

**MINISTRY**

**PUBLIC WORKS & INFRASTRUCTURE**

**REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY**

**WRITTEN REPLY**

**QUESTION NUMBER: 793 [NW1908E]**

**INTERNAL QUESTION PAPER NO.: 14**

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**793. Mr M Tshwaku (EFF) asked the Minister of Public Works and Infrastructure:**

(1) (a) What amount was spent on advertising by (i) her department 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 department 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 department and state-owned entities reporting to her went to each black-owned media company in each specified financial year?

**NW1908E**

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**REPLY:**

**The Minister of Public Works and Infrastructure:**

1. (a) (i)
2. 2016/17: R7 318 000,00
3. 2017/18: R8 549 000,00
4. 2018/19: R3 613 000,00
5. (a) (i) Of the total expenditure incurred by the Department of Public Works and Infrastructure, the following went to Black-owned companies:
6. 2016/17: R3 891 444,75

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| **NO** | **DESCRIPTION** | **MONTH** | **COMPANY NAME** | **B-BBEE Level** | **AMOUNT** |
| 1 | Newspaper Advertisement:  | Apr-16 | Human Communications | 2 | R 24,587.34 |
| 2 | Advertisement | Apr-16 | Human Communications | 2 | R 42,557.66 |
| 3 | Newspaper Advertisement:  | Jun-16 | Ultimate Recruitment Solutions | 1 | R 24,455.00 |
| 4 | Advertisement | Jul-16 | Shisuka Communications | 1 | R 247,635.56 |
| 5 | Advertisement | Jul-16 | Burning Spear Advertising | 1 | R 244,701.05 |
| 6 | Advertisement | Jul-16 | Comet Box Studios | 1 | R 80,510.85 |
| 7 | Advertisement | Jul-16 | Decimal Cube Advertising (Pty) Ltd | 2 | R 147,368.80 |
| 8 | Advertisement | Aug-16 | Fabrizimedia | 1 | R 232,407.47 |
| 9 | Advertorial On National Newspapers  | Sep-16 | Thinknthink | 1 | R 338,000.00 |
| 10 | Advertisement | Sep-16 | Los Pepes Investments (Pty) Ltd | 1 | R 73,399.70 |
| 11 | Advertisement | Sep-16 | Vonben Trading Enterprise (Pty) Ltd |  | R 140,839.24 |
| 12 | Advertisement | Sep-16 | MTKR Marketing And Communincation Cc | 1 | R 127,420.70 |
| 13 | Advertorial Sawubona Magazine | Oct-16 | Ndalo Media | 1 | R 140,839.24 |
| 14 | Advertisement | Oct-16 | Khehla Rendani Trading And Projects | 1 | R 338,000.00 |
| 15 | Advertisement | Oct-16 | MTKR Marketing And Communincation Cc | 1 | R 107,344.22 |
| 16 | Advertisement | Dec-16 | Basadzi Personnel | 1 | R 148,702.69 |
| 17 | Advertorial On Various National Newspapers | Jan-17 | Singi Consulting & Communication | 1 | R 332,694.12 |
| 18 | Advertisement | Feb-17 | Mashemong Marketing Communications | 1 | R 332,694.12 |
| 19 | Bid Advertisement | Feb-17 | Luonde Holdings | 1 | R 121,500.00 |
| 20 | Advertisement | Feb-17 | Buti Le Sello Multimedia | 1 | R 112,544.31 |
| 21 | Advertisement | Feb-17 | Machi-Ra Trading Enterprise | 1 | R 219,411.15 |
| 22 | Advertisement | Feb-17 | Byte Code Consulting | 1 | R 87,262.77 |
| 23 | Advertisement | Mar-17 | Bodina Trading Enterprise | 1 | R 251,156.10 |
|  | **Total** | R 3,891,444.75 |

1. 2017/18: R2 160 377,05

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| **NO** | **PUBLICATION** | **MONTH** | **COMPANY NAME** | **B-BBEE Level** | **AMOUNT** |
| 1 | Advertisement | May-17 | Broadword Trading 33 (Pty) Ltd | 1 | R 211,100.90 |
| 2 | Advertisement | Jun-17 | Ultimate Recruitment Solutions | 1 | R 150,281.91 |
| 3 | Advertisement | Jul-17 | Matibis Creatives | 1 | R 53,760.48 |
| 4 | Advertorial  | Aug-17 | Singi Consulting And Communications | 1 | R 481,600.00 |
| 5 | Advertorial  | Aug-17 | Basadzi Personnel And Media | 1 | R 46,654.27 |
| 6 | Advertisement | Aug-17 | Netstreet | 1 | R 133,775.00 |
| 7 | Advertising | Sep-17 | Sunday Tribune | 1 | R 16,084.00 |
| 8 | Advertising | Sep-17 | Ilanga, Paarl Media | 1 | R 3,903.00 |
| 9 | Advertisement | Sep-17 | Basadzi Personnel And Media | 1 | R 104,486.13 |
| 10 | Advertisement | Sep-17 | MTKR Marketing And Communications | 1 | R 49,392.52 |
| 11 | Advertisement | Sep-17 | Ultimate Recruitment Solutions | 1 | R 75,140.96 |
| 12 | Advertisement | Sep-17 | Kone Staffing Solutions | 1 | R 34,382.40 |
| 13 | Advertisement | Sep-17 | Basadzi Personnel And Media | 1 | R 75,813.19 |
| 14 | Advertisement | Sep-17 | Ultimate Recruitment Solutions | 1 | R 32,753.75 |
| 15 | Advertisement | Sep-17 | Basadzi Personnel And Media | 1 | R 113,719.79 |
| 16 | Advert On Daily Dispatch And The Herald | Oct-17 | Sagittarius Communication | 1 | R 16,183.44 |
| 17 | Advertisement | Oct-17 | Human Communications | 1 | R 23,062.07 |
| 18 | Advertisement | Oct-17 | Ultimate Recruitment Solutions | 1 | R 106,931.36 |
| 19 | Advertisement | Nov-17 | Ultimate Recruitment Solutions | 1 | R 34,680.44 |
| 20 | Advertisement | Nov-17 | Ultimate Recruitment Solutions | 1 | R 19,266.91 |
| 21 | Advertisement | Nov-17 | Basadzi Personnel And Media | 1 | R 23,009.76 |
| 22 | Advertisement | Dec-17 | Ultimate Recruitment Solutions | 1 | R 57,800.74 |
| 23 | Advertisement | Jan-18 | Kone Staffing Solutions | 1 | R 124,104.96 |
| 24 | Advertisement | Jan-18 | Kone Staffing Solutions | 1 | R 54,037.37 |
| 25 | Advertisement | Feb-18 | Basadzi Personnel And Media | 1 | R 95,817.00 |
| 26 | Advert For Leases On Herald And Daily Dispatch | Feb-18 | Sagittarius Communication | 1 | R 22,634.70 |
|  | **Total** | R 2,160,377.05 |

1. 2018/19: R1 200 032,95

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| **NO** | **PUBLICATION** | **MONTH** | **COMPANY NAME** | **B-BBEE Level** | **AMOUNT** |
| 1 | Advertisement | Jul-18 | Human Communications | 1 | R 16,212.57 |
| 2 | Advertisement | Aug-18 | Basadzi Personnel | 1 | R 110,680.72 |
| 3 | Advertorial | Sep-18 | Concorse Suppliers and Projects | 1 | R 286,000.00 |
| 4 | Advertisement | Oct-18 | Basadzi Personnel | 1 | R 40,000.00 |
| 5 | Advertisement | Nov-18 | Basadzi Personnel | 1 | R 18,257.40 |
| 6 | Advertisement | Jan-19 | Basadzi Personnel | 1 | R 81,144.00 |
| 7 | Advertisement | Jan-19 | Ultimate Recruitment Solutions | 1 | R 31,025.85 |
| 8 | Advertisement | Jan-19 | Basadzi Personnel | 1 | R 81,144.00 |
| 9 | Advertisement | Feb-19 | Ultimate Recruitment Solutions | 1 | R 18,615.51 |
| 10 | Advertisement | Feb-19 | Kone Staffing Solutions | 1 | R 31,037.58 |
| 11 | Advertisement | Feb-19 | Basadzi Personnel | 1 | R 92,199.87 |
| 12 | Advertisement | Feb-19 | Basadzi Personnel | 1 | R 18,622.55 |
| 13 | Advertisement | Mar-19 | Basadzi Personnel | 1 | R 28,973.10 |
| 14 | Advertisement | Mar-19 | Light way (Pty) Ltd | 1 | R 315,690.80 |
| 15 | Advertisement | Mar-19 | Basadzi Personnel | 1 | R 30,429.00 |
|  | **Total** | R 1,200,032.95 |

1. (ii) The following expenditure was incurred on outdoor advertising:
2. 2016/17: Nil
3. 2017/18: R537 396,00

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| **NO** | **PUBLICATION** | **MONTH** | **COMPANY NAME** | **B-BBEE Level** | **AMOUNT** |
| 1 | GCIS Advertising Billboards Campaign -  | Sep-17 | GCIS | N/A | R 498,180.00 |
| 2 | Government Buildings Outdoor advertising, Tswalanang Logistics & Township Media  | Dec 2017/ Jan 2018 | GCIS | N/A | R 39,216.00 |
|   | **Total** | R 537,396.00 |

1. 2018/19: Nil
2. On outdoor advertising, the following went to Black-owned companies:
3. 2016/17: Nil
4. 2017/18: R39 216,00 (Paid to Tswalanang Logistics & Township media: B-BBEE Level 1, outdoor advertising done through GCIS)
5. 2018/19: Nil

**In respect of State-owned Entities Reporting to the Department of Public Works and Infrastructure:**

(1)

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| --- | --- | --- | --- |
| **(ii)** | **(aa) 2016-17** | **(bb) 2017-18** | **(cc) 2018-19** |
| Agrément South Afgrica (ASA) | None, ASA was Business Unit under the Council for Scientific and Industrial Research (CSIR) | R226,938 | R165,629 |
| Council for the Built Environment (CBE) | R216,000 | R168,000 | R95,000 |
| Construction Industry Development Board (CIDB) | R1 155 955.03 | R1 945 290.48 | R2 038 520.68 |
| Independent Development Trust (IDT) | R352 979.29 | R581 731.68 | R338 779.27 |

(2)

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| **(b) Public Entity** | **(2) Amount of Total Expenditure** | **(i)**  | **(ii)**  | **(c)**  |
| **ASA** | **2017/18** | **2017/18** |  |  |
| R24,430.58 | Basadzi Media |  |  |
| R25,986.87 | Human Communications | R0.00 | R0.00 |
| R79,022.52 | Stay Frosty Media | R0.00 | R0.00 |
| R 72,960.00 | Ayvel Strategic Media Agency | R0.00 | R0.00 |
| R2,542.20 | Kaimara | R0.00 | R0.00 |
| R21,996.00 | Via CSIR Procurement | R0.00 | R0.00 |
| **2018/19**R86,252.88 | **2018/19**Basadzi Media House | R0.00 | R0.00 |
| **R42,050.33** | Stay Frosty Media | R0.00 | R0.00 |
| **R37,325.60** | GPW | R0.00 | R0.00 |
| **CBE**(Explanatory note: Expenditure incurred on advertising mostly relates to promotional material, i.e pens, booklets, etc) |  | R0.00 | R0.00 | R0.00 |
| **CIDB** | **2016/2017** | **2016/2017** | **2017/2018** | **2018/2019** |
| R 1 155 955.03 | R1 038 602.11 | R0.00 | R0.00 |
| **2017/2018** | **2017/2018** | **2017/2018** | **2017/2018** |
| R 1 945 290.48 | R1 071 575.74 | R0.00 | R0.00 |
| **2018/2019** | **2018/2019** | **2018/2019** | **2018/2019** |
| R 2 038 520.68 | R1 365 152,86 | R0.00 | R0.00 |
| IDT | (2) what amount of the total expenditure | (i) each specified black-owned media company | (ii) outdoor advertising in each specified financial year | (c) outdoor advertising by her department and state-owned entities reporting to her went to each black-owned media company in each specified financial year |
| R1, 273 490.24 | R613 626.20 | None  | Not applicable |