###### National Assembly

###### Question Number: 2527

**2527. Mr T J Brauteseth (DA) to ask the Minister of Transport:**

(a) What amount did (i) his department and (ii) each entity reporting to him spend on sponsorships in the (aa) 2014-15, (bb) 2015-16 and (cc) 2016-17 financial years, (b) what are the relevant details in each case and (c) what criteria were used to spend the respective amounts on sponsorships? NW2784E

**REPLY**

**Department**

**(a)(i)** Department did not provide any sponsorship.

**Cross-Border Road Transport Agency**

1. the (ii) CBRTA did not spend any amount on sponsorships in the (aa) 2014-15, (bb) 2015-16 and (cc) 2016-17 financial years.
2. and (c) Not Applicable

**Road Accident Fund**

(a)(ii) The Road Accident Fund (RAF) spent the following amounts on sponsorships in:

|  |  |  |
| --- | --- | --- |
| (aa) 2014-15, | b) the relevant details in each case are: | (c) the criteria that were used to spend the respective amounts on sponsorships were the following: |
| R5 000 000  | sponsorship of the Cape Town Jazz Festival comprising of the RAF obtaining exhibition rights at the festival i.e. the RAF exhibiting its full service offering, educating the public on how to lodge a claim directly with the RAF, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks, and the RAF branding the allocated exhibition area. The sponsorship showcased the RAF’s product service offering to the affluent masses that attend this event since it has a massive following with year on year growth; | sponsorships were selected where opportunity existed for further brand building and which allowed the RAF to deliver on its mandate;sponsorship opportunities that targeted the broader spectrum of the South African road user market (across all segments) were leveraged upon; andsponsorships that offered effective platforms to educate the public of the RAF’s full service offering bouquet; promote direct claims, and promote road safety were explored.Due to ongoing cost containment measures the RAF is not entering into any new sponsorship agreements. |
| R1 436 400  | sponsorship of the Comrades Marathon comprising of the RAF having second tier sponsorship rights for the Comrades Marathon and having sole branding rights to the halfway mark. This in addition also involved the RAF having broadcast rights on the race day through various TV broadcast elements on SABC 2 channel. As a second tier sponsor the RAF obtained exhibition rights at the Comrades Marathon exhibition i.e. both at the ICC and the airport allowing it to exhibit its full service offering, educating the public on how to lodge a claim directly with the RAF, promoting the safe use of roads amongst runners, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition areas. The RAF obtained branding exposure at the finish line through crowd banner advertising also. This is a sponsorship to showcase the RAF’s product service offering to the masses as the event has a massive following with a year on year growth;  |
| R855 000  | sponsorship of the Two Oceans Marathon comprising of the RAF obtaining broadcast rights on race day on television in addition to the RAF obtaining exhibition rights at the event i.e. the RAF exhibiting its full service offering, educating the public on how to lodge a claim directly with the RAF, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition area. This is a sponsorship to showcase the RAF’s product service offering to the masses as the event has a massive following with a year on year growth;  |
| R974 700  | sponsorship of the Cape Argus comprising of the RAF obtaining exhibition rights at the festival i.e. the RAF exhibiting its full service offering, educating the public on how to lodge a claim directly with the RAF, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition area. This is a sponsorship to showcase the RAF’s product service offering and promote road safety amongst the affluent sector of the road user market. The event has a massive following; |
| (bb) 2015-16 |
| R6874.20  | sponsorship of the Gauteng Motor Festival comprising of the RAF obtaining exhibition rights at the event i.e. the RAF exhibiting its full service offering, educating the public on how to lodge a claim directly with the RAF, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition area. This is a sponsorship to educate motorists on road safety consciousness who are one of the primary target market of the RAF as outlined on its market segmentation model; |
| R1 585 740  | sponsorship of the Comrades Marathon comprising of the RAF having second tier sponsorship rights for the Comrades Marathon and having sole branding rights to the halfway mark. This in addition also involved the RAF having broadcast rights on the race day through various TV broadcast elements on SABC 2 channel. As a second tier sponsor the RAF obtained exhibition rights at the Comrades Marathon exhibition i.e. both at the ICC and the airport allowing it to exhibit its full service offering, educating the public on how to lodge a claim directly with the RAF, promoting the safe use of roads amongst runners, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition areas. The RAF obtained branding exposure at the finish line through crowd banner advertising also. This is a sponsorship to showcase the RAF’s product service offering to the masses as the event has a massive following with a year on year growth;  |
| R61873.50  | sponsorship of the Rand Easter Show comprising exhibition rights at the show i.e. the RAF exhibiting its full service offering, educating the public on how to lodge a claim directly with the RAF, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition area. The RAF was given a platform to have an experiential driving simulator to raise awareness amongst show attendants on issues around texting and driving etc. being disruptive to drivers. This is a sponsorship to showcase the RAF’s product service offering to the masses as the event has a massive following with a year on year growth; |
| (cc) 2016-17 financial years |
| R50 000  | sponsorship of the Tembisa Marathon comprising of the RAF branding the race with crowd banners and the RAF obtaining exhibition rights at the festival i.e. the RAF exhibiting its full service offering, educating the public on how to lodge a claim directly with the RAF, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition area. This is a sponsorship to showcase the RAF’s product and drive road safety education to the masses of athletes at the bottom tier of the market; |
| R28 500  | sponsorship of the South African Medical Association comprising of the RAF having exhibition rights to event and conducting a presentation educating the delegation on the RAF mandate. The RAF exhibited its full service offering, educating the public on how to lodge a claim directly with the RAF, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition area. This is a sponsorship partnership to educate on the RAF mandate and where the organization is headed; |
| R1 735 080  | sponsorship of the Comrades Marathon comprising of RAF having second tier sponsorship rights for the Comrades Marathon and having sole branding rights to the halfway mark. This in addition also involved the RAF having broadcast rights on the race day through various TV broadcast elements on SABC 2 channel. As a second tier sponsor the RAF obtained exhibition rights at the Comrades Marathon exhibition i.e. both at the ICC and the airport allowing it to exhibit its full service offering, educating the public on how to lodge a claim directly with the RAF, promoting the safe use of roads amongst runners, distribution of service offering flyers, the RAF’ staff engaging attendants and assisting them with claims status checks and the RAF branding the allocated exhibition areas. The RAF obtained branding exposure at the finish line through crowd banner advertising also. This is a sponsorship to showcase the RAF’s product service offering to the masses as the event has a massive following with a year on year growth; |

**Road Traffic Infringement Agency**

1. (ii) RTIA:

(aa) 2014-15: R13,440.47

bb) 2015-16: RNIL

(cc) 2016-17: R 10,964.23

1. relevant details and

(b) (aa) Sponsorship for the Department of Transport sports activities undertaken for recreational purposees.

(b) (cc) Sponsorship for David Motloung air plane ticket to the Netherlands.

1. Request was made and warded based on the merits

**Road Traffic Management Corporation**

1. the (ii) RTMC did not spend any amount on sponsorships in the (aa) 2014-15, (bb) 2015-16 and (cc) 2016-17 financial years.
2. and (c) Not Applicable

**South African National Roads Agency Limited**

1. **(ii)**

**aa) 2014/2015**

|  |  |  |
| --- | --- | --- |
| **(b) Details Sponsorship**  | **(aa) Value of sponsorship**  | **(c) Criteria** |
| International Math Olympiad | R 1 000 000.00  | The IMO was hosted in Cape Town in July 2014, for the first time on African soil. The IMO is a problem-solving contest for high school students. The competition brings together the cream of the crop of high school learners from more than 100 countries and five continents to compete in the premier global mathematical competition. The event was endorsed by the Department of Basic Education and the Department of Science and Technology of the Republic of South Africa. By hosting a successful IMO and ensuring South African students excel in the competition, the country will be sending out the message to the rest of the continent that there is hope that Africa can measure up to international standards in the mathematical world by producing the next generation of mathematicians. |
| Ecological Award  | R89 500.00 | There are very few environmental focused initiatives carried out in this large scale. In order to address SANRAL’s environment communications pillar, the participation in the awards allowed SANRAL naming rights to the award, branding and SANRAL was included in all PR activities as well as social media initiatives. |

**(bb) 2015 - 2016**

|  |  |  |
| --- | --- | --- |
| **(b) Details Sponsorship**  | **(aa) Value of sponsorship**  | **(c) Criteria** |
| Ecological Award  | R100 000.00 | There are very few environmental focused initiatives carried out in this large scale. In order to address SANRAL’s environment communications pillar, the participation in the awards allowed SANRAL naming rights to the award, branding and SANRAL was included in all PR activities as well as social media initiatives. |
| Sponsorship of staff members comrades running kit | R4 243.75 | The staff member was equipped with SANRAL and e-toll branded running kit to create greater awareness. The staff member approached SANRAL with this request as he is a proud brand ambassador of SANRAL and its projects. |
| Heuningvlei School bags | R34 413.75 | As part of SANRAL’s Western Cape Imbizo, stationery was collected from all its suppliers and service providers at the Imbizo and sponsorship was offered to the region to purchase the school bags of the children in Northern Cape. |
| Laptops for EFATA School for the Blind in Mthatha | R68 400.00 | SANRAL donated laptops to the school for the Blind Mthatha, off the R61 near the SANRAL project, as part of SANRAL’s outreach campaign. SANRAL donated 5 x Desktop Computers and speakers, including Windows Software, and a day of training. |
| Robotics programme in Waterkloof High School | R50 000.00 | The Robotic programme is linked to Math education and basics of engineering. |
| School Quiz competition sponsorship of prize money | R49 875.00 | SANRAL ran an outreach programme between schools in the Mpumalanga and North West areas with the winning schools awarded prize money towards their science and Math requirements. Sibusisiwe High School winner (Mpumalanga), Runners-up: Masitakhe Secondary School (Mpumalanga) and Barolong High School (North West). |
| Sponsorship of Blankets  | R11 001.00 | The sponsorship was part of an initiative by the DOT, as a result of the tragic fires in Plastic view township, where the residents lost their belongings during winter. |
| Sponsorship of school shoes | R19 540.00 | School shoes were donated as part of an initiative by DOT. |
| Grocery packs | R67 097.04 | Grocery packs were donated to communities as an initiative by the DOT. |
| Impumelelo Education Trust Event - Mpumalanga | R27 502.50 | Career exhibition for the children in Mpumalanga. SANRAL assisted in sponsorship as well educating the children about its scholarship and bursaries. |
| SAICE Bridge Building Competition | R57 000.00 | The competition involves schools throughout SA, Zimbabwe and Swaziland. Assists with building the careers with our youth and encouraging them to take math and science and entice them to study civil engineer which is part of the scares skills in SA. SANRAL gets the opportunity to brand at the event as well as on the logo is on the marketing collateral which then showcases SANRAL as one of the sponsors. |

**cc) 2016/2017**

|  |  |  |
| --- | --- | --- |
| **Details Sponsorship (b)** | **Value of sponsorship  (aa)** | **Criteria** |
| Ecological Award  | R100 000.00 | There are very few environmental focused initiatives carried out in this large scale. In order to address SANRAL’s environment communications pillar, the participation in the awards allowed SANRAL naming rights to the award, branding and SANRAL was included in all PR activities as well as social media initiatives. |
| CEO sleep out | R100 000.00 | The CEO sleep out took place on the Nelson Mandela Bridge, the aim was an opportunity for CEOs of corporations and organisations to make people aware of the plight of street children. |
| Robotics programme in Waterkloof High School | R50 000.00 | The Robotic programme is linked to Math education and basics of engineering.  |
| Grocery packs | R67 144.00 | Grocery packs were donated to communities as an initiative by DOT. |
| SAICE Bridge building competition | R57 000.00 | The competition involves schools throughout SA, Zimbabwe and Swaziland. Assists with building the careers with our youth and encouraging them to take math and science and entice them to study civil engineer which is part of the scares skills in SA. SANRAL gets the opportunity to brand at the event as well as on the logo is on the marketing collateral which then showcases SANRAL as one of the sponsors. |

**(c)** SANRAL evaluated each sponsorship request on its individual merits linked to SANRAL's objectives, communication pillars of operation and the spatial proximity of SANRAL projects.

**Ports Regulator Of South Africa (PRSA)**

 (ii) The Ports Regulator did not spend any funds for sponsorships in the (aa) 2014/15, (bb) 2015/16, and (cc) 2016/17 financial years. (b) not applicable. (c) not applicable.

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

The table below depict the amount South African Maritime Authority (SAMSA) spent on sponsorships in the past three financial years.

The sponsorship was made towards an annual event named the South African Oceans Festival. SAMSA, in collaboration with a private company - Worldsport South Africa, provided sponsorship for the Cape Town stopover of the Volvo Oceans Race. This was aimed at raising the Authority’s profile within the maritime industry and was targeted at both local and international stakeholders.

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| **SPONSORSHIPS: SOUTH AFRICAN MARITIME AUTHORITY (SAMSA)** |
|  |  |  |  |
| **Description** | **2014/15** | **2015/16** | **2016/17** |
|   |   |   |   |
| Actual Spending |  1 140 000  |  -  |  -  |

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

(aa)R17 069 076, 24

(bb) 2015-16 R10 691 097, 09

and (cc) 2016-17 financial years,

**R1 635 934, 95**

(b)

* **CSI:** R12 376 303.84
* **Corporate Sponsorship:** R4 692 772.40

**2015/16**

* **CSI:** R2 294 900
* **Corporate Sponsorship:** R8 936 197.09

**2016/17**

* **CSI:** R909 934, 95
* **Corporate Sponsorship:** R726 520.00

(c) There is a CSI and sponsorship policy that is used as a criteria, i.e.

1. **Commercial sponsorship:**
* PRASA sponsored commercial initiatives with a high return on investment, maximizing publicity of our brand, recognition and association of the brand/s
* Contributed to increasing sales and loyalty to the brand/s and services
* Actively targeted new customers and educated them about the unique benefits to be gained by using the services
* Communicated directly to our target audience, by proactively combining other elements in our marketing mix
* Visibly associated with prestigious events
1. **CSI/ Goodwill projects:**
* CSI projects were based on requests PRASA receives
* PRASA supported goodwill projects in communities in and around our operational areas
* Sought initiatives that increase contact with commuters and surrounding communities to encourage
	+ Ownership and protection of assets by the community
	+ Interaction with commuters and community by the leadership of the Agency.
	+ Targeted events and initiatives at stations, corridors and communities
* Supported initiatives in partnership with local municipalities in areas where PRASA operates to improve the conditions of those communities

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

(a)

(aa) 2014-15: R39.6m

(bb) 2015-16: R41.2m

(cc) 2016-17: R38.8m

(b) All financial years fell within the budget allocated.

(c) ACSA has aligned its SED Programmes to the 2030 National Development Plan (NDP) priorities. The following priority goals of the NDP have been adopted by the company, as they relate to the company’s SED focus areas:

• Economy and Employment

• Environmental Sustainability and Resilience

• Improving Education, Training and Innovation

• National Building & Social Cohesion

SED contributes 1% of NPAT to transformation, however ACSA is already spending 2% of NPAT towards socially and economically transforming societies within which our Airports exist through entrepreneurship, poverty alleviation programmes, youth development, empowerment of people with disability, women empowerment; skills development and IT infrastructure development in rural schools.

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







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

(a), (i), Not applicable, (a) (ii), all sponsorships by the South African Civil Aviation Authority (SACAA) are guided by the organisation’s Sponsorship Policy, and Corporate Social Investment priorities, which are:

* Aviation related projects, including projects which support innovation within the industry;
* Transformation projects, e.g. career awareness, bursaries; etc.;
* Environmental protection initiatives; and
* Community development projects aligned with national imperatives.

|  |  |  |  |
| --- | --- | --- | --- |
| FINANCIAL YEAR | 1. AMOUNT
 | 1. RELEVANT DETAILS
 | 1. SELECTION CRITERIA
 |
| **(aa)** 2014/2015 | R74 823 | Thirty (30) packs of groceries were donated to destitute families in the Prixley Ka Seme District area on 18 December 2014. | Community development projects aligned with national imperatives. |
|  | R32 450 | The SACAA sponsored a luncheon hosted on 12 December 2014 for 90 elderly women from Dipuo Difedile Centre situated in Soweto. | Community development projects aligned with national imperatives. |
|  | R21 000 | A cash donation of R21 000 was donated to Mayday-SA to fund its helpline. | Aviation related projects. |
|  | R75 000 | The SACAA purchased a sponsorship package offered by Air Traffic Navigation Services (ATNS) for its Avi-Afrique Summit. | Aviation related projects. |
|  | R48 592 | 23rd ACI African Region Annual Assembly, which took place on 10-14 October 2014. The SACAA purchased a Silver Sponsorship package. | Aviation related projects. |
|  | R30 000 | The SACAA sponsored an Aviation Camp, which was part of the Girl Fly Programme. This took place from 6 – 11 October 2014. | Aviation transformation related projects. |
|  | R100 000 | Safety First Campaign, which is a campaign aimed at promoting superior airmanship. The campaign is a partnership supported by various stakeholders including the SACAA and Aeroclub of South Africa.  | Aviation related project |
| **Total for 2014/2015 FY** | **R381 865** |  |
| **(bb)** 2015/2016 | R106 335 | 50 Grocery hampers were donated to child-headed households in Perdekop, Carolina, Elukwatini, Koopleagte, Bergville, and Luganda on 18 December 2015. | Community development projects aligned with national imperatives. |
|  | R12 368 | 50 pairs of school shoes were donated to child-headed households in Perdekop, Carolina, Elukwatini, Koopleagte, Bergville, Luganda and 18 December 2015 | Community development projects aligned with national imperatives. |
|  | R20 000 | Sponsorship of Aeroclub’s 95th birthday celebrations  | Aviation related projects. |
|  | R1 400 | Sponsoring of artwork to design the logo and leatherhead for Wonders of Aviation. | Aviation related projects. |
|  | R20 000 | MayDay-SA sponsorship | Aviation related project. |
|  | R100 000 | Safety First Campaign, which is a campaign aimed at promoting superior airmanship. The campaign is a partnership supported by various stakeholders including the SACAA and Aeroclub of South Africa. | Aviation related project |
| **Total for 2015/2016 FY** | **R260 103** |  |
| **(cc)** 2016/2017 | R318 530 | The SACAA sponsored the training for members of the South African Network for Women in Transport. The training took place in all 9 provinces from 30 June to 15 August 2016, and focused on supply chain processes and tendering.  | Transformation initiative. |
|  | R71 400 | 60 learners from five rural districts of Mpumalanga were transported for a tour of the OR Tambo International Airport, the SACAA, and the Air Traffic and Navigation Services air traffic control tower on 29 June 2017. | Transformation initiative. |
|  | R25 000 | The SACAA sponsored the SAASMA Conference, which was attended by Aviation Medical Doctors and was hosted between 28 and 31 July 2016. | Aviation related projects. |
|  | R26 365 | Sponsorship towards a Youth and Career Development programme event held in Perdekop on 25 March 2017 | Transformation initiative. |
|  | R139 435 | Donation of 100 Grocery hampers for child-headed households in Perdekop, Perdekop, Carolina, Elukwatini, Koopleagte, Bergville, and Luganda, held in December 2016. | Community development projects aligned with national imperatives. |
|  | R30 000 | Sponsorship of Aeroclub Airweek which took place in the Free State province. | Aviation related projects. |
|  | R100 000 | The SACAA purchased a sponsorship package offered by Air Traffic Navigation Services for its Avi-Afrique Summit. | Aviation related projects. |
|  | R274 785.60 | A Community Corporate Social Investment initiative whereby the SACAA partnered with other national transport entities to upgrade the conditions of a dilapidated school hostel in Tosca. | Community development projects aligned with national imperatives. |
|  | R100 000 | Safety First Campaign, which is a campaign aimed at promoting superior airmanship. The campaign is a partnership supported by various stakeholders including the SACAA and Aeroclub of South Africa. | Aviation related project. |
| **Total for 2016/2017 FY** | **R1 085 515.60** |  |  |