

**DEPARTMENT: PUBLIC ENTERPRISES**

**REPUBLIC OF SOUTH AFRICA**

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NO.: 1498**

**DATE OF PUBLICATION: 25 MAY 2017**

|  |  |  |
| --- | --- | --- |
| **1498.     Mr B S Masango (DA) to ask the Minister of Public Enterprises:**   |  |  | | --- | --- | |  | (1)    Whether (a) her department and (b) each entity reporting to her procured any services from and/or made any payments to (i) a certain company namely Bell Pottinger 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?                                        NW1640E | |

**REPLY:**

**DEPARTMENT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| (1) | (a) | Not applicable | | |
|  | (b) | No | | |
|  |  | (i) | No | |
|  |  | (ii) | No | |
|  |  |  | (aa) | None |
|  |  |  | (bb) | R NIL |
|  |  |  | (cc) | Not applicable |
|  |  |  | (dd) | R NIL |
|  |  |  | (ee) | Not applicable |
|  |  |  | (ff) | Not applicable |

**ALEXKOR SOC LIMITED:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| (1) | (a) | Not applicable | | |
|  | (b) | No | | |
|  |  | (i) | No | |
|  |  | (ii) | No | |
|  |  |  | (aa) | None |
|  |  |  | (bb) | R NIL |
|  |  |  | (cc) | Not applicable |
|  |  |  | (dd) | R NIL |
|  |  |  | (ee) | Not applicable |
|  |  |  | (ff) | Not applicable |

**DENELSOC LIMITED:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| (1) | (a) | Not applicable | | |
|  | (b) | No | | |
|  |  | (i) | No | |
|  |  | (ii) | No | |
|  |  |  | (aa) | None |
|  |  |  | (bb) | R NIL |
|  |  |  | (cc) | Not applicable |
|  |  |  | (dd) | R NIL |
|  |  |  | (ee) | Not applicable |
|  |  |  | (ff) | Not applicable |

**ESKOM SOC LTD**

1. For Department of Public Enterprises

**(b)(i)** No services were procured by Eskom from Bell Pottinger. Eskom has not raised

a need that would require Commercial to procure any services from the Bell Pottinger.

**(b)(ii)** Eskom procured public relations services and made payments to these four (4)

Public relations firms, namely Global Interface; Grounded Media, Zen One and Edelman.

**(b)(ii)(aa)** The services procured from **Global Interface** for each of the three campaigns

were:

* Account management,
* PR strategy,
* Media Relations,
* PR collateral/ content development,
* Social and web based PR,
* Activations and experimental campaigns.

The services procured from **Grounded Media** for each of the three campaigns were:

* Account management,
* PR strategy, Media Relations,
* PR collateral / content development,
* Social and web based PR,
* Activations and experimental campaigns.

The services procured from **Zen One** for one campaign was:

* Account management,
* PR strategy, Media Relations,
* PR collateral / content development,
* Social and web based PR,
* Activations and experimental campaigns.

The services procured from **Edelman** were:

* Account management,
* PR strategy,
* Media Relations,
* PR collateral / content development,
* Social and web based PR,
* Activations and experimental campaigns,
* Reputation Management,
* Stakeholder Management,
* Issues/crisis management,
* Media training,
* Strategic council and advice to board and EXCO,
* Investor relations

**(b)(ii)(bb)**

The table below shows total budgeted costs per public relation firm for financial year 2016/2017:

|  |  |  |  |
| --- | --- | --- | --- |
| **Global Interface** | **Grounded Media** | **Zen One** | **Edelman** |
| R 24 583 753.67 | R 18 103 032.45 | R 8 256 412.91 | R 82 992.00 |

**(b)(ii)(cc)**

The detailed breakdown of costs per public relation firm per campaign for financial year 2016/2017:

* **Global Interface**
  + Eskom Brand Campaign - R7 081 402.27
  + Operation Khanyisa – R9 107 796.25
  + EOESLIP (Soweto, Midrand and Sandton smart split metering) – R8 394 555.15
* **Grounded Media**
  + Eskom Development Foundation (CSI) – R12 422 887.37
  + Public Safety campaign – R2 913 701.08
  + All other campaigns – R2 766 444.00
* **Zen One**
  + Integrated Demand Management Campaign (including power alert) – R8 256 412.91
* **Edelman**
  + Speech writing – R82 992.00

**(dd)(ii)**

The total amounts paid to each public relation firms is as per (bb) above.

**(ee)(ii)**

The payments were processed in order to reimburse the agencies for the services rendered as described in (b)(ii)(aa)above.

**(ff)(ii)**

The breakdown of payments is as per (b)(ii)(cc) above.

**SAFCOL SOC LIMITED:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| (1) | (a) | Not applicable | | |
|  | (b) | No | | |
|  |  | (i) | No | |
|  |  | (ii) | No | |
|  |  |  | (aa) | None |
|  |  |  | (bb) | R NIL |
|  |  |  | (cc) | Not applicable |
|  |  |  | (dd) | R NIL |
|  |  |  | (ee) | Not applicable |
|  |  |  | (ff) | Not applicable |

**SAX SOC LTD**

SAX Express has never procured the services of Bell Pottinger and no payments were made thereof. SAX has never required the services of this company.

|  |  |  |  |
| --- | --- | --- | --- |
| (b) | No | | |
|  | (i) | No | |
|  | (ii) | No | |
|  |  | (aa) | None |
|  |  | (bb) | R NIL |
|  |  | (cc) | Not applicable |
|  |  | (dd) | R NIL |
|  |  | (ee) | Not applicable |
|  |  | (ff) | Not applicable |

**TRANSNET SOC LTD**

(1)(b)(i) Transnet has not made any payment to Bell Pottinger. The company is not on the list of Transnet’s service providers.

(1)(b)(ii) Refer to “**Annexure A**” for further information on other public relations firms utilized by Transnet. The information provided is for the last three financial years.



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Remarks:** |  |  | **Reply: Approved / Not Approved** | |
|  |  |  |  | |
| **Mr Mogokare Richard Seleke** |  |  | **Ms Lynne Brown, MP** |  |
| **Director-General** |  |  | **Minister of Public Enterprises** | |
| **Date:** |  |  | **Date:** | |