###### National Assembly

###### Question Number: 1567

**Mr T R Majola (DA) to ask the Minister of Transport**

(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? NW1738E

###### Reply:

**Department**

(a) (1) In the financial year 2015-16, the Department spent an amount of R10 382m on marketing and advertising. This amount includes spending on marketing and advertising in the print and electronic media, such as radio and television, outdoor advertising, Departmental campaigns such as the Easter and Festive Season Road Safety and the October Transport Month campaigns and various other events that the Department implemented.

(b) (1) In the 2016-17 financial year, the Department has budgeted an amount of R16 867m. This budget will be used for marketing and advertising in print and electronic media, including radio and television, outdoor advertising, Departmental campaigns including the Easter and Festive Season Road Safety and the October Transport Month campaigns and various other events that the Department will implement.

**Airports Company South Africa SOC Limited (ACSA)**

###### (i) N/A; (ii) an amount of R5.6 million was spent on advertising in the 2015/2016 financial year.

######  (i) N/A; (ii) an amount of R12.2 million is budgeted for advertising in the 2016/2017 financial year.

**Air Traffic and Navigation Services SOC Limited (ATNS)**

1. (i) N/A; (ii) 2015-2016 amount spend R 6, 033,114
2. (i) N/A; (ii) 2016-2017 amount budgeted R 3, 676, 480

**South African Civil Aviation Authority (SACAA)**

(a) (i) N/A; (ii) the South African Civil Aviation Authority spend R1 352 711.74 on advertising during the 2015-16 financial year and

(b) (i) N/A (ii) and has budgeted R3 333 300.00 for advertising during the 2016-17 financial year.

**Road Accident Fund (RAF)**

(a) (ii) The Road Accident Fund (RAF) spent R 29,927,823 on advertising in the 2015-16 financial year and (b) (ii) has budgeted R 30,000,000 for advertising in the 2016-17 financial year.

**Road Traffic Management Corporation (RTMC)**

(a) (ii) The RTMC spent R 29,927,823 on advertising in the 2015-16 financial year and (b) (ii) has budgeted R 30,000,000 for advertising in the 2016-17 financial year.

**Road Traffic Infringement Agency (RTIA)**

(a) (ii) The RTIA spent R R 4.3mil on advertising in the 2015-16 financial year and (b) (ii) has budgeted R R 6.4milfor advertising in the 2016-17 financial year.

**South African National Roads Agency Limited (SANRAL)**

The SANRAL spent R176 529 857 on advertising in the 2015-16 financial year and (b) (ii) has budgeted R175 000 000 for advertising in the 2016-17 financial year.

**Cross-Border Road Transport Agency (CBRTA)**

(b) (i) The Cross Border Road Transport Agency (C-BRTA) did not spend on advertising in the financial years 2015-16.

(ii) The Cross Border Road Transport Agency (C-BRTA) did not allocate budget for advertising in the 2016-17 financial year

**Railway Safety Regulator (RSR)**

The RSR spent R213 240.34 on advertising during 2015-16 financial year, and an amount of R600 000 has been budgeted for the 2016-17 financial year.

**South African Maritime Safety Authority (SAMSA)**

SAMSA spent on R5.6 million advertising and awareness programmes in the 2015/16 financial year and the budget for 2016/17 financial year is R4.4 million.

**Ports Regulator (PR)**

1. (ii) The Ports Regulator spent R 49 476.15 in the 2015/16 financial year, (b) the budget for advertising in the 2016/17 financial year is R 98 758.

**Passenger Rail Agency of South Africa (PRASA)**

PRASA did not spend on adverting in the 2015/16 financial year due to cost containment measures. No budget has been allocated to advertising for the 2016/17 financial year due to the same reason.