**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

# QUESTION NO: 785

**DATE OF PUBLICATION: 6 SEPTEMBER 2019**

## INTERNAL QUESTION PAPER: 14 OF 2019

**785 Ms M S Khawula (EFF) to ask the Minister in the Presidency for Women, Youth and Persons with Disabilities:**

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

(2) what amount of the total expenditure incurred by (a) her Office and (b) state-owned entities reporting to her went to (i) each specified black-owned media company and (ii) outdoor advertising in each specified financial year and (c) on outdoor advertising by her Office and state-owned entities reporting to her went to each black-owned media company in each specified financial year? NW1900E

**Reply:**

1 (a) (i) Advertising spend:

|  |  |
| --- | --- |
| 2016 / 2017 | R1 615 000.00 |
| 2017 / 2018 | R1 319 000.00 |
| 2018 / 2019 | R1 199 000.00 |

 1 (a) (ii) Advertising spend:

|  |  |
| --- | --- |
| 2016 / 2017 | R1 953 904.92 |
| 2017 / 2018 | R1 536 147.72 |
| 2018 / 2019 | R2 035 547.13 |

**2 (a) (I)** The department did not incur expenditure to black owned media companies in 2016/17 and 2018/19 financial year. The expenditure incurred for 2017/18 financial to black owned companies is reflected in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| **PO** | **Month** | **Company** | **Amount** |
| 2401720 | 30-01-2018 | NDLAMBE Community Radio Station | 44 500.00 |
| 2401715 | 31-01-2018 | TISO BLACKSTAR GROUP | 37 848.00 |
| **TOTAL SPEND ON ADS FOR 2017/2018** |  |  | **R424 348.00** |

The department did not incur outdoor advertising expenditure in 2018/19 financial year

**2 (b) (I)**

**1 April 2016 to 31 March 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| **PO** | **Month** | **Company** | **Amount** |
| POG00000000038287 | 12-08-2016 | Tsalena Media cc | 83 670.30 |
| POG00000000038286 | 12-08-2016 | Tsalena Media cc | 27 360.00 |
| POG00000000038372 | 18-08-2016 | Mode Brand Studio | 47 500.00 |
| POG00000000038998 | 04-10-2016 | Tsalena Media cc | 1 084 463.82 |
| POG00000000039799 | 13-12-2016 | Mode Brand Studio | 47 500.00 |
| **TOTAL SPEND ON ADS FOR 2016/2017** |  |  | **R1 290 494.12** |

**1 April 2017 to 31 March 2018**

|  |  |  |  |
| --- | --- | --- | --- |
| **PO** | **Month** | **Company** | **Amount** |
| POG00000000042885 | 23-08-2017 | TISO BLACKSTAR GROUP | 71 774.40 |
| POG00000000045124 | 15-02-2018 | TISO BLACKSTAR GROUP | 43 023.60 |
| **TOTAL SPEND ON ADS FOR 2017/2018** |  |  | **R114 798.00** |

**1 April 2018 to 31 March 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| **PO** | **Month** | **Company** | **Amount** |
| POG00000000048182 | 14-08-2018 | RISE BROADCAST | 100 000.00 |
| POG00000000049577 | 05-11-2018 | MEDIA MIX 360 | 504 869.42 |
| POG00000000049918 | 22-11-2018 | BARCODE MEDIA AND COMMUNICATIONS | 9 000.00 |
| POG00000000051116 | 13-02-2019 | MEDIA MIX 360 | 51 343.71 |
| **TOTAL SPEND ON ADS FOR 2018/2019** |  |  | **R665 213.17** |

The NYDA did not spend any money on outdoor advertising