Garankuwa's** Historic Market Hub Restored

PART V: CALL TO ACTION – BUILD THE PURPLE WAVE

To Community Champions:

Step forward. Wear the **purple**. Let your community nominate you. We provide the platform, resources, and unified vision—you bring the local passion.

To Volunteers & Supporters:

Join the **Purple Brigades**. Help us:

- Distribute **Purple Prosperity Packs** (community needs surveys + candidate forms)
- Host **Purple People's Forums** in every township
- Register voters under the **PTA012 Purple Banner**

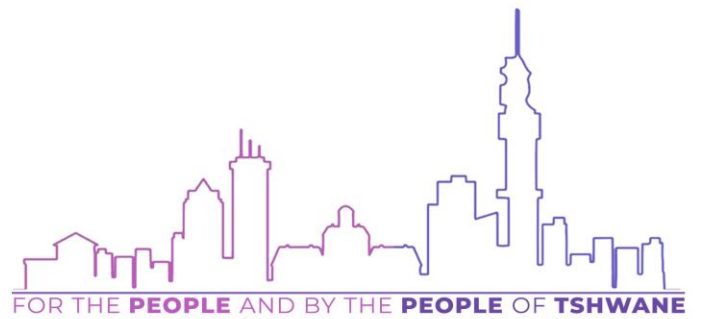
To the People of Tshwane:

In 2026, look for the **Purple Jacaranda** on the ballot. It is not just a party—it is a **Prosperity Pact** between you and a new kind of leader.

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PART VI: FOUNDER'S CHARGE

"Our city is painted *purple* every spring by the glorious Jacarandas. But for too many, that beauty is just scenery—while their daily lives are a struggle. We are here to change that. We are the **Purple Party** because we believe the prosperity of Pretoria must be felt in every home, every street, every township. From Atteridgeville to Wonderboom, we will deliver a prosperity that is real, shared, and built to last. *This is our promise. This is our colour. This is our time.*"

– Mr. Larry Matlala, Founder & Mayoral Candidate

GET READY FOR THE PURPLE REVOLUTION.

Contact to Join:

Website: www.pta012.co.za

WhatsApp: +27 12 PTA-2026

Email: join@pta012.co.za

Hashtags: #PurpleProsperity #PTA012 #TakeBackTshwane #JacarandaRevolution

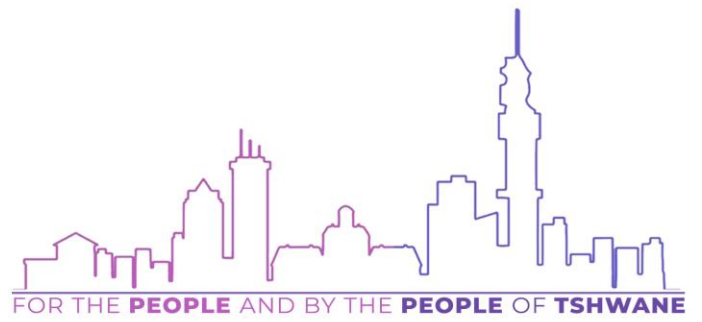
"ONE CITY. ONE PROSPERITY. ONE PURPLE PURPOSE."

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THE PURPLE ALLIANCE: THE PEOPLE'S GOVERNANCE MANIFESTO

OFFICIAL DECLARATION OF PEOPLE'S SOVEREIGNTY

PREAMBLE: OUR CONSTITUTIONAL MANDATE

We, the Residents of Tshwane,
Recognizing the solemn promise of our Constitution's opening words:
"We, the people of South Africa... Believe that South Africa belongs to all who live in it..."
"THEREFORE, the people shall govern!"

Hereby establish the **TSHWANE PROGRESSIVE ALLIANCE** as the embodiment of this constitutional promise - a political home where the people's voice can never again be silenced by political deafness.

PART I: WHAT WE ARE—AND WHAT WE ARE NOT

WE ARE NOT A TRADITIONAL POLITICAL PARTY

We reject:

- Top-down party structures
- Loyalty to party over people
- Cadre deployment
- Blind party discipline
- Political careerism

WE ARE A PEOPLE'S ASSEMBLY

We are:

- **A Collective Alliance** of concerned residents
- **A Platform** for independent community champions
- **A Megaphone** for ignored voices
- **A Shield** against political arrogance
- **A Constitutional Instrument** to make "The people shall govern" real

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Our Constitutional Identity:

Article 1, Section 1(d) of the South African Constitution states:

"The Republic of South Africa is one, sovereign, democratic state founded on the following values: (d) Universal adult suffrage, a national common voters roll, regular elections and a multi-party system of democratic government, to ensure accountability, responsiveness and openness."

We declare: The current multi-party system has failed accountability. We are the **corrective mechanism** the Constitution envisions.

PART II: OUR GOVERNANCE ARCHITECTURE—TRUE PEOPLE'S POWER

THE WARD COVENANT SYSTEM

Every PTA candidate signs a **Ward Covenant** with their community:

1. **Recall Clause:** 30% of registered voters can petition for immediate recall
2. **Monthly People's Assembly:** Mandatory public meeting in the ward
3. **Transparency Dashboard:** Real-time reporting on all council votes and decisions
4. **Community Veto:** On local development projects affecting the ward

THE PURPLE COUNCIL CODE

In council, our representatives commit to:

1. **Vote by Conscience, Not Whip:** Free votes on all matters except core service delivery
2. **People's Instruction Mandate:** On major issues, must consult ward via People's Assembly
3. **No Blind Coalition Loyalty:** Can exit coalitions if service delivery fails
4. **Public Declaration of Interests:** Updated quarterly, publicly accessible

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PART III: THE HEARING AND HEALING MANDATE

WHEN POLITICIANS GO DEAF, WE BECOME THE HEARING AID OF DEMOCRACY

The Five Deafness Syndromes We Cure:

Political Deafness	Our Cure
Selective Hearing (Only hears certain areas)	Township Sound Systems – Regular listening tours in ALL 16 townships
Temporary Hearing (Hears only before elections)	Permanent People's Mic – 365-day engagement system
Pretend Hearing (Nods but doesn't act)	Action Tracking Dashboard – Publicly track promise vs. delivery
Echo Chamber Hearing (Only hears party voices)	Ward Frequency – Tuned only to community wavelength
Foreign Language Syndrome (Doesn't understand community issues)	Community Translator – Champions who LIVE the issues

The People's Frequency 012

- **Hotline:** 012-PEOPLE-1 (012-736-7531)
- **WhatsApp Channel:** "PTA People's Line"
- **Community Sounding Boards:** Monthly issue prioritization meetings
- **Digital Town Square:** Live-streamed council meetings with real-time Q&A

PART IV: THE POWER TAKEBACK PROTOCOL

HOW WE RETURN POWER TO THE PEOPLE

Phase 1: Identification of Power Theft

- Map where decisions are made without community input
- Identify "phantom services" – budgeted but not delivered
- Document cases of political override of community will

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Phase 2: Power Redistribution

1. **Budget Power:** Participatory budgeting – communities prioritize spending
2. **Planning Power:** Veto rights on local spatial development
3. **Hiring Power:** Community input on municipal manager appointments
4. **Oversight Power:** People's audit committees for local projects

Phase 3: Power Protection

- Constitutional challenges against anti-people policies
- People's ombudsman for municipal complaints
- Community legal fund to fight unjust decisions

PART V: THE INDEPENDENT'S CHARTER

RIGHTS AND RESPONSIBILITIES OF OUR COMMUNITY CHAMPIONS

You Have the Right to:

1. Put your community **FIRST** in all decisions
2. Speak truth to power without party discipline
3. Access resources to serve effectively
4. Be protected from political intimidation
5. Serve based on character, not connections

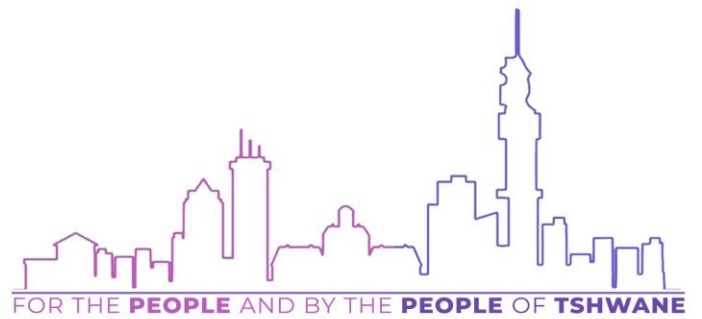
You Have the Responsibility to:

1. Hold monthly People's Assemblies
2. Publish quarterly service delivery reports
3. Decline all offers that compromise community interest
4. Mentor the next community champion
5. Resign if you lose community confidence

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PART VI: OUR ELECTORAL COVENANT WITH THE PEOPLE

ON THE BALLOT IN 2026: THE PEOPLE'S CHOICE

When you vote for the **PURPLE PARTY**, you vote for:

- ✓ **A Champion YOU chose** – Not a candidate parachuted by party headquarters
- ✓ **A Contract YOU designed** – The Ward Covenant is co-created with you
- ✓ **A Voice YOU control** – With recall power in your hands
- ✓ **A Future YOU shape** – Through participatory budgeting and planning

Ballot Statement:

"This is not a vote for a party. This is a vote to **TAKE BACK YOUR POWER**. This candidate answers to **YOU**, not to politicians. Their contract is with **THIS WARD**, not with party leadership."

PART VII: FOUNDING PRINCIPLE - THE PEOPLE'S GOVERNANCE TEST

Before any decision, our representatives must ask:

1. **The Power Question:** "Does this decision return power to the people or centralize it?"
2. **The Hearing Question:** "Have we genuinely listened to those affected?"
3. **The Constitutional Question:** "Does this advance 'the people shall govern'?"
4. **The Township Test:** "Will this work in Atteridgeville as well as in Arcadia?"
5. **The Legacy Question:** "Will this make future generations freer or more dependent?"

THE ULTIMATE PLEDGE

"We are not politicians seeking power. We are citizens **RECLAIMING** power that was always ours. We are not a party with a manifesto. We are the **PEOPLE** with a **MANDATE**. We do not promise to govern you. We promise to help you govern yourselves."

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FOR THE **PEOPLE** AND BY THE **PEOPLE** OF **TSHWANE**

*When politicians play deaf, we become your voice.
When politicians hoard power, we become your key.
When politicians break promises, we become your contract.*

*This purple blossom is not our symbol—it is **YOUR** flag of sovereignty. Wear it. Fly it. Govern with it."*

– The Tshwane People's Alliance

JOIN THE POWER TAKEBACK

To Nominate a Champion: www.pta012.co.za/nominate

To Be a Member/Volunteer: www.pta012.co.za

To Report Political Deafness: www.pta012.co.za/contact

Hashtags: #ThePeopleShallGovern #PowerTakeBack #PTAPeople #NotPoliticians
#WardSovereignty

*Remember: The power you don't USE, they will ABUSE.
TAKE IT BACK. WEAR IT PURPLE.*

"WE ARE THE CONSTITUTION'S PROMISE, MADE FLESH IN TSHWANE'S WARDS."



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