**NATIONAL ASSEMBLY**

**QUESTION 790-2019**

**FOR WRITTEN REPLY**

**INTERNAL QUESTION PAPER NO 14-2019: DATE OF PUBLICATION -6 SEPTEMBER 2019:**

**“Mr B S Madlingozl (EFF) to ask the Minister of Sport, Arb and Cnlture”**

(1). (a). What amount was spent on advertising by (i) his department and and (ii) state-owened 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) 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?

(**NW1905E**)

**REPLY:**

**DEPARTMENT OF ARTS AND ADVERTISING EXPENDITURE**

1. &(2)(i)(ii). The table below, respond to the question on advertising done by my department, it should ne
2. further noted that my department has not done any outdoor advertising in the said financial years

**2016 - 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| **Media Type** | **Supplier** | **Ownership** | **Cost** |
|  | Ulutsha Communication | Black-owned | R 497, 040.00 |
| Sagittarius Communication | Black-owned | R 244, 427,00 |
| Hatchery Communication | BEE level 3 | R 439 377.00 |
| Communication Firm | Black-owned | R 8 506 226.85 |
| Mashemong Communication | Black-owned | R 406 281,80 |
| GCIS | Government | R 1,096 840.99 |
| **Total** |  |  | R11,190,193.64 |

**2017 - 2018**

|  |  |  |  |
| --- | --- | --- | --- |
| **Media Type** | **Supplier** | **Ownership** | **Cost** |
| Media Buying & Advertising | Ulutsha Communication | Black-owned | R 683, 936.00 |
| Sagittarius Communication | Black-owned | R 39 100.00 |
| Sandile Multimedia Technologies | Black-owned | R213 400.00 |
| Kwa Afrika media | Black-owned | R 137, 500.00 |
| GCIS | Government | R7 797 658,13 |
| **Total** |  |  | R8 871 594,13 |

**2018 - 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| Media Typ | Supplier | Ownership | Cost |

|  |  |  |  |
| --- | --- | --- | --- |
| Media Buying & Advertising | Ulutsha Communication | Black-owned | R 2,431,100.00 |
| Sagittarius Communication | black-owned | R 390 022,19 |
| Kwa Afrika media | black-owned | R 1, 019,000.00 |
| GCIS | Government | R 4 536 443,35 |
| **Total** |  |  | R8 376 565.54 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| NAME OF ENTITY | NAME OF THE COMPANY | BLACK OWNED MEDIA | 2016/17 | 2017/18 | 2018/19 |
| Luthuli Museum | Fikozor Business Enterprise | yes | R1 509 000 | R 1 376 000 | R 2 181 000 |
|  | RC Hiring | yes | - | - | - |
|  | Sneriza Business Enterprise | yes | - | - | - |
|  | Zamadela Events | yes | - | - | - |
|  | Sgegede and Themane Manyosi Brothers | yes | - | - | - |
|  | Innovative Concepts | yes | - | - | - |
|  |  |  |  |  |  |
| Market Theatre |  |  | R4 011 928,41 | R2 000 555,43 | R 1 474 538,08 |
|  |  |  |  |  |  |
| SAHRA |  | Yes | R 67 427.00 | R 69 455.00 | R 70 064.00 |

**ENTITIES ADVERTISING EXPENDITURE**

(1)(ii)

(aa), (bb) and (cc)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| State Theatre | Izube alternate Advertising | Yes | R 267 034.00 | - | - |
|  | Pallazo Printers | Yes | R 96 670.00 | - | - |
|  | Naked Naartjie | Yes | R 232 903 | - | - |
|  | Leruo Mpumelelo Media | Yes | R 32 400 | - | - |
|  | Azadex PTY Ltd | Yes | R509 840 | R 148 519 | - |
|  | EN Action Productions | Yes | R 114 260 | - | - |
|  | JZ Decaux SA PTY Ltd | Yes | R133 950 | - | - |
|  | Spectrum Printers CC | Yes | R673 987,18 | R 459 174,23 | R 293 700,34 |
|  | Madiba Promotions | Yes |  | R59 451.00 | R85 650 |
|  | Art Man | Yes |  | R 97 250 | R 50 872 |
|  | Shereno Printers CC | yes | R 21 413 | R 96 963 | R 198 407,59 |
|  | Phinot Nostalgic Projects |  | - | - | R 136 800 |
|  | Sisa Collection |  | - | - | R 42 525 |
|  | Dzongeni Projects | Yes | - | - | R32 961 |
|  | SABC Radio | Yes | R 498 000 | R 285 000 | R 316 250 |
|  |  |  |  |  |  |
| ARTSCAPE |  |  | R 1 495 760,79 | R 1 310 661,12 | R 1 284 555.69 |
|  |  |  |  |  |  |
| Afrikaans Taal museum | Media 24 | Yes | - | - | R 1200.00 |
|  | Frantic Digital | Yes | - | - | R35 290.05 |
|  | Media 24 | Yes | - | R 22 369.64 | R 26 887.97 |
|  | Radia KC | yes | - | R 2000 | R5000 |
|  | Frantic Digital | yes | - |  | R 35 290.05 |
|  |  |  |  |  |  |
| Freedom Park | Ultimate Recruitment | Yes | R132 210 | - | - |
|  | Basadzi | Yes | R 44 924 | - | - |
|  | Adreacht/a Fikelela | yes | R282 684 | - | - |
|  | Tender Bulletin | yes | R 4 831 00 | - | - |
|  | Basadzi | yes | - | R 82 998 | - |
|  | Tender Bulletin | yes | - | R 3 500.00 | - |
|  | Human Communication | Yes | - | R 11 500.00 | - |
|  | Tender Bulletin | yes | - | R 5 272.00 | - |
|  |  |  |  |  |  |
| National Arts Council |  | Yes | R 185 897 | R218 892 | R 360 984 |
|  | NAME OF THE COMPANY | BLACK OWNED | 2016/17 | 2017/18 | 2018/19 |
| National Heritage Council | Basadzi | Yes | R 44 783.46 |  |  |
|  | Government printers work | Government | R 2 500.00 | - | - |
|  | Independent Newspaper | yes | R 63 735.63 | - | - |
|  | Jonti printers | yes | R 8 334.95 | - | - |
|  | Government Printing Works | Government | R 500 | - | - |
|  | Government Printing work | Government | - | R8000.00 | - |
|  | Human Comm | yes | - | R 69 541.73 | - |
|  | Independent Newspaper | yes | - | R 30 886.70 | - |
|  | Basdazi | yes | - | R 32 719.52 | - |
|  | Jonti Tenders | yes | - | R 16 294 .52 | - |
|  | Millennium Media |  | - | - | R 558 140.01 |
|  | Government Printing Works | Government | - | - | R 1006.59 |
|  | Human Comms |  | - | - | R 45 406 .31 |
|  | Basadzi |  | - | - | R 23 503.32 |
|  | Indepent newspaper |  | - | - | R127 485.78 |
|  | Jonti tenders |  | - | - | R 12 261.76 |
|  |  |  |  |  |  |
| PanSALB |  |  | R 8987.76 | R 1000.00 | R 317 444.40 |
|  |  |  | R 20 629.44 | R 29 315.33 |  |
|  |  |  | R45 297.90 | R 621 000.00 |  |
|  |  |  |  | R 496 840.50 |  |
|  |  |  |  | R 32 970.30 |  |
|  |  |  |  | R 230 614.02 |  |
|  |  |  |  |  |  |
| Robben Island Museum | Basadzi | Yes | R 66 881.57 |  |  |
|  | Human Communications | NO | R 212 736.67 | - | - |
|  | Kone Staffing Solution | yes | R 29 554.78 | - | - |
|  | Basadzi | Yes | - | R 167 919.80 |  |
|  | Human Communications | yes | - | R 195 106.33 | - |
|  | Kone Staffing Solution | yes | - | R 66 469.75 | - |
|  | Basadzi |  | - | - | R 257 314.50 |
|  | Human Communications |  | - | - | R 214 494.77 |
|  | Kone Staffing Solution |  | - | - | R 69 258.44 |
|  | NAME OF THE COMPANY | BLACK OWNED | 2016/17 | 2017/18 | 2018/19 |
| William Humphreys Art Gallery | Independent Newspaper |  | R 3 051.35 | - | - |
|  | Discount Travellers |  | R 1 640.00 |  | - |
|  | Independent Newspaper | - | - | R 7 269.76 | - |
|  | Media 24 | - | - | R 3 886.24 | - |
|  | Reflecto signs | - | - | R10 710.30 | - |
|  | Find it Kimberley | - | - | - | R 2 298.85 |
|  | Media 24 | - | - | - | R 28 000.00 |
|  | Independent Newspapers | - | - | - | R13 923.68 |
|  | Siyafika Communications | - | - | - | R 46 294.00 |
|  |  |  |  |  |  |
| Ditsong Museums of SA |  |  | R 248 639 | - | - |
|  |  |  | R 443 597 | - | - |
|  |  |  | R 990 472 | - | - |
|  | NAME OF THE COMPANY | BLACK OWNED | 2016/17 | 2017/18 | 2018/19 |
| War Museum of the Boer Republic | SPM Brochures | No | R 4 995.00 | R 4 9995.00 | R 4 995.00 |
|  | Media 24 | No |  | R 3 716 86 | R 2 081.27 |
|  | Government Printing Works | Government | R500.00 |  |  |
|  |  |  |  |  |  |
| Msunduzi Museum |  | Yes | R44 947.41 | R 28 641 | R 134 710 |
|  |  |  |  |  |  |
| Nelson Mandela Museum | Sawubona | SAA | R 20 00.00 | - | R 20 000.00 |
|  | Explore Magazine | Yes | R23 950.00 | - | - |
|  | Mzansi Travel magazine | Yes | R 27 950.00 | - | - |
|  | Eastern Cape Coast |  | R 15 000.00 | R 15 000.00 | R 15 000.00 |
|  | Sky Ways | SA Express | - | - | - |
|  | Equinox Magazine | Tsogo Sun | - | R39 950.00 | R 39 950.00 |
|  | African Safari | - |  | R 26 000.00 |  |
|  | Daily Dispatch | - |  | R 30 000.00 | R32 000.00 |
|  | SABC Umhlobo wenene | Government | - | - | 280 000.00 |
|  | NAME OF THE COMPANY | BLACK OWNED | 2016/17 | 2017/18 | 2018/19 |
| National Film Video Foundation | Basazdi  Government Printing Works | yes  Government | R 44 783.46  R 2 500.00 | - | - |
|  | Independent Newspaper | yes | R63 735.63 | - | - |
|  | Jonti Printers | yes | R 8 334.95 | - | - |
|  | Government Printers Works | Government | R 500.00 | - | - |
|  | Government Printing Works | Government | - | R 8000.00 | - |
|  | Human Comm | Yes | - | R 69 541.73 | - |
|  | Independent Newspaper | Yes | - | R 30 886.70 | - |
|  | Basadzi | Yes | - | R 32 719.75 | - |
|  | Jonti Tenders | yes | - | R 16 294.52 | - |
|  | Millennium Media |  | - |  | R 58 140.01 |
|  | Government Printing works | Government | - | - | R 1006.59 |
|  | Human Comms | yes | - | - | R 25 503.32 |
|  | Basadzi | yes | - | - | R 7 090.19 |
|  | Independent Newspaper | yes | - | - | R127 485.78 |
|  | Jonti Tenders | yes | - | - | R12 261.76 |
|  | NAME OF THE COMPANY | BLACK OWNED | 2016/17 | 2017/18 | 2018/19 |
| KwaZulu Natal Museum | Media 24 |  | R 45 109 | - | - |
|  | Government Printing Works |  | R 2 250 | - | - |
|  | Sign Centre |  | R 18 810 | - | - |
|  | Albert Fall |  | R 5 200 | - | - |
|  | Capital Newspaper |  | R 2 981 | - | - |
|  | DR’s TV Adverts |  | R 7 125 | - | - |
|  | Happy Earth |  | R 1 500 | - | - |
|  | Logo Graphics |  | R 4 104 | - | - |
|  | MUM’s Mail |  | R 29 422 | - | - |
|  | Weslam Agencies |  | R 14 649 | - | - |
|  | Media 24 |  | - | R 50 568 | - |
|  | Government Printing Works |  | - | R27 930 | - |
|  | Sign Centre |  | - | R 27 930 | - |
|  | Albert Falls |  | - | R5 600 | - |
|  | Capital Newspaper |  | - | R20 570 | - |
|  | DR’s TV Adverts |  | - | R 7 410 | - |
|  | YO Entertainment |  | - | R 2 500 | - |
|  | MUM’S Mail |  | - | R5 700 | - |
|  | Logo Graphics |  | - | R16 644 | - |
|  | On Time Embroidery |  | - | R 57 779 | - |
|  | City Printing Works |  | - | R 9 988 | - |
|  | Project Gateway |  | - | R 20 000 | - |
|  | Media 24 |  | - | - | R 31 940 |
|  | Facebook |  | - | - | R 6 681 |
|  | City printing Works |  | - | - | R 6 681 |
|  | Project Gateway |  | - | - | R 20 000 |
|  | Happy Earth |  | - | - | R1 500 |
|  | Mum’ Earth |  | - | - | R 19 906 |
|  | City Printing Works |  | - | - | R 19 688 |
|  | Black Snowflake |  | - | - | R 10 000 |
|  | Braby’s |  | - | - | R 16 168 |
|  | Logo Graphics |  | - | - | R 30 581 |
|  | Maritzburg College |  | - | - | R6 950 |
|  | Jum Design’s |  | - | - | R 4 140 |
|  | Portfolio Media |  | - | - | R 9 775 |
|  | NAME OF THE COMPANY | BLACK OWNED | 2016/17 | 2017/18 | 2018/19 |
| National Library of South Africa | Basadzi Personnel CC |  | R 27 063.99 | - | - |
|  | Government Printing Works |  | R 7 379.91 | - | - |
|  | Human Communications |  | R 8 244.78 | - | - |
|  | PNET PTY LTD |  | R 21 086.58 | - | - |
|  | Career Junction |  | R 1 700.00 | - | - |
|  | PIXODEL Design Studio |  | R 6 500.00 | - | - |
|  | Brand Inn Printing |  | R 13 350 | - | - |
|  | MINI Print |  | R1 407.90 | - | - |
|  | Thabile Print |  | R 24 795 | - | - |
|  | Blackpage Marketing |  | R 17 450 | - | - |
|  | ABUJONES projects |  | R 8 909 .37 | - | - |
|  | Newsclip Media DEC-IN 0000104594 | Non-compliant contributor | R 9 204.97 | - | - |
|  | Lemon and Soda 1st Edition |  | R 6 315.60 | - | - |
|  | Harry’s Printers |  | R 4 277.50 | - | - |
|  | Government Printing Works |  | - | R 5 750 |  |
|  | Career Junction |  | - | R 15 903 |  |
|  | LED Cool PTY LTD |  | - | R 3 600 |  |
|  | Newsclip Media Monitoring |  | - | R 21 518.02 |  |
|  | Deep Design and Marketing |  | - | R 4 050 |  |
|  | Blackpage Marketing |  | - | R 39 750 |  |
|  | Thabile Print |  | - | R 8 208 |  |
|  | Elle Promotions |  | - | R 27 588 |  |
|  | Minit Print Holdings |  | - | R 2 780.46 |  |
|  | BIG O Trading 787 |  | - | R 4 332.00 |  |
|  | Novus Group |  | - | - | R 9 444.96 |
|  | News clip Media |  | - | - | R 96 654.46 |
|  | Government Printing Works |  | - | - | R 1 261.00 |
|  | Led Cool Pty Ltd |  | - | - | R 6 800 |
|  | Elle Promotions |  | - | - | R 23 115 |
|  | ARMANI Office Supplies |  | - | - | R19 973.93 |
|  | NAME OF THE COMPANY | BLACK OWNED MEDIA | 2016/17 | 2017/18 | 2018/19 |
| Playhouse Company |  | Yes | R 308 940.00 | 65 202.79 | - |
|  | Government owned (SABC) |  | R79 942.50 | R256 081.05 | - |
|  |  |  |  |  |  |
| Iziko Museums | City Life Newspaper | no | R64 013.43 | R37 115.67 | R118 507.85 |
|  | Astronomical Society | no | R 2 500.00 |  |  |
|  | Face book Standard Bank | no | R951.60 | R70.13 |  |
|  | Google-Standard | no | 785.38 | - |  |
|  | Government Printers | State owned | R 1 750.01 | R 3 000.00 |  |
|  | Heart 104.9 | Radio | R3 266.21 |  |  |
|  | Independent Newspaper | No | R 41 708.08 | R38 102.31 |  |
|  | Media 24 | No | R36 776.40 |  |  |
|  | Telkom SA | State owned | R19 039.14 | R 62 700.00 |  |
|  | Times Media | No | 8 280.96 |  |  |
|  | Hunter House | No |  | R19 380.00 |  |
|  | Place Myad |  |  | R 11 461.11 |  |
|  | Radio Pulpit | Radio |  | R10 025.00 |  |
|  | SABC Good Hope | Radio |  | R 62 700.00 |  |
|  | Tiso Blackstar Group |  |  | R 21 511.80 |  |
|  | Twitter Standard Bank |  |  | R 1 717.70 |  |
|  | Voice of the Cape |  |  | R 4 560. 00 |  |

(2)(b) (i) (ii) and (c)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NAME OF ENTITY | BLACK OWNED | OUTDOOR  ADVERTISING | MEDIA COMPANY | 2016/17 | 2017/18 | 2018/19 |
| Market Theatre | Yes | Yes  AD Outpost | - | R 67 716 | - | - |
|  |  | Adreach | - | R 28 306,43 | - | - |
|  |  |  |  |  |  |  |
| State Theatre | Yes | Continental Outdoor | - | R 247 950 | R 19 950 |  |
|  |  |  |  |  |  |  |
| ARTSCAPE | yes |  | - | R 523 605 | R 405 581,91 | R 345 702.80 |
|  |  |  |  |  |  |  |
| Afrikaans Taalmuseum | yes | Budget Barners | - | R 484.50 | - | - |
|  |  |  |  |  |  |  |
|  | yes | Smart Digital Media | - | R 1834 | - | - |
|  | yes | Frantic Digital | - | R 35 290.05 | - | R 35 290.05 |
|  |  |  |  |  |  |  |
| Freedom Park | yes | Adreacht/a Fikelela | - | R282 684 | - | - |
|  |  | Adreach t/a Fikelela | - | - | R 348 348 | - |
|  |  | Adreach t/a Fikelela | - | - | - | R351 555 |
|  |  |  |  |  |  |  |
| NAC | yes | - | Whoodoo Media and Advertising | R 109 291 | R190 733 | R260 371 |
|  | yes | - | Busi Ntuli Communications | - | - | R99 502 |
|  | BLACK OWNED | OUTDOOR  ADVERTISING | MEDIA COMPANY | 2016/17 | 2017/18 | 2018/19 |
| National Heritage Council |  | No | Media 24 | R 71 592.00 | - | - |
|  |  | No | Times Media | R 91 262.70 | - | - |
|  |  | Government printers | Government Printing Works | R 1 250.00 | R500.00 | - |
|  |  | yes | Lombe Holdings | - | R346 850 | - |
|  |  |  |  |  |  |  |
|  |  | yes | NN Concepts |  | R 91 902 |  |
| PANsalb |  | no | Media 24 | R 8 987.76 | R 496 840.50 | R317 444.40 |
|  |  | Yes | Tiso Black Star | R 65 927.34 | R 262 984.32 | - |
|  |  |  | Independent Newspaper | - | R 650 315.33 | - |
|  |  | Government | Government Printing Works | - | R 1000.00 | - |
|  | BLACK OWNED | OUTDOOR  ADVERTISING | MEDIA COMPANY | 2016/17 | 2017/18 | 2018/19 |
| National Museum |  |  | Media 24 | - | R 16 364.70 | - |
|  |  |  | SA art Times | - | R27 500 | - |
|  |  |  | Xasha Publishing | - | R 1 653.00 | - |
|  |  |  | Moja Media | - | R11 491.20 | - |
|  |  |  | Highburry Media | - | R14 250.00 | - |
|  |  |  | Moja Media | - | R 11 250.00 | - |
|  |  |  | Highburry Media | - | R14 250.00 | - |
|  |  |  | BVSA Advertising | - | R 3 650 | - |
|  |  |  | SunMedia | - | R 768.00 | - |
|  |  |  | Government Printing Work | - | R 2250.00 | - |
|  |  |  | Media 24 | - | R 28 080.85 | - |
|  |  |  | Tiiso Blackstar Group | - | R52 240.00 | - |
|  |  |  | The Citizen | - | R 13 200.30 | - |
|  |  |  | Independent News Paper | - | R 26 174.40 | - |
|  | BLACK OWNED | OUTDOOR  ADVERTISING | MEDIA COMPANY | 2016/17 | 2017/18 | 2018/19 |
| Ditsong Museums of SA |  | Yes |  |  |  | R 243 727.20 |
|  |  |  |  |  |  |  |
| WAR Museums of the Boer Republic |  | SPM Brochures |  |  |  |  |
|  |  | Media 24 |  |  | R 3 716.86 | R 2 081.27 |
|  |  | Government Printing Works |  | R 4 995.00 | R4 995.00 | R 4 995.00 |
|  | BLACK OWNED | OUTDOOR  ADVERTISING | MEDIA COMPANY | 2016/17 | 2017/18 | 2018/19 |
| Playhouse Company | Yes |  |  | R273 47.60 |  |  |
|  |  |  | Yes | R 213 459.80 |  |  |
|  |  |  | yes | R468 873.30 | R 611 454.64 |  |
|  |  |  |  |  |  |  |
| Iziko Museums |  | C K Outdoor Advertising | Yes | - | - | R20 700.00 |