**NATIONAL ASSEMBLY**

**QUESTION NO: 3881-2017**

**FOR WRITTEN REPLY**

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“Dr G A Grootboom (DA) to ask the Minister of Arts and Culture”

(1). With reference to the Medium-Term Expenditure Framework 2015-17 expenditure report for Africa Day celebrations, what amount was budgeted for the specified celebrations in each year

(2). whether his department stayed within the specified budget; if not, what is the difference between the budget and actual expenditure; if so, can the expenditure be reconciled with the budget? NW4428E

**REPLY**

(1).In 2015 the Department budgeted **R 60 279 000** and expenditure was **R 68 490 019.00**. Over expenditure was **(-R8 211 019).**

In 2016 the Department budgeted **R 44 156 750** and expenditure was **R 45 262 976.80**.Over expenditure was **(-R1 106 336.80)**

In 2017 the Department budgeted **R 35 694 000** and expenditure was **R 35 482 522**. The under expenditure was R211**478.**

(2). As indicated above, the department had an overspending in 2015 and 2016, and an under spending in 2017.

The over expenditure in 2015 and 2016 were due to Cabinet Committee’s recommendations that the Marketing and Communication aspect of Africa Month must be elevated to deal with some of the negative messages emanating from the xenophobic attacks that have tarnished the Country’s image globally. The recommendations also added that the Colloquium Programming be heightened to reflect the different African continent regions.

The Committee also emphasised that 2015, is an inaugural year of Africa Month and there is a need for a ‘Big Bang’ approach in the way Africa Month marketing is planned. As such an extra scope of work had to be developed taking into account the additional elements in implementing the revised and elevated Africa Month Programme.

Changes in the theme and increased scope of work necessitated extra marketing and communications strategies to widely popularize Africa Month and the Colloquium programme that were not initial budgeted for.

As a result of these developments, additional financial implications were incurred from the following additional items in 2015:- TNA breakfast, Equilibruim publication; Billboards, On ground activation, CNBC Partnership Package, Colloquium media, World Economic Forum Africa meeting, as well as Independent news supplement.

**In 2016** an amount of R6 million was approved on the basis that the same branding materials used in 2015 will be re-used in 2016. However, it was changed, hence over expenditure was incurred again in 2016.

**In 2017** the under expenditure was due to the fact that R3.5 million was allocated for media space, and only R3, 231 765. was spent, as an article on Sawubona Magazine was cancelled due to the fact that Ndalo Media was not compliant with Treasury regulations and their Tax certificate had expired.