

LPGSA END-OF-YEAR NEWSLETTER

LPG IS SAFE 2.0

13 DECEMBER 2024



Celebrating a Milestone Year with LPGSA



As 2024 draws to a close, we reflect on the incredible strides made within the LPG industry this year. Together with our partners, members, and stakeholders, we have worked tirelessly to promote the safe, sustainable, and innovative use of LPG across South Africa.

Here's a look back at some of the highlights from this remarkable year:

LPG WEEK: A GLOBAL GATHERING IN CAPE TOWN

LPG Week, held from 18–22 November in Cape Town, by the World Liquid Gas Association (WLGA) was a resounding success! Honourable Minister Gwede Mantashe and the DMRE team graced the event with their presence, emphasising the importance of energy access for all Africans. We extend our heartfelt gratitude to the World Liquid Gas Association (WLGA) and their partners for bringing this prestigious global event to African soil. Your efforts have highlighted our region's potential to drive energy equity and innovation.





INTRODUCING IN-CUPBOARD INSTALLATIONS

In partnership with Total SA, LPGSA launched a series on in-cupboard installations. This series is designed to educate LPG users on safe and affordable household solutions. This initiative underscores the importance of using registered installers, permitted appliances, and cylinders for all LPG installations. The service allows LPG cylinders to be safely housed within kitchen cupboards, enhancing convenience while adhering to safety regulations. It's an exciting step toward making LPG more accessible for South African homes. - [CLICK HERE](#) To watch the full installation.

SAFETY CAMPAIGN TAKING THE AIRWAVES BY STORM

Since the launch of our Safety and Promotions Campaign 2.0: "Gasper on the Go Radio Activations" six months ago, engagement across radio stations has soared! Listeners have been eager to learn more about safe LPG usage, sparking vital conversations around LPG safety and adoption.

Campaign Highlights: Past Six Months

- We successfully reached approximately 11,011,000 people across 54 community radio stations.
- This impressive reach highlights the campaign's success in raising awareness and fostering meaningful connections with South Africans nationwide.

The impactful campaign was made possible through our valued partners, Cadac and Easigas, who played a vital role in driving awareness about LPG safety and usage. Tune in to your favorite community radio stations this month for insightful discussions on LPG. Together, let's continue spreading the word and making a difference!



TRANSIT ADS SPREADING AWARENESS NATIONWIDE

If you've been out and about in Johannesburg, Durban, and Cape Town, you may have noticed our vibrant taxi ads making waves across the provinces. These colorful and eye-catching advertisements aim to promote LPG as a safe, affordable, and efficient cooking energy source, highlighting its many benefits for homes and businesses. The taxi ads are in collaboration with the DMRE and Tian Long South Africa.

Where to Spot Our Transit Ads

- **Gauteng Region:** Look out for our ads in Randburg, Jan Smuts Avenue, Soweto, Baragwanath, and Jabulani.
- **KwaZulu-Natal Region:** You'll find us in Pinetown, Warwick, Umlazi, Isipingo, and KwaMashu.
- **Cape Town Region:** Our ads are rolling through Bellville, Wynberg, Khayelitsha, Top Deck CBD, and Mitchells Plain.



These rolling reminders aim to keep LPG top of mind as a safe, reliable, and affordable energy source. Spot one in your area? Scan the barcode for more information on LPG. Share it with us on social media and help spread the message!

Facebook - [Liquified Petroleum Gas Association of South Africa](#)

Twitter/X - [LPGASA](#)

LinkedIn - [LPGas Association of South Africa](#)

Instagram - [LPGASA](#)

A MESSAGE FROM LPGSA

As we close another transformative year, we thank every partner, stakeholder, and community member who has supported us in advancing LPG's role in South Africa's energy mix. Together, we've made significant progress in driving awareness, improving safety, and expanding access to LPG solutions.

We wish you and your families a joyful festive season filled with warmth and energy to fuel your dreams. Here's to an even brighter 2025!



**STAY
CONNECTED**