**NATIONAL ASSEMBLY**

**WRITTEN REPLY**

**QUESTION 795**

**INTERNAL QUESTION PAPER [No 14-2019 SIXTH PARLIAMENT]  
DATE OF PUBLICATION:  6 September 2019**

**795. Mrs C C S Motsepe (EFF) to ask the Minister of Agriculture, Land Reform and Rural Development:**

(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? **NW1910E**

**THE MINISTER OF AGRICULTURE, RURAL DEVELOPMENT AND LAND REFORM:**

1. (a) (i)(aa),(bb)(cc) Please refer to the table below for details of advertising expenditure by the Department of Rural Development and Land Reform.
2. (ii)(aa),(bb),(cc) Please refer to **Annexure A** for entities reporting to the Minister.
3. (a),(b(i),(ii),(c) Please refer to the table below and **Annexure A** for a breakdown of

expenditure by the Department and entities.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **(aa) 2016/17** | | **(bb) 2017/18** | **(cc) 2018/19** | |
| **(1)(a)(i)**  **DRDLR** | 5 534 999.71 | | 4 452 087.95 | 5 638 759.39 | |
| **(2)(a)(i)**  **DRDLR** | 206 842.00 | Mediamark | NONE | 920 777.20 | Cut to Black |
| 20 520.00 | Radio Riverside | 503 686.20 | MSG Group |
| 69 000.00 | ZaFanZone | 6 000.00 | Heartbeat FM |
| 6 000.00 | Icora FM |
| 553 128.00 | Mahuhumelo Trading | 6 000.00 | Nongoma FM |
|  | | 6 000.00 | Nqubeko Community Radio |
| 6 000.00 | Pheli FM |
| 6 000.00 | Pongola FM |
| 6 000.00 | Radio Zibonele |
| 6 000.00 | Eldos' FM |
| 12 400.00 | Moutse FM |
| 102 500.00 | Mohodi FM |
| 123 317.09 | Jacaranda FM |
| 6 000.00 | Rise Community Radio |
| **(2)(a)(ii)** | None | | None | None | |

**ANNEXURE A TO NA-QUES 795 of 2019**

**Deeds Registration Trading Account**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. **(ii)** | | | 1. **(b)** | | | | | **(2) (c)** | | |
| **(aa)**  **2016-17** | **(bb)**  **2017-18** | **(cc)**  **2018-19** | 1. **Amount to Black-owned Media Company** | | **(ii) Total Amount Outdoor Advertising** | | | **Outdoor Advertising : Black-owned Company** | | |
| **2016-17** | **2017-18** | **2018-19** | **2016-17** | **2017-18** | **2018-19** |
| R6,379.33 | R464,909.21 | R171,860.27 | R 32,026.75 | Government Printing Works – Government Entity | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| R 111,632.24 | Ultimate Recruitment Solutions CC – 100% Black Owned |
| R 425,457.12 | Mahuhumelo Trading Enterprise CC – 100% Black Owned |
| R 26,090.00 | MacDuff Trading Enterprise T/A Mac Telecoms SA – 100% Black Owned |
| R 47,942.70 | BQT Construction (Pty) Ltd – 100% Black Owned |

**Office of the Valuer-General**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. **(ii)** | | | 1. **(b)** | | | | | **(2) (c)** | | |
| **(aa)**  **2016-17** | **(bb)**  **2017-18** | **(cc)**  **2018-19** | **Amount to Black-owned Media Company** | | **(ii) Total Amount Outdoor Advertising** | | | **Outdoor Advertising : Black-owned Company** | | |
| **2016-17** | **2017-18** | **2018-19** | **2016-17** | **2017-18** | **2018-19** |
| R36,448.24 | R99,977.93 | R134,862.79 | R 21,136.41 | Government Printing Works – Government Entity | R 0.00 | R 0.00 | R 0.00 | R 0.00 | R 0.00 | R 0.00 |
| R 250,152.55 | Ultimate Recruitment Solutions CC – 100% Black Owned |

**Ingonyama Trust Board**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. **(ii)** | | | 1. **(b) (i)**   **Amount to Specified Black-owned Media Company** | | **(2)(b)(ii) Total Amount Outdoor Advertising** | | | **(2) (c) Outdoor Advertising : Black-owned Company** | | |
| **(aa)**  **2016-17** | **(bb)**  **2017-18** | **(cc)**  **2018-19** | **2016-2017** | | **2016-17** | **2017-18** | **2018-19** | **2016-17** | **2017-18** | **2018-19** |
| 398 411.79 | 327 754.02 | 423 951.81 | 10 326.10 | Government Printing Works | 0 | 0 | 0 | 0 | 0 | 0 |
| 113 439.47 | Illanga Newspapers |
| 215 879.40 | Independent Newspapers |
| 51 054.66 | Media 24 |
| **5 500.01** | MHP Geospace |
| **2017-2018** | |
| 47 477.00 | Illanga Newspapers |
| 101 726.58 | Independent Newspapers |
| 16 899.30 | Media 24 |
| 500.00 | MHP Geospace |
| 109 305.00 | TBG Media |
| 10 000.00 | Tower Group |
| 33 950.00 | 365 Digital Media |
| **2018-2019** | |
| 66 241.00 | Illanga Newspapers |
| 65 486.11 | Independent Newspaper s |
| 34 446.17 | Media 24 |
| 5 000.00 | MHP Geospace |
| 242 706.91 | TBG Media |

**DALRRD response to the above-mentioned questions:**

1. (a) (i) During the 2016/17 financial year, the Department of Agriculture, Forestry and Fisheries (DAFF) spent a total amount of R2 538 495.06.The money was spent on advertising the following departmental programmes:

* Bactocera Invadens Awareness (R249 933.60)
* External Bursary Scheme (R75 103.20)
* Female Entrepreneurial Awards (R359 350.80)
* Internship Programme (R260 357.76)
* LandCare (R620 638.86)
* Assignee DAFF notice (R13 570.56)
* World Food Day commemoration (R959 540.28)

(bb) During the 2017/2018 financial year, an amount of R 2 261 622.53 was spent. The money was spent on advertising the following departmental programmes:

* Arbor Week Launch (R1 201 616.08)
* World Food Day (R313 300.00)
* #YAFF Awards nominations advert (R190 608.75)
* #Youth Awards (R556 097.70)

(cc) During the 2018/2019 financial year an amount of R14 288 507.25 was spent. The money was spent on advertising the following departmental programmes:

* Arbor Month (R1 436 210.38)
* Bursary awards (R171 603.00)
* Call for nominations for Advisory Council (R297 459.00)
* Internship Programme (R278 428.80)
* LandCare Programme (R853 229.16)
* Nomination of Agricultural Producer Agents Council (R18 257.40)
* Nomination of Veterinary Council (R18 257.40)
* Protected Trees Awareness (R447 391.63)
  + YAFF Awards (R613 471,86)
* Producer Farmers Register awareness campaign (R10 154 198.62)

2.(a) The department has been sourcing service providers for advertisements through the Government Communication and Information Services (GCIS) department in each specified financial year.

(i) 2016/2017 Financial Year - Black owned companies;

Kurara FM - R7000

Radio NFM - R7000

Radio Riverside - R7000

2017/2018 Financial Year – Black-owned companies – None

2018/2019 Financial Year – Black-owned companies – None

(ii) For the 2016/2017 Financial Year Outdoor Advertising - Alive Advertising company, not

Black-owned) - R110 010.00

2017/2018 Financial Year Outdoor Advertising – None

2018/2019 Financial Year – Outdoor Advertising – None

1. **OBP response:**

National Assembly Parliamentary question **795/NW1910E**

(1)(a) What amount was spent on advertising by (i) her department - **n/a** and

(ii) state-owned entities reporting to her in the (aa) 2016-17, (bb) 2017-18 and (cc) 2018-19 financial years;

|  |  |  |  |
| --- | --- | --- | --- |
|  | **(aa)** 2016/17 | **(bb)** 2017/18 | **(cc)**2018/19 |
| Advertising spent | R252 336.47 | R57 390.00 | R59 286.50 |

(2) What amount of the total expenditure incurred by (a) **n/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

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2016/17 | 2017/18 | 2018/19 |
| **(i)** Black media company | R39 600.00 | R53 940.00 | N/A |
| **(ii)**Outdoor advertising | N/A | N/A | N/A |
| **(c)**outdoor advertising to black media | N/A | N/A | N/A |

1. **PPECB’s response:**

**Question 1(a)(ii):** The PPECB spent a total of R1,022,937 for the period consisting of F2017, F2018 and F2019 year, which was annually dispersed as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **(aa)** | **(bb)** | **(cc)** |
| **2016-17 R** | **2017-18 R** | **2018-19 R** |
| **Total excluding VAT:** | 425,829 | 277,314 | 319,794 |

**Question 2 (b)(i) & (ii):** The PPECB spent a total of R232,650 (black-owned media companies) and R790,287 (other companies) for the period consisting of F2017, F2018 and F2019 year, which was annually dispersed as follows:

| **Category** | **Black owned?** | **% Black owned** |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2016-17 R** | **2017-18 R** | **2018-19 R** |
| African Framers Association of SA | Yes | 100% | - | - | 7,500 |
| Agri South Africa | Yes | 51% | 16,000 | - | - |
| Dirang Bohle Trading | Yes | 100% | 28,950 | - | - |
| Picasso Headline (Pty) Ltd | Yes | 53% | 32,000 | 8,000 | 30,900 |
| Tusk Event Management | Yes | 100% | 72,700 | 17,600 | 19,000 |
| **(I) Advertising Expenditure: Black-Owned Companies** |  |  | **149,650** | **25,600** | **57,400** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Black owned?** | **% Black owned** |  |  |  |
| **2016-17 R** | **2017-18 R** | **2018-19 R** |
| Agri Connect (Pty) Ltd | No | 0% | 64,500 | 22,500 | 67,500 |
| Fresh Produce Exporters Forum | No | 0% | - | - | - |
| Independent Newspapers (Pty) Ltd | No | 0% | 11,020 | - | - |
| Interact Media Defined (Pty) Ltd | No | 0% | 13,200 | 14,000 | 14,500 |
| Kaqala Media (Pty) Ltd T/A Cape Media | No | 0% | - | 13,800 | 17,205 |
| Malnor (Pty) Ltd | No | 0% | 35,600 | 13,400 | 44,850 |
| Market Intelligence | No | 0% | 50,610 | 63,231 | 38,293 |
| Media 24 News | No | 0% | - | 13,800 | - |
| Mediacom Ltd | No | 0% | 20,860 | 31,377 | 41,500 |
| MES Online South Africa (Pty)Ltd T/A Agrifood SA | No | 0% | 32,566 | 12,466 | 38,546 |
| Now Media (Pty) Ltd | No | 0% | 34,840 | 66,450 | - |
| Sa Fruit Journal | No | 0% | 12,500 | - | - |
| Zip Print (Pty) Ltd | No | 0% | 483 | 690 | - |
| **(ii) Advertising Expenditure: Other Companies** |  |  | **276,179** | **251,714** | **262,394** |
| **Total excluding VAT:** |  |  | **425,829** | **277,314** | **319,794** |

1. **NAMC response:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Expenditure on Advertisement NAMC** |  |  |  |
| **Financial year** | **Description** | **Supplier** | **Amount** |
| 2016/17 | Internal Audit services tender advertisement | Human Communication | 32,872.49 |
| 2017/18 | Internal Audit services tender advertisement | Human Communication | 33,611.76 |
| 2018/19 | Internal Audit services tender advertisement | Human Communication | - |
| **Total** |  |  | **66,484.25** |