**Memorandum from the Parliamentary Office**

**NATIONAL ASSEMBLY**

**FOR WRITTEN REPLY**

**QUESTION 1489**

**DATE OF PUBLICATION OF INTERNAL QUESTION PAPER: 26/05/2017**

**(INTERNAL QUESTION PAPER 18 OF 2017)**

**Dr A Lotriet (DA) to ask the Minister of Higher Education and Training:**

Whether (a) his department and (b) each entity reporting to him procured any services from and/or made any payments to (i) a certain company (name furnished) or (ii) any other public relations firms; if not, in each case, why not; if so, in each case, what (aa) services were procured, (bb) was the total cost, (cc) is the detailed breakdown of such costs, (dd) was the total amount paid, (ee) was the purpose of the payments and (ff) is the detailed breakdown of such payments?

**NW1631E**

**REPLY:**

1. (i)-(ii) No.

(aa)-(ff) Not applicable.

1. As per information received from the entities, the responses are as follows.

The following entities provided responses as “No” to (a)(i) as well as (a)(ii) and “not applicable” in response to (aa)-(ff):

* Agriculture Sector Education and Training Authority (AGRISETA)
* Culture, Arts, Tourism, Hospitality and Sport Sector Education and Training Authority (CATHSSETA)
* Construction Education and Training Authority (CETA)
* Council on Higher Education (CHE)
* Chemical Industries Education and Training Authority (CHIETA)
* Education, Training and Development Practices Sector Education and Training Authority (ETDP SETA)
* Energy and Water Sector Education and Training Authority (EWSETA)
* Food and Beverage Manufacturing Industry Sector Education and Training Authority (FoodBev SETA)
* Fibre Processing and Manufacturing Sector Education and Training Authority (FP&M SETA)
* Health and Welfare Sector Education and Training Authority (HWSETA)
* Insurance Sector Education and Training Authority (INSETA)
* Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA)
* Media, Information and Communication Technologies Sector Education and Training Authority (MICT SETA)
* Mining Qualifications Authority (MQA)
* National Skills Fund (NSF)
* National Student Financial Aid Scheme (NSFAS)
* Public Service Sector Education and Training Authority (PSETA)
* Quality Council for Trades and Occupations (QCTO)
* South African Qualifications Authority (SAQA)
* Safety and Security Sector Education and Training Authority (SASSETA)
* Services Sector Education and Training Authority (Services SETA)
* Transport Education Training Authority (TETA)

Three SETAs responded in the affirmative and the details are tabulated below.

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| 1. Banking SETA (BANKSETA) | (b) | (i)(a)  | No |
|  | (i)(b)  | No |
| (ii)(a)  | Seasoned ConceptsBusi Ntuli CommunicationsBlackmoon Advertising |
| (ii)(b)  | Yes |
| (b)(ii) |  | Advertising in print and online publications  |
| (aa)  | Media buying for corporate profiling and the skills@work awards project |
| (bb)  | R997 232.66 |
| (cc)  | Corporate Profiling - R744 310.20skills@work awards - R252 922.46 |
| (dd)  | R997 232.66 |
| (ee)  | Corporate advertising in print and online publications |
| (ff)  | Corporate Advertising

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| Seasoned Concept

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| --- |
| * The Banker print and online R42 995.00
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| * Tranform SA print and online R42 891.00
 |
| * JSE Magazine R52 925.00
 |
| * SOE review R18 125.00
 |
| * Business Day online 3 months presence R88 740.00
 |
| * Financial Mail R102 109.00
 |  |
| * Sunday Times office publicity R111 460.00
 |  |
| * Social media pages configuration R21 002.60
 |  |

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| * City Press office publicity R40 144.00
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| * Daily Sun office publicity R53 878.00
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Blackmoon Advertising

|  |  |
| --- | --- |
| * Social media (Facebook, Google plus and Linkedin) R70 440.60
 |  |

skills@work awards publicity campaign

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| --- |
| * HR future R8 000.00
* Star Workplace R50 221.11
* Business Day R45 488.25
* Skills Portal R29 800.00
* SA FM R10 1813.10
* The Banker online R17 600.00
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| 2. Finance and Accounting Services Sector Education and Training Authority (FASSET) | (b) | (i)(a)  | No |
| (i)(b)  | None |
| (ii)(a)  | Ideahub Group At That Point (Pty) Ltd  |
| (ii)(b)  | Yes |
| (b)(ii) |  | FASSET tested the market in January 2015 and invited suitable Public Relations firms to submit their proposal based on the terms of reference released. A competitive bidding process was followed to source the service providers mentioned above; with an exception to At That Point (Pty) Ltd which was a single source procurement followed by Board. |
|  | (aa)  | Ideahub Group – Media liaison, public relations, media training and media monitoring services.At That Point (Pty) Ltd – Communication advice around leadership changes at FASSET |
| (bb)  | Ideahub Group – R1 106 865.90 (2-year contract)At That Point (Pty) Ltd - R 6 697.50 (Once-off) |
| (cc)  | Please refer to Annexure A |
| (dd)  | Ideahub Group - R508 212.00At That Point (Pty) Ltd - R 6 697.50 |
|  | (ee)  | For services rendered. |
|  | (ff)  | Please refer to Annexure B |
| 3. Wholesale and Retail SETA (W&RSETA) | (b) | (i)(a)  | No |
| (i)(b)  | No |
| (ii)(a)  | Jarred Doyle Consultants. |
| (ii)(b)  | Jarred Doyle Consultants. |
| (b)(ii) |  | There was a need to publicise and create hype on the Good Practice Awards in 2016 on behalf of the SETA. |
| (aa)  | Publication and awareness creation around Good Practice Awards. |
| (bb)  | R85 000.00 |
| (cc)  | R28 000.00 for April 2016; R28 000.00 for May 2016 and R29 000.00 for June 2016.  |
| (dd)  | R85 000.00 |
| (ee)  | Generation of publicity for Good Practice Awards.  |
| (ff)  | * To generate publicity of the Good Practice Awards for the period of two months during the nominations, pre- and post-gala event stages of the project (April, mid-May up to event in mid-June)
* Secure interviews for  the SETA  in relevant media houses (print, broadcast and online)
* Prepare and distribute press releases in order to create awareness of the awards prior to the event
* Prepare and distribute press releases covering the actual event
* Prepare media invites and ensure that journalists attended the event
* Assist in preparing media packs for journalists for the award ceremony
* Prepare print adverts to be published on national media after the event
* Provide weekly status updates on activities or efforts undertaken to create publicity
 |

COMPILER/CONTACT PERSONS:

EXT:

DIRECTOR – GENERAL

STATUS:

DATE:

QUESTION 1489 APPROVED/NOT APPROVED/AMENDED

Dr BE NZIMANDE, MP

MINISTER OF HIGHER EDUCATION AND TRAINING

STATUS:

DATE: