**National Assembly**

**Question No. 2002**

**2002. Mr C H H Hunsinger (DA) to ask the Minister of Transport:**

What total amount was spent on the Road Accident Benefit Scheme (RABS) brand development with regard to (a) marketing and brand-promotion projects, (b) advertisements in the media, (c) billboards, (d) mounted stickers and advertisements in lifts and malls, (e) promotional articles such as key rings, (f) printed booklets and pamphlets and (g) the RABS website? NW2217E

**REPLY**

Parliament has consistently over recent years, starting in 2014/15, approved, on the recommendation of the Portfolio Committee on Transport an objective in the Road Accident Fund’s (RAF) Strategic Plan and Annual Performance Plans, which objective provides for alignment of the RAF’s administrative dispensation with the RABS Bill, in order to prepare for the transition to RABS.

In addition to approving the objective, Parliament also approved, on the recommendation of the Portfolio Committee on Transport, the RAF’s annual budgets in relation to work to be performed in relation to the objective.

The objective is sensitive to Parliament’s consideration of the Bill and the Department of Transport’s responsibility in respect of formulating legislation for consideration by Parliament.

In 2014/15 the objective was for the RAF to support the Department of Transport to draft the Bill, Rules and Regulations as per the approved RABS policy.

In 2015/16 the focus moved from the legislative process to readying the RAF to administer claims under the proposed Bill.  The focus was on internal readiness in terms of the business architecture and design.

In 2016/17 the focus was on developing a Transition Plan that is intended to assist the RAF in the transition. The plan is a conceptual document designed to enable the RAF to prepare for the administration of claims under the proposed Bill.

The RAF spent the following amounts in relation to RABS, although not necessarily in respect of brand development:

|  |  |  |  |
| --- | --- | --- | --- |
| With regard to - | in the 2014-15, | 2015-16 | and 2016-17 financial years: |
| (a) marketing and brand-promotion projects, | R Nil | R Nil | R 80 109.10 |
| (b) advertisements in the media, | R2 896 662 | R5 404 190 | R6 365 666 |
| (c) billboards, | R Nil | R Nil | R Nil |
| (d) mounted stickers and advertisements in lifts and malls, | R Nil | R Nil | R 4 300 |
| e) promotional articles such as key rings (although no costs was incurred in respect of key rings, but in relation to mouse pads, CD’s and T-Shirts), | R 363 126 | R 27 103 | R 73 319 |
| (f) printed booklets and pamphlets, and | R Nil | R Nil | R47 982 |
| (g) the RABS website | R Nil | R Nil | R Nil |

Advertisements in the media were published on mass-reach media platforms, for example radio, print and television. All expenditure took place following procurement in accordance with the provisions the RAF’s policies and the PFMA.