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| **MINISTRY: COMMUNICATIONS REPUBLIC OF SOUTH AFRICA**  Private Bag X 745, Pretoria, 0001, Tel: +27 12 473 0164 Fax: +27 12 473 0585  Tshedimosetso House,1035 Francis Baard Street, Tshedimosetso House, Pretoria, 1000 |

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 4030 of 2015**

**Ms P T van Damme (DA) to ask the Minister of Communications:**

Whether (a) her department and/or (b) any of the entities reporting to her purchased any 2015 Rugby World Cup (i) tickets, (ii) clothing and/or (iii) other specified paraphernalia; if not, what is the position in this regard; if so, in each case, (aa) what (aaa) are the details and (bbb) is the total cost of the items purchased, (bb)(aaa) how many items were purchased and (bbb) why, (cc)(aaa) to whom has each specified item been allocated and (bbb) why have the specified items been allocated to the specified persons and (dd)(aaa) on what basis was the decision taken to purchase each specified item and (bbb) on whose authority was the decision taken to make the specified purchases? NW4898E

**REPLY: MINISTER OF COMMUNICATIONS**

**Department of Communications**

(a) The Department of Communications has not purchased any 2015 Rugby World Cup tickets, clothing and other specified paraphernalia.

**South African Broadcasting Corporation**

(b) (i) No tickets were bought, the Production crew accessed the games through accreditation?

(ii) 4600 Rugby Shirts were bought for Some Staff members, as part of the Bok Friday Marketing campaign to create awareness and interest of the campaign to support our on air HABASHWE campaign.

(iii) None

(aa) None

(bbb) Total Cost of T-Shirts is 1.8 Million

(bb)(aaa) 4600

(bbb) Rugby Shirts were bought for some Staff members, as part of the Bok Friday Marketing campaign to create awareness and interest of the campaign to support our on air #HABASHWE campaign

(cc)(aaa) allocation was to most of SABC Employees including on air personalities within our RADIO NEWS TV Platforms and the SABC Staff

(dd)(aaa) the items were purchased to drive the SABC On Air and Below the line brand campaign of #HABASHWE,

(bbb) The Operations Committee of the SABC took the decision.

**Media Development and Diversity Agency**

(b) The Media Development and Diversity Agencyhas not purchased any 2015 Rugby World Cup tickets, clothing and other specified paraphernalia.

**Brand South Africa**

(b)(i) There were no tickets purchased for the Rugby 2015 World Cup,

(ii) Yes there was clothing

(iii) Yes there was paraphernalia

(aa) Scarves, Hand held South African Flags and South African flag branded tote bags.

(aaa) 500 scarves were distributed and 500 South African Flag branded tote bags and 500 hand held South African flags were purchased

(bbb) The total value for the scarves distributed is R40 000 (taken from the BSA existing stock), South African Flag branded tote bags purchased for GBP1257.60 and South African hand held flags is R9975.00

(bb)(aaa) 500 scarves, 500 South African hand held flags and South African Flag branded tote bags

(cc)(aa) The above stated collateral was distributed to all the fan zones

(bbb) To create awareness about South Africa

(dd)(aaa) The decision to purchase each specified item was on the basis of Brand South Africa to market South Africa as a brand.

(bbb) The decision was taken on the Acting Chief Marketing Officer Brand South Africa delegation of authority.

**Independent Communications Authority of South Africa**

(b) ICASA has not purchased any 2015 Rugby World Cup tickets, clothing and other specified paraphernalia.

**Film and Publications Board**

(b) FPB has not purchased any 2015 Rugby World Cup tickets, clothing and other specified paraphernalia.

**MR J RANTETE**

**DIRECTOR GENERAL [ACTING]**

**DEPARTMENT OF COMMUNICATIONS**

**DATE:**

**MS AF MUTHAMBI (MP)**

**MINISTER OF COMMUNICATIONS**

**DATE:**