**1560. Dr A Lotriet (DA) to ask the Minister of Small Business Development:**

(a) What amount did (i) her department and (ii) each entity reporting to her spend on advertising in the 2015-16 financial year and (b) how much has (i) her department and (ii) each entity reporting to her budgeted for advertising in the 2016-17 financial year? NW1731E

1. The Department of Small Business Development
	* 1. Advertising in 2015-16: R1 946 239.64 was paid during the 2015-16 as follows:

|  |  |
| --- | --- |
| **Item** |  **Amount**  |
| Marketing |  125 400.00  |
| Recruitment |  169 496.12  |
| Promotional Items |  1 651 343.52  |
| **Total paid** |  **1 946 239.64**  |

Promotional items include amongst others the following

* 2500 Self Guidelines Booklets and 2500 NIBUS Strategy Booklets design and printing, 150 non branded Casio Scientific calculators, and branded back packs for the Techno Girl Programme 2015, held in Durban at the International Convention Centre from 17-19 April 2015
* Design and production of IFAM and ASF catalogues, photo shoot, and 80 branded work suits. Minister Zulu visited women at the Vuyani market on the 20/05/2015, to help clean the area.
* White vinyl stickers for Mandela day event hosted by Minister Zulu in Pimville Soweto, on Saturday 18/07/2015.
	+ 1. Budgeted for the 2016-17 financial year as per the ENE: R2.750 million or R2.8 million.