

**THE NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NO. 466**

**Mr M J Cuthbert (DA) to ask the Minister of Trade, Industry and Competition:**

(1) What total amount has the National Lotteries Commission (NLC) spent on (a) advertising placement and/or (b) media over the past 10 financial years;

(2) what (a) are the names of the media houses and/or publications in which the NLC have purchased advertising placements and (b) relevant annual amounts were spent on each specified media house and/or publication over the specified time period;

(3) what was the NLC’s marketing budget in each financial year?NW522E

**Reply**

I have been furnished with a reply to the question submitted, by Ms Thabang Mampane, Commissioner of the National Lotteries Commission.

Ms Mampane’s reply is as follows:

1. The NLC provides the content to the media houses and therefore advertising and media buying are packaged together. It is therefore not possible to identify individual amounts spent for advertising placement and media buying. The total amount spent in the various years for the advertisement placement and media buying is:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FY** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2020** |
| R’000 | 965’ | 676’ | 2 181’ | 8 039’ | 9 610’ | 23 017’ | 5 396’ | 12 422’ | 16 968’ | 28 337’ |

1. NLC has used the following suppliers over the 10 years and the total related expenditure spent on each supplier specified in the below table. Annexure A has been attached which highlights the suppliers paid each year over the 10-year period and the related amount.







|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FY** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2020** |
| R’000 | Information unavailable | | | 31 819’ | 23 085’ | 40 075’ | 22 825’ | 29 179’ | 30 652’ | 59 121’ |

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