

**DEPARTMENT: PUBLIC ENTERPRISES**

**REPUBLIC OF SOUTH AFRICA**

**NATIONAL ASSEMBLY**

**QUESTION FOR ORAL REPLY**

**QUESTION NO: PQ 776**

**QUESTION:**



**776.     Mr. M Q Ndlozi (EFF) to ask the Minister of Public Enterprises:**

1. (a) What amount was spent on advertising by (i) his department and (ii) state-owned entities reporting to him in the (aa) 2016-17, (bb) 2017-18 and (cc) 2018-19 financial years;

(2)        what amount of the total expenditure incurred by (a) his department and (b) state-owned entities reporting to him went to (i) each specified black-owned media company and (ii) outdoor advertising in each specified financial year and (c) what amount spent on outdoor advertising by his department and state-owned entities reporting to him went to each black-owned media company in each specified financial year? NW189E

**REPLY :**

**Department of Public Enterprises:**

1. **(a) The amount spent on advertising by the Department.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R1 822 652.22 | R1 041 098.35 | R752 107.06 |

**2(a)**

**(i)Total expenditure that went to black-owned media company.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R441 881.25 | R879 763.69 | R743 105.78 |

**(ii)Total expenditure that went towards outdoor advertising in each specified financial year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| N/A | N/A | N/A |

**(c)Amount spent on outdoor advertising that went to each black owned media company in each specified financial year**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| N/A | N/A | N/A |

**According to the information received from ALEXKOR**

**1(a) (ii) The amount spent on advertising by State Owned Entities reporting to him.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R950 | R23 360 | R7 225 |

**2(b)**

**(i) Total expenditure that went to black-owned media company in each specified year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R0.00 | R0.00 | R0.00 |

**(ii)Total expenditure that went towards outdoor advertising in each specified year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R0.00 | R0.00 | R0.00 |

**(c)Amount spent on outdoor advertising that went to each black owned media company in each specified financial year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R0.00 | R0.00 | R0.00 |

**According to the information received from DENEL**

**1(a) (ii) The amount spent on advertising by State Owned Entities reporting to him.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R3 173 466.29 | R365 656.97 | R809 663.76 |

**2(b)**

**(i)Total expenditure that went to black-owned media company in each specified year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R1 349 234.78 | R0.00 | R278 640 |

**(ii)Total expenditure that went towards outdoor advertising in each specified year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R261 160 | R0.00 | R0.00 |

**(c)Amount spent on outdoor advertising by the State Owned Entities that went to each black owned media company in each specified financial year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R261 160 | R0.00 | R0.00 |

**According to the information received from Eskom**

(1)(a)(ii) Table below provides advertising spend for the specified financial years

|  |  |
| --- | --- |
| Financial year | Total Spend on advertising |
| 2016/17 (aa) | R 27 274 202 |
| 2017/18 (bb) | R 36 119 802 |
| 2018/19 (cc) | R 2 385 839 |

(2)(b)(i) Advertising spend to black owned companies per financial year. Eskom has contracted with four black owned media buying companies between FY2016/17 and FY2018/19.

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Black owned companies | FY2016/17 Spend | FY2017/18 Spend | FY2018/19 Spend |
| The Media Shop | R 2 480 800 | R 46 815 | R 0.00 |
| Human Communications | R 8 271 641 | R 13 352 632 | R 1 958 756 |
| Basadzi | R 15 096 576 | R 19 515 293 | R 0 |
| Tsalena | R 1 049 698 | R 387 366 | R 51 431 |

(2)(b)(ii) Eskom cannot provide spend on outdoor advertising, for each black-owned media company in financial years 2016/17, 2017/18 and 2019/20 because our systems are unable to draw reports on outdoor advertising specifically.

**According to the information received from SAA**

**1(a) (ii) The amount spent on advertising by State Owned Entities reporting to him.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R42 516 220 | R22 602 282 | R32 908 827 |

**2(b)**

**(i) Total expenditure that went to black-owned media company in each specified year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R14 708 005 | R232 399 | R569 510 |

**(ii)Total expenditure that went towards outdoor advertising in each specified year**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R22 103 621 | R14 194 897 | R651 027 |

**(c)Amount spent on outdoor advertising that went to each black owned media company in each specified financial year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R14 708 005 | R232 399 | R569 510 |

**According to the information received from SAFCOL**

**1(a) (ii) The amount spent on advertising by State Owned Entities reporting to him**

(1)(a)(ii) SAFCOL does not use outdoor advertising, the amounts below are for media, branding and publications for recruitment for vacant positions in the company.

**1(a) (ii) The amount spent on advertising by State Owned Entities reporting to him.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R 368 896,35 | R 61 171,07 | R 50 040,35 |

**2(b)**

1. **Total expenditure that went to black-owned media company in each specified year.**

**See annexure (a)**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R 368 896,35 | R 61 171,07 | R50 040,35 |

**(ii)Total expenditure that went towards outdoor advertising in each specified year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| n/a | n/a | n/a |

**(c)Amount spent on outdoor advertising that went to each black owned media company in each specified financial year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| n/a | n/a | n/a |

**(ii)Total expenditure that went towards outdoor advertising in each specified year.**

SAFCOL has never incurred expenses on outdoor advertising in each specified financial year.

**(c)Amount spent on outdoor advertising that went to each black owned media company in each specified financial year.**

SAFCOL has never incurred expenses on outdoor advertising. Therefore, there were no expenses incurred for black-owned media companies.

**According to the information received from SA Express**

**1(a) (ii) The amount spent on advertising by State Owned Entities reporting to him**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R12 210 232 | R2 692 967 | R419 763 |

**2(b)**

**(i) Total expenditure that went to black-owned media company in each specified year**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R9 911 642 | R1 033 609 | R10 800 |

**(ii)Total expenditure that went towards outdoor advertising in each specified year**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R0.00 | R1 400 655 | R0.00 |

**(c)Amount spent on outdoor advertising that went to each black owned media company in each specified financial year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R0.00 | R0.00 | R0.00 |

**According to the information received from Transnet**

**1(a) (ii) The amount spent on advertising by State Owned Entities reporting to him.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R11 363 903.55 | R9 429 723.15 | R10 786 337.37 |

**2(b)**

1. **Total expenditure that went to black-owned media company in each specified year.**

**See annexure (a)**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R12 317 405.91 | | |

**(ii)Total expenditure that went towards outdoor advertising in each specified year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R1 537 779.20 | n/a | R1 910 039.19 |

**(c)Amount spent on outdoor advertising that went to each black owned media company in each specified financial year.**

|  |  |  |
| --- | --- | --- |
| **2016/17 (aa)** | **2017/18 (bb)** | **2018/19 (cc)** |
| R1 537 779,20 | n/a | R1 910 039.19 |