###### National Assembly

Question Number: 3529

**Ms D Carter (Cope) to ask the Minister of Transport:**

(a) What are the details of the (i) RTMC’s advertising budget for the 2015-16 financial year, (ii) types of advertising procured or to be procured and (iii) rationality thereof in view of the functions and responsibilities of the RMTC and (b) what (i) are the (aa) costs and (bb) types of advertising procured for the recent One Day International cricket match between the Proteas and New Zealand and (ii) is the rationale behind the specified advertising in view of the functions and responsibilities of the RMTC?

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**Response:**

(a)(i) The RTMC budget for the 2015/16 year is R30 000 000

(a)(ii) The budget incorporates digital, print, television and radio mediums.

(a)(iii) The advertising budget is informed by the mandate of the RTMC as expressed in both the National Road Traffic Management Act (NRTA) and the Road Traffic Management Act (RTMCA) and the strategic documents as approved.

**Section 52 of the NRTA prescribes as follows:**

**“***The Chief Executive Officer may:*

*Give guidance regarding road safety in the Republic by means of national congresses, symposia, summer schools, study weeks and mass communication media and in any other manner deemed fit by the Chief Executive Officer”*

**Section 18(1) of the RTMCA prescribes as follows:**

The RTMCA prescribes one of the ten (10) functional areas of the RTMC is *communication and education* that should be in line with the business and financial plan.

**2015 – 2020 Strategy and 2015/16 Annual Performance Plan**

The 2015-2020 Strategy of the RTMC as approved by the Shareholders Committee provides for Goal 1: To promote and create a safer road environment, this is where the marketing and communication efforts of the corporation find strategic expression in terms of its deliverables. The Annual Performance Plan (APP) Key Performance Indicator (KPI) 5 is number of national road safety marketing campaigns implemented in line with the 365-day programme.

(b)(i)(aa) The cost of advertising is R 1 820 000 excluding vat and production of static perimeter boards for international and domestic rights to advertise during the 2015/16 cricket season for a year. This is cost effective when compared with a newspapers advertisement on a Sunday newspaper which can cost R800 000 for a single placing..

(b)(i)(bb) The type of advertising is the branding of the RTMC and broadcasting of road safety related messages using LED platform at South African National Cricket Team matches and static perimeter boards at all cricket stadiums for the domestic league.

(b)(ii) The rationale behind the adertising is informed by the mandate of the RTMC as expressed in (a)(iii) above.